

Asana 2025 ESG Report

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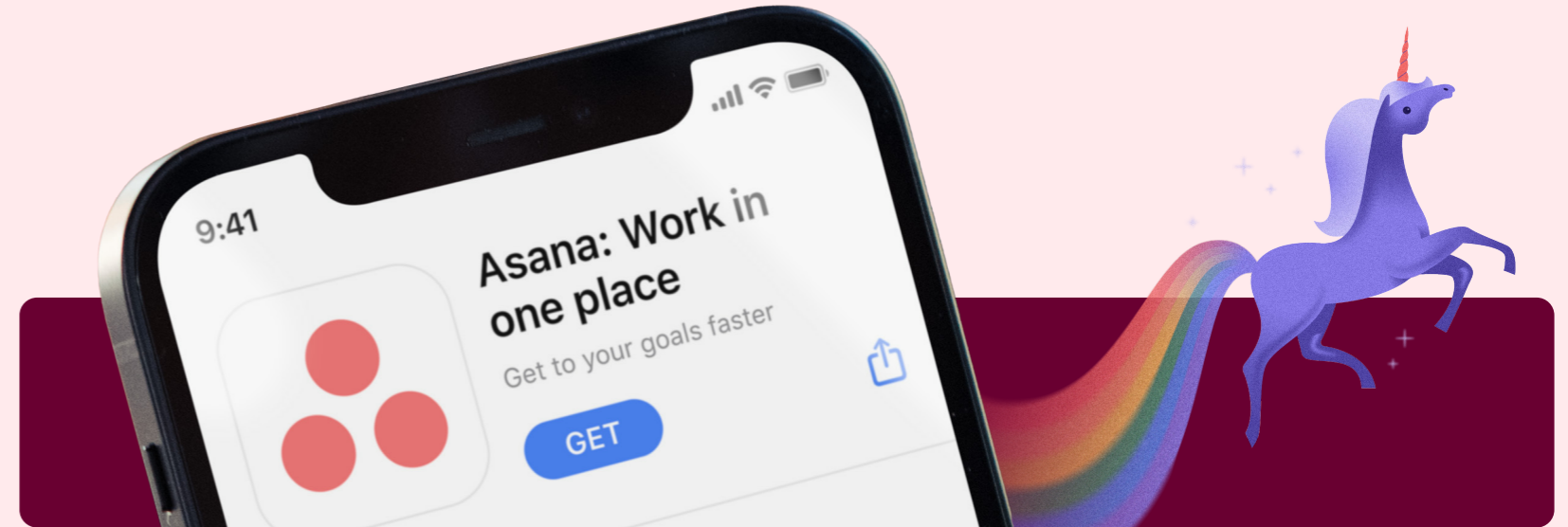
About this report

Our annual ESG Report details the actions we have taken to build a resilient, sustainable company that aligns our environmental, social, and governance (ESG) strategy and initiatives with our business practices.

By integrating ESG throughout our business—from product innovation and data security to culture—we are advancing a company and platform that our stakeholders can love and trust.

We publish disclosures in line with Sustainability Accounting Standards Board (SASB) Standards for Software and IT Services and in reference to the Global Reporting Initiative (GRI) Standards within our report appendix. For the first time, we have also incorporated Task Force on Climate-Related Financial Disclosures (TCFD) disclosures within our report appendix. We monitor developments in ESG reporting standards and global regulatory requirements and will adapt our ongoing disclosures accordingly.

Unless otherwise specified, our data and disclosures cover Asana global operations for fiscal year 2025 (FY25), ending January 31, 2025.



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

Artificial Intelligence (“AI”) is reshaping the world faster than any of us anticipated. The most successful organizations of the future will use AI to transform how they coordinate and execute work at scale. My vision is for Asana to be the central coordination layer for humans and AI across all teams and tools.

Last year marked a pivotal milestone toward that vision with our release of AI Studio, our new offering that enables organizations to achieve real results by orchestrating with AI in Asana. And the Asana Work Graph, which is at the core of our main offering, is a unique advantage—powered by AI and structured intuitively so humans can easily see and understand how projects, teams, tasks, and goals all relate to one another. When Justin and I first built Asana all those years ago, I never imagined the journey it would lead us on. Seventeen years later, I can say that creating and leading Asana has been more than a job—it’s been a profound privilege to build something that helps teams do their most meaningful work.

