

*Canva*

# Anti-Slavery Statement 2021

Respecting  
Human Rights

In the spirit of reconciliation Canva acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.





**“I think with running such a large company with such a significant valuation now, it's an obligation on us to use that to be a force for good and make the world a better place.”**



**Melanie Perkins**  
Canva Co-Founder and CEO

The Canva logo is displayed in a white, elegant script font against a dark green background. The word "Canva" is written in a cursive style with thin, white, curved lines that trail off from the end of the letters, creating a sense of motion and fluidity.

## About this statement

This Anti-Slavery Statement ("Statement") covers the activities of Canva Pty Ltd (ACN 158 929 938) for the financial year ending 30 June 2021 ("Reporting Period"). This is the second statement provided by Canva under the Australian modern slavery reporting regime. In this statement, the collective expressions "we", "us", "our", "ourselves", "the group", and "Canva" are used when we refer to Canva Pty Ltd and any entities which it owns or over which it has control. This is because we operate using group-wide policies and procedures to assess and manage modern slavery risks. It is not intended to convey how we are structured, managed or controlled.

The Statement outlines the actions of Canva to address modern slavery risks in our operations and supply chain. It applies to and describes the steps taken by Canva to seek to minimise the risk of modern slavery occurring in Canva's operations or supply chains.

# Our purpose and culture

At Canva, we have a simple two-step plan:



Canva takes corporate social responsibility and human rights seriously. Canva is opposed to all forms of modern slavery, including human trafficking, slavery, servitude, forced labour, debt bondage, forced marriage, and child labour. Canva is committed to ensuring transparency in its operations and approach to preventing modern slavery from occurring in its business or supply chains. Canva is committed to legal compliance and ethical business practices with all of its operations worldwide, which includes compliance with applicable standards, laws, rules and regulations governing modern slavery, and mitigating the risks of modern slavery occurring in Canva’s operations or supply chains.

Canva acknowledges the responsibility it has to use its resources, voice and platform to do good in the world. This includes making decisions that benefit the earth and humanity. At Canva, we believe that good for business should be good for humanity. Our employees, customers and the general public expects Canva to operate in an ethical manner, and Canva takes this expectation and responsibility extremely seriously. We expand on Canva’s specific values below.

# Canva's structure, operations and supply chain

## Structure

Canva Pty Ltd is an Australian private company headquartered in Sydney. Canva Pty Ltd is a wholly owned subsidiary of Canva, Inc., a company incorporated in Delaware, United States, which in addition to Canva Pty Ltd, has wholly owned subsidiaries in the United Kingdom, the Czech Republic, Austria and the US. Canva Inc. and its subsidiaries are not reporting entities under the Modern Slavery Act 2018 (Cth) ("Act") and are not owned or controlled by Canva Pty Ltd, as such, their operations and supply chain are not addressed in this statement.

Canva Pty Ltd operates in Australia and is the primary trading entity of the Canva group. Canva Pty Ltd owns and controls subsidiaries in the Philippines (Canva Solutions Inc.), Hong Kong (Canva HK Limited), China (Beijing Canva Information Technology Co., Ltd, via Canva HK Limited), and New Zealand (Canva New Zealand Limited), which have the same governance structure as Canva Pty Ltd. Each of these entities is used as the employing entity in the relevant jurisdiction. In 2018, Canva Pty Ltd acquired 100% of German entities Pexels GmbH ("Pexels") and Pixabay GmbH ("Pixabay"), which are free stock content providers used to enhance Canva's free service offering. Pexels and Pixabay have separate governance structures to Canva under which modern slavery risks are separately managed that are broadly consistent with those discussed below.

Canva had approximately 1816 team members worldwide (as at the end of the Reporting Period), which predominantly includes a combination of permanent employees and contractors, plus a small number of casual employees. The majority of Canva's workforce reside and work, and are engaged by Canva's entities, in Australia and the Philippines.

At Canva, our procurement and human resources functions are largely centralised in Australia, which provides visibility over the majority of our supply chain and workforce (including Canva's workforce engaged by Canva's subsidiaries in the Philippines and New Zealand).

## Operations

Canva is an online design platform. It provides design tools and access to a vast library of design assets for its users to create and publish content. Since launching in August 2013, Canva has acquired more than 65 million active users who have created over 7 billion designs.



