



Equity & Impact Report 2024



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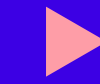
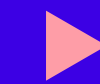
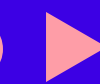
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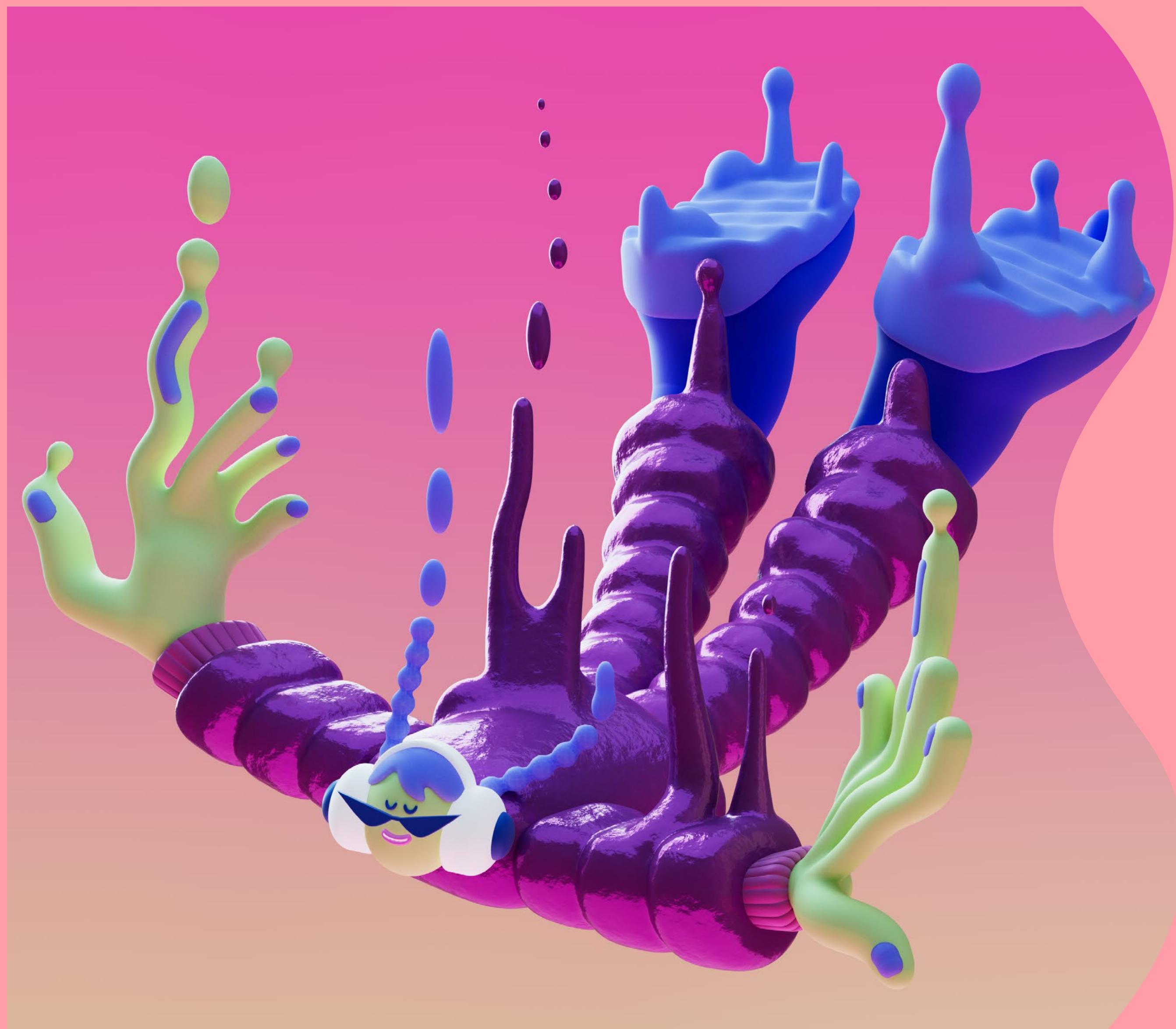
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Introduction

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Our deep passion for creativity and innovation drives every aspect of what we do. It forms the foundation of our product development, guides our investments, and shapes how our global team connects with artists, creators, and fans.

Our commitment runs deep—it propels us to create a more equitable and sustainable world, as evidenced by the actions cataloged in this report. We’re proactive and intentional in crafting global strategies and programs that trigger lasting change, recognize diverse voices, and care for our planet in line with our net-zero pledge. On Spotify, the world celebrates individuality, and we are committed to ensuring everyone feels welcome.

We strive to model best practices and inspire practical solutions in our industry and beyond.

We welcome you to Spotify’s eighth annual Equity and Impact Report.*

*Unless the context requires otherwise, when the report refers to “we,” “us,” “our,” “Spotify,” or “Company,” we mean Spotify Technology S.A. and its direct and indirect subsidiaries on a consolidated basis.

In This Report

We cover 2024 in this report and focus on the following key areas:



Climate Action

We are focused on innovative, collaborative, and scalable climate actions. In this chapter, we share our 2024 greenhouse gas (GHG) emissions and dive into our climate action efforts such as embedding sustainability into our operations.



Equity, Diversity, & Impact

Spotify is steadfast in our commitment to building a thriving, inclusive culture that honors all voices, and we use our platform to educate, entertain, and inspire in pursuit of positive social impact. This chapter covers how we work to create equal opportunities and empower our employees to build a Spotify for everyone.



Responsible Business & Governance

We've established a rigorous approach to designing principles and practices that help ensure we run our business responsibly, ethically, and transparently. In this chapter, we share our business model and the policies and processes we use to keep our work effective and efficient while supporting our company values and stakeholders' interests, including our employees, creators, and listeners, as well as the wider audio industry and our environment. We also cover how we're working to foster a safer platform for all our users.

Focus Areas



Building a Spotify for Everyone

We aim to create an environment where our bandmates, creators, and listeners can thrive and contribute to shaping our company and the communities we serve.



Driving Growth Through Fairness

We're committed to promoting fairness, removing barriers, and fostering a culture where every bandmate, regardless of background, can grow and succeed.



Prioritizing Mental Health for All

We welcome, respect, support, and champion mental health to enable belonging and bandmates to do their best work.



Leading Climate Action

We address the growing climate crisis by working to reduce our emissions and using our platform to raise awareness and drive action.

A Message from Our CEO

From the start, Spotify has been driven by a singular purpose – to deliver creativity to the world and connect the world to the art and the creatives who shape it. With 675 million users across 184 markets and a workforce that reflects this reach, we are in the unique position to be a platform for all voices.

Our relentless pursuit of innovation and our dedication to delivering the most valuable experience in the industry is what sets us apart. You can see this in the significant strides we've made across our priority areas detailed in this report. Notably, we achieved this while continuing to grow our business and transform our service.

As Spotify grows, so too does our commitment to fulfilling our mission by constantly improving, evolving, and providing even more for the artists, creators, authors, fans, and employees at the heart of our global community.

Daniel Ek

Founder and Chief Executive Officer

A Message from Our CHRO

At Spotify, we're dedicated to creating a more equitable and sustainable world for our employees (we call them bandmates), artists, creators, authors, and fans. We've been committed to this since day one, and this foundation allows us to focus our time on creating and evolving initiatives that deliver real impact.

Since our last report, we've continued to identify and implement efforts to reduce our climate impact, supercharge initiatives that affirm our inclusion-first culture, and leverage our platform and influence to amplify the world's voices.

Our 2024 Equity and Impact (E&I) progress includes the following efforts in the areas of climate action; equity, diversity, and impact; and responsible business and governance:

1. We ran inspiring **civic engagement campaigns** in the European Union, India, Mexico, the U.S., and the U.K.
2. We **decreased our total GHG emissions**, both in absolute and per-revenue tCO₂e intensity, compared to 2023.
3. We **launched NATURE as an artist on Spotify with Sounds Right**, an initiative by the Museum for the United Nations.
4. We redesigned our internal **Equity, Diversity & Impact hub**, making it easier for bandmates to learn and apply inclusion skills.
5. In 2024, we developed the **Spotify Party Code**, a new global guide to help ensure Spotify events are safe and inclusive.
6. In 2024 over half of bandmates participated in our **Spotify Gives Back** program, supporting 3,615 NGOs, clocking in over 4,850 volunteer hours, and raising just under \$6 million.
7. We introduced digital literacy software, **Read&Write**, to all bandmates globally to make digital text easier to understand.
8. We continued our collaboration with BLK, our Belonging Group that empowers Black bandmates and allies, to deliver the **6th annual BLK Workforce Development Conference**.
9. We scored **100% on the Human Rights Campaign Corporate Equality Index** for our inclusive policies, practices, and benefits for LGBTQIA+ bandmates.
10. We also continued **amplifying GLOW's mission**, including the GLOW Tapes playlist series showcasing diverse LGBTQIA+ musical perspectives.

We're committed to showing up for our global community and making the most of our platform to ensure a lasting impact. While we're still continuing to evolve the strategy of this journey, our scale and scope grant us the chance and obligation to lead the way in our industry.

Thank you for tuning in.

Katarina Berg
Chief Human Resources Officer

02

Climate Action

2024 GHG Emissions



Embedding Sustainability
into Our Operations



Using Our Platform
to Educate & Inspire



In 2024, we continued to focus on innovative, collaborative, and scalable climate actions. Our approach to addressing the growing climate crisis centered around two areas of impact:

1

We're committed to reaching net-zero GHG emissions by 2030.

2

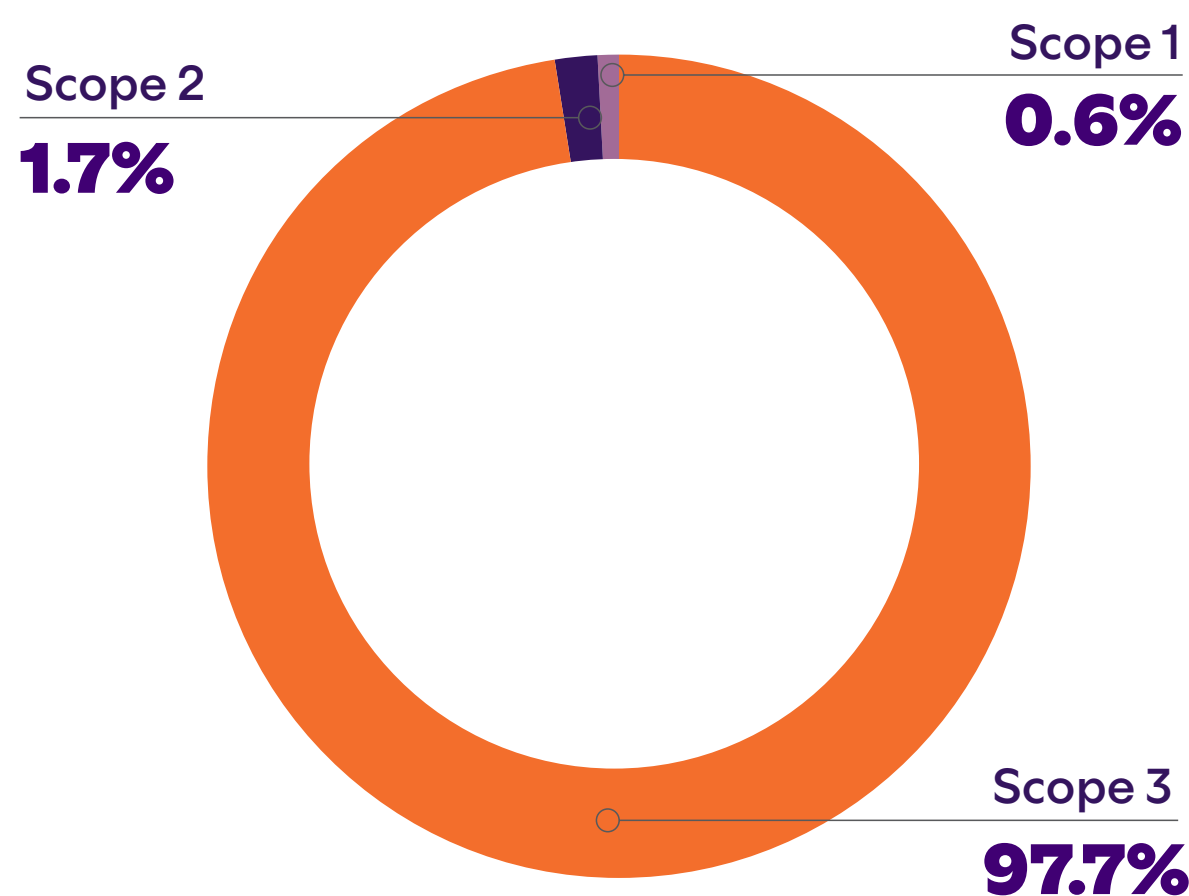
We're leveraging our platform to raise awareness and drive engagement among our millions of listeners and creators.

2024 GHG Emissions

In 2024, Spotify's total GHG emissions were 195,027 metric tons of CO₂e, a decrease in absolute terms of 31% compared to 2023*. Our GHG emissions intensity based on revenue (total tCO₂e / reported revenue in EUR million) has also decreased 41% from 21 in 2023* to 12 in 2024.

We measure and report our GHG emissions according to the GHG Protocol, which divides emissions into three scopes:

GHG Scope	tCO ₂ e	%	Description
Scope 1	1,069	0.6%	Those from sources directly owned or controlled.
Scope 2**	3,362	1.7%	Those caused by the electricity or energy purchased for heating and cooling leased buildings.
Scope 3	190,596	97.7%	Those created along the value chain, not directly controlled.
Total	195,027	100.0%	



97.7% of Spotify's emissions are Scope 3

Scope 3 Breakdown by Category

3.1 purchased goods and services	80.4%
3.2 capital goods	1.7%
3.3 fuel and energy related activities	0.7%
3.5 waste generated in operations	0.1%
3.6 business travel	13.7%
3.7 employee commuting	2.6%
3.8 upstream leased assets	0.1%
3.13 downstream leased assets	0.5%
3.15 investments	0.2%

Scope 3 Category 1 Breakdown

Cloud	35.8%
Goods and Services	29.8%
Marketing	28.3%
Offices	4.2%
Employees	1.9%

*2023 emissions have been restated to include Scope 3 Category 15 Investments. Refer to the chapter Reporting Principles & Data for further information on our methodology.

**Scope 2 emissions are calculated using the market-based approach but do not reflect the acquisition of energy attribute certificates ("EACs") purchased subsequent to measurement. Refer to the chapter Reporting Principles & Data for further information on our methodology.

