

Asana ESG Report 2023



LETTER FROM THE CEO

“

At Asana, everything we do is in service of our mission: To help humanity thrive by enabling the world’s teams to work together effortlessly. In recent history, humanity has made enormous progress — from reducing extreme poverty, to increasing access to education, to improving health outcomes through advances in medicine and public health. I believe in a world where these trends continue, and we solve our biggest problems — a world where humanity is thriving.



Dustin Moskovitz
CEO, ASANA

JUMP INTO THE REPORT

2023 ESG Highlights



ENVIRONMENT

Achieved 100% renewable electricity across our operations

[Read more →](#)



GOVERNANCE

Certified to ISO 27701, a GDPR-mapped certification, for all our customers' data

[Read more →](#)



SOCIAL

Committed to engage with our supply chain on climate change and diversity

[Read more →](#)



GOVERNANCE

Launched our HIPAA offering, unlocking new opportunities for customers contributing to human health and wellbeing

[Read more →](#)



ENVIRONMENT

Adopted our supplier code of conduct

[Read more →](#)



SOCIAL

Ranked among top workplaces according to Glassdoor Best Places to Work 2023, Inc. Best Workplaces 2023, and Fortune | Great Place to Work 2022. 83% of Asanas say they're proud to work at Asana.

[Read more →](#)

DATA & DOWNLOAD CENTER

We publish disclosures responsive to the Sustainability Accounting Standards Board (SASB) Standards for Software and IT Services. For the first time, we have also made reference to the Global Reporting Initiative (GRI) Standards.

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Letter from the CEO

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Dustin Moskovitz
CEO, ASANA

While the economic backdrop has changed for business everywhere in the face of inflation, conflict in Europe, and slowing global growth, Asana’s commitment to our purpose and mission remains the same. We continue to be dedicated to helping organizations navigate towards their goals as effectively and quickly as possible. Like us, many organizations are working with new constraints, but their ambitions for the future endure as they work toward their broad-reaching missions.

At Asana, we have the privilege to support thousands of mission-driven customers including a revolutionary carbon transformation company making critical chemicals from CO2 instead of fossil fuels that uses Asana to advance their mission to eliminate global emissions and build a fossil-free future. Another customer, Allbirds, is proving that comfortable and well-designed footwear can be sustainably made. HelloFresh is changing the way people eat by helping households access affordable, nutritious meals while reducing food waste.

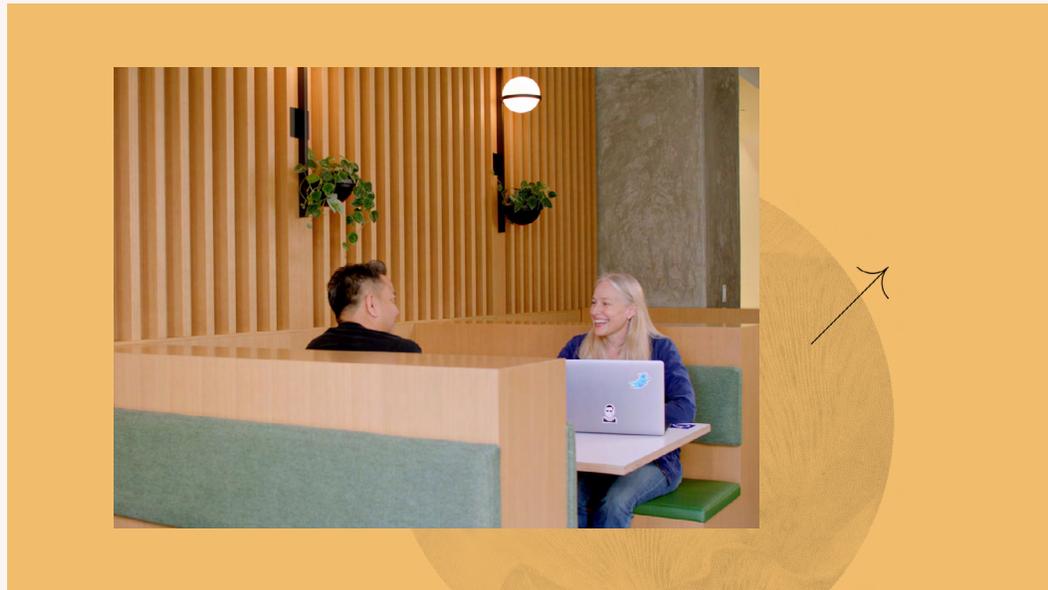
In addition, we are grateful to work alongside some of the largest, most innovative enterprises in the world. Through these relationships we gain unique insights into their complex business needs, which inform our product strategies and investments in the future of work and provides extraordinary leverage to enable human progress. Thousands of large organizations, including eight of the top ten technology companies and 80% of the Fortune 100, use Asana to drive growth and successfully navigate a dynamic environment. We’re honored to support the important work our customers are doing, and acknowledge we still have monumental work ahead.

As we launch our fiscal 2023 ESG report, I’m proud to share that in the last year we’ve:

- Achieved 100% renewable electricity across our operations
- Committed to engage with our supply chain on climate change and diversity
- Adopted our supplier code of conduct
- Certified to ISO 27701, a GDPR-mapped certification, for all our customers’ data
- Launched our HIPAA offering, unlocking new opportunities for customers contributing to human health and wellbeing

We built Asana because the work that people do together matters — from developing clean energy and building sustainable food supplies to providing aid in war-torn regions. Progress depends on teamwork and the organizations driving it. Some of the most ambitious and forward-thinking organizations in the world are Asana customers, and by supporting them we co-create a better future for all of us.

Our Approach to ESG



Asana was created with a simple but ambitious mission: To help humanity thrive by enabling the world's teams to work together effortlessly.

From day one, we've been inspired by the potential for innovation to deliver intentional and collective positive impact. Our world is filled with innovators and creators on quests to address major global challenges around poverty, disparity in education, access to basic health care, and climate change. Behind each of these efforts is a team of people collaborating to create world-changing solutions.

At Asana, we're helping to build the future of collaboration. Our contribution through innovation is grounded in our impact on people and organizations.

We help people and organizations more effectively use humanity's most important resource—our shared knowledge.

Where organizations are solving some of our most pressing global challenges, we believe we can help them be vastly more efficient and effective. We enable organizations to further their digital transformation initiatives by automating cross-functional workflows and processes that are still manual. This helps them be even more resilient, intelligent, and sustainable.

Our annual Environmental, Social, and Governance (ESG) report details how we are building a resilient and sustainable company by integrating ESG factors into our business practices and value chain. By identifying and pursuing our ESG goals and commitments—from product innovation and data security to diversity, inclusion, and belonging —we help our customers and stakeholders thrive.



Innovation

We seek to inspire transformational change in the way teams work together to solve problems and reach their goals.

[Learn more →](#)

About This Report

The contents of this report are informed by our materiality assessment, ongoing stakeholder engagement and alignment with ESG standards.

[Learn more →](#)



Innovation



What we do | Enterprise software

Our greatest contribution to sustainable development is through innovation, designed to maximize human potential. Asana is an enterprise-grade work management platform that helps organizations work smarter and achieve strategic goals.

At Asana, our goal is to inspire transformational change in the way organizations collaborate across teams with intelligence to solve problems and achieve their missions.

With the Asana enterprise-grade platform and [Work Graph](#) data model, we help drive strategic alignment, collaborate across teams, and operate with greater agility, enabling organizations to become more effective, resilient, and sustainable.

ROI of Asana

IDC's compelling [research](#) demonstrates the business value of Asana.

A few of the business value highlights from this year's study:¹

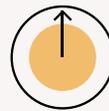
33% faster completion of digital transformation initiatives

82% higher employee satisfaction with collaboration tools

214% ROI within one year of customer platform deployment

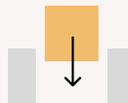
Scalability, interoperability, and flexibility

Technological resilience is a key topic identified by our [materiality assessment](#) and is critical to our continued ability to enable customers to achieve their missions.



Scalability

Our ability to scale enables customers of any size to benefit from the incremental efficiencies that come with more collaborative work flowing through the platform.



Interoperability

Our platform integrates with other workplace applications, which allows it to merge seamlessly into teams' workflows.



Flexibility

Our solutions are designed to unlock sustainable innovation across our customer ecosystem, helping to break down silos, and connect people, process, and technology.

Product accessibility

At Asana, our mission is to help humanity thrive by enabling the world's teams to work together effortlessly. That includes empowering teammates with disabilities by embracing accessibility throughout our experiences.

We have a dedicated team tasked with building principles of accessibility into our product. Through hundreds of qualitative and quantitative research sessions, and in partnership with accessibility experts and customers with disabilities, we've gained a deep understanding of users' accessibility needs. Through this work, we're continuing to build a product that embraces accessibility.

¹ IDC report June 2023

Why we do it | Collaborative Intelligence

For many organizations, leading by intuition isn't enough to drive successful results. At [The Work Innovation Lab](#) by Asana, our leading-edge, human-centered research is designed to help businesses and leaders apply a data-driven, research-backed approach to decision-making.

[Collaborative Intelligence](#) is at the center of The Work Innovation Lab's research and it enables leaders and managers to understand how to improve their collaboration to maximize performance—including increasing efficiency, productivity, innovation, and employee engagement. Collaborative Intelligence is based on the premise that we can enable the world's teams to work together more effortlessly by helping them achieve "healthier" collaboration.

“ The organizations that thrive today and in the future will embrace Collaborative Intelligence to determine how their teams can work better together to drive mission-critical business outcomes.



Rebecca Hinds, PhD
HEAD OF THE WORK INNOVATION LAB BY ASANA

At one extreme, too little collaboration results in employees feeling lonely, languishing, and under-engaged. At the other extreme, too much collaboration results in employees feeling overloaded, overwhelmed, and burned out.

Today, collaboration is more invisible than ever, involving distributed workers, more technologies, and more complex workflows. As we continue to innovate, we're infusing our product with Collaborative Intelligence—insights about how individuals, teams, and organizations are collaborating.

With the power of collaborative intelligence, we can help organizations detect the dysfunctional and functional parts of their collaboration network.

