

# Etsy, Inc.

## Q3 2021

Etsy, Inc. (Nasdaq: ETSY) operates two-sided online marketplaces that collectively connect **nearly 100 million passionate and creative buyers** and **more than 7.5 million sellers** around the world.<sup>2</sup> These marketplaces share a mission to keep commerce human, and we're committed to using the power of business to strengthen communities and empower people.

## House of Brands

Etsy, Inc. is developing focused investment plans designed to deliver value creation throughout our House of Brands portfolio. In particular, we see opportunities to benefit from shared expertise in product, marketing, technology, and customer support across all four marketplaces.

### Etsy

Our primary marketplace and the global destination for unique and creative goods

### Reverb

Online marketplace for buying and selling musical instruments

### elo7

The "Etsy of Brazil" providing a marketplace for unique items in LatAm's largest market

### depop

Fashion resale marketplace that has built a true home for its Gen Z audience



Etsy is the **fifth most downloaded** shopping app in the iOS App Store<sup>1</sup>



**97+M** items for sale



People are buying or selling from **nearly every country in the world**



Headquartered in **Brooklyn, NY**



**2,338** employees<sup>2</sup>

## The Etsy.com Marketplace

In a world of automation and commoditization, we believe that creativity cannot be automated and human connection cannot be commoditized. Buyers connect directly with sellers who lovingly create or curate millions of items across more than 50 retail categories, many of which can be personalized or customized. Whether a buyer is looking for something for a special occasion or just wants to make everyday feel special, here are items on Etsy for almost any moment throughout the year.



## Our Right to Win

Our investments in product, marketing and talent will be focused on capitalizing on what we believe are our core competitive advantages, or our Right To Win.

Best-in-Class  
Search and  
Discovery

Human  
Connections

A Trusted  
Brand

Our Sellers' Collection of Unique Items

Did you know?

On Etsy, someone searches for...

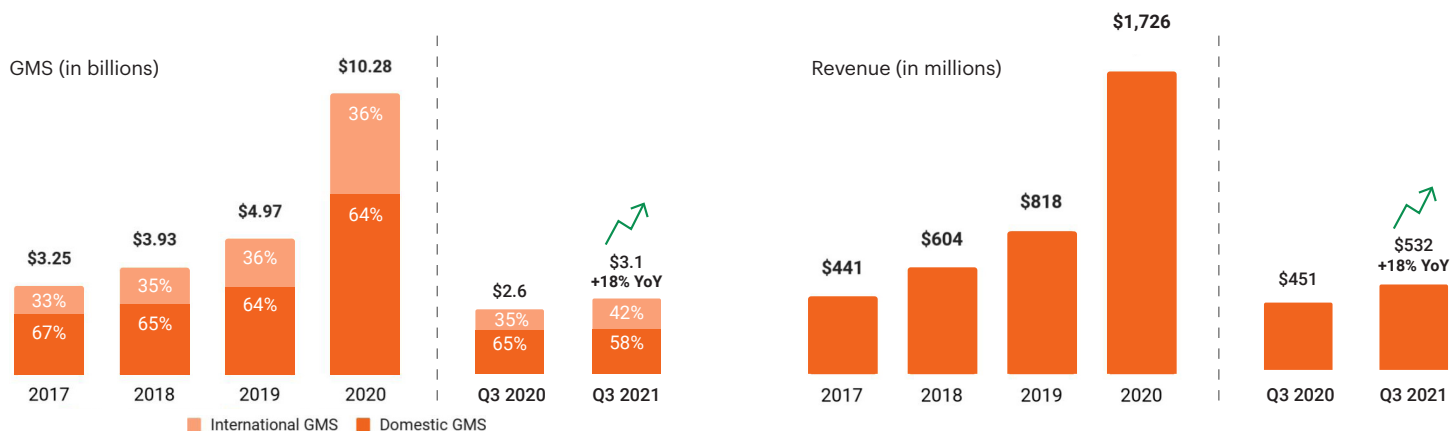
- Wall art every second
- Wedding-related items every second
- Gift-related items every second
- Handmade jewelry every four seconds

All figures are for the Etsy marketplace and are as of September 30, 2021 unless otherwise noted

<sup>1</sup>As of September 9, 2021

<sup>2</sup>Consolidated to include the Etsy, Reverb, elo7, and Depop marketplaces

# Consolidated Financial Highlights



Etsy dramatically outperformed ecommerce industry benchmarks last year and in Q3 2021 is comping that performance with flying colors. The Etsy standalone marketplace non-mask GMS grew 24% year-over-year.

## Etsy Impact Strategy

Our business and impact strategies are inextricably linked and mutually reinforcing. We are committed to making a positive impact for people and the planet, serving as a leader in social and environmental action.



### Economic Impact

We strive to enable equitable access to the opportunities that we create.

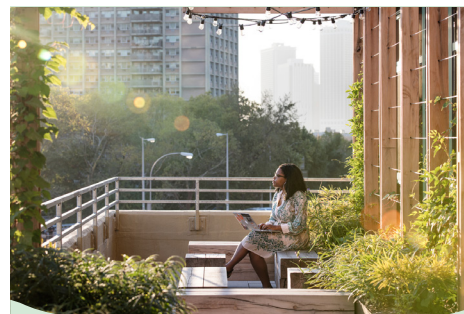
- Etsy sellers contributed \$13 billion to the U.S. economy in 2020<sup>3</sup>
- 81% of Etsy sellers are women<sup>4</sup>
- 67% of sellers say their Etsy income has held steady, if not grown, since the start of the pandemic<sup>4</sup>



### Social Impact

We strive to make creative entrepreneurship a path to economic security and personal empowerment.

- A longstanding leader in gender diversity: approximately half of Etsy's entire workforce, exec team, and Board are women
- We have committed to doubling the percentage of Black and LatinX Etsy employees by 2023



### Ecological Impact

We strive to build long-term resilience by eliminating our carbon impacts and fostering responsible resource use.

- We set the ambitious goal of being Net Zero carbon emissions by 2030
- We were the first global ecommerce company to offset 100% of carbon emissions from shipping

<sup>3</sup>Calculated by ECONorthwest, an independent economic consulting firm.

<sup>4</sup>Based on Etsy's 2020 Global Seller Census.