Embedding Sustainability into Our Operations

In 2024, we continued to embed sustainability into our business practices, with a particular focus on our largest contributors of emissions: Product and Technology, Marketing, and Global Workplace Services. Our steering committee of cross-functional leaders accountable for driving strategy and solutions within those business units collaborated on several climate-related initiatives:

Product & Technology

- Continued work to optimize the company's cloud usage, decoupling Monthly Active User (MAU) growth from increased emissions
- Updated existing and launched new training resources, including the R&D Climate Action Journey, a 5-level journey to help create climate-conscious bandmates through targeted learning materials and practical exercises
- Launched a climate-conscious backend service check focused on reducing emissions related to computing data, allowing our engineers to easily verify if certain components could be optimized
- Continued roll-out of our sustainability assessment for our suppliers, promoting an enhanced sustainability roadmap and alignment of goals with our suppliers through dialogues while creating a tier system for sustainability maturity

Marketing

- Continued to test, learn, and scale proven reduction tactics across the global marketing organization, expanding from our paid media focus into new areas such as ad production and experiential
- Prioritized exploration of reduction opportunities in the digital media space, including testing new technologies in different markets
- Successfully trialed low-waste content production shoots in the U.S. and are planning to scale these to other markets in 2025
- Worked with external partners to better understand key factors driving emissions from our external marketing events and advertising production activity to inform our wider sustainability guidelines rollout across activities
- Challenged our partners and agencies to upskill their teams to support the integration of our sustainability guidelines and approved partners into our campaigns

Global Workplace Services

- Reduced office footprint, which optimizes workplace experience and reduces cost as well as resource usage
- Increased energy efficiency by optimizing scheduling of heating, ventilation, and air conditioning systems in our New York Office
- Increased use of green electricity in Stockholm and Berlin
- Improved IT equipment recycling and re-use practices including procuring computers with less negative climate impact as options for bandmates
- Continued to improve our food and beverage offerings in an effort to reduce the associated negative climate impact, by starting a pilot with less meat in our offerings

Bandmates Joining Forces



Through our internal Climate Champion network of advocates, we continued to implement company-wide initiatives and investments to reduce our negative climate impact. Spotify Climate Champions can take various forms – from formal working groups and steering circles to smaller project teams creating and driving grassroots initiatives. They are focused on finding different ways to engage other bandmates in making climate-positive choices and behaviors. Regular meetings are held with Climate Champions in different business areas for members to share experiences and best practices.

For example, bandmates from our R&D Climate Action program have created role-specific handbooks and video learning materials to

educate their colleagues about the company’s climate action goals, what net-zero means, and how tech and product teams can get involved. Another example is our facilities Climate Champions which set up local initiatives to bring bandmates together on climate action, from vegan and locally sourced lunches to clothes swap events, plant workshops, and movie screenings. During 2024, we also invited all bandmates to take part in events in connection to Earth Day and NYC Climate Week, including an internal climate challenge that incentivized bandmates to take small daily actions throughout the week related to climate action, local happenings like plant workshops, and a live Q&A session with internal champions and a climate professor.

Collaborations with Academia and Peers

As a digital platform with limited ownership of physical assets, 97.7% of Spotify’s GHG emissions are Scope 3, falling outside our direct control. We continue to work across our value chain and enable levers we can use to reduce our climate impact together with key partners, industry associations, and academic institutions. Some examples of our key partnerships include:

DIMPACT:

The collaborative project brings together world-class researchers from the University of Bristol and several of the most innovative media and technology companies, striving to improve areas such as end-use-device energy efficiency and decarbonization solutions. Spotify co-hosted workshops on the climate impact from AI and ads during 2024, and we will continue to explore these areas in 2025.

Ad Net Zero:

We continued to work with the advertising industry’s coalition working to reduce the carbon impact of developing, producing, and running advertising. This partnership is helping us develop practical steps and tools toward reducing our emissions within our marketing organization, including enhanced measuring of GHG emissions and best practice for campaigns. For their innovative work on the 2023 Wrapped campaign, the Spotify Marketing Team was awarded ‘Best Practice in Sustainable Media Planning’ at the Ad Net Zero Awards.

Music Sustainability Alliance (MSA):

Spotify is joining the alliance—a hub for the music industry and artists to learn, innovate, and collaborate—leveraging its platform to tackle the climate crisis. The MSA ecosystem is composed of a wide range of music business stakeholders, including venues, promoters, production vendors, artists, agents, managers, and record labels.

CARBON REMOVAL & AVOIDANCE

We take an impact-first approach to carbon removal and avoidance. In 2024, rather than directly compensating for our yearly emissions with carbon credits, we instead contributed to climate projects that deliver decarbonization, nature protection, and carbon removal in line with global climate targets. We did not receive any carbon offsets associated with these donations,

nor did we incorporate any emissions reductions from such projects into our calculations of our GHG emissions metrics. As we continue to build our carbon removal and avoidance strategy, we seek to support projects with the largest potential long-term and catalytic effects for our planet, including grassroots organizations and nascent solutions that need investment to scale.

Using Our Platform to Educate & Inspire

Our global platform is well positioned to educate and inspire millions of people about climate change and Spotify teams globally create and amplify engaging content—from science to stories to solutions—related to the climate crisis.

We continuously update our Climate Hub and curate content to facilitate discovery and deepen engagement among listeners. In 2024, we also created climate-related episodes for popular formats like Spotify Dok, for example, an investigative three-part series on unsustainable agriculture, and Science Vs, including a Q&A on the climate crisis.



Sounds Right: A Music Initiative to Recognize the Value of Nature

With Sounds Right, NATURE has now been registered as an artist on Spotify. Sounds Right is a new music initiative to recognize the value of nature, prompt conversation, raise funds for conservation, and inspire millions of fans to take action. By simply listening to a Sounds Right track, pure nature sounds or human artists featuring NATURE, fans and music lovers will directly protect the environment through a portion of royalties being disbursed to high-impact conservation initiatives.

For example, one track is from Brian Eno, who remixed his David Bowie collaboration “Get Real” to feature laughing hyenas and the noises of wild pigs. Another, by Ellie Goulding, adds the din of a Colombian rainforest to her song “Brightest Blue.”

Sounds Right is an initiative by the Museum for the United Nations – UN Live, developed and delivered in close partnership with musicians, creatives, nature sound recordists, as well as environmental, campaigning, and global advocacy organizations.

How We Fix This: Spotlight Solutions to Our Planet’s Biggest Challenges

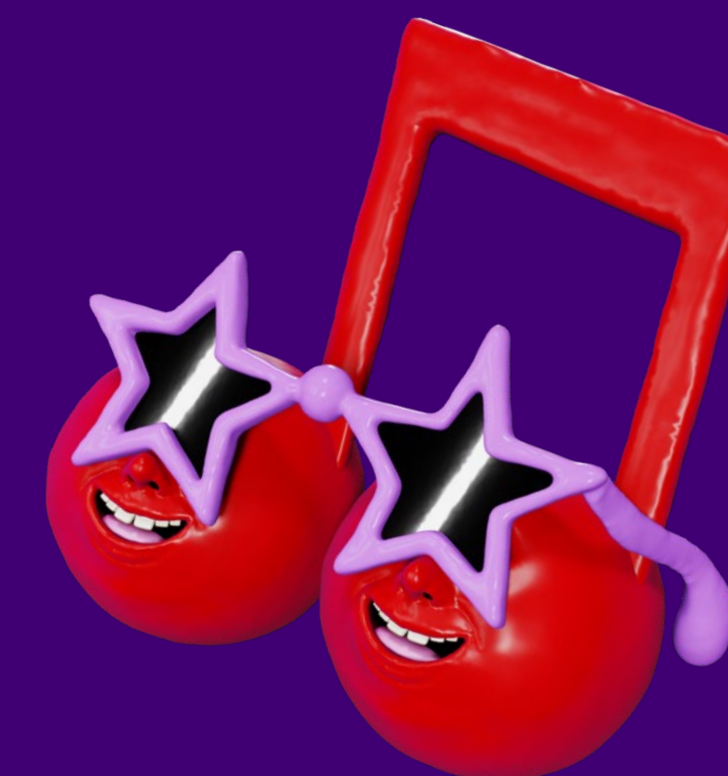
Our planet is facing some serious issues, and How We Fix This, a podcast hosted and narrated by Emmy and Golden Globe-awarded actor Alexander Skarsgård, offers some serious solutions. Co-produced by nonprofit impact ecosystem Norrsken and Spotify, the series spotlights eight pioneering startups that are building tools to combat some of the world’s most pressing social and environmental challenges. The series features founders’ journeys and also includes insights from leading researchers and experts such as the World Wide Fund for Nature and Stockholm Resilience Centre.

“From Nigerian solar panel rentals and German chocolate made without cocoa to burping cows in Sweden, this project highlights the people out there who are building innovative and awe-inspiring solutions to the world’s greatest challenges,” said Alexander Skarsgård. ***“I am very excited to introduce these heroes to a global audience.”***

How We Fix This hopes to inspire recent graduates, aspiring entrepreneurs, and business professionals who are passionate about affecting change through technology, innovation, and environmental sustainability.

Creating Awareness and Engagement at Festivals & Conferences

Music festivals and concerts are important arenas to build and maintain climate action among fans and creators. In 2024, Spotify contributed to this by arranging a creator and academia lunch at the Way Out West festival in Gothenburg and participating in a music climate action forum during the Danish Roskilde festival. During NYC Climate Week, the Sounds Right initiative took center stage in a panel at the UN and a nightcap with artists jamming with the ocean. We also co-hosted climate dinners, bringing together different perspectives at the table, as well as a Climate AI Hackathon and roundtables on net-zero emissions with other tech peers.



03

Equity, Diversity, & Impact

Building a Spotify
for Everyone



Driving Growth Through
Fairness



Mental Health &
Well-being





Inclusion and amplifying diverse voices are at the heart of everything we do—both within Spotify and in the communities where we live, work, and play.

This work isn't just something we talk about; it's central to who we are, driven by our commitment to lasting change. Our Equity, Diversity, and Impact (EDI) efforts are building a thriving, inclusive culture at Spotify while making a real impact in the world around us. And we know this is a collective effort—one that reflects our joint responsibility and passion for making a difference.

Within Spotify, we strive for pay equity, fairness, and equal access to career growth opportunities. EDI is not only essential to creating a workplace where everyone can thrive but also powers innovation, fosters belonging, and helps bring our values to life.

Beyond our walls, we leverage the power of our platform to make an impact. Through campaigns and strategic partnerships, we uplift the world's voices, support creators, and make well-being a priority for our audiences.

Together, we're building a Spotify for everyone.

From Good Intention to Big Impact

Good intentions lay the foundation, but true change comes from action. At Spotify, we strive for clear progress and hold ourselves accountable to ensure our efforts lead to real, tangible impact.

Our 2024 Focus Areas



1

Building a Spotify for Everyone

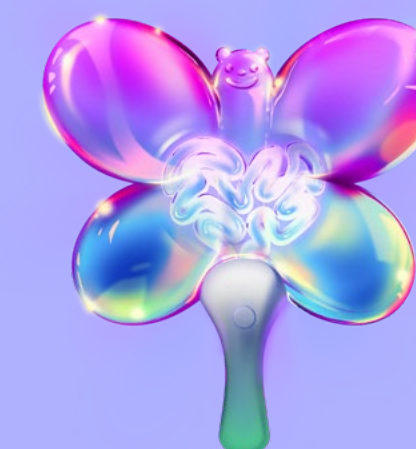
Inclusion is at the core of our success as a global platform. By embedding inclusion into everything we do, we create an environment where everyone—our bandmates, creators, and users—can thrive. This means breaking down barriers, fostering innovation, and ensuring that every individual’s unique contributions help shape our company and the communities we serve.



2

Driving Growth Through Fairness

Equity isn’t zero-sum; when opportunities are accessible to all, everyone benefits. We’re committed to promoting fairness, removing barriers, and fostering a culture where every bandmate, regardless of background, can grow and succeed. Creating equitable pathways is essential to empowering our people and driving Spotify’s growth in a way that benefits all.



3

Prioritizing Mental Health for All

Well-being is foundational to thriving individuals and communities. At Spotify, we prioritize mental health by cultivating a supportive environment, providing accessible resources, and encouraging open conversations about care and balance. By investing in well-being, we empower our bandmates, creators, and communities to reach their full potential.

Measuring our Impact

In 2024, we were committed to transparency and accountability, measuring our progress across key areas that define our success. These include:

- Growing diversity within our teams
- Retaining talent through equitable and supportive practices
- Driving engagement in our global EDI programs
- Strengthening our brand reputation through partnerships and impactful initiatives
- Increasing bandmates' sense of belonging and overall engagement

Tune In

We conduct our employee engagement survey, Tune In, biannually which delivers invaluable insights into employee sentiments. We track progress against the following statements:

- 'Leaders at Spotify value different perspectives'
- 'Leaders demonstrate a visible commitment to diversity'
- 'I feel comfortable being myself at work'
- 'I feel a sense of belonging at Spotify'
- 'I work in an environment that is free from harassment and discrimination'
- 'Spotify advocates for positive mental health/employee well-being'
- 'I feel comfortable approaching my manager for support regarding my mental health and well-being'

The following pages provide a deeper look into our progress, the stories behind our work, and the impact of our efforts as we continue to build a more equitable, diverse, and inclusive Spotify for all.



Building a Spotify for Everyone

Inclusion shapes everything we do at Spotify—it's always at the forefront of our minds—with 675 million users in 184 markets around the world, we are building a Spotify for everyone and creating a thriving culture where everyone feels safe, valued, and heard. From our bandmates to our creators and communities, our aim is to make a real impact that goes beyond just good intentions, ensuring that everyone's voice is heard loud and clear.

When everyone feels included, we can achieve amazing things.

Bandmates

At the core of our growth philosophy is learning, where bandmates embrace challenges, value learning, and thrive in the face of adversity. In applying these same principles to fostering an inclusive culture, we create an **Inclusion Mindset** where we treat our bandmates with the respect they deserve, and we feel safe to fail and learn from our mistakes.

We start by embedding inclusion into our everyday actions reinforced through our learning resources, celebrating our communities, offering inclusive tools and benefits, and having our leaders live our values.

Intro Days

The journey for all bandmates starts with Intro Days, where our new hires gather in Stockholm for an immersive three days to learn about our Swedish roots and unique Spotify culture. This experience builds connections and accelerates a sense of belonging and an understanding of our business and culture for new bandmates. In 2024, we hosted two Intro Days in March and August with 310 and 189 bandmates in attendance, respectively.

