Asana Fiscal 2024 ESG Report

asana

Contents

Equipping organizations to solve global challenges

About this report

Our annual Environmental, Social, and Governance (ESG) Report details the actions we're taking to build a resilient, sustainable company that puts ESG factors at the core of our business practices and value chain. By pursuing our ESG goals and commitments—from product innovation and data security to diversity, inclusion, and belonging (DIB)—we're advancing a company and platform our stakeholders can love and trust.

We publish disclosures in line with Sustainability Accounting Standards Board (SASB) Standards for Software and IT Services and in reference to the Global Reporting Initiative (GRI) Standards within our report appendix. We have also begun incorporating Task Force on Climate-related Financial Disclosures (TCFD) recommendations into our reporting. We monitor developments in ESG reporting standards and regulatory requirements and will adapt our ongoing disclosure accordingly.

Unless otherwise specified, our data and disclosures cover Asana's global operations for fiscal year 2024 (FY24), ending January 31, 2024.

Welcome

At Asana, we're on a mission: to help humanity thrive by enabling the world's teams to work together effortlessly. We empower organizations by enabling them to orchestrate work in one connected space.
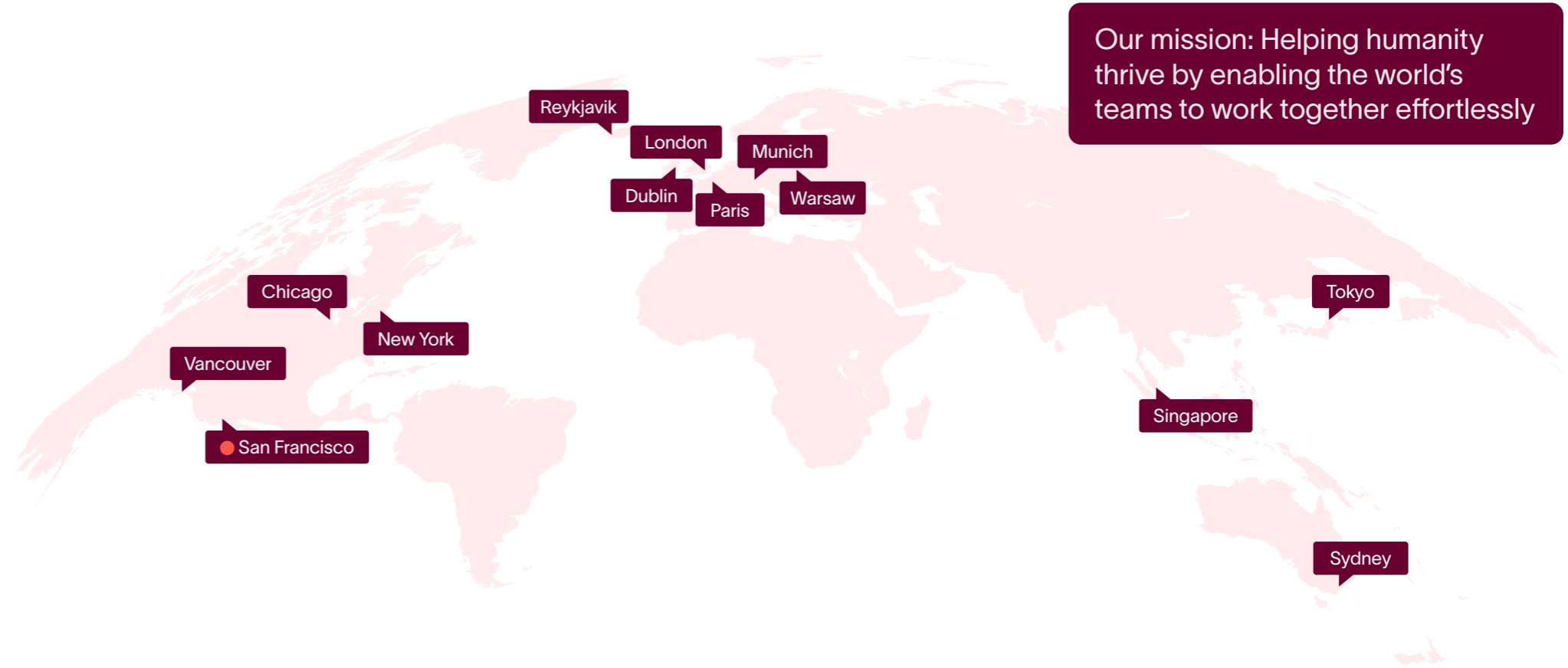
Asana is a work management platform that helps organizations transform goals into action, streamlines workflows across teams and technologies, and focuses employee potential on the work that matters.

Our goal is to help teams and organizations harness the best of human potential—blending technology with human capabilities to be more effective and realize their own goals. To achieve this, we've built a work management platform that empowers every team to focus on executing on the work that moves their business forward.

Through our platform and the Asana Work Graph® our proprietary data model, we enable strategic alignment, seamless teamwork, and operational agility. And, with our 13 offices globally, we support our customers around the world.

Asana around the world

● Headquarters

Our mission: Helping humanity thrive by enabling the world's teams to work together effortlessly

Reykjavik
London
Munich
Dublin
Paris
Warsaw
Chicago
New York
Vancouver
Tokyo
San Francisco
Singapore
Sydney

Asana in numbers

$652.5M
FY24 total revenue

150,000+
customers

1,840
employees worldwide

13
offices globally

A letter from our CEO and Co-Founder, Dustin Moskovitz

At Asana, our mission is to help humanity thrive by enabling the world's teams to work together effortlessly. We believe technology can empower teams to achieve more together—to be more creative and empathetic, and find more meaning in their work.

With the rapid advancement of AI, we now have an unprecedented opportunity to reshape the nature of work itself. However, realizing this potential requires an intentional, human-centric approach to AI development and deployment—one that augments rather than attempts to replace our inherent creativity and collaborative spirit.

Guided by these principles, we've been able to pioneer high-impact AI experiences that users can engage with confidently. We've woven powerful intelligence capabilities throughout Asana to help teams clarify goals, streamline processes, balance workloads, and spend their time on the work that matters most.

We are honored to work alongside some of the most innovative companies in the world using Asana to drive positive change—from Polestar's electric cars to the conservation initiatives of the Wildlife Conservation Society, and the innovative breakthroughs at CancerScan, which combines AI, marketing science, and behavioral economics to improve public health.

I couldn't be more proud of the progress we've made—not just in building an amazing product but also in having a positive impact on people and the planet. This year's ESG report showcases how we're bringing our values to life:

People: We can't create a high-impact product without a high-quality culture. That's why I'm thrilled Asana was named among Inc. magazine's "Best Workplaces" for the sixth year running. Helping every employee thrive remains my top priority. From our employee resource groups to our training and mentorship programs, we're committed to investing in our people.

Product: The launch of Asana Intelligence last year marked an exciting milestone in our AI journey. With the rapid advancement of AI, we have an unprecedented opportunity to reshape the nature of work itself. As we innovate, we're deeply committed to upholding strong AI ethics and empowering customers with control over their data. Getting this right is critical as we serve more enterprises.

Planet: On a personal note, I'm proud we've maintained carbon neutrality while finding even more ways to lighten our footprint. From purchasing 100% renewable electricity to our LEED Gold-certified offices, we're walking the talk. But we know we must keep raising the bar.

Trust: Asana is in business for the long term. Earning and keeping customer trust through robust privacy, security, and AI governance is paramount. Our ISO certifications and controls demonstrate our commitment here.

While energized by our progress, I know it's just the beginning. ESG is integral to Asana's long-term strategy and value creation. We'll keep transparently sharing our journey with you as we challenge ourselves to do more and better.

I'm more excited than ever about the potential of Asana, our vision for collaborative work management, and the value we can provide for our customers in this new era of work. The best is yet to come.

Dustin

A strategy for positive impact

We're dedicated to enabling organizations to advance possibilities for people and our planet. Our founders realized that in order to drive real progress in the world, people need to be empowered to work together even more effectively and creatively. Today, however, team coordination and clarity around goals and responsibilities remain major obstacles. At Asana, we're innovating to solve this problem. Our platform brings clarity, accountability, and intelligence, elevating human capabilities so teams can be more effective and achieve their goals.

Asana is designed for leaders, innovators, and problem-solvers, accelerating crucial work on vital issues that benefit humanity. We leverage powerful AI-enabled solutions to streamline strategic planning, allowing people to focus on achieving their goals.

We're a mission-driven company, committed to fostering positive impact for humanity and the planet. We believe the best way to effect these positive changes is through building a sustainable, inclusive workplace, ensuring ethical practices, and promoting technological resilience. Our values are infused into our product and culture.

People

Embracing human value

We were founded on a human-centered mindset, from our teams to the communities we serve, and the products we create for our customers. We invest heavily in our people—early, often, and broadly. From recruiting and onboarding to training and development, we take a thoughtful, long-term view of our organization and culture to drive better business outcomes.

Product

Elevating organizational impact

We enable customers to work smarter, maximizing impact, and driving clarity and accountability with security, governance, and control.

Planet

Enabling collaboration for a thriving planet

Our products empower environmental innovators to drive real progress, bringing visibility and clarity so teams can do their best work together. At the same time, we're taking significant steps to reduce our own environmental impact.

Trust

Ensuring durability through trust

We aim to build a resilient, sustainable business that will deliver impact for years to come, with strong governance and a ubiquitous commitment to ethics that will keep us on the path to long-term success via the values of trust, safety, and integrity.

What matters most

Developing an ESG strategy isn't a guessing game; it's about keeping our finger on the pulse and tapping into the issues that are most significant for our business and stakeholders.

We're continually engaging stakeholders to understand their priorities, and in FY22, conducted our first ESG materiality[1] assessment to formalize that information. We periodically refresh this assessment—most recently in 2023—to ensure we keep pace with changing circumstances.

Through our materiality assessment, we uncovered 13 material ESG topics. Leaning on both quantitative and qualitative insights, we completed a broad review of industry ESG disclosures and SASB Standards for the Software and IT Services industry. We also performed a comprehensive survey and in-depth interviews with senior leadership, functional teams, investors, and customers.

Six topics were identified as tier 1 priorities:

- Data security
- Innovation
- Diversity, inclusion, and belonging
- Managing systemic risks from technology disruptions
- Data privacy
- Employee recruitment, engagement, and retention

Representing the highest potential impacts on our business, as well as our greatest opportunities to create stakeholder value, we're focusing our resources on addressing these tier 1 priority topics.
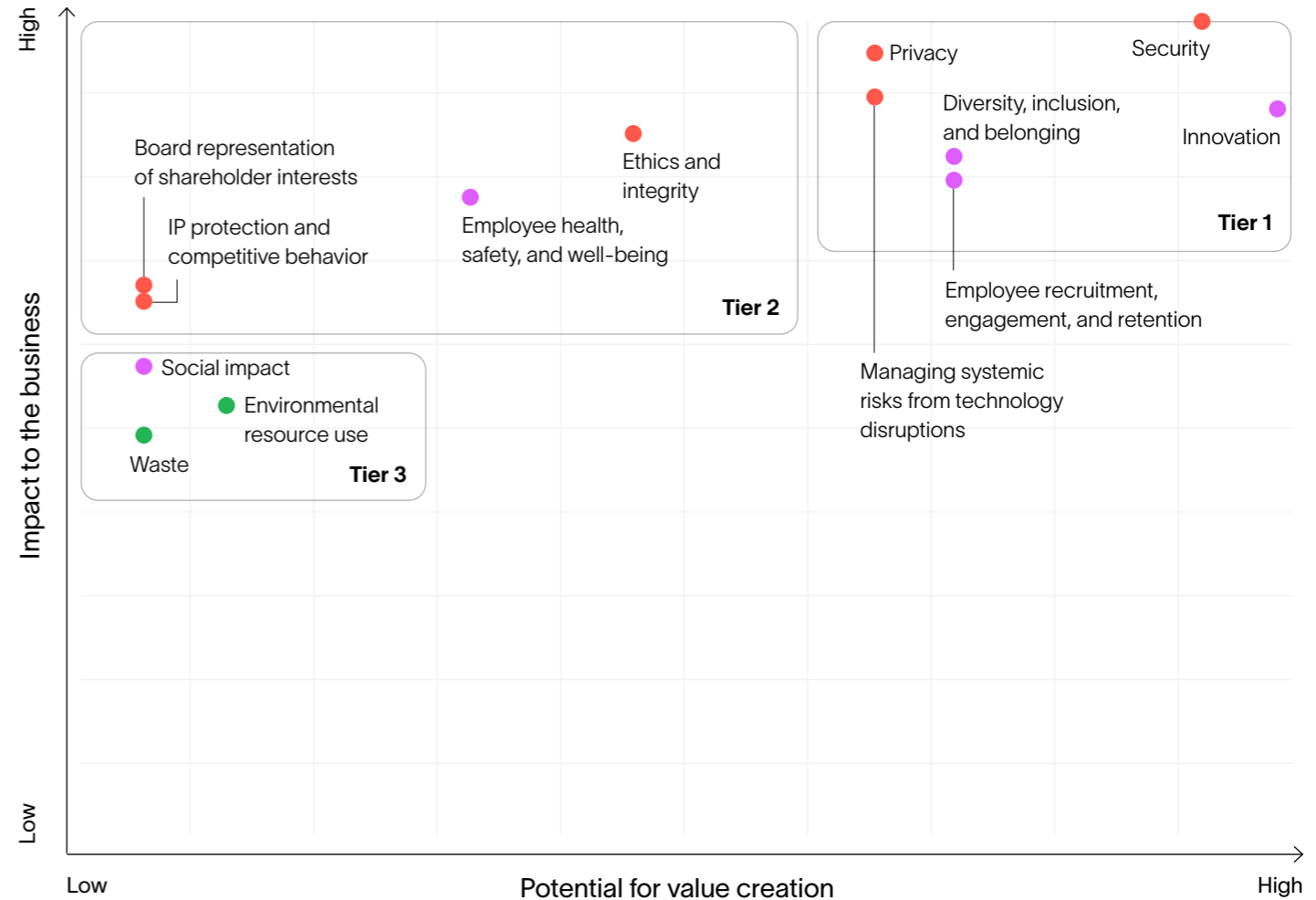
Drivers of our materiality evolution

Evolving stakeholder views

Unfolding global trends

Emerging opportunities and potential risks

Materiality matrix

- 🟢 Planet
- 🟣 People
- 🔴 Trust

Materiality matrix scatter plot. Y-axis: Impact to the business (Low to High). X-axis: Potential for value creation (Low to High).

Tier 1: Privacy, Security, Diversity, inclusion, and belonging, Innovation, Employee recruitment, engagement, and retention, Managing systemic risks from technology disruptions

Tier 2: Board representation of shareholder interests, IP protection and competitive behavior, Employee health, safety, and well-being, Ethics and integrity

Tier 3: Social impact, Environmental resource use, Waste

[1] "Materiality" for purposes of our ESG reporting includes impacts on communities, the environment, and stakeholders such as employees, customers, and suppliers. The inclusion of topics in our ESG reporting, even when described as "material," does not indicate that such topics are material to the company's business, operations, or financial condition or "material" as pertains to US federal securities laws or any other applicable regulatory framework.

Our priorities for progress

We're pursuing positive impact for humanity and the planet, with priorities that set us on a clear course to meaningful action.

People

Expand how employees advance their careers by orienting skills development around AI training, proactive development planning, and leveraging career development budget.

Recruit high-impact Asanas in alignment with our representation goals.

Build a culture that drives business outcomes through clear Asana values, employee resource groups (ERG) community health, and strong employee engagement.

Strive to benefit communities with high-impact initiatives by aligning our success with philanthropic organizations, meeting our philanthropic aims as a Pledge 1% participant.

Product

With the Asana Work Graph + AI, drive clarity, accountability, and impact at scale.

Uphold our AI principles as we continue to innovate, develop, and deliver our software and services.

