Hostinger 2024
Sustainability Report

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Letter from the CEO

As we reflect on another year of remarkable progress, I'm filled with both pride and a renewed sense of purpose. We've not only navigated a rapidly evolving digital landscape, but we've also consistently pushed the boundaries of what's possible, all while remaining deeply committed to supporting our global community.

We make online presence accessible to everyone worldwide, a vision that fuels global progress. By offering robust tools, we ignite entrepreneurship, generate employment, and stimulate economic expansion, ultimately contributing to a sustainable future where people are empowered to build better lives for themselves and others.

At Hostinger, we've been at the forefront of AI innovation, creating solutions that truly empower our customers. Our AI assistant, Kodee, now manages approximately 50% of all client inquiries, demonstrating the

efficiency and scalability we've achieved. We also launched the AI Website Builder for WordPress users, which has made creating an online presence easier and faster than ever, regardless of technical expertise.

Our focus on customer obsession remains unwavering. As evidenced by our continued client interviews – around 800 this year – we are committed to understanding and addressing the evolving needs of our users. This direct engagement helps us refine our products and services to better serve our global audience.

With our phenomenal growth, we've achieved recognition as a leader in our industry, including being named the Best Web Hosting Service in 2024 by CNET and featured for the fifth consecutive year in the FT 1000 ranking of Europe's fastest-growing companies. These awards reflect the commitment and effort our team puts into everything we do.

We understand that leadership comes with the responsibility to set new standards for innovation, customer empowerment, and sustainable growth. As we continue to scale, we remain committed to minimizing our environmental impact. In 2024, we achieved 100% renewable electricity for our data centers – a key milestone in our journey toward a more sustainable future.

Looking ahead, we are focused on continuous improvement and enhancing customer satisfaction. We will maintain our momentum by staying agile, embracing innovation, and remaining dedicated to delivering exceptional experiences.

I am incredibly excited about the opportunities that lie ahead. Let's continue to push boundaries, empower our customers, and build new Horizons together.

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Daugirdas Jankus
CEO at Hostinger

About the report

Hostinger's 2024 Sustainability Report highlights our current state and progress toward sustainable development, identifies areas that need more attention, and informs stakeholders of our commitment to tackling them in the future.

This report covers the period from January 1 to December 31, 2024, along with our future commitments. The report is prepared with a reference to the Global Reporting Initiative (GRI), a globally recognized sustainability reporting framework. References to specific disclosures are clearly indicated on the relevant topic pages and in the GRI content index at the end of the report.

This report provides materiality assessment disclosures, the scope of which has been expanded to include stakeholder expectations. In some cases, previously disclosed data has been updated due to changes in the calculation methodology or information. Such changes and their reasons are indicated in the relevant sections.

This Sustainability Report covers information from both Hostinger Group's parent company and all of its subsidiaries. Unless otherwise stated, the disclosures in the document refer to all Hostinger Group companies. A detailed report for each subsidiary was not prepared.

The content consists of the latest available information at the time of publication, which has not been formally audited. Hostinger is committed to regular, transparent communication about our sustainability progress. To that end, we will share updates on an ongoing basis through our website and will continue to publish an annual Sustainability Report.

> ✉ If you have questions about this Sustainability Report or Hostinger's sustainable practices, please email us at **sustainability@hostinger.com**.

Publication date: 2025 05 06

Hostinger client

Jaqueline Pivato
Founder of Agencia Pito

2024 highlights

🌐 Planet

- Our data centers' **renewable electricity** share increased from **42%** to **100%**, achieved through a combination of renewable electricity matching by us and sourcing by our data center partners.

- Our **Scope 1** emissions were **0.2 tCO$_2$e**. With 100% renewable electricity, our market-based **Scope 2** emissions are now **15 tCO$_2$e**, while location-based Scope 2 emissions reached **2,804 tCO$_2$e**. **Scope 3** emissions totaled **13,771 tCO$_2$e**.

- **Per our disposal procedure, 100%** of our decommissioned servers and switches were responsibly reused or recycled.

👥 People

- Our average Employee Net Promoter Score (**eNPS**) was **64**.

- **Women** held approximately **55%** of our **leadership positions**, while **men** held **45%**. Overall, **women** constituted **43%** of our team, and **men** made up **57%**.

- Hostinger team members rated **learning and development opportunities 4.4/5** and **professional growth 4.4/5**, reflecting a strong commitment to continuous development.

- We empowered startups and businesses by participating in **44** knowledge-sharing **events**, reaching approximately **1,500 participants**.

⚙️ Governance

- We replaced secure shell keys with an **identity-based access solution**, enforcing **multi-factor authentication** and **role-based access control** for secure, verified access.

- We achieved **ISO 27001:2017** certification, confirming our commitment to strong security, risk management, and global standards.

- We enforced **restrictions** on business relationships with **sanctioned countries** and regions, and ceased operations in several countries in line with Hostinger's policy.

- We have implemented **100% server backups** – each **protected against ransomware** – across all our locations, strengthening operational resilience and ensuring seamless continuity in the face of disruptions.

About Hostinger

Three. Two. Online

Hostinger is a global web hosting company providing a range of hosting services and domain registration to individuals, businesses, and organizations worldwide. Our vision is simple, but it guides all our decisions. We strive to make building an online presence accessible to everyone worldwide.
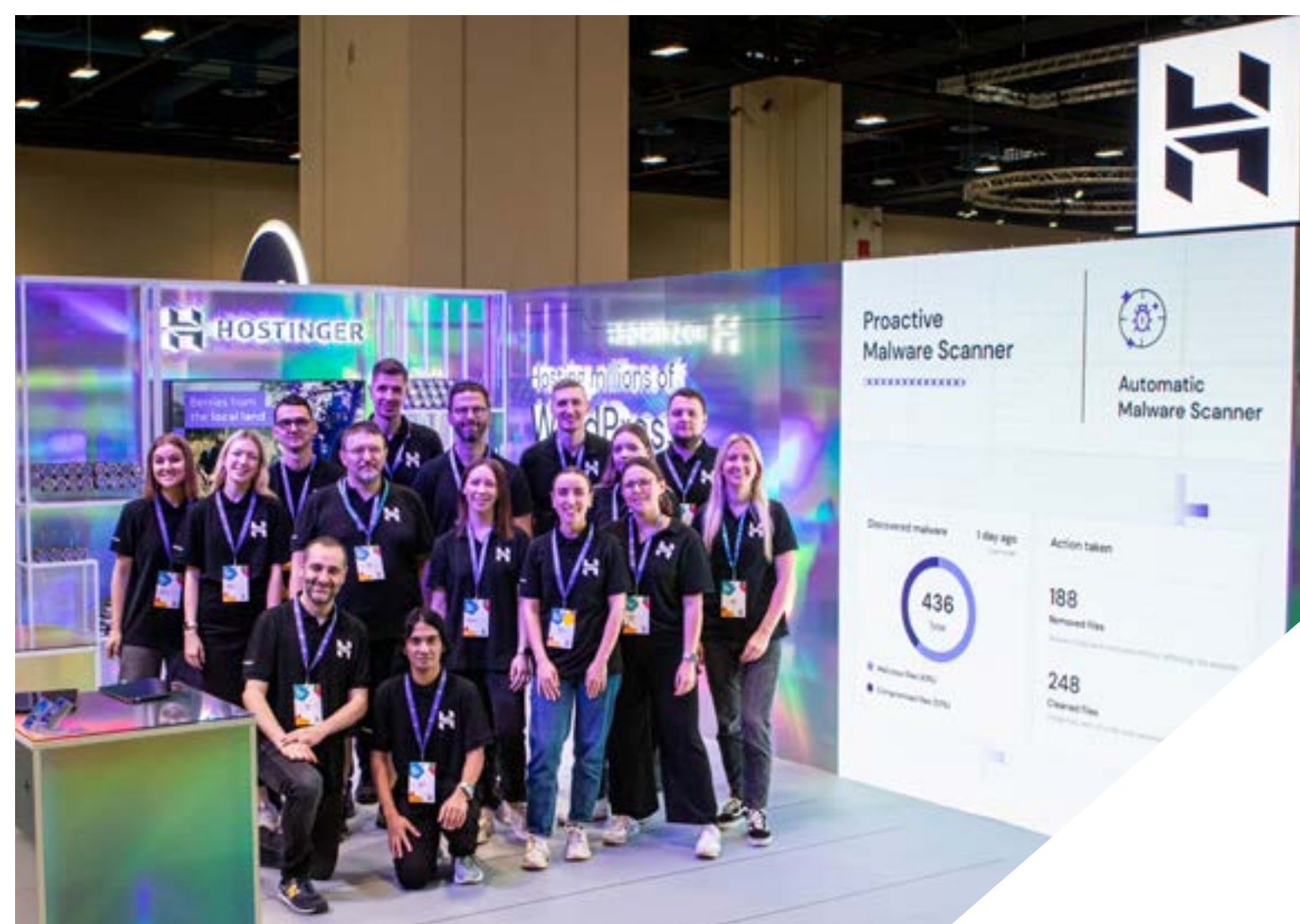
WordCamp Europe, 2024

Founded in 2004 as Hosting Media, we were once a bootstrapped company in Kaunas, Lithuania. Our journey is one of innovation, dedication, and a relentless pursuit of excellence. For us, it's not just about hosting websites – it's about providing the tools and support necessary for dreams to become reality.

We understand that every website represents a unique story, a passion, a business venture, or a creative outlet. Therefore, we are committed to delivering exceptional value and top-notch support, as well as continuously improving our products to ensure our customers' success. Through our unwavering commitment and continuous growth, we saw the opportunity to expand our reach further. To achieve this goal, we officially rebranded the company to Hostinger in 2011.

Since then, Hostinger has experienced remarkable growth and emerged as the number one global leader in web hosting services.

In 2024, CNET recognized us as the Best Web Hosting Service, and our Website Builder was ranked #1 on Forbes. Hostinger was featured in the FT 1000 ranking of Europe's fastest-growing companies for the fifth consecutive year, securing a ranking of 503. W3Techs also announced Hostinger as the winner in various web technology categories – Web Hosting Provider of the Year 2024, Data Center Provider of the Year 2024, DNS Server Provider of the Year 2024, and Email Server Provider of the Year 2024 for the second consecutive year.