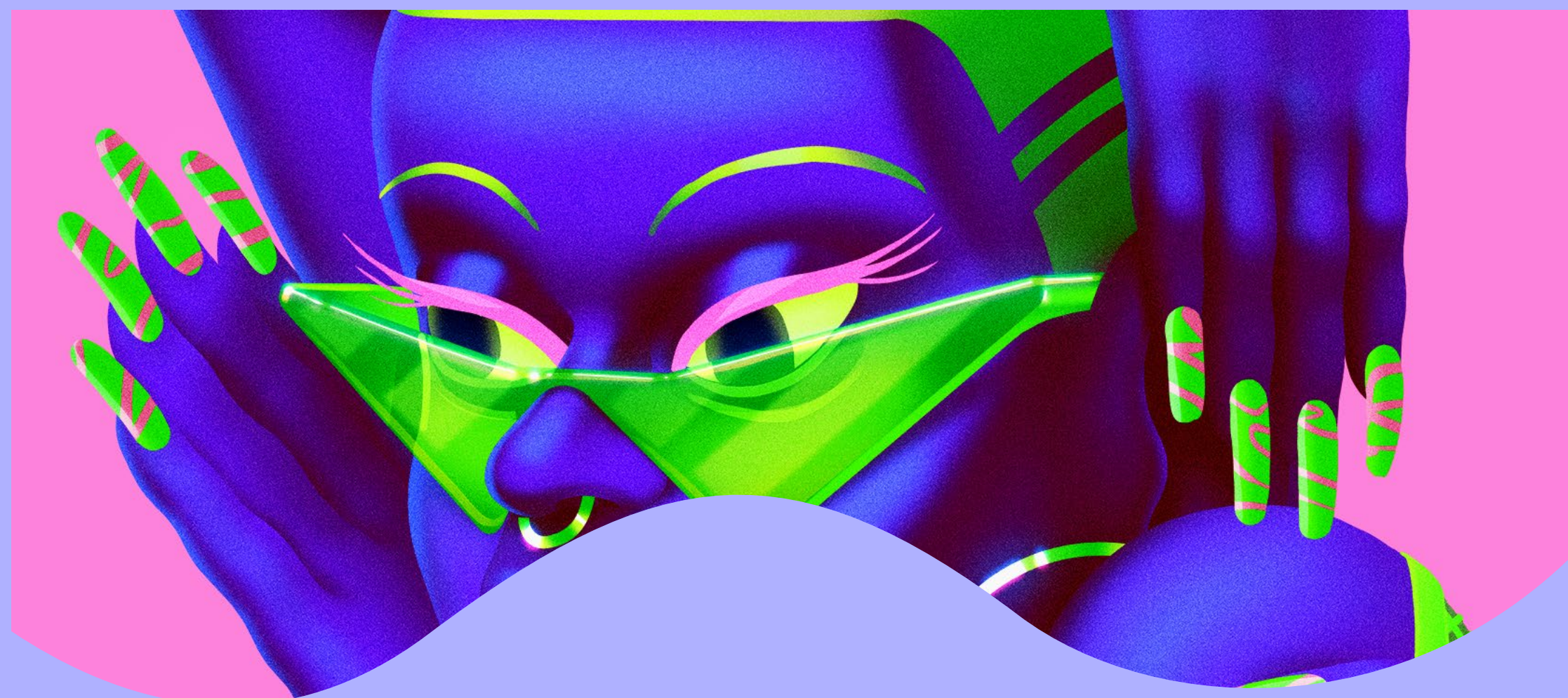
Equity, Diversity & Impact Hub

In 2024, we redesigned our internal Equity, Diversity and Impact hub, creating a central place for bandmates to access curated resources on how to put inclusion into practice. With a focus on simple actions tied to the Spotify career journey, our offerings include everything from inclusive meeting practices and working across cultures to hiring, development talks, and internal growth.

We deliver this content through:

- **Inclusion Filters.** Practical real-time guides for optimizing inclusion. These tools are available for those who want to turn intention into impact by highlighting bias interrupters for everyday activities and driving accountability for our leaders and managers.
- **Learning and Development.** Our Greenhouse Learning Platform houses a library of internal and external resources for our bandmates ranging from asynchronous learning tools such as on-demand videos, articles, guides, and checklists to live facilitator training, coaching, and mentoring programs. Our bandmates can embark on pre-selected learning journeys on inclusion or pick and choose their own path from over 10,000 pieces of content.
- **Real-time Response.** In-the-moment offerings in response to global challenges impacting our communities.





Compassion in Times of Crisis

Supporting our bandmates through a crisis is fundamental to our Inclusion Mindset at Spotify. We lean into difficult topics, facilitate open dialogue, and demonstrate compassion. In 2024, Spotify hosted a series of conversations in support of our Arab, Jewish, and Muslim communities.

Through a mix of educational sessions with non-profit experts, internal listening circles, and partnerships with our Arabs@, Muslims@, and Shalom@ Belonging Groups, we facilitated conversations on navigating religious diversity in the workplace with a focus on combating antisemitism, Islamophobia, and anti-Arab hate. Our goal was to:

- Equip bandmates with a common language and understanding of these topics
- Learn how to identify and stop behaviors and language that perpetuate hate
- Provide tools and resources to support our bandmates in day-to-day interactions



Inclusion Filter - Collaborating & Managing Across Cultures

We believe in amplifying our bandmate's unique perspectives, backgrounds, and experiences. With Spotify operating in 184 markets, expanding cultural intelligence, and adapting across work styles is core to our success as a global company.

Applying an Inclusion Filter to this topic, we focus on:

- Understanding the work style preferences and cultural perspectives that all of our bandmates bring to work
- Establishing team norms around language, engaging and voicing disagreement, and types of communication
- Modeling behaviors and reinforcing norms, emphasizing the role of people managers



Focus on Leaders

Being a leader is an important position of influence, with people managers playing a pivotal role in modeling an Inclusion Mindset for their teams. In 2024, we introduced new facilitated workshops to equip leaders with actionable tools and strategies to foster an inclusive culture.

Management@ Training

Through Management@, Spotify's comprehensive mandatory orientation for all new people managers, we provide a safe space to develop foundational skills for inclusive leaders focused on:

- Building self-awareness
- Leading with empathy
- Creating psychological safety
- Mitigating bias and identifying microaggressions

Focusing on case studies around common scenarios faced by our managers, these sessions emphasize action over theory with the goal of normalizing everyday inclusive behaviors.

Inclusive Leadership Pilot

To emphasize continuous learning with existing people managers, we introduced a new Inclusive Leadership workshop to over 120 global leaders across the business focused on:

- Cultivating inclusive team norms
- Creating a culture of collective care
- Driving inclusive talent development

Across these sessions, our leaders further practice inclusive actions and build a peer community to share best practices.

Building & Celebrating Community

Belonging Groups

Our Belonging Groups provide a vital space for people to share experiences, support one another, and help Spotify better understand their needs. They create safe spaces of belonging and community and promote education and intersectionality at Spotify. Our 16 Belonging Groups are represented by global and local chapters, creating a thriving network of members and allies to impact EDI across the organization. Read more about our groups on [Life at Spotify](#).

AFRO SWEDISH WEEK

We proudly celebrate Afro Swedish Week at Spotify. In recent years, institutions including the Etnografiska Museum have worked to raise awareness of the history and presence of the Afro Swedish community in Sweden, which dates as far back as 1600.

For Afro Swedish Week 2024, we focused on celebrating and amplifying Afro Swedish artists and creators. We hosted a live performance of Raghd, one of Sweden’s most talented and exciting new artists. We also hosted a fireside chat with award-winning visual storyteller and international bestselling author [Lola Akinmade Åkerström](#), who shared insights about her career, creative process, and newest project, *AFROSWEDE*.

PRIDE

For PRIDE, Spectrum—our Belonging Group for LGBTQIA+ identifying bandmates and allies—hosted global events for bandmates to celebrate and connect all summer long, including a market event in LA featuring small LGBTQIA+ business and food vendors, Drag Bingo, and a fireside chat with journalist and author Don Lemon.

On platform, the [GLOW](#) playlist celebrates LGBTQIA+ creators worldwide. In 2024, the playlist amplified its mission to elevate LGBTQIA+ talent and their immense contributions to music and culture. Highlights included the [Transa Compilation](#), an inspiring project celebrating the transgender community with contributions from artists like Sam Smith. We also launched the [GLOW Tapes](#), a series of playlists curated by LGBTQIA+ influencers, further demonstrating GLOW’s commitment to showcasing diverse musical perspectives.

Cultural Moments

At Spotify, cultural moments are a time for Belonging Groups to convene in recognition or celebration of a community, heritage month, or significant cultural holiday. These moments are an opportunity to amplify communities and educate all bandmates and allies on the experiences, accomplishments, and contributions of a particular group. Cultural moments like Asian Pacific Islander Month, Women’s History Month, and Black History Month also help to drive connectedness among bandmates with similar backgrounds or interests, helping them to feel seen and celebrated.

We also ensure we’re amplifying creators from the communities celebrated during cultural moments both on platform and in the geographies where we work and play.

Creators & Communities

Our commitment to inclusion extends beyond our company walls and is also front and center of our work with creators and communities. We always aim to use the power of our platform to amplify voices from marginalized communities and be a positive force in the markets we operate in across the globe.

Media Responsibility

Everyone deserves to feel seen, heard, and respected, especially those historically unheard or underestimated. Our media responsibility work provides support and strategies to help Spotify's storytellers—our content creators and brand and marketing communicators—tell more inclusive stories.

How we do it:

Trainings, Guides, and Policies

- The world is constantly changing and that means there are always new ways to help our audience feel seen and change the world. We bring nonprofits, experts, and our own expertise to the table, helping train and advise creators on how to create inclusive content.

Original Content and Campaigns

- Some moments offer a unique opportunity for impact and can be as small as a single episode of a podcast or as big as an opportunity to change the culture of a critical part of our business. We launch original content and campaigns that include audience resources, marketing, behind-the-scenes work, and more to move the needle.

Connections Behind the Scenes

- Across all the work we do, we convene our partners and our colleagues to come up with innovative solutions to the biggest issues facing society today, and we use our access to the industries in which we work to push culture forward.



Civic Engagement

Giving Everyone a Voice

At Spotify, we want our users, creators, and bandmates to feel empowered to exercise the right to vote. To that end, we work to highlight accurate information and actionable solutions, bringing messages about civic engagement to our audiences around the world.

Our campaigns are nonpartisan and focus on making voting easier and more exciting for our audiences. Our global and in-market teams collaborate to create campaigns that are culturally relevant and speak to each market's electoral environment. For each campaign, we produce timely, topical, and local content that's focused on overcoming barriers to voting by, for example, explaining how to register and where to cast your vote.

With a focus on areas where we can make the most impact, our civic engagement efforts are giving everyone a voice in civic engagement identifying opportunities where we can move the needle and actually grow voter engagement.

Scaling Our Work

Since 2016, our voter engagement campaigns have expanded from an initial focus on the U.S. and the European Union (EU) to include more countries every year. We've now reached nearly 160 million users through campaigns worldwide. Since we started our efforts, these campaigns have driven nearly 7 million visits to resources on civic engagement, such as helping users check their voter status, register to vote, or learn more about their local elections.

In 2024, we ran six campaigns: in the EU, India, Mexico, the U.S., and two in the U.K., for both the local and general elections.

Making Spotify Events Safer

We believe that music is for everyone, and the spaces where music is performed are for everyone, too. To ensure safety and enjoyment for all, music fans of every artist and genre, and concertgoers everywhere, must band together.

In 2024, we developed the [Spotify Party Code](#): a new global guide that helps us ensure Spotify events (for users, bandmates, and the industry) are best-in-class at being safe and inclusive. The Spotify Party Code spun out of 2023's Real Fans [campaign](#)—our global initiative to help end sexual violence at live events—and was created in collaboration with global teams across the company, as well as over a dozen global advisors with expertise in topics like mental health, sexual violence, and historically marginalized communities.

Why Do We Care About Voting?

Spotify is all about the power of voices being heard, so encouraging our users, bandmates, and creators to get loud about civic engagement makes perfect sense. No matter what issues they're passionate about, showing up to the polls to make sure their voices are heard is essential. As a global audio platform with a huge reach, Spotify has the responsibility and the opportunity to encourage people to vote.



Driving Impact for Communities

At Spotify, it’s important to us that our people have the tools and resources to live by their values. Supercharging the charitable impact that bandmates can make is one way we foster a sense of belonging within the company and wider community.

Spotify Gives Back

Spotify Gives Back enables bandmates to contribute to causes they care about and amplify the positive impact of their activities. Through this program, bandmates can support their favorite nonprofit organizations and participate in company-wide community impact activities. All employee donations are matched via Benevity—a global platform that empowers our giving, grantmaking, and volunteering programs. Our Spotify Gives Back program has three components:

Impact Day

Each employee has one paid day a year to volunteer at a nonprofit of their choice. Bandmates who volunteer with eligible organizations earn a donation for their service.

Donations Matching

Spotify matches donations made to eligible charities either on a 1:1 or 2:1 basis. Every full- and part-time employee has the ability to have up to \$15,000 in donations matched by Spotify.

In 2024, over 53% of bandmates participated in our Spotify Gives Back program, supporting 3,615 NGOs, clocking in over 4,850 volunteer hours, and raising just under \$6 million.

Giving Tuesday

Giving Tuesday, the first Tuesday in December, is the world’s biggest day of giving, and Spotify mobilized our bandmates globally to support the organizations they care about. In November, every bandmate received \$100 in seed funds in their Benevity accounts to donate to any of the thousands of organizations in our giving program.

On Giving Tuesday, all employee donations (excluding the seed funds) were matched 2:1.

But Giving Tuesday isn’t just about donating money; it’s also about showing up for each other and our communities. New in 2024, we **doubled our impact through our Dollars for Doers program** which recognizes bandmates’ community impact. When bandmates volunteer with their favorite nonprofit organization, they can log their volunteer hours in Spotify Gives Back and earn cash rewards in their “Giving Account” which can be donated to any approved nonprofit in the system. **Through November and December, we doubled that reward from \$20 to \$40.**



Driving Growth Through Fairness

We believe in fairness and equal access to opportunities and that a level playing field can only be achieved through healthy practices and the absence of discrimination. To create lasting impact, we focus on achieving equity outcomes for our bandmates and using the power of our platform to empower creators and communities.

Bandmates

We are committed to a Spotify that reflects the diversity of the voices on our platform and communities where we work and play. We aim to provide every bandmate, regardless of background, with the resources and support needed to advance and succeed by focusing on three levers.

- 1 Building an Inclusion Mindset
- 2 Designing equitable systems within our pay and talent processes
- 3 Accelerating careers with an internal first approach to homegrown talent

In 2024, while continuing to ensure our external hiring is as inclusive as possible, we also doubled down on internal mobility, focusing on creating equitable systems for homegrown internal talent. We believe in homegrown talent and that building a great business starts from within. Our unwavering commitment to being a people-first organization means helping our bandmates thrive and perform at their best.

Homegrown talent

In facilitating the growth of globally distributed bandmates, we recognize that everyone’s experiences are different. Each bandmate brings a unique perspective influenced by factors such as work experience, geographic location, ethnicity, language, and socio-economic background to name a few.