SPOTLIGHT

Anatomy of Work

Asana's 2023 Anatomy of Work Global Index offers concrete steps organizations can take to build a more agile workplace and reduce monotonous "work about work".

Asana's [2023 Anatomy of Work Global Index](#) surveyed more than 10,000 knowledge workers to learn what "work about work" actually looks like in their daily lives. What we found is that roughly 60% of people's workdays are spent on "work about work"—not on the skilled work they were hired to do.

The result? Hundreds of hours wasted a year, declining workplace productivity, and increasing worker burnout.

The Anatomy of Work report offers key takeaways for companies on building more clarity into their workflows, being more transparent about organizational goals, improving skill building, and modeling sustainable work-life balances. [Read more](#) about how companies are taking steps to build more agile workplaces for their workers.

How we know it is working | Our customers

Our mission is ultimately achieved through the successes of our customers. That’s why we are thrilled to hear from our customers every day about their greatest achievements. Through our Customer Advisory Board, we gain unique insights into developing opportunities where we continue to evolve in the coming years.

CUSTOMER CASE STUDY

Asana for biotechnology



An innovative biotechnology firm relies on Asana to keep its teams focused on the goal of changing the course of diseases globally.

Illumina’s next-generation sequencing solutions for DNA, RNA, and protein analysis serve as tools for disease research, drug development, and the development of clinical molecular tests that are improving human health across the world, with applications in oncology, genetic disease, infectious disease, and many other areas.

To develop these technologies, the automation and process engineering team must ensure Illumina’s labs around the world are running smoothly. This team uses Asana to improve project tracking, task management, and cross-site communication as well as reduce resolution time. When researchers and clinicians are working to change the course of diseases globally, every minute counts.

CUSTOMER CASE STUDY

Asana for food and beverage



Asana helps the world’s leading meal kit provider keep track of its ingredients and keep a lid on food waste.

HelloFresh is on a mission to change the way people eat, forever. They’re the world’s leading meal kit provider, helping households eat affordable, nutritious meals at home while reducing food waste.

Buying ingredients for 30 new recipes a week in exact quantities and at the right price is a complex process. HelloFresh uses Asana to give everyone on the team a simple way to check the availability of each ingredient and curb the kinds of errors that may lead to wasted food. Once a new ingredient is approved, Asana automatically informs all team members. Using Asana has helped HelloFresh employees:

Read more at asana.com/case-study/hellofresh.

Increase productivity

Since using Asana, most team members have become 33% more productive on average.

Manage workflows efficiently

Streamlined, transparent processes reduce the potential for error and increase efficiency.

Innovate faster

HelloFresh offers 30 new recipes every week to its customers in German-speaking Europe.

Asana’s Customer Advisory Board (CAB) is a senior leadership forum that engages customers in co-creation discussions to provide strategic input into the product and business direction of Asana. Additionally, the CAB helps connect our most advanced and innovative customers on important and timely industry topics.

CAB members’ involvement includes:

- 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.
- Collaborating 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.

About This Report



Materiality assessment and stakeholder engagement

Through our ongoing stakeholder engagement efforts and ESG materiality² assessment, we keep our finger on the pulse of the most significant ESG issues for Asana’s business and stakeholders. Our materiality assessment, which was first conducted in fiscal year 2022 and is refreshed periodically, enables us to incorporate the following into our ESG strategy:



Evolving stakeholder views



Unfolding global trends



Emerging opportunities and potential risks

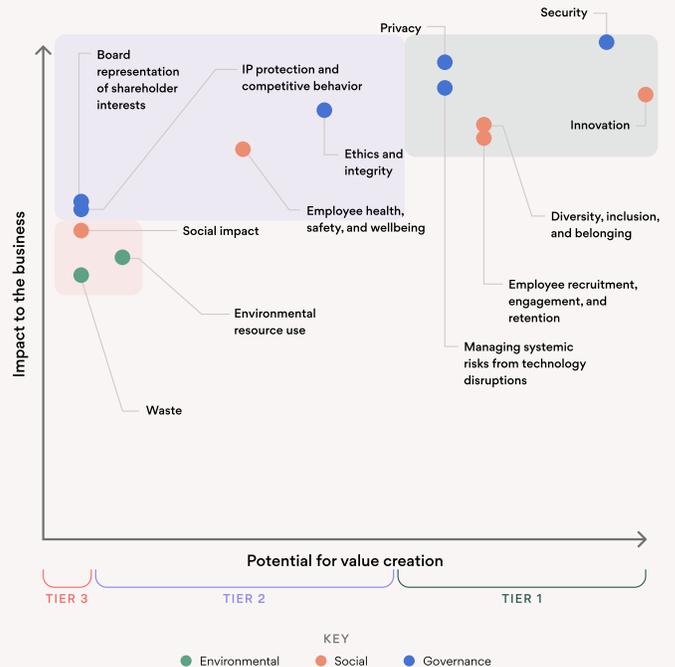
ESG materiality summary

Through a quantitative and qualitative process our most recent materiality assessment uncovered 13 key ESG topics most relevant for our business and stakeholders. During this process, we conducted a broad review of industry ESG disclosures and the [Sustainability Accounting Standards Board \(SASB\)](#) Standards for the Software and IT Services industry, a comprehensive survey, and in-depth interviews with Asana’s senior leadership, functional teams, investors, and customers.

As an output of this process, we identified the following six topics as our tier 1 priority topics:

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

We invest our resources in these tier 1 priority topics because they represent the highest potential impact on the business as well as the highest opportunity to create value for our stakeholders.



² "Materiality" for purposes of our ESG reporting includes impacts on communities, the environment, and stakeholders such as employees, customers, and suppliers, and 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" in the context of the U.S. federal securities laws or any other regulatory framework.

Stakeholder engagement

We engage year-round with our diverse set of internal and external stakeholders—including employees, customers, investors, community, and industry partners.

Throughout our engagement in FY23, we reaffirmed our focus on our tier 1 priority topics and identified innovation-related sub-topics to invest in such as [accessibility, flexibility, and scalability](#).

Our leadership meets with over 100 institutional investors quarterly on a wide range of topics. We respond to ESG-specific investor inquiries, cooperate with ESG ratings agencies, and engage proactively with [employees](#) around important ESG issues.

Feedback from these engagements further shape our ESG roadmap to account for evolving stakeholder expectations.

Asana Around the World



- ASANA OFFICES**
- Tokyo
 - Chicago
 - New York
 - San Francisco
 - Vancouver
 - Singapore
 - Dublin
 - Paris
 - Sydney
 - Munich
 - Reykjavik
 - London



ESG standards alignment

In FY23, we expanded our ESG disclosure on topics of interest to our stakeholders, including climate-related risks and opportunities, supplier diversity, ethics, anti-corruption, and employee training and development.

In addition to the disclosure in this report, we publish disclosures responsive to the SASB Standards for Software and IT Services. For the first time, we also have made reference to the Global Reporting Initiative (GRI) Standards, which enable organizations to report the impact of their activities in a structured and transparent way.

We also have begun incorporating the Task Force on Climate-related Financial Disclosure (TCFD) recommendations that are structured around key operational areas including governance, strategy, risk management, and related metrics and targets.

We monitor ongoing developments in ESG reporting standards and regulatory requirements and will adapt our ongoing disclosure accordingly. See our SASB and GRI index in the Data and Download Center.

Unless otherwise specified, our data and disclosures cover Asana's global operations for fiscal year 2023, ending January 31, 2023.

Goals and Commitments



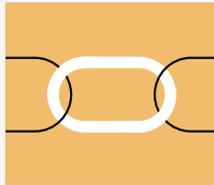
Privacy and security

- We commit to empowering users to gain more control over their personal data and plan to pursue additional data protection-aligned privacy and security certifications.



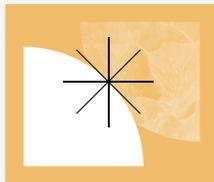
Our people

- Recruit high-impact Asanas in alignment with our headcount plan and representation goals.
- Strengthen the [Pyramid of Clarity](#) by communicating a compelling vision, clear strategy, and connected goals across teams.
- Strengthen our culture and practice of high impact and deep belonging.
- Ensure that employees have confidence in their career growth opportunities at Asana.
- Make it easier for employees, managers, and the People Team to get things done by investing in knowledge management, operational efficiencies, and self-service.



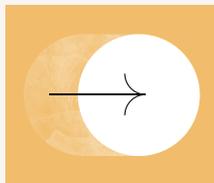
Supply chain

- Enhance our vendor risk evaluation and engage with vendors on topics of climate and supplier diversity.
- Implement our recently adopted Supplier Code of Conduct that details our expectations for our supply chain in FY24.



Social impact

- Meet our philanthropic goals as a participant in Pledge 1%. In addition, both of our founders pledge to use 100% of the value of their Asana equity for philanthropic purposes.

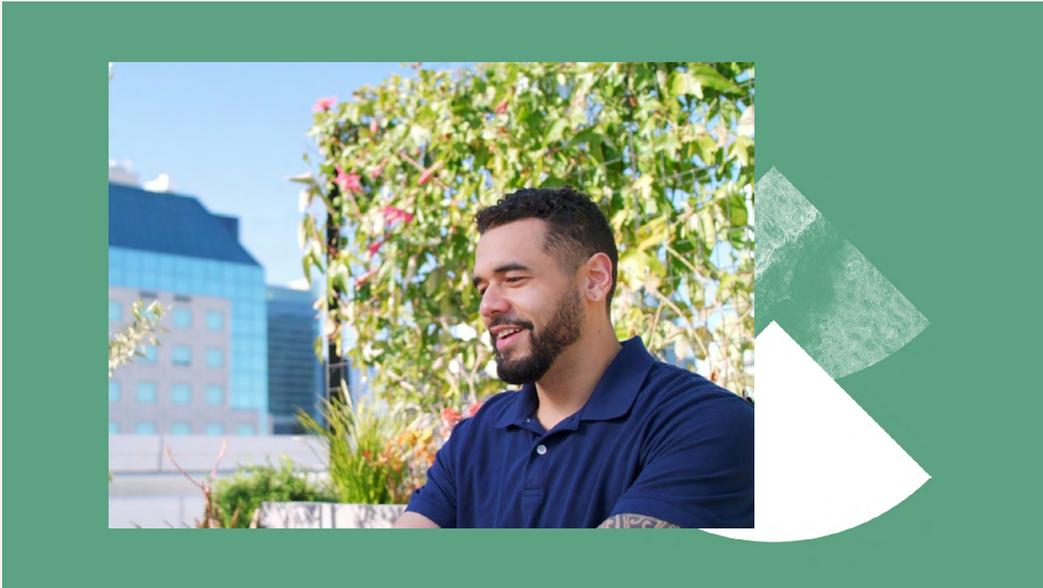


Environment and climate

- Continue to source 100% renewable electricity for our offices and continue to operate as a carbon neutral company.³
- Move to sustainable products in our San Francisco HQ kitchen by removing all single-use products from service in FY24.

