

eventbrite

2022 CORPORATE
RESPONSIBILITY
REPORT



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Message from the CEO

At Eventbrite, we enable experience creators worldwide to play a part in producing the antidote to social isolation as agents of change. Our inaugural Corporate Responsibility Report outlines how we strive to live our company values. This includes launching The Social Connection Project to help people feel less isolated, advocating for small businesses, connecting our vibrant and diverse creator community in new ways, and reducing our carbon emissions as a company.

It's because of our mission and the way we operate as corporate citizens that we believe that we are uniquely positioned to bring people and communities together in meaningful ways while building long-term value for our shareholders.



Julia Hartz

Co-Founder and
Chief Executive Officer



01. About Eventbrite

Eventbrite is a global experience marketplace that serves a vast and diverse community of event creators and seekers in nearly 180 countries. Since its inception, Eventbrite has been at the center of the experience economy, transforming how people organize and attend events. The company was founded by Julia Hartz, Kevin Hartz, and Renaud Visage in 2006 with a vision to build a self-service platform that would make it possible for anyone to create and sell tickets to live experiences.

The Eventbrite platform provides an intuitive, secure, and reliable service that enables creators to plan and execute their live and online events, such as an annual culinary festival, a professional webinar, a weekly yoga workshop, or a youth dance class. With nearly 285 million tickets distributed for over 5 million events in 2022, Eventbrite is where people all over the world discover new things to do or new ways to do more of what they love. Eventbrite has earned industry recognition as a top employer with special designations that include Fast Company's prestigious Brands That Matter List, the Great Place to Work® Award in the U.S. and Inc.'s Best-Led Companies honor.

Eventbrite is deeply committed to powering inclusive experiences through digital accessibility. Please see our [Accessibility Statement](#) for more information.

About this Report

Welcome to our inaugural Corporate Responsibility Report. In 2022, we conducted a priorities assessment to identify the sustainability topics most important to Eventbrite's stakeholders. We identified as our top priorities:

- Data privacy and Security
- Business Ethics and Compliance
- Employee Recruitment, Development, and Retention
- Diversity, Equity, and Inclusion
- Employee Engagement and Satisfaction

For more information about the assessment conducted, see our data index at the end of this report.

Unless otherwise stated, all data in this Report is as of December 31, 2022. Our senior leadership and key stakeholders were involved in reviewing and validating the information in this Report. This Report has not been verified by a third party.

02. 2022 Highlights

~800K

creators

5M+

events

~285M

free & paid tickets

\$261M

net revenue



TALENT & CULTURE

804 full-time employees

44%
women
employees

39%
BIPOC*
employees (U.S.)

55%
of senior leaders**
are women

38%
of senior leaders**
are BIPOC* (U.S.)

* For purposes of this Report, BIPOC includes employees who self-identify as American Indian or Alaska Native, Asian, Black/African American, Hispanic, or two or more races.

** Britelings who hold a senior director or above title.

All data as of April 1, 2023



SOCIAL IMPACT

The Social Connection Project 2022 Partners

active●minds

BORN THIS WAY/
FOUNDATION

Eventbrite Social Impact Metrics

200+ hours volunteered*

8 localized platforms
for global audiences

6 event collections celebrating
Black History and Excellence
and LGBTQ+ Pride

*Hours volunteered as part of our Community Engagement Time Off (CETO) program



ECONOMIC IMPACT

5x \$10K

grants made to emerging creators as part of our inaugural RECONVENE Accelerator

ENVIRONMENTAL IMPACT

100%

carbon neutral*

* For 2021 and 2022.



Plant.Sip.Vibe / Brit Parrish / The Schoolhouse / Dallas, TX

03. Connecting our Communities



“
The Social Connection Project harnesses the unique power of Eventbrite’s creators and customers to spark connection and cultivate community. Together we are shaping the future of live events to create a world with more meaningful social connection”

— Julia Hartz, CEO

The Social Connection Project

In 2022, we launched The Social Connection Project, a program that aims to increase social interaction and decrease social isolation by transforming how we connect at live events. Our launch, in collaboration with actress Marsai Martin (*Black-ish, Little*), included a curated collection of free events that showcased the power of live experiences in driving meaningful connection.

Raise awareness, reduce stigma and take action

In our inaugural year, we partnered with the Born This Way Foundation – a nonprofit co-founded by Lady Gaga and her mom, Cynthia Germanotta, that supports youth mental health and works with young people to build a kinder and braver world — and Active Minds – a nonprofit dedicated to changing the way young adults talk about, care for, and value their mental health. Together with our non-profit partners, we worked with young people at events across the U.S. to foster kinder, more socially connected communities that support mental wellness and de-stigmatize isolation and loneliness.

Research how events contribute to social connection

Eventbrite has partnered with two of the world’s leading experts in social connection and its impact on wellbeing and health, Drs. Julianne Holt-Lunstad and Richard Slatcher, to study how live events contribute to social connection. This groundbreaking study plans to examine whether there are event features that are specifically associated with social connection for young adults, a group that experiences the highest rates of loneliness.* Our goal is to use these insights to empower event creators to host experiences that maximize social connection.

*Cigna (2020) Loneliness in the Workplace

Engage in policy advocacy and coalition building

Eventbrite is a steering committee member of the Coalition to End Social Isolation & Loneliness and chairs its Young Adults Working Group. The coalition is working to end social isolation through research, policy interventions, and public awareness. Our CEO, Julia Hartz, was a keynote speaker at the Foundation for Social Connection’s and the Coalition to End Social Isolation and Loneliness’ 2022 End Social Isolation & Loneliness Action Forum, an annual event with the goal of urging individuals and organizations to commit to ending social isolation and loneliness. Both through this coalition and through direct engagement and creator activation, we identify and advocate for legislation and government programs that address social isolation.



