2023 Sustainability Report

GoDaddy

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Our 2023 Sustainability Highlights

Customers

We harnessed the power of generative artificial intelligence (GenAI), innovating our products and services to help customers start, build, and grow their businesses.

Employees

We maintained gender pay parity (globally) for the ninth year in a row and ethnicity pay parity (in the U.S.) for the seventh year in a row.[1]

Operations

We achieved our greenhouse gas (GHG) emissions reduction goal to reduce our scope 1 and 2 emissions by 50% from a 2019 baseline.

[1] We define achievement of pay parity as pay that is equal to, or a few cents on either side of, a dollar.

A Message From Our Chief Executive Officer

Our mission to “Empower entrepreneurs everywhere, making opportunity more inclusive for all” is the driving force that brings us together. Most of GoDaddy’s customers are microbusiness owners with fewer than 10 employees. According to our Venture Forward research, more than half of them are solopreneurs, both business owners and employees themselves. They are resilient and inspiring, making a difference for their families, with approximately one in three contributing 51% or more to household income. In the U.S., they also elevate their local communities by adding seven jobs per microbusiness entrepreneur at the county level.

Our Customers

We support our customers and foster inclusive entrepreneurship with innovative technology and best-in-class human-centered guidance. In 2023, we took innovation for our customers to new heights with the launch of GoDaddy Airo™. GoDaddy Airo™ helps our customers using AI technology to, in just a few moments, find unique names for their businesses, automatically create website options, email addresses, social posts, and much more. It has never been easier for GoDaddy customers to get started with their ideas or grow their existing businesses. And, when our customers need help, our Guides are there to provide personalized guidance. In 2023, we engaged customers through more than 8.5 million inbound voice conversations and sent nearly 5 million texts and messages.

Our Employees

At GoDaddy, we are very proud of our employees, their hard work and execution, and I am confident in the opportunity in front of us, our talent and, our drive for continuous improvement. The GoDaddy Leadership Team is a diverse group and represents leaders from many different parts of the world. As a Leadership Team, we are committed to providing all our employees with opportunities to learn and develop in their careers to achieve their full potential. GoDaddy also has a remarkable track record with 2023 marking the ninth consecutive year of global gender pay parity and the seventh consecutive year of ethnicity pay parity in the U.S. As our business grows globally, our workforce is also expanding globally, and we remain committed to pay parity and ensuring that our workforce reflects the diverse set of customers that we serve.

Our Operations

We use a mantra “fewer things better” within our operations. As a part of this, we took on the significant challenge to redesign and simplify our data centers and office spaces with the dual goal of cost savings and reduction in our scope 1 and scope 2 greenhouse gas emissions by 50%, from a 2019 baseline. We are happy to share that we achieved our emissions reduction goal two years earlier than planned.

As I think about the year ahead, our goal is to make even greater strides on our sustainability journey by continuing to embed sustainability in our strategy, aligned with our operational practices. Through innovation and discipline, GoDaddy team members will continue to create value for our customers, stockholders, employees, and communities.

Aman Bhutani

Aman Bhutani
Chief Executive Officer, GoDaddy

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About Us

We're a trusted growth partner for millions of entrepreneurs globally.

GoDaddy helps millions of entrepreneurs globally start, grow, and scale their businesses. People come to GoDaddy to name their idea, build a professional website, attract customers, sell their products and services, and accept payments online and in-person. GoDaddy's easy-to-use tools help small business owners manage everything in one place, and its expert guides are readily available.

OUR VISION

To radically shift the global economy toward life-fulfilling entrepreneurial ventures.

OUR MISSION

To empower entrepreneurs everywhere, making opportunity more inclusive for all.

OUR STRATEGY

Everyday entrepreneurs trust their ideas with us. We guide them to build their business digitally. Our global solutions seamlessly connect their identity and presence with commerce, leading to profitable growth.

Our Products and Services

We know the needs of entrepreneurs constantly evolve, which is why we strive to make sure our products and services evolve too. We bring the latest innovations, traditionally available only to larger enterprises, to small businesses. To conceptualize this in action, our customers benefit from dynamic and proactive business growth powered by GenAI across website building, content creation, marketing, and commerce so they can sell anything, anywhere.

These evolutions complement our customers' need for identity, presence, and commerce that continues to grow. Our products and services enable us to serve our customers through every stage of the entrepreneurial journey, with support available at each step.

At GoDaddy, our goal is to partner with our customers at every point on the Entrepreneur's Wheel.

Our Corporate Sustainability Priorities

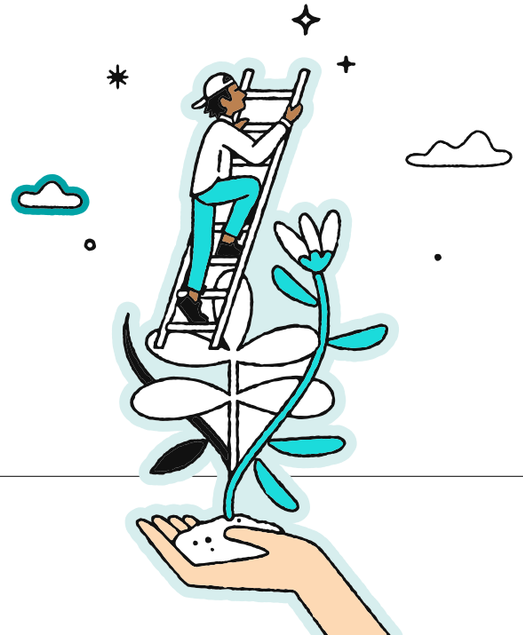
We aim to be a positive force for those we serve.

At GoDaddy, we're on a mission to empower entrepreneurs everywhere, making opportunity more inclusive for all. Our ambition to be a force for good goes beyond our commitment to entrepreneurs. It extends to our employees and the environment as we support inclusive opportunities to develop our workforce and minimize our operational footprint, helping ensure we grow responsibly and operate ethically. In support of our corporate sustainability priorities and to build a more sustainable future, we work to embed sustainability into our operations.

Creighton Elinski | Hinterland Skis | HINTERLANDSKIS.COM

Prioritization Assessment and Stakeholder Engagement

We conducted an assessment in 2020 to identify priority sustainability topics, focus strategy on what matters most, and align with stakeholders' evolving expectations. Our assessment was informed by interviews and surveys — with key stakeholders, including our executive team, internal subject matter experts, employees, and external stakeholders, in addition to a comprehensive review of industry trends, benchmarks, and risk factors. Through the assessment, we identified ten priority sustainability topics, which enable us to concentrate our efforts on the topics most impactful to our company and stakeholders.



Our Corporate Sustainability Approach

Our ten priority topics are divided into three strategic pillars, which build the foundation of our comprehensive corporate sustainability approach.

CUSTOMERS

We aim to empower entrepreneurs, making opportunity more inclusive for all.

- Customer Experience
- Inclusive Entrepreneurship
- Innovation

EMPLOYEES

We aim to build a culture that values diversity and prioritizes the importance of making opportunity inclusive for all.

- Diversity, Equity, Inclusion, and Belonging (DEIB)
- Talent Management and Engagement

OPERATIONS

We aim to reduce our environmental impact, operate our business ethically, and manage risk appropriately.

- GHG Emissions
- Content Safety
- Corporate Governance
- User Privacy
- Web Security

We plan to refresh our prioritization assessment in 2024 to align with emerging regulations while helping us to better understand our impacts on society and possible sustainability-related risks and opportunities.

United Nations Sustainable Development Goals

We identified six **United Nations Sustainable Development Goals** (UN SDGs) on which we believe we can have the greatest impact driving equitable, inclusive, and sustainable development. We periodically review our priority UN SDGs to strive for alignment with our corporate sustainability approach.

As signatories to the **United Nations Global Compact** (UNGC), we commit to supporting the UNGC's **Ten Principles** and annually disclose how we're contributing to our priority UN SDGs. For more information on our progress, please review the **Frameworks and Metrics** section.

Corporate Governance

We're committed to generating value and earning trust.

Delivering on our mission requires a strong foundation of effective management, oversight, and accountability. We maintain governance policies and practices designed to support long-term value creation, help us earn our stakeholders' trust, and enable us to remain competitive in our dynamic operating environment.

Our Board of Directors

Our Board of Directors provides oversight of the long-term strategic, financial, and organizational company goals. The Board has three standing committees: the Audit and Finance Committee, the Nominating and Governance Committee, and the Compensation and Human Capital Committee. Each committee operates under a written charter outlining the committee's purpose, responsibilities, and procedures. Additionally, the Board and each committee operate in accordance with GoDaddy's **Corporate Governance Guidelines**. The Corporate Governance Guidelines reflect the Board's commitment to a system of governance that enhances corporate responsibility and accountability and assist the Board in implementing effective corporate governance practices. Each year, the Board reviews the guidelines, with the company's other governing documents and related policies, to assess their effectiveness as part of an annual governance review.

The Board and each of its committees also undertake an annual self-assessment process to evaluate the effectiveness of the Board and its committees. In addition, the Board and each committee conduct an annual evaluation to consider their effectiveness, composition, and mix of director skills, experience, and expertise in light of the company's strategy and performance. The results of the annual governance review and these annual evaluations are discussed and evaluated to determine whether changes may be appropriate in any given year.

The Board delegated key oversight responsibilities to each of the Audit and Finance Committee, the Nominating and Governance Committee, and the Compensation and Human Capital Committee, all of which report back to the Board regularly on topics reviewed during their respective meetings.

For more information on the responsibilities of our Board and committees, please review our Corporate Governance Guidelines, committee charters, and Proxy Statement on our **Governance page**.

Risk Management

Our Board of Directors is responsible for overseeing GoDaddy's enterprise-wide risk assessment and management; the formation of our long-term strategic, financial, and organizational goals; and the plans designed to achieve such goals. The Board and/or one of its committees also oversees strategic, legal, regulatory, financial, management, and operational risks. Our enterprise risk management program is intended to identify internal and external factors that could prevent the company from achieving our strategic and operational objectives and assist management in monitoring and mitigating specified risks to a reasonable level.

Sustainability Governance

At GoDaddy, we recognize that operating a successful global company and building long-term value for our stakeholders is inherently tied to our corporate sustainability approach, commitments, and goals. We aim to embed sustainability in business strategy and operations; enable responsible growth; build upon our positive impacts; and effectively support our customers, employees, communities, and other stakeholders.

Our commitment to sustainability begins at the top, with formal oversight of sustainability matters embedded in the governance structures of our Board of Directors and committees. We have designed our approach for managing sustainability matters with a focus on transparency and oversight, which helps us continue to review and incorporate sustainability matters into our strategy and operations.

GoDaddy Sustainability Governance Structure

BOARD- AND COMMITTEE-LEVEL OVERSIGHT

The **Nominating and Governance Committee** oversees GoDaddy's sustainability strategies, practices, and programs. The Nominating and Governance Committee also reviews GoDaddy's public disclosures on such matters, including disclosures in our Proxy Statement and annual Sustainability Report. The Nominating and Governance Committee regularly reports to the Board on these topics.

The **Compensation and Human Capital Committee** assists the Board in its oversight of human capital management, including diversity matters and our assessment of pay parity across our employees.

The Compensation and Human Capital Committee reports regularly to the Board on these topics.

EXECUTIVE AND MANAGEMENT-LEVEL OVERSIGHT

Management oversees the progress of corporate sustainability programs and practices as they relate to key areas of our business.

Our senior legal leadership reports regularly to the Board and the Nominating and Governance Committee on GoDaddy's sustainability programs and practices, including progress on goals such as our emissions reductions.

Members of our Sustainability Working Group (as described to the right) report directly to members of GoDaddy's management, sharing ongoing updates on relevant sustainability topics, as needed. Members of management elevate sustainability-related topics to their executive team leaders where relevant.

SUSTAINABILITY WORKING GROUP

Our Sustainability Working Group is composed of leaders across the company.

The Sustainability Working Group is responsible for driving progress across our priority topics, supporting sustainability disclosures, and sharing relevant matters to inform and guide the business. The Sustainability Working Group is comprised of leaders representing GoDaddy's priority topics across the company and is chaired by the Corporate Sustainability and Environmental, Social, and Governance (ESG) Team. It also supports our ongoing commitment to sustainable practices and transparent disclosures.

Lillian Shalom | The Flower Place | THEFLOWERPLACE.MIAMI

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Inclusive Entrepreneurship

We empower and champion entrepreneurs globally.

As a trusted growth partner to millions of entrepreneurs globally, we recognize that the entrepreneurial journey is as diverse and unique as the entrepreneurs themselves. And we know that barriers along each entrepreneur's journey are not experienced equally. That's why we're on a mission to make opportunity more inclusive for all, inspiring entrepreneurship to change the way people around the world work and live for the better.

At GoDaddy, inclusive entrepreneurship means that everyone — no matter their age, race, gender, sexual orientation, socioeconomic background, location, or other experience or identity — should have the opportunity to pursue their independent ventures and forge their own path. On a larger scale, this drives innovation, fuels local economies globally, increases generational wealth, decreases wealth gaps, and ultimately improves livelihoods.

We uphold our commitment to inclusive entrepreneurship by offering support to entrepreneurs in underserved communities and studying and promoting the beneficial impact our entrepreneurs have on their communities.

For more information on how we foster inclusivity within our own workforce, please read the **Our Employees** section.

Empower by GoDaddy

Launched in 2017, **Empower by GoDaddy** is our signature social impact program. We partner with nonprofit and community organizations and engage our employee volunteers to provide education, mentoring, and networking to help underserved small and microbusiness owners grow their businesses online and in-person. With our three strategic pillars, we help accelerate entrepreneurs' business journeys.

Empower by GoDaddy Pillars

Education | **Mentorship** | **Networking**

Through strong relationships with both community partners and employee volunteers, Empower by GoDaddy offers entrepreneurs practical and emotional support at various stages of their journeys. We provide:

- A ten course educational series, offered in English, French, German, and Spanish.
- In-person and virtual workshops with training on branding, marketing, website building, social media management, and other foundational business topics related to growing their businesses online.
- Virtual one-on-one and group mentorship and coaching.
- Wraparound services to enable access to the Empower by GoDaddy program, including transportation, technology, loan readiness, legal advice, business planning, and financial planning.
- In-kind product donations, including web hosting, domain registration, and email essentials.

We're pleased to have provided more than $1 million in funding to our community partners through Empower by GoDaddy in 2023. We served nearly 2,900 entrepreneurs in communities across the U.S., Canada, Germany, and the U.K. through 250 workshops and more than 1,450 one-on-one mentorship sessions. In recognition of our meaningful impact, *Entrepreneur* magazine's website named Empower by GoDaddy a **top accelerator program** for small business owners in the U.S.

While the number of entrepreneurs served is one way we measure our annual impact, we also prioritize the quality of our programming and depth of the support we provide. Our goal is for participating entrepreneurs to feel more empowered and prepared to grow their businesses after completing the program. GoDaddy employees are relentless advocates for entrepreneurs and drive our mission. In 2023, our employees led nearly 60 out of the total 250 educational workshops and events through Empower by GoDaddy.

Ade McCray | Pilates King L.L.C. | PILATESKINGAZ.COM

Empower by GoDaddy Spotlights

We recognize Empower by GoDaddy as an inclusive entrepreneurship ecosystem. The organizations and people we bring together generously contribute their resources to create a holistic, meaningful experience for participating entrepreneurs. These spotlights honor all our community partners, employees, and the entrepreneurs themselves who make Empower by GoDaddy special.

PARTNER

Through Empower by GoDaddy, Better Business Bureau Serving the Pacific Southwest led a 10-week business coaching program, impacting more than 240 entrepreneurs through 350 one-on-one mentorship sessions.

CUSTOMER

Ade McCray of Pilates King L.L.C is on a mission to make Pilates more accessible for all. In 2023, Empower by GoDaddy accelerated Ade's development of key digital skills, mentorship, resources, and networking opportunities between GoDaddy and the Better Business Bureau of the Pacific Southwest.

> "I had a clear vision for my business but there were just some nuances in running a business that I needed support with. Getting involved with Empower by GoDaddy helped me to make sense of all that goes into business ownership, and my operations are getting much better."

— Ade McCray
Pilates King L.L.C., Phoenix, AZ

EMPLOYEE

The opportunity to give back to the entrepreneurial community rests at the core of our employees' roles.

> "Having grown up with family members who owned their own enterprises, I understand the challenges and triumphs faced by entrepreneurs. I'm honored to support entrepreneurs as they grow their businesses."

— Geoffrey Brown
GoDaddy Marketing Manager and
Lead Empower by GoDaddy Volunteer since 2022

Made in America

We understand the importance of giving entrepreneurs from underserved communities a platform to tell their unique stories. That's why we created the documentary series, **Made in America**, which follows entrepreneurs over time as they start and build their businesses. The series celebrates the resilience and determination of small business owners from varying backgrounds across the country who are making a difference in their communities. Our most recent season, which premiered in 2022, follows Baltimoreans who push through adversity — from chronic pain to a pandemic-fueled supply chain crisis — to achieve success.

The series won numerous awards, including the YouTube Breaking Barriers Award, the Digiday Content Marketing Award, and the Ragan Communications Corporate Social Responsibility & Diversity Award. Through Made in America, we hope to inspire entrepreneurs and encourage audiences around the world to support small businesses in their local communities.