Additionally, we expanded our global presence with new data centers in Frankfurt and Boston, formed a dedicated innovations team, and made strategic changes like closing 000webhost – all part of our commitment to continuous growth and innovation.

By the end of 2024, we proudly served over 3.4 million customers from more than 150 countries, establishing a strong presence across different regions to better serve our valued customers. We have subsidiaries in Brazil, the United Kingdom, the United States, Singapore, Cyprus, and Indonesia under the brand Niagahoster. Our offices in Lithuania and Indonesia strengthen our regional presence.

In 2024, our largest markets included a mix of both developed and emerging countries, creating a healthy balance.

Our vision, mission, and principles

Our vision

Make online presence accessible to everyone worldwide.

Our mission

Provide tools that help individuals and small businesses succeed online faster and more easily.

Our principles

The 10 Hostinger principles unite and guide us as a company to solve everyday problems and achieve our vision and mission. We focus on the success of our customers and work our way toward it.
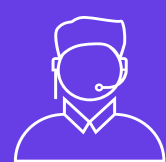
Customer obsession

Ownership

Learn and be curious

Hire and develop the best

Highest standards

Freedom and responsibility

Focus

Bias toward action

Courage and candidness

Deliver results

Our services

Starting a website journey can be a daunting task for many users, but at Hostinger, we are dedicated to making it as effortless as possible.

One of our initial steps was merging our Zyro brand with Hostinger, which resulted in the in-house website-building platform Hostinger Website Builder.

In 2024, we also launched AI Website Builder for WordPress, which uses AI-driven design and auto-generated content for a seamless experience with WordPress.
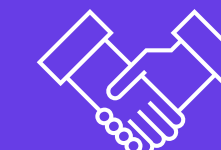
If customers ever need assistance, they can count on Kodee, our AI assistant built into our products, which efficiently handles about 50% of client inquiries. For anything else, our multilingual Customer Success team is available 24/7 through live chat, ensuring expert support anytime, anywhere.

Speed matters in business – a fast loading time boosts visitor retention and customer conversion. We ensure maximum performance with LiteSpeed, one of the industry's leading web servers, which powers all our hosting services.

Our average Client Net Promoter Score (NPS) was 58 in 2024, indicating that most clients view Hostinger as a trusted choice, which fosters long-term client loyalty.

However, customers need more than just a website; thus, Hostinger provides a comprehensive range of services to support them at every stage of their online journey:

- **Web hosting.** The ideal hosting service for personal projects and small business websites.

- **WordPress hosting.** Optimized to make WordPress websites load faster.

- **VPS hosting.** Best for web developers who need easy-to-scale resources for their projects.

- **Cloud hosting.** An excellent hosting solution for large-scale websites.

- **Hosting for professionals.** Perfect for freelancers or agencies with multiple clients.

- **Domain registration.** A vast choice of domain names at the most competitive prices.

- **Email hosting.** Professional domain-based email addresses are ideal for online businesses.

In addition to the products above, we have worked on incorporating artificial intelligence (AI) across more of our services. Our AI features empower everyone, from complete beginners to experienced tech professionals, to create stunning websites with ease and efficiency.

- **AI Image Generator.** Instantly create images by entering specific prompts and choosing the image style.

- **AI Writer.** Generate website copy that converts visitors into leads and, eventually, customers.

- **AI Blog Generator.** Build a knowledge-sharing space in just a few clicks.

- **AI Domain Name Generator.** Provide brandable names for a wide range of projects.

- **AI Heatmap.** Predict user behavior for more strategic call-to-action placements.

- **AI Logo Maker.** Accessible as an individual tool and within Hostinger Website Builder, this tool generates logos in various styles.

- **AI Domain Name Generator.** Provide brandable names for a wide range of projects.

- **AI SEO Assistant.** Improve website performance in search engine results by generating relevant keywords, SEO titles, and meta descriptions.

As the AI landscape rapidly evolves, we are not stopping with the products we've already introduced. At the beginning of 2025, Hostinger released a new product that significantly changed the app development landscape: Hostinger Horizons, an AI-powered software development tool that allows anyone to create custom web apps in minutes, with no coding required.

Design Day, Vilnius, 2024

Management and structure

Hostinger is a dynamic, global network of companies propelled forward by the vision and leadership of a dedicated Board. The Board decides on the company's strategy and how to scale the business, identifies profitable opportunities, innovations, and investments, and consults with the CEO, Daugirdas Jankus, and other core members. Our Board is elected according to the Articles of Association of the company and applicable laws. Its members possess a varied portfolio of professional backgrounds and skill sets, allowing them to bring diverse perspectives to the table.

Board Members

Arnas Stuopelis
(Chairman of the Board)

Eimantas Sabaliauskas

Jochen Dominik Berger

Tobias Mohr
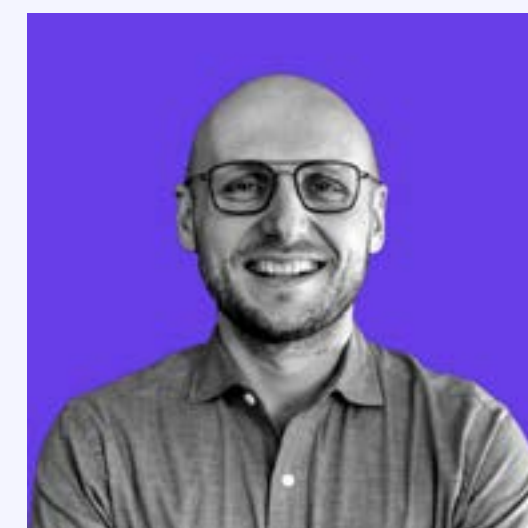
Tomas Okmanas

Hostinger has seven departments: Business Operations, Customer Success, Finance, People, Product, Revenue, and Marketing. Each department is led by a Core Leadership Team member who reports to the company's CEO.

The Core Leadership Team, or C-level executives, is a group of high-level managers and executives in charge of the strategic direction, development, and success of Hostinger. Together, they work to ensure that the core business areas operate efficiently while supporting the CEO in driving the organization towards its objectives. They are responsible for the decisions and risk management affecting the whole company.

At Hostinger, we are dedicated to minimizing hierarchy and bureaucracy. We strive to keep teams effective as we grow by keeping collaboration as flat as possible and empowering team members to take ownership of their initiatives. This approach allows us to scale as an organization without sacrificing efficiency or creativity.

Sustainability

Sustainability at Hostinger

Hostinger's sustainability efforts aim to minimize negative environmental, social, and governance impacts generated by the company and enhance our positive contribution in the most relevant areas. Our third Sustainability Report marks a significant step in our journey towards sustainable development.

To ensure effective coordination of our sustainability efforts, we have a dedicated Sustainability Manager who reports to the COO. This role is responsible for developing and executing a comprehensive sustainability strategy that addresses environmental, social, governance (ESG), and economic impacts, opportunities, and risks. The development and implementation of this strategy involve stakeholder engagement, materiality assessments, participation in annual and quarterly planning sessions, and the structuring of key initiatives and deliverables.

Our approach to sustainability planning emphasizes transparency and accountability through the Objectives and Key Results (OKR) framework, which is applied company-wide. This framework involves all employees, including core team members and the CEO, in the planning process. Additionally, sustainability performance is continuously monitored through key performance indicators (KPIs) and other health metrics on a monthly, quarterly, and annual basis.

By implementing these elements, Hostinger has established a robust sustainability policy that drives sustainable practices throughout the organization.

In 2024, Hostinger identified three key sustainability directions to concentrate our resources for the greatest impact, shaping our commitment for the upcoming years:

- **Climate change and circularity.** Hostinger is committed to minimizing its environmental impact by maintaining 100% renewable electricity, reducing greenhouse gas emissions in line with the Paris Agreement, and proactively assessing and addressing climate-related risks across our operations.

- **Knowledge sharing.** Hostinger aims to enhance knowledge sharing by providing best practices that support and empower entrepreneurs and startups in building and expanding their businesses.

- **Human sustainability.** We foster growth, equal opportunities, and well-being by offering diverse learning opportunities, inclusive practices, and a workplace that offers flexibility and recognition.

This report highlights progress, key indicators related to these sustainability directions, and other material topics identified for inclusion in the reporting process.

Stakeholders and materiality assessment

Collaboration and close relationships with stakeholders are essential for creating inclusive, informed, and effective decision-making processes that address the complex challenges we face today. It is also important to ensure responsible management of Hostinger's sustainability impacts. Thus, we aim to develop the company's sustainable initiatives, taking into account the needs and expectations of our stakeholders.

We engage with stakeholders through various communication channels to gather feedback on our practices, ensuring their interests, concerns, and issues are addressed effectively. Hostinger has also established whistleblower channels, enabling employees, customers, business partners, suppliers, and other stakeholders to report violations of our policy principles, seek assistance, or voice concerns. Upon identifying a possible negative incident related to environmental, social, or governance aspects, the designated responsible employees must analyze the incident and implement corrective actions to remedy the harm caused.

STAKEHOLDERS	HOW WE ENGAGE	
Shareholders	• Board meetings	
Team members	• Slack • One-on-one meetings • Team meetings • Team member surveys • Town Hall meetings	• Feedback Dot tool • Internal documents and handbook • Company events • OKR review meetings • Social media
Management	• Weekly and monthly meetings • OKR review meetings • All-Directs meetings	• Company events • Leadership narrative meetings
Customers	• Client interviews • Customer Success team • Hostinger Tutorials • Hostinger Academy	• Hostinger Blog • Webinars and podcasts • Conferences • Surveys
Suppliers	• Meetings • Conferences and exhibitions	• Negotiations, internal assessment procedures and contracts
Regulators and governments	• Participation in public initiatives • Finance and sustainability reporting	
Communities	• WordCamps • Hackathons	• Other events and partnerships • Social media
Industry peers	• Knowledge-sharing events • Industry organization memberships	
NGOs	• Collaboration on projects • Partnerships with NGOs	

In 2024, we began updating our materiality assessment, initially conducted in 2023 under the 2021 Global Reporting Initiative (GRI) standards recommendations. This update reassesses the relevance of environmental, social, governance, and economic topics within Hostinger's operations to reflect the current landscape. It also aims to identify any new factors that should be considered.

