



IMPACT REPORT 2022



Clockwise From Top: James + Schaeze; Jillian Mitchell; ReadyLuxe

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Letter from the CEO

The global pandemic affected the way people lived, worked and celebrated. Weddings, birthday parties and graduations were painstakingly paused. In 2021, the world began to gradually reopen—and by 2022, one thing became clear: celebrations were back in a big way. After far too much time spent apart, many individuals and families realized what matters most is the opportunity to be together.

At The Knot Worldwide (TKWW), we feel strongly that nothing brings people closer together than celebration. Every day, we enable our communities in 16+ countries around the world to celebrate the moments that make us, and we believe celebration can serve as a force for good in the world. By championing the power of celebration, we strive to remove barriers and unlock the chance to commemorate life's most special moments in a way that feels authentic—spanning all geographies, cultures and backgrounds.

With the increased consumer demand we experienced in 2022, we also felt a heightened responsibility to make a positive impact on the stakeholders and communities we serve, leveraging our influence as a global industry leader. Last year, we introduced our TKWW Impact Report to benchmark our Environmental, Social and Governance (ESG) efforts and hold ourselves accountable to our ambitions. In our second annual edition of the report, I am excited to share how we've taken this business-critical initiative to the next level.

KEY HIGHLIGHTS FROM THIS YEAR'S REPORT:

- Formal establishment of the ESG SteerCo to govern ESG
- Management of reporting moved under our Global VP of Accounting
- Implementation of internal controls and to support accuracy and consistency
- Expanded carbon emissions to capture full value chain
- DEI demographics capturing our diverse workforce

In 2022, we launched a new ESG reporting system designed to treat our Impact metrics with similar rigor as our financial reporting metrics. The Board of Directors also formally approved TKWW's ESG Steering Committee—a cross-functional group of senior leaders responsible for the development and implementation of our Impact program.

As reflected in the pages of this report, we've made positive changes and enhanced several initiatives over the past year to underscore our commitment to Our People, Our Company and Our Community. Our hard work did not go unnoticed. In 2022, TKWW was awarded Best Leadership Team, Best Company Culture, Best Work Life Balance, Best CEO and more from Comparably, a workplace review platform dedicated to collecting current employee sentiment. TKWW also received a perfect score on the Human Rights Campaign Corporate Equality Index for the eighth consecutive year.

I'm proud of our 2,000+ employees around the world and the work they do each and every day to contribute to our success. Living by our Core Values, the team's passion and commitment to deliver meaningful and positive Impact is undeniable. Below is a brief snapshot of the incredible work from 2022.

Our People

We continued to support family-forming benefits for our US employees and increased our Paid Parental Leave from 12 to 18-20 weeks. We also introduced a medical travel reimbursement policy to cover travel costs for medical procedures or treatments unavailable within a reasonable distance from an employee's home.

We provided ongoing learning and development resources to support our global talent in their professional growth and goals. More than 37,000 hours of training were completed by employees across our global operations, focused on developing core competencies in five areas: Innovation/Forward-Thinking, Customer-centric Mindset, Communication, Results Orientation/Accountability and Collaboration.

Our Company

We expanded the breadth of our carbon footprint assessment, including new tracking categories to more accurately assess our carbon footprint and help us develop a carbon reduction goal and action plan.

Ensuring the privacy of our employees, customers and partners and maintaining strict cybersecurity protocols remained essential. We improved and enhanced our privacy practices,

technical security safeguards and controls, and maintained a comprehensive approach to industry cybersecurity standards.

Embodying our Core Value of “Do the Right Thing,” we are strongly committed to conducting business ethically, with integrity and in compliance with applicable laws and regulations. We continued to develop and strengthen our global compliance program, including through our Global Code of Conduct & Ethics, Supplier Code of Conduct and strong whistleblower protections.

Our Community

Over the past two years, TKWW has invested in its local communities through meaningful action and corporate giving, including our annual Global Donate Day of employee service, Share the Wealth charitable donation-matching program and advocacy work in support of women’s reproductive rights and LGBTQ+ rights.

TKWW continues to enable inclusive celebrations by empowering and supporting historically underrepresented small business owners through its Fellowship for Change mentorship and business education program. We also became a corporate partner of the National Gay and Lesbian Chamber of Commerce (NGLCC) supporting LGBTQ+ small businesses across the US.

I’ve always felt strongly that at TKWW we can do well and do good at the same time. In 2022, we made strides toward our ambition to ensure that celebration remains a core part of the human experience. Our Impact Report confirms our commitment to making a positive impact on the stakeholders we serve across our People, Company and Community. I’m more excited about the future and our impact opportunity than ever. What We Do Matters.

A handwritten signature in black ink, appearing to be the name 'Tim', with a stylized, cursive-like script.

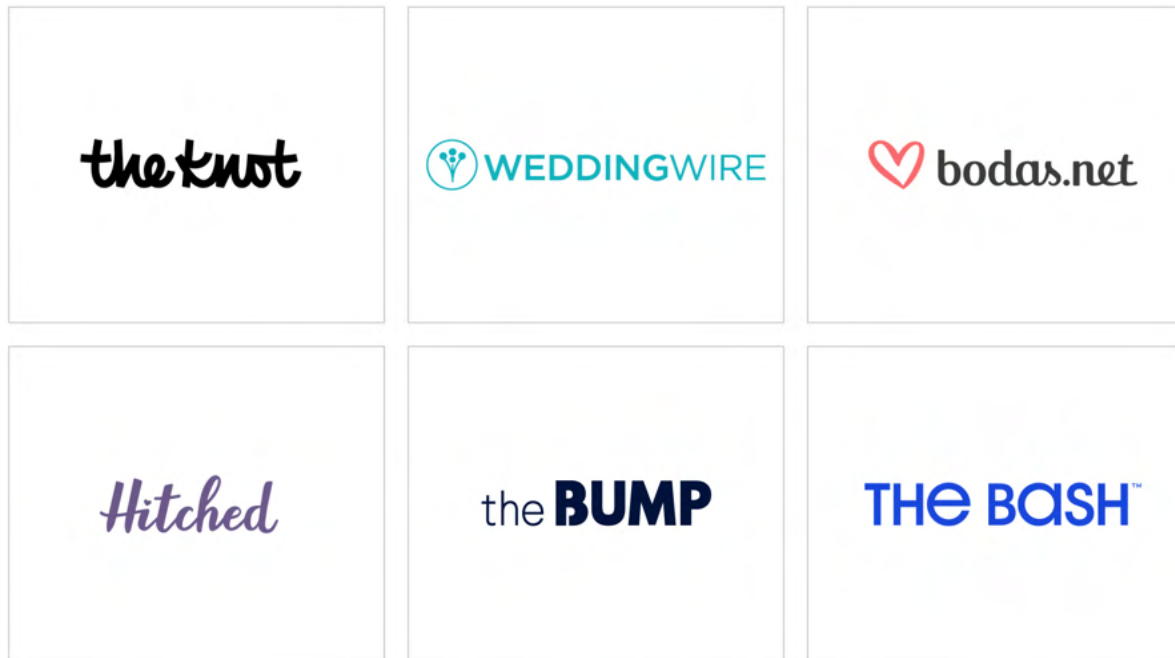
Tim

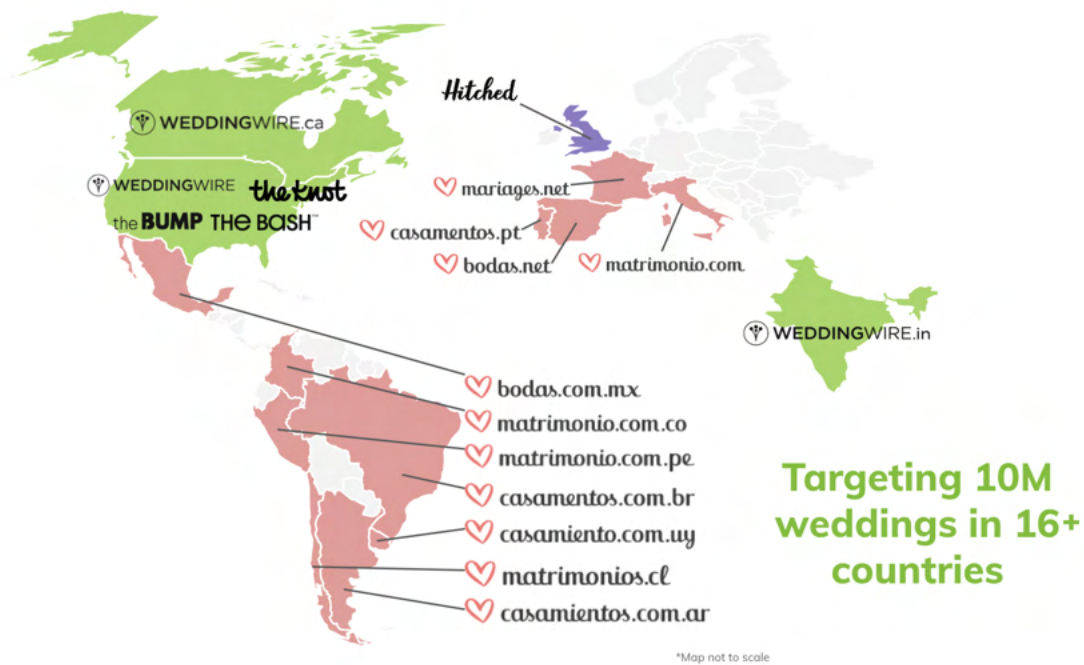
About The Knot Worldwide

In 16+ countries around the world, The Knot Worldwide (TKWW) enables our communities to celebrate the moments that make us. As a global leader in the wedding industry, The Knot Worldwide's vision is to make it easy for every couple in the world to plan a wedding that's uniquely their own.

