

PELOTON

***ESG
Report
2024***



Welcome

Welcome to Peloton's 2024 Environmental, Social, and Governance (ESG) Report. This is our fourth publication sharing our continued efforts to support and improve the wellbeing of our people, communities, and the planet.

This report includes information for Peloton's 2024 fiscal year (FY24), which spans July 1, 2023, to June 30, 2024, unless otherwise noted.

It also includes updates on key ESG-related topics, such as our environmental sustainability goals; steps to foster diversity, equity, and inclusion (DEI); actions to cultivate inclusive and accessible experiences for our communities; and practices to operate with integrity.

We have referenced internationally recognized reporting frameworks, and this document reflects our continued work to align our reporting with the International Sustainability Standards Board (ISSB), IFRS Sustainability S1 and S2 Disclosure Standards.

Our greenhouse gas (GHG) emissions have been independently verified by [Apex Companies, LLC](#).

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A message from Karen Boone



Since Peloton's founding, the strength and spirit of community have been at the heart of everything we do. We hold the belief that together we go far. Together, we can become better, do better, and live better.

This belief is core to how we deliver on our mission—to *connect the world through fitness and empower our Members to be the best version of themselves anywhere, anytime*. It also guides our commitment to supporting the wellbeing of our teams, communities, and planet.

In FY24, we took meaningful action as a community of passionate team members and as a business to deliver positive impact. We continued investing in programs that foster high-performing teams and a culture that celebrates the diversity of our team members. We maintained a Member- and community-first mindset, working to make physical fitness and mental health more accessible to all. And, we advanced our environmental sustainability efforts, doing our part to address climate change—one of the greatest collective issues of our time.

Peloton's 2024 ESG Report is our fourth annual communication outlining Peloton's priority impact focus areas and commitments, progress to date, and ambitions for the future. The report reflects the dedication of teams from every corner of our business, the values that underpin Peloton's culture, and the way we strive to show up for our various communities every day.

I'm proud of the continued progress and steadfast commitment our teams have demonstrated through a year of change and an ever-evolving macro landscape. Several noteworthy highlights include:

- A continued commitment to pay equity across gender and race/ethnicity for our team members globally
- Fielding our third annual Inclusion and Accessibility survey, with 84% of respondents agreeing that they have a place to belong in the Peloton community
- Celebrating three years of social impact partnerships and reaching approximately 199,000 individuals in the past year through Peloton's Wellbeing for Life community engagement program
- Making progress on circularity and keeping our connected fitness products in use, including investing in new offerings and services to support more efficient repairs and serviceability
- Making strides toward our target to source 100% renewable energy for our direct operations by FY26, reaching 80% coverage of our global energy footprint in FY24
- Completing our first product carbon footprint assessment for the Peloton Bike

To the teams and partners whose commitment, leadership, and passion make the achievements outlined in this report possible—your continued hard work and dedication allows Peloton to be a community that enables happier, healthier lives for millions. We have much to be proud of and much to look forward to.

Karen Boone
Interim CEO and President
Director, Peloton Interactive, Inc. Board of Directors

One Peloton



Peloton is a leading global fitness company. We provide our Members with expert instruction and world-class content to create impactful and entertaining workout experiences for anyone, anywhere, and at any stage in their fitness journey. At home, outdoors, traveling, or at the gym, Peloton brings together innovative hardware, distinctive software, and exclusive content. Founded in 2012 and headquartered in New York City, Peloton has millions of Members across the US, UK, Canada, Germany, Australia, and Austria.

We put our Members at the heart of everything we do—from designing engaging content to meet our current and future Member community’s needs to building a diverse team of world-class Instructors to help them feel represented. Powered by our passionate team members and driven by our mission, we’re breaking new ground to bring unparalleled fitness experiences to millions of Members every day and striving to do so in a responsible and sustainable way.

As of June 30, 2024,¹ we:

- Have 2,918 team members globally
- Offer content that spans 16 modalities and three languages—English, German, and Spanish
- Represent a community of over 6.4 million Members globally
- Operate in six markets—the United States, United Kingdom, Canada, Germany, Australia, and Austria

¹ Employee figure includes Precor, a wholly owned subsidiary, while all other figures exclude Precor.

Peloton’s values guide our decisions and are central to our culture:

Put Members first

We obsess over every touchpoint of our Member experience—always remembering that when our Members win, we win.

Together we go far

As our company name suggests, we know the importance and value of a team.

Operate with a bias for action

We challenge the status quo by continuously innovating, learning, and improving.

Be the best place to work

We are committed to cultivating and maintaining our authentic, world-class culture across all our markets—putting team member experience, wellbeing, and safety at the heart of all that we do.

Empower teams of smart creatives

We hire team members who are great at what they do, then give them the trust, autonomy, and resources to do their jobs and make decisions.

Our approach to impact

At Peloton, we're committed to advancing a healthier, more equitable society by fostering a culture of belonging and authenticity among our team members and addressing barriers to physical fitness and mental health in our communities. We are also strengthening our business by planning for a more environmentally responsible future.

Our impact strategy is grounded in our core values and builds on the positive change we've continued to bring to our millions of Members and our communities around the world since our founding.

As we innovate to evolve Peloton's business, we remain steadfast in our commitment to strive for continuous improvement and to mature our approach to social and environmental impact in line with our team members', Member community's, and broader stakeholders' expectations.

The Peloton Pledge

Created in June 2020, the [Peloton Pledge](#) is an important part of our impact strategy. It describes our ongoing commitment to advancing holistic inclusion, combating systemic inequities, and promoting global health and wellbeing. The Pledge addresses our internal culture and our principles and provides a strategy for amplifying change both in our company and our community. It addresses the following topics:

- Economic equity for our team
- Learning and development
- Community investments and partnerships
- Inclusive and accessible experiences for our Members
- Long-term DEI strategy

How we support and advance the wellbeing of:

Our people

We encourage our team members to bring their most authentic selves to work every day and provide opportunities to help them make progress toward their professional and personal goals. We invest in learning and wellness support to strengthen our team members' physical and mental wellbeing, offer equitable and competitive pay and benefits, and empower our team members to be agents of change at work and in the world.

Our community

We aim to use our platform and business to enable a more just, equitable, and healthy society. We're committed to fostering a sense of belonging for all of our Members and improving access to physical and mental wellbeing through our products, content, and community partnerships.

Our planet

We're accelerating efforts to reduce our greatest climate impacts and roll out initiatives to operate more efficiently, build a more circular and transparent business, and source renewable energy, all to make progress on our long-term environmental aspirations.

Operating with integrity

Our values, honesty, and integrity in all our business dealings are at the center of everything we do. We are committed to earning and maintaining the trust of our stakeholders by upholding these values and holding ourselves accountable through a defined governance model and associated compliance processes and by providing regular and transparent updates on key issues.

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Find your pace

People


We aim to create an environment where our team members are inspired to bring their authentic selves to work every day. By focusing on development, engagement, and wellbeing, we strive to enable them to make a meaningful impact, both within Peloton and beyond.

As our company continues to evolve, our commitment to our team members remains as strong as ever. We employ strategies to understand and meet their needs and prioritize their wellbeing, investing in their personal and professional development, pay equity, and competitive health care benefits.


We aim to support our team members at each stage of their employment journey, and to foster an inclusive working culture that enables everyone to thrive. Together, we will continue to innovate as we drive our company forward to fulfill our mission in the world.

Our commitments


Our work

 **Maintain 100% pay equity across gender and race/ethnicity**
 Each year, we will conduct a global pay equity study across gender and race/ethnicity and address pay gaps.


In FY23, we commissioned a third-party consultant to conduct a global pay equity study
 Based on the study's results, we adjusted base pay for a small number of team members to address gaps.²

 **100% of all interviewers required to undergo Hiring@Peloton training**
 This training includes bias mitigation. Additional talent acquisition efforts include evaluating all job descriptions to reduce the risk of biased language, and leveraging consistent sourcing tools to ensure a diverse pool of qualified candidates.

84% of all interviewers completed Hiring@Peloton training, as of June 30, 2024
 We will continue to enhance measures to improve the completion rate, including reminding team members to complete training, promoting the training with new team members and people leaders, and improving the internal visibility of training status within hiring teams.

 **100% of people leaders complete allyship training by the end of FY24**
 Peloton's anti-racism learning journey was available to team members globally.

Reached 58% people leader completion rate by the end of FY24
 While structural changes across the business delayed the launch of the program until the start of FY24, we are proud of the progress made since setting this objective in FY22. In FY25, we plan to launch updated training aligned to our new DEI strategy.

 **Make progress toward becoming an anti-racist organization**
 We will deliver on our long-term diversity, equity, and inclusion strategy.

Maintained Management Leadership for Tomorrow's (MLT) Black Equity at Work Silver Certification
 We entered our third year as program participants steadfastly committed to racially equitable talent, recruitment, retention, and DEI practices.

² The study was conducted in FY23, but adjustments were made in the first half of FY24.

Our team

Peloton's talented team members bring their innovation, passion, and creativity to work, and we aim to foster a culture that uplifts them and supports them to progress in their careers. From launching a new internal talent marketplace platform to enhancing leadership training programs, we're committed to providing team members with a career experience grounded in effective learning and development resources, guided by the voices of our team members.

Engaging our team members

We know when we are engaged at work, we are more likely to perform at our best, innovate, and drive success together. That's why we conduct an annual engagement survey to provide a consistent company-wide forum for team members to contribute their voices and perspectives, which in turn gives Peloton's leadership visibility into team member sentiment.

In 2024, we achieved our highest participation rate to date—91%. Reaching this new milestone means we're even better equipped to improve team member experiences and underscores our team members' commitment to help shape the company's direction.

As with previous years, the engagement survey includes questions on topics known to affect team members' sense of engagement to help us focus us on what matters most. Our engagement score showed a 3 percentage point decrease from 2023, with 56% of team members reporting a favorable score on our engagement-focused questions, which cover the connection and commitment of team members to Peloton's goals and objectives. Consistent with last year's survey results, 25% of team members reported feeling neither engaged nor disengaged—an important opportunity for us to listen to the feedback and implement re-engagement efforts for this group.

This year, we introduced a new Inclusion Index to help us better measure and track our efforts in cultivating a culture of equity and inclusion. See [Launching an Inclusion Index to better track our progress](#) for more information.



The 2024 engagement survey results indicate several areas of existing strength, including the Peloton workplace experience and our people leaders, as well as our performance related to DEI. Team members highlighted safe and enjoyable workplaces with leaders and teams that provide clear guidance, feedback, and support. Further, our teams are proud of Peloton’s mission, products, company culture, and work-life balance.

Insights into opportunities include identifying the team’s commitment to helping define Peloton’s direction as a company, as well as their excitement about a refreshed, clear, and aligned vision that reflects our brand and focuses on long-term and sustainable growth. We also saw a desire to ensure strong collaboration and communication practices as the business continues to evolve, as well as an opportunity to drive more clarity and structure around professional development opportunities.

Beyond our annual engagement survey, in FY24, we conducted a brief pulse survey on team member motivation, wellbeing, and communication to gain insights about priority topics and to monitor sentiment over time.

Developing talent and careers across Peloton

We have continued our work to bring greater visibility to professional development offerings—from open positions to lateral moves, temporary assignments, mentorship opportunities, and learning courses.

Pledge spotlight

Invest in learning and development

In FY24, we completed an important step toward the delivery of our long-term DEI priorities by concluding our inaugural learning journey designed to equip our teams with the practical skills, insights, and tools they need to embed an anti-racist allyship culture at Peloton.

While structural changes across the business delayed the launch of the program until the start of FY24, we are proud to have reached a 58% people leader completion rate. To build on our progress, in FY25, we plan to launch training aligned to our new DEI strategy with a core focus on holistic inclusion.

Fostering internal mobility and development

We think of growth in many different ways and have put particular emphasis on skill-based and experiential learning over the past year. We’re building offerings and processes informed by our team’s needs and continue to make various development resources available to our team members to access at their own pace and convenience.

In FY24, we completed the rollout of Grow, our internal talent marketplace platform designed to highlight open positions and the skills required to fill those roles. As of the close of FY24, 1,447—around 60%—of our team members were actively using the platform,³ and our internal hiring rate was 23.5%. By connecting Grow to our existing learning management system, we’re also making it easier for team members to develop skills for various types of roles at their own pace.

The Grow platform also includes “gigs,” or project-based work, which encourages team members to gain skills and experiences outside of their core role in a structured, assignment-style format. Over the course of the year, team members completed 70 gigs and provided consistently positive feedback about the program.

In FY24, we piloted a New Team Member Live Experience as part of our onboarding programming. All new team members are invited to participate virtually or in person at Peloton’s New York headquarters. The experience showcases the roles of various business functions, features speakers from Peloton’s leadership team, and provides opportunities for team members to connect with each other.

Recognizing that ongoing constructive feedback is a key input to fostering growth and development for all of our team members, we evolved our year-end review process, which now includes an option for hourly team members to participate and also offers new peer-to-peer feedback mechanisms. In addition, we ran workshops focused on equipping team members with the skills required to give and receive actionable and constructive feedback.

³ Active user: the number of unique users who have visited the Grow platform (e.g., viewed a page, applied, etc.) and clicked any page during the specified time period.

Developing exceptional leaders

We are working hard to support current and future leaders across our business. As well as sharing team feedback with people leaders to help them evaluate areas for improvement, we are making leadership development a company priority.

