



Impact Report

2025



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About AppsFlyer

Words from Our CEO & Co-Founder



Dear customers, partners, employees, and fellow visionaries,

At AppsFlyer, we believe that long-term success is built on responsibility. Responsibility to our customers. Responsibility to our people. Responsibility to the communities we are part of. And responsibility to continue building a business that creates value beyond financial performance. This report reflects how our approach continues to evolve.

During 2025 we strengthened our investment in our people, expanded our social impact through AppsFlyer Cares, advanced our environmental management practices, and continued

leading with privacy and security at the core of everything we build.

What connects all these efforts is a simple belief: meaningful impact is created when people, technology, and responsibility move forward together.

Doing well by doing good is fundamental to how we think about success at AppsFlyer. Business growth and positive impact are not separate ambitions - they reinforce one another. By leveraging our technology, capabilities, and ecosystem, we create lasting value and for our business and meaningful impact for the world around us.

As a data-driven company, we believe progress should be measured. Not because measurement is the goal, but because it enables us to learn, improve, and create greater impact over time.

None of this would be possible without our employees, customers, partners, and communities, who continue to challenge us, inspire us, and build alongside us.

Thank you for being part of this journey and for continuing to move it forward with us.

Oren Kaniel

**Oren Kaniel,
CEO & Co-Founder**

About AppsFlyer

AppsFlyer is the modern marketing cloud, built to help brands grow in a complex, privacy-first, AI-driven world.

For more than a decade, we have been the trusted leader in mobile measurement, setting the industry standard for data accuracy, transparency, and trust. Our foundation in world-class attribution empowered digital businesses to measure performance with confidence and turn insights into growth.

As marketing evolved beyond mobile, so did we.

Today, customer journeys span mobile, web, CTV, desktop, and emerging platforms. Data is fragmented. Privacy expectations are higher than ever. And artificial intelligence is transforming how marketers operate. To meet this new reality, AppsFlyer expanded from mobile measurement into a unified cloud that connects every signal across channels and devices.

We provide the infrastructure, intelligence, and privacy-first data framework that **more than 15,000 businesses worldwide** — from fast-growing startups to global enterprises — rely on to drive sustainable, data-driven growth.

By combining trusted attribution, holistic lifetime value measurement, AI-powered insights, and secure data collaboration, AppsFlyer helps organizations move from fragmented data to connected intelligence, enabling smarter decisions from acquisition to engagement, and from tactical optimization to long-term strategy.



About AppsFlyer



20

Offices worldwide



1,300+

Employees



\$300M

Total Funding



200B+

Consumer Actions Measured Daily



Our investors



GENERAL ATLANTIC

QUMRA
CAPITAL

T Capital

Goldman Sachs

pitango
VENTURE CAPITAL

8° EIGHT ROADS™

magma
Venture Partners

salesforce ventures

Industry Recognition



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.



Best Companies to Work For



Best Companies for Parents to Work For

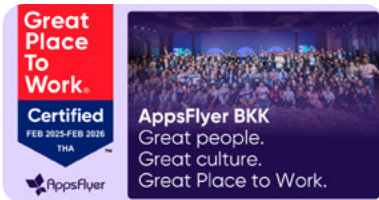
Dun's 100 - The Standard of Achievement

Top best companies to work for in Israel. The Dun's 100 rankings present the leading companies across sectors of the economy in a reliable, accurate, and professional way.



Ma'ala ESG Gold Rating

In 2025, AppsFlyer received a Gold rating in Ma'ala's ESG Index - the highest score achieved by a private company in Israel's leading Corporate Social Responsibility and social impact ranking. In our first year participating in the index, we stand among a select group of private companies ranked alongside Israel's largest public corporations. This recognition reflects our long-term commitment to leading with purpose across environmental sustainability, social impact, inclusion, and responsible governance, not as a compliance exercise, but as a core expression of who we are as a company.



Great Place to Work® - AppsFlyer Thailand

AppsFlyer Bangkok has been certified as a Great Place to Work® in Thailand, recognizing our commitment to building a culture of trust, inclusion, and belonging. This certification reflects the voices of our people - a testament to the environment we create together across every office worldwide.



LGBTWORK Gold Index 2025

AppsFlyer was recognized for excellence in building an inclusive workplace where LGBTQ+ employees can bring their authentic selves to work every day. Supporting equal rights and making the work environment inclusive.



Best Responsible Brand China

AppsFlyer was named to the Best Responsible Brand China Top 100 by the 2025 CSR China Education Awards. The recognition reflects our ongoing commitment to equal education across the globe and in China, evaluated alongside 100 of the market's most responsible brands.

Leading the Way to a Sustainable Future

Creating measurable impact through people, technology, and responsibility.

“

We believe that lasting impact is created when business success, people, and responsibility move forward together.

“

We measure what matters.

“

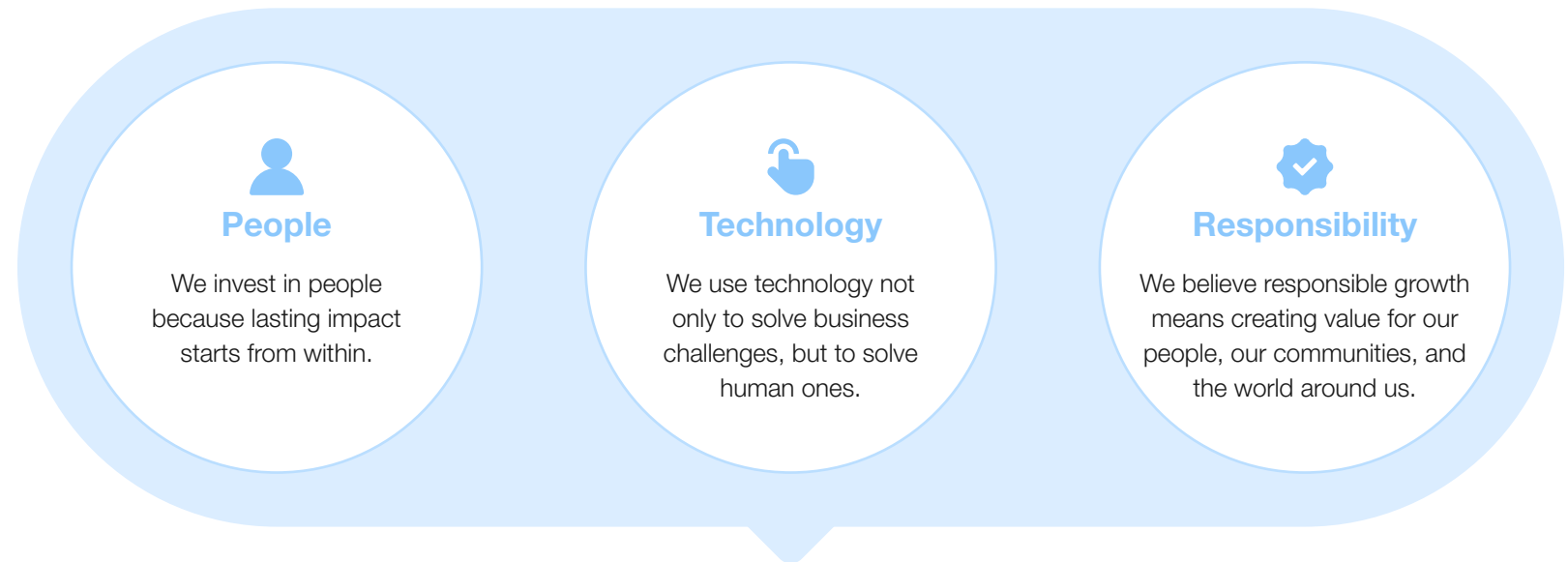
We invest where we can create long-term value.

“

We use technology to improve lives.

“

We believe responsibility is part of how we build our business, doing well by doing good.



**Everything you'll read in this report
is built around these three commitments**

How We Create Sustainable Impact

The United Nations Sustainable Development Goals (SDGs) provide a globally recognized framework for addressing the world’s most pressing social, environmental, and economic challenges.

