

Press Release

Etsy Announces Move to Google Cloud

December 14, 2017

BROOKLYN, N.Y., Dec. 14, 2017 /PRNewswire/ -- Etsy, Inc. (Nasdaq: ETSY), the global marketplace for unique and creative goods, today announced it has selected Google Cloud as its public cloud provider. Google Cloud Platform will power Etsy's global services, connecting millions of people around the world to buy and sell beautiful products. Etsy selected Google Cloud Platform because it brings to the table a shared engineering culture, superior infrastructure, and sophistication in areas such as machine learning and big data.

"Moving to Google Cloud Platform is a transformational change for Etsy. We believe that it positions us well for growth by allowing us to focus on strategic initiatives, enhance site performance, and improve engineering efficiency. Google's infrastructure also enables us to better prioritize technologies like machine learning to personalize the user experience on Etsy," said Mike Fisher, Etsy's Chief Technology Officer. "With Google Cloud Platform we can focus on what matters most -- continuing to build Etsy into the best marketplace for our buyers and sellers."

The migration to Google Cloud comes as Etsy sharpens its focus on growing the core marketplace, prioritizing the buyer and seller experience and increasing the pace of launching new features. Etsy expects that the transition to the cloud will support its execution of its business strategy and will give users an overall better experience worldwide.

"We are thrilled to be working closely with Etsy in this new chapter of their innovation story," said PH (Paul-Henri) Ferrand, President, Global Customer Operations, Google Cloud. "Our engineering teams are collaborating to not just transition Etsy's infrastructure to Google Cloud, but help them take advantage of the world-class machine learning and analytics our open, secure platform offers."

Google and Etsy share a strong commitment to environmental sustainability. Both have committed to reaching 100% renewable energy for all of their operations. Additionally, the ability to scale up and down based on demand will significantly improve Etsy's energy utilization. Etsy expects the transition will also result in increased engineering efficiency, by shifting focus from the maintenance of on-premise systems to product engineering work that is strategic, creating a more seamless shopping experience for buyers and sellers.

Etsy's transition to the Google Cloud Platform is expected to be complete within the next two years.

About Etsy

Etsy, Inc. (Nasdaq: ETSY) is the global marketplace for unique and creative goods. Our mission is to keep commerce human, and we're committed to using the power of business to strengthen communities and empower people. We connect millions of buyers and sellers from nearly every country in the world. Buyers come to Etsy to be inspired and delighted by items that are crafted and curated by creative entrepreneurs. For sellers, we offer a range of tools and services that address key business needs.

Etsy was founded in 2005 and is headquartered in Brooklyn, New York.

Cautionary Statement Regarding Forward-Looking Statements

This press release (including statements quoted in this press release) contains forward-looking statements within the meaning of the federal securities laws. Forward-looking statements include our expectations regarding the timing of the

migration to Google's cloud and the impact of the migration on our business, including its effect on our strategic initiatives, future growth, site performance, engineering efficiency, user experience and sustainability goals.

Forward-looking statements include all statements that are not historical fact. Forward-looking statements involve substantial risks and uncertainties that may cause actual results to differ materially from expectations. These risks and uncertainties include the reliability of third party service providers, the growth and performance of our platform, and other risks and uncertainties that are more fully described in our filings with the Securities and Exchange Commission, including in the section entitled "Risk Factors" in our Quarterly Report on Form 10-Q for the quarter ended September 30, 2017, and subsequent reports that we file with the Securities and Exchange Commission.

Forward-looking statements represent our beliefs and assumptions only as of the date of this press release. We disclaim any obligation to update forward-looking statements, except as required by law.

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