Our materiality analysis involved four steps:

01. **Understanding the company's sustainability context.** Hostinger analyzed sector-relevant and industry-specific standards, such as the Green Web Foundation, Climate Neutral Data Centers Pact, SASB Standards (Software and IT Services, as well as Internet Media and Services), and relevant peers. Doing so has allowed us to discover the impacts commonly associated with our sector.

02. **Identifying the impacts.** We gathered multiple sources to compile a list of Hostinger's potential environmental, social, governance, and economic impacts. The sources include stakeholders' expectations of our sustainable development, market and sector trends, European Union (EU) regulations and directives, the company's strategy, organizational culture, and overall sustainability context. The list consisted of actual and potential impacts, reflecting negative and positive, short-term and long-term, and reversible and irreversible impacts.

03. **Assessing the impact significance.** We evaluated the list of impacts based on their severity, defined by scale, scope, and irremediability. We then assigned a 0 to 5 score for each category—the higher the score, the more severe the impact. The concept of scale refers to how serious a negative or positive impact is or can potentially become.

04. **Prioritizing the most significant materials to report.** We prioritized the material topics based on their average scores in terms of scale, scope, irreversibility, and likelihood, where applicable. We also evaluated positive and negative impacts separately. To determine which impacts to report, we applied a threshold of an average score above 3 for positive impacts and a total score above 8 for negative impacts, as scores were summed across categories. Only impacts meeting these thresholds were included in the report.

Looking ahead to 2025, Hostinger is conducting a double materiality assessment in line with the European Sustainability Reporting Standards (ESRS). This assessment examines our impact on the environmental, social, governance, and economic factors and evaluates how these factors may influence our business financially.
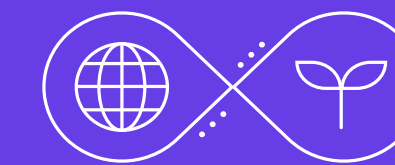
Based on our assessment, this Sustainability Report contains the following material topics:

- Climate change and circularity
- Growth
- Diversity and equal opportunities
- Well-being
- Health
- Knowledge sharing
- Social responsibility
- Data and cyber security
- Content safety
- Business ethics
- Supply chain

Planet
2024 highlights

01

We have achieved **100% renewable energy** share for our data centers' electricity needs.

02

Our **Scope 1** emissions totaled **0.2 tCO$_2$e**. With 100% renewable electricity, our market–based **Scope 2** emissions are now **15 tCO$_2$e**, while location–based **Scope 2** emissions reached **2,804 tCO$_2$e**. **Scope 3** emissions totaled **13,771 tCO$_2$e**.

03

Per our disposal procedure, 100% of our decommissioned servers and switches were responsibly reused or recycled.

HOSTINGER

Climate change

In 2024, we made climate change a strategic priority, committing to greenhouse gas (GHG) reduction targets to mitigate its impact. Having achieved 100% renewable electricity in 2024—our key Scope 2 emission source—we now focus on aligning Scope 3 reductions with a science-based trajectory in line with the Paris Agreement.

To make informed decisions when reducing our GHG emissions, we have conducted Scope 1, 2 and 3 GHG emission calculations for the second consecutive year. Our emissions were calculated according to the Greenhouse Gas Protocol with the help of our partners.

Scope 1 refers to emissions from company-owned and controlled resources, encompassing emissions from company operations such as fuel combustion in owned vehicles or fugitive emissions like gas leaks from cooling systems. In Hostinger's case, we have only included fugitive emissions from cooling systems, as we do not own a vehicle fleet.

Under **Scope 1**, Hostinger reported **0.2 tCO$_2$e** from cooling system emissions in the Yogyakarta office.

Meanwhile, **Scope 2** covers emissions that the company causes indirectly through the use of energy. This includes heating in our office spaces, as well as electricity consumption for servers in data centers. Following the GHG Protocol, we report our Scope 2 emissions using two approaches – **market-based** and **location-based**. The first one calculates the emissions from electricity the company has chosen to purchase, while the latter accounts for the energy consumption's average emission intensity, whether renewable or not.

In 2024, Hostinger rented office spaces in Lithuania (Vilnius and Kaunas) and Indonesia (Yogyakarta) and maintained 12 active data centers under co-location agreements. With regards to **Scope 2** emissions, under the market-based approach, all our offices and data centers operate on renewable energy, achieved through a combination of direct contracts of our data centers with renewable electricity providers and the purchase of renewable electricity certificates (see Data centers for more information).

As a result, our market-based emissions amount to **15 tCO$_2$e**, which includes only heating from our office spaces. Using the location-based method, which reflects the average grid emissions where our facilities operate, along with heating, our total emissions amount to **2,804 tCO$_2$e**.
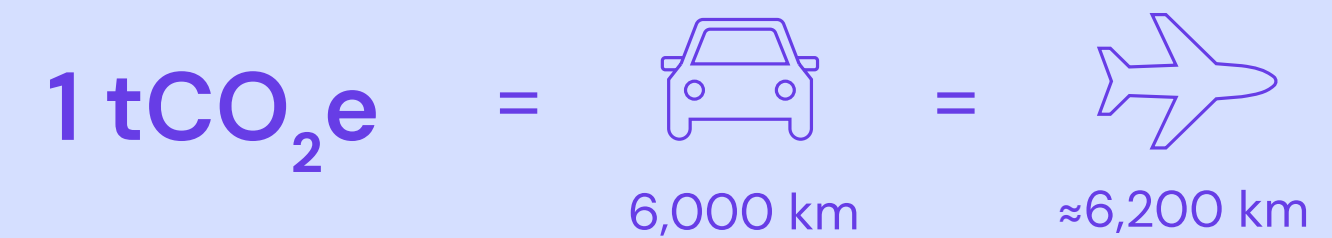
Scope 3 emissions are other indirect emissions that occur outside the company's direct control in the value chain, both upstream and downstream. In our case, we included purchased goods and services, capital goods, waste generated in operations, business travel, and employee commutes.

Our **Scope 3** emissions totaled **13,771 tCO$_2$e**, with the distribution across various areas shown in the table below.

In total, Hostinger's emissions for 2024 reached **13,786 tCO$_2$e**, representing a **34.6%** increase from 2023. This growth reflects the overall expansion of the company, with certain categories, such as Capital Goods, rising due to renovations at both Lithuania offices and the purchase of new types of servers. Find more information about the calculation methodology in the Appendix.

$1\ tCO_2e$ = 🚗 6,000 km = ✈ ≈6,200 km

As a point of comparison, **1 tCO$_2$e** is roughly equal to the emissions of driving around 6,000 kilometers in a diesel car or a single passenger flying ≈6,200 kilometers – more specifically, a one-way trip between Frankfurt and New York.

To align our **Scope 3** reductions with a science-based trajectory in line with the Paris Agreement, we began engaging actively with key suppliers to foster transparency and collaboration in emission reduction efforts. By collecting and analyzing their GHG emissions data, we aim to identify opportunities to lower emissions across our value chain by 2026.

[1] The 2023 data was recalculated. The recalculation includes an additional sub-category of Affiliates and Influencers in Purchased Goods and Services, which were excluded from the 2023 report due to the lack of a more specific emissions factor. We aim to find a more suitable factor in the coming year.

SCOPE	CATEGORY	2023 [1]		2024	
		tCO$_2$e/year	% of total	tCO$_2$e/year	% of total
Scope 1	Company facilities	0.2	0.0%	0.2	0.0%
	SCOPE 1	0.2	0.0%	0.2	0.0%
Scope 2	Purchased electricity & heating, market-based	1,522	18.4%	15	0.1%
	Purchased electricity & heating, location-based	1,660		2,804	
	SCOPE 2 (MARKET-BASED)	1,522	18.4%	15	0.1%
Scope 3	1 – Purchased goods and services	4,470	30.3%	5,784	41.9%
	2 – Capital goods	3,072	37.1%	6,745	48.9%
	3 – Fuel and energy related activities (market-based)	347	4.2%	352	2.6%
	5 – Waste generated in operations	4	0.1%	4	0.0%
	6 – Business travel	645	7.8%	826	6.0%
	7 – Employee commuting	183	2.2%	63	0.5%
	SCOPE 3	8,722	81.6%	13,771	99.9%
	Total carbon footprint (tCO$_2$e/year)	10,245	100%	13,786	100%

Data centers

To advance our goal of achieving 0 tCO2e Scope 1 and 2 market-based emissions, we collaborated with our data center partners on two key initiatives:

- **Enhancing electricity consumption data**. We worked with data centers to obtain direct electricity consumption data, where possible. This improves the accuracy of greenhouse gas accounting, enhances transparency, and allows for more accurate monitoring of key energy metrics, including total energy use categorized by renewable and non-renewable sources and overall energy intensity (see Appendix).

- **Advancing renewable energy adoption.** We evaluated data centers' renewable energy strategies to identify opportunities to reduce reliance on non-renewable sources. In 2024, 67% of our data center energy came from renewable sources, achieved through a combination of our colocation providers securing direct contracts with renewable electricity providers and their purchase of renewable energy certificates. To further this effort, we took the initiative to secure renewable electricity certificates for facilities in Meppel (Guarantees of Origin), Asheville (Renewable Electricity Certificates), Mumbai, and Jakarta (International Renewable Electricity Certificates), ensuring a **100% renewable electricity** share in market-based emissions reporting. Certificates were purchased and redeemed in accordance with the applicable legislation, ensuring they were not sold to or otherwise claimed by a third party. We remain committed to accelerating full renewable transitions and addressing any remaining non-renewable energy use.

We also kept our criteria for establishing new data centers: requiring that they operate on 100% renewable electricity. As a result, in 2024, we entered into a contract with the Frankfurt and Boston data centers, both of which are powered by renewable energy sources.

YEAR	RENEWABLE ELECTRICITY SHARE IN DATA CENTERS
2022	35%
2023	42%
2024	100%

All our data center server IPs are now listed as renewable in **The Green Web Foundation's** Green Web Check.

