

2024

# Impact Report

**tkww**   
THE KNOT WORLDWIDE



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# Letter from the CEO

Celebrations are core to the human experience—and in today’s world where divisiveness and disaster are more prevalent than ever, the need for joy and connection has never been greater. The Knot Worldwide (TKWW) group plays an important role in supporting people as they plan life’s most special moments and building a future where everyone can celebrate in a way that is truly authentic to them.

Having joined TKWW as CEO in January 2025, I’ve been inspired by the meaningful work already underway to advance our mission and make a positive impact. In 2024, the team continued to evolve our ESG strategy and goals in exciting ways. Unveiling a new study of couples and wedding professionals, we found that an overwhelming majority (95%) believe sustainability is an important part of celebration. I’m proud that we prioritize sustainable practices at TKWW and have made significant progress in our commitment to reach net-zero emissions by 2050, in addition to helping educate the industry, our consumers and our partners on creating a more sustainable future.

We serve nearly 45 million couples, parents, party hosts, wedding and event professionals, guests and advertising partners around the world—and with that global reach we have an opportunity to make a meaningful, positive impact in every community we touch. That responsibility extends to the planet, too. As a global tech platform, we’re committed to promoting and educating those we serve on sustainable practices, and doing our part to protect the environment for future generations.

We envision a future where every celebration is infused with authenticity, inclusivity and sustainability—where all people can fully embrace how they want to celebrate, be kind to our planet and share in the collective joy of human connection. In order for those celebrations to come to life, the professionals behind them must be supported by our platforms to grow their businesses. In 2024, we launched and updated more than 120 products and services for wedding professionals across our global brands. We continue to invest in new products, tools and initiatives designed to help our small businesses grow, connect with more couples and party planners, and thrive.

We know there’s always more work ahead, and I believe we have an incredible opportunity to deepen our impact and lead with even greater intention. I’m proud of the strides we made in 2024 toward our goals. The progress we’ve achieved is meaningful and worth celebrating—and I’m excited to share some of the key moments in our fourth annual Impact Report. I’m grateful to our teammates across the globe for the important work they do to ensure every occasion is not only a moment of happiness, but contributes to a greater good.



Raina Moskowitz

A handwritten signature in black ink that reads "Raina Moskowitz".



A photograph of a man and a woman celebrating. The woman, on the left, has dark curly hair and is wearing a white dress with a large white flower in her hair. She is smiling and holding a glass of champagne. The man, on the right, is wearing a dark suit and is also smiling broadly, holding a glass of champagne. They are both raising their glasses in a toast. The background is slightly blurred, showing a framed picture on the wall.

# Our Impact

In more than 16 countries around the world, we enable everyone to celebrate the moments that make us. We truly believe that bringing people together to celebrate keeps the heart of humanity beating. As a global company, our industry-leading websites, top-ranked mobile apps and trusted resources provide the most sought-after information, connections and services to help people take celebration planning from inspiration to action.

## OUR IMPACT

The Knot Worldwide's vision is to ensure everyone around the world is empowered to create celebrations that are authentic to them, for the moments that are most important.



### WHAT WE DO:

The Knot Worldwide's global family of brands enables our communities to celebrate the moments that make us. At the core of the TKWW 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.

**the knot** WEDDINGWIRE bodas.net

the **BUMP** *Hitched* **THE BOISH** Simply Elope

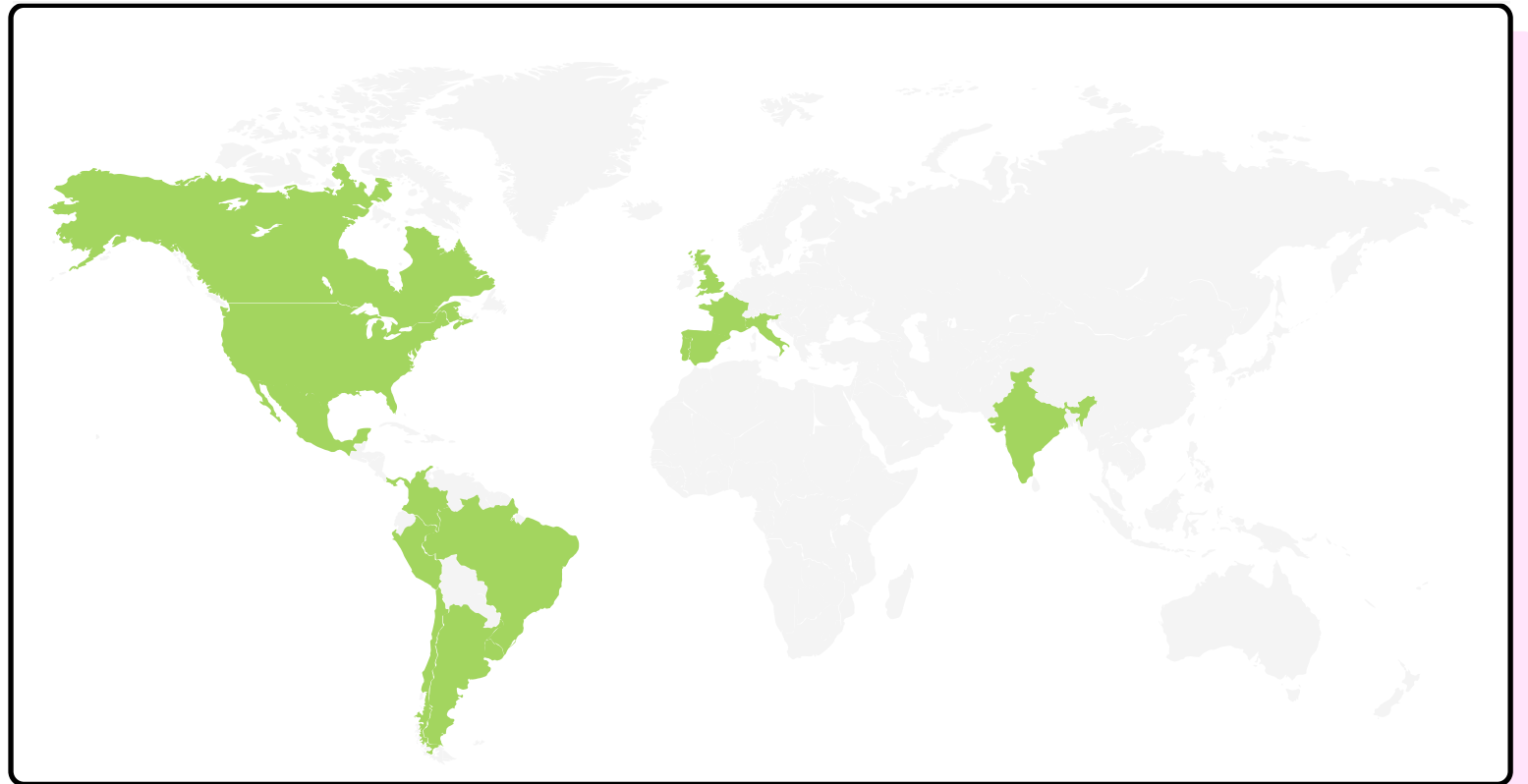
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matrimonio.com.pe matrimonios.cl

WEDDINGWIRE.in WEDDINGWIRE.ca



## OUR IMPACT

# Empower a future of celebrations where everyone can celebrate in a way that is truly authentic to them, prioritizing their connection to the planet and to each other.

## EMPOWERING AUTHENTIC CELEBRATIONS

Celebration is a core part of every human experience. We use it to mark the passage of time, connect with our community, make memories and affirm our identities. Whether large or intimate, time-honored or reimagined, everyone should feel empowered to celebrate in a way that feels true to them.

**Across our global family of brands, The Knot Worldwide serves approximately 45 million people per year.**

We have a responsibility to every community where we operate, and we believe celebrations can serve as a force for good in the world—bringing people together and building connections across cultures and geographies.

## FOSTERING A SENSE OF BELONGING ACROSS OUR COMMUNITIES

We recognize future generations will come from many different backgrounds, and by championing the power of celebration, we strive to unlock the chance to commemorate life's most special moments in the ways authentic to them. It is our mission to be the go-to platform for inclusive celebrations and provide offerings that meet the needs of our users today and tomorrow. As part of this, we continuously foster growth and mentorship for small businesses that fuel the industry.

To support the next generation of couples and wedding professionals, we are continuing to build a company culture valuing authenticity and a wide range of perspectives. We are committed to maintaining an equitable culture and workplace that is representative of the communities we serve and where every employee feels empowered to bring their true selves to work.

## ENSURING SUSTAINABLE CELEBRATIONS FOR GENERATIONS TO COME

We recognize the impact our business and industry have on the environment and it's our priority to lead with transparency, contributing to a more prosperous planet.

**We are committed to reducing our greenhouse gas (GHG) emissions and achieving net zero by 2050, in alignment with Science Based Targets Initiative (SBTi).**

**...this is our Impact.**

We unify our Environmental, Social & Governance (ESG) strategy as our 'Impact' program to hold ourselves accountable to our ambitions, ensuring future generations have the right to celebrate the moments that make them.

