

ANNUAL WRAP-UP 2024

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A WORD FROM OUR CEO



At Surfshark, we're dedicated to **building the most beloved security products people can rely on**. Our mission is to deliver a service that earns trust and provides genuine value. We've recognized that our strength lies in creating a seamless user experience and outstanding service — which every team member contributes to. Especially in uncertain times, we aim to offer stability through convenient, accessible multi-product solutions that simplify online security and remove the worry of staying protected.

This year, we landed among the **top 50 in the Financial Times 1000: Europe's Fastest Growing Companies list**. This achievement is not just about rapid growth but also about maintaining balanced, long-term, and stable development. Our expertise and studies have also caught the attention of many global outlets, including **the New York Times, BBC, and Forbes**, which proves once again that our continuous pursuit toward excellence translates into global recognition.

This year, we also made a few organizational changes, including restructuring our teams and improving internal processes, which have enhanced service value and quality. By embracing these changes, we ensure that our users feel a positive impact on product quality. As the cybersecurity market becomes more competitive, we are determined to stand out by **offering comprehensive online security solutions in one place**, giving users peace of mind without the hassle of managing multiple applications.

As we end the year on a strong note — **including hitting 3 million users since the launch of Surfshark in 2018** — we are satisfied with our progress and ready to face the future confidently. Next year, we aim to continue growing, innovating, and ensuring that our product is the most beloved and enjoyed cybersecurity product among current and future users. Take a look at Surfshark's technical, educational, social, and other significant highlights that happened in 2024.

— Vytautas Kaziukonis

A stylized, handwritten signature in white ink, consisting of a series of loops and curves, located in the bottom right corner of the page.

THE YEAR'S HIGHLIGHTS

01

January

Joined the UN
Global Compact

02

February

Received a Tech Advisor
Editors' Choice 2024
award

03

March

Landed among the top 50
in the Financial Times 1000:
Europe's Fastest Growing
Companies list

04

April

Introduced an Apple TV
Surfshark app

05

May

Launched the
Transparent Loo
campaign

06

June

Released the Smart
Homes Privacy Checker
research study

07

July

Introduced a new product
— Alternative Number

08

August

Published Surfshark's
first Impact Report

09

September

Received an AV-Test
certification for Surfshark
Antivirus

10

October

Released a free
Surfshark Alert Data
Leak Checker

11

November

Organized a
company-wide
Workation

12

December

Organized an employee
initiative, "You Donate,
We Double"



TECHNICAL OVERVIEW



A WORD FROM OUR CHIEF PRODUCT DEVELOPMENT OFFICER

“This year, we worked on improving the quality of our service. We’ve taken a step in the right direction — from upgrading all our servers to 10Gbps to VPN speed and stability improvements that don’t go unnoticed by our users and globally known tech media, which reassures us that we’re on the right track!”

– Saulius Maslinskas

WHAT'S NEW



ALTERNATIVE NUMBER

Last year, we released a tool that generates a brand-new identity and an email for you to use online — [Alternative ID](#). This year, we took it up a notch and released an addition called [Alternative Number](#), which generates a virtual phone number. Here are some benefits of using it:

Phone number protection

Use Alternative Number for deliveries and online listings, masking your real number from unwanted eyes.

Better deals without spam

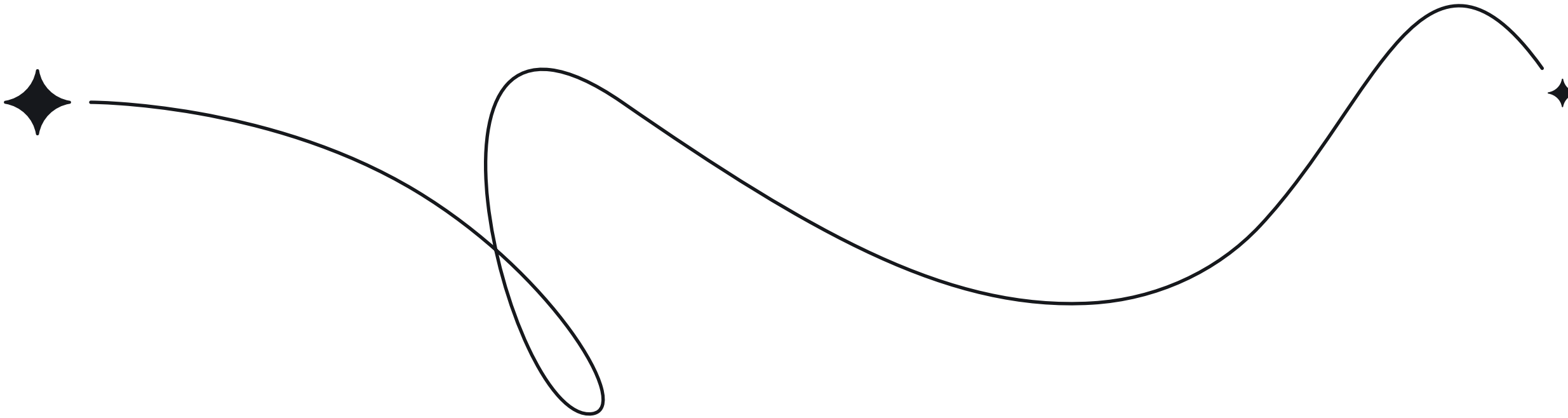
Register for discounts with a virtual phone number and keep your real phone number spam-free.

Privacy first

Minimize data sharing, robocalls, smishing (SMS-phishing), and the chance of identity theft.

APPLE TV SURFSHARK APP

The eagerly anticipated launch has finally happened — **the Surfshark VPN application is now available on [Apple TV](#)**. You can now enhance your viewing experience and prevent throttling and ISPs from tracking your viewing activity.



WHAT'S BETTER



Cyberattacks happen daily, exposing personal data. It's crucial for everyone to take measures to safeguard themselves against identity theft before it's too late. And that's precisely why Surfshark Alert is the first line of defense.

– **Kornelija Vanagė**,
Product Owner at Surfshark

SURFSHARK ALERT UPDATES

Surfshark Alert is a tool that **notifies you when your email, ID, credit card, or other personal data gets leaked online**. And this year, it went through a complete rework! Here's what's new:

To better understand the severity and impact of data breaches, Surfshark Alert now **categorizes data breaches into high, medium, or low severity**:

- High-severity breaches involve sensitive information such as IDs and passwords;
- Medium-severity breaches involve data like names and addresses;
- Low-severity breaches involve non-identifiable information like social media followers.

Previously, Surfshark Alert provided security monitoring for identification documents from just a few countries. Now, **it offers ID protection for 90+ countries**, so even more users can monitor their IDs for signs of unauthorized access or misuse.

Surfshark Alert now also **monitors malware attacks!** Our **malware attack monitoring feature** notifies users if their data is compromised due to malware on their devices, which helps users respond and take preventative actions.

We also created **a free data leak-checking tool** that allows you to check if your personal data has been compromised in a data leak and secure your accounts.



WHAT'S BETTER



DEDICATED IP

Last year, we released **Surfshark’s Dedicated IP**, which only offered a select number of locations. This year, we widened the list, now offering the following locations:

A world map centered on the Atlantic Ocean, showing the continents of North America, South America, Europe, and Africa. Overlaid on the map are 15 white rectangular callout boxes, each containing a flag icon, a city name, and the country name. The locations are arranged in a grid-like fashion across the map.

 Los Angeles The US	 New York The US	 Dallas The US
 San Jose The US	 Denver The US	 London The UK
 Amsterdam The Netherlands	 Hong Kong	 Singapore
 Tokyo Japan	 Frankfurt Germany	 Milan Italy
 Johannesburg South Africa	 Sydney Australia	
 Toronto Canada	 Paris France	

WHAT'S BETTER



UPGRADED SERVERS

Surfshark [upgraded all its VPN servers worldwide from 1Gbps to 10Gbps](#). This change speeds up your VPN connection and offers less crowded servers, resulting in a more stable connection.

