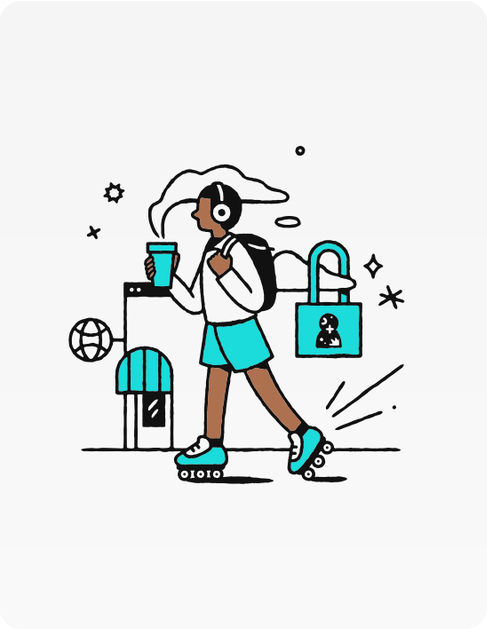
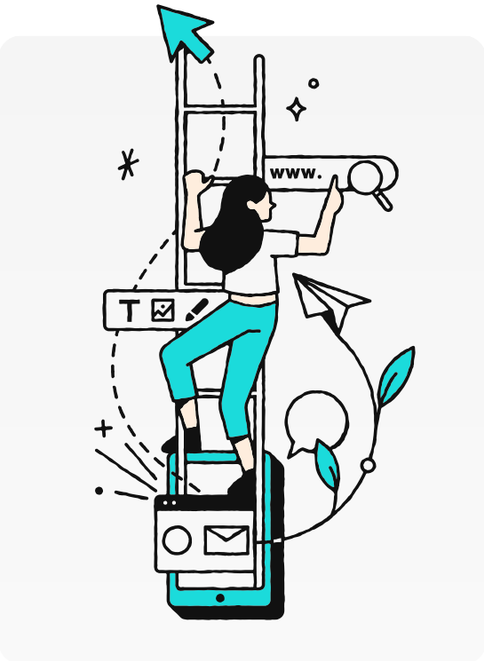
GoDaddy

2024 Sustainability Report





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On the cover:
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Rahiem Thompson, Roletape | WWW.ROLETAPE.COM
Angel Retonda, It's Barking Good | WWW.ITSBARKINGGOOD.COM

2024 Sustainability Highlights

At GoDaddy, we aim to promote a sustainable and inclusive future. Our 2024 environmental, social, and governance (ESG) initiatives reflect our dedication to positively impacting the communities we serve, empowering entrepreneurs everywhere, ensuring ethical business practices, and encouraging innovation while driving business value and minimizing our environmental footprint.

Customers & Communities

Our customers and the communities in which we operate are at the heart of our mission.

- **Customer Experience:** Our personalized support for every stage of an entrepreneur's journey sets us apart from our competitors. Our team engaged customers through nearly 12 million inbound voice conversations and messages, obtaining a Trustpilot rating of 4.6 out of 5.
- **Inclusive Entrepreneurship:** Empower by GoDaddy, our signature social impact program, equips entrepreneurs with training, tools, and peer networks to accelerate their journeys. Empower provided nearly 19,000 learning engagements to entrepreneurs in the United States and Canada[1].
- **Community Engagement:** GoDaddy employees volunteered nearly 3,700 hours in 2024, with almost $1.6 million donated through employee-led efforts, volunteer rewards, corporate funds, and matching donations.

People & Culture

A thriving workplace culture drives our success.

- **Employee Engagement:** 84% of our employees participated in GoDaddy Voice, our annual employee survey, revealing that employees feel a strong sense of trust and support within our teams. We're using the feedback to continue creating a positive working environment and culture.
- **Inclusive Recruitment:** To reach a broad range of the most highly qualified candidate groups, we amplified our inclusive culture, programs, and benefits at conferences and events.
- **Learning & Development:** We are committed to fostering a culture of continuous learning and development. In addition to a variety of learning opportunities within GoDaddy, 140 employees in our sales training program benefited from our partnership with Rio Salado College, collectively earning 840 college credits for completing select trainings.

[1] Represents the total number of entrepreneurs that have had at least one contact (i.e., group workshop, facilitated course, one-on-one mentorship) or who have completed one course in the online self-serve learning portal.

Responsible Governance & Operations

We uphold the highest standards of ethics, compliance, and accountability.

- **Ethical Conduct:** Our Code of Business Conduct and Ethics helps to ensure integrity at every level. To hold ourselves to the highest ethical standards, we established a Political Contributions, Activities, and Lobbying Policy, launched a new Human Rights Policy, and updated our Anti-Slavery Policy.
- **Responsible Artificial Intelligence:** As Artificial Intelligence (AI)[2] evolves, we continue to adapt our policies and practices to serve and help protect entrepreneurs.
- **Innovation:** We took our culture of experimentation to the next level conducting more than 2,000 controlled experiments and hosting events focused on building great products that help solve our customers' problems and save them time.

Environmental Impact

We continue to take decisive action toward environmental sustainability.

- **Emissions Reduction:** After meeting our initial target two years early, we set a new target to reduce scope 1 and 2 (market-based) greenhouse gas emissions by 90% by 2030 from a 2019 baseline.
- **Climate Risk Analysis:** We conducted a climate scenario analysis evaluating potential physical and transition risks and opportunities across multiple time horizons, helping GoDaddy protect the resilience of our operations.

[2] AI includes Artificial Intelligence, Machine Learning, Agentic AI, Generative AI, or other similar tools.

A Message From Our CEO

Our mission to empower entrepreneurs everywhere, making opportunity more inclusive for all is the driving force that brings us together. GoDaddy's customers are microbusiness owners and most of them have 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 their household income. In the U.S., they also elevate their local communities by adding seven jobs per microbusiness entrepreneur at the county level.

Customers & Communities

We support our customers and foster inclusive entrepreneurship with innovative technology and best-in-class, human-centered guidance. In 2024, we took innovation for our customers to new heights with GoDaddy Airo®. GoDaddy Airo helps our customers using AI technology to, with just a few prompts, 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 businesses. And, when our customers need help, our Guides are there to provide personalized guidance. In 2024, our team engaged with customers through nearly 12 million inbound contacts, striving to help them at every stage of their entrepreneurial journey.

People & Culture

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 dedicated group of leaders with unique expertise, points of view, and from different countries of origin, helping us effectively serve our customers globally. As a Leadership Team, we're focused on providing our employees with opportunities to learn and develop in their careers to achieve their full potential.

GoDaddy also has a remarkable track record of paying people fairly based on the work that they perform regardless of who they are. 2024 marks GoDaddy's tenth-consecutive year of sharing our gender pay data, and the eighth-consecutive year of ethnicity pay data in the U.S. As our business grows globally and our workforce also expands globally, we continue to prioritize fair employee compensation and invest in a workforce that reflects the various communities we serve.

Responsible Governance & Operations

Our integrated GoDaddy Software Platform drives innovation and growth for both our customers and us. We work to optimize AI, machine learning, monetization, experimentation, data collection, and storage using public and private cloud services to improve the velocity of our business and find savings opportunities. We're committed to using AI responsibly and ethically, ensuring it advances our mission to empower entrepreneurs everywhere while creating meaningful value for their businesses. Our AI and Machine Learning Governance Council plays a key role in overseeing our use of AI, ensuring proper guardrails are in place for responsible and ethical AI use.

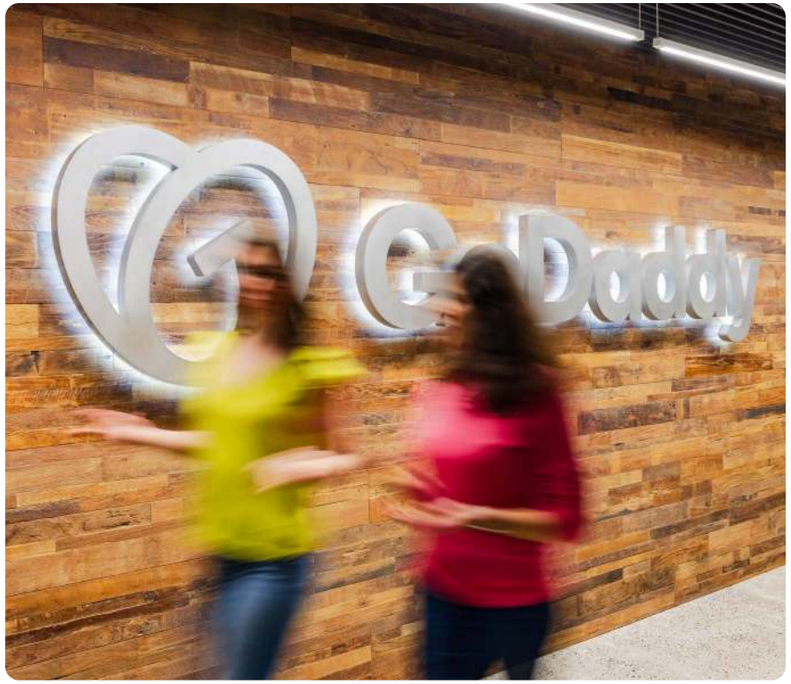
Environmental Impact

We set a new scope 1 and 2 emissions (market-based) reduction target to reduce emissions by 90% by 2030 from a 2019 baseline after surpassing our initial target two years ahead of schedule. We believe that operating our business responsibly and complying with applicable laws while minimizing the environmental impact of our operations and supply chain is good for our customers, our business, and the planet.

With sustainability embedded in our strategy and aligned with our operations, our goal is to continue to make progress on our sustainability journey. Through innovation and discipline, GoDaddy team members will continue to create value for our customers, shareholders, employees, and communities.

Aman Bhutani

Aman Bhutani
Chief Executive Officer, GoDaddy



About GoDaddy

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About Us

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

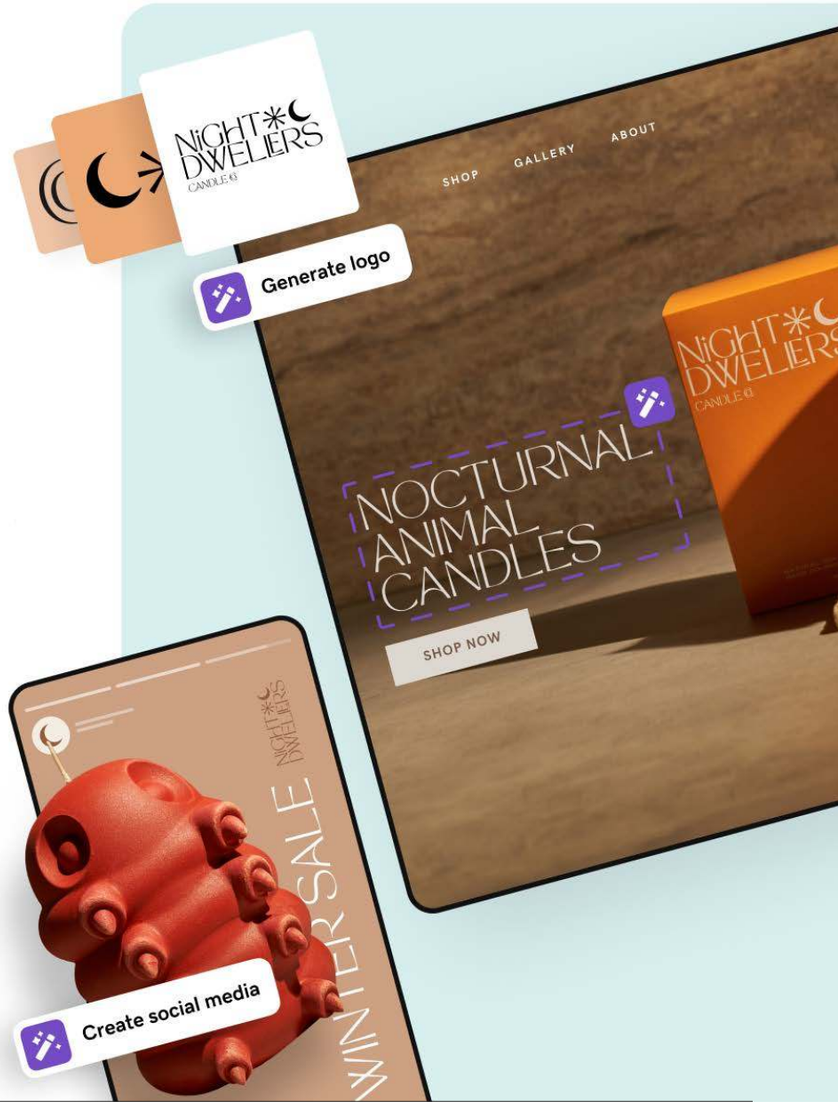
GoDaddy helps entrepreneurs around the globe start, grow, and scale their businesses. People come to us to name their idea, build a website and logo, sell their products and services, and accept payments. GoDaddy Airo®, the company's AI-powered experience, makes growing a small business faster and easier by helping customers get their idea online in minutes, enabling them to drive traffic and boost sales. GoDaddy's expert guides are available 24/7 to provide assistance.

OUR MISSION

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

Our Products & Services

GoDaddy is a global leader serving a large market of entrepreneurs, developing and delivering easy-to-use solutions as a one-stop shop provider, alongside personalized guidance. We serve small businesses, individuals, organizations, developers, designers, and domain investors. We are passionate about our mission and honored that entrepreneurs trust us with their ideas.



Sustainability Governance

Sustainability is not a standalone effort. GoDaddy continues to integrate sustainability into the company's business strategy. Our approach is focused on creating long-term value for our customers, employees, shareholders, and communities while minimizing negative impacts on the planet. The roles and responsibilities outlined in our governance model span across the company and our Board of Directors (Board), allowing us to better track progress, make informed decisions, and maintain accountability to our stakeholders.

Board & Executive-Level Oversight

Sustainability oversight is entrusted to our Board and its committees. Our committees aim to ensure GoDaddy addresses its ESG impacts while continuously monitoring and reviewing the effectiveness of our sustainability initiatives. The Board works closely with management to ensure sustainability matters are prioritized in our long-term strategy and related risks and opportunities are thoroughly examined ensuring alignment with feedback from our shareholders.

BOARD AND COMMITTEE-LEVEL OVERSIGHT

NOMINATING AND GOVERNANCE COMMITTEE

The Nominating and Governance Committee oversees GoDaddy's sustainability strategy, practices, and programs, including risk mitigation and reporting. The Committee also reviews 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.

COMPENSATION AND HUMAN CAPITAL COMMITTEE

The Compensation and Human Capital Committee oversees GoDaddy's talent management and employee engagement through its oversight of our human capital management practices and programs.

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

EXECUTIVE AND MANAGEMENT-LEVEL OVERSIGHT

MANAGEMENT OVERSEES THE PROGRESS OF RESPECTIVE SUSTAINABILITY PROGRAMS AND PRACTICES AS THEY RELATE TO KEY AREAS OF OUR BUSINESS

Management reports regularly to the Nominating and Governance Committee and the Compensation and Human Capital Committee and provides updates to the Board on GoDaddy's human capital and sustainability programs and practices, including progress on goals such as our emissions reductions.

Members of our Sustainability Working Group report directly to members of management and senior leaders.

SUSTAINABILITY WORKING GROUP

OUR SUSTAINABILITY WORKING GROUP IS COMPOSED OF LEADERS ACROSS THE COMPANY

The Sustainability Working Group is a cross-functional team of leaders and is chaired by the Corporate Sustainability and ESG Team. The Sustainability Working Group is responsible for driving progress across priority topics and guides and executes the company's sustainability strategy by managing relevant potential sustainability risks and opportunities. The Sustainability Working Group also supports our ongoing commitment to sustainable practices and transparent disclosure.

Double Materiality Assessment

GoDaddy conducts periodic assessments to identify and prioritize the sustainability topics most impactful to our business, our stakeholders, society, and the environment. In 2024, GoDaddy underwent an inaugural Double Materiality Assessment (DMA) which considered the impacts of our operations on people and the environment, and the impacts of sustainability on our company.

Our DMA approach was informed by leading global standards and best practices. During the assessment, we conducted robust research and engaged internal and external stakeholders to identify, assess, and prioritize sustainability-related impacts, potential risks, and opportunities across our entire value chain. This included an assessment of potential climate-related risks and opportunities using a climate scenario analysis. Through this analysis, we evaluated different hypothetical future climate scenarios to understand how potential climate-related risks and opportunities might affect our operations. For more information, please refer to the **Task Force on Climate-Related Financial Disclosures** section.

By conducting the DMA and assessment of climate-related risks and opportunities, we better understand our sustainability impacts and can proactively manage and address risks and pursue opportunities. The results help guide our decision-making and strategic sustainability planning, focusing on the key sustainability topics most relevant to our business and value chain. This enables us to create and protect long-term value for our company and stakeholders and helps ensure we're making a positive impact.

Corporate Sustainability Approach

In 2024, we strengthened our sustainability framework by aligning our initiatives to four strategic pillars that are the foundation of our comprehensive corporate sustainability management and disclosure approach. Through the DMA, we identified 13 priority sustainability topics, which span the four pillars.

CUSTOMERS & COMMUNITIES

- Community engagement
- Customer experience
- Inclusive entrepreneurship

PEOPLE & CULTURE

- People-centered strategy
- Employee attraction, retention, and development
- Employee wellbeing

RESPONSIBLE GOVERNANCE & OPERATIONS

- Trust and safety
- Corporate governance
- Cybersecurity
- Data privacy
- Responsible AI

ENVIRONMENTAL IMPACT

- Climate change
- Energy

In addition, we identified seven of the **United Nations Sustainable Development Goals** (SDGs) against which we believe we can make the most meaningful impact. These SDGs are central to our efforts to promote sustainable development, and we regularly review them to ensure the SDGs align with our corporate sustainability objectives. Each year, we disclose how we are contributing to our priority SDGs in the **Frameworks & Metrics** section. As signatories of the **United Nations Global Compact** (UNGC), we support the UNGC's Ten Principles.

Malik Muhammad
Malik Books
WWW.MALIKBOOKS.COM

Sigourney Morrison
Dressed New Orleans
WWW.DRESSEDNEWORLEANS.COM

Customers & Communities

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Customer Experience

Delivering top-tier personalized support.

Each entrepreneur's story is unique. Whether that's where they come from or where they're going, we believe every idea deserves personalized solutions. We strive to provide positive customer experiences by offering user-friendly interfaces, around-the-clock support, educational resources, and continuous improvements to our offerings. We believe expectations should be exceeded, and our GoDaddy Guides work to achieve this by helping customers get maximum value from the wide range of products and services we offer.

20.5 Million

GoDaddy served 20.5 million customers in 2024.