Empower customers to have more control over their data.

Pursue additional security, privacy, and regulatory-aligned certifications, where applicable.

Strengthen the Asana platform by communicating a compelling vision and a clear strategy, and connecting goals across teams.

Planet

Continue to source 100% renewable electricity for our offices.

Continue to operate as a carbon neutral company[2] while implementing even more effective ways of reducing emissions.

Achieve ISO 14001, an environmental management certification, across our operations.

Work with our largest suppliers to understand their emissions reduction strategies and disclosures.

Trust

Categorize our suppliers as high or low risk and implement our Supplier Code of Conduct, identifying those suppliers who have signed it or an equivalent code of their own.

Ensuring AI governance and controls align with enterprise customer needs.

2   Our carbon neutral boundary includes our direct emissions for Scopes 1 and 2 as well as certain indirect emissions for Scope 3, namely business travel, employee commuting, and outsourced data centers.

FY24 highlights

100% renewable electricity maintained across our operations and continued to be a carbon neutral company

→ Learn more on page 32

Achieved LEED certification for our New York office

→ Learn more on page 33

80% of employees would recommend Asana as a great place to work

→ Learn more on page 17

Launched The Work Innovation Score, a proprietary, first-of-its-kind AI-driven benchmark developed by The Asana Work Innovation Lab

→ Learn more on page 27

Launched Asana Intelligence in 2023, elevating customer capabilities with AI-powered features

→ Learn more on page 29

Named among the Best Places to Work by Inc. magazine for the sixth year in a row

→ Learn more on page 4

Awards and recognition

Glassdoor

Best Places to Work 2023

Consistently scored greater than 4.2 out of 5 overall

Greater than 87% for "CEO approval" and "Recommend to a Friend"

'GLASSDOOR'

Great Place to Work and Fortune

Best Workplaces in the Bay Area 2023

Best Workplaces for Millennials 2023

Best Workplaces in Technology 2023

FORTUNE 100

Fast Company

Best Workplaces for Innovators (Enterprise category)

FAST COMPANY

Gartner[3]

Named a leader in the Gartner® Magic Quadrant™ for Collaborative Work

Gartner also positioned us first in Completeness of Vision

Gartner®

Customer spotlight

We succeed when our customers succeed and see it as a source of joy when they share their greatest Asana-enabled achievements with us. Asana enables organizations to achieve greater outcomes for people and the planet. In this report, we're proud to highlight some of that customer impact in action.

GoodRx

A prescription for healthy work management

Telehealth marketplace and free-to-use website GoodRx has a simple but important mission: helping Americans get the healthcare they need at a price they can afford. By letting consumers track prescription drug prices and offering coupons for medications, GoodRx has helped Americans save over $25 billion in prescription costs.

It's important work and an undertaking that requires finely tuned collective action to ensure they're reaching the right customers, pharmacies, discount offers, and internal teams. To achieve that sort of seamless connection, GoodRx turned to Asana for work management.

Where, historically, each GoodRx team was using their own task management tool—a setup that caused silos and fractured oversight. By moving to Asana, they gained new levels of visibility over company-wide activity. And the results speak for themselves. Since making the switch, GoodRx has saved an estimated 125 workdays annually thanks to features like Forms that help streamline requests. Asana also helps create a single source of truth for task progress, so everyone can access the information they need when they need it.

MORNINGSTAR | SUSTAINALYTICS

Bringing best-in-class ESG insights to clients, faster

Sustainalytics is on a mission to provide the insights required for investors and companies to make more informed decisions that lead to a more just and sustainable global economy. For more than 30 years, the company has been delivering innovative solutions for the world's leading institutional investors so they can identify, understand, and manage ESG-driven risks and opportunities.

To produce their leading ESG analysis, the ESG Research teams at Sustainalytics rely on Asana to manage their work.

The org-wide Asana deployment is managed by the Change Management/PMO team, which provides air traffic control for collaborative work across the organization.

Because processes are centralized and standardized in Asana, Sustainalytics has gained business resilience benefits through the ability to re-assign work at scale, elimination of silos across research pillars, and visibility into all work in flight and how it's tracking for better decision making. As a result, teams are able to produce their leading ESG research for their clients faster.

Customer spotlight

CANCERSCAN

Scaling preventative medicine for better life expectancy

In Japan, where the population is aging, increasing medical costs and the gap between "life expectancy" and "healthy life expectancy" are becoming social issues. Preventative medicine is one solution. However, unless the country can understand the health status of its citizens, it cannot prevent the disease.

CancerScan combines AI, marketing science, behavioral economics, and public health expertise with a mission of making people and society healthier. Their purpose? To analyze health data held by local governments and encourage behavioral changes to help people become healthier.

After a successful free trial of Asana Premium to manage agendas and to-do's in executive meetings, the company rolled out Asana across the business. One of the key drivers for this was its easy-to-understand interface that even non-engineers could easily use.

Prior to Asana, the business depended on people talking to each other to confirm and communicate detailed tasks for hundreds of projects. In such situations, omissions and mistakes were inevitable. The company now uses Asana to centralize its tasks, resulting in mutual support, fewer meetings, and greater transparency. CancerScan is currently using Asana as a tool for management, but the ultimate aim is to use it to clearly understand how business departments—and even individuals—are contributing to the company's mission and strategy.

WCS

Saving nature, empowering people

Established in 1895, the Wildlife Conservation Society (WCS) is the world's most comprehensive wildlife conservation organization, with over 500 programs in nearly 60 countries to help manage protected places and slow climate change. The WCS works with hundreds of partner organizations that share its science-based conservation mission.

Before Asana, project contributors all used different tools to manage their work—email, spreadsheets, and a mix of apps—which caused visibility issues and slowed everyone down. With Asana, WCS teams can now access shared timelines, documents, and action items, updated in real time.

The organization has saved an estimated eight workweeks per year and, on average, contributors initiate collaboration with another user via Asana more than 2,700 times every month. These time savings free up WCS resources so teams can expand

the scope and impact of their projects— without increasing costs. What's more, it's facilitated greater connections with third parties. Half of WCS's Asana users may be internal employees, but the other half are external contributors, with vendor scope of work increasing by 35% as a result.

As an example, the WCS team has recently used Asana to orchestrate Nature's Strongholds Impact Platform, a global data reporting initiative to surface and showcase detailed metrics from hundreds of conservation sites and partner organizations.

Customer spotlight

Opening the door to quality, affordable education

Austin Community College District (ACC) is on a mission to provide access to an affordable college education for students who want to earn a degree, learn a marketable skill, or advance their careers. Over the past 50 years, they've become one of the largest colleges and universities in the nation with 11 campuses serving nearly 76,000 students annually across 100+ programs of study.

The college has ambitious goals to serve more students with affordable, flexible access to education pathways. To help achieve this, the Provost Council and their teams rely on Asana to align the work faculty and staff do with ACC's strategic goals so they can track progress and student outcomes. Additionally, Asana is helping them reduce labor costs with automation, increase the accuracy and quality of work, and improve collaboration and teamwork so they can focus on offering an extraordinary learning experience that puts every student on their path to success.

Shining a light on solar marketing

Sunrun is on a mission to connect people to the cleanest energy on Earth. They pioneered home solar and storage as a subscription service to make local clean energy more accessible to everyone, and their innovative home battery solutions bring families affordable, resilient, and reliable energy, even when the electric grid goes down. The company is well on its way to realizing its vision of life running on clean energy.

Since 2007, Sunrun's solar energy systems have generated 25.6 billion kilowatt-hours of clean energy, which has helped enable the avoidance of an estimated 14.6 million metric tons of CO_2e from entering the atmosphere.

This is the equivalent of taking 3.2 million cars off the road for a year.

To help drive this positive environmental impact, Strategy, Operations, Brand, and Analytics teams within Sunrun's Customer Experience and Marketing departments rely on Asana to manage strategic programs from start to finish, streamline work intake, and track progress on their goals. With Asana, teams have centralized collaboration in one place and have visibility into work in flight. It enables them to make faster, more informed decisions to improve customers' experience and accelerate the expansion of clean energy.

Customer spotlight

Polestar

The roadmap to greater clarity

Established in 2017, Polestar creates electric cars with innovation, speed, and sustainability at their heart. Headquartered in Sweden, they expanded to Germany in 2019 with a team of 50 employees. With this growth and increasing business complexity came a need to structure and prioritize processes to ensure Polestar could continue delivering the quality experiences their customers expect.

Polestar Germany has leveraged Asana to improve various workflows, including ordering processes and delivery. By tracking tasks and communications through Asana, Polestar has designed out the need for endless meetings and spreadsheet trackers, resulting in increased delivery efficiency, consistency, and quality. Asana has also supported Polestar in expanding their German service network. Through creating checklists that can be duplicated, modified, and reused every time a new service point is added, the after-market

department successfully expanded national service points from 23 to 200. What's more, by standardizing the process, Polestar was able to shorten the expansion process by a month.

While Asana is currently only used at Polestar Germany, the results have been compelling. The team is now looking to understand what other features could elevate work processes—and where else in the business they could implement the platform to enable cross-border efficiency.

Lifewater

Increasing workflow to stem the water crisis

Today, a child dies from preventable waterborne disease every two minutes. That's why nonprofit Lifewater exists—to end the global water and sanitation crisis. To facilitate their vital work, they looked to Asana to bring together their global teams and distributed workflows under a single, united system.

Starting off by using Asana for one project—revamping their website—Lifewater quickly recognized the value our solution delivers for streamlining workflows and cutting out the busywork. From there, they brought it

to other projects and tasks including public communications, campaigns, and on-the-ground water and sanitation program implementation.

Asana has helped Lifewater bring their communications into one centralized place, bringing an end to long email threads and enabling greater team agility. It also supports greater engagement with external stakeholders, such as journalists and freelancers, helping amplify their cause on a wider scale.

People

Embracing human value

At the center of everything we do, it's the people that matter. To accomplish great things for the world and to drive better business outcomes, the organizations, teams, and people that make it possible need to be enabled to collaborate and thrive. From championing the needs of our employees to uplifting our communities, we fully invest to enablepeople to do their best work.
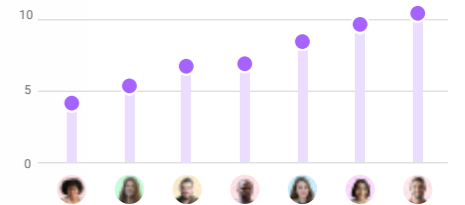
Sales Manager

IT Director

VP Operations

Working with clarity and purpose

2 Filters

In this section

Workforce alignment

At the heart of every one of our innovations are talented, value-driven, mission-aligned people—our Asanas. We invest fully in talent, cultivating a great place to work while empowering our people to leverage the full extent of their capabilities and achieve exceptional results. We believe that you can't create a high-quality product for your customers without building and nurturing a high-quality culture.

Mission

Help humanity thrive by enabling the world's teams to work together effortlessly

Asana culture

Decisions   Values

Our culture

We believe culture lives at the intersection of our mission, our values, and the decisions we make every day to deliver on our goals and elevate our people and our product. We strive for a culture of clarity, accountability, transparency, empathy, humility, and, as a result, trust. And we invest deeply in building norms, practices, and structures that support and drive business outcomes.

Our culture ties tightly to our mission, and we value clarity at all levels of work and responsibility so everyone can understand how they contribute to Asana's success. Our Asanas co-create our culture and bring it to life every day by working hard, collaborating intelligently, and moving fast.
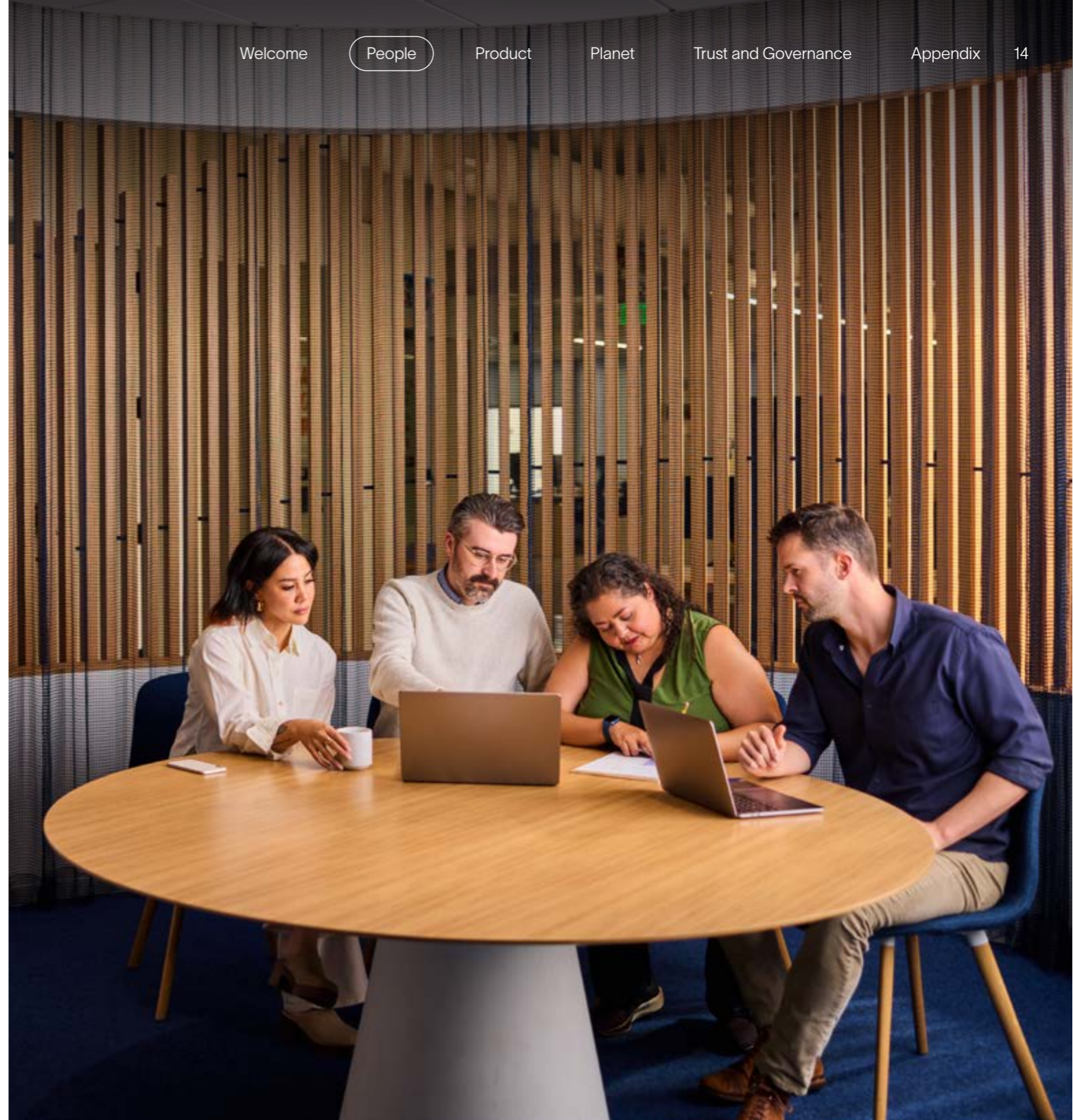
Our values

Mission	We are purpose-driven people, dedicated to serving something beyond ourselves. Having mission as a value also allows us to continually ground ourselves in why we're building Asana.
Do great things, fast	We commit to being great at the things we do and doing them fast, without sacrificing one for the other.
Clarity	Our product and culture aim to ensure that teams know who is doing what, by when, and why, which unlocks the best work experiences and outcomes.
Co-creation	Great achievements are almost always the result of not one, but many. We bring our best, let go of egos, and work with empathy and trust to do great things together.
Give and take responsibility	Having integrity around our commitments means seizing exciting opportunities, and also owning it when we have to deprioritize something. We accept full ownership of our commitments, and empower and trust others to achieve theirs.
Mindfulness	We focus on the present and aim to give ourselves time to reflect and space to integrate what we learn. These practices allow us to collectively learn from and improve all that we do and to continually evolve our culture.
Reject false tradeoffs	We stay curious, creative, and open to new perspectives. Choosing between two sides of an extreme results in losing the benefits of one, so we commit to searching for a third way that incorporates the truths of both.
Being real (with yourself and others)	We show up as our whole selves—vulnerable, passionate, and willing to learn and grow. We know our best work is tied to authenticity—the state that allows growth and collaboration.
Heartitude	We embrace what makes us human, take time to play and have fun, and create meaningful experiences for their own sake. Why do we have a unicorn flying across our product when we mark a task complete? The real question is—why not?