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

Environment



One of humanity’s most pressing challenges is creating a more sustainable world—one that requires collaboration on a global scale.



Contributing to a Renewable Future

Some of the world’s most innovative companies are managing their work in Asana to achieve their missions and make the world more sustainable through clean technology.

[Learn more →](#)

Creating a Sustainable Workplace

We continually enhance the sustainability of our operations from the food we prepare in our HQ kitchen to the management of our facilities.

[Learn more →](#)



Managing our Climate-Related Risk and Opportunities

We take climate change seriously and have processes and governance structures in place to manage our climate-related risks and opportunities.

[Learn more →](#)



Contributing to a Renewable Future

Companies in traditional industries are becoming more collaborative, efficient, and technologically resilient through Asana. Some of the most environmentally innovative companies in the world are managing their work in Asana including:

- One of the largest renewable natural gas producers in the U.S. is capturing waste emissions and converting them into low-carbon fuel.
- A leading developer of carbon transformation technology makes the world’s most critical chemicals from CO2 instead of fossil fuels.
- A pioneer in fusion generators works to enable a future with unlimited clean energy.

At Asana, we have a front row seat to witness, and a role to play in, the innovation happening to make the world more sustainable.

CUSTOMER CASE STUDY

Asana for local government



This coalition of global leaders around the world relies on Asana to support its ambitious climate action efforts.

C40 is a network of nearly 100 mayors from cities representing 25% of global GDP working together to limit global warming to 1.5°C and halve the emissions of member cities within a decade.

C40 uses the Asana platform to help it achieve its ambitious, complex mission. Asana has allowed the organization to:

- **Streamline a complex process.** The platform simplified the development of multicity and multiyear climate action plans, such as the deployment of tens of thousands of electric buses to 24 cities around the world.
- **Standardize employee onboarding and offboarding.** All employees receive comprehensive training led by HR and assisted by the IT team, allowing them to be more effective from day one.
- **Increase transparency.** Leaders and donors now have better reporting and a more detailed view into work across teams. The ability to check the status of work at any time has cut down on the need for time-consuming meetings.

CUSTOMER CASE STUDY

Asana for sustainable shoe and clothing



Asana helps this sustainable footwear and apparel company take big steps to reduce its carbon footprint.

Allbirds, a Certified B Corp, innovates with natural materials to make better, more sustainable footwear and apparel products. Allbirds is dedicated to cutting their carbon footprint in half by the end of 2025, and then reducing it almost all the way to zero by 2030. And they’re already making great strides—they reduced their average per product carbon footprint by 12% in 2021 compared to 2020.

The company serves customers across 36 countries through their e-commerce platform and Allbirds retail stores on four continents. Their technology, marketing and retail operations teams rely on Asana to coordinate complex work and drive forward their mission to become climate positive. They’ve found that managing work in Asana has improved cross-functional collaboration between technical and business teams so they can execute projects more efficiently.

Creating a Sustainable Workplace

When an entire enterprise is moving in the same direction, small actions can make a big difference. As a Software-as-a-Service (SaaS) company, we have a relatively small operational footprint—which in turn generates relatively low emissions. But we still take 100% responsibility for managing our resources and reducing the environmental impact of our workplaces through a wide range of initiatives.



LEED-certified facilities

Our 12-floor San Francisco HQ was designed and built to the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) standards. Its sustainable construction and energy-conserving design earned it a LEED Gold certification. Our Dublin office is LEED-certified at the Platinum level.

We’re excited that Asana’s office at 3 World Trade Center in New York will also pursue LEED certification. We expect to continue investing in green buildings for our office locations, which typically have reduced operational costs and often have worker health and productivity benefits as well.

Waste management

Through a concerted effort in FY23, Asana corporate headquarters diverted 80% or more of non-hazardous waste from landfills through our reuse, recycling, and composting program. We implemented several initiatives to prioritize bio-waste diversion. These initiatives included educating employees on the importance of appropriate disposal methods, implementing a comprehensive waste management program that emphasized the importance of sorting waste, and investing in appropriate infrastructure to manage organic solids.



Eliminating plastic

In FY23, we started phasing out single-use plastic cups, beverage containers, food snacks and wrappers. Our goal is to eliminate non-essential single-use plastic products from Asana managed culinary operations by the end of FY24.

Electronic recycling

We partnered with Human-I-T to donate 30 working devices and divert 2,995 pounds of electronic waste including non-functional devices, damaged devices, cables, and keyboards, among other items. The organization uses their donations to help bridge the digital divide.



A mindful approach in our kitchens

We design and manage our culinary program at our San Francisco headquarters to produce food for our teams while caring for the world we live in.

The culinary team at our San Francisco headquarters supports Asanas by offering sustainably responsible food services in our offices. We strive to be good stewards in two fundamental ways:

- Providing balanced meals that are kind to the environment by choosing whole ingredients prepared in thoughtful ways; and
- Celebrating different cultures to amplify the rich diversity in the Asana community.

Our culinary team has transformed its approach to sustainable food service by:

- Planning intentional menus with primarily local and vegetable sources
- Tracking our protein consumption and prioritizing lower-carbon protein sources
- Optimizing energy use to reduce energy spikes and demand on the grid
- Utilizing edible food scraps in creative ways and repurposing excess inventory

In FY24, we expect to move to 100% sustainable products by eliminating single-use products including compostable and non-compostable single-use products.

SPOTLIGHT

No meal wasted

Our culinary team provides nutritious, sustainably sourced meals for our employees every day—all while staying focused on minimizing food waste.

Excess perishable or prepared food which can't be repurposed for other meals is donated to a charity organization within our local community that provides food to those in need, in order to further reduce waste and support the alleviation of hunger.

In FY23, we donated 2,200 pounds of food or about 2,940 meals.

CUSTOMER CASE STUDY

Asana for food products



Danone aims to inspire healthier and more sustainable eating and drinking practices, and believes that food produced responsibly can restore the planet's health.

Their Nature Agenda includes carbon neutrality, regenerative agriculture, water stewardship, and a circular economy for food packaging. Danone's digital transformation initiatives, which officially began in 2019, bring software and automation to the company's factories, operations, and internal services, helping them make progress on these objectives as well as improve safety and productivity. Danone contributes to the United Nations Sustainable Development goals and aims to become one of the first multinational companies to obtain B Corp™ certification by 2025.

These ambitious goals prompted teams around Danone to seek new ways to work effectively, and after a number of departments adopted Asana, the central IT team made it broadly available as an official work management platform. Today, digital transformation teams use Asana to oversee program rollouts across multiple geographies, follow standardized workflows to successfully update factories, and share learnings between markets to speed up the transformation.

Read more at <https://asana.com/case-study/danone>.



Managing our Climate-Related Risk and Opportunities

Climate change is one of the defining issues of our time. We recognize our responsibility to ensure we are prudent in the oversight and management of such topics.

Throughout FY23 we engaged with our stakeholders in the management of climate-related risk. Based on what we learned, we are beginning to integrate the disclosure recommendations of the Task Force on Climate-related Financial Disclosures (TCFD) into our climate reporting. In this report, our climate disclosures cover three of the TCFD’s focus areas, including governance, strategy, and metrics.

Governance

The Nominating & Corporate Governance Committee is responsible for Board-level oversight of our environmental risks and opportunities, including those presented by climate change. Two or more times per year the committee receives a report on our ESG strategy and emerging developments across the ESG landscape. The ESG Steering Committee is composed of Asana employees and senior leaders, and is tasked with guiding our policies and tracking our progress on discrete elements of Asana’s environmental sustainability approach.

For more information on the governance of our ESG strategy, see “[Oversight and Committees](#)”.

Strategy

We are conscious of our daily impact on the environment and take a mindful approach to facilities management. This includes taking steps to better understand our current carbon footprint. We conducted an inventory of our greenhouse gas (GHG) emissions in FY23, and we continue to identify opportunities for reduction.

Through this exercise we know that our direct emissions, Scope 1 and 2, are relatively low and that our largest source of emissions is our supply chain. Therefore, we plan to begin partnering with key suppliers in an effort to reduce emissions originating from our supply chain. We use Amazon Web Services (AWS) data centers, which help reduce our footprint by dynamically scaling our usage according to the present need. We recently adopted our [Supplier Code of Conduct](#), which includes our expectations for environmental practices.

As of FY23, **we achieved carbon neutrality and 100% renewable electricity in our offices**. Our carbon-neutral boundary includes our direct emissions for Scope 1 and 2 as well as certain indirect emissions for Scope 3, namely business travel, employee commuting, and outsourced data centers. We intend to continue to purchase high quality nature-based and technology-based offsets while we reduce our emissions.

SPOTLIGHT

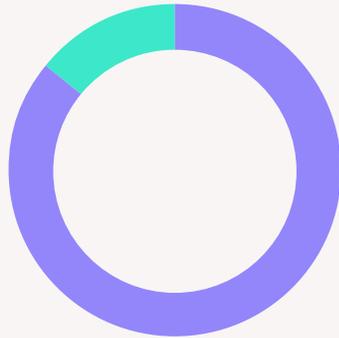
Additional measures to reduce our carbon footprint

Three steps Asana is taking to minimize our environmental impact.

- We consider proximity to public transportation as part of our site selection process to make it easier for employees to choose environmentally friendly mass transit options.
- We subsidize employees’ public transportation costs.
- We offer a monthly bicycle credit for employees who choose to ride to work, and provide a micromobility benefit that gives discounts and subsidies to employees who use bike-sharing and ride-sharing services.

