

*Canva*

# Anti-Slavery Statement 2023

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.**

*Canva*

# Canva

## 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 2023 ("Reporting Period"). This is the fourth statement provided by Canva under the Australian modern slavery reporting regime. In this statement, the collective expressions including "we", "us", "our", "the group", and "Canva" are used when we refer to Canva Pty Ltd and any entities which it owns and controls. 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 social impact, ethics 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. We believe that our responsibility goes far beyond business as usual, and that what's good for the world and good for business aren't mutually exclusive: this is part of our two-step plan. We truly believe that good for humanity is good for business. We expect this to grow, with more people looking to buy from and work for values aligned brands.

**This is a lifelong journey with endless opportunities to do the most good we can; we're only 1% of the way there.**

# 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), New Zealand (Canva New Zealand Limited), and Singapore (Canva Singapore Operations), which have the same governance structure as Canva Pty Ltd. Each of these entities is used as the employing entity in the relevant location. Canva Pty Ltd acquired German entities Pexels GmbH and Pixabay GmbH, which are free stock content providers used to enhance Canva's free service offering - they have separate governance structures to Canva under which modern slavery risks are separately managed that are broadly consistent with those discussed below.

Canva has around 4000 team members worldwide, mainly comprising of permanent employees and contractors (plus a small number of casual employees), mainly residing and working in Australia, the Philippines, and the US. 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.



Headquartered  
in Sydney, NSW



4000+ team members  
worldwide



500,000+ Nonprofits  
60M+ Students and teachers



165M monthly active users.  
17 billion+ designs created.

## Operations

Launched in 2013, Canva is a free online visual communications and collaboration platform with a mission to empower everyone in the world to design. Featuring a simple drag-and-drop user interface and a vast range of templates ranging from presentations, documents, websites, social media graphics, posters, apparel to videos, plus a huge library of fonts, stock photography, illustrations, video footage, and audio clips, anyone can take an idea and create something beautiful. In September 2022, we launched the Canva Visual Suite – a suite of new products and features built to empower anyone to communicate visually, on any device, from anywhere in the world. These launches elevate Canva from a graphic design tool into an end-to-end visual communication platform that every person, organization, team, or school can use to unlock their creativity and achieve their goals. Founded on the belief that people shouldn't need to understand complex software to unlock their creativity, Canva is empowering 100% of the world to communicate in ways that were once limited to the 1%.

Canva's main free offering is complemented by a paid subscription service, Canva Pro, targeted at individual entrepreneurs, content creators, and professionals wanting full access to all of Canva's premium features. Canva Pro provides full access to Canva's media library of over 100 million visual and audio assets, plus features like Magic Resize, Background Remover, Folders, and Brand Kits – which help keep logos, colours, and fonts together in one place for fast creation of on-brand designs. In addition, Canva has Canva for Teams - a subscription product for those that want to expand their Canva Pro features to their team, whether that's to two or two thousand people. It allows teams to design engaging visual content at scale in one single solution, making creative workflows more efficient, with additional features and functionality. Canva also provides a print service internationally, Canva Print, 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). There are more than 60 million students and teachers using Canva for Education each month, and more than 500,000 nonprofits using Canva to promote and champion important causes across the globe from ending poverty to providing quality education and solving homelessness.

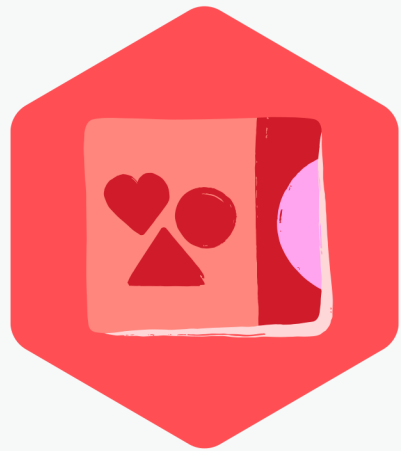
## Workforce

Canva's global workforce is structured in groups, which each consist of multiple subgroups and teams working towards Canva's shared mission and 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, People, Finance and Customer Service), and Product & Engineering.



# Product Lines and Revenue Streams

Canva's main product lines and revenue streams can be grouped into the below 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)

'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 available to be purchased on a monthly or annual basis.