To best position Asana to define the next era of work with AI, I’ve announced my intention to transition from my role as CEO of Asana to focus on my position as chair of the board. This is not a departure but an evolution—one that allows me to dedicate more time to the long-term vision of

Asana and the wide implications of AI on work and society.

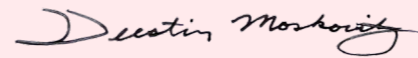
As AI progresses, we must also acknowledge its broader moral, environmental, and social dimensions. How do we ensure that AI augments human potential rather than diminishes it? How do we design systems that promote safety and transparency? These are the questions that will define the next era of technology, and they are the questions I am committed to exploring in my next chapter.

In 2023, I wrote about how the way we work will soon look vestigial and how the future of AI can unlock a world of thriving in which the world’s teams are empowered to do their best work. As that future comes into focus, I continue to believe that we will find a positive way forward with AI. But the risks of AI are real, and we’ll need to deliberately steer our fates to avoid them.

I could not be more excited about our role in delivering on that positive future. Our mission has never been more relevant, and our team has never been stronger. As chair, I will remain deeply engaged in guiding the Asana strategy, contributing to the product vision, and navigating the AI landscape that’s shaping the future of work.

“Our mission has never been more relevant, and our team has never been stronger.”

To our investors, customers, partners, and employees—everyone who has been part of this journey—thank you. Your passion and belief in our mission have been the driving force behind everything we have built. I look forward to what we will accomplish together in the years ahead.



Dustin



Asana around the world

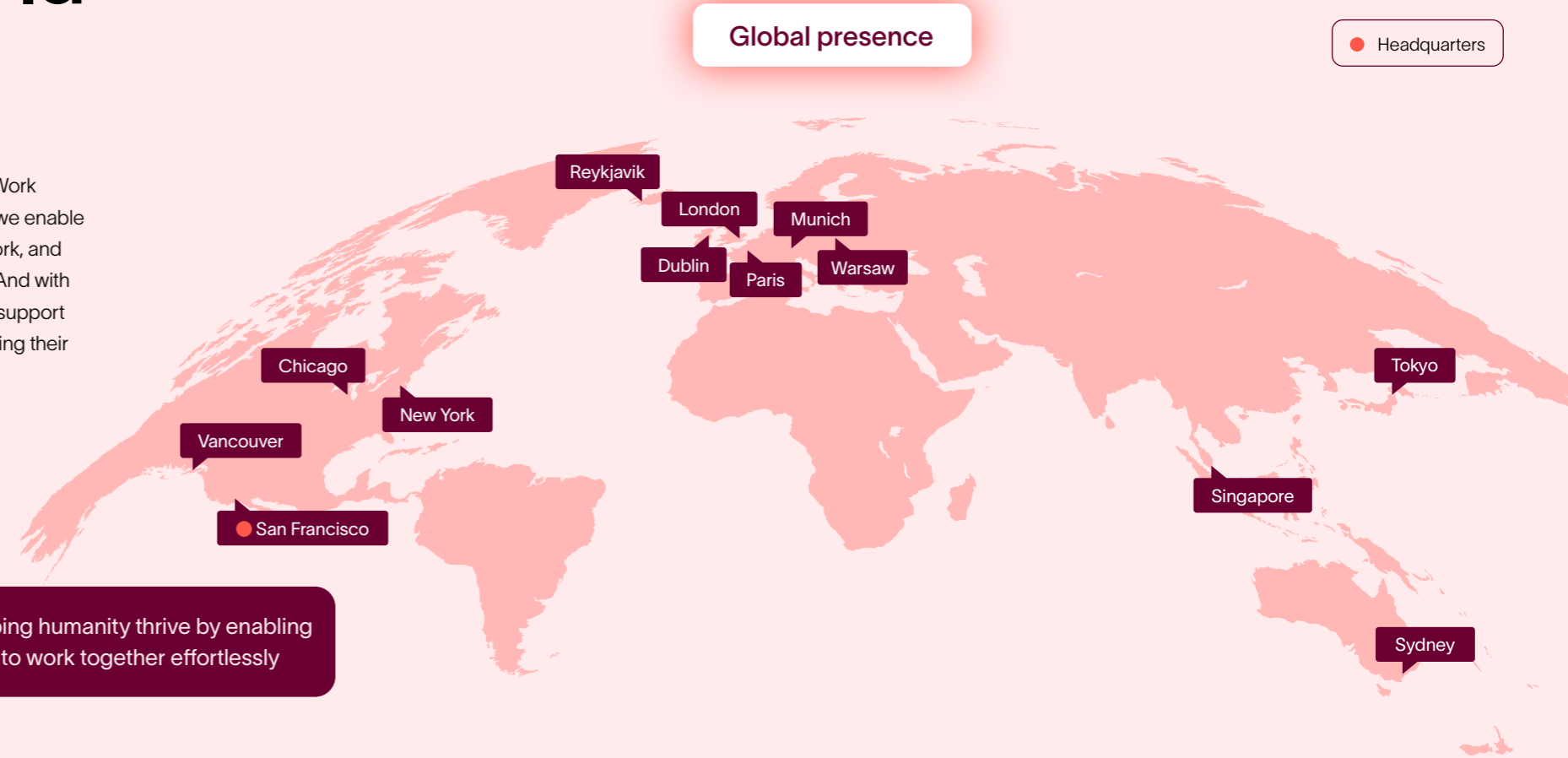
At Asana, we are on a mission: to help humanity thrive by enabling the world's teams to work together effortlessly and achieve goals more efficiently.