A new season of Made in America that is targeted to launch in 2024. We're excited to continue bringing attention to the experience and importance of small businesses throughout the U.S.

Venture Forward

We know that the long-term success of entrepreneurs and their microbusinesses meaningfully contributes to their communities' economic well-being and resilience. It's important to understand these impacts to understand holistically the benefits entrepreneurs create, like increasing the median household income, creating jobs, and lowering unemployment in their communities.

GoDaddy Venture Forward is a research initiative that quantifies the growth and economic impact of more than 20 million microbusinesses and offers insight into the people who own them.

Since 2018, Venture Forward has surveyed over 30,000 entrepreneurs with a digital presence. In 2023, Venture Forward conducted its tenth nationwide survey of over 3,500 microbusiness entrepreneurs in the U.S. and U.K. to better understand and capture the trends, needs, demographics, and insights around what's happening with microbusinesses. The research program also probed small business operators' attitudes toward emerging artificial intelligence technologies and, in the U.S., evolving perceptions about what the American Dream means to them.

Tyron Harper, April Harper, Q Ragsdale, & Susan Clayton | Made in America: Season 4

Venture Forward Key U.S. Survey Findings

1/7

Microbusinesses started since the pandemic were founded by Black women.

67%

Of survey participants required less than $5K to start.

1/3

Microbusinesses contribute 51% or more to household income.

51%

Of microbusinesses are women-owned and 29% are owned by people of color.

Venture Forward's Microbusiness Data Hub

Microbusinesses are often too small to be measured by traditional reports and government statistics, and therefore, are not broadly understood. This lack of data makes it challenging for entrepreneurs — especially those in underserved communities — to carve out a voice in the policy and technology debates that affect their businesses, including issues regarding taxation, skills training, benefits portability, and access to capital, broadband, and internet.

Through Venture Forward, we created the **Microbusiness Data Hub**, which offers unprecedented access to free, downloadable anonymized data on U.S. and U.K microbusinesses and the entrepreneurs who own them. We provide robust data and insights, including measurements of microbusiness density by geography. We update this data on a quarterly basis and are broadening our coverage around the world. We began publishing this data for Canada and Australia in 2024.

Venture Forward enables advocates for entrepreneurship to build stronger, more inclusive, and equitable communities and economies. Our data provides timely insight to drive resources, programs, and policies that microbusinesses need to start and thrive, and it offers a better understanding of the economy at both local and national levels.

Bursting Through — Las Vegas, Nevada

We proudly empower our diverse customer base to champion diversity, equity, inclusion, and belonging. This includes supporting entrepreneurs, like **Bursting Through**, a storytelling movement for LGBTQIA+ people and their allies, centered around social justice. Bursting Through's mission is to help create sustainable equality and safety for the Queer Community through personal storytelling. The organization believes that these stories of connection, allyship, awareness, and breakthrough "move us closer to sustainable equality and safety" for the LGBTQIA+ community.

> "BurstingThrough.gay is a Disruptor, and we need disruption. This is important because the current way of connecting is not working. Through storytelling, we have created a safe space online for allies and the Queer Community to come together on a balanced platform where everyone's story is valued. The GoDaddy team helps support our effort by always going above and beyond to help resolve any issues with the website. Having that type of support is huge as a solopreneur."
>
> — Steve Petersen
> Founder, Bursting Through

Amplifying the Diversity of Customer Voices

We recognize the importance of championing diversity and equity outside of our own workforce. Our top-level domains have the power to influence, change, and create impact. That's why in 2023 we acquired the **.gay top-level domain**, a domain of choice for those who want to fly their virtual Pride flag. It brings together national organizations, local community centers, health care systems, activists, businesses, and other organizations and individuals who are allied with lesbian, gay, bisexual, transgender, queer, intersex, or asexual (LGBTQIA+) communities and issues. It's an inclusive badge of honor that sets our customers' sites apart and clearly signals to LGBTQIA+ entrepreneurs and their allies that everyone is welcome. The .gay top-level domain registry dedicates 20% of its new registration revenue to benefit LGBTQIA+ nonprofits, including the Gay and Lesbian Alliance Against Defamation (GLAAD) and CenterLink. By empowering our customers with .gay top-level domains, we continue our allyship with the LGBTQIA+ community.

For more information on how we empower diversity in our workforce, please read the **Our Employees** section.

Ambitions for 2024

We'll continue to improve our inclusive entrepreneurship programs to increase the breadth and depth of our support for entrepreneurs, including those in underserved communities. We plan to hone key performance indicators for our Empower by GoDaddy program to better track our progress and impact. We are also aiming to partner with new community organizations in 2024, focusing on groups in communities we have not previously served. Through our planned initiatives, we strive to empower entrepreneurs, encourage their success, and make opportunity more inclusive for all.

Awards and Honors

2023 Stevie Bronze Award
Customer Service Team of the Year

2023 Stevie Gold Award
Sales and Customer Service

2023 Forbes Advisor
10 Best Website Builder for Service Providers

Customer Experience

We deliver top-tier personalized support.

At every stage of an entrepreneur's journey, we deliver leading technology and personalized support. Offering this experience enables us to foster deep relationships with our customers as we encourage entrepreneurs to realize chances taken, risks rewarded, and potential fulfilled. We know that every entrepreneur's story is different, and that's why we offer customized support — whether that's thinking about business names, creating a compelling brand, building a website that draws in customers, spreading awareness, harnessing and leveraging analytics, or growing through sales.

We strive to not only satisfy but exceed our customers' expectations and to enable our customers to realize the full value of the products and services we offer. We uphold our commitment to excellent customer service through our dedicated GoDaddy Guides, our customer support programs, and resources. These efforts deliver the right products and services at first contact, drive value, exceed expectations, foster accessibility, and support customers in ways that best fit their unique needs.

21 Million

GoDaddy had 21 million customers in 2023.

GoDaddy Guides

Our **GoDaddy Guides** are more than customer service representatives — they're champions, experts, sounding boards, partners, and cheerleaders. Every Guide is trained and eager to 'wow' our customers with an outstanding experience, whether helping with a password reset or building an entrepreneur's complete web presence.

While our Guides handle millions of conversations per year, each interaction with a Guide is characterized by real, human interaction. Through a collection of managed service offerings, our Guides apply their deep expertise and personal knowledge to help our customers in a way that's right for them. Our Guides are located globally and provide in-region support in several local languages. GoDaddy Guides work hard to meet the customer where they are, either through personalized service or easy-to-understand self-help tools that guide our customers through the answers to their most-asked questions.

Customer Conversations and Support

We work diligently to uphold our reputation for outstanding customer service. Our level of care for every stage of an entrepreneur's journey is a major reason we stand out from our competitors. GoDaddy customers can choose their preferred guidance channel, including phone and text channels like webchat, WhatsApp, WeChat, SMS, and Google Chat Suggest, among others.

We learn from customer conversations to understand and improve how we show up for our customers. This commitment to continuous improvement is reflected in our customer feedback. In 2023, we achieved a **Trustpilot score** of 4.7 out of 5.0. Because of our dedication, our customers choose to stay with us.

Expert Guidance

While conversations with our GoDaddy Guides are an essential component of our customer service offerings, we also share information as thought leaders and industry experts through a wide variety of on-demand tutorials and resources. These resources are available to entrepreneurs when and where they need them. Timely, practical, and actionable information can be found on **GoDaddy Resources**, where all entrepreneurs (not just customers) can browse by topic or product. On third-party sites like YouTube, we host tutorials that cover the most up-to-date, in-demand topics that shepherd entrepreneurs along every stage of their journeys, from starting to growing their businesses.

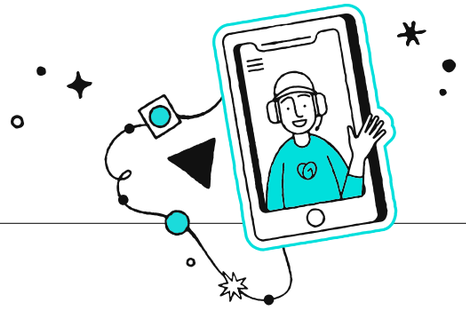
8.5 Million

We engaged customers through more than 8.5 million inbound voice conversations and almost 5 million texts and messages in 2023.

We want to give our customers a voice to name problems and get fast solutions. That's why we created our Voice It program. Through Voice It, GoDaddy Guides collaborate internally with our Care Product Team to address customer pain points and develop and share solutions to benefit our wider customer base.

Ambitions for 2024

We always aim to elevate our level of care — at every stage, for every entrepreneur and for every unique need. In 2024, we'll continue to enhance the efficiency of our customer engagements — whether in our services or ecommerce offerings — and leverage responsible use of GenAI platforms and other technological innovations.



Innovation

We're focused on evolving to deliver for our customers.

The world is constantly changing and so are the needs of our customers. To stay ahead of the curve, we commit to progressing our products and services through continuous experimentation and innovation.

Controlled Experimentation

We intentionally create a culture of experimentation to empower each employee to be an inventor, a problem solver, and a champion for our customers. In 2023, our experimentation catapulted many ideas into becoming fully integrated customer solutions.

The purpose behind our controlled experimentation lies in our commitment to building great products and experiences that solve real customer problems. This effort requires an approach to decision-making that embraces learning and evidence-based methods, where decisions impact not only our performance but also our customers' performance. GoDaddy experiments use randomization and robust statistical methods that empower teams to build confidence in their decision-making, find incremental value in each experiment, and trace the causal effects on key stakeholders.

To engage in controlled experimentation, our teams follow our five experimentation lifecycle stages:

- Observation or opportunity
- Experimentation design
- Platform experimentation
- Experiment configuration
- Experiment results and decision

In 2023, we conducted a total of more than 1,700 controlled experiments in product — 33% more than in 2022. We also continued our Experimentation Showcases to further our test-and-learn culture. During the 11 Experimentation Showcases held in 2023, GoDaddy teams created and trialed experiments to enhance customer experience and submitted them for review. Senior leadership representatives then voted on experiments based on design features, innovative thinking, and potential for value creation. Experiments with the most votes are featured in a live, cross-company Experimentation Showcase.

Technological Innovation

Our GoDaddy Tech Manifesto guides our innovation through a set of technological principles:

- Simplicity
- Abstraction
- Consistency
- Extensibility
- Connected Data
- Iterate

These foundational principles allow our teams to make the right technology decisions quickly, increasing both the velocity and quality of delivery. Our Tech Manifesto also builds on our existing engineering principles of security, speed of delivery, performance, availability, quality, and embracing inner-source and open-source communities to foster innovation. In 2023, we enhanced our Tech Manifesto by elaborating on the implications of our principles to emerging GenAI technology, specifically with reference to how our GoDaddy GenAI service and custom LLMs (Large Language Models) promote the fifth principle of connected data.

To improve transparency and cross-company collaboration, we use Tech Radar, a forward-looking summary of our global technology strategy. In 2023, we continued the Tech Radar Tuesday newsletter series to highlight new technologies and encourage engagement across engineering teams. This sharing of ideas promotes breakthrough innovations that solve the most challenging issues at hand.

Artificial Intelligence

Keeping up with the fast-paced digital world means leveraging GenAI and machine learning (ML) to build experiences that improve feature discovery, engagement, and monetization. We engage GenAI to enhance accountability, save time, and effort, which in turn helps our customers achieve heightened success.

In 2023, we announced **GoDaddy Airo**™, a GenAI-powered intelligent experience that proactively builds and helps entrepreneurs grow their online businesses. GoDaddy Airo™ is a breakthrough technology that simplifies our customers' experience, automatically generating a branded logo, customized website, tailored content, communications, social marketing, and more. The process is GenAI-driven and personalized.

We are also leveraging GenAI to improve our customer service experiences and the accuracy of our support bots, helping to reduce the time it takes to get to the root of a customer's need. Our Care Guides are an integral part of the community learning how to use prompt engineering to offer value to our customers quickly and more effectively. While GenAI enhances and streamlines processes, our GoDaddy Guides are available to provide one-on-one customer assistance and guidance.

In 2023, we rolled out an Artificial Intelligence (AI) coding assistant so our developers can write code faster and with less work, by quickly cycling through lines of code, completing function suggestions, and deciding which to accept, reject, or edit. Using these new AI tools, we can accelerate our innovation to meet our customers' evolving needs.

As these technologies continue to evolve, we remain vigilant in encouraging ongoing dialogue and minimizing risks posed by GenAI, such as misinformation or algorithmic bias. At GoDaddy, our AI and ML Governance Council helps to oversee these efforts and works to ensure that the appropriate guardrails and risk management measures are in place. By fostering a culture of responsibility and ethical GenAI use, GoDaddy seeks to leverage GenAI to deliver real customer impact.

AI Office Hours

For our customers who wanted to harness the power of AI for their small businesses, GoDaddy's internal AI enthusiasts offered in-depth video support to enhance customer usage of AI and drive their business growth. During these '**AI Office Hours**,' GoDaddy Guides dove deep into the world of AI, offering practical advice and real-time problem solving to attendees. Leveraging our extensive prompt library and crafting new prompts on the fly, we demonstrated how AI can revolutionize operations, marketing, customer engagement, and more.

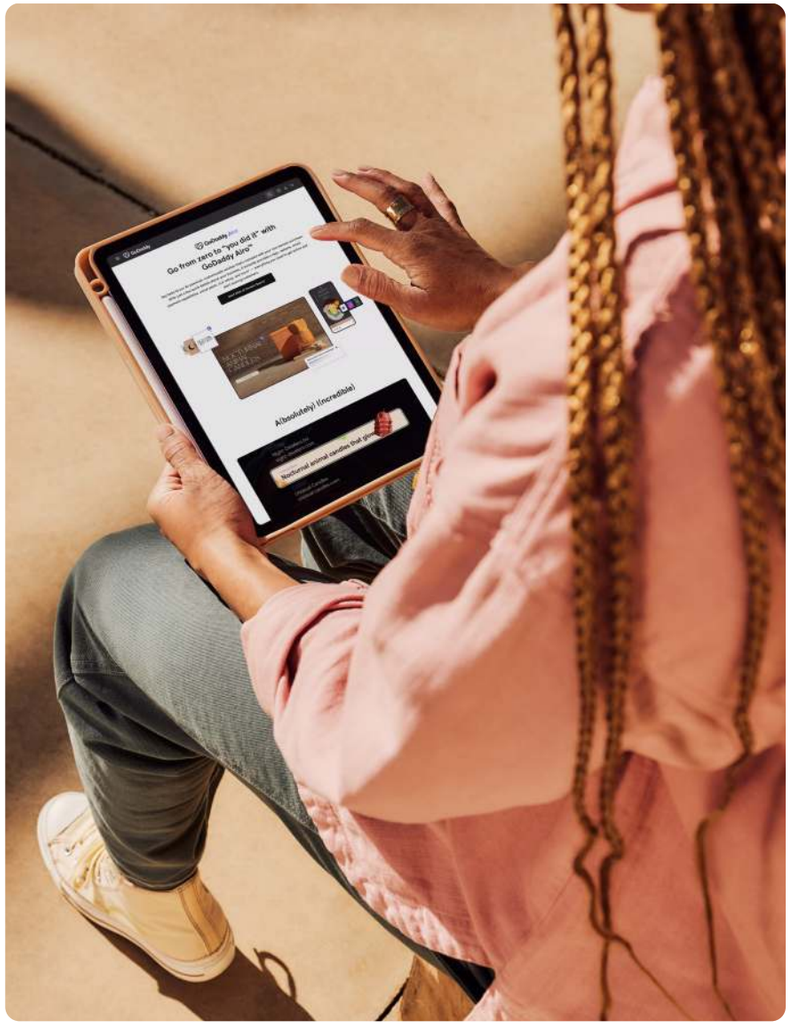
Whether our customers were curious about chatbots, predictive analytics, automated processes, or any AI-related topic, GoDaddy panelists provided valuable insights and actionable strategies to help navigate the AI landscape safely and effectively. In 2024, we are eager to provide more opportunities for our customers to learn from industry leaders and help their small businesses gain a competitive edge in the digital age.

GoDaddy Engineering Hackathon

Hackathons are a way we inspire employees to think innovatively. At the GoDaddy Engineering Hackathon 2023, employees were encouraged to build solutions across any areas they felt would drive impact in customer experience, developer productivity, and security. Innovations created during the Hackathon were tested, and select innovations were launched into production.

Ambitions for 2024

In 2024, we'll continue to experiment and innovate, including hosting more employee-led events to reward creative solutions. The Experimentation Showcase remains integral to our commitment to harness game-changing innovations. Efforts to streamline developer processes from ideation to production are underway through tool development and hands-on training sessions. We'll also continue to innovate responsibly leveraging GenAI, while monitoring and mitigating evolving risks. Our culture of innovation is a cornerstone of GoDaddy's success, fostering creativity and customer-centricity.



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A Message From Our Chief People Officer

Our mission at GoDaddy is to empower entrepreneurs everywhere, making opportunity more inclusive for all. We focus on the dreamers who bring their passion and craft to the world, and who create thriving communities. This is why GoDaddy exists — to be a catalyst to their success, and the platform and advocate for their brand.

Similarly, we believe in this fundamental principle for our employees, that opportunity should be inclusive for all. Pay parity is an important part of our inclusive culture. When we started our journey toward pay parity several years ago, it was both daunting and scary. Would we really share data externally? What if the gaps were too big to overcome?