At AppsFlyer, they serve as a strategic framework that helps guide our long-term priorities, strengthen responsible business practices, and maximize the positive impact we create for our people, our communities, and the broader ecosystem.

Our strategy focuses on the goals where we believe our people, technology, and partnerships can create meaningful and measurable long-term impact.



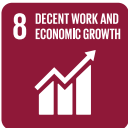
Supporting the physical, mental, and emotional wellbeing of our people through a holistic employee experience strategy, comprehensive wellbeing programs, and inclusive support throughout every stage of life.



Expanding access to education, digital skills, AI literacy, and future employability through long-term educational partnerships, mentoring, and technology.



Advancing gender equality by increasing representation, supporting women in leadership, investing in STEM education, and empowering girls and women globally.



Creating an inclusive, high-performing workplace that invests in learning, leadership, wellbeing, career development, and equal opportunities for all employees.



Leveraging technology, AI, privacy-first innovation, and responsible digital solutions to help businesses grow while addressing meaningful societal challenges.



Creating opportunities for underrepresented communities through education, mentoring, inclusive hiring, and long-term partnerships that promote social mobility.



Measuring and reducing our environmental impact through carbon footprint measurement, responsible operations, energy efficiency, and long-term sustainability practices.



Promoting trust, responsible technology, digital safety, Holocaust education, cross-community collaboration, and initiatives that strengthen understanding, inclusion, and resilient societies.



Collaborating with NGOs, governments, academia, customers, and communities to scale impact and create sustainable, long-term change together.





People Strategy

What does it take to build a company
where people thrive?

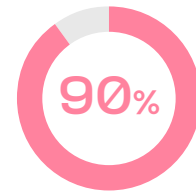
Behind every innovation, every customer success, and every business milestone are the people who make it possible.

At AppsFlyer, we believe exceptional companies are built by creating an environment where people can grow, lead, belong, and perform at their best. Our people strategy combines data-driven decision-making with continuous learning, leadership development, wellbeing, and a culture built on trust.

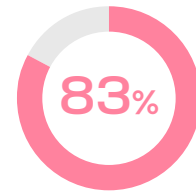
Investing in people is one of the most important investments we make, not only because it strengthens our business, but because it drives innovation, builds resilience, and creates long-term value for our employees, our customers, and the communities we serve.

A Culture Built on People

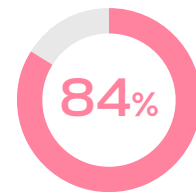
Listening



Engagement survey participation



Received valuable feedback



Feel they belong

Growing

21,452

Learning hours

72.6%

Successfully implemented advanced AI solutions

Experiencing

85%

Believe AppsFlyer Cares makes a real impact on our community

66.3%

Utilization of well being personal grant

233

Team events



People Engagement

Listening.
Insights.
Action.

At AppsFlyer, we believe exceptional employee experiences are built with the same discipline, curiosity, and data-driven mindset that shape every part of our business.

Our people strategy is rooted in a simple principle: listen first, understand deeply, and act with intention. By combining people analytics, continuous feedback, and meaningful conversations, we enable leaders to make better decisions and continuously improve the employee experience.



Turning Insights into Action



Annual Engagement Survey

Our annual engagement survey gives every employee an opportunity to shape the future of AppsFlyer. Insights are shared transparently across the organization and translated into meaningful actions at both company and team levels.



Honest AF

An anonymous feedback channel that enables employees to raise ideas, concerns, and suggestions directly with our Chief People Officer.



Ask Me Anything (AMA)

Open conversations with our CEO, CTO, and Chief People Officer that reinforce transparency, accessibility, and trust across the organization.



Learning & Growth

Technology evolves every day, and so do we. Learning is a strategic investment in our people and in the future of our business. Our approach combines structured learning, practical experience, leadership development, and AI capability building to help every employee grow alongside the business. From onboarding through leadership development, professional expertise, and AI capabilities, we create opportunities for employees to continuously grow, adapt, and build the skills needed to succeed in a rapidly evolving industry.

Our learning philosophy is simple: make learning practical, globally accessible, and immediately applicable, so our people can create value from day one and continue growing throughout their careers.

21,452
Learning
Hours

329
Self-Paced Learning
Modules

18,256.5
Role-Based
Learning
Hours

97.3%
Employees Completed
at Least One
E-Learning Module

89.7%
Participation in
Face-to-Face
Learning

52.5%
of Face-to-Face
Learning Focused
on AI

Our Learning Ecosystem

Building Strong Foundations

Every employee begins their journey with a structured onboarding experience designed to build confidence, accelerate integration, and create a shared understanding of AppsFlyer's business, products, customers, and culture.

In 2025, **189 new employees** completed our onboarding journey, accelerating integration while strengthening collaboration across our global organization.

From Zero to Hero

Our flagship onboarding e-learning experience introduces new employees to AppsFlyer's products, business ecosystem, culture, tools, and industry fundamentals, creating a strong foundation for success from day one.

Regional Academy

AppsFlyer Academy is our global onboarding experience, combining product education, company story, and culture into one shared learning journey. Delivered through a train-the-trainer model, it creates a common language across regions while strengthening collaboration throughout the organization.

Role-Based Onboarding

Structured learning journeys tailored to each function provide employees with the practical knowledge, tools, and experiences needed to become confident and productive in their roles.

Engineering Space Cadets

A dedicated onboarding experience for high-potential engineering graduates, combining intensive coding, product immersion, and hands-on learning to bridge the gap between academia and real-world engineering while building a strong peer learning community.



Continuous Learning

Continuous learning enables our people to deepen professional expertise, strengthen technical excellence, and build long-term career resilience.

Role-Based Learning

Employees completed **18,256.5 instructor-led learning hours**, averaging **13.2 learning hours per employee**, strengthening professional, technical, and functional expertise across the organization.

Skills Boost Up

Launched in 2025, Skills Boost Up provides curated access to professional learning resources that support continuous upskilling across the organization.

In its first year, **356 employees** actively engaged with the platform, with **62.5%** completing AI-focused learning, exceeding industry benchmark engagement levels.



Global Employee Exchange Program (GEEP)

Learning extends beyond the classroom. GEEP is a unique professional development initiative that moves beyond traditional learning. Designed for selected employees who undergo a formal application process, allowing them to immerse themselves in a different global office for one month. **In 2025, 20 participants were chosen to join this initiative**, fostering a direct exchange of professional expertise and cross-cultural perspectives.

Participants return to their home teams with new perspectives, stronger global connections, and practical knowledge that continues to shape collaboration across the organization.



Leadership Development

Leadership growth is continuous. We invest in developing leaders at every stage of their journey, strengthening their ability to lead people, navigate complexity, and drive long-term business success.

Talent Coaching

Leadership development is personal. BetterUp provides personalized one-on-one coaching that strengthens leadership effectiveness, resilience, confidence, and career development while connecting employees from across our global offices.



Team Leaders Program

Designed for employees transitioning into their first leadership role, this program strengthens people management, coaching, feedback, decision-making, and psychological safety while helping new managers balance business performance with people leadership.

Directors Development Program

Launched in 2025, this program equips directors and group leaders with advanced leadership capabilities to navigate complexity, lead through change, strengthen organizational agility, and sustain high-performing teams.



Building an AI-Native Organization

Artificial Intelligence is transforming the way we work, and the capabilities required to succeed.

In 2025, AppsFlyer continued building an AI-native organization by embedding AI into everyday work, products, and decision-making. Rather than focusing only on learning new tools, our approach emphasizes practical application, responsible adoption, and measurable business impact.

90.2%
Employee Participation Across Roles, Regions, and Seniority Levels

87%
of Product, R&D, and Support Employees Participated in AI Learning

52.5%
of Face-to-Face Learning Focused on AI

AI Learning



AI Drive Mode
Accelerating AI Across Product, R&D & Support

AI Drive Mode was the learning framework for Product, R&D, and Support throughout 2025, combining leadership enablement with practical capability building to accelerate responsible AI adoption across technical teams.