Our philosophy is built around enabling incredible leaders—ones who can connect with their teams to motivate and inspire. We expect our people leaders to demonstrate a high level of integrity, develop and lead high-performing teams, build an inclusive culture, and empower others to deliver on our mission and strategic objectives. Our company-wide leadership training program intends to equip both current and aspiring people leaders with the knowledge and tools they need to meet these high standards and help lead Peloton to success.

We also know team members' relationships with their people leaders are a huge driver of engagement, which is why our Leading@Peloton program is so critical to our current and future success. During FY24, we completed the transition to Leading@Peloton from our previous Connected Leadership program. In addition, through Leading@Peloton, we launched Leadership Stack #1, a curated path of e-learning that provides the foundational learning necessary for current and newly hired or promoted people leaders.

In addition, we offered Leadership Learning Circles, which provide new people leaders with opportunities to connect on a monthly basis, engage with key cross-functional partners, and practice critical skills such as delivering feedback and coaching.

FY24 learning and development by the numbers

- 260 people leaders completed Leading@Peloton Stack #1 e-learning
- 158 people leaders attended live Leadership Learning Circles
- 11.5 average learning and development hours per team member⁴

Recognizing, supporting, and rewarding talent

Building a strong team starts with seeking out, nurturing, and rewarding exceptional talent. Peloton continues to offer an array of benefits to eligible team members, including:

- Comprehensive health care
- Global mental health benefits
- Global financial wellness support
- Subsidized back-up support for dependents (children and elderly)⁵
- Global paid parental leave (up to 18 weeks)⁶
- Referral bonus program
- Prepaid legal assistance⁷
- Global family-forming benefits
- Free Peloton membership and meaningfully discounted connected fitness products
- A team member stock purchase plan



⁴ Average learning and development hours per team member includes virtual and live training sessions and courses available on Peloton's on-demand virtual training platform.

⁵ This benefit is available to Peloton team members in the US, Canada, and the UK.

⁶ Peloton team members are eligible for up to 18 weeks of paid parental leave after six months of full-time service. For team members with less than six months of full-time service, paid parental leave is prorated at three weeks of leave for every month of full-time service completed as of the date of birth, adoption, or placement. This benefit is available for Peloton team members globally.

⁷ This benefit is available to Peloton team members in the US.



Alongside our core benefits package, we continually evaluate compensation rates to ensure competitive compensation for all team members. We offer a starting hourly rate of no less than \$19 for all hourly nonsales commissioned roles, and equally competitive rates for equivalent roles in all other markets where we have hourly team members. Benefits-eligible team members also have access to Peloton's High Five Fund, which provides up to \$5,000 of financial relief for unforeseen personal challenges.

Additionally, we remain committed to ensuring equal access to health care for all team members. For US-based team members, we provide \$5,000 in travel coverage should they need to seek medical care that may not be available in their home state. Through our dedicated mental health benefits partner, team members can also access emotional and mental health resources at their convenience with online tools and research-backed therapeutic methods.

In FY24, we introduced Peloton's Lifestyle Spending Account (LSA) for eligible team members globally, which provides \$100 per quarter for spending on items such as family care, caregiving services, fitness, nutrition, and financial wellbeing. It also covers lifestyle-related items such as food delivery programs, pet expenses, home office equipment, and other purchases that promote physical and mental wellbeing. Our Corporate Wellness Program, also launched in FY24, helps team members manage their free Peloton membership and participate in challenges—such as completing a certain number of Peloton classes in a month—to earn additional LSA funds.

More information about Peloton team benefits designed to support work-life harmony is shared on our [careers website](#).

Pledge spotlight

Invest in economic equity

In FY23, we commissioned an independent, third-party consultant to conduct our second global pay equity study. Based on its results, we adjusted base pay for a small number of individuals to address gaps. We remain strongly committed to pay equity and will report on our third study in our next report.

Empowering team members to support their communities

As a community-driven company, we know how important it is that we support our team members to get involved in their local areas. We offer eligible full-time and part-time team members up to 40 hours and 24 hours of paid time off per year, respectively, to engage in civic activities. All eligible team members also receive up to 16 hours per year in paid volunteer time off.

Our Together We Give platform provides an avenue for team members to donate to organizations that support causes they are passionate about. We match up to \$1,000 per year per team member to charitable organizations that meet our eligibility criteria, and we also reward volunteer efforts.

In FY24, 287 Peloton team members donated to 351 causes around the world.

Prioritizing environmental, health, and safety

Environmental, health, and safety (EHS) compliance is a company priority, and we adopt a comprehensive, company-wide approach to the management of our workplaces, processes, and systems. Our EHS program is focused on raising awareness and establishing effective practices surrounding global team member safety, environmental compliance, and emergency preparedness.

Our goal is to foster a culture of safety across all our operations. In service of that goal, we are embedding the EHS team further into our business, with dedicated EHS team members making routine visits to Peloton labs, studios, and various Peloton-operated supply chain sites.

In FY24, we completed the consolidation of our safety systems into a unified platform called PeloSafe. The new system, which provides a more intuitive user interface, is designed to accept reports related to all EHS topics and help us collect a greater volume of more accurate data. This data helps provide greater visibility and recordkeeping capabilities for each of our locations, and enables relevant site-specific actions.

To advance our culture of safety, we developed resources, including PeloSafe help documents, emergency action plans, an incident reporting standard operating procedure, and a personal protective equipment policy, to help team members to strengthen their self-service capacity. We believe that these advancements, along with new emergency response procedures and associated training, will empower team members to respond effectively when the need arises. We also updated and relaunched our safety training module, which is mandatory for all team members and integrated into our new hire onboarding process. At our largest Peloton-operated distribution center in Linden, New Jersey, we commissioned a third-party safety audit to provide our local leadership with important safety-related insights and information. We also continue to provide a web-based safety data sheet system through which team members can scan a QR code to instantly access information for materials being used on-site.

We continue to deliver regular safety incident management and reporting training for all team members in line with federal regulations. This training educates on how to report safety incidents, including identifying different types of incidents. In addition, our distribution center team members undergo monthly training that includes an overall safety focus, as well as site-specific safety measures such as heat exhaustion prevention training, which we relaunched in California.

In California, we also introduced additional policies, plans, and training for our team members to address the requirements of new workplace violence and indoor heat regulations. In addition, we launched a new reporting system—which we plan to integrate with PeloSafe—and implemented processes for investigations and corrective actions for workplace incidents.

Our total recordable incident rate (TRIR) for FY24 was 1.30 for seasonal and permanent team members, down from 1.63 in FY23.⁸



⁸ Incidents associated with Precor are excluded from this data. Throughout the year, we recorded one incident involving a seasonal team member; other recordable incidents involved full-time team members.

Diversity, equity, and inclusion

At Peloton, we aspire to be the most holistically inclusive company. DEI is not one thing we do—it's centered in everything we do.

We believe that workplaces and our team members' experiences should prioritize accessibility, inclusivity, and foster belonging for everyone. To lead from the inside out, our DEI team leverages data-driven insights and the passion of our global team member community to shape strategies and programs that elevate and address the evolving nature of DEI. This combination empowers innovation, enhances performance, and ultimately enables us to deliver meaningful experiences for our communities.

All In. Together. Now!

In FY24, we reimaged Peloton's global DEI strategy to ensure our mission, vision, goals, and programming are centered around a holistically inclusive experience for each team member at Peloton. The revised strategy includes deepened engagement and support of team member-led groups, as well as offerings for the full team population, and a broader consideration of diversity demographics as they apply to each of our markets. Our strategy aligns closely with and is designed to advance Peloton's Pledge commitment: Deliver on long-term diversity, equity, and inclusion priorities.

DEI strategic pillars

- People: Cultivate a culture of inclusion to impact equitable experiences for our team members
- Business: Leverage data and insights to drive inclusive decision-making and empower shared accountability
- Brand: Ensure our business and brand strategies are aligned through the lens of DEI



Embedding DEI into our DNA

We work tirelessly to embed DEI across our business—from striving to make sure each team member feels a sense of belonging to embedding equity into processes throughout the team member lifecycle. We also continue to help our leaders and recruiters be fully conversant on the diversity journey at Peloton, as we embed consistent language and information across the company that reflects how we want to show up as a brand.

Examples of how we continue to make progress include:

- Elevating cultural moments and celebrations in Member and team member programming and communications throughout the year
- Continuing our work with Management Leadership for Tomorrow (MLT) and, in FY24, maintaining our Silver Certification in the [MLT Black Equity at Work Program](#)
- Working with the Latinx/Hispanics In Tech's (LHIT) Employee Resource Group (ERG) to offer a mentorship program available to all team members for the second year, connecting team members with Peloton leaders with similar cultural backgrounds
- Establishing our partnership with the Business Disability Forum, which provides us with support in our aims to have fully accessible and inclusive workplaces
- Partnering with our Software Development team to identify new sources of diverse talent and developmental opportunities in the field of STEM (science, technology, engineering, and math)
- Partnering with the Talent and Development teams and external speakers to showcase and enable behaviors of inclusive leadership
- Creating opportunities through e-learning for team members to learn about the significance of cultural moments such as Black History Month and Pride
- Establishing spaces within Peloton HQ for team members who prefer to avoid crowds and a smaller community experience during large-scale company events, such as our company-wide All-Hands meetings

Cultivate a culture of inclusion

In pursuit of dignity and respect for all team members, we provided a range of programmatic and bespoke DEI education across the business. Our DEI team worked closely with functions across Peloton's business and markets to facilitate these customized sessions.

We also elevated the notion of inclusive leadership as we enhanced our Hiring@Peloton training, which includes content on how to reduce the risk of unconscious bias. Our hiring managers are required to complete this training and in FY24, we achieved a 84% completion rate. We will continue to enhance measures to improve the completion rate, including reminding team members to complete training, promoting the training with new team members and people leaders, and improving the internal visibility of training status within hiring teams.

In terms of talent acquisition, our teams continue to integrate tools and practices that promote equitable hiring at Peloton, supporting efforts to seek out top talent and building the teams that will help our company succeed and contribute to our culture. This includes leveraging SeekOut, a recruiting tool that provides critical insights around diversity within the talent pipeline to help foster a diverse candidate pool, and Textio, a tool and certification process that helps us avoid using exclusionary language or language that might carry bias when crafting job descriptions.

This year, we participated in a number of recruitment events geared toward expanding and diversifying the talent pool. We also began working with a number of organizations focused on improving the visibility of job seekers facing unique challenges and historically higher unemployment rates:

- Disability Solutions, a US-based organization offering comprehensive disability-focused hiring and retention solutions that connect job seekers with disabilities to inclusive employers
- Business Disability Forum, a UK-based membership organization providing expert advice, support, and knowledge, as well as opportunities to share best practice with others committed to creating a disability-smart world
- Disability Confident employer, a UK-based organization that encourages employers to think differently about disability and take action to improve how they recruit, retain, and develop disabled people
- The United States Department of Defense's Military Spouse Employment Partnership, which connects military spouses with partner employers that have committed to recruit, hire, promote, and retain military spouses

Launching an Inclusion Index to better track our progress

In FY24, we introduced a new Inclusion Index to help us better measure and monitor our progress. The index, which is an average score across DEI-related questions in our engagement surveys, will allow us to gain insights about how our whole team, as well as specific demographic groups, feel about DEI, which will inform our actions, initiatives, and programming.

Our first Inclusion Index rating—in FY24—was 78%.

Corporate Equality Index

In 2024, we were proud to earn a 100 score on the Human Rights Campaign (HRC) Foundation's Corporate Equality Index to be recognized as a [Leader in LGBTQ+ Workplace Inclusion](#)

MLT

Black Equity at Work Program—Silver Certification

Women Impact Tech 100

Included on Women Impact Tech's 2024 list of progressive companies empowering women in tech



Holding space to learn and grow

To help us evolve into a truly anti-racist organization, throughout FY24, we offered allyship training focused on empowering people leaders and equipping them with the skills needed to embed an anti-racist allyship culture at Peloton. As of July 1, 2024, we achieved a 58% completion rate. While this is short of our goal of 100%, we remain proud of our progress during a year of change for our business and structural changes that delayed the launch of the program until the start of FY24. We are evolving our DEI-focused learning offerings to align with our new strategy and focus on holistic inclusion across a broader range of identity markers for our team members.

Amplifying our team members' passion

Team member-led groups at Peloton include our US and UK ERGs and our international Inclusion Forums (IFs).

ERGs are identity-based groups that foster a diverse and inclusive workplace aligned with Peloton's mission, values, goals, and DEI strategy. Our ERGs drive engagement within our Peloton communities by bringing together team members of diverse backgrounds and allies to connect, learn, and create safe spaces.

An IF operates in the same way as an ERG but is suited to Peloton's markets where we have a smaller team member population and is designed to be flexible, enabling the forum to expand or contract to meet the needs of that market and its team members. Each IF includes a representative from one of Peloton's current ERGs and acts as a liaison with their counterpart in the US to share information and collaborate on events and programs.

In recognition of the team members who devote their time and energy to deliver ERG and IF programming and meaningful impact to Peloton, we continue to invest in our ERG leaders and their Board members, including financial compensation.⁹

⁹ ERG and IF leadership Board members who have been in the role for more than 12 consecutive months are eligible to receive a discretionary bonus in the form of a one-time annual cash payout.

Peloton's Employee Resource Groups and Inclusion Forums

ACE@Peloton

The Asian Community ERG (ACE) aims to foster the Asian-Pacific Islander community and its allies by creating a safe space to address a broad range of topics, from cultural issues to ongoing career support and development.

Black@Peloton

With the aim of promoting individual and collective growth through various resources and networking opportunities, Black@Peloton focuses on areas such as recruitment, retention, and professional growth.