Our Brands

At the core of our business is a leading global online wedding marketplace, connecting couples with local wedding professionals and a comprehensive suite of personalized wedding websites, planning tools, invitations and registry services that make wedding planning easier and more fun for couples. Our wedding planning services are offered through our global wedding brands, including The Knot, WeddingWire, Bodas.net, Hitched and Matrimonio. We also support parents through the pregnancy and parenting journey with content and tools on The Bump, and help our community plan other important life celebrations through The Bash.





The Knot Worldwide by the Numbers

KEY AWARDS/RECOGNITION

- Tim Chi named Best CEO by career site Comparably
- TKWW has received a perfect score on the Human Rights Campaign Corporate Equality Index for eight consecutive years
- TKWW was consistently recognized as one of the best places to work

OUR COMMUNITY

840 THOUSAND

Local wedding vendors

4 MILLION

Annual registered users

TALENT

2,100

Employees worldwide



Best Company
Outlook 2022



Best Places to Work in
Washington DC 2022



Best Marketing
Team 2022



Best Leadership
Teams 2022



Best CEO 2022



Best Company Work-
Life Balance 2022



Best Company
Culture 2022



Leadership Team

We believe in having a governance structure that is effective, collaborative and embodies our Core Value "We Win Together." During 2022, we benefited from an experienced Board of Directors and Executive Team that brought a diversity of perspectives and valuable expertise to our business.

Board of Directors



DARREN HUSTON



TIMOTHY CHI



DAVID ERLONG



THOMAS EVANS



KATHLEEN PHILIPS



DIPAN PATEL



BENJAMIN SPERO

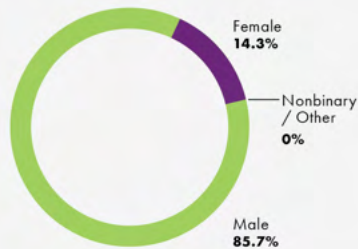
42.9%
of directors
identify with
underrepresented
groups

In March 2023, TKWW welcomed an eighth member of our Board, Carolyn Everson, who currently serves as Senior Advisor at Permira, one of the world's largest investment firms. Carolyn has over 28 years of experience in senior operating roles in consumer facing technology and media companies, most recently at Meta and Instacart, including experience with ESG matters. We believe that Carolyn will be a valuable addition to our Board and ESG efforts.

DIVERSE & EXPERIENCED DIRECTORS

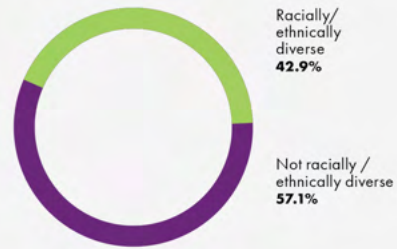
GENDER REPRESENTATION

One director self-identifies as female and six directors self-identify as male.



RACIAL AND/OR ETHNIC DIVERSITY

Three directors self-identify with under-represented groups.



BOARD MEMBER EXPERTISE

Board members bring significant experience to bear across key business areas:

Finance / Accounting

Technology / Product

Consumer Brands

E-Commerce

Advertising / Marketing

Complex Operations

Legal

Public & Private Company Governance

ESG / Diversity, Equity & Inclusion

C-Suite

Committee Composition

DIRECTOR NAME	COMPENSATION COMMITTEE	AUDIT COMMITTEE
Darren Huston*	X**	
Timothy Chi		
David Erlong		X
Thomas Evans	X	
Dipan Patel	X	
Kathleen Philips		X**
Benjamin Spero		X

*Board Chair

**Committee Chair

Our Executive Team



TIMOTHY CHI
CEO



ANDREW IVANOVICH
CFO



LEE WANG
COO



ZOHAR YARDENI
Chief Product Officer



EMILY MARKMANN
Chief People Officer



FELICITY CHABAN
General Counsel



JENNY LEWIS
Chief Marketing Officer



ANGEL LLULL MANCAS
President, International



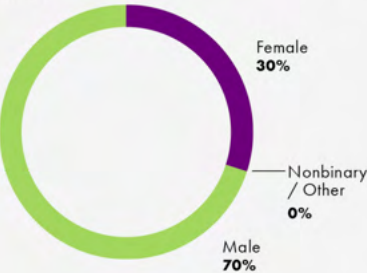
JEREMY LIEBOWITZ
EVP, eCommerce



MATTHEW ROOK
EVP, Engineering

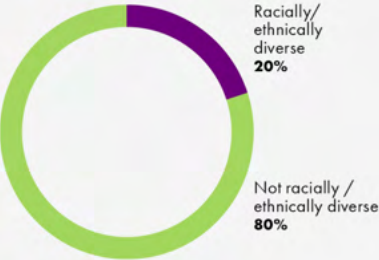
GENDER REPRESENTATION

Three members of the Executive Team self-identify as female, and seven members self-identify as male.



RACIAL AND/OR ETHNIC DIVERSITY

Two members of the Executive Team self-identify with under-represented groups.



In January 2023, Angel Llull Mancas was promoted to the position of Chief Revenue Officer. We believe that his leadership will position TKWW for accelerated growth, enhanced innovation and increased operational efficiency, and continue to expand the positive Impact we have on our communities. Also in January 2023, Lee Wang stepped down from his position as Chief Operating Officer after many years of valued service with the Company to serve as a senior advisor to the CEO.

Our Impact

Our ambition is to ensure the future of celebration remains a core part of every human experience. At The Knot Worldwide, we recognize we are a member of our community, bringing together couples and parents with professionals around the world, to make dreams possible and access to expertise a common experience. In order to do this, we must enable everyone in our communities to feel welcome and thrive, and through our collective sustainable actions, strengthen the world for future generations to celebrate. In developing our ESG strategy and goals, we have determined to frame our efforts as our “Impact,” allowing us to better position our efforts to the issues most important to our stakeholders and ensure they truly have impact on the world.

We are continuing to evolve our Impact strategy and goals to be specific, measurable, accountable, and to grow with our business over time. Among other things, during 2022 we implemented a new ESG reporting system as an extension of our financial reporting systems. This enhanced reporting system is designed to treat our Impact metrics with similar rigor as our financial reporting metrics. We additionally engaged with an independent third party to evaluate and propose improvements to strengthen our controls and procedures surrounding our Impact metrics, helping us ensure that they are transparent, complete and accurate. We are proud of the investments we have made to date in our Impact program and believe that they will lay the foundation to expand our areas of Impact further in the future.

Material Topics

In late 2021, TKWW undertook its first materiality assessment with the support of an outside sustainability consultancy. The goal was to understand which ESG topics are the most critical for TKWW now, and what emerging issues may become important in the future.

Our Materiality Process

Select and define material topics	<ul style="list-style-type: none"> Started with a master list of ESG topics common to our industry Created a short list of 13 topics to focus our research
Conduct surveys and research	<ul style="list-style-type: none"> Stakeholder surveys for investors, board members, executives, employees, couples and vendors across our global brands Interviews with TKWW executives, board members and investors to dive deeper Desktop research of peers, raters and rankers
Prioritize topics	<ul style="list-style-type: none"> Weightings applied to stakeholder categories Results analyzed based upon both “importance to stakeholders” and “importance to business”

The resulting analysis showed that we have eight material topics, which we have organized into three workstreams: our people, our company and our community.

OUR PEOPLE	OUR COMPANY	OUR COMMUNITY
<ul style="list-style-type: none"> Employee engagement and wellbeing Diversity, equity and inclusion Employee talent development 	<ul style="list-style-type: none"> Compliance, ethics and integrity Data protection and security Carbon and climate 	<ul style="list-style-type: none"> Inclusive celebrations Sustainable celebrations

We believe performing well on these material topics can create business value by building trust with key stakeholders and can improve our Impact on our industry. It can also reduce risk by ensuring that we pay attention to sustainability issues that could impact our operations, valuation and reputation. We expect to continue to refresh our materiality analysis regularly to ensure that we continue to understand the ESG issues which are most important to our stakeholders, our business and society.