WEB PROTECTION FEATURE

We upgraded Surfshark Antivirus and added a [Web Protection feature](#). This feature scans URLs in real time across web browsers and internet-accessing software and prevents you from interacting with malicious content and websites.

BYPASSER ON IOS

Bypasser — a feature that allows you to choose which data to protect with VPN encryption and which to transmit without it — is now **available on the Surfshark iOS app**.

WINDOWS ARM APP

We've launched a [native ARM app for Windows](#) that is compatible with devices like Microsoft Surface and Samsung Galaxy Books. Now, you can even enjoy it on a macOS virtual machine.

ALTERNATIVE ID AUTO-FILL

Alternative ID now **features an [auto-fill function](#)**. It can help you fill out website sign-up forms with your alternative details in just a few clicks. The auto-fill functionality is now available on Chrome, Mozilla Firefox, and Microsoft Edge.

QR CODE LOGIN

You can now easily **add devices by scanning the [QR code from an already logged-in device](#)**. Now available on Windows 5.6.0, Android 3.6.0, and macOS 4.13.0.

REFER A FRIEND PROGRAM REWORK

We've updated our [Refer a friend program!](#) Instead of a tiered system, every successful referral grants you and your friend up to three extra months of Surfshark.

VPN FOR BUSINESS ADMIN PANEL IMPROVEMENTS

We launched an admin panel for multiple accounts, so controlling business accounts just became even more efficient. Check out our improved [team account management tool](#) and protect your team.

TRANSPARENCY REPORT

As a cybersecurity company, we prioritize high standards and transparency. **We've introduced a [Transparency Report](#)**, which details the types and numbers of requests received and will be updated quarterly.



FEEDBACK-DRIVEN APPROACH

We value user feedback and always strive to enhance customers' experience. To foster empathy for users and see what we can do to improve our users' lives, **we consistently conduct user interviews**. Regular user interviews offer valuable insights into interactions with the product, help our employees understand users' needs and pain points, and consider their perspectives when making company decisions.

WHAT'S RECOGNIZED



AV-TEST CERTIFICATION

[Surfshark Antivirus was certified by AV-Test.](#) It scored **6/6 in Protection, 5.5/6 in Performance, and 6/6 in Usability.** Additionally, it blocked all threats in the Advanced Threat Protection (ATP) test. This certification confirms Surfshark Antivirus’s reliability and effectiveness in keeping devices malware-free.

AWARDS



Surfshark Antivirus
AV-TEST Top Product
2024



Tech Advisor
Editors' Choice
2024



TechRadar
Recommended 2024



Finder Most Loved
VPN for Customer
Satisfaction 2024

SERVER DATA IN THE SPOTLIGHT

Top 10 Surfshark VPN locations that users were connecting to:

 London

 Manchester

 New York

 Frankfurt

 Tokyo

 Amsterdam

 Toronto

 Atlanta

 Chicago

 Ashburn

GLOBAL RECOGNITION



A WORD FROM OUR CMO

“Our redefined mission is to build a connection with our users by making our product inclusive and relatable. We are committed to making cybersecurity accessible and understandable for everyone, adapting our approach to different cultures, and acknowledging the diversity of our users.”

– **Regimantas Urbanas**

SURFSHARK AROUND THE WORLD



This year, we focused on promoting the importance of cybersecurity worldwide. We launched a **billboard campaign in Korea**, incorporating culturally significant elements like cherry blossoms and bibimbap. With this campaign, we emphasized that a VPN online is as essential as cherished things in real life.



We were featured in **National Geographic Magazine** and ran Surfshark ads in an **in-flight magazine, on flight tickets, and at the Schiphol airport**. By capturing travelers' attention, we highlighted that exhilarating adventures can also come with significant online risks.



Aware that only the real fans would gather in Leipzig for the EuroCup, we launched an **out-of-the-box campaign titled "Only Fans"**. It was designed to captivate the audience through creative wordplay and concepts.

WHERE CREATIVITY MEETS PURPOSE

TRANSPARENT LOO



Given the trend of oversharing on social media, we aimed to highlight the importance of privacy with our **Transparent Loo experiment**. With it, we asked people thought-provoking questions like why they are sharing data but not private moments like this. To further spread our message, we recreated the stunt — a loo in a van — for Lithuania's RedBull Soapbox race and asked one of our dear friends, Tomska, to race while sitting on a toilet.

FOOD FOR DATA



Many overlook the dangers of sharing their personal information online, often without concern. To illustrate this, we ran **an experiment in an NYC cafe, exchanging food and coffee for personal data**. 78% of customers were willing to share their personal information; surprisingly, 38% even disclosed their credit card security codes. Our campaign revealed how readily individuals trade personal details for minor rewards.



PRIVACY FIRST



As proven by their frequent data breaches, Big Tech companies often don't prioritize user data protection. At Surfshark, we're committed to advocating for individuals' data privacy and security, so we've initiated a **Naked People campaign**. The campaign was a protest carried out by a group of people wearing nothing but "**Privacy first**" signs outside the headquarters of leading tech companies in London to highlight that Big Tech often overlooks the protection of user data and that we are committed to protecting individuals' privacy.

SURFSHARK ACADEMY

100K SUBSCRIBERS MILESTONE

We launched our YouTube channel — Surfshark Academy — in 2018 to help people better understand cybersecurity and our products. And this year, on October 1, our channel **reached 100K subscribers**, which is a huge step toward our goal of being a trusted and relevant brand channel on YouTube.



"Our channel isn't necessarily about Surfshark. What I imagine we're doing is "authentic content marketing." Simply put, we provide genuine and honest video content that captivates viewers and makes them say, "Gosh darn it, this is some good content! Let me subscribe to their YouTube channel and maybe check out the Surfshark product, too!" And hopefully, they do."

– **Gvidas Mirinauskas**,
Surfshark Video Content Creator



GLOBAL RECOGNITION

PARTNERS

We continuously **explore the market to build collaborations with leading partners and media outlets.** Our goal extends beyond merely promoting our product names; we also focus on aspects like service quality, speed, stability, and ad-blocking features, among others. Some of our partners include:

AWARDS



FT 1000: Europe's Fastest Growing Companies 2024

Korea National Brand Awards 2024



Les Numériques Readers' Awards 2025



Surfshark has previously been a half-step behind NordVPN in our speed rankings – but the results of our last few VPN testing sessions have had Surfshark claim, and retain, the top spot. With [...] blistering speeds for prices that are, frankly, borderline criminal, Surfshark is always going to be amongst the very best VPNs.



Surfshark is one of our top picks when it comes to VPNs [...] It's great value, the fastest VPN we've tested, and boasts unlimited simultaneous connections with just one subscription.



Surfshark is currently the best VPN with antivirus right now [...] On top of being one of the best VPNs on the planet, Surfshark's antivirus solution is AV-test certified, feature-rich and available on Windows, MacOS and Android devices.



GLOBAL RECOGNITION



COLLABORATIONS IN SPORT

For the second year in a row, we partnered with **FC St. Pauli and Heart of Midlothian F.C.** These partnerships enable us to reach new audiences that may not yet be aware of the importance of online security, whether they're simply browsing the internet or enjoying a match.

SPONSORSHIPS



This year, we expanded our commitment to empower communities and foster innovation through various initiatives. We sponsored the following:

- DevOps Conference
- Kiteboarding Camp
- Windsport Festival
- Comic Con Baltics



Additionally, we sponsored **BSides Vilnius** — a platform for cybersecurity professionals and enthusiasts to share knowledge and collaborate. We also began sponsoring artists, such as **Antidote Community** and **Free Finga**, and encouraging their creativity.