Jewish@Peloton

Newly launched in FY24, the Jewish@Peloton ERG seeks to support, uplift, and connect Jewish team members and their allies across Peloton.

LHIT@Peloton

The Latinx/Hispanics In Tech's (LHIT) mission is to celebrate Latin/Hispanic cultures at Peloton with a drive to advance professional, personal, and educational opportunities for its members and partners.

The Parenthood Journey

The mission of The Parenthood Journey is to create an open space to discuss all aspects of working parenthood through relevant events, providing education and facilitating resource-sharing for our team members.

Peloton Pride + Allies

Peloton Pride seeks to empower and support LGBTQ+ team members and allies in line with the company's overall mission of being the world's best place to work by recognizing that a safe and inclusive work environment is critical.

Thrive

Thrive's mission is to ensure Peloton meets mental health, neurodiversity, and disability needs collectively at the individual, team, and organizational level.

Transgender + Gender Nonconforming (TGNC)@Peloton

Newly launched in FY24, our TGNC affinity group seeks to increase visibility and connect our team members around celebrating diverse identities within the community.

Veterans@Peloton

The mission of the Veterans@Peloton ERG is to build camaraderie between former service members and educate team members on veterans' affairs.

Women's Alliance

The Women's Alliance is committed to making Peloton the best place to work by fostering an environment where empowered women and other team members can thrive through awareness, professional development, networking, and mentorship.

Inclusion Forums

Our IFs are located in Australia, Germany, and the United Kingdom, and are committed to embedding diversity through a collaboration of ERG/topic leads, working together to deliver programming and pooling skills and resources.

Inclusive team engagement: Fostering community and innovation

In May 2024, we were proud to host Peloton's third DEI summit at our New York HQ, building on the success of the first iteration in FY22 and last year's ERG and IF summit. Once again, we came together to discuss strategic planning, assess development needs, workshop how to plan inclusive events, explore opportunities to create joint value with Peloton's social impact partners, and create a sense of community and peer support.

Our DEI Innovation Station continued to provide a forum for team members to share ideas for engagement programming and has led to plans such as our Leaders In Motion speaker series, planned to be launched in FY25. Leaders In Motion will bring entrepreneurs and Peloton team members together in conversation around creating brands with shared values of inclusion and connection. Other routes of engagement have also led to plans for ERG meet-ups with peer companies and the DEI Film Festival.



Team representation data

We continue to make strides toward achieving high-quality and effective data reporting on team member representation. With the completion of more comprehensive engagement and exit surveys, and improving our team member self-ID rate, we are gaining a more accurate overview of the many people who make up our Peloton team. For FY24, we are pleased to be able to broaden our disclosure by reporting on new DEI-related data, enhancing transparency for both internal and external communities.

Understanding and representing diversity at Peloton

To best serve our diverse Member communities, we know we need a workforce that reflects them. We believe that we can improve decision-making, boost innovation, and create better products by employing people with diverse perspectives and lived experiences.

Achieving these objectives means that we need to understand the unique make-up of our global teams as a crucial element of our DEI approach. By collecting this data, we can more accurately represent our communities and identify opportunities and challenges, including how to better support both current and future team members.

We're continually refining our systems to ensure that our data collection processes are accurate and compliant with laws. We design questions to be sensitive to our team members and collect self-reported, confidential responses. In addition, we only publish categories with more than 20 responses to protect individual privacy and respect any team member's preference to not disclose their information.

DEI reporting is an ongoing journey, and we intend to evolve our approach in line with best practice. This includes committing to regularly assessing the data fields and categories as well as maintaining an appreciation of the nuanced cultural sensitivities we need to consider when forming globalized data collection processes.

In our 2023 ESG Report, we reported on gender globally and race representation in the US, as these were our most comprehensive and reliable data fields at that point. This year, we've expanded our US reporting suite to include breakdowns at the Director level and above.

This data is regularly reviewed by Peloton's senior leadership, and it also directly informs our DEI strategy and programming, team member benefits, and the engagement opportunities we offer.

	July 2022	July 2023	July 2024
Self-ID rate¹⁰	64.9%	80.5%	85.7%
Data completion rate¹¹	50.6%	72.3%	77.0%

¹⁰ Our self-ID rate is the percentage of team members who voluntarily disclosed demographic information, including choosing to "prefer not to identify," in one or more of the six DEI fields: race, gender, sexual orientation, disability status, caregiver status, and veteran status.

¹¹ Our data completion rate is the percentage of demographic data fields with a self-ID response, excluding "prefer not to identify." We respect our team members' choice to not disclose their demographic information if that is their preference.

Race representation^{12,13} (us)

All team members	2022	2023	2024
Asian	14.0%	18.5%	19.0%
Black	19.7%	12.3%	12.6%
		11.9%	10.6%
Hispanic or Latin	9.9%	5.8%	5.6%
Multiple Ethnic Groups and Not Listed ¹⁴	6.0%	51.5%	52.3%
White	50.5%		

Senior leaders (level 8+)	2024
Asian	14.1%
Black	9.0%
Hispanic or Latin	5.1%
Multiple Ethnic Groups and Not Listed ¹⁴	6.8%
White	65.0%

¹² These figures are as of July 2022, 2023, and 2024.

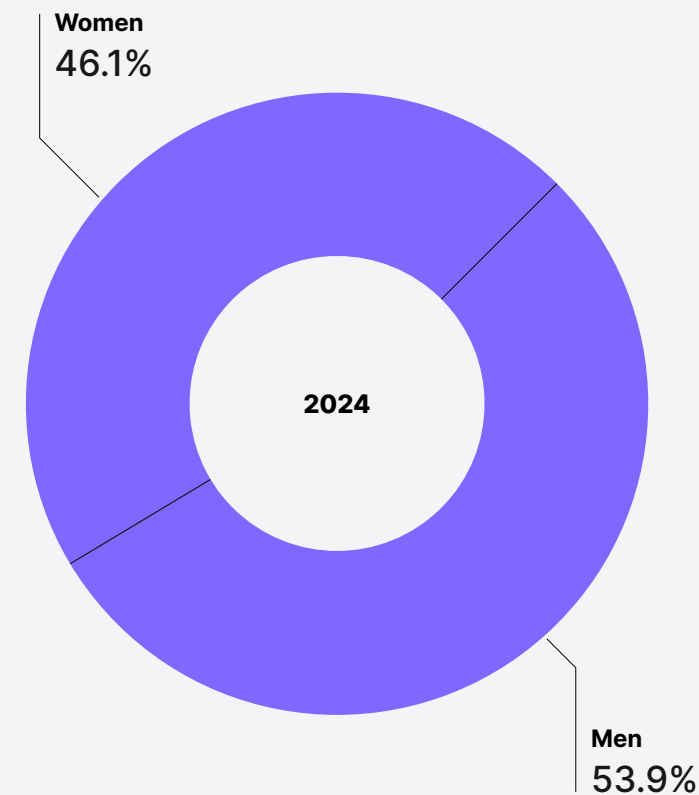
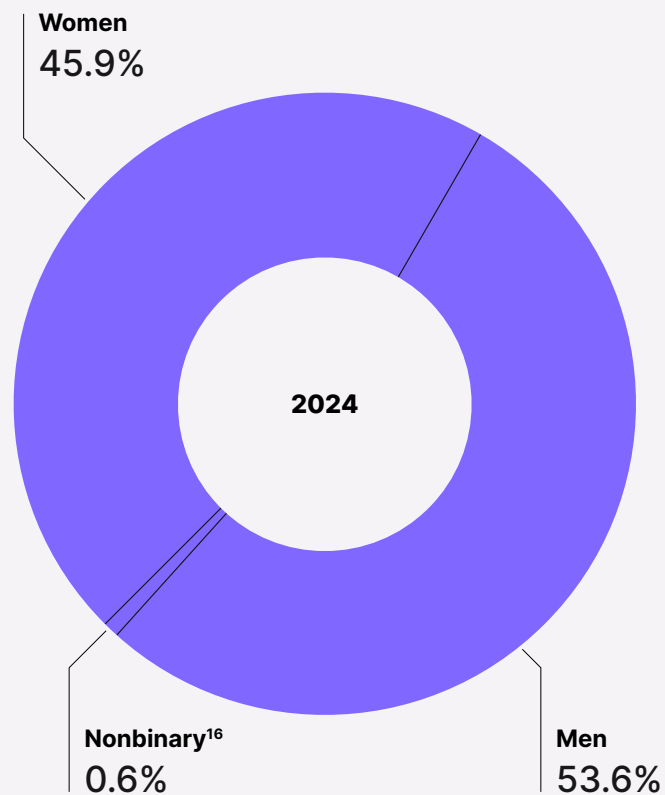
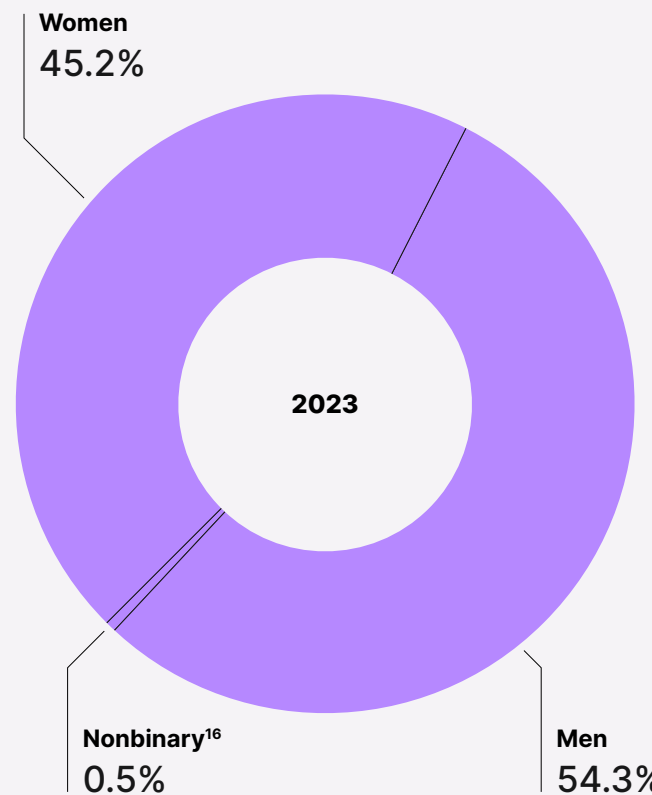
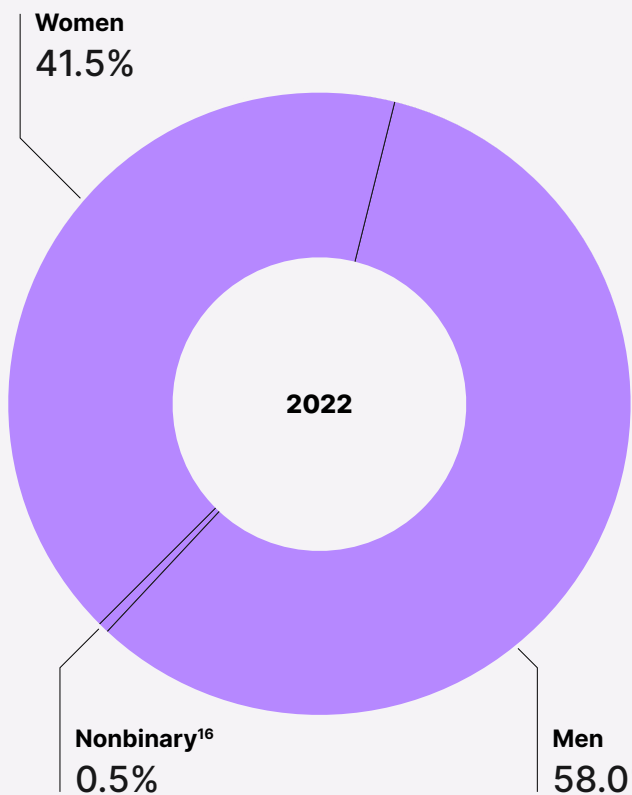
¹³ Precor team members are omitted from this data.

¹⁴ "Multiple Ethnic Groups and Not Listed" includes Native Hawaiian or Pacific Islander, American Indian or Alaska Native, and not listed.

Global gender representation¹⁵

All team members

Senior leaders (level 8+)



¹⁵ These figures are as of July 2022, 2023, and 2024.

¹⁶ "Nonbinary" includes Agender, Gender Fluid, Intersex, Nonbinary, Trans Man, Trans Woman, and Transgender.

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Empower anyone, anywhere

Community

Peloton is for anyone, anywhere, and at every stage of their fitness journey. Through our products, content, and community experiences, we're striving to bring physical and mental wellness to a wider audience than ever.

We're a company that's powered by our community. Harnessing our unique combination of technology and content, our community is constantly pushing each other to new heights as we all strive to be the best versions of ourselves. Together—along with our inspiring social impact partners—we're striving to improve wellbeing through better physical and mental health and connecting the world through fitness.

Our social impact partners

Pledge partners

- Beyond Blue
- GirlITREK
- International Psychosocial Organisation
- Local Initiatives Support Corporation
- Sporting Equals
- TAIBU Community Health Centre
- The Steve Fund

Heritage partners

- 261 Fearless
- Ali Forney Center
- Asian American Federation
- GLADT
- London Friend
- Mixteca
- The 519
- United Service Organizations

Our commitments



Social impact partnerships

We commit to investing at least 1% of our annual pretax operating income in community partnerships. Additionally, we will continue to actively leverage Peloton's resources to provide support to our partners, including both financial contributions and nonmonetary assets and assistance.