Headquartered in  
Sydney, NSW



1816 team members  
worldwide



Online design  
platform



65M active users.  
7 billion designs.

## Operations cont.

Canva provides a free mobile and web-based design platform as its main offering, including a comprehensive library containing hundreds of millions of free and pay-per-use design assets. This main offering is complemented by a paid subscription service targeted at avid users and small-to-medium businesses (Canva Pro), which provides access to premium functionality and over 100 million design assets. In addition, Canva has launched a subscription product targeted at larger teams and organisations (Canva for Enterprise) with additional features and functionality. Canva also provides a print service internationally, allowing users to seamlessly bring their designs to life.

Canva has launched the Canva for Education and Canva for Nonprofits programs, whereby eligible K-12 educators and nonprofit organisations have free access to a version similar to the Canva Pro offering (and in the case of Canva for Education, additional features designed specifically for use in the educational setting).

# Canva's structure, operations and supply chain cont.

## Workforce

Canva's global workforce is structured in groups of employees and contractors, which each consist of multiple subgroups and teams working towards Canva's overarching goals of empowering the world to design and doing the most good we can. Canva's workforce is broadly structured under the two key groups of Operations (including Marketing & Engagement, People, and Infrastructure), and Product & Engineering.

## Product Lines and Revenue Streams

Canva's product lines and revenue streams can be grouped into four main categories:

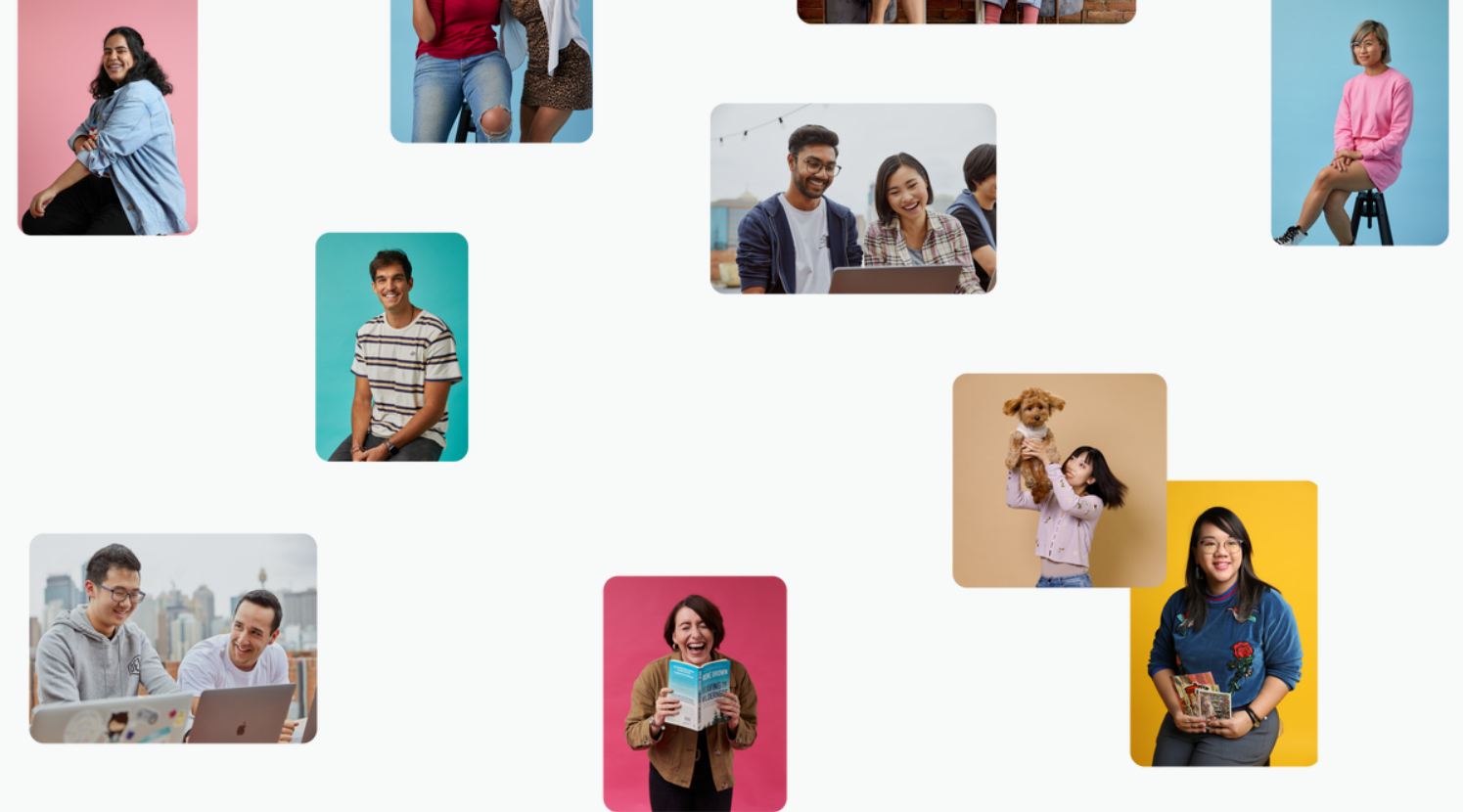
### 1 Marketplace

Marketplace revenue relates to revenue generated from the purchase of paid design assets such as photos, illustrations, videos and music. These premium design assets operate on a 'marketplace' model whereby they are sourced from either external contributors or via partnerships with stock photography providers who in turn receive a percentage of revenue generated by sales of that asset through Canva's platform.

### 2 Software as a Service (SaaS)

(i) 'Canva Pro' is a SaaS product which allows individuals or teams to access premium features including free access to all of the 'premium' pay-per-use design assets in the Canva Marketplace and the ability to save their brand colours, fonts and logos. The service is aimed primarily at small-to-medium businesses and is available to be purchased on a monthly or annual basis, whereby a discount applies.

(ii) 'Canva for Enterprise' was launched in October 2019 and is a SaaS product targeted at larger teams and organisations. The offering provides enhanced security, administrative and brand controls and dedicated customer success and support services. 'Canva for Enterprise' customers are generally billed annually for a fixed number of users.



### 3 Print

'Canva Print' is a print service allowing users to print their designs that have been created as part of Canva's main service offering. Users can choose from a number of different print sizes, finish options and print media. Users can elect to have the prints delivered for a fee directly to the user by the partner's delivery partner, or to pick up the prints at a local print partner location. Canva Print is available internationally, including in the US, Australia and various countries in Europe. Canva also generates revenue from certain print partners who integrate into Canva's application programming interface to offer a version of Canva's free offering on their own site. In these circumstances, the partner's users order products through the anonymous Canva editor, and Canva and the print partner share in any revenue generated by the print partner's customers.

