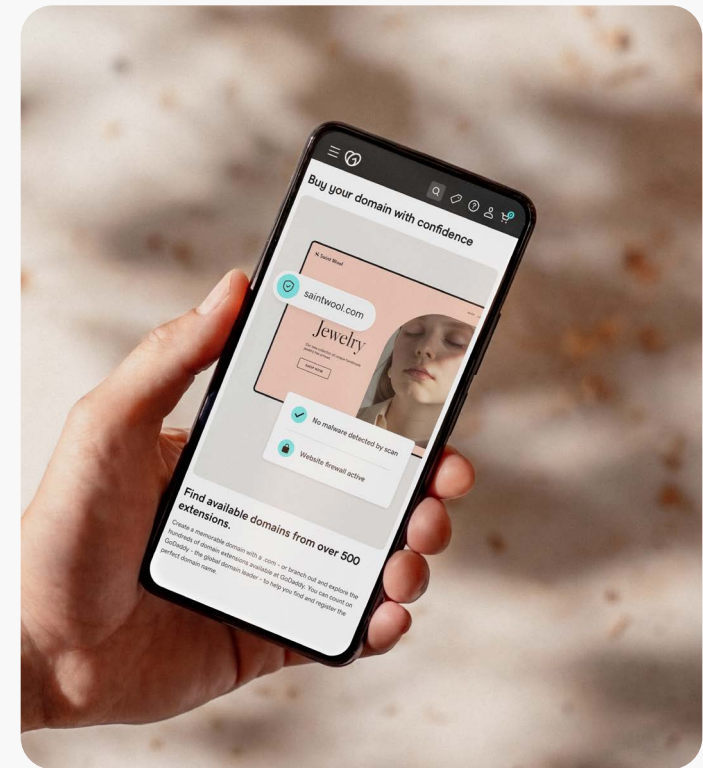
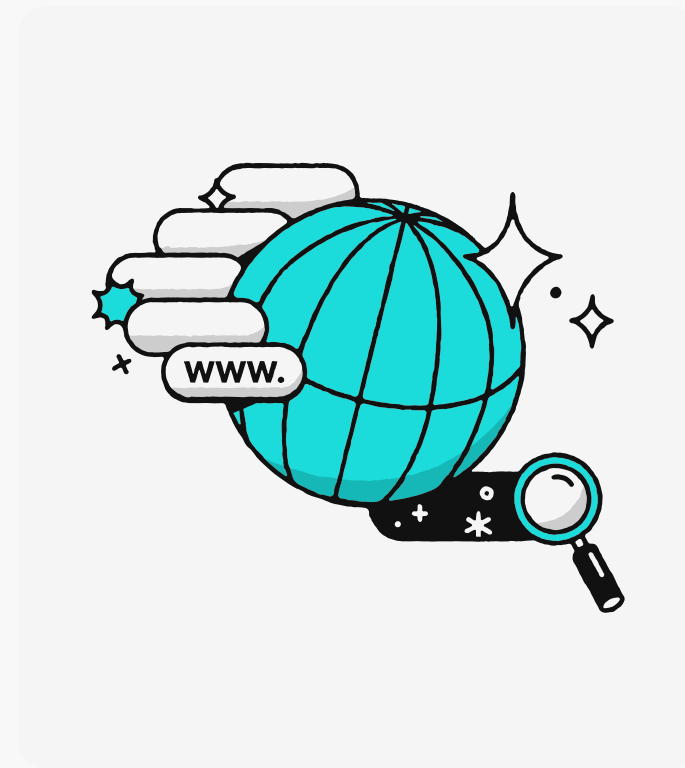
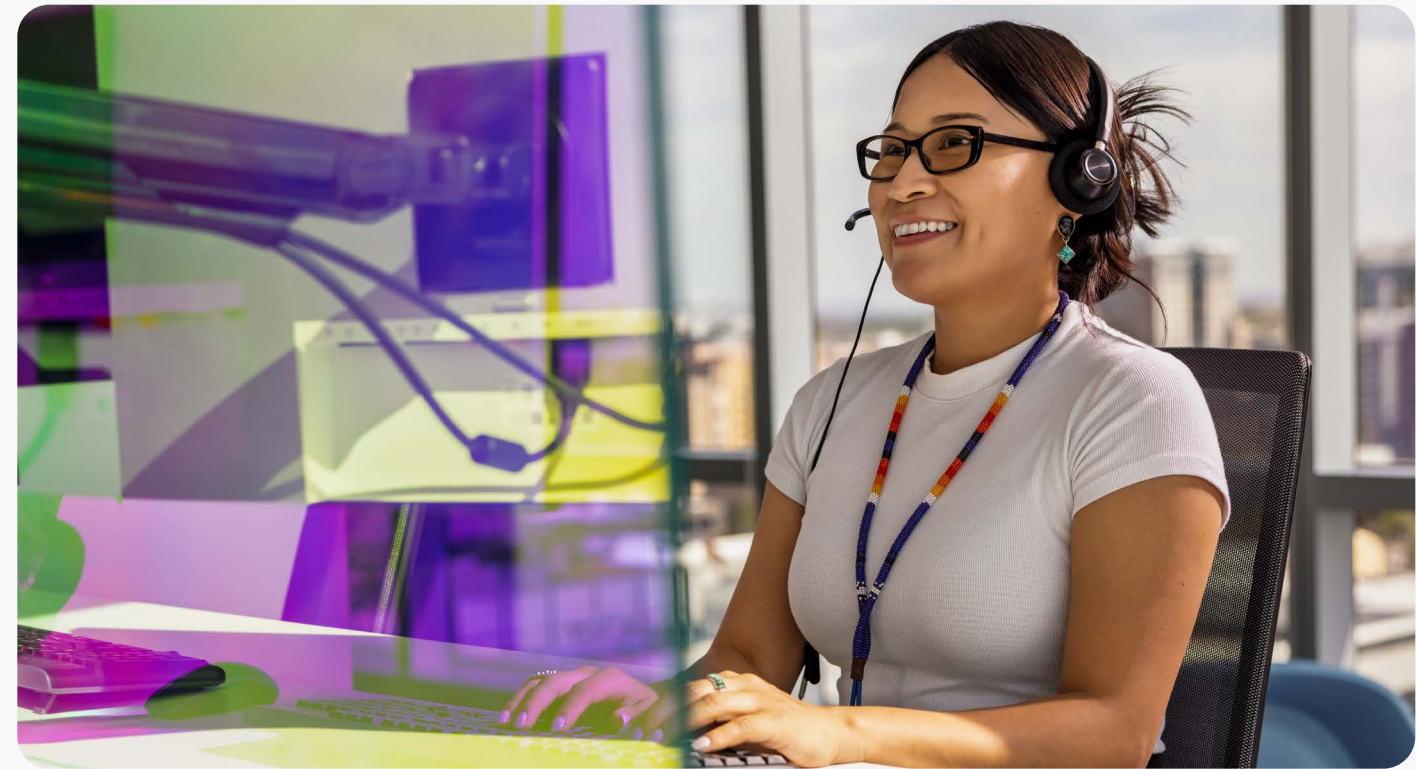




2025

# Global Stakeholder Impact Report



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## A Message From Our CEO

The internet was built to be open — and when it's open, opportunity expands for everyone.

At GoDaddy, our purpose has always been to make opportunity inclusive for all. In 2025, the internet entered a new era — one shaped by AI agents acting on behalf of people and organizations.

These agents are not just tools. They are becoming participants in the digital economy — researching, transacting, supporting customers, and enabling growth at scale.

The question we focused on this year was clear: **How do we ensure this next era of the web remains open, trusted, and accessible to entrepreneurs?**

Our answer is infrastructure.

### Democratizing the Agentic Open Web

This year we enhanced Agent Name Service (ANS) — a global open standard for AI agents, which began with a publicly available [Internet Engineering Task Force \(IETF\) Internet-Draft](#). Just as domain names established ownership of digital presence, ANS extends that ownership into the agentic era — enabling verified, portable identities for AI agents across the web.

Identity builds trust.  
Trust enables commerce.  
Commerce creates opportunity.

Without open identity infrastructure, agents risk operating only inside closed ecosystems. With ANS, entrepreneurs maintain control of their agents, data, and customer relationships — reinforcing the openness that made the internet transformative in the first place.

This is not about adding complexity or promoting a product. It is about making sure the internet is accessible to all.

### Impact Through Practical Innovation

Across our business, we continued to align innovation with measurable outcomes for our AI transformation. Consistent with our data-driven approach, we focus less on labels and more on results. This year was no different. Our approach is straightforward: build durable systems, report transparently, and tie impact directly to long-term value creation.

- We further strengthened data security and authentication standards to support trusted digital identities.
- We advanced responsible AI governance practices across our platform.
- We improved operational efficiency across our infrastructure while maintaining disciplined investment in renewable energy and resource management.

### Building for the Long Term

Every major shift involving the internet — from domains to mobile to cloud — expanded access for entrepreneurship. The rise of AI agents is another such shift.

Our responsibility is to make sure this transition strengthens the open web rather than fragmenting it.

ANS is one step in that direction. It reflects our belief that infrastructure matters — and that the next generation of digital growth must be built on openness, trust, and ownership.

We remain focused on operating responsibly and empowering entrepreneurs with tools that are accessible, affordable, and resilient. When we do that well, we create value for our customers, communities, employees, and shareholders alike.

The open web has always been a catalyst for opportunity. In the agentic era, we are committed to keeping it that way.



*Aman Bhutani*

Aman Bhutani  
Chief Executive Officer, GoDaddy



## About GoDaddy

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# About Us

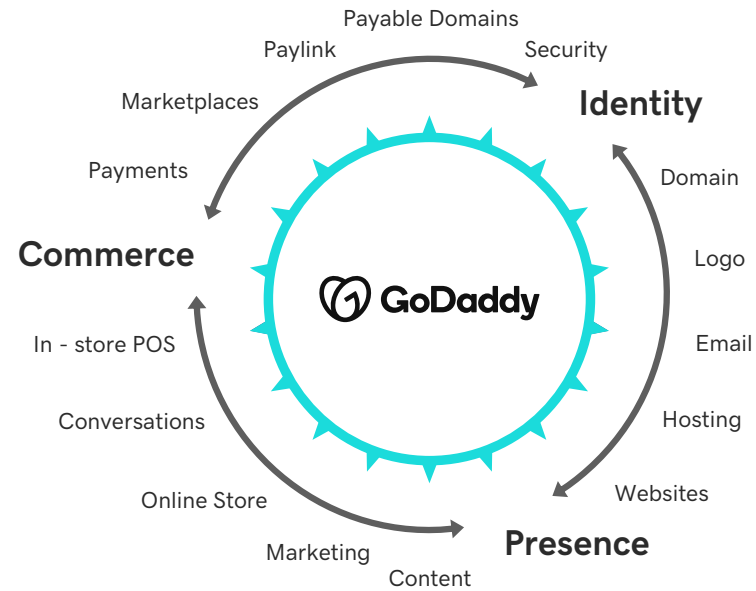
We're a trusted partner for millions of entrepreneurs globally.

GoDaddy, the world's largest domain name registrar, helps millions of entrepreneurs globally start, grow, and scale their businesses. People come to GoDaddy to name their ideas, 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 them get their ideas online in minutes, drive traffic and boost sales. GoDaddy's expert guides are available 24/7 in most regions to provide assistance. To learn more about the company, visit [www.GoDaddy.com](http://www.GoDaddy.com).

## OUR PURPOSE

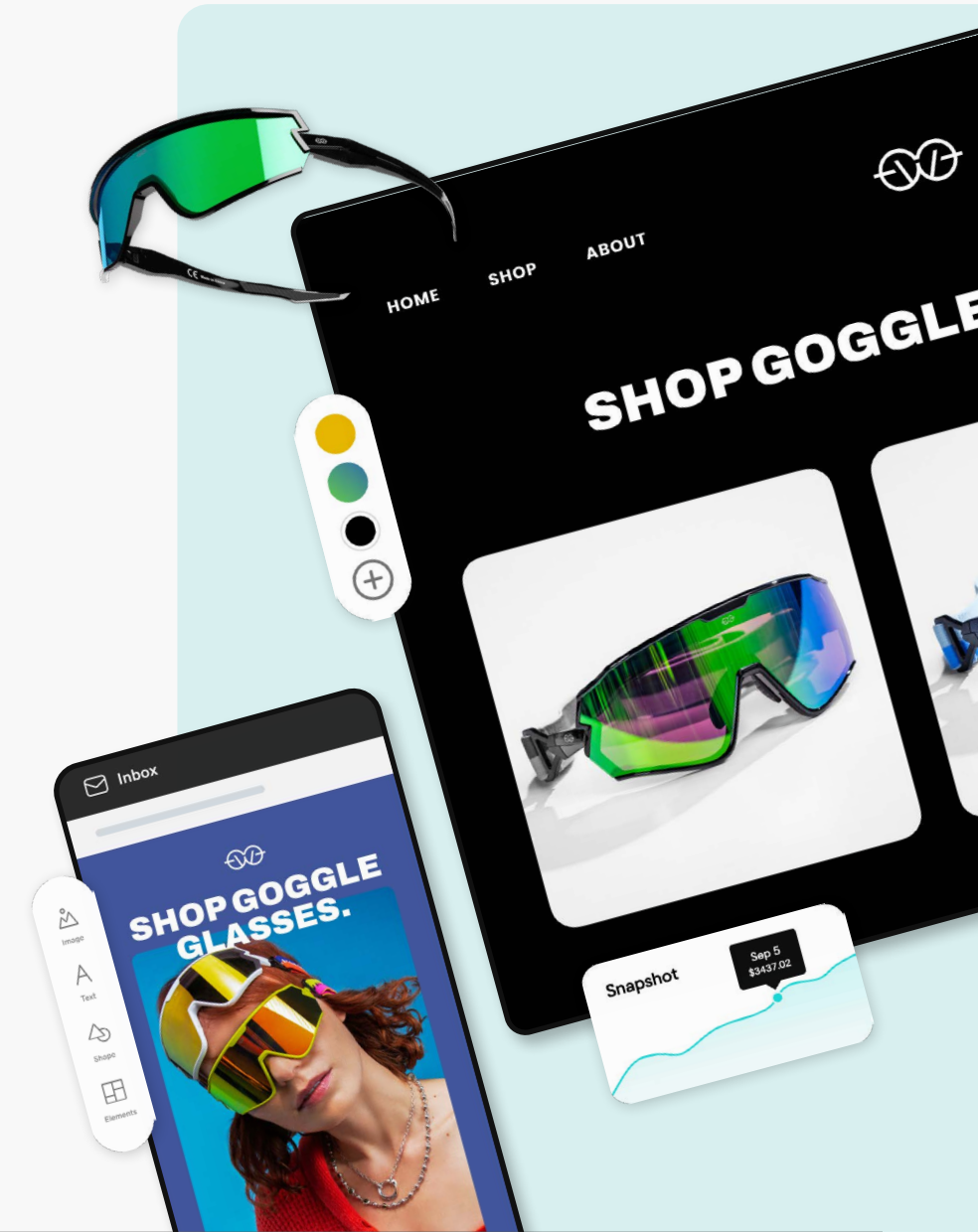
# Make opportunity more inclusive for all.

## OUR PRODUCT AND SERVICES



## WORLD ECONOMIC FORUM

In 2025, GoDaddy joined the World Economic Forum, an organization focused on improving the state of the world through multistakeholder collaboration. This engagement reflects a shared belief that global challenges require collective action and that bringing together leaders from business, government, and civil society can help scale solutions and drive meaningful impact.





# Corporate Sustainability Approach

GoDaddy conducts periodic assessments to identify and prioritize the sustainability topics most relevant to our business, stakeholders, society, and the environment. Our most recent double materiality assessment (DMA) evaluated the potential impact that our operations might have on people and the planet, and how sustainability-related risks and opportunities might affect our business.

The results of the assessment inform our sustainability strategy, governance, and disclosures, including our approach to managing potential climate-related risks and opportunities across our value chain. The results also help focus our efforts on the topics that matter most and support informed decision-making that strengthens our long-term resilience and value creation.

Our four-pillar sustainability framework forms the foundation of GoDaddy’s corporate sustainability approach. Through the DMA, we identified 13 priority sustainability topics spanning these pillars.

## CUSTOMERS & COMMUNITIES

- Community engagement
- Customer experience
- Inclusive entrepreneurship

## PEOPLE & CULTURE

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

## RESPONSIBLE GOVERNANCE & OPERATIONS

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

## ENVIRONMENTAL IMPACT

- Climate change
- Energy

We identified seven priority [United Nations Sustainable Development Goals \(SDGs\)](#) that guide our sustainability efforts and align with our corporate objectives. We disclose our progress annually in the [Frameworks & Metrics](#) section of this report. As signatories to the [United Nations Global Compact \(UNGC\)](#), we support the UNGC’s Ten Principles.





# Sustainability Governance

GoDaddy remains committed to embedding sustainability across our business and operations and within our strategy. Our approach focuses on creating long-term value for our customers, employees, shareholders, and communities while minimizing our environmental footprint. The roles and responsibilities outlined in our governance model span across the company and up to our Board of Directors (Board), enabling clear accountability, informed decision-making, and consistent progress tracking.

## Board & Executive-Level Oversight

Sustainability oversight is entrusted to our Board and its committees. Our committees aim to ensure GoDaddy addresses its Environmental, Social, and Governance (ESG) impacts while continuously monitoring and reviewing the effectiveness of our sustainability initiatives. The Board works closely with management to integrate sustainability considerations into our long-term strategy, taking into account the related risks and opportunities.

### BOARD & COMMITTEE-LEVEL OVERSIGHT

#### NOMINATING & GOVERNANCE COMMITTEE

The Nominating and Governance Committee oversees GoDaddy’s sustainability strategy, practices, and programs, including risk mitigation and reporting. The committee also reviews GoDaddy’s public disclosures on such matters, including those in our proxy statements and annual Global Stakeholder Impact Reports. The Nominating and Governance Committee regularly reports to the Board on these topics.

#### COMPENSATION & HUMAN CAPITAL COMMITTEE

The Compensation and Human Capital Committee maintains oversight of the company’s human capital management practices and programs. The committee oversees GoDaddy’s talent management practices, including the company’s compensation programs, pay parity analysis and reporting, and the company’s culture and recruiting practices. The Compensation and Human Capital Committee reports regularly to the Board on these topics.

#### AUDIT & RISK COMMITTEE

The Audit and Risk Committee oversees the company’s risk assessment and management as it pertains to the company’s financial, accounting, and overall operational performance. The Audit and Risk Committee reports regularly to the Board on these topics.

