



2024 Environmental, Social and Governance (ESG) Report

NerdWallet's third annual ESG report is an exciting touchpoint in an ongoing journey. It provides a chance to reflect on and share our efforts and achievements across the three pillars of our ESG program — achieving our vision, investing in our Nerds and building a socially responsible business.



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This report was written by Elizabeth Renter, NerdWallet’s Senior Economist.

About NerdWallet

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OUR MISSION

Provide Clarity for
All of Life's Financial
Decisions

OUR VISION

A World Where Everyone
Makes Financial Decisions
with Confidence

Achieving Our Vision

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Realizing a world where everyone makes financial decisions with confidence is a matter of putting the best information and tools at everyone's fingertips.

Our Content

In 2024, an estimated 26 million people turned to the Nerds each month for financial guidance and direction.¹ When they navigated to NerdWallet, through the app or website, they were greeted with information they could be confident in, timely answers to pressing questions, a cadre of subject matter experts and new products and tools to help them make the most of their finances.

Timely, relevant topics

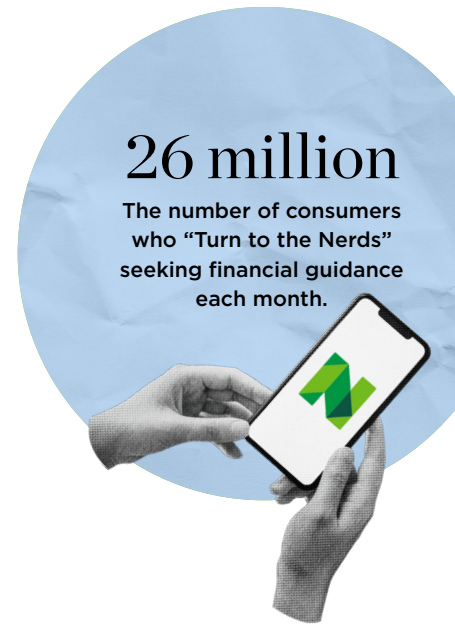
As news unfolds, people's money questions evolve. In 2024, that meant our editorial team was anticipating and responding to consumer needs by creating new content on topics including the FAFSA financial aid delays, student loan forgiveness, the Fed's ongoing fight against inflation, high interest rates, changes in the housing market and more.

We continued efforts to expand content for underserved audiences and translated an increasing library of our resources into Spanish. Further, we operationalized such efforts by adding expectations around editorial inclusivity to our job responsibilities.

Best-Of Awards

Using carefully designed rubrics, NerdWallet Best-Of Awards identify financial products and businesses that truly are the finest. In 2024, 40 editorial team members representing 509 years of journalism experience invested 591 hours to ensure our picks reflect the best choices being offered to consumers.

Nerds with deep subject matter expertise analyzed 976 products across eight categories and 67 subcategories before determining winners. As a result, over 100 partner advertising campaigns leveraged the Best-Of badge, underscoring the weight that a NerdWallet evaluation carries.



¹ Average monthly unique users (MUUs) during the first six months of 2024.

Nerdy achievements that serve our users

Our Nerds are committed to their craft, and in 2024 several members of our editorial team were recognized with fellowships and opportunities for ongoing development across organizations such as the Society for Advancing Business Editing and Writing (SABEW), Poynter, Maynard Institute for Journalism Education, Gerontological Society of America (GSA) and the Journalists Network on Generations. Several writers continued coursework and received certifications relevant to their work at NerdWallet.

Longtime Nerd (and author of this report) Elizabeth Renter graduated with a Master of Science in Finance and Economics and was named NerdWallet's first Senior Economist. She will continue to lead the NerdWallet data studies team, develop unique data-driven economic analyses and work with the media to help consumers make sense of the economy and how it affects their personal finances.

Smart Money podcast

Our Smart Money podcast reached about 2 million downloads by midyear, marking an approximate increase of 46% over 2023. Smart Money's down-to-earth approach of sharing insights across investing, budgeting, economic news and travel topics contributed to it winning the 2024 Best B2C Branded Podcast from The Quill Podcast Awards.

