

PINTEREST, INC.
STOCK OWNERSHIP POLICY

Purpose. The Board of Directors (the “**Board**”) of Pinterest, Inc. (the “**Company**”) has adopted this Stock Ownership Policy (the “**Policy**”), effective November 17, 2022, to align the interests of its key executives and non-employee directors with the interests of stockholders and further promote the Company’s commitment to sound corporate governance.

Ownership Levels. This Policy applies to each of the following individuals: (i) the Chief Executive Officer; (ii) each officer who reports directly to the Chief Executive Officer (“Job Level 21 Officers”); and (iii) each member of the Board who is a non-employee director (collectively, the “**Covered Individuals**”).

The Covered Individuals are required to attain and maintain the following Required Stock Ownership Levels, subject to the provisions of this Policy:

Covered Individual Position	Required Stock Ownership Level
Chief Executive Officer	6X annual base salary
Job Level 21 Officers	3X annual base salary
Non-Employee Directors	5X annual cash retainer

Valuation of Stock Ownership. Compliance with the Policy will be determined based on each Covered Individual’s Required Stock Ownership Level compared to such Covered Individual’s Year-End Stock Ownership (as defined below), each measured as of the last day of each fiscal year by comparing the following (using U.S. dollars):

- “**Required Stock Ownership Level**” is equal to the annual base salary or annual cash retainer multiple applicable to the Covered Individual, *multiplied by* the Covered Individual’s then-current annualized base salary or cash retainer; and
- “**Year-End Stock Ownership**” is equal to the Covered Individual’s Stock Owned (as defined below), *multiplied by* the average daily closing price of the Company’s common stock over the 90 trading days ending on the last day of the fiscal year then ending.

Stock Ownership. For purposes of the Policy, “Stock Ownership” or “Stock Owned” shall include the following, whether owned directly by, or held for the benefit of, the Covered Individual or any member of the Covered Individual’s immediate family:

- Shares of common stock owned directly by the Covered Individual;
- Shares of common stock owned indirectly by the Covered Individual (e.g., by a spouse or other immediate family member residing in the same household or a trust for the benefit of the Covered Individual or the Covered Individual’s family), whether held individually or jointly; and

- Shares of common stock that are derived from vested equity awards granted under the Pinterest, Inc. 2009 Stock Plan or the Pinterest, Inc. 2019 Omnibus Incentive Plan or any successor equity plan (collectively, the “**Plans**”). For the avoidance of doubt, unvested or unearned equity awards and unexercised stock options granted under the Plans shall not be counted for purposes of determining the Stock Owned by a Covered Individual.

Compliance. Stock Ownership levels must be achieved by a Covered Individual within five years of the later of (i) the individual first becoming subject to this Policy (either upon commencement of employment with the Company or due to a promotion) or (ii) the adoption of this Policy (the “**Compliance Period**”). Covered Individuals who are not in compliance with the Policy after the Compliance Period has elapsed shall be required to hold 50% of the “net profit shares” resulting from stock option exercises and/or vesting of other equity awards until they reach their Required Stock Ownership Level. “**Net profit shares**” refers to the number of shares actually held by the Covered Individual after covering withholding tax requirements (if applicable) and/or stock option exercise costs with a portion of the shares resulting from such exercise or vesting event.

Once covered by the Policy, Covered Individuals are expected to continuously accumulate qualifying equity until they meet the Required Stock Ownership Level set forth above. Once a Covered Individual has achieved the Required Stock Ownership Level, such Covered Individual must maintain Stock Ownership at or above the Required Stock Ownership Level (or otherwise comply with the preceding paragraph until such Required Stock Ownership Level is attained).

Observance of Insider Trading Policy. Covered Individuals are required to comply with the Company’s Insider Trading Policy prior to purchasing or selling any securities of the Company.

Administration. The Talent Development and Compensation Committee (the “**Committee**”) of the Board will be responsible for monitoring the compliance of Covered Individuals with the Policy. The Committee will review compliance with the Policy in the first quarter of each fiscal year. In the event of non-compliance with the Policy, the Committee shall [make recommendations to the Board regarding][determine] the remedial actions to be taken based on relevant circumstances. Periodically, the Committee will review the Policy to assess its continued appropriateness and to ensure it best achieves its objectives. The Board reserves the right to modify, amend or terminate the Policy at any time, including following recommendations from the Committee to take any such actions.