Customer Conversations & Support

Our personalized support for every stage of an entrepreneur's journey sets us apart from our competitors and helps to improve customer satisfaction and retention. We meet customers how, where, and when they need. GoDaddy customers can choose their preferred channel, including phone or messaging.

Our GoDaddy Guides are knowledgeable and responsive, assisting customers with their unique needs and upholding our reputation for outstanding customer service, driving value for the business. Every Guide is trained and eager to WOW our customers with an outstanding experience, whether helping with a simple password reset or building an entrepreneur's complete web presence. While our Guides conduct millions of conversations per year, each interaction with a Guide is characterized by real, human interaction. Our Guides are located globally and provide in-region support in several local languages.

While conversations with our Guides are an essential component of our customer service offerings, customers also have access to the **GoDaddy Resource Library**, an on-demand knowledge base with practical and actionable resources, and the **GoDaddy AI Prompt Library**, a free resource for small business owners to boost their business. 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 journey.

Community is key to building a global network of entrepreneurs and experts. That's why we support an active online community through our **GoDaddy Community LinkedIn** page where customers can connect, share experiences, and seek advice, allowing our whole community to tap into a broader network of users and experts who can offer insights and solutions.

12 Million

Nearly 12 million inbound voice conversations and messages with customers.

4.6

Trustpilot rating of 4.6 out of 5.

18.36

NPS score: 18.36.

NATURAL LANGUAGE PROCESSING

With emphasis on innovation, we continue to upgrade our Natural Language Processing technology to further streamline customer interactions.

When calling in to get support, this technology allows customers to describe issues in their own words before being connected with a Guide, instead of being restricted to following a preset selection. Phrases like "I can't get onto my website, it keeps giving me this error code," will help our Guides assign the customer to a specialist more effectively, rather than the customer navigating a series of menu selections which may not be as targeted.

Our goal is to connect GoDaddy to our customers on a human level. Customers get better help faster. While this feature is currently only available in English speaking geographies, we aim to expand to additional languages in the future.

Voice It

Our customers deserve a voice that enables them to share problems and get fast solutions. Voice It, our internal customer feedback intake tool, allows customers to share their pain points with GoDaddy Guides. 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.

WOW for Customer Care

We strive to satisfy and exceed our customers' expectations and enable our customers to realize the full value of the products and services we offer. GoDaddy's WOW Program is our specialized process designed to maximize efficiency and value in our customer interactions. Each customer interaction is important to us, so operating a robust model of quality assurance allows us to ensure consistency and target areas for improvement.

In 2024, we introduced the latest version of WOW, amplifying our commitment to excellent customer care. We incorporated flexible voice and messaging guidelines enabling our Guides to deliver consistent yet more authentic and personalized interactions. Our Customer Care team continually assesses the impact of this program to ensure we're delivering the right results for our customers. The team found that a higher adherence to the framework leads to more satisfied customers and reduces the amount of time customers need to spend reaching out to us.

Leslie Chen, Leslie Chen Consulting, at the We Love Our Customers Event, Kirkland, Washington

WE LOVE OUR CUSTOMERS EVENT

Being entrusted with our customers' dreams is a privilege we take seriously. **We Love Our Customers** was an in-person event near our Kirkland, Washington office, hosted by GoDaddy leadership. We wanted an opportunity to connect directly with our customers, so GoDaddy leadership hosted the We Love Our Customers event near our Kirkland, Washington office.

The purpose of the event – to listen – was simple yet powerful. Small business owners are incredibly busy, and while we spend countless hours researching, watching trends, and spending time in the field, these face-to-face conversations allow us to dive deeper in a meaningful way. Here are the biggest takeaways and learnings from the event:

- Customers welcome ideas about how to make their business better. A great place to source ideas is through the GoDaddy Resource Library and **GoDaddy Community LinkedIn**.
- Trust is important to our customers, and we work hard to continue earning it because they trust us with their ideas.
- Customers are often hesitant to switch from the software they used when they started their business. New functionality we continually add to GoDaddy Airo® makes it easier for customers to keep up with the latest technologies through Generative AI.

Inclusive Entrepreneurship

GoDaddy empowers and champions entrepreneurs everywhere.

We recognize that the entrepreneurial journey is as diverse and unique as the individuals who embark on it. We're on a mission to inspire inclusive entrepreneurship, transforming the way people work and live for the better. We uphold our commitment to inclusive entrepreneurship by offering support to entrepreneurs and studying and promoting the beneficial impact our entrepreneurs have on their communities.

At GoDaddy, inclusive entrepreneurship means everyone deserves the opportunity to pursue their independent ventures and forge their own paths. Entrepreneurship fuels local economies globally, and we've seen through our Venture Forward small business research initiative that it can also increase generational wealth, reduce income gaps, and enhance livelihoods around the world.

Empower by GoDaddy Pillars

Education

Mentorship

Networking

Access to Capital

Empower by GoDaddy

Our signature social impact program, **Empower by GoDaddy**, aims to support small businesses as they create and grow their business online.

We partner with well-established nonprofits and community organizations to support entrepreneurs, and our employees play an integral role by serving as coaches and mentors. Through strong relationships with both community partners and employee volunteers, Empower by GoDaddy provides entrepreneurs:

- A 12 course educational series, offered in English and Spanish.
- In-person and virtual workshops with training on branding, marketing, website building, SEO fundamentals, social media management, AI-driven content creation strategies, and other foundational business topics related to growing their businesses online.
- Virtual one-on-one and group mentorship and coaching.
- In-kind products and services and a network of support.
- Access to wraparound services in select markets that remove additional barriers to program participation, including financial, tax, and business planning, use of laptops, and meeting spaces.

In 2024, we expanded our in-kind product donations to provide each Empower by GoDaddy graduate with:

- A professionally branded email.
- A free .com or .org domain for two years.
- Free web hosting for two years.
- Additional free and discounted products for entrepreneurs who completed the program, including an additional GoDaddy Registry domain.
- Enrollment in a qualified product discount program upon graduation for up to six years following program completion.

These free products help thousands of entrepreneurs boost their business and make their dreams a reality, and we're always looking for new ways to support them.

1.75 Million Invested over $1.75 million to support entrepreneurs.

19k Facilitated nearly 19,000 entrepreneur learning engagements[3].

630 Supported entrepreneur completion or improvement of nearly 630 websites.

290 Organized almost 40 employee-led workshops, complementing the nearly 290 workshops led by Empower by GoDaddy partner coaches.

[3] Represents the total number of entrepreneurs that have had at least one contact (i.e., group workshop, facilitated course, one-on-one mentorship) or who have completed one course in the online self-serve learning portal.

Empower by GoDaddy Spotlights

PARTNER

The Last Mile is a team of social innovators breaking the cycle of incarceration by providing access to technical education and training. Through The Last Mile Education Program, incarcerated individuals acquire critical skills, education, and mentorship networks that facilitate their reintegration into society.

In our recent gap analysis of the populations we serve, GoDaddy identified formerly incarcerated entrepreneurs as a significant growth area for 2024. Research shows that formerly incarcerated individuals are more likely to become self-employed entrepreneurs as compared to other individuals.[4] We partnered with The Last Mile to enhance their entrepreneurship education and incarceration-to-work programming, broadening the reach of our social impact initiatives in a meaningful way.

CUSTOMER

Chef Denella Belin of Nella's Innovative Kreations is dedicated to preserving and sharing ancestral foods that represent the Navajo Nation and surrounding tribes of Arizona. Through her business, Nella advocates for Indigenous food sovereignty and educates others on the cultural and medicinal value of ancestral foods. Empower by GoDaddy provided her with the digital skills to expand her business, increase customer engagement, and enhance her online presence.

> "I have benefited from Empower by GoDaddy by acquiring skills that would be a challenge to acquire elsewhere. Since completing my cohort, my business has grown, and I have increased my customers through the website. The key skills I have gained are very impactful, and I now feel more confident designing my website and using other digital tools to help my business grow."

— Denella Belin
Nella's Innovative Kreations, Phoenix, Arizona

EMPLOYEE

Mike Chorba is a GoDaddy employee and a dedicated Empower by GoDaddy volunteer. Through Empower by GoDaddy, Mike supported entrepreneurs in growing their businesses and witnessed the real-time impact that GoDaddy employee volunteers have by helping demystify the process of taking an idea online.

> "Empower by GoDaddy allowed me to share the knowledge I've gained through the years at GoDaddy with people who had dreams of getting a project online but weren't in a position to do so without some help."

— Mike Chorba
GoDaddy Social Media Specialist and Empower by GoDaddy Volunteer since 2019

[4] Hwang, Kylie and Hwang, Kylie and Phillips, Damon J., Entrepreneurship as a Response to Labor Market Discrimination for Formerly Incarcerated People (March 6, 2020).

Made in America

We understand the importance of providing entrepreneurs with a platform to share their unique stories. To celebrate their resilience and determination, and in partnership with Empower by GoDaddy, we created the documentary series, Made in America. This series follows small business owners with unique backgrounds as they start and grow their businesses and make a meaningful impact in their communities.

Premiering in 2024, the most recent season takes viewers to Ohio and follows two sets of determined entrepreneurs who are betting on themselves and working to create a brighter future. The season features Carter's BBQ owners Darren W. Carter and Theresa Carter, a husband-and-wife team who started running a barbecue trailer and are involved in foster care.

The season also features Gray Brush Vintage Market owners Lisa Brickey and Vonda Rogers. Deeply rooted in their community, these friends since kindergarten started their business in 2021, turning their shared love for vintage treasures into something special.

As part of the Rust Belt, Ohio was hit hard by economic downturns. In season five, we witness a resurgence of small businesses that are helping revive the state's economy. These everyday Ohioans embody the resilience of their state, from metropolitan Cleveland to rural Appalachia, by doing the hard work it takes to achieve their dreams and lifting up the communities around them. Following its launch, season five episodes were collectively viewed nearly half a million times on YouTube.

Theresa Carter & Darren W. Carter
Carter's BBQ
WWW.CARTERSBBQ216.COM

> "As an entrepreneur you basically bet on yourself. But you do need somebody to bet on you."
>
> — Darren W. Carter
> Co-Owner, Carter's BBQ

Since its debut in 2019, Made in America has earned several major awards, including the YouTube Works Breaking Barriers Award, a Digiday Content Marketing Award, a Webby Award Honoree, and a Ragan Award.

Lisa Brickey & Vonda Rogers
Gray Brush Vintage Market
WWW.GRAYSBRUSH.COM

> "The world seems to be changing. Having your own business and working for yourself and providing that freedom and that flexibility - in this second act of our lives, we want more."
>
> — Vonda Rogers
> Co-Owner, Gray Brush Vintage Market

Venture Forward

The long-term success of entrepreneurs and their microbusinesses plays a vital role in supporting the economic wellbeing and resilience of communities. GoDaddy Venture Forward is a research initiative that quantifies the impact that over 20 million microbusinesses have on their local economies, and provides a unique view into the attitudes, demographics, and needs of these entrepreneurs.

Since 2019, the initiative has surveyed more than 50,000 entrepreneurs with a digital presence. In 2024, Venture Forward gathered insights from over 10,000 entrepreneurs across the U.S., United Kingdom, and for the first time, Australia and Canada. The 2024 GoDaddy Venture Forward surveys explored microbusiness trends and revealed new perspectives on emerging AI technologies.

2024 Venture Forward key U.S. survey findings include:

+7 **Over 7 new jobs are created by each microbusiness entrepreneur on a county-level.**

0.11 **Each additional microbusiness per 100 people in a county can decrease the unemployment rate by 0.11 percentage points.**

41% **41% of respondents turned their supplemental income into their main source of income.**

51% **51% of microbusinesses are women-owned (+10% since August 2019).**

In the 2024 U.S. national survey, GoDaddy aimed to assess year-over-year perception of generative Artificial Intelligence (GenAI), understand current usage, and capture expectations for this new technology. The survey found:

44% **44% of small business owners believe GenAI will allow them to compete with larger businesses.**

50% **50% of respondents have used GenAI tools in the past few months.**

Venture Forward Microbusiness Data Hub

Microbusinesses, those with fewer than 10 employees, are small-scale enterprises, often operated by a single individual or a small team. These businesses typically rely on a digital presence to reach customers and scale their operations, making them a key part of today's interconnected world. Despite their size, microbusinesses impact their local communities and economies in big ways.

To support and amplify the impact of these businesses, Venture Forward launched the Microbusiness Data Hub in 2022. This platform provides unprecedented access to free, downloadable, anonymized data on more than 20 million microbusinesses and their owners across the U.S. and U.K. In 2024, research was expanded to include Canada and Australia. Refreshed quarterly, the data hub offers valuable insights into microbusiness density by geography, empowering policymakers, researchers, and community leaders to more effectively support small business growth.

Community Engagement

At GoDaddy, we're dedicated to building and promoting a culture that celebrates community.

We strive to create a more successful workplace and a stronger, more connected global landscape throughout our industry. We take a human-centered approach to empower our employees and the communities in which we operate, including entrepreneurs we serve. Fostering meaningful connections and making a positive impact are key parts of our ethos.

Employee Volunteerism & Giving

GoDaddy's Corporate Sustainability and ESG Team facilitates employee volunteerism as well as our corporate philanthropy and an employee donation match program to ensure our employees can get involved with and support community efforts and local nonprofit organizations.

All GoDaddy employees are eligible annually for 20 hours of paid time off to volunteer. We also offer each GoDaddy employee up to $1,500 annually as a one-to-one match on donations to eligible nonprofit organizations and/or $35 for every hour the employee volunteers with the organization. It's our way of supporting the causes that matter most to our people and encouraging community engagement and thoughtful leadership across our teams. Some of our 2024 highlights include:

$1.6 Million

Nearly $1.6 million donated through employees, volunteer rewards, corporate funds, and matching donations.

700

Donated to almost 700 nonprofits.

3,700

Nearly 3,700 hours volunteered.

INVESTING IN AN OPEN-SOURCE ECOSYSTEM

In December 2024, GoDaddy reinforced its commitment to open-source software innovation with a $520,000 donation to The WordPress Community Collective. This initiative supports the WordPress community by funding contributors who help sustain and grow the open-source ecosystem. GoDaddy's investment reflects its belief in our customers' right to access open-source tools that fuel creativity, empower digital entrepreneurs, and foster an inclusive web. Additionally, GoDaddy continues to enhance its Managed WordPress Hosting platform, giving developers greater control and performance to bring their ideas to life.

BRINGING TECHWOMEN TO GODADDY

In 2024, GoDaddy welcomed five inspiring women through the TechWomen program, a U.S. State Department initiative connecting technical women from Africa, Central and South Asia, the Middle East, and Europe with U.S. host companies each year. Over several weeks, these participants gained insights into U.S. tech operations while receiving mentorship from our team. As a we work to make opportunity more inclusive for all, GoDaddy is proud to participate in the U.S. State Department program to empower women in science, technology, engineering, and mathematics.

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A Message From Our Chief People Officer

When I first joined GoDaddy, what struck me the most was the genuine support and helpfulness of our team members. With over two decades of experience in the corporate world, I understand that corporate culture can sometimes feel transactional. However, at GoDaddy, it's different. Our team consistently goes above and beyond to assist each other and uplift our customers. From my very first interactions, I sensed that I had become part of a company where values are evident in everyday actions.

There is no need to conform to a specific mold—just the space to engage in meaningful work surrounded by individuals who share my level of care. That sense of belonging, of collaborating with colleagues who respect, challenge, and uplift one another, is what sets this community apart.

Assuming the role of Chief People Officer this year is a tremendous honor, as it allows me to lead our People Operations Team and enable our people strategy broadly. Becoming the Chief People Officer is, for me, an opportunity to build upon my core beliefs. My goal has always been to ensure our employees feel empowered to thrive here and understand the significance of their contributions – in their work and in the perspectives and experiences they bring.

The value of inclusive opportunity is deeply rooted in me and is a prevalent theme throughout this report. It represents not only who I am, but also who we are at GoDaddy. Respecting people transcends policies; it's about making space for everyone to contribute and collaborate meaningfully. It's about building a workplace where all people are valued and have the same opportunities. This report details the many ways we foster a fair, inclusive, and empowering workplace, from the moment a candidate applies to a role, to the ways in which we develop and support our employees.

If we fail to embrace different opinions and ideas, we limit our potential of finding innovative solutions, enhancing customer service, and advancing both ourselves and our company. Inclusivity goes beyond mere checkboxes or metrics; it involves creating room for a range of voices to question assumptions to enhance product development and authentically represent the entrepreneurs we support globally.

I believe in our people because I've witnessed firsthand the heart behind our work and the humanity behind our technology. This isn't a company that just talks about having a 'people-first culture'—we live it. I have confidence in this company because I observe how much we care, how much we push ourselves to be better every day, and how much we truly want to make a difference for our customers and communities.

Sarfraz Nakai
Chief People Officer, GoDaddy

Business Aligned People-Centered Strategy

By valuing individuality, we grow together.

At GoDaddy, we are committed to attracting, motivating, and retaining qualified talent from around the world. We strive to foster a diverse, inclusive, and equitable workplace where all employees can learn, grow, and succeed, driven in part by their ability to understand how their work connects to our business' objectives and customers' experience.

A workforce that reflects the diverse communities we serve strengthens our innovation, creativity, and competitiveness. The unique perspectives and experiences of our employees enhance our ability to connect with more people and drive greater impact for entrepreneurs globally. As we work to make opportunity more inclusive for all, we remain focused on cultivating an environment where our employees can thrive. We focus on running inclusive recruitment processes to hire qualified talent, compensating our employees fairly based on the work they perform, and cultivating a respectful and supportive company culture.

Our People-Centered Strategy in Action

We realize the value of having a community consisting of many different types of people, to enable employees as individuals, and empower teams to produce better business outcomes. This requires executing inclusive programs and policies across our employee experience lifecycle, including for recruitment, career and professional development, and engagement programs.

We also integrate people-centered priorities in how we operate across our business operations, including approaching our partnerships, investments, policies, and communication with similar thoughtfulness and care. Finally, to help customers feel supported and that their needs and feedback are considered in the products and services we offer them, we work to understand the different types of customers we serve as well as how we can help them individually succeed.

Driven by Accountability

Building an inclusive and equitable workforce requires accountability and transparency. Our Diversity, Equity, Inclusion, and Belonging Steering Committee, which is composed of senior leaders, plays a key role in fostering an inclusive employee and customer experience by providing feedback, direction, and championship as needed.

As part of our commitment to accountability, we are also focused on transparent disclosures. By regularly analyzing and sharing our workforce representation and pay parity results through public reports, we're holding ourselves accountable to enable a truly inclusive environment where all can thrive.