Management and Oversight

Accountability for TKWW’s Impact efforts resides with the Board of Directors, who meet regularly to provide governance and oversight. In 2022, the full Board met six times, with 90 percent

average attendance. The Board's Audit Committee met three times and the Compensation Committee met twice. During 2022, the Board and its Committees discussed, among other Impact topics:

- Diversity, equity and inclusion (DEI) efforts within our workforce
- DEI efforts within our communities
- Employee engagement
- ESG topics material to the Company
- Our ESG Steering Committee Charter
- Our Impact Report

Our Impact program is managed and overseen by TKWW's ESG Steering Committee (the ESG SteerCo). The ESG SteerCo was initially created in 2021 as a cross-functional group of senior leaders to guide the development and implementation of TKWW's Impact strategy. In 2022, the Board formally approved the ESG SteerCo Charter which delegates its responsibility to, among other things:

- Assist in setting the Company's general strategy with respect to ESG matters that may affect the business, operations, performance or reputation of TKWW or are otherwise significant to TKWW and its stakeholders.
- Consider, recommend and approve policies, position statements, procedures, goals, practices and disclosures that conform with TKWW's strategy and industry best practices.
- Identify ESG risks and strategic opportunities; make recommendations regarding these ESG matters.
- Advise the Company on stockholder and other significant stakeholder concerns relating to ESG matters.
- Assist in the Board's oversight of ESG matters, including through regular reporting to the Board.
- Review and support integration of ESG systems and controls to monitor, verify and report ESG matters, including but not limited to the sustainability performance of the Company's business.
- Review the Company's performance under applicable ESG ratings.

Responsibility for the day-to-day implementation of our Impact strategy is led by our Head of ESG and supported by a cross-functional group in legal, strategy, accounting and finance, information security, marketing, product and human resources.

Stakeholder Engagement

We engage with stakeholders in a variety of ways throughout the year to understand their priorities. In particular, we deployed specific Impact-focused surveys and follow-up interviews through our materiality assessment process to identify the topics each stakeholder group considers most important.

Stakeholder Group	Key Priorities	How We Engage
Couples	<ul style="list-style-type: none"> Environmental responsibility Diversity, equity and inclusion Compliance, ethics and integrity 	<ul style="list-style-type: none"> Surveys User panels Market research Content Social media
Vendors (wedding professionals)	<ul style="list-style-type: none"> Environmental responsibility Diversity, equity and inclusion Compliance, ethics and integrity 	<ul style="list-style-type: none"> Surveys User panels Training Mentorships Conferences Webinars
Employees	<ul style="list-style-type: none"> Employee talent development Diversity, equity and inclusion Employee engagement and wellbeing 	<ul style="list-style-type: none"> Surveys Individual interviews All hands meetings Training Employee Resource Groups
Investors and Financial Institutions	<ul style="list-style-type: none"> Compliance, ethics and integrity Data protection and security Employee engagement and wellbeing Carbon and climate 	<ul style="list-style-type: none"> ESG rating and ranking benchmarks and scorecards ESG assessments and questionnaires
Suppliers (product and service providers to TKWW operations)	<ul style="list-style-type: none"> Compliance, ethics and integrity Data protection and security 	<ul style="list-style-type: none"> Supplier onboarding Contracting and purchasing activities

Our Company

Compliance, Ethics and Integrity

At TKWW, one of our core values is We Do The Right Thing and that includes demonstrating our Core Values in everything that we do. We are committed to acting ethically and in compliance with applicable laws and regulations, honoring others' trust and confidence in our business.

Core Values

**WE DREAM BIG.**

We iterate and experiment to drive innovation.

**WE HUSTLE EVERY DAY.**

We favor urgency and own our outcomes.

**WE DO THE RIGHT THING.**

Respect, fairness & inclusion strengthen our team.

**WE LOVE OUR USERS.**

Our global community is at the center of everything we do.

**WE WIN TOGETHER.**

Our people are at the heart of our success and we play as a team.

Code of Conduct and Ethics

Our [Code of Conduct and Ethics](#) describes the obligations that everyone at TKWW has in order to comply with the laws, rules and regulations that apply to our global business. It includes provisions on:

- Bribery, Corruption and Fair Dealing
- Fraud, Conflict of Interest and Insider Trading
- Competition
- Confidentiality, Privacy & Data Security
- Non-Discrimination and Equal Employment Opportunity
- Workplace Health and Safety
- Environmental Sustainability
- Human Rights
- Community Support and Engagement

We are proud of our global ethics and compliance program, and are continuing to strengthen and expand it as our business grows.

Reporting Concerns and Grievance Mechanisms

At TKWW, we speak up if we see something wrong. Employees can report concerns in a variety of ways, including:

- Contacting their manager
- Contacting their People Business Partner
- Contacting the Legal Department
- Contacting any member of the TKWW compliance team, including the independent chair of the Board of Directors Audit Committee
- Using the Compliance Hotline via phone or online (includes two-way anonymous capability)

The Compliance Team has primary responsibility for ensuring that incidents of actual or suspected violations or misconduct are properly investigated and remediated. The Compliance Team reports to the Audit Committee of the Board, who has oversight over the Company's compliance and investigation process, and is governed by TKWW's internal complaint investigation procedures.

Whistleblower Protection

TKWW is strongly committed to ensuring that everyone at TKWW feels comfortable speaking up to report potential wrongdoing. TKWW enables two-way anonymous reporting of concerns through its Compliance Hotline and maintains a Whistleblower Policy which, among other things, prohibits retaliation against whistleblowers for reporting concerns in good faith. This includes, but is not limited to, protection from retaliation in the form of an adverse employment action such as termination, compensation decreases or poor work assignments and threats of physical harm.

Similarly, our Whistleblower Policy protects individuals who file, testify, assist or participate in any investigation, proceeding or hearing conducted by TKWW or any governmental enforcement agency. If a report of retaliation is substantiated, appropriate disciplinary action, up to and including termination of employment, will be taken. The Audit Committee oversees our whistleblower program, and receives regular updates on whistleblower complaints.

Conflicts of Interest / Related Party Transactions

We owe a duty to our employees, investors, customers, partners and other stakeholders to make objective and fair decisions when performing our jobs. We take this duty seriously, and have implemented procedures to prevent and monitor any potential conflicts of interest. Our Code of Conduct & Ethics requires all directors, officers and employees to report any potential conflict of interest to the Legal Department. Further, we have implemented additional procedures, including:

- Conflict of interest and related party questionnaires for directors, officers and significant shareholders
- Related Party Transaction Policy and related controls and procedures
- Gift and business courtesy policies included in our Code of Conduct and Ethics, to prevent and monitor any gifts/courtesies which could impair fair decision making
- Regular related party monitoring by the Legal Department to ensure that they are properly reviewed and approved according to the Company's policies

SPOTLIGHT ON HUMAN RIGHTS

TKWW respects and promotes human rights in all of the places we do business, regardless of local norms. We expect everyone at TKWW to comply with all applicable laws and act in accordance with international human rights standards and principles, including the United Nations (UN) Guiding Principles on Business and Human Rights. Further, we expect those we do business with to uphold these same principles.

SPOTLIGHT ON ANTI-DISCRIMINATION, HARASSMENT AND BULLYING

TKWW is committed to having a respectful, safe and secure working environment. The Company does not tolerate discrimination based on any protected class, bullying or harassing behavior of any kind. This zero-tolerance policy extends to insulting, hurtful, threatening or abusive comments, threats, or emotional, physical or sexual harassment. Any such behavior will be subject to disciplinary action, up to and including termination.

SPOTLIGHT ON BRIBERY AND CORRUPTION

TKWW has a zero-tolerance policy for any form of bribery or corruption. This applies in every place we do business, regardless of local norms. We comply with all applicable anti-bribery laws, including the US Foreign Corrupt Practices Act (FCPA) and the UK Bribery Act, which prohibit giving, authorizing, accepting or receiving bribes (or kickbacks) in connection with our business.

Approach to Tax

Our tax strategy states our commitment to comply with the applicable laws and regulations related to taxes in every jurisdiction in which we operate, to pay the right amount of tax and to be transparent, cooperative and ethical in compliance with our Code of Conduct & Ethics. TKWW has a well-equipped and professional Tax function. It reports to the Chief Accounting Officer (CAO). The tax risk management policy is approved by the Chief Financial Officer (CFO).

The following are the four pillars of the strategy:

- Ensure that all tax filings and payments are met;
- Manage tax affairs in a manner consistent with commercial objectives and in full compliance with the law;
- Maintain an open, collaborative and ethical relationship with tax authorities; and
- Take an overall conservative approach to tax risk

TKWW complies with applicable tax regulations and disclosure requirements in all countries in which it operates. Where tax compliance processes have been outsourced to a third party, TKWW requires the third party to follow these TKWW compliance principles.

TKWW has a whistleblower program which includes a compliance hotline which is available for all stakeholders to report alleged compliance violations, including on tax-related matters.

TAX IN OUR FINANCIAL STATEMENTS

TKWW's tax expense in our quarterly and annual financial statements is intended for investors and lenders and, as such, is based on accounting concepts that seek to capture both the current and future tax impact associated with the Company's accounting profit for that year. This figure will not match the taxes paid in the current year for several reasons including: impact of permanent differences (which will never reverse), impacts of temporary differences (which will reverse over time) and cash tax payments made or refunds received during the current year but related to a prior year.