Fostering a Creator Community

Eventbrite strives to make it easier for creative entrepreneurs to start, run, and grow their businesses. In the spirit of mentorship, skillsharing, and fostering deeper connections, we bring a diverse creator community together through several programs, including our innovative RECONVENE program. With event series, mentorship programs, and grant programs, we connect our community of creative entrepreneurs to educate and inspire one another, helping them elevate their businesses and develop the next generation of live experiences.



“

Eventbrite has really gone above and beyond to create a safe space for a very diverse group of event organizers to come together and support one another”

— Xavier Henderson, Founder, SoulfulOfNoise

Community

The Creator Collective is our ambassador program for passionate event organizers looking for ongoing networking and education. Our inaugural class brought together 20 creators who are leaders in influencing how people come together in San Francisco, Austin, Los Angeles, and New York. The Creator Collective is the backbone and megaphone of our creator community, coming together to skillshare, network, and speak at our events. They represent diversity across industry, geography, race, ethnicity, gender, and sexual orientation.

Experience

Our RECONVENE Summit and RECONVENE Sessions are free virtual and in-person networking and skill-sharing events built to empower creative entrepreneurs with the tools and knowledge to grow their businesses and serve their communities.

75%
of creators identify
as female, trans, or
non-binary*

37%
of creators identify
as BIPOC*

* Eventbrite survey data Q1 2022 (U.S. only).

In October 2022, we held our second annual RECONVENE Summit, focused on designing live experiences to create a lasting impact.

More than 18,000 global viewers tuned in live and on-demand for eight sessions, including a keynote discussion led by U.S. Surgeon General Dr. Vivek Murthy and Priya Parker, author of *The Art of Gathering*. They explored how event creators are uniquely positioned to rekindle connection when it's needed most by designing meaningful moments to combat loneliness and social isolation.

Resources

Our [ReconveneRewind](#) resources give creators the tools they need to become event experts. This hub, culled from our RECONVENE Summit and regular RECONVENE Sessions events, helps creators learn actionable tips and tricks directly from fellow event creators and our esteemed experts. These resources, together with our [AllAccess Blog](#), help give creators key insights on event planning, marketing, and growing their businesses to help them build the next big thing in events.



We launched the RECONVENE Accelerator to provide direct support to emerging creators who build community and shape culture.

More than 1,000 creative entrepreneurs applied to be part of our first Accelerator class. Our five winners each received a \$10,000 grant, specialized coaching, and peer-to-peer networking to help them bring their dream events to life.

The events hosted by our first RECONVENE Accelerator class garnered nearly \$100K in ticket sales and served as a springboard for further economic opportunities for these small business owners.



MELODY LEWIS

Melody Lewis of [Cahokia](#), launched Phoenix's first Indigenous People's Day Block Party, which led to opportunities for experience design with the NBA's Phoenix Suns.



LARISSA "LARZ" MAY

Larissa "Larz" May of [#HalfTheStory](#) received a \$50k grant from Vans to continue Screen Free Weekends in the mission to get teens off of their devices and connect through the power of live experiences.



BRITT PARRISH

Britt Parrish is expanding her [Plant.Sip. Vibe](#) concept, which builds community by curating creative houseplant inspired events, to three new cities.



Advocating for Small Businesses & Live Events

At Eventbrite, our core customers are independent creative entrepreneurs. These small businesses and individuals are powerful engines of economic prosperity and bring connection and vibrancy to our culture and our communities. Eventbrite Advocacy brings our community together to champion policies that support event creators and the live events industry. We amplify our voices on legislation that helps creators host one-of-a-kind live experiences, grow their businesses, and make a positive impact on our communities.

In 2022, we advocated for public policies that empower event organizers, support safe gatherings, and strengthen the live events ecosystem. We also continued to encourage reliable and cost-effective broadband access so that event creators can run their businesses and consumers can enjoy live experiences from anywhere.

Eventbrite consistently reinforces support for diversity, equity, and opportunity. In 2022, this commitment featured work to advance voting rights, voter registration, and voter turnout – in an effort to ensure all voices are represented. We advocated for bipartisan gun safety legislation, bipartisan legislation to protect same-sex and interracial marriage, and bipartisan efforts to protect pregnant workers and achieve paid family leave. Eventbrite has urged governors and education leaders to expand computer science education, and we have also joined with other companies to help protect access to reproductive healthcare.

SUPPORTING CREATORS' COVID RECOVERY

COVID-19 upended the live events industry, forcing creators to adapt to deliver events in new and creative ways. We are inspired by the resilience of our creator community. To help support them through the COVID-19 crisis we:

- Joined with creators and the National Independent Venue Association (NIVA) in 2020 and 2021 to advocate for the Save Our Stages Act, which was passed in 2021 and put over \$15 billion in grants into the hands of independent event venues. In 2022, we continued to support NIVA as a financial supporter and policy advocate.
- Provided resources in 2020 and 2021 to help event organizers foster safe gathering during the evolving COVID-19 pandemic with region-specific safety playbooks.
- Supported over 1.8 million vaccine registrations in 2021 across 23 countries and 46 U.S. states during the initial roll out of COVID-19 vaccines.
- Made temporary changes to our refund policy in 2020 to offer event creators more flexibility, including giving creators the option to offer gift cards and credits value for future events.
- Helped hundreds of thousands of event creators reach new global audiences virtually during the height of the pandemic in 2020.

04. Championing our People

At Eventbrite, we strive to create an inspiring global employee experience that opens our employees, who we call Britelings, to the world around them and connects them to one another and to our mission. We support all of our Britelings and their loved ones across the world and through all phases of life, offering robust benefits and financial, physical, and mental wellness options. We also know that we make our greatest impact when we empower each other, and our global team of Britelings celebrates diversity in every form.

Building and Retaining a Diverse and Inclusive Workplace

Helping our vibrant and diverse creator community grow their businesses requires a team from a breadth of backgrounds and experiences. We take an intentional approach to talent attraction, engagement and development, and retention to build a company where Britelings can do their best work.