Democratize access to fitness and create inclusive and accessible experiences for Members

In our pursuit of a diverse and inclusive Member community, we make sure to regularly gain insight from our Member population. We take into account their experiences regarding inclusion, community, and representation—using these learnings to guide the development of our products, content, and experiences.



Empowering community wellness

We aim to directly reach 500,000 people by end of FY25 through global community engagement programming grounded in enabling self-efficacy through positive physical and mental wellness experiences.

Our work

Celebrated three years of social impact partnerships. Continued the Peloton Instructor Ambassador Program, connecting 12 Peloton Instructors with seven Pledge partners across the US, UK, Canada, Germany, and Australia in service of our goal to amplify our partners across Peloton's communities.

Conducted an Inclusion and Accessibility survey with our Member community for the third year running.

Continued to ideate and produce classes that celebrate the diversity of our Member community and cultivate inclusion, including 113 new heritage classes.

Reached approximately 199,000 individuals in FY24—and 416,424 since FY22—through community engagement programming, including through partnership investments, curated Peloton classes and content, and 48 studio, retail, workplace, and virtual community partner activations.

Key

Reached

In progress

Not met

Positive change for Members

Peloton's mission is to empower our Members to lead happier, healthier lives. We continually develop opportunities for people to improve their health and deepen their body-mind connection while fostering an inspiring, positive, and supportive community.

Our Member community welcomes anyone, anywhere to join in collective support of better physical, mental, and emotional wellbeing. We are committed to tackling barriers that stand in the way of that journey, and we strive to continually create inclusive content, accessible products, and engaging experiences that serve our diverse membership.

Fostering a diverse and inclusive Member community

By opening a dialogue to understand how our Member community feels, we aim to cultivate inclusive and accessible experiences and meet our pledge to help democratize access to fitness. We believe Peloton can be a fit for anyone at any stage of their fitness journey—so we continue to evolve our brand, content, and product offerings with a focus on reaching new audiences, reducing barriers to physical fitness and mental health resources, and ensuring anyone can see themselves in how we show up.

With the goal of creating a safe, supportive, inclusive, and uplifting experience for everyone, we maintain a [Community Guidelines and Content Moderation Policy](#). In FY24, in response to Member feedback, we launched a new self-moderation feature allowing the hiding of tags and other profiles to enable greater control over community interactions. In general, tags provide a more robust way for our Members to connect with one another through shared interests or identity—making the ins and outs of the class experience feel more personal and relevant.

Peloton Inclusion and Accessibility survey results¹⁷

For the third year running, we conducted our Inclusion and Accessibility survey—answered by 1,137 US Peloton Members. Diversity criteria included age, disability status, ethnicity, gender identity, race, and sexual orientation. This survey, developed by our User Research team in collaboration with our ERG, DEI, and ESG teams, is designed to gather Member sentiments around inclusion, community, and representation.

Insights from this annual survey inform how we research, design, and create products, content, and experiences. Most importantly, the results show our products and services are achieving what they're meant to.

The survey results showed that an overwhelming majority of respondents agree that:

- Peloton has improved their relationship with their bodies (89%)
- Peloton has improved their mental health (88%)
- They have a place to belong in the Peloton community (84%)

In particular, nonwhite men aged 25–29 reported feeling the most integrated into the Peloton community. Reasons Members reported feeling integrated in the Peloton community include Peloton allowing them to meet new people, having a diverse group of Members, and supporting an inclusive environment. In addition, respondents reported that Peloton helps them feel integrated by providing Member services that are keeping people healthy and fit, motivating them, being helpful and supportive, having a good variety of Instructors, and treating Members with respect. The team is socializing and internalizing these learnings to help inform the way we show up for our diverse Member community through our content offerings, product development, and communications.

89%
of survey respondents reported that their experience with Peloton has helped improve their relationship with their bodies

¹⁷ The survey was conducted August–September 2024 (FY25) to measure user sentiments surrounding community, representation, mental health, and overall belonging; perceived usability by assistive tech usage; self-reported disability status; and age. The survey was answered by more than 1,137 US Peloton Members. Diversity criteria included age, disability status, ethnicity, gender identity, race, and sexual orientation.

Embracing every fitness journey

At Peloton, we recognize and celebrate the diverse fitness abilities and aspirations of our Members. We strive to deliver a wide range of classes, content, and product features that are carefully designed to help each Member reach their personal goals—meeting them wherever they are in their wellness journey.

We are also proud that our team of Instructors helps reflect the many backgrounds of our Members in their own diversity, spanning race and ethnicity, gender, sexual orientation, body type, age, ability, and more. Additionally, we offer a broad spectrum of classes catering to different levels, preferences, and interests, across strength, cycling, yoga, running, meditation, and more. Our content library includes both long- and short-form classes and categories including gaming-inspired classes, scenic settings, and many genres of music. Throughout the year, we schedule heritage classes that celebrate key cultural moments and the diversity of our communities.

Designing accessible products

We aim to use technology, design, and innovation to break down barriers and enhance accessibility, enabling more people to benefit from our platform—particularly those facing systemic challenges in accessing physical fitness and mental wellbeing.

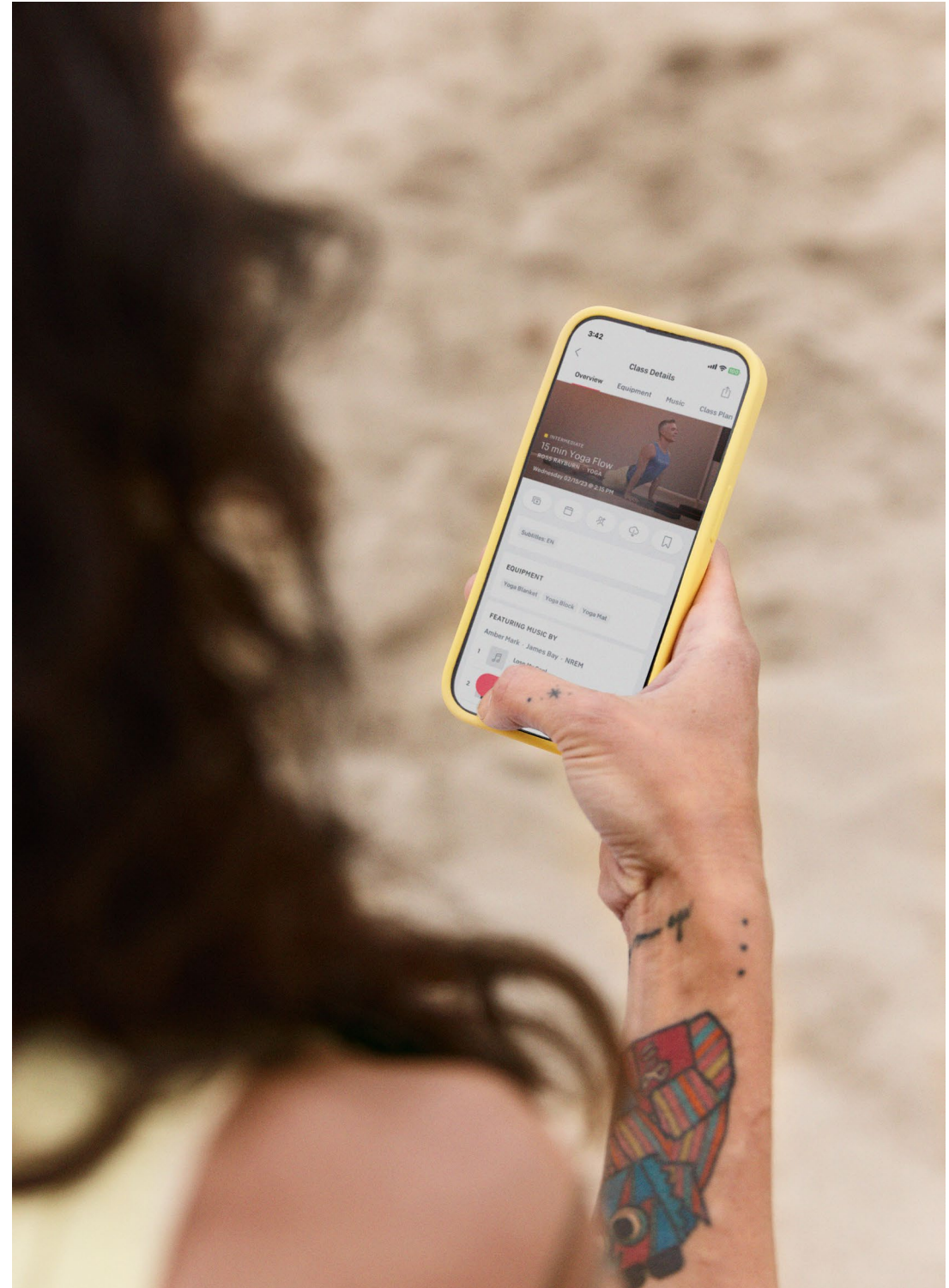
Accessibility remains integrated into Peloton's product development process, and we seek to integrate inclusive fitness features and experiences that cater to Members with a variety of disabilities. We also recognize that this is an ongoing journey and aim for continuous improvement.

To make our products more accessible to Members who are blind or have low vision, we continue to offer Google's [TalkBack screen reader](#) into our Bike, Bike+, Tread, Tread+, and Row connected fitness units. In the case of Form Assist for the Peloton Row, TalkBack will audibly state the error a user is making while rowing.

Pledge spotlight

Create inclusive and accessible experience for Members

- Tracking and regularly sharing how we're progressing on fostering a diverse and inclusive Member base
- Exploring and expanding ways of making our platform and products more inclusive and accessible to communities experiencing systemic inequities and racial injustice





Embedding adaptive fitness across Peloton

Since Logan Aldridge joined our team in FY22 as Peloton's first adaptive training Instructor, we have continued to make progress in enhancing product and content accessibility, including further integrating inclusive language and accessible modifications in all Peloton classes.

For example, we provide Instructor education such as workshops held by Logan and others to discuss inclusive and adaptive training to keep this at the forefront of our programming. In October 2023, Peloton Instructors joined the Christopher & Dana Reeve Foundation and led a class experience at the Shirley Ryan AbilityLab as part of Peloton On Tour: Chicago, giving our Instructors an opportunity to connect with and learn from leading professionals in the adaptive space.

We engage with accessibility groups and communities to develop our adaptive training programming, and Peloton Studios continues to be a community hub where we bring these efforts to life and welcome individuals, community groups, and organizations focused on this work.

In December 2023, to mark International Day of Persons with Disabilities, Logan Aldridge collaborated with Tom Miazga, a 2008 Paralympian, to create a Seated Adaptive Transfer Program. Designed around transferring in and out of a wheelchair, the program includes a mix of strength and meditation classes and aims to provide a resource to positively impact quality of life for seated athletes.

Flexible and accessible ways to experience Peloton

We actively seek opportunities to meet more people where they are and in ways that make sense for their lifestyles and budgets. Our new and evolving offerings are helping us reach new audiences including younger, more diverse consumers.

The [Peloton Rental](#) bundled subscription service lets Members lease a Bike+ and access our entire library of classes, fitness programs, and features for a single monthly fee—with the option to cancel at any time or purchase the equipment through special buyout options. Pre-owned Peloton Certified Refurbished Bikes—which may have slight cosmetic damage—are thoroughly inspected, repaired, and tested to make sure they meet our standards. Both of these programs also support our commitment to advancing circularity. See [Advancing circularity at Peloton](#) for more information.

We also continue to offer flexible monthly payment options through various financing partners for our connected fitness equipment in all of our markets.

Peloton's two App Membership tiers offer additional ways to join our community with a wide range of live and on-demand classes and options. Both membership tiers include access to as many strength, meditation, yoga, stretching, boxing, HIIT cardio, Pilates, barre, dance cardio, and outdoor running and walking classes as our Members want per month. The Peloton App+ Membership tier also includes unlimited access to cardio equipment classes.

We also continually explore ways to broaden our community through Peloton for Business, a program that offers full-service wellbeing solutions to corporate and commercial clients. In August 2023, we were delighted to announce a new partnership with the YMCA of Metropolitan Chicago. Building on the existing presence of Peloton Bikes at select YMCA locations across the US, we are helping the organization pilot an integrated hardware and App experience at certain fitness facilities as they work to increase access to world-class fitness content to tens of thousands of people in their local communities.

Social impact partnerships

To strengthen our communities, we know that we must break down barriers standing in the way of better physical and mental wellness.

To drive lasting positive change, we:

- Identify communities within Peloton's key markets that experience systemic racism, discrimination, and health disparities
- Work to understand barriers to physical fitness and mental health faced by our focus communities
- Foster a spirit of deep collaboration to take the lead from on-the-ground organizations and thought leaders that know how best to address the most salient barriers in their communities
- Measure and leverage program outcome data to strengthen our approach to shifting knowledge, attitudes, and behaviors in ways that lead to improved health and wellness
- Maintain an open channel with our partners to understand their ongoing and evolving needs and opportunities for impact, and think creatively about how Peloton can leverage resources to support—because we consider the approach to be as important as the work itself

Pledge spotlight

Deliver impact through community investments

- Celebrated three years of social impact partnerships in action across the US, UK, Canada, Germany, and Australia
- Organized 48 studio, retail, workplace, and virtual community partner activations
- Since FY22, we have reached approximately 416,424 individuals through community engagement programming, including partnership investments, curated Peloton content, and community activations involving our partners

Wellbeing for Life

In 2024, we launched Peloton's signature social impact program—Wellbeing for Life. Through curated Peloton content, nonprofit partnership programming, and community activation, we aim to reach 500,000 people by the end of FY25¹⁸ to support physical and mental wellness in the communities where we operate.