Our values are nine aspirational ways of behaving. Every day, we make thousands of decisions big and small that we aim to align with those values. By doing so, we believe we can foster a culture that will help us achieve our mission.

Bringing the right people on board—and keeping them

Asanas are the core of our business. We're always seeking to attract exceptional talent and people who think outside the box, and to ensure those who join feel valued.

We've designed an onboarding process that gives new Asanas the tools they need to succeed and feel a sense of belonging. Deep-dive educational sessions introduce people to our values, culture, and unwavering commitment to co-creation.

> In FY24, 97% of new hires who completed our 120-day onboarding survey reported having a clear understanding of our values; 97% felt supported by their manager; and 92% agreed that they align with Asana's mission.

Developing exceptional talent

We're committed to building a team that can solve today's problems and build a better future for work. Led by our Growth & Impact team, we continually design and iterate programs that help individuals and managers elevate performance and potential. At the same time, we employ technology that lets colleagues give feedback to each other year round, fueling continuous, shared growth.

We support ongoing learning, offering Asanas an annual individual learning budget to spend on external classes, certifications, books, subscriptions, and anything else they might need to level up their skills. During 2023, 64% of Asanas took the opportunity to invest in their development by drawing on that budget. This personal approach to growth is supplemented by customized career development plans, created by Asanas and their managers, and assisted by the People Development team.

During the year, we also took steps to enhance our coaching offering, merging it into our Modern Health well-being platform. By doing so, we've streamlined the process Asanas follow to access coaching sessions. We offer up to eight coaching sessions and up to eight therapy sessions annually through Modern Health and, with a global network of over 690 certified coaches, our people can get support on a range of topics to help increase job satisfaction and skills development.

We support managers, ensuring they are equipped to lead high-performing, inclusive teams. A leadership training program is available to all Asanas, focused on inspiring self-awareness, community responsibility, and team centricity. All levels at Asana have the opportunity for equity compensation in order to link individual rewards with company performance.

Doing great things, fast and responsibly internally with AI

We're focused on empowering Asanas to use AI in their day-to-day lives in a responsible, confident, and informed way. To do so, we will go beyond deploying technology to increase AI literacy and usage. We are exploring the efficiencies AI can create, testing and deploying the most impactful solutions while learning and adapting the ways we can move forward together.

To enhance and improve employee AI use, we founded the AI Council. This Council is tasked with fostering a culture of AI-driven innovation, collaboration, and knowledge sharing among Asanas, ultimately improving productivity. We're also investing in centralized AI resources and enablement across the organization, unlocking high-impact productivity gains for every team.

Performance management

We strive to maintain a culture of empowerment, teamwork, and continued growth throughout the entire employee experience. That includes building the processes that allow us to take stock of how our people are doing throughout the year.

We follow an annual review process, with additional quarterly feedback opportunities between employees and their managers. In FY24, 96% of employees completed Growth & Impact reviews, bringing clarity to their performance and insight into their development opportunities at Asana.

GrowthCon: Fueling career possibilities

At Asana, we believe in empowering each of our people to pursue opportunities for professional success. In 2023, we launched our first ever GrowthCon—a global learning summit dedicated to career growth. Across seven office locations, over 1,600 Asanas attended 44 events designed to inspire conversations and fuel professional development.

Exploring employee sentiment

We regularly engage Asanas through Voice of the Employee programs, gathering valuable insights to help elevate our strategies. These programs are a critical aspect of how we develop our culture, informing decision-making about engagement programs, structures, and norms. They are guided by three inputs: top-down developments, such as company planning, from leadership; insights from ERGs, People Partners, and our Asana Opportunities board where employees can make cultural development suggestions; and company-wide bi-annual engagement surveys and exit interviews. We also collect actionable feedback through the Global People Advisory Board—a representative group of Asanas from various teams and regions.

Taken together, these efforts help advance an intentional, iterative, and collaborative culture that fully harnesses human value and fuels business results.

During May 2024, our employee engagement survey was completed by 93% of Asanas, demonstrating how much our people care about our company, our mission, and our future.

> Approximately 9 in 10 Asanas participated in our May engagement survey.

Recentering our focus

The 2024 employee survey acted as a moment to reflect on our progress against two previously identified focus areas: Vision and Company Confidence and Careers.

Vision and company confidence

While some teams' scores increased against this focus area, others declined. Considering the feedback we received, we're now taking steps to drive greater clarity around our vision and strategy, and to increase visibility of—and confidence in—their execution.

We recognize employee confidence is impacted by the leaders they interact with, as well as how effective those leaders are at translating strategy and objectives into inspiring, actionable roadmaps. As such, we are working with leaders to help connect long-term goals to short-term action planning, giving everyone greater sight of how we'll execute our strategy and vision.

Careers

Our score on Career Opportunities remained stable. While Asanas appreciated investments we've made since the last survey—like GrowthCon—there are still clear opportunities for enhancement. We're working to introduce even more development opportunities for our people, including AI 101 training and encouraging managers and employees to set more concrete plans for career growth.

2024 employee engagement survey results

● Favorable   ● Neutral   ○ Unfavorable

My manager effectively leads our team through changes in business strategy and direction

| 79% | 15% | 6% |

I feel like I belong at Asana

| 74% | 19% | 7% |

I would recommend Asana as a great place to work

| 76% | 18% | 6% |

I am proud to work for Asana

| 77% | 19% | 4% |

Diversity, inclusion, and belonging (DIB)

When it comes to making sure everyone feels connected to our mission and company, we're fiercely committed to inclusion and equity. We continually nurture belonging, advance diversity, and ensure our people experience an unparalleled sense of welcome.

Diversity impacts business, inclusion impacts culture and, together, they create possibilities for belonging and organizational success. We believe having a diverse team and inclusive culture puts us in a strong position to serve our customers and achieve our mission.

We recognize the value of embracing differences across dimensions of identity and are building programs and processes that drive equitable opportunities for all. Our DIB work is led by our dedicated Diversity, Inclusion, and Belonging function, a team that cultivates belonging and trust across our global business.

DIB at Asana

We believe having a diverse, inclusive company where everyone can thrive and do their best work attracts great talent with both the skills to help us achieve our vision and the passion for our mission. It's why we emphasize intentional, strategic recruitment practices, invest in equitable development opportunities for underrepresented minority (URM) communities, drive psychological safety for thriving teams, and design programs that support inclusion and belonging.

A long-term, collective commitment
We're committed to endlessly elevating a diverse, inclusive, and equitable workplace where everyone belongs.

Asana acts against racism

We recognize systems of oppression and are building an organization with policies, procedures, and practices that promote equity. In doing so, we follow the three lines of our Asana Acts Against Racism approach:

- **Take care:** Holding space for, and embracing, our internal communities.
- **Take responsibility:** Rooted in our value of give and take responsibility, meaning we facilitate self-learning and guided participation.
- **Take action:** An evolution and expansion of our internal and external programs, policies, and hiring practices, including strengthening our commitments to representation, equity, and inclusion.

People development program participation

82%

of Asanas have taken at least one development session from any learning pillar or program throughout their tenure.

79%

of Asanas have taken at least one Conscious Leadership training session throughout their tenure; 34% did in 2023.

68%

of managers have taken at least one Manager Enablement training session throughout their tenure; 43% did in 2023.

Inspiring action

When it comes to DIB, we take a "team of everyone" approach, ensuring every Asana has the opportunity to advance inclusion and belonging.

Our seven active ERGs exist to ensure equitable outcomes for diverse communities. As well as providing support to Asanas from historically marginalized communities, our ERGs elevate possibilities for career development, inclusive recruiting, and strong business outcomes. Every year, ERGs can develop and lead a month of programming, with events like Q&As, listening sessions, and networking opportunities to engage Asanas and the external community on topics that impact various communities.

As well as our ERGs, we maintain several employee-driven communities for Asanas to come together over shared identities, experiences, and interests. These include:

- **Asanable**, a community for Asanas with disabilities and their allies
- **Gigabyte**, a community for women, transgender, and gender non-conforming (WTGNC) Asanas in technical roles
- **Parents and Caregivers**, a community for Asanas with children
- **Thrive**, a community for Asanas and allies focused on mental health

"AsanaWomen provides a space that women+ of all backgrounds and identities can leverage to build community with their colleagues and foster cross-functional collaboration. The potential for collaboration has spearheaded women+ to join our community, expand their networks, and develop skills they otherwise wouldn't be able to like public speaking or program management."

Audrey Utchen
Deal Manager and AsanaWomen Co-Lead

Our employee resource groups

Asana Women
Provides a platform to celebrate and support the work of women in tech. The separate AsanaWomen EMEA group empowers and connects women across our Europe, Middle East, and Africa (EMEA) region.

AsanAPAC
Celebrates and empowers Asana's Pan Asian and Pacific Islander (PAPI) communities by providing a platform for support, connection, and career and personal development.

Blacasana
Aims to empower and connect Asana's Black employees and provide a safe community that supports their development, celebrates their successes, and leverages their knowledge in support of Asana's mission.

Team Rainbow
Supports Asana's LGBTQIA+ community, providing a safe space for employees and their allies to support and learn from each other.

Raíz
Uplifts Asana's Latinx/e and Hispanic employees with a sense of belonging and opportunities for growth.

Gradient
Honors and celebrates multicultural and intersectional identities among Asana's employees.

Pay equity

We're all about fueling great work—for our customers but also within Asana. We also believe in fairly rewarding that work, pursuing pay equity and ensuring our people understand the steps we take to minimize bias in the pay process.

Our approach to compensation management is highly disciplined, with defined pay bands for each role, formalized guidance on new hire packages, merit increases, refresh rewards, and a thorough calibration and review process. We include our salary ranges in all external job postings[4] and, in FY24, again shared salary ranges with employees globally on a role-specific basis.

We partner with a third-party pay equity firm to conduct a regression-based analysis of pay by gender identity globally (where legally allowed to collect this data), as well as pay by race/ethnicity in North America, together with our regular compensation review cycles. If we identify statistically significant gaps, we draw from a dedicated budget to close them and investigate the root cause of the difference.

Initiatives for equitable outcomes

We drive representation through investing in our existing Asanas. We build representation goals and use those goals to move us closer to being a company that reflects our communities.

Board diversity[5]

Our commitment to creating a more diverse and inclusive team extends to the composition of our Board of Directors. Of our eight Board members, three identify as women, including our Lead Independent Director; one identifies as agender; one identifies as Black; and one identifies as a member of the LGBTQ+ community.

Considering DIB in recruitment

We aim to identify, hire, and develop talent from underrepresented groups and backgrounds, cultivating a workforce that is as diverse as the customers we serve and the communities we reach. We provide equal employment opportunities for all qualified candidates and Asanas, examining our unconscious bias and taking responsibility for advancing an inclusive environment where everyone feels welcome.
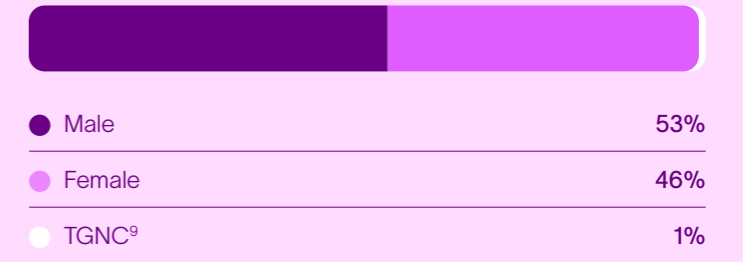
Employee demographics[6]
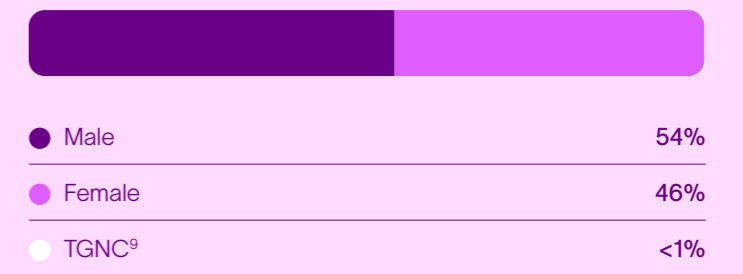
AMER-based employees by ethnic/racial group[7]
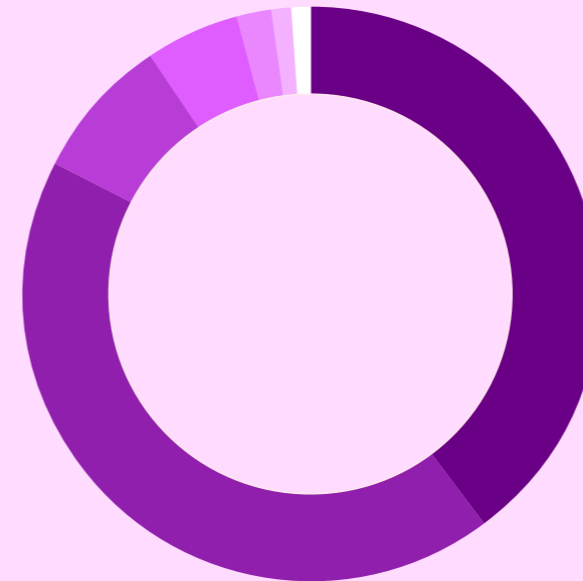
● Asian	39%
● White	42%
● Hispanic or Latinx	8%
● Black or African American	5%
● Middle Eastern	2%
● Native American/Pacific Islander/Alaskan native	1%
● Not represented/declined to answer	1%

Global gender demographics[8]

All Asana

● Male	53%
● Female	46%
● TGNC[9]	1%

Managers

● Male	54%
● Female	46%
● TGNC[9]	<1%

4   Excludes Japan and other countries where this is not the cultural standard, as well as Poland, where we are currently working to better understand the talent market.
5   Self-reported data. Respondents could choose more than one race/ethnicity.
6   Figures rounded to the nearest whole number.

7   Self-reported data as of January 31, 2024. Respondents could choose more than one race/ethnicity. North, Central and South America (AMER).
8   Self-reported data as of January 31, 2024. Excludes countries that do not allow for data to be collected on gender.
9   TGNC designation includes the categories of agender, gender non-conforming, genderqueer, transgender, and non-binary.

IDEAL

Our Inclusivity, Diversity, and Equity for Asana Leadership (IDEAL) Policy requires that at least one candidate from an underrepresented ethnic group (in AMER) and at least one non-male candidate (global) is interviewed for every leadership role.

Closing the opportunity gap

We invest in early career programs that create equitable pathways and opportunities for our target communities. We also offer AsanaUP, an apprenticeship program specially developed to support and diversify our hiring pipeline by reaching people from nontraditional backgrounds.

As well as finding ways to engage diverse potential candidates, we invest in programs that emphasize career development and growth for all Asanas, with a focus on URM and WTGNC Asanas. For example, during FY24, we introduced the ERG peer mentorship program specifically to support Asanas who identify as URM or WTGNC; we also partnered with networking organization The Cru to empower our WTGNC workforce through a structured peer coaching model. Additionally, we launched Catalyst, a 12-month leadership development program that supports Asanas through deep partnerships with senior leaders.