### EXECUTIVE & 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 Board and its committees to provide insight and updates regarding the company’s human capital management, sustainability programs and practices, including progress on goals such as our emissions reductions, and the overall risk framework and profile of the company. Members of our Sustainability Working Group, who directly manage our sustainability efforts and disclosures, 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 group of leaders chaired by the Corporate Sustainability and ESG Team. The Sustainability Working Group is responsible for driving progress across priority topics and guiding and executing 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.





# Customers & Communities

## Customer Experience

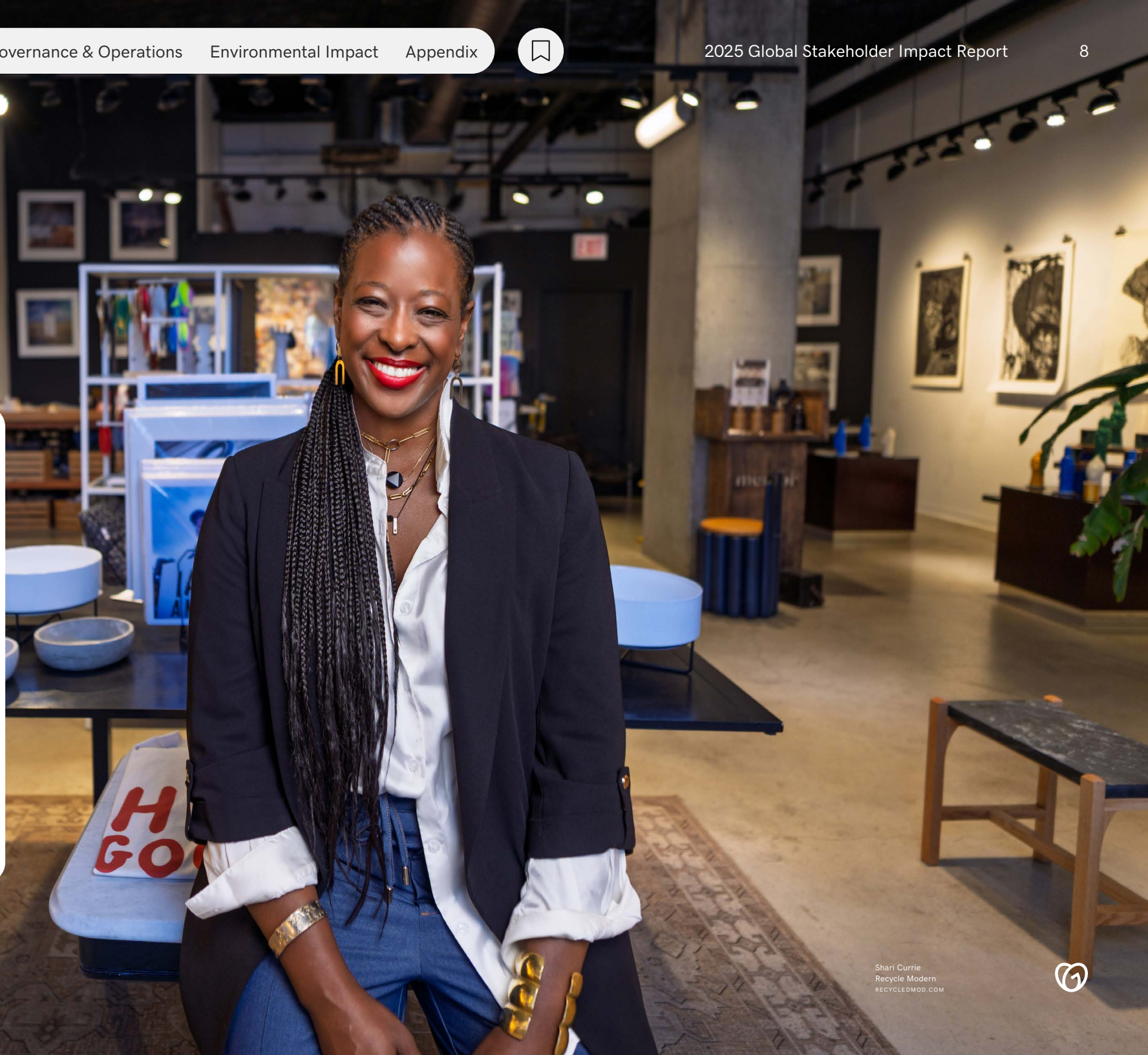
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# Customer Experience

## 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 deliver positive customer experiences through dedicated support, educational resources, and continuous enhancements to our offerings. Our GoDaddy Guides (Guides) work to exceed expectations by helping customers realize the full value of the solutions and tools we offer.

## 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 us, and we continuously refine our approach based on their feedback and evolving needs.

Our Guides provide proactive, informed, and personalized guidance, whether resolving a quick issue or helping build a complete online presence. Each Guide is trained to ‘WOW’ customers through real, one-on-one interactions. Our Guides are located globally and provide support in several local languages.



**20+ Million**

We have 20+ million paying customers as of the year ended December 31, 2025.



## Delivering WOW

With GoDaddy’s WOW program, we’ve built a specialized process for efficiently maximizing value with every customer interaction. Because each interaction is important, we operate a robust quality assurance model to support consistency across communications and to identify areas of potential improvement. Our Customer Care Team continually assesses the program’s impact and updates processes to improve customer satisfaction and reduce the time customers spend reaching out to us.

## Voice It

Our customers deserve fast, effective solutions when they face challenges, and we aim to learn from their recommendations for improvements and enhancements. Voice It, our internal customer feedback intake tool, allows customers to share their pain points directly with our Guides. Our Guides use this feedback to collaborate with internal teams to address, develop, and share solutions geared to benefit our entire customer base.





## Innovating Customer Experiences

We focus on continuous improvement and invest in innovation, tools, and training to help our customers better find the guidance they need and to help our Guides better serve our customers. Our Natural Language Processing technology allows customers to describe their issue in their own words and help route them to the right specialist without navigating rigid menus. This leads to faster connections and better outcomes. The feature is currently available in English-speaking markets, with plans to expand to additional markets in the future.

Our Guides are equipped with tools that support proactive escalation, case summarization, and faster issue resolution. Our Guides can utilize GABI, GoDaddy's internal Care Team Artificial Intelligence assistant, which Guides can prompt while supporting customers to surface relevant help articles and website resources in real time. These tools help Guides run diagnostics, provide step-by-step guidance, and find answers more quickly so they can support customers with confidence.

### GUIDE DEVELOPMENT

Guides receive regular training to keep their skills sharp. In 2025, we offered specialized AI<sup>1</sup> training and simulations to better help our Guides confidently support customers with our AI-powered products like Airo.

## Customer Tools & Community Resources

While conversations with our Guides remain central to the GoDaddy customer experience, entrepreneurs also have access to a range of learning tools to help them along their journeys. The [GoDaddy Resource Library](#) offers on-demand, practical guidance, while the [GoDaddy AI Prompt Library](#) provides free prompts to help small business owners work more efficiently. Beyond our own platforms, we share tutorials on third-party sites like [YouTube](#) and engage with customers on social media sites.

# 4.5

Trustpilot rating of  
4.5 out of 5.

# A+

Better Business Bureau  
score of A+.



Tina Lagdameo  
Honest Junk  
MYHONESTJUNK.COM

<sup>[1]</sup> At GoDaddy, AI includes machine learning and artificial intelligence, including agentic and generative artificial intelligence (collectively, AI).





# Inclusive Entrepreneurship

We empower and champion entrepreneurs everywhere.

We recognize that the entrepreneurial journey is as diverse as the individuals who embark on it. At GoDaddy, inclusive entrepreneurship means everyone deserves the chance to pursue an independent business venture on their own terms. Our purpose is to expand access to opportunity, helping people shape their own paths and livelihoods.

We advance this work in two connected ways. We support entrepreneurs with tools and targeted grants designed to meet them where they are, and we study and share the positive impact entrepreneurs have on their communities.



Anton Gaffney & Kristen Bailey  
Sweets and Meats BBQ  
SWEETSANDMEATSBBO.COM

## GoDaddy Empower

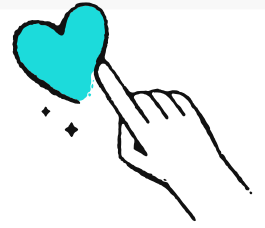
GoDaddy Empower is our signature social impact program, designed to help emerging entrepreneurs start and grow their businesses online. Access to education, mentorship, networks, tools, and capital can make meaningful differences throughout an entrepreneur's journey. We support entrepreneurs by providing access to GoDaddy technology, alongside targeted grant funding delivered through partners.

GoDaddy Empower works with entrepreneurs at every stage, from individuals creating their first idea to those growing their established business. Wherever they begin, we help entrepreneurs build skills and transform ambition into action.

- **Investing in student-led ventures through colleges and universities:** Through our current and potential future partnerships, we aim to help students bring their ideas to life. With access to GoDaddy tools, students can develop practical digital skills and the confidence to take their ideas and launch their online presence for the first time, laying the groundwork for futures shaped by possibility.
- **Supporting entrepreneurs through partners:** Through partnerships with nonprofit and community organizations that offer established entrepreneurship programs, eligible participants can earn \$1,000 grants after completing entrepreneur-focused training and milestones defined by each partner. These grants help participants invest in themselves and their businesses.

# \$2.7+ Million

More than \$2.7 million invested in 2025 to support entrepreneurs.

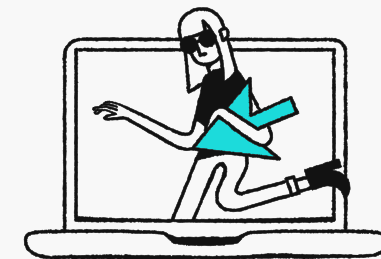


## Providing Tools to Get Online

Participants receive access to GoDaddy products and services that make it easier to build and grow an online presence. Solutions like Airo, an AI-powered experience, help entrepreneurs establish and expand their digital footprint with less friction, so they can focus on what matters most: building something they believe in.

Participants receive:

- A professionally branded email
- A free .com or .org domain for two years
- Free web hosting for two years





### EMPOWERING STUDENT-ATHLETES AT ARIZONA STATE UNIVERSITY

In partnership with the Arizona State University Student-Athlete Venture Studio, GoDaddy Empower equips Division I student-athletes with the tools and support to build skills beyond the field. By integrating GoDaddy services and targeted funding into the curriculum, the program helps athletes establish digital identities, bring ideas to life, and develop practical skills that power long-term success.

One participant, Adama Fall, is applying that mindset to life after football. Adama used Airo to build a digital professional presence that reflects both his athletic career and future ambitions. For Adama, the program is about owning his story and creating opportunities that extend well beyond the field.

## GoDaddy Small Business Research Lab

The long-term success of entrepreneurs and their microbusinesses plays a vital role in supporting the economic wellbeing and resilience of communities. The GoDaddy Small Business Research Lab, formerly Venture Forward, is a multi-year, multi-country research initiative that analyzes more than 20 million small and microbusinesses<sup>2</sup> to quantify their economic impact and provide insight into their attitudes, demographics, and needs.

At GoDaddy, we believe the better we understand entrepreneurs, the better we can support them. That is why we make these findings publicly available at no charge to help inform policymakers, partners, and the broader small business ecosystem.



### 2025 YEAR-END REPORT HIGHLIGHTS:

8+

More than 8 new jobs are created by each microbusiness entrepreneur on a county-level.

2%

Every 1% increase in microbusiness ownership within a community correlates with roughly a 2% rise in income, or around \$1,500 over three years.

72%

72% of entrepreneurs feel confident they'll achieve their definition of success in their lifetime.

49%

Nearly half of entrepreneurs use AI for their business, which is almost double the 25% reported in early 2024.

Read the GoDaddy Small Business Research Lab's full 2025 Year-End Report [here](#).

<sup>[2]</sup> GoDaddy Small Business Research Lab defines a microbusiness as an entity with a discrete domain name and an active website, including any redirects.





## GoDaddy Microbusiness Data Hub

To support and amplify the impact of microbusinesses, the GoDaddy Small Business Research Lab launched the [Microbusiness Data Hub](#) in 2022. This platform provides access to free, downloadable, anonymized data on more than 20 million microbusinesses and their owners across the U.S., U.K., Canada, and Australia. Refreshed quarterly, the data hub offers valuable insights into microbusiness density by geography and industry, empowering policymakers, researchers, and community leaders to make data-driven decisions that support small business growth.

### MICROBUSINESS DATA HUB GPT

In 2025, the GoDaddy Small Business Research Lab published its first public GPT on ChatGPT, combining each microbusiness report we've released since 2020 into a single, conversational experience. Users can explore regional differences, long-term trends, and industry insights, review five years of survey results, and dig into the stories behind the data. The tool, found [here](#), also allows users to ask direct questions of U.S. microbusiness data at the state, county, and metro level.

## Community Engagement

Community is at the heart of our culture.

We take a human-centered approach to community engagement, empowering our employees and the entrepreneurs we serve, and supporting the communities where we operate. By fostering meaningful connections and thoughtfully investing our time and resources, we work to create a positive impact.



## Employee Volunteerism & Giving

GoDaddy's Corporate Sustainability and ESG Team supports employee volunteerism, corporate philanthropy, and our employee donation match program, helping employees make a difference in their communities and supporting causes they care about most.

All GoDaddy employees are eligible for 20 hours of paid time off each year to volunteer. We also offer up to an aggregate of \$1,500 annually per employee for matching donations to eligible nonprofit organizations, and/or hourly based donations of \$35 for every hour an employee volunteers with a nonprofit.<sup>3</sup> These programs reflect our belief that community engagement starts with empowering our people to give back in ways that matter to them.

**\$800,000**

Approximately \$800,000 donated through employee, volunteer rewards, corporate funds, and matching donations.

**725**

Donated to more than 725 nonprofits.

**4,400**

Nearly 4,400 hours volunteered.

<sup>3</sup> Figures are in USD. Eligible employees in other countries are offered the local currency equivalent.





# People & Culture

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# A Message From Our Chief People Officer

In my first year as GoDaddy’s Chief People Officer, I was inspired by how our employees bring our purpose to life. Our belief that opportunity should be inclusive for all is more than an aspiration. It shows up in how our teams collaborate, support one another, and serve the customers who trust GoDaddy to help them grow their businesses.

This focus is reflected throughout GoDaddy’s 2025 Global Stakeholder Impact Report. The report highlights progress grounded in transparency, trust, and shared accountability, and it connects the employee experience, including engagement, growth, wellbeing, and belonging, to outcomes that matter to our customers.

## Building an Inclusive Foundation

For more than a decade, GoDaddy has publicly shared workforce representation and pay parity outcomes because we believe trust is built through consistent, transparent disclosure. In 2025, we again achieved gender pay parity globally and race and ethnicity pay parity in the United States, reinforcing our focus on fair compensation.

Pay parity reflects the kind of environment we work to build. When people trust that systems are fair, they can focus on innovation and collaboration, build skills, and contribute in ways that advance our mission. That foundation supports strong teams and helps us deliver for customers and stakeholders.

## Preparing Our People for the Future of Work

As the workplace evolves, expanding opportunity means preparing our people for new ways of working. In 2025, we focused on building practical AI capabilities through inclusive learning and experimentation. This work supports our broader focus on continuous learning, leadership development, and career growth so employees can build skills alongside our business.

## Moving Forward, Together

Our people remain at the center of every decision we make. In the year ahead, our employees will continue to integrate AI into daily tasks, aiming to boost efficiency and shorten cycle times. We will continue investing in AI skill development, wellbeing, and safety because when people feel supported and connected, they are best equipped to help our customers succeed.

I am proud of the progress reflected in this report and grateful to every employee who makes it possible. Guided by our purpose, we will continue advancing this work together.



*Sarfraz Nakai*

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 work to create a diverse, inclusive, and equitable workplace where employees can learn, grow, and succeed. We believe a workforce that reflects the communities we serve strengthens our ability to experiment and innovate. The unique perspectives and experiences of our employees help us to better serve entrepreneurs globally.

Accountability and transparency are essential to this approach. Our Diversity, Equity, Inclusion, and Belonging Steering Committee, composed of senior leaders, plays a key role in fostering an inclusive employee and customer experience by providing feedback and direction as needed. We also support accountability through transparent public disclosures on workforce representation and pay parity.

## Our People-Centered Strategy in Action

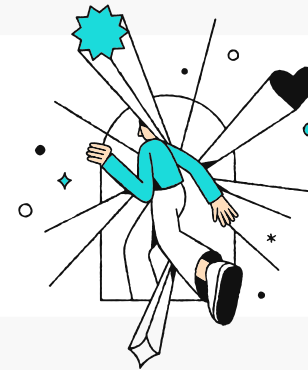
We put our people-centered strategy into practice through inclusive programs and policies across the employee experience. These efforts are designed to support employees individually and empower teams to deliver strong business outcomes.

We also integrate people-centered priorities into how we operate across our business. This includes a thoughtful approach to partnerships, investments, policies, and communications, supporting consistency between how we work internally and how we show up for our customers.

To better serve entrepreneurs, we seek to understand the diverse needs of the customers we support and use that insight to inform the enhancements we make to our solutions and tools as well as how and what we build in the future. By connecting employee experience to customer experience, we equip our teams to help entrepreneurs succeed.

### 100 Award

Human Rights Campaign's Corporate Equality Index, 2026 Equality 100 Award.



## Representation Matters

We believe representation matters because it helps us attract and retain the best talent and brings a wider range of perspectives into how we build and innovate. By reflecting the communities around us, we strengthen collaboration, creativity, and long-term performance.