GLOBAL RECOGNITION

OUR EXPERTS' RECOGNITION

Proud to have numerous in-house professionals, we grew our focus on thought leadership initiatives this year. First, many of our team members shared their expertise with various media outlets, including [Tom's Guide](#) and [TechRadar](#).

techradar

The same goes for Surfshark which already picked the Kyber key encapsulation mechanism for its postquantum encryption design. "Its standardization reassures us that we're on the right path," Karolis Kačiulis, Leading System Engineer at Surfshark, told me.

tom's guide

Gabriele Racaityte-Krasauske, spokesperson for Surfshark, spoke to our sister site Techradar on the unlikely prospect of being fined: "At the moment, it seems difficult to imagine how the Brazilian government's proposed fines on people using VPNs to access X could be implemented from a technical standpoint."

PCWorld

Still, there is some precedent that gives us an idea as to how it all could transpire. Over email, Surfshark's VPN Product Manager Justas Pukys wrote, "It's difficult to predict how exactly the ban could take place, but it might be implemented in a similar manner as it was in 2020 when the U.S. Department of Commerce ordered Apple and Google to remove TikTok from their app stores."

techradar

Similarly, Saulius Maslinskas, Surfshark's Chief Product Development Officer, told me that, due to Apple's update to the settings app, the team had to update the tutorials for setting up the VPN and antivirus. "We released a new version of the Surfshark macOS app 4.15.3 with the updated materials," he added.

GLOBAL RECOGNITION

LOGIN 2024
MAY 30-31 @ LITEXPO, Vilnius

In a separate but equally exciting initiative, a record number of our team members participated in LOGIN — the largest annual innovation and knowledge sharing conference in the Baltics. Our sharks shared their expertise, explored the challenges and opportunities in their fields, and returned inspired with new ideas.

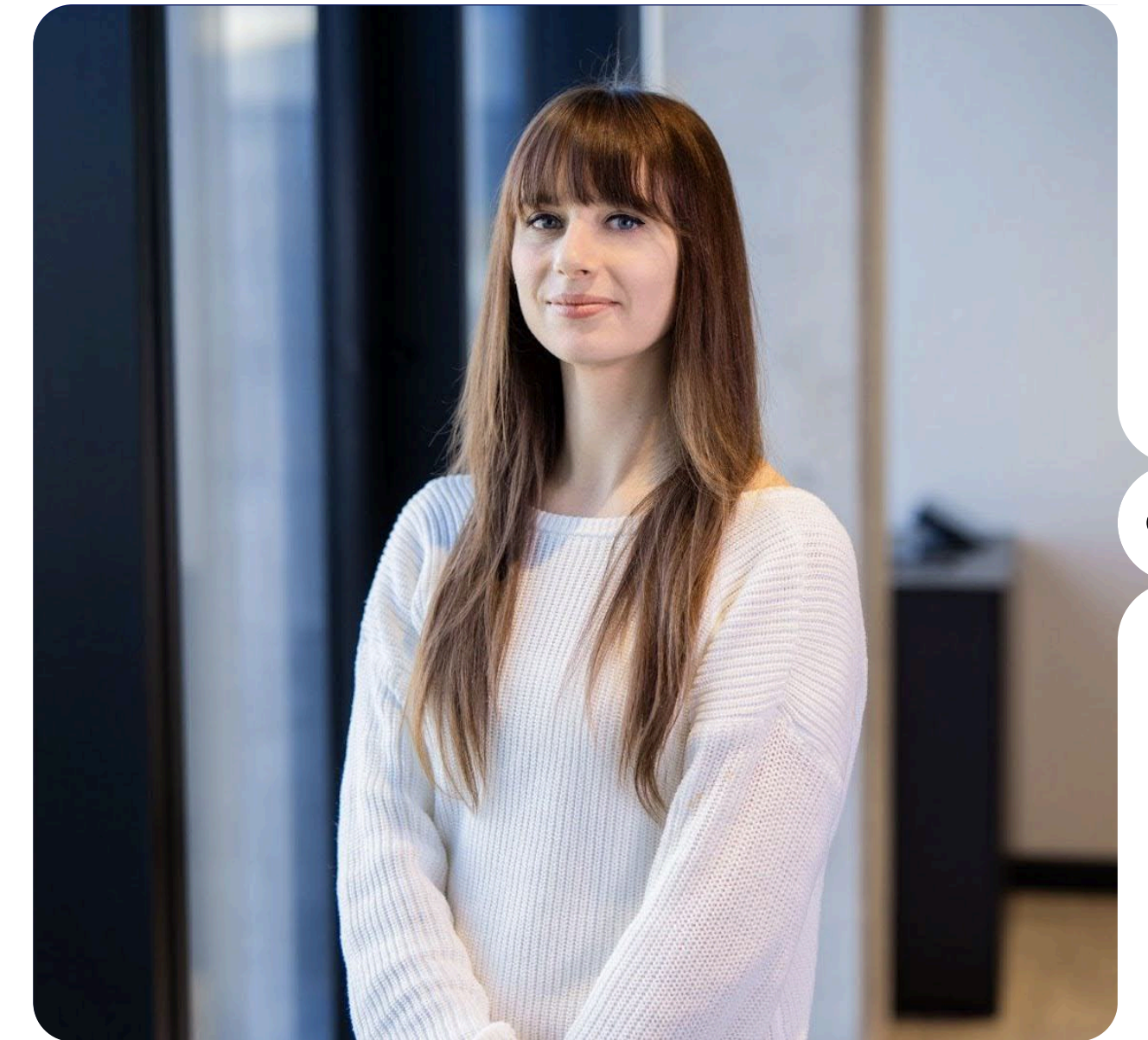




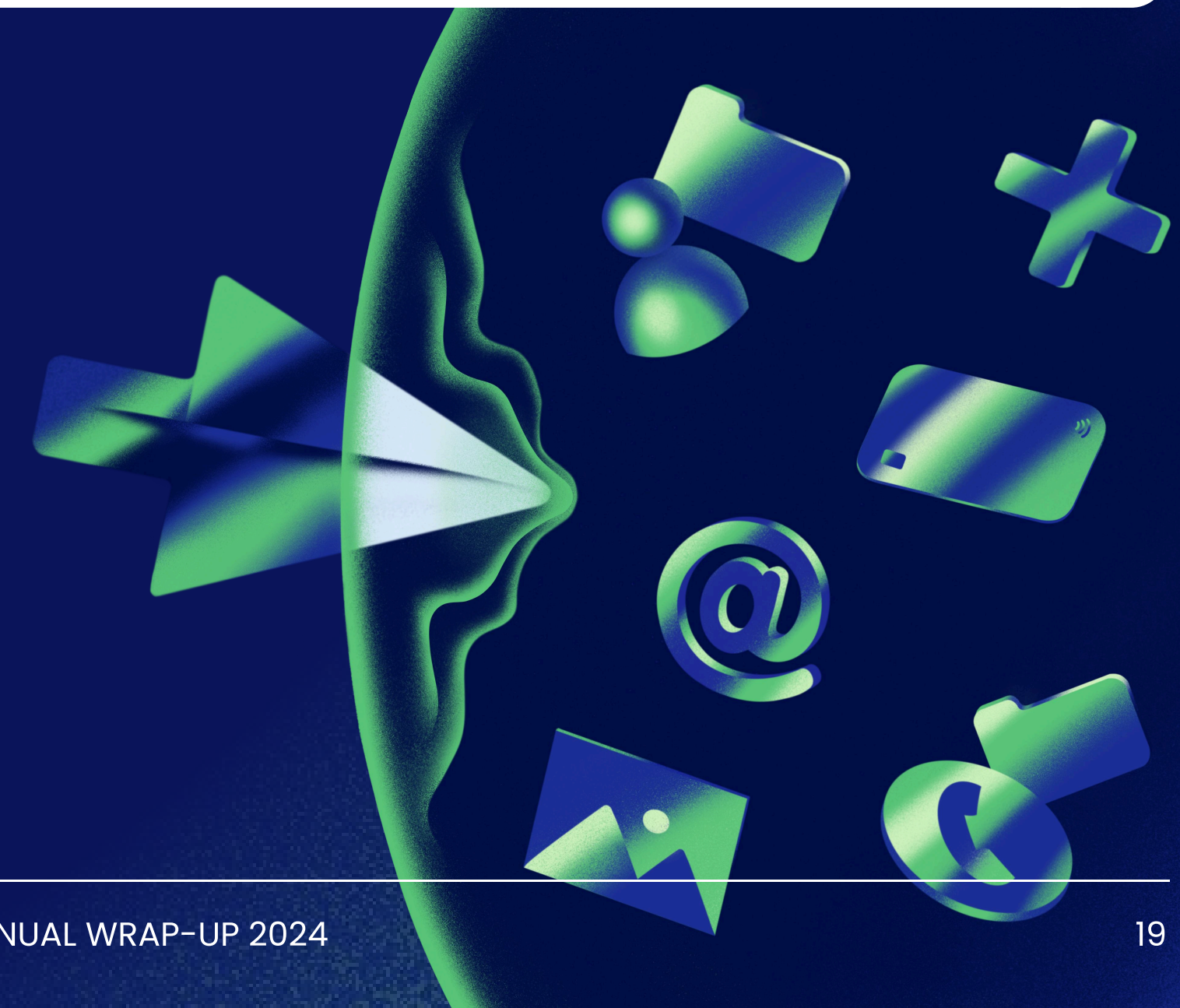
A word from the Lead Product Manager at Incogni & Ironwall