Diversity, equity, and inclusion are core to our mission, and we remain focused on increasing representation of historically underrepresented groups in our recruiting pipeline, mitigating bias throughout the hiring, pay calibration and promotion processes, and growing talent from within. As a remote-forward company, we have seized the opportunity to access diverse talent, wherever they are located.





EVENTBRITE IS PROUD TO BE NAMED

Eventbrite ReMixer LA / High Tide / Los Angeles, CA



Great Place
to Work Certified



Inc. Magazine's Best
Led Companies List



Fast Company's
Brands that Matter



you're invited

to be whoever you are, wherever you are

Hiring Highlights

- We believe that a dynamic company starts with a diverse talent acquisition and human resources team. Our Human Resources team is made up of 78% women (globally)* and 62% BIPOC Britelings (U.S.)*.
- Our Diverse Slates Initiative ensures our candidate slates represent a diversity of thought and experiences. Since implementing this program, we have successfully increased the representation of women (globally), Black (U.S.), and Latinx (U.S.) candidates in our interview process.
- Eventbrite was one of six companies selected to partner with UC Law SF's Center for WorkLife Law as part of the Center's efforts to learn more about inequity in the workplace. Through this partnership, Eventbrite is helping the Center develop and implement concrete, evidence-based interventions to interrupt racial, gender, and class inequity in the hiring process.

* As of April 1, 2023

- We believe that our entire organization is responsible for building inclusive teams with a breadth of experiences and backgrounds. To ensure we are hiring leaders who value diversity and belonging, we have created an interview framework to assess whether potential leaders align with our company values and to learn how they plan to build inclusive teams.
- We strategically attend conferences and host events to build brand awareness and grow our diverse tech talent:
 - We brought our passion for connection to the 2022 AfroTech Conference in Austin, the world's largest Black tech conference bringing together over 20,000 Black tech innovators. As first time attendees, we made a splash by hosting a kick-off event bringing together Britelings, tech leaders, and potential candidates. And not only did we show up to connect with the conference's incredible diverse talent, the Eventbrite platform also helped powered the AfroTech conference itself.
 - In September 2022, we hosted an in-person networking event with over 80 female engineers in Spain, a hub of our technical talent, to help cultivate a gender-diverse engineering talent pool.

- To help us establish our brand and build a gender-diverse candidate pipeline in India, we hosted a networking event in July 2022 with over 50 female engineers in Hyderabad.

Engaging, Developing, and Retaining our Talent

- We strive to help all Britelings successfully manage effective and inclusive teams. Our New Leader Onboarding for all newly hired or promoted people leaders provides the resources and skills needed to build a safe and inclusive work environment, to give regular and constructive feedback, and to support their team's professional goals.
- We believe leaders are happier and build more inclusive teams when they have access to tools to help them continue to grow their leadership skills. Our Lead to Win leader development curriculum is designed to support Briteling managers as they build awareness of their leadership style, grow comfortable embracing challenges, and flex their coaching skills, all while ensuring leaders can foster an inclusive environment that will drive results for our business. We offer the program in both English and Spanish.

86% of our people leaders have completed the **Lead to Win program***

* As of April 1, 2023. People leaders are Britelings with a manager job classification who also have one or more direct reports

- Even before the pandemic and the shift to a remote-forward working environment, we have offered Britelings tools to help them navigate their personal and professional lives.
- We offer our people managers six one-on-one coaching sessions each year through BetterManager to help them become more confident leaders, better coaches, and more effective drivers of the business. Approximately 80% of Eventbrite leaders who have taken advantage of our coaching programs are women.
- In addition to the BetterManager resource for our managers, all Britelings have access to eight one-on-one coaching sessions each year through Modern Health to help them drive impact, reduce stress and burnout, and find balance in their personal and work lives.
- Our global development teams have standardized onboarding processes that enable each new employee to start from the same foundation of knowledge across our tech stack, systems, tools, and processes before participating in more tailored team-specific onboarding.



- To establish and promote a culture of learning both technical and soft skills, we have established a formal, global mentorship program within our engineering department. This program encourages skills-based teaching and improved communication capabilities across all levels. This helps to strengthen our global learning community.

Cultivating an Equitable and Inclusive Culture:

- Our inclusive culture is set from the top. Our Co-Founder and CEO, Julia Hartz, attends all new Briteling orientations and hosts a weekly town hall with employees, which we call Hearts to Hartz. This level of engagement creates a sense of community that infiltrates throughout the organization.
- We measure each Briteling’s performance by their results and their behaviors, meaning that how someone gets things done is just as important as what they get done. We believe Britelings do their best work when they know how they’re doing and how to improve. To that end, Britelings currently complete quarterly self-assessments and have quarterly performance check-ins with their managers in addition to our biannual formal performance reviews.

- As a global company with Britelings across nine countries and multiple time zones, we need to be mindful of when and how we work to create an equitable employee experience where all Britelings feel like they belong. In 2022, we conducted a series of work experiments to decrease burnout and increase productivity and satisfaction. As a result of our experiments, we implemented company-wide no meeting blocks, encouraged Britelings to schedule focus time on their calendars, and recommended Britelings schedule cross-functional/regional key meetings during core hours that work well for our global workforce.

85% of Britelings feel like they can be their authentic self at work*

- To create an inclusive environment for the approximately 30% of Britelings who are native Spanish speakers, we send all key company-wide emails in English and Spanish and provide auto-translation tools for all employees. We also provide quarterly and annual feedback to all employees in their native language.
- We conduct a pay equity audit in the United States each year with a third-party vendor and in 2022, the results reflect the Company’s strong compensation practices and governance. Our review showed the Company has no systemic differences in pay, and that we pay our employees equitably.