87% of Product, R&D, and Support employees participated in AI learning activities during the year. The program equipped managers to lead AI adoption while helping teams develop practical, production-ready AI capabilities.

Learning focused on real-world implementation through workshops covering Cursor, GitHub Copilot, MCP Integration, AI Builders Garage, AI No-Code Builders, and Product Personas, helping teams translate AI into measurable business impact.

The learning journey concluded with AppsFlyer’s first AI Drive Mode Conference, bringing together Product, R&D, and Support teams for keynote sessions, expert tracks, partner spotlights, and peer knowledge sharing that celebrated a year of AI learning and innovation.

AI Builders
From AI Learning to Business Impact

AI Builders is AppsFlyer’s flagship AI capability-building program and a cornerstone of our AI-native transformation. Designed for employees with strong business understanding, the program empowers participants to move beyond learning AI tools to designing, building, and deploying production-ready AI solutions that solve real business challenges.

Using no-code platforms and advanced AI technologies, participants develop custom AI assistants, intelligent workflows, and AI agents that improve productivity, streamline operations, and create measurable business value across the organization.

2025 Impact

72.6%
of Graduates (254 of 350) Successfully Deployed Advanced AI Solutions.

5.7x
Higher Adoption of Advanced AI Solutions Compared to Untrained Peers.

6x
Greater External Adoption of AI Solutions Created by Trained Builders.

By investing in internal AI expertise, AppsFlyer ensures its AI transformation is driven by employees who combine business understanding with practical innovation, accelerating adoption while creating lasting organizational capabilities.

APAC GENie
Scaling AI Adoption Across Regions

While AI Builders develops internal AI champions, APAC GENie expands AI capability across the broader organization through regionally tailored learning experiences.

The program equips employees across functions and seniority levels with practical AI skills that improve productivity and everyday ways of working.

84%
In 2025, 84% of participants joined 5 masterclasses delivered across 4 learning cohorts, led by industry-recognized AI experts.

The AI Challenge: Scaling Internal Innovation
An initiative designed to surface internal success stories and encourage global knowledge sharing. The challenge generated 36 AI solutions (no-code and code-based) with participation from four regions and nine business units.

“
Our greatest competitive advantage isn’t only what we know today, it’s how quickly we learn what’s next.

Culture & Impact Experience Journey

How do we create an employee experience people want to be part of?

We believe supporting our people means seeing the whole person, not only the employee. Our employee experience strategy is designed to accompany people throughout their journey, creating meaningful experiences that strengthen wellbeing, foster

connection, support personal milestones, and help every individual thrive.

Whether celebrating life's happiest moments, navigating personal challenges, or creating opportunities to learn, connect, and give back, we invest in experiences that build stronger people, stronger teams, and a stronger culture.

Employee journey



DAY 1

Welcome ► Grow ► Life Moments ► Celebrate ► Belong ► Make an Impact

10Y+



The AppsFlyer Employee Experience Framework

Our employee experience is built on seven interconnected pillars that support people, strengthen culture, and create long-term impact throughout every stage of the employee journey.

1

Belonging



Creating a sense of belonging starts on day one. We foster meaningful connections through shared experiences, traditions, and opportunities that help every employee feel welcomed, valued, and proud to be part of AppsFlyer.

How we bring it to life

- Onboarding Experience
- Holiday Celebrations
- Family Events
- Company Events Summer



2

Wellbeing

We believe people perform at their best when they feel supported physically, mentally, and emotionally. Our wellbeing strategy is designed to help employees build healthy habits, strengthen resilience, and maintain balance throughout every stage of their journey.

How we bring it to life

BeWell | Life & Mental Health Support

A confidential 24/7 support program providing professional counseling, multilingual therapy, and mental health resources for employees and their families.



Fit & Feel Grant

A quarterly wellbeing allowance supporting sports, nutrition, and wellness activities, empowering employees to invest in their physical and mental health. **66.3% of employees participated in 2025.**



Recharge Days

A company-sponsored quarterly day off that encourages employees to disconnect, recharge, and return with renewed energy.

Optimized Workspaces

Thoughtfully designed offices featuring ergonomic workstations, collaborative spaces, healthy kitchens, and wellbeing activities including yoga, pilates, and mindfulness sessions.



Health Insurance

Comprehensive medical coverage that supports employees and their families with access to high-quality healthcare and long-term wellbeing.

Concierge Services

In-office services including hairdressers, wellness treatments, and more.



3
Life Moments

Some of life’s most meaningful moments happen beyond the workplace. We believe supporting our people means being there for them through those moments, with care, flexibility, and experiences that reflect our people-first culture.

By recognizing life’s defining milestones, we create an environment where employees feel genuinely supported, not only as professionals, but as individuals and families.

How we bring it to life

Parental Leave

We believe every family deserves the time and support to grow together. Our globally inclusive parental leave policy supports all parents, regardless of gender, family structure, or path to parenthood, giving families meaningful time to bond, adjust, and grow.

To support a smoother return to work, birthing parents return during their first year at 80% capacity while receiving 100% salary, helping them transition back with flexibility, care, and confidence.

The policy also includes dedicated parental leave for grandparents, recognizing the important role they play in supporting growing families.



In 2025

98

AppsFlyer children were born

AppsFlyer Born Family Club

A dedicated community for new parents offering professional guidance, peer connections, and resources that support the transition into parenthood.

Family Hub

Resources, guidance, and experiences designed to support employees and their families throughout different stages of life.



Celebrating Life’s Milestones

Recognizing and celebrating meaningful life events, from welcoming a new baby to a child’s first day of school, through thoughtful experiences that strengthen connection and extend our culture beyond the workplace.

Get Well

Supporting employees and their families during health challenges through personalized care, practical assistance, and thoughtful gestures that remind people they are never alone.



4

Culture of recognition & connection

Recognition is one of the strongest expressions of culture and one of the most powerful ways to reinforce it. At AppsFlyer, we celebrate outstanding achievements, appreciate everyday contributions, and encourage recognition as part of everyday work, while creating opportunities for people to connect, collaborate, and build meaningful relationships across teams and locations. By recognizing both professional accomplishments and personal milestones, our recognition strategy strengthens engagement and reinforces the values, behaviors, and collaboration that drive our business, creating a culture where people feel seen, appreciated, and connected.

How we bring it to life

Company Recognition

Our global recognition framework recognizes and rewards outstanding contributions, innovation, collaboration, and strategic impact across the organization.

What We Recognize

Performance Excellence

Recognizing individuals who consistently exceed expectations, deliver outstanding results, and create meaningful business impact.

Innovation & AI Excellence

Recognizing ideas, innovation, and AI-driven thinking that generate measurable value for our business and customers.

Team Collaboration

Recognizing individuals and teams who strengthen cross-functional collaboration, elevate their teams, and contribute to shared success.

Strategic Projects

Recognizing exceptional leadership and execution in initiatives that advance AppsFlyer's strategic priorities.

Tenure Milestones

Celebrating meaningful career milestones, annual work anniversaries, and long-term commitment through Empower5 and Empower10.

Peer Recognition | Appreciate

Recognition is not only manager-driven, it is part of our everyday culture. Through **Appreciate**, our global peer-to-peer recognition program, employees recognize and thank one another for meaningful contributions, collaboration, and living our values. Appreciate takes place globally every quarter, alongside local and business-unit recognition initiatives throughout the year, reinforcing a culture where appreciation is embedded in everyday work.



5

Connection



Strong cultures are built through shared experiences. We intentionally create opportunities for employees to connect beyond their day-to-day work, strengthen relationships, celebrate together, and build a genuine sense of community across our global offices.

 How we bring it to life

Team Experiences

Quarterly team events, offsites, and local gatherings that strengthen collaboration, trust, and cross-functional relationships. In 2025, we organized **233 team events globally**.

Family Connect

Events that welcome employees' families into AppsFlyer, strengthening the connection between work, family, and community.