Representation Matters

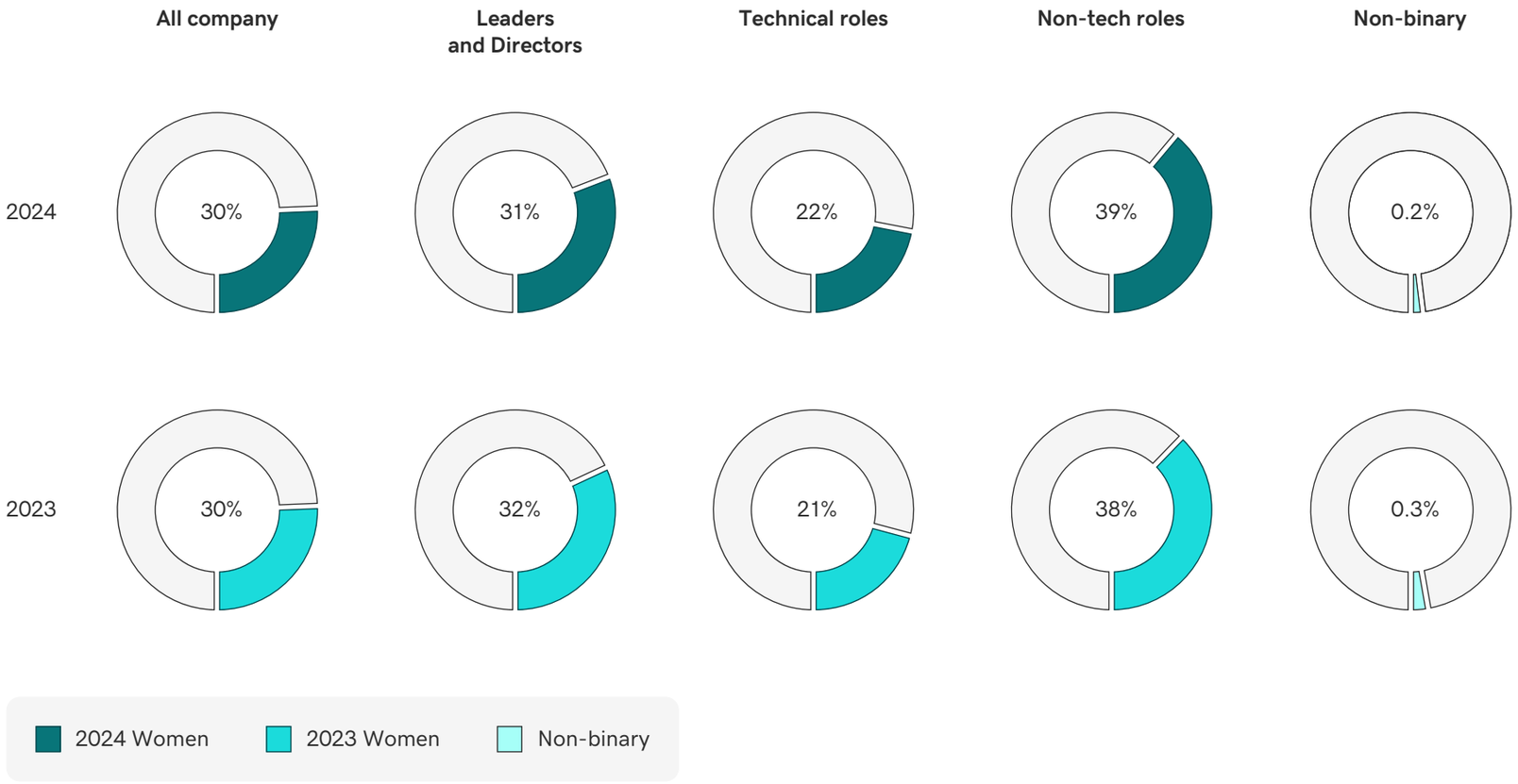
We believe that representation matters because it helps in attracting and retaining the best talent, inspiring innovation, and building great products and services to better serve entrepreneurs everywhere. Our aim is to foster an environment reflective of the diverse perspectives and experiences of our customers and the communities we serve.

Board Composition

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. 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, tenure, and diversity of our Board to help serve that mission. For more information on our Board please review our 2025 Proxy Statement on our Investor Relations **Financials** page or the **Frameworks & Metrics** section in the Appendix.

Global Gender Diversity[5]

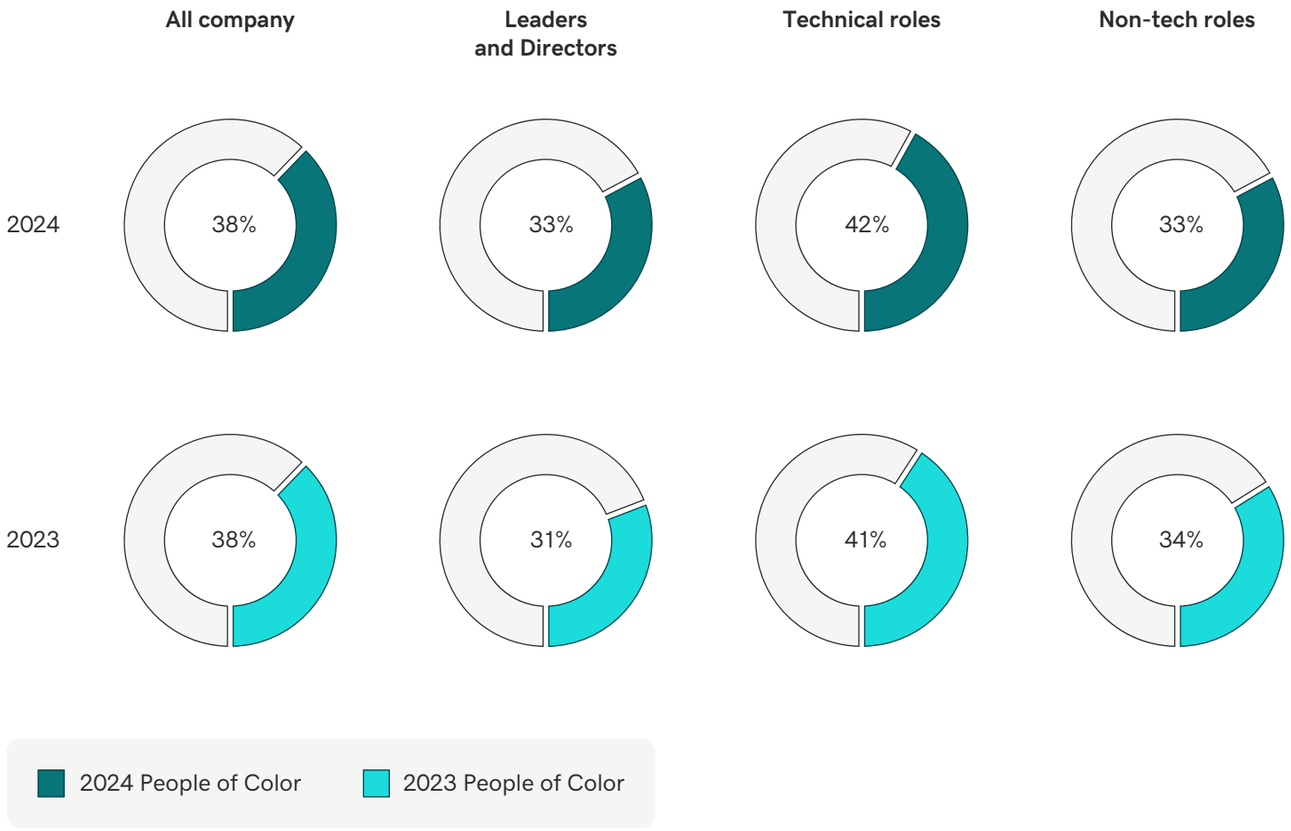
As illustrated to the right, in 2024, women represented 30% of GoDaddy's global workforce and non-binary employees represented 0.2%. Since we started reporting this information in 2015, women employed by GoDaddy has increased by 5 points, and women in leadership positions has increased by approximately 6 points.



[5] Categories are not mutually exclusive.

U.S. Race & Ethnic Diversity by Role[6]

GoDaddy's representation of employees of color in the U.S. is up 6 points since we started reporting this data in 2017. Additionally, the U.S. representation of employees of color in leadership roles is up 9 points and the percentage of people of color in technical versus non-technical roles has increased 11 points since we started reporting this information in 2017.

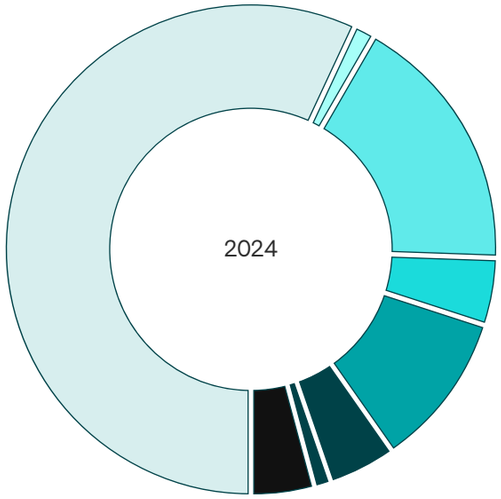


[6] Categories are not mutually exclusive.

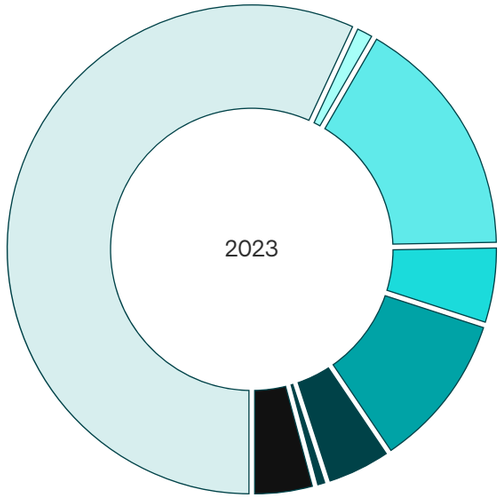
A Closer Look at U.S. Race & Ethnic Diversity[7]

Employees who identify as Asian increased by nearly 1 point, while all other groups remained within a couple of tenths of percentage points year-over-year.

We recognize that ethnicity and race are distinct, and we continue to assess our data collection efforts against government reporting agencies and best practices. For more details on our workforce diversity, please refer to the **Frameworks & Metrics** section.



- **0.7%** American Indian
- **17.3%** Asian
- **4.5%** Black
- **10.2%** Hispanic
- **4.4%** Multiracial
- **0.5%** Pacific Islander
- **4.4%** Undeclared
- **57.9%** White



- **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

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

Pay Parity

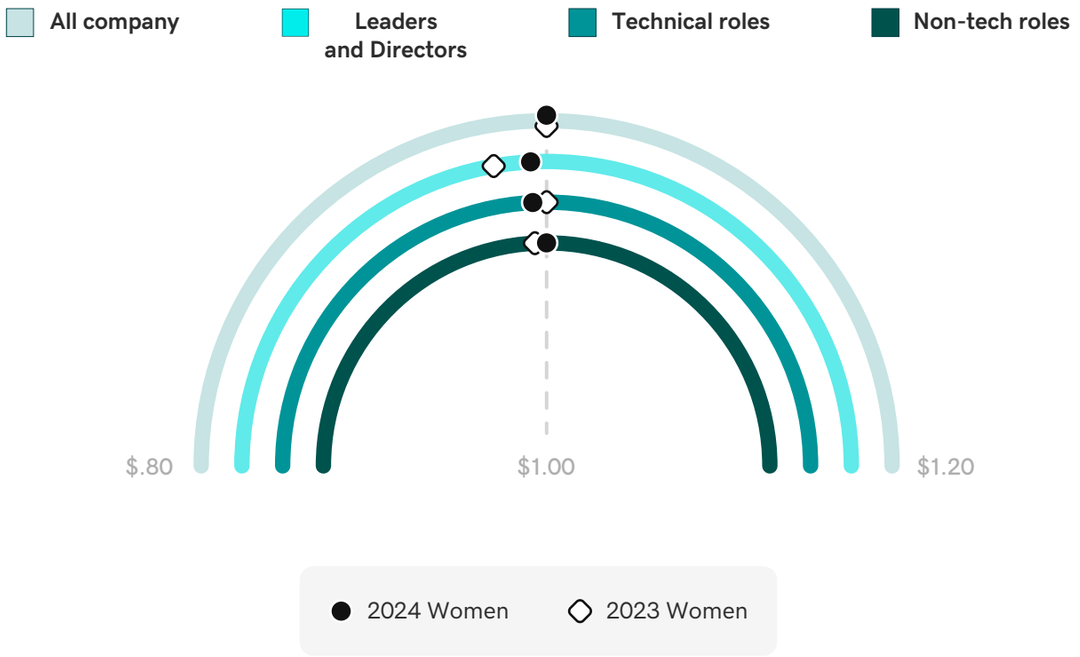
Our compensation programs and practices are designed to compensate our employees fairly based on the type of work they perform and their performance, and we continue to publicly report our data to demonstrate transparency and accountability to both current and prospective employees.

In 2015, we were one of the first companies to publish pay parity results, and we're proud to celebrate 10 years of sharing our gender pay data and 8 years of U.S. ethnicity pay data. While our goal is a $1.00-to-$1.00 pay parity target, we consider slight variations—just a few cents on either side of a dollar—to be fair results based on factors such as variable compensation components like bonuses, equity grants, employee performance, and experience.

Pay parity is more than a one-time, check-the-box exercise—it's an ongoing, rigorous process. In 2024, we continued to partner with a third-party expert to execute a multivariate regression analysis accounting for variables like performance and length of time in a role, which are considered reasonable explanations for differences in pay. This supports our efforts in applying appropriate and accepted methods and standards to our analysis and mitigations.

Gender Compensation Data[8,9]

As illustrated to the right, GoDaddy-wide, we continue to maintain global gender pay parity, ensuring that people earn the same regardless of their gender. This commitment spans all career levels globally, as we believe true equity involves everyone.

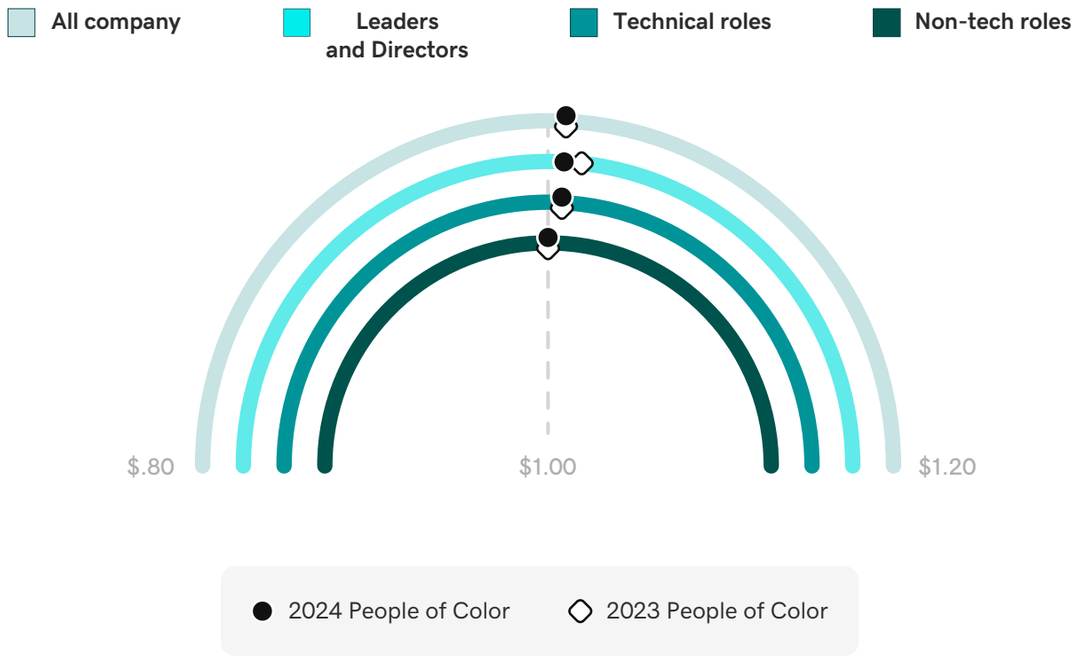


[8] Categories are not mutually exclusive.

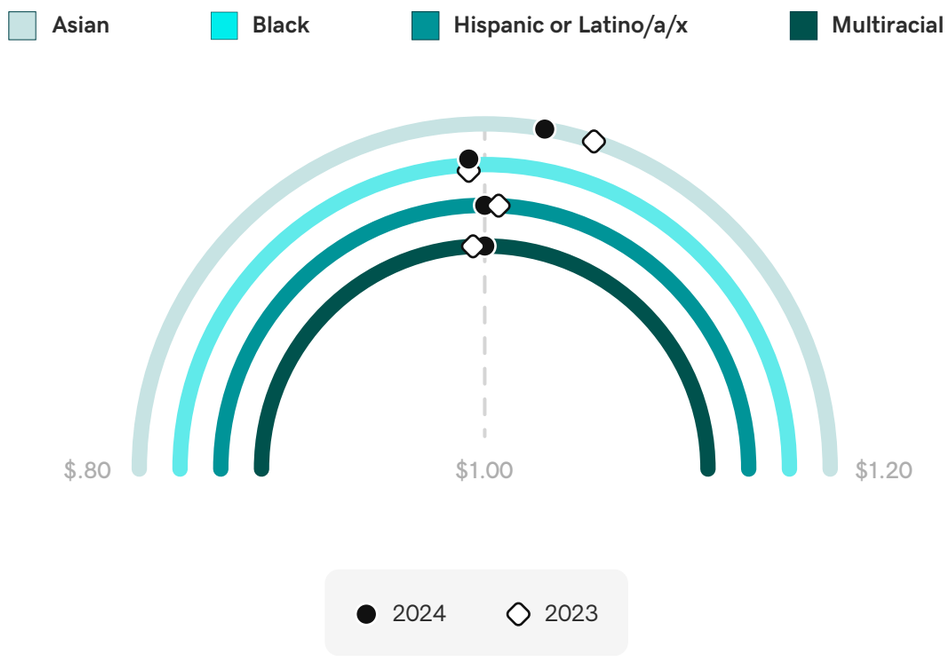
[9] While we continue to track the data for non-binary employees, the sample size is too small to report.

U.S. Race & Ethnicity Compensation Data[10]

Our goal is to ensure people earn the same regardless of race and ethnicity. This data shows that people of color have comparable pay relative to white employees. Differences of a cent or two are 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.



A Closer Look at Compensation Data — U.S. Race & Ethnicity[11]



[10] Categories are not mutually exclusive.