Current tax expense in significant jurisdictions:

Country	2022 Current Tax Expense Per Provision (in Local Currency in thousands)	Local Currency
United States	15,000	USD
United Kingdom	0	GBP
Ireland	20	Euro
Spain	486	Euro
Italy	40	Euro

Supply Chain Management

We want to ensure that working conditions in our supply chain are safe, that workers are treated with respect and dignity and that our suppliers' operations are environmentally conscious. We expect all our suppliers and subcontractors to comply with our [Supplier Code of Conduct](#), which is aligned with the International Labor Organization's core labor standards. The Code includes, but is not limited to:

- Legal and regulatory compliance
- Fair, confidential and anonymous grievance procedures
- Whistleblower protection
- Anti-corruption and bribery
- Environmental responsibility and emissions reduction
- Working hours and fair wages
- Freedom of association
- Health, safety and emergency preparedness
- Stakeholder rights and free, prior and informed consent
- Child and forced labor
- Non-discrimination and harassment

It is important to us that our suppliers share these values. Therefore, in the past year TKWW has implemented enhanced supplier screening and onboarding processes so that we can better ensure that our suppliers understand and comply with the principles set forth in our Supplier Code of Conduct.

Carbon and Climate

In order to fully enjoy life's greatest celebrations together, couples rely on a healthy and sustainable planet. As a leading global online vendor marketplace, it is our responsibility to ensure our business plays its part in reducing the environmental impact on our planet for future generations.

Our efforts to reduce our environmental impact extend across our value chain, from vendor and consumer education to responsibly managing consumption and waste across our offices and operations. We identify and manage climate risks and opportunities as well as work to reduce our carbon footprint and energy usage. We support TKWW employees' efforts to combat climate change and reduce environmental impact through employee resource groups and green and charitable initiatives.

Greenhouse Gas Emissions

In 2022, we undertook our first carbon footprint assessment to calculate 2019-2021 emissions for selected Scope 1, 2 and 3 emissions. In partnership with a sustainability consultancy, in 2023 we expanded the breadth of those calculations to look comprehensively at emissions across our entire value chain. As a result, our reported 2022 carbon footprint is significantly larger than what was reported in previous years. This increase, however, is almost entirely attributable to the expanded set of data points included, rather than significant changes in our business practices. For example:

- We expanded the scope of our calculations to include all offices and storage facilities. In 2019-2021, some of these sites were excluded because they were small, or because they were largely unused due to COVID-19 disruptions.
- We added new tracking categories, including additional waste categories (Scope 3, Category 5), capital goods (Scope 3, Category 2), upstream fuel and energy impacts (Scope 3, Category 3), calculations for the upstream impacts of our Magazine business

(Scope 3, Category 1) and a spend-based analysis of other purchased goods and services (Scope 3, Category 1).

- For the first time, we included calculations estimating the impact of remote work (e.g. additional electricity and natural gas used by employees working from their own homes) in addition to commuting impacts. This change helps us better understand the trade-offs of commuting vs. working from home.

As a result of this significantly expanded scope of calculations, our 2022 carbon footprint results are not directly comparable to prior year data. However, we have chosen to provide three years of calculations, including our more limited calculations for 2020 and 2021, for transparency. More information on our updated carbon footprint methodology is available in the About This Report section (page 43).

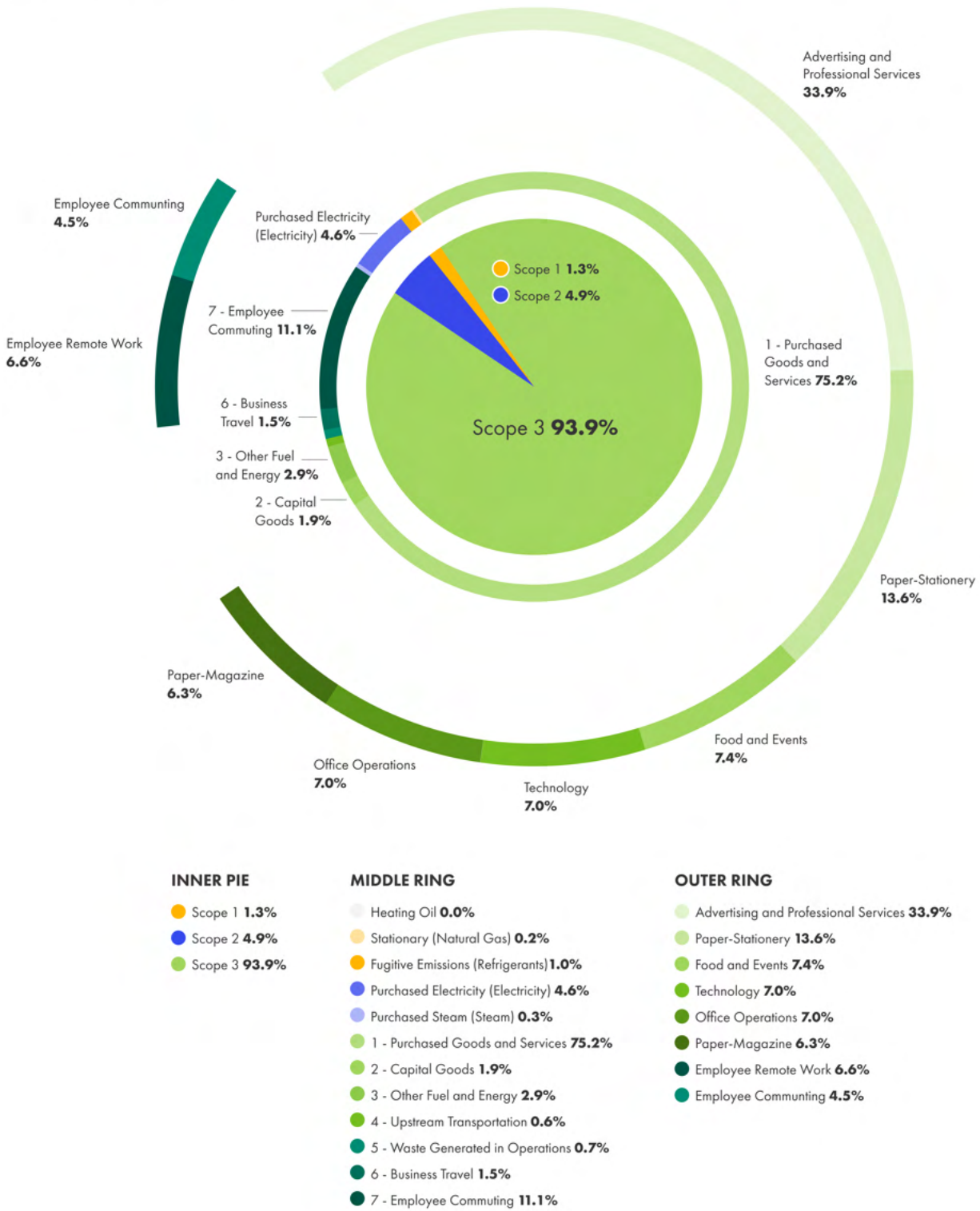
Greenhouse Gas (GHG) Emissions Performance (tCO₂e)

	2020	2021	2022*
Scope 1 - Direct	37	28	205
Stationary: Natural Gas	33	24	36
Stationary: Heating Oil	Not tracked	Not tracked	1
Fugitive Emissions: Refrigerants	4	4	168
Scope 2: Purchased Electricity and Steam	698	668	794
Electricity: Location Based	549	541	723
Electricity: Market Based	87	68	17
Steam	62	59	53
Scope 3 - Indirect (Value Chain)	653	1,287	15,270
Category 1: Purchased Goods and Services	277	1,245	12,241
Cloud Computing	82	74	5
Paper (Stationery Business)	195	1,171	2,218
Paper (Magazine Business)	Not tracked	Not tracked	1,006
Other Purchased Goods and Services	Not tracked	Not tracked	9,012
Category 2: Capital Goods	Not tracked	Not tracked	304
Category 3: Other Fuel and Energy	Not tracked	Not tracked	471
Category 4: Upstream Transportation and Distribution	2	10	99
Category 5: Waste Generated in Operations	<1	<1	111
Category 6: Business Travel	104	33	243
Category 7: Employee Commuting and Remote Work	269	Not tracked	1,801
Total Carbon Footprint	1,388	1,983	16,269

Due to rounding, not all sub-rows add up to the main row totals.

**New methodology (see commentary above)*

2022 CARBON FOOTPRINT



Energy Use

TKWW sources 100 percent of its energy from utility companies with the exception of one office in Spain which generates a portion of its electricity via onsite solar photovoltaic energy. That facility also participates in programs offered by local utility providers that source 100% renewable electricity. Overall, in 2022 84% of our energy came from the electricity grid.