Building high-performing, engaged teams

We're dedicated to driving high impact and deep belonging, rejecting any false tradeoff between them. We don't have to choose between culture and business results because, for Asana, they are inextricably intertwined.

We set the foundations for employee success, providing Asanas with the resources they need to maximize their potential and serve the Asana mission. We instigate initiatives and programs from day one and maintain them throughout the entire employee experience.

To help new Asanas feel connected to their teams and the wider company, we've integrated a DIB curriculum into onboarding. Through it, new employees learn about our DIB approach and the role we all have to play in championing inclusion.

Underscoring our commitment to keep inclusivity front of mind, we then provide a series of ongoing programs, including:

- Mandatory anti-harassment training
- Bias awareness training
- Inclusion Series: discussion on issues that build awareness and highlight opportunities for allyship

Psychological safety

For us to work and win together, it's imperative that we cultivate trust and build psychological safety. High psychological safety supports increased engagement and gives us the space to practice courage: to have uncomfortable conversations and hold others and ourselves accountable for building a high-performing, results-driven culture.

We offer psychological safety workshops to all managers and teams, with customized solutions developed to drive greater engagement and awareness.

"With the help of my AsanaUP mentors, I've gained confidence and a sense of belonging in an industry that was new to me. It's exciting that I started with the goal of becoming a designer and now have the opportunity to further develop those skills at Asana."

Kristenne Ignacio
Content Designer and
AsanaUP alumnus

Health and well-being

We value diligence, agility, and balanced living. That includes championing health and well-being so people can achieve what they are truly capable of. We support employee health holistically, with benefits, programs, and a company culture that prioritize diverse and unique needs.

Benefits are not just a checkbox. They are an investment in the total health of Asanas—setting them up for great work, and Asana for great success. We offer a range of benefits, tailored to meet our people where they're at.

Medical benefits

Where applicable, we offer employer-paid medical benefits. This includes fertility and family-forming benefits like assisted reproduction, preservation, adoption, and gestation carrier arrangements. Asanas can also access a $10,000 lifetime reimbursement to cover the cost of family-forming journeys.

Recognizing that mental and physical health are two sides of the same coin, we also offer Asanas and their families free therapy sessions and free coaching sessions annually.

Work-life balance

People thrive when they're given the space to curate their life in ways that work for them. We prioritize balance and mindful living by offering a work leave model that has flexibility built in.

Minimum of 16 weeks of parental leave

Paid parental leave is offered to all new parents, regardless of gender. Globally, Asana employees also enjoy free access to Cleo, an online employee benefits platform offering a range of personalized guidance for families—from family planning and parenting to mental health and career coaching.

Unlimited paid time off

When it comes to optimal performance, rest is as important as work. Our unlimited paid time off program helps employees and managers work together to set flexible recharge opportunities that balance business and personal needs.

Sabbatical

After four years with Asana, employees have the opportunity to take a fully paid sabbatical of four weeks.

Other types of leave

We offer additional medical, family, and civic leave based on local requirements and practices, including supporting employees during difficult times by offering generous bereavement leave that may also be used in the event of pregnancy loss.

Health and safety

In our efforts to reduce and eliminate occupational health hazards, we're equipping employees with the information they need to effectively identify hazards, including emergency training specific to building hazards. Asana operates a health and safety management system covering 100% of employees.

We also incorporate quarterly audits and assessments to gauge our safety performance. All offices are equipped with safety wardens who are responsible for aiding occupants when building emergencies arise.

LiveWell

We strive to live well and maintain a company LiveWell program that includes a healthy food culinary program, ongoing nutrition education, and fitness support. Through it, we also offer free gym access or monthly gym membership reimbursement to employees in most regions.

Community impact

Wherever we are, we want to leave a legacy of lasting positive impact. We blend social impact programs, philanthropy, and strategic engagement activities to deliver meaningful benefits to our communities and humanity at large.

**FY24 community impact
by the numbers**

Over

300,000

paid users at nonprofit and educational institutions

Over

14,000

nonprofit and educational institutions supported

We know we want to help people, thoughtfully and purposefully targeting our social impact efforts where we can do the most good. Through our product and our people, we're supporting and connecting organizations and individuals to elevate humanity for a better world.

As one of the only workforce management solutions that earmarks resources for impact-oriented organizations, mission-driven work is always at the core of our business. We maintain a dedicated Impact Go-to-Market team to get Asana to as many mission- and impact-driven organizations as possible, providing a platform from which to accelerate their goals.

Holistic support for nonprofits

Nonprofits are the passionate, boots-on-the-ground organizations that work every day to deliver positive impact for communities. We seek to power that work, providing nonprofits economically accessible avenues to our product. We also lend our expertise to set them up for success, including coaching on how best to use Asana to support their programs, further their mission, and pursue their goals.

We then double down on our support, offering custom templates, specialized training on topics like fundraising and volunteer management, and a dedicated Community Forum for peers to share their experiences.

Helping our people help others

Asana is a human-centered organization. By that, we mean that we're laser focused on ensuring that our people are always engaged and motivated. We've learned that having a positive impact on the world is an important motivator for our people. That's why, in 2023, we relaunched our Donation Matching program.

Through this program, Asana directly matches each donation up to $200 (or global equivalent) per employee on our Benevity platform, up to $50,000 in total. As our eligibility criteria are broad, employees can use this option to back charities working on issues that matter most to them. Our program ran through the entirety of 2023.

Co-creating a better future

When we work together, we can do great things, which is why we remain steadfast in our commitment to Pledge 1%, a global movement to channel resources from corporations, founders, and employees to philanthropic causes. Through it, companies commit to contributing 1% of profit, product, equity, or time to charity.

For Asana, we don't take an either/or approach to our Pledge commitment, instead realizing it through all three routes:

- **Equity:** Our Founders' Pledge
- **Product:** Our product pro bono and student programs
- **Time:** Our Asana Advisors program

Founders' Pledge

Community impact and an unwavering commitment to making things better for people are embedded into Asana's DNA. It's a passion that flows through every level of our business, all the way up to the top.

Demonstrating our deeply held commitment to solving the world's most pressing challenges, Asana's co-founders, Dustin Moskovitz and Justin Rosenstein, have pledged to use 100% of the value of their Asana equity for philanthropic purposes.

Product-led pro bono

We follow a two-pillar strategy to pro bono work:

- **Urgent response:** We activate product and in-kind support where it's needed urgently.
- **Ongoing training and education:** We provide product and dedicated support for select nonprofits aligned with Asana's mission and positive social impact themes, such as anti-racism, economic opportunity, environmental justice, and humanitarian relief.

During 2023, we launched a pro bono campaign to support nonprofits working to mitigate climate change. A joint effort between our Social Impact team and other cross-company stakeholders, the campaign offered eligible organizations up to two years of Asana Business to advance their climate mitigation work. Ten nonprofits were approved for the 2023 campaign.

Asana Advisors

Through the Asana Advisors program, we offer nonprofit customers pro bono consultations with Asana volunteers. The program serves the dual purpose of helping nonprofits advance work through more seamless cross-team efficiency, while connecting our employees more directly with Asana's mission and impact.

Powering next-generation changemakers

Today's young people are tomorrow's problem-solvers. We want to help them realize their potential and so Asana offers free licenses to students and discounts to educational institutions. By unlocking the door to more streamlined work, we don't just help students and faculty reach their academic and organization goals; we also give the next generation the training they need to efficiently manage complex tasks.

Equity beyond Asana

DIB is a core focus of our workplace culture but it's also a central theme of our ongoing work to elevate our supply chain. To drive this forward, we set our baseline for diverse supplier spend and are now working to continuously improve this figure as a percentage of total spend.

We have updated Asana's purchasing policy to reflect the inclusion of diverse suppliers in our vendor selection process. And, to ensure everyone at Asana understands and upholds our focus, we have taken steps to educate Asanas—starting with our ERG community—on the purpose and goals of our supplier diversity program.

Product

Elevating organizational impact

Customers want solutions that help them organize and orchestrate work in one connected space, set company goals, manage strategic plans, and get work done. Asana is that solution. We enable customers to work smarter, driving clarity and accountability, maximizing impact, and providing our services at scale with security, governance, and control.

Goals by status

On track
At risk
Off track
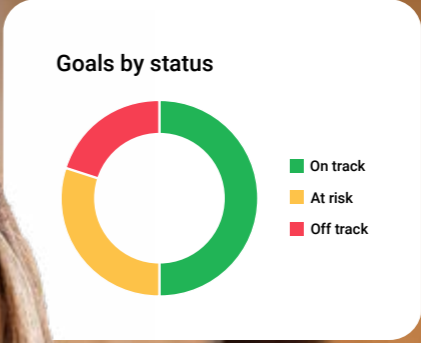
Company goals +

Win customer loyalty   ● On track ⚡
▶ 3 sub-goals

Grow APR by 20%   ● On track ⚡
▶ 3 sub-goals

In this section

Innovation

Asana is not just about building an infrastructure for orchestrating work. It's about empowering customers with best-in-class technology and methodologies to make work more meaningful while driving better business outcomes. We enable leaders to reconceive their roles as chief architects of context, so their teams can be innovators at the forefront of progress. And now, with the integration of AI, the Asana platform reaches new heights.

AI is transforming work. We're grappling earnestly with the immense challenges and open questions around this technology. We now have the moral imperative and unprecedented opportunity to reshape the nature of work itself.

How can we measure the impact innovation has on outcomes? At Asana, that question is answered by the Work Innovation Lab—a think tank created by Asana that develops human-centered, cutting-edge research to help businesses evolve today to meet the growing changes and challenges of tomorrow's work. The Lab develops experiments, studies, and solutions that solve real pain points for businesses and drive positive change.

We help leaders and businesses transform research into action to solve their most pressing challenges. To drive greater impact, we collaborate with professors, universities, postdocs, and PhD candidates across the entire research cycle—from research design to data analysis to implementation in real organizations.

Maximizing potential

Our product is the primary means by which we contribute to sustainable impact. Combining this with the Asana Work Graph® data model, customers can elevate their existing tech stacks by syncing their most important functional apps to bring all cross-functional teams and technologies together on a single platform.

Not only is Asana easy to adopt and designed to maximize organizational productivity with personalized home pages, tasks, and inboxes—it's also the only platform that connects company goals to underlying work, helping companies align everyone around a unified purpose and elevate operational impact.
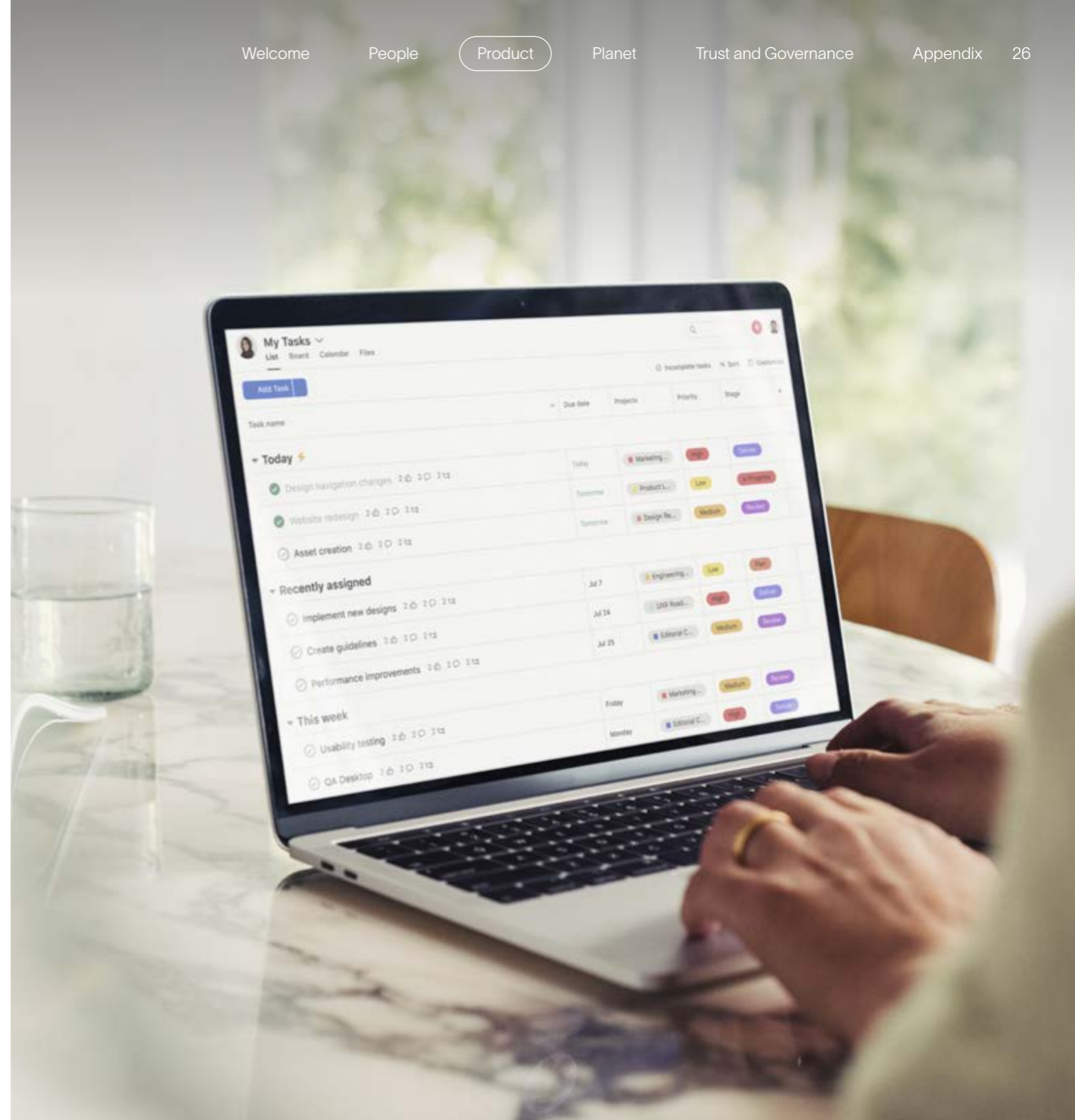
The Work Innovation Score concept

Today, teamwork often flies under the radar, with distributed workers, more technologies, and increasingly complex workflows. The Work Innovation Score is built on the premise that we can enable the world's teams to work together effortlessly by achieving "healthier collaboration." Too little collaboration results in employee feelings of loneliness, under-engagement, and languishing. Too much produces overloading and burnout.

At Asana, we're designing for Work Innovation, innovating our platform with insights about how teams and organizations are working together. By doing so, we can help bring sight to where networks are working and where they're breaking down—and provide the solutions that fix dysfunction.

Asana's return on investment (ROI)

In 2023, we engaged IDC to assess and quantify the business value of Asana. By speaking to organizations that leverage our platform, they found that our customers had achieved significant reductions in the time employees spend on less productive tasks, creating space to focus more on higher-value work. The IDC report also noted:

- 451% three-year ROI
- 54% faster execution of business processes
- 57% more projects delivered on time

Customer Advisory Board

Our Customer Advisory Board (CAB) acts as a lookout for new and developing opportunities for Asana to evolve our offering and business. Comprising senior leaders, the CAB engages customers in co-creation discussions to provide strategic input into our product and business direction. They also facilitate meaningful connections between our most advanced and innovative customers, bringing together forward-thinkers to explore and address important industry topics.

CAB members uphold their purpose through a series of actions, including:

- Building a peer group of provocative thinkers and engaging in unconventional thinking
- Informing priorities to elevate the customer experience
- Identifying and sharing innovative use cases and work management success as inspiration for others
- Working together on the evolution of our product, services, and education
- Offering feedback on new product previews and Asana's broader roadmap
- Exploring data and perspectives on emerging industry trends
- Sharing work management success as inspiration for others

Product accessibility

Technology that works needs to work for everyone. When we innovate to enable effortless cross-functional efficiency, we must also consider how we can empower teammates with color-blindness or other visual disabilities by embracing accessibility.