[11] While we continue to track the data for American Indians and Pacific Islanders, the sample size is too small to report.

Employee Experience

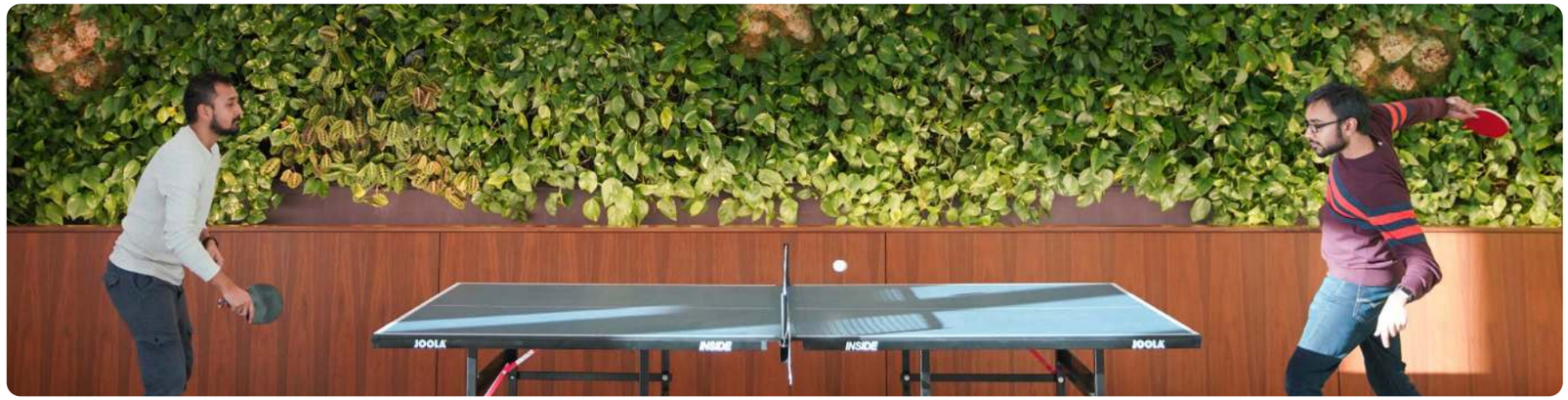
Inclusivity, engagement, and development are the three key values we uphold to ensure our employees are satisfied and feel valued.

We actively seek individuals who bring enthusiasm, curiosity, and a passion for what we do. Attracting and retaining the most qualified talent from around the world who help represent our diverse customers is a key priority for us, and we strive to create an environment where everyone feels represented, valued, and truly included. Once here, our employees can expect to feel heard and supported by the community around them. From our GoDaddy Voice survey to Employee Resource Groups (ERGs), we strive to incorporate employee feedback wherever possible to further our people priorities.

GoDaddy takes a human-centered approach focused on individual needs, and we are constantly evolving, evaluating our processes to ensure they are free from bias and advancing inclusivity in all aspects of our operations.

Inclusive Recruitment

We continuously work to have hiring, development, and retention practices that enable GoDaddy to be an employer of choice for talent globally. This includes showcasing our inclusive culture and principles, and reaching broad, diverse candidate groups. Our practices include:



- Reducing language bias in job descriptions to make the opportunity appealing and approachable for all qualified candidates, both internal and external.
- Collaborating with hiring teams and external partners such as Rewriting the Code and their Black Wings group, as well as ColorStack, to connect with underrepresented talent in university and early career organizations.
- Investing in partnerships like HerKey, which provide platforms for job opportunities, networking, and partnerships to empower women professionals.
- Participating in events and conferences that reach people from different backgrounds and experiences.
- Posting nonconfidential opportunities on our internal career portal to encourage talent retention and career mobility for all eligible employees.
- Utilizing a virtual interview platform that provides an accessible and inclusive interview experience, including the ability to specify pronouns, preferred names, and learning preferences or differences, and interview from anywhere.
- Featuring employees from our ERGs to share their personal and professional journeys.

Interviewer Training

Equipping our teams with the tools and training they need to succeed is key to fair hiring processes. To support this, we offer an interviewer certification with in-depth training modules on best practices for creating a great and inclusive candidate experience and minimizing bias throughout the recruitment process.

TEXAS CONFERENCE FOR WOMEN

The Texas Conference for Women provides connection, motivation, networking, inspiration, and skill building for thousands of women each year. The one-day conference, open to any gender, offers incredible opportunities for business networking, professional development, and personal growth.

In 2024, GoDaddy Chief Marketing Officer Fara Howard joined as a panelist for the "AI: Shaping the Future of Work" session. It's a privilege to have strong leaders like Fara motivating our employees as part of our Leadership Team, and her contributions to the panel helped inspire talent within the industry.

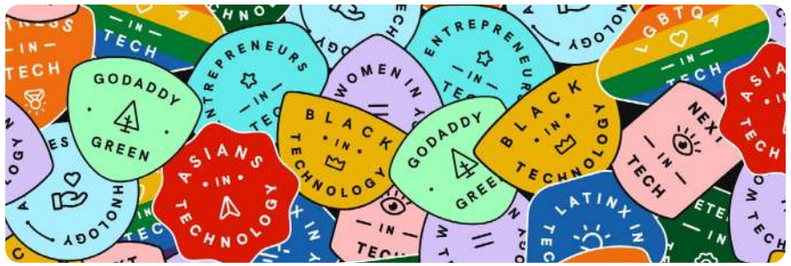
Employee Engagement

Engaging a global, hybrid workforce means fostering connection, collaboration, and a strong sense of purpose—no matter where employees work. We prioritize clear communication, meaningful development opportunities, and an inclusive culture where everyone feels valued. We do this through multiple employee engagement programs:

- **GoDaddy Fun Fund:** The Fund provides employees with a budget to engage in morale-boosting activities, helping to strengthen relationships and promote a positive and inclusive work experience.
- **Everyday Champions:** This program serves as a global recognition platform which encourages employees to convey gratitude and celebrate the achievements of their peers. The program sparks connections and camaraderie across our global workforce, ensuring everyone's successes are acknowledged and celebrated.
- **ERG Program:** Our ERGs provide opportunities for employees to connect, learn, and network with each other.

Employee Resource Groups

Our ERGs play an important role in fostering a workplace where all employees benefit from the opportunity to learn, grow, and succeed. ERGs are voluntary, employee-led groups open to everyone that focus on the common topics, identities, affinities, and interests that matter to our people. These groups provide a space for employees to develop relationships, enhance professional development (both for themselves and others), engage in projects and programs, learn new skills, and have fun.



ERGs help empower GoDaddy's business priorities across talent, learning, business, and community development. Our 11 Global ERGs:

- **GD Abilities in Tech**[12]
- **GD Asians in Tech**
- **GD Black in Tech**
- **GD Entrepreneurs in Tech**
- **GD Fitness in Tech**
- **GD Green**[13]
- **GD LatinX in Tech**
- **GD Next in Tech**[14]
- **GD United**[15]
- **GD Veterans in Tech**
- **GD Women in Tech**

ERG WORLD TOUR

New for 2024, our ERG World Tour was designed to provide all employees with the opportunity to engage with our ERGs. An impressive 10% of our global workforce participated in this initiative to meet new people and discover these impactful communities within our organization. Employees were encouraged to drop in, connect with others from around the world, learn more about our ERGs and the topics important to them, and potentially find a community they'd like to be a part of.

[12] Focused on disability inclusion.
[13] Focused on sustainability and environmentalism.
[14] Focused on early career in tech employees.
[15] Focused on LGBTQIA+ inclusion.

Employee Feedback

We aim to create a working environment and culture in which our employees feel respected and supported to do their best work, and 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 2024, 84% of our employees participated in the GoDaddy Voice survey.

91/100

Through our annual GoDaddy Voice survey, we achieved an average score of 91 out of 100 on the question, "Employees on my team treat each other with respect."

89/100

We achieved an average score of 89 out of 100 on both questions, "My supervisor/manager supports me" and "My supervisor/manager models inclusive behaviors."

AWARDS AND HONORS

- Zippia, 2024 Best Companies to Work for in Arizona
- Built In, 100 Best Larges Places to Work in Seattle 2024
- Human Rights Campaign's Corporate Equality Index, 2025 Equality 100 Award

Learning & Development

At GoDaddy, we believe everyone has a unique way of learning and growing.

To harness the power of our people, we're fostering a culture of continuous learning and development. Investing in the growth of our employees is about enhancing their skills—and delivering the success of the company, as well as enriching the experience for our customers. By supporting our people's development, we're ultimately helping them unlock their full potential, which in turn helps our customers do the same. It's a win-win, driving both personal and organizational growth.

Our Learning and Development Strategy is to 'Align, Connect, and Grow.' We build our initiatives around those pillars to better support the company.

Align with the strategic imperatives of GoDaddy

Connect employees through our learning communities

Grow employee skills and capabilities

Employee Training & Development

Variety sparks growth, which is the catalyst for change. Learning and development programs are key to helping our employees grow their skills, deepen their knowledge, and ultimately advance their careers. Some of the key opportunities we offer include:

- **Care & Services Learning Summit:** An annual event on global leadership, coaching, and change management designed to inspire and develop top talent.
- **Slack Channel:** The Learning and Development Team regularly promoted content throughout the year on the #learning_connect Slack channel, with initiatives like 2-minute Tuesdays and 5-minute Fridays. These campaigns created 40 unique learning opportunities for employees, resulting in nearly 1,000 completions.
- **Learning Management System:** A comprehensive library offering online courses on a variety of topics, including technical skills, business, software, and creative disciplines.
- **Elevate:** A nearly year-long leadership training program for GoDaddy Guides in Care & Services focusing on operational excellence and leadership development. In 2024, almost 60 learners completed the Elevate Guide program.

In addition to these learning experiences, we offer a range of training programs aimed at enhancing employee skills and knowledge. These programs cover topics like technical expertise, leadership development, customer service, and professional growth. GoDaddy employees completed an average of 11 hours of training per employee in 2024.

We also offer an education reimbursement benefit, giving employees the opportunity to further their education and pursue higher learning, supporting both their personal growth and professional advancement.

COLLEGE CREDITS FOR GODADDY TRAINING

All our U.S.-based trainers are certified through Rio Salado College in Arizona, offering our U.S.-based Guides in our new hire sales training program a head start on earning credits towards an associate in applied sciences degree. Completing our new hire sales training program earns Guides a certificate in CCL Web Hosting: Customer Service, with six transferable credits.

840

In 2024, 140 employees enrolled, earning a total of 840 credits.

Leadership Training

Strong leadership builds effective and motivated teams. Alongside our various learning experiences, we provide several pathways for leaders to further develop their skills, including:

- **GoDaddy Leadership Development Program:** This program offers a series of courses designed to help leaders sharpen their leadership skills in areas such as leading virtually, navigating change, giving feedback, coaching, and handling difficult conversations. In 2024, 878 participants completed 1,327 sessions and courses for a total of approximately 4,120 hours.
- **New Manager Onboarding:** In 2024, we improved our New Manager Onboarding, setting our leaders up for success from the start. The program now includes a required multi-week course for new managers, focusing on company values and strategy, and the high standards expected at GoDaddy by providing valuable resources for success. 82 new or newly promoted managers participated in the curriculum in 2024.
- **Press Start, Leadership Arcade:** Our enhanced leadership onboarding program seeks to deliver content using self-paced, on-demand modalities on topics including the art of leadership soft skills and cultivating our GoDaddy community. The pilot was launched in June 2024 consisting of nine core modules, with the remainder of the modules set to release in 2025.

AWARDS AND HONORS

- **Brandon Hall Group HCM, Best Extended Enterprise Learning Program—Silver**
- **Brandon Hall Group HCM, Best Program for Upskilling Employees—Gold**
- **Brandon Hall Group HCM, Best Sales Training Program for Extended Enterprise—Gold**

Employee Performance

Being 'Better Every Day' is at the core of our performance management process, supporting continuous growth, transparency, and open feedback. Our mid-year and year-end reviews focus on goal setting, career development, peer feedback, and self-reflection, empowering employees to track progress and improve. We also prioritize employee input through the annual GoDaddy Voice survey, ensuring feedback shapes our culture and growth. By integrating ongoing learning and development, we create an environment where every employee has the support to evolve, excel, and be better—every single day.

Promotion Flagging

Several years ago, we created company-wide processes that reduce variance in performance assessments between groups. This work led us to create an ongoing process to better proactively identify qualified employees who could 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 continues to support the career advancement of all employees, while mitigating the potential effects of bias through the process.

INTERNAL MOBILITY

GoDaddy encourages internal mobility, providing opportunities for employees to explore different roles and departments within the company. This helps employees gain diverse experiences, develop new skills, and broaden their understanding of the business.

26%

26% of global hires were filled by internal candidates in 2024.

Employee Wellbeing

At GoDaddy, we believe a happy, healthy team sparks creativity, collaboration, and big ideas.

When employees feel their best, they bring their best, and we want to provide a supportive and safe environment for them to do so. We make wellbeing and security a top priority because a thriving team is the heart of everything we do.

Benefits

Here are just a few ways we're supporting families:

- **Backup Dependent Care:** Access to 10 backup care visits per plan year to ease the stress of last-minute caregiving needs.
- **Adoption Assistance:** Up to $10,000 per adoption to help with adoption costs, legal fees, and other eligible expenses.
- **Surrogacy Reimbursement:** Up to $10,000 per surrogacy, with a lifetime maximum of $20,000, to help cover eligible expenses not covered by medical insurance.
- **Daycare Discounts & Subsidies:** A 10% discount plus an additional 10% subsidy for fees with our daycare partners.
- **Parental Leave:** Generous paid leave to allow parents time to bond with their new additions. Flexible scheduling options may also be available when returning to work.

GoDaddy's Wellbeing Focus

The wellbeing of our employees is a key focus for GoDaddy. Here's how we show it[16]:

- **Global Wellness Days:** Four dedicated days each year for employees to unplug and focus on their wellbeing.
- **Mental Health Management Program:** We partner with Lyra Health/ICAS, a world-class provider of confidential support. Employees and those who live with them can access in-person appointments, video chats, therapy, coaching, and self-care apps to navigate stress, anxiety, and more.
- **Wellbeing App:** Starting in 2025, employees enrolled in one of our United Health Care plans will have access to Calm, a mental health app with tools for sleep, meditation, and mindfulness.
- **Noom:** A platform offering a comprehensive and personalized approach to weight management and wellbeing initiatives.

In 2024, we celebrated Mental Health Awareness Month, promoting self-care and access to professional resources. As a part of our celebration, we spotlighted financial, physical, and family wellness to help employees prioritize all aspects of their wellbeing. Resilience, and our safety policies.

Security & Resilience

The Corporate Security and Resilience Team plays a vital role in maintaining a safe, productive, and resilient environment that supports both our employees and global operations. At GoDaddy, we believe security is a collective responsibility, with everyone playing a part in keeping our workplace safe.

To ensure all employees have the tools and resources they need, we provide access to safety, security, and facility-related information and support questions via phone, email, and Slack. Employees also have access to a dedicated intranet page that outlines essential processes, including global security, security standards and technology, business resilience, and our safety policies.

Supporting Employees During an Emergency

The Corporate Security and Resilience Team is focused on keeping employees safe, whether they're in the office, at home, at a data center, or traveling. By combining employee input, site feedback, and global monitoring tools to quickly detect disruptions and coordinate responses, we identify potential security risks and support local teams in managing events to ensure a swift return to normal operations.

TOMORROW FUND

One thing we all have in common at GoDaddy is the ability to help each other in times of need. It is in this spirit that the Tomorrow Fund by GoDaddy is available to employees worldwide. This fund provides financial support for those affected by unanticipated events or natural disasters. The grants provide short-term financial assistance for necessities such as food, clothing, and transitional housing. In 2024, 25 grants were provided to employees.

[16] This information is accurate for U.S. FTEs only, benefits will vary by region.

Responsible Governance & Operations

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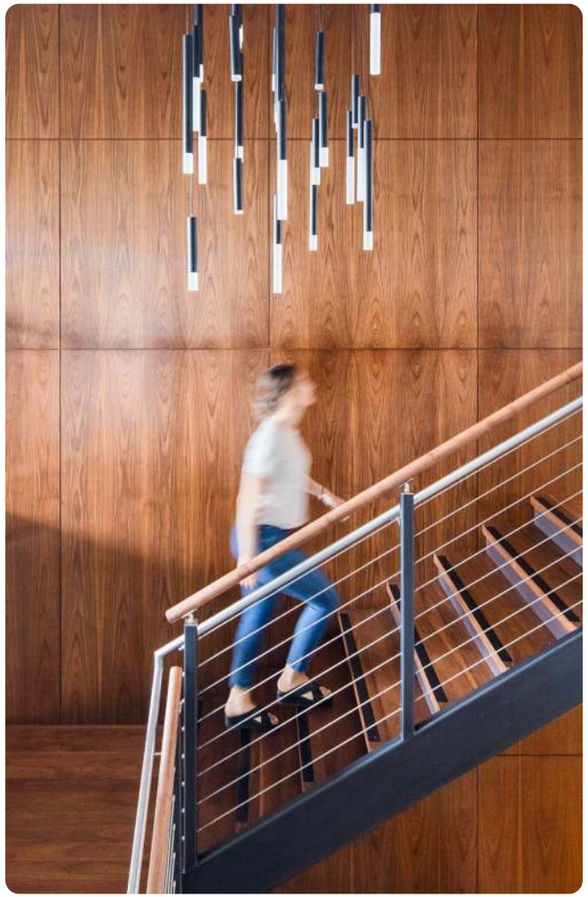


Honest & Ethical Conduct

Transparency, integrity, and trust are the cornerstones of how we do business.

We hold ourselves to the highest ethical standards, ensuring our actions reflect professionalism and transparency. By continually evolving our practices, we stay ahead in a fast-changing regulatory world, always striving to do what's right.

Business Ethics

We implement the following policies and procedures to guide our business conduct:

- **Code of Business Conduct & Ethics (Code):** Our **Code** serves as a guiding framework for employees, officers, and directors, outlining the principles and responsibilities underpinning our ethical practices.
- **Human Rights:** In 2024, we published a **Human Rights Policy** and updated our **Anti-Slavery Policy** strengthening our approach to combatting modern slavery.
- **Ethics Helpline:** Our **Ethics Helpline** remains a trusted resource for reporting violations of company policies, our Code, or the law.
- **Whistleblower Protections:** Our **Speak Up Policy** underscores our dedication to protecting whistleblowers, ensuring everyone feels safe to report concerns without fear of retaliation.

87/100

Through our annual GoDaddy Voice Survey, we achieved an average score of 87 out of 100 on the question, "If I encounter an unethical situation, I feel comfortable reporting issues regarding ethics and compliance."