# We champion the importance of celebration for every generation to come

**4.7M**

Celebrations  
planned in 2024

**14.6M**

Vendor Reviews

**43M**

Average unique  
monthly visitors

**4.7M**

Annual  
registered users

**~900K\***

Local vendors

**10<sup>TH</sup>**

**CONSECUTIVE YEAR**

Recognized by the HRC for  
corporate equality index

**37.5%**

of our Board identifies with  
under-represented groups

**26%**

**REDUCTION**

**Scope 3 emissions**

(reduced travel, increase in recycled paper,  
reduction in paper use for magazine)

**17**

Company & leadership  
awards

**19,000+**

Hours of employee  
training completed

**1,200**

Employee volunteer  
hours

**10**

Employee Core Value  
Award winners



Two-day global donate event  
serving **68** organizations in **52**  
cities across **13** countries and  
**23** US states



Continued partnership to  
support the **LGBTQIA+ small  
business community**



**100%** satisfaction rate from  
respondents in our Fellowship  
For Change class



Best Company  
Work-Life Balance  
2024



Best CEO  
2024



Best Company  
Culture 2024



Top Work Places  
2024



Work-life  
Flexibility 2024



AVA Digital  
Awards Winner



Jenny Lewis  
Forbes Entrepreneurial  
CMO



Jenny Lewis  
Digiday Awards  
Marketing Executive  
of the Year



Jenny Lewis  
Ad Age Leading  
Women



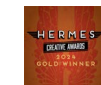
HRC Best Places  
to Work 2024



TKWW  
NVTC Tech100  
Honorees



Tim Chi  
NVTC Tech100  
Honorees



Hermes Creative  
Awards Winner



Kiara Kempksi  
Women in Marketing  
Industry Innovators  
Class of 2024



Tim Chi  
Washingtonian's  
2024 Tech Titans

\*Wedding and event professionals listed in cities across our global vendor marketplaces



# The Future of Celebration

At The Knot Worldwide, it is our mission to champion the importance of celebration for every generation to come. We aspire to empower a future of celebrations where everyone can celebrate in a way that is truly authentic to them, prioritizing their connection to the planet and to each other. We believe celebrations can serve as a force for good in the world—bringing people together by building connections across cultures and geographies, and leading with transparency to contribute to more sustainable celebrations.



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# Celebrating Sustainability

We recognize the impact our business and industry have on the environment and it's our priority to lead with transparency, contributing to a more prosperous planet.

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# Industry at a Glance

As people look to celebrate life's most important moments, they're also looking at how to do so with a positive impact on the environment.

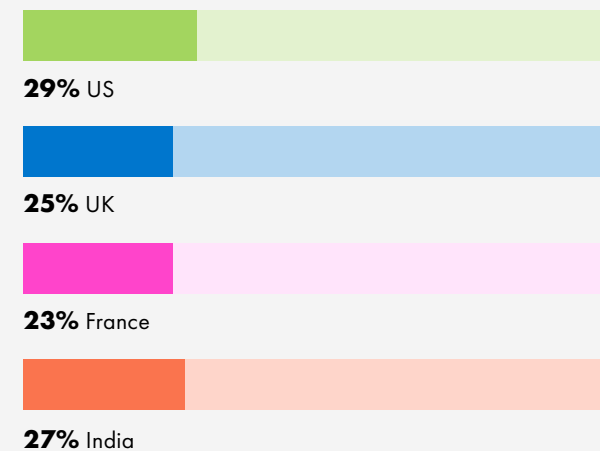
**In a survey of ~1,800 consumers and wedding professionals across the US and international markets, over 95% recognize the importance of sustainability in celebrations.**

When it comes to considering a sustainable celebration, over half of respondents around the globe crave more information to do so—a significant opportunity for our business.

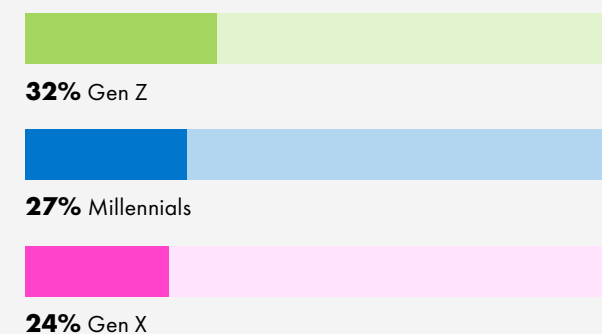
## THESE BROADER ATTITUDES ARE ALSO REFLECTED IN ACTUAL WEDDING CHOICES.

Looking at couples who got married in 2024, sustainability was top of mind for many. Couples in the US (29%), UK (25%), France (23%) and India (27%) included eco-friendly or sustainable options in their celebrations, ranging from decor to flowers and attire. This has remained fairly consistent over the years (since 2021). When it comes to generational differences, Gen Z (32%) are slightly more likely to incorporate sustainability into their wedding compared to Millennials (27%) and especially compared to older, Gen X (24%) couples. This difference has existed for several years, with a fairly consistent five-point spread between Gen Z and Millennials.

### SUSTAINABLE WEDDINGS CHOICES BY LOCATION



### SUSTAINABLE WEDDINGS CHOICES BY GENERATION



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One example of sustainable choices couples are making is to forego wedding favors that often get discarded following the wedding. Just a little over half (53%) of couples chose to incorporate wedding favors in their 2024 wedding, down from the peak of 69% in 2017 and 2018. Gen Z couples were even less likely to have wedding favors (47%) compared to Millennial couples (55%) in 2024, and even less likely when compared to older Gen X couples (60%).

**Sustainable actions were also taken by couples after their celebrations. Nearly a quarter (24%) of couples chose to donate decorations and/or food, helping to reduce waste and promote reuse in 2024.**

Even among those who didn't donate, over 40% chose to resell their wedding décor, extending the life and usefulness of these items rather than treating them as single-use. Sustainable choices were also evident in fashion, with one in three couples incorporating passed-down or borrowed attire into their wedding day—a meaningful and eco-conscious way to celebrate.

**Wedding professionals are also increasingly embracing sustainability, adjusting their services and offerings to reduce waste and environmental impact while still creating memorable experiences for couples.**

Florists are opting for locally-grown, seasonal blooms and eliminating non-biodegradable floral foam. Caterers are minimizing food waste by offering composting services and partnering with local farms for organic, in-season ingredients. Planners and rental companies are offering reusable décor and furnishings instead of single-use items, and venues are prioritizing energy efficiency with solar panels, LED lighting and smart temperature controls. These thoughtful shifts not only lessen environmental impact, but also empower couples to align their wedding day with more sustainable practices that benefit the planet.



Nikki Daskalakis



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## THE FUTURE OF CELEBRATION

# Our Commitment as a Leader in the Industry

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 environmentally sustainable choices when it comes to their celebrations. Our work toward sustainability in the industry has just started and we look forward to enabling impact for future generations.

**Our aspiration is to infuse sustainable materials across products and new product launches, in order to meet our short-term carbon reduction goals and hit our net zero greenhouse gas (GHG) emissions target by 2050.**

## OUR EFFORTS

Carbon and Climate

GHG Footprint

Greenhouse Gas

Recycled Paper

Our Community Investment

KnotSpot Sustainability Council

Thought Leadership

THE FUTURE OF CELEBRATION

# Carbon and Climate

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

**In 2023, we committed to reducing our greenhouse gas (GHG) emissions in conformance with the Science Based Targets Initiative (SBTi) Corporate Net Zero Standard. In 2024, we developed short- and long-term decarbonization plans to reduce our emissions to net zero across our entire value chain by 2050. In 2025, we will submit these targets to SBTi for validation.**

Our efforts to reduce our environmental impact extend across our value chain, from wedding professional 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, education and green and charitable initiatives.

GHG EMISSIONS PERFORMANCE (TCO2E)	2022	2023	2024
Scope 1: Direct	226	146	49
Stationary: Natural Gas	36	36	27
Stationary: Other Fuels	2	0	0
Fugitive Emissions: Refrigerants	189	110	23
Scope 2: Purchased Electricity and Steam	850	595	474
Electricity: Location Based	816	528	416
Electricity: Market Based	850	595	474
Steam	53	0	0
Scope 3: Indirect (Value Chain)	13,138	19,485	14,527
Category 1: Purchased Goods and Services	10,019	12,798	11,165
Cloud Computing	753	1,146	737
Paper (Stationery Business)	2,219	3,307	3,948
Paper (Magazine Business)	1,003	1,117	681
Other Purchased Goods and Services	6,044	7,228	5,799
Category 2: Capital Goods	328	1,598	117
Category 3: Other Fuel and Energy	317	228	132
Category 4: Upstream Transportation and Distribution	164	194	217
Category 5: Waste Generated in Operations	20	25	22
Category 6: Business Travel	1,046	3,412	1,749
Category 7: Employee Commuting and Remote Work	1,244	1,230	1,125
Total Carbon Footprint	14,214	20,226	15,050