As a people-first organization and focusing on homegrown talent, we also believe in fairness and equal access to opportunities. We recognize that these differences in experiences can bring unique barriers and challenges to growth and development. To achieve a level playing field for all, we are proactively identifying and removing these barriers and providing tailored tools and resources for our bandmates, allies, and leaders.

6th Annual BLK Workforce Development Conference

In 2024, we continued our collaboration with BLK, our Belonging Group empowering Black bandmates and allies, to deliver the 6th annual BLK Workforce Development Conference. The conference centers around the Black experience in the workplace, career advancement, cultural celebration, and fostering a sense of belonging. Held in October 2024, the virtual conference spanned over the course of a week and included global sessions for all bandmates along with local sessions in the United States, United Kingdom, Brazil, and Sweden.

This year’s theme, “FWD: The Next Episode” emphasized the importance of personal development and professional growth, and highlighted the role of allies and leaders. Featuring in-house experts, external thought-leaders, and executive team members, sessions ranged from practical mental health and allyship tools, mentorship, and coaching, to financial literacy tips, career pivoting, and leveraging internal Spotify resources for professional development.

Inclusive Hiring

We work across our business to ensure that our hiring leaders and recruiters have the tools, resources, and support they need to attract and retain diverse talent globally. We apply the same lens to internal hiring to ensure bandmates have a fair and positive experience. We work closely to design processes and tools to embed best practices and accountability with internal movement and the growth of talent.

We're working toward three key outcomes:

- Building diverse teams that reflect the global nature of our business
- Best-in-class processes that mitigate bias and are accessible to all
- A consistent process with tools and resources for recruiters and hiring managers to be effective

We support our bandmates, especially our interviewers and hiring leaders, with the tools, resources, and training to practice inclusivity throughout the hiring process. Our interview training modules provide additional education on how to make the recruitment and hiring processes more inclusive.

Echo

Echo is our AI-powered internal talent marketplace where bandmates can discover new jobs, projects, and growth opportunities based on their skills and interests. It also helps leaders and mentors connect with talent worldwide.

In 2024, we expanded Echo's use to drive internal mobility by adding more projects across all disciplines. Now, all bandmates have one place for equitable access to all growth opportunities. We also made significant improvements to AI matching, profile management, hiring, and the user interface.

Pay Equity

We have conducted an annual pay-equity review since 2015 comparing the pay of bandmates who are doing “like for like” work. The goal of these reviews is to identify and rectify any pay differences that cannot be accounted for by experience, performance, or other valid factors. We also consider pay equity when making other pay decisions, such as during hiring and compensation reviews. Our ultimate aim is to foster an environment where equitable pay practices are consistently applied, and every employee is compensated fairly.

Early-Career Programs

Here at Spotify, we're not just offering internships—we're building careers. We believe in the power of people, especially the next generation of talent who will drive our industry and society forward. That's why our internship program and broader early career programs are not just a stepping stone for early career professionals; they're a vital part of our strategy to foster innovation, promote diversity, and allow bandmates to grow their careers with us.

The Summer Internship Program is our largest early career program which offers a wide range of opportunities across our business and technical teams. In 2024, we had 86 interns in our global program.

Tools, Benefits & Resources

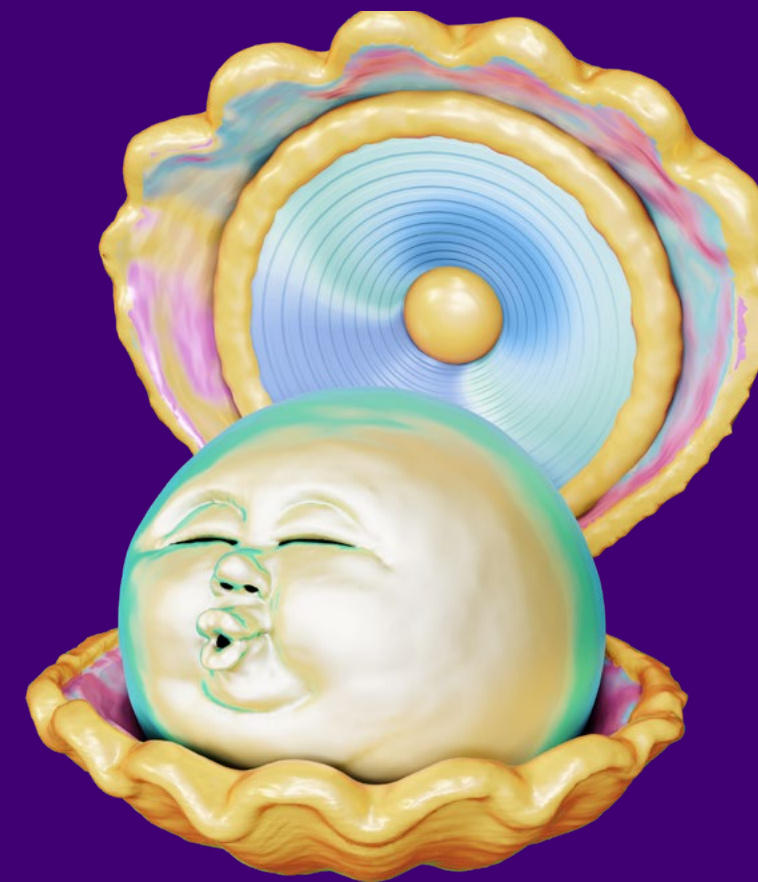
Offering equitable tools and benefits to every employee is another way we enhance equity and inclusion. We go beyond the standard medical, dental, vision, and retirement plan benefits by also offering, globally:

- **All The Feels:** This Employee Assistance Program (EAP) provides bandmates and their loved ones with therapy coverage and access to free, confidential, professional counseling sessions.
- **Work from Anywhere:** The value created by our people doesn't depend on where they work, so we support bandmates to choose what works best for them, either working at home, from one of our offices or something in between.
- **Family-forming and expansion:** We offer family-planning benefits, including in vitro fertilization (IVF), egg freezing, and adoption services to all bandmates.
- **Parental leave:** We provide a minimum of six months of paid gender-neutral parental leave for biological and adoptive parents. In 2024, 6.6% of full-time bandmates took parental leave. Out of these, we saw that 53.0% were men, 42.8% were women, and 4.2% used another term/did not declare.



Gender Transition & Affirmation Guide

We launched a new guide curated for transgender and non-binary employees to feel informed, prepared, and supported during their transition process at work. The guide is also a helpful tool for anyone who may find themselves supporting transitioning members of the Spotify community and beyond. This guide helps us to align with global inclusive best practices as identified by our partner organizations ([Stonewall UK](#), [Human Rights Campaign](#), and [GLAAD](#)) by driving belonging for members of our LGBTQIA+ community.



Parental Leave Hub

We're proud of our global support for parents, offering every bandmate six months of paid parental leave when they expand their family. In 2024, we launched a new parental leave hub to make navigating the leave process easier for everyone. By centralizing essential information on a new dedicated hub, employees are provided with many resources that make the process of taking parental leave more accessible.



Read&Write

In 2024, we launched digital literacy software, Read&Write, to all bandmates globally. Read&Write is a set of reading and writing tools that make digital text easier to understand. It particularly benefits those with disabilities and neurodivergence such as dyslexia, ADHD, or autism.



A Focus on Neuroinclusion

It's estimated that 20% of people globally are neurodiverse and in Tech as many as 53%. At Spotify we're committed to a workplace for everyone, and in 2024, we further expanded our work to ensure all bandmates have the tools they need to do their best work.

In December 2024, we launched our '**Neurodiversity Spotlight**' to improve awareness and understanding of neurodivergence, reduce stigma, and normalize conversations about neurodiversity at work. For launch, we published two new resources for bandmates, including:

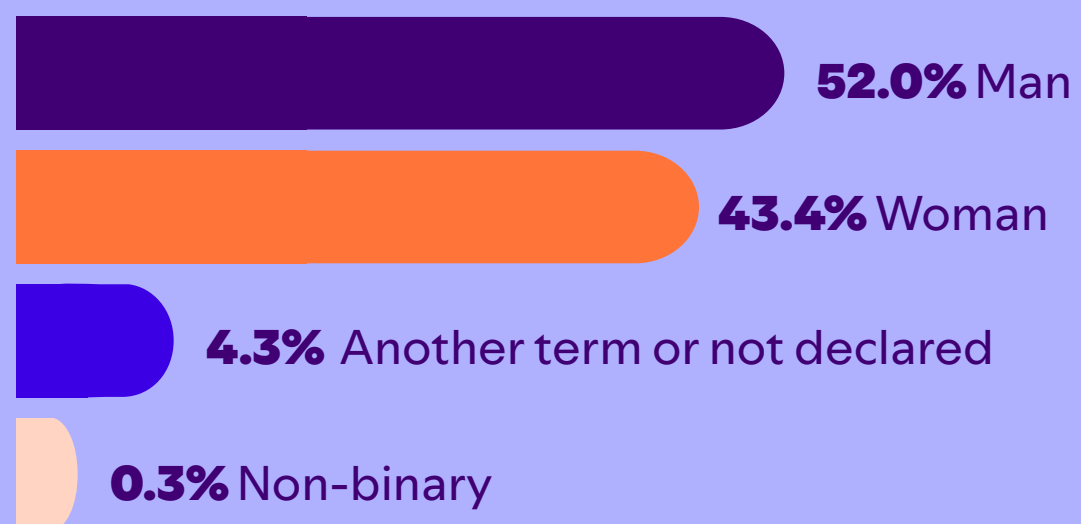
- Our **Neurodiversity Playbook**. This playbook shares guidance for neurodivergent bandmates on how to navigate a recent diagnosis and how to access accommodations and support.
- A new Inclusion Filter on **Supporting Neurodiverse Teams**. Inclusion Filters are practical, real-time guides for optimizing inclusion with everyday actions. Our latest Filter is all about managing neurodiverse team members and supporting neurodivergent bandmates.

Corporate Equality Index

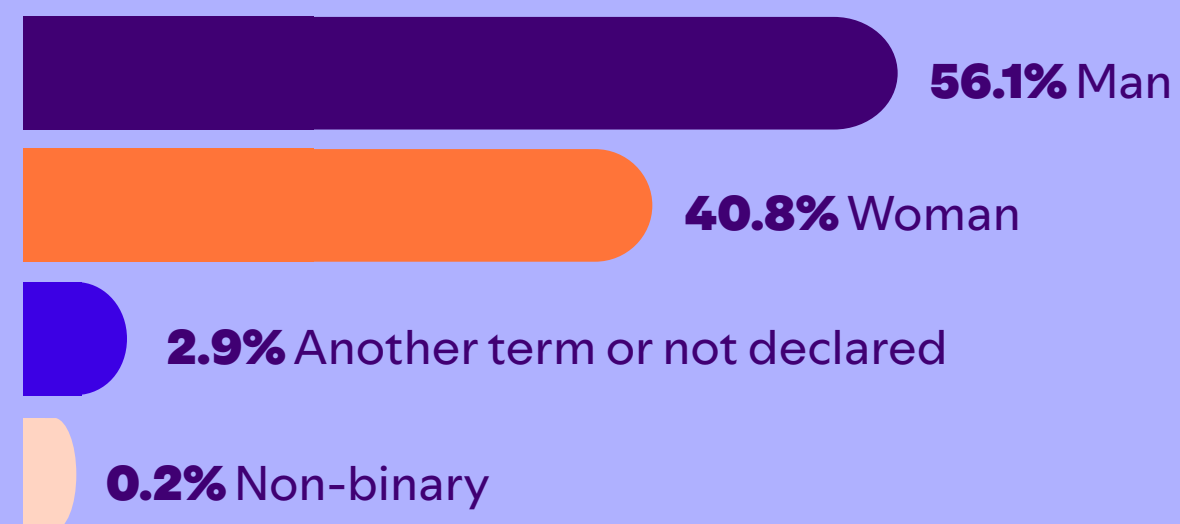
Over the past year, we've actively sought ways to support our LGBTQIA+ bandmates to ensure they feel seen, heard, and celebrated. An important part of our efforts has been participating in the annual Human Rights Campaign - Corporate Equality Index, ensuring our policies and practices are reflective of industry standards and best practices. In 2024, we were proud to achieve a 100 score—a reflection of our commitment to fostering an inclusive workplace where all employees can thrive and feel empowered to be their authentic selves.

