## Purpose Initiative
### 2020 Impact Report

### Philanthropy

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Donations</td>
<td>$7.6M</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>$1M+</td>
</tr>
<tr>
<td>Total Impact</td>
<td>$20,593,623</td>
</tr>
</tbody>
</table>

### Employee-Led Philanthropy

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Donations</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giving Tuesday 1 (April)</td>
<td>253</td>
<td>$440K</td>
</tr>
<tr>
<td>Social Justice Campaign</td>
<td>209</td>
<td>$225K</td>
</tr>
<tr>
<td>Holiday Campaign</td>
<td>10</td>
<td>$300K</td>
</tr>
<tr>
<td>Giving Tuesday 2 (December)</td>
<td>124</td>
<td>$225K</td>
</tr>
</tbody>
</table>

### Matching Program Impact

- **1,269** Number of Participating Nasdaq Employees/Consultants
- **2,406** Charitable Donations

### Purpose Initiatives

- **Reimagine Investor Engagement** to equip under-represented communities with the financial knowledge to better empower them to build a prosperous future
- **Increase Capital Market Participation** to support Black, minority, and female entrepreneurs to strengthen and scale their ventures

### Top 7% ESG

- **Sustainalytics** 100%
- **HRC Corporate Equality Index** 2nd Consecutive Year
- **Dow Jones Sustainability Index** 5th Consecutive Year
  - (Top) – Governance
  - (Top) – Environment
- **Institutional Shareholder Services** Inclusion
- **Bloomberg Gender Equality Index** First Year of Inclusion

### Notable Examples

- **World Central Kitchen** $1.5M
- **Equal Justice Initiative** $1M
- **CDC Relief Fund** $1M
- **Migrant Kitchen** $1M
- **NAACP Covid Project** $1M
- **Small Business Fund** $500K
- **Operation Hope** $250K
- **Herndon Foundation** $100K

Donated Nasdaq MarketSite Tower space in support of Covid-19 & Social Justice projects

### Volunteerism

- **Nasdaq ESG** New Environment Impact Award for the Year
- **Nasdaq London** Bethnal Green Spear Trust, Mayor's Fund for London, Aspiration Program
- **Nasdaq Vilnius** Angelwish and Caritas Refugee Clothing Assistance
- **Nasdaq Stockholm** Ronald McDonald House, Huddington, Nordic Choice Hotel