



ANNUAL WRAP-UP 2025

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A WORD FROM SURFSHARK'S CEO



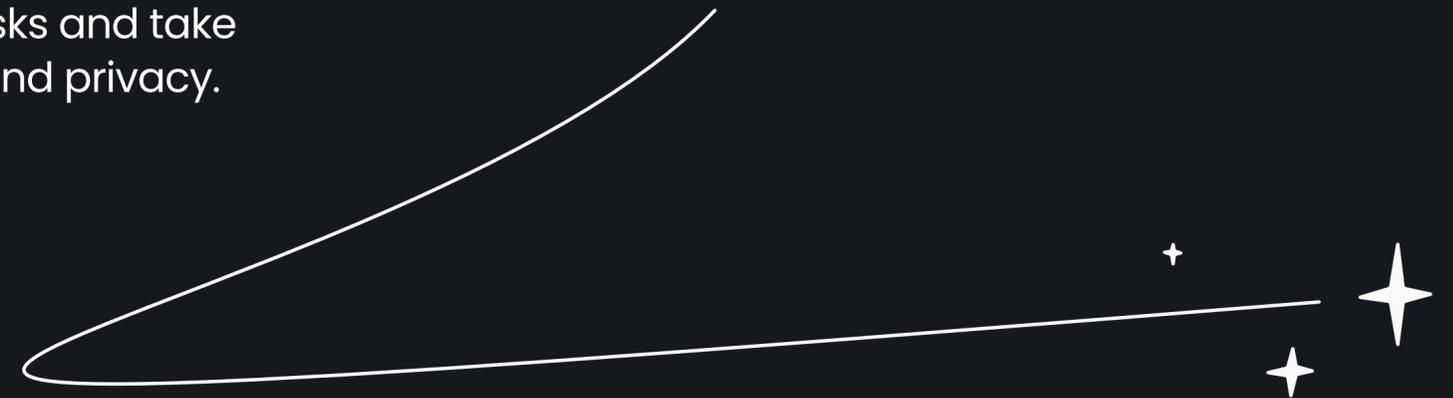
“This year, we leaned even further into our mission of building the most beloved security products for everyone. Users have always been at the center of our product decisions, but in 2025, we took a more intentional approach to understanding their needs — identifying what could work better and how to make online life simpler and more secure. That mindset guided not only meaningful refinements across our products, but also the introduction of innovations like Everlink and FastTrack, designed to go beyond established standards and enhance VPN technology performance.

Alongside product improvements, we placed strong emphasis on sharing cybersecurity knowledge with a wider audience. Our experts shared their insights with major outlets like USA Today and the Independent. Meanwhile, through our research hub, we explored data breaches, AI, app privacy, and content removal to simplify complex digital topics. Together, these efforts drive an important goal: empowering people to understand today’s digital risks and take control of their online security and privacy.

As we plan for the future, we continue to factor sustainability and responsible growth into our decisions. This year, we strengthened that commitment by publishing our second Impact Report and partnering with more non-profit organizations to advance environmental and digital rights causes.

These achievements and more defined our 2025 — a year shaped by meaningful initiatives, steady improvements, and thoughtful innovation. We invite you to explore everything we worked on and take a closer look at Surfshark’s technical, educational, social, and other notable moments from last year.”

— **Vytautas Kaziukonis**



THIS YEAR'S HIGHLIGHTS



January

Renewed our referral program, Refer and Earn

February

Advocated for digital rights at RightsCon

March

Ranked among the FT1000's top 50 fastest-growing companies for the second time

April

Added 7 new dedicated IP locations

May

Launched Surfshark's public DNS servers

June

Our no-logs policy got verified again by Deloitte

July

Published Impact Report 2024

August

Introduced our new VPN route optimization feature, FastTrack

September

Ran a company-wide walking challenge to support an injured Ukrainian soldier

October

Released the web content blocker and email scam checker

November

Published Digital Quality of Life index 2025

December

Continued our employee initiative, "You Donate, We Double"

TECHNICAL OVERVIEW

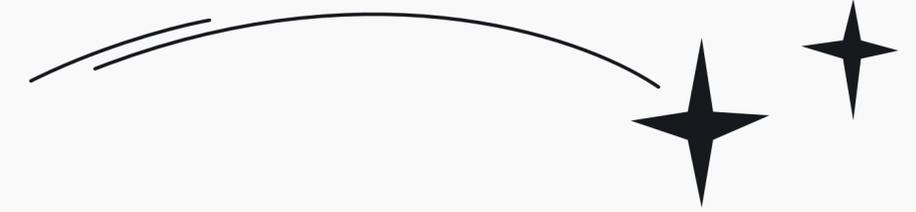


A WORD FROM OUR HEAD OF PRODUCT

“This year, we’ve made steady progress, strengthening the features people rely on every day and introducing new ones that enhance performance and security. We invested in our core products, refreshing our home screen designs and adding new features like the email scam checker and web content blocker. Meanwhile, we also pushed innovation forward with standout developments like Everlink and 100Gbps servers. What’s next? We’ll continue to listen to our users and deliver improvements and innovation to bring the Surfshark experience to the next level.”

— Gabrielė Sinkevičiūtė

INNOVATIONS



Everlink



We launched [Everlink](#) — an industry-first, patented self-healing VPN infrastructure that redefines what connection stability can be. In the event of a server failure or maintenance, Everlink functions as a self-healing system that reconfigures the VPN tunnel in real time, all without dropping your connection.

FastTrack



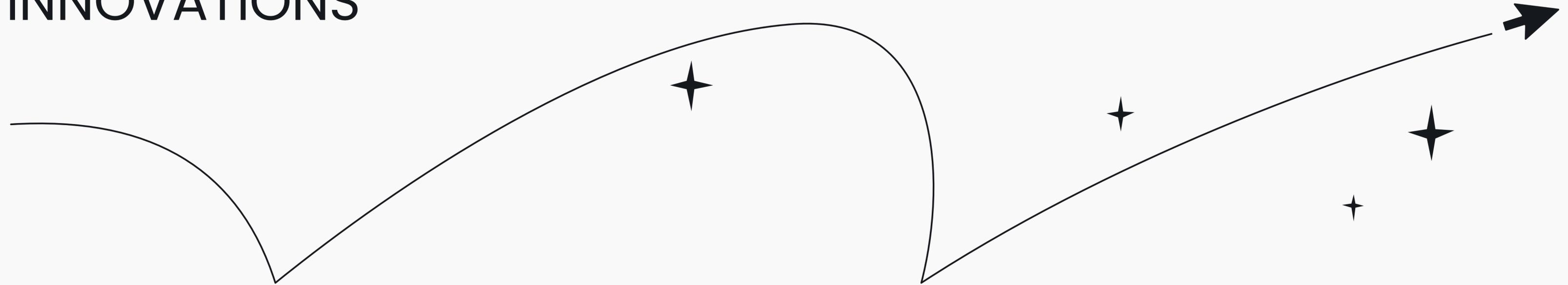
We introduced a major breakthrough in VPN performance: real-time route optimization powered by our Surfshark Nexus infrastructure. Available on our Sydney, Vancouver, and Seattle servers, [FastTrack](#) continuously analyzes connection speed and latency across our entire server network, instantly directing user traffic through the fastest and most stable routes available.

Web content blocker



We released a new feature, the [web content blocker](#), which lets our users block website categories. Secured with 2FA, it provides a respectful way to protect kids, support older relatives, or keep shared spaces distraction-free.

INNOVATIONS



Email scam checker



We added a new feature to our Chrome browser extension: [the email scam checker](#). Powered by AI, it analyzes emails for phishing indicators and malicious links directly within Chrome and Gmail.