*Based on Eventbrite engagement survey data (September 2022)

- All Britelings, regardless of geography and job level, are granted stock in Eventbrite and have the opportunity to participate in the Company's ESPP program.*

Fostering Employee Wellness and Development in a Remote-Forward World

We believe that when our Britelings feel supported, they do their best work.

Our Britelings are at the heart of our success and future. We build programs that help them balance the demands of work and personal life, especially in the world of remote work. We made a choice early on during the global pandemic to give Britelings the flexibility to work in one of our hubs, be fully remote, or take advantage of the best of both worlds. We continue to grow and evolve as a remote-forward organization, and in 2022, we onboarded hundreds of new Britelings virtually.

We continue to explore new and innovative ways to make the future of work meet the needs of our Britelings and our business.

In Q1 2023, we launched an internal research project that engages Britelings around the world to understand their experiences in our remote-forward workplace. Based on this research, we plan to experiment with new ways to support Britelings to do their best and most impactful work as a geographically dispersed team.

*Excluding employees in Argentina and Brazil.

We believe that a flexible working environment allows Britelings to perform at their best and ensures a healthy work-life balance. In addition to supporting Britelings to work where it works best for them, we also implemented Britebreak Fridays: a "no meetings" day on the first Friday of each month.

We care about our Britelings' physical and mental health and wellbeing and offer a host of benefits to support Britelings, regardless of their stage of life. In the United States, Britelings enjoy our "take the time you need" unlimited personal time off program and benefit from 18 weeks paid family leave and 12 weeks medical leave. Britelings also enjoy free coaching sessions with Modern Health and free therapy sessions with a psychologist. Britelings have access to private medical insurance, including dental and vision care, for themselves and their family. We also offer a wellness program to reimburse Britelings for their expenses related to their physical and mental wellbeing.

BENEFITS

- Private health insurance, including dental and vision care
- Unlimited vacation (U.S.)
- Medical and Paid Family Leave
- Mental health benefits
- Fertility benefit and abortion care benefits
- Flexible work arrangements
- Wellness stipend
- Hybrid work stipend
- Britebreak Fridays
- Community Engagement Time Off
- ESPP
- Financial planning
- Grayce caregiving support solution
- Urban Sitter membership (U.S.)

- 401(k) match
- Team budgets for travel and team building in remote-forward world
- Continuous learning and development opportunities with unlimited Udemy access

BRITEBELONGING GROUPS

Run by program managers who are compensated for their leadership and supported by our executive team.

- Black & Brite
- Women in Software Engineering
- Pridelings
- BriteParents

05. Living Good Governance

Corporate Governance Highlights

- One new director appointed in 2022
- Separate Chief Executive Officer and Chairman roles
- Lead Independent Director
- Quarterly Non-executive and Independent Director sessions
- 100% Independent Board Committees
- Stock ownership requirements for directors and executive officers
- Annual Board and Committee self-assessments
- Periodic review of policies and charters
- Board oversight of environmental, social, and governance (ESG) matters

At Eventbrite, our commitment to building a sustainable company starts at the top with our Board of Directors, who oversee our business on behalf of our shareholders. Our Board is diverse, knowledgeable, and experienced, with a variety of skills and backgrounds. Our directors bring valuable insights, perspectives, and expertise to the Board.

For a detailed review of our corporate governance practices, including Board structure and composition, Board and committee responsibilities, and executive compensation, please see our 2023 proxy statement. This Report is not incorporated by reference into the 2023 Proxy Statement or any of the Company's filings with the Securities and Exchange Commission.

Most Recently Appointed Directors



NAOMI WHEELLESS

In September 2020, Naomi Wheelless joined our Board. She has served as the Global Head of Customer Success at Block, a publicly-traded payments, financial and marketing services company, since 2017. Prior to joining Block, Ms. Wheelless served as the Senior Vice President of Operations at Capital One. Ms. Wheelless's leadership experience in customer success at a payments-based technology company brings the voice of the consumer into our boardroom.



APRIL UNDERWOOD

In June 2022, April Underwood joined our Board. She is Co-Founder and Managing Director of Adverb Ventures, a venture capital firm backing early-stage technology startups. In addition, she co-founded #ANGELS in March 2015, a woman owned and operated angel-investing collective focused on helping grow technology startups. From May 2020 to December 2021, Ms. Underwood was Chief Executive Officer of Nearby, a platform of hyperlocal marketplaces, which she founded. Prior to founding Nearby, Ms. Underwood served as Vice President of Product at Slack. Ms. Underwood has served on the Board of Directors of Zillow Group since February 2017, and TPB Acquisition Corp., a blank check company, from February 2021 until February 2023, when it completed its business combination with Lavoro Limited, the largest agricultural inputs retailer in Brazil. Ms. Underwood's product leadership expertise is important as we transition to a demand-generation marketplace.

Board and Committee Structure

Board of Directors

- Monitors and assesses risk related to our business strategy and operations, receives risk reports from our management team and committees, and evaluates the risks inherent in significant transactions
- Reviews an enterprise risk assessment annually

Compensation Committee

- Oversees company risks and policies related to compensation, recruiting, and retention of our executive officers
- Reviews succession plans for executive leadership
- Oversees risks related to our broader compensation philosophy
- Receives updates and oversees risks related to the regular environment for compensation

Audit Committee

- Oversees risks related to financial reporting and disclosure controls and procedures, legal and regulatory compliance, financial exposure, and risks associated with internal controls over financial reporting, privacy, and cybersecurity
- Oversees cybersecurity and data privacy risk

Nominating and Corporate Governance Committee

- Evaluates and makes recommendations regarding the organization and governance of the Board and its committees
- Identifies and evaluates nominees for election to the Board
- Oversees the evaluation process for the Board and its committees
- Oversees corporate governance policies and practices
- Oversees our ESG strategies, policies, and practices, including periodic updates from management

Role of the Lead Independent Director

We believe the leadership structure of Julia Hartz as CEO, Kevin Hartz as Chairman, and Sean Moriarty as Lead Independent Director enables strong leadership and creates clear accountability while ensuring robust, independent oversight. Our Lead Independent Director is responsible for, among other things:

- Presiding over all meetings of the Board at which the Chairman is not present, including executive sessions of the independent directors
- Calling, determining the agenda, and serving as chairperson of meetings of independent directors
- Facilitating discussion and open dialogue among the independent directors during Board meetings and executive sessions
- Reporting feedback from executive sessions to the CEO and Chairman
- Serving as a liaison between the CEO and Chairman and the independent directors, without inhibiting direct communication between them
- Approving meeting agendas for the Board and providing feedback on the Board meeting schedule
- In consultation with the Nominating and Corporate Governance Committee, reviewing and reporting on the results of the Board's and its committees' self-evaluations
- Serving as spokesperson for the Company, as requested
- Performing such other responsibilities as may be designated by a majority of the independent directors, from time to time

Oversight of ESG Matters and Compliance with Laws

We are committed to managing the risks, opportunities, and responsibilities that arise from ESG matters. We take an integrated approach to managing ESG performance and disclosure.

ESG Oversight

Our Associate General Counsel works with teams across Eventbrite to steer our ESG strategy and initiatives. We also have internal teams dedicated to social impact and advocacy, our culture, and diversity, equity, and inclusion. Our management team provides periodic reports to the Nominating and Corporate Governance Committee of our Board, which is responsible for and has oversight over ESG and corporate responsibility matters. Julia Hartz, the Company's CEO, is the executive sponsor of Eventbrite's ESG program.

Risk Oversight

Our Board recognizes the oversight of risk management as one of its primary responsibilities and central to maintaining an effective, risk-aware, and accountable organization. Our Board does not have a standing risk management committee. Rather, the Board, as a whole, administers this oversight function directly, as well as through its standing committees that address risks in their respective areas of oversight. The quarterly cadence of our Board and committees supports regular senior management engagement, regular business, governance and regulatory updates, and oversight of our enterprise risks and other key

initiatives, including ESG. Our Board promotes an appropriate culture of risk management to set the right "tone at the top," while our senior leadership is responsible for the day-to-day management of risk within Eventbrite.

Ethics and Compliance

At Eventbrite, we are dedicated to fostering an environment that values high ethical standards and integrity in all that we do. We maintain a Code of Business Conduct and Ethics (the "Code"), that applies to every Briteling - regardless of title or tenure. We encourage our employees to report suspected policy violations through our independent Whistleblower Hotline, which is available 24/7 and provides employees with the option to report anonymously, should they wish to do so. Eventbrite will not retaliate against any employee who, acting in good faith on the basis of a reasonable belief, reports suspected misconduct. Anyone who participates in retaliatory conduct is subject to disciplinary action, including termination.

We require all Britelings to learn about the Code, anti-harassment, insider trading, and other corporate policies during onboarding and currently require annual recertifications of those and other key policies. Our Board and its committees periodically review and approve key policies, including the Code, and our Audit Committee receives periodic updates on any active investigations.

Board Composition and Diversity

Our Nominating and Corporate Governance Committee oversees our Board's composition and works to ensure a mix of skills, experience, tenure, and diversity that promotes our long-term goals.

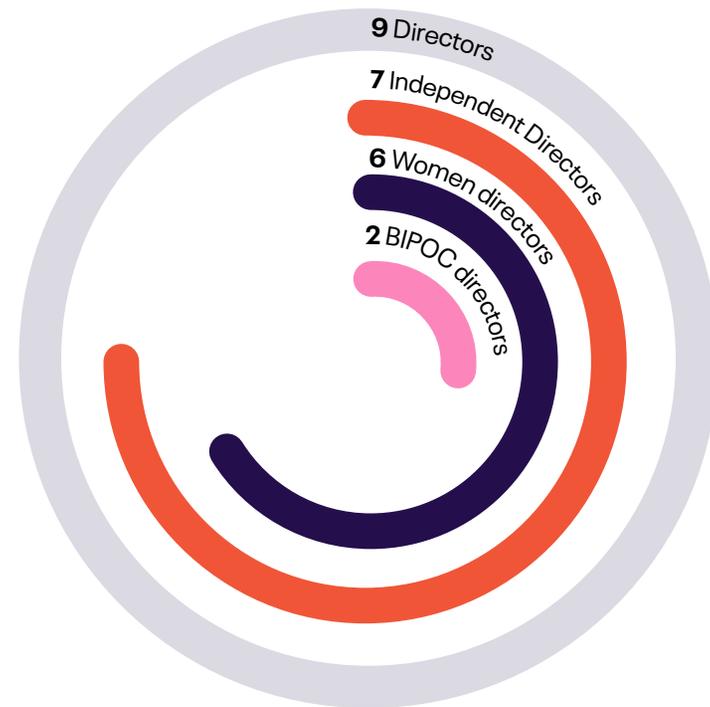
In its evaluation of Director candidates, our Nominating and Corporate Governance Committee considers the current size, composition, and needs of our Board and its committees. Some of the qualifications the committee considers include, without limitation, issues of character, ethics, integrity, judgment, diversity, independence, skills, education, expertise, business acumen, understanding of our business and industry, and other individual qualities and attributes that contribute to the total mix of viewpoints and experience represented on our Board.

Executive Compensation and Succession Planning

Executive Compensation

Our executive pay practices are developed in alignment with our compensation philosophy. This includes being competitive, awarding performance, motivating and retaining executives, and building long-term shareholder value. We reward performance by linking our executive pay to financial and individual performance. We emphasize stock-based compensation to effectively align our executives' interests with those of our stockholders by focusing on long-term equity incentives that correlate with the growth of

Eventbrite's Board of Directors*



Board Tenure >8 years: 2

Board Tenure 4-8 years: 5

Board Tenure <4 years: 2

Average independent director tenure: 5 years, 8 months

* As of April 1, 2023.

sustainable long-term value for our stockholders. And we strive to maintain a competitive program to attract, motivate, incentivize, and retain critical talent who contribute to our long-term success while holding executives accountable to our strategy and values.