“This year, Incogni has been a rocket! We went all in on solving our users' biggest problem by extending data collection for removals, expanding removal options, and introducing family protection. On top of that, we entered the B2G sector and learned a lot together with Ironwall. Our growth has been unstoppable — data brokers report that we're now sending the highest volume of removal requests among our competitors.”

— Ieva Juzėnaitė



Note: **Incogni** is a separate product, but it's also included in the **Surfshark One+** subscription. **Incogni** is a service that helps its users remove their personal data from the market.



incogni

incogni.com

Business acquisition

To expand our offerings for people who are conscious about their data protection, we **acquired Ironwall**. Ironwall offers online privacy protection for public servants and businesses, focusing on judges, law enforcement, healthcare professionals, and financial institutions. It removes personal information from the internet and,



unlike competitors, Ironwall performs daily searches on various sites, including social media, and provides clients with detailed reports and a secure monitoring portal.

Protection for family & friends

We understand that protecting the personal information of those dearest to you is crucial. That's why this year, we started offering **an Incogni Family & Friends plan** that allows you to sign up for data removal and invite up to four additional people to benefit from it.



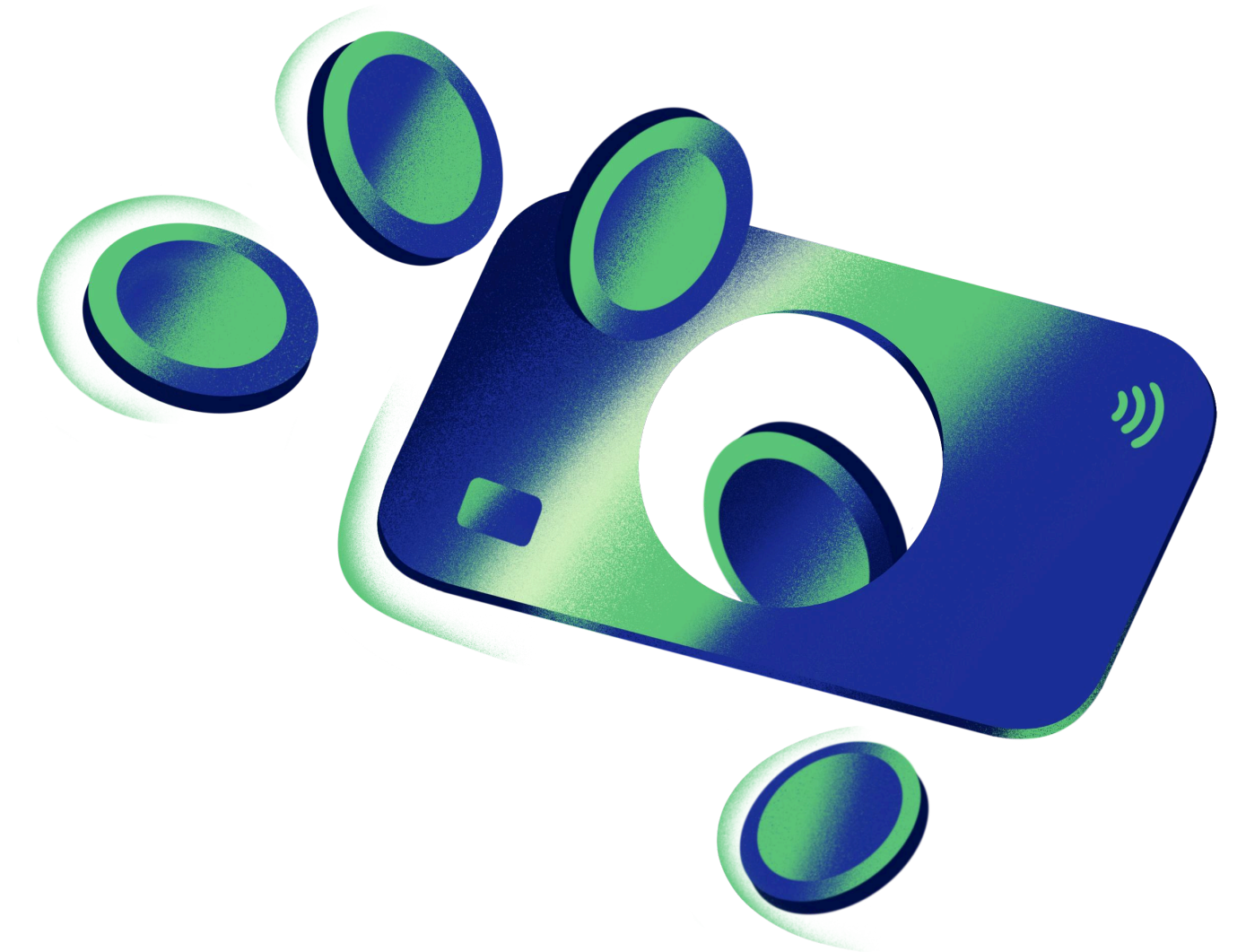
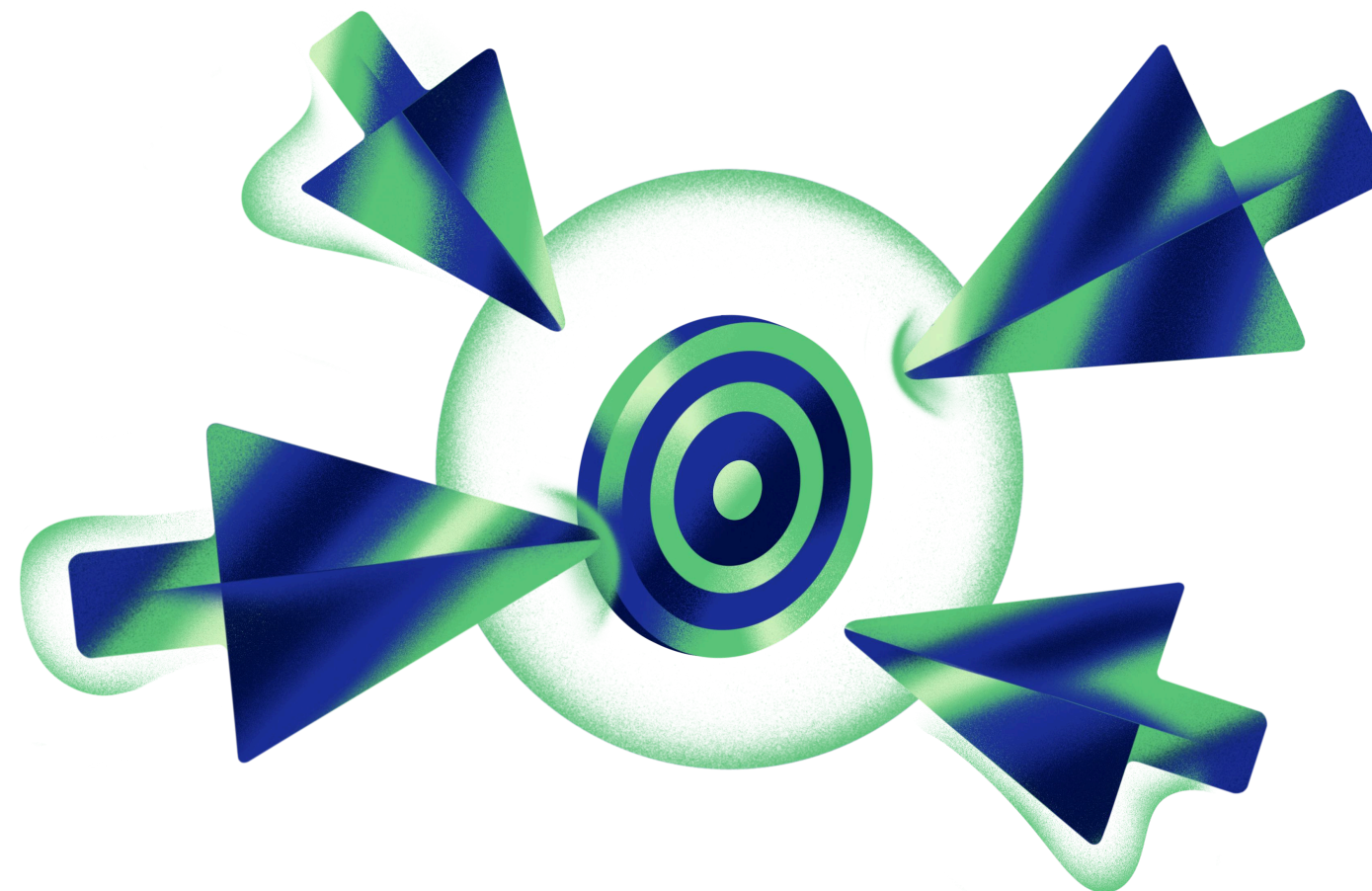
incogni

