

Environmental, Social, Governance







Impact Report

Driving Positive Change



20
22

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Our Commitment to ESG

Since becoming a public company in 2021, we have sought to balance our entrepreneurial nature with the responsibilities of a public company. 2022 was a year in which we continued to find this balance and our Environmental, Social, and Governance (ESG) commitments reflect this - fostering a culture of care for our employees, supporting philanthropic and environmental efforts that matter to our stakeholders, and engaging in our communities.

We are proud of the flexibility and resilience of our employees who can do their best work when they are meaningfully supported by the company.

At AppLovin, we accelerate business growth with market leading technologies, enabling customers to reach their audiences around the globe with personalized experiences, and providing a means of connection.

This report highlights AppLovin's ESG efforts and milestones in fiscal year 2022 and identifies initiatives underway in 2023.

As we make progress on our ESG journey, we also know that we cannot do this alone – it will take all of us working together, aligning the interests of our employees with our stakeholders in support of our collective ESG commitments. We underscore our commitment to ESG and will continue evolving and enhancing the way we do our work to best serve our employees and stakeholders.

About AppLovin

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Introduction & Summary

The ESG landscape is rapidly evolving and AppLovin’s ESG strategies are encompassed in a multi-year plan that builds on the strengths of the company, particularly our employees.

This is AppLovin’s first annual ESG Impact Report highlighting our commitments and actions in each of the three E (Environmental), S (Social) and G (Governance) areas. It reflects a focus in areas where we have the greatest opportunities for impact: sustainability and green environmental practices; diversity, equity, and inclusion (DEI) of our team, philanthropic social initiatives as prioritized by our employees; and given the increasing regulatory landscape, proactive governance strategies.

Underscoring that our employees are our greatest asset, this report contains 2022 employee demographic data for our AppLovin population and the subsidiaries and studios that we own and operate (Adjust, Wurl, and our gaming studios: PeopleFun, Machine Zone, Lion Studios, Magic Tavern, and Clipwire Games). We provide highlights by gender, age, and race/ethnicity for all employees and those in leadership positions.

In 2022, we dedicated a leader for ESG, who also oversees DEI and Philanthropy as part of our ESG portfolio. Our team takes a proactive approach to monitoring current legislation and external factors that may impact our ESG initiatives.





Our Environmental approach is grounded in a vision for a sustainable future.

Our headquarters building in Palo Alto, CA is LEED-certified and features an employee Cafe that sources sustainable and organic ingredients, eliminates most single-use items, and recycles waste whenever possible.

We minimize e-waste and donate refurbished laptops, supporting partner organizations that provide underrepresented kids access to careers in technology and fueling a pipeline in support of our broader mission.

At the same time, a post-pandemic hybrid work model results in occupancy levels at our headquarters and other locations that present opportunities for increasing environmental efficiency, for example, by consolidating offices or reducing underutilized office space.

Our Social initiatives are reflected in our commitment to a diverse workforce, a culture of belonging, and community partnerships.

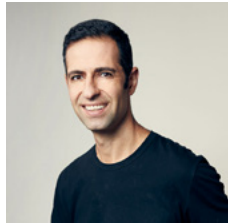
AppLovin’s employee demographics demonstrate a foundation for a diverse and inclusive work culture. We recognize opportunities and highlight initiatives to ensure our ongoing commitment to attracting and retaining a diverse team.

We are committed to caring for our employees and the communities we serve. Our market leading, inclusive benefits appeal to a mix of employees and address a range of contemporary social health and welfare needs – such as the rising cost of healthcare through 100% company paid health plans for employees and their dependents, inclusive family-forming and reproductive health benefits, and mental health support. U.S. employees can choose among several

comprehensive health plans that best meet individual and family needs.

AppLovin Cares supports employee-led philanthropic efforts that address global crises and local community needs. To encourage giving, AppLovin also provides company matching for employee donations to 501(c)(3) organizations.