Succession Planning

Our Compensation Committee oversees the succession planning process. Each year, Eventbrite creates a C-suite level senior management succession plan for the Compensation Committee and full Board's review and discussion. This includes incorporating performance feedback of internal successor candidates and summarizing career information, skills gaps, and a development plan for such candidates.

Data Privacy and Information Security

We believe that privacy and data protection are the foundation for trust. We are dedicated to earning and maintaining our creators' and consumers' trust. We do so by being transparent about how data is used, building controls and choices, and keeping data safe and secure through industry best practices and compliance with regulatory requirements. We are proud that nearly 800,000 creators trust Eventbrite to power their events and more than 90 million consumers trust Eventbrite to connect them with experiences they love.



Governance and Risk Oversight

- The Cybersecurity Governance Council, which is led by our Chief Technology Officer and includes other C-level executives, including our Chief Information Security Officer, reports to our Audit Committee on our privacy and security programs, material risks, relevant industry developments, and threat vectors. In accordance with our incident response plan, we update the Audit Committee about significant security incidents impacting Eventbrite customers or security incidents, such as a data breach.
- Eventbrite utilizes the National Institute of Standards and Technology (NIST) framework to track and advance cybersecurity maturity across the organization. Cybersecurity risk is tracked and mitigated by the Cybersecurity Governance Council.
- Eventbrite’s full Board is currently educated by the Cybersecurity Governance Council annually on privacy and cybersecurity matters.
- Eventbrite currently performs annual risk assessments to identify and manage risk, including privacy and data security risk. The assessment includes analyzing changes to the regulatory, economic, and physical environment in which Eventbrite operates as well as risks associated with vendors and other business partners. Identified risks are assessed and, when necessary, assigned an owner and a remediation plan is established and tracked to completion.
- Eventbrite undergoes rigorous testing performed by an independent third-party to provide industry-accepted, standard reports to our customers on compliance and security matters. We are PCI-DSS Level 1 certified as both a Service Provider and Merchant, and we undergo SOC2 and SOC3 compliance testing annually.
- Eventbrite regularly conducts vulnerability scans, penetration testing, and reviews security bug submissions from the public.

Controls, Policies, and Education

- Eventbrite's [Privacy Policy](#) provides users with information about how Eventbrite collects, uses, and shares their personal data. Eventbrite's [Privacy Center](#) enables users to exercise their privacy rights and learn more about our data practices.
- Information Security policies and procedures are currently reviewed and updated on an annual basis to ensure that they are up to date with regulations, technology, and best practices.
- We provide self-service tools for customers to understand our security and privacy posture, including [SOC 2 Type 2](#) and [SOC 3 reports](#), annual [PCI-DSS attestation reports](#), our [Data Processing Addendum for Organizers](#), [Data Processing Addendum for Processors and Sub-Processors](#), and pre-signed Standard Contractual Clauses for EU and UK customers transferring personal data to the United States. An annual enterprise risk assessment, including cybersecurity risk, is performed where risks are identified and rated, and owners are assigned. Mitigation plans are created and tracked to completion with progress reported to management and the Board.
- Eventbrite has a defined cybersecurity incident response plan. Members of the Incident Response Team and other relevant internal stakeholders participate in an annual business continuity and disaster recovery tabletop exercise to ensure that Eventbrite remains prepared to respond to a cyber incident.
- Eventbrite maintains backups and a replication of core systems on different Amazon Web Services instances and locations.
- Eventbrite had no material breaches in 2022. In the event of a security breach, we are committed to notifying affected individuals and regulators in accordance with applicable law.
- New Britelings receive cybersecurity and data privacy training as part of their onboarding. Eventbrite currently provides ongoing mandatory training to all employees on a quarterly basis. These trainings are updated based on industry trends or emerging risks specific to Eventbrite. Continuing Britelings complete a cybersecurity and data privacy refresher training annually. Eventbrite's cybersecurity trainings are reinforced by phishing tests. Employees that fail phishing tests are required to complete a refresher training.

06. Investing in Climate Action

Gathering is core to the human experience. So that we all have a sustainable environment in which to gather, we need to care for our planet. Eventbrite understands this responsibility and has created a roadmap to support climate action.

Reducing carbon emissions is an important component of combating climate change, but there's still too much carbon in the air. So Eventbrite aims to support and devote resources to carbon-removal projects to help advance the solutions the world needs to reach net zero.

Reducing Emissions

Addressing our greenhouse gas emissions as we grow and scale is a central component of our environmental strategy. After all, taking care of our planet and our employees go hand in hand.

Global Carbon Assessment

It's vital for us to have a clear picture of our emissions across our business units and activities. We conducted our first global carbon assessment for the 2021 year and plan to do so annually.

Climate Neutralization Portfolio

We achieved carbon neutrality for our 2021 and 2022 emissions through carbon removal credits, carbon avoidance credits, and energy attribute certificates (EACs). We worked with Watershed, the enterprise climate platform, to help us design a portfolio of projects that met our needs.



Trees for Global Benefits Uganda



UN SEED
Award winner

- Through the Trees for Global Benefits Uganda program, we removed 101 metric tonnes of carbon representing our 2022 Scope 1 emissions. This long-running community-led UN SEED Award winning program combines activities to increase carbon sequestration, encourage sustainable land-use practices, and provide farmers with performance-based payments. In addition to farmers' direct payments for planting trees and climate mitigation, the project contributes to income stability, food security, and fuel security at the community level. It is important to us to invest in projects that bring together communities to do good whenever possible.