We didn't have all the answers — only a committed and strong belief that visibility and transparency could lead to improvement. We took on this important work with a caring, curious, and hard-working group who shared a willingness to learn and ultimately understand what must be improved within our organization. As one of our leaders once said, "We need to get comfortable with uncomfortable data."

One of our values at GoDaddy is 'Work Courageously,' and that value was front and center as we dove into the unknown. Year after year, we have shared our data — both the data we are proud of and the data showing room for improvement. We believe that companies do not have to be, and frankly can't be, perfect. But we can be courageous, do our best, and learn and improve along the way.

With the release of our 2023 Diversity & Pay Parity report, we are proud to share the progress we've made toward creating an equitable, inclusive, and transparent company:

- We achieved pay parity based on gender (globally) and ethnicity (U.S.).[2]
- We both maintained our gender representation globally and increased representation of people of color in the U.S. — despite scaling back our hiring. Since first publishing these results, our representation of both women and people of color has improved, with big gains in women in leadership (7%) and people of color in technology roles (10%).[3]
- We welcomed four new GoDaddy Executive Leadership Team members in 2023 through internal promotions — each fantastic and bringing diverse perspectives to our company, our leadership team, our employees, and our customers.
- We continue to teach our team how to mitigate bias and enable equity in our day-to-day work, with a fair and consistent approach to hiring, performance evaluation, compensation, and promotion decisions.

Our mission does not change in challenging years. In fact, it's in those times that it becomes more important — and the work to fulfill it is never complete. It's both important and meaningful to be part of the improvements we want for the world, and it's an honor to do this work alongside colleagues who are committed to making a difference.

Monica Bailey
Chief People Officer, GoDaddy

[2] We define achievement of pay parity as pay that is equal to, or a few cents on either side of, a dollar.
[3] GoDaddy first published the representation data in 2015 and 2017, respectively.

Our People-Centered Strategy

By valuing individuality, we grow together.

We're building a culture that values diversity and prioritizes making opportunity inclusive for all. We know this fosters both a more successful work environment and global community.

Diverse representation not only makes GoDaddy a better place to work, but it also makes us more innovative, creative, and competitive. Our employees' different viewpoints and life experiences help us improve our products and reach more people. Empowering a diverse range of entrepreneurs in our communities also strengthens society at large.

We want to foster a human-centered community that empowers our employees and their families. We do this by embedding Diversity, Equity, Inclusion, and Belonging (DEIB) principles into our strategy, focusing on fostering an environment supportive of diverse representation in recruitment, evaluating our practices to maintain parity, and building an inclusive company culture. We're also committed to maintaining pay parity for all employees.[4]

An Integrated Strategy

We believe integrating inclusive and equitable principles into the core of how we work every day is the best way to fulfill our mission. That starts with our company values, which are inextricably tied to everything we do for our customers and how we treat each other. We also recognize that diversity helps fuel inclusion, which in turn helps power equitable workplaces and enables belonging.

Our objective is to further integrate, engage, and expand DEIB principles throughout GoDaddy by fostering inclusive behaviors and refining systems and processes through a lens of equity. We developed a multiyear strategic roadmap to continually implement our objectives and govern, support, and enable these company-wide priorities.

In 2023, our progress on this work included developing gender transition resources to support our transgender, non-binary, and gender diverse employees. We also continued to use structured ways to analyze and discuss demographic data, held a training to enable psychological safety and inclusive engagement among our teams, and launched a DEIB speaker and conversation series.

[4] We define achievement of pay parity as pay that is equal to, or a few cents on either side of, a dollar.

Driven by Accountability

Building an inclusive and equitable workforce requires accountability and transparency. In 2023, we launched a DEIB Steering Committee to help govern, support, and enable our DEIB efforts. The Committee is comprised of senior leaders who discuss our DEIB strategy and plans, with a focus on achieving balanced representation and equitable employee experience. The DEIB Steering Committee provides support through feedback, intervention, and advocacy to our Board, their peers, our teams, and their partners.

Another way we reaffirmed our commitment to accountability was by signing onto the **CEO Action for Diversity and Inclusion**™ pledge in 2023. Through this initiative, we pledge to advance DEIB in the workplace and create a more inclusive culture while embracing having difficult conversations.

To enable accountability, we commit to transparency. We continually analyze and share our diversity and pay equity data through reports like this to ensure we're on track to achieve our objectives and identify areas for improvement.

It's an ongoing journey, and we're in it for the long haul.

Awards and Honors

Human Rights Campaign

Participated in Corporate Equality Index for the fifth year in a row

Women Impact in Tech

2023 List of 100 Progressive Companies Empowering Women in Tech

Representation Matters

GoDaddy believes teams with different identities, backgrounds, and experiences attract and retain the best talent; build better products and services; help inspire customer loyalty; and enable collaboration and innovation. We're committed to continually fostering an environment that supports a balanced representation of those who have been historically underrepresented in the workplace — from our Board of Directors to employees just entering the workforce. We've made progress over the years, and we'll continue to make GoDaddy representative of our customers and communities.

Board of Directors Diversity[5]

Our business and ability to enhance long-term value are supported by our mission to make opportunity more inclusive for all through our work to serve our diverse customer base. It is important to our company that the Board reflects these values. As such, our Board, in conjunction with the Nominating and Governance Committee, seeks qualified individuals to serve as directors who broaden, among other things, the mix of experience, skills, knowledge, personal and professional backgrounds, age, and tenure of our Board. Our Board and Nominating and Governance Committee seek diverse director candidates as a reflection of the diversity among both our employees and customers.

For more information on our Board please review our 2024 Proxy Statement on our **Governance page**.

Race/ Ethnicity

37.5% Ethnically or Racially Diverse

62.5% Non-Ethnically or Racially Diverse

Gender

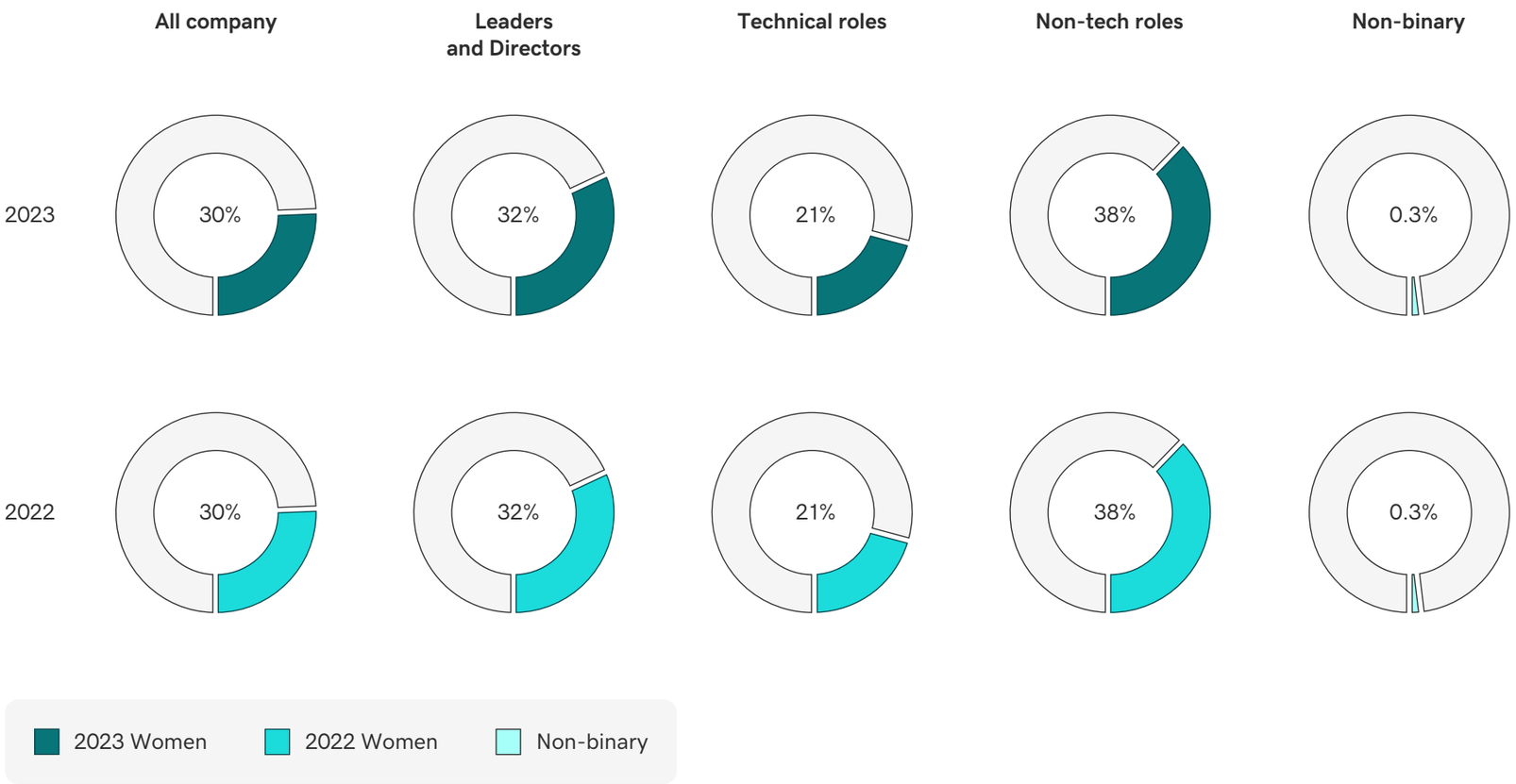
37.5% Women

62.5% Men

[5] As of 2024 Annual Meeting.

Global Gender Diversity[6]

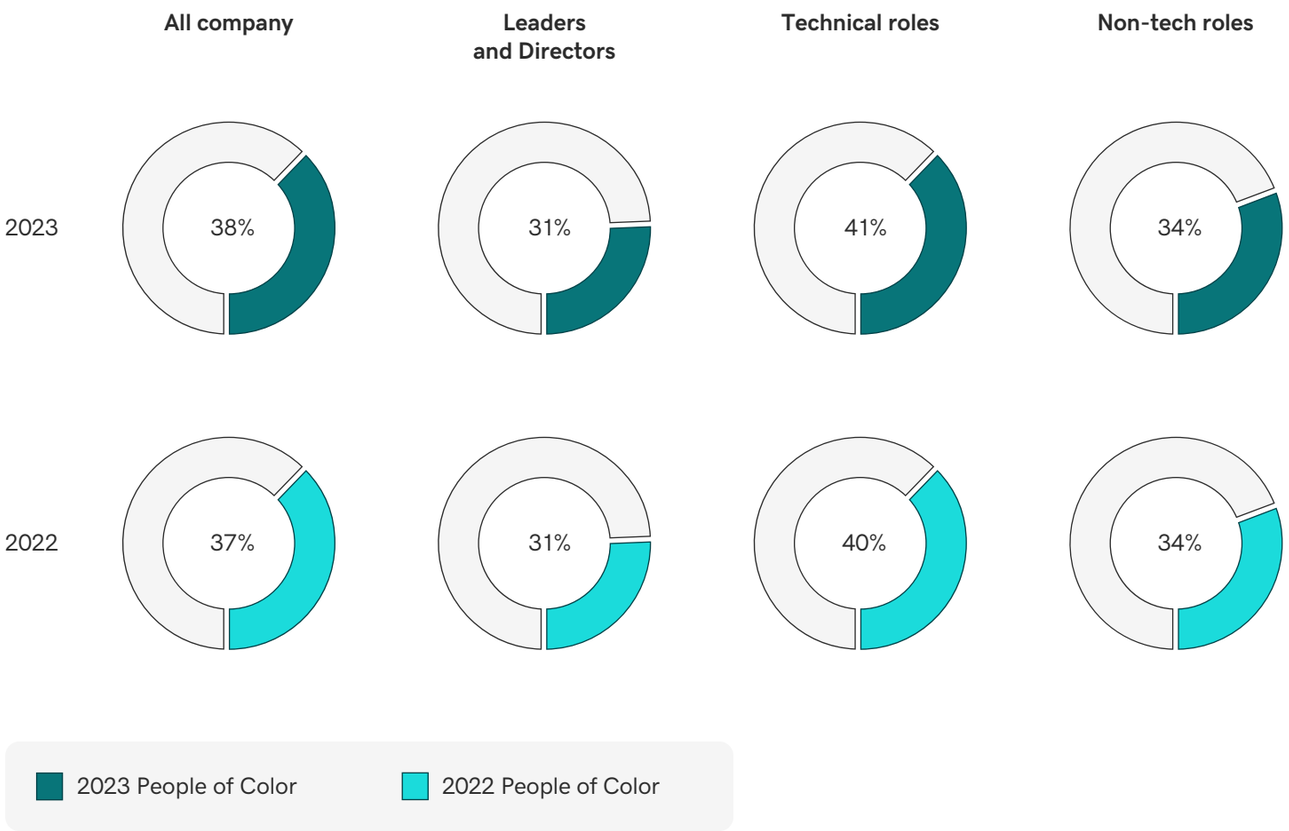
In 2023, women represented 30% of GoDaddy's global workforce. Across all categories, we were able to maintain the representation gains of women and non-binary employees in our workforce year-over-year, despite reduced hiring. Since we started reporting this information in 2015, women employed by GoDaddy increased by 5%, and women in leadership positions increased by 7%.



[6] Categories are not mutually exclusive.

U.S. Race and Ethnic Diversity[7]

Across GoDaddy's U.S. team, 38% of employees identify as people of color. That's up 1% from 2022 and 6% since we started reporting this data in 2017. When reviewing leadership roles, 31% of GoDaddy's U.S. workforce are people of color, which is up 7% since we started reporting this information. The percentage of people of color in technical versus non-technical roles has increased 1% since last year to 41%, which is up 10% since we started reporting this information in 2017.



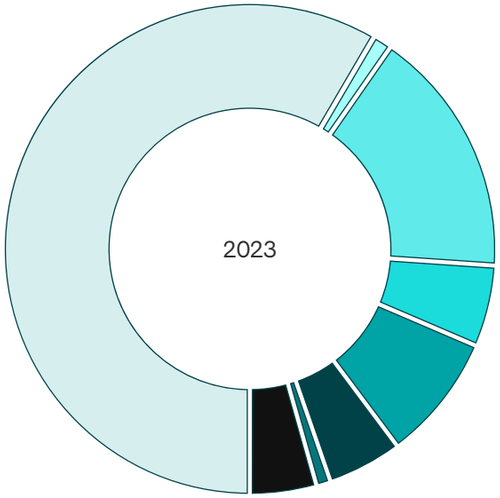
[7] Categories are not mutually exclusive.

A Closer Review of U.S. Race and Ethnicity Representation Data[8]

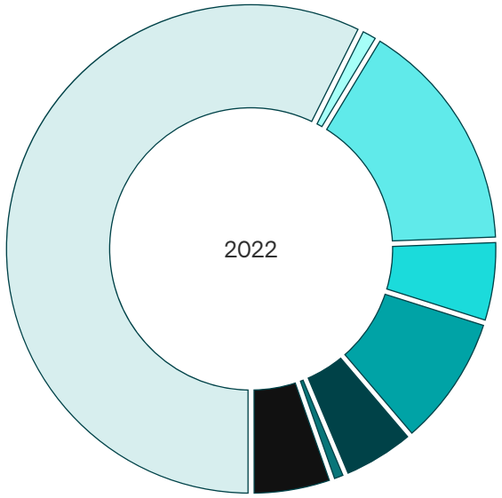
The graphs to the right break down how employees identify by ethnicity in the U.S., including the 38% of employees who identify as people of color in 2023. Our employees identifying as Asian increased by over 1%, while all other groups remained within a couple of tenths of percentage points year-over-year. We recognize that ethnicity and race are not one and the same, and we continue to assess our data collection efforts against government reporting agencies and best practices.

In 2023, we also welcomed four new GoDaddy Executive Leadership Team members through internal promotions, each bringing diverse perspectives to our company, our leadership team, our employees, and our customers. For additional information on our Leadership team, visit our **Governance page**.

For more details on our workforce diversity, please review the **Framework and Metrics** section.



- **0.7%** American Indian
- **16.4%** Asian
- **5.1%** Black
- **10.5%** Hispanic
- **4.5%** Multiracial
- **0.4%** Pacific Islander
- **4.4%** Undeclared
- **58.1%** White



- **0.7%** American Indian
- **15.3%** Asian
- **5.2%** Black
- **10.8%** Hispanic
- **4.4%** Multiracial
- **0.4%** Pacific Islander
- **4.6%** Undeclared
- **58.6%** White

[8] Due to rounding, totals may not equal 100%.

Pay Parity

A critical part of building a more inclusive and equitable company is ensuring that employees are paid fairly for doing the same kind of work, regardless of demographics. Reporting pay parity data shows our current and prospective employees that we're committed to equal pay for equal work.

In 2015, GoDaddy was among the first companies to announce and publish our pay parity results, and we're proud to achieve gender pay parity (globally) for the ninth year in a row and ethnicity pay parity (in the U.S.) for the seventh year in a row.[9]

While GoDaddy's pay parity target is $1.00 for $1.00, a few cents on either side of a dollar is considered an equitable result. This is due to the analysis being a single point in time data set, which includes total compensation awarded, such as annual bonuses and equity grants, all of which are variable and impacted by employee performance.