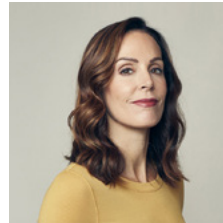




Adam Foroughi
CEO & Co-Founder
Chair/Board Member



Herald Chen
President & CFO
Board Member



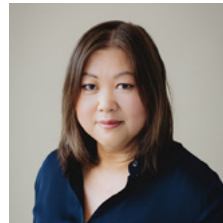
Katie Jansen
CMO



Victoria Valenzuela
CLO & Corp. Secretary



Basil Shikin
CTO



Christina Seafort
CPO

Our Governance and leadership reflects our commitment to diversity and sets the standard for sound business practices.

Five of eight AppLovin board members identify as people of color and three as female. AppLovin's C-suite includes three female leaders – chief legal officer, chief marketing officer, chief people officer – two of whom are women of color and one who also identifies as part of the LGBTQIA+ community.

Strongly-held company beliefs of transparency, communication, and employee participation are reflected in quarterly All-Hands Meetings led by our CEO. All employees are welcome to communicate directly with our CEO and any executive at any time. Job candidates and other stakeholders have visibility into our values, culture, and the way we do business via our company websites, social media presence, company awards, and public filings.

Our ESG Commitment

Collectively, these efforts reflect our origins as an entrepreneurial start-up that is dedicated to maintaining a people-focused culture in furtherance of ESG. While this is a good start; we know there is more we can do. As the ESG landscape continues to evolve, so too will AppLovin's strategies. We remain steadfast in our commitment and will continue to share our impact.



Edward Oberwager
Managing Director
KKR



Asha Sharma
COO
Instacart



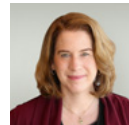
Eduardo Vivas
CEO & Co-Founder
Curated



Alyssa Harvey Dawson
CLO
HubSpot



Craig Billings
CEO
Wynn Resorts



Margaret Georgiadis
Co-Founder
Montai Health
CEO-Partner
Flagship
Pioneering

Growth at-a-Glance

Since AppLovin’s founding in 2012, we have been hyper-focused on driving the industry forward with the most innovative technology that delivers the highest quality results for our customers.

Our nimble and talented team is focused on building transformative technology without the fear of failure and has an unrelenting determination on growing our business by testing, improving, and innovating. We have a highly focused and motivated team who, over the last 10+ years, has built the most sophisticated marketing platform in the industry.

Technology is in our DNA and it’s the core driver of our long-term differentiation. AppLovin’s end-to-end software solutions support profitable growth by optimizing monetization and by using powerful machine learning to make data-driven marketing decisions.

We continue to enhance our market-leading technologies to create innovative new capabilities that expand our total addressable market in large and growing categories such as connected TV (CTV) and offerings for original equipment manufacturers (OEMs) – both of which will also benefit from the application of a more powerful machine learning platform and expand the use cases for our core technology. Our acquisitions and partnerships include investments in software, such as our acquisitions of Adjust and Wurl.



Adjust is our SaaS mobile marketing platform which allows clients to better understand their users’ journey while providing marketers with a powerful measurement and analytics suite with visibility, insights, and essential tools that drive better results.

Wurl is our CTV platform which helps content companies, streamers, and advertisers maximize their revenues, attract and retain more viewers, and grow their brand value.

People at-a-Glance

As of December 31, 2022, across all entities globally, we are 1,707 employees strong, comprising 1,675 full-time and 32 part-time or intern employees, located in 17 countries.

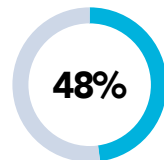
As a result of our strategic acquisitions and partnerships, we have access to approximately 2,500 additional team members, a majority of whom are research and development resources located outside of the U.S.



EMPLOYEES BY ENTITY	ALL	FULL TIME	PART TIME
	512	501	11
	585	572	13
W	173	170	3
STUDIOS (COMBINED)	437	432	5
TOTAL	1707	1675	32

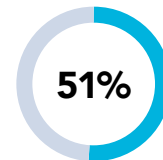
At AppLovin, we believe the strength of our company is our people. The top priority in our comprehensive strategy to further grow and enhance our market position is to continue attracting and retaining the best talent.

Employee Locations



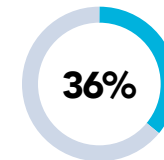
As of year-end 2022, approximately 48% of our employees are located outside of the U.S. and 52% in the U.S.