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# 2024 CARBON FOOTPRINT

## INNER PIE

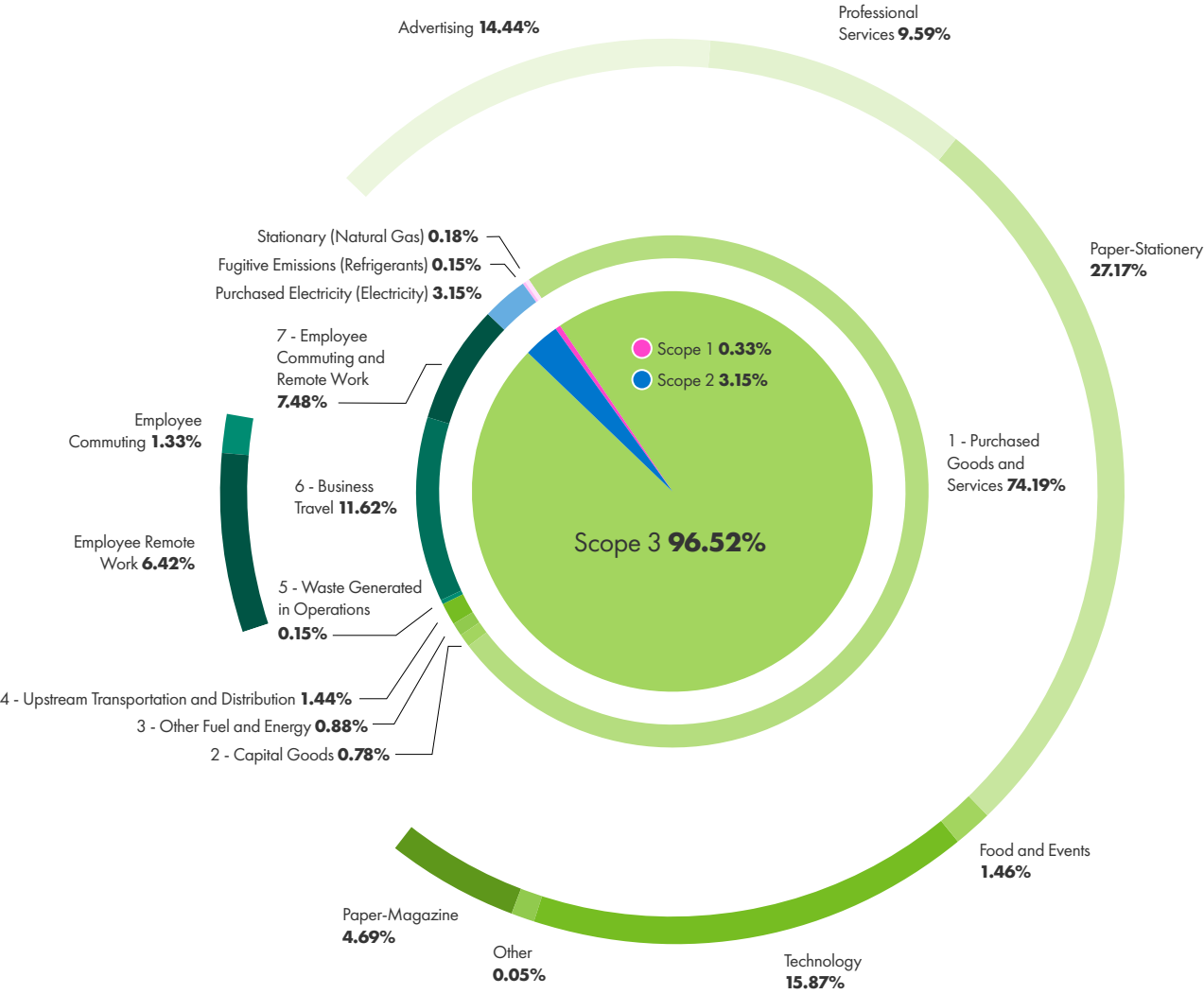
- Scope 1 **0.33%**
- Scope 2 **3.15%**
- Scope 3 **96.52%**

## MIDDLE RING

- Stationary (Natural Gas) **0.18%**
- Fugitive Emissions (Refrigerants) **0.15%**
- Purchased Electricity (Electricity) **3.15%**
- 1 - Purchased Goods and Services **74.19%**
- 2 - Capital Goods **0.78%**
- 3 - Other Fuel and Energy **0.88%**
- 4 - Upstream Transportation and Distribution **1.44%**
- 5 - Waste Generated in Operations **0.15%**
- 6 - Business Travel **11.62%**
- 7 - Employee Commuting and Remote Work **7.48%**

## OUTER RING

- Advertising **14.44%**
- Professional Services **9.59%**
- Paper-Stationery **27.17%**
- Food and Events **1.46%**
- Technology **15.87%**
- Other **0.05%**
- Paper-Magazine **4.69%**
- Employee Remote Work **6.42%**
- Employee Commuting **1.33%**





GREENHOUSE GAS (GHG) EMISSIONS

In 2022, we undertook our first carbon footprint assessment to calculate 2019-2021 emissions for selected Scope 1, 2 and 3 emissions. We have since expanded the breadth of those calculations to look comprehensively at emissions across our entire value chain. In 2023, we implemented a new carbon accounting software that allows us to be more accurate, including the use of supplier-specific emissions factors. This process resulted in minor restatements of our 2022 carbon footprint, making them directly comparable to 2023 and 2024 calculations. More information on our updated carbon footprint methodology is available in the About This Report section (page 52).

CARBON AND CLIMATE PROGRAMS

TKWW provides employees with resources and education to help take action on carbon and climate. For example, in April 2024, TKWW’s Sustainability Committee ran an Impact Challenge that included education and programming on how employees can take action on climate change. The Sustainability Committee meets monthly to plan education and employee outreach for its global employee base.

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 2024, 90% of our energy came from the electricity grid.

ENERGY CONSUMPTION (GIGAJOULES)	2022	2023	2024
Electricity	8,172	6,271	4,724
Natural Gas	709	716	526
Steam	846	0	0
Other Fuel	21	6	2
Total Energy Consumption	9,748	6,991	5,252

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## THE FUTURE OF CELEBRATION

# More Sustainable Invitations

**WE ARE COMMITTED TO USING 100% RECYCLED PAPER FOR OUR STATIONERY BUSINESS BY 2030.**

In 2024, we expanded our product line with the launch of three new premium paper options—two of which featured double- and triple-thick formats. These heavier-weight papers were developed using our existing recycled stock, ensuring sustainability remained central to innovation. While these thick papers accounted for only 1%–3% of total stationery orders, their environmental impact was offset by our continued use of recycled materials.

**Recycled paper made up 30% of our total stationery paper offerings, and 5.7% of all paper used throughout the year was sourced from recycled content.**

Furthermore, 100% of our stationery papers were FSC-certified and manufactured using wind-generated power by our supplier, Mohawk, aligning every order with certified sustainable and renewable energy practices.



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## THE FUTURE OF CELEBRATION

## 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.



### 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 2024, TKWW employees participated in Global Donate across 52 cities around the world, with 68 nonprofit organizations and over 1,200 hours served.





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## THE FUTURE OF CELEBRATION

# Sustainability Council

In 2020, an employee-led group founded the TKWW Sustainability Council. This Council is a group of global team members who share a passion for discussing, sharing, learning and practicing sustainability efforts in both our personal and professional lives. The Sustainability Council was one of the early drivers of our Impact efforts at TKWW.

In 2024, the council launched a discussion board within our internal employee intranet “KnotSpot”. Within this hub, the council shares interesting articles on industry news surrounding the topic of sustainability and employee POV articles including tips to incorporate at home and at work.

**“Despite societal pressure against wearing the same outfit multiple times, clothes are meant to be reused, and a high-quality piece will last longer, offering more value over time.”**

Excerpt from “Wedding Fashion and Its Impact on Overconsumption”



**Abbigail Moore**  
Strategic Programs Manager



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## THE FUTURE OF CELEBRATION

# Thought Leadership

As part of our commitment to advancing sustainability within the wedding industry, we have taken an active role in thought leadership through the creation of educational editorial content.

Across our global brands, we published several in-depth articles focused specifically on sustainable wedding practices. These pieces covered topics such as eco-conscious material choices, reducing waste, awareness, and wedding professional selection. By equipping our audience with accessible, high-quality information, we are not only supporting sustainable decision-making but also helping to shape a more environmentally-conscious narrative across the industry. Our editorial platform continues to serve as a trusted resource for couples and wedding professionals alike, driving awareness and inspiring action on sustainability at every stage of the wedding journey.

## SOME CONTENT HIGHLIGHTS INCLUDE:

- Eco-Friendly Wedding Registry Ideas That Make Mother Earth Happy
- 25 Eco-Friendly Wedding Favors That'll Make Your Guests (and the Planet) Happy
- A Dreamy Costa Rica Wedding for Adventure-Seekers and Eco-Friendly Pairs
- 16 Sustainable Wedding Gifts You'll Feel Good About Giving
- Thoughtful Ways to Plan a Sustainable Wedding With an Eco-Friendly Focus
- ideias para uma celebração sustentável [inclui eBook]
- Matrimonio green: idee eco-friendly per organizzarlo al meglio

the knot

Planning Tools Vendors Wedding Website Invitations Registry Attire &amp; Rings Ideas &amp; Advice Gifts &amp; Favors

Find a couple

Log in Sign up

Ideas &amp; Advice / Planning Advice

Search articles and inspir...

## Thoughtful Ways to Plan a Sustainable Wedding With an Eco-Friendly Focus

Lessen your celebration's carbon footprint with these eco-friendly ideas.



Photo: Eve Rox Photography



by **Shelby Wax** · Updated Jan 05, 2024

While a wedding is an absolutely wonderful event to celebrate a couple's love and commitment to one another, there's no denying that it comes with a carbon footprint. If you are concerned about how your nuptials might impact the environment, know that hosting a sustainable wedding is possible with a thoughtful and strategic approach to [your planning](#). Couples can [find vendors](#) who engage in more eco-friendly practices, utilize biodegradable and vintage decor to reduce waste, or serve locally sourced meals.