Neicy P., Noah P.  
GoDaddy Employees  
Tempe, Arizona



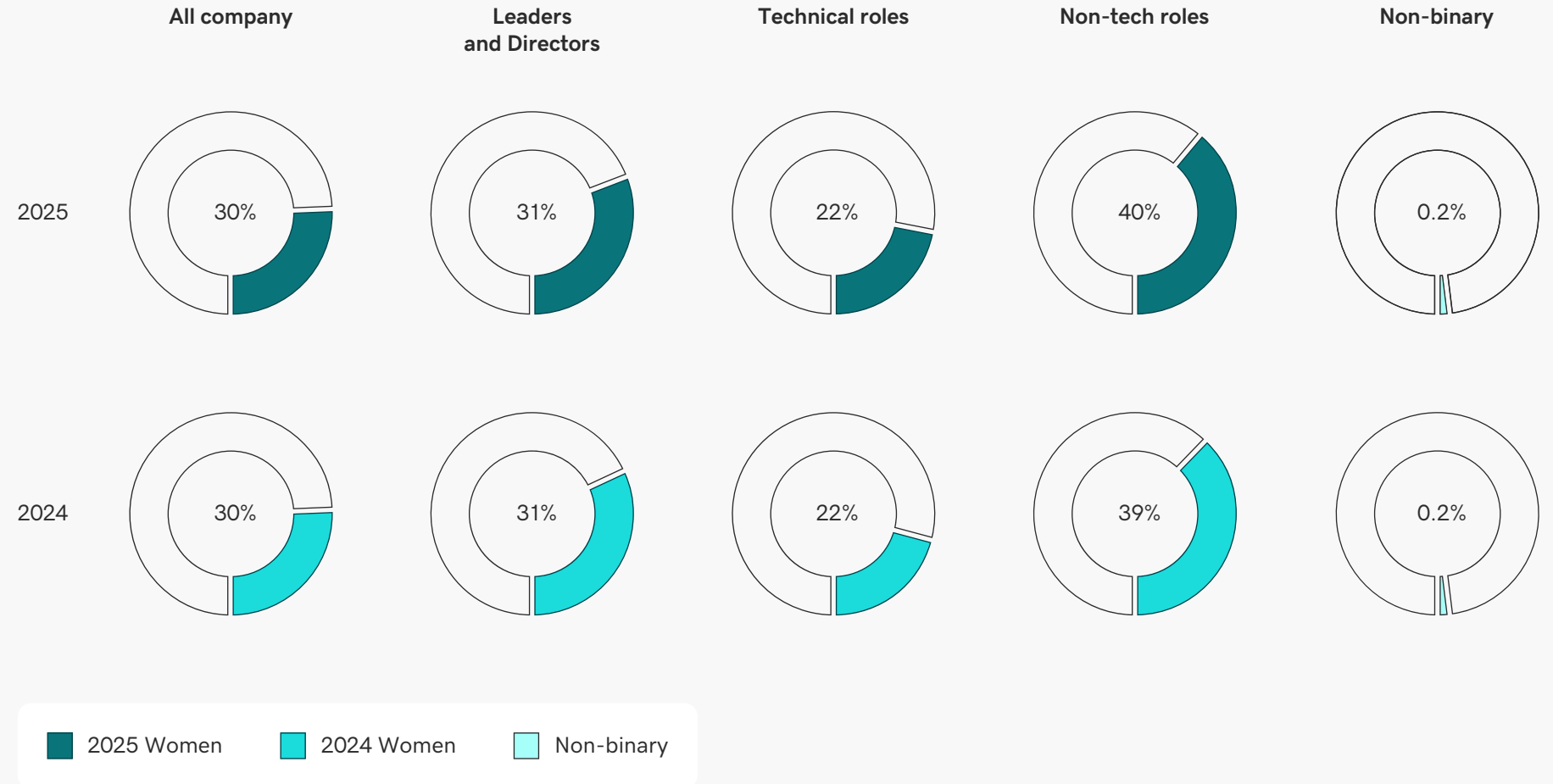


### Board Composition

Our business and long-term value creation are supported by our purpose to make opportunity more inclusive for all by serving a diverse customer base. In support of this purpose, our Board, in conjunction with the Nominating and Governance Committee, seeks qualified individuals to serve as directors who bring a broad mix of experience, skills, knowledge, personal and professional backgrounds, age, tenure, and diversity to the Board. For more information on our Board please review our 2026 Proxy Statement on our Investor Relations [Governance](#) page or the [Frameworks & Metrics](#) section in the Appendix.

### Global Gender Diversity<sup>4</sup>

As illustrated to the right, women continue to represent approximately 30% of GoDaddy’s global workforce, while non-binary employees continue to represent 0.2%.



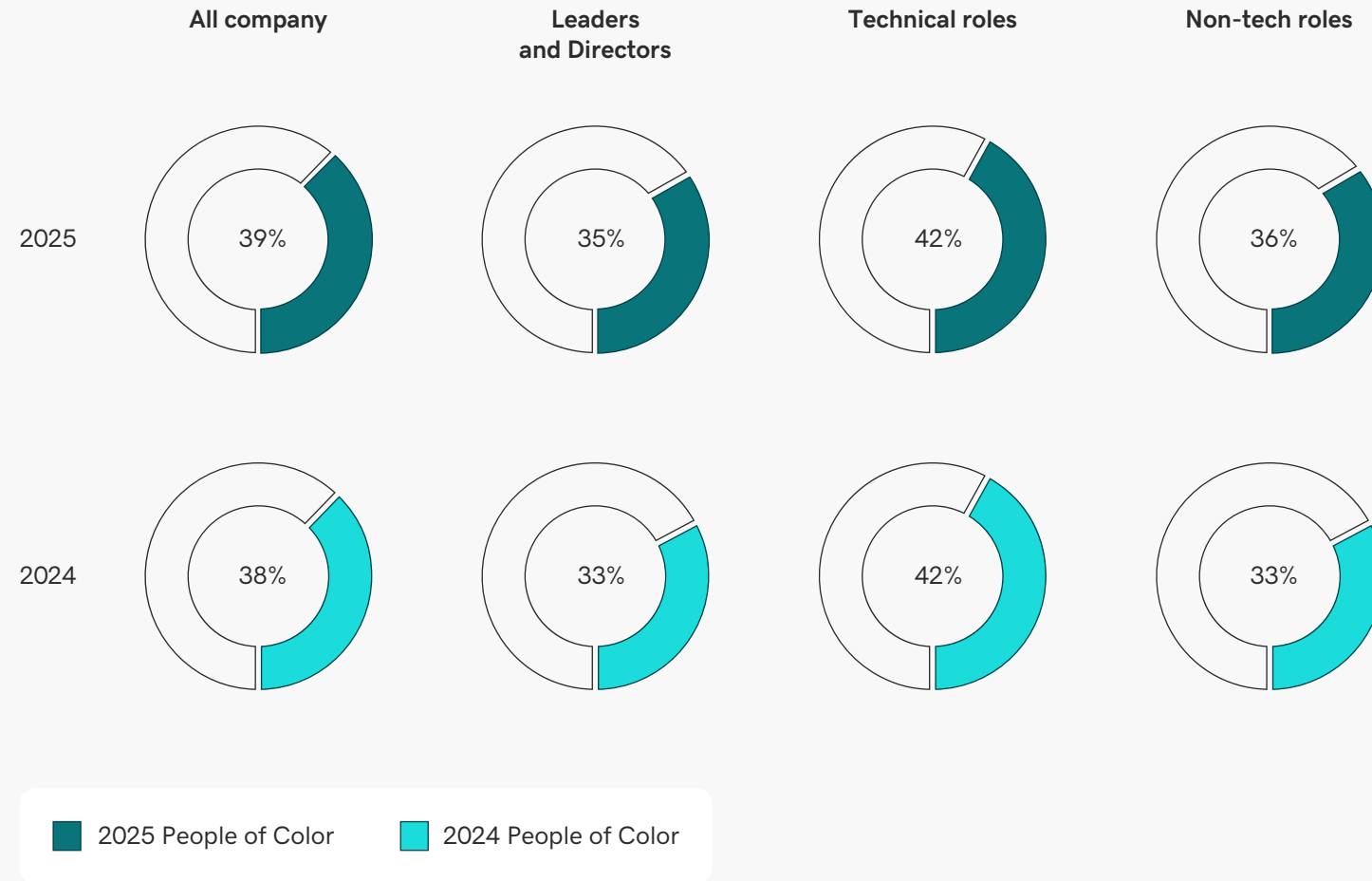
<sup>4</sup> Categories are not mutually exclusive.





## U.S. Racial & Ethnic Diversity<sup>5</sup>

Employees of color represent 39% of GoDaddy's U.S. workforce.



<sup>5</sup> Categories are not mutually exclusive.

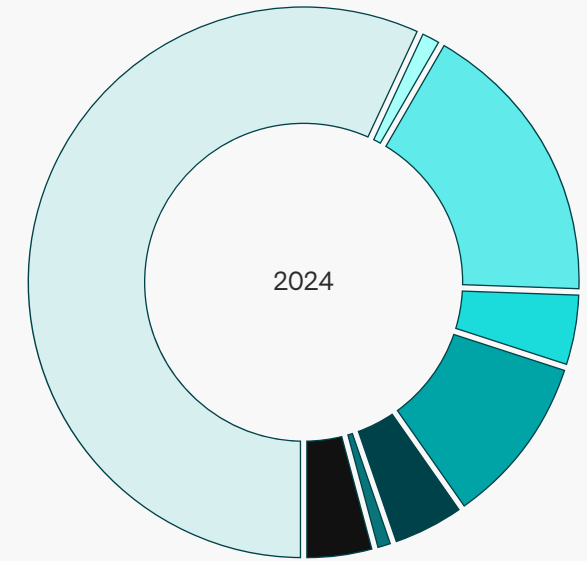
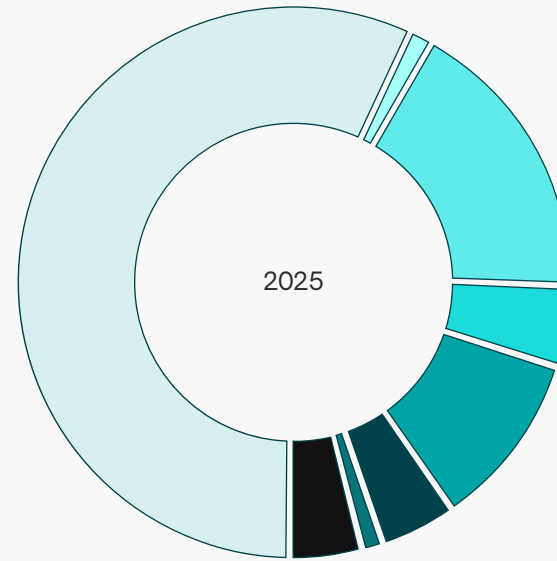




### A Closer Look at U.S. Racial & Ethnic Diversity<sup>6</sup>

Employees who identify as Hispanic and Black increased by approximately one point each, 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 frameworks and guidelines from government reporting agencies and best practices. For more details on our workforce diversity, please refer to the [Frameworks & Metrics](#) section.



- 0.7% American Indian
- 16.7% Asian
- 5.6% Black
- 11.1% Hispanic
- 4.7% Multiracial
- 0.5% Pacific Islander
- 4.3% Undeclared
- 56.4% White

- 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

<sup>6</sup> Due to rounding, totals may not equal 100%.





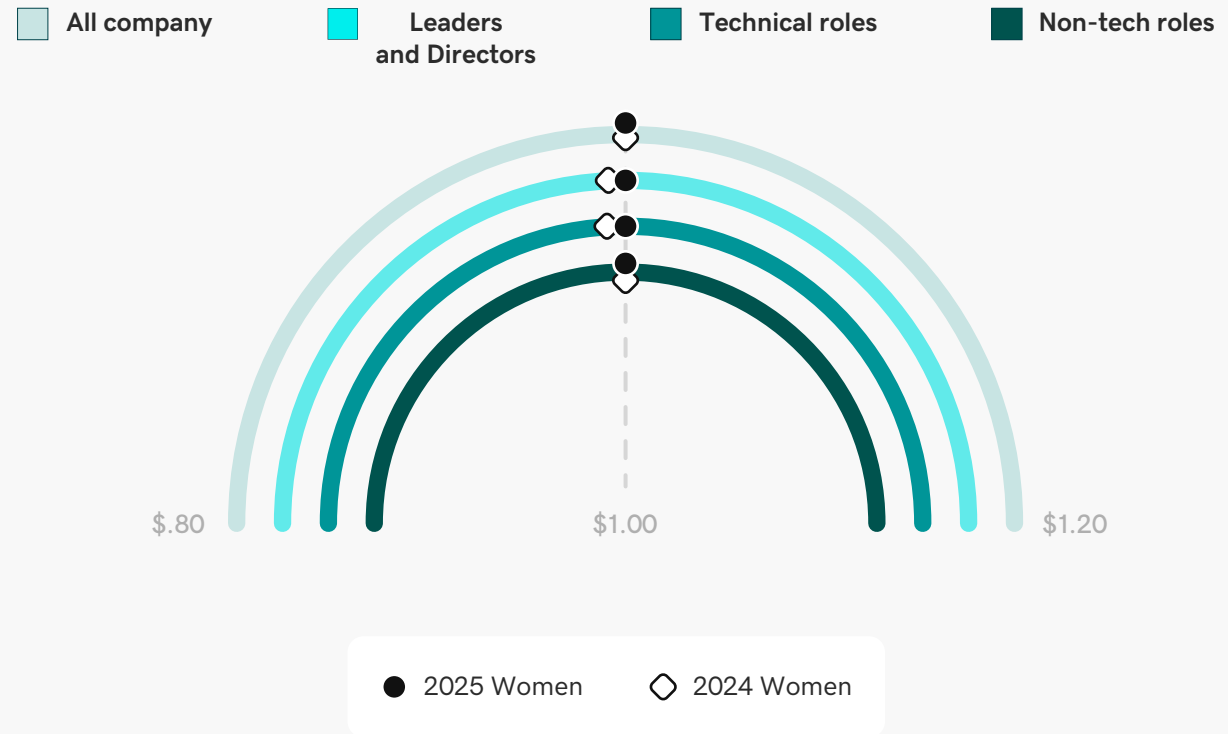
## Pay Parity

Our compensation programs and practices are designed to pay our employees fairly based on the type of work they perform and their overall performance of such work. In 2015, we were among the first companies to publish pay parity results. We are proud to mark 11 years of sharing our gender pay data and nine years of U.S. race and ethnicity pay data. Our goal is to achieve \$1.00-to-\$1.00 pay parity after controlling for legitimate compensable factors, including role level, individual performance, tenure, location, and the timing of variable compensation such as bonuses and equity grants. We consider pay parity achieved when differences remain within a few cents on either side of the dollar.

Pay parity is not a one-time exercise, but an ongoing and rigorous process. We continue to partner with an independent third-party expert to conduct a multivariate regression analysis. This approach supports the use of established methods and standards and informs our ongoing analysis and mitigations. This also allows us to continue to provide transparency and accountability to current and prospective employees through publicly reported pay parity data. In addition, as pay equity frameworks and legislation evolve, we are better able to monitor our programs and compliance as needed.

### Gender Compensation Data<sup>7,8</sup>

As illustrated to the right, GoDaddy-wide, we continue to maintain global gender pay parity, paying employees fairly and equitably regardless of their gender. This commitment spans all career levels globally, as we believe true equity involves everyone.



<sup>7)</sup> Categories are not mutually exclusive.

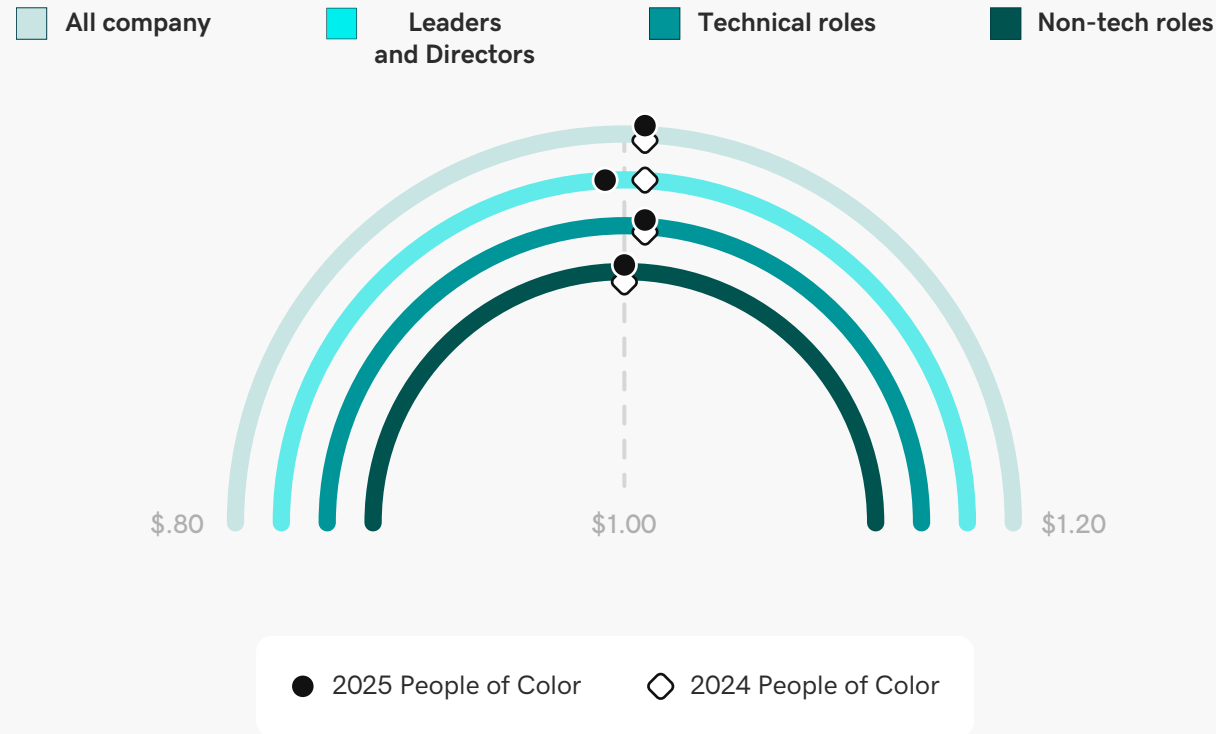
<sup>8)</sup> While we continue to track the data for non-binary employees, the sample size is too small to report.