Through our platform and the Asana Work Graph®, our proprietary data model, we enable strategic alignment, seamless teamwork, and operational agility for our customers. And with our 13 offices globally, we are able to support customers around the world in achieving their goals and objectives.

We help organizations coordinate work between humans + AI. Our enterprise work management platform connects company-wide goals, strategic initiatives, and the execution of work on a single platform.

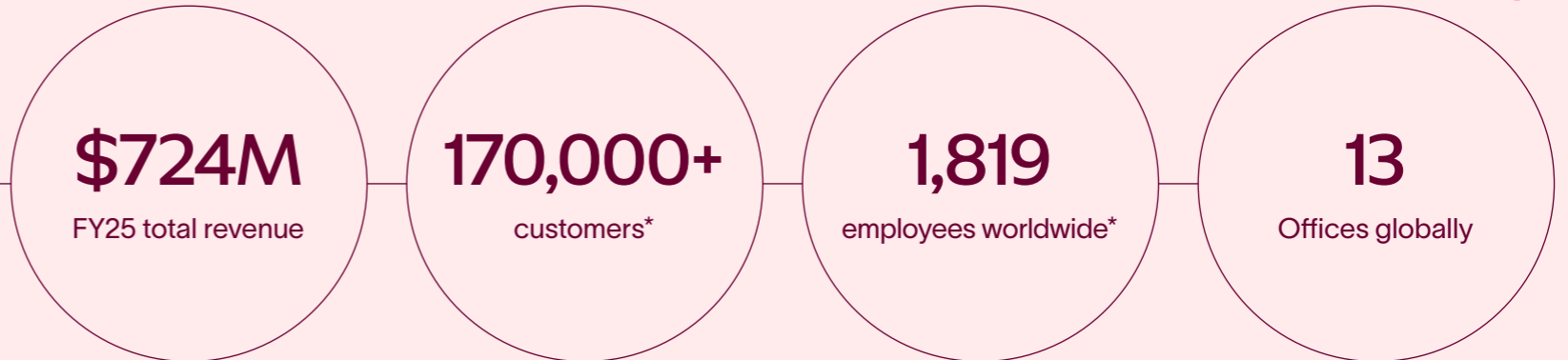
Our goal is to utilize the best of human + AI potential to help teams and organizations harness the best of human potential—blending technology with human capabilities to be more effective and realize their own goals. To achieve this, we've built a work management platform that empowers every team to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

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



At a glance

* Data as of January 31, 2025



Our ESG approach

Our mission is to help humanity thrive by enabling the world's teams to work together effortlessly.