Workforce Representation

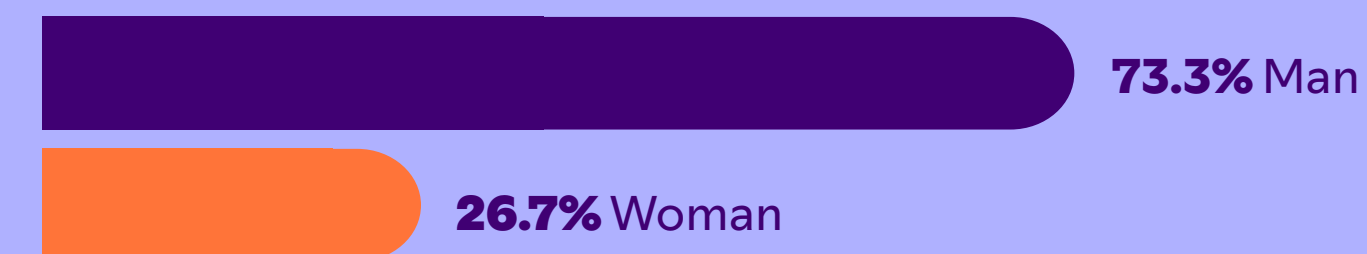
Workforce by Gender



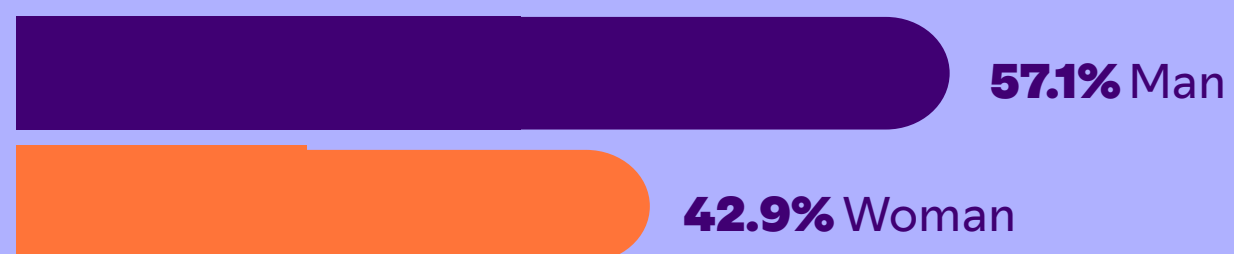
Director+



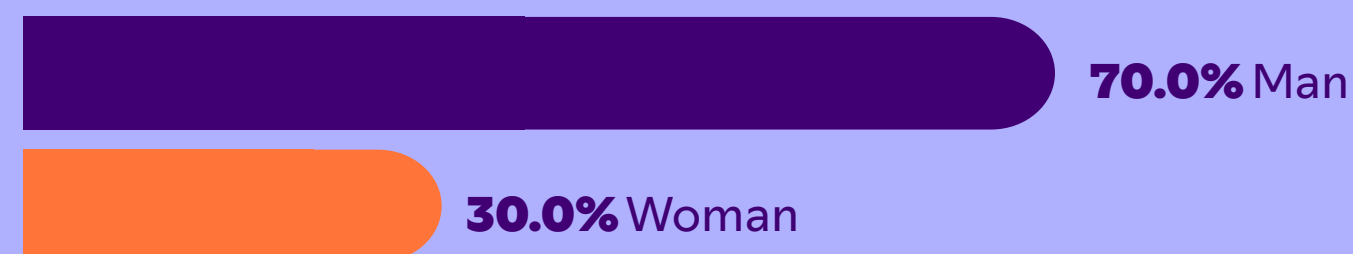
VP+



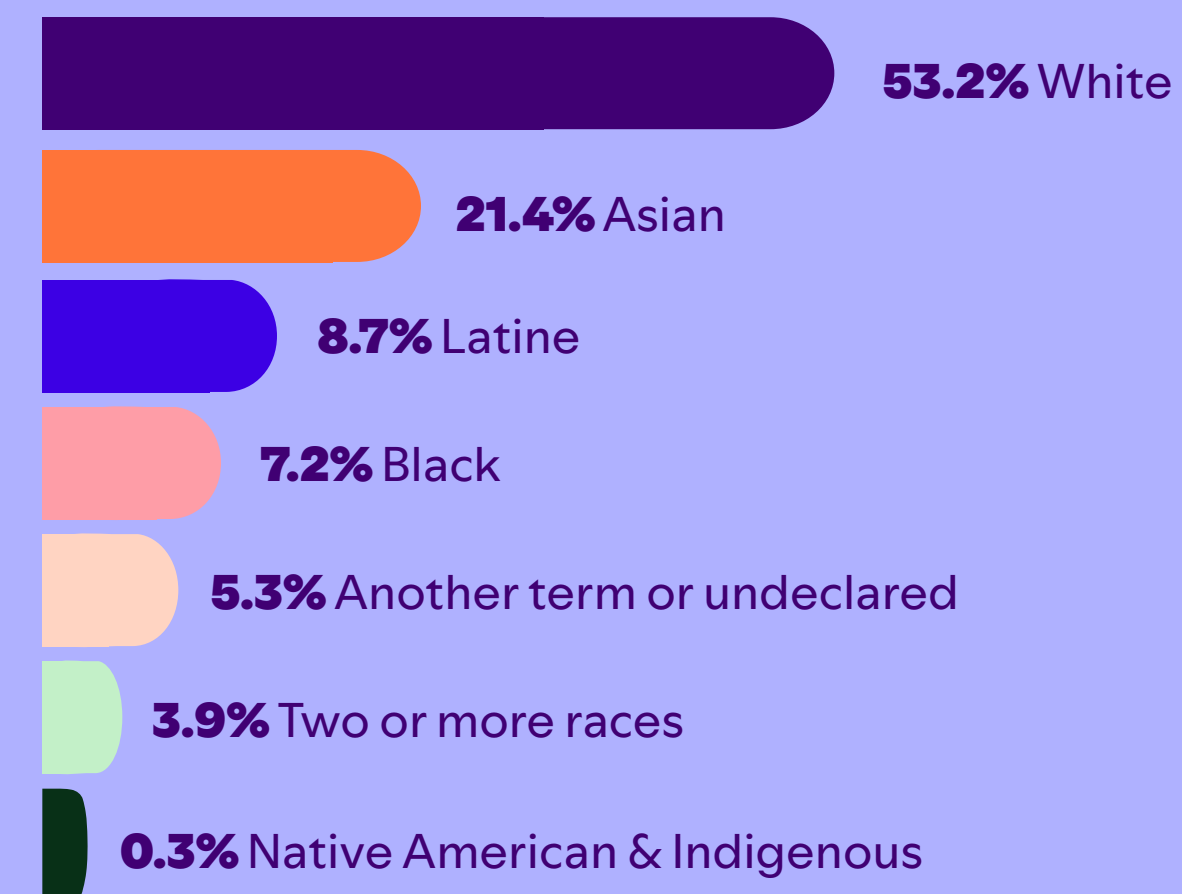
C-suite



Board of directors



Race/Ethnicity (US only)





Creators & Communities

Our platform’s reach allows us to empower and celebrate creators of every race, ethnicity, religion, sexual identity, and gender. We continue to expand efforts to amplify the voices of artists and creators from marginalized communities and connect them to more fans around the world.

To this end, we’ve launched programs and engaged external groups to provide the tools, resources, and skills required to thrive.

Amplifying Communities

We aim to use the power of our platform to provide a source for storytelling, solidarity, and inspiration, and to increase awareness of the issues facing historically marginalized communities.

EQUAL

Spotify is dedicated to advancing gender equity in music through the **EQUAL Global Music Program**, launched in 2021 to amplify and celebrate women creators worldwide. Available in **180+ markets**, the [EQUAL hub](#) features global and local playlists, podcasts, audiobooks, and curated collections like *Created By Women*, showcasing tracks fully written, produced, and performed by women.

In 2024, we supported **EQUAL ambassadors**—from icons like [Cher](#) and [Shreya Ghoshal](#) to rising stars like [Zaho de Sagazan](#) (France) and [DOROFEEVA](#) (Ukraine)—with editorial, partnerships, and marketing resources, generating **1.5 billion editorial streams** within their first month. Beyond our platform, we hosted **initiatives in 10+ markets**, including Argentina, Japan, and the U.S., to champion women creators globally.

Frequency

Spotify’s destination for celebrating Black art, entertainment, creativity, culture, and community—both on and off platform—works to create a space that represents the wide spectrum of Black artistry. In 2024, [Frequency](#) achieved several milestones with artists featured, receiving a total of 11.4B editorial streams (33.9B since launching in August 2021).

To mark 2024 Black History Month, we celebrated the Black managers behind incredible artists featuring [Victoria Monét](#), [Teezo Touchdown](#), [Larry June](#), and their respective managers [Rachelle Jeal-Louis](#), [Amal Noor](#), and [David Ali](#). For Women’s History Month, we celebrated Afro-Latina visual artist [Cristina Martinez](#) at the opening of her first solo exhibition in NYC as we honored women and art.

Elevating Creators

We're committed to leveling the playing field and removing barriers that inhibit creators from marginalized groups to thrive. Here are a few ways in which we provided opportunities in 2024 to support these creators:

NextGen

NextGen is a program that empowers creators through training, resources, and opportunities. Supported by the Creator Equity Fund, Spotify partnered with four Historically Black Colleges and Universities—Spelman College, Howard University, Hampton University, and North Carolina A&T. Together, since its inception in 2022, we've provided over \$250,000 in scholarships, \$100,000 in audio equipment, co-produced student-led audio content, and delivered training to students, faculty, and staff.

4A's Foundation x Spotify PULSE Fellows Year Three

We are committed to uplifting Black creators and ensuring they have a voice. For the past three years, we've partnered with the 4As Foundation to provide scholarships and career opportunities for young creatives at all stages of their journey.

In 2024, we welcomed the 4th cohort of the PULSE Fellowship, a yearlong creative development program. To bring this to life, we collaborated with impactful programs like MAIP, D&AD Shift, Marcus Graham Project, ONE School, and our newest partner, BLAC Internship, to support and uplift Black creatives.

BIMM Music Institute Educational Partnership

Since 2021, our partnership with BIMM Music Institute in the U.K., Ireland, and Germany has provided eight diversity scholarships to students, aiming to accelerate diversity in music education and the creative industries. Recipients receive mentorship, while the wider BIMM student body benefits from opportunities like feedback sessions, masterclasses, and access to Spotify's educational resources.

Industry Partnerships

We collaborate with partners that help us lead the way toward a more inclusive and equitable audio industry. In 2024, those included:

Gold House, a nonprofit collective of API founders, creative voices, and leaders working toward more authentic multicultural representation and societal equity. In 2024, Spotify once again partnered with the [Gold House Futures Music Accelerator](#) program. Aimed at empowering API artists through Spotify masterclasses, editorial opportunities, and world-class mentoring sessions, the 2024 program culminated in a new trio of artists dropping Spotify Singles on May 15 during Asian and Pacific Islander Heritage Month.

Black Tech Fest, organized by Colorintech, BTF (Black Tech Fest), brings together thousands of students, professionals, entrepreneurs, and investors in London to facilitate conversations on inclusivity, innovation, and amplifying Black voices at the intersection between technology and culture. In 2024, our BLK Belonging Group - U.K. Chapter hosted a panel featuring The Receipts Podcast, a U.K.-based show on Spotify bringing candid conversations on the experience of Black creators.

ADCOLOR helps create a community of diverse professionals in creative industries to support, uplift, and celebrate one another. In 2024, Spotify expanded its partnership to sponsor the following programs:

- **ADCOLOR FUTURES program:** Identifies and nurtures the next generation of leaders in the advertising, marketing, media, and public relations industries
- **ADCOLOR FUTURES Hackathon:** Gives FUTURES a platform to tackle a huge industry problem, sharpen their skills in collaboration and design thinking, and pitch their creative solution to a panel of judges
- **2024 ADCOLOR in Music | Artist of the Year Award:** Presented to Grammy-nominated singer-songwriter Shaboozey
- **ADCOLOR in Music Fireside Chat:** Featuring Grammy-nominated singer-songwriter Mickey Guyton

USC Annenberg Inclusion Initiative

Since 2018, Spotify has funded the USC Annenberg Inclusion Initiative's annual "[Inclusion in the Recording Studio?](#)" report, which examines gender and race/ethnicity for artists, songwriters, and producers appearing on the Billboard Hot 100 Year-End Charts from 2012 to 2023. The study found that for the first time in 12 years, the percentage of women songwriters increased—from 14.1% in 2022 to 19.5% in 2023. This change was due almost exclusively to the number of women of color credited as songwriters in 2023.

Creator Equity Fund

In February 2022, Spotify established the Creator Equity Fund (CEF), a multi-year initiative to amplify and support primarily Black and LGBTQIA+ artists and creators in the U.S., U.K., and Brazil. Since its inception, we’ve leveraged our resources to help professional and aspiring creators reach new audiences, connect with industry influencers, and hone their crafts. Through the CEF, our goal is to ensure equity is part of the industry’s DNA and Spotify’s ecosystems for years to come.

Over the years, the CEF has provided resources aimed at delivering new content on platform from fresh, diverse voices, invested in campaigns to highlight rising artists from around the world and closing the access gap to the audio industry for creators of color.

Highlights from 2024

In 2024, the CEF focused on directing investments to initiatives that would greatly impact streaming numbers and ultimately create longer-lasting value for artists and creators across music and podcasts. This includes on-platform promotion, free podcast studio time, and production support.

Music

Across music, we supported new playlists highlighting black, LGBTQIA+, and women talent and artist releases through paid ads and on platform promotion, generating 480M impressions, 36.93M incremental streams, and 2.42M incremental listening hours.

AMPLIFIKA amplified Afro-Brazilian talent by spotlighting artists and selecting four ambassadors – [Cryzin](#), [Milthinho](#), [Maru2d](#), and [Merícia](#)—who released exclusive Spotify Singles. The program hosted Amplifika Day, a celebration with masterclasses, workshops, and community-building activities, further showcasing Spotify’s commitment to empowering Afro-Brazilian creators.

Podcasts

Spotify partnered with USC Annenberg for an inclusion study analyzing representation in podcasting and launched a new initiative to provide emerging creators with on-platform promotion and studio space. Five creators received banner placements and access to studio facilities, with plans to expand the program internationally in 2025.

Community

1619: The College Edition Listening Party: In April, Spotify partnered with Howard University and Pulitzer Prize-winning author and professor Nikole Hannah-Jones to celebrate 1619: The College Edition podcast with a listening party attended by students, faculty, and influencers.

CultureCon Uncut Podcast: Spotify Studios partnered with CultureCon Studios to launch CultureCon’s inaugural podcast, [CultureCon Uncut](#). The show unpacks the journeys of Black innovators and entrepreneurs who drive culture to inspire the next generation of world-changing creatives. A celebratory dinner for host Imani Ellis and guests preceded the show’s release.

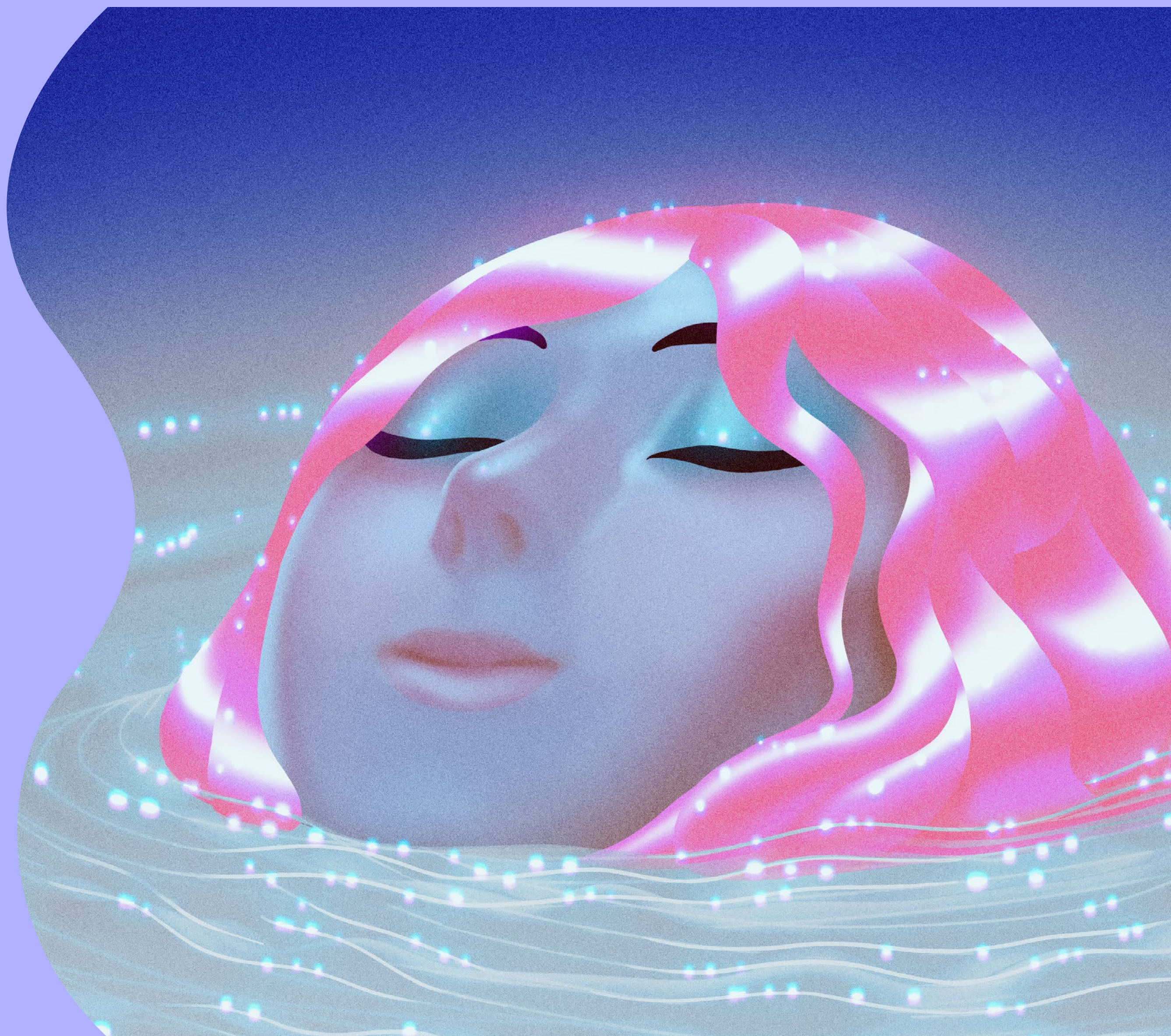
Spelman Podcast Studio Opening: The CEF Community vertical team hosted “Spotify NextGen: Pass the Mic” at Spelman College to celebrate the opening of a newly refurbished podcast studio on campus, marking the conclusion of our NextGen partnership with Spelman College. The highlight of the event was a panel on the ‘Power of Using Your Voice’ in the media industry, featuring creators Clarke Peoples, Lynae Vanee, Jaz Turner, and Dr. Joy Harden Bradford.