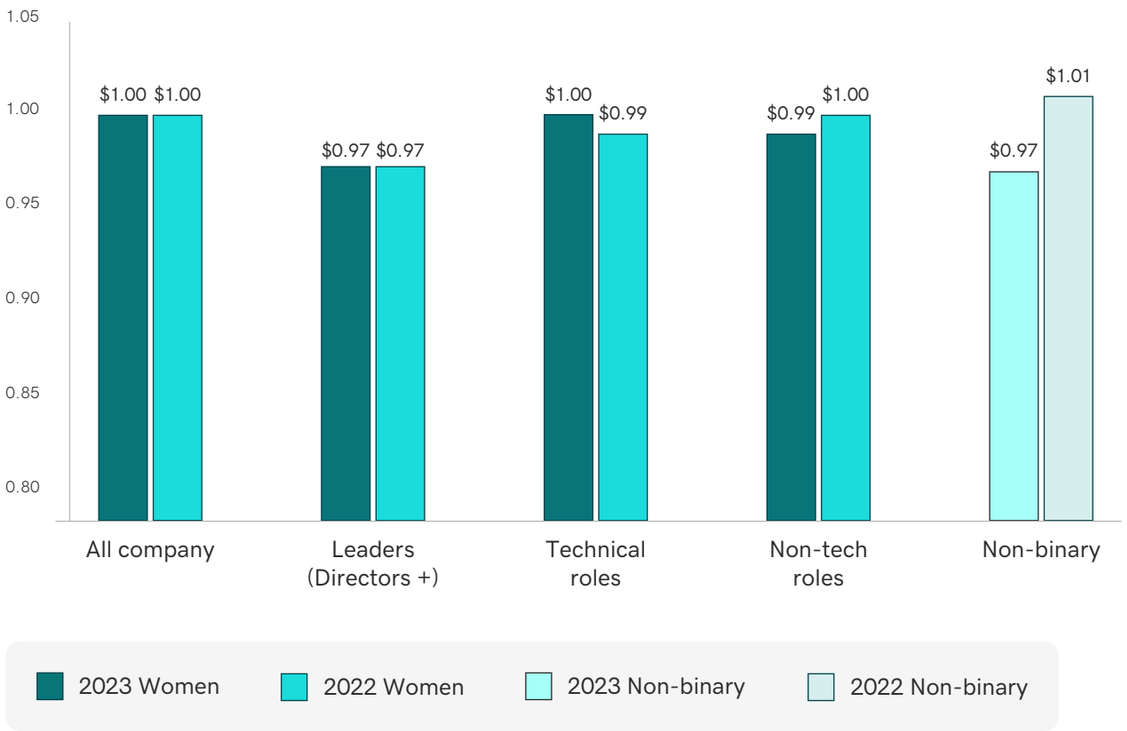
In 2023, we continued to partner with a third-party expert to execute a multivariate regression analysis that accounts for variables like performance and length of time in a role, which are considered reasonable explanations for differences in pay.[10] This supports our efforts in applying appropriate and accepted methods and standards to our analysis and mitigations.

[9] We define achievement of pay parity as pay that is equal to, or a few cents on either side of, a dollar.

[10] All data is based on end-of-year global employee population data and includes total direct compensation received in 2023, such as base salary, company bonuses and equity awards. In 2022, we broadened our definition of 'similar work,' requiring one man and one woman in the same job level. We include employees who have declined to provide their personal demographic data, allowing us to evaluate our whole organization.

Gender Compensation Data

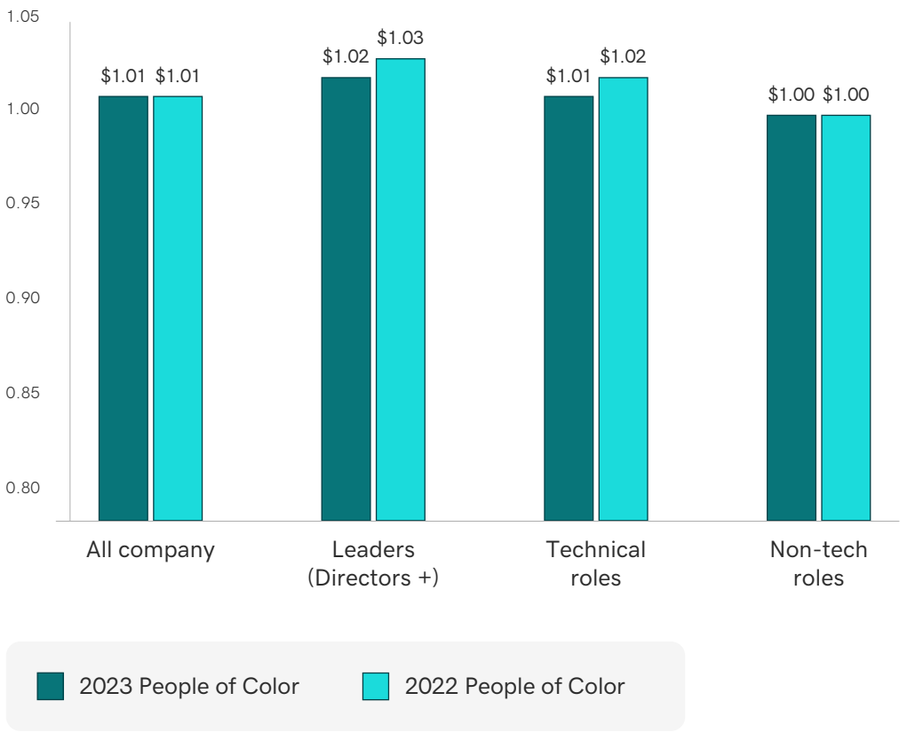
GoDaddy-wide, for every $1.00 a man makes, a woman makes the same. We continually achieve pay parity for men and women globally across various career levels and for non-binary employees as well.[11]



[11] We define achievement of pay parity as pay that is equal to, or a few cents on either side of, a dollar.

U.S. Race and Ethnicity Compensation Data

Our U.S. pay data shows that at the company level, for every $1.00 a white employee earns, an employee of color earns $1.01. In 2023, while we achieved pay parity across multiple career levels, we found that pay varies by employee ethnic group in the U.S.[12] We continue to study the data to understand how we compensate employees from different underrepresented groups to ensure fairness.



A Closer Review U.S. Race and Ethnicity Compensation Data

[12] We define achievement of pay parity as pay that is equal to, or a few cents on either side of, a dollar.

Employee Experience

We're fostering a culture of learning and engagement.

Everything we do rests upon GoDaddy's incredible people who devote their time, talent, and energy to working here. That's why we take a human-centered approach that focuses on individual needs. We facilitate the growth and success of our employees by creating an engaging and meaningful employee experience, providing career development opportunities, and offering competitive compensation and benefits. We continuously work to improve our talent management approach to better serve our employees and be an employer of choice.

Inclusive Recruitment

Our commitment to inclusion and equity starts at the beginning of a potential employee's journey with us. We strive to attract diverse and talented candidates by showcasing our inclusive culture and principles to the world. We carry this through to different policies, benefits, products, resources, and other efforts that help create an inclusive environment for us and our customers. These include:

- Expanding candidate eligibility to include those with nonlinear or nontraditional backgrounds in early career talent positions, including university and early career partnerships with diversity and equity-related organizations and groups. We focused on partnerships with organizations like Rewriting the Code and their Black Wings group and ColorStack.
- Highlighting our employer brand and culture to attract diverse talent by attending events like Pride and Veteran's Day Parades, Black Tech Fest, and Conferences for Women; featuring employees from employee resource groups (ERGs) with diverse backgrounds to spotlight personal and professional journeys; and running gender diversity ads on social media focused on representation in Science, Technology, Engineering, and Math (STEM)-based roles.
- Writing job descriptions to reduce gendered language bias and developing inclusive language across job descriptions.
- Posting nonconfidential job opportunities on internal job boards to encourage and enable mobility within the organization.
- Utilizing a virtual interview platform allowing applicants the opportunity to specify their pronouns, preferred names, and name pronunciation during the interview.
- Offering interviewer training on best practices for an inclusive candidate experience and to mitigate bias in the interview process.

Performance Reviews

We value transparency in all areas of our company, and that extends to both feedback and introspection. Our performance review process includes formal mid-year and year-end reviews for employees with appropriate tenure. At these reviews, employees and managers discuss goal setting, career development, performance insights, and peer feedback. Employees can evaluate their own performance via self-evaluations. Through our annual GoDaddy Voice employee survey, we ask employees to share their feedback and their perspectives on their career development.

85/100

Achieved average scores of 85 out of 100 (scores converted to 100-point scale) on the questions, "My manager helps me stay focused on our top priorities" and "My manager provides me with feedback that helps me improve my performance.

Our performance management processes are also designed to be fair and equitable. We implement company-wide processes to help reduce variance in performance assessments between groups with different genders, ethnicities, socioeconomic backgrounds, ages, and other factors. This involves ensuring that we assess both the work that people complete and how they complete it in alignment with our values. It also includes focusing on action and outcomes as opposed to style and personality to ensure consistency in feedback and providing equal evaluation time.

Promotion Parity

We partnered with Stanford University's VMware Women's Leadership Innovation Lab to create company-wide processes that reduce variance in performance assessments between demographic groups.

As part of that effort, when we shared our first pay parity analysis in 2015, it showed that while women and men were paid at parity for similar roles, women weren't advancing in all positions at the same rate as their male counterparts. This finding led us to create an ongoing process to proactively identify qualified employees who should be considered for promotion. This proactive promotion flagging process identifies potential eligible employees who could be reviewed for promotion, rather than relying on subjective criteria and identification. The initiative immediately impacted and continues to enable our ability to support the career advancement of all employees, while mitigating the potential effects of bias through the process.

Employee Engagement

GoDaddy is a global company with employees around the world. We operate a hybrid workplace model, with employees working both in offices and remotely. While this allows GoDaddy to best serve our diverse global customer base, it can create distance between teams. To narrow this distance, we strive to foster communication and collaboration among employees, create meaningful opportunities for engagement, and cultivate an inclusive community.

We do this through multiple employee engagement programs. The GoDaddy Fun Fund provides resources for employees to engage in important team building activities — either in-person or virtually. Everyday Champions is our global employee recognition program that connects our global workforce, allowing employees to recognize and celebrate each other's successes, from going above and beyond at work to simply stepping in to lend a hand where needed. Employees can give recognition, and managers and people leaders can give points-based recognition to their coworkers. Recognized employees can redeem accrued points for items in our Everyday Champions catalog.

Employee Resource Groups

Even when we're physically apart, we aim to bring together our employees working across different areas of the company and from different backgrounds. ERGs play a critical part in fostering our culture. They're employee-led groups formed around common missions, identities, affinities, or interests. Each ERG is open to all employees, including allies and champions. ERGs provide a space for employees to develop relationships, support professional development (both for themselves and others), engage in corporate projects and programs, learn from each other, and have some fun. In addition to the personal benefits, ERGs help empower GoDaddy's business priorities and goals across talent, learning, business, and community development.

In 2023, we continued to enhance employee engagement within ERGs and broaden their impact by developing new and refining existing procedures, processes, roles, and events.

Our 11 Global ERGs are:

- GD Abilities in Tech
- GD Asians in Tech
- GD Black in Tech
- GD Entrepreneurs in Tech
- GD Fitness in Tech
- GD Green
- GD LatinX in Tech
- GD Next in Tech
- GD United (LGBTQIA+)
- GD Veterans in Tech
- GD Women in Tech

Employee Feedback

Listening to our employees is a critical component of our talent management approach. Through GoDaddy Voice, our annual engagement survey, we learn firsthand from our employees what is working and where we need to improve. In 2023, 80% of our employees participated in the GoDaddy Voice survey, revealing insights such as:

90/100

Achieved an average score of 90 out of 100 (scores converted to 100-point scale) on the question, "Employees on my team treat each other with respect."

89/100

Achieved average scores of 89 out of 100 (scores converted to 100-point scale) on the questions, "My supervisor/manager supports me" and "My manger models inclusive behavior."

To address employees' feedback, we created action plans and aim to share periodic updates to increase transparency.

Learning and Development

Through our learning and development program, we aim to activate the exponential power of our people. We believe investing in our employees' growth and skills not only benefits them but also contributes to the overall success of our company and our customers. Through our learning and development initiatives, we aim to achieve three goals:

Align employees to GoDaddy's company strategy and goals

Connect through experiential learning

Grow skill sets for the future

Our learning experiences help our employees develop their skills, enhance their knowledge, and grow their careers. Some of these experiences include:

- **The Care and Services Learning Summit:** A highly rated summit focused on global leadership, coaching, and change management, offered annually.
- **GoDaddy Learning Days:** Two full days of learning dedicated to professional development, inclusive engagement, and GoDaddy's business, offered annually. More than 130 employees participated in Learning Days in 2023.
- **LinkedIn Learning:** A digital library offering more than 13,000 courses covering a wide range of technical, business, software, and creative topics. Licenses are available by request to enable employee learning and growth in a wide range of topics, including DEIB.
- **Decision Lab:** A decision-making simulation dedicated to fostering better and faster decision-making, helping to drive better outcomes and contribute to our company goals, offered several times throughout the year. Nearly 230 employees participated in Decision Lab in 2023.
- **Elevate:** A focused, nearly year-long leadership training program that connects GoDaddy Guides in Care and Services with opportunities to develop operational excellence and build leadership skill sets. There were 41 learners that participated in the Elevate Guide program in 2023.

In 2023, we continued to hold quarterly career workshops and released career spotlight podcasts to showcase the career stories of our own employees.

Leadership Training

We recognize that strong leadership inspires strong teams. In addition to our learning experiences, we offer several pathways for leaders to develop their skills, including:

- **New Manager Onboarding:** A required four-week course for new managers to learn about the high standards required for those in GoDaddy management positions and provide resources to help them succeed. More than 120 new or newly promoted managers were assigned and/or completed the curriculum in 2023.
- **GoDaddy Leadership Development Program (GoLD):** A manager and leadership development program providing ongoing support through a suite of courses covering topics like leading virtually, leading through change, giving feedback, coaching, and having difficult conversations. Nearly 400 leaders engaged with GoLD content in 2023.
- **Lift Manager Development Program:** A multi-month program for Care and Services managers to enhance key leadership traits that enable leaders to achieve great results with their team. Almost 70 employees participated in this training program in 2023.

16 Hours

Employees spent an average of 16 hours on learning and development training in 2023.

We know everyone learns differently. GoDaddy believes conversation is a powerful learning tool to ignite change, help us learn more about each other, introduce new ways of thinking, and create a more inclusive environment. That's why in 2023, we launched You Belong: A Speaker and Conversation Series. Through this series, we host both external and internal experts, thought leaders, and changemakers to discuss key topics such as DEIB, empathy, allyship, current events, and more. In 2023, we hosted conversations on critical topics including the importance of representation and equity in product design. Through this series, GoDaddy employees can expect fresh perspectives, thought-provoking discussions, and more opportunities to learn and grow.

In 2024, we continue our aim to empower employees, foster a culture of continuous learning, and provide opportunities for personal and professional growth. This includes evaluating the use of AI to facilitate opportunities to learn from each other and help identify what employees are seeking to create detailed, personalized development plans.

Awards and Honors

Brandon Hall Group HCM
Best Advance in Creating an Extended Enterprise Learning Program — Gold

Brandon Hall Group HCM
Best Results for a Learning Program — Silver

Brandon Hall Group HCM
Best Use of Blended Learning — Bronze

2023 Stevie Award
Human Resources Team of the Year — Gold

Jobgether
Top 100 Flexible Employer 2023

Benefits

Our employee total rewards include a range of comprehensive and competitive offerings that support our human-centered approach and allow us to attract and retain top talent. Our global employee assistance provider, Lyra Health/ICAS, provides various confidential support options, including virtual and in-person therapy, coaching, and unlimited access to self-care apps to help navigate difficult topics like stress, anxiety, depression, substance use, and relationship challenges.

In 2023, to improve our benefits offerings, we provided a new medical plan option, improved network for dental care, increased GoDaddy contributions to the employee Health Savings Account, increased basic life insurance coverage, and added a surrogacy reimbursement, among other efforts.

Additional benefits available in many of our locations include:

- A U.S. benefits package offering comprehensive medical, dental, vision, and disability plans.
- 401(k) with employer-matching and 401(k) student loan provision (effective January 1, 2024).
- An equity plan and employee stock purchase program to promote a sense of company ownership among our employees.
- Professional development opportunities and tuition support.
- Global wellness days, which are four dedicated days for employees to disconnect from work and prioritize their well-being.

- Family benefits, like a day care subsidy, paid parental leave, foster care assistance, adoption assistance, and fertility coverage.
- Tuition assistance programs, which provide eligible full-time employees with up to $5,000 per year toward approved costs for higher education or professional certifications.

For more information on our employee benefits, please review our **Careers page**.

Employee Giving and Volunteerism

We inspire, enable, and encourage our employees to be a force for good through giving and volunteerism. All GoDaddy employees are eligible for 20 hours of paid time off annually to volunteer. On a first-come, first-serve basis, each GoDaddy employee can access up to $1,500 annually to match their donations to eligible nonprofit organizations and/or to reward eligible nonprofit organizations $35 per every hour the employee volunteers with the organization. Through this program lead by the Corporate Sustainability and ESG team, employees reported over 4,600 volunteer hours in 2023 alone.

4,639

Hours volunteered in 2023.

757

Nonprofits donated to in 2023.

$960,191

Donated through employees, volunteer rewards, corporate funds, and matching donations in 2023.