Surfshark's public DNS servers



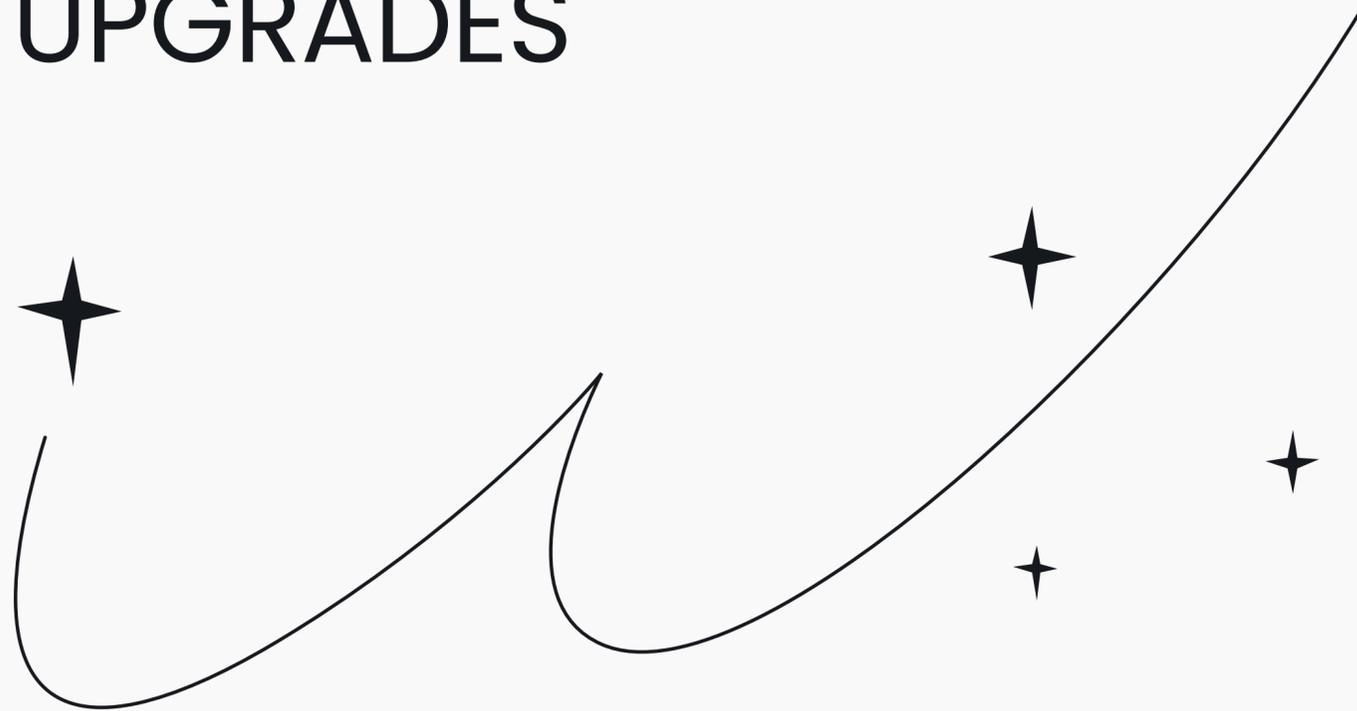
We launched our own [public DNS servers](#), which offer enhanced privacy with no logging or tracking, and stable performance supported by Surfshark's global infrastructure. The service is completely free, with no hidden fees, ads, or data collection.

Multi IP



On macOS, we released Multi IP — a new feature that routes user traffic to every session or website via a separate IP. This removes the hassle of setting up separate VPN connections or constantly reconnecting just to switch IP addresses.

UPGRADES



Bypasser on macOS



We brought Bypasser, our split tunneling feature, to macOS. With it now available on all major platforms, our users can choose specific websites and apps to bypass the VPN connection.

Rotating IP upgrade



We upgraded [rotating IP](#), a feature that automatically changes the IP address every five minutes to enhance online privacy. It switches the IP within a selected country, region, or even globally, making online activity far more difficult to track.

External storage scanner



We added a new Antivirus feature that automatically scans any USB media the moment it's connected, blocking malware instantly. It's especially useful for managing scans on larger external devices like NAS systems or hard drives.

New Android homescreen



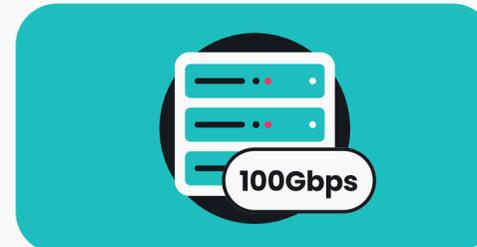
We completely refreshed the look and feel of our Android app homescreen. The updated design provides quick access to key products and features like Antivirus and Alternative ID, making the overall experience more intuitive.

From 3,200+ to 4,500+ servers



We gradually increased our server count as part of the broader infrastructure improvements we implemented this year. The extra servers support our growing user base and help future-proof the network for the demands ahead.

100Gbps servers in Amsterdam



We introduced the first-ever 100Gbps VPN servers in Amsterdam, setting a new benchmark for what VPN infrastructure can achieve. Our new servers unlock faster, more resilient VPN performance, more stable connections, and enable smoother streaming.

New dedicated IP locations



We expanded the dedicated IP lineup with seven new locations. A dedicated IP provides a private, VPN-protected IP address. It helps reduce human verification requests and ensures easier, more reliable remote access to services that require a fixed IP.

Refreshed the Antivirus interface



We refreshed the Antivirus screen with a cleaner, more intuitive layout, making it easier to manage scans and settings.

Refer and Earn program



We revamped our referral program, now called Refer and Earn. With it, our users can invite friends to get Surfshark and enjoy cash rewards or extra months for every successful referral.

INDUSTRY RECOGNITION



No-logs policy reverification



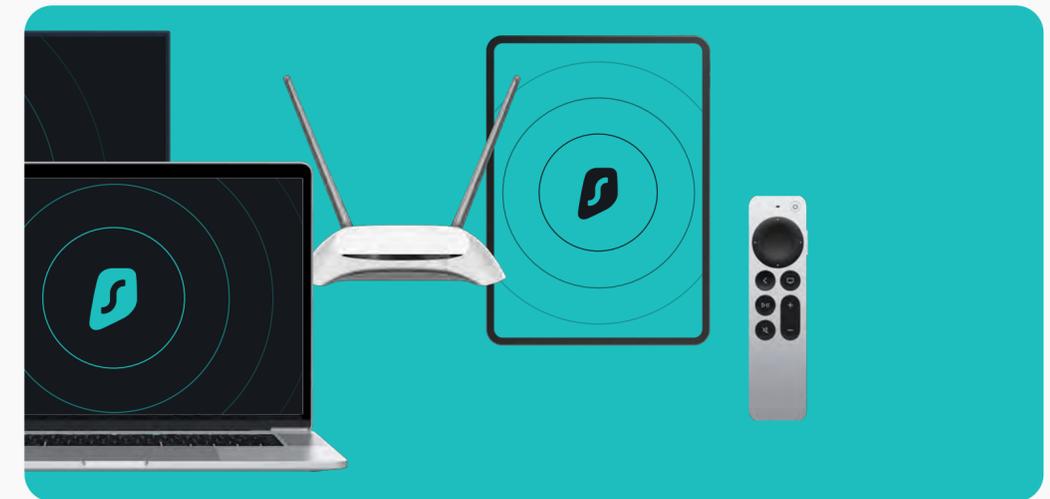
We once again had our no-logs and no-tracking practices [independently verified by Deloitte](#), reaffirming that we don't monitor or store our users' online activity. This repeated assurance gives users continued confidence that Surfshark operates exactly as promised, with privacy at the core.

AV-TEST Certification 2025



Surfshark Antivirus was certified by AV-TEST again, confirming that our protection continues to meet trusted industry benchmarks.

CNET Editor's Choice



Surfshark earned an Editor's Choice distinction from CNET for providing a well-rounded, feature-rich VPN experience at a competitive long-term price. CNET noted that Surfshark delivers much of the functionality of higher-priced providers while remaining budget-friendly over time.

GLOBAL RECOGNITION



A WORD FROM SURFSHARK'S CHIEF MARKETING OFFICER

"This year, we connected with audiences in fresh and unexpected ways — from a live graffiti stunt in Shoreditch, London, to engaging with students across four countries, and having our experts share their insights with major media outlets like Forbes and Daily Express. We also strengthened our presence through global partnerships and media recognition, showing that cybersecurity is both essential and engaging. It's been a meaningful year of growth, and we're excited to keep that momentum going."

— Regimantas Urbanas

TURNING IDEAS INTO IMPACT



Graffiti stunt in the UK



This year, we brought cybersecurity awareness to the streets of London in a more down-to-earth way. We launched a live graffiti billboard stunt in Shoreditch, where local artist KingMurals painted the message “Just get it. It’s a VPN.” in real time. The goal was simple: remind people that Surfshark is a VPN that just works — no jargon, no fuss, no decoding. By leaning into humor and absurdity, we showed that choosing a VPN doesn’t need to be complicated or overly serious; sometimes, the best option is one that simply gets the job done.

Back to School campaign in 4 countries



This year, we took online privacy directly to campuses in the UK, France, South Korea, and Spain. Our Back to School campaign ran across 12 universities and combined online safety education with building awareness of Surfshark. By adapting our approach to each student crowd, we made cybersecurity feel more engaging and far less like another classroom chore.



SURFSHARK ACADEMY



“Looking back at 2025, seeing our YouTube channel grow to 250K subscribers and nearly 250 million views still feels a bit unreal. We’ve always tried to keep things simple, make content that’s honest, helpful, and actually enjoyable to watch. And when people come back for more, it tells us we’re doing something right!”