WNBA LA Sparks HBCU Night: Spotify partnered with the WNBA to award scholarships to three LA high school seniors and host a career panel connecting students with industry professionals and HBCU recruiters.

Mental Health & Well-being

As part of the broader EDI mission, we make mental health a priority across Spotify, helping to build a more inclusive, resilient, and thriving workplace.

We also recognize the impact of music, podcasts, and audiobooks and support our users through a number of external initiatives, such as the platform's dedicated Wellness Hub and our World Mental Health Day campaign.



Bandmates

Heart & Soul

Heart & Soul is dedicated to supporting every Spotify employee on their mental health journey—whether facing challenges or embracing well-being. We’re focused on creating a stigma-free, caring workplace where everyone feels supported and valued. We bring Heart & Soul’s purpose to life by focusing on three key priorities: raising awareness, providing support and resources, and breaking down stigma.

With the backing of the EDI Team and a dedicated group of Heart & Soul ambassadors, we’re committed to meeting the mental health needs of all our bandmates across Spotify. Our goal is to continuously adapt to innovations in evidence-based care, ensuring our support remains valuable and responsive.

We want our people to feel they belong at Spotify. Because supporting mental health is a continuous effort, Heart & Soul is always evolving, and we are finding new ways to drive behavioral and cultural changes at Spotify.

We know that the best approach to any health issue is a preventive one, which is why we’re committed to providing the space, opportunities, tools, and resources for our people to seek and receive the support they need.

Heart & Soul Ambassadors

Real change starts with our people, and the Heart & Soul Ambassador team plays a key role in shaping and delivering mental health support tailored to our communities’ needs. With 50 ambassadors in 2024, they serve as personal touchpoints for support across our global locations.

Given their exposure to complex topics, we provide ambassadors with training to help them identify mental health signs and offer support. They also have ongoing learning opportunities, reflection spaces through Ambassador Circles (sessions hosted by our mental health partners on specific topics), and unlimited access to counseling when needed.

Mental Health Partners Team

Since 2020, we have been working with an external advisory board of mental health partners consisting of mental health professionals from Singapore, the U.K., and the U.S.

The Mental Health partners offer expertise and consulting to the Heart & Soul leads, including education on external mental health trends from the regions where partners are based. They also develop programming, resources, and safety-check communications.

All the Feels

The All the Feels employee assistance program (EAP) offers short-term counseling from third-party mental health professionals to all bandmates and their dependents ages 16 and older. Through this program, anyone can access up to five sessions per issue, per year. Issues include relationships and parenting, stress and anxiety, major life changes, and surviving loss.

Wellness Week

In late 2024, we celebrated our fourth annual Wellness Week. During this time, the whole company shuts down to allow bandmates to rest, restore, and recharge in whatever way works for them. In 2024, the focus was on learning, and bandmates were encouraged to use the time for self-development and creativity.

H&S CIRCLES

Our Heart & Soul Community Circles offer bandmates a space to connect, share, and gain tools for supporting their mental health. Led by external mental health professionals, each session focuses on topics chosen in collaboration with our communities and mental health partners, ensuring relevance and safety. These experts create a supportive environment, guide discussions, and provide one-on-one support, if needed, fostering connection, understanding, and uplifting experiences.

Substance Awareness & Support Program

Launched in 2022, our Global Substance Awareness & Support Program helps us support those struggling with substance use and create more inclusive teams. It offers resources for seeking help or supporting others, including a resource library, talks, webinars, and a language guide to promote mindful communication around alcohol, drugs, and medications.

Domestic Abuse Support Program

At Spotify, our goal is to help bandmates understand, recognize, and effectively respond to domestic abuse through our Domestic Abuse Support Program. The program provides training on how to identify the signs of domestic abuse and respond with appropriate support; we also have a directory of local organizations that can help. We support all bandmates affected by domestic abuse through the following initiatives:

- Training and resources
- Paid leave and work adjustments
- Subsidies for temporary accommodation
- Safety planning
- Confidential referral service: one-to-one sessions with social workers through an external partner



Tuning into our bandmates

Our biannual employee engagement survey, Tune In, delivers invaluable insights into employee mental health and well-being. In October 2024, we received a response rate of 87%.

On a scale of 0 to 100, where 0 = strongly disagree and 100 = strongly agree, Bandmates strongly agreed (score of 82) that Spotify advocates for positive mental health and well-being. That reflects a 2% increase from April to October.

Survey respondents also reported knowing how to access tools and resources to support their mental health (79%). Finally, we were gratified that bandmates have a strong sense of pride working at Spotify (score of 84) in 2024.

“As a people-centered organization, our Tune In surveys serve as a bridge between employee well-being and leadership effectiveness. They’re more than a way to hear our bandmates’ voices—they help us create alignment, ensuring that employee satisfaction and strong leadership work in concert to drive our collective success.” Katarina Berg, CHRO

World Mental Health Day

Take a Beat. Tune into Nature.

For World Mental Health Day, we encouraged everyone to **“Take a Beat” and tune into nature** for their well-being. Bandmates received resources to step away, spend time outdoors, or enjoy nature sounds on Spotify—habits we aim to embed into our culture all year-round.

On Spotify, the [Take a Beat hub](#) featured science-backed content, including field recordings, nature-themed albums, guided meditations, and podcasts, with contributions from artists and partners like [Sounds Right](#) and [Calm](#).

Community impact

As a part of the campaign, we donated to organizations connecting people to nature for mental health, including [Dose of Nature](#) in the U.K., [Climate Mental Health Network](#) in the U.S., and [The Global Fund for Mental Health](#).

We also partnered with [Good Energy](#) to provide [resources](#) on the intersection of mental health and climate change.

Creators & Communities

Supporting the Mental Health of Listeners

Our platform can provide a place for our users to discover moments of inspiration and healing through music, podcasts, and audiobooks. We leverage the power of Spotify to raise awareness around mental health and support our listeners' well-being through the following activities:

Our Minds Matter Hub

In partnership with UNICEF, we launched the *Our Minds Matter* hub on Spotify to support youth mental health, including refugees and migrants. Featuring music and talk playlists for sleep, study, and relaxation, the hub also includes the co-created *On My Mind* podcast, now in multiple languages, and the *Magnificent Mei* audio comic series. In 2024, we expanded the hub to Latin America, making it available in 26 markets globally.

Make Moves Fund

In collaboration with Nike, the *Make Moves Fund* launched to improve girls' mental well-being (ages 10-17) through music and movement. Launched on World Mental Health Day, the initiative provided £20,000 grants to 10 U.K.-based community organizations, reaching over 500 girls and supporting girl-first programming for confidence, self-esteem, and overall well-being.

Mentivity Partnership

With U.K. youth spaces underfunded and disappearing, Spotify helped fund Mentivity to open a youth center in South London. To amplify the story, Spotify co-produced *The Centre*, a short film directed by Adeyemi Michael, showcasing youth centers' critical role in U.K. music and culture. The film won two Lovie Awards, received significant media coverage, and attracted new partnerships and funding for Mentivity. This project enables Spotify to give back to communities that have supported so many of their biggest artists at the very beginning of their careers.



04

Responsible Business & Governance

[Our Business Model](#)[Our Board of Directors](#)[Oversight of the Report](#)[Materiality Analysis &
Risk Management](#)[Creating a Safe, Secure
& Transparent Platform](#)[Business Ethics](#)



In order to ensure that we're operating a responsible business and one that meets the highest ethical standards, we take a rigorous approach to designing policies and governance practices that support both our company values and our stakeholder interests.

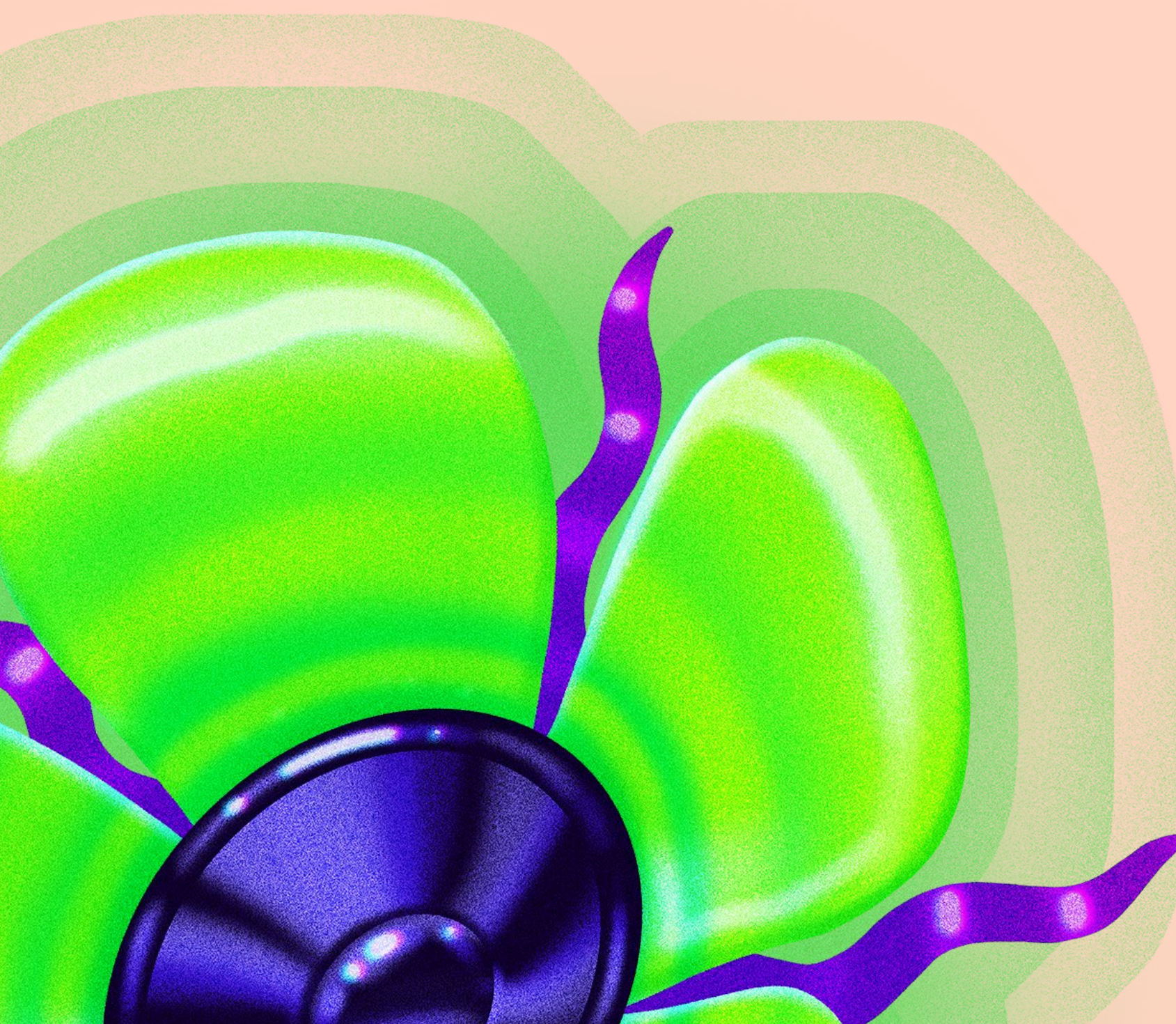
Our Business Model

We focus relentlessly on building the best and most valuable experience available anywhere, enhancing every moment by connecting the world to the art and creatives that shape it. We are the world’s most popular audio streaming subscription service, with 675 million MAUs—including 263 million Premium Subscribers—across 184 countries and territories as of December 31, 2024.

Driving Discovery

Spotify has transformed the way the world accesses and enjoys music, podcasts, and audiobooks. Today, millions of people around the world have access to over 100 million music tracks and 6.5 million podcast titles through Spotify, whenever and wherever they want. In select markets, over 350,000 audiobooks are available for à la carte purchase, and eligible Premium subscribers receive a specified number of hours of access a month to a subscriber catalog containing more than 200,000 audiobooks.

By leveraging our customer relationships, data analytics, and software, we’re continuing to build a two-sided marketplace for users and creators. We’ve been instrumental in reshaping the way people enjoy, discover, and share audio content. With our marketplace strategy, we’re empowering creators by offering unique insights and developing new tools designed to give them the ability to unlock new monetization opportunities. Spotify is uniquely positioned to offer creators and fans access to one another and to provide creators with the resources to better understand their fans and grow their businesses.



Our Board of Directors

Our Board of Directors (Board) currently has 10 members. The Board provides Spotify's management team with strategic guidance and oversees management's adoption and implementation of procedures designed to promote both legal compliance and the highest standards of honesty, integrity, and ethics throughout the organization. The majority of our Board is considered independent, including our Lead Independent Director, and each Director is elected annually. The Lead Independent Director's role includes liaising between the Chairman of the Board and the nonmanagement directors and coordinating with the Chairman to set meeting agendas and schedules. Refer to our [governance web page](#) for more information.