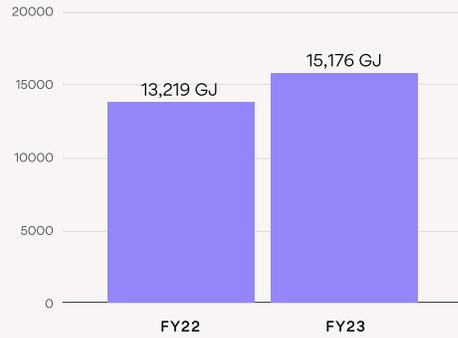
Metrics

Total energy consumption (%)

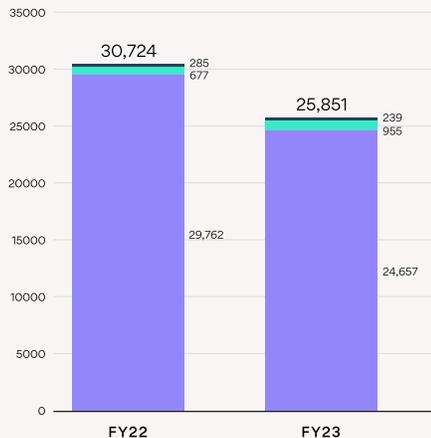


- Electricity (Renewable) (86%)
- Natural gas (14%)

Total energy consumption (gigajoules)

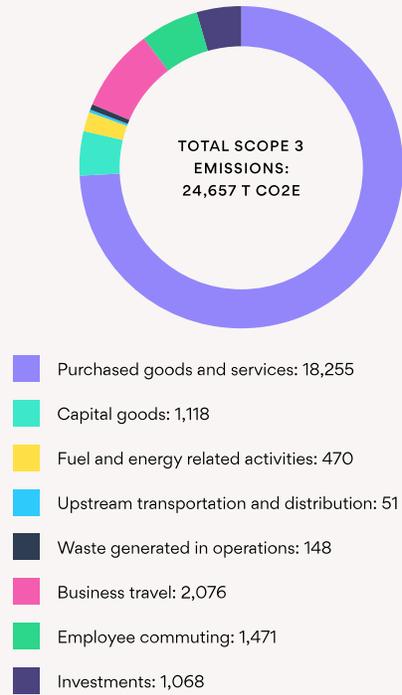


Greenhouse gas emissions (t CO2e)



- Scope 1
- Scope 2 (location-based)
- Scope 3

FY23 Scope 3 Emissions Breakdown (t CO2e)



Energy and emissions data is reported under the GHG Protocol and makes use of activity- and spend-based data, and estimated for completeness where data is unavailable.

Social

We invest in the empowerment of our people, the development of our culture, the enablement of our customers, and the support of our communities because we believe these investments ultimately drive better business results and help achieve our mission.



Our Culture

Just as we work to continuously improve the Asana product, we believe in continuously improving and co-creating our culture of high impact and deep belonging.

[Learn more](#) →

Our People

Our commitment to co-creation, clarity, and employee well-being helps our people, our company, and ultimately our product thrive. From nurturing a diverse and inclusive culture to building and developing a skilled workforce, our people are always at the center of Asana.

[Learn more](#) →



Our Communities

Our social impact extends beyond our product and beyond our doors. We work with mission-driven customers, nonprofits, academic institutions, and community groups as they pursue their goals. Our founders have also pledged to donate 100% of the value of their equity for philanthropic purposes.

[Learn more](#) →

Our Culture



By culture, we mean the practical and pervasive implementation of norms, best practices, and ideals. We empower people with what they need to do their best work and avoid micromanagement. We practice an unusual degree of candor, even when it's uncomfortable, and the truth makes us better. We achieve flow with practices like “No Meeting Wednesdays.” We enact a fierce commitment to equity and inclusion for all teammates of every gender, appearance, race, and identity. We connect everything back to the mission, so everyone understands why their work is a critical piece of the puzzle. We work hard, move fast, and, simultaneously, live well. It’s a culture of clarity, accountability, transparency, empathy, humility, and, as a result, trust.



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?

A culture that thrives

Culture lives at the intersection of our mission, our values, and the decisions we make every day to advance our people and our product.



Our mission is our north star. Our values are the nine aspirational ways in which we behave, which help us act in line with our mission. Our decisions are the ten thousand choices we make every day, big and small, that we aim to align with our values.

Workplace awards

Our focus on building an inclusive, dynamic, and engaging company culture has led to global recognition, where Asana has been ranked among several lists for top workplaces.

From *Glassdoor*

- Best Places to Work 2023
- Consistently score greater than 4.5 out of 5 overall, and greater than 90% for our ratings of “CEO approval” and “Recommend to a Friend”

From *Great Place to Work* and *Fortune*

- Best Workplaces in the Bay Area 2022
- Best Workplaces for Millennials 2022
- Best Workplaces in Technology 2022
- Best Workplaces for Women 2022
- Best Workplaces for Parents 2022

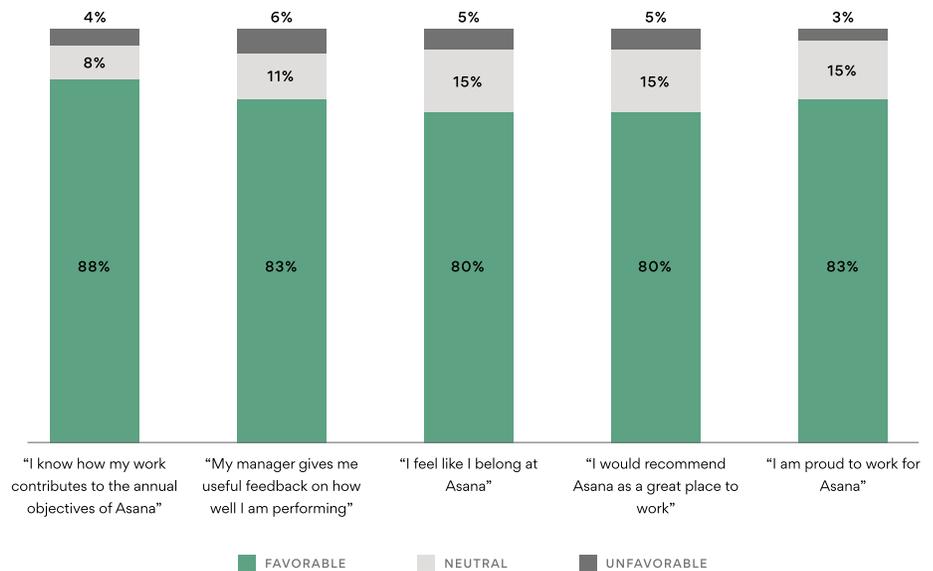
From *Inc.*

- Best Workplaces 2023

Understanding employee perspectives

Continuous co-creation of our culture includes regularly hearing from our employees, or “Asanas.” Our Voice of the Employee programs inform our strategies, and we collect actionable feedback from a range of sources, including the Global People Advisory Board (a representative group of Asanas from our various teams and regions), our employee resource groups (ERGs), and companywide engagement surveys conducted every six months. These efforts help us maintain an intentional, iterative, and collaborative culture that drives business outcomes.

Our 2022 employee engagement surveys indicated the following:



Our People



At Asana, we constantly strive to engage and support our people so they can work with clarity and purpose — because in order for our employees to do their best work and for us to achieve our mission, everyone at Asana must feel respected and valued.

Throughout FY23, we:

- Launched psychological safety workshops led by our Diversity, Inclusion & Belonging team to enable effective and high performing teams.
- Piloted a leadership development program to cultivate our leaders as champions of inclusion and equity.
- Continued regular fireside-chat style all hands to give employees more opportunities to directly ask questions and engage with senior leaders.
- Introduced our new conscious leadership curriculum, including a special Leading Consciously through Change training designed specifically to enable managers to support their teams through organizational changes.





Alignment across the workforce

Our people are the heart of Asana. That’s why we believe that our employees need clarity about not just their individual role, but also how that role fits in with companywide objectives.

Onboarding

Our onboarding process is carefully designed to give new employees the tools they need to succeed at their jobs and feel a sense of belonging in Asana’s culture. Deep-dive educational sessions introduce new hires to the values that define our culture and our approach to co-creation.

In FY23, 98% of new hires who completed our six-week onboarding survey reported they have a clear understanding of our values, 97% say their manager has made them feel valued, and 96% agree that Asana’s commitment to our mission is genuine.

Performance management

In FY23, our Growth and Impact process involved two formal annual performance reviews, with continuous two-way conversations between employees and managers to discuss positive impact on customers, employees, and the company at large, and then assessing how to grow that impact.

In FY24, we are elevating our approach and moving to a single annual review process with additional quarterly feedback opportunities between employees and their managers.

In FY23, 98% of employees completed their Growth and Impact review.

Training and skills development

New employee onboarding

Structured in-person and online learning to ensure new Asanas are thriving and productive during the first six months in their role.

Career growth budget

An individual learning budget of \$600 a year for Asanas to spend on external classes, certifications, books, subscriptions, or anything else they need to build their skills.

Development plans

Customized career development plans created by Asanas, in partnership with their managers and supported by the People Development team.

Manager enablement program

Formal support for managers to ensure they are equipped to lead high-performing, inclusive teams.

Conscious leadership development

A leadership training program available to all Asanas and focused on self-awareness, responsibility to the community, and team centrality.

Talent review

A process for evaluating the performance and potential of our team members.

Anytime feedback

An always-on culture of growth, supported by technology that Asanas use to offer each other feedback year-round.



Investing in our employees’ health and well-being

Health and wellness benefits are not just a tool for attracting and retaining talent—more importantly, they are a sound investment in the total health of our people, which enables us to do our best work.

Medical benefits

Where applicable, we offer 100% employer-paid medical benefits for employees. Some highlights include:

- Employees and their family members can access eight free therapy sessions and eight free personal/professional coaching sessions every year.
- Inclusive fertility-health and family-forming benefits. This includes support for fertility health, assisted reproduction, preservation, adoption, and gestational carrier arrangements. It also includes a \$10,000 lifetime reimbursement for the costs of their family-forming journeys.