incogni.com

Rebrand

Incogni **rebranded and refreshed its visual identity** to better convey the gravity and seriousness of the privacy challenges it addresses. We are now even more confident in our product and believe it can impact everyone involved in data privacy.

By **defining our mission, company values, and market position**, we are more understood and trusted by our users to protect their privacy and fight for their rights



incogni

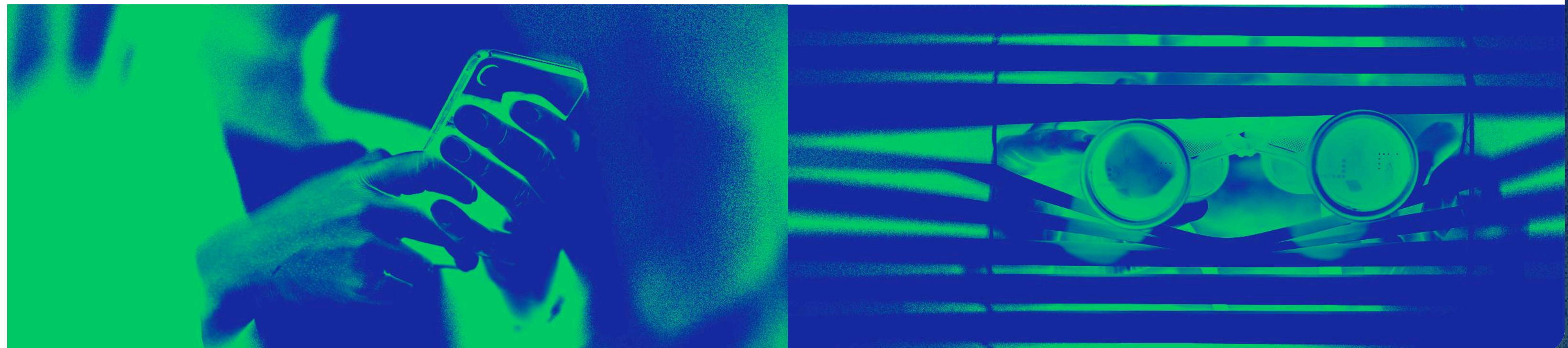
incogni.com

The number of data brokers

160²⁰²³ → 213²⁰²⁴

Successfully processed data removal requests

13M²⁰²³ → 92M²⁰²⁴



RESEARCH PROJECTS & INITIATIVES



A WORD FROM OUR RESEARCH TEAM LEAD



“Our research hub contains data-driven investigations into digital wellbeing, privacy, and cybersecurity. We seek to help everyone remain safe online and decode their digital experience in a world increasingly impacted by modern technology.”

— **Luís Costa**

UNVEILING CYBERSECURITY IN OUR RESEARCH PROJECTS



SMART HOMES PRIVACY CHECKER

The [Smart Homes Privacy Checker](#) analyzed the data from the listings of smart home device apps on the Apple App Store, examining 32 potential data points across 12 categories. The study unveiled **the most data-hungry smart home device apps and revealed a troubling trend: convenience often outweighs privacy concerns.**



[TechRadar](#)



[Tech Times](#)



[Clubic](#)

INTERNET SHUTDOWN TRACKER

Autocratic governments impose social media censorship and internet blackouts to restrict free speech and undermine democracy. Since 2024 has been a record year for elections worldwide, our [Internet Shutdown Tracker](#) project has been more crucial than ever, **documenting such cases and emphasizing the need for open access to information.**



[The New York Times](#)



[BBC](#)



[Associated Press](#)

UNVEILING CYBERSECURITY IN OUR RESEARCH PROJECTS



GLOBAL DATA BREACH STATISTICS

It's no secret that many people don't fully grasp the scope of data breaches. To help people better understand them, our researchers constantly update the [global data breach statistics](#), including maps, comparisons, and other additional information that shows **how many accounts have been copied, transmitted, viewed, and stolen.**



[Euronews](#)



[PCMag](#)



[Bloomberg](#)

"RIGHT TO BE FORGOTTEN" REQUESTS REPORT

In the EU and regions with similar data protection policies, people can exercise their "right to be forgotten," allowing them to request search engines to remove them from results. In our ["right to be forgotten" research](#), we analyzed **which countries use this right the most and least, along with the types of information requested for removal.**



[Forbes](#)



[Publico](#)



[Heise](#)

SUPPORTING GOOD CAUSE INITIATIVES & NONPROFITS



A WORD FROM OUR SOCIAL IMPACT MANAGER

“This year, we broadened our Corporate Social Responsibility initiatives and conducted a comprehensive mapping of our environmental impact. By strengthening our collaborations with NGOs and nonprofits that share our values and mission, we continue to drive meaningful change. Additionally, we launched our first Impact Report, highlighting our commitment to ESG efforts, and we look forward to continuing our progress on this critical matter.”

– **Gabrielė Dačkaitė**

OUR SUPPORT FOR THE OPEN INTERNET WITH TRUSTED ORGANIZATIONS



Access Now is a global organization that defends the digital rights of at-risk users. It provides technical support, advocates for policies, engages in grassroots grant making and legal interventions, and hosts events like RightsCon to promote human rights in the digital age.