Education & Training

We are dedicated to ensuring our workforce is well-equipped to uphold our ethical standards through comprehensive trainings. As a part of their onboarding process, new GoDaddy employees complete trainings which enforce awareness of and compliance with the Code of Business Conduct and Ethics. These include foundational topics such as anti-harassment and anti-discrimination; data protection and security awareness; and social engineering alongside targeted training on anti-trust, anti-bribery, and anti-corruption for specific roles. Annual refresher trainings are also required for select topics.

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 trainings on select topics may also be required annually.

Corporate Governance

Strong corporate governance is the foundation of our business strategy, generating long-term value and maintaining the trust of our stakeholders. Our Board provides oversight on the long-term strategic, financial, and organizational goals of the company. Our **Corporate Governance Guidelines** reflect the Board's commitment to a system of governance which enhances corporate responsibility and accountability, and assist the Board in implementing effective corporate governance practices. For more information on the responsibilities of our Board and its committees, please review our Corporate Governance Guidelines, committee charters, and Proxy Statement on our Investor Relations **Financials** page and **Governance** page.

In 2024, our Board appointed Graham Smith as a new independent director, effective June 26, 2024. For more information on our Board, refer to our **2025 Proxy Statement**.

Risk Management

Our Board is responsible for overseeing GoDaddy's enterprise-wide risks, the formation of our long-term strategic, financial, and organizational goals, and the plans designed to achieve such goals. The Board and its committees also oversee strategic, legal, regulatory, financial, management, and operational risks. For more details on the responsibilities of the Board and its committees, refer to the Sustainability Governance section or the committee charters on our Investor Relations **Governance** page.

With oversight from our Audit Committee, the Assurance, Risk, and Compliance (ARC) Team leads our enterprise risk management program. The ARC Team is responsible for identifying key risks that could impact the Company's strategy, operations, or compliance. The ARC Team assists our Leadership Team in defining metrics to monitor such risks and respond proactively, helping the business navigate risks while staying focused on strategic execution and innovation.

Government & Policy Engagement

Our Corporate and Government Affairs Team serves as an advocate for our customers and small businesses, championing their interests in key legislative, public policy, and regulatory arenas. By engaging with policymakers, lawmakers, and other stakeholders, the team highlights GoDaddy's role in the industry and our support for a fair and open digital ecosystem.

As both a Registry and a Registrar, we actively participate in Internet Corporation for Assigned Names and Numbers (ICANN) working groups and community leadership bodies. These engagements shape the policies governing and managing the Domain Name System, impacting our products, services, and how they are utilized by our customers. The team also ensures fair and transparent resolution of complaints and information requests from ICANN and third parties, covering a wide range of domain name-related issues.

As a part of our commitment to honest and ethical conduct, the Corporate and Government Affairs Team detailed GoDaddy's standards for political contributions, activities, and lobbying by our directors, officers, and employees in a publicly available **policy**.

ENGAGING WITH REGULATORS TO PROTECT OUR CUSTOMERS

GoDaddy actively engages with institutions and standards bodies to share the potential impact decisions have on our customers' registration experience, data protection, and overall online presence. Our engagement is important to our customers and our business as proposed legislation can at times result in unnecessary domain name suspensions, confusing customer communications, and increased exposure to phishing and other online threats involving personal data. GoDaddy also works through ICANN and Internet Infrastructure Coalition (i2Coalition), and in collaboration with other industry associations representing internet infrastructure companies, to engage on matters important to protecting registrants and promoting a secure and predictable online environment.

Cybersecurity & Data Privacy

As an operator of large internet infrastructure, cybersecurity and data privacy are top priorities.

We maintain enterprise-wide programs to protect our systems, safeguard customer and employee data, and address evolving cyber threats. We implement robust governance systems to maintain our cybersecurity and data protection processes.

- **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.

- **Cybersecurity Risk Management:** Our management is responsible for identifying, assessing, and managing GoDaddy's 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 regularly provides reports and updates to the Chief Executive Officer on significant cybersecurity-related matters relevant to the company's cybersecurity risk.

- **Privacy Program Management:** Our Chief Privacy Officer manages our global privacy program. Our global data privacy program includes, but is not limited to, conducting privacy impact assessments, providing training to employees, responding to data subject requests, and responding to inquiries from data protection authorities.

Cybersecurity

Our information security team employs a variety of controls and initiatives to safeguard our systems and protect our customers.

- **Proactive Monitoring:** We regularly scan our environment for vulnerabilities, and research and monitor industry threats to proactively identify cybersecurity issues that could impact GoDaddy and our customers.

- **Training & Internal Communications:** Education is key to maintaining our high security standards. We developed an annual data privacy and cybersecurity training program for all employees, and we deliver regular updates on the latest initiatives and best practices through timely alerts.

- **Intentional Development:** Teams within our information security organization collaborate to integrate security measures into new products and services.

- **Security by Design:** Our developers are encouraged to consider cybersecurity from the initial design phase of our products to completion. We designed and implemented risk-based processes and procedures to conduct security reviews on new or updated applications prior to launch.

- **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.

- **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 additional recognized standards such as International Organization for Standardization (ISO) 27001.

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.

- **Global Regulatory Compliance:** We maintain a global privacy program where we apply a core set of common principles to how we handle personal data. We also take into account local requirements and restrictions in the jurisdictions where we do business.

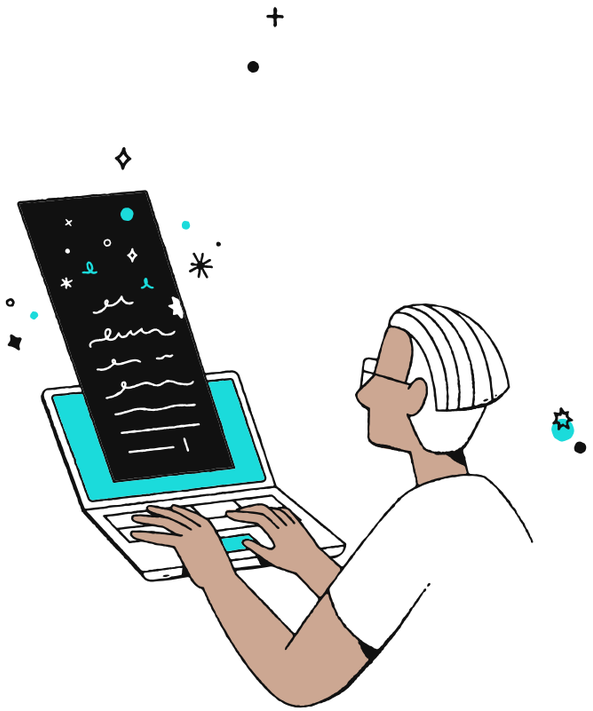
- **International Data Transfers:** GoDaddy has certified its compliance with the U.S.-E.U. Data Privacy Framework, as well as the U.S.-U.K. extension to U.S.-E.U. Data Privacy Frameworks. Where these frameworks do not apply, we rely on Standard Contractual Clauses and other lawful mechanisms for cross-border data transfers where necessary.

- **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 leverage service providers to support our operations and provide services to our customers. When we share personal data with service providers or third parties, they are required to comply with our instructions, adhere to contractual restrictions for processing personal data securely, and comply with applicable laws.

- **GDPR Independent Assessment:** In 2024, TRUSTe independently assessed our compliance with the E.U. General Data Protection Regulation (GDPR). TRUSTe validated that GoDaddy continues to implement program-level measures aligned with TRUSTe's GDPR Privacy Program Validation Requirements.

- **Privacy by Design:** Our Data Governance and Operations Team (formerly our Data Privacy Office) also consults with our business teams on day-to-day privacy issues, ranging from conducting privacy impact assessments on new business practices to participating in the earliest phases of new product designs to ensure that privacy concerns are addressed during product development.

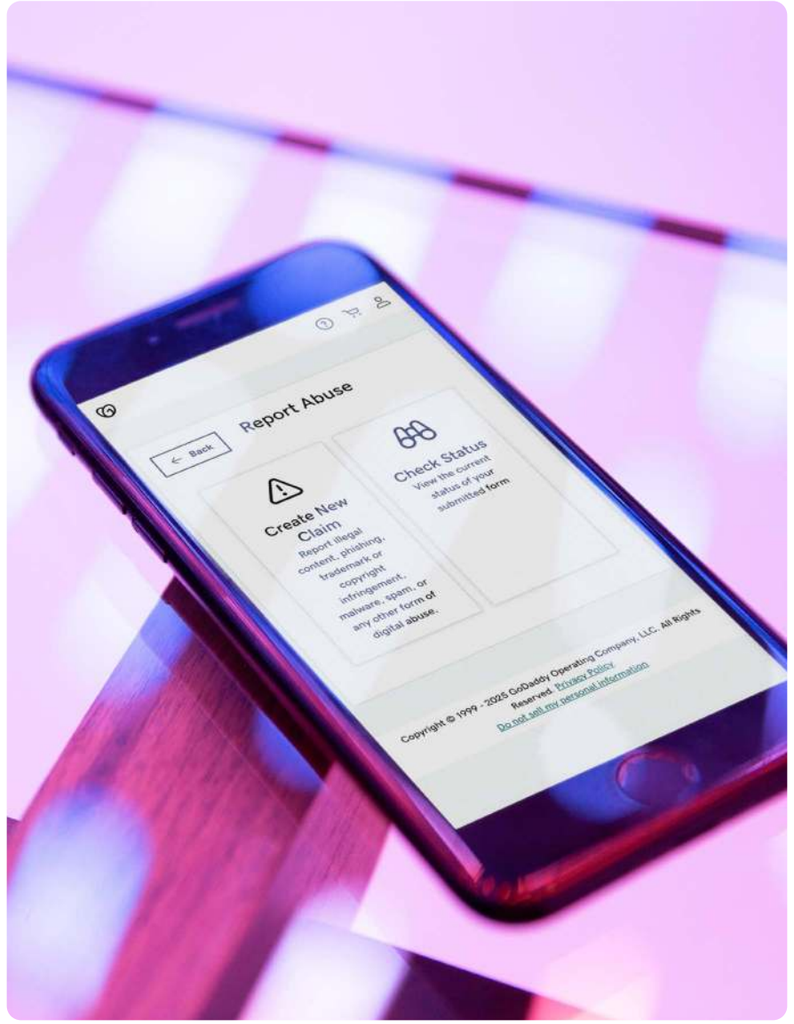


Trust & Safety

We strive to prevent harmful content while ensuring we operate a platform encouraging diverse ideas and open expression.

GoDaddy believes in the importance of freedom of speech, but we also recognize the importance of addressing harmful content in a manner designed to protect our community. Our trust and safety philosophy is outlined in our **Trust Center**, with specific policies detailed in our Universal Terms of Service (UTOS). Balancing freedom of expression with responsibility is fundamental to maintaining a trusted and secure environment.

As a provider of domain registration and hosting services, GoDaddy plays a pivotal role in the digital landscape, akin to real estate agents in the online realm. While we facilitate domain registrations, we also offer comprehensive hosting solutions, helping ensure a seamless digital presence for our clients. In instances where a domain is registered with one party but hosted elsewhere, the registry or registrar's ability to directly modify or remove content may be limited. Nonetheless, GoDaddy is committed to proactively addressing and mitigating the potential negative impacts of digital technology misuse. Our dedication to fostering a secure and open internet is reflected in our ongoing efforts to promote sustainable and responsible digital practices.



Universal Terms of Service

GoDaddy's **UTOS** set forth the terms and conditions governing the use of our sites, products, and services globally. It's a violation of our UTOS 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 distribution of non-consensual intimate imagery (NCII), the sale of prescription medicine without a valid prescription, and fraudulent activity. We address new challenges by annually stress-testing and reviewing our trust and safety policies.

To earn the trust of our stakeholders, we take complaints and feedback seriously while building better products and services. Our Trust and Safety Team has dedicated processes to review submitted content complaints 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.

20,500

Our Content Safety Team processed nearly 20,500 complaint cases with a time to resolve the complaint of 62 hours, on average.

SUPPORTING EMPLOYEE WELLBEING

We understand the nature of trust and safety work can take a toll on the mental wellbeing of our teams, so we introduced the Light Switch Protocol (LSP) with the aim of limiting sensitive conversations to those that understand the implications and have expressly opted in.

Conversations regarding explicit abuse including topics like child sex abuse material, NCII, hate speech, and terrorism, carry a weight that affects everyone regardless of whether exposure is direct or indirect. The LSP dictates how and what information can be shared in conversations. When the LSP is 'On,' this indicates members are willing or authorized to review content, whereas when the LSP is 'Off,' this indicates members can only have general conversations using relevant high-level language.

The LSP must be followed in any open conversation, including presentations, meetings, and email correspondence, and during other activities where explicit abuse is discussed, to ensure harm is not caused to those involved. The LSP simplifies the decision framework to ensure employees can have critical conversations on harmful content while protecting their wellbeing.

Collaboration for Internet Safety

GoDaddy participates in several industry groups to help create safer and more sustainable digital spaces. GoDaddy is a part of the Tech Coalition, a group of global tech companies working to promote child safety online through collaboration, innovation, and shared expertise. In 2024, GoDaddy played a key role in developing Tech Coalition Member Resources, including the Financial Sextortion Prevention Toolkit. To share this knowledge, in 2024 we mentored a smaller technology company to assist them in building their own child safety team.

GoDaddy regularly attends and participates in the i2Coalition's Tech Policy Briefings and Cybersecurity and Privacy Working Group. Additionally, the i2Coalition, with assistance from GoDaddy as a founding member, helped develop the Secure Hosting Alliance group (SHA) which is geared towards hosting providers to help shape a more secure, transparent, and resilient web hosting industry. Through the SHA, we are working to build a trusted hosting environment and collaborate with leading providers to set industry standards that matter to customers and strengthen hosting company anti-abuse capabilities and reduce operating costs. The SHA participates in discussions that help to shape industry practices and legislative efforts.

Responsible AI

Staying ahead of the curve means constantly evolving both the technology and also how we use it.

As evolving technologies such as artificial intelligence, machine learning (ML), agentic AI, GenAI, and other similar tools (collectively, AI) continue to shape the future, GoDaddy is moving right alongside these transformative technologies to better serve entrepreneurs worldwide. We're committed to using AI responsibly and ethically, ensuring it advances our mission of helping business owners succeed while creating meaningful value for their businesses.

GoDaddy aims to harness AI to inspire creativity and save time and help entrepreneurs everywhere grow their business. By using these tools thoughtfully, we're empowering both our customers and employees to thrive in a rapidly changing world.

Integrating AI

To us, responsible AI means leveraging all forms of AI in a safe, trustworthy, and ethical manner. As these technologies become increasingly prevalent, we're working to address potential risks like algorithmic bias and misinformation, while ensuring we're advancing opportunities for our business. We've put measures in place to guide the design, development, and deployment of AI, ensuring it's used responsibly and in alignment with our core values.

Our responsible AI approach includes strategies for mitigating potential risks, such as identifying potentially inaccurate, misleading, or sensitive information and implementing controls where needed. We regularly update our methodologies to ensure they align with GoDaddy's **Code of Business Conduct and Ethics**, and we take proactive steps to minimize the risk of bias and maximize accuracy.

At GoDaddy, we thrive on a culture of innovation, creativity, collaboration, and continuous learning. That's why we offer technical AI-related training and workshops to empower our employees and fuel their innovative thinking. We prioritize open communication and cross-team collaboration, leading to breakthroughs that help solve complex challenges. As AI technologies evolve, we stay vigilant about the risks associated with GenAI, including misinformation and algorithmic bias. Our AI and ML Governance Council plays a key role in overseeing these efforts, ensuring proper guardrails are in place for responsible and ethical AI use.

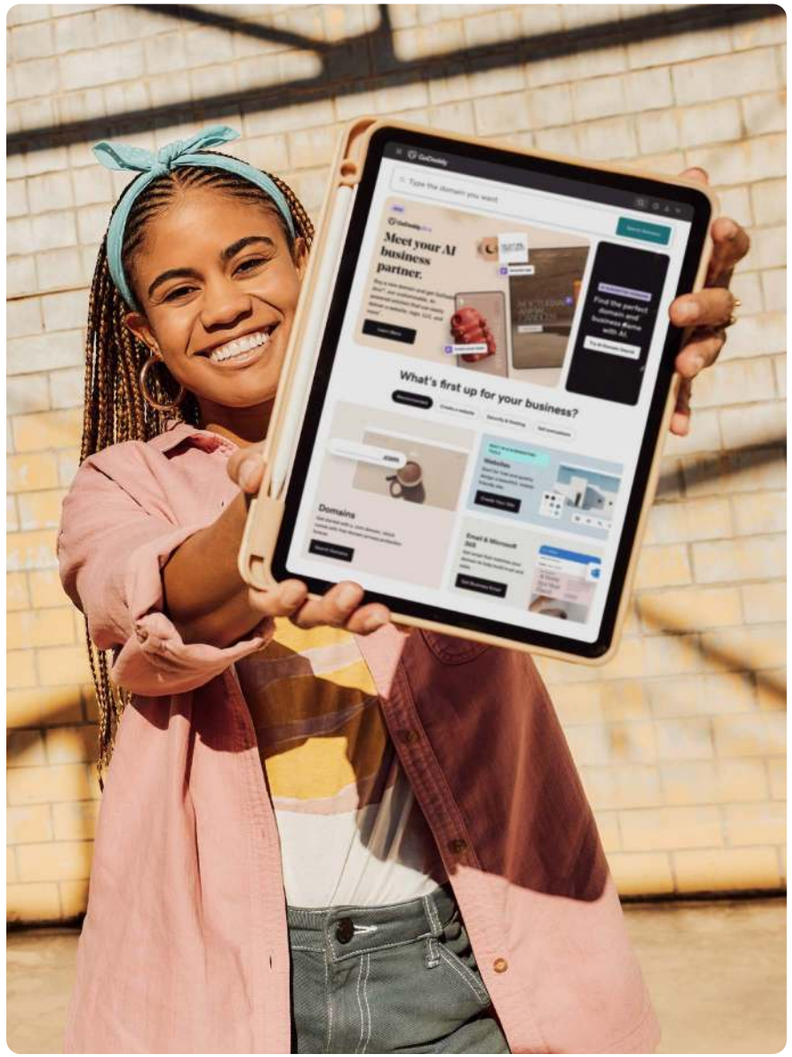
AI is central to our culture of innovation, and we carefully vet all partnerships we pursue. Our due diligence process involves evaluating potential opportunities to enhance customer experience and business operations while evaluating risks. We work with our Legal, Information Technology (IT), and Risk Teams to conduct thorough assessments, focusing on alignment with our ethical standards, data privacy, compliance with regulations, and performance reliability. You can read more about our Responsible AI policies **here**.