Company Celebrations

Global and local celebrations that bring people together to recognize achievements, celebrate traditions, and reinforce our unique culture.

Shared Experiences

From summer camps to holiday activities and community events, we create opportunities for employees to build lasting relationships beyond their day-to-day work.

6

Inclusive Culture



Creating an inclusive culture means ensuring every employee feels respected, heard, and empowered to contribute. At AppsFlyer, inclusion is embedded in the way we build teams, develop leaders, celebrate different perspectives, and create opportunities for every individual to thrive. We believe diversity strengthens innovation, and belonging strengthens performance.

 How we bring it to life

Employee Resource Groups (ERGs)

Employee-led communities that strengthen belonging, create meaningful connections, and amplify diverse voices across our global organization.

Inclusive Leadership

Equipping leaders with the awareness, skills, and tools to foster inclusive teams and create environments where everyone can succeed.

Global Awareness Initiatives

Company-wide programs and events that celebrate diversity, increase awareness, and strengthen our culture of inclusion throughout the year.



7

Purpose

We believe business has both the **opportunity and the responsibility to create positive change**. Purpose is embedded in the way we think, work, and lead. At AppsFlyer, creating positive impact is not a standalone initiative, it is part of who we are as a company. Through our people, technology, partnerships, and business ecosystem, we create opportunities to generate meaningful and measurable impact that extends far beyond the workplace. Through AppsFlyer Cares, our global social impact platform, we connect our people, business, and ecosystem to create meaningful, measurable, and long-term impact.



 How we bring it to life

AppsFlyer Cares

AppsFlyer Cares serves as the foundation of our social impact strategy, bringing together employees, communities, customers, and partners around a shared purpose: creating long-term positive impact through people, technology, and responsible business.



Our People

Empowering employees to volunteer, lead purpose-driven initiatives, and use their skills to create meaningful impact.



Our Communities

Building long-term partnerships with nonprofits, educational institutions, governments, and local organizations to strengthen communities and expand opportunities.

Our Ecosystem

Engaging customers, partners, and industry leaders through initiatives such as **MAMA Cares**, extending our impact beyond AppsFlyer and mobilizing our broader ecosystem to create positive change together.





PEOPLE are at the heart of everything we do



Health and Safety

Creating a safe workplace goes beyond protecting physical health. It means designing environments where people feel supported, protected, and empowered to perform at their best. At AppsFlyer, we are committed to maintaining safe, healthy, and sustainable workplaces across our global offices. Through proactive planning, responsible operations, emergency preparedness, and continuous improvement, we create environments that enable our people to focus, collaborate, innovate, and thrive.

Our Approach



Healthy Workspaces

We design workplaces that support everyday wellbeing through ergonomic workstations, collaborative spaces, healthy kitchens, and wellbeing facilities that promote comfort, focus, and productivity.



Emergency Preparedness

Every AppsFlyer office is equipped with emergency response plans, trained responders, defibrillators, and EpiPens, helping ensure our people are prepared and protected whenever needed.



Smart & Sustainable Operations

Smart building technologies, energy optimization, responsible waste management, and sustainable workplace practices contribute to healthier, safer, and more efficient working environments.



Continuous Improvement

Regular workplace assessments, preventive maintenance, and ongoing health and safety practices help us maintain high standards across all our global offices while continuously improving the employee experience.





Inclusive Workplace

How do we create a workplace where everyone has the opportunity to thrive?

Innovation is fueled by diverse perspectives, inclusive leadership, and equal opportunity.

At AppsFlyer, inclusion is embedded in the way we hire, develop, recognize, and grow our people. We believe that creating a workplace where everyone can thrive strengthens our culture, drives innovation, and enables better business outcomes.

Our commitment extends beyond representation. We focus on building an environment where every employee feels respected, heard, empowered, and able to reach their full potential.

Gender Diversity *at a Glance*

Gender equity is shaped through everyday decisions, from hiring and leadership development to recognition, career growth, and equal opportunity. Our goal is not only to improve representation, but to create an environment where women can grow, lead, and thrive at every stage of their careers.

46.2%

Women Globally

33.3%

Women in Senior Leadership

32%

Women in Tech Roles

45.3%

Women Among New Hires

52%

Women IC Promotions

56%

Women Analysts



Representation with Purpose

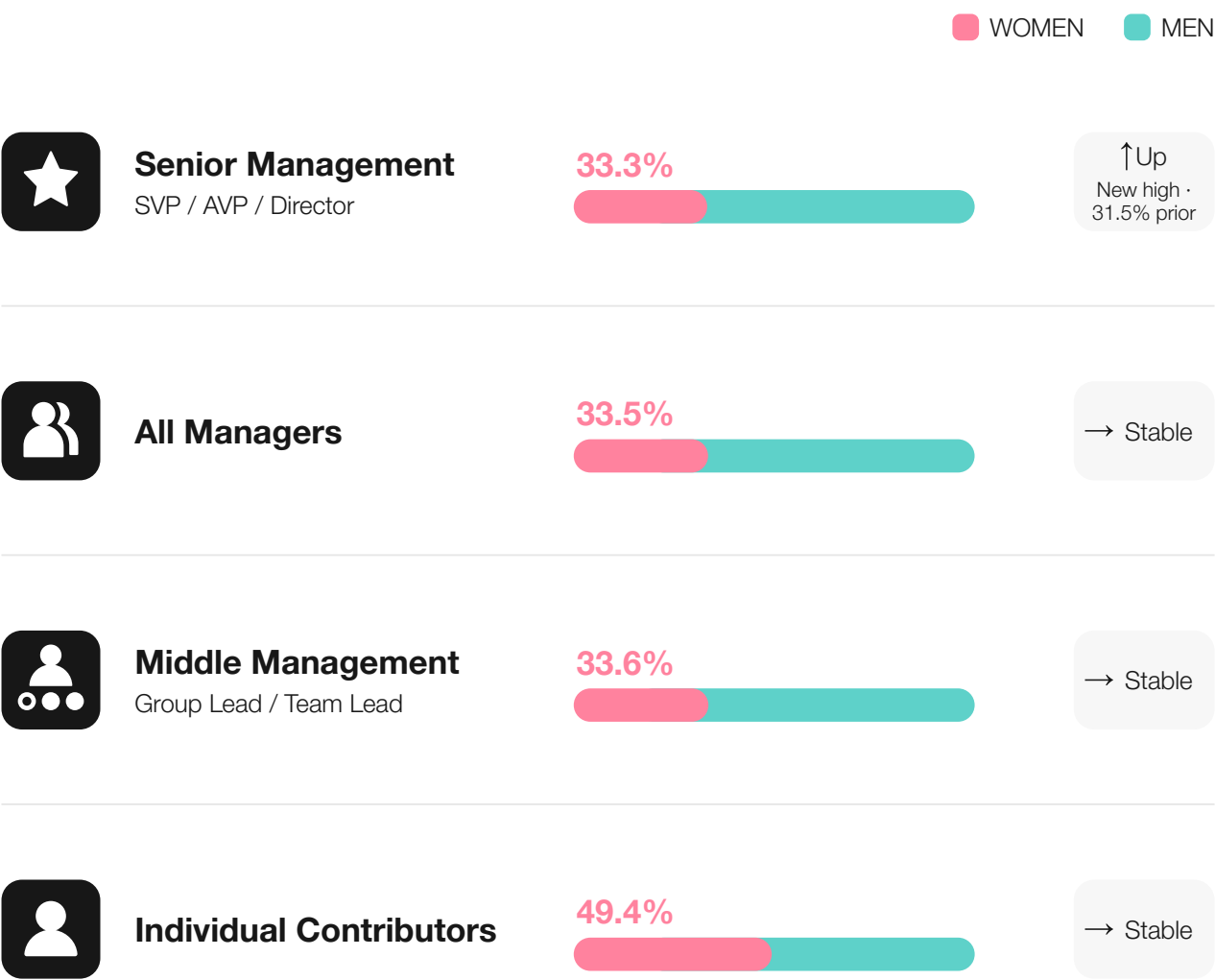
Representation is only the beginning. Creating lasting change means building leadership pipelines, expanding opportunities, investing in career growth, and ensuring women have equal access to leadership, development, and advancement.