"Sustainability is not about perfection," advises Dana Watts of the eco-conscious wedding planning company [Thyme and Details](#). "We all are just trying to do our best and sustain our economy, society, and natural resources for ourselves and our future generations. Focus on the positive efforts you have made. Reading this and picking which sustainable initiatives you're going to incorporate into your wedding is already a step in the right direction."



READ MORE

**Hiring the Right Pros is Key to Planning an Eco Wedding**



If you want to lessen the footprint of your celebration and have the eco-friendly event of your dreams, read ahead to learn how to plan a sustainable wedding and get some ideas to make your party even greener.

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Nikki Daskalakis

## THE FUTURE OF CELEBRATION

# Celebrations for All

The best celebrations in life happen when everyone feels welcome. We are committed to serving all couples and wedding professionals around the world, aligning our content, tools and products to match their expectations and authentically reflect who they are and how they wish to celebrate.



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# Industry at a Glance

Despite current macroeconomic uncertainty, the outlook for marriage remains promising. Marriage continues to be highly valued by Gen Z as they reach peak marrying age, with 86% envisioning it in their future. Of this group, 58% intend to legally marry, while 28% are considering it—marking a notable 5% increase since 2023. Nearly 75% of Gen Z couples take at least one action related to weddings before getting engaged, and this generation says getting married is one of the biggest milestone moments of their lives—second only to buying a home.

**These numbers reflect a growing enthusiasm for marriage among younger generations, signaling a bright future for the industry.**

Today's couples are creating celebrations that reflect their full, authentic selves. More than ever, they're incorporating personal heritage, tradition and ritual into celebrations—honoring generational legacy and infusing deeper meaning and significance into life moments. In 2024, 21% of US weddings included a special custom related to the couple's race, religion and/or culture. During the ceremony, officiants helped a couple honor their heritage through a religious reading (48%), unity candle (18%) and/or communion (15%).

**Wedding professionals are embracing a holistic approach to inclusion by not only honoring all aspects of a couple, but taking their family and guests into consideration as well when planning their wedding day.**

They're working closely with couples to incorporate meaningful cultural traditions, family rituals, and heritage elements into ceremonies and receptions, from cuisine and attire to music and decor. Wedding professionals are also becoming more attuned to accessibility needs—ensuring venues are wheelchair-friendly, offering ASL interpreters, providing sensory-friendly spaces, and adapting services to accommodate neurodiverse guests and couples.

THE FUTURE OF CELEBRATION

# Our Commitment as a Leader in the Industry

TKWW believes that everyone, no matter their background or experience, should be able to celebrate in a way that is authentic to them. Our platforms aim to be inclusive environments that foster connection and community during life’s biggest milestones. We’re committed to supporting and helping drive success for all wedding professionals, knowing that their talent and dedication are what make each couple’s unique celebration possible. We also believe our company is strongest when our workplace reflects the communities we serve and fosters a culture where everyone can thrive.

**We’re proud of creating a workplace where authenticity is not only welcomed, but celebrated, and our people are empowered to do their best work to support our communities.**

OUR EFFORTS

Small Business Support    Product Innovation & Enhancements

Fellowship For Change    Black Maternal Health    Thought Leadership

Simply Eloped    Employee Programs

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## THE FUTURE OF CELEBRATION

## Small Business Support

At The Knot Worldwide, we're deeply committed to helping all wedding professionals grow and thrive in order to serve couples as they plan their most authentic celebrations. We provide a wide range of resources designed to support every small business, no matter their size, category or stage of growth. We offer advertising products to easily connect with couples, educational content and in-person events to foster learning and connection and personalized business and marketing guidance. We pride ourselves in being a valued partner to pros. Our community-building efforts create a strong network of support and collaboration within the industry, while our educational content and exclusive insights empower wedding professionals to make smarter, data-driven decisions.

**In 2024, we're proud to have launched nearly 500 pieces of educational content, events, exclusive industry and couple data reports, business building campaigns, webinars and performance insights for wedding and event professionals across our global brands.**



Kir Tuben Photography



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## PRODUCT INNOVATION & ENHANCEMENTS

At TKWW, we're committed to empowering everyone to plan a celebration that's uniquely their own. Fulfilling that mission means supporting the wedding professionals who bring those celebrations to life. We're focused on delivering a best-in-class experience that helps small businesses grow and meaningfully connect with couples. We're driven to continuously strengthen our platform, products and services to ensure we meet the needs of our wedding professional community. In 2024 we launched and updated more than 120 products and services for wedding professionals across our global brands.

Some highlights include:

### Enhanced WeddingPro Insights

A more detailed and actionable Insights dashboard designed to enable wedding professional success through data, including more visibility on how couples engage with their business, quantifying metrics such as Storefront impressions and clicks on their website and social profiles.

### AI smart photo selector

Automatically selects photos from a wedding professional's collection of work, maximizing appeal to couples viewing their Storefronts.

### AI-generated review summaries

Automated summaries of real couple reviews, making it easier for prospective couples to see feedback highlights on a wedding professional's Storefront.

### Lead insights

Enables wedding professionals to easily identify and prioritize the most ready-to-book couples and tailor responses accordingly. Leads are now tagged to indicate what actions couples have taken to demonstrate interest, such as visiting a wedding professional's website or messaging them first before any other wedding professionals in their service category.

### Read receipts

Gives wedding professionals visibility into when prospective couples have viewed messages, improving response strategies and enabling better two-way communication.

### Data-backed guidance for lead replies

Analyzes wedding professional draft responses to inquiries from couples and provides tips for wedding professionals about how to optimize their replies and initiate a conversation.

### Monthly Performance Pulse

A tailored, actionable snapshot of a wedding professional's monthly performance delivered via email, helping wedding professionals stay informed and make data-driven decisions.

### Seasonal tracking

New graphs allow wedding professionals to view couple behavior across more metrics and identify seasonal trends.

THE FUTURE OF CELEBRATION

# Fellowship for Change

We introduced Fellowship for Change to our US marketplace in 2021 to support historically underserved wedding professionals in their first years of business. In a survey among the 2024 class members, all respondents reported being satisfied with their experience in the program. They revealed that the top three most useful components were mentorship, advertising and education.

THE PROGRAM INCLUDES:

- Intensive monthly education on key topics for small business success
- Mentorship with a dedicated industry expert
- Virtual discussion groups
- Free advertising on The Knot and WeddingWire
- Online and in-person networking with a full fellowship group



“My confidence has improved. I know my worth and I’m able to convey it better.”

2024 Fellowship for Change Mentee

“Fellowship for Change is one of the most important programs within the wedding industry because it understands the importance of ensuring our industry continues to have talent and knowledge passed down from event pro generation to event pro generation.”

**Brian A.M. Green**  
2024 Fellowship for Change Mentor

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## THE FUTURE OF CELEBRATION

# Black Maternal Health

## THE BUMP SUPPORTS BLACK MATERNAL HEALTH THROUGH COMMUNITY ENGAGEMENT, CONTENT AND OUR PLATFORM

In 2024, The Bump proudly partnered with 4Kira4Moms to support their [Black Maternal Health Week Community Event](#). This impactful gathering was dedicated to raising awareness about the Black maternal health crisis and advocating for improved maternal care and outcomes for Black mothers. The event commenced with a walk at the MLK Jr. Recreation & Aquatics Center and brought together the City of Atlanta Mayor's office, community leaders, health advocates, notable Atlanta celebrities and more.

As part of our commitment to supporting expectant and new parents, The Bump helped drive awareness through our platform, highlighting the critical conversations happening around Black maternal health and the systemic changes needed to improve outcomes.



## THE BUMP'S BLACK MATERNAL HEALTH EFFORTS MADE AN IMPACT BY

- Making a \$10,000 Donation: Supporting 4Kira4Moms' mission to improve maternal health outcomes and advocacy efforts
- Providing Educational Resources via our Black Maternal Health Hub: Featuring expert-driven articles, guides and tools
- Supporting Advocacy Efforts: Engaging in discussions with policy leaders, healthcare professionals and maternal health advocates to push for better healthcare policies
- Amplifying Voices: Elevating the stories of Black mothers and healthcare advocates through digital content and social media to spark meaningful conversations beyond the event
- Giving Away Over \$5,000 in The Bump Swag
- Live On-Stage Interview: The Bump's Head of Marketing & Content, Jen Hayes Lee, led an empowering 'Reclaiming Your Power' conversation with media personality LaToya Forever, highlighting resilience, advocacy and reclaiming agency in maternal health experiences

The Bump remains committed to uplifting Black maternal health initiatives and standing in solidarity with organizations like 4Kira4Moms to create lasting change. This event was a powerful reminder of the work still needed to ensure that every mother—regardless of race—receives the quality care and support they deserve.



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## THE FUTURE OF CELEBRATION

## Thought Leadership

In 2024, we continued to strengthen our role as a leading voice in the industry by investing in inclusive, insightful, and impactful editorial content. Our commitment to storytelling that reflects a wide range of perspectives was evident in every facet of our work—from expanding our editorial library to deepening internal education and forging meaningful collaborations.

In 2024, we published and refreshed more than 130 articles across the globe, led three editorial inclusivity trainings and workshops across our US teams, and launched three new original video series. To further enrich our content with authentic representation, we partnered with nine writers, editors, and designers with lived and professional expertise across diverse communities. These efforts have helped us create more holistic, relevant, and resonant content that reflects the full spectrum of experiences within the wedding and lifestyle space.



