Etsy, Inc. (Nasdaq: ETSY) operates two-sided online marketplaces that connect millions of passionate and creative buyers and sellers around the world. 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
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

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.

Did you know?
On Etsy, someone searches for...
- Wedding-related items every second
- Gift-related items every second
- Wall art every second
- A gift box every 2 seconds

All figures are consolidated to include the Etsy and Reverb marketplaces and are as of June 30, 2021 unless otherwise noted

1Based on the top e-commerce platforms in the US in 2020 and their estimated monthly traffic according to disfold.com October 7, 2020 report

2Etsy.com marketplace only
Etsy’s Q2 2021 performance is comping industry-leading growth rates in Q2 2020 from the onset of the pandemic. The Etsy standalone marketplace non-mask GMS grew 31% 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\(^4\)
- 81% of Etsy sellers are women\(^5\)
- 67% of sellers say their Etsy income has held steady, if not grown, since the start of the pandemic\(^5\)

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 e-commerce company to offset 100% of carbon emissions from shipping

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\(^3\)Does not reflect Depop and Elo7 which were acquired in July 2021.
\(^4\)Calculated by ECONorthwest, an independent economic consulting firm.
\(^5\)Based on Etsy’s 2020 Global Seller Census.