In 2024, our Power Usage Effectiveness (PUE) ratios ranged from 1.2 to 1.7, with an average of 1.45 – a slight improvement from the 2023 average of 1.54. According to Uptime Institute's Global Data Center Survey 2024, the average PUE for data centers worldwide in 2024 was 1.56.

∗ **PUE** is a metric that measures the ratio of the total power consumed by a data center to the power used by the IT equipment within the data center. PUE is expressed as a ratio; the lower the value, the more energy-efficient the data center is.

Circular economy

The circular economy focuses on maximizing resource efficiency – whether by improving energy efficiency, reducing waste, extending equipment lifespan, or optimizing resource use. At Hostinger, we integrate these principles into our operations.

To minimize environmental impact, we ensure that all decommissioned servers and switches are either reused or recycled through a structured process. This includes vendor selection criteria and ongoing monitoring to ensure responsible disposal. Vendors must be ISO 14001 certified and meet at least one of the following criteria:

- Provide documentation proving that valuable materials from servers and switches are reclaimed, reused, or recycled.

- Submit reports on reclaimed, reused, or recycled volumes, including any materials sent to landfill.

In 2024, 100% of our servers and switches were disposed of according to this procedure.

Reused & Recycled

Awareness raising

Our commitment to tackling environmental challenges is an ongoing process that aims to identify how our operations affect the environment and implement effective measures to reduce the impact. Additionally, we engage in discussions and initiatives to explore ways we can contribute to more sustainable practices. Below are some events from 2024 focused on increasing awareness and fostering responsible environmental actions in daily life:

- **Vegan Breakfast Workshop.** Hosted with Gyvi Gali for Vegan Month, highlighting the health and environmental benefits of plant-based diets, debunking myths, and teaching participants to prepare a vegan meal.

- **Flea market.** Organized in Yogyakarta and Cyber City offices with Oxylabs, NordSecurity, and Surfshark to promote the circular economy through exchanging pre-loved items.

- **Global Steps Challenge.** A 10-day walking challenge on the Walk15 app to encourage a healthier lifestyle and reduce CO_2 emissions. Every 2,500 steps contributed €1 to Sidabrinė Linija, bringing volunteer-led conversations to seniors facing social isolation.

- **Earth Day: Sustainability Trivia.** Hosted to test and expand knowledge of Earth Day, environmental issues, and sustainable actions in a fun, interactive format.

- **People, Planet, and Pizzas: Trivia Lunch.** Held by Hostinger, Oxylabs, NordSecurity, and Surfshark, combining sustainability trivia with a pizza lunch to raise awareness on topics like diversity, recycling, and pop culture.

Flea market at Cyber City, Vilnius, 2024

People
2024 highlights

01

Peak Performance Pulse was chosen as the best annual HR practice at the [Motivated at Work](#) conference.

02

Hostinger team members rated **learning** and **development opportunities 4.4/5** and **professional growth 4.4/5**, reflecting a strong commitment to continuous development.

03

Women held approximately **55%** of our leadership positions, while **men** held **45%**. Overall, **women** constituted **43%** of our team, and **men** made up **57%**.

04

Our 2024 **eNPS** averaged **64** out of 100, suggesting that most of our team members view Hostinger as an exceptional workplace.

05

We empowered startups and businesses by participating in **44** knowledge-sharing **events**, reaching approximately **1,500 participants**.

06

We **donated €128,534** to worthy causes.

HOSTINGER

Q3 Town Hall, Vilnius, 2024

At Hostinger, sustainability encompasses how we invest in and empower people, both within and beyond our organization. Our sustainability vision for the coming years centers on two key pillars: human sustainability and knowledge sharing.

Human sustainability represents our commitment to fostering meaningful change in our people's lives. By creating an environment that promotes continuous learning, ensures equitable opportunities, and prioritizes holistic employee well–being, we aim to empower our team members to thrive personally and professionally.

Meanwhile, knowledge sharing allows us to use our expertise to create a broader societal impact. This initiative transforms our internal best practices into valuable resources for customers, entrepreneurs, startups, and businesses worldwide.

These two focuses work together to create a lasting positive impact for our team members and the broader business community we serve.

Growth

At Hostinger, we want to be the best workplace for self-motivated, self-aware, self-disciplined, and self-improving people. To empower them to Learn and Be Curious, we make it a priority to offer development resources and learning opportunities that ultimately contribute to their achievements.

This commitment is at the heart of our Employee Value Proposition (EVP): **We'll grow fast**. It reflects Hostinger's dedication to customer success, business growth, and – most importantly – the personal and professional growth of our team members. By offering competitive benefits, a healthy company culture, and promising career opportunities, we ensure that both current and future employees find real value in being part of Hostinger.

To ensure team members improve in their current roles and expand their impact, we built a new performance management ecosystem in 2023 called Peak Performance Pulse, which was launched at the beginning of 2024. The purpose of this performance management system is to give clarity and transparency to every team member's performance and fuel their development.

To ensure effective evaluation, these are the tools that support Peak Performance Pulse:

- **Self-reflection tool.** Within this tool, team members write a comprehensive self-reflection of their performance in vital areas from the previous quarter.

- **Performance Pulse tool.** After team members complete the self-reflection of their performance, managers are invited to evaluate the performance of their direct reports.

- **1on1 meetings with the manager.** Every team member and their leader engage in 1on1 meetings regularly, focusing on personal well-being, work updates, and growth opportunities.

- **Feedback Dot tool.** We use the Feedback Dot tool to send and request feedback among team members, fostering discussions on skill and behavior improvement.

- **Manager's 360-degree feedback tool.** This tool aims to provide a holistic view of a manager's performance. It involves collecting input from direct reports, peers, and managers, as well as a self-assessment.

- **Team effectiveness assessment tool.** This tool aims to assess team performance within the company by collecting feedback from members on various aspects of their effectiveness.

- **Calibration session.** This tool provides a platform for gathering valuable perspectives on team member performance, ensuring consistency, fairness, and objectivity across teams and departments. It also facilitates discussions about potential successors to maintain strong team performance.

These practices are key to personal and professional development, as self-reflection fosters self-awareness and high performance, while open dialogues with managers provide valuable feedback and guidance for continuous growth.

We acknowledge that ongoing development is vital to ensure high performance. Therefore, at Hostinger, we provide learning opportunities and resources to help team members improve their skills and achieve their goals. These resources contribute to holistic 360° growth, one of our four key benefit approaches.

- **Internal learning offerings.** These are internal expert-led learning activities tailored to team needs. Workshops like Team Effectiveness and PrinciplesYou enhance collaboration, while Think Tank sessions and Purpose workshops drive creativity and alignment.

- **Common company learning opportunities.** We offer diverse opportunities for growth, from leadership training and case study workshops to language courses. Employees can enhance their skills through CoachHub coaching, Guilds for tech knowledge sharing, and a well-stocked book library.

- **Memberships and subscriptions.** This includes a wide range of learning resources tailored to professional growth across all departments. Employees have access to expert-led content on platforms like Udemy, Reforge, Pluralsight, TryHackMe, and Harvard Business Review.

- **External learning opportunities.** While we provide extensive in-house learning programs, we also support employees who wish to expand their development through external workshops, conferences, and professional training that aligns with their career goals and interests.

- **E-learning platform and Handbook.** We have an extensive catalog of various work and growth-related e-learnings on our learning management system, Sana. In addition, our internal knowledge base Handbook has an extensive library of curated content for various soft skills with suggested books, articles and videos.

- **SaaS tool compensation.** We empower innovation by encouraging employees to explore and experiment with new SaaS tools that drive efficiency and growth.

19.2h
Average training hours per team member

21.8h
Average training hours per female team member

17.2h
Average training hours per male team member

20.1h
Average training hours per manager

8.9 out of 10
Average training satisfaction score
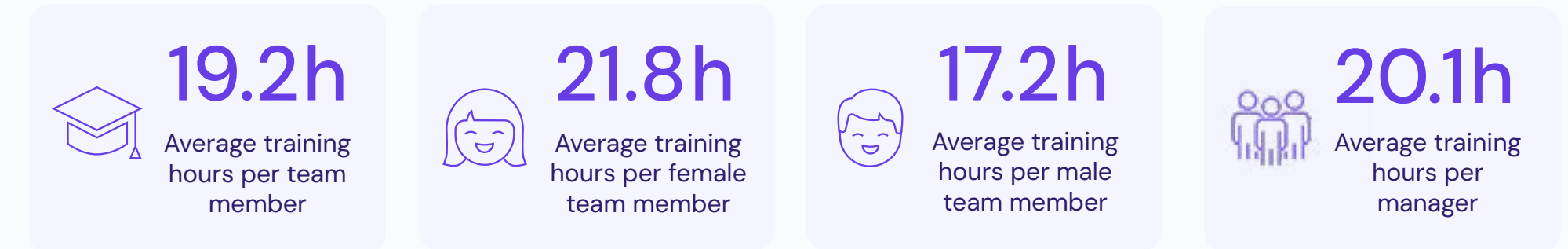
- The calculation included e-learning and training sessions organized by the L&D team.
- External seminars & Mastery Fridays hours were excluded.

In 2024, our employee surveys showed strong confidence in growth opportunities at Hostinger. Team members rated the statement, 'I have enough opportunities to learn and develop at Hostinger' an average of 4.4 out of 5, while 'I feel that I'm growing professionally at Hostinger' received 4.4. These high scores reflect our commitment to fostering continuous learning and development.

Additionally, each Friday in August 2024 was dedicated to Mastery Fridays, allowing team members to focus on innovation, learning, client engagement, recharging, or well-deserved rest. Each team member had the flexibility to choose how they used this time for their well-being and development. 70% of us used the days as intended, and 97% rated them as very good or excellent.

Diversity and equal opportunities

With hundreds of team members across 45 countries and counting, Hostinger has always embraced global remote working.

As an international brand, collaborating with individuals from different cultures and backgrounds is crucial. An open and accepting environment has consistently fostered innovative thinking, contributing significantly to Hostinger's success. Also, the more local market insights we gain, the better we understand and serve our customers.