## U.S. WRITERS, EDITORS AND DESIGNERS

- **Joyce Chen** - [The Art of Two Cultures: How My Intercultural Wedding Gave Me a Glimpse Into Marriage](#)
- **Natasha Huang** - [What I Learned From Multigenerational Living](#)
- **Shelby Wax** - [A Queer Wedding Journalist's Essay on LGBTQIA+ Representation in Media](#)
- **Jove Meyer** - [Love & the Law: When Policy Decisions Affect Marriage Equality](#)
- **Victoria Leandra** - [How to Celebrate a Destination Wedding in a Latino Country, Respectfully](#)
- **Kamren Curiel** - [How We Honored Our Latinx Roots at Our Wedding](#)
- **Joules Garcia** - [Not a Matrimonial Monolith: Celebrating Diversity Among Asian Weddings](#) and [Unique Proposal Traditions From Cultures Around the Globe](#)
- **Marella Albanese** - [Pride and Progress: A Look at LGBTQIA+ Weddings in the United States](#) and [A Queer Wedding Journalist's Essay on LGBTQIA+ Representation in Media](#)
- **Camila Rosa** - [How to Celebrate a Destination Wedding in a Latino Country](#), and [How We Honored Our Latinx Roots at Our Wedding](#)

## 50 COUPLES, 50 STATES



## COMMIT TO THE 'FIT



## SOULMATE STORIES



THE FUTURE OF CELEBRATION

# Simply Eloped

OPPORTUNITIES FOR ALL

At The Knot Worldwide, we strive to be the go-to platform for all couples, no matter their wedding size, style, budget or location. In May 2024, we acquired Simply Eloped, the go-to online platform for elopements and microweddings in the US. Simply Eloped has helped thousands of couples plan hyper-personalized and intimate celebrations through its technology platform and wedding professional network.

**We welcomed Simply Eloped to The Knot Worldwide family to further the company’s mission in supporting all couples as they plan their unique weddings, including those opting for smaller or more intimate celebrations.**

With the addition of Simply Eloped, we’re strengthening our offerings to couples and growing our network of talented wedding professionals.



Simply Eloped





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## THE FUTURE OF CELEBRATION

# Celebrating Our People

At The Knot Worldwide, we champion celebration—and that starts with celebrating our people. Our employees are passionate dreamers, thoughtful doers, and lifelong learners who power meaningful moments for millions around the world. We're united by authentic connection, shared purpose, and a deep commitment to the global community we serve. Here, flexibility and belonging go hand-in-hand with high performance. We believe the best ideas come from empowered teams: those who consistently collaborate with intention to design solutions, spark ideas, and drive impact.

We inspire, we build, and we celebrate. We dream big, love our users, hustle every day, and always do the right thing to win—together. Our people are at the heart of our success.



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## PROMOTING INCLUSION

At TKWW, we celebrate differences and welcome inclusion. We believe that we perform best when our workplace reflects the communities we serve and a culture that allows all to thrive. We're building a culture where we value authenticity. We want all employees to feel welcome to be their authentic selves in the workplace.

Our total rewards packages are designed with fairness and inclusion at their core, offering competitive compensation based on market data and comprehensive benefits that support all stages of life, including flexible time off and medical coverage. We are committed to ensuring equity in our hiring process and providing benefits that cater to the diverse needs of our employees.



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## FOSTERING BELONGING

Belonging is the feeling of security and support when there is a sense of acceptance, inclusion and identity. Employee Resource Groups (ERGs) are one of the many ways we aim to foster a sense of inclusion and belonging at TKWW. These internal communities are a place where team members can come together to find support in their personal and professional development, provide feedback on company-wide challenges, and establish a sense of security, support and acceptance.

**As an organization that understands the value of celebration, our ERGs play a pivotal role in creating opportunities to celebrate cultural holidays and milestones in a meaningful way.**

All of our ERGs are open to all members of our workforce and welcome open dialogue in a secure venue for employees to speak up about the issues that are most important to them.

In 2024, we launched Neurodivergent@TKWW, our newest ERG dedicated to supporting neurodivergent employees and their allies. With a mission to ensure everyone feels seen, heard, and empowered to succeed at work, this group is focused on reducing stigma, increasing understanding, and advocating for the accommodations that enable neurodivergent individuals to thrive.

## WE SUPPORT THE FOLLOWING ERGS:



**BLACK**  
AT TKWW



**PRIDE**  
AT TKWW



**LATINX**  
AT TKWW



**NEURO-DIVERGENT**  
AT TKWW



**ASIAN**  
AT TKWW



**WOMEN IN TECH**  
AT TKWW



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## RESPECTING THE RIGHTS OF ASSOCIATION, REPRESENTATION AND SOCIAL DIALOGUE

In accordance with local regulations, we uphold our employees' right to join, take part in or leave labor organizations and associations that maintain their interests, and recognize their right to collective bargaining. We prioritize building and sustaining fruitful and mutually beneficial relationships between labor organizations and management. In 2024, we held 36 meetings with labor organizations for our global workforce. We have engaged in discussions with the Works Councils to address their concerns and foster a constructive dialogue. Through their active participation, we have worked on developing protocols and policies that promote a better and more inclusive working environment. Additionally, we have jointly analyzed the implementation of new regulations and agreements, ensuring that the measures adopted reflect the needs and expectations of both the organization and employees.





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## THE FUTURE OF CELEBRATION

# Celebrating Together

## ENGAGE

Our two-day company kickoff, Engage Worldwide, consisted of 16 sessions hosted by leaders around the world on business strategy, leadership keynotes and panels. Our global team also had the opportunity to attend “Lessons in Leadership” sessions hosted by leaders across the organization, who presented on their career journeys, their takes on authentic leadership and growth mindset!



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## CORE VALUE AWARDS

The Core Value Awards honor employees who consistently embody TKWW's Core Values, drive our mission and vision forward, and contribute meaningfully to our organizational goals. What makes these awards especially impactful is their peer-nominated foundation—recognition grounded in firsthand experiences and daily collaboration. This authentic, values-based acknowledgment not only celebrates excellence but also reinforces a culture of positivity, appreciation, and teamwork across our organization. In 2024, we added the Rising Star award, recognizing two colleagues making an impact within their first year with TKWW.

## SLT CONNECT

In 2024, TKWW hosted SLT Connect, a bi-annual onsite summit designed to align and elevate our Senior Leadership Team (VP+). We launched the Organizational Leadership Accelerator (OLA): a business rhythm-integrated development program aimed at deepening leadership capabilities and driving performance across the company. Through OLA, SLT members learned to assess, analyze, and prioritize high-impact initiatives that remove blockers and accelerate progress. The program shared leadership language and toolkits for organizational transformation. In 2024, executives completed 19 hours of direct coaching, and SVPs/VPs completed 55 hours, with significant improvements in all four key capabilities of organizational leaders including +13% in building strategic partnerships, +9% in adaptive leadership, +4% in strategic planning, and +2% in driving organizational effectiveness.





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## OFFSITES/ONSITES

Fostering meaningful in-person connection remains a cornerstone of our culture, especially within a globally dispersed workforce.

**In 2024 we strategically invested in team onsite and cross-functional offsites to spark collaboration, accelerate innovation, and deepen relationships.**

Whether gathering to set SMART goals, align on OKRs, or celebrate milestones, these intentional moments have reinforced our shared commitment to velocity, wellbeing, and delivering exceptional experiences for our employees and our communities.

## VIRTUAL EVENTS

Virtual experiences at TKWW continue to play a vital role in uniting our distributed teams and cultivating a vibrant, inclusive culture. Virtual events including Quarterly Global All Hands, virtual onboarding sessions and moments of celebration are designed to inform, inspire and connect.

## 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.





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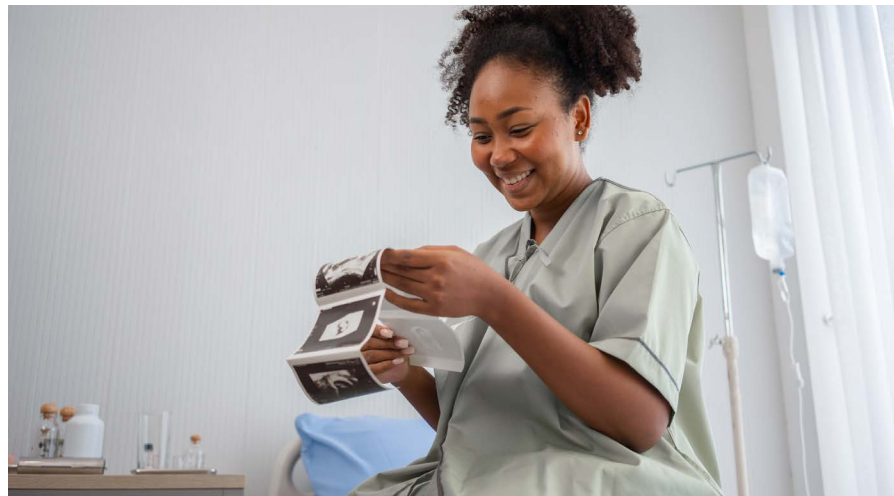
## THE FUTURE OF CELEBRATION

# Employee Health, Wellbeing and Development

## HEALTH AND WELLBEING

We are committed to supporting our employees' wellbeing, and offer a wide range of holistic offerings to support our employees. 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.

To support our employees and their families, we offer paid leaves of absence and family leaves, as well as other leaves to support their physical and mental wellbeing. For our US-based employees, we partner with a third-party provider to offer inclusive family-forming benefits.



## WORKPLACES

To further support our employees' engagement and wellbeing, we have continued our flexible and hybrid working model, which offers employees flexibility to support their individual needs.