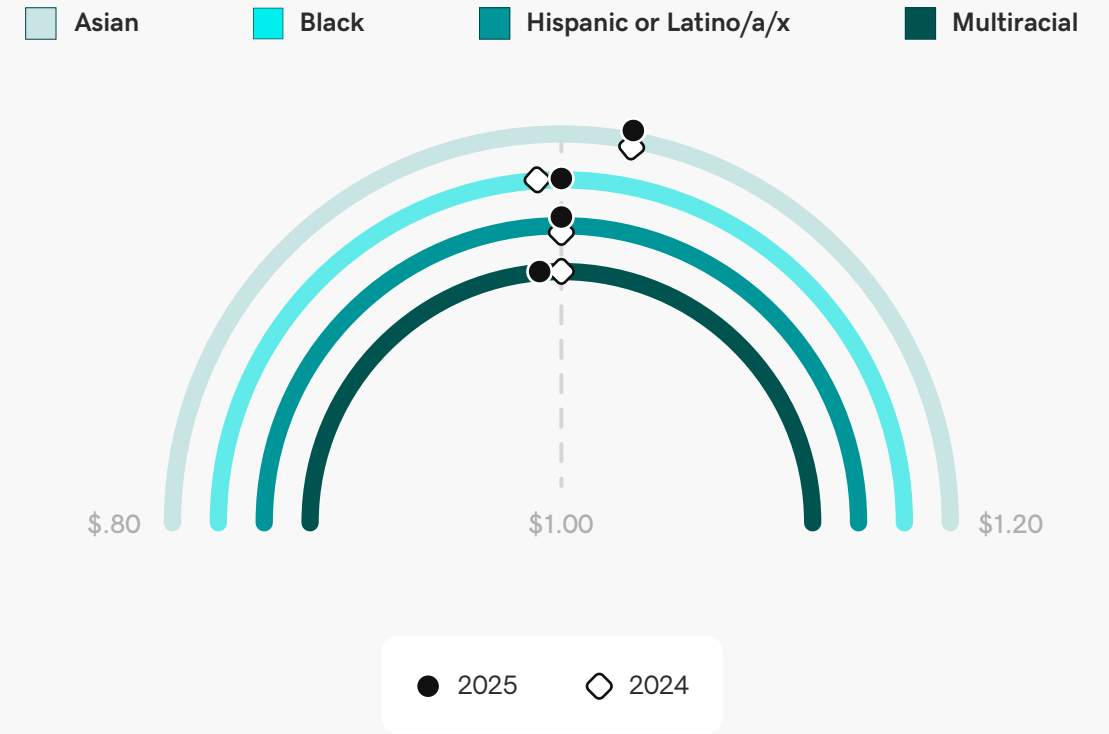


### U.S. Race & Ethnicity Compensation Data<sup>9</sup>

We aim to pay employees fairly and equitably regardless of race and ethnicity. This data shows that people of color have comparable pay relative to white employees when performing comparable work.



### A Closer Look at Compensation Data — U.S. Race & Ethnicity<sup>10</sup>



<sup>9</sup> Categories are not mutually exclusive.

<sup>10</sup> While we continue to track the data for American Indians and Pacific Islanders, the sample size is too small to report.



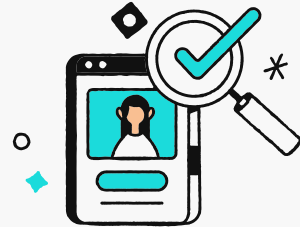


# Employee Experience

Our employee experience is grounded in inclusivity, engagement, and belonging.

We seek individuals who will bring enthusiasm, curiosity, and a passion for what we do to their everyday work. Attracting and retaining qualified talent from a wide range of backgrounds, perspectives, and experiences is a strategic priority. We intentionally create an environment where all employees can feel represented, valued for their contributions, and comfortable sharing feedback. Once here, employees are encouraged to engage and collaborate with the community around them. We regularly evaluate our processes to incorporate feedback, reduce bias, and strengthen inclusivity across our operations, where possible.

GoDaddy employees bring our inclusive culture to life by sharing their stories through videos and posts.



“

GoDaddy is an incredible place to kickstart or grow a career, because this isn't just a company, it's a community that celebrates who you are. From day one you will feel the energy from the diverse groups, ERGs, different fun activities, and challenges that make your day more exciting. You'll have endless opportunities to learn, grow, contribute to the community, and put your ideas into action.”

— Diksha S.

Security Engineer



## Inclusive Recruitment

As a global company, we are proud of the hiring practices that enable GoDaddy to be an employer of choice for talent. This includes showcasing our inclusive culture and principles, and reaching broad, diverse candidate groups. Our practices include:

- **Talent Partnerships:** Through partnerships, we invest in talent pipelines and workforce development to support hiring across our global footprint.
- **Fair & Accessible Hiring Practices:** We focus on reducing bias in job descriptions, supporting internal mobility through transparent role postings, and offering flexible, virtual interview experiences. In furtherance of our human-centered approach while also harnessing the power of AI, we are transparent about how we are using AI in our hiring practices, and we also provide guidelines to help candidates who choose to use AI to support their interview process. We also offer interviewer certification training focused on inclusive candidate experiences, bias mitigation, and responsible AI use. To learn more, visit our [GoDaddy Careers](#) page.
- **Early-Career & Workforce Development:** We invest in future talent through our global internship program and programs such as the Future of Work Summer Camp and the GoDaddy Software Engineering Bootcamp Program to broaden access to technical training and career pathways.



**TEXAS CONFERENCE FOR WOMEN AND TRANSFORM 2025**

GoDaddy periodically participates in conferences and industry events to strengthen brand visibility and connect with the communities in which we operate. In 2025, GoDaddy attended the Texas Conference for Women and Transform 2025, to engage with professionals of various backgrounds and reinforce GoDaddy’s commitment to community and inclusive recruitment.



Kristy Lilas, Head of Diversity, Equity, Inclusion and Belonging at GoDaddy

**Employee Engagement**

Engaging a global, hybrid workforce means fostering connection, collaboration, and a shared sense of purpose, no matter where employees work. We prioritize clear communication, meaningful growth opportunities, and an inclusive culture where employees feel valued.

We support these priorities through our employee engagement programs, including the GoDaddy Fun Fund, which enables team bonding activities that strengthen relationships, and Everyday Champions, our global recognition platform that celebrates and recognizes peer contributions.

Employee Resource Groups (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 all employees, focused on the identities, interests, and experiences that matter to our employees. They support connection, professional development, skill building, and collaboration, while advancing GoDaddy’s priorities across talent, learning, business, and community impact.

Our 11 Global ERGs:

- GD Abilities in Tech<sup>11</sup>
- GD Asians in Tech
- GD Black in Tech
- GD Entrepreneurs in Tech
- GD Fitness in Tech
- GD Green<sup>12</sup>
- GD LatinX in Tech
- GD Next in Tech<sup>13</sup>
- GD United<sup>14</sup>
- GD Veterans in Tech
- GD Women in Tech



GoDaddy Entrepreneurs in Tech (GDEIT) is a community of people who think like builders and innovators. For me, it's the perfect blend of passion and profession. In my day job I get to solve real-life problems for entrepreneurs, and through GDEIT, I help nurture that same entrepreneurial spirit within GoDaddy. It's incredibly fulfilling to support others who are curious, scrappy, and eager to create, just like the customers we serve.”

— **Vinod S.**

VP Product Management, GoDaddy Entrepreneurs in Tech Sponsor



<sup>11</sup> Focused on disability inclusion.

<sup>12</sup> Focused on sustainability and environmentalism.

<sup>13</sup> Focused on early career in tech employees.

<sup>14</sup> Focused on LGBTQIA+ inclusion.





## Employee Feedback

We aim to create a workplace and culture where employees feel respected and supported to do their best work. Listening to our employees is a critical part of our talent management approach, and in 2025, 79% of our employees participated in GoDaddy Voice, our annual engagement survey.<sup>15</sup>

# 89/100

Through our GoDaddy Voice survey, we achieved an average score of 89 out of 100 on the question, “My supervisor manager supports me.”

# 81/100

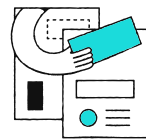
We achieved an average score of 81/100 on the question, “I feel engaged in my work.”

# Learning & Development

## We believe everyone has a unique way of learning and growing.

We foster a culture of continuous learning and development that helps employees build skills and grow their careers. When our people grow, they tend to be more engaged in their work and are better equipped to help our entrepreneurs succeed, creating shared success across our company.

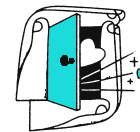
Our Learning and Development strategy is built around three pillars: align, connect, and grow. These pillars guide how we design programs that support our people, strengthen collaboration, and build the capabilities needed to meet our business priorities.



**Align** with the strategic imperatives of GoDaddy.



**Connect** employees through our learning communities.



**Grow** employee skills and capabilities.

## Employee Learning

Learning at GoDaddy is designed to be practical, accessible, and shared. We empower employees to take ownership of their development while learning alongside one another and applying new skills in real work. Our approach centers on learning by doing. Employees are encouraged to explore new tools, including AI tools, build confidence through hands-on experience, and grow capabilities that support both their careers and our business.

We also invest in learning that delivers lasting value beyond GoDaddy, offering education reimbursement and credentialed opportunities that support continued learning and long-term growth.

## Technology & Community for Continuous Learning

GoLearn, our learning management platform, anchors our learning ecosystem as a single destination for employee development, providing access to thousands of courses. Through on-demand courses, microlearning, certification programs, curated learning paths, and content from trusted partners, employees can build skills in ways that fit how they learn.

Learning is strengthened through connection. Using GoLearn and our #learning\_connect Slack channel, employees share courses, recommend content, and learn together in topic-based communities, helping embed learning into daily work.

<sup>15</sup> In 2025, GoDaddy conducted two shorter pulse surveys rather than a full census survey, as was completed in prior years. Results reflect the Q3 pulse survey.





## Investing in Our Care Teams

We offer focused development programs for Customer Care Teams, helping our Guides build the skills and confidence needed to deliver strong customer experiences. These include Elevate, a leadership program focused on operational excellence and people leadership, and the Care & Services Learning Summit, an annual event centered on leadership, coaching, and change management.

We also help Guides earn academic credit for the work they already do. Through our partnership with Rio Salado College in Arizona, U.S.-based Guides completing our sales training program earn a CCL Web Hosting: Customer Service certificate with six transferable college credits toward an associate in applied sciences degree. In 2025, more than 170 employees enrolled, earning more than 1,000 total college credits.

### EXPANDING EMPLOYEE CAPABILITIES WITH AI

Our AI training helps employees build confidence, fluency, and practical skills to use AI in their everyday work, supporting productivity and creativity while enabling better customer experiences. Training includes learning across GoDaddy-built AI-powered tools such as GoDaddy Content as a Service (GoCaas) and GABI.

These offerings are reinforced through AI office hours led by internal experts and our “Moments of Spark” video series, which features short, two-to-three-minute tutorials focused on practical, how-to applications of AI.

For more information on AI and our employees, visit the [Responsible AI](#) section of the report.

## Leadership Training

We believe that strong leadership drives engaged teams and better outcomes. In 2025, we expanded access to leadership development through a new external training partner, giving all leaders access to courses that support both foundational and advanced skills. We also offer additional pathways for leaders to continue building their skills, including:

- **New Manager Onboarding:** A required multi-week program that introduces new managers to GoDaddy’s values, expectations, and practical tools for success.
- **GoDaddy Leadership Development Program:** A structured course series focused on core leadership skills, including leading virtually, navigating change, coaching, and delivering effective feedback.
- **Self-paced Leadership Training:** Press Start, Leadership Arcade is our self-paced, on-demand learning program focused on leadership soft skills and connection across the GoDaddy community.

## Employee Performance

Being “Better Every Day” is central to how we approach performance, growth, and open communication. Our mid-year and year-end reviews focus on goal setting, career development, peer feedback, and self-reflection, helping employees track progress and keep growing. To further support fair and consistent advancement, we use a proactive promotion flagging process that applies consistent, company-wide criteria to identify employees who may be ready for their next step. This reduces reliance on subjective identification, helps mitigate bias, and supports more equitable career advancement.

We also encourage employees to explore opportunities across teams and functions, giving them the chance to build new skills, gain diverse experiences, and deepen their understanding of the business.

# 75/100

We achieved an average score of 75/100 on the question, “I have good opportunities to learn and grow at GoDaddy.”

# 27%+

More than 27% of global hires were filled by internal candidates in 2025.





# Employee Wellbeing

Employee health and wellbeing are fundamental to our success.

When employees feel their best, they bring their best, and we work to create an environment that supports that. We make our employees' health, wellbeing, safety, and security a top priority because a thriving team is the heart of everything we do.

## Benefits

At GoDaddy we are proud of our benefit offerings, and we work to make our benefits easier to understand and navigate by streamlining enrollment and improving how employees access key options. We also focus on making our programs more visible so employees can confidently choose what works for them.

Here are just a few ways we're supporting our employees and their families<sup>16</sup>:

- **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.

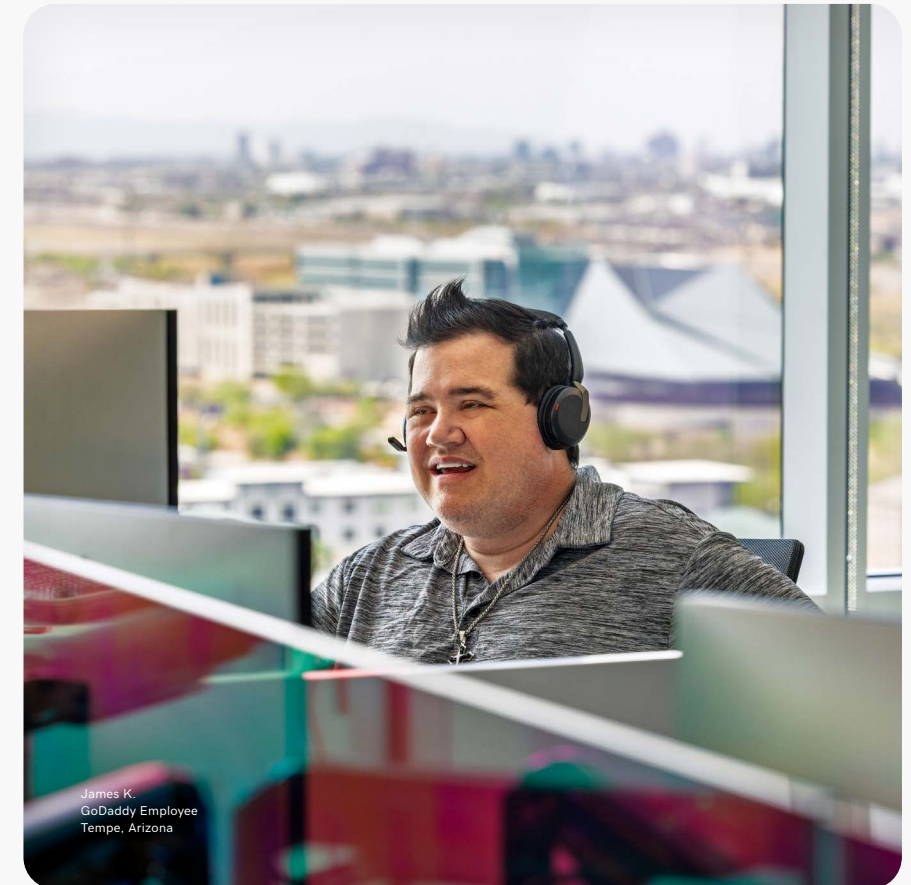
- **Daycare Discounts & Subsidies:** A 10% discount plus a 10% subsidy for fees with our daycare partners.
- **Parental Leave:** Paid leave to allow parents time to bond with their new additions. Flexible scheduling options may also be available when returning to work.
- **Prescription Drug Savings Program:** A new offering that helps find savings solutions for high prescription drug costs.
- **Kashable:** A new payroll-deduction option that provides access to responsible, low-cost personal loans to support financial wellbeing.

## GoDaddy's Wellbeing Focus

The wellbeing of our employees is a key focus for GoDaddy. Here's how we show it<sup>17</sup>:

- **Global Wellness Days:** Four dedicated days each year to unplug and focus on their own wellbeing.
- **Mental Health Management Program:** We partner with Lyra Health to offer confidential support for employees. 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, those enrolled in one of our UnitedHealthcare plans have access to Calm Health, a mental health app with tools for sleep, meditation, and mindfulness.

- **Noom:** A platform offering a personalized approach to weight management and wellbeing. Beginning in 2025, Noom also provides an option to expand access to certain weight loss medications for employees who clinically qualify, helping support holistic health in a cost-conscious way.



<sup>16</sup> This information is accurate for regular U.S. full time employees only, unless otherwise specified. Benefits will vary by region.

<sup>17</sup> This information is accurate for regular U.S. full time employees only, unless otherwise specified. Benefits will vary by region.





## Security & Resilience

Our Global Safety, Security, and Intelligence (GSSI) Team helps maintain a safe, productive, and resilient environment for our employees, guests, and visitors across our global operations. At GoDaddy, we treat security as a shared responsibility, and we continuously strengthen our approach to reflect evolving risks and employee needs.

Employees have access to safety, security, and facility-related support through phone, email, and Slack. A dedicated intranet page provides clear, regularly updated guidance on global security practices, security standards and technology, business resilience, and safety policies, so employees know where to turn for information and support.

### Employee Safety & Emergency Response

The GSSI Team is focused on keeping employees safe whether they are working from home, in one of our facilities, or traveling. By combining employee input, site-level insights, and global monitoring tools, we can quickly identify potential disruptions and coordinate timely, appropriate responses.

Our GSSI Team uses a tiered communication approach based on risk level and partners with People Operations, Communications, and Legal Teams to support clear, coordinated action. This cross-functional collaboration helps us proactively monitor situations and respond to issues that could impact our people or facilities.

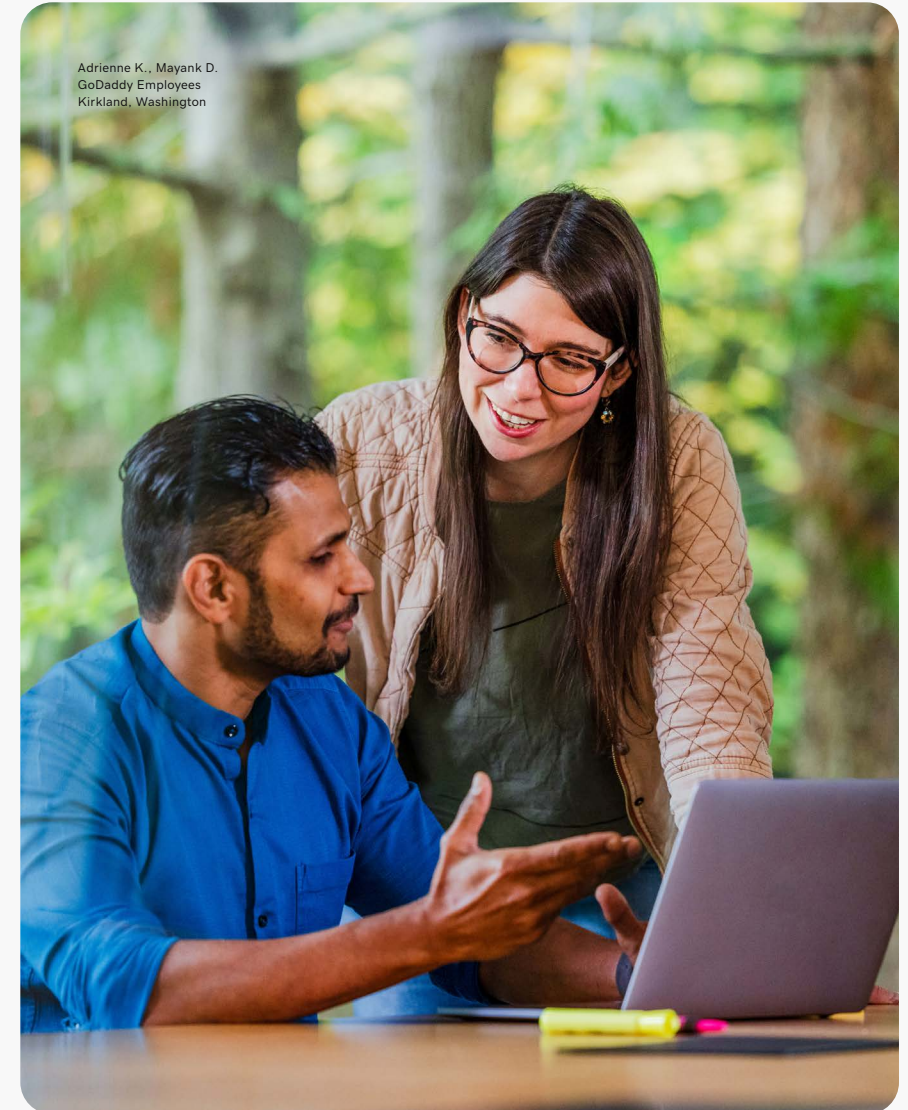
To further support employee safety while traveling, we integrate with our travel platform to provide automated risk assessments, including country-specific guidance and access to 24/7 Global Security Operations Center support. We are also expanding training programs to equip employees with practical skills and resources to help keep themselves and their teammates safe while traveling.

