

Press Release

Etsy Names Rachel Glaser Chief Financial Officer

April 3, 2017

- Seasoned executive brings more than three decades of financial and operational leadership to the role
- Significant experience driving growth and profitability for marketplace and internet businesses

BROOKLYN, N.Y., April 3, 2017 /PRNewswire/ -- Etsy, Inc. (NASDAQ: ETSY), which builds markets, services and economic opportunity for creative entrepreneurs, today announced the appointment of Rachel Glaser as Chief Financial Officer. Rachel, who will start on or about June 1, 2017, will report to Etsy, Inc. CEO and Chair, Chad Dickerson, and will join the executive team.

Rachel brings more than 30 years of senior financial experience to Etsy and will oversee our global financial operations. She joins us from Leaf Group, where as CFO she helped scale their global marketplace and consumer media businesses.

"I am excited to welcome Rachel to the Etsy team and am confident that she has the right expertise to execute and evolve our financial operations strategy to support Etsy's global growth initiatives and continue enhancing our communications with the street," said Chad. "Rachel has a long track record of success as a senior finance executive and has gained broad experience across a variety of consumer-facing, publicly-traded companies. She has also helped scale marketplaces that empower artisans around the world. Rachel not only possesses the right skills to take Etsy's financial operations to the next level, but she also brings a passion for furthering the Etsy mission and nurturing our vibrant community. I look forward to Rachel's contributions as we continue to execute on our strategy that we believe will deliver long-term value to all of our stakeholders."

Rachel commented, "I've long admired Etsy's strong business model and focus on connecting millions of people around the world through commerce. Etsy has a powerful mission, a clear focus on empowering creative entrepreneurs, and a talented team, all of which provide a strong foundation for continued growth and increasing shareholder returns. I'm excited to join Etsy at this point in the company's history and look forward to helping it expand its markets and services platforms, and build key relationships with the investor community."

Rachel joins Etsy from Leaf Group, where she has served as CFO since 2015. While at Leaf Group, which owns and operates consumer media and marketplaces, Rachel led efforts that improved operating efficiency, created a strong foundation to support the company through a significant period of transformation, and enabled the company to invest in its businesses for growth. Before that, she was CFO at Move, Inc, parent company of Realtor.com, which was acquired by News Corp in November 2014 and nearly quadrupled in value during her tenure. Prior to this role she served as Chief Operating and Financial Officer at MyLife.com. Rachel also previously held the role of Senior Vice President, Operations Finance at Yahoo! and began her career at The Walt Disney Company, where she spent nearly 20 years in escalating roles of responsibility on the finance, operations, and technology teams.

Rachel succeeds Kristina Salen, whose March 31, 2017 departure was announced on November 1, 2016. Karen Mullane, Etsy's Vice President, Corporate Controller, will serve as interim CFO until Rachel officially starts.

About Etsy

Etsy is a global creative commerce platform. We build markets, services and economic opportunity for creative entrepreneurs. Within our markets, millions of people around the world connect, both online and offline, to make, sell and buy unique goods. We also offer a wide range of Seller Services and tools that help creative entrepreneurs start, manage and scale their businesses. Our mission is to reimagine commerce in ways that build a more fulfilling and lasting world, and we're

committed to using the power of business to strengthen communities and empower people.

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

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the federal securities laws. Forward-looking statements include information related to our mission, business strategies and plans, business environment, and future growth. Forward-looking statements include the quotations from management. Forward-looking statements include all statements that are not historical facts. Forward-looking statements involve substantial risks and uncertainties that may cause actual results to differ materially from those that we expect. These risks and uncertainties are more fully described in our filings with the Securities and Exchange Commission, including our Annual Report on Form 10-K for the year ended December 31, 2016. Forward-looking statements represent our beliefs and assumptions only as of the date of this press release. We disclaim any obligation to update these forward-looking statements.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/etsy-names-rachel-glaser-chief-financial-officer-300433756.html>

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