### 4 Affiliate Revenue

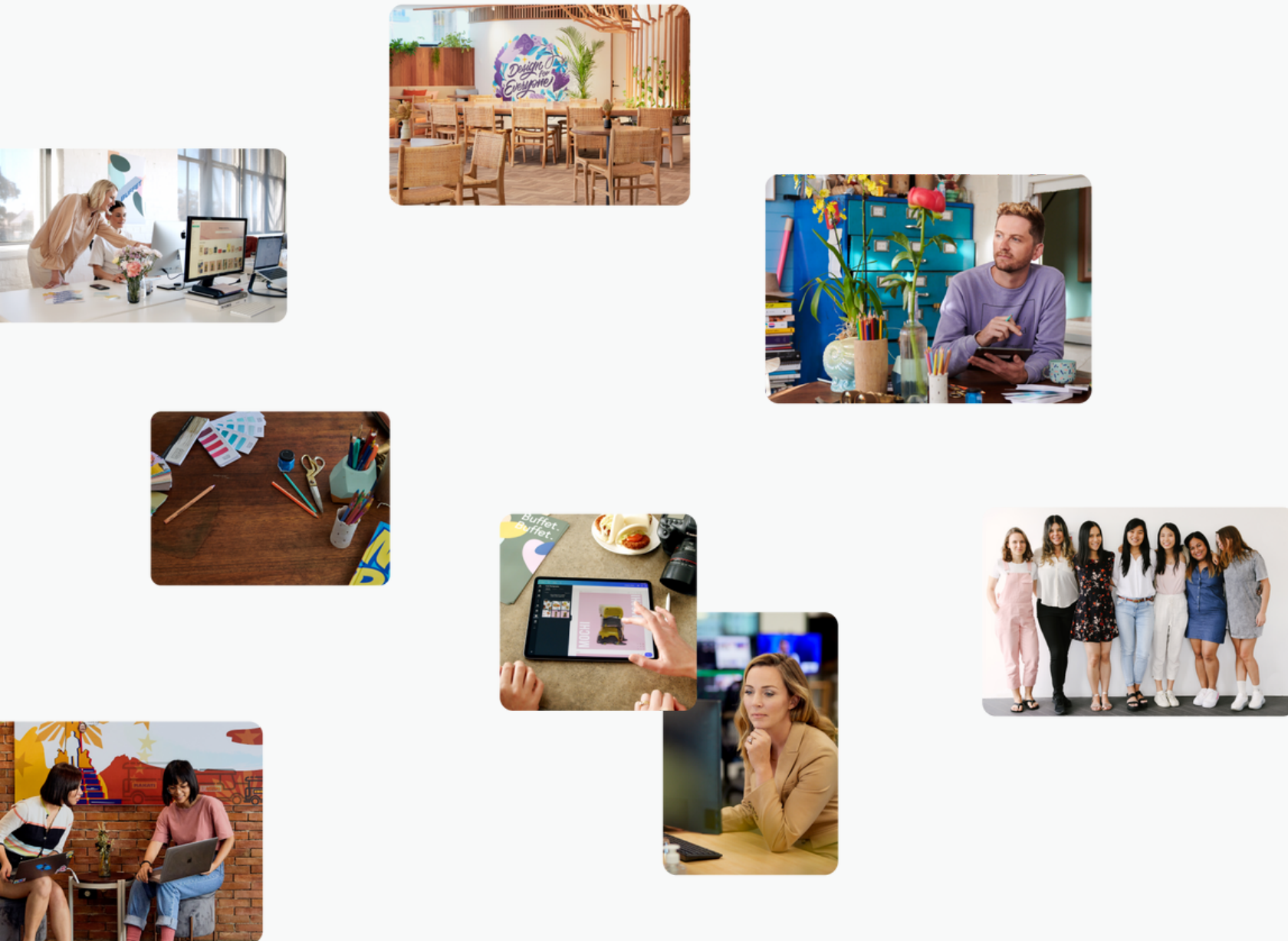
Outside of the core Canva design platform, Canva also generates advertising and referral revenues from its subsidiaries, Pexels and Pixabay.



# Canva's structure, operations and supply chain cont.

## Supply chains

Canva's suppliers are primarily located in Australia and the US. Procurement of goods and services are considered to be part of Canva's supply chain. The majority of Canva's total procurement spend was spent on goods and services in the following countries and categories.

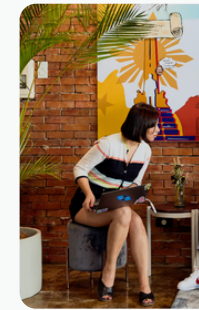


In the Reporting Period, Canva's top 5 countries of procurement by spend, in order, were:

- United States;
- Australia;
- Ireland;
- Norway; and
- Singapore.

In the Reporting Period, Canva's top 5 categories of procurement, in order, were:

- brand marketing;
- performance marketing;
- software development;
- print suppliers; and
- website hosting fees.



# Modern slavery risks

We consider the risk of modern slavery in our operations and supply chain to be low based on the nature of the services we provide, highly technical nature of our operations and Canva's comprehensive labour management systems.

## Business Operations

As an online graphic design business, Canva's direct workforce predominantly consists of professionally qualified and/or highly skilled employees and independent contractors, whose engagements with Canva are governed by formal written contracts and overseen by experienced human resources professionals in countries including Australia, the US, and the Philippines.

While we acknowledge that some of the countries in which we have operations are higher risk from a modern slavery perspective, for example the Philippines, given the nature of the workforce in all locations, the high degree of control Canva has over its business operations, and the centralised human resources and procurement functions headquartered in Australia, we consider the risk of modern slavery in our operations to be low.

# Modern slavery risks cont.

## Supply Chain

Canva acknowledges that the risk of modern slavery in our supply chain is one that requires constant vigilance. The potential risks in Canva's supply chains depend on factors including the labour sourcing practices of its suppliers and the industries and geographies in which its suppliers operate.

As an online design business with a professionally qualified and highly skilled workforce, Canva's supply chain largely consists of products and services that support the delivery of Canva's products to its users.