Energy Consumption (gigajoules)

	2020	2021	2022
Electricity	6,364	5,889	8,113
Natural Gas	655	479	712
Steam	1,300	1,239	846
Heating Oil	Not tracked	Not tracked	10
Total Energy Consumption	8,319	7,607	9,681

Climate Risk

Disclosing our climate-related risks and opportunities in alignment with the Taskforce on Climate-Related Financial Disclosures (TCFD) is under consideration. This is an emerging area of attention for TKWW, and we plan to expand the scope of our disclosures in future reports.

Governance and Oversight	Risks and Opportunities	Strategy and Financial Impacts	Metrics and Targets
<p>The full Board has ultimate oversight over TKWW's climate strategy.</p> <p>TKWW's ESG SteerCo, made up of senior leaders across the company, has responsibility for the development and implementation of the company's climate strategy.</p>	<p>TKWW, as part of the Internet Media and Services industry, has relatively low carbon intensity in comparison to higher-polluting industries, and is generally considered to have low Climate Vulnerability Scores, although this is expected to increase by 2040.¹</p> <p>Potential climate risks include:</p> <ul style="list-style-type: none"> Physical risk: Impact of extreme weather and rising sea levels on supply chain, operations and infrastructure Regulatory risk: Changing energy efficiency standards for products; Carbon or energy taxes increasing cost of business Economic risk: Increased consumer demand for environmentally-efficient products; Potential damage to brand reputation <p>TKWW has not yet undertaken a formal climate risk assessment, although this is planned within the next two years.</p>	<p>We are at the early stages of evaluating how climate risks and opportunities may impact our business strategy and financial outlook. Topics under consideration include:</p> <ul style="list-style-type: none"> Working with suppliers, particularly in our paper-related businesses, to develop decarbonization pathways, from material selection to product delivery. Choosing data center partners that use renewable energy and have taken steps on climate adaptation Identifying renewable energy options for our office facilities and ensuring that all of our locations have appropriate emergency preparedness plans in case of extreme weather events 	<p>TKWW is committed to disclosing our greenhouse gas emissions across our value chain on an annual basis.</p> <p>We will use our new 2022 carbon footprint results to engage our leadership and our Board of Directors on carbon reduction goals in alignment with science-based targets.</p>

¹ Source: <https://www.fitchratings.com/research/corporate-finance/tmts-low-climate-vulnerability-growing-social-risks-05-05-2022>

Data Protection and Security

At TKWW, we continue to evolve our privacy practices to meet new security legal challenges and developments, overseen by our General Counsel. We work every day to build a safe privacy environment for our employees, customers, partners and communities.

We have implemented technical security safeguards and other controls, overseen by our VP of Global Security and EVP of Engineering, to protect the personal identifiable information (PII) entrusted to us, in accordance with our internal policies and applicable laws.

Approach to Privacy

At The Knot Worldwide, we value the trust our employees, contractors, customers, vendors and partners place in us when they give us their PII. We work every day to build a working culture that ensures Privacy is embedded in our products and services as well as in our internal processes.

Everyone at TKWW is required to maintain the privacy, security and confidentiality of all PII they come into contact with during the course of their work, other than when they are legally required to disclose such PII.

We base our Privacy culture on the following principles:

- **Transparency:** TKWW aims to be transparent with its employees, contractors, customers, vendors and partners about what PII we are collecting from them and for what purposes this PII is being used, in compliance with applicable law.
- **Fairness:** TKWW will process only the PII from its employees, contractors, customers and vendors as permitted by applicable law.
- **Security:** TKWW will implement the appropriate security safeguards to grant protection to the PII processed within the Group.
- **Choice:** TKWW will offer choices regarding the collection, use and disclosure of PII and make information about such choices available where required by law.

During 2022 TKWW has made notable developments in its privacy practices. The most remarkable developments are the following:

- Creation of a dedicated functional area to supervise privacy compliance across TKWW
- Development of a proactive and forward-looking Global Privacy Program and Privacy priorities for TKWW
- Enhancement of our vendor privacy review process to more closely monitor privacy risks when contracting with third parties
- Creation of a new internal global privacy policy that governs privacy compliance within TKWW
- Expanded cooperation with the security team to help ensure the highest standards of protection for TKWW's PII
- Roll-out of a new global privacy training for the entire TKWW workforce

Approach to Cybersecurity

TKWW has a comprehensive approach to evaluate, identify and address data security risks, using industry cybersecurity standards. While we are careful not to publicly disclose information that could provide insight into our cybersecurity protocols and potentially compromise data protection, we are proud of our efforts which include but are not limited to:

- Endpoint Protection: secures end-user devices such as desktops, laptops and mobile devices from being exploited by malicious actors and campaigns
- Vulnerability Management Program: a risk-based, cross-functional, continuous process designed to address the need to identify and remediate IT vulnerabilities
- Network & Infrastructure Protection Program: stops breaches by preventing and responding to various types of attacks
- Firewall Manager: centrally configures and manages firewall rules across accounts and applications
- Application Security: black-box security testing in which tests are performed by attacking applications from the outside
- Web Application Firewalls (WAF): protect web applications from a variety of cyber attacks targeting our internet facing applications
- Yearly Continuous Attack Surface Testing (CAST): proactively defends dynamic attack surfaces by combining advanced technology, automation and expert-driven testing
- Cyber User Awareness Training: Scheduled phishing campaigns that train our employees to recognize and report real cyber attacks

Our People

Diversity, Equity and Inclusion

As a leader in the wedding industry, TKWW understands that fostering a diverse and inclusive workplace, where everyone can bring their authentic selves to work and prosper, is not only the Right Thing to Do, but the smart thing to do. We are committed to building an organization reflective of the couple and vendor communities we serve.

DEI Mission & Vision

At TKWW, we celebrate differences and welcome inclusion. We believe that diversity fosters innovation and positively impacts business outcomes. We're building a culture where we value authenticity and diversity of thought. We strive to create a workplace that is indicative of the communities we serve and where every employee feels empowered to bring their true, authentic selves to work.

DEI Pillars

What We Do Matters and so does how we do it. We believe that if we give our employees the space to be authentically themselves, they'll channel their talents to empower our couples and business partners to do the same. TKWW has HEART and that is what guides our strategy and approach to DEI.



- **Hire, Engage & Retain Top Talent:** Build a diverse, high-performing workforce that reflects the communities that we serve.
- **Empower Our Communities:** Uplift our communities and encourage our employees to support organizations that align with their personal passions.
- **Advance a Culture of Inclusion:** Promote an inclusive environment that fosters collaboration, teamwork and innovation, where employees feel valued for their unique perspectives.
- **Reinforce our Commitment to Service:** Ensure that DEI is embedded into all aspects of our business. We pride ourselves on being an employer of choice, strong corporate citizens and a leader in the Wedding industry.
- **Track & Promote Accountability:** Establish effective systems, processes and measures to drive accountability and track impact.

Building a DEI-Focused Workforce

Performance and diversity strengthen our global organization and we are dedicated to making progress in the representation of our talent. We ended 2022 with employees who self-identify as female representing 67% of our global workforce and 52% of our leadership team.² For our US team, 20.6% of our organization identifies in an ethnically underrepresented group (URG)³, with 28% of our leadership team identifying in an URG.



In 2022, we were recognized for our DEI efforts by receiving a perfect score on the Human Rights Campaign Corporate Equality Index for the eighth consecutive year.

² Employee data on gender in 2022 was collected under circumstances where only "male" or "female" could be reported, including for wellness insurance purposes and compliance reporting.

³ Underrepresented Group (URG) refers to a group of persons who have been denied access or suffered past institutional discrimination within a country or geographical region. In the US, we are referring to employees who self identify as Black, Latinx, Native American, Native Hawaiian and Other Pacific Islander, and Multiracial when asked for compliance reporting required under federal and certain states' laws. Multiracial employees are those who self-identify as two or more races.

Over the last three years, TKWW has launched a number of initiatives designed to create a thriving workplace that is diverse, equitable and inclusive. That includes:

- Identifying numerous job boards that focus on traditionally underrepresented groups to expand our “top of funnel” candidate solicitation process
- Creating an Unconscious Bias training course that is mandatory for all US employees
- Designing and piloting cross-cultural training, with the goal of implementing across the global organization in 2023

We ensure our job opportunities and brands reach a broad pool of candidates, design hiring practices that are inclusive and make hiring decisions based on competencies.

Practices we've implemented for mitigating bias in the recruiting processes:

- All candidates should interview with the same panel of interviewers
- Ask the same questions to all candidates to create a consistent experience
- Prioritize asking questions about desired skills and competencies that would make an individual successful in the role
- Provide guidance on a scoring rubric based on competencies
- Structure panel interviews in no more than a 2x1 format (two interviewers with each candidate) if possible to avoid overwhelming the candidate

Employee Resource Groups

TKWW is committed to diversity in our teams to give our team members a representative voice.

Success will be a diverse and equitable workplace where We Win Together. Our Employee Resource Groups (ERGs) are a place where team members can come together to celebrate their successes, navigate challenges and find allies.



Globalizing DEI Celebrations

In 2022, TKWW expanded our US DEI programs to create global celebrations for International Women's Day and Pride Month.