— **Gvidas Mirinauskas**,
Video Content Creator

From 100K to 250K subscribers



What began in 2018 as a standard company YouTube channel for product tutorials and ads has grown into a thriving brand presence with an engaged community behind it. Over the past year, Surfshark Academy’s subscriber base expanded from 100K all the way to 250K, showing just how much people enjoy our mix of informative and entertaining videos.

Reaching 250M views



Surfshark Academy now has 250 million total views — a remarkable milestone for the channel. From the start, our mission has been to publish at least one high-quality, informative YouTube Short every day, and this year we truly delivered on that goal. The growing number of returning viewers shows that people value our content and come back for more insights into technology and cybersecurity.

GLOBAL RECOGNITION

Working with our partners and leading media outlets allows us to proudly highlight what sets our products and technology apart. These partnerships enable us to go beyond product names and showcase the quality, speed, and stability our service delivers.

CNET



“Surfshark is the best VPN for iPhones overall. We appreciate that Surfshark offers split tunneling on iOS and macOS, not just on Windows and Android — a rarity among VPN providers. Despite its relatively wallet-friendly pricing, Surfshark doesn't compromise on features, including advanced privacy settings or speed.”

TechRadar



“Surfshark is the best choice overall. The speeds we recorded maxed out our testing connection, ensuring that our streaming sessions weren't interrupted by any buffering issues or choppy audio. [...] Surfshark sits at the top of our fastest VPN rankings, and recorded another chequered flag-taking performance during our most recent round of testing. If you're looking for speed, Surfshark is an excellent bet.”

Forbes



“Surfshark is one of the best VPNs for anyone wanting online protection. The software is easy to use, over 3,200 servers ensure fast speeds, and obfuscated servers allow you to bypass internet restrictions.”

Tom's Guide



“In fact, Surfshark is light years ahead of what much of the competition is able to offer in terms of the online security tools it provides its subscribers.”

The Independent

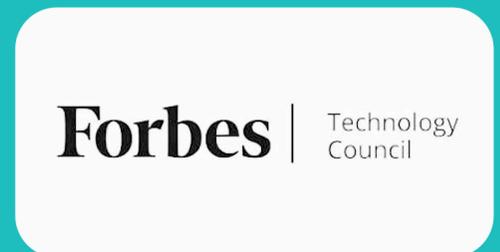


“If NordVPN is a bit too expensive, Surfshark is a great alternative that offers the best value for money. Owned by Nord Security but run independently, you can often find it for half the price of NordVPN without missing out on key features or a superior level of security. One of Surfshark's biggest selling points is its unlimited device connections. That means you can connect every single device in your household without worrying about hitting a limit — something most other VPNs don't offer, making it perfect for families or anyone with multiple devices.”

Media recognition



FT1000: Europe's Fastest Growing Companies 2025



Forbes Technology Council member 2025



COLLABORATIONS



Sports collaborations



Alongside our long-time partners FC St. Pauli and Heart of Midlothian FC, we expanded our sports collaborations this year by teaming up with Sevilla FC and Bristol City FC. These partnerships help us connect with new audiences and protect their presence online while they focus on cheering for their favorite teams.

Supporting innovation



This year, we contributed to Fire Shield: Mission AI 2025, a three-day hackathon that brought together more than 50 teams focused on AI, cybersecurity, and defense solutions. We awarded a €1,000 prize to the team that delivered the most robust cybersecurity defense project.

OUR EXPERTS IN THE MEDIA

This year, our experts shared their insights on key topics with major outlets like USA Today, the Independent, and more. By engaging with the media, we helped bring clear, accessible knowledge about cybersecurity and privacy to a wider audience.



USA Today

"It is more crucial than ever for individuals to remain cautious and protect their personal information from potential cybercrimes. The new government plans and the news about the DOGE dividend check could encourage bad actors to impersonate the government. Imagine living paycheck to paycheck and receiving an email about a potential DOGE dividend payment — such news could be hard to resist," Fornés said in a news release.



Daily Express

Sarunas Sereika, security and privacy expert at Surfshark, said: "Cybercriminals will often seek to play on emotions as they gather personally identifiable information or financial details for malicious use. Hackers can use personally identifiable information to make fraudulent payments, open new online accounts, or ultimately sell this information on the dark web — where it's traded for further illegal use, from fraud to extortion. When unsolicited text messages are received, it's important to avoid clicking any links that have been shared."

UNILAD

Speaking to UNILAD, Sarunas Sereika, a Senior Product Manager at cybersecurity company Surfshark, emphasized the importance of ensuring all of your tech products are updated. He said, "You have to keep your software up to date. Sometimes that means you need a newer phone, but in this case, simply keep your software up to date to eliminate any back doors for hackers."

— Šarūnas Šereika,
Senior Product Manager

The Independent

"Protocols of handling critical information exist to prevent such breaches," Fornés said in a statement shared with the Independent.

"Most companies and government agencies have reliable security policies designed to manage sensitive documents and ensure secure communication among involved parties."

— Miguel Fornés,
Governance and
Compliance Manager



OUR EXPERTS IN THE MEDIA



Forbes

"Airports are prime targets for cybercriminals looking to steal information, identities, and money," says Tomas Stamulis, Chief Security Officer at Surfshark. "Unfortunately, information security isn't a top priority for many organizations, airports included. Despite advances in Wi-Fi technology, adoption of stronger security systems is slow, leaving travelers exposed to data breaches and fraud."

— **Tomas Stamulis,**
Chief Security Officer



CNET

"As people become more conscious of cybersecurity and privacy, we want VPNs to be seen as an everyday essential rather than a tech-only tool. With this campaign, we wanted to strip away the complexity and show that choosing a VPN doesn't have to be difficult or intimidating."

— **Regimantas Urbanas,**
Chief Marketing Officer

SURFSHARK ON STAGE

LOGIN 2025



We were excited to return to LOGIN this year. It was a chance for us to exchange ideas, share our expertise with the broader tech community, and learn from other inspiring speakers and peers. Our speakers took the stage at multiple events — covering topics such as AI tools, online privacy, effective PPC, influencer marketing insights, global event coordination, newsletter sponsorship growth, and how to stand out in global media in the age of AI.



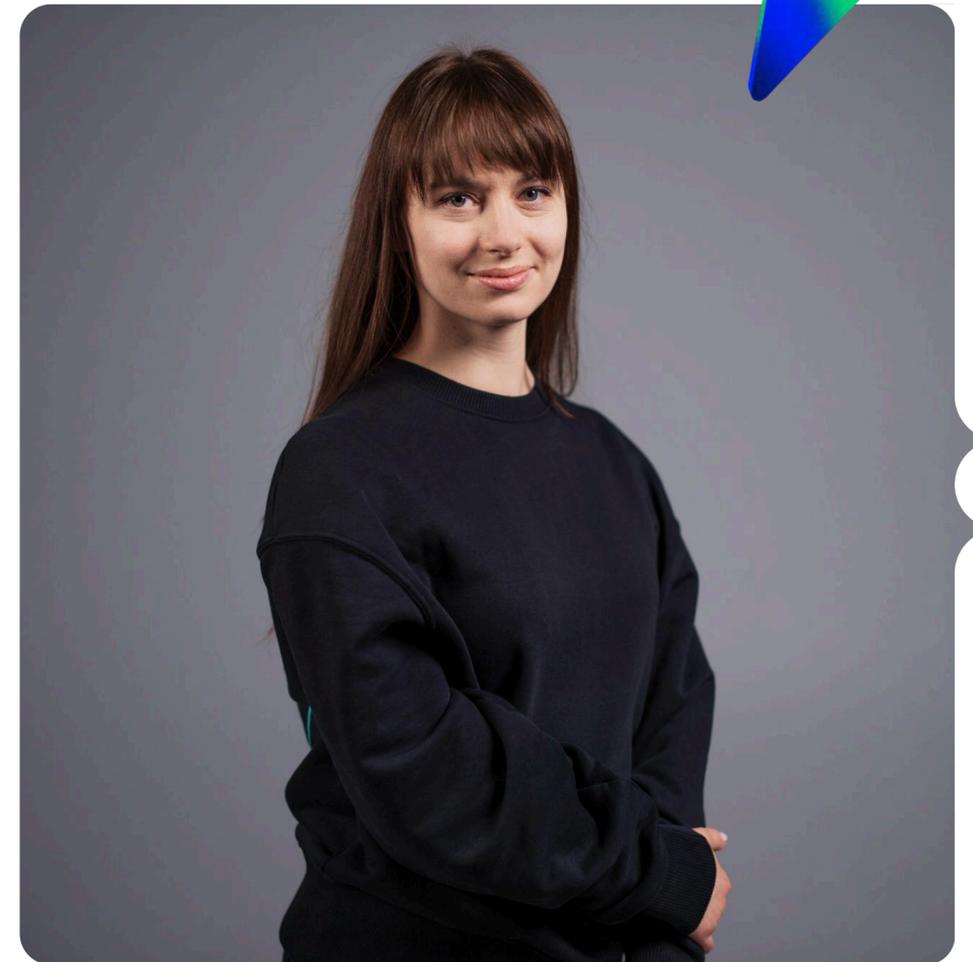
incogni

incogni.com

A word from the Lead Product Manager at Incogni & Ironwall

“This year, Incogni truly smashed it on every front. We strengthened our commitment to transparency by completing an independent Deloitte assessment that confirmed our practices and deepened customer trust. We introduced 24/7 chat support, driving user satisfaction even higher, and earned Editor’s Choice awards from both PCMag and PCWorld. On the technical side, we doubled our data broker coverage with automated removals, launched internet-wide data deletion, upgraded Ironwall’s infrastructure, and achieved SOC 2 Type 2 certification for both Incogni and Ironwall — reaffirming that security remains our top priority.”