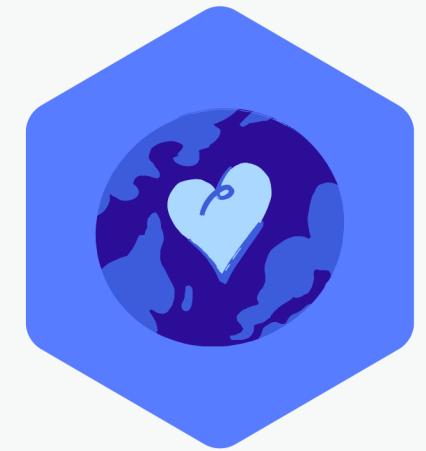
'Canva for Teams' is a SaaS product targeted at teams and organisations. The offering provides enhanced security, administrative and brand controls and dedicated customer success and support services.



3

## PRINT

'Canva Print' is a print on demand service launched in 2017 - it is now available in more than 95 countries. With Canva Print, anyone can take existing designs and templates and turn them into real-life products like a tote bag, t-shirt, or flyer, and get it delivered to their door. 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. Canva partners with local printing facilities in each region to offer high quality, sustainable, and eco-conscious services.



4

## AFFILIATE REVENUE

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

## 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:

- 1 Australia
- 2 United States
- 3 Ireland
- 4 Norway
- 5 Netherlands

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

- 1 Hosting fees
- 2 Print suppliers
- 3 Software development
- 4 Brand marketing
- 5 Growth marketing



# Modern slavery risks



We consider the risk of modern slavery in our operations and supply chains 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 and visual communication business, Canva's direct workforce predominantly consists of professionally qualified and/or highly skilled employees and independent contractors, who are paid a living wage, and 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.

## Supply Chain

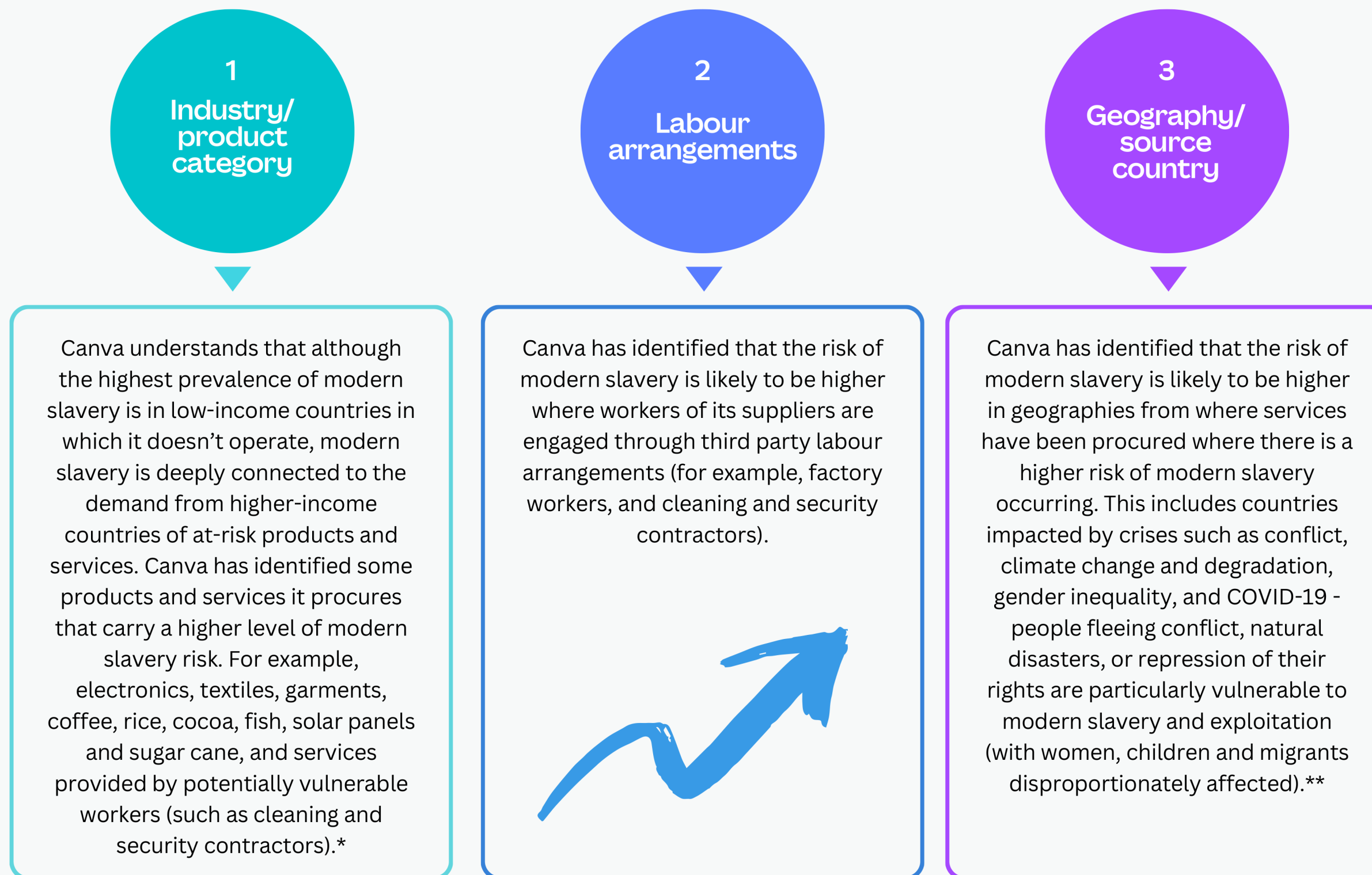
Canva acknowledges that the risk of modern slavery in our supply chain is one that requires constant vigilance. The potential risks in Canva's supply chains depend on factors including the labour sourcing practices of its suppliers and the industries and geographies in which its suppliers operate.