LiveWell

Our LiveWell program includes a culinary program focused on healthy foods, ongoing nutrition education, and fitness support.

We offer free gym access or monthly gym membership reimbursement to employees in most regions.

Work-life balance



Flexible paid time off

We believe rest at every level is critical to optimizing performance. Our paid time off program facilitates employees and managers working together to plan for flexible recharge opportunities that balance both business and personal needs.



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.



Sabbatical

After four years with Asana, employees are able 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.

Supporting diversity, inclusion, & belonging (DIB)

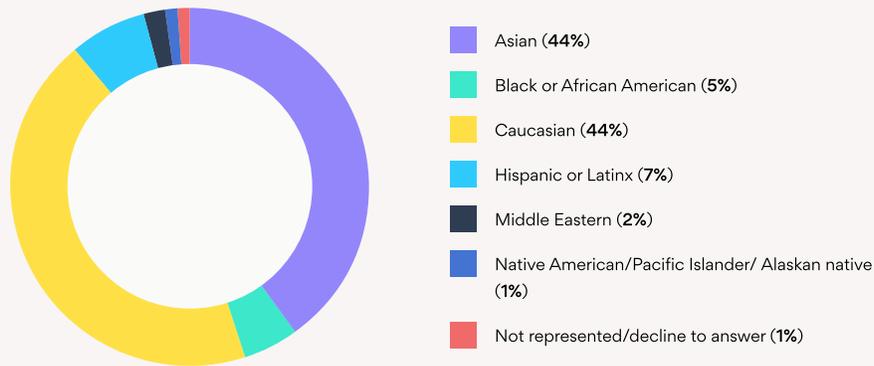
Our diverse workforce makes us a stronger company—better tuned to the needs of our diverse user base and better equipped to innovate. To truly unlock our potential as an organization and as individuals, we continue to infuse trust and respect built on inclusion and belonging into our culture.

Diversity, inclusion and belonging is a long-term commitment at Asana. Created in 2015, our [dedicated Diversity, Inclusion, and Belonging function](#) helps us cultivate belonging and trust which enables employees to thrive and do their best work in support of our mission.

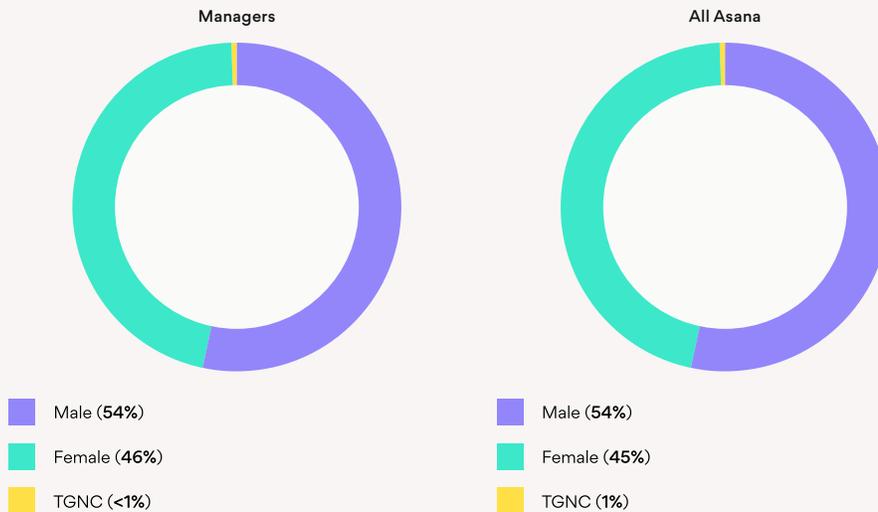
In our continued efforts to be an anti-racist organization, we review our policies and programs that support diversity, equity, and inclusion through our [Asana Acts Against Racism](#) approach.

US employee demographics

US-based employees by ethnic/racial group⁴



Global gender demographics^{5,6}



⁴ Self-reported data as of January 31, 2023. Respondents could choose more than one race/ethnicity.

⁵ Self-reported data as of January 31, 2023. Excludes countries that do not allow for data to be collected on gender.

⁶ GNC designation includes the categories of agender, gender non-conforming, genderqueer, transgender, and non-binary.

Our efforts

Our Diversity, inclusion, and belonging work centers on three key elements:



Build

Build a strong foundation of support and resources for Asanas.



Recruit

Recruit and develop talent from historically marginalized and underrepresented groups and backgrounds.



Thrive

Create an environment that allows Asanas to thrive and do their best work.



Build

A strong foundation of support and resources helps our employees succeed in their work, serve a diverse customer base, and pursue Asana’s mission. We build that foundation with initiatives and programs that begin during the onboarding process and continue throughout their time with Asana.

Comprehensive diversity, inclusion, and belonging onboarding curriculum

To help new Asanas feel connected to their teams and to the company as a whole, we’ve integrated a diversity, inclusion, and belonging curriculum into our onboarding process. From the beginning, new employees learn about our approach to diversity, inclusion, and belonging and the role each one of them plays in building a more inclusive culture at Asana.

Ongoing training and education

Seminars, workshops, and educational programs underscore the company’s commitment to diversity, inclusion, and belonging and ensure that Asanas maintain an inclusive mindset. Our ongoing programs include:

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

For more information on our learning and development, see [“Alignment across the workforce.”](#)

Recruit

We want Asana’s workforce to be as diverse as the communities we work in and the customers we serve. Our goal is to identify, hire, and develop talent from underrepresented groups and backgrounds.

Targeted outreach

Representation is a core component of our talent attraction process. Our Talent Acquisition team leverages a portfolio of strategies including equitable sourcing, diversity events and partnerships, and emerging talent programs to reach candidates from historically marginalized communities and build equitable representation in our candidate pipeline.

The IDEAL policy

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 open people manager position.

Closing the opportunity gap

Asana helps expand tech opportunities for individuals from historically marginalized communities through a variety of programs:

Through our AsanaUP program, we partner with job training and career development programs including the [Marcy Lab School](#) and [YearUP](#) to offer apprenticeships to people entering tech from another field.

We also partner with organizations such as [Techqueria](#), which empowers Latinx tech professionals to become leaders in the industry, and [AfroTech](#), a networking platform, media outlet and annual conference that supports Black innovators and businesspeople.

Thrive

Asana cultivates a more inclusive environment where employees can thrive through a number of programs and initiatives designed to ensure equitable outcomes.

Employee resource groups

Our ERGs build community and actively support recruiting efforts and career development for historically marginalized communities. Since 2016, Asana has launched seven ERGs that have become a foundational part of our culture.

Complementing our ERGs, Asana also has several employee-driven communities in which Asanas with shared identities, experiences, or interests offer each other community and support. 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 for Asanas with children
- **Thrive**, a community for Asanas and allies focused on mental health



Provides a platform to celebrate and support the work of women in tech.

AsanaWomen EMEA empowers and connects women across our Europe, Middle East, and Africa (EMEA) region.



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



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



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



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.



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

“ Membership in our ERGs inspires our colleagues to show up personally, show up professionally, and take risks. In Blacsana, we're always asking ourselves, 'How can we meet the moment where the company is today?' ”



Jasmine Braxton
COMMERCIAL COUNSEL AND BLACSANA CO-LEAD



Pay equity

Thriving also requires ensuring employees are paid fairly for the impact they have, and that they understand the steps we take to minimize bias in the pay process. We take a highly disciplined approach to compensation management, with defined pay bands for each role, formalized guidance on new hire packages, merit increases, and refresh rewards, and a thorough calibration and review process. In FY23, we published our salary ranges to all employees globally, and we now include these ranges in our external job postings.

To monitor our results, we partner with a third party to analyze our global pay data by gender identity and our U.S. pay data by race/ethnicity twice a year. We report the findings to leaders and employees at Asana, including our ERGs. If we identify statistically significant gaps, we draw from a dedicated budget to close them and investigate the root cause of the difference.

CUSTOMER CASE STUDY

The Trevor Project



The Trevor Project is the world's largest suicide prevention and mental health organization for LGBTQ young people, providing free and confidential phone, chat, and text counseling, as well as a safe social network called TrevorSpace. Trevor's award-winning team operates innovative research, education, and advocacy programs to address the public health crisis of LGBTQ youth suicide, and has partnered with celebrities like Lil Nas X and Janelle Monae to build awareness of its services and send messages of love and support for LGBTQ young people so they feel safe and empowered.

Results:

- **Saved 348 workdays per year.** Reallocated time across their teams previously spent managing work to more impactful projects via automation, centralized communication, forms for work intake, and more
- **Launched project management standards.** Established standard yet flexible ways of working through templates and clear processes to improve accountability, increase operating efficiency, and speed up onboarding.
- **United a growing national organization.** Created transparency and enabled collaboration across teams in Asana, supported by integrations with tools like Slack, Jira, Google Workspace, and Okta.

Our Communities



Our social impact programs seek to further Asana's positive impact by supporting and connecting organizations and individuals working to create a better world—through our product and our people. From philanthropy to community engagement, we are committed to working closely with our stakeholders to make the world more collaborative, innovative, and sustainable. And as one of the only workforce management solutions that dedicates specific resources to addressing the needs of impact-oriented organizations, mission-driven work is at the core of our business.



Impact Go-to-Market

Our dedicated Impact Go-to-Market team aims to get Asana into the hands of as many mission- and impact-driven organizations as possible. The team’s goal is to support these customers as they pursue their missions, which in turn helps us pursue our mission.

Educational Institutions

Asana also offers free licenses to students and discounts to educational institutions like K-12 schools, colleges, and universities. In addition to giving students and faculty a powerful workstream management solution to streamline collaboration and support their academic and organization goals, we believe the Asana product is training the next generation of knowledge workers to efficiently manage complex tasks.

2,000+
educational institutions supported in FY23

SPOTLIGHT

HBCUs Smart Cities Challenge

With the launch of our Asana for Students program, we partnered with Pathway OZ to train and support students from 12 Historically Black Colleges & Universities (HBCUs) participating in the HBCU Smart Cities Challenge.