— Ieva Juzėnaite

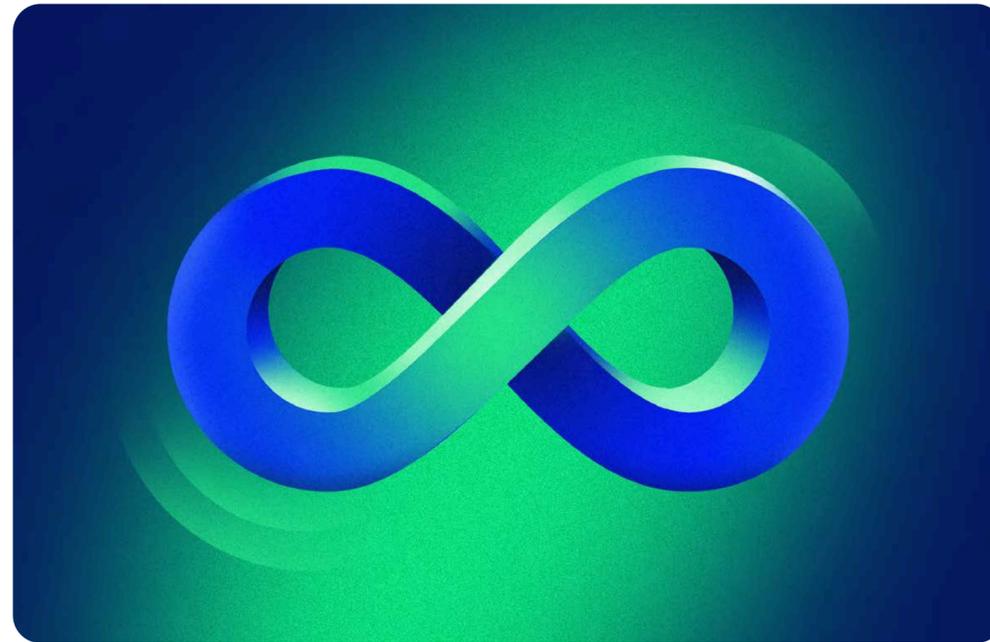


Incogni is a data removal service that helps its users delete their personal information from the market. It is a separate product, but it’s also included in the Surfshark One+ subscription.

Ironwall is also a data removal service, which deletes personal information from the internet to reduce the risk of identity theft, data breaches, and real-life targeting for employees.

incogni

incogni.com



Incogni Unlimited

Incogni has launched its most comprehensive privacy solution yet — the **Incogni Unlimited** plan. It introduces **Custom Removals**, allowing unlimited data removal requests for websites outside the standard coverage, all handled by a dedicated team of privacy experts. Thanks to Custom Removals, Incogni has already deleted user data from more than 2,000 unique domains this year.



First data removal service verified by Deloitte

Incogni has set a new industry standard by becoming the first data removal service to receive an independent limited assurance assessment from **Deloitte**. This verification confirms that Incogni's data removal practices align with its transparency commitments and strengthen accountability across the industry.

incogni

incogni.com



PCMag and PCWorld's Editor's Choice

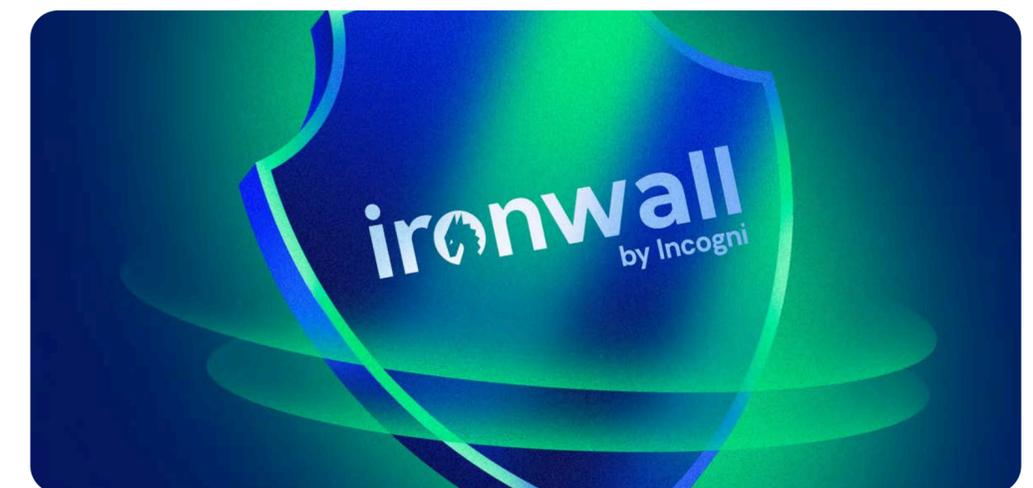
Incogni received two major industry awards this year, with **PCWorld** and **PCMag** — two leading tech publications — independently testing the service and awarding it Editors' Choice. This recognition is significant because Editors' Choice highlights products that demonstrate exceptional performance, reliability, and value in real-world use.

Broader support coverage

Incogni has introduced both phone and chat support to give users faster, more direct help whenever they need it. These new support channels make it easier to resolve questions, troubleshoot issues, and get guidance from real specialists in real time.

Ironwall's Executive Protection

This year, **Ironwall** introduced Executive Protection, which removes exposed personal information from the internet and reduces targeted threats. The service provides advanced security tools designed specifically to safeguard C-suite leaders online and offline.



incogni

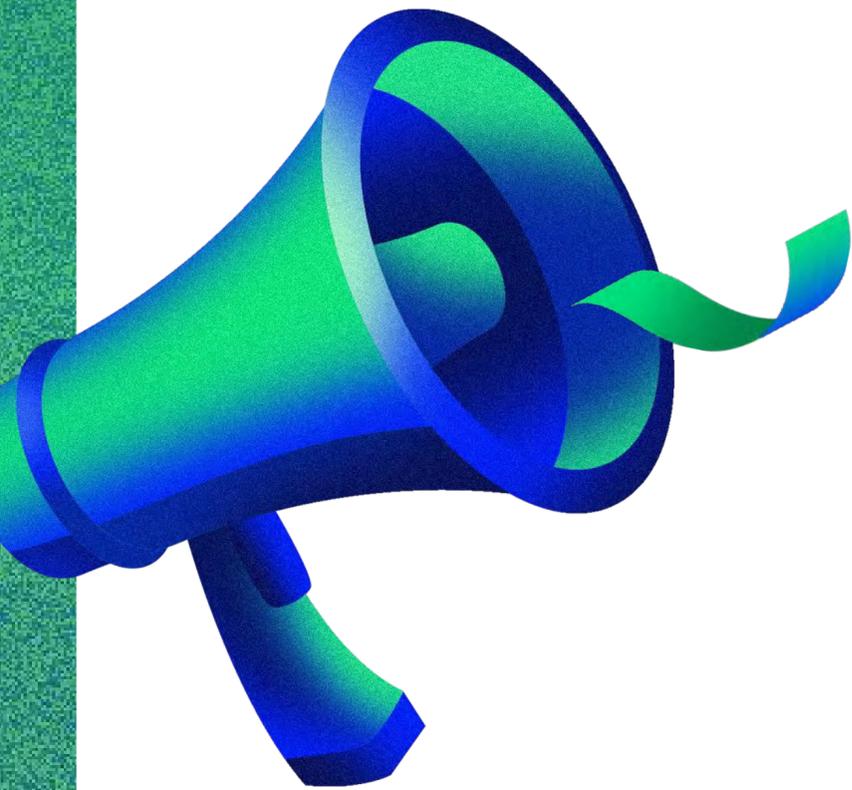
incogni.com

Covered data broker sites

213²⁰²⁴ → 420²⁰²⁵

Successfully processed data removal requests

92M²⁰²⁴ → 250M²⁰²⁵



RESEARCH PROJECTS AND INITIATIVES



A WORD FROM OUR RESEARCH AND INSIGHTS TEAM LEAD

"In a world profoundly shaped by technology, understanding digital life is more important than ever. Our research hub digs into the data behind online wellbeing, privacy, and cybersecurity to give everyone the insights they need to stay safe and make sense of it all. Over the past year, we examined major cybersecurity and digital life topics, from the scale of global data breaches to the rise of AI tools reshaping personal privacy. We broke down government content removal trends and investigated which popular apps respect user data and which ones demand more than they should, helping people navigate the online world with greater confidence."