Through FY24, all our partners increased their programming and reach—and many reported improved health outcomes and stronger community support—as they reached a total of over 2.93 million individuals.



¹⁸ Since FY22, our baseline year, aligning with the establishment of our social impact strategy and partnerships.

Our Pledge partners

FY24 marked the third year of our Pledge partnerships in action, impacting tens of thousands of lives across our six key markets (US, Canada, UK, Germany, Australia, and Austria). We are proud to share that all Pledge partners¹⁹ made significant progress in expanding access to mental and physical health, with Peloton helping to reinforce their strengths and reducing organizational challenges.



Beyond Blue

Beyond Blue is an Australian community-centric organization that has provided resources for people at all stages of the mental health continuum for over 20 years. Peloton proudly backs the Beyond Blue Support Service, which allows people experiencing anxiety, depression, or thoughts of suicide to get immediate help, advice, and resources online. Peloton’s funding has helped Beyond Blue increase accessibility to mental health services in Australia, especially in times of increasing demand and financial difficulty. In FY24, the organization reached over 275,000 individuals as our support has continued to help expand reach and support for people in distress.

GirlTrek

GirlTrek is America’s largest nonprofit focused on the health of Black women and girls. The organization aims to inspire its network of over 1.3 million Black women and girls to use daily walks as a practical healing tool for combating inactivity, isolation, and injustice. The organization’s walking events and challenges have led to increased physical activity among GirlTrek members. In FY24, GirlTrek reached more than 1.22 million individuals. Peloton’s investment helped support the purchase of Bricklayers Hall in Montgomery, Alabama, to serve as the organization’s new southern headquarters; a virtual convening that brought over 17,000 GirlTrek members together on Harriet Tubman Day; and community campaigns including the annual Black Family 5K.

International Psychosocial Organisation

The International Psychosocial Organisation (IPSO) uses an innovative approach to provide culturally responsive mental health resources for the community, by the community. Based in Berlin, it maintains a network of counselors from more than 20 nations and in over 20 languages. Peloton has supported ongoing value-based counseling sessions for migrants and refugees in Berlin, as well as IPSO’s mental wellbeing video app to make counseling more accessible to mobile communities. In FY24, IPSO served over 29,000 individuals and measured continued improvements in attitudes and behaviors around physical fitness. Our support in the year included apparel donations and facilitating IPSO staff to regularly visit shelters for unaccompanied minors.

Honoring sisterhood with GirlTrek and Spelman College in Atlanta

In Atlanta, we teamed up with Spelman College, a historically Black college for women, and our Pledge partner GirlTrek, an organization focused on bringing health and happiness to Black women through walking together. Together, we hosted a Gospel Yoga Flow class led by Dr. Chelsea Jackson Roberts, followed by a panel discussion on the power of movement and strong social support. The events centered on creating space for Spelman students to come together and celebrate the power of movement and community. The panel featured three speakers: Spelman College alumna and Peloton yoga and meditation Instructor, Dr. Chelsea Jackson Roberts; Peloton Tread Instructor and Instructor Ambassador for GirlTrek, Kirsten Ferguson; and GirlTrek’s National Campus College Recruiter, Nyra Govan.

“May we honor those who walked here before us as we continue to walk toward hope and a bright future.”

Dr. Chelsea Jackson Roberts, Spelman College alumna and Peloton yoga and meditation Instructor



¹⁹ In FY24, we paused our partnership with the Center for Antiracist Research, with the Center transitioning its operating model away from a centralized research office and toward individual fellowships.

Local Initiatives Support Corporation

Local Initiatives Support Corporation (LISC) is a nonprofit dedicated to closing racial health, wealth, and opportunity gaps. Peloton is working with LISC to support its ambitious racial and health equity objectives to enhance facilities where people can grow through movement, mindfulness, and more. Together, to facilitate new and enhanced fitness spaces that include Peloton equipment and programming, we have partnered with:

- The Women's Housing and Economic Development Corporation (WHEDco) in the Bronx, New York City
- Claretian Associates in South Chicago

In December 2023, we hosted our annual holiday events with WHEDco in the Bronx, including a team member gift drive, volunteer day at Bronx Commons, and panel discussion with our partners from WHEDco at Peloton Studios New York hosted by Peloton Instructor and Bronx native, Rad Lopez.

In FY24, we partnered with LISC in a new way to increase access to fitness and wellness in underserved communities across the US. With LISC's partnership, Peloton donated 123,660 accessories—including yoga straps, headphones, heart rate monitors, and resistance bands—to 32 community organizations across 17 states, including Boys and Girls Clubs, athletic programs, community fitness organizations, youth centers, and YMCA centers. We also helped support three grant-funded initiatives that are designed to advance racial and health equity, contributing to LISC's overall positive impact on over 274,000 individuals.

Sporting Equals

Sporting Equals works with a network of grassroots partners to promote ethnic diversity across sport and physical activity across the UK. Our partnership in FY24 supported the development of Pakistan's first national netball championship with the Cosmopolitan Roses Netball Academy, apparel and accessories donations to multiple community groups across London supporting physical fitness, and Sporting Equals' overall reach of more than 32,000 individuals in the past year.

TAIBU Community Health Centre

TAIBU focuses on strengthening the health and wellbeing of Black communities across the Greater Toronto Area through culturally appropriate physical fitness activities and health promotion programs across generations. As a result of their program, TAIBU has found significant positive changes in individuals' attitudes, behaviors, and knowledge related to physical fitness. In surveys conducted by TAIBU, respondents reported improved mental health and wellbeing among their communities, achieved through targeted and culturally relevant programs.

Teaming up with Sporting Equals at Peloton On Tour: London

At our final Peloton On Tour stop in London, we collaborated with UK partner Sporting Equals on a day of netball and basketball skills, drills, and games. Sporting Equals works to promote ethnic diversity in sport, and they brought together community members from their extensive network of local organizations to engage in inclusive physical activity programming. Peloton Instructors Alex Toussaint, Hannah Frankson, and Jermaine Johnson joined in on the fun and served as motivational cheerleaders and team captains.



The Steve Fund

The Steve Fund promotes the mental health and emotional wellbeing of young people of color (PoC) and their families. Together, Peloton and the Steve Fund are amplifying its mission to bring culturally competent mental health resources and programs to communities across the US.

Over the past year, the Steve Fund has delivered several series of workshops and support groups that positively impacted participants' knowledge and attitudes around mental health as they served over 59,000 individuals in FY24.

Post-event surveys by the Steve Fund found that 97% of participants in public events and 81% of workshop attendees would recommend the sessions to others.

On World Mental Health Day 2023, Peloton partnered with the Steve Fund to host a virtual community event featuring Peloton Instructors Mariana Fernández and Camila Ramón, and Dr. David P. Rivera from the Steve Fund to discuss personal experiences with self-care, mental resilience, and overall wellness.

Our heritage and identity partners

We work closely with a group of carefully selected cultural heritage partners that are increasing access to fitness and wellness for communities around the world.

261 Fearless

261 Fearless is a global organization helping women from varied backgrounds gain self-esteem and grow in fearlessness through running in the US, UK, Germany, and Canada. Together, we've expanded its high-quality, year-round education program to new women leaders and coaches. As a result, more people have access to these clubs, which has led to increased resilience, fitness, and health. Peloton has helped 261 Fearless achieve a 100% increase in women coaches in their club communities in the US, Canada, the UK, and Germany, and grow program participation 150% since 2021. In addition, the organization's leadership programs help participants advance in their personal and professional lives.

Ali Forney Center

The Ali Forney Center (AFC) protects LGBTQ+ youth from the harms of homelessness and equips them with the tools needed to live independently. Peloton's investment helps the AFC's Unity Works Program support 50 youths each year to access employment by providing access to public transportation and clothing for interviews, skills training, technology items, and educational resources. Through events, counseling, and other outreach, AFC served 2,200 individuals in FY24.



Asian American Federation

The Asian American Federation (AAF) works to further justice, wellness, and opportunity for Asian American communities. Building on our existing partnership, Peloton has been supporting AAF's mental wellness initiatives for Asian American individuals and families as part of AAF's Hope Against Hate Campaign. In FY24, AAF programming reached almost 40,000 individuals in the communities they seek to serve. Most respondents to AAF surveys reported improved mental health thanks to the provision of spaces to express their feelings, access mental health services, and stronger relationships with people who understand their culture.

GLADT

GLADT is a Berlin-based organization that provides wellbeing support to Black, Indigenous, and PoC LGBTQ+ people through counseling, workshops, and events. Peloton is proud to support GLADT's mental wellness programs, which expanded over the past year to include 20 mental health and movement workshops and additional counseling services for its community members.

London Friend

London Friend provides counseling and support group services for members of the LGBTQ+ community. With Peloton's support, London Friend has expanded its work to improve the mental health and wellbeing of LGBTQ+ people. In FY24, 75% of respondents to London Friend surveys reported their emotional health had improved thanks to its support. 78% reported improved confidence and 72% a decrease in depression and anxiety. Peloton's support during the year helped enable the provision of professional clinical supervision for the organization's counselors, as well as investment into volunteer professional development and recognition.

Mixteca

Mixteca's mission is to empower the Latin American and Indigenous communities in New York by providing them with access to services that enhance their quality of life, allowing them to reach sustainable social and economic development. Peloton is partnering with Mixteca to support its Mental Health & Resilience Program for Asylum Seekers, which provides intergenerational, culturally guided, and language-specific mental health counseling with a focus on immigration trauma and gender-based violence.

The 519

The 519 is a Toronto-based organization that provides a wide range of services and supports built by, with, and for 2SLGBTQ+ communities. Peloton has helped The 519 foster stronger health and wellness for its most vulnerable community members through funding vital workshops and activities for newcomers, people living on low incomes, and youth, Black, Indigenous, and racialized communities. In FY24, the organization served over 101,000 individuals, including through weekly workshops focused on health, movement, and wellbeing and the annual Sports Day. Our support has continued to help the organization lower the barrier to recreation, fitness, and movement programs.

United Service Organizations

Peloton has partnered with the United Service Organizations (USO) to stand by our military service members, veterans, and their families. During Fleet Week New York, our enthusiastic team members and Instructors joined in celebrating the Sea Services, with sailors attending Peloton Studios New York. In FY24, the organization served 853,000 individuals, including through the USO Transition Program, which offers free, customized support for people moving from military to civilian life, as well as USO Centers, which offer activities, events, and programs.

During the year, Sea Service members toured the Peloton studio and took part in a live ride, and Peloton Instructor Marcel Dinkins helped female service members think about and explore unique career paths and opportunities after their military service.

Economic empowerment and supplier diversity

Beyond Peloton's products, services, and experiences, we have committed ourselves to integrating our core values across our everyday business operations, including procurement practices and asset management decisions.

We believe business can be a force for good, including by working with companies and institutions that have historically faced systemic racism and discrimination.

Economic inclusion and supplier diversity

Our dedicated Economic Inclusion and Supplier Diversity (EISD) team is helping us grow and sustain an inclusive supply chain that follows equitable sourcing practices and is focused within North America. As part of this process, we expect our suppliers to share our responsible business practices and commitments around DEI, ESG, and equitable sourcing.

Since launching EISD within our Procurement team in 2021, our spend with diverse suppliers has risen to 3%, as of FY24.²⁰ We also have expanded internal protocols that help maintain our inclusive procurement practices.

In FY24, we:

- Developed a company-wide training module on our procurement process, including information on EISD
- Identified 170 small and diverse suppliers within our existing supplier base through systematic supplier questionnaires and outreach
- Connected self-certified diverse suppliers with certification bodies, supporting access to resources and procurement opportunities with other like-minded companies
- Increased our portfolio of small and diverse suppliers by more than 60

Equitable sourcing

At Peloton, an inclusive supply chain includes the procurement of products and services from underrepresented entrepreneurs and diverse suppliers that identify or certify as PoC, women, LGBTQ+, veterans, disabled persons, or otherwise diverse.

Equitable sourcing helps Peloton practice responsible business, including holding suppliers accountable to our values and commitments, as well as sensible risk requirements, pay terms, and policies that enable social and economic opportunities within underrepresented communities. SEEN—Sustainable Economic Empowerment Network—is EISD's branded platform initiative to realize these outcomes.

In FY25, the EISD team will continue to refine resources and expand engagement internally in order to increase our percentage of diverse suppliers included in procurement sourcing events.

Treasury investments

Mindful asset management and investment is another innovative and powerful way we seek to generate social impact with our business. As early participants in [J.P. Morgan's Empowering Change program](#) since February 2021, Peloton's investments in the program have provided direct revenue to minority depository institutions (MDIs) and community development financial institutions (CDFIs)—fostering sustainable revenue streams and economic opportunities. This scalable initiative connects institutions with large corporate clients, providing full access to J.P. Morgan's asset management resources and empowering positive change in traditionally underserved communities across the US.

Peloton's investment has benefited numerous MDIs and CDFIs, enabling them to amplify impact in minority and/or low- to moderate-income communities. By participating in these innovative programs, partner banks have been able to deploy additional loans for small, minority-owned businesses, invest in community development projects, introduce new technology to help them better serve clients, expand financial inclusion to unbanked or underbanked households, and grow and develop their teams.

²⁰ Percentage spend with diverse suppliers includes spending across indirect and direct supplier categories by Peloton. US and government/tax agencies are not included.

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*Move
faster,
go further*

Planet

Sustainability is at the root of a healthier population, a thriving planet, and a more resilient business. Our products and experiences enable millions to live better, now and into the future, and we also recognize our role in protecting the planet we all share. By setting ambitious goals and transparently reporting on our progress, we're taking action to improve the environmental sustainability of our business.