We believe that a thriving workplace is one where everyone feels respected and valued. We strive to create a collaborative work environment where every team member can contribute their ideas and has access to equal opportunities, regardless of location or cultural background. This is one of the driving forces behind our Hostinger Principles. Regardless of personality or cultural traits, every team member can refer to the same 10 values to set goals, make decisions, and complete tasks.

Even though there were no confirmed incidents of discrimination in 2024, we constantly aim to strengthen the management of equal opportunities. For example, in 2024, 31 team managers participated in a Managers Academy module dedicated to recognizing their own bias. In addition, we cover the topic of our own bias recognition in various other training initiatives, such as case study groups for hiring managers.

Moreover, we have an Equal Rights Policy. This document defines the principles of equal rights, establishes monitoring procedures, provides measures for preventing violations, sets guidelines for investigating violations, and outlines the consequences for team members who violate the policy.

WordCamp US, 2024

We also acknowledge the importance of compensation and career opportunities in creating a workplace of equal opportunity. That's why we have a comprehensive Salary Philosophy to guide all managers in evaluating their direct reports' salaries based on:

1. How a person's behavior is aligned with Hostinger Principles.

2. The organizational output they generate.

3. Their professional competencies.

4. The company's performance and achieved results.

5. The market value of their competencies.

In 2024, we conducted a comprehensive review of gender pay gaps to assess the organization's current standing. The gender pay gap, calculated as the difference in average salaries between female and male employees expressed as a percentage of the average male salary, is often influenced by variations in job levels, team complexities, and the specific responsibilities and competencies required across different teams.

Also, in the interest of fairness, our People Business Partners track team KPIs related to compensation. They provide managers with market data and insights, working collaboratively to ensure that all Hostinger employees are fairly compensated based on their competence level, regardless of gender.

Lithuania	Indonesia	Brazil
−2.09%	−4.03%	0.00%

* A negative (−) pay gap percentage indicates that females earn more than males.

The calculation considers base salary only.

The observed pay gap is influenced by differences in job levels, team complexities, and the varying responsibilities and competencies required across teams.

As a global organization, regional differences also impact pay outcomes.

Tech days, Vilnius, 2024

TEAM MEMBERS BY NATIONALITY
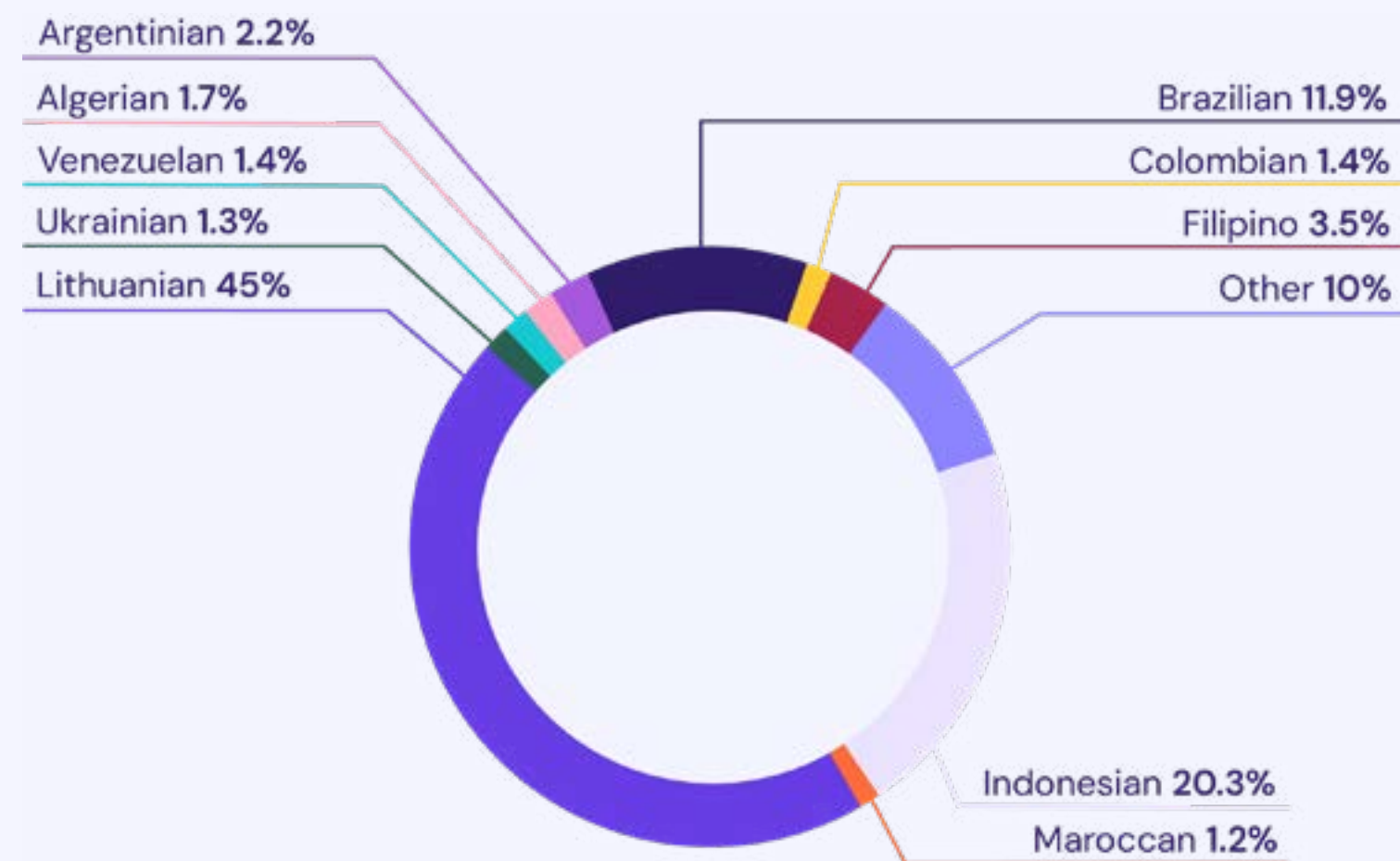
We have team members across 45 countries, with the largest portion holding Lithuanian (45%), Indonesian (20.3%), and Brazilian (11.9%) nationalities. Another group of team members holds Filipino (3.5%), Argentinean (2.2%), Algerian (1.7%), Colombian (1.4%), Venezuelan (1.4%), Ukrainian (1.3%) and Moroccan (1.2%). The remaining team members (10%) represent nationalities from 35 other countries.

In 2024, our team composition remained stable from the previous year, with women making up 43% and men 57%. According to the latest data, only 19.4% of people working in ICT roles in Europe are women. In 2024, women made up 21% of our IT roles, while men accounted for 78%.

Notably, there has been a shift in leadership dynamics; 55% of leadership positions are now held by women, up from 52% in 2023. Men now hold 45% of leadership roles compared to 48% in 2023. This distribution of leadership opportunities between genders occurred organically, reflecting the evolving composition of our team and the promotion of talent based on merit. Leadership positions are defined as roles in which an individual manages at least one other team member.

GENDER DISTRIBUTION IN LEADERSHIP POSITIONS

	WOMEN	MEN
2022	44%	56%
2023	52%	48%
2024	55%	45%

Well-being

3 million clients celebration, Vilnius, 2024

At Hostinger, we seek to foster well-being and engagement through initiatives that promote work-life balance and enhance satisfaction.

We continuously assess our Employee Net Promoter Score (eNPS) to gauge team satisfaction and loyalty while also identifying opportunities for improvement. In 2024, we conducted our eNPS surveys quarterly. While the core eNPS question remained consistent throughout the year, we adjusted the supplementary questions to explore different aspects of employee well-being. Our 2024 eNPS averaged 64 out of 100 despite a modest dip of 1.25 points from the previous year. This score suggests that the majority of our team members view Hostinger as an exceptional workplace.

In addition, team members rated Hostinger's well-being consideration at 4.2/5, their ability to maintain mental, emotional, and physical well-being at 4.1/5, and perks and benefits at 4.2/5, reflecting a supportive work environment that prioritizes employee well-being.

It's important to note that according to AIHR, the average eNPS score for IT companies stands at 26. An eNPS of 26 is deemed 'good,' indicating a positive disposition where a significant percentage of employees would recommend their workplace to friends and colleagues. Scores of 50 and above are classified as 'excellent'.

In 2024, our overall employee turnover rate was 34.2%. However, employees who strongly identify with our culture – our Culture Peak group – had a turnover rate of just 0.5%, demonstrating the positive impact of cultural alignment on retention.

Beyond the 360° Growth benefits approach highlighted in the <u>Growth</u> section and Wellness Simplified in the <u>Health</u> section, here are two other key benefit approaches that significantly contribute towards well-being.

Company-wide well-being benefits

FREEDOM AND RESPONSIBILITY	WORK HARD – PLAY HARD	
• **Remote work.** Hostinger empowers employees with the flexibility to work from any location, enabling them to tailor their environment to maximize productivity and well-being. • **Flexible working hours.** At Hostinger, we embrace the principle of Freedom and Responsibility, allowing our employees to manage their own time and duties with self-discipline and awareness. • **Home office budget.** Recognizing the value of a productive workspace, Hostinger offers a home office budget for remote workers, and employees working remotely in the UK, Brazil, and Indonesia.	• **Anniversary gifts.** Hostinger celebrates employee anniversaries with personalized gifts. • **Workations.** A workation blends productivity with exploration, allowing employees to work remotely from inspiring locations. • **Annual events.** Celebrate key moments with Appreciation Day (March 7th), Tech Day (September 13th), and festive Christmas activities. • **Appreciation gifts.** We honor our employees' life milestones with thoughtful gifts that recognize their dedication and contributions. • **Wedding days.** Employees tying the knot can enjoy up to three additional paid days off – plus a bonus. • **Town Hall events.** Our Town Hall events bring the team together to recognize achievements and company milestones.	• **Team building activities.** Strengthening team bonds enhances collaboration, communication, and company culture and helps employees to connect. • **Summer and winter fests.** These seasonal festivals provide a chance to unwind, celebrate accomplishments, and connect with colleagues in a fun and festive atmosphere. • **Meet the Client initiatives.** Held monthly in Lithuania, these events foster closer client relationships.