Our progress reflects a long-term commitment to building an organization where talent, potential, and opportunity define career growth.

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



Women in Leadership



Women in Tech Roles

Growing tech representation remains a strategic priority.

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

32%

Women in PR&D

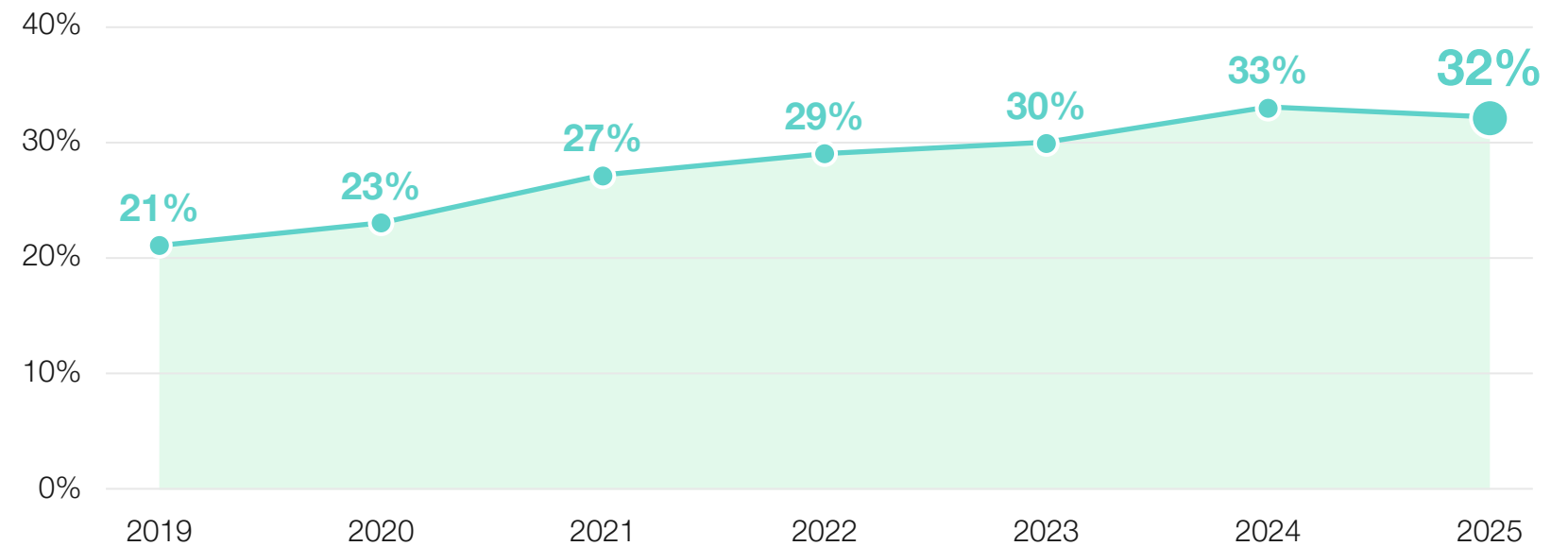


56.16%

Women Analysts



Women in PR&D Over Time



Creating Equal Opportunity

Women's 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%

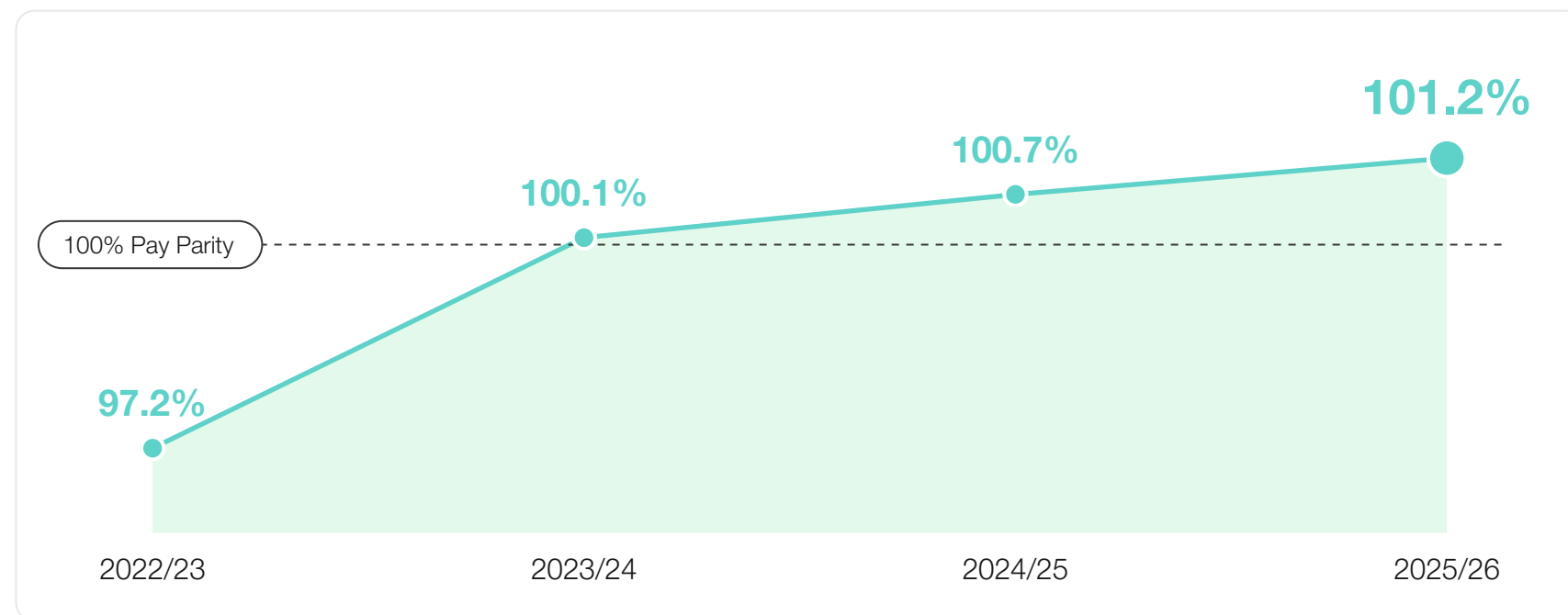
Promoted -
Individual Contributors

35%

Promoted -
Management Roles



Pay Equity



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



*A ratio of 100% means women and men are paid equally for the same role, level, and location.

A Culture Where Everyone Belongs

Across 20 offices, 6 continents, dozens of nationalities, cultures, languages, and faiths, we are united by one culture, one where every person has the opportunity to belong, contribute, and thrive.

We believe our differences strengthen the way we think, collaborate, and innovate. By creating an environment where every employee feels respected, heard, and empowered to contribute, we build stronger teams, better ideas, and a more resilient organization.

Inclusion is not owned by one team or one initiative, it is embedded in the everyday experiences that shape our culture.

Employee Communities

Employee-led communities create meaningful spaces for connection, support, visibility, and belonging across our global workforce.

Inclusive Leadership

We equip leaders with the awareness, skills, and confidence to build inclusive teams where every voice matters and every individual has the opportunity to succeed.

Global Culture

Across 20 offices worldwide, we celebrate local cultures, traditions, identities, and perspectives while fostering one connected global community.

Everyday Belonging

Through conversations, awareness initiatives, cultural moments, and shared experiences, we create opportunities for our people to connect, learn from one another, **and feel they truly belong.**



AppsFlyer Communities

Women at AppsFlyer

Growing future women leaders

Brings women together through mentorship, leadership, collaboration, and shared experiences that support both personal and professional growth. The community creates opportunities to connect, learn, inspire, and help shape the next generation of women leaders within AppsFlyer and beyond.