AI for GoDaddy's Employees

While we leverage AI to optimize processes externally for our customers, we increasingly focus on using AI internally to improve efficiency,innovation, and productivity. For example, AI helps us optimize code, identify bugs, and streamline development processes. In 2023, we launched an AI coding assistant to aid developers in writing code faster, reducing effort by quickly cycling through code lines, suggesting functions, and allowing developers to decide what to accept or refine.

GoDaddy Content as a Service, our internal AI tool, is designed to enhance employee productivity while protecting data. This bespoke AI tool provides access to a wide range of AI models and enables employees to ask questions, select different models for specific tasks, and even perform coding and privacy adjustments. Specialized "companions" within the tool are tailored to assist with specific workflows, offering targeted support. This technology serves as a valuable review tool, boosting both technical and non-technical employees and enabling everyone to polish their ideas and maximize productivity.

We believe in empowering our employees with the skills to effectively use AI, and we've taken steps to ensure they have access to the tools and training they need. From frequent AI newsletters to a variety of GenAI training, we provide a variety of resources to improve digital literacy and make AI accessible for all.



AI for GoDaddy's Customers

By integrating AI into our products, services, and customer care, we're helping boost efficiency and accuracy of customer support routing, allowing us to meet our customers' needs faster and more effectively. While AI helps streamline many of the processes, like our Natural Language Processing technology as part of our proprietary Large Language Model (LLM) described in the **Customer Experience** section, GoDaddy Guides are always available, offering personalized support and expert assistance when needed. This blend of AI and human expertise helps ensure our customers have the tools and support they need to succeed.

Our Guides have access to a Guide Assist Bot Interface, which pulls information from our vast catalog of help articles and front of site to help Guides to better assist our customers. GoDaddy also provides customers with a free, curated **AI Prompt Library** with customizable prompts to boost their business.

To help save small business owners time in growing and establishing their online presence, we include GoDaddy Airo® when a customer registers a domain name with GoDaddy. GoDaddy Airo makes leveraging the power of AI easier for anyone wanting to start a business or take their existing one to the next level. Learn more about the key features of GoDaddy Airo **here**.

AI EDUCATION WITH EMPOWER BY GODADDY

As part of our Empower by GoDaddy program, in September 2024, GoDaddy hosted an AI for Small Business Summit, bringing together entrepreneurs to discuss practical ways to integrate AI into their businesses. By supporting GoDaddy's mission to empower entrepreneurs everywhere, the summit helped equip entrepreneurs with the knowledge and tools they need to succeed in the digital age, all while fostering a sense of community and providing networking opportunities.

Additionally in 2024, Empower by GoDaddy made significant strides in integrating AI education across the program, including supporting communities through providing access to cutting-edge technology and resources. This involved the introduction of a course on GenAI, which provided participants with foundational knowledge about AI technologies and their practical applications in business. Complemented by an on-demand webinar that built on the introductory content, the course ensured entrepreneurs could learn at their own pace and revisit the material as needed.

96%

An impressive 96% of entrepreneurs who completed the course "Boost your business with GenAI" would recommend it to a friend or colleague.

Innovation

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

The world is constantly evolving, and so are we. To stay ahead of the curve, we continuously experiment and innovate to improve our products and services. It's essential to our business and helps us deliver the best solutions to our customers.

Our GoDaddy One System Tech Manifesto guides us with key engineering principles like security, performance, and quality. We embrace both inner-source and open-source communities to support innovation and create cutting-edge solutions. We design, develop, and deploy systems aligned to our Security Principles to protect our systems and customers' data.

To ensure transparency and collaboration across teams, we use Tech Radar, an internal tool to list items that are being used in production and on actively developed GoDaddy products, by category and by lifecycle stage. In 2024, we shared Tech Radar updates in our quarterly Engineering Hangout, a meeting for all employees with engineering roles to share updates related to our work and progress toward our strategic initiatives. To promote learning and spark innovation, new technology and solutions were shared in Tech Radar Tuesday tech talks and Solutions Days, events where engineers share with employees the technical solutions they applied to challenges and details on how to use solutions and apply learnings.

Controlled Experimentation

At GoDaddy, we embrace a culture of experimentation where every employee is encouraged to be an inventor and problem solver to better our products for our customers.

In 2024, we continued to introduce new enhancements to further engage employees and customers alike, driving innovation that delivers impactful solutions. We also hosted 11 Experimentation Showcases for all employees, spotlighting the creativity and ingenuity of our teams. To ensure inclusivity and encourage greater participation, we opened voting for these showcases to all employees in September, leading to a remarkably high level of engagement. These changes underscored our commitment to democratizing innovation and amplifying employee voices.

2,000+ **In 2024, we conducted more than 2,000 controlled experiments.**

Through our dedication to refining our experimentation processes, we introduced notable advancements, including:

- A predictive customer lifetime value metric to prioritize sustainable, long-term customer growth.
- A fully in-house experimentation platform, enhancing capabilities for design, configuration, and analysis.
- Upgraded tools supporting complex experiments for GoDaddy Guides and post-rollout analysis.
- Expanded platform functionality for multi-region experiments and gamified experiment quality assessments, awarding Bronze, Silver, Gold, or Platinum badges.

By leveraging these enhancements, we are fostering innovation and creating customer-centric solutions that address real challenges, ensuring GoDaddy continues to lead with impact and purpose.

Innovation Challenges

Encouraging our employees to think outside the box, we host internal hackathons and innovation challenges, like "bug bashes." These events promote cross-functional teamwork and push creative boundaries, driving impactful ideas and solutions.

Bug Bashes

In October 2024, our company-wide Security Hackathon Bug Bounty brought together teams to uncover and address potential vulnerabilities. Promoting a culture of learning and innovation, more than 375 employees attended pre-event tech talks on security tooling and threat detection. Eight standout projects emerged from the competition helping to enhance our security posture, tools, and processes. Overall, this was an engaging opportunity for cross-company engineers to get hands on with leveraging our approved Security tools and systems to identify and resolve potential vulnerabilities.

GoDaddy 2024 GenAI Hackathon

Our February Hackathon centered around testing the limits of GenAI. We invited our teams to get creative and they created more than 32 Hackathon projects during the event, with one incredibly successful program rolled into our services, the Personalized GenAI (PGen) program. PGen leverages an in-house, fine-tuned LLM model to offer unparalleled personalization by intelligently adapting to user preferences and interaction history, ensuring tailored content and timely notifications about relevant changes. PGen is context-aware, evolving with user feedback, resulting in optimized offerings for a deeply engaging experience. Following successful A/B testing, we deployed the PGen program to production in July 2024. Since then, it has consistently delivered significant business impact across domain search, integration, and function calling.

Common Development Toolset

In 2024, we continued to prioritize developer efficiency and operational excellence by rolling out the Common Development Toolset. This initiative included a series of in-person and virtual workshops, along with seven virtual bootcamps held across business units, company-wide. These bootcamps emphasized adopting tools to reduce Developer Cycle Time—a critical metric for improving productivity and streamlining workflows. By the end of 2024, nearly 220 production applications were actively utilizing components of the toolset, signaling broad adoption across teams.

The Common Development Toolset also includes numerous powerful internal and third-party tools, like our Developer Experience Portal to facilitate the development process at GoDaddy and the Katana Continuous Delivery platform, which simplifies the development, deployment, and management of applications on Amazon Web Services.

Environmental Impact

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Climate Change

We operate with the future in mind.

GoDaddy remains conscious of our responsibility to protect the environment for future generations. We prioritize efficiency, productivity, and sustainable practices across our operations and measure our greenhouse gas (GHG) emissions to annually to track our progress. We hold ourselves to our commitment to be good environmental stewards and focus on areas where our impact is most significant—our data centers and corporate real estate.

Through our recently completed DMA and climate scenario analysis, we took steps to identify and assess potential climate-related risks and opportunities within our operations and supply chain over multiple time horizons. Both our DMA, as referenced in the Sustainability Governance section, and our climate scenario analysis, which is discussed in detail in the **Frameworks & Metrics** section, support our sustainability approach and strategy.

In 2024, we introduced our new **Environmental Policy**, detailing our approach to climate change, resource usage, biodiversity, and our high standards for our suppliers. The Nominating and Governance Committee of the Board approved and oversees this Environmental Policy. We believe that we can continue operating our business responsibly, while minimizing the environmental impact of our operations and supply chain and complying with applicable laws.

Greenhouse Gas Emissions

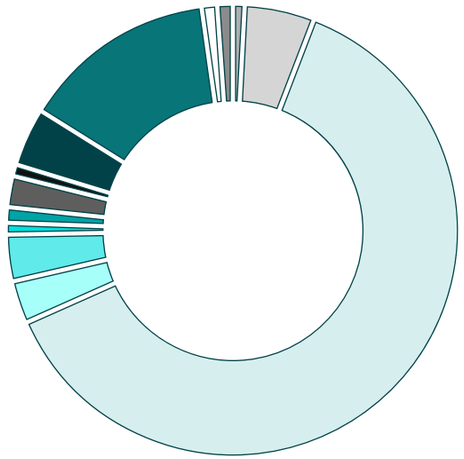
Through our GHG inventory process we closely monitor emissions from our operations and supply chain. The inventory results help to inform the key areas where we can improve as we evaluate our environmental impact and opportunities to drive value.

In 2023, we surpassed our initial goal of reducing scope 1 and 2 (market-based) emissions by 50% from a 2019 baseline—achieving this milestone two years ahead of schedule. Building on this success, in 2024 we set our new target to reduce scope 1 and 2 emissions (market-based) by 90% by 2030 from a 2019 baseline.

As of December 31, 2024, we exceeded our planned emissions reductions, achieving an 88% reduction of scope 1 and 2 emissions (market-based) relative to our 2019 baseline. The 2024 GHG inventory results reflect our continued focus on energy efficiency and renewable energy. For additional details on these efforts, please refer to the **Energy** section.

GoDaddy follows the GHG Protocol (operational control approach) and our established Inventory Management Plan to complete our annual emissions calculations. Until we achieve our new reduction target, we intend to measure 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.

We seek opportunities to refine our calculation methodologies, where relevant, in line with the GHG Protocol and best practices. In 2024, we added scope 3 category 9 Downstream Transportation and Distribution to our GHG inventory to capture emissions from our products after the point of sale. We also aim to evaluate opportunities to reduce scope 3 emissions.



1%	Scope 1
5%	Scope 2 – Market-Based
65%	Scope 3 – Purchased Goods and Services
3%	Scope 3 – Capital Goods
3%	Scope 3 – Fuel and Energy Related Activities
<1%	Scope 3 – Upstream Transportation and Distribution
<1%	Scope 3 – Waste Generated in Operations
2%	Scope 3 – Business Travel
<1%	Scope 3 – Downstream Transportation and Distribution
4%	Scope 3 – Employee Commuting
15%	Scope 3 – Use of Sold Products
<1%	Scope 3 – End-of-life Treatment of Sold Products
<1%	Scope 3 – Investments

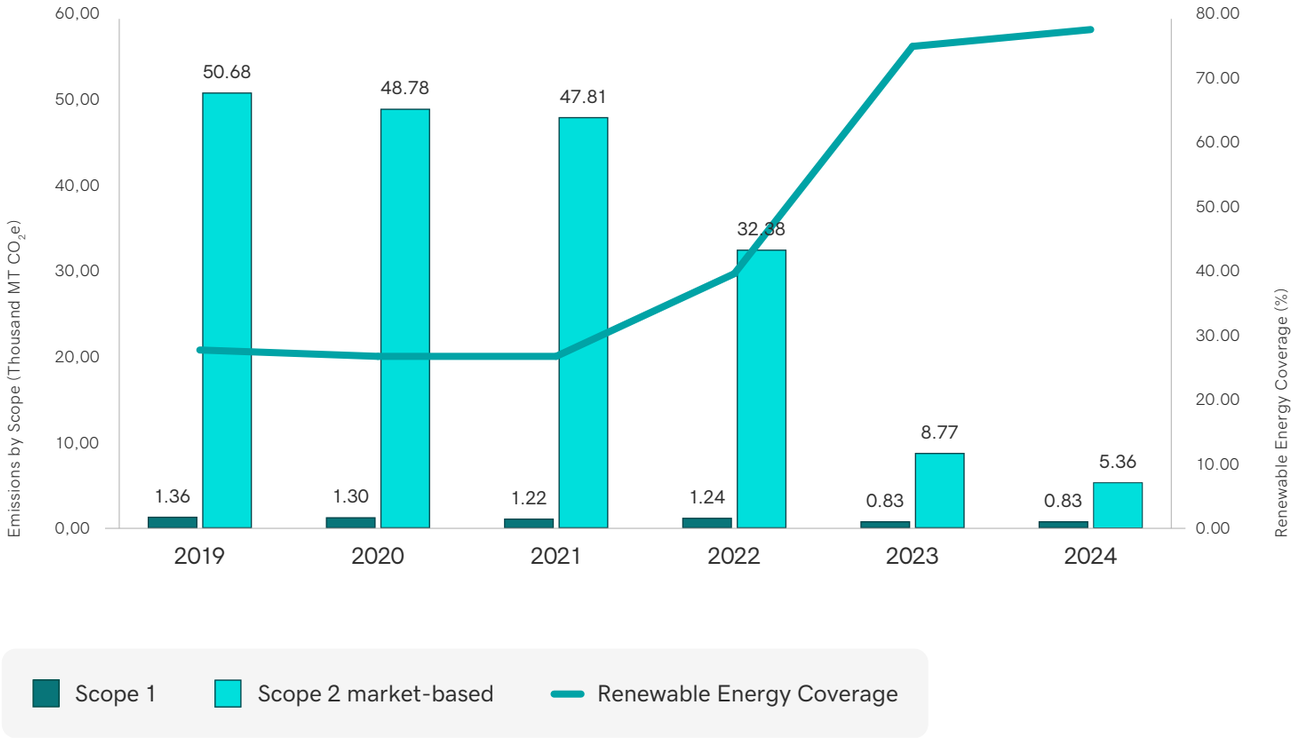
Operating Efficiently

Protecting the environment starts with efficiently managing the resources our operations consume. We seek opportunities wherever possible to minimize water use, waste generation, energy consumption, and pollution. Through reuse, recycling, and thoughtful consumption, we also work to minimize waste and e-waste, ensuring compliance with all applicable environmental laws and regulations related to air, land, and water.

Our Global Real Estate and Workspaces (GREWS) Team collaborates with IT to responsibly manage e-waste, including batteries, laptops, and other technology. We repurpose and reuse materials when we can, but when items reach end-of-life, we ensure they are sustainably recycled through our trusted third-party partners.

Our hybrid work model reduces GoDaddy's demand for physical office space. The GREWS Team continues to optimize our real estate footprint and coworking spaces by evaluating utilization patterns, reducing wasted resources, cutting costs, and lowering our operational energy footprint. Additionally, our data centers play a significant role in our operational GHG emissions. For details on our approach to operating our data centers efficiently refer to the **Energy** section.

Operational GHG Emissions by Scope (Thousand MT CO_2e) and Renewable Energy Coverage (%)



Energy

Minimizing our energy impact is a key driver in our commitment to sustainability.

Technology and data centers are at the heart of what we do, and we recognize their energy-intensive nature. Our data center teams are relentless in their pursuit of maximizing energy efficiency and, where available, seek renewable energy sources to cover our consumption. Our approach to energy management helps to optimize performance and reduce costs, while also helping us to serve our customers, and limiting our environmental impact.

Renewable Energy & Energy Efficiency

We focus on renewable energy and energy efficiency as the two main levers to effectively reduce the environmental impact of our operations. These two levers work together, with energy efficiency measures reducing our demand at the outset and renewable energy helping to reduce emissions from the energy that we do consume in our operations. This strategy supports our environmental objectives and drives value for our business.

Since 2019, our managed data centers in Europe and, as of 2023, our managed data center in the U.S., have operated on 100% renewable electricity. We're also working to ensure our electricity usage within third-party co-location data center facilities is covered with renewable electricity.

As the primary driver of our scope 1 and 2 emissions, our data centers are a critical focus for renewable energy and energy efficiency efforts. Some key initiatives at our data centers include:

- **Workload Densification:** We seek opportunities to increase our workload density, allowing us to reduce servers, consolidate footprints, and leverage scale efficiencies.
- **Server Power Optimization:** We optimize server performance by opting for balance mode to balance server performance with energy savings, where possible.
- **Alternative Fuel Sources:** We prioritize purposeful, well-researched, and tested solutions that align with our operations such as the use of hydrogenated vegetable oil (HVO) for back up generation, where available.

In addressing the energy impact from our business, GoDaddy recognizes that GenAI models are inherently energy intensive. We are committed to ensuring energy efficiency across AI workloads, both within our data centers and in collaboration with our third-party partners to ensure they appropriately manage their environmental impacts. We are also working with our partners to obtain more granular data to better understand the full extent of the energy usage associated with AI workloads and in the interim are refining our GHG estimation methodologies, where relevant.

STRASBOURG DATA CENTER

At our Strasbourg data center, we've embraced innovative energy solutions to reduce our environmental impact. In addition to being covered with 100% renewable electricity, GoDaddy introduced HVO as an alternative fuel source for back up energy generation.

To cool the facility, we also utilize heat exchangers to pump water from an underground aquifer and return it to the local ecosystem, eliminating the need for energy and water-intensive chillers for cooling. GoDaddy completes ongoing monitoring to ensure this innovative cooling technology does not adversely impact the local aquatic biodiversity.

Angel Retonda
It's Barking Good
WWW.ITSBARKINGGOOD.COM

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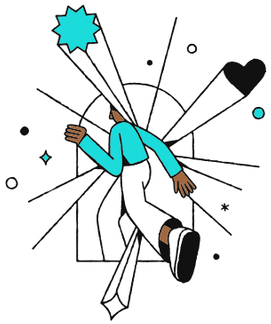


About This Report

This GoDaddy 2024 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, 2024. 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, includes select Sustainability Accounting Standards Board (SASB) metrics for the Internet Media and Services sector, and the Task Force on Climate Related Financial Disclosures (TCFD). 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 refer to the **Frameworks & 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 our 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, including such risks, uncertainties and factors that are out of our control. 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 reports 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 & Metrics

Environmental Metrics

GHG Emissions (mt CO_2e)			
	2024	**2023**	**2022**
Scope 1	832	832	1,242
Scope 2 (market-based)	5,357	8,770	32,379
Scope 2 (location-based)	20,384	27,162	38,109
Scope 1 and 2 absolute emissions total (market-based)	**6,189**	**9,602**	**33,621**
Reduction in Scope 1 and 2 (market-based) emissions compared to 2019 baseline (%)	**88**	**82**	**35**
Scope 3 — Purchased Goods and Services	68,993	92,717	106,426
Scope 3 — Capital Goods	2,941	11,635	11,321
Scope 3 — Fuel and Energy Related Activities	3,596	4,932	6,601
Scope 3 — Upstream Transportation and Distribution	684	1,846	3,146
Scope 3 — Waste Generated in Operations[17]	120	109	N/A
Scope 3 — Business Travel	2,196	1,190	897
Scope 3 — Employee Commuting[18]	4,281	1,801	130
Scope 3 — Downstream Transportation and Distribution[19]	200	N/A	N/A
Scope 3 — Use of Sold Products	16,015	13,129	13,183
Scope 3 — End-of-life Treatment of Sold Products	1	1	N/A

[17] Emissions source not calculated prior to 2023 GHG inventory.
[18] For 2023 and 2024, GoDaddy included emissions associated with employees working from home.
[19] Emissions source not calculated prior to 2024 GHG inventory.