— **Luís Costa**

RETHINKING CYBERSECURITY THROUGH RESEARCH

Global data breach statistics



Many people still struggle to grasp the true scale of data breaches, so we continued our work to make these incidents clearer and easier to understand. Our researchers regularly update these [global statistics](#), including maps and side-by-side comparisons that reveal how many accounts have been copied, transmitted, viewed, or stolen. By turning complex breach data into accessible insights, we help users see the real impact behind the numbers.

tom's guide

WORLD
ECONOMIC
FORUM

Forbes

**The
Guardian**

techradar

**Android
Police**

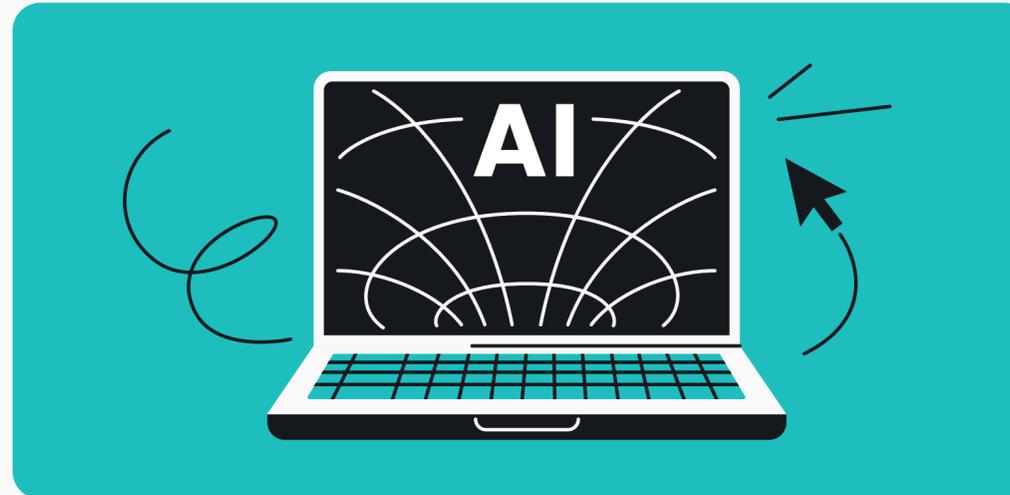
Google content removal requests



Government requests to remove content from Google often go unnoticed, yet they play a major role in shaping what people can access online. To clarify these dynamics, our researchers [analyzed](#) which countries submit the most removal requests, the reasons behind them, and the Google products most frequently targeted.

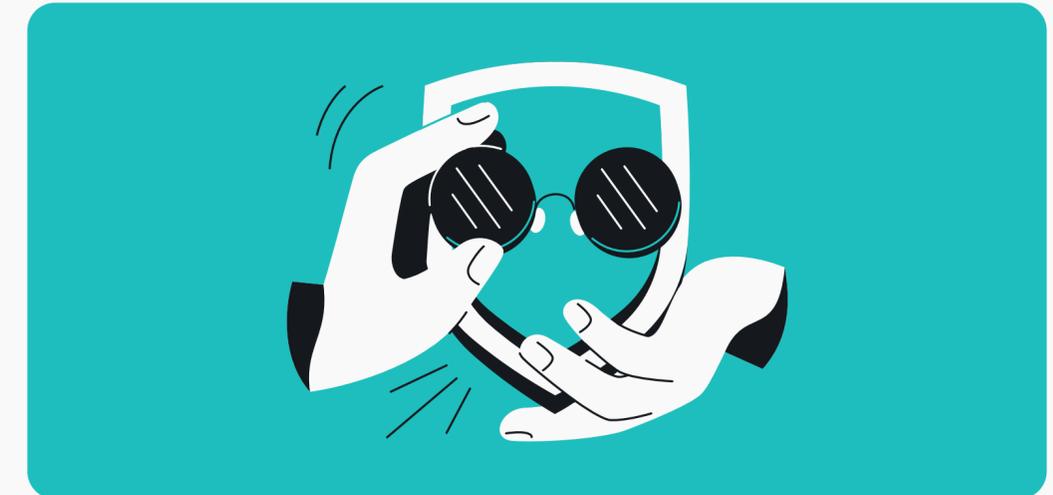
RETHINKING CYBERSECURITY THROUGH RESEARCH

In-depth look at artificial intelligence



Artificial intelligence became even more embedded in daily life this year, raising new questions about how these tools shape our online experiences. To make sense of this shift, our researchers examined AI across a wide range of applications, from [AI-enhanced browsers](#) and [chatbots](#) to emerging [AI companion technologies](#).

Privacy on apps and browsers



Mobile apps play a central role in daily life, offering convenience and efficiency across countless tasks. To understand how they treat personal data, our researchers analyzed a wide range of commonly used apps, from [fitness](#) and [shopping platforms](#) to [social media](#) and [mobile browsers](#). By comparing how much information these apps collect, we identified which ones take a more privacy-friendly approach and which ones demand significantly more data than users might expect.

FINANCIAL
TIMES

MIT
Technology
Review

FORTUNE

sky news

The New York Times

VICE

SUPPORTING GOOD CAUSE INITIATIVES AND NONPROFITS



A WORD FROM OUR SOCIAL IMPACT LEAD

"This year, we continued strengthening our corporate social responsibility initiatives, deepening partnerships with organizations that share our mission of digital freedom and online safety. From supporting global events like RightsCon and Media Innovation Festival to marking Safer Internet Day with the Open Rights Group, we amplified conversations on privacy, press freedom, and encryption.

For the first time, we also began presenting our Emergency VPN program at international events, engaging directly with journalists, activists, and attendees to answer cybersecurity questions and raise awareness about digital protection. Alongside these efforts, our sustainability initiatives — from tree-planting challenges to awareness campaigns — reflect our ongoing commitment to building a safer, more sustainable future."

— Gabrielė Dačkaitė

POWERING AN OPEN INTERNET WITH TRUSTED ORGANIZATIONS

Open Rights Group



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

European Digital Rights



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

Fight for the Future



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

Global Encryption Coalition



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

Access Now



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

VPN Trust Initiative



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

Internet Society



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

Internet Infrastructure Coalition



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

International Press Institute



The International Press Institute (IPI) is a global network of editors, media executives, and journalists committed to advancing independent journalism. It works to defend press freedom and ensure the media can operate freely and without fear of interference.

DRIVING PROGRESS WITH CSR INITIATIVES

Safer Internet Day



This year, we partnered with the Open Rights Group to mark [Safer Internet Day](#), globally celebrated on February 11. This initiative brings together individuals, organizations, and governments to promote safer and more responsible use of digital technology. To mark the occasion, we raised awareness about online account security and the growing need to protect personal data. Our joint efforts with the Open Rights Group highlight the importance of strong security practices and empower users — especially young people — to safeguard their online presence and privacy.

Open Rights Group's birthday



We were delighted to celebrate the Open Rights Group's 20th anniversary by supporting its mission to protect digital rights and online freedom. To mark this milestone, Surfshark gifted its VPN and online security bundle to new ORG members, empowering them to take control of their privacy and stay secure online.

Expert Insights section



To provide our users and partners with deeper, more informed perspectives, we introduced an Expert Insights section on our blog. This new feature highlights commentary from industry specialists and thought leaders — helping us explore the most pressing topics in cybersecurity, digital privacy, and technology ethics. By incorporating expert opinions, we aim to enrich our content with credible analysis and spark meaningful conversations about the issues shaping the present and future of online security.

DRIVING PROGRESS WITH CSR INITIATIVES

Collaboration with Access Now's Helpline



In collaboration with Access Now's Cybersecurity Helpline, we supported digital activists and human rights defenders facing online threats by providing Surfshark One vouchers. With free access to our security bundle, we aimed to help at-risk individuals strengthen their digital protection, maintain privacy, and continue their vital advocacy work safely.