The VPN Trust Initiative (VTI) is a consortium of VPN leaders, co-founded by Surfshark, dedicated to improving consumer digital safety. VTI's principles emphasize security, privacy, advertising practices, transparency, and social responsibility, which all members adhere to.

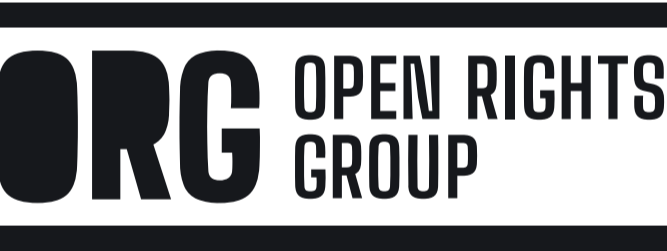


European Digital Rights (EDRi) is the largest European network defending digital rights and freedoms. We support EDRi's efforts to promote online safety, enforce laws, and foster a healthy technology market.



The Global Encryption Coalition (GEC) was established in 2020 to safeguard encryption in at-risk countries. In 2022, Surfshark joined the coalition to actively advocate for policies that promote and protect robust encryption.

OUR SUPPORT FOR THE OPEN INTERNET WITH TRUSTED ORGANIZATIONS



Open Rights Group (ORG) is the UK's largest grassroots digital rights organization, dedicated to protecting online privacy and free speech. Working with ORG allows Surfshark to reach those in the UK who need our services most.



Open Observatory of Network Interference (OONI), founded in 2012, is a non-profit project that documents global internet censorship. Both Surfshark and OONI advocate for an open and uncensored internet.



The Internet Society is a global nonprofit that empowers people to maintain the internet as a force for good — open, secure, and trustworthy. It advocates for internet infrastructure growth and offers skill-building programs.



The Internet Infrastructure Coalition (i2Coalition) advocates for web infrastructure providers, promoting best practices and industry standards to maintain an open internet. Their core values include education, engagement, advocacy, access, and privacy.



Founded in 2011, **Fight for the Future** is a small group of activists, engineers, technologists, and artists who run hard-hitting campaigns for a future where technology is a force for the community and collective power, not oppression.

Project Syndicate

Project Syndicate is a global platform that shares high-quality commentaries from notable figures about digital democracy and connects journalists and activists around the world.

CSR INITIATIVES

SURFSHARK’S IMPACT REPORT



We released [Surfshark's Impact Report 2023](#), highlighting our commitment to social responsibility and environmental sustainability. Key initiatives you can find in our Impact Report:

- Scope 1, Scope 2, and business travel-related emissions;
- Renewable energy usage;
- Global communities’ aid;
- Relocation to a sustainable tech hub;
- Organic waste recycling partnership with Green Genius;
- Donations to Ukraine and marine conservation;
- And more.

With this report, we aim to maintain transparency and regularly share updates on our environmental operations and goals.

As we grow globally, we remain committed to minimizing our environmental impact, ensuring secure online solutions, and enhancing our social initiatives. This year, we **launched a dedicated webpage for [Corporate Social Responsibility at Surfshark](#)** — where you can explore our corporate social responsibility (CSR) efforts.

EMERGENCY VPN



Continuing our [Emergency VPN](#) initiative, we provide VPN access to journalists, NGO representatives, and activists facing internet censorship and surveillance. The program supports individuals in maintaining a secure and open internet, which is essential for their work in regions with severe restrictions. **This year alone, we have supported over 300 people in need with our service.**

SOCIAL ENGINEERING 101



Surfshark has **launched a [free online course on Udemy](#) to help users spot scams and improve cybersecurity awareness.** The course includes seven lessons on various topics, such as messages, social media, dating apps, banking, emails, and online shopping. It offers quizzes, downloadable materials, and unlimited video access to help people recognize and avoid common online scams.

CSR INITIATIVES

ACCESSIBILITY



We aim to be accessible to everyone, including people with disabilities, who make up nearly 16% of the world's population. To gain expert insights, we **worked with Johannes Kepler University (JKU)**, who reviewed our website, desktop, and mobile apps and identified ways to make it easier for people with disabilities to use our services and protect their online lives. These insights will help us move towards greater accessibility of our services in the future.

EDRI'S PRIVACY CAMP



We are proud to have supported **Privacy Camp**, organized by European Digital Rights. This event unites digital rights advocates, activists, academics, and policymakers to discuss human rights issues online. The 2024 edition, "Revealing, Rethinking and Changing Systems," focused on **transforming the systems influencing privacy and digital rights to address inequalities and injustices.**

PRESS PLAY PRAGUE



We sponsored **Press Play Prague**, an international film festival focused on journalism. The festival aims to emphasize the **importance of storytelling in journalism and inspire social change through films addressing key social and political issues.** Held in Prague, it showcases films, documentaries, and live debates. As part of our sponsorship, we also provided vouchers to journalists and activists to further support and encourage their investigative work.

CSR INITIATIVES

GLOBAL ENCRYPTION DAY



Global Encryption Day, celebrated annually on October 21 by the Global Encryption Coalition, emphasizes the vital role of encryption in safeguarding online privacy and security. We celebrated this initiative for the third year by **promoting online safety measures**, including unique passwords and multi-factor authentication, and **encouraging other businesses to follow the highest security standards**.

PARTICIPATING IN THE UN GLOBAL COMPACT



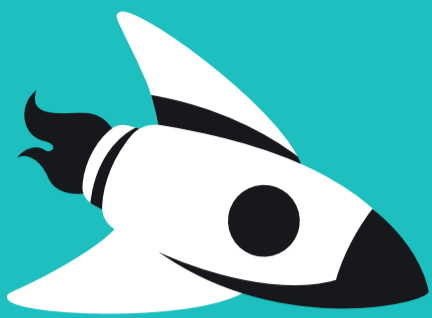
The UN Global Compact is the world’s largest corporate sustainability initiative. It encourages companies to align their strategies with universal human rights, labor, environmental, and anti-corruption principles, promoting actions that support societal goals and sustainable development through responsible practices. Our participation in this initiative signifies that we **support and adhere to the 10 principles of the UN Global Compact**.

