

# Purpose Initiative

## 2020 Impact Report

### Total Impact

# \$20,593,623

### Philanthropy

Major Donations

# \$7.6M

#### 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

### In-Kind Donations

# \$1M+

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

# \$118K

In Virtual Volunteerism Time

# 12K

Covid-19 Masks

### Employee-Led Philanthropy

# \$1,875,623

Matching Program Impact

#### Notable Examples

#### Covid-19 Relief

Double-Matching

## 434

Donations

## \$407K

Impact

#### Giving Tuesday 1 (April)

Triple-Matching

## 253

Donations

## \$440K

Impact

#### Holiday Campaign

Employee Selections

## 10

Donations

## \$300K

Impact



## 1,269

Number of Participating Nasdaq Employees / Consultants



## 2,406

Charitable Donations

#### Social Justice Campaign

Triple-Matching

## 209

Donations

## \$225K

Impact

#### Giving Tuesday 2 (December)

Triple-Matching

## 209

Donations

## \$225K

Impact

### Nasdaq Foundation

# \$10M

Relaunched and recapitalized in 2020

**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

**Initial Project (Starting in 2021):** Investment literacy & engagement

#### Operation Hope

**Initial Project (Starting in 2021):** Minority entrepreneurship & mentoring

#### Nasdaq and Mentor Makers

### Nasdaq ESG

# Top 7%

Sustainalytics



**Reporter**  
GRI Standards



**Signatory**  
UN Global Impact



**Signatory**  
UN Principles of Responsible Investment



## 100%

**HRC Corporate Equality Index**

2<sup>nd</sup> Consecutive Year



#### Inclusion

**Dow Jones Sustainability Index**

5<sup>th</sup> Consecutive Year



#### Inclusion

**Bloomberg Gender Equality Index**

First Year of Inclusion

**1 (Top) – Governance**

**1 (Top) – Environment**

**Institutional Shareholder Services**

### Volunteerism

#### Nasdaq USA

Year Up  
Greenwood Project  
Girls, Inc.  
PeerForward  
The Bowery Mission

#### Nasdaq Stockholm

Ronald McDonald House, Huddington  
Nordic Choice Hotel

#### Nasdaq London

Bethnal Green Spear Trust  
Mayors Fund for London Access  
Aspiration Program

#### Nasdaq Vilnius

Angelwish and Caritas Refugee  
Clothing Assistance

#### Nasdaq Bangalore

Reverse Osmosis Plant

#### Nasdaq Manila

World Vision  
Celebrate Your Day Feature