We continue to take strides on our environmental sustainability journey, focusing on measuring and reducing our carbon footprint, advancing circularity across our business, and transparently reporting on progress.

As we move forward, working to integrate environmental sustainability principles throughout our business, we continue to be guided by our long-term environmental aspirations.

Our sustainability aspirations

Create fitness that leaves a mark on the world, with equipment that doesn't
Continuously improve the environmental impacts of our products and accessories, from materials to manufacturing.

Reclaim materials
Pursue circular solutions across our products, supply chain, and interactions with Members and team members.

Wear sustainability on our sleeve
Tackle environmental challenges head on across our apparel business, from design to use and beyond.

Power up for a clean energy future
Look for opportunities to power our operations with renewable electricity.

Move from factory floor to final mile, without a trace
Seek efficiency and decarbonization opportunities across our business operations and logistics network.

Our commitments

- ✓ Maintain transparency, including disclosing our Scope 1, 2, and 3 emissions and Task Force on Climate-related Financial Disclosures (TCFD) climate risk analysis.
- ⋯ Develop and publish product carbon footprints for our key connected fitness products by FY24.²¹
- ⋯ Source 100% renewable energy for our direct operations by FY26.
- ✓ Reduce air freight by 95% from a FY21 baseline, and maintain air freight at less than 2% of production units shipped annually.²³
- ✓ Improve energy efficiency and landfill diversion at our distribution sites.
- ⋯ Explore and expand circular business models, including Peloton Certified Refurbished and Rental.

Our work

- Improved our CDP score from a B- to B and continued reporting our GHG inventory across Scope 1, 2, and 3.
- Completed comparative product carbon footprint for a new versus refurbished Peloton Bike.
Commenced analysis for product carbon footprints of Peloton Bike+, Row, and Tread.
- Procured renewable energy certificates to cover 80% of our global energy footprint in FY24.²²
- Maintained 0% of production unit shipments transported using air freight in FY24.
- Diverted 70% of waste from landfill at our Linden, NJ, site. Achieved through a range of measures including improved recycling of packaging materials, site-specific waste management plans developed with waste management partners, and improved understanding of our waste streams. At our Linden site, we continue to employ the heating/cooling SOPs we developed in FY23 to improve energy efficiency.
- Offered Peloton Certified Refurbished and Peloton Rental for our Bike and Bike+ products in the US, Canada, UK, and Germany.

Key
Reached ✓ In progress ⋯ Not met ✗

²¹ The connected fitness products included in the scope are Peloton Tread, Bike, and Row product lines.
²² Target and progress updates do not include Precor.
²³ Production units in scope: Peloton Tread, Bike, and Row product lines.

Climate strategy

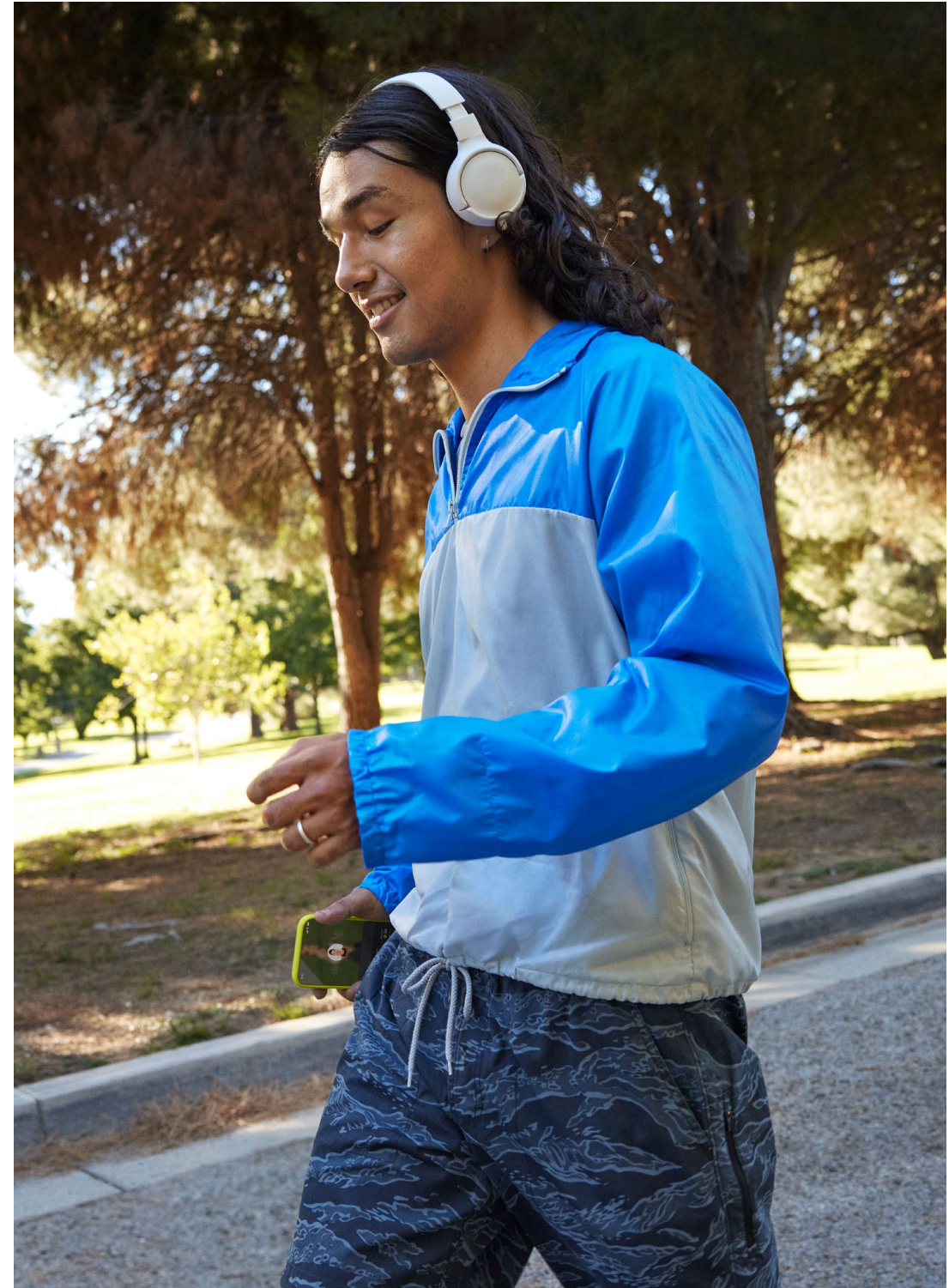
Businesses can play a crucial role in helping combat climate change, and we continue to take significant steps to more proactively reduce our carbon footprint.

This includes setting targets in line with the [Science Based Targets initiative](#) (SBTi). We are currently developing our targets and intend to submit them for SBTi validation in 2025. We are also preparing emissions-reduction roadmaps that will guide our efforts to achieve these targets.

In FY24, we continued to develop product carbon footprints (PCFs) for our key connected fitness units, which will equip us with robust, quality data and help inform strategies to reduce the carbon impacts of our products. During the year, we completed a PCF comparing new and refurbished Bike products and are set to develop carbon footprint reports for all of our key connected fitness products in FY25.

For the third year in a row, we responded to the CDP Climate Change questionnaire, and we were pleased to see our score improve from B- to B. Our response to CDP's Climate Change questionnaire further expands our disclosure by including Precor's full emissions inventory.

In terms of governance, we maintain executive oversight of climate issues through our ESG steering committee, which helps to ensure that sustainability is increasingly integrated into the business. The committee comprises dedicated senior executives from a variety of functions across the business. Since its initiation three years ago, the committee has been instrumental in developing and approving our new sustainability targets and overarching ESG strategy. In addition to the management-level ESG steering committee's executive oversight of our climate strategy, the nominating, governance, and corporate responsibility (NGCR) committee of our Board of Directors also continues to maintain oversight of climate issues.





Our ambition, grounded in science

Evolving our business practices to be more environmentally sustainable is crucial to supporting the long-term resilience of our business. We look forward to taking the next important step on our sustainability journey and setting science-based emissions-reduction targets. Through partnership, innovation, and steadfast commitment, we aim to develop and implement strategies that lessen the overall climate impacts of our business.

Our commitment

Setting science-based targets

We are committed to reducing our GHG emissions, guided by science-based emissions-reduction targets set in line with the SBTi's Criteria and Recommendations.

We have committed to setting near-term science-based emissions-reduction targets (5- to 10-year GHG mitigation targets in line with a 1.5°C pathway) addressing our Scope 1, 2, and 3 emissions. We plan to submit our targets for validation in 2025.

Assessing the impact of climate change on our operations

We take a multifaceted approach to managing both short- and long-term climate-related risks, considering many different categories. From legislative changes to market and reputational pressure, we employ a comprehensive risk assessment across our business that considers climate-related risks and opportunities. We maintain constant vigilance to support compliance with current regulations and proactive monitoring and response to emerging regulations.

Our climate scenario assessment, conducted in FY23, supported the identification of potential risk and likelihood of physical climate hazards on our operations and supply chain. We evaluated the potential impacts of physical climate risks for a selection of Peloton-owned sites, leased properties, and key supply chain locations, under three established scenarios used in the Intergovernmental Panel on Climate Change's (IPCC) sixth assessment report. Our findings continue to support strategic planning and business decisions as we seek to improve our climate resilience. See our [2023 ESG Report](#) for more details.

Measuring our carbon footprint

This year marks our fourth year of maintaining a comprehensive GHG inventory for our full value chain in line with the GHG Protocol Accounting and Reporting Principles, and of obtaining independent verification for all data from Apex Companies, LLC.²⁴

Global emissions year on year (metric tons of CO₂e)

	FY21	FY22 ²⁵	FY23 ²⁶	FY24
Scope 1	18,367	15,718	10,467	5,835
Scope 2 (market-based) ²⁷	6,214	8,745	8,903	2,212
Scope 2 (location-based) ²⁸	6,147	8,266	9,930	5,473
Scope 3	1,942,507	1,336,256	711,701	612,804

Global emissions for FY24 (metric tons of CO₂e)



²⁴ Peloton's FY24 Scope 1 and 2 data has been verified to a reasonable level of assurance. Peloton's Scope 3 and Precor's Scope 1, 2, and 3 data has been verified to a limited level of assurance.

²⁵ We issued a correction for FY22 Scope 3 data for the purchased goods and services category; the corrected data has been independently verified by Apex.

²⁶ Emissions associated with Precor are included in our GHG inventories starting in FY23 (previously omitted in FY21 and FY22).

²⁷ Market-based emissions are those emissions from energy providers we use that might include different kinds of bundled energy attributes and that may be selected for financial benefits.

²⁸ Location-based emissions are those emissions generated from grids we are using directly, usually due to proximity or infrastructure.

Understanding our carbon footprint year on year

Over the course of FY24, the consolidation of our real estate portfolio contributed to a reduction in emissions associated with our direct operations, including electricity consumption, which lowered our Scope 1 and 2 emissions. We also realized a decrease in our Scope 2 market-based emissions due to an increase in renewable energy certificate (REC) purchases from 5,200 in FY23 to 10,000 in FY24.

The decline in Scope 3 emissions from FY23 to FY24, primarily within purchased goods and services (PG&S) and use of product categories, was driven by a decrease in demand for our products. The other main driver of year-on-year change can be attributed to emissions associated with transportation and distribution (T&D). While Precor's PG&S also declined in FY24, we saw an increase in emissions calculated from T&D, driven largely by improved and more comprehensive data collection. Peloton's T&D emissions declined as a result of a reduction in deliveries of equipment as well as efficiencies across our global logistics network. Overall, we saw a slight increase in T&D emissions from FY23 to FY24 due to these changes.

Actions and progress

We are continually working on enhancing efficiency throughout our operations, reducing waste, cutting down on Scope 1 emissions, and actively pursuing renewable energy solutions to decrease Scope 2 emissions.

Sourcing renewable energy

This year, we purchased 10,000 unbundled, Green-e certified RECs,²⁹ affirming our commitment to reducing carbon emissions associated with our electricity consumption. This REC purchase covered 80% of Peloton's global electricity usage in FY24 and brings us closer to our goal of sourcing 100% renewable energy for our operations by FY26. As we go forward, we intend to continue sourcing high-quality RECs, specifically RECs certified by Green-e Energy. As these RECs are independently audited, it ensures that only one customer claims credit for each REC and the renewable electricity generation it represents.

Maintaining low air freight levels

As air freight was a significant contributor of Scope 3 emissions in previous years, we have continued efforts to maintain low air freight levels. In FY24, 0% of our connected fitness production units were shipped using air freight, allowing us to meet our commitment to maintain air freight at less than 2% of production units shipped annually.³⁰

Energy efficiency and landfill diversion

As our business evolves, we intend to regularly monitor energy use trends across our operations and improve our approach to identifying opportunities for additional energy-efficiency measures. To date, we have focused efforts on our Linden, NJ, distribution center, where we introduced energy-efficient SOPs last year and reduced natural gas usage by changing heating practices.

Between October 1, 2023, and June 6, 2024,³¹ we diverted 70% of our waste at Linden from landfill in partnership with a new waste management vendor for our owned and operated facilities, improving our waste management practices.

We have also continued to donate returned accessories to our social impact community partners, keeping products in use for longer. See [Local Initiatives Support Corporation](#) for more information on our partnership.