The Smart Cities Challenge is a five-month challenge for HBCU students to build smart city applications for their community, leveraging ICT, IoT technology, and Web3 tools. The challenge utilized a “borderless model” which allows students to connect with each other based on interest and not geographic location. Asana was critical for enabling async and coordinated work across teams partnering with small and midsize cities primarily in the South to address affordable housing, community engagement, and public safety issues.

Nonprofits

In addition to providing nonprofits access to our product at a discounted rate, we also lend our expertise and resources to set these organizations up for success. This support includes coaching on how best to use Asana to support their programs, further their mission, and pursue their goals. We offer custom templates, [specialized training](#) on topics like fundraising and volunteer management, and a dedicated [Community Forum](#) for peers to share their experiences with one another.

10,000+
nonprofit customers supported in FY23

SPOTLIGHT

New York Cares



New York Cares is the largest volunteer network in New York City, connecting volunteers with thousands of opportunities across a range of nonprofits and educational institutions.

Through its use of Asana, New York Cares found more efficient ways to track goals, keep tabs on critical resources, and manage day-to-day tasks. The platform also helped the nonprofit map its entire workflow process and reorganize its program departments into functional roles.

New York Cares reports that those efforts have yielded an estimated 35% increase in team efficiency. It’s also given the organization more clarity on priorities and resources, resulting in more time and energy to devote toward its mission to meet the pressing needs of New Yorkers through volunteerism.

187%+ growth
Fastest growing app for nonprofits and number of unique users ⁷

SPOTLIGHT

United Way



The Rhode Island chapter of this major charitable organization relies on Asana to keep their organization running strong—and keep delivering the care their communities need.

As one of the world’s largest privately funded charities, United Way Worldwide serves 48 million people every year in communities across 37 countries and territories through 1,200 local United Way chapters. One of these local chapters helping to transform their community is United Way of Rhode Island, whose work touches one in three Rhode Islanders and helps meet the basic needs of folks in their community through programs focused on education, income, and health.

United Way of Rhode Island uses Asana across their organization to manage everything from setting their goals, to executing strategic initiatives, to ensuring the care of their communities every day. Most importantly, they’re using Asana to implement their 2025 Strategic Plan, ensuring they hit their objectives and make meaningful progress in their community. Since implementing Asana in early 2022, the team credits the platform to helping them improve and optimize their internal operations so they can maximize donor dollars to drive positive change for the communities they serve.

⁷ According to [Okta's 2023 Business at Work report](#).

Giving back to our community partners

When we work together, we can do great things. A commitment to co-creating a better future is part of Asana's DNA.

Asana maintains its commitment to [Pledge 1%](#), a global movement to channel resources from corporations, founders, and employees to philanthropic causes. Companies committing to the Pledge contribute 1% of profit, product, equity, or time to charity. Our Pledge commitment is realized through our Founders' Pledge (equity), our product pro bono and students programs (product), and our Asana Advisors program (time).

Our Product-Led Pro Bono strategy

Our pro bona strategy consists of two pillars:

Urgent response

Our product and in-kind support can be activated in areas of urgent need, such as our COVID-19 free license program or humanitarian and disaster relief to communities impacted by the conflict in Ukraine.

Ongoing training and education

We also provide product and dedicated support for select non-profit organizations aligned with Asana's mission and positive social impact themes, such as anti-racism, economic opportunity, environmental justice, and humanitarian relief. In FY23, our grantees primarily consisted of organizations working to close the digital divide and create more equitable opportunities within the technology industry.

Many of our pro bona grant recipients graduate to become paying customers over time based on the value they realize from our relationship. In fact, five of our twenty largest nonprofit customers previously received a pro bona product grant.



Asana Advisors

Through the Asana Advisors program, we offer nonprofit customers pro-bono consultations with Asana employees who volunteer their time and expertise. This program serves the dual purpose of helping nonprofits advance their work through more seamless collaboration, while connecting our employees more directly with Asana's mission and impact.

Founder's Pledge

As a demonstration of our deeply held belief that the world's most pressing challenges require collective and collaborative action, Asana's co-founders, Dustin Moskovitz and Justin Rosenstein, have pledged to use 100% of the value of their Asana equity for philanthropic purposes.

SPOTLIGHT

Providing humanitarian support in Ukraine

As the humanitarian crisis in Ukraine unfolded, individuals across Asana sprang into action to find ways to assist both customers in Ukraine and organizations working to support the people of Ukraine. We launched two offers to support these efforts in less than a week:

1. Proactively providing free Asana Business licenses to individuals, nonprofits, and nongovernmental organizations working to provide humanitarian aid to Ukraine. We've extended the free business licenses in FY24 for another 12 months to reflect the continuing crisis.
2. We also offered economic relief to our Ukraine customers. We hope that our efforts to enable our customers in Ukraine to keep using Asana to achieve their missions during this crisis helped to mitigate the incredible disruption they experienced during this time.

SPOTLIGHT

Asana's employee donation matching program

Asana offers a donation matching program for its employees, and it will continue in FY24. Donation matches were capped at \$100 per Asana, and \$50,000 in total in FY23.

The FY23 expansion of this program, which we plan to continue in FY24, enables matching donations to any charities that meet our broad eligibility criteria. The donation matching program is also leveraged by our ERGs to promote events and causes connected to their programmatic goals.



Promoting equity beyond our doors

Our ongoing work to diversify Asana’s supply chain is one way we’re living out our values within the Asana community. As part of these efforts, we’ve established our baseline for diverse supplier spend and are committed to improving our diverse supplier spend as a percent of total spend.

Specifically, we’re committed to:

- Updating Asana’s purchasing policy to reflect the inclusion of diverse suppliers in our vendor selection process.
- Establishing awareness of our supplier diversity program amongst our existing supplier base.
- Educating Asanas about the purpose and goals of our supplier diversity program.

Additionally, we continue to build our legal advocacy program and advocate for the change we want to see in the world. We participate in a number of advocacy initiatives ranging from signing on to amicus briefs to seeking out pro bono activities to adding our name to open letters for causes that are missionaligned. We also plan to actively seek pro bono opportunities to further make an impact. As Asanas, we are all stewards of our company’s mission to enable the world’s teams to work together effortlessly. But this collective mission could not happen without the individuals behind it. We’re proud to support causes affecting our customers and employees and remain committed to building on our advocacy efforts, creating an inclusive environment for all, and honoring our ongoing commitment to being an anti-racist company.

Governance



Oversight & Committees

Asana's ESG efforts are regularly reviewed and evaluated with oversight at both Board and management levels.

[Learn more →](#)

Security, Privacy, and Infrastructure

Over 139,000 paying customers trust Asana to protect and secure their data and to ensure that our platform is always available to support their work.

[Learn more →](#)



Policies & Procedures

We are committed to creating a workplace that is ethical and respectful toward employees, customers, vendors, and others who engage with Asana.

[Learn more →](#)

The Long-Term Stock Exchange

We are proud to have Asana's stock listed on the Long-Term Stock Exchange (LTSE), a principles-based securities exchange for companies and investors interested in building long-term value and a better world.

[Learn more →](#)



Oversight & Committees



Asana’s ESG efforts are regularly reviewed and evaluated with oversight at both Board and management levels. Our leadership’s involvement in ESG helps provide crucial guidance as we pursue our ESG goals and commitments.

Board structure

Our Board of Directors, which oversees our business on behalf of our stockholders, is composed of three committees: the Audit Committee, the Compensation Committee, and the Nominating and Corporate Governance Committee. Our CEO serves as Chairman of the Board and our Board has a Lead Independent Director. We believe that the structure of our Board of Directors and its committees, including the Lead Independent Director’s role, provides effective independent oversight of management while our CEO’s combined role enables strong leadership, creates clear accountability, and enhances our ability to communicate our message and strategy clearly and consistently to stockholders. Of our nine Board members, six are independent, and all Board committees are composed entirely of independent directors.

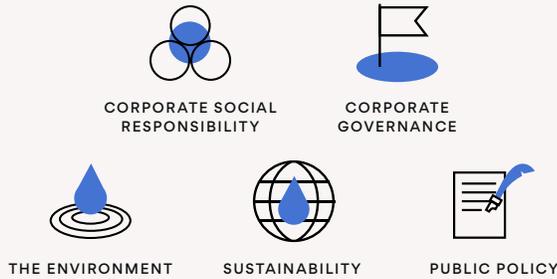


Governance of ESG



Board-level ESG oversight

The Nominating and Corporate Governance Committee (“the Nominating Committee”) is responsible for overseeing and making recommendations to management and the Board around ESG-related matters such as:



The Nominating & Corporate Governance Committee oversees the annual Board and committee self-evaluations process.

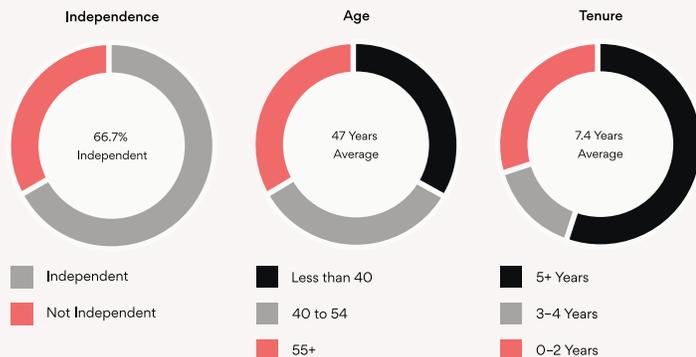
The **Audit Committee** reports to the Board on issues including enterprise risk assessment and risk management. The Audit Committee regularly reviews significant data issues and concerns, including security, privacy, and related regulatory matters and compliance.

During the 2023 fiscal year, the Nominating & Corporate Governance Committee met four times, and our Audit Committee met nine times.

Board diversity statistics⁸

In service of our mission, we are working to create a more diverse and inclusive team. This commitment extends to the composition of our Board of Directors. Of our nine-member Board, three identify as female, including our Lead Independent Director; one identifies as agender; one identifies as Black; and one identifies as a member of the LGBTQ+ community, as self-reported by members of our Board.

Our Nominating and Corporate Governance Committee works with the Board to determine the desired qualifications, expertise, and characteristics for our Board members, including factors such as business experience, diversity, professional background, education, skill, and other individual qualities and attributes, that contribute to the diverse mix of backgrounds, viewpoints and experience represented on the Board.