Scope 3 — Investments	653	568	522
Scope 3 emissions total	**99,679**	**127,927**	**142,226**
Total absolute emissions (market-based)	**105,868**	**137,529**	**175,846**

Energy Consumption			
	2024	**2023**	**2022**
Total nonrenewable energy consumption (MWh)	19,331	27,395	77,064
Total renewable energy consumption (MWh)	55,881	74,449	49,673
Total energy consumption (MWh)	**75,212**	**101,844**	**126,737**
Total electricity consumption from renewable sources (%)	78	75	40
Total electricity consumption from grid electricity (%)	22	25	60
Reduction of energy consumption from 2019 baseline (%)	54	38	23
Energy intensity (MWh per million dollars of revenue)	16	24	31

GHG Emissions Intensity (mt CO_2e per Million Dollars Revenue)			
	2024	**2023**	**2022**
Scope 1	0.2	0.2	0.3
Scope 2 (market-based)	1	2	8
Scope 2 (location-based)	4	6	9
Scope 3	22	30	35
Total normalized emissions (market-based)	**23**	**32**	**43**

Diversity & Workforce Metrics[20, 21, 22]

Racial and Ethnic Composition of U.S. Workforce and Board of Directors									
	American Indian/Alaska Native			Asian			Black/African American		
	2024	2023	2022	2024	2023	2022	2024	2023	2022
U.S. Workforce									
Total U.S. Workforce	**0.7%**	**0.7%**	**0.7%**	**17.3%**	**16.4%**	**15.3%**	**4.5%**	**5.1%**	**5.2%**
Leadership	0.2%	0.2%	0.2%	23.1%	21.6%	20.7%	1.1%	1.6%	1.5%
Tech	0.4%	0.4%	0.5%	27.4%	26.9%	24.5%	2.5%	2.6%	2.8%
Non-tech	1.1%	0.9%	1.0%	6.0%	6.1%	6.0%	6.9%	7.5%	8.2%
U.S. Workforce: Female									
Total U.S. Workforce	**0.4%**	**0.5%**	**0.6%**	**21.5%**	**20.0%**	**18.1%**	**6.2%**	**6.7%**	**6.4%**
Leadership	0.0%	0.0%	0.0%	22.0%	20.5%	19.5%	1.3%	1.8%	1.6%
Tech	0.2%	0.2%	0.2%	40.0%	41.4%	38.1%	4.0%	3.2%	3.2%
Non-tech	0.6%	0.7%	0.9%	7.8%	7.3%	7.1%	7.8%	8.7%	9.0%
U.S. Workforce: Male									
Total U.S. Workforce	**0.8%**	**0.7%**	**0.7%**	**15.4%**	**14.7%**	**14.0%**	**3.7%**	**4.3%**	**4.6%**
Leadership	0.3%	0.3%	0.3%	23.8%	22.4%	21.5%	1.0%	1.6%	1.4%
Tech	0.5%	0.4%	0.5%	23.2%	22.4%	20.4%	1.8%	2.2%	2.5%
Non-tech	1.3%	1.1%	1.1%	4.8%	5.3%	5.2%	6.3%	6.8%	7.7%

[20] These figures cover calendar years ending December 31, except for 2022 metrics for the Board of Directors which reflect data as of 2023 annual meetings of stockholders on June 7, 2023.

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

[22] Employee type categories (Total U.S. Workforce, Company, Leadership, Tech, Non-tech) are not mutually exclusive.

	American Indian/Alaska Native			Asian			Black/African American		
	2024	2023	2022	2024	2023	2022	2024	2023	2022
U.S. workforce: Not declared									
Total U.S. Workforce	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**11.1%**	**15.4%**	**18.2%**
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%	33.3%	50.0%	33.3%
Non-tech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
U.S. workforce: Non-binary									
Total U.S. Workforce	**0.0%**	**0.0%**	**0.0%**	**30.0%**	**16.7%**	**15.0%**	**10.0%**	**11.1%**	**10.0%**
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%	28.6%	25.0%	28.6%	14.3%	12.5%	14.3%
Non-tech	0.0%	0.0%	0.0%	33.3%	10.0%	9.1%	0.0%	10.0%	9.1%
Board of Directors									
Board of Directors	**0.0%**	**0.0%**	**0.0%**	**33.3%**	**37.5%**	**37.5%**	**0.0%**	**0.0%**	**0.0%**

	Hispanic or Latino/a/x			Native Hawaiian/Other Pacific Islander			Two or More Races		
	2024	2023	2022	2024	2023	2022	2024	2023	2022
U.S. Workforce									
Total U.S. Workforce	**10.2%**	**10.5%**	**10.8%**	**0.5%**	**0.4%**	**0.4%**	**4.4%**	**4.5%**	**4.5%**
Leadership	5.5%	4.7%	5.2%	0.2%	0.2%	0.2%	2.9%	2.6%	3.0%
Tech	7.4%	7.3%	8.0%	0.5%	0.4%	0.5%	3.6%	3.7%	4.1%
Non-tech	13.4%	13.7%	14.5%	0.5%	0.3%	0.3%	5.3%	5.4%	5.1%

	Hispanic or Latino/a/x			Native Hawaiian/Other Pacific Islander			Two or More Races		
	2024	**2023**	**2022**	**2024**	**2023**	**2022**	**2024**	**2023**	**2022**
U.S. Workforce: Female									
Total U.S. Workforce	**9.8%**	**10.0%**	**10.6%**	**0.2%**	**0.2%**	**0.3%**	**4.0%**	**4.4%**	**4.1%**
Leadership	4.7%	4.2%	5.4%	0.7%	0.6%	0.5%	2.7%	3.0%	2.7%
Tech	5.2%	5.2%	5.2%	0.4%	0.4%	0.6%	3.1%	2.8%	3.4%
Non-tech	13.1%	12.8%	14.5%	0.0%	0.0%	0.1%	4.6%	5.3%	4.8%
U.S. Workforce: Male									
Total U.S. Workforce	**10.5%**	**10.8%**	**10.9%**	**0.6%**	**0.5%**	**0.4%**	**4.6%**	**4.6%**	**4.6%**
Leadership	6.0%	5.0%	5.1%	0.0%	0.0%	0.0%	3.0%	2.5%	3.1%
Tech	8.1%	7.9%	8.9%	0.5%	0.4%	0.4%	3.8%	4.0%	4.4%
Non-tech	13.8%	14.4%	14.6%	0.8%	0.5%	0.4%	5.7%	5.3%	5.4%
U.S. Workforce: Not Declared									
Total U.S. Workforce	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**7.7%**	**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%	0.0%	11.1%	0.0%

	Hispanic or Latino/a/x			Native Hawaiian/Other Pacific Islander			Two or More Races		
	2024	2023	2022	2024	2023	2022	2024	2023	2022
U.S. Workforce: Non-binary									
Total U.S. Workforce	**10.0%**	**11.1%**	**5.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**5.6%**	**0.0%**
Leadership	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tech	14.3%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Non-tech	0.0%	10.0%	9.1%	0.0%	0.0%	0.0%	0.0%	10.0%	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		
	2024	2023	2022	2024	2023	2022
U.S. Workforce						
Total U.S. Workforce	**57.9%**	**58.1%**	**58.5%**	**4.4%**	**4.4%**	**4.6%**
Leadership	61.7%	64.0%	64.8%	5.3%	5.1%	4.4%
Tech	53.2%	53.8%	54.4%	5.1%	4.9%	5.2%
Non-tech	63.2%	62.2%	60.7%	3.7%	3.9%	4.2%
U.S. Workforce: Female						
Total U.S. Workforce	**55.1%**	**55.6%**	**57.0%**	**2.8%**	**2.7%**	**2.9%**

	White			Not Declared		
	2024	2023	2022	2024	2023	2022
U.S. Workforce: Female						
Leadership	65.3%	66.3%	67.6%	3.3%	3.6%	2.7%
Tech	43.6%	43.6%	45.6%	3.4%	3.2%	3.7%
Non-tech	63.6%	62.8%	61.1%	2.5%	2.4%	2.5%
U.S. Workforce: Male						
Total U.S. Workforce	**59.4%**	**59.4%**	**59.5%**	**5.0%**	**5.0%**	**5.3%**
Leadership	59.9%	62.7%	63.2%	6.0%	5.6%	5.4%
Tech	56.5%	57.2%	57.5%	5.6%	5.4%	5.4%
Non-tech	63.2%	62.1%	60.5%	4.1%	4.5%	5.1%
U.S. Workforce: Not Declared						
Total U.S. Workforce	**33.3%**	**38.5%**	**36.4%**	**55.6%**	**38.5%**	**45.4%**
Leadership	50.0%	50.0%	100.0%	50.0%	50.0%	0.0%
Tech	33.3%	25.0%	16.7%	33.3%	25.0%	50.0%
Non-tech	33.3%	44.4%	50.0%	66.7%	44.4%	50.0%
U.S. Workforce: Non-binary						
Total U.S. Workforce	**40.0%**	**50.0%**	**65.0%**	**10.0%**	**5.6%**	**5.0%**
Leadership	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%
Tech	42.9%	50.0%	42.8%	0.0%	0.0%	14.3%
Non-tech	33.3%	50.0%	72.7%	33.3%	10.0%	0.0%

	White			Not Declared		
	2024	2023	2022	2024	2023	2022
			Board of Directors			
Board of Directors	**66.67%**	**62.5%**	**62.5%**	**0.0%**	**0.0%**	**0.0%**

Age Composition of Workforce and Board of Directors						
	Over 50 Years Old			30-50 Years Old		
	2024	2023	2022	2024	2023	2022
			Workforce			
Company	**11%**	**10.6%**	**9.4%**	**72.8%**	**71.0%**	**68.8%**
Leadership	26.4%	24.3%	22.6%	73.6%	75.5%	77.1%
Tech	10.8%	10.6%	8.1%	72.3%	72.4%	70.4%
Non-tech	11.3%	10.7%	8.0%	73.4%	69.6%	65.6%
			Board of Directors			
Board of Directors	**88.9%**	**87.5%**	**87.5%**	**11.1%**	**12.5%**	**12.5%**
	Under 30 Years Old			Not Declared		
	2024	2023	2022	2024	2023	2022
			Workforce			
Company	**16.2%**	**17.3%**	**19.7%**	**0.0%**	**1.1%**	**2.1%**
Leadership	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%

	Under 30 Years Old			Not Declared		
	2024	**2023**	**2022**	**2024**	**2023**	**2022**
Tech	16.9%	15.8%	19.6%	0.0%	1.2%	1.9%
Non-tech	15.3%	18.7%	23.7%	0.0%	0.9%	2.7%
Board of Directors						
Board of Directors	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**

Workforce Breakdown by Gender						
	Male			Female		
	2024	**2023**	**2022**	**2024**	**2023**	**2022**
Employment Contract						
Permanent (employees)	69.6%	68.4%	67.5%	29.9%	29.9%	30.0%
Interns	66.7%	100.0%	69.6%	33.3%	0.0%	26.1%
Employment Type						
Full-time	69.9%	68.7%	67.7%	29.6%	29.6%	29.7%
Part-time	33.3%	41.2%	40.0%	66.7%	58.8%	56.5%
Employee Category						
Company	**69.5%**	**68.5%**	**67.4%**	**29.9%**	**29.9%**	**30.0%**
Leadership	68.8%	67.6%	67.4%	30.9%	31.9%	32.2%
Tech	77.6%	77.4%	77.0%	21.8%	20.9%	20.6%
Non-tech	60.5%	60.0%	59.2%	38.9%	38.3%	37.6%

	Male			Female		
	2024	2023	2022	2024	2023	2022
Employee Age Group						
Under 30 years old	64.4%	63.1%	62.5%	35.2%	36.3%	36.8%
30-50 years old	70.1%	70.3%	70.2%	29.3%	29.1%	29.2%
Over 50 years old	73.7%	72.1%	71.4%	26.2%	27.8%	28.4%
Not declared	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Workforce by Region						
North America	68.7%	68.2%	67.7%	30.8%	31.0%	31.7%
Europe, the Middle East and Africa	69.9%	68.3%	66.0%	29.3%	27.1%	25.7%
Asia Pacific	75.1%	71.8%	69.6%	24.9%	28.2%	29.9%
Latin America	78.4%	79.2%	78.4%	21.6%	20.8%	21.6%

	Not Declared			Non-binary		
	2024	2023	2022	2024	2023	2022
Employment Contract						
Permanent (employees)	0.4%	1.30%	2.2%	0.2%	0.3%	0.3%
Interns	0.0%	0.00%	4.3%	0.0%	0.0%	0.0%
Employment Type						
Full-time	0.4%	1.30%	2.3%	0.2%	0.3%	0.3%
Part-time	0.0%	0.00%	3.5%	0.0%	0.0%	0.0%

	Not Declared			Non-binary		
	2024	2023	2022	2024	2023	2022
Employee Category						
Company	**0.4%**	**1.3%**	**2.3%**	**0.2%**	**0.3%**	**0.3%**
Leadership	0.4%	0.3%	0.2%	0.0%	0.2%	0.2%
Tech	0.3%	1.4%	2.1%	0.3%	0.3%	0.3%
Non-tech	0.4%	1.2%	2.8%	0.2%	0.4%	0.4%
Employee Age Group						
Under 30 years old	0.2%	0.1%	0.1%	0.2%	0.5%	0.6%
30-50 years old	0.4%	0.3%	0.3%	0.2%	0.3%	0.3%
Over 50 years old	0.2%	0.0%	0.0%	0.0%	0.2%	0.2%
Not declared	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%
Workforce by Region						
North America	0.3%	0.3%	0.2%	0.3%	0.4%	0.4%
Europe, the Middle East and Africa	0.7%	4.4%	8.1%	0.1%	0.2%	0.2%
Asia Pacific	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Latin America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Employee Turnover						
	Absolute			Rate		
	2024	2023	2022	2024	2023	2022
Total	**1,477**	**2,034**	**1,767**	**26.5%**	**33.0%**	**25.6%**
Voluntary	688	1,023	1,429	46.6%	50.3%	80.9%
Involuntary	789	1,011	338	53.4%	49.7%	19.1%
Turnover by Region						
North America	1,094	1,448	1,281	74.1%	71.2%	72.4%
Europe, the Middle East and Africa	350	561	468	23.7%	27.6%	26.5%
Asia Pacific	28	20	10	1.9%	1.0%	0.6%
Latin America	5	5	8	0.3%	0.2%	0.5%
Turnover by Gender						
Female	496	647	689	33.6%	31.8%	39%
Male	965	1,333	1,039	65.3%	65.5%	58.8%
Non-binary	9	9	3	0.6%	0.4%	0.2%
Not declared	7	45	36	0.5%	2.2%	2.0%
Turnover by Age						
Under 30 years old	379	533	665	25.7%	27.2%	37.6%
30-50 years old	933	1,257	934	63.2%	61.8%	52.9%
Over 50 years old	164	182	136	11.1%	8.9%	7.7%
Not declared	1	42	32	0.1%	2.1%	1.8%

New Employee Hires			
	2024	**2023**	**2022**
Total	**881**	**1,273**	**2,087**
New Employee Hires by Region			
North America	52.7%	71.3%	69.5%
Europe, the Middle East and Africa	22.4%	24.7%	27.3%
Asia Pacific	18.7%	3.4%	2.9%
Latin America	6.2%	0.6%	0.3%
New Employee Hires by Gender			
Female	34.4%	31.1%	36.8%
Male	65.4%	67.8%	62.1%
Non-binary	0.0%	0.5%	0.5%
Not declared	0.2%	0.6%	0.6%
New Employee Hires by Age			
Under 30 years old	41.2%	37.2%	41.0%
30-50 years old	53.9%	55.8%	52.5%
Over 50 years old	4.9%	6.7%	6.1%
Not declared	0.0%	0.3%	0.4%

Philanthropic Metrics[23]

Philanthropic Giving (USD)			
	2024	**2023**	**2022**
Employee nonprofit match program	$508,403	$947,937	$895,240
Partnerships or grants (Empower)	$1,782,750	$1,011,646	$1,923,809
Nonprofit grants or sponsorships (excluding Empower)	$1,065,507	$12,254	$792,053
Total Giving	**$3,356,660**	**$1,971,837**	**$3,611,102**
Employee Volunteerism			
Volunteer hours	3,680	4,639	4,524

[23] These figures cover calendar years ending December 31.