We hosted world-renowned disability rights activist Judy Heumann to discuss the role of feminism in business and advocacy as well as how to design a more accessible wedding.

During Pride Month we coordinated our first hybrid, in-person and remote experience for all of our global employees, hosting 10 in-person events in 10 cities across 5 countries, and 4 virtual events in various languages.

Employee Engagement and Wellbeing

At TKWW we know that What We Do Matters. We help millions of people around the world celebrate. We love love, but we also love our people. Our team is made up of diverse global talent that brings unique skills and perspectives to our organization with a commitment to being an inclusive brand for all.

Our people are our culture. We are humble in our decision making. We believe in failing forward. When you work for TKWW you will work alongside a team that doesn't simply care about the work you do but also the life you live. We prioritize the wellbeing and development of our people and celebrate milestones and wins in a big way. After all, celebrations are what we do best.

Employee Engagement

TKWW conducts an annual Voice of Employee (VoE) survey. Using a mix of multiple choice and open-ended questions, we capture employee feedback, identify and track trends over time, benchmark performance against peer groups and set action plans to drive engagement. In 2022, 88 percent of our global workforce participated in the VoE survey. In 2022, we also expanded the scope of our VoE survey to include additional DEI-focused questions which help TKWW promote employee inclusion.

Employee Engagement Scores

	2021 VoE Results	2022 VoE Results
Global Participation	89%	88%
Global Engagement Score	73%	72%
Global Inclusion Score	80%	88%
Global eNPS* I would recommend The Knot as a great place to work	88%	86%

*Represents eNPS as a favorability score.

Health, Safety and Wellbeing

We believe in a wide range of holistic offerings to support our employees so that they can live our values day in and day out. From mental wellbeing, physical health and financial planning to engaging perks and discounts, we are in the business of celebrating and supporting the Moments That Matter both in and out of the office. We offer flexible vacation, generous parental leave and prioritize initiatives that support the growth, development and happiness of our people.

We focus our benefits and wellbeing offers on the following areas:

- Health & Wellness
- Mental Wellbeing
- Family Care
- Time Away and Leaves

Health & Wellness

Our goal is to offer a competitive, comprehensive, inclusive and cost-effective benefits package that meets the unique needs of every TKWW employee.

In the US, active, regular full-time TKWW employees and their eligible dependents qualify for benefits if they work at least 30 hours per week. These core benefits are:

TKWW US Benefits

Health Care	Medical, dental, vision, employee assistance program. Includes a \$0 premium employee medical plan option.
Tax-Advantaged Accounts	Health savings accounts, flexible spending accounts, retirement savings plans with company matching, commuter benefits
Life and Disability Insurance	Life and accident insurance, disability insurance
Extra Voluntary Benefits	Critical illness insurance, hospital indemnity, pet insurance, legal assistance, identity theft protection

Globally, we provide benefits for employees aligned with statutory and customary benefits in their local country.

Mental Wellbeing

We invite employees to feel supported by engaging in our virtual wellness activities, group counseling sessions, employee assistance program options and on-demand virtual behavioral coaching and therapy.

In addition, our Employee Assistance Program (EAP) offers professional, short-term assistance and work/life resources, webinars, work/life specialists to help locate eldercare, childcare, legal and financial counselors and a variety of other support services.

Family Care and Wellbeing

At The Knot Worldwide, we recognize the importance of growing families. We support our employees by offering our Parental Leave for bonding with a new child.

In 2022, for our US teams, we prioritized further supporting family-forming benefits to support our employees in their family goals:

Employees are provided 12 weeks of Paid Parental Leave following the birth or adoption of the employee's child. To ensure delivering parents have both recovery time and bonding time, their 12-week bonding leave begins after an employee's short-term disability leave following delivery, if applicable. This extends delivering parents' total leave to up to 18-20 weeks.

We have partnered with Stork Club to provide comprehensive fertility, maternity and parental benefits, including access to unlimited video visits with certified experts, top fertility clinics, unlimited communication with a dedicated Care Navigator and educational resources for every step of their family-building journey. We also support adoption and surrogacy with a reimbursement for eligible expenses up to \$10,000.

In 2022, we introduced a new medical travel reimbursement policy to cover costs related to travel for medical procedures or treatments not available within a reasonable distance from an employee's home.

In addition, we understand that family wellbeing is of the utmost importance, now more than ever. We offer time off to support an employee's family needs, including generous leave policies to support family medical care.

Time Away

We offer generous vacation time for our employees around the world to unplug and recharge, and encourage work-life balance. In addition, we offer sick leave to support employees and their families while they stay home and get better.

In addition, we also offer other leave programs and time away to support the needs and wellbeing of our employees and their families. For example, in the US, we offer Compassionate Leave to support our employees during pivotal life events that may fall outside of traditional leave types, like parental and medical leaves. We believe it is important to empower our employees to make important life and self-care decisions privately and free from judgment or pressure. Examples of qualifying events include bereavement leave, leave following a natural disaster or household fire, loss of a pet or other circumstance of a significant emotional impact.

Employee Talent Development

TKWW is a great place to work and an even better place to grow together. We continuously provide the resources necessary to help our global talent navigate the very best professional experience to deliver exceptional business results.

We are a learning organization, guided by the following principles:

- Employees are at the center, the stars and drivers of their own development
- We learn under the 70-20-10 model: 70 percent of effective learning opportunities occur on the job (project assignments, new challenges), 20% based on interactions (mentoring, shadowing) and 10% are formal (classroom, books)
- Managers are key in their teams' growth, and we support them as people developers
- TKWW provides equal learning and development opportunities among all our team members focusing on creating an environment of equitable participation
- We are proud of our internal talent and their generosity as internal trainers
- Focus on applying new learnings on the job and measure the impact
- TKWW provides programs, systems and the environment to make it happen

Our learning and development strategy is focused on developing core competencies in five areas:

- Innovation/Forward thinking
- Customer Centric
- Communication
- Results-oriented/Accountability
- Collaboration

TKWW University

TKWW University is focused on continuously cultivating an environment of learning that supports and prepares our highly-skilled workforce for tomorrow's demands, as part of the 10% more formal development programs. TKWW University comprises a variety of learning programs, including our on-demand learning hub of educational offerings provided by Udemy, which offers courses to thousands of certificate-based affiliate programs through cutting-edge software, where learners can meet all educational and developmental needs. We also offer TKWW-specific training both on-demand and live to our teams globally.

In 2022, 37,605 hours of training were completed across our global operations through live training and virtual training courses focused on compliance, personal development and leadership development. Our learning programs center around five learning hubs:

- Power Skills (Collaboration, Communication, Negotiation, etc.)
- Business Skills (Customer Centric, Business Acumen, Sales Excellence)
- Toolbox (Data Tools, Finance Tools, Marketing Tools)
- Love Data (Data Mindset, Data Storytelling, etc.)
- We Do The Right Thing (Cross-Cultural Competency, Compliance, Specific Knowledge)

Additional Talent Development Initiatives

TKWWU Learning Council: Comprising Leaders and Learners throughout the organization, the Council is responsible for helping with learning initiatives, providing feedback from teams and sharing future goals for learning from other parts of the organization.

Leadership Portrait: Co-created with our employees across the organization, we identified the key values and attributes we aspire to be demonstrated by all TKWW leaders. This will be the foundation for our future leadership development programs.

Our Community

Our Community Investment

We are committed to giving back to our global community. As a member of our community, TKWW plays a role in not only being an enabler of Impact but also making an Impact through various programs. We invest in our local communities directly and empower our employees to do so as well. Over the past year TKWW has committed to local communities through meaningful action and investment of more than \$120,000.

- **Charity Registry:** At no cost to couples, when select wedding registry items are purchased through our charity registry program, The Knot Gifts Back, The Knot donates up to 3% of each gift to the couple's chosen charity.
- **Annual Global Donate Day: What We Do Matters.** On this annual day of service, we pause our day-to-day work to volunteer and give back to local communities across the globe. In 2022, TKWW employees from 11 countries around the world volunteered over 750 hours across 60 organizations during our Global Donate Campaign.
- **Share the Wealth:** We support and encourage employees to be charitable with their time, skills and finances. We match charitable donations that US employees make up to \$100 per year.
- **Support of Women's Reproductive Rights and LGBTQ+ Rights:** Throughout 2022, TKWW donated to organizations supporting women's and LGBTQ+ Rights. Additionally, TKWW became a corporate partner of the National Gay and Lesbian Chamber of Commerce (NGLCC) to support LGBTQ+ small business owners across the US and help their businesses thrive.

Inclusive Celebrations

The best celebrations in life are when everyone feels welcome. We are committed to serving all couples and vendors around the world, and through our content, tools and products we match their expectations and represent who they are and how they wish to celebrate.

TKWW's strong commitment to diversity, equity and inclusion extends not just to our employees, but also to our community. One of our core values is We Love Our Users and that includes welcoming all couples—no matter their race, ethnicity, color, religion, sex (including pregnancy, sexual orientation, gender identity or gender expression), national origin, age, disability, genetic information or any other protected category or class—and standing by our core belief of inclusivity.