⁸ Self-reported data as of April 11, 2023. Respondents could choose more than one race/ethnicity.

SPOTLIGHT

Customer success veteran joins Asana’s Board of Directors

In July 2022, Asana welcomed Krista Anderson-Copperman to our Board of Directors.

Ms. Anderson-Copperman currently serves as an advisor and Board director across a number of private SaaS companies and non-profit entities including Benchling, Better Cloud, Trove, Attentive, The Advocates for Survivors of Domestic Abuse, and Gainsight. Since January 2022, she has also served as a venture partner at Technology Crossover Ventures (TCV). Ms. Anderson-Copperman was previously the Chief Customer Officer at Okta, Inc., an identity management software company, from March 2014 to March 2020. Prior to joining Okta, she spent 14 years at Salesforce, Inc., an enterprise cloud computing and social enterprise solutions company, from November 2000 to January 2014, where she served in several senior management roles including Senior Vice President Customers for Life and Senior Vice President Global Support & Customer Success. Ms. Anderson-Copperman holds a B.A. in psychology from the University of Oregon.

Management-level oversight

ESG Steering Committee

This cross-functional committee is responsible for developing and monitoring a range of environmental, corporate social responsibility, corporate governance, sustainability, and other public policy matters relevant to Asana, our business, and our key stakeholders. This committee’s work includes developing our strategy; guiding and tracking our goals, policies, and practices; and shaping our messaging and disclosure on ESG. The ESG steering committee charter was approved by the Nominating & Corporate Governance Committee, and the Nominating & Corporate Governance Committee meets periodically to review Asana’s approach to ESG matters.



Staying accountable to our stakeholders

Asana’s [corporate governance guidelines](#) help ensure that our Directors and management pursue corporate objectives for the benefit of stakeholders and in service to our mission and values, while also upholding legal requirements and best practices.

SPOTLIGHT

Responsible ownership

Our co-founders Dustin Moskowitz and Justin Rosenstein together 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 listing on the [Long-Term Stock Exchange](#), exemplifies our commitment to purpose-driven innovation for long-term value creation.

For more information on our corporate governance, see our [2023 Proxy Statement](#).

Security, Privacy, and Infrastructure



Our approach to security

We earn and maintain the trust of our customers by implementing a range of robust safeguards that protect our customers’ data. Asana’s Head of Security is responsible for our security program that consists of the following teams of security engineers and analysts:

- Infrastructure security
- Product security
- Corporate security
- Threat detection
- Investigation and response
- Security risk and compliance

The Head of Security, or other security representative presents to the Audit Committee at least twice a year on security strategy, policies, procedures, and potential risks, and attends four Audit Committee meetings per year in total. Asana maintains a list of owners for each area of responsibility and security control.

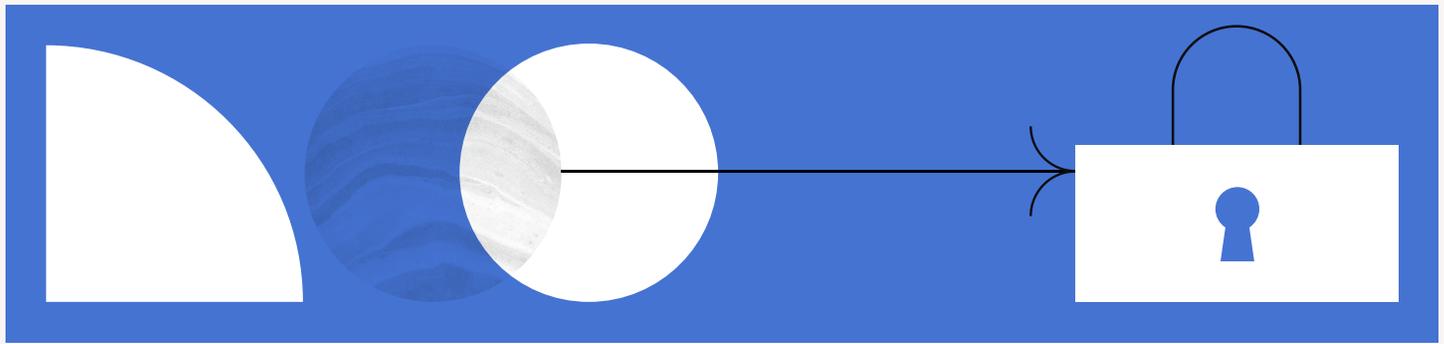
Our security safeguards include:

- SOC 2 Type 2 audits, which regularly evaluate our information security program against Trust Service Principles for security, availability, and confidentiality.
- ISO 27001 and ISO 27017 certifications, which demonstrate our commitment to global security standards
- Encryption of user data in transit and at rest.
- Training of personnel on security and best practices upon hire and at least annually thereafter.
- Regular security assessments, including vulnerability scanning and annual penetration testing of our product and infrastructure.
- Our public [“Bug Bounty” program](#), which incentivizes independent security researchers to quickly report security vulnerabilities to Asana.
- Our incident response program, which ensures that the security team triages, investigates, remediates, and reports on security incidents. Asana has contracted with a third-party digital forensics and incident response firm to aid in the investigation of security incidents as needed.
- Our [Data Security Standards](#), which outline our security commitments to protect customer data.

CUSTOMER SPOTLIGHT

Security Case Study

One of the largest European financial exchanges expanded its use of Asana to thousands of seats in FY23. Its product, data, engineering, analytics, and machine learning teams rely on Asana to manage their roadmaps and project execution. Of all the work management platforms the exchange considered, Asana was the only one to meet its stringent security and compliance requirements.



Our approach to privacy & data protection

Our global privacy program is focused on trust and facilitating privacy protections for customers’ data (including their most sensitive data), respecting the rights of our customers, complying with global privacy and data protection laws and regulations, and demonstrating privacy compliance through third-party audits.

We demonstrate our commitment to privacy through:

- Our global approach to privacy, presented in a customer-friendly manner.
- Transparency in how we collect, process, and use personal data.
- Compliance with ISO 27018 (Protecting Personal Data in the Cloud) and ISO 27701 (Privacy Information Management) certifications to demonstrate our commitment to global privacy standards.
- 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 for those in the U.S. healthcare, finance, and education sectors.
- Our [Data Processing Addendum](#), with the newest versions of the EU and U.K. Standard
- Contractual Clauses, which outlines our contractual privacy obligations and facilitates the transfer of data globally.

Data Protection Officer

Our Data Protection Officer (DPO) oversees compliance with global privacy laws and addresses data protection and privacy inquiries. At least twice a year, our DPO presents to the Board’s Audit Committee on our privacy strategy, designed to keep pace with the changing global privacy climate. Our DPO attends four Audit Committee meetings in total each year. Privacy certifications, assessments, and policies are considered during annual planning and semi-annual reviews.

“ At Asana, we believe privacy and data protection are fundamental in maintaining and building trust with our customers. We take a global approach to how we think about and implement privacy.



Whitney Merrill
DATA PROTECTION OFFICER

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.

Law enforcement requests

Occasionally, Asana receives requests from U.S. or international law enforcement agencies about our customers. Asana complies with legally valid governmental requests, and we care about maintaining the trust of our customers. We communicate our policies around law enforcement requests in our [Law Enforcement Data Request Guidelines](#), which includes informing our customers and the public about law enforcement requests that we receive. We publish and maintain a [Law Enforcement Transparency Report](#) that is updated twice annually.

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 U.S. 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 \(BAA\)](#) with Asana.

Asana and AI

Artificial Intelligence (AI) has the power to enhance the lives of humans, aid decision making, and free up time for more strategic work. We believe that AI needs to be properly harnessed to avoid unintended consequences, and we ensure that we implement AI in ways that enrich the user experience without compromising privacy. To ensure that our new AI and data-powered features are deployed ethically and effectively, we've established an internal review board, a cross-functional team of Asana's Research & Development (R&D), Legal, Privacy, and Security functions, which reviews all AI-powered product features. Our customers are granted privacy controls and tooling to administer how and where their data interacts with these features.

Asana has developed five [guiding principles](#) for human-centered AI. Here are our AI principles, inspired by our 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

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](#).⁹



Our platform infrastructure

As our customers grow, we are committed to scaling with them to help reliably orchestrate their work. This includes ensuring that our infrastructure has all the attributes enterprises need to work efficiently. Our platform is scalable, reliable, and available.

Scalable

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

Amazon's relational database service (RDS) replicates our database synchronously, which allows us to recover from a database failure quickly—usually in a matter of seconds. To guard against a regional failure, we securely move regular snapshots of the database to a backup data center.

Available

For our Enterprise customers, we commit to a 99.9% service availability level, and our [status page](#) makes it easy to review uptime levels and announcements.

Ensuring technological resilience

As a secure, cloud-based service, we're committed to ensuring teams can manage their work from wherever they are. To do so, we must maintain the trust we've built with customers with 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.

Asana's primary data centers are hosted on AWS in Virginia, U.S. Eligible customers (Enterprise tier) may request to have their data stored in Frankfurt, Germany; Sydney, Australia; or Tokyo, Japan. In the event of a single AWS data center loss, recovery procedures would bring up nodes in another data center. To account for major disasters, a disaster recovery (DR) site is hosted in an AWS data center in Ohio, U.S. (for U.S.-based data); Dublin, Ireland (for EU- and Australia-based data); or Osaka, Japan (for Japan-based data).

⁹ 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.

Policies & Procedures



We are committed to creating a workplace that is ethical and respectful toward employees, customers, vendors, and others who engage with Asana. Simply put, we want all members of the Asana community to do the right thing when interacting with each other and our business.

Living by the Code

Our [Code of Conduct and Ethics](#) (the Code) defines what doing the right thing looks like at Asana. It's our collective commitment to ethical behavior and it details steps each Asana has agreed to take to conduct business with integrity, avoid conflicts of interest, and comply with the law and our policies.

The Code encourages employees to address potential violations and gives them guidelines for doing so. It's not only a focal point of every Asana's new hire orientation, but also regularly ingrained into Asanas' ongoing employment. In FY23, we delivered our first Compliance Culture Checkup training, which included training on topics like anti-corruption. We expect to develop additional compliance culture checkup modules.