PLANTING THE UNICORN FOREST

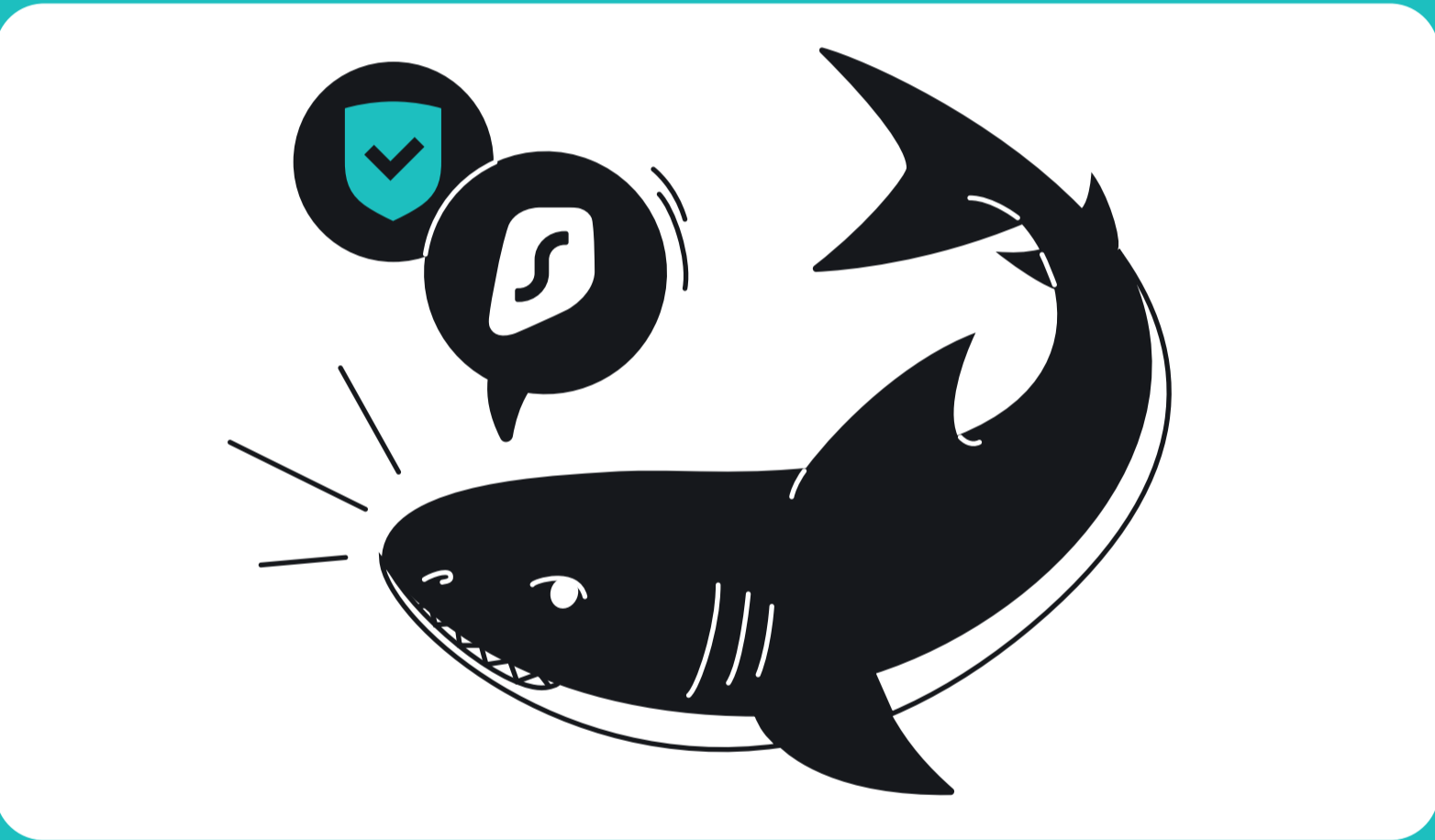


In May, we planted a tree for each Surfshark employee as part of a collaborative effort with over 20 companies, totaling more than 9 thousand trees across 3 hectares in Lithuania. This initiative aims for a **sustainable future and is expected to absorb 1,815 tons of CO₂**. Additionally, Surfshark launched an Earth Day walking challenge, encouraging employees to replace car journeys with walking throughout May.

CSR INITIATIVES



SHARK AWARENESS DAY



In celebration of [Shark Awareness Day](#), Surfshark has partnered with the Shark Trust for the second year in a row to **contribute to ocean conservation and the crucial role of sharks in marine ecosystems**. We invited our community to sign the Big Shark Pledge, encouraging people and organizations to support sustainable shark conservation efforts and protective laws for a more sustainable future.

SUSTAINABILITY TRIVIA



We held a sustainability trivia event where employees tested their knowledge about our planet and the challenges it faces today. The trivia covered topics such as the **environment, diversity and inclusion, recycling, and ways to improve our planet**.

EMPLOYEE FLEA MARKET



This year, we also organized a flea market for our employees, encouraging them to **embrace the “reduce, reuse, and recycle” principle**. This fun and collaborative event allowed staff to buy, sell, or exchange items they no longer needed, fostering a spirit of sustainability.

THE PEOPLE BEHIND SURFSHARK



A WORD FROM OUR HEAD OF HR

This year, we focused on strengthening our leadership layer and different teams by welcoming more senior professionals and providing promising opportunities for our employees to grow and thrive in their careers. Our team is well-prepared to face challenges and reach new heights in the coming year. Together, we've created an environment where everyone has the chance to contribute meaningfully and succeed.

– **Beatričė Leikaitė**

SURFSHARK EMPLOYEE STATISTICS



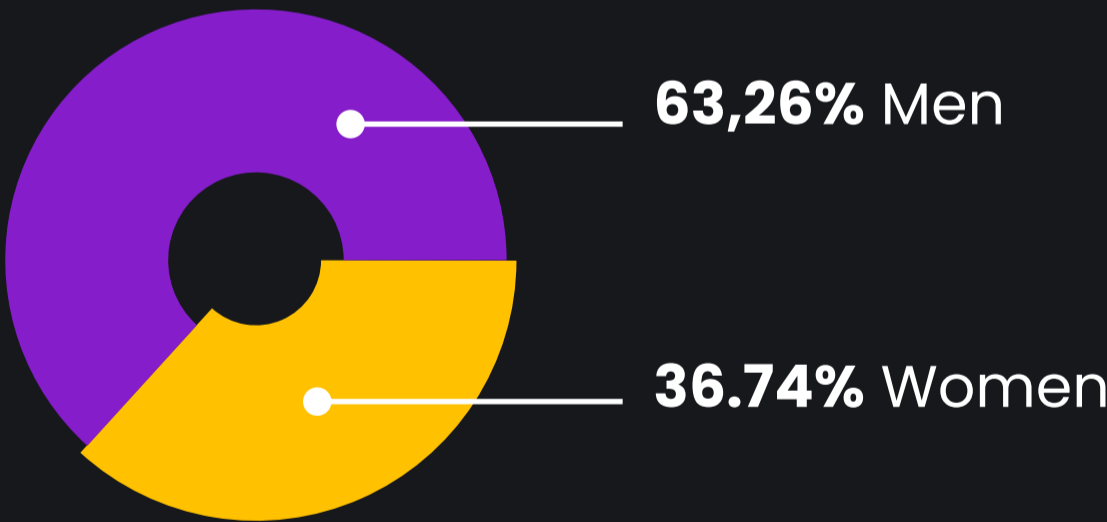
SURFSHARK EMPLOYEE STATISTICS

430 employees

144 newbies

101 promotions during 2024

1093 hours spent in workshops in 2024



21% Managers



79% Specialists

32.29 average employee age



TOP EMPLOYER

According to the **Reputation Index Study** and an **Employer Brand Study** conducted in the Baltic states, **Surfshark** is recognized as **one of the top employers in Lithuania**. These studies assess the perceptions of Lithuanian business and community leaders and IT and data specialists regarding the biggest companies in the country. They explore how these companies position themselves as competitive employers, offer insights for enhancing employer branding, and evaluate changes in their reputations over time.



EMPLOYEES' PHYSICAL & MENTAL WELLBEING

At **Surfshark**, we prioritize employee wellness, focusing on physical and emotional health. Each cold season, we remind everyone how to protect themselves and provide immunity shots, fruits, and other protective items in all our offices. We also offer group training sessions and online workout programs that consider everyone's preferences and capabilities. For emotional wellness support, we provide private health insurance and access to mental health apps so that our employees can proactively manage their mental wellbeing.



SHARING THE KNOWLEDGE

TECH WAVE

Tech Wave is an event for the tech department where volunteers can share their knowledge with colleagues. It's like an internal conference where people **discuss their work, challenges, and how they manage to solve them and share tech topics that inspire them.**

TECH DAYS

Together with the Tesonet tech community, we organized this year's Tech Days: Winter Session. The event **focused on tech enthusiasts and featured topics like DevOps, CI/CD evolution, Node.js profiling, video streaming challenges, user behavior simulation, and cybersecurity.** Our Tech Days events aim to foster knowledge sharing within the Tesonet tech community.

SURFER'S LOUNGE

Surfer's Lounge is an open space for meetups focused on sharing knowledge. Through these events, we want to **initiate meaningful discussions, share our expertise, and hopefully inspire others with fresh ideas.** This year, we celebrated women breaking boundaries in tech and data science, engineering, and machine learning topics.