Accessibility is central to our building principles, and we maintain a dedicated team to oversee this. Through hundreds of qualitative and quantitative research sessions and in partnership with experts and customers with disabilities, we've gained a deep understanding of users' accessibility needs.

We're on a multi-year journey to bring our web app into conformance with WCAG 2.1 AA guidelines, with many fundamental user flows already conforming. Our accessibility-focused features include:

- Color-blind mode
- Confirmation pop-up management
- Dark mode
- Adjusting zoom levels
- "Skip to main content" navigation

Ethical AI

AI has the power to enhance lives and transform decision-making. We're capitalizing on these benefits, finding responsible ways to embed AI into the customer experience while optimizing our methods for the highest levels of safety, privacy, and ethics.

Smart technology is the key to unlocking an entirely new way of working and, today, it doesn't come much smarter than AI. We're harnessing AI to help advance our platform, with the goal of enriching user experiences without compromising Asana's principles or standards on customer trust. To amplify our capabilities, we are partnering strategically with Anthropic, OpenAI, and Amazon Web Services (AWS), building world-class solutions with leading large language model providers.[10]

To ensure our AI-powered features and internal tools are always designed ethically and effectively, we've established a number of cross-functional review teams to help balance innovation and creativity with our responsibilities and commitments.

Human-centric principles

People are at the heart of every decision Asana makes, including how we develop AI-powered solutions. Our efforts are guided by five principles, each inspired by our company values.

1   AI should help people achieve their goals

2   We design for human + AI teams

3   People are accountable for decisions

4   We are committed to safety—in the short and long run

5   We promote transparency, in practice and in product

10   Our AI partners do not use customers' data to train their models. They are also required to delete customer data after each query.
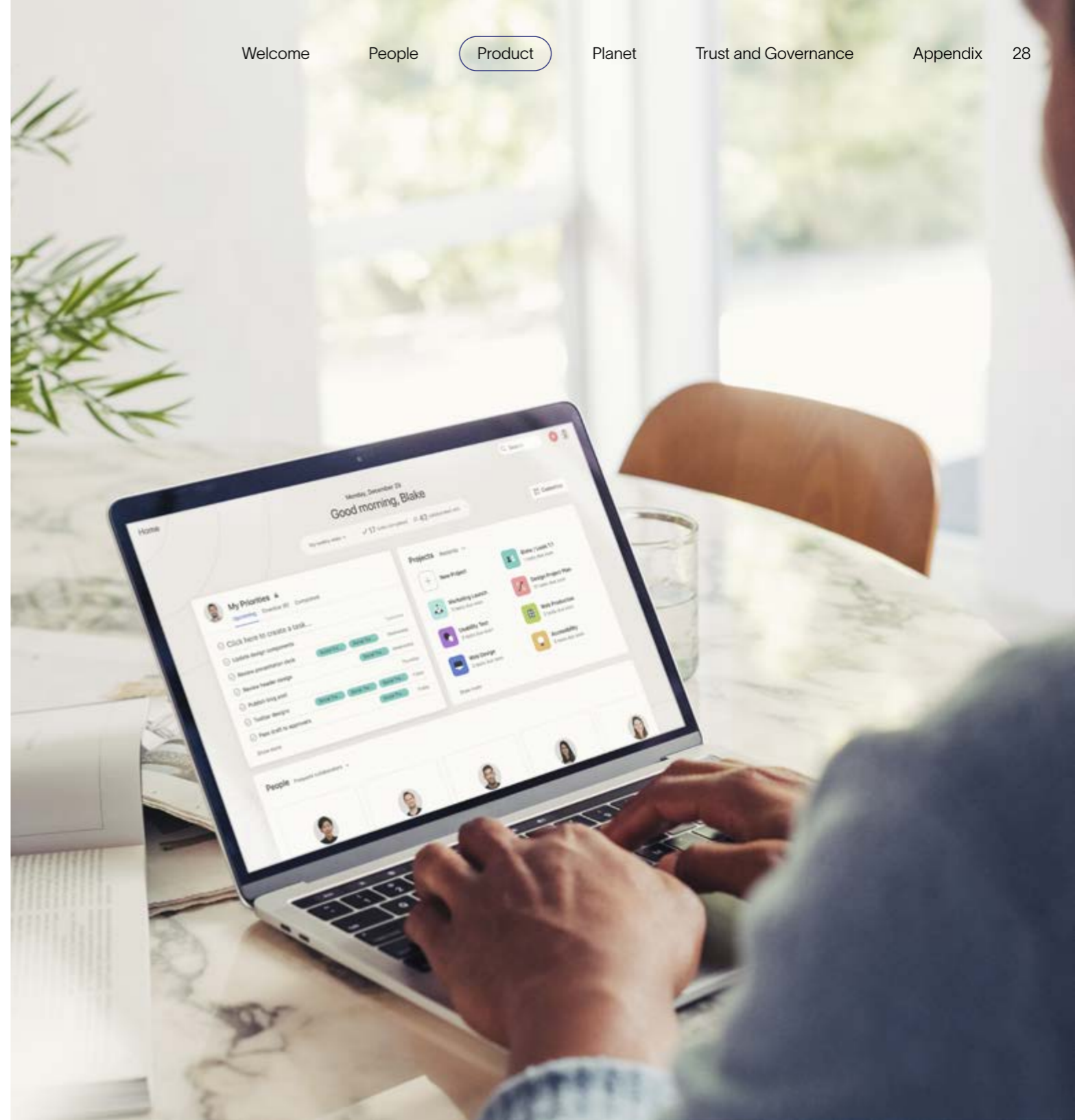
Where work connects

In July 2023, we launched Asana Intelligence—an AI-powered suite of features that brings greater clarity, impact, and scale to organizational workstreams.

Asana Intelligence takes a human-centered approach to AI, with several features to help take the guesswork out of strategic planning:

- **Smart status**: Pulls work data in real time to create a more comprehensive status update that highlights risks, flags open questions, and pinpoints roadblocks on the way to achieving goals.
- **Smart answers:** Uses natural language to give users timely answers and insights about projects and next steps.

- **Smart fields:** Auto-generates custom fields to organize and prioritize project tasks, streamlining cross-functional work.
- **Smart editor:** Helps users write clear, compelling responses that hit the right tone and length.
- **Smart summaries:** Makes excessive meetings a thing of the past by creating lists of action items and highlights from conversations, tasks, and comments.

This June we announced Asana Workbots: a new suite of AI teammates to help advise on priorities, take action, and adapt to how you actually work.

AI amplifies the value of the Asana Work Graph

AI is more than just a chatbot—it's a cutting-edge technology with the power to positively disrupt how people live, work, and interact. We've set a strategy to become the leading, AI-first work management platform. By doing so, not only will we meet customers with the solutions they want, need, and are excited about; we're also charting a leading course for our industry and setting ourselves up to keep pace with the rapidly evolving tech landscape.

> Demand for AI features is a leading driver of Asana's growth, with over 20,000 customers, as of January 2024, adopting our new product tiers with AI.

One example of how we're leveraging AI already is by embedding it into the Asana Work Graph data model, which we believe gives a unique opportunity to improve how organizations solve work problems. Together, the Asana Work Graph and AI are more than the sum of their parts. The Asana Work Graph already acts as a map for navigating workplace processes and plans of record; by incorporating AI, we think we can take this to the next level, enabling users to identify workflow solutions increasingly quickly and intelligently.

We believe that we are the only work management platform that has this combination—AI powered by a clear, structured map of how work actually gets done across organizations. This empowers our customers to ensure people and AI work together to accomplish objectives and achieve results.

Putting the power in customers' hands

We believe in giving our customers the power to choose how and where they want their data to be used when it comes to our AI features and have developed admin controls that enable them to administer those decisions for their organizations.

Planet

Enabling innovation for a thriving planet
We're taking clear steps to reduce our own environmental impact and establishing best practices and ideals that pervade our workplace.

Also, by providing Asana's work management platform to work smarter and accomplish their goals, we're enabling some of the most ambitious and forward-thinking organizations in the world to innovate for our planet.

Scope 1 and 2 emissions

1,000
500
0
FY23   FY24
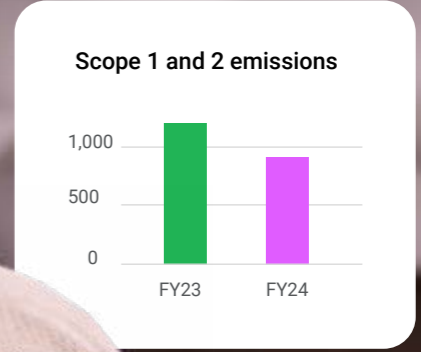
Carbon neutrality
Achieved 2022

In this section

Climate impact

We're committed to supporting climate action and view every additional opportunity to reduce our impact as an opportunity to push ourselves forward, toward a better life for people and the planet.

We believe in taking a targeted approach to managing our emissions and climate impact, which is why, in FY23, we engaged our stakeholders on climate-related risk management. Based on what we learned, we have integrated Task Force on Climate-related Financial Disclosures (TCFD) recommendations into our climate reporting.

Governance

The Nominating and Corporate Governance Committee ("the Nominating Committee") is responsible for Board-level oversight of our environmental risks and opportunities, including those presented by climate change. At least bi-annually, the committee receives a report on our ESG strategy and emerging developments across the ESG landscape. An ESG Steering Committee, comprising Asanas and senior leaders, guides our policies and tracks progress on elements of Asana's environmental sustainability approach.

→ **Learn more about the governance of our ESG strategy**

Strategy

We're conscious of our daily impact on the environment and take a mindful approach to facilities management, working hard to better understand our current carbon footprint. In FY23, we established an Environmental Sustainability Working Group to support this effort, with representatives from our Workplace, Product Development, Procurement, and Finance teams. We also conducted an inventory of our greenhouse gas (GHG) emissions and, today, continue to identify opportunities for reduction. What we found through our inventory exercise is that, because our Scope 1 and 2 emissions are relatively low, our largest source of emissions is our supply chain—particularly purchased goods and services. With this in mind, we plan to partner with key suppliers to take actions to reduce those emissions.

We use AWS data centers, which help reduce our footprint by dynamically scaling use according to present needs. Additionally, AWS has set a goal to reach net zero by 2025 and taken steps to advance progress, for example, reducing energy use in data centers. By doing so, they simultaneously contribute to reduced Scope 3 emissions for Asana, too.

Having established a foundational understanding of our emissions, we'll now work on developing an action plan and targets to address them.

Driving down employee commuter emissions

Beyond purchased goods and services, our next biggest sources of Scope 3 emissions are business travel and employee commuting. We recognize it's not always easy for people to find the perfect balance between transport options that work for them and ones that work for the planet; so wherever we can, we look to lend a helping hand.

When we look to expand into new sites, we consider proximity to public transport links to make sure employees can easily access mass transit options. Where feasible, we subsidize costs for employees who choose to use public transportation. We also offer monthly bicycle credits to people who ride to work and a micromobility benefit with discounts and subsidies for employees who opt for bike- and ride-sharing services.

We have been a carbon neutral company since 2022

Metrics[11]

As of FY23, we have achieved carbon neutrality and 100% renewable electricity in our offices. We intend to continue purchasing high-quality nature-based and technology-based offsets while we work to further reduce our emissions.

We're very pleased that our operational Scope 1 and 2 emissions improved by approximately 24% year-over-year. This reflects emissions primarily from our office energy use, which we continually focus on reducing. Specifically, our Scope 2 emissions resulting from purchased electricity improved by over 30%. We believe that this has been a result of our focus on reducing office energy use during non-working hours, which has been a particular priority for us.

The most significant event that contributed to the reported increase in our Scope 3 emissions was the buildout and move to a new floor in our New York office, which resulted in a one-time increase in associated capital goods emissions. Emissions from purchased goods and services increased at pace with our expansion as a company, and we expect to moderate the growth of these emissions, with the intention to eventually reduce them in future years. We will prioritize development of close relationships with our largest vendors to understand their emissions measurement and reduction strategies.

Reported data for business travel emissions represented an increase versus FY23. During FY24, we accelerated our transition to an enterprise direct sales distribution model, and our business travel increased to match: the number of flights increased by approximately 60%, and average flight distance increased by approximately 20%.

→ **For more detail on FY23 and other historical data, please see the appendix**

Since FY23, we have achieved 100% renewable electricity across our operations

Total energy consumption (GJ) decreased by 31% year-over-year

	2023	2024	Difference
Natural gas	2,148	763	-64%
Renewable electricity	13,028	9,770	-25%
Total	**15,176**	**10,533**	**-31%**

Scope 1 and 2 emissions FY24 (t CO_2e)

- ● Scope 1
- ● Scope 2 – location-based

Scope 1 remained flat year-over-year and Scope 2 decreased by 30%

FY24

243	660	**903**

FY23

239	955	**1,194**

Scope 3 emissions FY24 (t CO_2e)
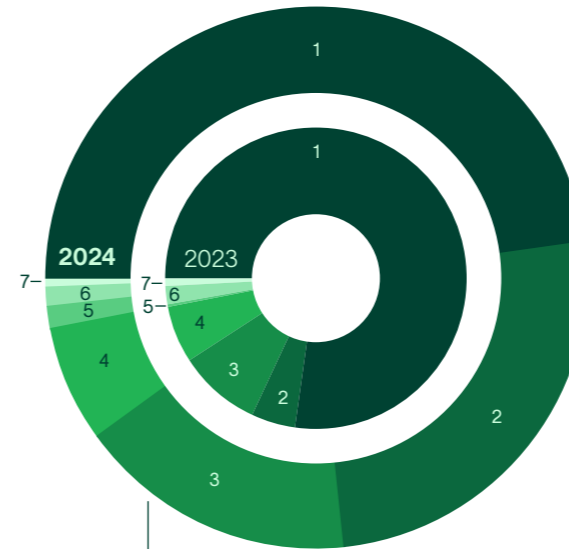
①	Purchased goods and services	14,340
②	Capital goods	7,672
③	Business travel	4,934
④	Employee commuting	2,109
⑤	Upstream transportation and distribution	390
⑥	Fuel and energy-related activities	355
⑦	Waste generated in operations	110
Total		**29,910**

Business travel in FY24 increased as we transition to an enterprise direct sales distribution model

Sustainable workplace

As a software company, we have a relatively small operational footprint, and we're working to make our environmental one even smaller. We've taken significant action across our organization to reduce waste, eliminate plastic, and achieve among the highest standards for building sustainability.

## Sustainable building certifications

The U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) standards represent the yardstick against which to measure building sustainability. As such, it's a true honor that our San Francisco HQ has received LEED Gold certification for its sustainable construction and energy-conserving design. Going even further, our Dublin office is LEED-certified at the Platinum level, and we're excited that Asana's office at 3 World Trade Center in New York has also now achieved LEED certification.

We expect to continue investing in more sustainable buildings for our office locations, which typically have reduced operational costs and often deliver employee health and productivity benefits, as well. To underscore our commitment to operating in a sustainable workplace, we intend to pursue ISO 14001 certification for our environmental management system, covering all of Asana's operations globally.

Reducing waste

When we look at end-of-life materials, packaging, and equipment, we don't see waste—we see possibilities for keeping valuable resources in use for as long as possible. That's why, wherever we can, we look to divert waste from landfill.