New, Nerdy products

In addition to continually building our library to adjust to changing consumer interests and needs, Nerds launched several new products.

The NerdWallet AI chatbot is powered by over 12,000 fact-checked articles from our content library. It is a companion to our editorial work and lives on our homepage and on articles across our topics. The chatbot answers reader questions and provides navigation to related topics.

NerdWallet Taxes was created in late 2023 in partnership with Column Tax. This product offers tax preparation and filing for everyone, at a \$50 flat rate with no hidden costs or fees.

2 million

Smart Money podcast
episodes downloaded by
the midpoint of 2024



Corporate Social Responsibility

NerdWallet’s Corporate Social Responsibility (CSR) program focuses on equitable access to financial information and resources.

Financial Equity Pledge

This year, we continued our work advocating for equitable access to financial resources across low- and moderate-income communities with our nonprofit partner Inclusiv. We continue to reinvest \$2 million with Self-Help Federal Credit Union to fund multiple commercial and consumer loans in these underserved communities.

We also advocate for more companies to get involved. With Inclusiv, we hosted a webinar for companies across numerous industries to explain how their involvement in the Financial Equity Pledge can expand financial access.

Grant-giving

As part of the Financial Equity Pledge, NerdWallet has awarded more than \$400,000 to support organizations furthering financial inclusion. In 2024, that included a \$100,000 grant to the Juntos Avanzamos (“Together We Advance”) fund. Juntos Avanzamos is a designation held by 137 credit unions with a total of 11.6 million members, all dedicated to serving Hispanic and immigrant communities, and helping the members of these communities navigate the U.S. financial system.

In 2024, we also continued the grant campaign led by our Employee Resource Groups. Eight ERGs received a total of \$70,000 to direct toward organizations that align with their missions, as detailed in a later section of this report.

Community engagement

Supporting diverse communities is a priority shared among all Nerds. In May, we held Nerds Pay It Forward Day, giving teams dedicated time to invest in their communities. Over the past year, we volunteered a combined 1,140 hours at organizations across the country. In addition, employee and company match donations totaled more than \$175,000 to organizations such as St. Jude Children’s Research Hospital, Doctors Without Borders and many more.



VOLUNTEERING

1,140

The number of hours volunteered for Nerds Pay It Forward events.

DONATION MATCH

\$175,000

Roughly the amount donated by Nerds and company matching as of August 2024.