Racial / Ethnic Diversity



Approximately 51% (455 of 887) of our U.S. employees identify as people of color, including Asian, Hispanic or Latino, Black or African American, Native Hawaiian or Other Pacific Islander, American Indian or Alaska Native, or two or more races.

Gender Diversity



Approximately 36% of our worldwide employees are female.

Awards & Recognition

Our culture and industry success further enable us to successfully hire and retain employees aligned with our values. While we strive to serve our employee interests without reward or external recognition, we are honored to be frequently recognized as a great place to work which we attribute to our employees.

AppLovin is a Certified Great Place to Work™ in 2021, 2022, and 2023, as well as recognized as the top App Advertising Platform in 2022. The San Francisco Business Times and Silicon Valley Business Journal awarded us one of the Bay Area’s Best Places to Work in 2019, 2020, 2021 and 2022. Inc. further recognized us as a Best Workplace 2022.



Great Place to Work Certified 2021, 2022 & 2023



App Advertising Platform 2022



Best Places to Work 2019, 2020, 2021 & 2022

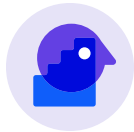


Inc. Best Workplaces 2022



AppLovin Cultural Values

Our values capture our company’s culture and guide our approach to build and grow our business with our employees and all stakeholders. Likewise, AppLovin’s ESG commitment is grounded in our company’s cultural values.



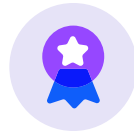
Think Like an Entrepreneur

We take intelligent risks and embrace new challenges as a part of our DNA. We empower our employees to try new things, question the status quo, and constantly innovate. We accomplish this by optimizing resources, keeping our teams lean, agile, focused, and not slowing down progress with bureaucracy.



Take Initiative, Ownership, and Make an Impact

We are proactive, voice ideas, and take action to drive ourselves, our teams, and our business toward continued success. We are not an environment where work is handed to you, instead trust your abilities to take ownership, and make an impact.



Hire and Reward “Doers”

We hire, develop and reward “doers” who are highly motivated, passionate, and want to work in a collaborative and inclusive environment to take their own careers and our business to the next level. We are not afraid to part ways with underperformers or those satisfied with the bare minimum, and will enable them to follow their passions towards a better path.



Move Fast

We move quickly and intentionally. We test, iterate and optimize constantly, using data to drive decisions. Together we discover new ways to move beyond accomplishing our objectives and surpassing expectations while maintaining our high standards. Even as we move fast, we act with integrity and transparency. We do not fear failure because we know that failure often breeds opportunity, and ultimately, success.



Never Stop Learning

We are curious and seek to learn more than just what’s in our lanes. Learning the latest technologies and what others are doing around us allows us to identify problems and build products to solve them. It enables us to adapt, innovate and thrive in a constantly evolving and competitive landscape.

Environmental

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Sustainable Workspace

At AppLovin, we believe a healthy planet is everyone’s responsibility. We know that what we do as a company has an effect beyond the walls of our buildings and for generations to come. We dedicate resources, consciously minimize waste, and strive to create environmentally healthy workspaces for our employees.

AppLovin’s headquarters in Palo Alto, CA enjoys a Leadership in Energy and Environmental Design (LEED) rating, the most widely used rating system certifying a healthy, efficient, and cost-saving green building. Our LEED rating encompasses the planning, design, construction, and operations of the building, with an emphasis on energy use, water use, indoor environmental quality, material selection, and site location within the surrounding community. We are proud of our LEED certification as a globally recognized symbol of sustainability achievement and leadership.



Our Cafe Team is committed to sourcing local, sustainable, and organic ingredients when possible.

Further demonstrating AppLovin’s Social commitment, when Covid-19 restrictions required all non-essential workers to be 100% remote, our team prepared meals for donation to local community shelters and nonprofits supporting unhoused individuals.

Our Places Team is committed to conserving energy, water, and other natural resources.