In the coming years, we will continue to work closely with distribution center teams to develop additional initiatives that manage our environmental impact. We aim to make progress in managing our environmental impacts, focusing on increasing landfill diversion and introducing further energy-efficiency measures where possible.

²⁹ RECs certified by Green-e Energy meet the highest standards in North America and must be generated from new facilities that meet rigorous standards for environmental quality.

³⁰ Production units in scope: Tread, Bike, and Row product lines.

³¹ Partnership with new waste vendor began October 1, 2023, hence full fiscal year data is not available.

Advancing circularity at Peloton

Circularity is a key lever that will help us reduce the environmental impact of our products while enabling progress toward our emissions-reduction targets. It also offers opportunities to expand product offerings at lower price points and flexible models for our Members, thereby contributing to our overall business objectives.

Our ongoing efforts to make our products more circular begins by prioritizing the reuse of materials. The introduction and expansion of models such as Peloton Rental and Peloton Certified Refurbished are giving Bikes a second life and offering a way for Members to experience Peloton via the sharing economy.

As a result of these efforts, our Members now have more ways than ever to experience our products and be part of the journey as we continue to build circularity and sustainability into our business.

Peloton Rental and Peloton Certified Refurbished

Our [Bike and Bike+ Rental program](#) gives Members a chance to use Peloton products at a monthly subscription rate. Since successfully launching our [Peloton Certified Refurbished program](#) in continental US and Canada, we have expanded the offering to more markets, thus offering even more people a new way to access Peloton connected fitness experiences at a lower price point.

Along with creating more financially accessible and flexible options for Members, these programs help us build circularity into our business approach by extending the useful life of our fitness equipment and keeping valuable materials in use.



Understanding the carbon footprint of a Peloton Bike

In FY24, we completed a product carbon footprint (PCF) to understand the benefits of our Peloton Certified Refurbished program from a lifecycle perspective; from this study we were also able to better understand the carbon footprint of a Peloton Bike.³² The results of the study are helping inform potential future emissions-reduction strategies and greenhouse gas (GHG) inventories for our business. The analysis revealed that the cradle-to-grave carbon footprint of a Peloton Certified Refurbished Bike is 80% less than a new Peloton Bike. Specifically, we found that approximately 93% of a new Bike's carbon footprint originates during the production of the frame and touchscreen, which includes emissions associated with the raw materials used, associated manufacturing processes, and raw material upstream transport.

We worked with a specialized firm to conduct the Bike PCF and took a system approach for the comparative cradle-to-grave assessment to properly account for both added and reduced emissions resulting from refurbishment activities. The Bike PCF is attributional and conducted in accordance with ISO 14067 and ISO 14026. The results of the study were critically reviewed by a third-party Certified Lifecycle Assessment Reviewer in accordance with ISO/TS 14071.

³² The PCF study for the Peloton Bike was a cradle-to-grave assessment, including impacts associated with raw material production, manufacturing, transportation and distribution, packaging, waste in operations, product use, and end of life. We worked with a specialized firm, Positive Scenarios Consulting, LLC, to conduct the study. The PCF results address a specific area of concern, global warming potential or GHG emissions, and do not cover overall environmental performance. The study was conducted in 2024 using data from Peloton's FY22 and FY23. Where feasible, primary data was collected for all lifecycle stages. When primary data collection was not feasible or impactful, secondary data sources were used. The assessed market geography is North America.

Peloton Bike product carbon footprint (kgCO₂e)

New Bike 823

	Frame Production	437
	Touchscreen Production	325
	Logistics	36
	Packaging	13
	Use phase	6
	Waste in operations	<1
	End of life	6

Refurbished Bike 166

	Refurbishment	119
	Logistics	22
	Packaging	13
	Use phase	6
	Waste in operations	<1
	End of life	6

**▼80%
less emissions**

Additional progress in FY24

One of the ways we help keep our products in use longer is by making them easier to repair. We now offer replacement parts [on our website](#), as well as at Peloton retail locations. We currently offer 26 spare parts and are working to expand our offering over time. We have also created digital instruction manuals for each of our replacement parts to make it easier for Members to perform repairs or upgrades and self-service their equipment at home.

In FY24, we also launched the [Peloton History Summary](#) to enhance the buying experience for the growing number of Peloton subscribers who purchase their equipment on the secondary market. The online service allows anyone to see age, usage, and service histories by searching for a Peloton Bike or Bike+ serial number.

During the year, we integrated more recycled material into our apparel products. In spring of 2024, we launched a line featuring Repreve[®], which contains 83% recycled polyester made from recycled water bottles.

Our team continues to focus on ways to improve the efficiency of servicing Peloton equipment, enhance the Member experience, and reduce our environmental impact. We have also worked diligently with our third-party partners to keep equipment in good working order for Members by improving our installation processes and streamlining equipment troubleshooting.



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Aim high, play fair

Governance

Peloton is committed to operating with integrity in all our business activities. Just as we are committed to making our products as safe as they are innovative, our ethics and compliance commitments are intended to set the highest possible standards.

We expect our team members, business partners, and other stakeholders to uphold our high standards, which in turn reflect our values, including sustaining a culture in which our team members, partners, and stakeholders are able to do so.

Governance and engagement

Our governance framework aims to ensure transparency, accountability, and ethical conduct, all while advancing the long-term interests of our shareholders.

Our [Board of Directors](#) (the Board) sets the standard and tone for responsible behavior across our company and oversees risk management. We believe that our Board should represent diversity in terms of background and experiences and should be mostly independent.

Peloton's Board consists of six members, four of whom self-identify as women, and/or racially/ethnically diverse.

The Board has established three committees:

- [Audit committee](#)
- [Compensation committee](#)
- [Nominating, governance, and corporate responsibility \(NGCR\) committee](#)

As part of our philosophy of adhering to strong governance principles, we employ Board and leadership practices including:

- The Board has appointed an independent Chairperson of the Board with well-defined rights and responsibilities
- All Board committees are composed of independent directors
- Our NGCR committee oversees our programs relating to corporate responsibility and sustainability, including ESG matters and related risks
- Our Vice President (VP) of ESG Strategy provides regular updates to the NGCR committee

On our [investor website](#), we publish our Corporate Governance Guidelines, committee charters, and our latest Proxy Statement providing more information about how we approach corporate governance.

ESG oversight

Peloton's VP of ESG Strategy reports to our Chief People Officer, who reports directly to the CEO. Led by the VP of ESG Strategy, our ESG team is responsible for Peloton's environmental sustainability, social impact, and ESG reporting strategies and programs. The team collaborates closely with functions across the business to deliver Peloton's ESG-related initiatives, monitor progress, and engage relevant stakeholders.

The ESG steering committee is a management committee and convenes quarterly to provide oversight of ESG issues, including climate. The committee advises on strategy and initiatives, helps facilitate cross-functional collaboration on sustainability and climate initiatives as required, reviews climate risk and opportunity process and assessments, and approves climate targets and disclosures. The VP of ESG Strategy is Chairperson of the ESG steering committee.

Global Ethics and Compliance

Our Code of Conduct and policies governing team member behavior, as well as our supplier standards, are designed to foster an unwavering commitment to integrity and continuous improvement. This is why we encourage reporting of any concerns through Peloton's multiple reporting channels.

Our global Safety, Ethics, and Compliance function works in collaboration with the Privacy and Information Security functions and other internal stakeholders to improve how we manage risks across the company.

Our Ethics and Compliance program includes key processes to address team member questions and concerns, especially when faced with complex business situations that may involve ethical considerations or other risks. Through our Code of Conduct and related policies, we encourage the development of a culture of compliance through policies that address major compliance risks that our team members might encounter across Peloton's business activities.

The Code of Conduct

Peloton's Code of Conduct (the Code) establishes high standards for conduct and ethical business practices and reflects how we intend to operate as a company. We expect all Peloton team members and suppliers to carry out business in ways that embody principles of honesty, ethics, respect for others, and integrity in compliance with the Code. New team members are required to acknowledge the Code at onboarding.

The Code also outlines how we expect team members to speak up when they see a potential violation of law or Peloton policy. We prohibit all forms of retaliation and discrimination for reporting concerns or participating in an internal investigation. Through our Ethics and Compliance program, we investigate potential concerns about violations of law and company policy in a timely fashion and, when appropriate, take corrective action, including discipline. The company has provided multiple means to raise concerns, including with a people leader, with the Safety, Ethics, and Compliance team, or with the Team Member Relations team for workplace concerns.





The Global Integrity Helpline

As part of Peloton's speak-up culture, we expect team members and partners to raise any concerns that arise. Peloton's [Global Integrity Helpline](#) is a confidential platform that allows any individual to raise ethics, compliance, or other concerns or questions, including on an anonymous basis. Peloton does not tolerate retaliation in any form for raising a concern, and we communicate this expectation across our policies. The Integrity Helpline is managed by an independent third-party platform, which we make available globally for Peloton team members, as well as our suppliers and business partners.

Operating with integrity

We prohibit corruption, bribery, or unethical business practices in any form. Any team member, business partner, or other third party with whom Peloton conducts business is prohibited from offering, giving, demanding, or receiving bribes or any other improper benefits pursuant to our Antibribery and Anti-Corruption Policy. Our policy, along with Antibribery Procedures and Anti-Corruption FAQs, is made available to team members on our company intranet. These documents, together with our antibribery training for team members, include information on how to spot "red flags" related to bribery and corruption, as well as guidance on how to report concerns. Our VP of Safety, Ethics, and Compliance is responsible for tracking and enforcing compliance with the policy.

Committed to integrity and honesty

Our Ethics and Compliance program reflects Peloton's commitment to operating with integrity and honesty in all our business dealings. The program includes:

Tone at the top

Setting the tone on integrity and ethics in how we manage our business through leaders and managers.

Governance and resources

Ensuring that the Ethics and Compliance program is properly resourced and that governance structures are in place to manage top compliance risk areas.

Risk assessments

Conducting risk assessments that support effective identification and management of risks, strategic planning, and resource allocation.

Policies and procedures

Drafting policies, guidelines, and procedures to facilitate compliance across risk areas.

Compliance controls

Developing and implementing controls within business systems and processes to mitigate the compliance risks.

Awareness and training

Making our team members aware of our policies and controls, and providing relevant, risk-based training so that they can implement controls effectively.

Monitoring

Monitoring controls to ensure that the company's compliance programs are effective and looking continuously for opportunities to improve them.

Investigations and responses

Maintaining anonymous reporting channels and documented investigation processes and taking corrective action as necessary.

Labor rights

While we underscore our belief in free and voluntary employment, we do not currently have a specific Freedom of Association Policy. We are not signatories to any agreements with any labor organization, and we are not party to any collective bargaining agreements.

Data and privacy protections

As a lifestyle fitness brand, we are actively building a digital community of millions. Our Members entrust us with their personal data, and we are deeply committed to ensuring safe and secure experiences and to protecting and respecting their information. To maintain the highest standards of cybersecurity, we continually invest in advanced technologies and best practices to protect our Members' data from evolving digital threats.

Safeguarding Member data and empowering user choice

We invest in various technical, physical, and administrative safeguards to keep data secure based on our information security policies and procedures, and we outline our approach to collection and use of personal data in our [Privacy Policy](#). We update the policy annually to ensure compliance with new and evolving laws and regulations—and to communicate that, as a Member-first company, our goal is to empower Members to understand what information we collect, use, and share.

We are committed to educating and training our team members on how to recognize and handle personal information, and why it matters that it is done with care. In addition to our ongoing annual general security awareness training, we provide security engineering training for developers, training for internal teams on privacy-by-design principles, and focused data handling privacy training for our Member support teams.

We also empower our Members with choices while using our services through our [Privacy Settings](#). In FY24, we added new preferences to give our Members more transparency and control. This includes:

- “Workout Activity Privacy,” letting Members choose who can see their workout activity
- An option to choose whether or not to receive a personalized experience
- A preference for “Marketing & Ads Based on Activity” allowing greater control of how data is used
- “Contact Syncing” for our Find Friends feature. This option is off by default, and Members can also select a “Hide Me from Search” preference

Cybersecurity and information security

Our cybersecurity and data privacy risks are subject to review by our management-level risk committee and the Board's audit committee, both of which provide crucial oversight.

Working in partnership with the Enterprise and Product Engineering teams, our Information Security program consults on the architecture and design of our products and features with the goal of ensuring they consistently meet expected security standards throughout the product development lifecycle. We perform user access reviews and external penetration tests along with on-demand tests when there have been significant changes or additions to our technology platform.

Our Security team reviews internal and third-party audit findings to assess and address risks in line with our Vulnerability Management Policy. We align with the National Institute of Standards and Technology Cybersecurity Framework. Third-party vendors and services are also evaluated for potential security risks through our Vendor Technology Security Risk program to identify and mitigate potential data security risks prior to contract finalization.

In our Code of Conduct, we also set out our expectations of team members to protect our physical and intellectual property and assets (including proprietary designs, trademarks, and product prototypes). Together, these efforts help ensure that our products are designed and developed with security in mind.

Product integrity

Peloton is committed to offering connected fitness products to our Members that are as innovative as they are safe.

Designing quality products

Our connected fitness products are an important link to Peloton's ecosystem, and we are passionate about the quality and safety of our products.

Product safety remains a top priority at Peloton. Senior leadership is responsible for oversight of product safety across our operations, with formal oversight of our Product Safety Compliance program managed by the executive product safety committee (EPSC). The EPSC reports to Peloton's CEO as well as the audit committee of the Board of Directors, which provides further oversight of Peloton's product safety program and processes. Dedicated cross-functional technical and safety compliance professionals manage all major safety processes and procedures.