Investing in Our Nerds

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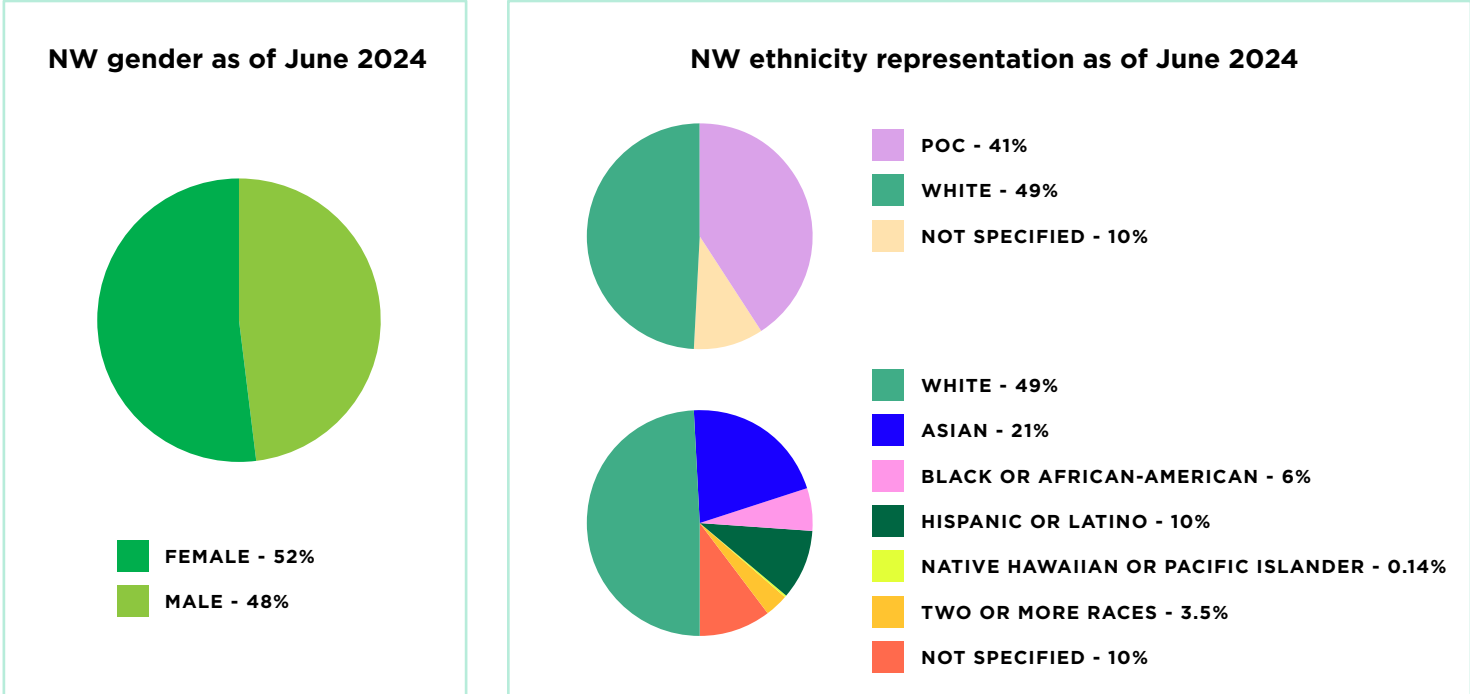
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Diversity, Equity, Inclusion and Belonging

Our Nerds define NerdWallet, so we believe investing in them through diversity, equity, inclusion and belonging (DEIB) efforts fosters an open and productive workplace where we can thrive individually and collectively.

Diverse representation across NerdWallet



Black Equity at Work silver certification

The Black Equity at Work program recognizes organizations like NerdWallet for their commitment to supporting diversity at a comparable level to that of other important business drivers. Our progress in 2023, increasing our score from the program by over 14 points, led to our earning silver level certification in 2024.

Hispanic Equity at Work

We expanded our work with the Management Leadership for Tomorrow’s Racial Equity at Work Programs by beginning the Hispanic Equity at Work certification process in 2024. Like Black Equity at Work, Hispanic Equity at Work applies measurable standards to organizational efforts in order to promote workplace equity.

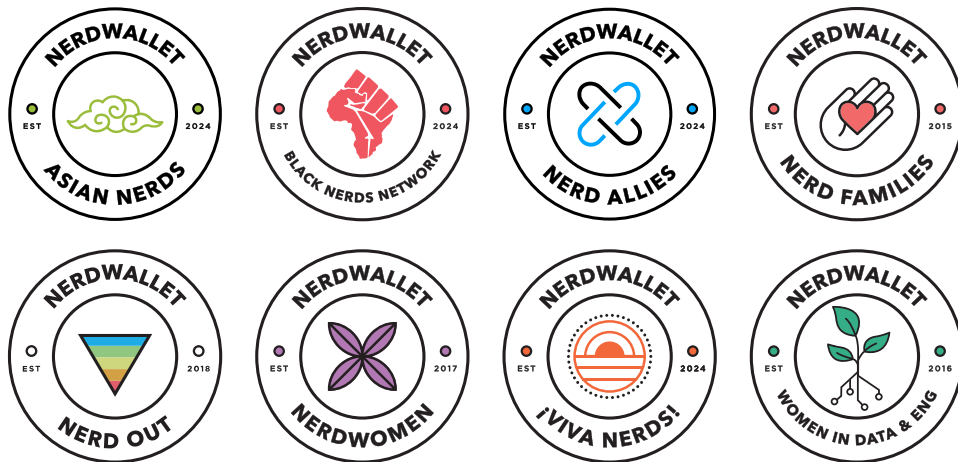
Continued outreach, education and growth