Our Board has two standing committees. Our Audit Committee assists the Board's oversight of the integrity and audits of the company's financial statements, the company's compliance with legal and regulatory

requirements, and monitoring our climate strategy. Our People Experience and Compensation Committee oversees compensation matters relating to our employees and directors, as well as monitoring our diversity, inclusion, and belonging strategy.

The Board and its committees conduct annual self-evaluations of their performance to make sure they are functioning effectively.

Oversight of the Report

The Equity and Impact Report is owned by our HR team overseen by a Steering Circle consisting of the cross-business senior leaders with representation from HR, Finance, and Legal. The Steering Circle oversees the work of creating transparent and accurate disclosure for the Equity and Impact Report. Our Sustainability team shares this work with the Audit Committee on the company's climate-related actions, while our Equity, Diversity, and Impact team provides updates on our work related to diversity and inclusion to the People Experience and Compensation Committee.

Materiality Analysis & Risk Management

Materiality Analysis

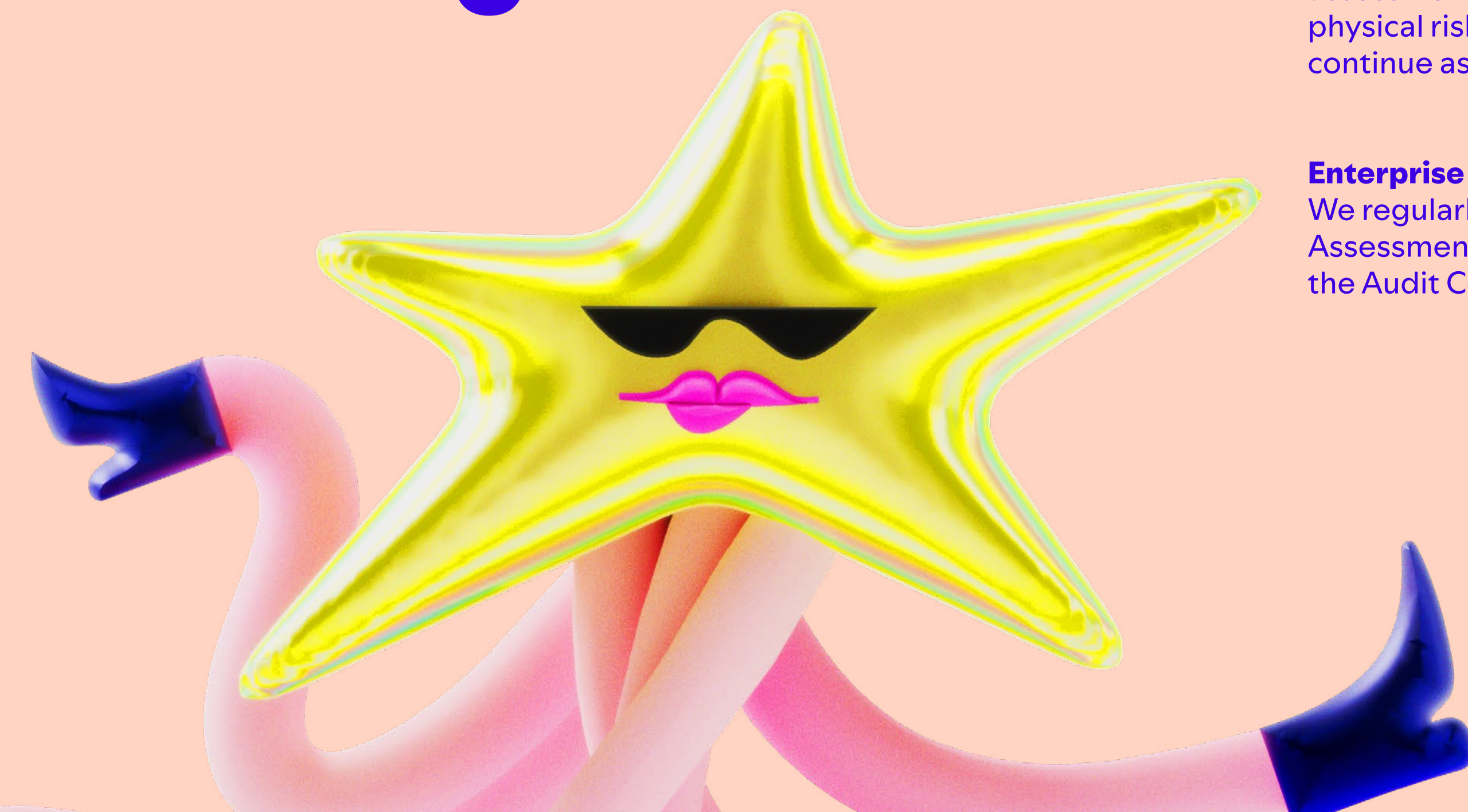
A materiality analysis is a tool used to identify and prioritize the environmental, social, and governance topics that are most significant to our business and stakeholders to inform our reporting. For our Equity and Impact Report, our materiality analysis considered world events, as well as information most relevant to our bandmates, investors, financial analysts, advertisers, and the media. Other external stakeholders included creators, users, suppliers, and the communities we operate in. We also considered legal requirements on nonfinancial reporting, such as the Swedish Annual Accounts Act, when conducting this analysis.

Climate Risks

We regularly review and update our Climate Risk Assessment in line with the Task Force on Climate-Related Financial Disclosures (TCFD) recommendations. The assessment included a scenario analysis in which the team assessed Spotify's climate-related risks and opportunities under low- and high-emissions scenarios. In particular, we modeled the exposure of the data centers where Spotify operates and our offices to acute and chronic climate perils such as floods, tropical cyclones, drought, extreme heat, wildfires, etc. With this assessment, Spotify developed a deeper understanding of how it can be subject to both transition and physical risks arising from climate change and what measures can be taken to mitigate them. We plan to continue assessing higher risks and updating our understanding annually.

Enterprise Risk Management

We regularly assess high-level risks, including ESG risks, to our business through our Enterprise Risk Assessment Program. Enterprise risks are assessed periodically and reported to senior management and the Audit Committee.



Material Topics

1

Equity, Diversity & Impact

EDI enables us to put our values into practice. Our extensive work in this area enables us to better serve our employees, creators, and users, and to foster innovation and collaboration.

2

Climate Impact

Our commitment to net-zero emissions by the end of 2030 will require ongoing progress across a broad range of initiatives. Although most of our emissions fall outside our direct control, we can influence wider change in our supply chain, in our industry, and among our millions of users.

3

Sustainable Business Practices

We are committed to doing business in a sustainable way. That includes ensuring that social and environmental issues are integrated into our risk management and ensuring that third parties act consistently with our expectations and values.

4

Content & Moderation Policy

Our long-standing Platform Rules help make Spotify a destination where everyone has a safe and enjoyable experience.

5

Data Protection & Privacy

We want everyone who uses Spotify to know that their data is safe and respected by us and to feel confident and in control of the data they share with us. Maintaining this trust retains users and protects us from regulatory and reputational risk.

6

Ethical Business Practices, including the Prevention of Corruption

We continue to communicate to our employees and supply chain partners our expectations regarding ethical business conduct, especially concerning bribery and corruption.

Creating a Safe, Secure & Transparent Platform

Our platform has the power to have a significant impact on people's lives, and we aim to create a safe space for both our listeners and creators. We understand our responsibility in handling data from users, creators, and employees, and we're proactive when it comes to content moderation and policy, data protection, and privacy.

Our Platform Rules

Our long-standing policies, the [Spotify Platform Rules](#), outline the types of content we do not allow on Spotify and help ensure that everyone has an enjoyable experience with our services. The Platform Rules, developed with the guidance of global external safety experts, address dangerous, deceptive, sensitive, and illegal content. It's important to note that these rules are not static: as the abuse landscape evolves, our rules evolve along with it. All content on Spotify is subject to the same rules and enforcement actions. When content is violative, Spotify may take a number of actions, up to and including removal from our platform. Repeated or egregious violations may result in accounts being terminated.

Spotify Safety Advisory Council

The Spotify Safety Advisory Council (SSAC), launched in 2022, helps Spotify evolve its policies and products in a safe way while making sure we respect creator expression. Our council members advise teams in key areas like policy and safety-feature development as well as guide our approach to equity, impact, and academic research.

Members of the SSAC are individuals and organizations around the world with deep expertise in areas that are key to navigating the online safety space. Recent Council member additions in 2024 included:

- [Project Rockit](#): Australia-based organization against bullying, hate, and prejudice that's helping us create an online environment that's safer for young people.
- [Moonshot](#): a U.K.-based organization helping us understand motivations for online hate and extremism in music and how to reduce the threat of violence both online and offline.

Connecting Vulnerable Users With Support Services

We rolled out new safety measures across the globe to help connect listeners who may be thinking about self-harm with the support they need. Anyone who searches for high-risk terms associated with this type of behavior receives a localized in-app message prompting them to explore our [mental health resources](#) and find locally relevant emergency mental health and support services.

Data Protection & Privacy

At Spotify, we value and protect the privacy of our users worldwide. Transparency is one of our core principles, which is why we continuously update our [Spotify Privacy Policy](#) and [Safety and Privacy Center](#) to provide clear, straightforward, and accessible explanations of how data is processed at Spotify. We aim to ensure that everyone using our services understands the data we collect, how it is used, and the choices available to them to control and exercise their privacy rights with respect to this data. We offer a range of tools that empower users to exercise their privacy rights, and our staff of expert advisors is available to address questions about Spotify's data processing practices. In 2024, more than a million users used the Download Your Data tool to access their personal account data. We follow a formal incident response process to identify and respond to data security incidents, prioritizing the protection of user data against unauthorized use and inappropriate disclosure. In 2024, our Data Protection Office identified and reported one incident to the appropriate regulators, as it met the legal reporting criteria under applicable data protection laws.

Privacy Principles

Earning and maintaining the trust of our customers is essential to Spotify. To that end, we uphold the following key guiding principles at the heart of our privacy philosophy:



We respect privacy as a fundamental human right.

We work hard to respect the privacy rights of users, employees, and partners worldwide.

We provide transparency about data processing.

We aim to clearly disclose how Spotify collects, uses, and shares personal data.

We provide meaningful controls.

We strive to provide individuals with meaningful control over the collection and use of their data.

We keep our word.

We strive to ensure that our internal use and handling of personal data is consistent with our external commitments.

We protect personal data in our care.

We aim to have adequate controls to protect personal data in our care from unauthorized access or use.

Business Ethics

At Spotify, the manner in which we conduct our business drives our reputation and culture. Our Code of Conduct and Ethics (Code) outlines three main rules regarding how we should behave when acting on behalf of Spotify:

- 1
Do the right thing: Always act with honesty, integrity, and reliability. Keep moral and ethical standards sky high.
- 2
Be nice: Treat people with dignity and respect, regardless of who they are and where they come from. Stay decent and courteous in all relationships.
- 3
Play fair. Don't cheat: Be careful to balance the interests of all groups (stakeholders, artists, users, employees, and the general public) when you go about our business.

Policies & Standards

Our [Spotify Code of Conduct and Ethics](#) is our principal policy regarding business ethics, and it sets the tone for how we expect all employees and those acting on Spotify's behalf to act. The Code requires respect for and compliance with laws, rules, and regulations. We maintain robust ethical policies and procedures, including our global policies on the prohibition of bribery and corruption, conflicts of interest, insider trading, discrimination and harassment, and protection of confidential data and personal data. We also prohibit all forms of human trafficking, slavery, servitude, and forced or compulsory labor in our business and supply chain. All bandmates are prompted to annually review and acknowledge their compliance with the Code and with many of these key global policies (Global Policy Review). This exercise is reinforced by accompanying training videos (on compliance-related topics such as conflicts of interest, anti-corruption, side businesses, insider trading, and confidentiality) and messaging from senior leadership that sets the tone from the top on reiterating the importance of compliance with these policies. By the end of 2024, 94.6% of bandmates had completed their Global Policy Reviews. All new employees are also expected to comply with and confirm their commitment to abide by policies prohibiting corruption, discrimination, and harassment within the first 30 days of employment. We will continue to follow-up with any employees that have not yet completed the training.

Spotify Ethics Line

It is important that Spotify bandmates and our stakeholders, including users, third-party vendors, customers, and business partners, feel comfortable raising compliance concerns without fear of reprisal. These include issues around employee policies, legal matters, workplace harassment and discrimination, misconduct, and conflicts of interests, as well as suspicions of theft, bribery, or fraud. This is an essential part of conducting our business with honesty, integrity, and fairness.

We provide multiple avenues to raise concerns. Bandmates may reach out to Human Resources or send an email to a dedicated mailbox for ethical conduct inquiries to our Internal Audit and Risk, Compliance, and Employment Legal teams. The [Spotify Ethics Line](#), our external-facing whistleblower platform, is available to all bandmates and to the public at large. Hosted by a third-party whistleblower hotline, it directs concerns to the appropriate internal teams and provides options to submit those concerns and where applicable, to route a concern through a local reporting tier. Reports through the Ethics Line may be made anonymously in some jurisdictions. Our Spotify Ethics Line is governed by our [Whistleblower Policy](#), which is subject to oversight by our Audit Committee.

Supplier Responsibility

At Spotify, our commitment to conducting business ethically extends to our business partners and suppliers. We require all suppliers engaged through our procurement process to abide by our [Supplier Code of Conduct \(SCoC\)](#). The SCoC sets forth our basic expectations surrounding how our suppliers and third-party intermediaries should conduct business on our behalf. Our high ethical standards for our supply chain and the emphasis we place on promoting fair and safe working conditions are reflected in our SCoC and in our statement concerning modern slavery.



05

Reporting Principles & Data

[Our People Data](#)[Climate Data](#)[Governance Data](#)[Auditor's Report](#)[Notes & Disclaimers](#)

About This Report & Reporting Principles

This is Spotify AB's eighth Equity and Impact Report and relates to the financial year ended December 31, 2024. This report brings the opportunity to share our work, progress, and commitments to be better every year, while also fulfilling disclosure requirements of the Swedish Annual Accounts Act (implementing EU Directive 2014/95 regarding disclosure of nonfinancial information).

The report covers Spotify AB (corporate ID no. 556703-7485), headquartered in Stockholm, Sweden and is a subsidiary of Spotify Technology S.A., and all other subsidiaries as listed in Note 12 of the Spotify AB annual financial statements. In signing the Spotify AB annual financial statements, the Board of Directors of Spotify AB has also approved the Equity and Impact Report.

Data Appendix

This data appendix consists of additional information on data and KPIs. The information aims to provide stakeholders and readers with supplementary ESG information in order to gain a deeper understanding of the company's activities and operations.



Our People Data

Method(s) for Data Collection

Employee data is collected and stored in Spotify's HR system. The data is compiled on an annual basis. Figures include permanent and fixed-term contracted (FTC) employees as of December 31, 2024. Additional data on Spotify's Board of Directors can be found on our [Investors](#) web page.