SPOTLIGHT

Ethics helpline

Asanas—or anyone—with ethics or compliance concerns can report them anonymously and confidentially through our dedicated helpline managed by an independent third party. 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 that employee concerns and questions may be answered.

See our [Code](#) for more information.

The Code is built on four pillars:

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, and within legal boundaries

- Conduct business in line with legal and regulatory guidelines, and in line with our own internal policies.

“ Acting with integrity is core to who we are as Asanas. Alongside our values, the pillars of our Code help guide our everyday interactions with each other, our customers, and our business partners.



Eleanor Lacey
GENERAL COUNSEL

Human rights

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 Asana is not at high risk for modern slavery in our business, we recognize that there is some risk present in every operation. In fiscal year 2024, we will focus on the following goals.



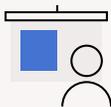
Conducting a supply chain risk assessment

We expect to conduct a supply chain risk assessment of our limited supply chain to identify potential modern slavery risks and develop a strategy to monitor and manage those risks.



Enhancing supplier accountability

We've adopted our Supplier Code of Conduct and will implement the code within our supply chain by requiring compliance by all suppliers identified as higher risk or a major supplier of goods.



Providing ongoing training

We will continue to educate relevant employees on the risks of modern slavery in our supply chain and the steps to be taken in the event an issue arises.

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 lists, respond to regulatory inquiries when received, monitor and maintain our controls, and train relevant personnel on applicable processes.

Preventing corruption

Our Anti-Corruption Policy formalizes the responsibility we have to hold ourselves and operate our business with the highest level of integrity, as well as makes clear that all Asanas have obligations under certain anti-corruption laws, including but not limited to the Foreign Corrupt Practices Act. All Asanas are expected to ensure that this policy is being 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 of Conduct and Ethics and Employee Handbook.

Managing 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 all such communications to the relevant member(s) of our Board. If the communication does not specify, it will go to the lead independent Director.



The Long-Term Stock Exchange



Our focus on long-term outcomes is exemplified by our listing with the Long-Term Stock Exchange (LTSE),¹⁰ a principles-based securities exchange for companies and investors interested in building lasting value.

Our listing on the LTSE 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.

¹⁰ Asana is both listed on the Long-Term Stock Exchange and receives advisory services from LTSE Services.

Data & Download Center



SASB/GRI Index

Asana has reported the information cited in this SASB and GRI content index for the period starting February 1st 2022 and ending January 31st 2023 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).

Data Sheets

Archive

Overview

CATEGORY	GRI	SASB	2023 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		Global offices	
	2-3 Reporting period		Feb 1, 2022 – Jan 31, 2023	
	2-3 Point of contact		ir@asana.com	
	2-4 Restatements of information		Our FY22 data storage values are restated due to updates in our data. Restated FY22 values are 1) approximately 2.0 petabytes excluding backups and 2) 5.6 petabytes including backups. Previous calculations were approximately 1.8 petabytes and approximately 2.97 petabytes respectively. The changes in restated metrics are not material. See Activity Metrics for FY23 values.	
	2-6 Activities, product, and markets served		Reference: 10k	
	2-6 Total revenue (in millions)		\$547.20	
	2-6 Value chain		Reference: Modern Slavery Statement , Supplier Code of Conduct , Promoting Equity Beyond Our Doors	
	2-7 Employees	TC-SI-330a.3 Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees		Headcount as at Jan 31, 2023: 1,782
	2-9 Governance structure and composition		Board members: 9 Independent Board members: 6 (66.67%) Reference: Oversight and Committees , Proxy statement , LTSE	
	2-10 Nomination and selection of the highest governance body		Reference: Oversight and Committees , Proxy statement , LTSE	
	2-11 Chair of the highest governance body		Reference: Oversight and Committees , Proxy statement , LTSE	
2-12 Role of the highest governance body in overseeing the management of impacts		Reference: Oversight and Committees		
2-13 Delegation of responsibility for managing impacts		Reference: Oversight and Committees		

Overview

CATEGORY	GRI	SASB	2023 VALUE
ABOUT ASANA	2-14 Role of the highest governance body in sustainability reporting		Reference: Oversight and Committees
	2-15 Conflicts of interest		Reference: Code of Conduct
	2-22 Statement on sustainable development strategy		Reference: CEO Letter , Our Approach to ESG
	2-23 Policy commitments		Reference: Policies and Procedures , Our Culture , Modern Slavery Statement
	2-24 Embedding policy commitments		Reference: Policies and Procedures
		TC-SI-520a.1 Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	0
	2-26 Mechanisms for seeking advice and raising concerns		Reference: Code of Conduct
	2-27 Compliance with laws and regulations		Reference: Global Trade Compliance
	2-29 Approach to stakeholder engagement		Reference: Our Approach to ESG
MATERIALITY ASSESSMENT	3-1 Process to determine material topics		Reference: Our Approach to ESG
	3-2 List of material topics		Reference: Our Approach to ESG
	3-3 Management of material topics		Reference: Our Approach to ESG
ECONOMIC PERFORMANCE	201-1 Direct economic value generated and distributed		Reference: 10k
	201-2 Financial implications and other risks and opportunities due to climate change		Reference: Managing our Climate-related Risk and Opportunities
	205-2 Communication and training about anti-corruption policies and procedures		Reference: Modern Slavery Statement , Policies and Procedures
COMPETITIVE BEHAVIOR	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices		0

Environment

CATEGORY	GRI	SASB	2023 VALUE
ENERGY	302-1 Energy consumption within the organization	TC-SI-130a.1 Energy consumption within the organization Grid electricity Renewable energy consumed	Energy Consumption within the Organization: 15176 GJ Grid Electricity: 86% Renewable Energy Consumed: 86% renewable, 14% natural gas
	302-3 Energy intensity		27.7 GJ per \$1m revenue generated
		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	Asana currently does not disclose this information
		TC-SI-130a.3 Discussion of the integration of environmental considerations into strategic planning for data center needs	Reference: Managing our Climate-related Risk and Opportunities
EMISSIONS	305-1 Direct (Scope 1) GHG emissions		239
	305-2 Energy indirect (Scope 2) GHG emissions		955 (location-based), 0 (market-based)
	305-3 Other indirect (Scope 3) GHG emissions		24,657
	Total		25,851 (location-based), 24,896 (market-based)
	Category 1 – Purchased goods and services		18,255
	Category 2 – Capital goods		1,118
	Category 3 – Fuel and energy related activities		470
	Category 4 – Upstream transportation and distribution		51
	Category 5 – Waste generated in operations		148
	Category 6 – Business travel		2,076
Category 7 – Employee commuting		1,471	
Category 15 – Investments		1,068	
305-4 GHG emissions intensity			47t CO2e per \$1m revenue

Social

CATEGORY	GRI	SASB	2023 VALUE
PEOPLE	401-1 New employee hires and employee turnover		Reference: Investing in Our Employees' Health and Wellbeing
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees		Reference: Investing in Our Employees' Health and Wellbeing
	401-3 Parental leave		Reference: Investing in Our Employees' Health and Wellbeing
TRAINING AND DEVELOPMENT	404-2 Programs for upgrading employee skills and transition assistance programs		Reference: Alignment Across the Workforce
	404-3 Percentage of employees receiving regular performance and career development reviews		98%; Reference: Alignment Across the Workforce
DIVERSITY, INCLUSION, AND BELONGING	405-1 Diversity of governance bodies		Reference: Oversight and Committees
	405-1 Diversity of employees ¹¹		<p>Gender</p> <p>GLOBAL Male: 54% Female: 45% TGNC: 1%</p> <p>U.S. All roles: Male: 54% Female: 46% TGNC: 1%</p> <p>BUSINESS: Male: 47% Female: 50% TGNC: 0%</p> <p>ENGINEERING: Male: 70% Female: 29% TGNC: 2%</p> <p>INTERNAL: Male: 45% Female: 54% TGNC: 0%</p> <p>PRODUCT: Male: 45% Female: 54% TGNC: 1%</p> <p>MANAGER: Male: 53% Female: 46% TGNC: 0%</p> <p>US ethnicity</p> Asian: 40% Caucasian: 44% Black or African-American: 5% Hispanic or Latinx: 7% Middle Eastern: 2% Native American/Pacific Islander /Alaskan Native: 1% Not represented/declined to answer: 1%
	TC-SI-330a.1 Percentage of employees that are (1) foreign nationals and (2) located offshore		Asana currently does not disclose this information

¹¹ Self-reported data as of January 31, 2023. 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.

Governance

CATEGORY	GRI	SASB	2023 VALUE
PRIVACY	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data		N/A
		TC-SI-220a.1 Description of policies and practices relating to behavioral advertising and user privacy	Reference: Security, Privacy and Infrastructure
		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.
		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	<p>The United States, along with other countries, have 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.</p> <p>Asana complies with U.S. regulations related to embargoed countries and regions. More information is available on Asana's Global Trade Compliance page here.</p>	
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 2020 – FY2023), 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	Reference: Security, Privacy and Infrastructure

Governance

CATEGORY	GRI	SASB	2023 VALUE
INFRASTRUCTURE		TC-SI-550a.1 Number of (1) performance issues and (2) service disruptions; (3) total customer downtime ¹²	Asana provides details on its current and historic reliability at https://status.asana.com . Please see the information below for FY2023: 1) 6 performance issues 2) 4 service disruptions 3) 349.4 minutes of downtime
		TC-SI-550a.2 Description of business continuity risks related to disruptions of operations	Reference: 10k
ACTIVITY METRICS		TC-SI-000.A (1) Number of licenses or subscriptions, (2) percentage cloud-based	1) Asana has more than 2,500,000 paid users as of July 31, 2022 2) 100% cloud-based
		TC-SI-000.B (1) Data processing capacity, (2) percentage outsourced	1) N/A as Asana outsouces 100% of our data processing capacity 2) 100% outsourced
		TC-SI-000.C (1) Amount of data storage, (2) percentage outsourced ¹³	1) Amount of data storage measured on February 23, 2023: – Approximately 2.4 petabytes excluding backups – Approximately 7 petabytes including backups 2) 100% outsourced

¹² 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.

¹³ Storage for all production data of customers. This excludes storage for our sub-processors and internal tools.