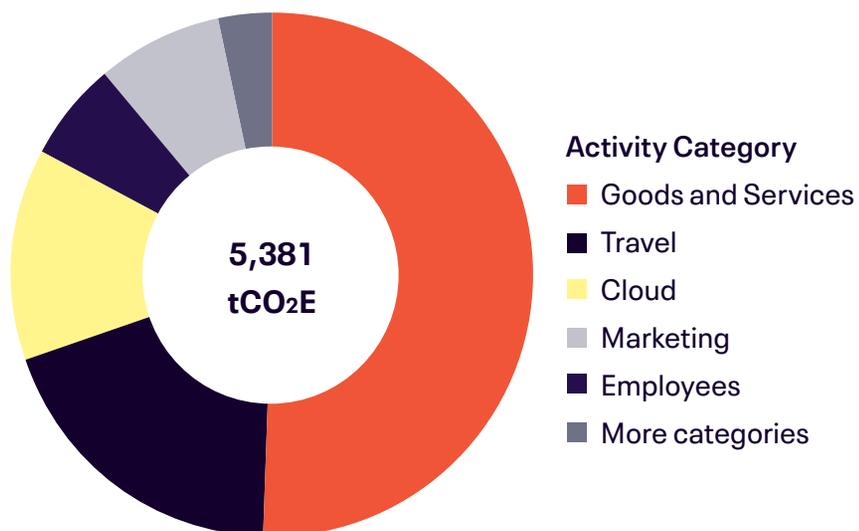
Refrigerant Description (Multiple Countries)

- We invested in clean energy projects to offset our Scope 2 emissions, choosing locally sited projects in the United States, Argentina, Australia, Europe (including Spain and Ireland), and the United Kingdom in volumes that align with our footprint in each country.
- We also invested in the Phlogiston Phase-I project, a nitrous oxide abatement project outside Pensacola, Florida, which permanently reduces nitrous oxide emissions during the nylon manufacturing process so the greenhouse gas is not emitted into the atmosphere.



Phlogiston Phase-I Project, Cantonment, Florida

FY 2022 Greenhouse Gas Emissions



Activity Category	Metric Tons CO ₂ e
Goods and Services	2,731
Travel	1,034
Cloud	702
Marketing	409
Employees	329
Offices	273
Warehouse	3.5
Carbon removal	(101)
Total	5,381

Emissions Category	Metric Tons CO ₂ e
Scope 1	101
Scope 2 Electricity (Market-Based)	0
Scope 2 Electricity (Location-Based)	464
Total Scope 1 and 2 (Market-Based)	101
Total Scope 1 and 2 (Location-Based)	565
Upstream Scope 3 Emissions	
Purchased Goods and Services	3,745
Capital Goods	99
Fuel and Energy Related Activities	161
Waste generated in Operations	11
Business Travel	1,034
Employee Commute	319
Upstream leased assets	13
Total Calculated Scope 3 Emissions	5,381
Total Scope 1, 2 (market) and Scope 3	5,482

These emission data were calculated based on currently available information and currently accepted methodologies for calculating greenhouse gas emissions. These methodologies are subject to change and we undertake no duty to update the figures due to changes in methodologies, law, or our business. We believe that the Scope 3 emissions categories not included in the table above are not material to the Company. As Scope 3 emissions are those of third-parties, the figures above are necessarily estimates. The emissions data in the table above have not been assured or verified by a third party.

Managing Global Gathering Spaces

Whether we're coming together in person or virtually, gathering remains core to the Britelings experience. As a remote-forward company, we are united behind our mission, not our office space. We seek to prioritize Britelings' professional development, fulfillment, and wellness as they do their best work from wherever they work best.

At the end of 2022, we had global offices covering nearly 120,000 square feet in seven countries, and we recently announced plans to right size our real estate footprint to reflect the ways our Britelings actually work. In line with our mission of bringing the world together through live experiences, we plan to have purposefully-designed gathering spaces where Britelings can come together for intentional in-person worksessions to solve business challenges and build trust and connections. As we reimagine how we work, we are committed to selecting, designing and maintaining our work spaces to reduce electricity usage and waste.

↓ 70% workplace-related emissions from 2019 to 2022



Forward-looking Statements

This report contains certain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding our ESG goals, commitments, and strategies as well as related business and stakeholder impacts. These forward-looking statements include, but are not limited to, plans, objectives, expectations, and intentions and other statements contained in this report that are not historical facts and statements identified by words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “estimates,” or words of similar meaning. These forward-looking statements reflect our current views about our plans, intentions, expectations, strategies, and prospects, which are based on the information currently available to us and on assumptions we have made. Although we believe that our plans, intentions, expectations, strategies, and prospects as reflected in or suggested by these forward-looking statements are reasonable, we can give no assurance that the plans, intentions, expectations, or strategies will be attained or achieved. Furthermore, actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond our control, including those more fully described in our filings with the Securities and Exchange Commission (“SEC”), including our Annual Report on Form 10-K for the year ended December 31, 2022.

The statements made herein are made as of the date of this report and we assume no obligation to update any forward-looking statements contained in this document as a result of new information, future events, or otherwise.

Trademarks

This report includes a number of operating metrics that we use to evaluate our business, measure performance, identify trends, formulate business plans, and make strategic decisions. Please see our filings with the SEC, including our Annual Report on Form 10-K for the year ended December 31, 2022, for details regarding the definition and calculation of our operating metrics.

This report utilizes certain trademarks and service marks for reference purposes. All such trademarks and service marks are and remain the property of their respective owners.



07. Data Index

Priorities Assessment

In 2022, we conducted our first ESG priorities assessment to determine priority issues to shape our ESG strategy and reporting. We partnered with an independent consultant to complete the assessment to ensure confidentiality and impartiality. The assessment included an analysis of our investors' priorities and thorough review of the methodologies of prominent ESG frameworks and ratings (e.g., SASB, TCFD, MSCI, Sustainalytics and ISS) to narrow the universe of potentially material topics and understand the concerns of key external stakeholders. To get input and feedback from Britelings, we

deployed a survey to gauge how a given topic would impact the future success of our business. The assessment identified a variety of ESG topics that are most relevant to our business model and operations and of significant concern to external stakeholders. The materiality matrix here reflects the results of our assessment.