$114,050

Lent to small businesses by employees and corporate funds through Kiva in 2023.

GoDaddy Employees Volunteering in their Community

Since 2017, GoDaddy employees volunteered their time to participate in the U.S. Department of State's **TechWomen Program**, aiming to empower, connect, and support women leaders in the STEM field. TechWomen provides participants access to networks, resources, and knowledge to empower them to reach their full potential. During the five-week program, emerging women leaders from Africa, Central and South Asia, and the Middle East come together with GoDaddy employees at our U.S. offices for a project-based mentorship and exchange program.

Fostering Inclusive Entrepreneurship Through GoDaddy Employees and Kiva

Since 2015, GoDaddy has partnered with Kiva, an international nonprofit with a mission to expand financial access to help underserved communities thrive through crowdfunding loans. This partnership reflects our drive to make entrepreneurship more inclusive for all. In 2023, employees supported this mission by having the opportunity to choose which eco-friendly entrepreneurs received GoDaddy funds in celebration of Earth Day and by supporting the entrepreneurs of their choosing during U.S. Small Business Month. Additionally, GoDaddy publicly matched loans up to four times the giving amount, supporting select U.S. communities where Empower by GoDaddy has had programming. With employee help, in 2023, GoDaddy disbursed $114,050 across 640 loans to small business owners.

Ambitions for 2024

We've come a long way in building an inclusive and equitable employee experience in the past decade, and we are incredibly proud of our achievements. We know, however, there isn't a finish line and we're committed to improving our performance on our ongoing journey.

The more our people are empowered here at GoDaddy, the more we can empower entrepreneurs around the world to pursue and achieve their dreams.

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Our Environmental Impact

We operate with future generations in mind.

As part of our ambition to be a powerful force for good, we embrace our responsibility to protect the environment. By focusing environmental efforts on our greatest areas of impact and influence, like our data centers and corporate real estate, we can do our part to protect the planet.

Climate Change Commitment

We acknowledge that climate change is an urgent threat to our planet. We believe everyone has a critical role to play in addressing the climate crisis. Our **position statement on climate change**, published in 2022, highlights GoDaddy's commitment to support urgent climate action.

GHG Emissions

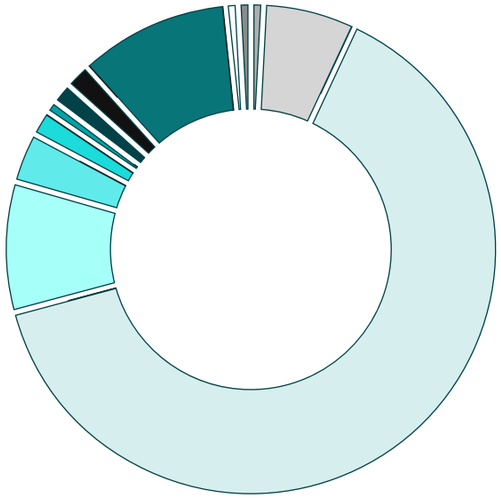
We set a goal to reduce scope 1 and 2 (market-based) emissions by 50% by 2025 from a 2019 baseline. We are happy to report that we achieved this goal in 2023 — two years earlier than anticipated. While we're proud of our success, we know we still have more work to do. Moving forward, we hope to develop new and thoughtful plans that push us to reduce our environmental impact even further.

As of December 31, 2023, we reduced our scope 1 and 2 (market-based) emissions by 82% relative to our 2019 baseline. Scope 1 and 2 (market-based) emissions totaled 9,602 mt CO_2e. The 2023 GHG inventory reflects increases in renewable energy coverage, improvements in energy efficiency, and consolidation of our physical footprint, which decreases our overall energy use. The inventory results also inform key areas where we can improve as we continuously evaluate the environmental impact of our operations.

GoDaddy follows the GHG Protocol and our established Inventory Management Plan to complete our annual emissions calculations. To determine the achievement of our scope 1 and 2 (market-based) emissions goal and the percent reduction achieved as of December 31, 2023, we calculated our scope 1 and scope 2 (market-based) emissions for 2023 and compared this to the same emissions from December 31, 2019. Prior to achieving our goal, we measured our interim progress annually by comparing our scope 1 and scope 2 (market-based) emissions at the end of the relevant reporting year to the same emissions from December 31, 2019.

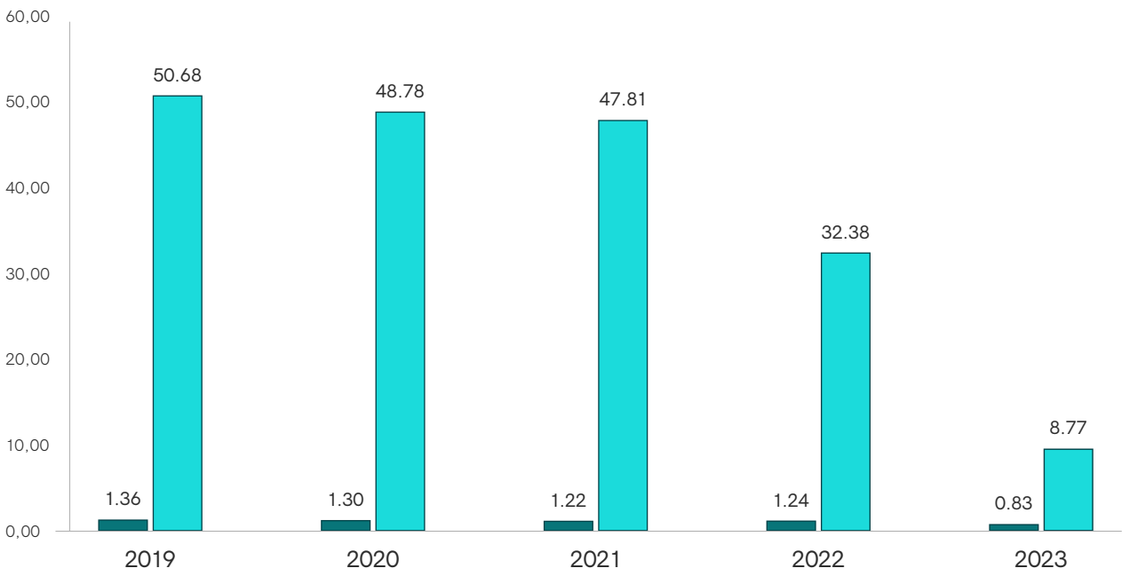
50%

We achieved our goal to reduce our scope 1 and 2 (market-based) GHG emissions by 50% by 2025 from a 2019 baseline.

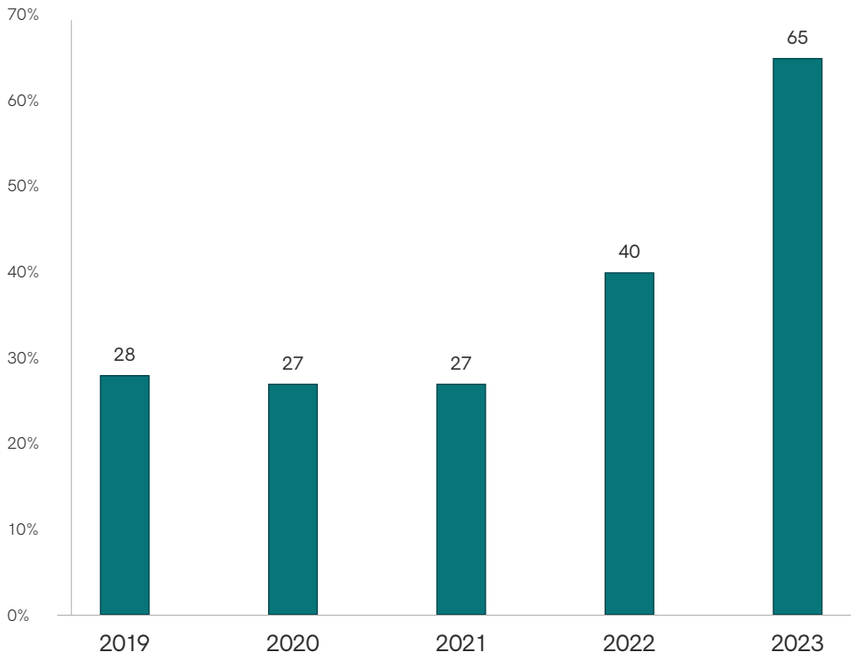


<1%	Scope 1
6.4%	Scope 2 – Market-Based
67.4%	Scope 3 – Purchased Goods and Services
8.5%	Scope 3 – Capital Goods
3.6%	Scope 3 – Fuel and Energy Related Activities
1.3%	Scope 3 – Upstream Transportation and Distribution
<1%	Scope 3 – Waste in Operations
<1%	Scope 3 – Business Travel
1.3%	Scope 3 – Employee Commuting
9.5%	Scope 3 – Use of Sold Products
<1%	Scope 3 – End of Life Treatment
<1%	Scope 3 – Investments

Operational Emissions (Thousand mt CO_2e)



Renewable Energy Coverage (%)



Scope 1 Scope 2 market-based

The Impact of Our Data Centers

Our data center footprint drives our scope 1 and 2 emissions. Globally, we minimized the environmental impact of our data centers through energy efficient technologies and renewable energy. We also implemented energy management systems to monitor and optimize energy usage routinely.

We increased our workload density in 2023, allowing us to consolidate our data center footprint, where we leverage scale efficiencies and improved power usage effectiveness, a key measure of data center energy efficiency. We also leveraged co-located data centers run by third parties and used key performance indicators to track our progress over time.

Leveraging efficient technologies is part of our commitment to serving our customers. Since 2019, our Europe, Middle East, and Africa (EMEA) data centers used 100% renewable energy through purchasing Guarantees of Origin. In 2023, power usage at our Phoenix data center was also covered by 100% renewable energy from renewable energy credits.

We regularly assess available and emerging technologies to understand how to best implement energy efficient and environmentally friendly solutions at our data centers. For example, in select data centers, we introduced HVO (hydrogenated vegetable oil) as an alternative for back-up diesel generators. In 2024, we aim to identify additional opportunities to update infrastructure to enhance operational efficiencies.

Empowering our Entrepreneurs Working to Reduce Environmental Impacts

THE VILLAGE REFILLERY | CORRALES, NEW MEXICO

Entrepreneur Lauren Wenderoth, owner of the **Village Refillery** based in Corrales, New Mexico is on a mission to empower communities to embrace sustainable living by providing an alluring and accessible low-waste home shopping experience. Aligned with GoDaddy's mission to empower entrepreneurs everywhere, Lauren uses GoDaddy's tools and services to further scale her business, amplify her message, and make an even greater environmental impact. She participated in the Empower by GoDaddy program, GoDaddy's signature social impact program, where she acquired these new digital skills and networks to support her business growth.

Lauren started The Village Refillery to channel her climate anxiety into actionable change. As a zero-waste refill shop, The Village Refillery helps customers avoid virgin packaging for their everyday home products by offering reusable, refillable containers. This keeps perfectly good jars and bottles in circulation rather than sending them to landfill. Lauren makes many of the products in-house using locally sourced, sustainable ingredients. For products she doesn't make herself, Lauren sources wholesale from innovative companies who minimize plastic packaging and focus on limiting GHG emissions.

> "GoDaddy enabled me to quickly and easily create a professional website that drew people in and led to sales. Being able to create the entire website myself helped me to save money and launch a viable business helping others be more sustainable in their daily lives."

— Lauren Wenderoth
Owner, The Village Refillery

The Impact of Our Workspaces

GoDaddy's hybrid work model reduces our demand on the physical workspaces that comprise our corporate real estate footprint. To ensure we're capturing the full impact of our workforce, however, we included emissions associated with employees who work from home in our 2023 GHG inventory.

In 2023, the Global Real Estate team actively worked to optimize our real estate footprint, considering the utilization of the provided office spaces. Through our optimization efforts, we reduced our active global real estate footprint by more than 77,000 square feet in 2023. This metric reflects properties under our operational control, including owned and leased properties and vacant, non-sublet spaces. We continuously evaluate our environmental impact and make strides to improve for the benefit of our employees, the entrepreneurs we empower, and for the broader communities in which they grow and thrive.

Reducing E-waste in Our Operations

We promote waste reduction and recycling in our operations, including e-waste. This includes our e-waste recycler that repurposes GoDaddy's unused technology.

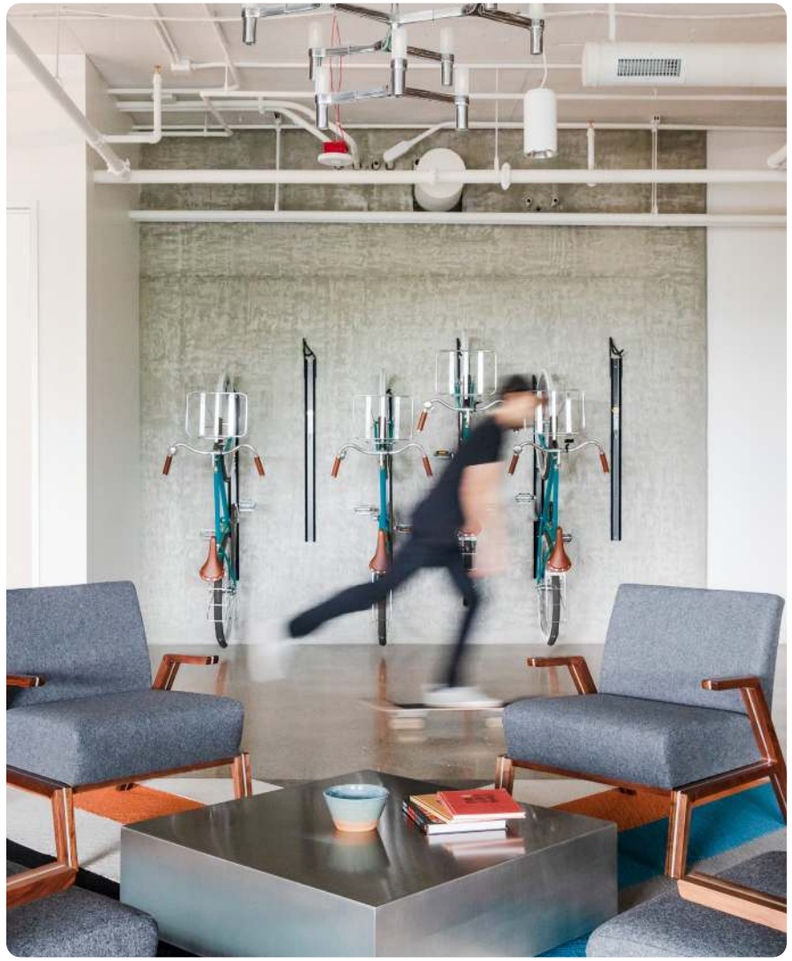
In 2023, the Global Logistics team partnered with the Corporate Sustainability and ESG team to evaluate the GHG impact associated with collecting and recycling company e-waste from employees. We then leveraged this GHG analysis to inform changes to our e-waste practices.

Cybersecurity and Data Privacy

Cybersecurity and data privacy are a top priority for GoDaddy as an operator of large internet infrastructure. We take our commitment to cybersecurity and data privacy seriously. We maintain enterprise-wide cybersecurity and data privacy programs designed to manage the risks to GoDaddy's information systems, customer data, and personal information of our customers and employees from cyber threats, and to comply with our regulatory obligations.

Our approach to management of cybersecurity risk and data privacy obligations includes:

- **Board Oversight:** Our Board oversees the company's cybersecurity risk management program through its Audit and Finance Committee. The Audit and Finance Committee receives regular reports from GoDaddy's Chief Information Security Officer (CISO) regarding the state of the company's cybersecurity program. These reports are shared, at least quarterly, with the Board of Directors. In addition, our Corporate Audit Services team audits our privacy practices, and the results of those audits are presented to senior leadership and discussed with the Audit and Finance Committee. Updates on privacy and cybersecurity matters are also included as part of the Audit and Finance Committee's review of the Company's enterprise risk management efforts.
- **Cybersecurity Risk Management:** Our management is responsible for identifying, assessing, and managing the company's material cybersecurity risks on an ongoing basis; establishing processes designed to help ensure that potential cybersecurity risk exposures are monitored; putting in place appropriate mitigation and remediation measures; and maintaining the company's cybersecurity programs. GoDaddy's CISO has primary responsibility for the company's programs for identifying, assessing, and managing the company's cybersecurity risks. The CISO reports directly to the company's Chief Technology Officer and regularly provides reports and updates to the company's Chief Executive Officer on significant cybersecurity-related matters relevant to the company's cybersecurity risk.
- **Privacy Program Management:** Our Privacy Officer manages our Data Privacy Office and global privacy program. Our Data Privacy Office is responsible for day-to-day operations of our privacy program, including but not limited to conducting privacy impact assessments, providing training to employees, responding to data subject requests, and responding to inquiries from data protection authorities. Other personnel and departments at GoDaddy also assist the Data Privacy Office, including but not limited to the company's Legal and Information Security teams.