While Canva does not believe that it has any material exposure to modern slavery in its supply chains and did not identify any actual or suspected cases of modern slavery in its supply chains in the Reporting Period, the risk to Canva of modern slavery occurring in its supply chains is likely to be higher in geographical locations and industries categorised as high risk, and through the use by Canva's suppliers of sub-contractors and third party labour arrangements.

While the majority of Canva's suppliers operate in low risk industries and jurisdictions, by classifying our suppliers into specific industries and geographies, and analysing the risks of modern slavery within those industries and geographies, Canva was able to identify potential high risk areas of its supply chains.





# Modern slavery risks cont.

## Supply Chain cont.

The following areas of Canva's supply chains have been identified as higher risk from a modern slavery perspective:



1

### Industry/product category

Canva has identified some products and services it procures that carry a higher level of modern slavery risk.\* For example, electronics and IT equipment, manufactured supplies (such as garments and accessories), shipping and transport, and services provided by potentially vulnerable workers (for example, cleaning and security contractors).

2

### Labour arrangements

Canva has identified that the risk of modern slavery is likely to be higher where workers of its suppliers are engaged through third party labour arrangements (for example, cleaning and security contractors).

3

### Geography/source country

Canva has identified that the risk of modern slavery is likely to be higher in geographies where there is a higher risk of modern slavery occurring\*\* (for example, Canva has identified that, in the Reporting Period, it procured independent contractor services, marketing services, images and templates (from individual contributors), and software development services from some high risk geographies, including Indonesia, the Philippines, Russia, India, Nigeria, Thailand, Vietnam, China, and Nepal).

\*Industries considered at high risk of modern slavery include electronics and electronic manufacturing, cleaning, security, shipping and distribution, and textiles manufacturing.

\*\*The 2018 GSI Index provides that the 10 countries with the highest prevalence of modern slavery are North Korea, Eritrea, Burundi, the Central African Republic, Afghanistan, Mauritania, South Sudan, Pakistan, Cambodia and Iran. Countries in Asia & the Pacific such as India, Nepal, the Philippines, Malaysia, Brunei, Lao PDR, Papua New Guinea, Mongolia, Timor-Leste, Thailand, and Vietnam have also been deemed medium to high risk by the 2018 GSI Index.

# Controls and Actions to Address Risks of Modern Slavery

The COVID-19 global pandemic presented unique challenges to Canva seeking to address the risks of modern slavery identified in the previous reporting period. Despite the challenges, throughout the Reporting Period, Canva continued to engage fairly with suppliers, which in some cases included maintaining orders to ensure business continuity for suppliers.

Throughout the pandemic, Canva's priority has been to keep its team members and communities safe and healthy. Canva did not reduce the pay or benefits of any team members during the pandemic.

Canva continues to use processes to identify risks of modern slavery in its business operations and supply chains such as research into high risk sectors and geographies, identification of procurement in high risk geographies and of high risk products/services, stakeholder engagement, and supplier engagement. We have detailed the specific processes which we use below.

## Training and awareness

Canva is in the process of arranging training to relevant team members to help them identify and manage risks of modern slavery.

Canva is committed to developing further robust training and policies that ensure the continual development of our working practices, and intend to work on implementing training to our procurement teams and internal stakeholders who deal with suppliers in relation to modern slavery risks.

## Governance and risk ownership

Canva operates under a governance framework of a Board. Canva's Procurement team is responsible for leading supplier engagement and ensuring ethical sourcing of goods and services to mitigate modern slavery risks.

Canva plans to establish a Modern Slavery Working Group, which will include representatives from across the business including Leadership, Procurement, Risk, Operations, Legal, and People, and will have responsibility for overseeing Canva's response to modern slavery risks and driving implementation of further control measure to reduce any risks of modern slavery.





# Controls and Actions to Address Risks of Modern Slavery cont.

## Policies and processes

Canva is committed to acting ethically and with integrity in its business operations and engagement of suppliers, and expects its suppliers to share this commitment. Canva's Code of Ethics ("Code") applies to its employees and contractors (among others) globally. Under the Code, Canva's employees and contractors are required to assess the quality and integrity of any service or supplier prior to engagement or partnership. Canva also expects that its suppliers, vendors, and consultants comply with the Code, which mandates compliance with all applicable laws, to be honest and fair in dealings, to act with integrity, to work in a safe and compliant manner and to observe all workplace health and safety rules and responsibilities, to uphold Canva's values, and to report any conduct that may be in breach of the Code.