Our strategy for responsible impact

Asana is designed for leaders, innovators, and problem-solvers, accelerating crucial work on vital issues that benefit humanity. We leverage our AI-powered solutions to streamline strategic planning, elevating human capabilities so teams can be more effective and achieve their goals.

Our product and culture are inextricably linked to this focus, with cross-organizational objectives designed to drive action toward our enduring mission to help humanity thrive by enabling the world's teams to work together effortlessly.

Our ESG strategy is grounded in applying purpose-driven innovation to achieve long-term value creation, sustainable growth, and customer success. The core tenets of this strategy—people, product, and planet—are built upon a solid foundation of integrity and trust.

The three core tenets of Asana's ESG strategy:

People

Embracing human value

We leverage our product to ensure our culture and values are reflected in our business engine, customer support, people development, and all other facets of our organization.

Product

Elevating organizational impact

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

Planet

Enabling collaboration for a thriving planet

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

Trust

Ensuring durability through trust

We aim to build a resilient, sustainable business that will deliver value to our stockholders for years to come. We believe that strong governance and a ubiquitous commitment to ethics will keep us on the path to long-term success and that our commitments to trust, safety, and integrity are core to our identity as an organization.

Built upon a foundation of integrity & trust

Long-term focus

In addition to being listed on the New York Stock Exchange (NYSE), we have chosen to also list with the Long-Term Stock Exchange (LTSE)¹, an exchange designed for companies and investors aligned on the importance of long-term horizons. We believe this dual listing demonstrates our commitment to building a business with durable, long-term value. Our listing on the LTSE demonstrates our commitment to:

1. Asana is listed on the LTSE and receives advisory services from LTSE Services.



Our investors

We engage with stockholders on an ongoing basis and believe in ensuring that we deliver long-term value to all our investors.



Our 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 our organization in service of our mission.



Board oversight

Our Board of Directors engages in—and oversees—our long-term strategy.

To ensure that we focus on our long term vision, our Board engages regularly with management on developing and implementing strategic initiatives designed to be executed over longer timeframes. This includes planned research and development, the evolution of our sales and marketing go-to-market motion, financial systems and planning maturity, operations and customer success, and employee culture development over multiyear periods.

What matters most

In FY25, we updated our materiality² assessment to incorporate the current perspectives of our senior leaders and investors and to understand and rank our ESG priorities. Based upon an analysis of internal feedback, industry ESG disclosures, the SASB Standards for the Software and IT Services industry, and investor-aligned ESG ratings, we identified 12 material ESG topics. Of those, we identified five topics as our primary priorities:

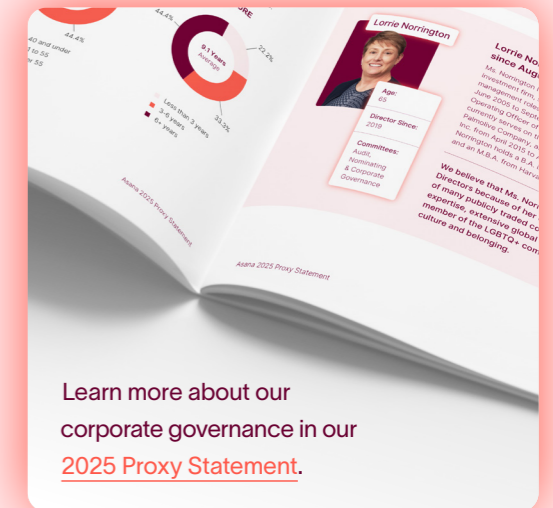
- 1 Business ethics
- 2 Data security and privacy
- 3 Culture
- 4 Emerging technology and ethics
- 5 Employee recruitment, engagement, and well-being

We are focusing our ESG resources on addressing these top priorities because we believe they are most important for our business and represent our greatest opportunities to create stakeholder and investor value.