Site-specific well-being benefits

LITHUANIAN TEAM MEMBERS	INDONESIAN TEAM MEMBERS	BRAZILIAN TEAM MEMBERS
• **Žalgiris Arena VIP Lounge.** We offer employees exclusive access to Žalgiris Arena for basketball games, concerts, and events with priority seating, premium amenities, and a first-class experience.	• **Food allowance.** All team members receive an additional monthly food allowance included with their payroll to support daily meal expenses. • **Internet allowance.** Every team member receives a monthly internet allowance to ensure seamless connectivity.	• **Food allowance.** With a flexible Flash card, team members can use their full monthly allowance for both groceries and meals, giving them the freedom to choose according to their needs. • **Internet allowance.** A monthly allowance is provided to help cover work-from-home expenses, ensuring access to high-speed internet. • **Coffeemates.** A virtual coffee break designed to foster connections among remote colleagues in a relaxed setting through the #latam channel.

Health

Hostinger consists of talented and hardworking individuals who go above and beyond to serve our valued customers daily. To ensure they perform at their best, we empower them to take care of themselves through a Wellness Simplified approach.

This approach provides a range of benefits, including a month of recharge leave, annual health checks, additional health insurance, and various sports initiatives. Some benefits are available company-wide, while others are location-specific.

Company-wide physical well-being benefits

- **Company-given sick days.** We recognize that everyone's recovery needs are different. With our values of Freedom and Responsibility, team members have the flexibility to prioritize their physical and mental health in the way that suits them best.

- **Recharge leave.** Employees who have been with Hostinger for over five years receive 30 consecutive days of additional paid leave. This extended break allows for complete disconnection, ensuring employees return refreshed, re-energized, and with a renewed perspective.

- **Additional health insurance.** We offer additional health insurance in Lithuania, Indonesia, and Brazil to support our team members' well-being.

Site-specific physical well-being benefits

- **Dental insurance.** All team members in Brazil are enrolled in SulAmerica's PRESTIGE dental plan, offering nationwide coverage at no cost to the employee.

- **Biannual health check and blood tests.** For our team members in Lithuania, we offer biannual health check-ups, including blood tests, and flu and tick vaccinations for added protection.

- **Mental health consultations.** To support their mental well-being, we provide free psychologist consultations for all team members in Indonesia, recognizing the importance of mental health in fostering productivity and overall satisfaction.

- **Group activities and clubs.** Hostinger encourages team bonding through various group activities, from sports and arts to professional development and hobbies. Team members in Lithuania and Indonesia are welcome to initiate and manage their own clubs.

- **Gym access.** Our team members in Lithuania have access to a fully equipped gym at the Vilnius office, offering strength training, cardio, yoga sessions, and physical health consultations. Team members in Indonesia and Brazil also have access to gyms and classes that we reimburse.

- **SESC – Social Service of Commerce.** Team members and their families can enjoy the full range of benefits, services, and events provided by SESC across Brazil.

Knowledge sharing

Enabling online success

In 2024, Hostinger reached over 3.4 million customers and hosted more than 8.8 million websites globally, of which around 13% were identified as e-commerce, while our Trustpilot score rose from 4.5 to 4.7. This success is driven by our commitment to providing the tools, resources, and knowledge that empower entrepreneurs to build and grow their businesses online.

Hostinger equips businesses with the infrastructure to thrive, offering everything from domain registration to website hosting, cloud services, and professional email solutions. With user-friendly tools, we remove technical barriers, helping businesses focus on delivering value and scaling with confidence. Beyond our easy-to-use product, we provide valuable resources to help clients get the most from their hosting and websites, including:

- **Knowledge base.** Our Knowledge Base offers a comprehensive resource library to help clients troubleshoot hosting-related issues efficiently.

- **Hostinger Tutorials.** We provide how-to guides, expert tips, and tool recommendations to help clients manage their websites, grow their online businesses, and enhance their marketing strategies.

- **Hostinger Academy.** Our YouTube channel helps users get started with web hosting, manage their websites, and troubleshoot issues. Available in English, Portuguese, Spanish, French, Hindi, Indonesian, Italian, Dutch, and Arabic, Hostinger Academy has grown to 289,000 subscribers and is still expanding.

- **Hostinger Blog.** Here, we share the latest updates on Hostinger products, inspiring success stories from our clients, and exclusive behind-the-scenes glimpses of our team.

To deepen our client connections, we launched the Meet the Client initiative in late 2023. Throughout 2024, we hosted more than 30 events, strengthening our engagement and understanding of customer needs.

Beyond meeting our clients, we also share their success stories. Through our client testimonials project, we highlight their journeys and how they achieve their goals using Hostinger products. This initiative also inspires others to bring their ideas online with us. In 2024, we featured 36 client stories across landing pages, events, ads, and PR articles. Additionally, 33 client websites were showcased as examples in tutorials, further demonstrating the real-world impact of our services.

Learn more about our Meet the Client initiative and discover their success stories.

Explore our archive of Customer Spotlight and Migration Stories, as well as other Client Stories on Hostinger Blog.

Knowledge sharing for growth

PVPA Awards, Vilnius, 2024

At Hostinger, we believe in the power of knowledge sharing. Throughout 2024, we empowered startups and businesses by participating in 44 speaking engagements and reaching approximately 1,500 participants through our knowledge–sharing events.

Beyond these initiatives, we openly shared our successful frameworks and tools, including:

- **Peak Performance Pulse (PPP)**. A comprehensive performance management system that fosters growth, learning, and high performance through regular feedback, evaluation, and development.

- **Kodee AI assistant.** A personal AI assistant that helps clients diagnose and resolve product issues while providing guidance to make the most of our products.

- **Fireactions.** An open–source tool that enables self–hosted GitHub runners in secure Firecracker–based virtual machines, reducing workflow queues and improving performance.

- **Success Path Hub.** Hostinger's learning environment for tailored learning of our Customer Success specialists helps team members master their roles, achieve high standards, and grow professionally.

- **Bar Raiser**. A hiring process that uses objective third–party interviewers to ensure new hires raise the company's talent standards and culture.

- **OKRs.** Hostinger's quarterly management framework that sets ambitious goals and tracks measurable results to drive growth and accountability across the organization.

Social responsibility

At Hostinger, we recognize that our responsibilities extend beyond profits and bottom lines. Our culture reflects a sincere commitment to social responsibility. This section of the report sheds light on our efforts to make a positive impact on society. As we navigate the complex landscape of social responsibility, our goal is not just to meet ethical standards but to set new benchmarks and inspire positive change in the industries we serve. In 2024, we donated over €128,534 to worthy causes.

Drones workshop, Vilnius, 2024

Here are the key highlights of our social responsibility efforts in 2024:

- We strengthened our support for **Ukraine** by expanding the production of first-person view (FPV) drones, which play a crucial role in its defense efforts. In total, we contributed over €88,000 to the cause, while producing over 101 drones in 10 workshops to aid their efforts.

- Hostinger contributed to the **4 Procentai** initiative, a business-led movement advocating for Lithuania to allocate at least 4% of its GDP to defense funding. The initiative emphasizes the urgency of defense investments and calls for sustainable financial solutions, including tax adjustments, to ensure national security.

- The Groundbreaker Talents program is a full-time software engineering scholarship that enables young Ugandan women from underprivileged communities to pursue careers in IT. In addition to financial contributions, Hostinger provides mentorship and training support.

- We supported the **Unicorns LT Association** in organizing the national **IT Exam**. Intended for school children, IT professionals, and everyone interested in IT, we contributed to making IT more accessible to all by fostering a greater understanding and interest in the sector.

- Our **Meet the Client** initiative strengthens our customer relationships by hosting events where team members can connect directly with clients, understand their needs, and deepen engagement. In 2024, we hosted more than 30 of such events, fostering valuable connections and insights.

Governance

2024 highlights
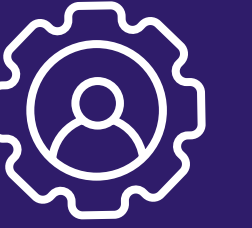
01

We replaced secure shell keys with an **identity-based access solution**, enforcing **multi-factor authentication** and **role-based access control** for secure, verified access.

02

We achieved **ISO 27001:2017 certification**, confirming our commitment to strong information security practices, risk management, and data protection in line with global standards.

03

We enforced **restrictions** on business relationships with partners and customers from countries under comprehensive US **sanctions** (Cuba, Iran, North Korea, Syria, the following regions of Ukraine: Crimea, Donetsk, Luhansk, Zaporizhzhia, and Kherson) and other US, EU, UN, or UK-sanctioned regions. In line with Hostinger's policy, we also ceased operations and business ties in Russia, Belarus, and Venezuela.

05

We have implemented **100% server backups** – each **protected against ransomware** – across all our locations, strengthening operational resilience and ensuring seamless continuity in the face of disruptions.

04

Hostinger was awarded the **Online Reputation of the Year** title in the Private Sector at the Reputation Index Awards.

HOSTINGER

Our approach to governance

Hostinger's governance culture is built on the principle of Freedom and Responsibility. We believe in giving our employees the autonomy to make decisions and take ownership of their roles. Nevertheless, this freedom comes with a strong emphasis on guidance, training, and adherence to established policies and procedures, ensuring efficiency and high performance.

As our company expands, we recognize the increasing importance of maintaining clear and effective governance to ensure that our operations remain efficient, compliant, and aligned with our values and objectives. Through ongoing training and the development of comprehensive policies and procedures, we empower our employees to navigate the complexities of our evolving business landscape while upholding the highest standards of governance. This balanced approach allows us to foster a culture of accountability, innovation, and responsible decision-making as we continue to grow and thrive.

Data and cyber security

Millions of people have chosen to launch their websites with Hostinger. Every day, we strive to keep their sites private, safe, and secure from cyber threats to maintain their trust.

Navigating the current cybersecurity landscape can be challenging. A single error can severely affect the data of our customers, team members, and, consequently, our entire company. At Hostinger, we have a proactive Cyber Security team dedicated to preventing the worst from happening. We prioritize transparency while safeguarding our users' data and staying up-to-date with industry developments.

We take a cross-functional and risk-based approach to cyber security and user privacy. Every quarter, we consistently set goals, track key performance indicators to improve our security, and monitor our progress in reaching them.

