Canva

Anti-Slavery Statement 2022

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

"Companies have both an incredible opportunity and huge responsibility to create a world that's better for everyone who lives here."

Melanie Perkins
Canva Co-Founder and CEO

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 2022 ("Reporting Period"). This is the third 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:

Step 1

Become one of the most valuable companies in the world

Step 2

Do the most good we can

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. We believe that our responsibility goes far beyond business as usual, and that what's good for business can be good for the world: this is part of our two-step plan. We truly believe that good for humanity is good for business, and times are really changing around people's expectations of what they expect from businesses.

We've come a long way, though we believe we're still 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 jurisdiction. In 2018, Canva Pty Ltd acquired 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 has approximately 3200 team members worldwide, 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.

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. 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%.

Headquartered in Sydney, NSW

3000+ team members worldwide

Online visual communications platform

100M active users. 13 billion designs.

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, 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 25 million students and teachers using Canva for Education each month, and more than 260,000 nonprofits use 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 & 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 available to be purchased on a monthly or annual basis.

(ii) '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:

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

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

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

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.

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.

Since the previous reporting period, Canva developed a draft framework for responding to cases of modern slavery, should any any actual or suspected cases of modern slavery arise in the future, which it plans to build out and implement in subsequent reporting periods.

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

1

Industry/
product
category

2

Labour
arrangements

3

Geography/
source
country

*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.

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 from where services have been procured where there is a higher risk of modern slavery occurring.**

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. While the pandemic continues to present unique challenges to Canva seeking to address risks of modern slavery in its operations and supply chains, the pandemic has not impacted Canva's commitment and efforts to engage fairly and ethically with suppliers.

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 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.

Canva is in the process of sourcing and developing specific training to help relevant team members to identify and manage risks of modern slavery.

In the Reporting Period, Canva identified relevant teams that will receive specific training - for example, teams who manage relationships with any suppliers assessed as higher risk, or procure services on behalf of Canva.

Since launching its Whistleblower Policy in the previous reporting period, Canva has identified training opportunities in relation to its whistleblowing processes. These 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, including a standalone Canva Anti-Slavery Policy, that ensure the continual development of our working practices.

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.

Since the previous reporting period, Canva has established an Anti-Slavery Squad with representatives from across Canva.

The Anti-Slavery Squad will act as a modern slavery working group, and have responsibility 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.

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. 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.

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 identified training opportunities in relation to its Whistleblower Policy (launched in the previous reporting period).

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.

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

In the Reporting Period, Canva developed a draft Supplier Code of Conduct to set supplier expectations intended to protect the health, safety, and treatment of workers (including the prohibition of modern slavery), which it plans to implement in subsequent reporting periods.

Since the previous reporting period, Canva has also further developed and committed to launching its global "Speak Up" program, which will enable employees to report any issues anonymously (including to make whistleblower disclosures and any disclosures in relation to any modern slavery risks etc). Canva plans to launch the "Speak Up" program in subsequent reporting periods.

Living out Step 2 of our two-step plan

Canva Foundation

Canva launched the Canva Foundation to leverage the talent, resources and innovation of Canva and our team to solve a variety of global challenges in the most impactful way possible. The Foundation leads Canva's charge towards a better future and is responsible for a number of initiatives that embody our value of being a force for good.

As the value of our company grows, so too does our ability to have a positive impact on the world, allowing us to continue focusing on our core value of being a force for good.

Canva is committed to being a force for good in the world through a number of ways, including the following (in addition to those outlined in Canva's previous Anti-Slavery Statement for FY21):

Pledge 1%

Canva has committed 1% of our profits, our product, and our team's time, and a further 1% of its equity towards doing the most good we can and making the world a better place, as part of the "Pledge 1%" movement.

Canva for Nonprofits

Another way we strive to be a force for good is by empowering nonprofits around the world to create impactful marketing and campaign materials, by giving them access to our premium product for free.

Emergency and Crisis Support

As a global platform with a community across 190 countries, we strongly believe in the important responsibility we have to use our voice, our platform, and our reach to stand behind our values. In the Reporting Period, Canva provided support to those directly impacted by the war in Ukraine (among other initiatives), and provided support towards the humanitarian crisis in Afghanistan (including by launching Aussies for Afghanistan, a two-week appeal to provide urgent relief for the millions of Afghans affected by this devastating humanitarian crisis).

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.

Make complex things simple

Canva aims for the most simple, pragmatic and effective solution to any problem.

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.

Set crazy big goals and make them happen

At Canva, we set ambitious goals, prioritise, hustle to execute, and celebrate success!

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 developed and implemented contractual clauses for inclusion in contracts and supplier agreements with third parties that address management of modern slavery risks. Canva also developed a Supplier Code of Conduct to set supplier expectations intended to protect the health, safety, and treatment of workers, including the prohibition of modern slavery.

Actions taken

Since the previous 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):

- Developed and implemented contractual clauses for inclusion in contracts with third parties that address management of modern slavery risks.

- Developed a draft Supplier Code of Conduct to set supplier expectations intended to protect the health, safety, and treatment of workers, including the prohibition of modern slavery.

- Further developed and committed to launching a global "Speak Up" program, which will enable employees to report any issues anonymously (including to make whistleblower and modern slavery disclosures etc).

- Established Canva's Anti-Slavery Squad, which will drive anti-slavery initiatives and assess the effectiveness of our processes, measures and controls in relation to modern slavery.

- Developed a draft framework for responding to/taking action on cases if modern slavery (if any were to arise).

- Identified training opportunities in relation to Canva's whistleblowing processes, which 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.

Effectiveness of Actions and Controls

During the Reporting Period, Canva's focus was to gain a better understanding of the best ways to mitigate potential modern slavery risks that may be present in our operations and supply chains. In the Reporting Period, Canva identified gaps and areas it intends to focus on in subsequent reporting periods, and has accordingly updated its Action Plan, as outlined below.

Canva will continue to work on developing processes to ensure we can 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, which we are committed to.

To that end, since the previous reporting period, Canva established an Anti-Slavery Squad - this group will be responsible for establishing a framework to monitor Canva's ability to meet its goals in relation to the mitigation of risks in relation to modern slavery, and assess the effectiveness of the actions that have been implemented. As part of this framework, Canva intends to develop a set of KPIs to measure the effectiveness of Canva's actions and controls.

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.

Speak Up

Launch Canva's Global "Speak Up" Program.

Questionnaire

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

Third Party Labour Hire Analysis

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

Supplier Code of Conduct

Further develop and implement a Supplier Code of Conduct to set supplier expectations intended to protect the health, safety, and treatment of workers, including the prohibition of modern slavery.

Implement procedures for action

Finalise and implement procedures developed since the last reporting period for taking appropriate action where modern slavery is suspected or identified.

Training

Provide awareness training to relevant teams identified in the Reporting Period to help relevant team members identify and manage risks of modern slavery.

Canva Anti-Slavery Policy

Develop a standalone Canva Anti-Slavery Policy.

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 the relevant entities it owns and controls, and internal departments within Canva's business.

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:

Todd Carpenter

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Todd Carpenter

Canva Chief Legal Officer and Board Member