As an online design and visual communication business with a professionally qualified and highly skilled workforce, Canva's supply chains largely consist of products and services that support the delivery of Canva's products to its users, and support the functioning of Canva's offices in its various locations (including, for example, marketing, software, electronic equipment, and sourcing food and supplies). Canva is committed to ethically and sustainably sourcing its products (from local businesses where possible) and services, 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. However, Canva acknowledges that 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. For example, procurement of at-risk products such as electronics, fish, coffee, cocoa, rice, and garments, and procurement of services in at-risk geographies such as Türkiye and the United Arab Emirates (where Canva has identified, through its risk analysis process, that it spent a very small amount of money - less than 0.001% of its total procurement spend - on professional services in the Reporting Period), and at-risk services such as outsourced support arrangements in jurisdictions such as the Philippines.



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



\*The 2023 Global Slavery Index (“GSI”) provides that at risk products imported by G20 countries include cattle, coal, cocoa, coffee, electronics, fish, garments, gold, palm oil, rice, solar panels, sugar cane, textiles and timber. Reference: Walk Free 2023, The Global Slavery Index 2023, Minderoo Foundation. Available from: <https://walkfree.org/global-slavery-index/>

\*\*The 2023 GSI Index provides that the 10 countries with the highest prevalence of modern slavery are North Korea, Eritrea, Mauritania, Saudi Arabia, Türkiye, Tajikistan, United Arab Emirates, Russia, Afghanistan and Kuwait. Reference: Walk Free 2023, The Global Slavery Index 2023, Minderoo Foundation. Available from: <https://walkfree.org/global-slavery-index/>

# Controls and Actions to Address Risks of Modern Slavery

Canva acknowledges that the global COVID-19 pandemic has increased vulnerabilities to modern slavery risks in supply chains and operations generally across the globe, and exposed and amplified inequality and instability. Canva also acknowledges that many industries are yet to return to pre-COVID-19 levels, and pathways out of modern slavery remain limited due to decreased global mobility and employment opportunities. We understand that global lockdowns caused by the pandemic led to increased internet use - which in turn has caused an increase in perpetrators of online crime, and increased vulnerability of targeted groups online (such as young women and girls).\*\*\* To ensure online safety of its users, Canva's products, policies, processes and systems are designed to protect users, users' rights and users' data, creating a safe place for users to design.

Canva continues to use processes to identify risks of modern slavery in its business operations and supply chains such as updated 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 team members are required to review and acknowledge Canva's policies, including Canva's Code of Ethics ("The Code"), under which employees and contractors are required to assess the quality and integrity of any service or supplier prior to engagement or partnership.