Develop{H}er

Connecting Women in Technology



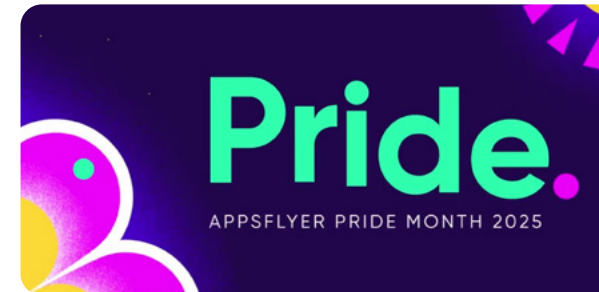
Brings together women across AppsFlyer's core technology functions, including engineering, data, product, and R&D, to build a strong professional community grounded in collaboration, knowledge sharing, and continuous learning. By creating a space where women can connect around shared technical challenges and career experiences, the community strengthens professional growth, visibility, and representation across our technology organization.



Proud AppsFlyer

Creating a workplace where everyone belongs

Champions an inclusive workplace where LGBTQ+ employees and allies feel safe, respected, and empowered to bring their authentic selves to work. Through education, advocacy, and community-building, the group helps foster a culture where everyone belongs.



SAWA

Expanding opportunity through connection



Empowers our Arab Israelis employees by strengthening belonging, professional development, and community engagement. Through partnerships with Social organizations, SAWA helps expand opportunities, support entrepreneurship, and build stronger connections between the Arab community and Israel's technology ecosystem.



Agent of Change

Volunteer Leaders Community

A global community of employee volunteers who initiate, lead, and scale social impact activities across our offices, helping transform ideas into long-term community partnerships.



AppsFlyer Cares

How do we turn business
into a force for good?

We believe business has both the opportunity and the responsibility to create positive change.

At AppsFlyer, we believe the greatest impact begins with people. Through AppsFlyer Cares, our global social impact platform, we bring together the expertise of our people, the power of technology, and the strength of partnerships to help address some of society's most pressing challenges while creating opportunities for lasting change.

We believe lasting impact is created when people, technology, and partnerships come together.

**And we believe in
Doing well by doing good.**

Our Approach – Creating Long-Term Impact

We believe lasting social impact requires more than good intentions. **Creating lasting social impact requires long-term commitment, meaningful partnerships, measurable outcomes, and the ability to bring together people, technology, and communities around shared goals.**

Our approach is built on four principles that guide every initiative we lead:



Long-Term Partnerships

We invest in long-term relationships that create sustainable change rather than one-time activities. Together with nonprofits, governments, academia, and local communities, we build solutions that grow stronger over time.



Measurable Outcomes

Just as we measure business performance, we believe social impact should also be measurable. We continuously evaluate our programs to understand outcomes, improve effectiveness, and maximize long-term value.



Skills-Based Impact

We believe our greatest contribution is the expertise of our people. By applying professional knowledge, technology, and innovation to social challenges, we create deeper and more sustainable impact.



Collective Action

The most meaningful impact happens when people, communities, businesses, and partners work together. We bring together employees, customers, nonprofits, and industry leaders to create change that no organization could achieve alone.

How We Create Impact

AppsFlyer Cares is our global social impact platform, connecting our people, communities, and ecosystem to create measurable, long-term impact.



Four Strategic Impact Pillars:

1

Equal
Education
and Future
Employability

2

Empowering
girls & women

3

Child Safety
Online

4

Technology in
the service of
humanity

People create impact.
Culture makes it sustainable.
Technology makes it scalable.



Our Impact in Numbers

People



653

Volunteers

38.3%

Skills-Based Volunteering

46.3%

PR&D Volunteer Hours

104

Mentors

Action



7,161

Volunteer Hours

12

Long-Term Programs

1,115

Computers & Digital Devices Donated

82

Volunteering Programs

Reach



5,900+

Lives Reached

55

NGO & Community Partners

12

Countries

1,440

Teens & Students participated in educational initiatives



“

Every number tells a story.

Every story reflects a life touched through the collective efforts of our people, partners, and communities.

Equal Education & Future Employability

Opportunity begins with education.

Education is one of the most powerful drivers of opportunity, social mobility, and long-term change. At AppsFlyer, we believe access to education is only the beginning. By combining technology, mentorship, professional expertise, and real-world experiences, we help children, young adults, and underrepresented communities build the skills, confidence, and opportunities needed to succeed in the workforce of tomorrow.

Through long-term partnerships and skills-based volunteering, we work alongside educators, nonprofits, governments, and communities to help prepare the next generation for an increasingly digital and AI-driven world.

12**Long-Term Programs delivered globally****73****Employee Volunteers supported long-term education programs**

Our Approach



Technology & AI

We introduce children, students, educators, and young adults to emerging technologies, AI, and digital skills that prepare them for the future of work.



Mentorship & Professional Expertise

Our employees share their knowledge, experience, and passion through long-term mentoring, workshops, and real-world learning experiences that inspire the next generation.



Long-Term Partnerships

We work alongside schools, nonprofits, governments, and academic institutions to create sustainable educational opportunities that generate lasting impact.



Future Employability

By connecting education with practical experience, entrepreneurship, and technology, we help young people build the confidence and capabilities needed for tomorrow's workforce.

Signature Initiatives



Train the master trainers - AI Education for the Future of education

Working together with Israel's Ministry of Education, we developed and led one of the country's largest AI education initiatives, equipping 200 Heads of Education Departments and 700+ school principals from secular, ultra-Orthodox, and Arab communities with practical AI knowledge and tools to help prepare the next generation for an AI-driven future.

DiversiTech | Expanding Opportunity Through Technology

Through our partnership with DiversiTech, we help create new pathways into high-tech for ultra-Orthodox talent by combining intensive professional training, hands-on experience, and career opportunities. In 2025, 50 participants completed advanced training and practical experience, helping expand representation within Israel's technology ecosystem.

CSM Academy | Opening Doors to High-Tech Careers



In partnership with Young Business Leadership, CSM Academy equips young adults from underrepresented communities with the practical skills, professional mentoring, and confidence needed to launch careers in Customer Success. The program combines industry knowledge, hands-on learning, and direct engagement with AppsFlyer professionals, creating real pathways into the technology sector.



CSM Academy 2025 Impact:

40%**hired into high-tech roles within
six months**

MEET - Building Future Leaders



Our long-term partnership with MEET (Middle East Entrepreneurs of Tomorrow) brings together Israeli and Palestinian students through technology, entrepreneurship, and leadership. In 2025, **240** students participated in programs supported by **40** AppsFlyer volunteers, building skills, confidence, and meaningful cross-community connections.



Data Analysts Program



In partnership with Tech-Career, we supported young Ethiopian-Israelis in building data analytics capabilities through professional training, real-world projects, mentoring, and career readiness, expanding pathways into Israel's technology industry.

Bridging the Digital Divide

Access to technology is essential for equal opportunity. In 2025, AppsFlyer donated **1,115** computers, screens, and IT equipment across **9** countries, helping schools, nonprofits, and educational organizations expand digital access and learning opportunities.

Looking Ahead

Preparing the next generation requires more than access to education - it requires access to opportunity. We will continue expanding long-term partnerships, investing in future skills, and using technology, AI, and the expertise of our people to help more young people build meaningful pathways into tomorrow's workforce.



**Education opens doors.
Opportunity changes lives.**



Empowering Girls & Women

Creating opportunities for the women shaping tomorrow's world

1,080

Girls and Women Were Impacted

123

Volunteers

711

Volunteer Hours

64.3%

Programs led by women

We believe the future of technology depends on expanding opportunity long before careers begin. Through education, mentorship, leadership, and digital safety, we invest in girls and women at every stage of their journey, helping them build confidence, develop future-ready skills, and see themselves as tomorrow's innovators, engineers, entrepreneurs, and leaders. At the same time, we empower our own employees to become mentors, role models, and changemakers, creating a cycle of impact where one generation inspires and enables the next.