At Canva, we also promote an open culture. All employees are encouraged to report any concerns related to the business' activities through a number of different reporting channels available to employees.

In the Reporting Period, Canva developed and implemented a formal whistleblowing procedure, governed by our Whistleblower Policy, which is designed to make it easy to make disclosures, without fear of retaliation. This includes any circumstances that may give rise to an enhanced risk of slavery or human trafficking. Canva's Whistleblower Policy applies to, among others, its employees, contractors, and suppliers, and aims to encourage disclosures of suspected unethical, illegal, corrupt, fraudulent or undesirable conduct involving Canva's business, support Canva's values, and deter wrongdoing in line with Canva's risk management and corporate governance framework.

In addition to our formal whistleblowing procedure, Canva has a "Fix It" form, where employees can anonymously raise any concerns or issues, including in relation to modern slavery.

Since the previous reporting period, Canva has also developed a global "Speak Up" program, which will enable employees to report any issues anonymously (including to make whistleblower disclosures etc). Canva plans to implement the "Speak Up" program in subsequent reporting periods.

## Living out Step 2 in our two-step plan

To support step 2 of our two-step plan, Canva plans to commit more of its value towards being a force for good in the world, including by establishing a nonprofit charity as part of this mission.

### Give Directly

We're working with GiveDirectly to distribute \$10 million to the world's poorest people in Southern Africa. This is our first pilot, and we're looking forward to learning more and scaling further.

### Refugee Employment Initiatives

We are in the process of developing a Talent Beyond Borders program, to provide support, employment opportunities, visa sponsorship, and relocation assistance for refugees and their families.

### Donation Match Program

We match any donation made by employees to eligible registered nonprofits that align with Canva's values dollar for dollar up to \$5,000 per calendar year.

### Crisis Support

In the Reporting Period, we donated proceeds from paid images towards emergency relief and recovery programs, including financial contributions, food bank donations, and rebuilding homes and infrastructure as part of the bushfire relief efforts in Australia throughout December 2020, as well as financial contributions and organising relief packs for typhoon recovery efforts in the Philippines throughout November 2020.



### Print One, Plant One

For every print order placed with Canva, we'll plant a tree to offset our carbon. So far, we've planted over 2 million trees.

### Pledge 1%

We've committed 1% of our profits, our product, our team's time, and a further 1% of our equity towards doing the most good we can.

### Canva for Nonprofits

We give nonprofits access to our premium design tools (Canva Pro) for free to help them amplify their impact.

### COVID-19 Relief

We participated in the #stopthespread campaign, donated OzHarvest meals to communities affected by the impacts of COVID-19, and delivered medical supplies to front line workers.

### Education & Employment Pathways

We developed a program to create scalable solutions that enable youth in poverty to access digital employment, with the aim of empowering millions of low-income youth with a living wage via jobs in tech and design. We do this by providing youth with tech, training and mentorship via local drop-in hubs to empower them with skills needed for entry level tech and design jobs, and connecting youth with paid digital work via a seamless design and technology sector marketplace.



# Controls and Actions to Address Risks of Modern Slavery cont.

## Values

We impose the highest professional standards on all our employees and comply with all local laws and regulations applicable to our business. Canva's commitment to deliver a high standard of corporate governance in a socially responsible manner is documented in our policies and procedures referred to below.

Canva has always had a deeper mission surrounding its success, which is embodied in Canva's two-step plan, and has become a core part of Canva's DNA.

Everyone at Canva is encouraged to help achieve step 2 in our two-step plan, and do as much good as they can at work, and to actively create the type of company we all want to work in.

Every employee at Canva has intentionally been hired to work at Canva because, in addition to being exceptionally talented at what they do, they are a great addition to Canva's culture and values. At Canva, we encourage everyone to think about how day-to-day decisions at work can contribute to Canva's journey of making a positive impact.



Canva's values include (among others) the following, which are embedded in to our culture, our operations and the way we do business:



### Be a good human

Canva values good communication, and being open, honest and constructive individually, within our teams and the business at Canva, and externally.



### Be a force for good

Canva aims to make the world a better place through positive actions, inclusion and diversity.