- ✓ Bevi Machines minimize the number of single-use plastic bottles and cans
- ✓ Single-use dishes and utensils have almost completely been eliminated
- ✓ To-go containers are made of recycled and/or compostable materials
- ✓ Recycling, compost, and waste sorting bins are used





**AppLovin embraces
its role in protecting
the environment.**





Hybrid Work Model

Our Information Technology team minimizes e-waste:

- ✓ Printers and printing are discouraged and used sparingly
- ✓ Printer ink cartridges are recycled and refilled
- ✓ Refurbished computers are donated to nonprofit community organizations

While we have demonstrated our ability to effectively reduce, reuse, and recycle, pending governmental legislation and expectations to actively care for the environment continue to intensify. This, coupled with the shifts in how we work in a post-pandemic world, call for us to do more; and our 2023 Environmental commitments reflect this opportunity.

In a hybrid work model, we continue exploring strategies to reduce

our carbon footprint, including consolidating underutilized offices and optimizing spaces while balancing market conditions and in-person collaboration for hybrid work practices.

AppLovin is committed to attracting and retaining a diverse workforce, offering flexibility in work models: in-person, remote, and hybrid. Except for roles with responsibilities that are geographically specific, we strive to hire the best talent wherever they may be located and support them by providing access to resources and opportunities for collaboration and social connection.

Social

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Employee Demographics

As included in this report, AppLovin employee demographics reflect gender and age data globally and race/ethnicity in the U.S., effective as of December 31, 2022. As this is AppLovin’s first ESG report, the data serves as a baseline for DEI metrics, against which demographics from subsequent periods will be compared.

Representation & Population

Representation refers to the percentage of the workforce as a whole or within a defined group. Population refers to the full-time and part-time headcount as a whole or within a defined group.

Full-time & Part-time

As used in this report, full-time includes those employees who work 30 hours or more per week. Part-time includes employees who work fewer than 30 hours per week and interns. Contingent workers are excluded.

Entities

Entities include AppLovin, Adjust, Wurl, and the combined gaming studios of PeopleFun, Machine Zone, Lion Studios, Magic Tavern, and Clipwire Games.

Leadership

Leadership includes employees in Director roles or higher.

Gender

All gender data is collected globally. Numbers for gender may not total 100% due to inclusion of employees who identify as transgender, non-binary, or who choose not to disclose.

Race & Ethnicity

Race and ethnicity data includes employees in the U.S. only. Numbers for race and ethnicity may not total 100% due to inclusion of people who choose not to disclose. Data referenced in this report reflects numbers reported to the U.S. Equal Employment Opportunity Commission in these categories: Asian, Hispanic or Latino, Black or African American, Native Hawaiian or Other Pacific Islander, American Indian or Alaska Native, or two or more races.



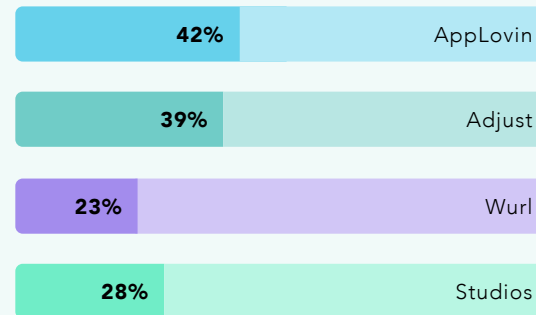
Gender Data

As of December 31, 2022, our company-wide global employee population is 1,707. Female employees represent 36% of our global workforce (606 of 1,707). Our company-wide and worldwide representation of female leaders (Directors and above) is 28% (65 of 234).

- Data includes full time and part time employees, no contingent workers; worldwide.
- Data as of December 31, 2022 and based on self-identification.
- Data points rounded to the nearest percentage.
- Leadership data includes Directors and above.

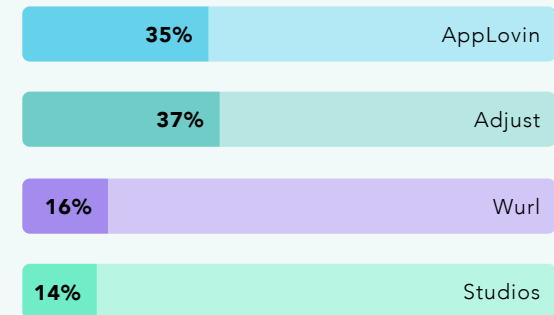
% FEMALE All Employees

As of December 31, 2022, company-wide and worldwide, AppLovin has the highest representation of female employees at 42% (215 of 512), Adjust at 39% (230 of 585), the combined gaming studios at 28% (121 of 437), and Wurl at 23% (40 of 173).