Throughout the organization and throughout the year, our DEIB efforts include opportunities for learning, sharing and allyship. We continue to prioritize leadership participation and accountability, hosting biannual town halls and inclusion challenges. NerdWallet's 2024 Learning and Activism Days focused on Asian American & Pacific Islander Heritage Month and disability awareness. Our quarterly hourlong Inclusion 60s series featured topics such as "Leveraging Recognition to Strengthen Psychological Safety" and "Navigating the Impact of External Events With Empathy."

In 2024, we launched a new cohort of 19 Nerds in our Career Accelerator Program (CAP). This newer and more extensive career development program will expand to two cohorts in the coming year.

EMPLOYEE RESOURCE GROUPS

We believe that NerdWallet's Employee Resource Groups (ERGs) are integral to celebrating diversity, creating psychological safety for members, promoting allyship across the organization, and providing professional and leadership development opportunities. This year, we restructured ERGs to better represent the diversity of our workforce. Our eight ERGs:



At our 2024 companywide gathering, Nerds by NerdWallet (NXNW), an ERG Mixer encouraged networking and community-building across our diverse groups, and our ERG leaders participated in a panel discussion on the importance of fostering diverse connections.

2024 ERG-led grant program

A total of \$70,000 was given to NerdWallet's eight ERGs to be distributed to organizations that aligned with their missions. Our ERGs chose the following as recipients:

- National Asian American Pacific Islander Mental Health Association, chosen by Asian Nerds ERG
- Braven, chosen by Nerd Allies
- America's Kids Belong, chosen by NerdFamilies
- Trans Lifeline, chosen by NerdOut
- She Builds, chosen by NerdWomen
- B.E.A.M. (Building Excellence Affirming Manhood) Foundation, chosen by Black Nerds Network
- Year Up, chosen by Women in Data and Engineering
- Coalition of Immokalee Workers, chosen by iViva Nerds!

NXNW

In June, Las Vegas played host to the Nerds, at Nerds by NerdWallet (NXNW) in the second such gathering of its kind. This time, over 600 Nerds from across the U.S., U.K. and Canada gathered under the theme "The Future is Nerdy" to hear from leaders and peers, build community and unite behind our mission. Nerds left the gathering with renewed inspiration and affirmed commitment to achieving our vision.

PAY EQUITY

Our efforts toward pay equity continued in 2024, with twice yearly reviews of our pay structure through Syndio and maintenance of our Fair Pay Workplace certification. We remain committed to being transparent with job seekers and current Nerds about our pay practices.



Building a Socially Responsible Business

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Cybersecurity and Data Privacy

In an era driven by rapid technological advancements and interconnected digital ecosystems, the importance of cybersecurity cannot be overemphasized.

Advancements

Protecting consumers and promoting the security of Nerds and NerdWallet are among our top priorities. Early in 2024, NerdWallet consumers received account security updates requiring a second identification factor when logging in for the first time and periodically at any time their actual identity is in question. We further enhanced our consumer account monitoring to include Bot and AI detections, brute force protections and breached password prevention. And we expanded our third party risk monitoring (TPRM) protocol to respond to vendor incidents in the same manner we would respond to internal incidents.

We took steps to further secure our Nerds in 2024 by requiring zero-trust network access software and continuing two-factor authentication.

To enhance security on NerdWallet.com, we moved from point in time penetration testing activities to a third-party service that monitors for changes on the platform and targets those changes as they are released. Coupled with our internal red teaming activities and bug bounty program, these overlapping controls are intended to further harden our infrastructure from attack.

Cybersecurity and breaches

In early 2024, Fundera notified approximately 2,700 of its small and midsize business customers that an unauthorized third party had accessed their personal information. Fundera has found no evidence of identity theft or fraud as a result of the incident, but nevertheless offered its SMB customers 24 months of free credit and identity monitoring services.