Our global offices allow us to bring our employees and teams together for Moments That Matter, to connect, celebrate and create.

Aligned with our sustainability efforts, in our newest office spaces we have focused on using sustainable materials, such as recycled carpet and furniture, wherever possible.

Our Workplace team focused on shopping local to support small businesses and reduce the carbon footprint for the design of this office space.



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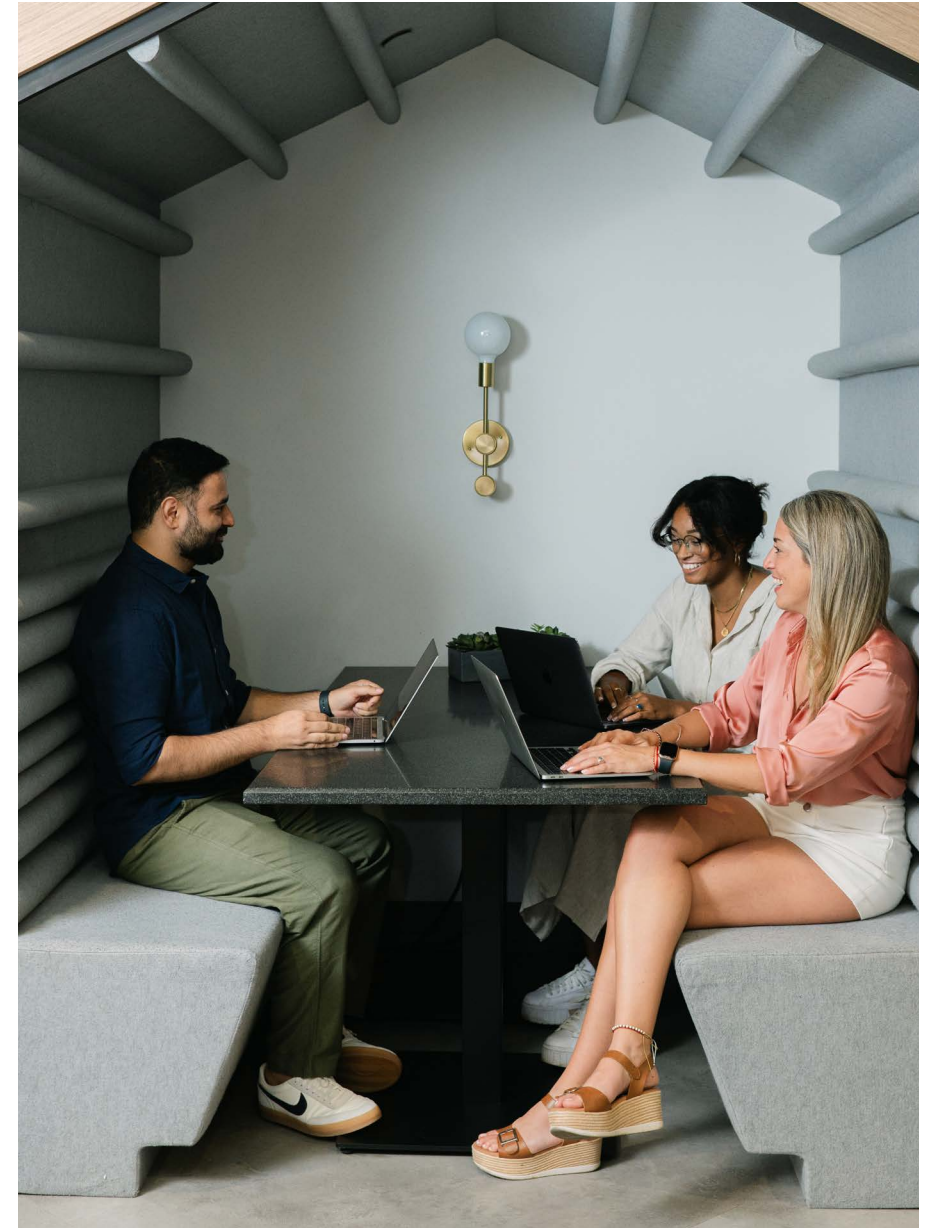
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## EMPLOYEE DEVELOPMENT

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. Those resources stem from direct employee feedback through deep and engaging conversations to Leader feedback, Talent Programs, listening sessions, and overall observations in order to provide a robust personal growth and development trajectory for all.

### FEEDBACK AND CAREER CONVERSATIONS

We continue to invest in our employees' development through feedback and career conversations, held twice per year with employees and their managers. The goal is for each employee to have the clarity, feedback and support they need to engage and perform, and create a unique development plan to support their career ambitions.



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## THE FUTURE OF CELEBRATION

# TKWW University

Learning and development is essential to both business success and employee growth. Through TKWW University, we equip our teams with the skills and knowledge needed to meet evolving business demands, while staying aligned with our values and promoting personal and professional growth.

## OUR LEARNING PROGRAMS INCLUDE:

- **On-demand training via Udemy**, offering thousands of certificate-based courses through innovative platforms.
- **TKWW-specific global training**, tailored to team needs across functions and geographies.
- **Babbel English**, a flexible language program combining self-study with live coaching to enhance communication and collaboration.

In 2024, we launched initiatives under the Building Leaders at Every Level framework, built on the TKWW Leadership Portrait 2.0—a clear set of competencies empowering all employees to own their growth and performance. This framework supports career development through individualized learning paths, IDPs, hiring scorecards, and integration across the talent lifecycle.

## CORE COMPETENCIES FOR ALL EMPLOYEES:

- Personal Leadership
- Customer-Centric Problem Solving
- Drive Results
- Communicate
- Collaborate

## ADDITIONAL COMPETENCIES FOR PEOPLE LEADERS:

- Intentional Leadership
- Prioritization & Planning
- Delegation
- Stakeholder Engagement
- Lead Talent Processes

In 2024 alone, these learning efforts culminated in over 19,000 total hours of training—with 15,950 hours completed by individual contributors and 3,052 hours by people leaders. Our commitment to developing leadership at every level was reflected in 215 live leadership training sessions delivered to managers across the organization.





# Impact Governance

We are continuing to evolve our Impact strategy and goals to be specific, measurable, accountable, and to grow with our business over time.

In 2024, we completed a double materiality assessment to better understand the issues that are important to our stakeholders and society, and further expanded our reporting capabilities.

IMPACT GOVERNANCE

# Material Topics

As part of the Double Materiality Assessment (DMA), TKWW partnered with an independent consultant to survey or interview more than 1,600 global stakeholders, including customers, users, suppliers, board and executive team members, investors, partners and employees. The goal of the DMA was to gain a deeper understanding of what ESG issues TKWW can impact not just in our own operations, but also throughout our broader value chain. The DMA identified 38 material impacts, risks and opportunities (IROs). These IROs fell across 15 sub-topics of the European Sustainability Reporting Standards (ESRS) under CSRD.

OUR DOUBLE MATERIALITY ASSESSMENT PROCESS		
<p><b>Identify ESG topics:</b></p> <ul style="list-style-type: none"><li>Developed extensive list of potential ESG topics based on document review, peer review &amp; standard frameworks</li></ul>	<p><b>Create IRO register based on:</b></p> <ul style="list-style-type: none"><li>Stakeholder surveys for more than 1,600 couples &amp; wedding professionals across our global brands</li><li>Interviews with TKWW executives, board members, employees, suppliers, partners &amp; investors</li></ul>	<p><b>Score IROs &amp; ESG topics:</b></p> <ul style="list-style-type: none"><li>Score IROs for likelihood and severity based on standardized scoring methodology &amp; management review</li><li>ESG topics were scored based upon scoring working sessions, materiality thresholds &amp; IRO scores</li></ul>

THE 38 MATERIAL IROS IDENTIFIED SPANNED A RANGE OF ESG TOPICS

The 15 ESRS sub-topics identified were:

- Climate Change - Climate change mitigation
- Climate Change - Climate change adaptation
- Climate Change - Energy
- Pollution - Air- (water) pollution
- Water and Marine Resources - Water
- Biodiversity and Ecosystems - Impacts on the extent and condition of ecosystems
- Biodiversity and Ecosystems - Direct impact drivers of biodiversity loss
- Our Workforce - Working Conditions
- Our Workforce - Equal treatment and opportunities for all
- Workers in the Value Chain - Working Conditions
- Workers in the Value Chain - Equal treatment and opportunities for all
- Affected Communities - Communities' economic, social and cultural rights
- Consumers and End-users - Social inclusion of consumers and/or end-users
- Consumers and End-users - Information related impacts for consumers
- Governance - Corporate culture





STAKEHOLDER ENGAGEMENT

We engage with stakeholders in a variety of ways throughout the year to understand their priorities. In particular, as discussed above we deployed specific Impact-focused surveys and interviews through our DMA process to identify the topics each stakeholder group considers most important for TKWW’s operations and its greater value chain.