Metric	Unit	2024	2023**
Number of Permanent Employees	Employed individuals	7,261	8,913
Age Distribution	<30	15.0%	19.9%
	30–50	81.4%	76.9%
	50+	3.6%	3.2%
Represented Nationalities	Number of nationalities	119	123
Gender Distribution			
Overall	Man	52.0%	51.4%
	Nonbinary	0.3%	0.4%
	Woman	43.4%	43.9%
	Another Term or Undeclared	4.3%	4.3%
Director+	Man	56.1%	55.5%
	Nonbinary	0.2%	0.3%
	Woman	40.8%	41.4%
	Another Term or Undeclared	2.9%	2.8%
VP+	Man	73.3%	66.7%
	Nonbinary	0.0%	0.0%
	Woman	26.7%	33.3%
	Another Term or Undeclared	0.0%	0.0%
C-Suite	Man	57.1%	57.1%
	Nonbinary	0.0%	0.0%
	Woman	42.9%	42.9%
	Another Term or Undeclared	0.0%	0.0%
Board of Directors	Man	70.0%	70.0%
	Nonbinary	0.0%	0.0%
	Woman	30.0%	30.0%
	Another Term or Undeclared	0.0%	0.0%
Ethnicity (US-Only)			
Asian	% of U.S. employees	21.4%	21.7%
Black	% of U.S. employees	7.2%	7.4%
Latinx	% of U.S. employees	8.7%	9.3%
Native American & Indigenous***	% of U.S. employees	0.3%	0.3%
White	% of U.S. employees	53.0%	51.5%
Two or More Races	% of U.S. employees	4.0%	4.2%
Another Term or Undeclared	% of U.S. employees	5.4%	5.6%

**2023 People data includes employees impacted by the December 2023 workforce reduction that remained on garden leave as of December 31, 2023.

***Native American and Indigenous includes American Indian, Alaska Natives, Native Hawaiian, and other Pacific Islanders.

Climate Data

Method(s) for Collecting Climate Data and Calculating GHG Emissions

We measure climate data using a combination of activity and spend data to calculate emissions results, refining our methodology throughout the year. The calculations follow the GHG Protocol Corporate Accounting and Reporting Standard (Revised Edition), GHG Protocol Scope 2 Guidance, and the Corporate Value Chain (Scope 3) Accounting and Reporting Standard (collectively, the GHG Protocol) other than for Scope 3 Category 11 emissions, as set out below.

This methodological information on our emissions is also intended to comply with California’s AB 1305.

Scope 1 and 2 GHG Emissions

Our emissions include all Scope 1 (direct) and Scope 2 (indirect) emissions from our operations (i.e., offices). Scope 1 emissions represent direct emissions from heating fuels (such as natural gas) and refrigerants used

in our offices. Scope 2 emissions represent indirect emissions from purchased electricity for our offices. For both Scope 1 and Scope 2 emissions calculations, actual data from third-party utility bills (e.g., actual natural gas usage, electricity consumption) is used. Where actual utility data is not available, estimated heating/cooling/electricity usage is calculated based on office square footage and consumption benchmarks (e.g., Department of Energy’s Building Performance Database, IEA Efficiency Indicators). A market-based approach has been applied to calculate Scope 2 emissions shown below using contract-specific emissions factors where available, data on grid-residual emissions factors, or location-based emissions factors where there are no contracts or residual emissions factors. Our reported Scope 2 emissions do not reflect the acquisition of energy attribute certificates (“EACs”) purchased subsequent to measurement.

GHG Scope	2024 (tCO2e)	2024 (% of total tCO2e)	2023* (tCO2e)	2023* (% of total tCO2e)
Scope 1	1,069	0.6%	1,053	0.4%
Scope 2**	3,362	1.7%	3,767	1.3%
Scope 3	190,596	97.7%	275,891	98.3%
Total	195,027	100.0%	280,711	100.0%
Scope 3 Breakdown by Category				
Category 1: Purchased goods and services	153,180	80.4%	239,019	86.6%
Category 2: Capital goods	3,272	1.7%	3,072	1.1%
Category 3: Fuel- and energy-related activities	1,263	0.7%	1,837	0.7%
Category 5: Waste generated in operations	188	0.1%	226	0.1%
Category 6: Business travel	26,058	13.7%	25,730	9.3%
Category 7: Employee commuting	4,932	2.6%	5,305	1.9%
Category 8: Upstream leased assets	267	0.1%	346	0.1%
Category 13: Downstream leased assets	1,060	0.5%	N/A	N/A
Category 15: Investments	376	0.2%	356	0.1%
Total Scope 3	190,596	100.0%	275,891	100.0%

*2023 figures have been restated to include Scope 3 Category 15

**Scope 2 emissions above are calculated using the market-based method. Location-based Scope 2 emissions are 3,954 tCO2e and 4,178 tCO2e for 2024 and 2023, respectively.

Scope 3 GHG Emissions

Our Scope 3 emissions reflect all other indirect emissions across our value chain. This includes the following categories:

- **Category 1:** Purchased goods and services. This includes emissions associated with cloud computing, marketing services, production of original podcast content by our own podcast studios, and other purchased goods and services. Our Scope 3 boundary does not include activities related to the production of licensed music, podcast, or audiobook content.
- **Category 2:** Capital goods
- **Category 3:** Fuel- and energy-related activities (not included in Scope 1 or Scope 2)
- **Category 5:** Waste generated in operations
- **Category 6:** Business travel
- **Category 7:** Employee commuting
- **Category 8:** Upstream leased assets
- **Category 13:** Downstream leased assets
- **Category 15:** Investments*

Scope 3 emissions are primarily calculated using a spend-based approach, which estimates emissions by using financial spend data as a proxy and applying industry-standard emissions factors (e.g., U.S. EEIO models published by the United States Environmental Protection Agency (EPA)) or supplier-specific emissions factors (sourced from company-specific data reported through the Climate Disclosure Project (CDP), where available). Certain Scope 3 categories, such as business travel-related emissions, for example, are based on activity data (e.g., flight logs obtained from travel agents).

*Note: this category currently includes our proportional share of Scope 1 and Scope 2 emissions related to our significant long term equity investments, based on our proportional share of equity in the investee. We use the investment-specific method where relevant emissions information is available, and the average-data method where relevant emissions data is not available, which approximates the investee company's emissions based on revenue data combined with environmentally extended input-output (EEIO) models. We will continue to assess the scope of this category and associated methodology as it relates to our remaining investment portfolio.

Scope 3 Category 1 Breakdown	2024 (tCO2e)	2024 (% of total tCO2e)	2023 (tCO2e)	2023 (% of total tCO2e)
Cloud	54,925	35.8%	71,513	29.9%
Goods and Services	45,591	29.8%	64,520	27.0%
Marketing	43,358	28.3%	89,998	37.7%
Offices	6,444	4.2%	6,639	2.8%
Employees	2,862	1.9%	6,349	2.7%
Total Scope 3 Category 1	153,180	100.0%	239,019	100.0%

Because we're committed to accuracy and transparency, we will continue to refine our methodology and sources of data, focusing on key areas of our Scope 3 emissions, such as marketing and cloud computing. The following Scope 3 category is relevant to Spotify for the reporting year but not included in reported emissions due to limited availability of relevant guidance and industry consensus:

- **Category 11:** Use of sold products

The following Scope 3 categories are not relevant to Spotify for the reporting year and therefore are not included in reported emissions:

- **Category 4:** Upstream transportation and distribution
- **Category 9:** Downstream transportation and distribution
- **Category 10:** Processing of sold products
- **Category 12:** End-of-life treatment of sold products
- **Category 14:** Franchises

Changes in Spotify's GHG emissions can be attributed to activity changes and/or methodology changes including updated emissions factors. See below for examples of such changes in 2024.

Activity Changes

- Lower spend associated with purchased goods and services, contributing to a decrease in emissions from purchased goods and services.
- Increase in flights for internal teambuilding events, partially offset by a reduction in employee base, resulting in increased emissions from business travel.
- Increase in capital expenditures, resulting in higher emissions associated with purchased capital goods.

Methodology Changes

- Improvements in GHG Emission Accounting Methodologies:
 - Updated industry-standard and supplier-specific spend-based emissions factors and improved mapping of financial data to spend-based emission factors, resulting in a meaningful decrease in Scope 3 emissions.
 - For our primary cloud provider, we use supplier-provided data instead of calculating emissions by using our cloud computing spend as a proxy. Improvements in this supplier-provided data driven by updates to the supplier's methodologies as well as improved data granularity and availability, resulted in lower cloud emissions in 2024. Had this change not occurred, we expect our cloud emissions would have been higher. Our remaining cloud-related emissions continue to be calculated using a spend-based approach.
- In 2024, we added Scope 3 Category 15 Investments to our reported footprint. 2023 emissions have been restated to include this category (resulting in an additional 356 tCO₂e, an increase of 0.1% of the total 2023 reported emissions).

As we continue on our climate journey, we'll refine and improve our data and methodology for measuring our climate impact. As emissions calculations improve, we may adjust historical data points to reflect new information and/or changes to accounting methodologies. We'll focus on improving granularity of data and using more activity data for measurement as it becomes available.

Governance Data

Method(s) for Data Collection

Global Policy Review

The data collection methodology for the Global Policy Review involves retrieving standard reports from Spotify’s HR tool, which is equipped to assign tasks such as policy reviews and send email notifications to all employees. These reports contain information on the completion status of employees regarding the review and acknowledgment of the company’s key policies. This process includes calculating the ratio of employees who have completed the task against the total number of permanent, full-time employees to whom the task was assigned (excluding those employees to whom the task was assigned but were on leave).

Activity	2024	2023
Percentage of employees who have completed the Global Policy Review*	94.6%	96.3%

Data Privacy

Spotify users can request a copy of their personal data using the Download Your Data tool in their Account Privacy page or by contacting Spotify via privacy@spotify.com. The requests are tracked through an internal automated data download system and reviewed by Spotify’s Data Protection team. Data on the number of reported data breaches is tracked by Spotify’s Data Protection team within an internal data incident log and reviewed against the incidents reported to the Data Protection Authorities.

Activity	2024	2023
Number of users who downloaded their account data	1,034,181	1,018,800
Number of reported data breaches	1	5

*Percentage of employees confirmed to have read and agreed to follow key global policies during the respective year through the Global Policy Review process. This exercise is reinforced by accompanying training videos on compliance-related topics such as anti-corruption, insider trading, and data privacy, and steps to confirm understanding and commitment to follow Spotify’s Code of Conduct, Data Protection Policy Framework, and policies on anti-discrimination and harassment, anticorruption, conflicts of interest, side business disclosure and approval, contract review, and insider trading.

Auditor's Report on the Statutory Sustainability Statement

To the general meeting of the shareholders of Spotify AB, corporate identity number 556703-7485.

Engagement and Responsibility

It is the Board of Directors who is responsible for the statutory sustainability statement for the year 2024 and that it has been prepared in accordance with the Annual Accounts Act.

The Scope of the Audit

Our examination has been conducted in accordance with FAR's auditing standard RevR 12 "The auditor's opinion regarding the statutory sustainability statement." This means that our examination of the corporate governance statement is different and substantially less in scope than an audit conducted in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. We believe that the examination has provided us with sufficient basis for our opinions.

Opinions

A statutory sustainability statement has been prepared.

Jakob Grunditz

Authorized Public Accountant

Stockholm March 10, 2025
Ernst & Young AB

Notes & Disclaimers

The statements, estimates, projections, guidance, or outlook contained in this report include “forward-looking” statements that are intended to take advantage of the “safe harbor” provisions of the federal securities law. The words “may,” “might,” “will,” “could,” “would,” “should,” “expect,” “plan,” “anticipate,” “intend,” “seek,” “believe,” “hope,” “want,” “strive,” “aim,” “goal,” “target,” “estimate,” “predict,” “potential,” “continue,” “contemplate,” “possible,” and similar words are intended to identify forward-looking statements. These statements may contain information about financial prospects, economic conditions, and trends and involve risks and uncertainties. Our actual future results, including the achievement of our targets, goals, or commitments, could differ materially from our projected results as a result of changes in circumstances, assumptions’ not being realized, or other risks, uncertainties, and factors. Such risks, uncertainties, and factors include but are not limited to unexpected delays, difficulties, and expenses in executing against our environmental, climate, diversity, and inclusion or other ESG targets, goals, and commitments outlined in this report; changes in laws or regulations affecting us, such as changes in data privacy, environmental, safety and health laws; and the risk factors discussed in the filings by Spotify Technology S.A. with the U.S. Securities and Exchange Commission, including the reports on Forms 20-F and 6-K. Any forward-looking statements speak only as of the date on which such statement is made, and we do not undertake, and expressly disclaim, any obligation to correct or update any forward-looking statement, whether as a result of new information, future events, or otherwise, except as required by applicable law, and we caution you not to rely on them unduly.

This report contains statements that may be based on hypothetical scenarios and assumptions as well as estimates that are subject to a high level of uncertainty, and these statements should not necessarily be viewed as being representative of current or actual risk or performance, or forecasts of expected risk or performance. In addition, historical, current, and forward-looking environmental and social-related statements may be based on standards for measuring progress that are still developing, and internal controls and processes that continue to evolve; for example, we note that standards and expectations regarding GHG accounting and the processes for measuring and counting GHG emissions

and GHG emissions reductions are evolving, and it is possible that our approaches both to measuring our emissions and to reducing emissions and measuring those reductions may be, either currently by some stakeholders or at some point in the future, considered inconsistent with common or best practices with respect to measuring and accounting for such matters, and reducing overall emissions. While these are based on expectations and assumptions believed to be reasonable at the time of preparation, they should not be considered guarantees. If our approaches to such matters are perceived to fall out of step with common or best practice, we may be subject to additional scrutiny, criticism, regulatory and investor engagement or litigation, any of which may adversely impact our business, financial condition, or results of operations. We may also rely on third-party information in certain of our disclosures, which may change over time as methodologies and data availability and quality continue to evolve. These factors, as well as any inaccuracies in third-party information we use, including in estimates or assumptions, may cause results to differ materially and adversely from statements, estimates, and beliefs made by us or third parties. Moreover, our disclosures based on any standards may change due to revisions in framework requirements, availability of information, changes in our business or applicable governmental policies, or other factors, some of which may be beyond our control.

While certain matters discussed in this report may be significant, any significance should not be read as necessarily being “material” for purposes of our disclosures under U.S. federal securities or other laws, even if we use the word “material” or “materiality” in this report. Particularly in the sustainability context, there are various approaches to materiality that differ from, and in many case, are more expansive than, the definition under U.S. federal securities laws. Moreover, determining the materiality of sustainability information under any standard often requires substantial discretion and, given the timelines involved for many of these disclosures, is inherently difficult to assess far in advance. Website and document references throughout this document are provided for convenience only, and the content on the referenced websites or documents is not incorporated by reference into this document.