% FEMALE Leadership (Directors and Above)

By entity, Adjust has the highest representation of female leaders at 37% (16 of 43), followed by AppLovin at 35% (35 of 99), Wurl at 16% (7 of 43), and the combined gaming studios at 14% (7 of 49).

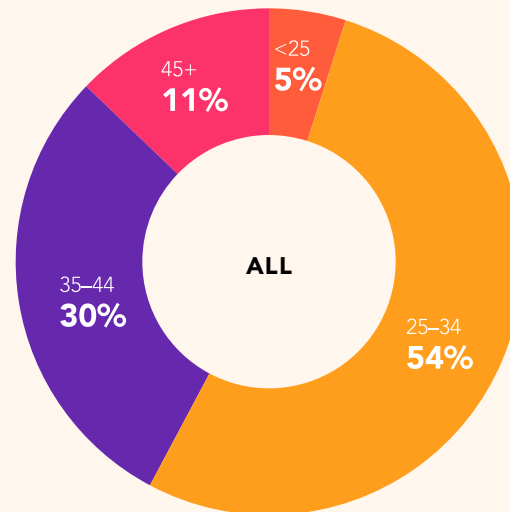


Age Data

As of December 31, 2022, the majority of our employees are between the ages of 25 to 34, while the majority of our leadership team is between the ages of 35 to 44.

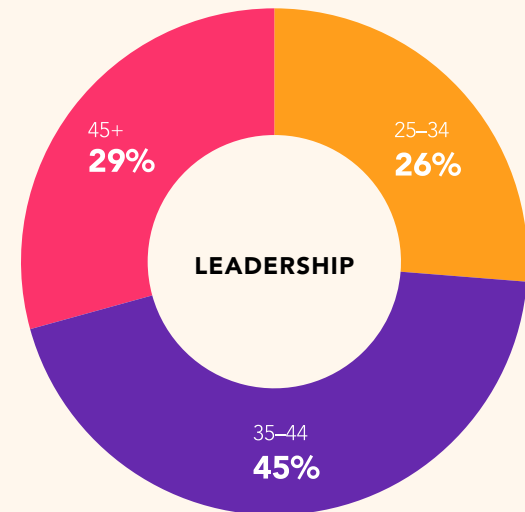
AGE RANGE All Employees

As of December 31, 2022, 54% (927 of 1,707) of our global workforce are ages 25 to 34; 30% (514) are ages 35 to 44; 11% (187) are 45 years and higher; and 5% (79) are under age 25.



AGE RANGE Leadership (Directors and Above)

Of our company-wide global population of leaders holding positions of Director and above, 45% (104 of 234) are between the ages of 35 to 44, 29% (68) are 45 years and older, and 26% (62) are between ages of 25 and 34.



- Data includes full time and part time employees, no contingent workers; worldwide.
- Data points rounded to the nearest percentage.
- Leadership data includes Directors and above.

Race/Ethnicity Data

As of December 31, 2022, our company-wide U.S. employee population identifying as people of color is 51% (455 of 887).

% BY RACE/ETHNICITY

All Employees

By U.S. entity, 61% (198 of 323) of AppLovin, 51% (27 of 53) of Adjust, 47% (167 of 352) of the combined gaming studios, and 40% (63 of 159) of Wurl identify as people of color, including Asian, Hispanic or Latino, Black or African American, Native Hawaiian or Other Pacific Islander, American Indian or Alaska Native, or two or more races.

61% AppLovin

51% Adjust

40% Wurl

47% Combined Game Studios

- Data as of December 31, 2022 and based on self-identification.
- Only U.S. workforce.
- Race/Ethnicity aligns with EEO-1 reporting categories.