In FY23, we started phasing out single-use plastic cups, beverage containers, food snacks, and wrappers. By the end of FY24, we had eliminated all non-essential single-use plastic products from Asana-managed culinary operations globally. We use non-disposable dishware and cutlery, eliminated plastic wrappers through using bulk bins for snack food, and replaced cans and bottles with keg systems for drinks.
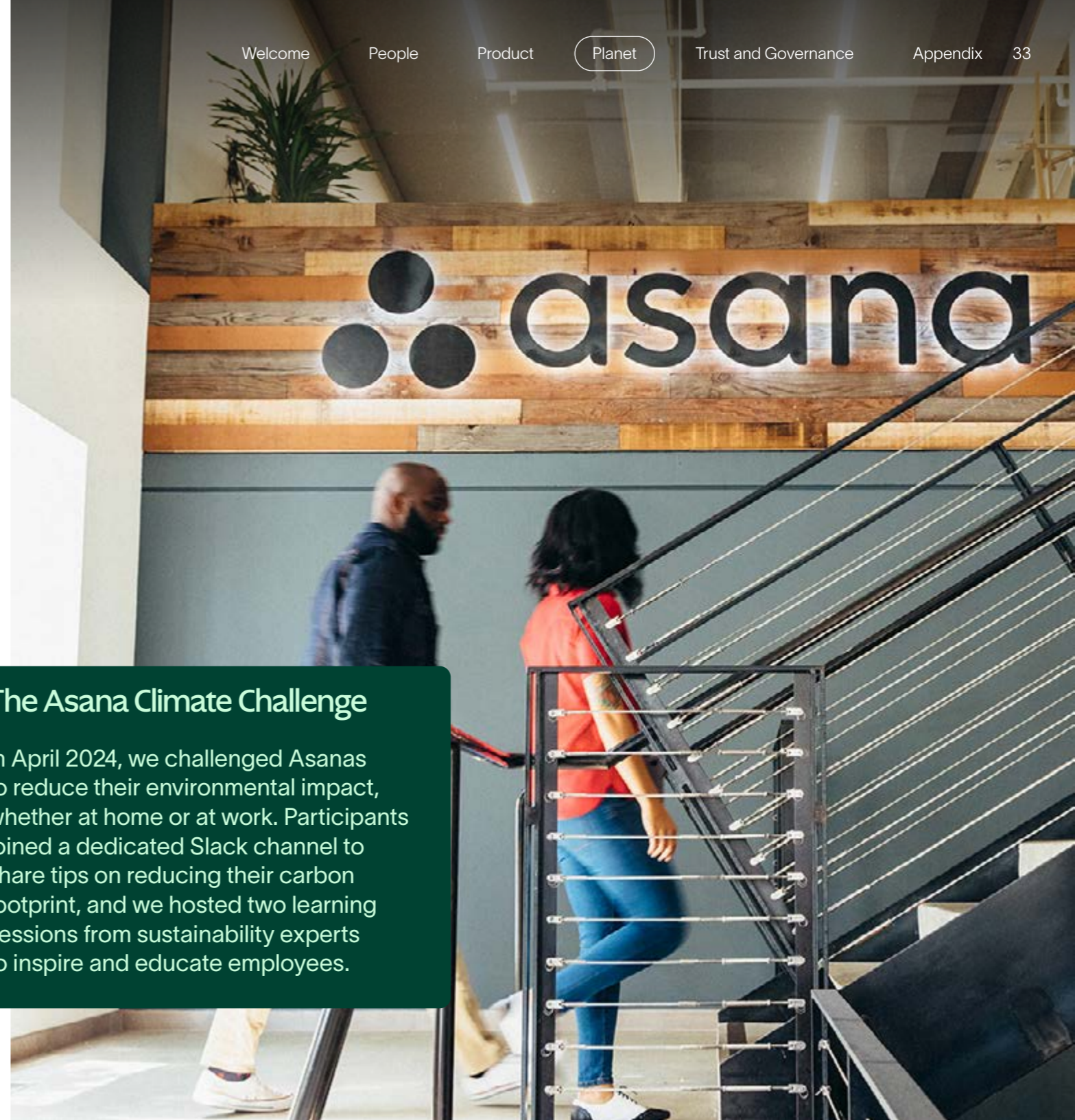
The Asana Climate Challenge

In April 2024, we challenged Asanas to reduce their environmental impact, whether at home or at work. Participants joined a dedicated Slack channel to share tips on reducing their carbon footprint, and we hosted two learning sessions from sustainability experts to inspire and educate employees.

Putting thought into how we eat

When it comes to creating meals for our team at the Asana San Francisco HQ, we want to offer exciting, balanced meals that celebrate different cultures while incorporating more whole ingredients with a lower environmental footprint.

Our expert culinary team plans intentional menus centered around locally sourced, vegetable-heavy choices while seeking out lower-carbon sources of protein to incorporate. To maximize positive environmental impact, they also optimize energy use during cooking and identify ways to repurpose edible food scraps and excess inventory—keeping valuable food items out of landfill. For example, cleaned chicken bones are used to make broth, while vegetable scraps are used for soups and stews.

In FY24, Asana's corporate HQ also diverted at least 80% of non-hazardous waste from landfills through our reuse, recycling, and composting program. We're utilizing continuous improvement techniques to support our waste reduction goals and have looked to audits, educational tools, and visual aids to strengthen the efficacy of our program.

While our journey to eliminate waste is not over, we're extremely proud of what we've accomplished.

Electronic recycling

During FY24, we once again partnered with multiple local organizations, including Human-I-T, to donate hundreds of working devices and divert 4,424 pounds of electronic waste including non-functional devices, damaged devices, cables, and keyboards, among other items. Devices that are beyond repair are stripped for assets, which are refurbished and incorporated into other machines. Working devices from our San Francisco HQ are donated to local communities in need, and devices collected elsewhere find a second home through refurbishment. Human-I-T uses their donations to help bridge the digital divide.

Conserving water

Across our operations, we seek opportunities to be responsible water stewards. For example, in our HQ, we maintain a graywater reclamation system which, in FY24, helped us save 922,176 gallons of domestic water.

To target our efforts, we need to understand where the greatest water risks and opportunities lie. We have assessed our global water risk using the WRI Aqueduct Water Risk Atlas. What we found is that, generally, Asana operates in regions of low water risk. The Atlas is scored from 1 (lowest) to 5 (highest) and 12 of our 14 locations scored between 0 and 2.

922,176

gallons of domestic water saved via our HQ graywater reclamation system in FY24
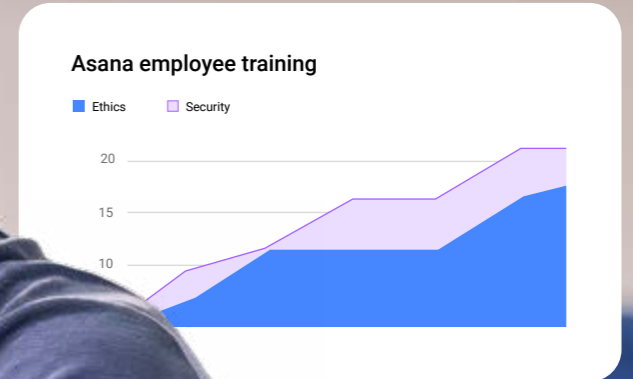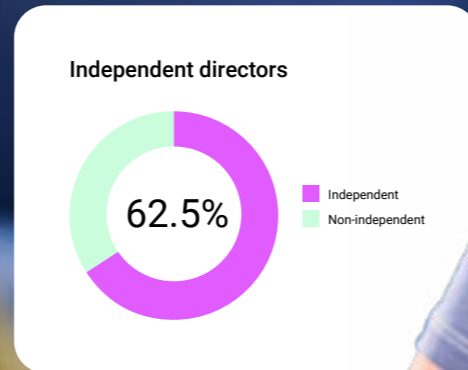
Asana operates in regions of low water risk

● Low-risk sites	7
● Low–medium-risk sites	5
● Medium–high-risk sites	2
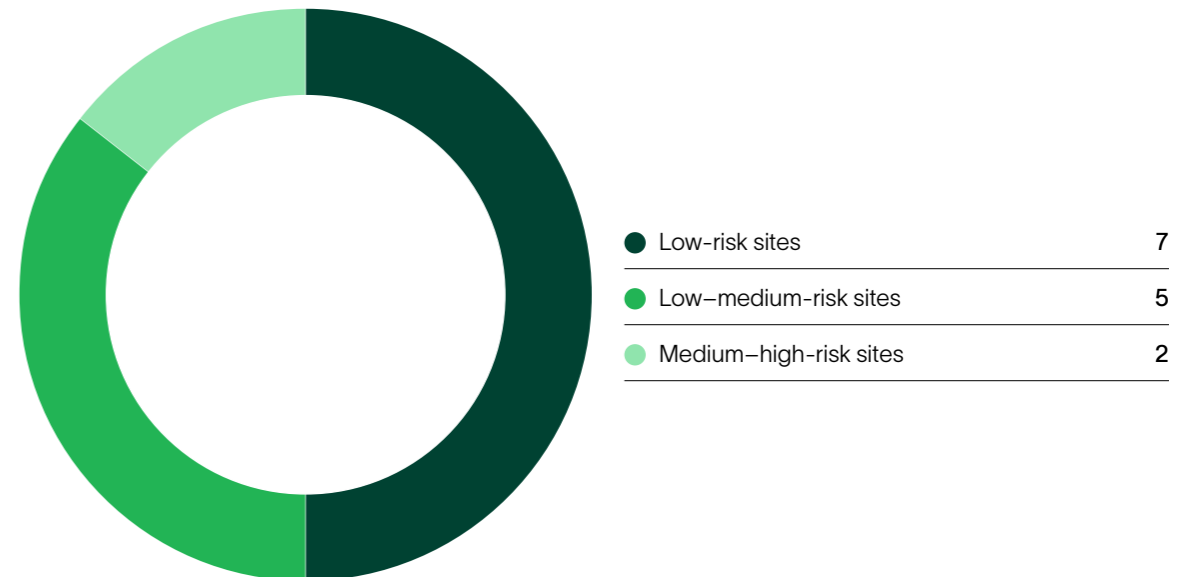
Trust and governance

Ensuring durability through trust

We have a vision for what we want to achieve—thriving people, product, and planet—and we're taking a long-term approach to responsible business growth to get there. We're not just creating value for the now; we're also building a resilient business that delivers impact far into the future. We're holding ourselves accountable, with the right governance and a ubiquitous commitment to ethics that will keep us on the path to long-term success via the values of trust, safety, and integrity.

Independent directors

62.5%

- Independent
- Non-independent

Asana employee training

- Ethics
- Security

20
15
10

In this section

Ethics and integrity

We work with integrity, guided by a commitment to ethical practices across our organization. We encourage our people to be real, avoid conflicts of interest, keep confidential information confidential and do great things fast—and fairly.

A code to live by

We are committed to creating an ethical workplace, built on the principle of respect for our Asanas, customers, vendors, and anyone else with whom Asana engages. Our Code of Conduct and Ethics (the Code) defines what that looks like.

The Code is our collective commitment to ethical behavior, built around four pillars and detailing steps each Asana has agreed to take to conduct business with integrity, avoid conflicts of interest, and comply with the law and our policies. It applies to all employees, contractors, officers, and Board members, encouraging them to address potential violations and setting out guidelines for doing so.

In addition to being referenced in the Code, our gift-giving and anti-corruption policies live on our intranet and are available to Asanas 24/7.

Compliance

The Code, which includes our stance on creating a harassment-free environment, is embedded throughout the Asana employee lifecycle—from new hire orientation and at every stage that follows. In FY25, we plan to introduce additional annual compliance training, which will cover the Code, forced labor, anti-corruption, and anti-bribery, among other topics.

Ethics helpline

Asanas—or anyone—with ethics or compliance concerns can report them anonymously and confidentially through our dedicated, third-party managed helpline. The helpline is available at all hours of the day and can be reached online or through a toll-free number. We also have a centralized email intake system that's overseen and managed by dedicated members of our Legal team so employees can get answers to their concerns and questions.

Preventing corruption

Our Anti-Corruption Policy formalizes the responsibility we have to hold ourselves accountable and operate our business with the highest level of integrity. It also clarifies the obligations all Asanas have under anti-corruption laws, including but not limited to the Foreign Corrupt Practices Act. All Asanas must ensure this policy is followed in their respective departments and by the business partners and vendors for which they are responsible. Asanas are expected to review and follow this policy in conjunction with our Code and Employee Handbook.

Ensuring ethical product use

We want Asana to be a safe and respectful space. This includes actively monitoring self-serve sign-ups to ensure no organizations identified as hate organizations by a nonpartisan third party are using Asana.

While the annual number is relatively low overall, we maintain engineering, security, and user operations resources to support our efforts in blocking sign-ups from listed organizations in the US.

The four pillars of the Code

Be real: Our commitment to each other	• Create equal opportunity for all. • Create a harassment-free environment. • Report discrimination or harassment.
Avoid conflicts of interest	• Base business decisions on the best interests of Asana, our stakeholders, and our mission. • Don't use your position to benefit yourself at the expense of others or the company.
Keep confidential information confidential	• Protect confidential information at all times including when shared with business partners. • Secure data. • Manage public communications and social media.
Do great things, fast ... and fairly, within legal boundaries	• Conduct business in line with legal and regulatory guidelines and in line with our own internal policies.

Board oversight

Achieving our mission requires alignment, all the way to the very top. Our Board of Directors sits at the helm of our ESG endeavors, guiding our actions and helping us measure progress against our goals and ambitions.

An effective structure for oversight

Our Board of Directors oversees our business on behalf of our stockholders. The Board has formed three committees to assist in its oversight function: the Audit Committee, the Compensation Committee, and the Nominating Committee. Our CEO serves as Chairman of the Board and we also have a Lead Independent Director. Of our eight Board members, five are independent, and all Board committees are composed entirely of independent directors.

We believe the structure of our Board of Directors and its committees, including the Lead Independent Director's role, enables effective independent oversight of management. At the same time, our CEO's combined role supports strong leadership, creates clear accountability, and enhances our ability to clearly and consistently communicate our message and strategy to stockholders.
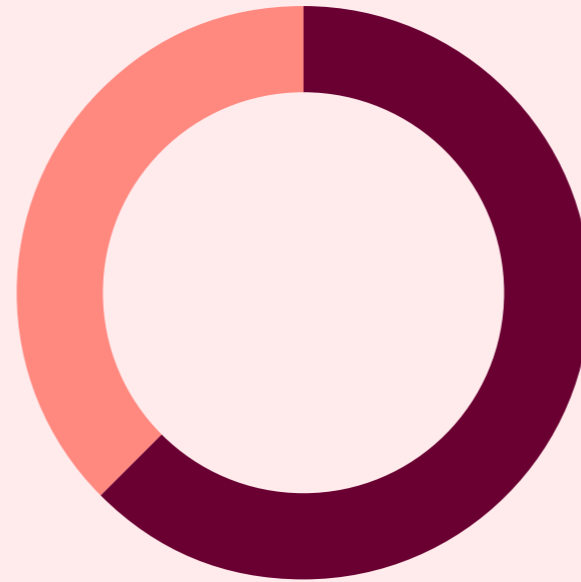
Our Nominating Committee works with the Board to determine the desired qualifications, expertise, and characteristics for Board members, including but not limited to:

- Business experience
- Diversity
- Professional background
- Education
- Skill

→ **Learn more about our Board diversity in the Diversity, inclusion, and belonging section**

Composition of Board of Directors

Independence

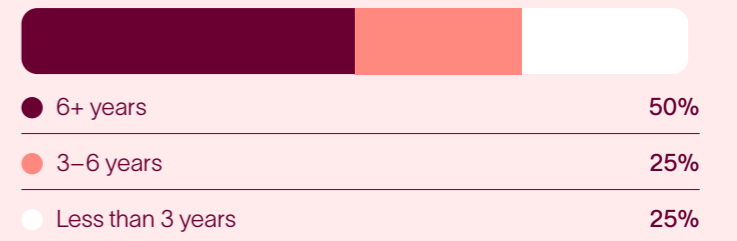|	
● Independent	62.5%
● Not independent	37.5%

Age

● Under 40	25%
● 40–54	50%
● 55+	25%

Tenure

● 6+ years	50%
● 3–6 years	25%
● Less than 3 years	25%
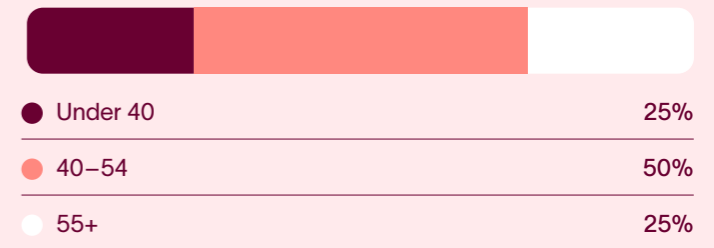
ESG oversight

To achieve our mission and foster positive impact for people and planet alike, we must ensure strong ESG oversight. Our actions are regularly reviewed and evaluated with oversight from Board and management levels. Our leadership's involvement in ESG helps provide crucial guidance as we pursue our goals and commitments.