Global Encryption Day



To mark Global Encryption Day, Surfshark reaffirmed its commitment to defending strong encryption and digital privacy. As part of our efforts, we conducted [research](#) on the security and privacy of popular messaging apps, underscoring the crucial role encryption plays in protecting user privacy. We also announced [our position](#) in support of strong encryption — reaffirming that it is a cornerstone of privacy, security, and trust online. Together with fellow members of the VPN Trust Initiative, Surfshark called on policymakers to protect encryption rather than weaken it through measures such as message scanning or backdoors.

World Press Freedom Day



We marked [World Press Freedom Day](#) on May 3 by reinforcing our commitment to protecting journalists and defending the right to free expression. In collaboration with the International Press Institute, we shared insights on the current state of press freedom and the challenges facing independent journalism worldwide. As part of our ongoing support, we also continue to assist journalists through the Emergency VPN program.



SUPPORTING FREEDOM OF THE PRESS WITH EMERGENCY VPN



Emergency VPN

Our Emergency VPN program provides journalists, activists, and NGO representatives working in high-risk or heavily censored regions with free access to Surfshark VPN. This enables them to securely connect to the internet, protect sensitive communications, and bypass government censorship when reporting or advocating for human rights. By ensuring safe, encrypted access to information, the program helps those on the front lines of digital freedom continue their work without fear of surveillance or interference. This year, we supported those efforts by distributing nearly 3,000 Emergency VPN accounts to individuals and organizations in need.

BACKING EVENTS THAT INSPIRE ACTION

RightsCon



We were proud to participate in [RightsCon 2025](#), held in Taipei, Taiwan, the world's leading conference on human rights in the digital age. At our booth, we engaged with thousands of participants to discuss the importance of online privacy, cybersecurity, and the role of VPNs in protecting digital freedom. Our team also joined a panel on democratic election disruption and internet censorship, where we emphasized how privacy tools like VPNs help uphold access to information and free expression. We also presented our Emergency VPN program, taking the opportunity to answer cybersecurity questions live for the first time.

EDRi Privacy Camp



This year, we also supported [Privacy Camp](#), organized by European Digital Rights in collaboration with academic and civil society partners. The event unites digital rights advocates, activists, academics, and policymakers from across Europe to address today's most pressing online human rights challenges. By contributing to this important gathering, we helped create space for meaningful dialogue and collaboration on advancing privacy, freedom of expression, and responsible technology in the digital age.

Media Innovation Festival

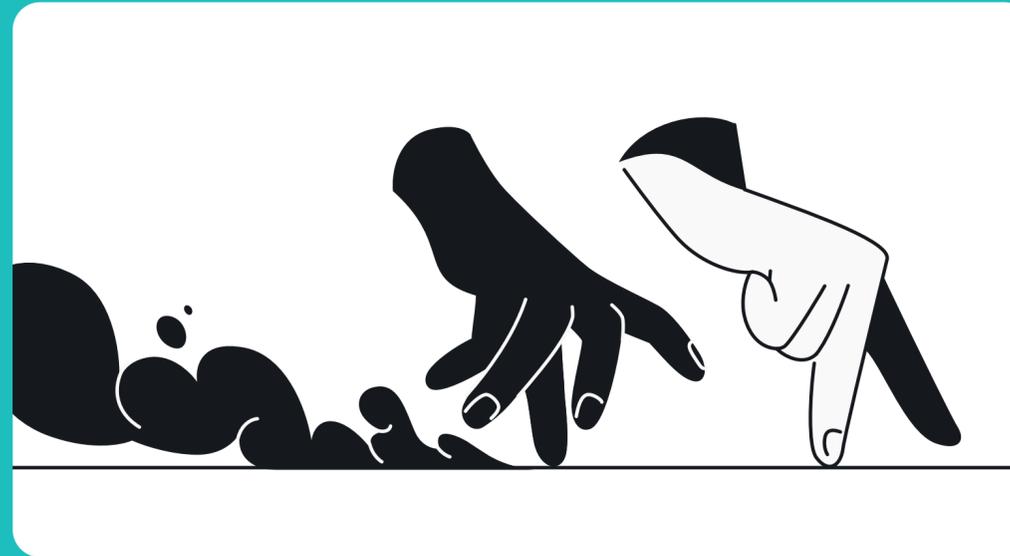


We took part in the International Press Institute's [Media Innovation Festival](#), engaging with journalists and media professionals on digital privacy and security. Miguel Fornés Belcasem, our Security Governance and Compliance Manager, led a live workshop demonstrating how attackers exploit human behavior and technology, highlighting the importance of digital hygiene. Vaiva Norkunaite, our Public Relations Manager, introduced Surfshark's research hub, which conducts studies on privacy and cybersecurity.

BUILDING A GREENER FUTURE WITH SUSTAINABILITY EFFORTS



Walking challenges



We organized and participated in a series of walking challenges that combined wellbeing with purpose. Together, our employees walked to make a real environmental and social impact, planting 450 trees – one for every 100,000 steps taken. In addition, our team participated in a Tesonet group-wide initiative to raise funds for Back to Life, supporting prosthetics and rehabilitation for an injured Ukrainian soldier. These activities strengthened our sense of community while promoting both sustainability and solidarity.

Sustainability trivia



We hosted a sustainability-themed trivia event that encouraged employees to learn more about the planet and how to protect it. Participants answered questions on topics like environmental conservation, sustainable living, recycling, and diversity. The friendly competition not only tested their knowledge but also inspired new ideas for making everyday actions more environmentally conscious.

BUILDING A GREENER FUTURE WITH SUSTAINABILITY EFFORTS

Impact Report 2024



We released our second [Impact Report](#), highlighting the progress we've made in sustainability, digital rights advocacy, and community initiatives. The report reflects our continued commitment to transparency and accountability while showcasing the steps we're taking to create a safer, more sustainable digital future.

UN Global Compact



As part of our growing sustainability commitment, we joined the UN Global Compact, the world's largest initiative promoting responsible business practices grounded in respect for human rights, fair labor, environmental protection, and anti-corruption.

The Shark Trust's Big Give Christmas campaign



We partnered with the Shark Trust through the Big Give Christmas Challenge, helping to double all donations made to the Indian Ocean Sharks Appeal. With three-quarters of oceanic sharks and rays now threatened with extinction, this initiative is crucial to advancing science-based protections, strengthening conservation enforcement, and giving these vulnerable species a real chance at recovery.

NURTURING COMMUNITY AND INCLUSIVITY

“You donate, we double” campaign



We continued our tradition of holiday giving with the “You Donate, We Double” campaign, where employees contributed to support children, teens, elders, and the Blue/Yellow fund for Ukraine. Surfshark matched every donation, doubling the impact of their generosity.

Supporting Scanorama



This year, we supported the European film festival Scanorama, contributing to the “Night Creatures” category – a showcase of films defined by creativity, boldness, and bravery.

Pride Month



We organized our Pride initiative once again, inviting employees to donate to LGBTQ+-supporting charities and receive limited-edition merch celebrating inclusivity.

THE PEOPLE BEHIND SURFSHARK



A WORD FROM OUR HEAD OF HUMAN RESOURCES

“This year, we turned our principles into action, embedding high standards, ownership, collaboration, and open-mindedness into everything — from hiring to development. By strengthening our leaders, investing in growth, and caring for wellbeing this year, we continue to build a culture that lifts people up. Heading into next year, we’ll carry this momentum forward, welcoming new talent and empowering every one of us to grow and contribute in meaningful ways.”