Race/Ethnicity of all Employees by U.S. Entity							
	White	Asian	Hispanic or Latino	Black or African American	Native Hawaiian or Pacific Islander	American Indian or Alaska Native	Two or More
AppLovin	38.70%	47.37%	7.74%	1.24%	0.31%	0.31%	4.33%
Adjust	50.00%	29.63%	7.41%	3.70%	1.85%	1.85%	5.56%
Wurl	60.38%	20.75%	15.09%	3.14%	0.00%	0.00%	1.04%
Combined Game Studios	52.56%	32.95%	5.11%	3.69%	1.42%	0.00%	4.26%

Race/Ethnicity Data

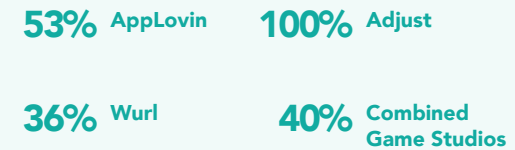
For Leadership roles (Directors and above), 46% (74 of 161) of our total combined U.S. population identify as being from one or more groups of color.

- Data as of December 31, 2022 and based on self-identification.
- Only U.S. workforce.
- Leadership data includes Directors and above.
- Race/Ethnicity aligns with EEO-1 reporting categories.

% BY RACE/ETHNICITY

Leadership (Directors and Above)

By U.S. entity, 100% (1 of 1) of Adjust leaders, 53% (43 of 81) of AppLovin leaders, 40% (16 of 40) of the combined gaming studios leaders, and 36% (14 of 39) of Wurl leaders identify as people of color.



Race/Ethnicity of Leadership (Directors and Above) by U.S. Entity

	White	Asian	Hispanic or Latino	Black or African American	Native Hawaiian or Pacific Islander	American Indian or Alaska Native	Two or More
AppLovin	46.91%	41.97%	7.40%	1.23%	0.00%	0.00%	2.40%
Adjust	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wurl	64.10%	15.38%	15.38%	2.56%	0.00%	0.00%	2.56%
Combined Game Studios	60.00%	32.50%	0.00%	0.00%	0.00%	0.00%	7.50%

Diversity, Equity and Inclusion (DEI)

At AppLovin, our social commitment is reflected in our employee demographics, providing one measure of our DEI efforts to mitigate social hurdles resulting in the historic underrepresentation of certain groups in many workplaces.

Our DEI work centers on growing workforce diversity among underrepresented groups, building DEI competency among all employees, and continuing to foster a culture of belonging.

We have strong representation of women in leadership, including on our board, C-suite, and directors and above.

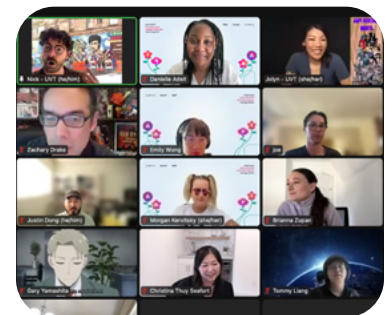
Our long-standing employee communities of FemLovin and LGBTQIA-and-Friends provide a space for members and allies to learn and connect, and a starting point for expanding our Employee Resource Groups (ERGs).



Our 2022-23 DEI Initiatives include:

- ✓ Assembling DEI Ambassadors, volunteer employee representatives who keep a pulse on DEI issues, inform our activities, and ensure global relevance.
- ✓ Expanding Employee Resource Groups (ERGs) beyond LGBTQIA+ and Women to include ERGs for employees identifying as Asian, Black, Parents, and Allies, providing supportive communities, professional development, and leveraging unique lived experiences and perspectives for our business.
- ✓ Monthly cultural events honoring diverse employee backgrounds, highlighting important issues, and providing learning opportunities to all employees on the historical significance of traditions in a current day context.

In recognition of our ongoing efforts to promote diversity, we earned a 2023 Q+ Workplace certification, affirming our dedication to creating an inclusive work environment for all employees.





DEI Commitment

We consider that 57% of our global employees have less than two years of tenure. By leveraging institutional knowledge of longer-tenured employees and increasing collaboration and connection in a hybrid work environment, we ensure employees understand our cultural values, core businesses, and their role in driving culture and business outcomes. In 2023, AppLovin hired a dedicated Learning & Development leader focusing on these initiatives along with self-development and leadership growth.

We recognize opportunities to further enhance our data collection and increase voluntary employee self-reporting in areas including gender, race/ethnicity, disability, and military experience, ensuring that AppLovin is consistently making data-driven decisions on global employee benefits, resources, and support for our population and DEI initiatives.