Board

Audit Committee

Nominating and Corporate Governance Committee

⌄

ESG Steering Committee

⌄

ESG function and operational working groups

Board-level oversight

The Audit Committee is responsible for overseeing and making recommendations to management and the Board on issues including enterprise risk assessment and risk management. It regularly reviews issues and concerns, including cybersecurity, privacy, and related regulatory matters and compliance.

The Nominating Committee is also responsible for overseeing and making recommendations to management and the Board around ESG-related matters such as corporate social responsibility, corporate governance, the environment, sustainability, and public policy. It meets periodically to review Asana's approach to ESG matters and oversees the annual Board and committee self-evaluations process.

Meetings in FY24

Nominating Committee	4
Audit Committee	9

Management-level oversight

To ensure oversight at management level, we maintain a cross-functional ESG Steering Committee whose responsibility it is to develop and monitor a range of environmental, corporate social responsibility, corporate governance, sustainability, and other public policy matters relevant to Asana, our business, and our key stakeholders. The committee's work includes:

- Developing our strategy
- Guiding and tracking our goals, policies, and practices
- Shaping our ESG messaging and disclosure

The ESG Steering Committee charter was approved by the Nominating Committee.

We also maintain an ESG function and operational working group that includes subject matter experts and relevant program leads.

Enterprise risk management

Trust requires reliability. As our customers grow and their business needs become more complex, we are committed to scaling with them to help reliably support their growth.

We ensure oversight of risk management to the very top levels of Asana. Our Board of Directors receives annual reports on the effective management of enterprise risks, based on risk information collected from key stakeholders throughout the year. This risk report is presented by the Head of Internal Audit and Sarbanes-Oxley and includes top-of-mind enterprise risks. It highlights inherent and residual scoring as well as key risk drivers and their mitigations. ESG is represented as a subset of other key risks, including security, data privacy, climate, and talent.

The process for communicating critical concerns to the Board of Directors leverages input from executive management and annual risk assessment results. These are collated and distributed to the Board annually, or ad hoc depending on level of importance.

Human rights

Since day one, we've been committed to doing things with integrity—to ensure our actions align with our intentions. That includes maintaining an unwavering focus on respecting human rights for everyone in our business. It also includes engaging our stakeholders and partners to drive that same commitment throughout our global value chain.

Protecting human rights across our value chain

Asana recognizes and supports human rights and is committed to improving our efforts to combat modern slavery and forced labor in our operations and supply chain. While we are not at high risk for forced labor in our business, we recognize every operation comes with some inherent risk.

Throughout FY24, we conducted ongoing risk assessments of our limited supply chain, screening all vendors against global sanctions lists and other lists, including hate groups as defined by a nonpartisan third party. By doing so, we aim to identify potential modern slavery risks and develop a strategy to monitor and manage those risks. We also delivered training to key employees on the supply chain risks of modern slavery and the steps we would need to take to address issues should they arise. In FY25, we're launching similar training for all employees globally as part of Asana's compliance training program.

Supplier Code of Conduct

During FY23, we adopted our Supplier Code of Conduct, which details our expectations of all supply chain partners. The code covers, among other topics, ethics, labor standards, DIB, and environmental sustainability. We categorize our suppliers as high or low risk and require that 100% of our high-risk suppliers sign our Supplier Code of Conduct or provide their own that meets our requirements.

In FY24, we incorporated our Supplier Code of Conduct into important vendor contracts, and in FY25 we plan to include it in our vendor template and standard agreement. We expect our suppliers to uphold the same standards we do in relation to human rights and require that suppliers follow the International Labour Organization's standards on working time.

Global trade compliance

Asana complies with, and operates within, the global regulations that surround the import and export of products, services, and technology. We screen our vendors, partners, and customers against restricted party and other sanctions lists, respond to regulatory inquiries when received, monitor and maintain our controls, and train relevant personnel on applicable processes.

Privacy and security

We maintain a global privacy and security program designed to ensure Asana remains a name customers love, value, and, above all, trust.

Our approach to security

We endeavor to earn and maintain customer trust through implementing robust measures that protect their data. Asana's Head of Security is responsible for our security program—an initiative that comprises the following teams of security engineers and analysts:

- Infrastructure security
- Product security
- Corporate security
- Security risk and compliance

The Head of Security, or another security representative, presents to the Audit Committee at least once a year and to the Board once a year on security strategy, policies, procedures, and potential risks, and attends three Audit Committee meetings annually. Asana maintains a list of owners for each area of responsibility and security control.

Security safeguards

- SOC 2 Type 2 audits to regularly evaluate our information security program against Trust Service Principles for security, availability, and confidentiality.
- ISO 27001:2022 and ISO 27017:2015 certifications to demonstrate our commitment to global security standards.
- Encryption of user data in transit and at rest.
- Employees and contractors complete Security and Privacy Awareness training as part of onboarding and annually thereafter.
- Regular security assessments of our product and infrastructure, including regular vulnerability scanning, annual third-party penetration tests, and a public bug bounty program.
- Our incident response program, which is designed to ensure that the security team triages, investigates, remediates, and reports on incidents, with forensics support from a third-party firm.
- Our Data Security Standards, which outline our commitments to protect customer data.
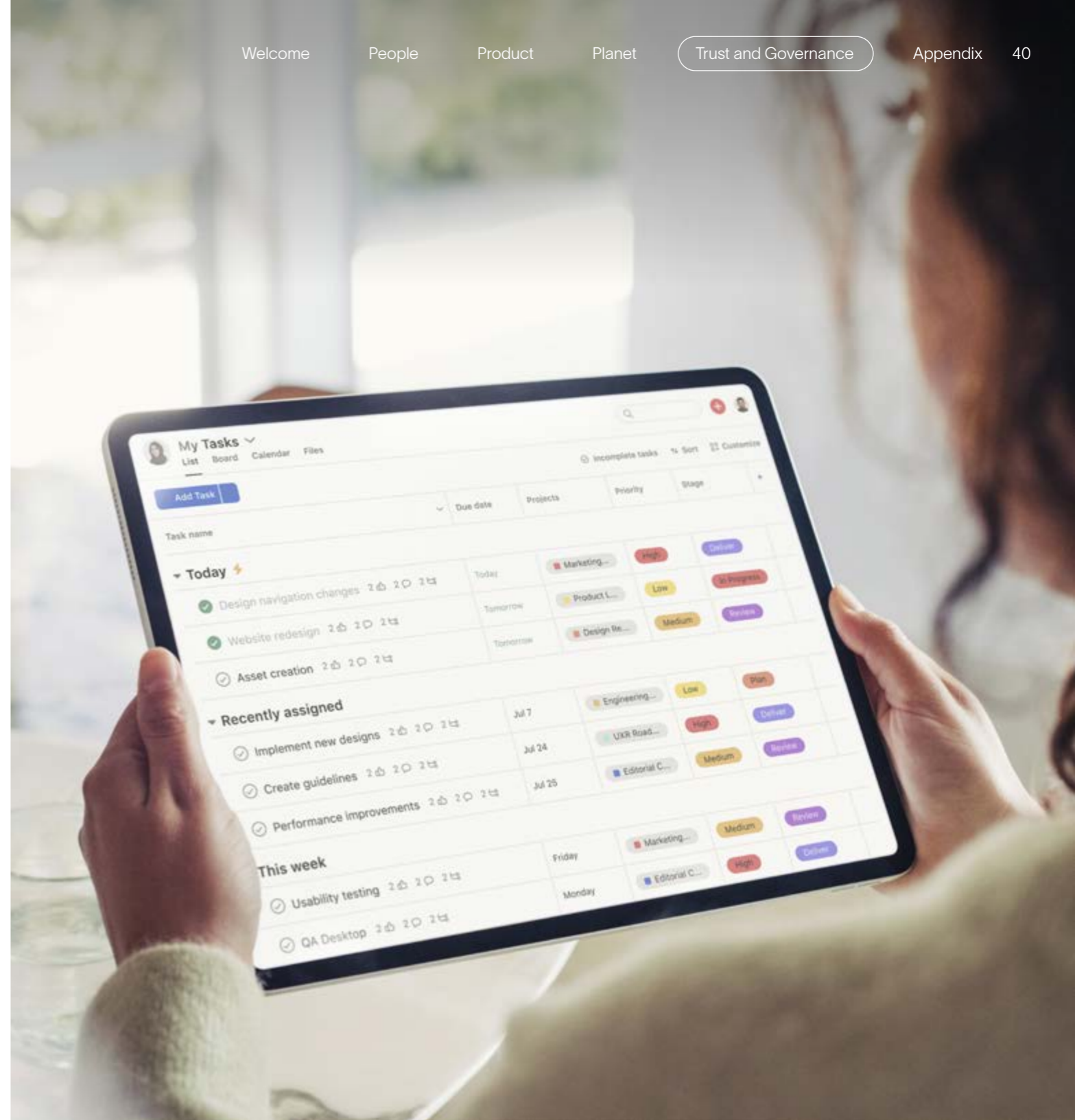
Our approach to data privacy and protection

Our global privacy program, designed to keep pace with the changing global privacy climate, is focused on facilitating privacy protections for customers' data, respecting customers' rights, compliance with global privacy and data protection laws and regulations, and demonstrating privacy compliance through third-party audits.

Our Head of Global Privacy and Data Protection Officer (DPO) oversees compliance with global privacy laws and addresses data protection and privacy inquiries. At least twice a year, our Head of Global Privacy and DPO presents to the Audit Committee on our privacy strategy, and attends three Audit Committee meetings and one Board meeting annually. Privacy certifications, assessments, and policies are considered during annual planning and semi-annual reviews.

Respecting data rights

We believe in giving every user access to—and control over—their personal data. The EU's General Data Protection Regulation (GDPR) is the strongest data protection and privacy law in effect, establishing robust data rights for individuals in the entire European Economic Area (EEA) and inspiring similar laws in other parts of the world. We have chosen to apply the rights granted by the GDPR—to access data, erase data, and opt out of data collection—to all our customers, wherever they reside.

Enhanced privacy for healthcare customers

Our commitment to security and privacy allows us to offer enterprise-tier healthcare and healthcare-adjacent customers the option to use Asana in compliance with the US Health Insurance Portability and Accountability Act (HIPAA). Businesses that are subject to HIPAA can use Asana to support HIPAA-compliant work management and execute a Business Associate Addendum with Asana.

Law enforcement requests

Occasionally, Asana receives requests from US or international law enforcement agencies about our customers. Asana complies with legally valid governmental requests. We communicate our policies around law enforcement requests in our Law Enforcement Guidelines, which includes informing our customers and the public about requests we receive. We publish and maintain a Law Enforcement Transparency Report that is updated twice annually.

→ Learn more about how Asana earns trust through security, reliability, privacy, and compliance at https://asana.com/trust, and by reading our Privacy Commitment and Privacy Statement[12]

Certifications and attestations

CCPA   CSA STAR   EU-US-DPF

FERPA   GDPR   GLBA

HIPAA   ISO 27001   ISO 27001 SoA

ISO 27017   ISO 27018   ISO 27701

SOC 2   SOC 3   TX-RAMP

VPAT

Privacy practices

- Our global approach, presented in a customer-friendly manner.

- Transparency in how we collect, process, and use personal data.

- Compliance with ISO 27018:2019 and ISO 27701:2022 certifications, which demonstrate our commitment to global privacy standards.

- SOC 2 Type 2, including the privacy trust principle, and SOC 2 Type 1 + HIPAA audits to regularly evaluate our privacy program against privacy trust principles and the HIPAA Security Rule.

- Training Asanas on a mix of privacy policies, data governance, and privacy best practices upon hire and at least annually thereafter.

- Privacy assessments, including reviews of third-party vendors and new product features.

- Privacy compliance terms available for those in the US healthcare, finance, and education sectors.

- Our Data Processing Addendum, which outlines our contractual privacy obligations and facilitates the transfer of data globally by incorporating Data Privacy Frameworks between the EU, UK, Switzerland, and the US, as well as applicable standard contractual clauses.

12   The Privacy Statement applies to all free and paid customers of Asana as well as other situations where an individual interacts with Asana. This includes, but is not limited to, interactions with Asana via one of our web properties, events held by Asana, and other interactions with staff of Asana in their official capacity, such as UI/UX studies, or interactions with our sales team.

Technological resilience

The world is constantly changing, and our products are changing with it. Whether through sound disaster recovery plans or constant innovation for scalability, flexibility, and interoperability, we make sure resiliency is a core component of a reliable, trusted customer experience so organizations can focus on the work that matters most to their businesses.

Our platform infrastructure

Asana is designed to grow as our customers do, helping reliably orchestrate their work no matter what size their organization is. This includes ensuring our infrastructure has all the attributes enterprises need to work efficiently. That's why we've built our platform to be scalable, reliable, and available.

Scalable

Our ability to scale means, whether they're a startup or a multinational, customers can benefit from the streamlining capabilities of Asana. Our product platform Luna2, is a highly scalable architectural foundation, which allows users to do complex

things very quickly without experiencing a degradation in performance. Further, we use Amazon Web Services (AWS) as a core building block of the Asana platform, which allows us to adapt easily to an increase in demand.

Reliable

We know it can be stressful when technology glitches. We use Amazon's relational database service (RDS) to replicate our database synchronously, enabling a quick recovery—usually in a matter of seconds—if the database fails. To guard against a regional failure, we securely move regular snapshots of the database to a backup data center.
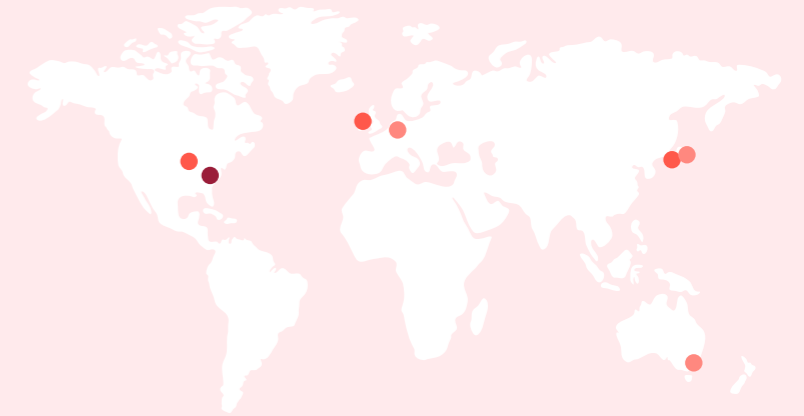
Available

Our customers work all around the world. To do their best work, they need access to fast answers and effective support. For our Enterprise customers, we commit to a 99.9% service availability level, with a status page that makes it easy to review uptime levels and announcements.

Ensuring technological resilience

As a reliable cloud-based platform, we're committed to helping teams manage their work wherever they are. Being trustworthy means showing our customers that we've got the plans in place for if things ever go off course. We maintain sound disaster recovery plans and procedures that protect the integrity of customer data and recover or maintain vital technology infrastructure and systems following a disaster.

Globally, we maintain a network of data centers, hosted by AWS, where our data is stored. By leveraging several sites, we can ensure that, in the event of a single AWS data center loss, recovery procedures can bring up nodes in another center.