STEM & Future Skills

Opening doors to technology, AI, and innovation while helping girls develop the confidence to pursue future careers.

Women Inspiring Women - Today's Girls. Tomorrow's Leaders

One generation inspires the next. We create meaningful connections between students, university women, professionals, and AppsFlyer employees, building confidence, expanding aspirations, and opening doors to future careers in technology.

Digital Safety

Helping girls become not only safer digital citizens, but also creators of solutions that address the online challenges they experience every day.

Long-Term Partnerships

Building sustainable collaborations that continue expanding opportunities year after year.

Women in Action

Leading Change Together

Across our global offices, women employees serve as mentors, educators, volunteers, and role models, sharing their knowledge, opening doors, and inspiring girls and young women to imagine new possibilities for their future. Together, they create a powerful cycle of impact, where today's leaders help shape tomorrow's leaders.



QueenB

Opening Doors to Technology



Together with QueenB, AppsFlyer employees help girls discover technology, coding, digital safety, and future careers in STEM - building the confidence, skills, and aspirations needed to become the next generation of women in technology.

2025 Highlights:

312

girls participated in coding and digital literacy programs

322

employee volunteer hours

89%

reported significant improvement in coding skills

90%

expressed interest in pursuing technology-related studies



PractiCode

Turning Potential into Careers



In partnership with DiversiTech, PractiCode bridges the gap between professional training and real-world employment by providing ultra-Orthodox women with hands-on experience inside a leading technology company.

Participants gain practical experience, professional mentoring, and exposure to real business challenges, helping transform technical skills into meaningful career opportunities in Israel's high-tech industry.

2025 Highlights:

2

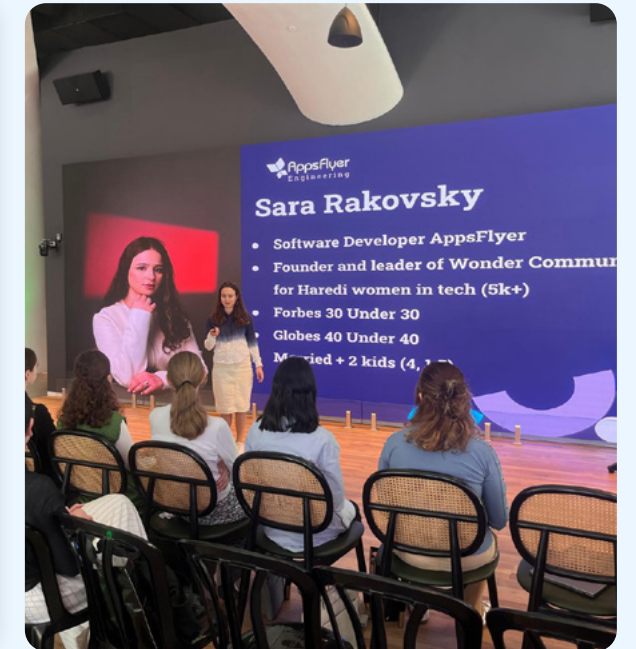
cohorts completed

40+

participants completed the practicum

300+

Career preparation expanded to 300+ additional students



“The most meaningful way to increase the number of women in technology tomorrow is to invest in girls today.”

Child Safety Online

Every child deserves to grow up safely in a digital world

Technology opens extraordinary opportunities, but it also creates new responsibilities. We believe protecting children online begins with education, awareness, and innovation. By working alongside educators, young people, nonprofits, and technology partners, we help build the knowledge, confidence, and tools needed to navigate the digital world safely and responsibly.

Our goal is not simply to raise awareness, but to empower the next generation to help create a safer digital world.

If our work helps protect even one child from harm, we know it has made a difference.



The Max Fund Turning Memory into Action

The Max Fund was established in memory of **Max Edelstein**, a beloved 12-year-old whose tragic loss continues to inspire our commitment to protecting children online.

The Max Fund transforms remembrance into action by investing in education, awareness, innovation, and youth-led initiatives that help create safer digital experiences for children and teenagers.



Our Approach



Education

Building awareness and practical digital skills for children, parents, and educators.



Innovation

Empowering young people to design technology-driven solutions for the online challenges they experience.



Partnerships

Working alongside nonprofits, educators, and communities to expand safer digital experiences.



BeSafe | The Best Solutions Start with the People They Are Designed to Protect

For the past three years, BeSafe has brought together hundreds of teenage girls to tackle one of the most important challenges of their generation: online safety.

Throughout the annual program, participants identify the challenges they experience firsthand and transform them into technology-driven solutions through coding, entrepreneurship, mentorship, and innovation. We believe the people closest to the challenge are often the ones best equipped to solve it.

Designed by Girls, for Girls - By giving girls the opportunity to become creators, not just users of technology, we help shape safer digital experiences for the next generation.

300+

Teenage Girls

49+

Mentors

30+

Technology Ideas & Solutions Developed

Naale Youth | Opening Doors Through Technology

Working with youth who arrived in Israel without their families, we introduce technology, coding, artificial intelligence, and innovation as tools for confidence, opportunity, and future careers.

Throughout the annual program, students develop practical technology skills while discovering new possibilities for themselves. Many return to their schools and communities as ambassadors, sharing knowledge, inspiring peers, and expanding digital literacy beyond the classroom.

AppSkilling Ofakim- Innovation Technology



AppSkilling Ofakim is a unique program created in partnership with a state religious high school in Ofakim, South Israel. We built a year-long program for over 50 seventh-grade students, who visited our offices monthly to explore high-tech topics and develop startup ideas focused on safe internet use. The journey culminated in a festive closing event where students presented projects to their families.



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We believe social innovation begins by empowering young people to become creators of solutions, not only recipients of protection.



Technology in the Service of Humanity

Technology creates its greatest value when it improves lives

Technology is most powerful when it serves people.

At AppsFlyer, we believe innovation should extend beyond business outcomes to help address real human challenges. By combining technology, artificial intelligence, data, and the expertise of our people, we create solutions that improve accessibility, preserve memory, strengthen communities, and expand opportunities for those who need them most.

We believe innovation has the greatest impact when it is driven by purpose.

Open Source Accessibility **RESTART**

In partnership with Restart, a nonprofit supporting wounded veterans, we developed an open-source technology framework that enables developers worldwide to build applications supporting people living with cognitive impairments following brain injuries and neurological conditions. By making the technology openly available, we aim to accelerate innovation, expand accessibility, and enable many more organizations to create meaningful solutions for people around the world.



Preserving Memory Through Technology

What began as an ambitious vision has become one of the world's largest digital Holocaust education initiatives.

Originally initiated and developed with AppsFlyer's support, the **"In Front of the Eyes"** online Auschwitz experience continues to expand its global reach, making Holocaust education accessible to hundreds of thousands of students around the world.

In one day alone, **more than 180,000 students from over 1,100 classrooms** participated in a single live virtual tour, equivalent to nearly **10% of Auschwitz-Birkenau's annual physical visitors**.

The project continues to demonstrate how technology can preserve memory, expand access to education, and ensure future generations remain connected to one of history's most important lessons.

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The future will not be shaped by technology alone, but by the people who choose to use it for good.



Global Volunteering Month

One company.

One purpose.

One global movement.

Every year, AppsFlyer employees across our global offices come together for Global Volunteering Month, transforming individual acts of care into a shared movement of impact.

In 2025, our global efforts focused on environmental sustainability, from forest conservation in Asia to park restoration in New York and Tokyo, demonstrating that when thousands of people act together, meaningful change becomes possible.

Inspired by the legacy of Dylan Flanagan, this tradition reminds us that creating impact begins with people.

484 Volunteering Hours

11 Initiatives

10 Countries



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

Our ongoing initiative ensures Holocaust survivors receive the care, connection, and dignity they deserve. Through shared meals, celebrations, and heartfelt companionship, we forge meaningful relationships with survivors. **137 volunteer hours. 120+ survivors connected.**



Emergency Relief - Standing with Our Communities



In times of crisis, communities need more than support, they need people who show up. Throughout 2025, AppsFlyer employees mobilized across Israel to support communities affected by the war through hands-on volunteering, long-term partnerships, and practical assistance. Our response focused on helping communities recover, strengthening local resilience, and supporting those rebuilding their lives.