SASB Index

We are committed to transparency and ensuring our stakeholders can easily find the ESG metrics most important to them. The following table demonstrates our disclosures in accordance with SASB's Internet Media & Services Sector.



* Highest Priority Topics

Environmental

Topic	Response	SASB
Total energy consumed	7,065 GJ	TC-IM-130a.1
Grid electricity	<0.1%	TC-IM-130a.1
Renewable energy	81%	TC-IM-130a.1
Scope 1 Greenhouse Gas Emissions (MTCO ₂ e)	101	
Scope 2 GHG Emissions (market-based) (MTCO ₂ e)	0	
Scope 2 GHG Emissions (location-based) (MTCO ₂ e)	464	
Calculated Scope 3 GHG Emissions (MTCO ₂ e)	5,381	

These emissions data were calculated based on currently available information and currently accepted methodologies for calculating greenhouse gas emissions. These methodologies are subject to change and we undertake no duty to update the figures due to changes in methodologies, law or our business.

Employees and Community

Topic	Response	SASB
Global workforce and associated risks	<p>804 full-time employees as of April 1, 2023:</p> <ul style="list-style-type: none">• 587 in the Americas• 174 in Europe• 45 in the Asia Pacific region• 564 are 100% remote <p>As a global company, we have hundreds of employees who work from our office locations and remotely. While we celebrate this diversity, we also need to work together across cultures and geographies. With different regulations and risks in our various locations, we have local HR teams to support employees, develop local talent pools and manage risks and regulations. These local teams are supported by a global team, which sets and manages our global people strategy. Our core business work is carried out by Eventbrite employees.</p>	TC-IM-330a.1
Employee engagement	<p>We currently administer an annual employee engagement survey and quarterly shorter “pulse” surveys to assess and understand the employee experience and engagement at the company level. The survey also enables us to provide data to leaders across the organization, empowering them to identify, address and monitor feedback at the department level. Our 2022 engagement survey was administered in September 2022, and we had a 90% response rate globally and measured engagement at 67%.</p>	TC-IM-330a.2

Employees and Community (cont.)

Topic	Response	SASB
Gender representation (Global)	<p>As of April 1, 2023:</p> <p>Company-wide</p> <ul style="list-style-type: none">• Male: 54.0%• Female: 44.4%• Not declared: 1.6% <p>Tech:</p> <ul style="list-style-type: none">• Male: 68.7%• Female: 30.4%• Not declared: 1.0% <p>Non-Tech:</p> <ul style="list-style-type: none">• Male: 38.1%• Female: 59.5%• Not declared: 2.3% <p>Leadership (people managers)</p> <ul style="list-style-type: none">• Male: 51.3%• Female: 48.7%• Not declared: 0.0%	TC-IM-330a.3

Employees and Community (cont.)

Topic	Response	SASB
Representation by ethnicity (U.S.)	<p>As of April 1, 2023:</p> <p>U.S. Employees</p> <ul style="list-style-type: none">• White: 55.3%• Asian: 14.8%• Black or African American: 11.0%• Hispanic or Latino: 5.7%• Other (includes Native American or Pacific Islander, American Indian or Alaska Native and Two or More Races): 5.5%• Not-declared: 7.8% <p>Tech:</p> <ul style="list-style-type: none">• White: 58.2%• BIPOC: 34.3%• Not-declared: 7.5% <p>Non-Tech:</p> <ul style="list-style-type: none">• White: 52.9%• BIPOC: 39.0%• Not-declared: 8.1% <p>Management:</p> <ul style="list-style-type: none">• Director:<ul style="list-style-type: none">• White: 58.6%• BIPOC: 27.6%• Not declared: 13.8%	<p>TC-IM-330a.3</p> <p>TC-IM-330a.3</p>

Employees and Community (cont.)

Topic	Response	SASB
Representation by ethnicity (U.S.)	<ul style="list-style-type: none">• Senior Director:<ul style="list-style-type: none">• White: 65.2%• BIPOC: 26.1%• Not declared: 8.7%• Vice President:<ul style="list-style-type: none">• White: 22.2%• BIPOC: 66.7%• Not declared: 11.1%• Executive Leadership Team:<ul style="list-style-type: none">• White: 62.5%• BIPOC: 37.5%• Not declared: 0%	

Data Privacy and Security

Behavioral advertising and user privacy	Please see our Privacy Policy .	TC-IM-220a.1
Number of users whose information is used for secondary purposes	Please see our Privacy Policy .	TC-IM-220a.2
Monetary losses as a result of legal proceedings associated with customer privacy	Eventbrite suffered no material monetary losses in 2022 as a result of legal proceedings stemming from user privacy.	TC-IM-220a.3

Topic	Response	SASB
List of countries where core products or services are subject to government-required monitoring, blocking, content filtering or censoring	Eventbrite does not have a material presence in any country where our core products or services are subject to these requirements. Eventbrite uses industry standard automated abuse monitoring technologies for specific abusive practices on our platform but Eventbrite does not actively block, filter, or censor information on our platform, unless it becomes explicitly aware of an infraction under our Terms of Service or Community Guidelines .	TC-IM-220a.5
Data breaches	Eventbrite had no material data breaches in 2022. Please see our SOC 3 report for information about the security, confidentiality and availability of controls we have in place to protect customer data.	TC-IM-230a.1
Data security risks	Data security risks are discussed in Item 1A. Risk Factors in our Form 10-K filed with the SEC on February 28, 2023.	TC-IM-230a.2
Monetary losses as a result of legal proceedings associated with anticompetitive	Eventbrite suffered no material monetary losses in 2022 as a result of legal proceedings associated with anticompetitive behavior regulations.	TC-IM-520A.1



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