#### INCIDENT RESPONSE GUIDEBOOK

In early 2026, we launched Incident Response Guidebooks, digital, QR code-based resources that are customized for each office and posted in common areas and meeting rooms. The guidebooks provide clear, step-by-step guidance for emergencies, including natural disasters, medical situations, power outages, and fire incidents, along with office-specific emergency contacts and evacuation routes.

#### SUPPORTING EMPLOYEES THROUGH HARDSHIP

Supporting one another is part of who we are at GoDaddy. Through the Tomorrow Fund, we provide financial assistance to employees worldwide facing unexpected hardship or natural disasters, helping cover essential needs. In 2025, four grants were provided.



Adrienne K., Mayank D.  
GoDaddy Employees  
Kirkland, Washington



# Responsible Governance & Operations

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Nitika B.  
GoDaddy Employee  
Gurugram, Haryana





## Honest & Ethical Conduct

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

Compliance and responsible conduct are managed by our Legal Compliance Team and leaders across the company. Through clear policies, training, and cross-functional collaboration, we support honest and ethical conduct across GoDaddy. As our business and regulatory landscape evolve, we regularly review and update our practices to address emerging risks and expectations.

### Business Ethics

The following select policies and procedures help to guide our business conduct:

- **Code of Business Conduct & Ethics (Code):** Updated in 2025, our [Code](#) guides our employees, officers, and directors, and reflects GoDaddy's evolving business, potential risks, and responsibilities.
- **Human Rights & Anti-Slavery:** Our [Human Rights Policy](#) and [Anti-Slavery Statement](#) together guide our approach to respecting human rights across our operations and value chain.
- **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, helping everyone feel safe to report concerns without fear of retaliation.

### Education & Training

We are dedicated to equipping our workforce to uphold our ethical standards through comprehensive training. As part of onboarding, all new employees complete training on our Code, covering expectations for ethical conduct and compliance. This training covers foundational topics such as anti-harassment and anti-discrimination, data protection, security awareness, and social engineering, alongside role-based training on antitrust, anti-bribery, and anti-corruption. Annual refresher training is required for select topics depending on role or location.

Vendors and contractors are also required to complete ethics training when they begin working with us, covering our Code, data protection, security awareness, and other role-specific topics. Refresher training on select topics may also be required annually as deemed necessary depending on role or location.





## Corporate Governance

Strong corporate governance underpins our strategy and operations, helping us create long-term value and earn the trust of our stakeholders. Our Board oversees the company's long-term strategic, financial, and organizational priorities. Our [Corporate Governance Guidelines](#) reflect the Board's commitment to responsible, accountable governance and support the effective oversight of our business. More information on the Board's responsibilities and committee oversight is available in our Corporate Governance Guidelines, committee charters, and Proxy Statement on our Investor Relations [Financials](#) page and [Governance](#) page.

## Risk Management

As part of our governance structure, our Board oversees GoDaddy's enterprise-wide risk management, including risks related to our long-term strategy, financial performance, and operations. The Board and its committees provide oversight of strategic, legal, regulatory, financial, management, and operational risks to help ensure the company remains resilient and well positioned for long-term success. Additional details on Board and committee responsibilities are available in the [Sustainability Governance](#) section of this report.

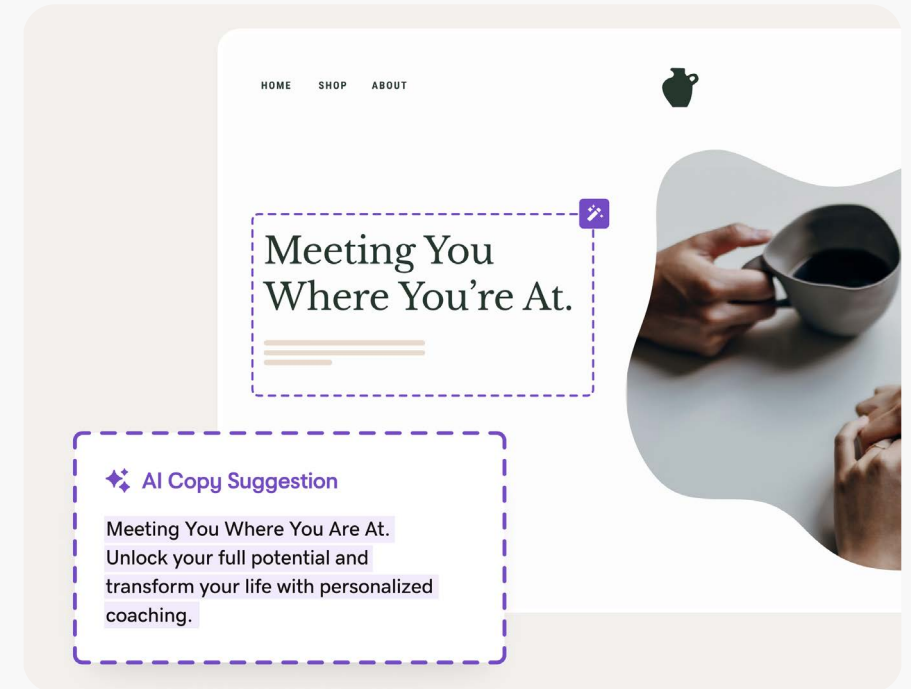
Under the Audit and Risk Committee's oversight, our Assurance, Risk, and Compliance (ARC) Team leads our enterprise risk management program. The ARC Team identifies and assesses key risks that could affect our strategy, operations, or compliance, and works with senior leaders to define metrics and monitoring processes. This approach supports proactive risk management while enabling disciplined execution, innovation, and growth.

## Government & Policy Engagement

GoDaddy's Corporate and Government Affairs Team advocates for the small business customers we serve by engaging in federal and state legislative, public policy, and regulatory discussions that impact the digital ecosystem. Through ongoing engagement with policymakers, lawmakers, and industry stakeholders, the team helps to ensure entrepreneurs' perspectives are represented in policy discussions and to support a fair, open, and secure internet.

As both a Registry and a Registrar, GoDaddy actively participates in working groups and community leadership bodies of the Internet Corporation for Assigned Names and Numbers, as well as industry associations such as the Internet Infrastructure Coalition (i2Coalition). These engagements help shape policies governing the Domain Name System, support transparent processes for addressing complaints and information requests, and promote a predictable and secure environment for registrants worldwide. For more information on how we collaborate with industry peers for internet safety, visit the [Trust & Safety](#) section of the report.

As part of our commitment to honest and ethical conduct, GoDaddy maintains a publicly available policy outlining standards for political contributions, activities, and lobbying by our directors, officers, and employees. You can read our policy [here](#).



## Supporting Responsible AI for Entrepreneurs

As AI continues to shape how small businesses operate, GoDaddy engages on AI legislative efforts to help democratize technology and expand access to opportunity. We support policies that expand access to AI tools that are practical, trustworthy, and affordable. Our advocacy promotes AI literacy, open standards, fair competition, and responsible adoption practices. Our goal is to help ensure innovation strengthens local businesses and communities.



# 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 governance systems to support our cybersecurity and data protection processes. We regularly review and refine these efforts to further strengthen our defenses and keep pace with a constantly changing threat landscape.

## Cybersecurity

Our management team is responsible for identifying, assessing, and managing GoDaddy's cybersecurity risks on an ongoing basis. This includes establishing processes designed to help ensure that potential cybersecurity risk exposures are monitored, appropriate mitigation and remediation measures are implemented, and the company's cybersecurity programs are maintained.

Our Board oversees the company's cybersecurity risk management program through its Audit and Risk Committee. The committee receives regular reports from GoDaddy's Chief Information Security Officer (CISO), which are shared with the Board at least quarterly.

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 CEO on significant matters relevant to the company's cybersecurity risk.

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 deliver an annual data privacy and cybersecurity training program for all employees, along with regular updates on key initiatives and best practices through timely alerts.
- **Security by Design:** Our developers are encouraged to consider cybersecurity from the initial design phase of our products to completion. Teams within our Information Security organization collaborate to integrate security measures into new products and services. We design and implement 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.



Mihir G., Saurav K.  
GoDaddy Employee  
Pune, Maharashtra

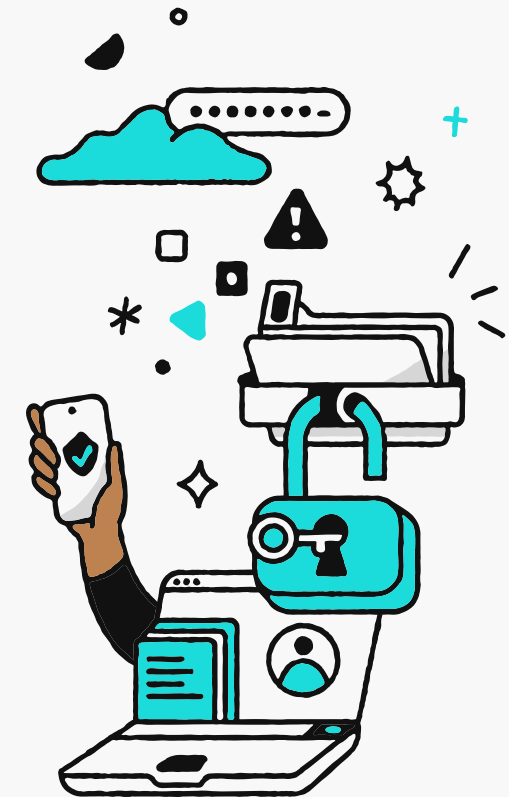




## Data Privacy

Our Chief Privacy Officer manages our global privacy program, which includes, but is not limited to, conducting privacy impact assessments, providing training to employees, responding to data subject requests, and engaging with data protection authorities. We regularly review and enhance our privacy practices to reflect evolving regulatory requirements and stakeholder expectations, and we take a proactive approach to managing our data privacy obligations. Some of our efforts include:

- **Core Data Privacy Practices:** We empower our customers, employees, and individual data subjects to manage their privacy preferences and exercise their privacy rights. Our core privacy practices are set forth in our [Global Privacy Notice](#) and related privacy policies.
- **Global Regulatory Frameworks:** We apply a core set of common principles to how we handle personal data globally. We also consider local requirements and restrictions in the jurisdictions where we do business.
- **International Data Transfers:** GoDaddy certified its compliance with the E.U.-U.S. Data Privacy Framework, as well as the U.K. Extension to the E.U.-U.S. Data Privacy Framework and the Swiss-U.S. Data Privacy Framework. 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:** Where required by our agreements or applicable laws, we enter into data processing agreements that govern our rights and responsibilities for processing personal data.
- **Service Providers:** We use 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 2025, 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 works with our business teams on day-to-day privacy matters, including early-stage product design, to embed privacy considerations throughout product development. The team also partners with our Legal, Information Technology, and other subject matter experts to support thorough data privacy impact assessments.





## Trust & Safety

We strive to address harmful content while helping ensure 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 approach is overseen by GoDaddy's Trust and Safety Team and is grounded in robust policies, consistent enforcement, regulatory compliance, and transparent disclosures. Our philosophy is outlined in our [Trust Center](#), with specific policies detailed in our [Universal Terms of Service](#) (UTOS).

As a provider of domain registration and hosting services, GoDaddy plays an important role in the digital landscape. While we facilitate domain registrations, we also offer comprehensive hosting solutions that help customers establish and maintain their online presence. GoDaddy remains committed to addressing and helping mitigate the potential negative impacts of digital technology misuse, even where our ability to directly modify or remove harmful content may be limited. Our ongoing efforts to promote responsible and sustainable digital practices reflect our dedication to a secure and open internet.

## Governance & Transparency

GoDaddy's UTOS set forth the terms and conditions that govern the use of a majority of our sites, products, and services.<sup>18</sup> 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 sale of prescription medicine without a valid prescription, and fraudulent activity. We regularly review and stress test our trust and safety policies to address emerging risks and evolving threats.

We take reports and feedback seriously. GoDaddy's Trust and Safety Team follows established processes to review content complaints for potential violations of our UTOS or other safety policies and takes appropriate action when violations are identified, which may include account suspension, termination, or other measures as warranted.

In 2025, we strengthened these processes by improving how content complaints can be submitted and tracked. Updates to our intake process added clearer guidance, making reporting more accessible and trackable.

# 23,860

Our Content Safety Team processed 23,860 complaint cases, with complaints typically resolved within 48 hours.<sup>19</sup>



Graham W.  
GoDaddy Employee  
Kirkland, Washington

<sup>18</sup> Other GoDaddy brands may have standalone terms of service that govern their respective sites, tools, and services.

<sup>19</sup> The total number of complaints reflects full-year 2025 data. Resolution time metrics reflect performance following system enhancements implemented in September 2025 through year-end, as part of our continued operational improvements.





## Regulatory Compliance

GoDaddy is committed to meeting applicable online safety and content regulation requirements in the regions where we operate. Where relevant to our operations, we take into account frameworks such as the E.U.'s Digital Services Act, including annual [transparency report](#) obligations, and the U.K.'s Online Safety Act. These frameworks help inform our approach to transparency, accountability, and the responsible management of online content, reinforcing our commitment to user safety and trust.

## Safeguarding Trust & Safety Employees

Trust and safety work can be emotionally demanding. To help protect our teams, we use the Light Switch Protocol (LSP), a simple framework that limits exposure to sensitive content and helps ensure employees engage only at a level they have opted into. By clearly signaling when detailed discussions are appropriate and when conversations should remain high level, the LSP enables critical work on harmful content while safeguarding employee wellbeing.



## Collaboration for Internet Safety

GoDaddy works with industry peers to help create a safer and more sustainable internet. We participate in several industry groups, including the Tech Coalition, where technology companies collaborate to advance child safety online through shared expertise and collective action. We also engage with the i2Coalition through technology policy briefings and cybersecurity and privacy working groups, helping inform industry dialogue and promote responsible practices that protect users and entrepreneurs alike.

Through this work, we contribute to shared resources and support other companies as they build and strengthen trust and safety capabilities across the broader digital ecosystem.





# Responsible AI

## We advance AI responsibly, with entrepreneurs and employees at the center.

As AI technologies continue to evolve, GoDaddy adopts these tools thoughtfully to empower our customers and employees to thrive in a rapidly changing world. We are committed to using AI responsibly to help our customers succeed while creating meaningful value for their businesses. At the same time, we continue to invest in innovation, developing customer-centric solutions and tools that address real challenges and allow GoDaddy to lead with impact and purpose. As the landscape evolves, we regularly evaluate and mature our approaches to help ensure our use of AI remains effective, appropriate, and aligned with our values.

To support responsible AI use at scale, GoDaddy established clear ownership and accountability for AI governance, with oversight across the company. The Board receives regular updates on AI-related topics from management as well as the Audit and Risk Committee, which maintains oversight of AI risks as they relate to the company's financial and business performance. GoDaddy's Chief Technology Officer (CTO) oversees AI governance, working closely with cross-functional partners to support alignment as our technology and company evolves. In addition, our AI Governance Working Group plays a key role in this approach by providing guardrails and oversight to support responsible and ethical AI use.

## Integrating AI

At GoDaddy, responsible AI means leveraging all forms of AI in a safe, trustworthy, and ethical manner. As these technologies become more prevalent, we work to manage potential risks and embed our responsible AI principles into new and existing business processes while advancing opportunities for our operations and customers.

We have measures in place to guide the design, development, and deployment of AI in alignment with our core values. Our approach includes identifying potentially inaccurate, misleading, biased, or sensitive information, and applying appropriate controls, including human review where necessary. We regularly review and update our practices to align with our [Code](#).

AI is central to our culture of innovation, and we carefully evaluate partnerships and technologies before adoption. Our Legal and Privacy teams assess ethical considerations, data privacy, regulatory compliance, potential risks, and performance reliability to support responsible and ethical AI use. Read more about our responsible AI practices [here](#).

## AI for GoDaddy's Employees

At GoDaddy, we foster a culture of innovation, creativity, collaboration, and continuous learning. AI is embedded in everyday work across the company and helps our employees work more efficiently, collaborate more effectively, and tackle complex challenges with confidence to support our business and our customers.

To support this work, we use GoCaaS, our internal AI platform designed to enhance productivity while protecting our sensitive and confidential data. GoCaaS provides secure access to approved AI models and workflow-specific companions.

Through AI-focused training and shared learning, we help grow employee AI fluency and reinforce a culture of responsible innovation. Visit the [Learning and Development](#) section of this report for more on how we are expanding employee capabilities through AI training.

GoDaddy also brings employees together through AI-focused events that encourage collaboration, experimentation, and learning across the company, including:

- **AI Showcase:** A monthly forum where teams share live demos and practical examples of how AI is improving efficiency at GoDaddy. The showcase helps employees explore approved AI tools, understand our AI strategy, and connect across teams.
- **GenAI Hackathon:** A company-wide event that brings teams together to experiment, collaborate, and turn AI ideas into scalable solutions using GoDaddy-approved AI tools, accelerating AI adoption across the business.