Cybersecurity

We're committed to protecting customer information from cybersecurity threats. Our information security team uses a variety of controls to protect our systems and customer information from cybersecurity threats. Some of their efforts include:

- **Proactive Monitoring and Assessment:** We use monitoring and detection tools designed to identify and mitigate threats before they impact GoDaddy or our customers. We also regularly scan our environment to identify potential vulnerabilities.
- **Security by Design:** Our developers are encouraged to consider cybersecurity from the initial design phase of our products to completion. We also have designed and implemented risk-based processes and procedures to conduct security reviews on new or updated applications prior to launch.
- **Security Frameworks:** Some parts of our business are required to align with specialized frameworks, such as the Payment Card Industry Data Security Standards (PCI-DSS) for handling payment card data. Where required by our customer or other agreements, we align our practices and controls with other recognized standards such as International Organization for Standardization (ISO) 27001.
- **Incident Response:** We have a dedicated incident response team that works with our business units and other internal and external subject matter experts to respond to potential cybersecurity incidents. In 2023, we updated our policies and procedures for reporting cybersecurity threats internally to strengthen our overall response capabilities.

Employee Training and Education

GoDaddy employees receive annual data security and privacy training through our Do The Right Thing (DTRT) compliance training. We also send alerts to employees to keep them updated on the latest security threats and host regular workshops for specific teams on privacy topics.

Data Privacy

We take a proactive approach to managing our data privacy obligations. Some of our efforts include:

- **Establishing Core Data Privacy Practices:** We empower our customers, employees, and individual data subjects to manage their privacy preferences and exercise their privacy rights when visiting our websites, using our services, communicating with us, or working with us. Our core privacy practices are set forth in our **Global Privacy Notice** and related privacy policies. We apply our core practices to all individuals with whom we interact.

- **Global Regulatory Compliance:** While we maintain a global privacy program where we apply a core set of common principles to how we handle personal data, we are mindful of local requirements and restrictions in many of the jurisdictions where we do business and have developed jurisdiction specific data privacy notices for the United States, the United Kingdom, and the European Union. From time to time, we have also adjusted our privacy practices to meet local requirements in other jurisdictions where we do business. We also follow jurisdiction-specific privacy practices relating to handling of personal data relating to our employees and job applicants.

- **International Data Transfers:** In 2023, the U.S. and E.U. reached agreement on a new framework to allow lawful transfers of personal data from Europe to the United States (the "U.S.-E.U. Data Privacy Framework"). GoDaddy **certified its compliance with this framework**, as well as its compliance with the U.S. and U.K. extension to the U.S.-E.U. Data Privacy Framework. Where the Data Privacy Framework does not apply to transfers from the U.K. and E.U., we use other recognized transfer mechanisms, including standard contractual clauses.

- **Data Processing Agreements:** In addition to our responsibilities for handling the personal data of our customers, employees, and other data subjects with whom we interact directly, we also handle personal data on behalf of our customers. In this capacity, we act as a data processor, and our customers retain primary responsibility for safely and lawfully processing personal data. Where required by our agreements or applicable laws, we enter into data processing addendums that regulate our rights and responsibilities for processing personal data on behalf of our customers.

- **Service Providers:** Whether acting as a data controller or processor, we use service providers to process personal data when necessary or appropriate to provide our services or conduct our business. When we provide personal data to a service provider or other third-party acting on our behalf, those service providers and third parties are required to comply with our instructions and contractual restrictions in processing personal information on our behalf.

- **GDPR Independent Assessment:** In 2023, TRUSTe independently assessed GoDaddy's compliance with the EU General Data Protection Regulation (GDPR) and **validated** that GoDaddy provided evidence and other support showing that it implemented program-level measures that are designed to meet TRUSTe's 40 GDPR Privacy Program Validation Requirements.

- **Privacy by Design:** Our Data Privacy Office also consults with our business teams on day-to-day privacy issues, ranging from conducting privacy impact assessments (PIAs) on new business practices to participating in the earliest phases of new product designs to ensure that privacy concerns are addressed during product development. In 2023, we rolled out a new technical solution to streamline the PIA review and more closely integrate privacy reviews with engineering reviews.

Ambitions for 2024

We saw significant changes in the global privacy and cybersecurity landscape in 2023, as many jurisdictions rolled out new rules and regulations that may affect our business in the coming year. We also have seen rapid technological change as new AI and ML tools have been deployed that allow processing of personal information in new ways. In 2024, we aim to continue to adapt our privacy program and cybersecurity practices to meet evolving legal requirements and business needs in this rapidly changing environment.

Content Safety

We target harmful content while creating space for varying ideas.

At GoDaddy, we believe open communication, freedom of expression, and diversity of thought is paramount to empowering people to express their beliefs. We recognize, however, that this must be balanced with safe and responsible management to respond to harmful content properly.

Registries and registrars like GoDaddy act as real estate agents of the digital world, providing domain registration services to the public. If a domain name is registered at one location but hosted elsewhere, the registrar may lack the authority or capability to remove or edit the content hosted on a website. Therefore, we share responsibility to address and mitigate negative consequences that may arise from the misuse of digital technologies to foster a safe, open, and responsible internet for all.

Our Content Safety Philosophy

GoDaddy's **Universal Terms of Service** (UTOS) sets forth the terms and conditions governing the use of our sites, products, and services globally. It's a violation of our policy to use our services to promote, encourage, or engage in violence or for any illegal activity, including, but not limited to the exploitation of children, the promotion of terrorism, the sale of prescription medicine without a valid prescription, and fraudulent activity. We address new challenges by stress-testing annually and reviewing our content safety policies.

For more information on our content safety philosophy, please review our **Trust Center**.

To earn the trust of our stakeholders, we take complaints and feedback seriously while building better products and services. Our dedicated Content Safety team reviews every submitted content complaint for possible violations of our UTOS or other content safety policies. If the team identifies a violation, it determines an appropriate response, which may include account suspension or termination or other actions as needed. Our Content Safety team processed nearly 10,000 complaint cases and responded within 46 hours, on average.[13]

Ambitions for 2024

While we remain committed to championing diverse perspectives, we intend to continue our focus on minimizing the harmful impacts of online content within the scope of our UTOS and other content safety policies. We will also continue to closely monitor new challenges in this evolving landscape and seek to continue building trust with stakeholders.

Protecting Children in Digital Spaces

Since its inception in 2006, we've been a proud member of the **Tech Coalition**, a collaborative effort among industry leaders to prevent and eradicate online child sexual exploitation and abuse (CSEA). This coalition enables members across the industry to share knowledge and work together to protect children in the digital world. Through our deep involvement with the industry through organizations like the Tech Coalition, we developed industry standards for protecting children online and created and implemented state of the art software systems to combat CSEA on our platforms.

The fight against CSEA is far from over, but we'll continue to collaborate with security companies, independent experts, law enforcement, and other government agencies to remove CSEA content, advance preventative technologies, and remain a leader in this space.

[13] The 2023 reported figure excludes spam and duplicates that were included in prior year reporting.

Honest and Ethical Conduct

We uphold the highest level of professional and ethical standards.

Our company is built on transparency, integrity, and trust. We earn the trust of our customers, employees, and business partners because we have high ethical standards that we expect everyone at GoDaddy to uphold. We proactively review and evolve our ethical standards to help ensure we are equipped to comply with and respond to a continuously changing global regulatory environment.

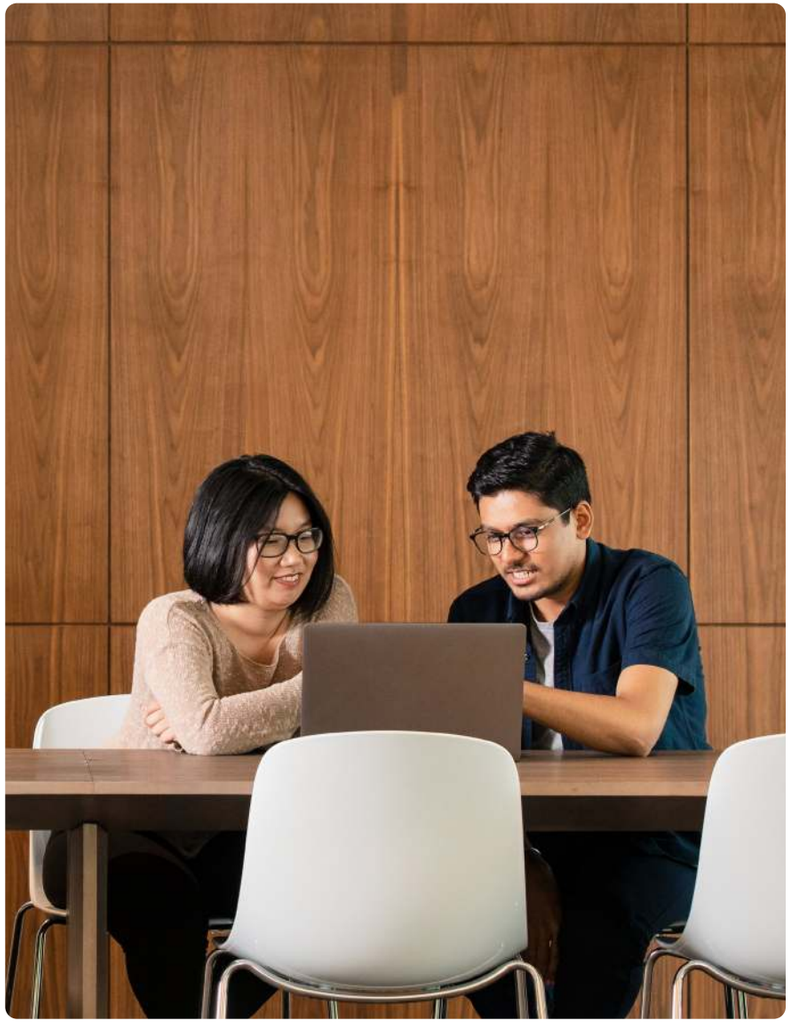
GoDaddy's Code of Business Conduct and Ethics

Our **Code of Business Conduct and Ethics** guides our day-to-day operations and sets forth principles which enable us to do the right thing. The Code applies to every GoDaddy employee, contractor, officer, and director. Our Audit and Finance Committee of the Board of Directors monitors ethics issues raised through our reporting processes and the resulting actions. Our Chief Strategy & Legal Officer, who reports directly to the Chief Executive Officer, is responsible for overseeing and monitoring compliance with the Code. The Code covers a range of topics, including anti-bribery and anti-corruption, anti-discrimination and harassment, confidentiality and security, data privacy, conflicts of interest, and political contributions, among others.

Education and Training

Our commitment to ethical behavior starts with our employees. From day one, new GoDaddy employees are taught about this commitment. The onboarding process for all new GoDaddy employees includes our DTRT training, which enforces awareness of and compliance with the Code. It also teaches critical ethics topics, such as anti-harassment and discrimination, data protection, social engineering, and security awareness. To support information retention and continued compliance, existing employees must complete DTRT refresher courses yearly. Employees may also receive more targeted training based on their roles and responsibilities in areas like anti-trust, anti-bribery, and anti-corruption.

When vendors and contractors begin working with us, we require them to complete ethics trainings on our Code, data protection, security awareness, and other topics, where relevant. Refresher ethics trainings are also required annually.



Holding Ourselves Accountable

Acting with integrity means speaking up and holding ourselves accountable. We encourage our employees to report ethics concerns or questions to their supervisor, local management, local People Operations representatives, or the Legal Department. Reports may also be made online or by phone through GoDaddy's third-party **Ethics Helpline**, which is available 24 hours a day, 7 days a week and accommodates multiple languages. Reports can be made anonymously, unless prohibited under local law. The helpline can be used by our entire workforce and those outside GoDaddy, including contractors and vendors.

87/100

In 2023, through our annual GoDaddy Voice survey, we achieved an average score of 87 out of 100 on the question, "Do you feel comfortable reporting ethics and compliance issues?"

86/100

We achieved an average score of 86 out of 100 on the question, "Does your management maintain high ethical and compliance standards?"

Be a Guardian

Launched in 2023, GoDaddy's 'Be a Guardian' program recognizes and incentivizes employees who model good compliance practices. By learning how to identify threats, Guardians protect GoDaddy, our customers, and our employees from decisions that can lead to unwanted outcomes. Guardians then apply that knowledge to our daily decisions and interactions and do what's right to protect what we all work so hard to build.

Building an Ethical and Equitable Supply Chain

Our contractors and suppliers help us fulfill our mission while following high standards of ethical conduct. To help advance responsible and ethical practices outside of our own operations, we publish a **Modern Slavery Act Statement** outlining our commitment to managing potential human rights risks and opportunities across our company and supply chain.

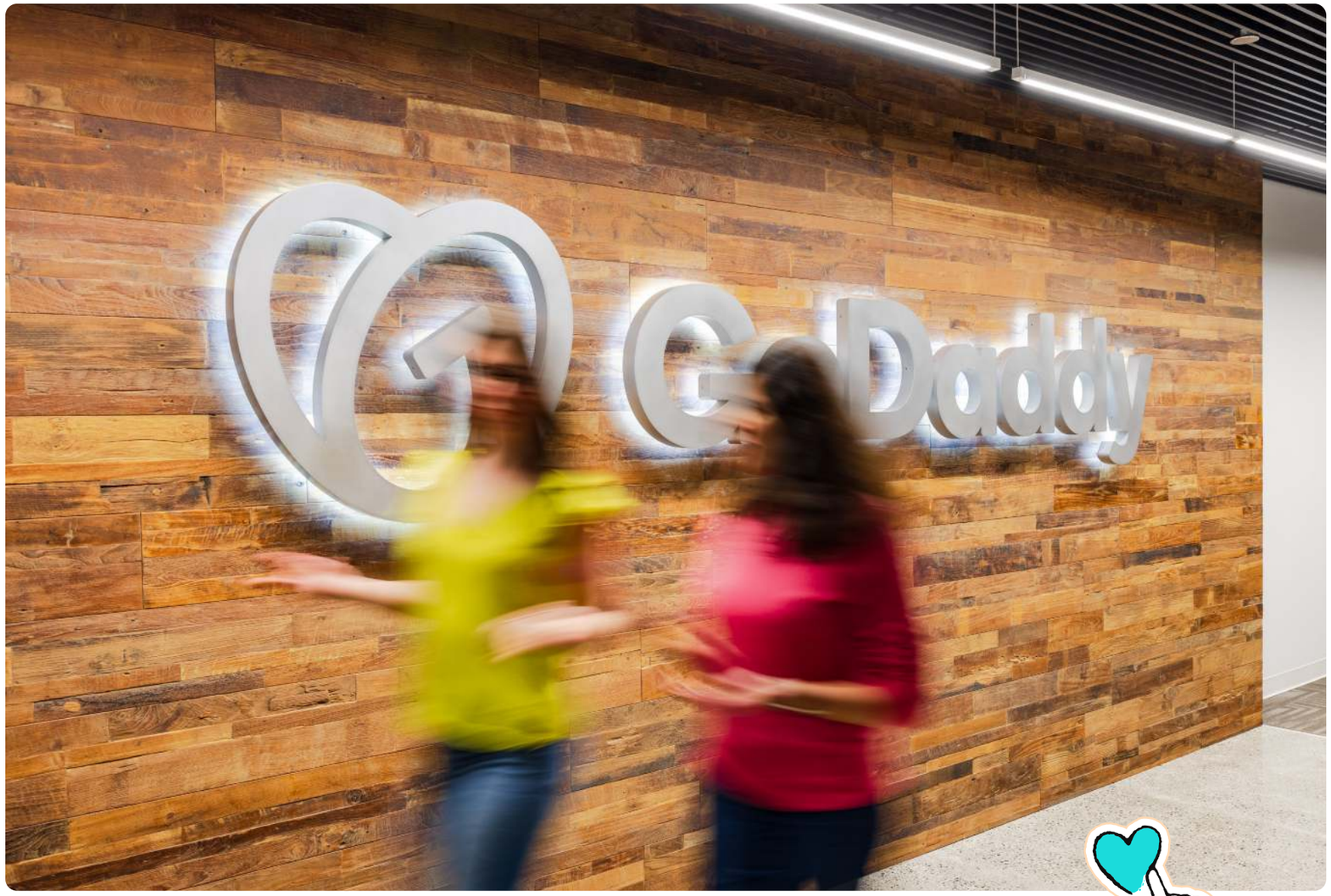
As a part of our work to integrate DEIB principles into our business and across our operations, in 2023, we launched a Supplier Diversity Program. This program is focused on realizing the value of diversification within our supply chain by including diverse and small businesses in our sourcing processes. This program helps GoDaddy to develop inclusive products and services for our customers while also supporting our local communities.

We formalized our approach in a Supplier Diversity Policy and intend to facilitate and maintain diverse and small supplier inclusion by:

- Actively and consistently expanding our network of diverse and small business vendors.
- Sourcing and including diverse and small business vendors in the bidding process.
- Measuring the effectiveness of our Supplier Diversity program on an ongoing basis and evaluating potential areas of opportunity and impact.

Ambitions for 2024

We continue to strive to uphold standards of excellence and ethics that underpin every part of GoDaddy's business. We're focused on emerging and ever-evolving topics such as using GenAI ethically and responsibly, protecting customer data, and mitigating forthcoming risks.



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About this Report

The GoDaddy 2023 Sustainability Report details our progress toward our corporate sustainability goals, strategies, and initiatives in support of our overarching corporate mission and values. Unless otherwise noted, this report reflects our corporate sustainability performance across our global operations covering the fiscal year period from January 1 to December 31, 2023. To demonstrate our commitment to transparent communication regarding our sustainability progress, we routinely share updates through our **website** and our annual Sustainability Report. We welcome your questions, comments, and feedback on this report by contacting **ESG@GoDaddy.com**.