We take a comprehensive approach to product safety, from new product development safety standards and reviews to postmarket safety monitoring. We work cooperatively with the US Consumer Product Safety Commission (CPSC) and other regulators in connection with product safety matters.

We monitor Members' safety feedback and product experiences, incorporating insights as part of our commitment to continuous improvement. In pursuit of this commitment to the quality and safety of our products, we:

- Actively support voluntary standards improvement activities through global organizations that develop safety standards for fitness products, such as the International Consumer Product Health and Safety Organization—a consumer product safety organization that brings together consumer advocates, consumers, manufacturers, and others—the CPSC, and other safety regulators





- Share safety best practices on our [Product safety at Peloton page](#) to help educate our Members on the safety features of our connected fitness products, as well as safety-enhancing recommendations
- Inform Members of our product recalls readily through our [dedicated support page](#)

Systems for quality products

Since the establishment of our Quality, Safety, and Product Lifecycle Management team, Peloton has seen more design and manufacturing consistency, with end-to-end oversight of quality, technical product safety, and compliance, as well as all product lifecycle management tools.

Our direct manufacturing partners are ISO 9001 certified and follow industry best practice standards to ensure that our products consistently meet Peloton's product quality standards. Most of our direct manufacturing partners also maintain certifications to ISO/TS 16949 and ISO 13485 quality standards, ISO 18001 health and safety standards, ISO 14001 environmental standards, and ISO 50001 energy management standards.

Quality is the responsibility of all Peloton team members and is embedded in all phases of our product lifecycle management. Peloton has made significant investments in product lifecycle and quality lifecycle management tools and systems. These investments enable a better change control process, a tighter control on design, and improved manufacturing execution with our direct manufacturing partners. In addition, it allows us to scale process automation, which also supports other ESG-related supply chain initiatives.

Materials use

Peloton's restricted materials process requires all our suppliers to evaluate products and apparel to ensure compliance with chemical legislation and Peloton's standards. Our objective is to monitor and, wherever possible, eliminate any materials and substances of concern from our products, parts, and apparel. Through our restricted substances control process, we're not only prioritizing the wellbeing and safety of our Members, but also monitoring ongoing chemical regulatory developments in all regions where Peloton products, accessories and apparel are offered for sale. We are also committed to advancing responsible sourcing practices across our supply chain. Read more about our ongoing efforts in [Responsible sourcing practices](#).

Responsible sourcing practices

Peloton's global suppliers and vendors play a key role in ensuring that we can meet our global safety, quality, and responsible sourcing requirements and commitments. We prioritize working with suppliers whose values and practices align with our own, particularly those who champion human rights and demonstrate a strong commitment to operating in environmentally responsible ways.

Supplier Code of Conduct

To ensure our expectations are upheld throughout our value chain, we also maintain a [Supplier Code of Conduct](#) (Supplier Code). We expect all Peloton suppliers to raise questions and concerns early on, allowing us to promptly address any risks in our supply chain. Our Supplier Code includes information on how to report concerns. This is accompanied by a link to an online ethics portal that is maintained by an independent third party and that allows for anonymous reporting. We prohibit retaliation of any kind against suppliers for reporting a concern regarding violation of the Supplier Code.

The Supplier Code establishes the standards to which we expect suppliers to adhere and reflects our expectations for how suppliers should operate to help us fulfill our mission—ethically and in compliance with applicable laws. We communicate our expectations to our supplier partners through surveys, our Supplier Code, and other means to evaluate their performance and commitment to Peloton's sourcing practices and standards.

We cascade the Supplier Code with Peloton's indirect and direct suppliers, including our major direct, all apparel, and top indirect suppliers by spend. We are also updating supplier agreement terms and conditions to incorporate the Supplier Code by reference.

This year, we also launched training—ongoing through FY24—on the Supplier Code for global Procurement organizations and our Product Quality and Safety teams.

As new direct and indirect suppliers are evaluated and onboarded, we proactively share the Supplier Code with them.

Supply chain transparency and due diligence

We are committed to upholding, promoting, and enhancing the protection of human rights across our supply chain. Through relevant practices and policies, including the Supplier Code, we seek to outline our expectations of our partners and reduce the risk of forced labor in our supply chain.

In FY24, we took steps to improve mapping of our supply chain by working with an initial set of apparel and manufacturing suppliers to collect traceability documentation for multiple tiers of their supply chains. We also invested in new tools to improve visibility into our supply chain and thereby support more effective and focused supplier engagement around potential areas of risk. We continue to employ regulatory screening protocols for potential and existing suppliers.

Conflict minerals

We work with our supply chain partners and invest in supplier surveys, traceability, and related due diligence as part of our ongoing responsible sourcing practices. We follow recognized international due diligence frameworks to ensure our products contain responsibly sourced materials. Our [Conflict Minerals Policy](#) sets out our expectations for suppliers to help to ensure our products are free from materials obtained from groups associated with human rights concerns.

In our most recent [Conflict Minerals Report](#), filed with the US Securities and Exchange Commission, we were proud to share that we achieved a 98% conformance rate³³ (up from 92% and 90% in the two previous years). We continue to enhance our conflict minerals program and monitor global developments and the emergence of additional requirements or relevant standards.

³³ When we discuss "conformance rates" in the context of conflict minerals, we are referring to conformance with the [Responsible Minerals Assurance Process \(RMAP\)](#).

Policy and advocacy

Governments worldwide spend a great deal of resources on health care and promotional activities to encourage their citizens to adopt healthier lifestyles—and spend even more on health care interventions once a person has become unwell. We want to help advance equity and access to wellness—not just in the Peloton community, but in wider society.

Peloton does not make political contributions. We participate in select trade associations and proactively engage with policymakers and thought leaders around the world on key issues relevant to our business. In particular, we have advocated for expanded access to physical and mental health, both to help bring down the cost of fitness and to fulfill our roles as responsible global corporate citizens. In FY24, we continued this work in the following ways.

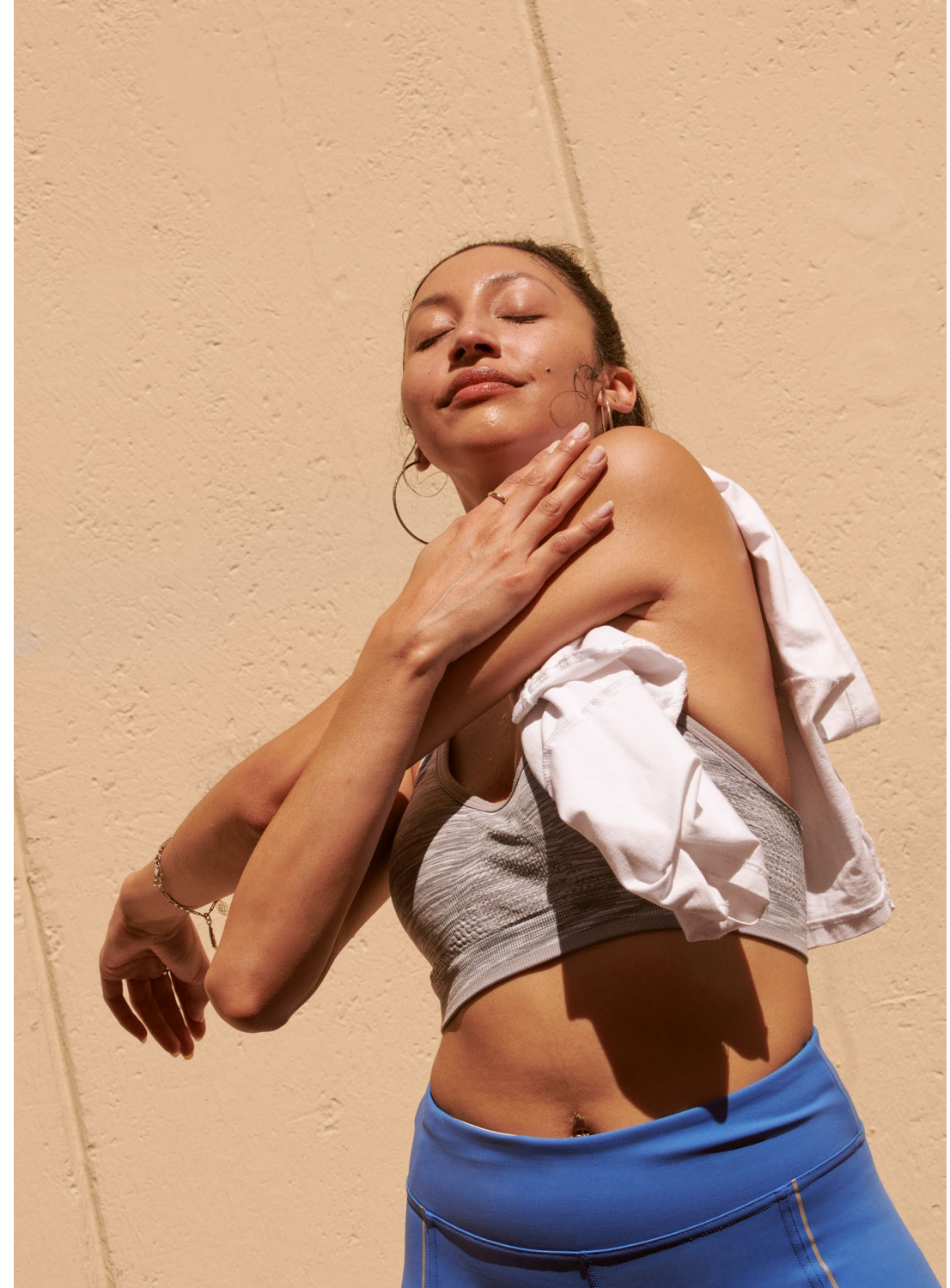
Bringing down the cost of physical activity in the US

Peloton is actively lobbying the US Congress to pass the Personal Health Investment Today (PHIT) Act of 2023—a bill that allows a medical care tax deduction of up to \$1,000 (up to \$2,000 for families) for qualified sports and fitness expenses per year. The PHIT Act will play an important role in getting more Americans up and active by lowering the cost of physical activity and mental wellness programs. The PHIT Act continues to gain bipartisan support in both the US House of Representatives and Senate, with nearly 100 House and 20 Senate cosponsors.

Advocating for population-level adoption of active lifestyles in Canada

In late 2023, Peloton formally recommended to the Canadian federal government a four-part plan to create a more active Canada by:

1. Launching a public awareness campaign to encourage Canadians to adopt an active lifestyle and work with physical activity partners in its development and implementation
2. Adopting an approach to health care that is inclusive of physical activity to generate better health outcomes for Canadians
3. Prioritizing funding and programs to make physical activity and fitness more accessible, affordable, and inclusive for all Canadians
4. Developing a benefit program in support of the use of digital and at-home fitness services for active Canadian Armed Forces personnel, veterans, and their families



Forward-looking statements

This report includes goals, initiatives, and forward-looking statements (Forward-Looking Statements) that are statements other than statements of historical facts and statements in the future tense. These statements include, but are not limited to, statements regarding execution of, and the expected benefits of, our restructuring initiatives and cost-saving measures, our future operating results and financial position, our business strategy and plans, market growth, our social responsibility and ESG initiatives, strategies and plans, and our objectives and future operations. In some cases, you can identify Forward-Looking Statements by terms such as “aim,” “anticipate,” “believe,” “contemplate,” “continue,” “could,” “estimate,” “expect,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “seek,” “should,” “target,” or “will” or the negative of these terms or other similar expressions, although not all Forward-Looking Statements contain these words. Forward-Looking Statements are based upon various estimates and assumptions, as well as information known to us as of the date hereof, and are subject to risks and uncertainties. Accordingly, actual results could differ materially, and adversely, due to a variety of factors. These risks and uncertainties include, but are not limited to, those described under the caption “Risk Factors” in our Annual Report on Form 10-K for the fiscal year ended June 30, 2024, and our other Securities and Exchange Commission (SEC) filings, which are available on the Investor Relations page of our website and the SEC website.

All Forward-Looking Statements contained herein are based on information available to us as of the date hereof, and you should not rely upon Forward-Looking Statements as predictions of future events. The events and circumstances reflected in the Forward-Looking Statements may not be achieved or occur. Although we believe that the expectations reflected in the Forward-Looking Statements are reasonable, we cannot guarantee future results, performance, or achievements. We undertake no obligation and expressly disclaim any duty to update any of these Forward-Looking Statements for any reason after the date of this report or to conform these statements to actual results or revised expectations, except as required by law. Undue reliance should not be placed on Forward-Looking Statements.

The information indicated herein is subject to the precision of our data collection and analysis method, which is subject to future evolution and calibration. Such information is subject to additional uncertainties, as there are limitations inherent in our data collection and analysis method. While we consider information from external resources and consultants to be reliable, we have not independently verified such information and do not assume responsibility for its accuracy. Additionally, all numbers referenced are subject to the quality and comprehensiveness of the reporting received by Peloton from internal and external sources and, therefore, are approximate

and/or estimated values. It is also important to note that the availability of data varies from section to section of this report. Nonfinancial information, such as that included in parts of this report, is also subject to greater potential limitations than financial information, given the methods used for calculating and estimating such information. Moreover, historical, current, and forward-looking environmental and social-related statements may be based on standards and metrics for measuring progress, as well as standards for the preparation of any underlying data for those metrics, that are still developing and internal controls and processes that continue to evolve. While these are based on expectations and assumptions believed to be reasonable at the time of preparation, they should not be considered guarantees. The standards and performance metrics used, and the expectations and assumptions they are based on, have not, unless otherwise expressly specified, been verified by any third party.

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