In addition to honoring reemployment rights under USERRA, in 2023 AppLovin revised its U.S. Military Leave Policy for employees assigned to active duty to receive up to an additional six weeks of supplemental pay.

We acknowledge that DEI is complex and never static. Its purpose and targets reflect issues and challenges bigger than just those of our company.

As we innovate, solve challenging problems, and work on exciting business solutions, our commitment to DEI continues, as we know we are strongest when employees are valued for their experiences and unique perspectives.



**We recognize the power
of being part of something
bigger than ourselves.**



Philanthropy

A rich part of our culture is our employee-driven AppLovin Cares program in which social causes that are important to employees are supported financially with contributions and opportunities to volunteer.

In 2022, AppLovin Cares donated approximately a quarter of a million dollars to nonprofit organizations.

46%

of donations awarded to 18 nonprofits

35%

of donations awarded to 6 multi-year partners

15%

of donations supported disaster or crisis relief around the world

4%

of donations funded programs designed to inspire employee participation



2022 Nonprofit Donations



Employees submit quarterly nominations for company donations to nonprofit organizations. Employee votes determine those receiving a donation from AppLovin.

Q1 Recipients

Child Advocates, Austin Hooper Foundation, Children's Health Council, Protect Our Planet, and Hope Technology School

Q3 Recipients

Breast Cancer Resource Center of Texas, Parents Helping Parents, Friends of the Palo Alto Junior Museum & Zoo, and Diasporic Vietnamese Artist Network

Q2 Recipients

Breast Cancer Resource Center of Texas, WildCares, The Greenlining Institute, Southeast Asian Development Center, and Changing Our Futures

Q4 Recipients

Gift of Adoption, Children's National Hospital, The Trevor Project, Parents Helping Parents, and A Future Superhero & Friends

Disaster/Crisis Relief and Multi-Year Donations

Also initiated by employees, AppLovin has contributed significantly to organizations that provide relief for global disasters or crises, such as Covid-19 and Ukrainian refugees.

AppLovin regularly contributes to the Red Cross, UNICEF, International Medical Corps, Save Life, and The Global Fund for Children.



Our Employee Match Program, Dollars for Doers, and Event Participation Reimbursement make philanthropic activity accessible to all employees, increasing employee participation and encouraging philanthropy.



A Refuge.
An Advocate.
A Strong Voice
Against Domestic
Violence.





Opportunities in 2023

The scale of AppLovin Cares continues to grow and its hallmarks – employee voice and choice – remain constant. Cares has been described as the “soul” of the company, as this work also supports a company culture in which employees are actively engaged beyond themselves in social issues and global causes.

Increase Employee Participation

Increasing employee participation is a 2023 goal. In-person engagements will focus on the “why” and more directly outline “how” employees can get involved with partner nonprofits and other donor organizations, which may inspire further engagement.

Align Volunteerism to Values

Likewise, by increasing alignment between AppLovin’s values and Cares donations, employee engagement and volunteerism may increase.

Partnerships that focus on nonprofit organizations that create pathways for underrepresented kids to learn coding or promote the advancement of women in tech leadership, for example, may have greater appeal and create more opportunity for our employees to get involved.

Governance

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**Our leadership sets
the standard for sound
business practices.**



Leadership Diversity & Transparency

Our governance policies establish standards of behavior and performance for all employees, our leadership, and our partners who bring our ESG commitment to life.

The demographic representation of our board and leadership reflects a commitment to diversity and an understanding of its value in achieving high levels of performance.

Our board of directors consists of eight directors, five of whom qualify as “independent” under the corporate governance requirements of the Nasdaq Global Select Market. Of eight directors, four identify as

people of color and three as female. Three directors serve on the Audit Committee, two on the Nominating/ Corp Governance Committee, and three on the Compensation Committee.

Three of the six executives at AppLovin identify as female - our chief legal officer, our chief marketing officer, and our chief people officer. Two of these female leaders also identify as people of color, and one identifies as part of the LGBTQIA+ community.

We provide competitive total rewards designed to attract and retain talent, as informed by market compensation and benefits surveys and data. We have multiple incentive programs throughout the organization designed to provide short-term and long-term incentives which align with our pay for performance culture.