This report references the Global Reporting Initiative (GRI) Standards and includes select Sustainability Accounting Standards Board (SASB) metrics for the Internet Media and Services sector. We also disclose our contributions and progress toward priority UN SDGs. For additional information on how we align with these frameworks and key indicators demonstrating our sustainability performance, please review the Frameworks and Metrics section.

Forward-looking Statements

This report contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are generally identified through the inclusion of words such as “aim,” “anticipate,” “believe,” “drive,” “estimate,” “expect,” “predict,” “ongoing,” “continue,” “forecast,” “future,” “goal,” “guidance,” “intend,” “may,” “objective,” “outlook,” “plan,” “position,” “potential,” “project,” “seek,” “should,” “strategy,” “target,” “will,” or the negative of these words (or variations of such words and other similar expressions conveying the uncertainty of future events or outcomes). Words that concern our expectations, strategy, plans, or intentions are intended to identify forward-looking statements. These statements, which express management’s current views concerning future events or results, are subject to inherent risks and uncertainties. Our actual future results, including the achievement of any of our targets, goals, or commitments described in this report, could differ materially from our current expectations as a result of changes in circumstances, assumptions not being realized, or other risks, uncertainties, and factors. Additional risks and uncertainties that could affect GoDaddy’s business are included in the filings we make with the U.S. Securities and Exchange Commission (SEC) from time to time, including in the section titled “Risk Factors” in our most recent Annual Report on Form 10-K filed with the SEC and any subsequent quarterly reports on Form 10-Q that we file, available on the SEC’s website and GoDaddy’s website at **investors.godaddy.net**.

GoDaddy undertakes no duty to publicly update or revise any forward-looking statements, except as required by law. In addition, this report makes assumptions based on developing standards that may change, includes statistics or metrics that are estimates, and provides aspirational goals that are not intended to be promises or guarantees. Due to the use of estimates and assumptions, the information in this report may not be correct or may change at any time. We make no commitment to update any information in this report if it changes or becomes incorrect at any time, except as required by law.

Frameworks and Metrics

United Nations Sustainable Development Goals (SDGs)

GoDaddy is a member of the **United Nations Global Compact** and is committed to supporting its Ten Principles and to reporting our progress toward the SDGs annually. We are proud of the progress we made toward the six SDGs where we believe our company has the greatest opportunity for impact. We’ve detailed this progress on the following page.

SDG 5: Gender Equality Achieve gender equality and empower all women and girls.	Our culture of diversity, equity, inclusion, and belonging (DEIB) is core to our business. GoDaddy was among the first companies to announce and publish our pay parity results, and we're proud to achieve gender pay parity (globally) for the ninth year in a row and ethnicity pay parity (in the U.S.) for the seventh year in a row.[14] We disclose detailed information on our gender diversity progress in our annual Sustainability Report.
SDG 7: Affordable and Clean Energy Ensure access to affordable, reliable, sustainable, and modern energy for all. **SDG 9: Industry, Innovation, and Infrastructure** Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.	We believe that GoDaddy's products and services enable digital microbusinesses to thrive, thereby supporting local and regional economic growth globally. We aim to operate our data centers that fuel our products and services as sustainably as possible by streamlining and consolidating operations to reduce our overall energy usage. We also procure renewable energy, where possible, to cover our data center operations. Since 2019, our EMEA data centers used 100% renewable energy through purchasing Guarantees of Origin. In 2023, our Phoenix data center was also covered by 100% renewable energy from renewable energy credits.
SDG 8: Decent Work and Economic Growth Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. **SDG 10: Reduced Inequalities** Reduce inequality within and among countries.	We believe that inclusive entrepreneurship helps fuel local economies globally, increases generational wealth, decreases wealth gaps, and ultimately improves lives. We work to serve diverse entrepreneurs no matter their age, race, gender, sexual orientation, socioeconomic background, location, or other experience, or identity. Through Empower by GoDaddy, our signature social impact program, we help underserved small and micro-business owners grow their businesses online and in-person. We served nearly 2,900 entrepreneurs in communities across the U.S., Canada, Germany, and the U.K. through 250 workshops and more than 1,450 one-on-one mentorship sessions.
SDG 16: Peace, Justice, and Strong Institutions Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels.	Our corporate governance framework lays the foundation for effective oversight and management accountability. Our commitment to conducting business with honesty and integrity is captured in our Code of Business Conduct and Ethics, which goes hand in hand with our DTRT trainings. We also offer an **Ethics Helpline** where anyone can report any violations of company policies, our Code, or the law. GoDaddy takes an unsparing stance when it comes to hosting Child Sexual Abuse Material (CSAM). We do not allow content that sexually exploits or endangers minors. To help protect children, we use several tools and systems to prevent or rapidly detect and remove illegal CSAM from our platforms. GoDaddy is a member of the Tech Coalition, a collaborative effort among industry leaders to prevent and eradicate online child sexual exploitation and abuse. Additional information on our response to online CSAM can be found on our **GoDaddy Engineering Blog**.

[14] We define achievement of pay parity as pay that is equal to, or a few cents on either side of, a dollar.

Environmental Metrics

GoDaddy follows the greenhouse gas (GHG) Protocol for our scope 1, 2, and 3 emissions calculations.

GHG Emissions (mt CO_2e)[15]			
	2023	**2022**	**2021**
Scope 1	832	1,242	1,219
Scope 2 (market-based)	8,770	32,379	47,812
Scope 2 (location-based)	27,162	38,109	48,095
Scope 1 and 2 absolute emissions total (market-based)	**9,602**	**33,621**	**49,031**
Reduction in Scope 1 and 2 (market-based) emissions compared to 2019 baseline (%)	**82**	**35**	**6**
Scope 3 — Purchased goods and services	92,717	106,426	113,899
Scope 3 — Capital goods	11,635	11,321	21,806
Scope 3 — Fuel & energy activities	4,932	6,601	7,980
Scope 3 — Upstream transportation and distribution	1,846	3,146	1,071
Scope 3 — Waste in operations	109	N/A	N/A
Scope 3 — Business travel	1,190	897	411
Scope 3 — Employee commuting[16]	1,801	130	95
Scope 3 — Use of sold products	13,129	13,183	7,180
Scope 3 — End of life treatment	1	N/A	N/A
Scope 3 — Investments	568	522	310
Scope 3 emissions total	**127,927**	**142,226**	**152,752**
Total absolute emissions (market-based)	**137,529**	**175,846**	**201,783**

[15] Quantification of emissions from waste in operations and end of life treatment were added for 2023.

[16] For 2023, GoDaddy included emissions associated with employees working from home.

Energy Consumption			
	2023	**2022**	**2021**
Total nonrenewable energy consumption (MWh)	37,527	77,064	114,006
Total renewable energy consumption (MWh)	64,317	49,673	40,109
Total energy consumption (MWh)	**101,844**	**126,737**	**154,115**
Total electricity consumption from renewable sources (%)	65	40	27
Total electricity consumption from grid electricity (%)	35	60	73
Reduction of energy consumption from 2019 baseline (%)	38	23	7
Energy intensity (MWh per million dollars of revenue)	24	31	40

GHG Emissions Intensity (mt CO_2e per million dollars revenue)			
	2023	**2022**	**2021**
Scope 1	0.2	0.3	0.3
Scope 2 market-based	2	8	13
Scope 2 location-based	6	9	13
Scope 3	30	35	40
Total normalized emissions (market-based)	**32**	**43**	**53**

Diversity and Workforce Metrics[17]

Racial and Ethnic Composition of U.S. Workforce and Board of Directors[18]									
	American Indian/Alaska Native			Asian			Black/African American		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
U.S. Workforce									
Total U.S. Workforce	**0.7%**	**0.7%**	**0.6%**	**16.4%**	**15.3%**	**13.3%**	**5.1%**	**5.2%**	**4.2%**
Leadership	0.2%	0.2%	0.0%	21.6%	20.7%	16.9%	1.6%	1.5%	2.0%
Tech	0.4%	0.5%	0.6%	26.9%	24.5%	20.7%	2.6%	2.8%	2.7%
Non-tech	0.9%	1.0%	0.6%	6.1%	6.0%	11.9%	7.5%	8.2%	4.7%
U.S. Workforce: Female									
Total U.S. Workforce	**0.5%**	**0.6%**	**0.6%**	**20.0%**	**18.1%**	**16.4%**	**6.7%**	**6.4%**	**4.1%**
Leadership	0.0%	0.0%	0.0%	20.5%	19.5%	17.0%	1.8%	1.6%	2.3%
Tech	0.2%	0.2%	0.6%	41.4%	38.1%	34.9%	3.2%	3.2%	3.0%
Non-tech	0.7%	0.9%	0.7%	7.3%	7.1%	13.6%	8.7%	9.0%	4.6%
U.S. Workforce: Male									
Total U.S. Workforce	**0.7%**	**0.7%**	**0.5%**	**14.7%**	**14.0%**	**11.9%**	**4.3%**	**4.6%**	**4.2%**
Leadership	0.3%	0.3%	0.0%	22.4%	21.5%	17.0%	1.6%	1.4%	1.9%
Tech	0.4%	0.5%	0.6%	22.4%	20.4%	13.3%	2.2%	2.5%	2.6%
Non-tech	1.1%	1.1%	0.6%	5.3%	5.2%	11.1%	6.8%	7.7%	4.7%

[17] Due to rounding, totals may not equal 100%.

[18] Employee type categories are not mutually exclusive.

	American Indian/Alaska Native			Asian			Black/African American		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
U.S. Workforce: Not Declared									
Total U.S. Workforce	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**15.4%**	**18.2%**	**11.1%**
Leadership	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	33.3%	0.0%
Non-tech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%
U.S. Workforce: Non-binary									
Total U.S. Workforce	**0.0%**	**0.0%**	**0.0%**	**16.7%**	**15.0%**	**18.2%**	**11.1%**	**10.0%**	**0.0%**
Leadership	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tech	0.0%	0.0%	0.0%	25.0%	28.6%	0.0%	12.5%	14.3%	0.0%
Non-tech	0.0%	0.0%	0.0%	10.0%	9.1%	25.0%	10.0%	9.1%	0.0%
Board of Directors									
Board of Directors	0.0%	0.0%	0.0%	37.5%	37.5%	22.2%	0.0%	0.0%	0.0%

	Hispanic or Latino/a/x			Native Hawaiian/Other Pacific Islander			Two or More Races		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
U.S. Workforce									
Total U.S. Workforce	**10.5%**	**10.8%**	**11.1%**	**0.4%**	**0.4%**	**0.4%**	**4.5%**	**4.5%**	**5.0%**
Leadership	4.7%	5.2%	4.2%	0.2%	0.2%	0.2%	2.6%	3.0%	3.4%
Tech	7.3%	8.0%	8.9%	0.4%	0.5%	0.2%	3.7%	4.1%	4.1%
Non-tech	13.7%	14.5%	12.3%	0.3%	0.3%	0.4%	5.4%	5.1%	5.3%

	Hispanic or Latino/a/x			Native Hawaiian/Other Pacific Islander			Two or More Races		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
U.S. Workforce: Female									
Total U.S. Workforce	**10.0%**	**10.6%**	**10.9%**	**0.2%**	**0.3%**	**0.3%**	**4.4%**	**4.1%**	**5.0%**
Leadership	4.2%	5.4%	4.1%	0.6%	0.5%	0.6%	3.0%	2.7%	2.9%
Tech	5.2%	5.2%	4.7%	0.4%	0.6%	0.0%	2.8%	3.4%	3.0%
Non-tech	12.8%	14.5%	12.9%	0.0%	0.1%	0.4%	5.3%	4.8%	5.6%
U.S. Workforce: Male									
Total U.S. Workforce	**10.8%**	**10.9%**	**11.2%**	**0.5%**	**0.4%**	**0.4%**	**4.6%**	**4.6%**	**5.1%**
Leadership	5.0%	5.1%	4.3%	0.0%	0.0%	0.0%	2.5%	3.1%	3.7%
Tech	7.9%	8.9%	11.3%	0.4%	0.4%	0.3%	4.0%	4.4%	4.9%
Non-tech	14.4%	14.6%	12.1%	0.5%	0.4%	0.4%	5.3%	5.4%	5.3%
U.S. Workforce: Not Declared									
Total U.S. Workforce	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**7.7%**	**0.0%**	**0.0%**
Leadership	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Non-tech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%

	Hispanic or Latino/a/x			Native Hawaiian/Other Pacific Islander			Two or More Races		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
U.S. Workforce: Non-binary									
Total U.S. Workforce	**11.1%**	**5.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**5.6%**	**0.0%**	**0.0%**
Leadership	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tech	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Non-tech	10.0%	9.1%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%
Board of Directors									
Board of Directors	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

	White			Not Declared		
	2023	2022	2021	2023	2022	2021
U.S. Workforce						
Total U.S. Workforce	**58.1%**	**58.5%**	**60.2%**	**4.4%**	**4.6%**	**5.2%**
Leadership	64.0%	64.8%	68.5%	5.1%	4.4%	4.6%	
Tech	53.8%	54.4%	58.5%	4.9%	5.2%	4.1%
Non-tech	62.2%	60.7%	59.3%	3.9%	4.2%	5.5%
U.S. Workforce: Female						
Total U.S. Workforce	**55.6%**	**57.0%**	**59.0%**	**2.7%**	**2.9%**	**3.5%**

	White			Not Declared		
	2023	2022	2021	2023	2022	2021
U.S. Workforce: Female						
Leadership	66.3%	67.6%	71.3%	3.6%	2.7%	1.8%
Tech	43.6%	45.6%	50.9%	3.2%	3.7%	3.0%
Non-tech	62.8%	61.1%	58.4%	2.4%	2.5%	3.9%
U.S. Workforce: Male						
Total U.S. Workforce	**59.4%**	**59.5%**	**60.8%**	**5.0%**	**5.3%**	**5.9%**
Leadership	62.7%	63.2%	67.0%	5.6%	5.4%	6.2%
Tech	57.2%	57.5%	62.5%	5.4%	5.4%	4.5%
Non-tech	62.1%	60.5%	59.8%	4.5%	5.1%	6.0%
U.S. Workforce: Not Declared						
Total U.S. Workforce	**38.5%**	**36.4%**	**44.4%**	**38.5%**	**45.4%**	**44.4%**
Leadership	50.0%	100.0%	100.0%	50.0%	0.0%	0.0%
Tech	25.0%	16.7%	0.0%	25.0%	50.0%	100.0%
Non-tech	44.4%	50.0%	42.9%	44.4%	50.0%	42.9%
U.S. Workforce: Non-binary						
Total U.S. Workforce	**50.0%**	**65.0%**	**72.7%**	**5.6%**	**5.0%**	**9.1%**
Leadership	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Tech	50.0%	42.8%	100.0%	0.0%	14.3%	0.0%
Non-tech	50.0%	72.7%	62.5%	10.0%	0.0%	12.5%

	White			Not Declared		
	2023	2022	2021	2023	2022	2021
Board of Directors						
Board of Directors	62.5%	62.5%	77.8%	0.0%	0.0%	0.0%

Age Composition of Workforce and Board of Directors						
	Over 50 Years Old			30-50 Years Old		
	2023	2022	2021	2023	2022	2021
Workforce[19]						
Company	**10.6%**	**9.4%**	**10.2%**	**71.0%**	**68.8%**	**65.9%**
Leadership	24.3%	22.6%	25.4%	75.5%	77.1%	73.9%
Tech	10.6%	8.1%	10.5%	72.4%	70.4%	70.1%
Non-tech	10.7%	8.0%	8.4%	69.6%	65.6%	64.5%
Board of Directors						
Board of Directors	**87.5%**	**87.5%**	**66.7%**	**12.5%**	**12.5%**	**33.3%**
	Under 30 Years Old			Not Declared		
	2023	2022	2021	2023	2022	2021
Workforce[20]						
Company	**17.3%**	**19.7%**	**21.0%**	**1.1%**	**2.1%**	**2.8%**
Leadership	0.2%	0.3%	0.3%	0.0%	0.0%	0.3%

[19] Employee type categories are not mutually exclusive.

[20] Employee type categories are not mutually exclusive.

	Under 30 Years Old			Not Declared		
	2023	2022	2021	2023	2022	2021
Tech	15.8%	19.6%	17.6%	1.2%	1.9%	1.8%
Non-tech	18.7%	23.7%	23.9%	0.9%	2.7%	3.3%
Board of Directors						
Board of Directors	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**

Workforce Breakdown by Gender						
	Male			Female		
	2023	2022	2021	2023	2022	2021
Employment Contract						
Permanent (employees)	68.4%	67.5%	66.7%	29.9%	30.0%	30.2%
Interns	100.0%	69.6%	55.0%	0.0%	26.1%	25.0%
Employment Type						
Full-time	68.7%	67.7%	66.9%	29.6%	29.7%	29.9%
Part-time	41.2%	40.0%	30.9%	58.8%	56.5%	64.7%
Employee Category[21]						
Company	68.5%	67.4%	66.6%	29.9%	30.0%	30.2%
Leadership	67.6%	67.4%	66.4%	31.9%	32.2%	33.1%
Tech	77.4%	77.0%	66.5%	20.9%	20.6%	29.9%
Non-tech	60.0%	59.2%	67.2%	38.3%	37.6%	30.4%

[21] Categories are not mutually exclusive as of 2023.