For security reasons we cannot disclose every single technical detail, but we will share key information on how we've enacted these security measures.

Operational security measures

- An **in-house cyber security department** keeps our day-to-day operations secure at all times.

- **Security incidents** and **access management** procedures are established.

- **The best industry practices,** including OWASP Secure Coding practices, are followed to ensure the utmost security of our products.

- **Risk assessment** processes are in place to evaluate third parties we plan to work with.

- Team member access to certain systems is **limited to a need-to-know basis**.

- Our systems are **monitored 24/7**.

- Regular **risk assessments** are conducted with our teams to identify possible risks in the company.

- **Security awareness training** is conducted regularly for all team members.

- Employees' security awareness is evaluated through **phishing and social engineering campaigns**.

- **Internal policies and procedures** were implemented to support information security, including: Personal Data Breach Management Policy; Personal Data Protection Policy; Data Subject Request Procedure; Data and Document Retention Policy; Cookie Policy; Rules of Processing and Use of Personal Data; Privacy Policy; Password Protection Policy; IT Security Policy; Team Member Personal Data Protection Policy; Security Awareness Training Policy.

Technical security measures

In 2024, we significantly enhanced our server access security by replacing SSH keys with an **identity–based access solution**. This system ties access directly to user identities, supported by multi-factor authentication (MFA) and strict role–based access controls (RBAC). It ensures that only verified team members can connect to our servers. Additionally, it offers encrypted connections, real–time session monitoring, and comprehensive audit logs, giving us better visibility and control over access activities while improving overall security and compliance.

- Infrastructure is regularly scanned for vulnerabilities with **automated tools.**

- **Manual penetration testing** is conducted for all product releases.

- **Data** on workstations is **encrypted.**

- Our services are continuously tested for vulnerabilities by multiple security researchers worldwide through a **bug bounty program**.

- Public–facing servers are safeguarded with a **web application firewall** (WAF).

- **Two–factor authentication** is enabled on all applicable systems.

- Servers are protected with appropriate **anti–malware** solutions.

- A modern **endpoint detection and response** (EDR) solution is used to protect workstations from malware and other threats.

- Our servers are safeguarded by a **firewall.** Access to our servers is only permitted from trusted networks.

- All of our databases are encrypted with **secure hashing algorithms.** Our **data** is **backed up** regularly.

- **Automation** is used to manage infrastructure changes and ensure all servers have the same security configuration.

- Workstation **OS** and **software updates** are **centrally managed.**

- **Static code analysis tools** are used to detect potentially vulnerable code.

- A **mobile device management solution** is used to ensure the security configuration of our workstations.

Security frameworks

In 2024, we achieved **ISO 27001:2017** certification to verify that we are on the right path to strengthening our information security practices. This certification confirms that our processes and controls meet globally recognized standards for protecting sensitive data and managing risks. It's a reflection of our commitment to continuous improvement and building a secure, trusted environment for our customers and partners.

Also, throughout 2024, we did not identify significant leaks, theft, or loss of customer data. We regularly adapt our security measures to improve our company and hosting security. We follow the latest and best security industry standards and practices to protect our customers' information and comply with local laws and regulations, like GDPR.

Daily backups

SSL certificate ACTIVE

Content safety

Hostinger prohibits creating harmful content that promotes, encourages, or engages in violence or other illegal activities.

We value both Freedom and Responsibility – freedom of expression is essential for innovation, but we also understand our responsibility to prevent harmful content that could negatively impact others. We take complaints and feedback from stakeholders seriously to maintain our principles and positive relationships with relevant parties.

Find our content safety philosophy in our Terms of Service (ToS). Examples of harmful content that violate our Terms of Service are those promoting, encouraging, or engaging in violence or any illegal activity, such as, but not limited to:

⊗ Child pornography or the exploitation of children.

⊗ Terrorism.

⊗ Violence against people, animals, or property.

⊗ Sale or distribution of prescription medication without a valid prescription.

⊗ Violation of the intellectual property rights of another customer or any other person or entity.

We have revised our Terms of Service and policies to ensure compliance with evolving content–related regulations.

Moreover, Hostinger has a dedicated Abuse and Compliance team. Whenever they receive a complaint, they review it carefully and promptly to determine whether it violates Hostinger's Terms of Service and policies. If so, they decide on the appropriate response, including informing the client to make the necessary changes, service suspension, or termination, among others.

We accept abuse reports via email at abuse@hostinger.com. In 2024, our team responded to over **333,903** abuse reports.

Business ethics

Hostinger is committed to upholding ethical business practices. To achieve this, we have established principles, communication channels, and tools to encourage a culture of ethical behavior.

- **Transparency.** Our company moves and grows fast. Even so, size and hierarchy should never get in the way of effective processes and communication – especially regarding important decisions. We strongly encourage all members to communicate questions and decisions in their teams through public communication channels rather than private messages. Doing so fosters diverse perspectives, promotes collaboration, prevents misalignment, and discourages a culture of secrets, suspicion, and politics.

- **Hostinger Handbook.** To keep all team members aligned with company principles and procedures, we have a comprehensive handbook that covers all the standards, principles, and norms at Hostinger and its departments. All team members can use it to find a wide range of information, such as company structure, product offerings, brand book and style guide, salary philosophy, financial reporting, and more.

- **Policies.** These are rules and procedures that every team member must follow, including the handbook and the aforementioned Equal Rights and Cybersecurity policies. Our company also implements the Prevention of Violence and Harassment at Work Policy, the Remote Work Policy, procedures for managing conflicts of interest, and updated internal work rules.

- **Risk management.** Our Risk Analysis function continuously works to prevent risks from becoming incidents. The team is responsible for creating Hostinger's risk map, crafting mitigation plans, and developing processes for timely risk identification and incident management.

  A key focus is detecting and mitigating internal fraud risks, ensuring that our operations remain secure and trustworthy. Through continuous monitoring, audits, and internal fraud reviews, we proactively identify vulnerabilities and implement safeguards to protect the company and our customers.

Beyond risk prevention, we cultivate a risk-aware culture across the organization. We achieve this by conducting risk self-assessments, holding workshops, and enacting internal policies that empower every team member to make informed decisions.

- **Anti-corruption.** At Hostinger, we are deeply committed to maintaining a culture of integrity and transparency. While our current practices uphold these values, we believe in continually strengthening our stance against corruption. Our dedication to this cause stems from our ethical and moral responsibility to ensure fair competition, prevent market distortion, and uphold the public's trust. We are proud to report that our management assessment from 2024 revealed no confirmed incidents of corruption or anti-competitive behavior.

- **Conflicts of interest.** We have a Procedure for Avoiding and Declaring Conflicts of Interest, which provides a comprehensive and detailed description of actions that should be taken in such situations. This policy aims to enhance transparency and trust while preventing potential conflicts of interest that could impact our company's confidential information and trade secrets. The procedure for handling conflicts of interest of Board members is provided in the company's Articles of Association.

- **Whistleblower and critical concerns management.** The whistleblowing channel aims to prevent unethical and fraudulent behavior in the company. It allows all team members and other third parties to call attention to any serious and illegal wrongdoing within Hostinger. We ensure the safety and anonymity of whistleblowers or individuals reporting breaches or possible misconduct. In 2024, we didn't receive any reports that would qualify as whistleblowing.

- **Supply chain.** As an international company, Hostinger prioritizes compliance with global and local sanctions regulations across all its legal entities. We have implemented strict restrictions on business relationships with partners and customers from countries subject to comprehensive US sanctions (Cuba, Iran, North Korea, Syria, the following regions of Ukraine: Crimea, Donetsk, Luhansk, Zaporizhzhia, and Kherson) and other countries sanctioned by the US, EU, UN, or the UK. Additionally, in alignment with Hostinger's declared approach, Hostinger has discontinued its operations and business relationships with entities and individuals in Russia, Belarus, and Venezuela.

In line with this stance, we do not support registrations from sanctioned regions or individuals/entities included on any sanctions list, such as the UN, US Specially Designated Nationals and Blocked Persons List, the EU Consolidated List, or the sanctions list maintained by the United Kingdom. Payments made using cards originating from these regions are also not accepted.

Our commitment to responsible financial practices is clearly outlined in our company handbook. It covers comprehensive policies and procedures regarding the use of company funds, which aim to mitigate potential business and financial risks effectively. We take proactive steps to assess our compliance with GDPR, privacy, and safety standards. We have also thoroughly evaluated all significant purchases that carried high data security risks.

Also, we have the Third Party Code of Conduct. This code is designed to align the practices of our third-party associates with Hostinger's core values, particularly in the areas of environmental, social, and governance (ESG) principles. It sets clear standards of conduct that our suppliers, vendors, service providers, consultants, partners, and other third parties engaged in business with or on behalf of our company are expected to adhere to. This marks the initial step in Hostinger's ongoing efforts to align our values with third-party partners.

Appendix

GRI content index

Statement of use	Hostinger has reported the information cited in this GRI content index for the period 2023.01.01–2023.12.31 with reference to the GRI Standards.
GRI 1 used	GRI 1: Foundation 2021

GRI STANDARD AND DISCLOSURE			LOCATION
GRI 2: GENERAL DISCLOSURES 2021			
1. The organization and its reporting practices			
	2–1	Organizational details	Hostinger, UAB. Private limited company. Švitrigailos g. 34, LT–03228 Vilnius. p. 7
	2–2	Entities included in the organization's sustainability reporting	All financial reporting entities of Hostinger are also included in this sustainability report. p. 4
	2–3	Reporting period, frequency and contact point	p. 4
	2–4	Restatements of information	p. 18
	2–5	External assurance	p. 4
2. Activities and workers			
	2–6	Activities, value chain and other business relationships	pp. 9–10; 42
	2–7	Employees	p. 52
	2–8	Workers who are not employees	p. 52

3. Governance

2-9	Governance structure and composition	p. 11
2-10	Nomination and selection of the highest governance body	p. 11
2-11	Chair of the highest governance body	p. 11
2-12	Role of the highest governance body in overseeing the management of impacts	p. 13
2-13	Delegation of responsibility for managing impacts	p. 13
2-14	Role of the highest governance body in sustainability reporting	p. 13
2-15	Conflicts of interest	p. 42
2-16	Communication of critical concerns	p. 42
2-17	Collective knowledge of the highest governance body	pp. 24-25
2-18	Evaluation of the performance of the highest governance body	The highest governance body does not have a formal process for evaluating its performance in overseeing the management of impacts on the environment and people.
2-19	Remuneration policies	p. 27
2-20	Process to determine remuneration	p. 27
2-21	Annual total compensation ratio	This information is not disclosed in this report due to applicable confidentiality restrictions.
2-22	Statement on sustainable development strategy	p. 3

4. Strategy, policies and practices

2-23	Policy commitments	pp. 20; 26; 37-42
2-24	Embedding policy commitments	pp. 20; 26; 37-42
2-25	Processes to remediate negative impacts	p. 14

2-26	Mechanisms for seeking advice and raising concerns	pp. 14; 42
2-27	Compliance with laws and regulations	During the reporting period in 2024, Hostinger did not have any significant instances of non-compliance with laws and regulations.
2-28	Membership associations	Association of the Registrar Stakeholder Group Lietuvos duomenų apsaugos pareigūnų asociacija Personalo valdymo profesionalų asociacija Young Presidents' Organization Unicorns Lithuania

5. Stakeholder engagement

2-29	Approach to stakeholder engagement	p. 14
2-30	Collective bargaining agreements	Hostinger does not have a collective agreement with team members.