In previous reporting periods, Canva launched its Whistleblower Policy (which Canva launched externally since the previous reporting period), and identified training opportunities in relation to its whistleblowing processes, aimed at encouraging disclosures relating to modern slavery (among other things). This Reporting Period, Canva launched its Whistleblower Training Program to eligible recipients of whistleblowing disclosures, to help ensure any whistleblowing disclosures, including in relation to modern slavery, are appropriately handled. Canva's whistleblowing processes are designed to make it easy to make disclosures, without fear of retaliation, including any circumstances that may give rise to an enhanced risk of slavery or human trafficking.

Canva is committed to developing further robust training and policies, that ensure the continual development of our working practices. In future reporting periods, Canva plans to roll out specific modern slavery training to certain teams who may have higher exposure to risks of modern slavery in Canva's supply chains, and general modern slavery training more broadly, to further raise awareness across Canva.

\*\*\* Reference: Walk Free 2023, The Global Slavery Index 2023, Minderoo Foundation. Available from: <https://walkfree.org/global-slavery-index/>



# Policies & processes



## The Code

The 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.



## Supplier Code of Conduct

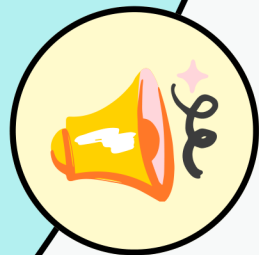
In the Reporting Period, Canva created an external Supplier Code of Conduct that includes an explicit prohibition on modern slavery, which (once launched in subsequent reporting periods) will be signed by vendors.



## Anti-Slavery Policy

Additionally, in the Reporting Period, Canva created a standalone Global Human Rights and Anti-Slavery Policy, to provide an overview of Canva’s commitment to human rights and to address modern slavery risks. Canva plans to launch the Global Human Rights and Anti-Slavery Policy in subsequent reporting periods.

This policy will include an express commitment to internationally recognised human rights instruments, for example the Universal Declaration of Human Rights, which underpins global counter-slavery legislation.



## Speak Up Program

Canva also officially launched its global “Speak Up” program in the Reporting Period, which enables employees to report any issues to Canva (including anonymously), including to make whistleblower disclosures, and concerns relating to modern slavery risks. The Speak Up platform is also available externally to eligible third parties, such as suppliers, workers of suppliers and sub contracted workers like cleaners and security personnel, to enable them to securely raise whistleblowing disclosures, including those relating to modern slavery risks.

Canva also developed and launched a formal board reporting framework to enable leadership oversight of Canva’s Speak Up culture (including identifying any relevant modern slavery reporting trends).

## 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 has an Anti-Slavery Squad with representatives from across Canva, which is responsible for overseeing Canva’s modern slavery framework, response to modern slavery risks, and driving implementation of further control measures to reduce any risks of modern slavery.

In the Reporting Period, Canva defined the roles and responsibilities of our dedicated Anti-Slavery Squad.

## 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.

Canva has inserted contractual terms into its supplier contracts that address management of modern slavery risks. Canva also developed an external Supplier Code of Conduct to set supplier expectations intended to protect the health, safety, and treatment of workers, including the prohibition of modern slavery.

Canva is in the process of developing a supplier questionnaire covering modern slavery risks, to be completed as part of vendor onboarding for high risk areas and / or services.



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

Step 2 is part of Canva's overarching journey towards doing the most good it can. It includes how we give away our core product, our company resources, and our team's time and skills to create positive change. As our main charitable arm, the Canva Foundation is one of the ways we bring this Two-Step Plan to life and is our vehicle for philanthropic donations. Canva has four key pillars that help us focus our energy and resources on the issues we believe we can have the most impact on:



### Empower Nonprofits

*Empower every nonprofit with visual communication tools to amplify their impact and achieve their goals.*

**500k**

access Canva for Nonprofits for free

**73m+**

designs created by Canva for nonprofits in 2023

**\$178k**

donated in Gift Matching



### No Extreme Poverty

*Discover the most effective means of permanently uplifting individuals and entire communities from poverty.*

**\$25m**

donated to our GiveDirectly and Prevail program

**65k+**

people will be reached through direct cash transfers

**411k**

children received a better education through structured pedagogy



### Quality Education

*Ensure everyone has access to high-quality, free educational materials on Canva.*

**35m+**

students and teachers access Canva for Edu for free

**375**

Future Skills Lessons templates produced

**500k**

applies of Future Skills content



### Help Local Communities

*Tangibly contribute to our local communities, with a focus on ending homelessness.*

**65k+**

meals donated to our local communities

**>12.5k**

Canvanaut volunteer hours

**255**

meals shared in our Community Laundry

## 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 in this statement.

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, do as much good as they can at work, and 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. Our team and unique culture is the backbone of our success. Since day one, our goal has been to create a culture where everyone can do the best work of their lives.