STAKEHOLDER GROUP	HOW WE ENGAGE	
Couples	<ul style="list-style-type: none"><li>• Surveys</li><li>• User panels</li><li>• Market research</li></ul>	<ul style="list-style-type: none"><li>• Content</li><li>• Social media</li><li>• Site policies</li></ul>
Wedding Professionals	<ul style="list-style-type: none"><li>• Surveys</li><li>• User panels</li><li>• Training</li><li>• Conferences</li><li>• Webinars</li></ul>	<ul style="list-style-type: none"><li>• Business development resources and programs</li><li>• Wedding professional Advisory Group</li><li>• Site policies</li></ul>
Employees	<ul style="list-style-type: none"><li>• Surveys</li><li>• Individual interviews</li><li>• All hands meetings</li></ul>	<ul style="list-style-type: none"><li>• Training</li><li>• Annual Engage event</li><li>• Policies</li></ul>
Investors and Financial Institutions	<ul style="list-style-type: none"><li>• ESG rating and ranking benchmarks and scorecards</li></ul>	<ul style="list-style-type: none"><li>• ESG assessments and questionnaires</li></ul>
Suppliers (product and service providers to TKWW operations)	<ul style="list-style-type: none"><li>• Supplier onboarding</li><li>• Interviews</li></ul>	<ul style="list-style-type: none"><li>• Contracting and purchasing activities</li></ul>



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## MANAGEMENT AND OVERSIGHT

Accountability for TKWW's Impact efforts resides with the Board of Directors, who meet regularly to provide governance and oversight. In 2024, the full Board met six times, with 90 percent average director attendance. The Board's Audit Committee met three times and the Compensation Committee met twice. During 2024, the Board and its Committees discussed, among other Impact topics:

- Employee engagement and corporate culture
- Programs for wedding professionals and couples
- New ESG regulations applicable to TKWW and its subsidiaries
- Our net zero goal
- Our Impact Report

## OUR IMPACT REPORT

Our Impact program is managed and overseen by TKWW's ESG Steering Committee (the "ESG SteerCo"), pursuant to its Charter which delegates it 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 and aspirations, practices, and disclosures that conform with the strategy and 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 and sustainability measures is led by our Head of ESG and supported by a cross-functional working group including members from legal, accounting and finance, information security, marketing, product and human resources.

IMPACT GOVERNANCE

# Management

Our management structure is designed to provide experienced and effective oversight to our global business. In 2024, we benefited from an experienced Board of Directors and Executive Team that brought a diversity of perspectives and valuable expertise to our business.

## OUR 2024 BOARD OF DIRECTORS

In 2024, our Board of Directors was made up of a diverse and experienced group of individuals. 25% of our 2024 Board Members identified as female, and 37.5% identified with under-represented groups. They bring significant expertise across key business areas, including technology, consumer experience and ESG matters.



**DARREN HUSTON**  
Board Chair;  
Compensation Committee



**TIMOTHY CHI**



**DAVID ERLONG**  
Audit Committee



**THOMAS EVANS**  
Compensation Committee



**CAROLYN EVERSON**



**KATHLEEN PHILIPS**  
Audit Committee



**DIPAN PATEL**  
Compensation Committee



**BENJAMIN SPERO**  
Audit Committee

In January 2025, after many years of service, Thomas Evans stepped down from his position on our Board of Directors. As described further below, our new Chief Executive Officer, Raina Moskowitz, was elected by our stockholders to fill the vacancy left by Mr. Evans’ departure.

## GENDER REPRESENTATION

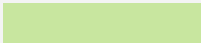


25.0% Female



75.0% Male

## RACIAL AND/OR ETHNIC DIVERSITY



37.5% Under-represented groups<sup>1</sup>



62.5% Non under-represented groups<sup>1</sup>

## BOARD MEMBER EXPERTISE

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

- ADVERTISING / MARKETING
- COMPLEX OPERATIONS
- CONSUMER BRANDS
- C-SUITE
- E-COMMERCE
- ESG / DIVERSITY, EQUITY & INCLUSION
- FINANCE / ACCOUNTING
- LEGAL
- PUBLIC & PRIVATE COMPANY GOVERNANCE
- TECHNOLOGY / PRODUCT

<sup>1</sup>Under-represented group or URG refers to a group of persons who have been denied access or suffered past institutional discrimination within a country or geographical region. Within the US population, we use the EEO-based categories for race/ethnicity to define URG as American Indian/Alaska Natives, Asians, Black/African Americans, Native Hawaiian/Other Pacific Islanders, Hispanics and individuals of two or more races.

OUR 2024 EXECUTIVE TEAM

During 2024, TKWW benefited from an accomplished C-Suite that brought diverse expertise and deep knowledge of our business.



**TIMOTHY CHI**  
Chief Executive Officer



**ANDREW IVANOVICH**  
Chief Financial Officer



**ZOHAR YARDENI**  
Chief Product Officer



**EMILY MARKMANN**  
Chief People Officer



**FELICITY CHABAN**  
Chief Legal Officer



**JENNY LEWIS**  
Chief Marketing Officer



**ANGEL LLULL MANCAS**  
Chief Revenue Officer

GENDER REPRESENTATION



42.9% Female



57.1% Male

RACIAL AND/OR ETHNIC DIVERSITY



14.3% Under-represented groups<sup>1</sup>



85.7% Non under-represented groups<sup>1</sup>

Following year-end, Timothy Chi stepped down as Chief Executive Officer of TKWW after nearly 20 years leading the company. Mr. Chi will continue to serve as a member of the company's Board of Directors and be appointed Vice Chair. In March 2025, Zohar Yardeni left his position as Chief Product Officer to pursue his next chapter after nearly seven years with the company. In addition, in April 2025, Emily Markmann announced that she would step down after nearly nine years leading the company's global People organization. Felicity Chaban, the Company's Chief Legal Officer, was named interim Head of People.

In January 2025, TKWW welcomed Raina Moskowitz as our new Chief Executive Officer and a member of our Board of Directors. Ms. Moskowitz brings significant experience driving strategic business growth, launching innovative consumer products, advocating for small businesses, and championing talent development across a global company. In addition, she brings particular expertise in customer support, consumer trust and safety, and Impact efforts. We look forward to continuing to grow and evolve our Impact strategy under her leadership.



<sup>1</sup>Under-represented group or URG refers to a group of persons who have been denied access or suffered past institutional discrimination within a country or geographical region. Within the US population, we use the EEO-based categories for race/ethnicity to define URG as American Indian/Alaska Natives, Asians, Black/African Americans, Native Hawaiian/Other Pacific Islanders, Hispanics and individuals of two or more races.



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## IMPACT GOVERNANCE

# Data Protection and Security

At TKWW, we continue to evolve our privacy practices to meet new security and legal challenges and developments, overseen by our Chief Legal Officer. 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 personally identifiable information (PII) entrusted to us, in accordance with our internal policies and applicable laws.

The security of our platforms is of the utmost importance to us. That's why we're fully committed to combatting spam with best-in-class measures. Like all websites, we can be victims of third-party spam. We have independent spam filters and internal filtering mechanisms in place to block bad actors. In 2024, these measures were hard at work and less than 1% of messages delivered to our wedding pros' inboxes were marked as spam. In 2025, we are investing even further in our website security tools, because no amount of spam is acceptable.

## APPROACH TO CYBERSECURITY

TKWW has a comprehensive approach to evaluate, identify and address data security risks, using industry cybersecurity standards in alignment with NIST and ISO 27001. 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

**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

**Firewall Manager:** centrally configures and manages firewall rules across accounts and applications

**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

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## APPROACH TO PRIVACY

At The Knot Worldwide, we value the trust our employees, contractors, customers, wedding professionals 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, wedding professionals 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 is committed to process only the PII from its employees, contractors, customers and wedding professionals as permitted by applicable law.

### Security:

TKWW will implement the appropriate security safeguards to grant protection to the PII processed within TKWW.

### Choice:

TKWW will offer choices regarding the collection, use and disclosure of PII and make information about such choices available where required by law.

**In 2024, TKWW made notable developments in its privacy practices.**

The most remarkable developments are the following:

- We continued to update our data processing records to align with new privacy regulations.
- Our data protection policies were updated to reflect the latest developments in data protection.
- We updated our data collection and processing procedures to address new regulations on artificial intelligence.

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# Compliance, Ethics and Integrity

TKWW is committed to acting ethically and in compliance with applicable laws and regulations, honoring others' trust and confidence in our business.

## 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 the People Department
- Contacting the Legal Department
- Contacting any member of the TKWW compliance team, including the chair of the 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.

During 2024, TKWW employees received trainings and reminders on, among other things, employee data privacy obligations, our Code of Conduct and Ethics, our whistleblower policy, anti-bribery/anti-corruption and anti-discrimination/anti-harassment.



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**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, which is available in multiple languages. TKWW also 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 any whistleblower complaints.

**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 BRIBERY AND CORRUPTION**

TKWW has a policy on prohibiting 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. We have controls and procedures in place to ensure compliance with these requirements, including strict payment and invoicing controls and employee anti-bribery/anti-corruption training.

**SPOTLIGHT ON DISCRIMINATION, HARASSMENT AND BULLYING**

TKWW is committed to having a respectful, safe and secure working environment. The Company does not tolerate unlawful discrimination, 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.

**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 and 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 internal 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

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 and 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 reported 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.

2024 CURRENT TAX EXPENSE IN  
SIGNIFICANT COUNTRIES PER PROVISION:

COUNTRY	2024 (IN THOUSANDS)	LOCAL CURRENCY
United States	15,732	USD
United Kingdom	22	GBP
Ireland	47	EUR
Spain	4,818	EUR
Italy	70	EUR

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# Supply Chain Management

We expect all our suppliers and subcontractors to comply with our [Supplier Code of Conduct](#), which lays out our expectations for suppliers to operate safely, responsibly and ethically in the course of their work for TKWW. The Supplier Code of Conduct is aligned with the International Labor Organization's core labor standards and includes commitments related to:

- Legal and regulatory compliance
- Fair, confidential and anonymous grievance procedures
- Whistleblower protection
- Anti-corruption and anti-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 non-harassment

It is important to us that our suppliers share these values. TKWW has supplier screening and onboarding processes in place so that we can better ensure that our suppliers understand and comply with the principles set forth in our Supplier Code of Conduct. TKWW reserves the right to terminate our relationships with suppliers who are in breach of our Supplier Code of Conduct.