— Beatričė Leikaitė

EMPLOYEE STATISTICS IN 2025

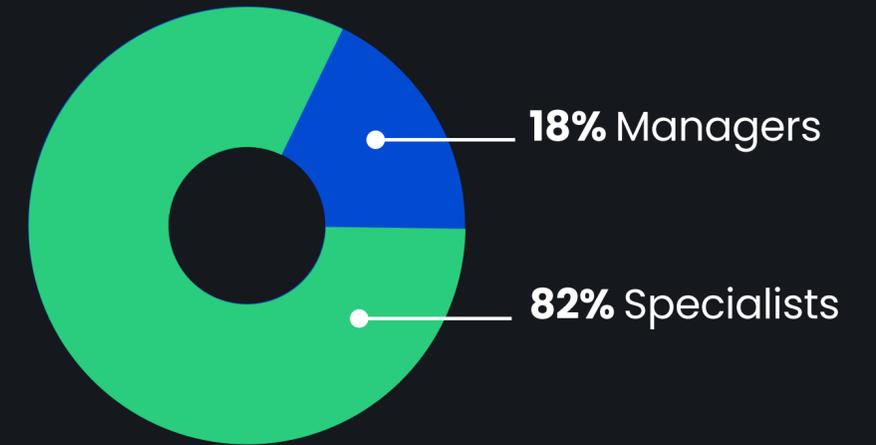
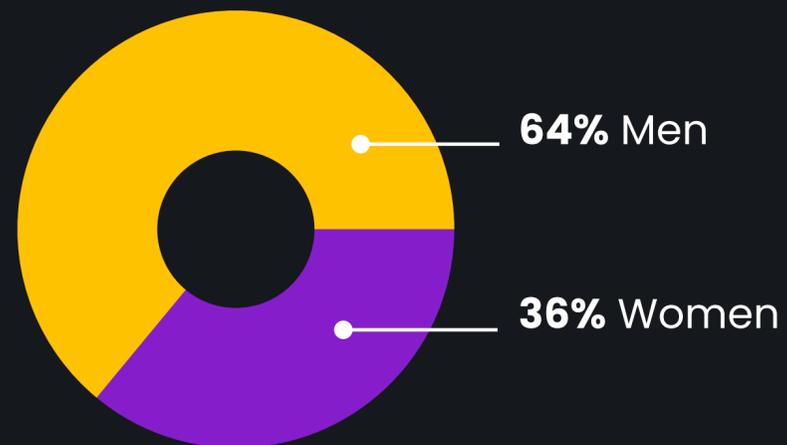


103 Promotions

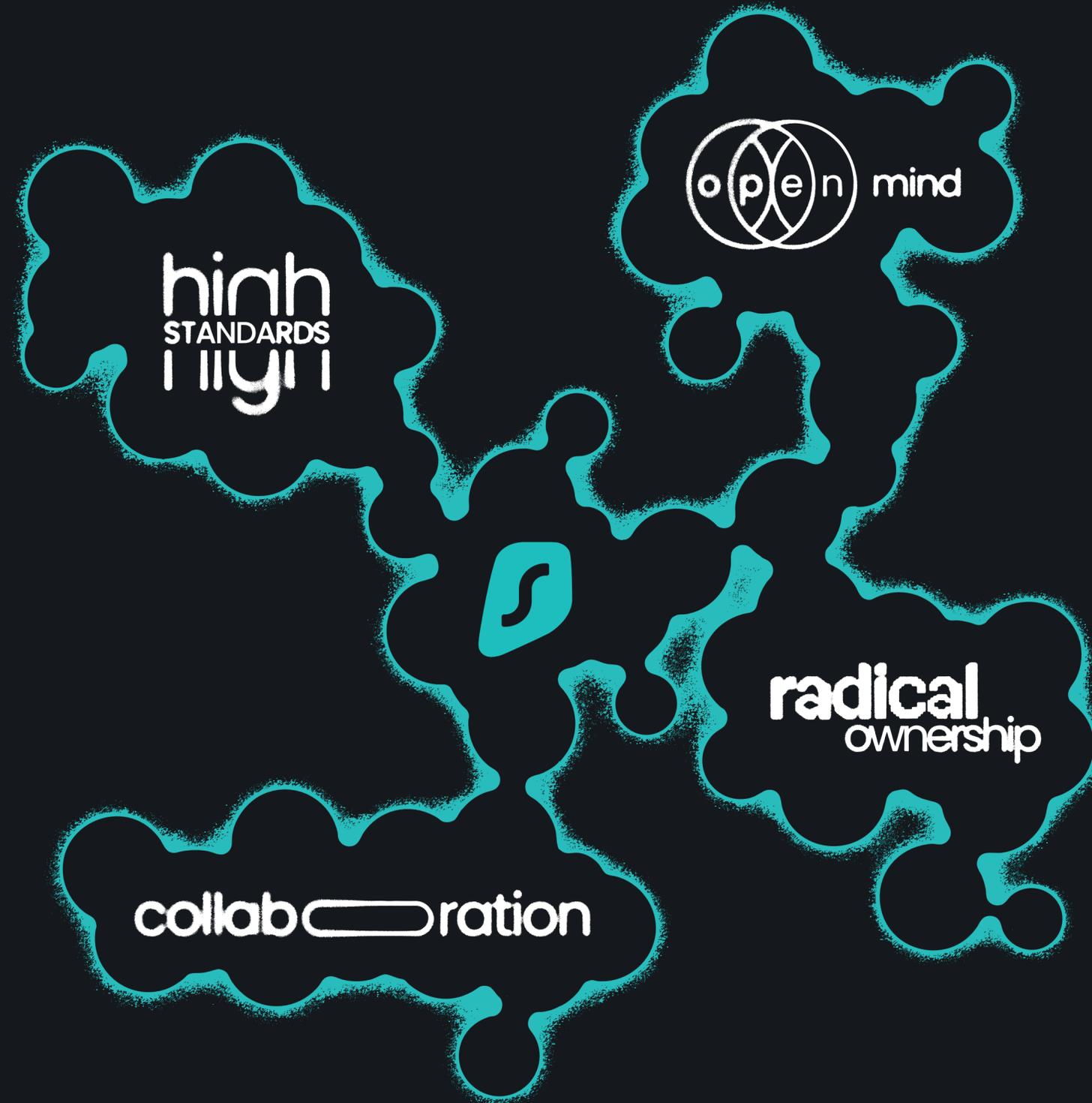
169 Newbies

34 Average age

5,507 Hours spent in workshops



TURNING WORDS INTO ACTION WITH SURFSHARK PRINCIPLES



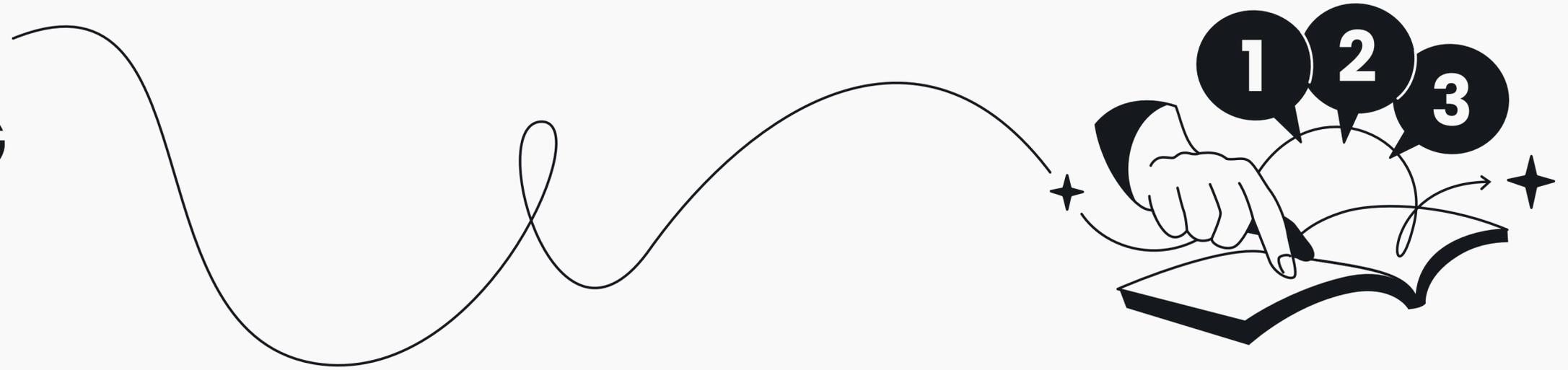
Our principles

This year, we introduced a refreshed set of core principles that aren't just words on paper; they now shape our hiring, onboarding, and performance reviews, and have become part of daily life at Surfshark. By embedding them into our internal processes and culture, we ensure that every interaction, whether with users, partners, or candidates, is grounded in the same commitment to excellence, integrity, and shared accountability.

Principles Ambassadors

After establishing the principles, we launched a new initiative called Principles Ambassadors, inviting the company's strongest culture contributors to join a project team and work on initiatives that create real, meaningful cultural impact. One of the first outcomes was the Principle Badges System — a framework that recognizes employees for contributions beyond their direct responsibilities and celebrates the behaviors that strengthen our culture every day.

FUELING GROWTH THROUGH LEARNING AND DEVELOPMENT



Individual growth



This year, we prioritized making Surfshark an even better place to grow, creating clearer paths to promotion and supporting development through new initiatives. One notable example is the launch of Individual Development Plans, giving each employee a structured and personalized way to take ownership of their career.

Leadership development



We focused heavily on strengthening our leaders through both HR-driven and external initiatives, training programs, and internal leadership circles. The goal was to build a strong leadership layer capable of guiding us toward becoming a high-performing organization.

Effective feedback



Our feedback culture was improved by launching Feedback Week and feedback workshops. These initiatives encouraged more open, constructive conversations and equipped teams with practical tools for giving and receiving feedback effectively.