STRENGTHENING SUPPORT INITIATIVES & CELEBRATING INCLUSIVITY

1

"YOU DONATE. WE DOUBLE" CAMPAIGN

Surfshark organized a campaign called "**You Donate, We Double**", in which our employees donated to support children, teens, elders, and the **Blue/Yellow fund for Ukraine** during Christmas. The company matched employees' donations, doubling their contributions.

2

DRONE CONSTRUCTION WORKSHOP

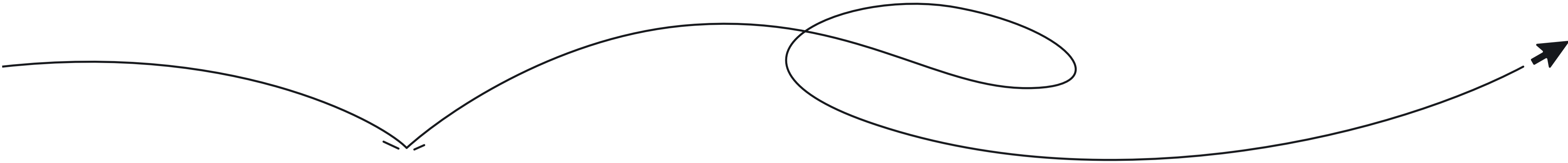
Along with participating in a crowdfunding campaign to donate money to Ukraine, we also took part in a **drone construction workshop where our employees built drones to send to Ukraine**. Everyone who volunteered came to the office and spent their entire Saturday working toward providing support for Ukraine.

3

PRIDE MONTH

In celebration of Pride Month, we reaffirmed our commitment to creating an inclusive workplace where everyone can express themselves openly and without fear of being judged. We encouraged our team to **support LGBTQ+ organizations through donations**, with a goal to amplify important voices and emphasize the significance of community.

WHAT'S NEXT?



TECHNICAL OVERVIEW

Looking ahead to 2025, we'll continue **improving and upgrading the products you already love** instead of introducing new ones. We will focus on **product quality**, ensuring our services address your needs and our products meet the highest online security standards. We will also **expand Dedicated IP in more countries** to enhance your online experience and security.

GLOBAL RECOGNITION

We are dedicated to making cybersecurity accessible to everyone, emphasizing its importance as a universal concern. Our employees will continue **interviewing users to gain insights into user-specific online security concerns and needs**, ensuring our products are part of the solution. We will also continue spreading this message through more and even bigger **creative campaigns, collaborations, sponsorships, and other projects**.

INCOGNI

Alongside expanding our data broker network further, we plan to **introduce the custom data removal option**. In short, the new advanced plans will combine automation with human expertise, allowing users to delete their data from more sources than data brokers.

RESEARCH PROJECTS AND INITIATIVES

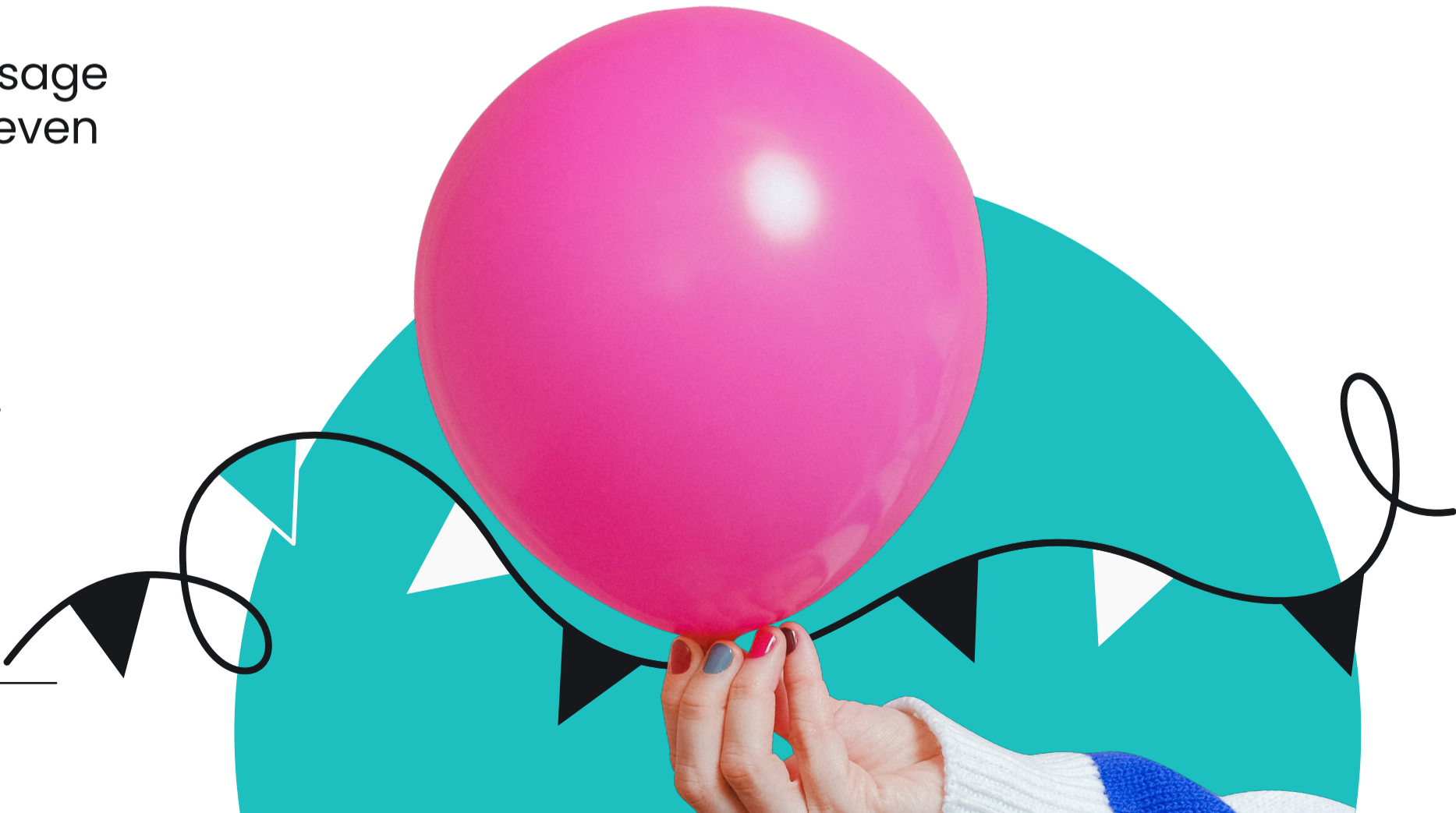
First and foremost, we will **release the updated Digital Quality of Life (DQL) 2024 study** that examines digital wellbeing globally. We'll also continue to **highlight pressing online issues, update our research studies, and enhance awareness of online security and freedom**.

CORPORATE SOCIAL RESPONSIBILITY

Following our goal of the internet being an open and valuable global resource for all, we will **participate in RightsCon Taiwan'25** — a key summit on human rights in the online age, bringing together business leaders, policymakers, technologists, and advocates. Additionally, we will **continue mapping out our environmental impact to ensure sustainable practices and remain committed to sponsoring and engaging in social initiatives** that promote inclusivity and positive change.

OUR PEOPLE

Next year, we will focus on **improving the company's reputation in Lithuania**, both internal and external, and enhance our employer branding efforts in Poland. We will continue working toward increasing support for people in need and look for more sponsorship opportunities, as well as grow and strengthen Incogni and all other teams by hiring top talent. Our main focus will be **increasing employee engagement through growth and development, regular feedback, and leadership improvement**.



AND THAT'S A WRAP!



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