Global Reporting Initiative

Statement of use. GoDaddy has reported the information cited in this GRI content index for the period January 1, 2024, to December 31, 2024, 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, Arizona 85281 **2024 Form 10-K**
2-2	Entities included in the organization's sustainability reporting	**2024 Form 10-K**
2-3	Reporting period, frequency and contact point	This report provides information for the period beginning January 1 through December 31, 2024, unless otherwise noted. The reporting cycle for this report is the same as the financial reporting period. This report was published April 24, 2025. For questions about this report, please email **ESG@GoDaddy.com**. Appendix > About This Report, **p. 7**
2-4	Restatements of information	In the 2023 Sustainability Report, renewable energy consumption metrics, including Total nonrenewable energy consumption (MWh), Total renewable energy consumption (MWh), Total electricity consumption from renewable sources (%), and Total electricity consumption from grid electricity (%) were under reported. These metrics have been updated in this report.
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. 7** **2024 Form 10-K**
2-7	Employees	Appendix > Diversity and Workforce Metrics, **pp. 50-60** **2024 Form 10-K**
2-8	Workers who are not employees	**2024 Form 10-K**

Disclosure Number	Disclosure Title	Response
		Governance
2-9	Governance structure and composition	About GoDaddy > Sustainability Governance, **pp. 8-9** Honest & Ethical Conduct > Corporate Governance, **p. 33** **2025 Proxy Statement** **2024 Form 10-K** **Nominating and Governance Committee Charter**
2-10	Nomination and selection of the highest governance body	Honest & Ethical Conduct > Corporate Governance, **p. 33** **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. **2025 Proxy Statement**
2-12	Role of the highest governance body in overseeing the management of impacts	About GoDaddy > Sustainability Governance, **pp. 8-9** Honest & Ethical Conduct > Corporate Governance, **p. 33** **2025 Proxy Statement**
2-13	Delegation of Responsibility for managing impacts	About GoDaddy > Sustainability Governance, **pp. 8-9** Honest & Ethical Conduct > Corporate Governance, **p. 33** **2025 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	**2025 Proxy Statement** **Code of Business Conduct and Ethics** **Corporate Governance Guidelines**
2-16	Communication of critical concerns	**Code of Business Conduct and Ethics** **2025 Proxy Statement**
2-17	Collective knowledge of the highest governance body	**2025 Proxy Statement**
2-18	Evaluation of the performance of the highest governance body	**2025 Proxy Statement** **Nominating and Governance Committee Charter**
2-19	Remuneration policies	**Compensation and Human Capital Committee Charter** **2025 Proxy Statement**

Disclosure Number	Disclosure Title	Response
2-20	Process to determine remuneration	**2025 Proxy Statement** **Compensation and Human Capital Committee Charter** **Code of Business Conduct and Ethics**
2-21	Annual total compensation ratio	**2025 Proxy Statement**
		Strategy, Policies, and Practices
2-22	Statement on sustainable development strategy	A Message From Our CEO, **p. 5**
2-23	Policy commitments	Responsible Governance & Operations > Honest & Ethical Conduct, **pp. 32-41** **Privacy Policy** **Code of Business Conduct and Ethics** **Whistleblower Policy** **Corporate Governance Guidelines** **GoDaddy Speak Up Policy** **Anti-Slavery Statement** **Human Rights Policy** **Environmental Policy** **Political Contributions, Activities, and Lobbying Policy**
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 of Business Conduct and Ethics and our governance documents serve as a source of guiding principles and applies to all our employees, officers, and directors. Responsible Governance & Operations > Honest & Ethical Conduct, **pp. 32-41**
2-25	Processes to remediate negative impacts	Responsible Governance & Operations > Honest & Ethical Conduct, **pp. 32-41** **Code of Business Conduct and Ethics**
2-26	Mechanisms for seeking advice and raising concerns	Responsible Governance & Operations > Honest & Ethical Conduct, **pp. 32-41** **Code of Business Conduct and Ethics** **GoDaddy Ethics Helpline**
2-27	Compliance with laws and regulations	**2024 Form 10-K**

Disclosure Number	Disclosure Title	Response
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, Shareholders, 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 > Sustainability Governance > Double Materiality Assessment, **p. 9**
3-2	List of material topics	About GoDaddy > Sustainability Governance > Double Materiality Assessment, **p. 9**
		Climate change
3-3	Management of material topic	Environmental Impact > Climate Change, **pp. 43-44** **Environmental Policy**
201-2	Financial implications and other risks and opportunities due to climate change	Environmental Impact > Climate Change, **pp. 43-44**
305-1	Direct (Scope 1) GHG Emissions	Appendix > Frameworks & Metrics > Environmental Metrics, **pp. 48-49**
305-2	Energy indirect (Scope 2) GHG Emissions	Appendix > Frameworks & Metrics > Environmental Metrics, **pp. 48-49**
305-3	Other indirect (Scope 3) GHG Emissions	Appendix > Frameworks & Metrics > Environmental Metrics, **pp. 48-49**
305-4	GHG Emission Intensity	Appendix > Frameworks & Metrics > Environmental Metrics, **pp. 48-49**
305-5	Reduction of GHG Emissions	Appendix > Frameworks & Metrics > Environmental Metrics, **pp. 48-49**

Disclosure Number	Disclosure Title	Response
		Community engagement
3-3	Management of material topic	Customers & Communities > Community Engagement, **p. 17** **GoDaddy for Good**
201-1	Direct economic value generated and distributed	**2024 Form 10-K**
413-1	Operations with local community engagement, impact assessments, and development programs	Customers & Communities > Community Engagement, **p. 17** **GoDaddy for Good**
413-2	Operations with significant actual and potential negative impacts on local communities	Customers & Communities > Community Engagement, **p. 17** **GoDaddy for Good**
		Content Safety
3-3	Operations with significant actual and potential negative impacts on local communities	Responsible Governance & Operations > Trust & Safety, **p. 36** **Trust Center**
		Corporate Governance
3-3	Management of material topic	Responsible Governance & Operations > Honest & Ethical Conduct > Corporate Governance, **p.33** About GoDaddy > Sustainability Governance, **pp. 8-9** **Corporate Governance Guidelines** **Code of Business Conduct and Ethics**
205-2	Communication and training about anti-corruption policies and procedures	Responsible Governance & Operations > Honest & Ethical Conduct > Business Ethics, **p. 32** **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	Customers & Communities > Customer Experience, **pp. 11-12**
		Cybersecurity
3-3	Management of material topic	Responsible Governance & Operations > Cybersecurity & Data Privacy, **pp. 34-35**

Disclosure Number	Disclosure Title	Response
	Data privacy	
3-3	Management of material topic	Responsible Governance & Operations > Cybersecurity & Data Privacy, **pp. 34-35** **Privacy Policy** **Trust Center**
418-1	Substantiated complaints received concerning breaches of customer privacy and loss of customer data	GoDaddy does not publicly disclose this information.
	Employee Attraction, Retention & Development	
3-3	Management of material topic	People & Culture > Employee Experience, **pp. 26-28** People & Culture > Learning & Development, **pp. 28-29** **Careers page**
401-1	New employee hires and employee turnover	Appendix > Frameworks & Metrics > Diversity & Workforce Metrics, **pp. 50-60**
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	People & Culture > Employee Wellbeing > Benefits, **p. 30** **Careers page**
401-3	Parental leave	People & Culture > Employee Wellbeing > Benefits, **p. 30** **Careers page**
404-1	Average hours of training per year per employee	Employees received an average of 11 hours of training in 2024. People & Culture > Employee Wellbeing > Benefits, **p. 30**
404-2	Programs for upgrading employee skills and transition assistance programs	People & Culture > Learning & Development at GoDaddy, **pp. 28-29**
404-3	Percentage of employees receiving regular performance and career development reviews	Almost 100% of employees received performance reviews.
	Employee Wellbeing	
3-3	Management of material topic	People & Culture > Employee Wellbeing, **p. 30**
403-6	Promotion of worker health	People & Culture > Employee Wellbeing > Benefits, **p. 30** **Careers page**

Energy		
3-3	Management of material topic	Environmental Impact > Climate Change, **pp. 43-44** **Environmental Policy**
302-1	Energy consumption within the organization	Appendix > Frameworks & Metrics > Environmental Metrics, **pp. 48-49**
302-3	Energy intensity	Appendix > Frameworks & Metrics > Environmental Metrics, **pp. 48-49**
302-4	Reduction of energy consumption	Appendix > Frameworks & Metrics > Environmental Metrics, **pp. 48-49**
Inclusive Entrepreneurship		
3-3	Management of material topic	Customers & Communities > Inclusive Entrepreneurship, **pp. 13-16**
Our People-centered Strategy		
3-3	Management of material topic	People & Culture > Our Business Aligned People-Centered Strategy, **pp. 20-25**
405-1	Diversity of governance bodies and employees	Appendix > Frameworks & Metrics > Diversity & Workforce Metrics, **pp. 50-60**
405-2	Ratio of basic salary and remuneration of women to men	People & Culture > Our People-Centered Strategy > Pay Parity, **pp. 24-25**
Responsible AI		
3-3	Management of material topic	Responsible Governance & Operations > Responsible AI, **pp. 38-39**

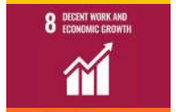
Sustainability Accounting Standards Board (SASB)

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 & Metrics > Environmental Metrics, **pp. 48-49**
	(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, percentage of each in regions with High or Extremely High Baseline Water Stress	
TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	Environmental Impact, **pp. 43-45**
Data Privacy, Advertising Standards and Freedom of Expression		
TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	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 practice.
TC-IM-220a.2	Number of users whose information is used for secondary purposes	Personal information or data collected is used by us, by our authorized service providers on our behalf, or as otherwise described in our Privacy Policy or disclosed to our customers.
TC-IM-220a.3	Total amount of monetary losses as a result of	GoDaddy does not publicly disclose this information.
TC-IM-220a.4	1) Number of law enforcement requests for	GoDaddy does not publicly disclose this information.
	(2) Number of users whose information was requested from law enforcement	
	(3) Percentage resulting in disclosure	

Metric Code	Accounting Metric	Response
Environmental Footprint of Hardware Infrastructure		
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 express 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 its 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	Responsible Governance & Operations > Data Privacy, **p. 35**
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	In 2024, 84% of GoDaddy employees responded to GoDaddy Voice, our annual engagement survey.
TC-IM-330a.3	Percentage of gender and racial/ethnic group representation for (1) management	Appendix > Diversity and Workforce Metrics, **pp. 50-60**
	Percentage of gender and racial/ethnic group representation for (2) technical staff	Appendix > Diversity and Workforce Metrics, **pp. 50-60**
	Percentage of gender and racial/ethnic group representation for (3) all other employees	Appendix > Diversity and Workforce Metrics, **pp. 50-60**
TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	Within reporting period, there were no monetary losses from legal proceedings associated with anticompetitive behavior, antitrust, or monopoly practices.

Metric Code	Accounting Metric	Response
	Activity Metrics	
TC-IM-000.A	Entity-defined measure of user activity	GoDaddy had approximately 20.5 million active customers as of December 31, 2024.
TC-IM-000.B	(1) Data Processing capacity, (2) Percent outsourced	GoDaddy does not publicly disclose this information.
TC-IM-000.C	Number of data breaches, Number of users affected	GoDaddy does not publicly disclose this information.

United Nations Sustainable Development Goals (SDGs)

SDG Goal		Actions
	SDG 5: Gender Equality	People & Culture > Business Aligned People-Centered Strategy, **pp. 20-25**
	SDG 7: Affordable and Clean Energy	Environmental Impact > Energy, **p. 45**
	**SDG 8: Decent Work and Economic Growth**	People & Culture, **pp. 19-30** Customers & Communities > Inclusive Entrepreneurship, **pp. 13-16**
	SDG 9: Industry, Innovation, and Infrastructure	Responsible Governance & Operations, **pp. 31-41**

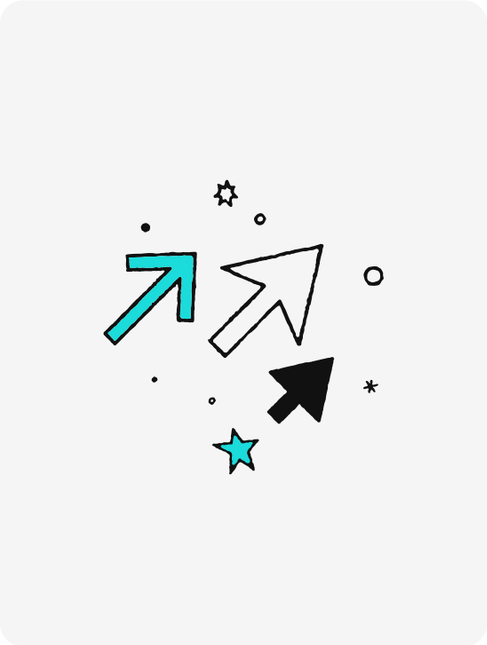
SDG Goal		Actions
	SDG 10: Reduced Inequalities	People & Culture > Business Aligned People-Centered Strategy, **pp. 20-25** People & Culture > Employee Experience, **pp. 26-29** Customers & Communities > Inclusive Entrepreneurship, **pp.13-16** Customers & Communities > Community Engagement, **p. 17**
	SDG 13: Climate Action	Environmental Impact > Climate Change, **pp. 43-44**
	SDG 16: Peace, Justice, and Strong Institutions	Customers & Communities > Customer Experience, **pp. 11-12**

Task Force on Climate-Related Financial Disclosures (TCFD)

Topic & Focus Area	Disclosure
	Governance
Board of Directors oversight of climate related risks and opportunities	Our Board of Directors is responsible for overseeing GoDaddy's enterprise-wide risks, the formation of our long-term strategic, financial, and organizational goals, and the plans designed to achieve such goals. The Board of Directors and its committees also oversee strategic, legal, regulatory, financial, management, and operational risks. The Nominating and Governance Committee oversees GoDaddy's sustainability strategy, practices, and programs, including in relation to risk mitigation and reporting. The Nominating and Governance Committee also reviews public disclosures on such matters, including our proxy statement and annual sustainability report. The Nominating and Governance Committee regularly reports to the Board of Directors on these topics. About GoDaddy > Sustainability Governance, **pp. 8-9** Honest & Ethical Conduct > Corporate Governance, **p. 33**
Management's role in assessing and managing climate-related risks and opportunities	We maintain a Sustainability Working Group, which supports our ongoing commitment to sustainable practices and transparent disclosures. The Working Group, which is chaired by the Corporate Sustainability and ESG Team (the ESG Team), is a cross-functional team comprised of leaders across our organization who represent GoDaddy's priority topics. The Working Group is responsible for guiding and executing the company's sustainability strategy by managing and monitoring our sustainability impacts, risks, and opportunities. The ESG Team is responsible for reviewing and reporting on climate-related issues, including progress toward overall climate related goals. The ESG Team works closely with GoDaddy's Corporate Secretary on sustainability matters. In addition, members of our global leadership team are responsible for the management and oversight of GoDaddy's GHG emissions, including as they relate to our data center operations. These executives, and key members on their teams, have collaborated with the ESG team on the development of GoDaddy's corporate GHG emissions reduction targets. In addition, our Assurance, Risk, and Compliance Team is responsible for maintaining GoDaddy's risk management framework and identifying internal and external risk factors that prevent the company from achieving its strategic and operational objectives. Leveraging GoDaddy's risk management framework methods and criteria, this team supported the ESG Team's assessment and identification of potential climate-related risks and opportunities. About GoDaddy > Sustainability Governance, **pp. 8-9** Honest & Ethical Conduct > Corporate Governance, **p. 33**

Topic & Focus Area	Disclosure
	Strategy
Climate-related risks and opportunities the organization has identified over the short-, medium-, and long-term	In our 2024 qualitative scenario analysis, we identified potential climate-related physical risks related to our data center operations and offices. The scenario analysis also assessed nine hazards to identify the impact of climate-driven extreme weather events (acute) and longer-term changes in water stress (chronic). The analysis presented extreme heat as the single hazard that uniformly increases across all assets from the present-day to the short- and medium-terms. Other hazards were assessed as site-specific hazards with certain of such risks assessed as high in the present-day and remaining elevated through the medium-term period. In addition, the analysis identified potential transition risks for the organization, which included carbon pricing, mandates on efficiency and carbon emissions from existing products, and costs associated with a transition to lower carbon pathways. These potential risks increase from the present day through the short- and medium-terms with the magnitude of increase depending on scenario. Potential opportunity drivers were also identified, including enhanced business continuity and resilience planning, value-chain decarbonization, industry climate leadership, impact investing, and customer demand for sustainable products and solutions. Potential transition opportunities assessed include expanding global renewable energy capacity and adoption of additional energy-efficiency measures to reduce environmental impact and increase consumer confidence and favorability. Both opportunities show an increased magnitude of opportunity from the present day through the short- and medium-terms.
Impact on business, strategy, and financial planning	Our Double Materiality Assessment (DMA) identified impacts, risks, and opportunities (IROs) across GoDaddy's business operations encompassing a range of ESG topics. The DMA process and IRO list originated through engagement with GoDaddy management and subject matter experts. The business and external impacts were assessed through a materiality scoring aligned with GoDaddy's risk management system. This materiality scoring included financial, operational, reputational, compliance, and partnership components. The scoring was informed through physical and transition climate scenario analysis. The IRO scoring and materiality determination were reviewed by members of GoDaddy's management team.
Scenario analysis and resiliency strategy	In 2024, we engaged a third-party firm to carry out a qualitative scenario analysis to assess potential climate-related physical risks related to our data center operations and offices at an asset-level, both owned and leased, for present-day, short-, and medium-term time periods and for both lower and higher emission scenarios. Scenario analyses were also carried out for potential transition risks and opportunities for two future scenarios. Assessing three time periods and multiple climate scenarios provided information on the uncertainty and variability of potential climate-related risks and opportunities and their potential impacts on our sustainability strategies across different planning horizons. The scenarios chosen also provided lower and higher impact views on potential risks and opportunities, giving a fuller range of outcomes to inform decision making. The asset-level nature of the physical scenario analysis can also be used to inform adaptation and resilience planning for specific GoDaddy owned and leased sites. The approach to transition scenario analysis allows for updating of scenarios as global and regional policies evolve.

Topic & Focus Area	Disclosure
Risk Management	
Process for identifying and assessing climate-related risks	Our DMA included climate-related physical and transition risks. These risks were assessed through a materiality scoring process that considered likelihood and severity of impacts across various categories, including financial, operational, reputational, compliance, and partnerships to provide measures of inherent risk to which control and mitigation measures can be applied to determine levels of residual risk. The DMA process included the development of a comprehensive IRO register reflecting GoDaddy's most important potential risks, including those related to climate change.
Process for managing risk	Climate-related risks are managed by the ESG Team in collaboration with leaders from across the organization. These leaders are responsible for monitoring and responding to any specified risk that could impact the company's strategic or operational objectives.
Integration into overall risk management	Our ARC Team leads our enterprise risk management program. The ARC Team is responsible for identifying key risks that could impact the company's strategy, operations, or compliance. The ARC Team assists our Leadership Team in defining metrics to monitor such risks and respond proactively. GoDaddy's assessment of potential climate-related risk and opportunity leveraged standard criteria used in our risk management framework. Following GoDaddy's standard processes, potential climate-related risks that could impact the company's strategic or operational objectives are managed by the ESG Team in collaboration with leaders from relevant teams to monitor and respond to any specified risks.
Metrics and Targets	
Metrics	• Absolute Scope 1, 2, and 3 GHG emissions • Percentage renewable electricity procured • Energy Usage Appendix > Frameworks & Metrics > Environmental Metrics, **pp. 48-49**
Scope 1, 2, 3 Emissions	GoDaddy discloses its Scope 1, 2, and 3 GHG emissions in the Framework & Metrics section of this report. Appendix > Frameworks & Metrics > Environmental Metrics, **pp. 48-49**
Targets	GoDaddy has a goal to reduce Scope 1 and 2 emissions (market-based) by 90% by 2030 from a 2019 baseline. Environmental Impact > Climate Change, **pp. 43-44**



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