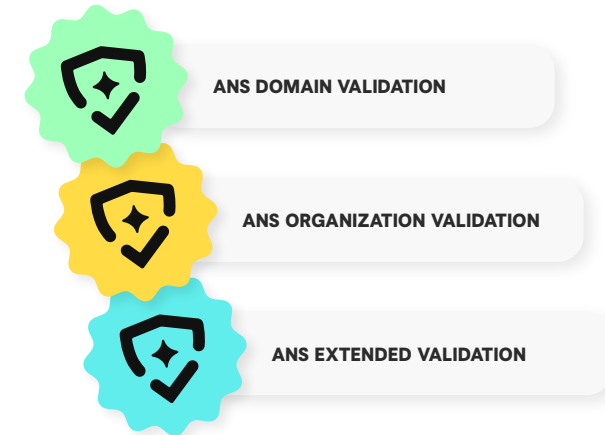
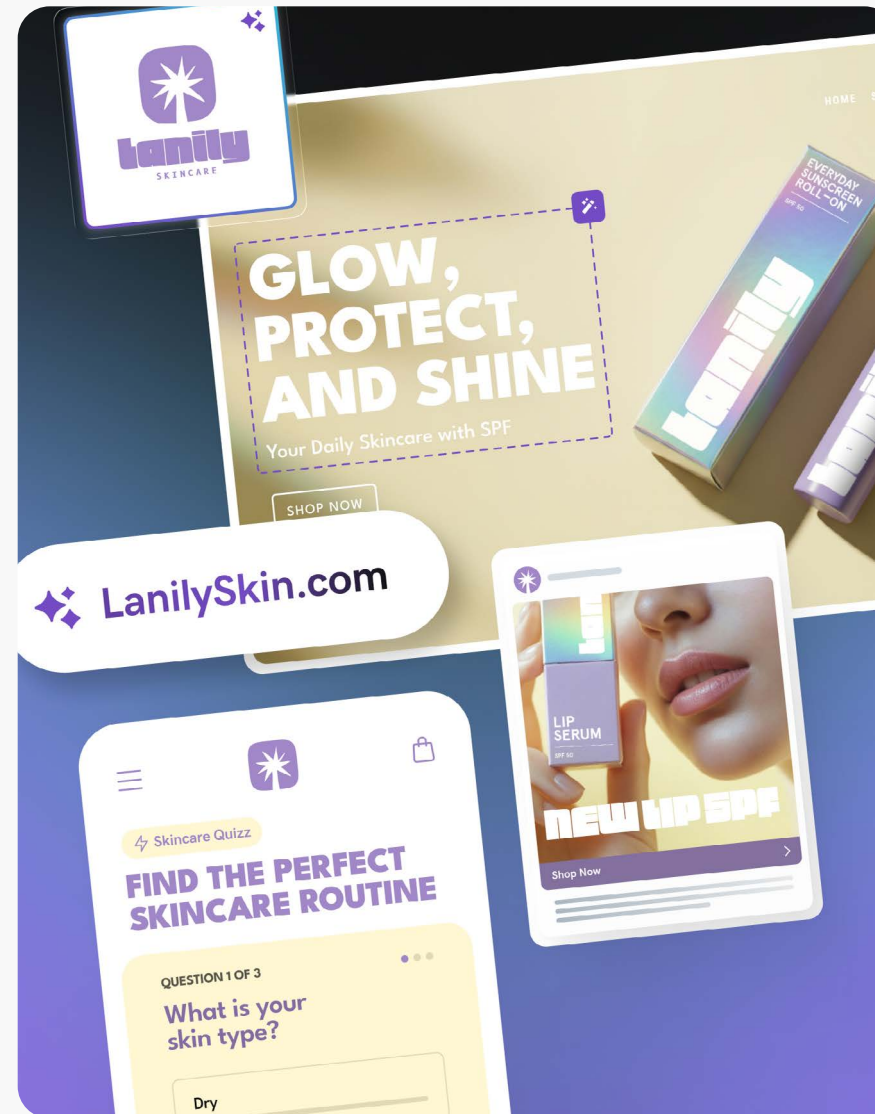
## AI for GoDaddy's Customers

By integrating AI into our products, services, and customer care, GoDaddy helps meet customer needs faster and more effectively, making opportunity more inclusive for all.

While AI helps streamline many processes, GoDaddy Guides remain available to provide proactive, informed, and personalized guidance when needed. This combination of AI and human expertise helps ensure customers have the tools and support they need to succeed.

Refer to the [Customer Experience](#) section of this report for more information on the tools and resources we make available to serve our customers, including those on AI.

- **GoDaddy Airo:** To help small business owners save time as they start and grow their online presence, GoDaddy includes Airo as an added experience for customers who register a domain. Airo helps customers turn ideas into action by quickly building websites, email, and marketing assets with AI-powered tools. In 2025, GoDaddy introduced [Airo.ai](#), an agentic AI experience that supports entrepreneurs through simple, guided conversations. By understanding customer goals, Airo.ai works across GoDaddy solutions and tools to help move customers from intent to outcomes, from registering a domain and building a website to creating logos and foundational business content.



- **Agent Name Service:** As AI agents shift from prototype to real-world deployment, the gap between accelerating experimentation and mature oversight is widening, creating new risks in autonomy, safety, system integration, and trust. Agent Name Service (ANS), a global, open standard for the agentic internet, addresses these risks by employing the same core infrastructure that powers today's internet: domain name system (DNS). With ANS, an agent is registered within DNS as a subdomain and is assigned verifiable credentials that define what the agent is authorized to do. Registered agents can then be discovered, verified, and governed across the open web. In addition to driving adoption of ANS as the global, open standard for the agentic internet, GoDaddy is leading the way with GoDaddy ANS, the first public implementation of the ANS open standard where anyone can publish and verify agents in minutes. Learn more [here](#).



# Environmental Impact

## Climate Change

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## Energy

Renewable Energy & Energy Efficiency \_\_\_\_\_ 40





# Climate Change

## We operate with the future in mind.

GoDaddy recognizes its responsibility to protect the environment for future generations. Across our operations, we focus on efficiency, productivity, and sustainable practices, measuring our greenhouse gas (GHG) emissions annually to track progress. We concentrate our efforts where our footprint is greatest, including data centers and corporate real estate.

Our climate scenario analysis identified and assessed climate-related risks and opportunities across our operations and supply chain over multiple time horizons. These insights inform our sustainability strategy, risk management, and disclosures, as outlined in the [Sustainability Governance](#) and [Frameworks & Metrics](#) sections of this report.

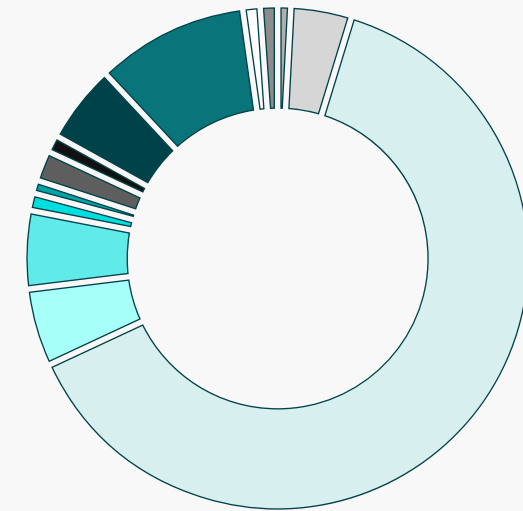
Our [Environmental Policy](#) provides a clear framework for managing environmental impacts related to climate change, resource use, biodiversity, and supplier expectations. The policy guides how we operate responsibly, reduce environmental impact, and support the long-term resilience of our business.

## Greenhouse Gas Emissions

Through our GHG inventory process, we monitor emissions across our operations and supply chains. The results help us evaluate our environmental impact and opportunities to drive value.

In early 2024, we set a new target to reduce Scope 1 and 2 (market-based) emissions by 90% by 2030 from a 2019 baseline. Year over year, Scope 2 (market-based) emissions decreased, reflecting our continued focus on energy efficiency and renewable energy. Scope 1 emissions increased compared to 2024 due to one-off site-level factors. As a result, as of December 31, 2025, we maintained an approximately 88% reduction of Scope 1 and 2 (market-based) emissions relative to our 2019 baseline.

GoDaddy follows the GHG Protocol (operational control approach) and our established Inventory Management Plan to complete our annual emissions calculations. We continuously improve our calculation methodologies as our operations evolve and reporting standards advance, supporting alignment with the GHG Protocol and industry best practices. Until we achieve our 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.



1%	Scope 1
4%	Scope 2 - Market-Based
64%	Scope 3 - Purchased Goods and Services
5%	Scope 3 - Capital Goods
5%	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
5%	Scope 3 - Employee Commuting
10%	Scope 3 - Use of Sold Products
<1%	Scope 3 - End-of-life Treatment of Sold Products
1%	Scope 3 - Investments





## Efficient Operations

Protecting the environment starts with managing the resources used in our operations. We look for practical ways to reduce water use, waste generation, energy consumption, and pollution across our footprint. Through reuse, recycling, and thoughtful consumption, we work to minimize waste and e-waste while complying with applicable environmental laws and regulations related to air, land, and water.

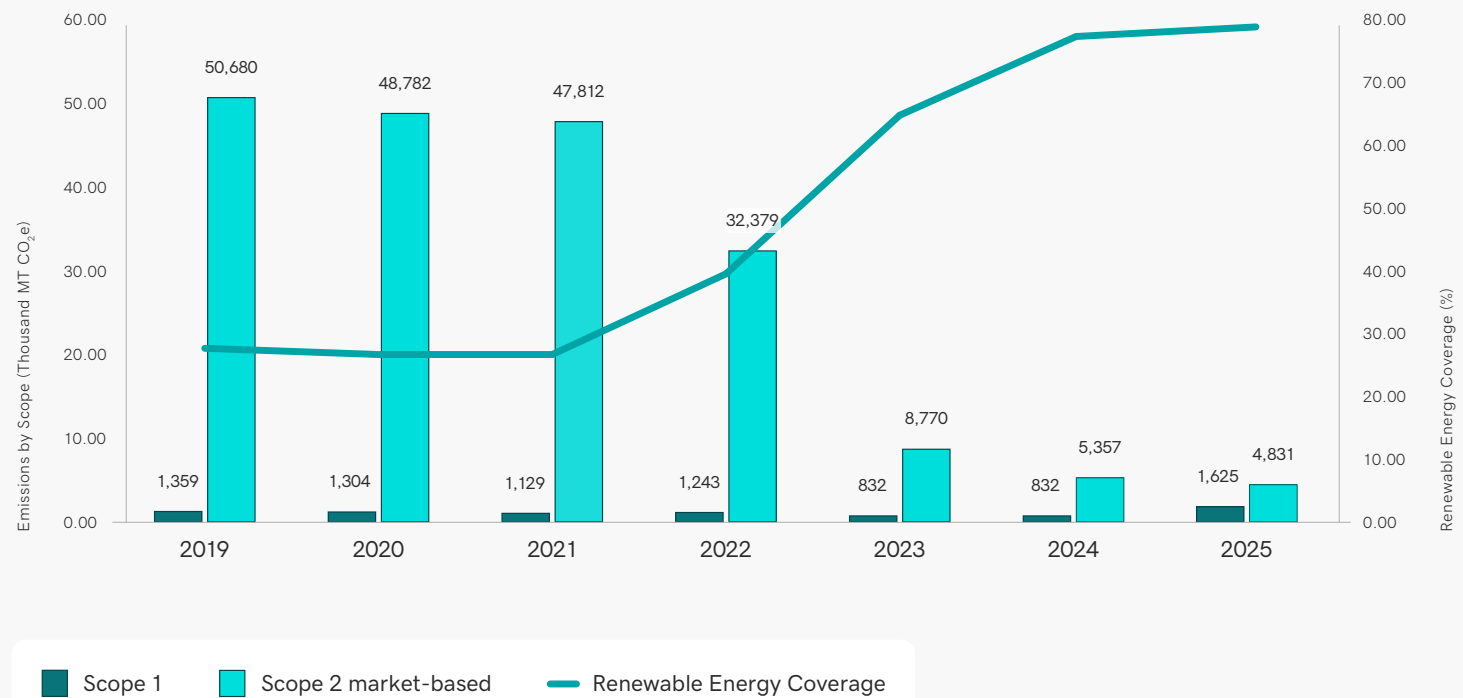
Our Global Real Estate, Workplace Experience, Safety and Security (GREWS) Team partners with our IT Team to responsibly manage e-waste, including batteries, laptops, and other technology. When possible, equipment and materials are repurposed or reused. Items that reach the end of life are sustainably recycled through third-party partners. The GREWS Team also seeks opportunities, where feasible, to donate furniture and other office items to local schools and community organizations, extending the life of materials and reducing waste sent to landfill.

Our hybrid work model helps reduce demand for physical office space. The GREWS Team continues to optimize our real estate footprint, including flexible workspace solutions, by evaluating utilization, reducing potentially wasted resources, lowering costs, and decreasing our operational energy footprint. Beyond offices, data centers also play a significant role in our operational greenhouse gas emissions. Visit the [Energy](#) section of this report for more information on how we manage data center efficiency.

### GIVING OFFICE FURNITURE A SECOND LIFE

Following the closure of GoDaddy's former Tempe, AZ headquarters, surplus furniture was donated to help furnish a local school's teachers' lounge. The donation supported educators and reduced waste by extending the life of existing materials.

### Operational GHG Emissions by Scope (Thousand MT CO<sub>2</sub>e) 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 focus on improving energy efficiency and seeking renewable energy sources to cover our consumption, where available. This approach helps to optimize performance and reduce costs, while also helping us serve our customers and limit our environmental impact.

## Renewable Energy & Energy Efficiency

We focus on renewable energy and energy efficiency as the primary levers for reducing the environmental impact of our operations. Energy efficiency measures help reduce demand at the outset, while renewable energy lowers emissions associated with the energy we consume. Together, these efforts support our environmental objectives and drive operational value through improved performance and cost efficiency. Since 2019, we have driven a greater than 50% reduction in energy consumption.

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 increase renewable electricity coverage within third-party co-location data center facilities, where available.

Across our managed data center facilities, we take a continuous improvement approach, deploying technologies and operational practices that improve performance, optimize costs, and reduce energy use. Key initiatives include:

- **Workload Densification:** Increasing workload density to reduce servers and racks, consolidate footprints, and leverage scale efficiencies.
- **Server Virtualization:** Virtualizing Managed WordPress on our global platforms reduces our infrastructure footprint and accelerates server consolidation and retirements.
- **Server Optimization:** Tuning server performance to balance operational needs with energy savings, where possible. Identifying and retiring inefficient servers before end of life and replacing them with more energy-efficient models.
- **Airflow & Cooling Optimization:** Improving airflow management and cooling strategies to reduce energy demand while maintaining reliable performance.
- **Alternative Fuel Sources:** Prioritizing well-researched and tested solutions aligned with our operations, such as the use of hydrogenated vegetable oil for backup generation, where available.

## AI Energy Usage

As AI capabilities expand across our business, we recognize that generative AI models and supporting infrastructure are energy intensive. GoDaddy does not currently deploy AI workloads in company-managed data centers. Instead, these workloads are currently supported through third-party partners.

We work closely with these partners to manage and optimize AI workloads. As with our own operations, our focus is on supporting efficient performance, recognizing that execution depends on partner infrastructure and practices.

We continue to collaborate with partners to obtain more granular data to better understand the full extent of the energy usage associated with AI workloads, and we continue refining our GHG calculation methodologies in the interim, where relevant.





# Appendix

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## Frameworks & Metrics

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## About This Report

The GoDaddy 2025 Global Stakeholder Impact Report details our progress toward our corporate sustainability goals, strategies, and initiatives in support of our overarching purpose 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, 2025. To demonstrate our commitment to transparent communication regarding our sustainability progress, we routinely share updates through our [website](#) and our annual reporting. We welcome your questions, comments, and feedback on this report by contacting [ESG@GoDaddy.com](mailto:ESG@GoDaddy.com).

This report references the Global Reporting Initiative Standards, includes select Sustainability Accounting Standards Board metrics for the Internet Media and Services sector, and the Task Force on Climate Related Financial Disclosures. 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.

GoDaddy reserves the right to update and refine its data collection, estimation, and calculation methodologies over time to reflect changes in our operations, data availability, and the evolution of applicable reporting standards and industry best practices. Such updates could affect the comparability of disclosures across reporting periods.

## 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](https://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 <sub>2</sub> e)		
	2025	2024	2023
Scope 1	1,625	832	832
Scope 2 (market-based)	4,831	5,357	8,770
Scope 2 (location-based)	19,362	20,384	27,162
<b>Scope 1 and 2 absolute emissions total (market-based)</b>	<b>6,456</b>	<b>6,189</b>	<b>9,602</b>
<b>Reduction in Scope 1 and 2 (market-based) emissions compared to 2019 baseline (%)</b>	<b>88</b>	<b>88</b>	<b>82</b>
Scope 3 — Purchased Goods & Services	71,299	68,993	92,717
Scope 3 — Capital Goods	5,514	2,941	11,635
Scope 3 — Fuel and Energy Related Activities	5,516	3,596	4,932
Scope 3 — Upstream Transportation & Distribution	1,365	684	1,846
Scope 3 — Waste Generated in Operations	307	120	109
Scope 3 — Business Travel	2,700	2,196	1,190
Scope 3 — Employee Commuting <sup>20</sup>	6,037	4,281	1,801
Scope 3 — Downstream Transportation & Distribution <sup>21</sup>	221	200	N/A
Scope 3 — Use of Sold Products	11,078	16,015	13,129
Scope 3 — End-of-life Treatment of Sold Products	1	1	1

<sup>20</sup> Includes emissions associated with employees working remote.<sup>21</sup> Emissions source not calculated prior to 2024.