	Male			Female		
	2023	2022	2021	2023	2022	2021
Employee Age Group						
Under 30 years old	63.1%	62.5%	59.9%	36.3%	36.8%	39.4%
30-50 years old	70.3%	70.2%	70.6%	29.1%	29.2%	29.0%
Over 50 years old	72.1%	71.4%	72.1%	27.8%	28.4%	27.9%
Not declared	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Workforce by Region						
North America	68.2%	67.7%	68.0%	31.0%	31.7%	31.6%
Europe, the Middle East, and Africa	68.3%	66.0%	62.6%	27.1%	25.7%	26.2%
Asia Pacific	71.8%	69.6%	64.4%	28.2%	29.9%	34.8%
Latin America	79.2%	78.4%	78.0%	20.8%	21.6%	20.3%

	Not Declared			Non-binary		
	2023	2022	2021	2023	2022	2021
Employment Contract						
Permanent (employees)	1.3%	2.2%	2.9%	0.3%	0.3%	0.2%
Interns	0.0%	4.3%	20.0%	0.0%	0.0%	0.0%
Employment Type						
Full-time	1.3%	2.3%	3.0%	0.3%	0.3%	0.2%
Part-time	0.0%	3.5%	4.4%	0.0%	0.0%	0.0%

	Not Declared			Non-binary		
	2023	2022	2021	2023	2022	2021
Employee Category[22]						
Company	1.3%	2.3%	3.0%	0.3%	0.3%	0.2%
Leadership	0.3%	0.2%	0.5%	0.2%	0.2%	0.0%
Tech	1.4%	2.1%	3.4%	0.3%	0.3%	0.2%
Non-tech	1.2%	2.8%	1.8%	0.4%	0.4%	0.6%
Employee Age Group						
Under 30 years old	0.1%	0.1%	0.3%	0.5%	0.6%	0.4%
30-50 years old	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%
Over 50 years old	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%
Not declared	100.0%	100.0%	99.5%	0.0%	0.0%	0.0%
Workforce by Region						
North America	0.3%	0.2%	0.2%	0.4%	0.4%	0.2%
Europe, the Middle East, and Africa	4.4%	8.1%	11.1%	0.2%	0.2%	0.1%
Asia Pacific	0.0%	0.5%	0.8%	0.0%	0.0%	0.0%
Latin America	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%

[22] Employee type categories are not mutually exclusive.

Employee Turnover						
	Absolute			Rate (%)		
	2023	2022	2021	2023	2022	2021
Total	**2,034**	**1,767**	**2,065**	**33.0**	**25.6**	**31.3**
Voluntary	1,023	1,429	1,729	50.3	80.9	83.7
Involuntary	1,011	338	336	49.7	19.1	16.3
Turnover by Region						
North America	1,448	1,281	1,517	71.2	72.4	73.4
Europe, the Middle East, and Africa	561	468	524	27.6	26.5	25.4
Asia Pacific	20	10	14	1.0	0.6	0.7
Latin America	5	8	10	0.2	0.5	0.5
Turnover by Gender						
Female	647	689	656	31.8	39.0	31.8
Male	1,333	1,039	1,365	65.5	58.8	66.1
Non-binary	9	3	2	0.4	0.2	0.1
Not declared	45	36	42	2.2	2	2
Turnover by Age						
Under 30 years old	533	665	876	27.2	37.6	42.4
30-50 years old	1,257	934	994	61.8	52.9	48.1
Over 50 years old	182	136	158	8.9	7.7	7.7
Not declared	42	32	37	2.1	1.8	1.8

New Employee Hires			
	2023	2022	2021
Total	**1,273**	**2,087**	**2,020**
New Employee Hires by Region			
North America	71.3%	69.5%	68.9%
Europe, the Middle East, and Africa	24.7%	27.3%	28.1%
Asia Pacific	3.4%	2.9%	2.6%
Latin America	0.6%	0.3%	0.4%
New Employee Hires by Gender			
Female	31.1%	36.8%	36.9%
Male	67.8%	62.1%	62.2%
Non-binary	0.5%	0.5%	0.2%
Not declared	0.6%	0.6%	0.7%
New Employee Hires by Age			
Under 30 years old	37.2%	41.0%	44.0%
30-50 years old	55.8%	52.5%	50.1%
Over 50 years old	6.7%	6.1%	5.5%
Not declared	0.3%	0.4%	0.4%

Philanthropic Metrics

Philanthropic Giving (USD)			
	2023	**2022**	**2021**
Employee nonprofit match program	$947,937	$895,240	$821,580
Partnerships or grants (Empower by GoDaddy)	$1,011,646	$1,923,809	$2,546,803
Nonprofit sponsorships (Non-Empower by GoDaddy)	$12,254	$792,053	$62,475
Total Giving	**$1,971,837**	**$3,611,102**	**$3,430,858**
Kiva Campaigns (USD)			
Kiva loan disbursements	$114,050	$40,000	$39,100
Employee Contributions			
Volunteer hours	4,639	4,524	3,370

GRI Index

Statement of use. GoDaddy has reported the information cited in this GRI content index for the period January 1, 2023 to December 31, 2023 with reference to the GRI Standards.

GRI 1 Used. GRI 1: Foundation 2021

GRI Universal Standards		
Disclosure Number	**Disclosure Title**	**Response**
	Organization and Reporting Practices	
2-1	Organizational details	GoDaddy Inc. 100 S Mill Ave, Suite 1600 Tempe, AZ 85281
2-2	Entities included in the organization's sustainability reporting	**2023 Form 10-K**
2-3	Reporting period, frequency, and contact point	This report provides information for the period beginning January 1 through December 31 2023, unless otherwise noted. The reporting cycle for this report is the same as the financial reporting period. This report was published April 25, 2024. For questions about this report, please email **ESG@GoDaddy.com**. Appendix > About This Report, p.47
2-4	Restatements of information	In May 2024, a correction to the Scope 1 and 2 absolute emissions total (market-based) line item on Page 49 was made to reflect market-based emissions as opposed to location-based emissions.
2-5	External assurance	GoDaddy currently does not receive external assurance for this report, our GHG emissions, or any related claims.
	Activities and Workers	
2-6	Activities, value chain, and other business relationships	About GoDaddy > About Us, p.6 **2023 Form 10-K**
2-7	Employees	Appendix > Diversity and Workforce Metrics, p.51 **2023 Form 10-K**
2-8	Workers who are not employees	**2023 Form 10-K**

Disclosure Number	Disclosure Title	Response
		Governance
2-9	Governance structure and composition	About GoDaddy > Corporate Governance, p.8 **2024 Proxy Statement** **2023 Form 10-K** **Nominating and Governance Committee Charter**
2-10	Nomination and selection of the highest governance body	About GoDaddy > Corporate Governance, p.8 **Corporate Governance Guidelines** **Nominating and Governance Committee Charter**
2-11	Chair of the highest governance body	Brian Sharples is GoDaddy's Board Chair and is not an executive. **2024 Proxy Statement**
2-12	Role of the highest governance body in overseeing the management of impacts	About GoDaddy > Corporate Governance > Sustainability Governance, p.9 **2024 Proxy Statement**
2-13	Delegation of Responsibility for managing impacts	About GoDaddy > Corporate Governance > Sustainability Governance, p.9 **2024 Proxy Statement** **Nominating and Governance Committee Charter**
2-14	Role of the highest governance body in sustainability reporting	**Nominating and Governance Committee Charter**
2-15	Conflicts of interest	**2024 Proxy Statement** **Code of Business Conduct and Ethics** **Corporate Governance Guidelines**
2-16	Communication of critical concerns	**Code of Business Conduct and Ethics** **2024 Proxy Statement**

Disclosure Number	Disclosure Title	Response
2-17	Collective knowledge of the highest governance body	**2024 Proxy Statement**
2-18	Evaluation of the performance of the highest governance body	**2024 Proxy Statement** **Nominating and Governance Committee Charter**
2-19	Remuneration policies	**Compensation and Human Capital Committee Charter** **2024 Proxy Statement**
2-20	Process to determine remuneration	**Code of Business Conduct and Ethics** **2024 Proxy Statement** **Compensation and Human Capital Committee Charter**
2-21	Annual total compensation ratio	**2024 Proxy Statement**
		Strategy, Policies, and Practices
2-22	Statement on sustainable development strategy	A Message From Our Chief Executive Officer, p.4
2-23	Policy commitments	Our Operations > Honest and Ethical Conduct, p.44 **Privacy Policy** **Code of Business Conduct and Ethics** **Whistleblower Policy** **Corporate Governance Guidelines** **GoDaddy EMEA Modern Slavery Act Statement**

Disclosure Number	Disclosure Title	Response
2-24	Embedding policy commitments	GoDaddy has several policy commitments that are detailed in our **Code of Business Conduct and Ethics** and other governance documents. The Code and our governance documents serve as a source of guiding principles and applies to all our employees, officers, and directors. Our Operations > Honest and Ethical Conduct, p.44
2-25	Processes to remediate negative impacts	Our Operations > Honest and Ethical Conduct, p.44 **Code of Business Conduct and Ethics**
2-26	Mechanisms for seeking advice and raising concerns	Our Operations > Honest and Ethical Conduct, p.44 **Code of Business Conduct and Ethics** GoDaddy Ethics Helpline
2-27	Compliance with laws and regulations	**2023 Form 10-K**
2-28	Membership associations	We maintain relationships with several international and national trade associations, membership associations, and other organizations to further our sustainability effort and business interests. Our membership in any association or organization does not indicate our agreement with all views and positions taken by the association or organization.
	Stakeholder Engagement	
2-29	Approach to stakeholder engagement	List of stakeholders: Customers, Investors, Regulators, Employees, Industry Peers and Associations, Communities, and Board of Directors. GoDaddy engages with our stakeholders through different channels and with varying frequency. Regular channels for engaging with stakeholder groups include surveys, written communication, and interviews.
2-30	Collective bargaining agreements	None of our U.S. employees are represented by a labor union or are party to any collective bargaining agreement in connection with his, her, or their employment with us. Certain of our employees in Germany are represented by employee works councils, and some other internationally based employees are represented by worker representatives in accordance with local regulations.
	Material Topics	
3-1	Process to determine material topics	About GoDaddy > About Us > Our Corporate Sustainability Priorities p.6
3-2	List of material topics	About GoDaddy > About Us > Our Corporate Sustainability Priorities p.6
	Content Safety	
3-3	Management of material topic	Our Operations > Content Safety, p.43 **Trust Center**

Disclosure Number	Disclosure Title	Response
		Corporate Governance
3-3	Management of material topic	About GoDaddy > Corporate Governance, p.8 **Governance page** **Corporate Governance Guidelines** **Code of Business Conduct and Ethics**
205-2	Communication and training about anti-corruption policies and procedures	Our Operations > Honest and Ethical Conduct > GoDaddy's Code of Business Conduct and Ethics, p.44 **Code of Business Conduct and Ethics**
205-3	Confirmed incidents of corruption and actions taken	Within the reporting period, GoDaddy is not aware of any allegations of violations or violations of anti-corruption laws by GoDaddy.
		Customer Experience
3-3	Management of material topic	Our Customers > Customer Experience, p.15
Self-selected metric	Trustpilot score	In 2023, we achieved a **Trustpilot score** of 4.7 out of 5.0.
		Diversity, Equity, Inclusion, and Belonging
3-3	Management of material topic	Our Employees > Our People-Centered Strategy, p.21
405-1	Diversity of governance bodies and employees	Our Employees > Driven by Accountability > Representation Matters, p.22 Appendix > Frameworks and Metrics > Diversity and Workforce Metrics, p.51
405-2	Ratio of basic salary and remuneration of women to men	Our Employees > Driven by Accountability > Pay Parity, p.27
		Energy use and GHG Emissions
3-3	Management of material topic	Our Operations > Our Environmental Impact, p.37
302-1	Energy consumption within the organization	Appendix > Frameworks and Metrics > Environmental Metrics, p.49
302-3	Energy intensity	Appendix > Frameworks and metrics > Environmental Metrics, p.49
302-4	Reduction of energy consumption	GoDaddy reduced our energy consumption by 38% or 63,069 MWh from a 2019 baseline.
305-1	Direct (Scope 1) GHG Emissions	Appendix > Frameworks and Metrics > Environmental Metrics, p.49
305-2	Energy indirect (Scope 2) GHG Emissions	Appendix > Frameworks and Metrics > Environmental Metrics, p.49

Disclosure Number	Disclosure Title	Response
		Energy use and GHG Emissions
305-3	Other indirect (Scope 3) GHG Emissions	Appendix > Frameworks and Metrics > Environmental Metrics, p.49
305-4	GHG Emission Intensity	Appendix > Frameworks and Metrics > Environmental Metrics, p.49
305-5	Reduction of GHG Emissions	GoDaddy reduced our scope 1 and 2 market-based emissions by 82% or 42,437 mt CO_2e from our 2019 baseline.
		Inclusive Entrepreneurship
3-3	Management of material topic	Our Customers > Inclusive Entrepreneurship, p.11
		Innovation, Research and Development, and Intellectual Property
3-3	Management of material topic	Our Customers > Innovation, p.11
201-1	Direct economic value generated and distributed	**2023 Form 10-K**
		Talent Management and Engagement
3-3	Management of material topic	Our Employees > Employee Experience, p.30
401-1	New employee hires and employee turnover	Appendix > Frameworks and Metrics > Diversity and Workforce Metrics, p.51
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Our Employees > Employee Experience > Benefits, p.34 **Careers page**
404-1	Average hours of training per year per employee	Employees received an average of 16 hours of training in 2023.
404-2	Programs for upgrading employee skills and transition assistance programs	Our Employees > Employee Experience > Benefits, p.32
404-3	Percentage of employees receiving regular performance and career development reviews	All employees receive performance reviews.
		User Privacy
3-3	Management of material topic	Our Operations > Cybersecurity and Data Privacy, p.42 **Privacy Policy**

Disclosure Number	Disclosure Title	Response
	User Privacy	
418-1	Substantiated complaints received concerning breaches of customer privacy and loss of customer data	We handled 10 cases involving complaints from outside parties and had 0 complaints from regulatory bodies during 2023. GoDaddy does not publicly disclose the number of identified leaks, thefts, or losses of customer data.
	Web Security	
3-3	Management of material topic	Our Operations > Cybersecurity and Data Privacy, p.40

SASB Index

SASB Internet Media & Services Standards		
Metric Code	**Accounting Metric**	**Response**
	Environmental Footprint of Hardware Infrastructure	
TC-IM-130a.1	(1) Total energy consumed	Appendix > Frameworks and Metrics > Environmental Metrics, p.49
	(2) Percentage grid electricity	
	(3) Percentage renewable	
TC-IM-130a.2	(1) Total water withdrawn	GoDaddy does not publicly disclose this information.
	(2) Total water consumed	
TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	Our Operations > Our Environmental Impact > The Impact of Our Data Centers, p.39

Metric Code	Accounting Metric	Response
Data Privacy, Advertising Standards, and Freedom of Expression		
TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	GoDaddy does not sell customer data or personal information. Our Privacy Policy details our approach to protecting the personal data we collect, use, store, and share. Additionally, we use a consent toggle to allow customers to exercise their rights regarding behavioral advertising, and our Privacy Policy reflects this update
TC-IM-220a.2	Number of users whose information is used for secondary purposes	GoDaddy does not use information for purposes not disclosed to customers (review our **Privacy Notice**).
TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	We have not had any monetary losses because of legal proceedings associated with user privacy.
TC-IM-220a.4	(1) Number of law enforcement requests for user information	GoDaddy does not publicly disclose this information.
	(2) Number of users whose information was requested from law enforcement	
	(3) Percentage resulting in disclosure	
TC-IM-220a.5	List of countries where core products or services are subject to government required monitoring, blocking, content filtering, or censoring	Our Privacy Policy prohibits the release of customer or account information without permission from the customer, except when required by law to conform to the edicts of the law, or to comply with legal process properly served on GoDaddy or one of our affiliates.
TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	GoDaddy does not publicly disclose this information.
Data Security		
TC-IM-230a.1	Number of data breaches	GoDaddy does not publicly disclose this information.
	Percentage involving personally identifiable information	
	Number of users affected	
TC-IM-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Our Operations > Cybersecurity and Data Privacy, p.40

Metric Code	Accounting Metric	Response
Employee Recruitment, Inclusion, & Performance		
TC-IM-330a.1	Percentage of employees who are foreign nationals	GoDaddy does not publicly disclose this information.
TC-IM-330a.2	Employee engagement as a percentage	80% of GoDaddy employees responded to GoDaddy Voice, our annual engagement survey, in 2023.
	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	There were no legal actions for anticompetitive behavior, antitrust or monopoly practices in 2023.
TC-IM-330a.3	Percentage of gender and racial/ethnic group representation for (1) management	Appendix > Frameworks and Metrics > Diversity and Workforce Metrics, p.51
	Percentage of gender and racial/ethnic group representation for (2) technical staff	
	Percentage of gender and racial/ethnic group representation for (3) all other employees	
Activity Metrics		
TC-IM-000.A	Entity-defined measure of user activity	GoDaddy had 21 million active customers as of December 31, 2023.
TC-IM-000.B	(1) Data processing capacity	GoDaddy does not publicly disclose this information.
	(2) Percent outsourced	
TC-IM-000.C	(1) Amount of data storage	GoDaddy does not publicly disclose this information.
	(2) Percentage outsourced	

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