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 also actively encourages its team members to engage in Step 2 by helping local communities. Each year, every team member has three days of paid 'Force for Good' leave' they can use to give back to the world (for example, by volunteering for nonprofits and contributing to local communities).

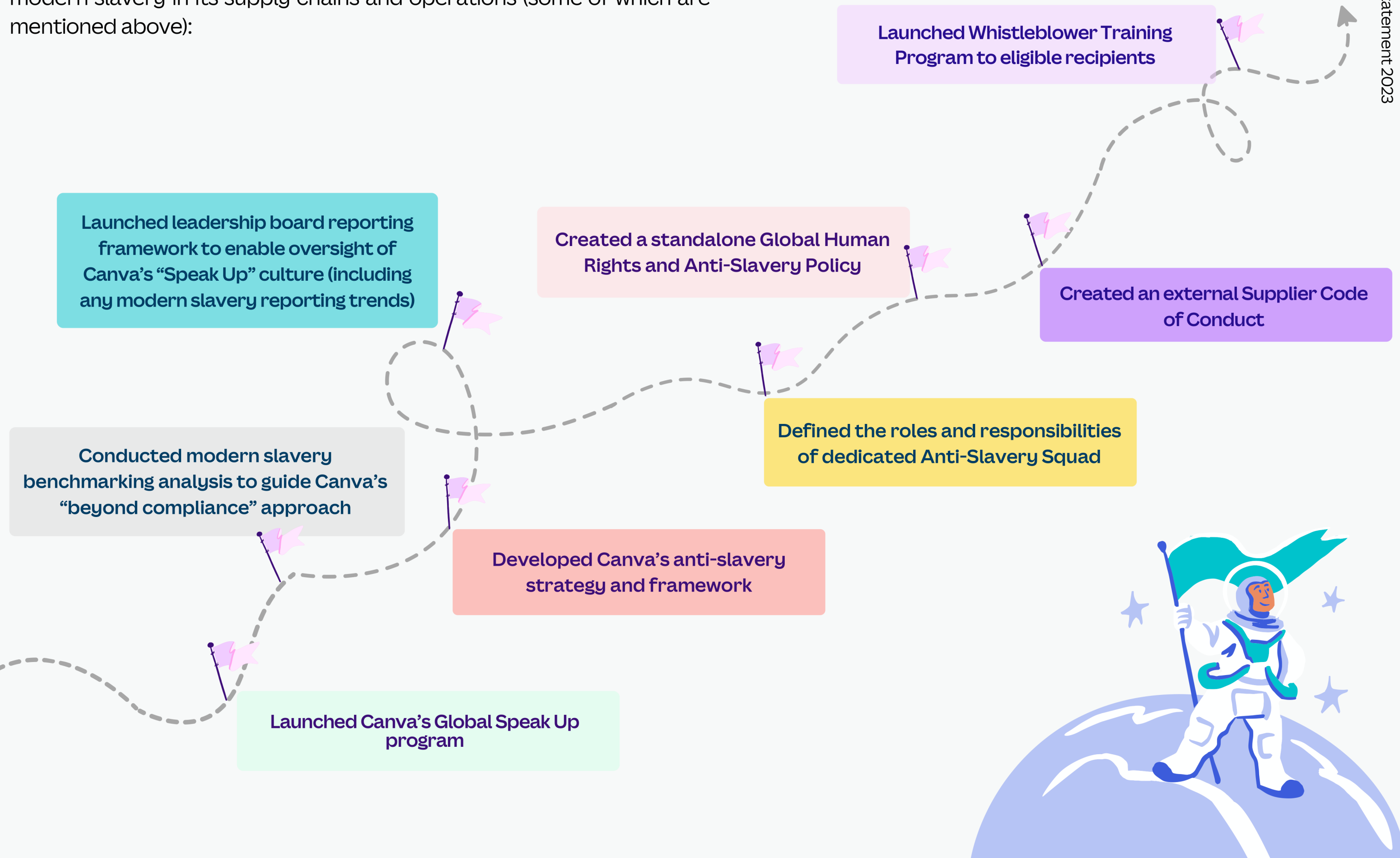
To encourage our team to pause, and take time out of their busy work weeks to use their Force for Good leave, we've introduced 'Force for Good Fridays'. This is where we dedicate one Friday every month to Step 2 – a day full of Force for Good moments for all Canvanauts, everywhere. In 2023, Canva also held a 'Force for Good Week', where the whole of Canva came together to use their time and resources for good (in 2023, focussing on homelessness and hardship). In 2023, over 58% of team members volunteered over 12,800 hours, with 150 Force for Good Friday events held.