AppLovin’s commitment to communication, participation, and transparency is reflected in our AppLovin Quarterly All-Hands Meetings led by our CEO and includes real-time employee questions and answers.

We are committed to pay transparency and annually review our pay practices and total rewards to guard against unintentional bias and ensure that our compensation remains consistent with our business strategy and competitive targets.

We comply with government regulations – various federal, state, and international laws – that affect companies conducting business on mobile platforms, including those relating to privacy, data protection, and the use and protection of data from employees, users and others (including minors), the internet, behavioral advertising, mobile apps, content, advertising and marketing activities, sweepstakes and giveaways, and anti-corruption.



Data Privacy & Protection

The data we collect and otherwise process are subject to data privacy and security laws, and are integral to our core technologies, Software Platform and Apps, providing us with insights to improve our developer tools, to optimize app discovery and monetization and to improve our Apps. Our collection, use, receipt, and other processing of data in our business subjects us to numerous U.S. state and federal laws and regulations, and foreign laws and regulations, addressing privacy, data protection and the collection, storing, sharing, use, transfer, disclosure, protection and processing of certain types of data.

We work to comply with, and to support developers and ecosystem partners to comply with applicable laws and regulations relating to privacy, data protection and information security. This helps underpin our strategy of building trust and providing a strong experience to ecosystem partners and clients.



Our corporate governance documents and policies include, but are not limited to:

- ✓ Corporate Governance Guidelines
- ✓ Committee Charters
- ✓ Code of Conduct and Business Ethics
- ✓ Company Bylaws
- ✓ Company Certificate of Incorporation
- ✓ Anti-Bribery and Anti-Corruption Policy and Manual
- ✓ Whistleblower Policy
- ✓ Violence, Harassment, and Intimidation Policies

Conclusion

We are proud of our Environmental, Social, and Governance work and the strides made to date. We also recognize we have opportunities and much more work ahead of us. Our strategy is multi-faceted and this journey takes time and focus.

The tenets of ESG cannot be achieved by just one company, nor can they be attained overnight. We acknowledge and appreciate the determination of our employees, partners, and all stakeholders to advance these commitments as we implement our multi-year ESG plan and strategies.



We believe our employees, communities, stakeholders, and our planet deserve this and we remain steadfast in our commitment to be good corporate citizens.

Use of Forward Looking Statements

This 2022 Environmental, Social & Governance (ESG) Annual Report (“ESG Report” or “Report”) may contain forward-looking statements within the meaning of the U.S. federal securities laws, which statements involve substantial risks and uncertainties.

Forward-looking statements generally relate to future events or our expectations regarding our future ESG initiatives and activity. In some cases, you can identify forward-looking statements because they contain words such as “may,” “will,” “should,” “expect,” “plan,” “anticipate,” “going to,” “could,” “intend,” “target,” “project,” “contemplate,” “believe,” “estimate,” “predict,” “potential,” or “continue,” or the negative of these words or other similar terms or expressions that concern our expectations, strategy, priorities, plans, or intentions. Forward-looking statements in this ESG Report include, but are not

limited to, statements regarding our future operating performance and strategy; short and long-term ESG goals and growth prospects; our expectations regarding the impact of macroeconomic and current industry conditions; and our expectations regarding future ESG strategy, goals, plans and objectives. Our expectations and beliefs regarding these matters may not materialize, and actual results in future periods are subject to risks and uncertainties, including changes in our plans or assumptions, which could cause actual results to differ materially from those projected. These risks include the macroeconomic environment, fluctuations in our results of operations, our ability to execute on our operational and financial priorities, and our ability to execute on our ESG strategy, goals, plans and objectives. The forward-looking statements contained in this report are also subject to other risks and uncertainties, including those more fully described the “Risk Factors” section of our Annual Report on Form 10-K for our

fiscal year ending December 31, 2022 and in our most recent Quarterly Report on Form 10-Q. The forward-looking statements in this report are based on information available to us as of the date published, and we disclaim any obligation to update any forward-looking statements, except as required by law.



**For more information, please contact
ESG@AppLovin.com**

AppLovin Corporation
1100 Page Mill Road, Palo Alto, CA 94304
United States

APPLOVIN.COM