Stakeholder engagement

Asana commits to engaging strategically with external stakeholders to drive forward shared commitments for people and the world.

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



Learn more about our corporate governance in our [2025 Proxy Statement](#).

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

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

Stakeholder Group	How we engage	Topics	
Customers	We maintain ongoing engagement with our customers through product updates, knowledge-sharing portals, customer feedback, and supplier requests for information. We elevate our strategic discussions with user conferences, the Customer Advisory Board, certification programs for Collaborative Work Management, and the Work Innovation Lab.	<ul style="list-style-type: none"> Product innovation Data security and privacy Responsible AI business practices 	<ul style="list-style-type: none"> Climate policy and carbon footprint Product accessibility Technology resilience
Employees	We engage with our employees through onboarding, ongoing training and professional development, biannual engagement surveys, performance management, our Voice of the Employee programs, and our Global People Advisory Board.	<ul style="list-style-type: none"> Culture and employee experience Benefits and well-being 	<ul style="list-style-type: none"> Career development Community volunteerism
Industry partners	Our partnership ecosystem is important to building human-centered, cutting-edge technology and customer relationships. We maintain ongoing partnership engagement through the Work Innovation Lab, joint go-to market innovation, product testing, and customer feedback.	<ul style="list-style-type: none"> Product innovation Responsible AI 	<ul style="list-style-type: none"> Data security and privacy Corporate governance and ethics
Investors	We are committed to providing accurate, transparent, and timely information about our business to investors and financial analysts with year-round investor outreach through our investor relations website, Wall Street conferences, roadshows and calls, investor days, and quarterly earnings calls.	<ul style="list-style-type: none"> Sustainable value creation Governance, ethics, and board structure 	<ul style="list-style-type: none"> Risk management Human capital management
Communities	We support the communities where we live and work through partnerships and memberships with civil society and nonprofit organizations through service via leadership, mentorship and volunteer activities, financial support, and technology access and training.	<ul style="list-style-type: none"> Philanthropy and partnerships Employee giving and volunteerism Product access and training 	

FY25 Highlights

100% renewable electricity

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

[Learn more on page 29](#)

Best Places to Work

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



Asana AI Studio

Launched Asana AI Studio, a no-code builder that lets any team design any workflow, embed AI without code, and deploy the workflow directly to teams who are already working in Asana

[Learn more on page 23](#)

2 new green building certifications

Earned two new green building certifications across our global office footprint, achieving green building certifications across 92% of our occupied square footage

[Learn more on page 31](#)

Work Innovation Summit

Provided customers around the world live access to strategic insights from leaders and experts in work management through our Work Innovation Summit events in San Francisco, London, Paris, Tokyo, New York, Melbourne, and Frankfurt

[Learn more on page 20](#)

Awards and recognition

Great Place to Work and Fortune

Best Workplace in the Bay Area, for the eighth year in a row

Best Workplace in Technology, for the seventh year in a row

Inc.

Best Workplaces, for the seventh year in a row

Gartner

Named a leader in the Gartner® Magic Quadrant™³ for Collaborative Work Management, for the second year in a row

Newsweek

America's Greenest Companies, for the first time

America's Greatest Workplaces for Women 2024, for the first time

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People

Embracing human value

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

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- 16 Employee experience
- 17 Culture of giving



Our culture

We believe that by creating an environment built on respect and a shared commitment to achieving great things together, we are better positioned to achieve our mission of helping humanity thrive. Investing in talent development and retention programs helps ensure that every employee at Asana can thrive and feel a sense of belonging in order to achieve their best work. Our mission-driven culture, rooted in our values and powered by our global workforce, enables us to successfully understand and meet the demands of our broad customer base worldwide.