2025 Impact:

313 Volunteers

2,980 Volunteer Hours

7 Partnerships

12 Emergency Relief Programs



Supporting Communities

We worked alongside communities in the Gaza Envelope to help restore schools, children's facilities, and shared community spaces, supporting families as they gradually returned to daily life.

Strengthening Local Resilience

From solidarity fairs in Israel supporting more than **60 small businesses** to volunteering in agriculture and rebuilding public spaces, our employees helped strengthen local economies and communities during a challenging period.

Standing with People

Our volunteers supported evacuated families, children, hospitals, and rehabilitation initiatives through practical assistance, educational activities, and community engagement, demonstrating that meaningful impact is often created through simple acts of care.

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When communities face crisis, showing up is the first step toward recovery.



Privacy & Security

How do we build trust
in a privacy-first world?

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.

- **AI Guidelines**
- **Code of Conduct**
- **Acceptable Use**
- **Privacy & Confidentiality**

Building a Privacy-First Culture

People & Governance

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 ,ssenerawa ytiruces 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.

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.



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](#).

We have also initiated a program to achieve compliance with **ISO/IEC 42001**, governing the secure, transparent, and compliant development and deployment of AI technologies.

Cloud and Infrastructure 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. Our security strategy is rooted in a proactive, prevention-based methodology that integrates security measures early in the development lifecycle (Shift Left). We utilize best-of-class tools in order to 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](#).

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 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 Subject 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](#).

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 Cloud, see [here](#).

Privacy-Preserving Controls

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-preserving solutions (privacy by default) include:

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

Privacy-preserving controls (privacy by design) include:

- ✦ [Opt-in/Opt-out for any data processing](#)
- ✦ Opt-out from Device ID utilization (iOS - IDFA, iOS - IDFV, and Android). For iOS customers may also use the [Strict Mode SDK](#)
- ✦ [Opt-out controls for customer data sharing with partners](#)
- ✦ Opt-in/out controls on types of data shared for in-app [events](#)
- ✦ [IP address masking](#)
- ✦ Post-install [de-identification](#)

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](#).

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Trust is earned through transparency, strengthened by security, and sustained through continuous innovation.

A group of four people, two men and two women, are posing outdoors in front of a wall with large green leaves. They are all wearing purple t-shirts. The man on the far left is wearing glasses and smiling. The woman next to him is wearing a white cap and pointing upwards. The woman next to her is wearing a white bucket hat and pointing upwards. The man on the far right is wearing glasses and making a peace sign. The t-shirts have a logo that says 'AppsFlyer' with a stylized leaf design.

Environment

How do we reduce our footprint
while growing responsibly?

Responsible growth means understanding, measuring, and continuously reducing our environmental impact.

At AppsFlyer, we believe meaningful environmental progress starts with measurement, transparency, and continuous improvement. As our business grows, so does our responsibility to better understand our footprint, make informed decisions, and reduce our environmental impact over time.

Through data-driven measurement, responsible operations, and long-term planning, we are building the foundation for a more sustainable future.

Environmental Management & Measurement

In 2025, we continued strengthening our environmental reporting by measuring Scope 1, Scope 2, and Scope 3 emissions.

This year, we expanded our Scope 3 methodology to include business travel, employee commuting, purchased goods and services, and supply chain emissions, creating a more comprehensive view of our footprint.

“

We believe better decisions begin with better measurement, and better measurement leads to meaningful action.



2025 GHG Emissions (GRI-Aligned Reporting)

GHG Category	2025 tCO ₂ e
Scope - 1 Direct Emissions	58.3
Scope - 2 Purchased Energy	739.5
Scope - 3 Indirect Emissions	9,528.2
Total	10,326.1

Our Priorities



Carbon Footprint Monitoring

Measurement of Scope 1, 2, and 3 emissions to map our environmental impact.



Data-Driven Targets

Long-term sustainability goals with measurable milestones.



Energy & Waste Reduction

Smart systems and waste minimization across offices.



Responsible Procurement

Engaging suppliers who share our sustainability values.

Turning Measurement into Action

Graviton Migration

Technology Efficiency at Scale

In 2025, AppsFlyer partnered with AWS to migrate to an energy-efficient server platform designed to reduce our cloud infrastructure footprint while generating significant cost savings. The migration brought together the full R&D organization for a focused two-week sprint.

Employees across all global sites became “Planet Heroes,” transforming a company-wide engineering sprint into a shared environmental movement. As teams tracked progress in real time, each milestone was celebrated by growing the AppsFlyer Forest, demonstrating that business innovation and environmental responsibility can move forward together.



Impact highlights:

~60%
estimated carbon
footprint reduction

\$3.5M
projected annual
savings

2-week
cross-functional sprint

30K
trees planted



MAMA Cares

MAMA Cares Cyprus

Engaging Our Ecosystem

At MAMA Cares Cyprus, we extended environmental responsibility beyond our internal operations by engaging customers, partners, and stakeholders in sustainability-focused action. Through tree planting and content focused on sustainability and environmental responsibility in the AI era, we used one of AppsFlyer's most meaningful business platforms to raise awareness and mobilize our ecosystem.

MAMA Cares San Francisco, is where we opened our first-ever MAMA in North America with a commitment to the communities around us, responding to the Los Angeles wildfires as they unfolded. Through a giving initiative directed by attendees across relief organizations, we used one of AppsFlyer's most meaningful business platforms to turn an industry gathering into tangible support for people in crisis.



Employee Environmental Action

Across our global offices, employees continued turning values into action through local environmental volunteering initiatives, including tree care, cleanup activities, and community-based sustainability efforts. In 2025, similar global highlights included activities in China, Brazil, Japan, NY and Korea, showing this has become an ongoing part of our culture.

Volunteering for the environment

Environmental action shows up best in the places our people live and work. Across 2025, AppsFlyer teams in six countries restored coastlines, cleaned rivers, planted forests, and cared for the green spaces around our offices. Every activity was chosen locally, with partners who know what their community and its ecosystems need.



Earth Day at Nanhaizi Milu Deer Park

Our Beijing team spent Earth Day at the park alongside a group of neurodiverse young people, touring the milu deer exhibition and birdwatching in the wetland. The day paired biodiversity education with inclusion.



Spring Shibuya Day Town Clean-Up

Every 28 of April, Shibuya City runs a neighbourhood beautification drive. Our Tokyo office joins as one of the local companies. Volunteers cleared litter across the ward's busiest streets.

Autumn Shibuya Ward Clean-Up

The day after Halloween, when Shibuya draws its heaviest crowds of the year, the Tokyo office returned for the ward's autumn clean-up. It was their contribution to Global Volunteering Month.



Mangrove Reforestation at Bang Pu

Bangkok office volunteers planted 300 white mangroves at the Bang Pu Nature Education Centre. Mangrove roots hold coastlines against erosion, filter runoff, and shelter fish through their earliest life stages.

Building a Growing Space with the Foundation of Children Development

Thirteen Bangkok volunteers built three vegetable plots and a mushroom house from scratch. The children in the foundation's care now grow insecticide-free vegetables year-round.



EM Mud Balls for the River

Our Seoul office made effective microorganism (EM) mud balls and applied them to the river beside the office. The microorganisms break down pollutants without chemicals, restoring water quality downstream.



Golden Gate Park Restoration

San Francisco volunteers spent a morning weeding and clearing grounds at the Conservatory of Flowers with San Francisco Recreation and Parks. The team dedicated the day to the memory of our colleague Dylan Flanagan.



Community Forest in Bangalore

Our India team partnered with the NGO Bluedot to plant a community forest at Jakkur, Bangalore, closing our 2025 Global Volunteering Month.





Disclaimer

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.