We expect everyone at TKWW and in our community to be committed to awareness, advocacy, education, service and the willingness to be uncomfortable in the interest of promoting lasting, positive change to combat social injustice and inequity. TKWW includes a non-discrimination policy in its Terms of Use, which helps ensure that the vendors and users on our platforms share these values.

Fellowship for Change

In January 2021, we introduced Fellowship for Change for our US marketplace, an eight-month intensive program that provides career advancement opportunities for historically underrepresented wedding professionals in their first years of business. The program, which achieved a 100% satisfaction rate from the 34 Fellows in 2022, includes:

- Intensive monthly education on key topics for small business success
- Workbooks and templates to put learning into practice
- Virtual discussion groups
- Free advertising on The Knot and WeddingWire
- Mentorship with a dedicated mentor
- Online networking with a full fellowship group

Diversity Filters Within Our Marketplace

The ability to search for and book wedding professionals who identify as one or more underrepresented groups is a growing wedding-planning priority. According to internal research, the majority of couples (55 percent) feel it is important to be able to search for wedding businesses that are Black-owned, and further qualitative research indicates strong interest in also seeking out an inclusive and diverse vendor team.

In response, in February 2021, TKWW launched diversity filters and Storefront badges on The Knot and WeddingWire, allowing businesses owned by professionals in underrepresented communities to be more easily discovered by couples looking to support and hire them.

Eight filters are currently available, including Asian-owned, Black-owned, Hispanic or Latinx-owned, LGBTQ+-owned, Native American-owned, Pacific Islander-owned, Veteran-owned and Woman-owned. In 2022, usage of the diversity filter by couples within our marketplaces increased by 21% year over year.

Notable Inclusive Celebration Initiatives

Global Wedding Traditions, Cultural Etiquette and Inclusive Content Destinations:

We aim to serve all couples and represent their diverse families and backgrounds by providing thoughtful and inclusive inspiration and advice through our Editorial & Publishing Content available onsite, in our magazine and on our social media channels. New content highlights in 2022 include:

- Pride and Progress: A Look at LGBTQ+ Weddings in the US
- Traditional Wedding Vows From 20 Religions and Cultures
- The Key to Planning a Disability-Friendly Wedding
- Gender-Neutral Wedding Terms That Belong in Your Vocabulary
- Photographing Dark Skin Tones: What a Pro Wants You to Know

Inclusive Content and Resources for Vendors: On the B2B side of our business, we champion the importance of diversity, equity and inclusion in the wedding industry. We provide resources, guidance and education to wedding professionals so we can collectively make weddings even more inclusive and welcoming for every couple. Content highlights from our B2B brands that are focused on small business wedding vendors include:

- The Future Is Fluid: How to Better Serve Non-Binary Clients in the Wedding Industry
- How to Make Sure You're Being Authentically Inclusive
- Ultimate Guide to DEI in Your Wedding Business
- 4 Ways to Market Yourself to LGBTQIA+ Couples
- How to Be an Ally With Your Business

The Bump's Black Maternal Health & LGBTQIA+ Parents Hub: At The Bump, we believe it's our collective responsibility to champion Black maternal health and wellness—we've partnered with the National Medical Association to keep parents informed, supported and empowered throughout their pregnancy and parenting journey. As a committed supporter of the LGBTQIA+ community, The Bump launched a new LGBTQIA+ Family Guide in 2022, bringing together both experts and personal stories to support families navigating the various stages of parenthood.

Spotlight on Income Inequality and Financial Accessibility Among Couples

The Knot Financial Wellness Content Series

In 2022, The Knot launched The Knot Wellness, a year-long digital content initiative providing support and guidance on the most important wellness topics facing Millennials and Gen Z as they transition to the next stages in life. Doubling down on financial wellness to address the importance of financial knowledge and confidence between partners, The Knot produced over 20 pieces of content enlisting the help of credible financial experts such as Sallie Krawcheck, CEO of Ellevest; Dasha Kennedy, Financial Activist of The Broke Black Girl; and Kathleen Entwistle, Private Wealth Advisor and Managing Director, Morgan Stanley Private Wealth Management. Article highlights include:

- How Gender Stereotypes Influence Financial Confidence Between Partners
- The Money Conversations to Have Now That You're Engaged
- Should You Get a Prenup? Here's When We Vote Yes
- How Couples Can Save Money During Inflation
- My Divorce Taught Me Why Finances Are Key in Marriage

The Knot Financial Wellness in Print

In conjunction with The Knot Financial Wellness digital content, the Fall 2022 issue of The Knot Magazine featured a financial wellness special feature titled "Right on the Money." The section included advice and insights from industry expert contributors in pieces such as:

- "Capital Rapport" featuring money management basics with expertise from Sallie Krawcheck
- "Money Musts for Your 20s and 30s" with advice from Kathleen Entwistle
- "Overcoming Wedding Expense Guilt" with advice from Dasha Kennedy
- "Charge It: The Wedding Expenses You Should Put on Your Credit Cards" with expertise from Brian Kelly, Founder and CEO of The Points Guy
- "Put a Quote on It" highlighting wedding and marriage insurance policy insights from Michael Giusti, Analyst for InsuranceQuotes.com

The Knot Financial Survey: For the Love of Money

In Fall of 2022, The Knot set out to examine how financial dynamics influence marriage and relationships among couples. The brand commissioned a survey, The Knot Financial Survey: For the Love of Money, which uncovered women's unsubstantiated low self-confidence regarding their own financial knowledge and decision making, financial deal breakers between partners and couples' approach to prenups, wills and life insurance.

Spotlight on Women's Reproductive Rights

As a company employing and serving women around the world, we believe access to safe reproductive healthcare for women should be a basic human right. We pride ourselves on helping people worldwide celebrate life's greatest moments, but that's only possible when everyone can make the choices that are right for them. In anticipation of Roe v. Wade overturning, we took a moment to reflect on our values and how we can continue to support women.

- **Updated Health & Wellness Policy.** Internally, we've looked at our own US health and wellness offerings to ensure we continue to lead the industry beyond unlimited PTO and remote work flexibility by providing up to 18-20 weeks of parental leave; reimbursement for transportation and travel costs to seek healthcare that is not accessible within a reasonable distance from an employee's home; and compassionate leave for circumstance of a significant emotional impact.
- **Resources and Advocacy.** Through our network of experts, we provided Q&A articles on The Knot and The Bump that addressed what overturning Roe v. Wade could mean. We joined the Don't Ban Equality movement because we recognized the significant impact bans and restrictive policies have on women's long term health, independence and equality. We also engaged with key policy stakeholders to provide our perspective and sent letters to Senators in the states where we have offices. Our CEO Tim Chi shared public statements regarding our support for reproductive rights and advocacy work prior to and following Roe v. Wade overturning.

Sustainable Celebrations

As a global leader in celebration planning, we have a responsibility to lead the industry through access to expertise and to empower couples and professionals using our platforms to make sustainable choices when it comes to their celebrations. Our work towards sustainability in the industry has just started and we look forward to enabling impact for future generations.

Eco-Wedding Guidelines and Articles

Available globally, we've developed guidelines, recommendations and professional advice on how to have a more sustainable wedding. In 2022, examples of these included:

- How Climate Change Is Impacting the Wedding Floral Industry in the U.S.
- 5 Simple Ways to Shop for a Sustainable Wedding Dress
- How to Plan an Eco-Friendly Summer Wedding

Market Research on Eco-Preferences

In 2021, we commissioned research to better understand how TKWW users across key brands felt about sustainability and environmental responsibility. The results are helping to inform our approach to developing Sustainable Celebration programming in the future.

According to The Knot 2022 Real Weddings Study, many couples prioritized sustainability during their wedding planning and on their wedding day:

- 13% sent a digital save the date
- 27% included eco-friendly or sustainable options into their wedding (i.e., decor, flowers, attire, etc.), and this percentage increases among Gen Z couples (31%)
- 34% had vegan food options
- 25% incorporated locally-sourced products for food and drink
- 27% donated decorations and/or food after the wedding

About This Report

This report covers activities in calendar year 2022 unless otherwise specified.

Scope, Boundaries and Methodology

The scope of this report was determined through a materiality assessment conducted in late 2021 that organized TKWW's material topic into three workstreams: Our Company, Our People and Our Community. More information about the materiality process can be found on page 11.

This report and the data within it cover 100% of TKWW's global operations and workforce unless otherwise specified. The carbon footprint methodology was aligned with the GHG Protocol and included an emissions identification process to determine the materiality of all relevant Scope 1, 2 and 3 emissions.

- Scope 1 and 2 Emissions
 - All TKWW offices, storage facilities and third party data centers were included in Scope 1 and 2 emissions calculations. Because TKWW leases its space, we relied on property managers and landlords to provide data on utility and refrigerant use. Where only data for the entire building was available, TKWW estimated its allocated use based on percentage of square foot occupancy. Where energy data was completely unavailable for a specific site, TKWW extrapolated for that site based on square foot intensity factors for TKWW's "average" office or warehouse, respectively.
 - Co-working spaces (like WeWork) were considered outside of TKWW's operational control and therefore calculated as part of Scope 3, Category 1: Purchased Goods and Services.