GRI 3: MATERIAL TOPICS 2021

3-1	Process to determine material topics	p. 15
3-2	List of material topics	p. 15
3-3	Management of material topics	The management principles for material topics are described in sections that represent material topics.

ECONOMIC TOPICS

GRI 205: ANTI-CORRUPTION 2016

205-3	Confirmed incidents of corruption and actions taken	p. 41

GRI 206: ANTI-COMPETITIVE BEHAVIOR 2016

206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	p. 41

ENVIRONMENTAL TOPICS

GRI 302: ENERGY 2016		
302-1	Energy consumption within the organization	p. 48
GRI 305: EMISSIONS 2016		
305-1	Direct (Scope 1) GHG emissions	pp. 17-18; 49
305-2	Energy indirect (Scope 2) GHG emissions	pp. 17-18; 49
305-3	305-3 Other indirect (Scope 3) GHG emissions	pp. 17-18; 49

SOCIAL TOPICS

GRI 401: EMPLOYMENT 2016		
401-1	New employee hires and employee turnover	p. 51
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	p. 30
GRI 403: OCCUPATIONAL HEALTH AND SAFETY 2018		
403-6	Promotion of worker health	p. 31
GRI 404: TRAINING AND EDUCATION 2016		
404-1	Average hours of training per year per employee	p. 25
404-2	Programs for upgrading employee skills and transition assistance programs	pp. 24-25
GRI 405: DIVERSITY AND EQUAL OPPORTUNITY 2016		
405-1	Diversity of governance bodies and employees	pp. 50; 53
GRI 406: NON-DISCRIMINATION 2016		
406-1	Incidents of discrimination and corrective actions taken	p. 26

Energy consumption

	2022	2023	2024
Total nonrenewable electricity consumption (MWh)	2411.5	2198.5	–
Total renewable electricity consumption (MWh)	1454.2	2419.2	7165.5
Total electricity consumption (MWh)	**3865.6**	**4617.7**	**7165.5**
Total heating consumption (MWh)	11.7	250	152.9
Total energy consumption, TJ[2]	**13.9**	**17.5**	**26.4**

[2] Total energy consumption includes both electricity and heating consumption.

Calculation methodologies

The carbon footprint represents the total volume of greenhouse gas emissions resulting from Hostinger's day-to-day operations. The emissions accounting is based on the international GHG Protocol Corporate Accounting and Reporting Standard, as well as the Corporate Value Chain Scope 3 Accounting & Reporting Standard.

The assessment considered all significant greenhouse gasses listed in the Kyoto Protocol – carbon dioxide (CO_2), methane (CH_4), nitrogen oxide (N_2O), hydrofluorocarbon compounds (HFCs), perfluorocarbon compounds (PCFs), sulfur hexafluoride (SF_6) and nitrogen trifluoride (NF_3). The climate impact is expressed in carbon dioxide equivalent (CO_2e) per tonne.

Hostinger's carbon footprint was measured through GHG inventory analysis and emission calculations, following these steps:

- Mapping Hostinger's operations and supply chain.

- Identifying GHG emission categories relevant for reporting.

- Assessing GHG emissions, including Scope 1, Scope 2, and Scope 3 emissions (Upstream indirect emissions, as well as Downstream indirect emissions associated with the use of Hostinger's services).

We employed the operational control consolidation approach, which means the company accounts for 100% of the GHG emissions over which it has operational control. It does not consider GHG emissions from operations where it owns an interest but lacks operational control.

To conduct the most precise analysis, both qualitative and quantitative data on Hostinger's operations were considered:

- Information about the company's main activities, geographic locations, and structure.

- Details of the company's operational processes.

- Invoices for purchased products, services, and materials.

- Invoices for resource consumption, e.g., energy, water, waste.

- Accounting information on cost reports, e.g., business trips.

Emission factor selection is guided by the GHG Protocol's general data quality guidelines. The criteria for company activity data suggest selecting data that are most representative in terms of technology, time, and geography, as well as being complete and reliable. These criteria are similarly applied when choosing emission factors, with a preference for source- or facility-specific factors over more generic ones – this calculation aims to include the emission factor that most closely represents the activity data across these criteria.

Professional databases and datasets, including Ecoinvent v3.8, EXIOBASE v3.8.2, AIB European Residual Mixes, IEA Life Cycle Upstream Emission Factors, UK Government GHG Conversion Factors for Company Reporting, Supply Chain Factors Dataset v1.3, Greenview Hotel Footprinting Tool (for several countries), and scientific literature, were used to assess emissions from processes outside the company, such as production of inputs and energy sourcing.

Team members

Team members			2022		2023		2024	
			Female, %	Male, %	Female, %	Male, %	Female, %	Male, %
		All team members	43.8	56.2	43.9	56.1	43.3	56.7
Team members by age	Under 30	All team members	74.5		66.4		59.4	
		By gender	35	39.6	32	34.3	27.7	31.6
	30–50 years old	All team members	25.4		33.6		40.6	
		By gender	8.8	16.5	11.9	21.8	15.6	25.1
	over 50 years old	All team members	0.1		–		–	
		By gender	–	0.1	–		–	

Leading team members[3]			2022		2023		2024	
			Female, %	Male, %	Female, %	Male, %	Female, %	Male, %
		All team members	43.6	56.4	50.4	49.6	54.8	45.2
Leading team members by age	Under 30	All team members	53.6		41.5		31.1	
		By gender	25.7	27.9	25.7	16.3	21.5	9.6
	30–50 years old	All team members	46.4		58.5		68.9	
		By gender	17.9	28.5	25.2	33.3	33.3	35.6

[3] Leading team members are the ones who have people reporting to them, even if it's just one person.

		New team members	2022 Female, %	2022 Male, %	2023 Female, %	2023 Male, %	2024 Female, %	2024 Male, %
			46.8	**53.2**	**46.2**	**53.8**	**41.1**	**58.9**
New team members by age	Under 30	All team members	**81.6**		**74.1**		**67.6**	
		By gender	38.7	42.9	36.2	37.9	24.4	43.2
	30–50 years old	All team members	**18.2**		**25.9**		**32.4**	
		By gender	7.9	10.3	10	15.9	16.7	15.7
	over 50 years old	All team members	**0.2**		–		–	
		By gender	0.2	–	–		–	
New team members by region	Lithuania	All team members	**24.1**		**29.7**		**44.3**	
		By gender	10.1	14	10.3	19.3	18.1	26.1
	Indonesia	All team members	**33**		**23.8**		**5.9**	
		By gender	18.4	14.7	18.3	5.5	3.5	2.4
	Brazil	All team members	**1.1**		**0.3**		**0.3**	
		By gender	0.9	0.2	0.3	–	–	0.3
	Cyprus	All team members	**41.6**		**45.5**		**49.1**	
		By gender	17.5	24.1	16.9	28.6	19.5	29.6
	UK	All team members	**0.2**		**0.7**		**0.3**	
		By gender	–	0.2	0.3	0.3	–	0.3

Team members	2022		2023		2024	
	Female, %	Male, %	Female, %	Male, %	Female, %	Male, %
	43.9	56.1	43.9	56.1	43.3	56.7
Permanent	39.6	54.0	39.9	54.9	42.3	55.2
Temporary	4.3	2.1	4.0	1.2	1	1.4
Full-timers	43.6	55.5	42.8	53.7	42.3	54.1
Part-timers	0.3	0.7	1.2	2.3	1	2.6

Team members	2022					2023					2024				
	Lithuania, %	Indonesia, %	Brazil, %	Cyprus, %	UK, %	Lithuania, %	Indonesia, %	Brazil, %	Cyprus, %	UK, %	Lithuania, %	Indonesia, %	Brazil, %	UK, %	Cyprus, %
	37.6	35.5	5.3	21.5	0.1	41.5	24.9	12.0	21.2	0.3	46.1	20.1	3.9	29.7	0.2
Permanent	37.5	29.1	5.3	21.5	0.1	41.5	20.0	11.8	21.2	0.3	46.1	18.9	3.9	29.7	0.2
Temporary	0.1	6.4	–	–	–	–	5.0	0.2	–	–	–	1.2	–	–	–
Full-timers	37.3	35.4	5.3	20.9	0.1	40.3	24.9	11.3	19.7	0.3	44.9	20.1	3.9	27.3	0.2
Part-timers	0.3	0.1	–	0.6	–	1.3	–	0.7	1.5	–	1.2	–	–	2.3	–

Core members by gender		2022		2023		2024	
		Female, %	Male, %	Female, %	Male, %	Female, %	Male, %
		40	60	44.4	55.6	44.4	55.6
Core members by age[4]	Under 30	10	–	–	–	11.1	–
	30–50 years old	30	60	44.6	55.6	33.3	55.6

[4] Numbers represent respective year structure and data.

If you have questions about this Sustainability Report or Hostinger's sustainable practices, please email us at sustainability@hostinger.com.

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