Scope 3 — Investments	1,437	653	568
<b>Scope 3 Emissions Total</b>	<b>105,475</b>	<b>99,679</b>	<b>127,927</b>
<b>Total Absolute Emissions (market-based)</b>	<b>111,932</b>	<b>105,868</b>	<b>137,529</b>

### Energy Consumption

	2025	2024	2023
Total nonrenewable energy consumption (MWh)	19,018	19,331	27,395
Total renewable energy consumption (MWh)	52,769	55,881	74,449
<b>Total Energy Consumption (MWh)</b>	<b>71,787</b>	<b>75,212</b>	<b>101,844</b>
Total electricity consumption from renewable sources (%)	79	78	75
Total electricity consumption from grid electricity (%)	21	22	25
Reduction of energy consumption from 2019 baseline (%)	56	54	38
Energy intensity (MWh per million dollars of revenue)	14	16	24

### GHG Emissions Intensity (mt CO<sub>2</sub>e per Million Dollars Revenue)

	2025	2024	2023
Scope 1	0.3	0.2	0.2
Scope 2 (market-based)	1	1	2
Scope 2 (location-based)	4	4	6
Scope 3	21	22	30
<b>Total Normalized Emissions (market-based)</b>	<b>22</b>	<b>23</b>	<b>32</b>



## Diversity & Workforce Metrics<sup>22,23,24</sup>

### Racial and Ethnic Composition of U.S. Workforce and Board of Directors

	American Indian/Alaska Native			Asian			Black/African American		
	2025	2024	2023	2025	2024	2023	2025	2024	2023
<b>U.S. Workforce</b>									
<b>Total U.S. Workforce</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>16.7%</b>	<b>17.3%</b>	<b>16.4%</b>	<b>5.6%</b>	<b>4.5%</b>	<b>5.1%</b>
Leadership	0.2%	0.2%	0.2%	23.4%	23.1%	21.6%	1.4%	1.1%	1.6%
Tech	0.4%	0.4%	0.4%	28.0%	27.4%	26.9%	2.3%	2.5%	2.6%
Non-tech	0.9%	1.1%	0.9%	5.4%	6.0%	6.1%	9.0%	6.9%	7.5%
<b>U.S. Workforce: Female</b>									
<b>Total U.S. Workforce</b>	<b>0.3%</b>	<b>0.4%</b>	<b>0.5%</b>	<b>21.0%</b>	<b>21.5%</b>	<b>20.0%</b>	<b>6.8%</b>	<b>6.2%</b>	<b>6.7%</b>
Leadership	0.0%	0.0%	0.0%	25.0%	22.0%	20.5%	1.4%	1.3%	1.8%
Tech	0.2%	0.2%	0.2%	42.3%	40.0%	41.4%	3.2%	4.0%	3.2%
Non-tech	0.4%	0.6%	0.7%	6.7%	7.8%	7.3%	9.3%	7.8%	8.7%
<b>U.S. Workforce: Male</b>									
<b>Total U.S. Workforce</b>	<b>0.8%</b>	<b>0.8%</b>	<b>0.7%</b>	<b>14.7%</b>	<b>15.4%</b>	<b>14.7%</b>	<b>5.0%</b>	<b>3.7%</b>	<b>4.3%</b>
Leadership	0.3%	0.3%	0.3%	22.8%	23.8%	22.4%	1.4%	1.0%	1.6%
Tech	0.5%	0.5%	0.4%	23.0%	23.2%	22.4%	1.9%	1.8%	2.2%
Non-tech	1.2%	1.3%	1.1%	4.5%	4.8%	5.3%	8.9%	6.3%	6.8%

<sup>[22]</sup> These figures cover calendar years ending December 31, except for 2022 metrics for the Board of Directors which reflect data as of our 2023 annual meeting of stockholders on June 7, 2023.

<sup>[23]</sup> Due to rounding, totals may not equal 100%.

<sup>[24]</sup> Employee type categories (Total U.S. Workforce, Company, Leadership, Tech, Non-tech) are not mutually exclusive.





	American Indian/Alaska Native			Asian			Black/African American		
	2025	2024	2023	2025	2024	2023	2025	2024	2023
<b>U.S. Workforce: Not declared</b>									
<b>Total U.S. Workforce</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>10.0%</b>	<b>11.1%</b>	<b>15.4%</b>
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%	33.3%	50.0%
Non-tech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>U.S. Workforce: Non-binary</b>									
<b>Total U.S. Workforce</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>33.3%</b>	<b>30.0%</b>	<b>16.7%</b>	<b>11.1%</b>	<b>10.0%</b>	<b>11.1%</b>
Leadership	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tech	0.0%	0.0%	0.0%	25.0%	28.6%	25.0%	12.5%	14.3%	12.5%
Non-tech	0.0%	0.0%	0.0%	100.0%	33.3%	10.0%	0.0%	0.0%	10.0%
<b>Board of Directors</b>									
<b>Board of Directors</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>33.3%</b>	<b>33.3%</b>	<b>37.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
	Hispanic or Latino/a/x			Native Hawaiian/Other Pacific Islander			Two or More Races		
	2025	2024	2023	2025	2024	2023	2025	2024	2023
<b>U.S. Workforce</b>									
<b>Total U.S. Workforce</b>	<b>11.1%</b>	<b>10.2%</b>	<b>10.5%</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>4.7%</b>	<b>4.4%</b>	<b>4.5%</b>
Leadership	6.4%	5.5%	4.7%	0.2%	0.2%	0.2%	3.2%	2.9%	2.6%
Tech	7.5%	7.4%	7.3%	0.5%	0.5%	0.4%	3.7%	3.6%	3.7%
Non-tech	14.7%	13.4%	13.7%	0.4%	0.5%	0.3%	5.7%	5.3%	5.4%





	Hispanic or Latino/a/x			Native Hawaiian/Other Pacific Islander			Two or More Races		
	2025	2024	2023	2025	2024	2023	2025	2024	2023
<b>U.S. Workforce: Female</b>									
<b>Total U.S. Workforce</b>	<b>11.1%</b>	<b>9.8%</b>	<b>10.0%</b>	<b>0.3%</b>	<b>0.2%</b>	<b>0.2%</b>	<b>4.5%</b>	<b>4.0%</b>	<b>4.4%</b>
Leadership	4.2%	4.7%	4.2%	0.7%	0.7%	0.6%	3.5%	2.7%	3.0%
Tech	5.7%	5.2%	5.2%	0.4%	0.4%	0.4%	3.0%	3.1%	2.8%
Non-tech	14.7%	13.1%	12.8%	0.1%	0.0%	0.0%	5.6%	4.6%	5.3%
<b>U.S. Workforce: Male</b>									
<b>Total U.S. Workforce</b>	<b>11.1%</b>	<b>10.5%</b>	<b>10.8%</b>	<b>0.6%</b>	<b>0.6%</b>	<b>0.5%</b>	<b>4.8%</b>	<b>4.6%</b>	<b>4.6%</b>
Leadership	7.6%	6.0%	5.0%	0.0%	0.0%	0.0%	3.1%	3.0%	2.5%
Tech	8.0%	8.1%	7.9%	0.5%	0.5%	0.4%	4.0%	3.8%	4.0%
Non-tech	14.8%	13.8%	14.4%	0.6%	0.8%	0.5%	5.8%	5.7%	5.3%
<b>U.S. Workforce: Not Declared</b>									
<b>Total U.S. Workforce</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.7%</b>
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%	0.0%	11.1%





	Hispanic or Latino/a/x			Native Hawaiian/Other Pacific Islander			Two or More Races		
	2025	2024	2023	2025	2024	2023	2025	2024	2023
<b>U.S. Workforce: Non-binary</b>									
<b>Total U.S. Workforce</b>	<b>11.1%</b>	<b>10.0%</b>	<b>11.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.6%</b>
Leadership	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tech	12.5%	14.3%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Non-tech	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%
<b>Board of Directors</b>									
<b>Board of Directors</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
	White			Not Declared					
	2025	2024	2023	2025	2024	2023			
<b>U.S. Workforce</b>									
<b>Total U.S. Workforce</b>	<b>56.4%</b>	<b>57.9%</b>	<b>58.1%</b>	<b>4.3%</b>	<b>4.4%</b>	<b>4.4%</b>			
Leadership	59.8%	61.7%	64.0%	5.3%	5.3%	5.1%			
Tech	52.2%	53.2%	53.8%	5.4%	5.1%	4.9%			
Non-tech	60.7%	63.2%	62.2%	3.3%	3.7%	3.9%			
<b>U.S. Workforce: Female</b>									
<b>Total U.S. Workforce</b>	<b>53.2%</b>	<b>55.1%</b>	<b>55.6%</b>	<b>2.7%</b>	<b>2.8%</b>	<b>2.7%</b>			





	White			Not Declared		
	2025	2024	2023	2025	2024	2023
<b>U.S. Workforce: Female</b>						
Leadership	61.8%	65.3%	66.3%	3.5%	3.3%	3.6%
Tech	42.3%	43.6%	43.6%	2.8%	3.4%	3.2%
Non-tech	60.5%	63.6%	62.8%	2.7%	2.5%	2.4%
<b>U.S. Workforce: Male</b>						
<b>Total U.S. Workforce</b>	<b>58.1%</b>	<b>59.4%</b>	<b>59.4%</b>	<b>4.9%</b>	<b>5.0%</b>	<b>5.0%</b>
Leadership	58.8%	59.9%	62.7%	5.9%	6.0%	5.6%
Tech	55.8%	56.5%	57.2%	6.2%	5.6%	5.4%
Non-tech	60.9%	63.2%	62.1%	3.3%	4.1%	4.5%
<b>U.S. Workforce: Not Declared</b>						
<b>Total U.S. Workforce</b>	<b>40.0%</b>	<b>33.3%</b>	<b>38.5%</b>	<b>50.0%</b>	<b>55.6%</b>	<b>38.5%</b>
Leadership	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%
Tech	33.3%	33.3%	25.0%	33.3%	33.3%	25.0%
Non-tech	42.9%	33.3%	44.4%	57.1%	66.7%	44.4%
<b>U.S. Workforce: Non-binary</b>						
<b>Total U.S. Workforce</b>	<b>33.3%</b>	<b>40.0%</b>	<b>50.0%</b>	<b>11.1%</b>	<b>10.0%</b>	<b>5.6%</b>
Leadership	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Tech	37.5%	42.9%	50.0%	12.5%	0.0%	0.0%
Non-tech	0.0%	33.3%	50.0%	0.0%	33.3%	10.0%





	White			Not Declared		
	2025	2024	2023	2025	2024	2023
<b>Board of Directors</b>						
<b>Board of Directors</b>	<b>66.6%</b>	<b>66.6%</b>	<b>62.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>

**Age Composition of Workforce and Board of Directors**

	Over 50 Years Old			30-50 Years Old		
	2025	2024	2023	2025	2024	2023
<b>Workforce</b>						
<b>Company</b>	<b>11.1%</b>	<b>11%</b>	<b>10.6%</b>	<b>73.0%</b>	<b>72.8%</b>	<b>71.0%</b>
Leadership	26.1%	26.4%	24.3%	73.8%	73.6%	75.5%
Tech	10.6%	10.8%	10.6%	70.6%	72.3%	72.4%
Non-tech	11.6%	11.3%	10.7%	75.8%	73.4%	69.6%
<b>Board of Directors</b>						
<b>Board of Directors</b>	<b>88.9%</b>	<b>88.9%</b>	<b>87.5%</b>	<b>11.1%</b>	<b>11.1%</b>	<b>12.5%</b>
	Under 30 Years Old			Not Declared		
	2025	2024	2023	2025	2024	2023
<b>Workforce</b>						
<b>Company</b>	<b>15.9%</b>	<b>16.2%</b>	<b>17.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>
Leadership	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%





	Under 30 Years Old			Not Declared		
	2025	2024	2023	2025	2024	2023
Tech	18.8%	16.9%	15.8%	0.0%	0.0%	1.2%
Non-tech	12.6%	15.3%	18.7%	0.0%	0.0%	0.9%
<b>Board of Directors</b>						
<b>Board of Directors</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>

<b>Workforce Breakdown by Gender</b>						
	Male			Female		
	2025	2024	2023	2025	2024	2023
<b>Employment Contract</b>						
Permanent (employees)	69.1%	69.6%	68.4%	30.3%	29.9%	29.9%
Interns	40.0%	66.7%	100.0%	60.0%	33.3%	0.0%
<b>Employment Type</b>						
Full-time	69.3%	69.9%	68.7%	30.1%	29.6%	29.6%
Part-time	34.0%	33.3%	41.2%	66.0%	66.7%	58.8%
<b>Employee Category</b>						
<b>Company</b>	<b>69.1%</b>	<b>69.5%</b>	<b>68.5%</b>	<b>30.4%</b>	<b>29.9%</b>	<b>29.9%</b>
Leadership	68.9%	68.8%	67.6%	30.7%	30.9%	31.9%
Tech	77.4%	77.6%	77.4%	22.1%	21.8%	20.9%
Non-tech	59.4%	60.5%	60.0%	40.1%	38.9%	38.3%





	Male			Female		
	2025	2024	2023	2025	2024	2023
<b>Employee Age Group</b>						
Under 30 years old	65.0%	64.4%	63.1%	34.7%	35.2%	36.3%
30-50 years old	69.3%	70.1%	70.3%	30.0%	29.3%	29.1%
Over 50 years old	72.9%	73.7%	72.1%	26.9%	26.2%	27.8%
Not declared	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Workforce by Region</b>						
North America	67.5%	68.7%	68.2%	32.0%	30.8%	31.0%
Europe, the Middle East and Africa	68.8%	69.9%	68.3%	30.4%	29.3%	27.1%
Asia Pacific	76.5%	75.1%	71.8%	23.5%	24.9%	28.2%
Latin America	81.3%	78.4%	79.2%	18.8%	21.6%	20.8%
	Not Declared			Non-binary		
	2025	2024	2023	2025	2024	2023
<b>Employment Contract</b>						
Permanent (employees)	0.3%	0.4%	1.3%	0.2%	0.2%	0.3%
Interns	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Employment Type</b>						
Full-time	0.3%	0.4%	1.3%	0.2%	0.2%	0.3%
Part-time	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%





	Not Declared			Non-binary		
	2025	2024	2023	2025	2024	2023
<b>Employee Category</b>						
<b>Company</b>	<b>0.3%</b>	<b>0.4%</b>	<b>1.3%</b>	<b>0.2%</b>	<b>0.2%</b>	<b>0.3%</b>
Leadership	0.4%	0.4%	0.3%	0.0%	0.0%	0.2%
Tech	0.3%	0.3%	1.4%	0.3%	0.3%	0.3%
Non-tech	0.4%	0.4%	1.2%	0.1%	0.2%	0.4%
<b>Employee Age Group</b>						
Under 30 years old	0.2%	0.2%	0.1%	0.1%	0.2%	0.5%
30-50 years old	0.4%	0.4%	0.3%	0.3%	0.2%	0.3%
Over 50 years old	0.2%	0.2%	0.0%	0.0%	0.0%	0.2%
Not declared	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
<b>Workforce by Region</b>						
North America	0.3%	0.3%	0.3%	0.2%	0.3%	0.4%
Europe, the Middle East and Africa	0.7%	0.7%	4.4%	0.2%	0.1%	0.2%
Asia Pacific	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Latin America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%





## Employee Turnover

	Absolute			Rate (%)		
	2025	2024	2023	2025	2024	2023
<b>Total</b>	<b>940</b>	<b>1,477</b>	<b>2,034</b>	<b>16.1</b>	<b>26.5</b>	<b>33.0</b>
Voluntary	632	688	1,023	67.2	46.6	50.3
Involuntary	308	789	1,011	32.8	53.4	49.7
<b>Turnover by Region</b>						
North America	676	1,094	1,448	71.9	74.1	71.2
Europe, the Middle East and Africa	165	350	561	17.6	23.7	27.6
Asia Pacific	87	28	20	9.3	1.9	1
Latin America	12	5	5	1.3	0.3	0.2
<b>Turnover by Gender</b>						
Female	297	496	647	31.6	33.6	31.8
Male	637	965	1,333	67.8	65.3	65.5
Non-binary	2	9	9	0.2	0.6	0.4
Not declared	4	7	45	0.4	0.5	2.2
<b>Turnover by Age</b>						
Under 30 years old	323	379	533	34.4	25.7	27.2
30-50 years old	524	933	1,257	55.7	63.2	61.8
Over 50 years old	93	164	182	9.9	11.1	8.9
Not declared	0	1	42	0.0	0.1	2.1



## New Employee Hires

	2025	2024	2023
<b>Total</b>	<b>1,175</b>	<b>881</b>	<b>1,273</b>
<b>New Employee Hires by Region</b>			
North America	57.4%	52.7%	71.3%
Europe, the Middle East and Africa	11.9%	22.4%	24.7%
Asia Pacific	27.3%	18.7%	3.4%
Latin America	3.3%	6.2%	0.6%
<b>New Employee Hires by Gender</b>			
Female	34.0%	34.4%	31.1%
Male	65.4%	65.4%	67.8%
Non-binary	0.2%	0.0%	0.5%
Not declared	0.3%	0.2%	0.6%
<b>New Employee Hires by Age</b>			
Under 30 years old	43.7%	41.2%	37.2%
30-50 years old	52.4%	53.9%	55.8%
Over 50 years old	3.9%	4.9%	6.7%
Not declared	0.0%	0.0%	0.3%



## Philanthropic Metrics<sup>25</sup>

Philanthropic Giving (USD)			
	2025	2024	2023
Employee nonprofit match program	\$548,995	\$508,403	\$947,937
Partnerships or grants (Empower)	\$2,718,731	\$1,782,750	\$1,011,646
Nonprofit grants or sponsorships (excluding Empower)	\$254,042	\$1,065,507	\$12,254
<b>Total Giving</b>	<b>\$3,521,768</b>	<b>\$3,356,660</b>	<b>\$1,971,837</b>
Employee Volunteerism			
Volunteer hours	4,394	3,680	4,639

<sup>25</sup> These figures cover calendar years ending December 31.





## Global Reporting Initiative (GRI)

**Statement of use:** GoDaddy has reported the information cited in this GRI content index for the period January 1, 2025 to December 31, 2025 with reference to the GRI Standards.