IMPACT GOVERNANCE

# 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, 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.<sup>1</sup></p> <p>Potential climate risks include:</p> <ul style="list-style-type: none"><li>Physical risk: Impact of extreme weather and rising sea levels on supply chain, operations and infrastructure</li><li>Regulatory risk: Changing energy efficiency standards for products; Carbon or energy taxes increasing cost of business</li><li>Economic risk: Increased consumer demand for environmentally-efficient products; Potential damage to brand reputation</li></ul> <p>TKWW has not yet undertaken a formal climate risk assessment, although this is planned within the next two years.</p>	<p>We continuously evaluate how climate risks and opportunities may impact our business strategy and financial outlook. Topics under consideration include:</p> <ul style="list-style-type: none"><li>Working with suppliers, particularly in our paper-related businesses, to develop decarbonization pathways, from material selection to product delivery</li><li>Choosing data center partners that use renewable energy and have taken steps on climate adaptation</li><li>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</li></ul>	<p>TKWW is committed to disclosing our greenhouse gas (GHG) emissions across our value chain on an annual basis. See more about our carbon emissions on page 53.</p> <p>In 2023, we committed to setting GHG emissions reduction goals in alignment with a 1.5C climate threshold. We are in the process of having our short- and long-term decarbonization goals validated by the Science Based Targets initiative (SBTi).</p>

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

A close-up photograph of a person's hand, wearing a red sweater, typing on a laptop keyboard. The background is slightly blurred, showing the laptop and other parts of the desk. The overall tone is professional and focused.

# About This Report

This report covers activities in calendar year 2024  
unless otherwise specified

## ABOUT THIS REPORT

# Scope, Boundaries and Methodology

The scope of this report was determined through a materiality assessment conducted in 2024 that surveyed over 1,600 stakeholders across our value chain. More information about the materiality process can be found on page 40.

This report and the data within it cover 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

TKWW uses an operational control approach to carbon calculations, and 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 office or warehouse energy consumption averages, respectively.

Co-working spaces (like WeWork) were considered outside of TKWW's operational control and therefore calculated as part of Scope 3.

## SCOPE 3 EMISSIONS

- **Category 1:** Purchased Goods and Services. These calculations fall into three categories: 1) upstream impacts of our stationery business (activity data), 2) upstream impacts of our magazine business (activity data) and 3) all other purchased goods and services (spend analysis) comprising 20+ spend categories and excluding costs related to payroll/benefits, legal fees, charitable contributions and bank-related charges.
- **Category 2:** Capital Goods. We used spend analysis to estimate the upstream impacts associated with depreciable purchases made in 2024.
- **Category 3:** Other Fuel and Energy. We used spend analysis to estimate the well-to-wheel upstream impacts associated with the use of energy consumed at our sites (Scope 1 and 2 energy).
- **Category 4:** Upstream Transportation and Distribution. These calculations include 1) the transportation impacts of deliveries from our stationery business (activity data) and 2) transportation impacts associated with the deliveries from our magazine business to distribution points (activity data). Impacts associated with courier/messenger/postal service impacts from TKWW internal operations are included in Scope 3, Category 1 (Purchased Goods and Services).



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- **Category 5:** Waste Generated in Operations. These calculations were based on per-employee averages for landfill and mixed recycling, excluding the percentage of time employees worked remotely.
- **Category 6:** Business Travel. This category included 1) air travel 2) ground travel (rail travel, car rentals, fuel allowances, mileage reimbursement), and 3) hotel/lodging accommodations. These calculations were made using activity data from TKWW travel agencies, and “topped up” with spend-based calculations to account for leakage rates when travel bookings were made via alternate arrangements.
- **Category 7:** Employee Commuting. Commuting impacts were determined using average-distance calculations for each office and estimations for breakdowns between commuting via passenger vehicle and public transportation. In addition, we also included the impacts of remote work (additional energy 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. In October 2023, TKWW and its subsidiaries converted an existing convertible securities investment into an approximately 10% equity stake in a private direct-to-consumer floral business. Because of the floral business’s immaterial size (relative to TKWW’s overall revenue), it has been excluded from TKWW’s 2023 and 2024 carbon footprints.

The following emissions factor datasets were used in the 2024 carbon footprint calculations:

- California Air Resources Board High GWP Refrigerants datasets for refrigerants.
- Commuting and remote work emissions are calculated by determining the number of employee months onsite vs. remote and applying the commute mix, average distance per mode, and regional electricity EFs based on location, using Watershed carbon accounting methodology.
- 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](http://www.papercalculator.org).
- AIB Residual Mixes and European Attribute Mix of 2023 for location-based electricity consumption at remaining international sites.
- Supplier-specific emissions factors, drawn from publicly available sources (CDP, company sustainability reports, etc.), most recent year available.
- UK DEFRA 2024 emissions factors for business travel (air, ground, accommodations).
- Upstream fuel and related activities were calculated at the country or electricity grid level, using a mix of Green-e Residual Mixes 2021, IEA 2022, EU Residuals 2023, and DEFRA 2024,
- US EPA GHG Emissions Hub Datasets (2024) for fuel consumption at US sites.
- Green-e Residual Mixes 2021 for 1) location-based electricity consumption.
- EPA Supply Chain GHG Factors v1.3.0 for spend-based analysis of 1) purchased goods and services, 2) capital goods, 3) upstream transportation and distribution, and 4) business travel.
- Utility-provided emissions factors (2024) for market-based electricity consumption.
- Waste generation estimates were based on the number of employees, using EPA and DEFRA emissions factors.

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 believes 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](mailto: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 them 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 4, 2025, 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](http://theknotww.com).



# ESG Tear Sheet

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## ESG TEAR SHEET

# The Knot Worldwide Impact Tear Sheet

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.



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## ENVIRONMENTAL METRICS

SASB REFERENCE	INDICATOR	UNIT	2022 DATA	2023 DATA	2024 DATA
	<b>Scope 1: Direct</b>	Metric tons CO2e	226	146	49
	Stationary: Natural Gas	Metric tons CO2e	36	36	27
	Stationary: Other Fuel	Metric tons CO2e	2	0	0
	Fugitive Emissions: Refrigerants	Metric tons CO2e	189	110	23
	<b>Scope 2: Purchased Electricity and Steam</b>	Metric tons CO2e	850	595	474
	Electricity: Location Based	Metric tons CO2e	816	528	416
	Electricity: Market Based	Metric tons CO2e	850	595	474
	Steam	Metric tons CO2e	53	0	0
	<b>Scope 3: Indirect (Value Chain)</b>	Metric tons CO2e	13,138	19,485	14,527
	Category 1: Purchased Goods and Services	Metric tons CO2e	10,019	12,798	11,165
	Cloud Computing	Metric tons CO2e	753	1,146	737
	Paper (Stationery Business)	Metric tons CO2e	2,219	3,307	3,948
	Paper (Magazine Business)	Metric tons CO2e	1,003	1,117	681
	Other Purchased Goods and Services	Metric tons CO2e	6,044	7,228	5,799
	Category 2: Capital Goods	Metric tons CO2e	328	1,598	117
	Category 3: Other Fuel and Energy	Metric tons CO2e	317	228	132
	Category 4: Upstream Transportation and Distribution	Metric tons CO2e	164	194	217
	Category 5: Waste Generated in Operations	Metric tons CO2e	20	25	22
	Category 6: Business Travel	Metric tons CO2e	1,046	3,412	1,749
	Category 7: Employee Commuting and Remote Work	Metric tons CO2e	1,244	1,230	1,125
	<b>Total Carbon Footprint</b>	Metric tons CO2e	14,214	20,226	15,050

\*Note: Not all numbers sum due to rounding

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## ENVIRONMENTAL METRICS

SASB REFERENCE	INDICATOR	UNIT	2022 DATA	2023 DATA	2024 DATA
CG-EC-130a.1TC-IM-130a.1	Total Energy Consumed	Gigajoules	9,681	6,991	5,252
CG-EC-130a.1TC-IM-130a.1	Percent Electricity	Percent	84	90	90
CG-EC-130a.1TC-IM-130a.1	Percent Renewable	Percent	7	3	0
	Electricity	Gigajoules	8,113	6,271	4,724
	Natural Gas	Gigajoules	712	716	525
	Steam	Gigajoules	846	0	0
	Other Fuel	Gigajoules	10	6	2
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 51	See page 51	See page 51
CG-EC-410a.1	Total greenhouse gas (GHG) footprint of product shipments	Metric tons CO2-e	99	194	217
CG-EC-410a.2	Discussion of strategies to reduce the environmental impact of product delivery	Discussion and Analysis	See page 51	See page 51	See page 51

## SOCIAL METRICS

SASB REFERENCE	INDICATOR	UNIT	2023 DATA	2024 DATA
	Board of Directors	Number	8	8
	Female	Percent	25%	25%
	Racial/ethnic minority	Percent	38%	38%
CG-EC-330a.1TC-IM-330a.2	Employee engagement rate	Rate	See page 51	See page 51

\*Note: Not all numbers sum due to rounding