- Scope 3 Emissions

- Category 1: Purchased Goods and Services. Prior to 2022, we tracked cloud computing and upstream impacts of our stationery business. This year, we significantly expanded the scope of these calculations to also include: 1) upstream impacts of our magazine business (activity data) and 2) all other purchased goods and services (spend analysis) comprising 21 spend categories and excluding costs related to payroll/benefits, legal fees, charitable contributions and bank-related charges.
- Category 2: Capital Goods. This is a new category for 2022. We used spend analysis to estimate the upstream impacts associated with depreciable purchases made in 2022.
- Category 3: Other Fuel and Energy. This is a new category for 2022. We used spend analysis to estimate the upstream impacts associated with the use of natural gas, electricity and heating oil at our leased offices, storage facilities and third-party data centers.
- Category 4: Upstream Transportation and Distribution: Prior to 2022, we calculated only the transportation impacts of deliveries from our stationery business (activity data). In 2022, we expanded the scope to also include 1) transportation impacts associated with the deliveries from our magazine business to distribution points (activity data) and 2) impacts associated with courier/messenger/postal service impacts from TKWW internal operations (spend analysis).
- Category 5: Waste Generated in Operations: Prior to 2022, we calculated only the emissions associated with paper shredding in our offices and storage facilities. In 2022, we significantly expanded the scope to also include: municipal solid waste (MSW), mixed recycling, organics/composting and e-waste. Where activity data for specific sites was unavailable, we extrapolated based on square foot intensity factors.
- Category 6: Business Travel: Prior to 2022, we calculated only the emissions associated with air travel (broken into short, medium and long haul distances, and "topped up" to account for travel booked outside of the travel agency software). In 2022, we expanded the scope to also include ground travel (rail travel, car rentals, fuel allowances, mileage reimbursement and hotel stays). These calculations were made using activity data from TKWW travel agencies, and "topped up" to account for leakage rates when travel bookings were made via alternate arrangements.

- Category 7: Employee Commuting. In 2019 and 2020, commuting was determined using average-distance calculations for each office and estimations for breakdowns between commuting via passenger vehicle and public transportation. In 2021, no commuting calculations were made due to the ongoing COVID-19 disruptions and irregular commuting patterns. In 2022, we resumed our previous approach and expanded the scope to also include the impacts of remote work (additional electricity and natural gas consumption used by employees working from home) using estimates by office for in-office vs. remote work days.
- The following Scope 3 categories were not included in TKWW's carbon footprint:
 - Category 8: Upstream Leased Assets: Not relevant
 - Category 9: Downstream Transportation and Distribution: While TKWW's downstream value chain does include transportation (for example, consumers who purchase The Knot magazine at a retail establishment and then take it home), that data is unavailable and estimates were deemed unreliable (although very likely insignificant to TKWW's overall carbon emissions profile)
 - Category 10: Processing of Sold Products: Not relevant
 - Category 11: Use of Sold Products: Not relevant
 - Category 12: End of Life Treatment of Sold Products: End-of-life impacts associated with paper sold through TKWW's stationery and magazine business are included in the calculations in Scope 3, Category 1: Purchased Goods and Services
 - Category 13: Downstream Leased Assets: Not relevant
 - Category 14: Franchises: Not relevant
 - Category 15: Investments: Not relevant

The following emissions factor datasets were used in the 2022 carbon footprint calculations:

- EPA GHG Emissions Hub Datasets (April 2023) for natural gas, steam, heating oil, waste, business travel, employee commuting (via car/public transit) and location-based electricity (for US sites only)
- EIA Electricity Emissions Factors (2021) for location-based electricity consumption at international sites
- Utility-provided emissions factors (2022) for market-based electricity consumption

- US EEIO emissions factor datasets for spend-based analysis of 1) purchased goods and services, 2) capital goods and 3) upstream transportation and distribution
- Environmental impact estimates for TKWW's stationery and magazine business were made using the Environmental Paper Network Paper Calculator Version 4.0. For more information visit www.papercalculator.org
- Remote work impacts were calculated using [Anthesis Group, Estimating Energy Consumption & GHG Emissions for Remote Workers, 2021](#). (No survey option)

All of the data included herein are preliminary and have been estimated based upon the information reasonably available to TKWW as of the date thereof. TKWW intends to continue to develop and improve its reporting capabilities for future reports.

Assurance and Verification

The ESG SteerCo has reviewed this report in conjunction with TKWW subject matter experts and believe the contents to be accurate, fair and balanced. This report has not been externally verified or assured.

For More Information

We welcome your inquiries at impact@theknotww.com.

Limitations and Disclaimers

This report includes forward-looking statements regarding our beliefs and expectations for TKWW's future plans, disclosures, results or expected future events. These statements involve risks and uncertainties that in many cases are beyond management's control and may cause actual results to differ materially from expectations. We caution our readers in considering forward-looking statements and information and encourage you to read this report in conjunction with our other public disclosures from time to time. All information presented herein reflects global practice unless otherwise noted. Finally, the information shared in this report is valid to the best of our knowledge as of June 9, 2023, and TKWW undertakes no obligation to update it except as may be required under applicable law. For the most current information on TKWW's programs, please visit theknotww.com.

ESG Tearsheet

As we continue to expand and improve the collection and analysis of non-financial data, we have referenced the relevant Sustainability Accounting Standards Board (SASB) Industry Standards:

- E-Commerce Standard (CG-EC)
- Internet Media & Services (TC-IM)

We expect to disclose more metrics in future reports, and to more closely align our Impact Reporting with external frameworks and standards like the International Sustainability Standards Board (ISSB) IFRS S1 General Requirements.

Environmental Metrics

SASB Reference	Indicator	Unit	2022 Data
	Scope 1 - Direct	Metric tons CO2e	205
	Stationary: Natural Gas	Metric tons CO2e	36
	Stationary: Heating Oil	Metric tons CO2e	1
	Fugitive Emissions: Refrigerants	Metric tons CO2e	168
	Scope 2: Purchased Electricity and Steam	Metric tons CO2e	794
	Electricity: Location Based	Metric tons CO2e	723
	Electricity: Market Based	Metric tons CO2e	17
	Steam	Metric tons CO2e	53
	Scope 3 - Indirect (Value Chain)	Metric tons CO2e	15,270
	Category 1: Purchased Goods and Services	Metric tons CO2e	12,241
	Cloud Computing	Metric tons CO2e	5
	Paper (Stationery Business)	Metric tons CO2e	2,218
	Paper (Magazine Business)	Metric tons CO2e	1,006
	Other Purchased Goods and Services	Metric tons CO2e	9,012
	Category 2: Capital Goods	Metric tons CO2e	304
	Category 3: Other Fuel and Energy	Metric tons CO2e	471
	Category 4: Upstream Transportation and Distribution	Metric tons CO2e	99
	Category 5: Waste Generated in Operations	Metric tons CO2e	111
	Category 6: Business Travel	Metric tons CO2e	243
	Category 7: Employee Commuting and Remote Work	Metric tons CO2e	1,801
	Total Carbon Footprint	Metric tons CO2e	16,269
CG-EC-130a.1TC-IM-130a.1	Total Energy Consumed	Gigajoules	9,681
CG-EC-130a.1TC-IM-130a.1	Percent Electricity	Percent	84
CG-EC-130a.1TC-IM-130a.1	Percent Renewable	Percent	7
	Electricity	Gigajoules	8,113
	Natural Gas	Gigajoules	712
	Steam	Gigajoules	846
	Heating Oil	Gigajoules	10
	Waste Generated	Metric tons	265
	Landfill	Metric tons	180
	Mixed Recycling	Metric tons	81
	Organics (Composted)	Metric tons	1
	E-Waste (Recycled)	Metric tons	<1
	Shredded Paper (Recycled)	Metric tons	3
CG-EC-130a.3TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	Discussion and Analysis	See page 27
CG-EC-410a.1	Total greenhouse gas (GHG) footprint of product shipments	Metric tons CO2-e	99
CG-EC-410a.2	Discussion of strategies to reduce the environmental impact of product delivery	Discussion and analysis	See page 27

Social Metrics

SASB Reference	Indicator	Unit	2022 Data
	Board of Directors	Number	7
	Female	Percent	14%
	Racial/ethnic minority	Percent	43%
CG-EC-330a.3TC-IM-330a.3	Senior Leadership (VP+) Female	Percent	52%
CG-EC-330a.3TC-IM-330a.3	Senior Leadership Underrepresented Group	Percent	28%
CG-EC-330a.3TC-IM-330a.3	Employee - Female (Global)	Percent	68%
CG-EC-330a.3TC-IM-330a.3	Employee Racial / Ethnicity Underepresented Group (US)	Percent	20%
CG-EC-330a.1TC-IM-330a.2	Employee engagement rate	Rate	See page 34