**GRI 1 used:** GRI 1: Foundation 2021

GRI Universal Standards		
Disclosure Number	Disclosure Title	Response
<b>Organization &amp; Reporting Practices</b>		
2-1	Organizational Details	GoDaddy Inc. 100 S. Mill Ave, Suite 1600 Tempe, Arizona 85281 <a href="#">2025 Form 10-K</a>
2-2	Entities included in the organization's sustainability reporting	<a href="#">2025 Form 10-K</a>
2-3	Reporting period, frequency and contact point	This report provides information for the period beginning January 1 through December 31, 2025, unless otherwise noted. The reporting cycle for this report is the same as the financial reporting period. This report was published April 23, 2026.  For questions about this report, please email <a href="mailto:ESG@GoDaddy.com">ESG@GoDaddy.com</a> Appendix > About This Report, <a href="#">p. 42</a>
2-4	Restatements of information	There are no restatements of information.
2-5	External assurance	GoDaddy currently does not receive external assurance for this report, our GHG emissions, or any related claims.
<b>Activities &amp; Workers</b>		
2-6	Activities, value chain, and other business relationships	About GoDaddy > About Us, <a href="#">p. 5</a> <a href="#">2025 Form 10-K</a>
2-7	Employees	Appendix > Diversity & Workforce Metrics, <a href="#">pp. 45-55</a> <a href="#">2025 Form 10-K</a>
2-8	Workers who are not employees	<a href="#">2025 Form 10-K</a>





Disclosure Number	Disclosure Title	Response
<b>Governance</b>		
2-9	Governance structure and composition	About GoDaddy > Sustainability Governance, <a href="#">p. 7</a> <a href="#">2026 Proxy Statement</a> <a href="#">2025 Form 10-K</a> <a href="#">Nominating and Governance Committee Charter</a>
2-10	Nomination and selection of the highest governance body	About GoDaddy > Sustainability Governance, <a href="#">p. 7</a> <a href="#">Corporate Governance Guidelines</a> <a href="#">Nominating and Governance Committee Charter</a>
2-11	Chair of the highest governance body	Brian Sharples is GoDaddy's Board Chair and is not an executive. <a href="#">2026 Proxy Statement</a>
2-12	Role of the highest governance body in overseeing the management of impacts	About GoDaddy > Sustainability Governance, <a href="#">p. 7</a> <a href="#">2026 Proxy Statement</a>
2-13	Delegation of Responsibility for managing impacts	About GoDaddy > Sustainability Governance, <a href="#">p. 7</a> <a href="#">2026 Proxy Statement</a> <a href="#">Nominating and Governance Committee Charter</a>
2-14	Role of the highest governance body in sustainability reporting	<a href="#">Nominating and Governance Committee Charter</a>
2-15	Conflicts of interest	<a href="#">2026 Proxy Statement</a> <a href="#">Code of Business Conduct and Ethics</a> <a href="#">Corporate Governance Guidelines</a>
2-16	Communication of critical concerns	<a href="#">Code of Business Conduct and Ethics</a> <a href="#">2026 Proxy Statement</a>
2-17	Collective knowledge of the highest governance body	<a href="#">2026 Proxy Statement</a>
2-18	Evaluation of the performance of the highest governance body	<a href="#">2026 Proxy Statement</a> <a href="#">Nominating and Governance Committee Charter</a>
2-19	Remuneration policies	<a href="#">Compensation and Human Capital Committee Charter</a> <a href="#">2026 Proxy Statement</a>



Disclosure Number	Disclosure Title	Response
2-20	Process to determine remuneration	<a href="#">2026 Proxy Statement</a> <a href="#">Compensation and Human Capital Committee Charter</a> <a href="#">Code of Business Conduct and Ethics</a>
2-21	Annual total compensation ratio	<a href="#">2026 Proxy Statement</a>
<b>Strategy, Policies &amp; Practices</b>		
2-22	Statement on sustainable development strategy	A Message From Our CEO, <a href="#">p. 3</a>
2-23	Policy commitments	Responsible Governance & Operations > Honest & Ethical Conduct, <a href="#">pp. 29-30</a> <a href="#">Privacy Policy</a> <a href="#">Code of Business Conduct and Ethics</a> <a href="#">Corporate Governance Guidelines</a> <a href="#">Speak Up Policy</a> <a href="#">GoDaddy Anti-Slavery and Human Trafficking Statement</a> <a href="#">Human Rights Policy</a> <a href="#">Environmental Policy</a> <a href="#">Political Contributions, Activities, and Lobbying Policy</a>
2-24	Embedding policy commitments	GoDaddy has several policy commitments that are detailed in our <a href="#">Code of Business Conduct and Ethics</a> and other governance documents. The Code and our governance documents serve as guiding principles that apply to all employees, officers, and directors. Responsible Governance & Operations > Honest & Ethical Conduct, <a href="#">pp. 29-30</a>
2-25	Processes to remediate negative impacts	Responsible Governance & Operations > Honest & Ethical Conduct, <a href="#">pp. 29-30</a> <a href="#">Code of Business Conduct and Ethics</a>
2-26	Mechanisms for seeking advice and raising concerns	Responsible Governance & Operations > Honest & Ethical Conduct, <a href="#">pp. 29-30</a> <a href="#">Code of Business Conduct and Ethics</a> <a href="#">GoDaddy Ethics Helpline</a> <a href="#">Speak Up Policy</a>
2-27	Compliance with laws and regulations	<a href="#">2025 Form 10-K</a>



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.
<b>Stakeholder Engagement</b>		
2-29	Approach to stakeholder engagement	List of stakeholders: Customers, Investors, Regulators, Employees, Industry Peers and Associations, Communities, and Board of Directors. GoDaddy engages with our stakeholders through different channels and with varying frequency. Regular channels for engaging with stakeholders include surveys, written communications, and interviews, as well as investor and governance engagement through quarterly earnings calls, investor meetings, regulatory filings, in-season and off-season shareholder engagement, and Board and committee meetings.
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.
<b>Material Topics</b>		
3-1	Process to determine material topics	About GoDaddy > Corporate Sustainability Approach, <a href="#">p. 6</a>
3-2	List of material topics	About GoDaddy > Corporate Sustainability Approach, <a href="#">p. 6</a>
<b>Climate Change</b>		
3-3	Management of material topic	Environmental Impact > Climate Change, <a href="#">pp. 38-39</a> <a href="#">Environmental Policy</a>
201-2	Financial implications and other risks and opportunities due to climate change	Environmental Impact > Climate Change, <a href="#">pp. 38-39</a>
305-1	Direct (Scope 1) GHG Emissions	Appendix > Frameworks & Metrics > Environmental Metrics, <a href="#">pp. 43-44</a>
305-2	Energy indirect (Scope 2) GHG Emissions	Appendix > Frameworks & Metrics > Environmental Metrics, <a href="#">pp. 43-44</a>
305-3	Other indirect (Scope 3) GHG Emissions	Appendix > Frameworks & Metrics > Environmental Metrics, <a href="#">pp. 43-44</a>
305-4	GHG Emission Intensity	Appendix > Frameworks & Metrics > Environmental Metrics, <a href="#">pp. 43-44</a>
305-5	Reduction of GHG Emissions	Appendix > Frameworks & Metrics > Environmental Metrics, <a href="#">pp. 43-44</a>



Disclosure Number	Disclosure Title	Response
<b>Community Engagement</b>		
3-3	Management of material topic	Customers & Communities > Community Engagement, <a href="#">p. 13</a> <a href="#">GoDaddy for Good</a>
201-1	Direct economic value generated and distributed	<a href="#">2025 Form 10-K</a>
413-1	Operations with local community engagement, impact assessments, and development programs	Customers & Communities > Community Engagement, <a href="#">p. 13</a> <a href="#">GoDaddy for Good</a>
G413-2	Operations with significant actual and potential negative impacts on local communities	Customers & Communities > Community Engagement, <a href="#">p. 13</a> <a href="#">GoDaddy for Good</a>
<b>Trust &amp; Safety</b>		
3-3	Management of material topic	Responsible Governance & Operations > Trust & Safety, <a href="#">pp. 33-34</a> <a href="#">Trust Center</a>
<b>Corporate Governance</b>		
3-3	Management of material topic	Responsible Governance & Operations > Honest & Ethical Conduct > Corporate Governance, <a href="#">p. 30</a> About GoDaddy > Sustainability Governance, <a href="#">p. 7</a> <a href="#">Corporate Governance Guidelines</a> <a href="#">Code of Business Conduct and Ethics</a>
G205-2	Communication and training about anti-corruption policies and procedures	Responsible Governance & Operations > Honest & Ethical Conduct > Business Ethics, <a href="#">p. 29</a> <a href="#">Code of Business Conduct and Ethics</a>
205-3	Confirmed incidents of corruption and actions taken	GoDaddy is not aware of any allegations of violations or violations of anti-corruption laws by GoDaddy within the reporting period.
<b>Customer Experience</b>		
3-3	Management of material topic	Customers & Communities > Customer Experience, <a href="#">pp. 9-10</a>
<b>Cybersecurity</b>		
3-3	Management of material topic	Responsible Governance & Operations > Cybersecurity & Data Privacy, <a href="#">pp. 31-32</a>





Disclosure Number	Disclosure Title	Response
<b>Data Privacy</b>		
3-3	Management of material topic	Responsible Governance & Operations > Cybersecurity & Data Privacy, <a href="#">pp. 31-32</a> <a href="#">Privacy Policy</a> <a href="#">Trust Center</a>
418-1	Substantiated complaints received concerning breaches of customer privacy and loss of customer data	GoDaddy does not publicly disclose this information.
<b>Employee Attraction, Retention &amp; Development</b>		
3-3	Management of material topic	People & Culture > Employee Experience, <a href="#">pp. 22-24</a> People & Culture > Learning & Development, <a href="#">pp. 24-25</a> <a href="#">Careers page</a>
401-1	New employee hires and employee turnover	Appendix > Frameworks & Metrics > Diversity & Workforce Metrics, <a href="#">pp. 45-55</a>
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	People & Culture > Employee Wellbeing > Benefits, <a href="#">p. 26</a> <a href="#">Careers page</a>
401-3	Parental leave	People & Culture > Employee Wellbeing > Benefits, <a href="#">p. 26</a> <a href="#">Careers page</a>
404-1	Average hours of training per year per employee	Employees received an average of approximately 22 hours of training in 2025.
404-2	Programs for upgrading employee skills and transition	People & Culture > Learning & Development, <a href="#">pp. 24-25</a>
404-3	Percentage of employees receiving regular performance	Nearly 100% of employees received performance reviews.
<b>Employee Wellbeing</b>		
3-3	Management of material topic	People & Culture > Employee Wellbeing, <a href="#">pp. 26-27</a>
403-6	Promotion of worker health	People & Culture > Employee Wellbeing > Benefits, <a href="#">p. 26</a> <a href="#">Careers page</a>





Energy		
3-3	Management of material topic	Environmental Impact > Climate Change, <a href="#">pp. 38-39</a> <a href="#">Environmental Policy</a>
302-1	Energy consumption within the organization	Appendix > Frameworks & Metrics > Environmental Metrics, <a href="#">pp. 43-44</a>
302-3	Energy intensity	Appendix > Frameworks & Metrics > Environmental Metrics, <a href="#">pp. 43-44</a>
302-4	Reduction of energy consumption	Appendix > Frameworks & Metrics > Environmental Metrics, <a href="#">pp. 43-44</a>
Inclusive Entrepreneurship		
3-3	Management of material topic	Customers & Communities > Inclusive Entrepreneurship, <a href="#">pp. 11-13</a>
Our People-Centered Strategy		
3-3	Management of material topic	People & Culture > Our People-Centered Strategy, <a href="#">pp. 16-21</a>
405-1	Diversity of governance bodies and employees	Appendix > Frameworks & Metrics > Diversity & Workforce Metrics, <a href="#">pp. 45-55</a>
405-2	Ratio of basic salary and remuneration of women to men	People & Culture > Our People-Centered Strategy > Pay Parity, <a href="#">pp. 20-21</a>
Responsible AI		
3-3	Management of material topic	Responsible Governance & Operations > Responsible AI, <a href="#">pp. 35-36</a>



## Sustainability Accounting Standards Board (SASB)

SASB Internet Media & Services Standards		
Metric Code	Accounting Metric	Response
<b>Environmental Footprint of Hardware Infrastructure</b>		
TC-IM-130a.1	(1) Total energy consumed	Appendix > Frameworks & Metrics > Environmental Metrics, <a href="#">pp. 43-44</a>
	(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, <a href="#">pp. 38-40</a>
<b>Data Privacy, Advertising Standards &amp; Freedom of Expression</b>		
TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	Our <a href="#">Privacy Policy</a> 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 <a href="#">Privacy Policy</a> or disclosed to our customers.
TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	GoDaddy does not publicly disclose this information.
TC-IM-220a.4	(1) Number of law enforcement requests for user information	GoDaddy does not publicly disclose this information.
	(2) Number of users whose information was requested from law enforcement	
	(3) Percentage resulting in disclosure	



Metric Code	Accounting Metric	Response
<b>Data Privacy, Advertising Standards &amp; Freedom of Expression</b>		
TC-IM-220a.5	List of countries where core products or services are subject to government required monitoring, blocking, content filtering or censoring	Our <a href="#">Privacy Policy</a> 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.
<b>Data Security</b>		
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 > Cybersecurity & Data Privacy, <a href="#">pp. 31-32</a>
<b>Employee Recruitment, Inclusion &amp; Performance</b>		
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	79% of GoDaddy employees responded to GoDaddy Voice <sup>26</sup> , our annual engagement survey, in 2025.
TC-IM-330a.3	Percentage of gender and racial/ethnic group representation for (1) management	Appendix > Diversity & Workforce Metrics, <a href="#">pp. 45-55</a>
	Percentage of gender and racial/ethnic group representation for (2) technical staff	Appendix > Diversity & Workforce Metrics, <a href="#">pp. 45-55</a>
	Percentage of gender and racial/ethnic group representation for (3) all other employees	Appendix > Diversity & Workforce Metrics, <a href="#">pp. 45-55</a>
TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	Within the reporting period, there were no monetary losses from legal proceedings associated with anticompetitive behavior, antitrust or monopoly practices.

<sup>[26]</sup> In 2025, GoDaddy conducted two shorter pulse surveys rather than a full census survey, as was completed in prior years. Results reflect the Q3 pulse survey.





Metric Code	Accounting Metric	Response
<b>Activity Metrics</b>		
TC-IM-000.A	Entity-defined measure of user activity	GoDaddy had 20+ million paying customers as of December 31, 2025.
TC-IM-000.B	(1) Data processing capacity	GoDaddy does not publicly disclose this information.
	(2) Percent outsourced	
TC-IM-000.C	(1) Amount of data storage	GoDaddy does not publicly disclose this information.
	(2) Percentage outsourced	

## United Nations Sustainable Development Goals (SDGs)

SDG Goal	Actions
 <b>SDG 5: Gender Equality</b>	People & Culture > Business Aligned People-Centered Strategy, <a href="#">pp. 16-21</a>
 <b>SDG 7: Affordable and Clean Energy</b>	Environmental Impact > Energy, <a href="#">p. 40</a>
 <b>SDG 8: Decent Work and Economic Growth</b>	People & Culture <a href="#">pp. 15-27</a> Customers & Communities > Inclusive Entrepreneurship, <a href="#">pp. 11-13</a>
 <b>SDG 9: Industry, Innovation, and Infrastructure</b>	Responsible Governance & Operations, <a href="#">pp. 29-36</a>

SDG Goal	Actions
 <b>SDG 10: Reduced Inequalities</b>	People & Culture > Business Aligned People-Centered Strategy, <a href="#">pp. 16-21</a> People & Culture > Employee Experience, <a href="#">pp. 22-24</a> Customers & Communities > Inclusive Entrepreneurship, <a href="#">pp. 11-13</a> Customers & Communities > Community Engagement, <a href="#">p. 13</a>
 <b>SDG 13: Climate Action</b>	Environmental Impact > Climate Change, <a href="#">pp. 38-39</a>
 <b>SDG 16: Peace, Justice, and Strong Institutions</b>	Customers & Communities > Customer Experience, <a href="#">pp. 9-10</a> Responsible Governance & Operations, <a href="#">pp. 29-36</a>





## Task Force on Climate-Related Financial Disclosures (TCFD)

Topic & Focus Area	Disclosure
<p>Board oversight of climate related risks and opportunities</p>	<p style="text-align: center;"><b>Governance</b></p> <p>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.</p> <p>About GoDaddy &gt; Sustainability Governance, <a href="#">p. 7</a>                      Honest &amp; Ethical Conduct &gt; Corporate Governance, <a href="#">p. 30</a></p>
<p>Management’s role in assessing and managing climate-related risks and opportunities</p>	<p>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 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 ARC 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.</p> <p>About GoDaddy &gt; Sustainability Governance, <a href="#">p. 7</a>                      Honest &amp; Ethical Conduct &gt; Corporate Governance, <a href="#">p. 30</a></p>



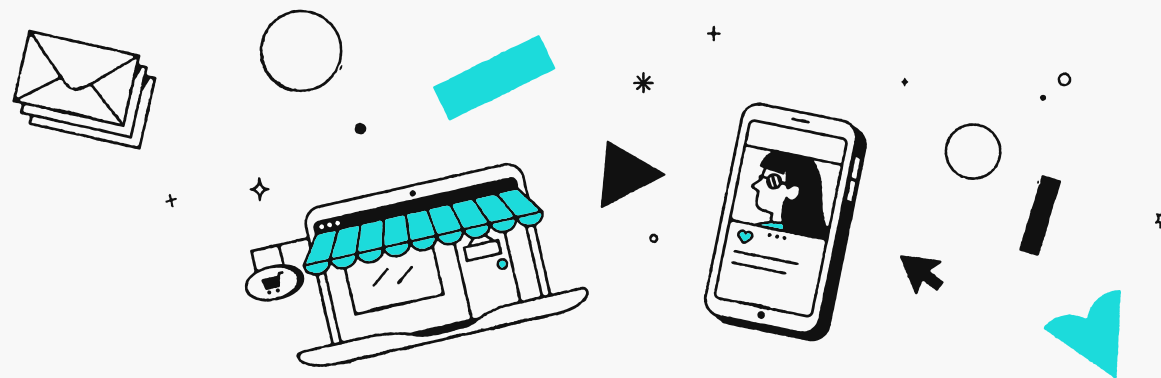


Topic & Focus Area	Disclosure
<p>Climate-related risks and opportunities the organization has identified over the short-, medium-, and long-term</p>	<p><b>Strategy</b></p> <p>In our 2024 qualitative scenario analysis, we identified potential climate-related physical risks related to our data center operations 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.</p>
<p>Impact on business, strategy, and financial planning</p>	<p>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.</p>
<p>Scenario analysis and resiliency strategy</p>	<p>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.</p>



Topic & Focus Area	Disclosure
<b>Risk Management</b>	
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 management 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.
<b>Metrics &amp; Targets</b>	
Metrics	<ul style="list-style-type: none"> <li>• Absolute Scope 1, 2, and 3 GHG emissions</li> <li>• Percentage renewable electricity procured</li> <li>• Energy Usage</li> </ul> <p>Appendix &gt; Frameworks &amp; Metrics &gt; Environmental Metrics, <a href="#">pp. 43-44</a></p>
Scope 1, 2, 3 Emissions	<p>GoDaddy discloses its Scope 1, 2, and 3 GHG emissions in the <a href="#">Frameworks &amp; Metrics</a> section of this report.</p> <p>Appendix &gt; Frameworks &amp; Metrics &gt; Environmental Metrics, <a href="#">pp. 43-44</a></p>
Targets	<p>GoDaddy has a goal to reduce Scope 1 and 2 emissions (market-based) by 90% by 2030 from a 2019 baseline.</p> <p>Environmental Impact &gt; Climate Change, <a href="#">pp. 38-39</a></p>





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