### Empower others

Canva strives to empower others to achieve their goals, both globally and within the Canva team.



### Pursue excellence

At Canva, we maintain a high bar for ourselves and the people we work with.



# Controls and Actions to Address Risks of Modern Slavery cont.

## Relationships with Third Parties

Canva has controls in place to manage modern slavery risks and ensure, so far as it can control, ethical practices in its supply chains. Each team at Canva is empowered to select suppliers that provide the goods and/ or services required to meet their goals, in accordance with Canva's company values and Code.

Since the previous reporting period, Canva has initiated the process of developing contractual clauses for inclusion in contracts and supplier agreements with third parties that address management of modern slavery risks. Canva plans to further develop and implement the contractual clauses in the next reporting period.

## Actions taken in the Reporting Period

Despite the unique challenges faced by Canva due to the COVID-19 pandemic, during the Reporting Period, Canva has taken the following actions to address identified risks of modern slavery in its supply chains (some of which are mentioned above):

- Initiated the process of developing contractual clauses for inclusion in contracts with third parties that address management of modern slavery risks.
- Developed and implemented a formal Whistleblower Policy.
- Identified the key groups required for the establishment of Canva's Modern Slavery Working Group, which will assess the effectiveness of our processes, measures and controls in relation to modern slavery.
- Undertook a gap analysis of Canva's current policies and procedures to identify where those policies and procedures can be added to or strengthened.
- Developed a global "Speak Up" program, which will enable employees to report any issues anonymously (including to make whistleblower and modern slavery disclosures etc).







# Effectiveness of actions and controls

Canva intends to establish a framework to monitor its ability to meet the goals outlined in our Action Plan (outlined in our first Modern Slavery Statement, and updated below), and assess the effectiveness of the actions that have been implemented. As part of that framework, Canva plans to develop a set of KPIs to measure the effectiveness of Canva's actions and controls.

As a result of the gap analysis referred to above, Canva was able to identify the gaps and areas it intends to focus on in subsequent reporting periods, and has accordingly updated its Action Plan, as outlined below.



# Canva's Action Plan

Set out below are measures that Canva plans to take in subsequent reporting periods to further identify and mitigate risks of modern slavery in its operations and supply chains, and assess the effectiveness of the actions we have taken to mitigate the modern slavery risks in our operations and supply chains:



## Framework

Establish a framework to monitor Canva's ability to meet the goals outlined in our Action Plan, and assess the effectiveness of the actions that have been implemented, including by developing a set of KPIs to measure the effectiveness of Canva's actions and controls.



## Contractual obligations

Further develop and implement contractual obligations on our suppliers that address management of modern slavery risks.



## Third Party Labour Hire Analysis

Conduct an analysis to determine which, if any, of our suppliers use third party labour hire arrangements.



## Procedures for action

Implement procedures for taking appropriate action where modern slavery is suspected or identified.



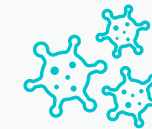
## Questionnaire

Develop a questionnaire on modern slavery to be completed as part of vendor onboarding for high risk areas.



## Training

Provide awareness training to team members to ensure they are aware of how to recognise modern slavery risks and understand the process for reporting suspicious behaviour, and in relation to complaints and grievance procedures.



## COVID-19

Provide suppliers with information on health and safety considerations and other emergent risks attributable to the COVID-19 pandemic (given that the nature of the pandemic has the potential to increase the risk of modern slavery occurring).



## Speak Up

Implement Canva's Global "Speak Up" Program



## Working Group

Establish and launch Canva's Modern Slavery Working Group

The above plan will be reviewed and updated each reporting period.



## Consultation and approval

This Statement is made pursuant to the Act and constitutes Canva's Anti-Slavery Statement in respect of the Reporting Period. In order to prepare this Statement, Canva consulted with the entities which it owns and controls, and a consultation process with internal departments within Canva's business was undertaken to develop this Statement.

This Statement was approved by the Board of Directors of Canva Pty Ltd and is signed by the Chief Executive Officer and Chief Operating Officer of Canva Pty Ltd.

DocuSigned by:  
*Melanie Perkins*  
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**Melanie Perkins**  
Canva Co-Founder and CEO

DocuSigned by:  
*Cliff Obrecht*  
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**Cliff Obrecht**  
Canva Co-Founder and COO









Respecting  
Human Rights

*Canva*