Employee wellbeing



We expanded our focus on employee wellbeing through a dedicated Wellbeing Week, covering physical, mental, and financial health. Alongside continuing benefits like mental health apps and physical training sessions, we introduced new financial education initiatives on topics such as taxes, investing, and pensions.

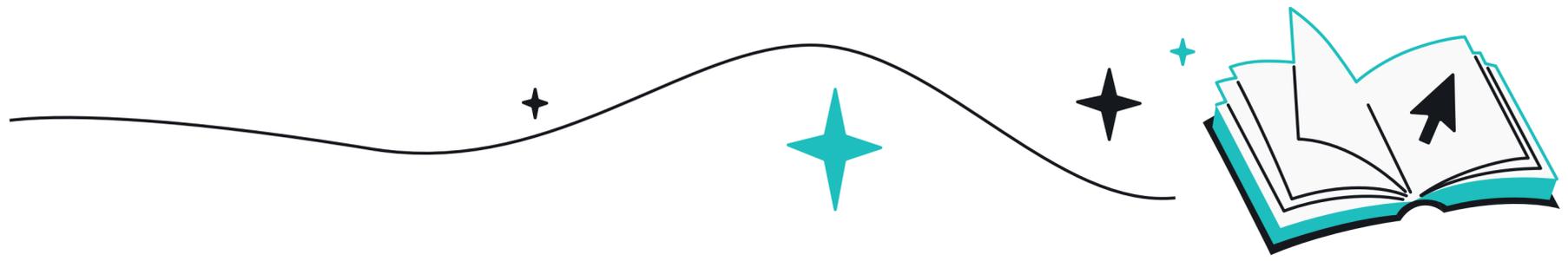
Safety training



We also strengthened workplace safety through our Safe & Sound training, covering everything from first aid to preparing for extreme or unexpected situations. These sessions equipped employees with practical skills and clear guidance on how to respond confidently in emergencies.



SHARING THE KNOWLEDGE



Tech Wave



We continued Tech Wave — our internal tech event where volunteers share their knowledge, discuss challenges, explore solutions, and present the tech topics that inspire them. This year’s agenda explored everything from long-term engineering strategy and infrastructure management to in-house innovations such as FastTrack, Android updates, and AI-driven solutions.

Surfer’s Lounge



Surfer’s Lounge is our open meetup space for sharing knowledge and inspiring new ideas. In 2025 we organized three external meetups covering a range of topics, from showcasing the rapid development of Alternative ID to hosting industry colleagues for a joint discussion on risk awareness in companies.

Advancing cybersecurity awareness



This year, we strengthened public awareness around cybersecurity by participating in several events. At the Lithuanian Presidency, we contributed to a discussion focused on advancing digital literacy among older adults. Meanwhile, at an industry conference, our CSO, Tomas Stamulis, spoke with leading business figures about the importance of cybersecurity and why company leaders must invest in it.

WHAT'S NEXT?



Technical overview

In 2026, we'll concentrate on improving product quality and making the value of Surfshark even more visible to our users. That means strengthening existing features, enhancing performance, and reducing friction throughout the experience. We'll put more focus on long-term quality processes and clearer communication of feature benefits, ensuring that every improvement contributes to a more polished and dependable product. We'll also carry out more third-party audits to ensure transparency and maintain the highest standards of trust and security.

Global recognition

Moving forward, we will continue exploring new ways to reach and engage more people, experimenting with a wider range of outlets and creative formats. By testing new ideas and channels, we'll continue to raise awareness around cybersecurity and highlight its relevance in everyday online life.

Incogni

Next year, Incogni will focus on proactively identifying and addressing data exposures. Our goal is to understand each user's personal risk profile and apply targeted treatments and removals as needed. By consistently reviewing and updating these profiles, we will continue to ensure strong, 24/7 protection. In this ongoing mission, Incogni aims to stay at the forefront of data privacy and security so users remain safe at all times.

Research project and initiatives

Looking ahead, we will continue updating our ongoing projects, including the Digital Quality of Life study and the Internet Shutdown Tracker. This will ensure we deliver the latest insights into cybersecurity, digital life, and global internet use. We will keep examining the fast-evolving world of artificial intelligence and launch new research initiatives focused on security, risk, and privacy. Throughout the coming year, we will also closely monitor major developments and emerging trends across the online landscape.

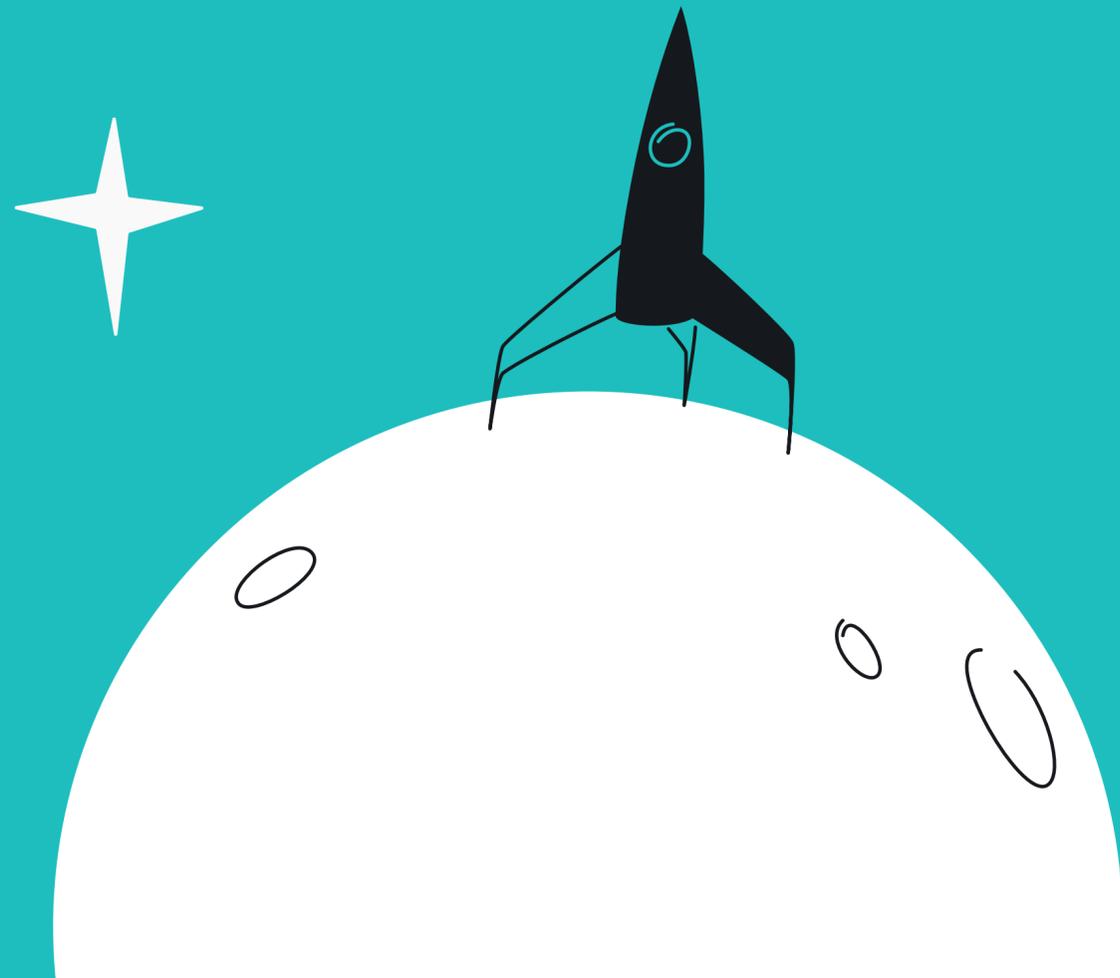
Corporate social responsibility

We will continue engaging in meaningful global conversations around digital rights and online freedom. In 2026, we plan to participate in events such as the Perugia International Journalism Festival — bringing together journalists, policymakers, and experts to discuss the challenges facing media and free expression today. Alongside this, we will deepen our collaboration with nonprofits and NGOs working in the digital rights space. We will continue advocating for important cybersecurity topics while expanding our Emergency VPN program to better support journalists, activists, and people operating in challenging environments. Finally, we plan to introduce more structured and purposeful donation initiatives to increase our positive impact.

People behind Surfshark

In the coming year, we'll focus on strengthening our teams by hiring experienced senior and lead talent while also creating more growth opportunities for the people already at Surfshark. We'll continue developing our leadership layer, enabling managers to be both supportive and set high expectations — helping build a culture rooted in high performance, trust, and accountability. Improving our feedback culture will remain a key priority, as greater openness and collaboration lead to stronger results. We'll also keep expanding our Poland office, aiming to grow to around 100 team members and establish a stronger employer brand there.

AND THAT'S A WRAP FOR 2025!



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