Where our data is stored

● **Primary data centers**

Virginia, US

● **Additional data storage**[13]

Frankfurt, Germany

Sydney, Australia

Tokyo, Japan

● **Disaster recovery sites**

Ohio, US

Dublin, Ireland

Osaka, Japan[14]

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13   Available to Enterprise tier customers.
14   Ohio for US-based data; Dublin for EU- and Australia-based data; and Osaka for Japan-based data.

Citizenship and corporate responsibility

We're committed to advancing our ESG priorities while also supporting wider progress for a thriving world. This includes engaging strategically with external stakeholders to drive forward shared commitments for people and the world.

Asana's Corporate Governance Guidelines help ensure our Directors and management pursue corporate objectives for the benefit of stakeholders and in service of our mission and values, while also upholding legal requirements and best practices.

⊙ **For more information on our corporate governance, see our 2024 Proxy Statement**

Stakeholder engagement

Throughout the year, we engage with our diverse set of internal and external stakeholders to gather their insights, shaping our ESG roadmap in line with their evolving expectations.

Stockholder communication with Independent Directors

Asana's policies govern stockholder outreach to individual non-management Directors. Stockholders reaching out to the Board of Directors must route their message through our Corporate Secretary. If appropriate, our Corporate Secretary will forward communications to the relevant Board member(s). If the communication does not specify a Board member, it will go to the Lead Independent Director.

Stakeholder group	How we engage
Communities	Asana ERGs proactively and directly influence Asana's people strategy and provide valuable insights from the communities in which we live and work.
Customers	We engage proactively with strategic customer partners, seeking to understand their supplier-related ESG priorities. We also furnish customers and prospective customers with ESG-specific data on request.
Employees	We engage Asanas via various routes, including bi-annual engagement surveys, Voice of the Employee programs, our Global People Advisory Board, and our ERGs. We also proactively engage with employees on important ESG issues.
Industry partners	Our Work Innovation Lab brings together academics and industry experts to develop human-centered, cutting-edge research that helps businesses evolve today to meet the growing changes and challenges of tomorrow's work.
Investors	Our leadership meets with over 100 institutional investors quarterly on a wide range of topics. Additionally, we respond to ESG-specific investor inquiries.
Raters and rankers	We cooperate, as relevant, with ESG ratings agencies.

Long-term focus

We're not about quick fixes and rushing to the finish line; we want to create value that lasts. This commitment is reflected in our Long-Term Stock Exchange (LTSE) listing and LTSE policies; it is upheld in how we view every business decision through a lens of durability.

The LTSE[15] is a principles-based securities exchange for companies and investors interested in building lasting value. We believe the LTSE's vision aligns with Asana's long-term philosophy: that creating great investor returns should be a natural byproduct of the work we do every day.

Our listing on it attests to our commitment to:

- **Our long-term stakeholders:** We take an inclusive stakeholder approach that benefits customers, employees, partners, communities, the environment, and humanity.
- **A long-term strategy:** We aim for long-term growth as we execute objectives across the organization in service of our mission.

- **Appropriate compensation:** We align management and Board compensation with long-term performance and a commitment to results.
- **Board oversight:** Our Board engages in—and oversees—our long-term strategy.
- **Our long-term investors:** We engage with stockholders whose time horizons align with ours.

Asana has a dual-class stock structure and our co-founders have large holdings in our high-vote common stock. The holders of high-vote common stock acknowledge that, with that structure, it is important to listen to all stakeholders and engage sincerely with their perspectives. They have made a public commitment to do so and, as part of that, Asana engages in ongoing shareholder outreach on an ongoing basis.

A structured approach to durable value

We focus on durable, long-term growth and customer success. Our product and culture are inextricably linked to this focus, with cross-organizational objectives designed to drive action against our enduring mission to help humanity thrive by enabling the world's teams to work together effortlessly.

To ensure continuous focus on long-termism, our Board of Directors engages regularly with management on developing and implementing long-term strategic initiatives. This includes research and development, the evolution of our sales and marketing motion, financial systems and planning, operations and customer success, and employee culture over multi-year timeframes.

The Board has delegated oversight of, and responsibility for, ESG topics relating to long-term strategy to the Nominating Committee.

Responsible ownership

Together, our co-founders Dustin Moskovitz and Justin Rosenstein own a significant portion of Asana stock. They have each pledged that 100% of the value of their equity in Asana will be used for philanthropic purposes. The significant economic ownership by our leadership, coupled with Asana's LTSE listing, exemplifies our commitment to purpose-driven innovation for long-term value creation.

Long-term incentives

We are committed to a compensation structure that aligns incentives for our Board and senior leadership with our long-term strategy, stakeholders, and commitment to results. We take a holistic approach to compensation, with a program that generally consists of, and is intended to strike a balance between, two principal components: base salary and long-term incentive compensation.

We believe a compensation structure focused on equity value that includes vesting over time, combined with stock ownership guidelines for senior leadership and Directors, aligns with our long-term philosophy.

15   Asana is both listed on the Long-Term Stock Exchange and receives advisory services from LTSE Services.

Appendix

Forward-looking statement

This report contains "forward-looking" statements that are based on management's beliefs and assumptions and on information currently available to management. Forward-looking statements include, but are not limited to, statements about Asana's ESG goals, the integration of artificial intelligence ("AI") in our product, and adoption of AI by our customers. Forward-looking statements include all statements that are not historical facts and in some cases can be identified by terms such as "anticipate," "expect," "intend," "plan," "believe," "continue," "could," "potential," "remain," "may," "might," "will," "would," or similar expressions and the negatives of those terms. However, not all forward-looking statements contain these identifying words. Forward-looking statements involve known and unknown risks, uncertainties, and other factors, including factors beyond Asana's control, that may cause Asana's actual results, performance, or achievements to be materially different from any future results, performance, or achievements expressed or implied by the forward-looking statements. Further information on risks that could cause actual results to differ materially from forecasted results are included in Asana's filings with the U.S. Securities and Exchange Commission. Any forward-looking statements contained in this report are based on assumptions that Asana believes to be reasonable as of this date. Except as required by law, Asana assumes no obligation to update these forward-looking statements, or to update the reasons if actual results differ materially from those anticipated in the forward-looking statements.

GRI Index

Asana has reported the information cited in this GRI and SASB content index for the period starting February 1, 2023 and ending January 31, 2024 with reference to the GRI Standards, and in accordance with the Sustainability Accounting Standards Board (SASB)'s Sustainability Accounting Standard for the Technology and Communications Sector, Software & IT Services industry (Version 2018-10).

Category	GRI	2024 value
About Asana	2-1 Organization name	Asana, Inc
	2-1 Location of headquarters	633 Folsom St, suite 100, San Francisco, CA 94107
	2-1 Countries of operation	Asana around the world
	2-3 Reporting period	Feb 1, 2023–Jan 31, 2024
	2-3 Point of contact	ir@asana.com
	2-4 Restatements of information	Certain categories of Asana's FY23 greenhouse gas (GHG) inventory have been updated to reflect more accurate assumptions and methodologies. Changes were made to values for the following categories including purchased goods and services, upstream transportation and distribution, waste generated in operations, and employee commute. The investments category was removed from our FY23 inventory and will not be included going forward. These updates were not material and resulted in less than a 2% decrease in FY23 emissions.
	2-6 Activities, product, and markets served	10-K

Category	GRI	2024 value
About Asana	2-6 Total revenue (in millions)	$652.5
	2-6 Value chain	Modern Slavery statement Supplier Code of Conduct Human rights
	2-7 Employees	Headcount as at Jan 31, 2024: 1,840
	2-9 Governance structure and composition	Board members: 8 Independent Board members: 5 (62.5%) Proxy statement Board oversight Long-term focus
	2-10 Nomination and selection of the highest governance body	Proxy statement Board oversight Long-term focus
	2-11 Chair of the highest governance body	Proxy statement Board oversight Long-term focus
	2-12 Role of the highest governance body in overseeing the management of impacts	Board oversight
	2-13 Delegation of responsibility for managing impacts	Board oversight

GRI Index continued

Category	GRI	2024 value
About Asana	2-14 Role of the highest governance body in sustainability reporting	Board oversight
	2-15 Conflicts of interest	Code of Conduct
	2-22 Statement on sustainable development strategy	CEO Letter A strategy for positive impact
	2-23 Policy commitments	Ethics and integrity
	2-24 Embedding policy commitments	Ethics and integrity
	2-26 Mechanisms for seeking advice and raising concerns	Ethics and integrity
	2-27 Compliance with laws and regulations	Human rights
	2-29 Approach to stakeholder engagement	What matters most
Materiality assessment	3-1 Process to determine material topics	What matters most
	3-2 List of material topics	What matters most
	3-3 Management of material topics	What matters most
Economic performance	201-1 Direct economic value generated and distributed	10-K
	201-2 Financial implications and other risks and opportunities due to climate change	Climate impact
	205-2 Communication and training about anti-corruption policies and procedures	Modern Slavery Statement Code of Conduct
Competitive behavior	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	0

Category	GRI	2024 value
Energy	302-1 Energy consumption within the organization	FY24 Energy consumption within the organization: 10,533 GJ Grid electricity: 93% Renewable energy consumed: 93% renewable, 7% natural gas
	302-3 Energy intensity	16.1 GJ per $1m revenue generated
Emissions	305-1 Direct (Scope 1) GHG emissions	243
	305-2 Energy indirect (Scope 2) GHG emissions	660 (location-based), 0 (market-based)
	305-3 Other indirect (Scope 3) GHG emissions	30,289
	Total	31,193 (location-based), 30,533 (market-based)
	Category 1—Purchased goods and services	14,340
	Category 2—Capital goods	7,672
	Category 3—Fuel and energy-related activities	355
	Category 4—Upstream transportation and distribution	390
	Category 5—Waste generated in operations	110
	Category 6—Business travel	4,934

GRI Index continued

Category	GRI	2024 value
Emissions	Category 7—Employee commuting	2,109
	305-4 GHG emissions intensity	48t CO_2e per $1m revenue
People	401-3 Parental leave	Health and well-being
	401-1 New employee hires and employee turnover	Health and well-being
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Health and well-being
	401-3 Parental leave	Health and well-being
Training and development	404-2 Programs for upgrading employee skills and transition assistance programs	Workforce alignment
	404-3 Percentage of employees receiving regular performance and career development reviews	98%; Workforce alignment

Category	GRI	2024 value
Diversity, inclusion, and belonging	405-1 Diversity of governance bodies	Board oversight
	405-1 Diversity of employees[1]	**Gender—global**
		All Asana
		Male: 53%
		Female: 46%
		TGNC: 1%
		Manager
		Male: 54%
		Female: 46%
		TGNC: <1%
		AMER-based employees by ethnic or racial group[2]
		Asian: 39%
		Caucasian: 42%
		Hispanic or Latinx: 8%
		Black or African American: 5%
		Middle Eastern: 2%
		Native American/Pacific Islander/ Alaskan Native: 1%
		Not represented/declined to answer: 1%
Privacy	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	N/A

1 Self-reported data as of January 31, 2024. Excludes countries that do not allow for data to be collected on gender. TGNC designation includes the categories of agender, gender non-conforming, genderqueer, transgender, and non-binary.
2 Self-reported data as of January 31, 2024. Respondents could choose more than one race/ethnicity. North, Central and South America (AMER).

SASB Index

Category	SASB	2024 value
Recruiting & Managing a Global, Diverse & Skilled Workforce	TC-SI-330a.3 Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees[1]	Headcount as at Jan 31, 2024: 1,840 **Gender—global** All Asana Male: 53% Female: 46% TGNC: 1% Manager Male: 54% Female: 46% TGNC: <1% **AMER-based employees by ethnic or racial group[2]** Asian: 39% Caucasian: 42% Hispanic or Latinx: 8% Black or African American: 5% Middle Eastern: 2% Native American/Pacific Islander/Alaskan Native: 1% Not represented/declined to answer: 1%
	TC-SI-520a.1 Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	0

Category	SASB	2024 value
Energy	TC-SI-130a.1 Energy consumption within the organization Grid electricity Renewable energy consumed	FY24 Energy consumption within the organization: 10,533 GJ Grid electricity: 93% Renewable energy consumed: 93% renewable, 7% natural gas
	TC-SI-130a.2 (1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	1) and 2): Asana does not disclose this information Low-risk sites: 7 Low-medium-risk sites: 5 Medium-high-risk sites: 2
	TC-SI-130a.3 Discussion of the integration of environmental considerations into strategic planning for data center needs	Climate impact
	TC-SI-330a.1 Percentage of employees that are (1) foreign nationals and (2) located offshore	Asana currently does not disclose this information
	TC-SI-220a.1 Description of policies and practices relating to behavioral advertising and user privacy	Privacy and security
	TC-SI-220a.2 Number of users whose information is used for secondary purposes	Asana does not use user information for reasons other than those described in our customer agreements and our privacy statement. See our privacy statement here.

1   Self-reported data as of January 31, 2024. Excludes countries that do not allow for data to be collected on gender. TGNC designation includes the categories of agender, gender non-conforming, genderqueer, transgender, and non-binary.
2   Self-reported data as of January 31, 2024. Respondents could choose more than one race/ethnicity. North, Central and South America (AMER).

SASB Index continued

Category	SASB	2024 value
Energy	TC-SI-220a.3 Total amount of monetary losses as a result of legal proceedings associated with user privacy	0
	TC-SI-220a.4 Law enforcement requests for customer information	Asana reports on this data publicly twice annually (every 6 months). This information is publicly available here.
	TC-SI-220a.5 List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	The United States, along with other countries, has export control and economic sanction regulations in place that prohibit the export of certain goods and services, which means that Asana is not currently able to provide access to its platform or provide other products and services to individuals and companies located in the following embargoed countries and regions: Cuba, Iran, North Korea, Syria, the Crimea, Donetsk, or Luhansk regions of Ukraine. Asana complies with US regulations related to embargoed countries and regions. More information is available on Asana's Global Trade Compliance page here.

Category	SASB	2024 value
Security	TC-SI-230a.1 (1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	Over the last three fiscal years (FY 2022–FY2024), Asana has experienced: 1) 0 reportable data breaches 2) N/A 3) N/A
	TC-SI-230a.2 Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Privacy and security
Infrastructure	TC-SI-550a.1 Number of (1) performance issues and (2) service disruptions; (3) total customer downtime[3]	Asana provides details on its current and historic reliability at https://status.asana.com.
	TC-SI-550a.2 Description of business continuity risks related to disruptions of operations	10-K
Activity metrics	TC-SI-000.A (1) Number of licenses or subscriptions, (2) percentage cloud-based	1) Asana has more than 3,000,000 paid users as of December 5, 2024 2) 100% cloud-based
	TC-SI-000.B (1) Data processing capacity, (2) percentage outsourced	1) N/A as Asana outsources 100% of our data-processing capacity 2) 100% outsourced
	TC-SI-000.C (1) Amount of data storage, (2) percentage outsourced[4]	1) Amount of data storage measured in February 2024: – Approximately 3.6 petabytes excluding backups – Approximately 8.25 petabytes including backups 2) 100% outsourced

3   Definitions: Minutes of downtime— the number of minutes of major outage + 30% the number of minutes of partial outage, both for main webapp only: Performance issues—10–30 minutes of downtime; Service disruptions—30+ minutes of downtime.
4   Storage for all production data of customers. This excludes storage for our sub-processors and internal tools.

Climate Data Index

Greenhouse gas emissions (t CO_2e)

	FY 2022	FY 2023	FY 2024
Scope 1	285	239	243
Scope 2 (location-based)	677	955	660
Scope 3 total	35,594	23,589	29,910
Purchased goods and services	17,223	18,255	14,340
Capital goods	10,673	1,118	7,672
Fuel and energy-related activities	371	470	355
Upstream transportation and distribution	299	51	390
Waste generated in operations	39	148	110
Business travel	52	2,076	4,934
Employee commuting	1,105	1,471	2,109
Energy consumption (GJ)	13,219	15,176	10,533

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