Over the past year, two of our third-party vendors experienced data breaches on their systems, which were reported to NerdWallet. Both reports were investigated. Neither breach resulted in the loss of NerdWallet consumer data, and we have seen no material impact to NerdWallet or our consumers.

Privacy

In 2024, NerdWallet completed over 23 privacy impact assessments for new use cases. By vetting these use cases through our privacy impact process, we take steps to document the different ways we are processing our users' personal information, thereby maintaining our users' privacy.

Also to date, NerdWallet has received over 3,600 data subject access requests and has successfully addressed over 3,170. We responded to these requests in



an average of 4 days as compared with the 45-day deadline provided by the applicable law.

We updated our privacy policy in substance and formatting, with the goal of making it easier to navigate and find information about the ways we collect, use, disclose and otherwise process personal data. We also updated the terms of our data processing agreements with vendors to help maintain uniformity and further clarify the protections given to our user data.

Environmental

As in 2022, Industrial Economics, Inc. (IEc) gathered and analyzed data on NerdWallet’s energy use and greenhouse gas (GHG) emissions for 2023. The results included scope 1, 2 and 3 analysis, evaluating emissions across company facilities, purchased utilities and impacts upstream of our operations driven by our spending on goods and services.

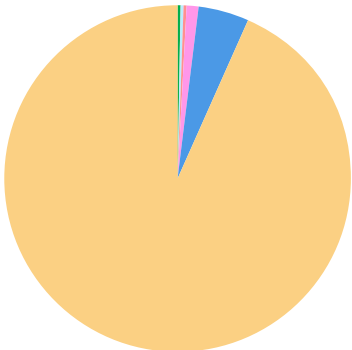
Scope 1	Scope 2	Scope 3
includes direct emissions such as those generated by heating company facilities.	refers to indirect emissions such as those generated by our use of purchased electricity at company facilities.	includes indirect impacts that occur upstream of NerdWallet’s operations, largely from the company’s purchased goods and services.

Scope 1, 2 and 3: Energy and Emissions Footprint 2023

Scope 1 GHG emissions (metric tons CO2e)	30
Scope 2 market based GHG emissions (metric tons CO2e)	109
Total energy consumption (MMBtu)	2,634
Total renewable energy consumption (MMBtu)	464
Scope 3 GHG emissions (metric tons CO2e)	43,067

Scope 3: Emissions Breakdown 2023

Category	Metric Tons CO2e	% Total Scope
Goods and services	40,298	93.6%
Capital goods	1,937	4.5%
Business travel	567	1.3%
Employee commuting	130	0.3%
Fuel and energy-related activities	69	0.2%
Leased assets	1	0.002%
Investments	64	0.1%
Total	43,067	-100%



Goods and services spending represents nearly 94% of our scope 3 footprint, largely reflecting spending on digital and partner media and brand advertising. By directing resources towards marketing initiatives such as brand advertising and digital media, we aim to remain top of mind for consumers across diverse platforms.

Forward-looking statements

This report contains forward-looking statements, which are all statements other than statements of historical fact. These forward-looking statements may concern our strategy, plans, expectations or intentions, and generally can be identified by words such as “aim,” “anticipate,” “believe,” “estimate,” “expect,” “intend,” “plan,” “target,” “continue,” “predict,” “project,” “promote,” “change,” “result,” “future,” “will,” “would,” “could,” “can,” “may,” “likely,” “potentially,” or similar expressions. Although we believe that the expectations and assumptions reflected in these forward-looking statements are reasonable, forward-looking statements are subject to inherent uncertainties, risks and other factors that are difficult to predict and could cause our actual results to vary in material respects from what we have expressed or implied by these forward-looking statements. We describe certain risks and uncertainties that could cause actual results and events to differ materially in our reports filed with the Securities and Exchange Commission, including our most recent Annual Report on Form 10-K. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.



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