**Canva's values are embedded into our culture, our operations and the way we do business.**



# Actions taken

This Reporting Period, Canva is proud to have made significant progress with its anti-slavery initiatives. Since the previous reporting period, Canva has taken the following actions to address identified risks of modern slavery in its supply chains and operations (some of which are mentioned above):





# Effectiveness of Actions and Controls

Canva is committed to developing processes to ensure we review the effectiveness of our actions and controls to address modern slavery risks. Canva recognises that reviewing the effectiveness of our actions and controls will be an ongoing process.

Canva is committed to remaining vigilant and constantly improving its anti-slavery efforts. We aim to live by our values, go beyond compliance, and become role models and market leaders in the anti-slavery space.

To that end, in the Reporting Period, Canva completed a comprehensive benchmarking gap analysis with the help of external consultants to determine market leading counter-slavery initiatives, relevant to Canva's industry and profile.

Utilising that analysis, in the Reporting Period, Canva developed a robust anti-slavery strategy and framework with prioritised actions over-time, and a multi-year implementation action plan for progressing targets.






Canva's Anti-Slavery Squad frequently meets to assess progress against our anti-slavery framework and strategy, monitor Canva's ability to meet its anti-slavery goals and action plan, consider whether to incorporate additional initiatives to our strategy and framework, and assess the effectiveness of Canva's actions and controls.



# Canva's Action Plan

Set out below are the areas in which Canva plans to take action in subsequent reporting periods. Through action in these areas, Canva intends 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.




 <h3>Governance &amp; Policy</h3> <ul style="list-style-type: none"> <li>● Launch Global Human Rights and Anti-Slavery Policy</li> <li>● Launch Supplier Code of Conduct</li> <li>● Expand Anti-Slavery Squad</li> </ul>	 <h3>Risk Assessment Framework</h3> <ul style="list-style-type: none"> <li>● Tier 1 Supplier Risk Assessment</li> <li>● Tier 2+ Supplier Risk Assessment</li> </ul>	 <h3>Supply Chain Analysis</h3> <ul style="list-style-type: none"> <li>● Third Party Labour Hire Analysis</li> <li>● Develop Supplier Pre-Screening Tool</li> <li>● Conduct third party assurance on disclosure</li> <li>● Conduct due diligence on highest-risk suppliers and products</li> </ul>	 <h3>Operational Action</h3> <ul style="list-style-type: none"> <li>● Implement Anti-Slavery Incident Response Framework</li> <li>● Align to international instruments and commit to freedom of association</li> <li>● Disclose allegations and incidents of identified modern slavery (if identified)</li> </ul>	 <h3>Transparency &amp; Effectiveness</h3> <ul style="list-style-type: none"> <li>● Translate Canva's policy suite</li> <li>● Conduct Specific Canva Modern Slavery Training</li> <li>● Conduct General Canva Modern Slavery Training</li> <li>● Build out Anti-Slavery Framework</li> </ul>
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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 undertook a consultation process with relevant departments within Canva's business, and the relevant entities it owns and controls.

This Statement was approved by the Board of Directors of Canva Pty Ltd and is signed by the Chief Legal Officer and Board member on behalf of the Board.

DocuSigned by:  
  
97276E5CFCE240A...  
Todd Carpenter  
Canva Chief Legal Officer and Board Member



Respecting Human Rights

*Canva*