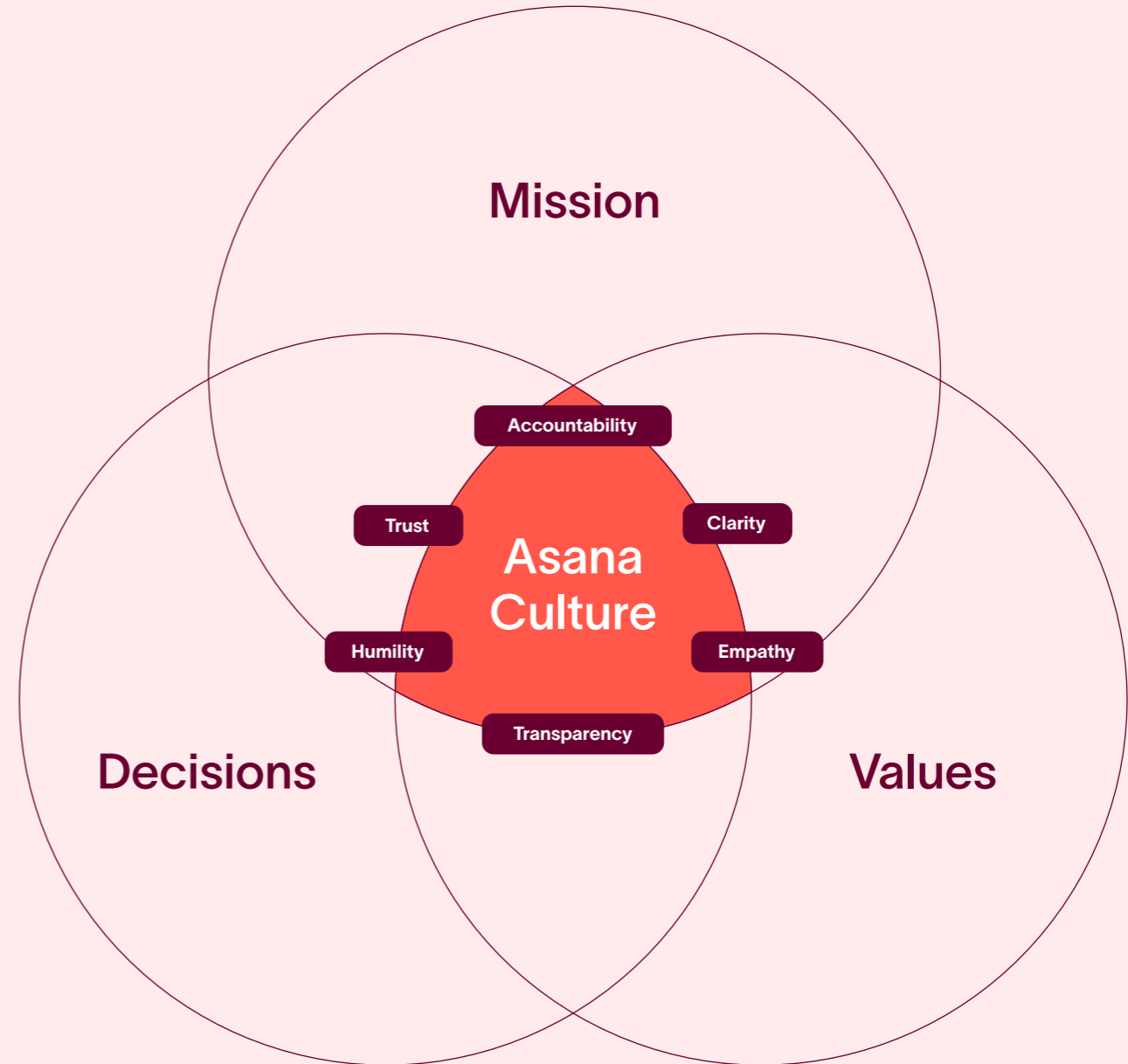
We believe culture lives at the intersection of our mission, our values, and the decisions we make

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

Our culture is tightly tied to our mission, and we value clarity at all levels of work and responsibility so everyone can understand how they contribute to our success. Our employees, commonly known as “Asanas,” co-create our culture and bring it to life every day by working hard, collaborating intelligently, and moving fast.

“We create a culture that drives business success in service of our mission.”

- Asana's People Team vision statement



Our values guide our behavior.

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

Mission

We are mission driven—both as people and as a company—grounded in why we are building Asana: to serve something beyond ourselves.

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 commit to working together—raising ideas with courage, keeping an open mind, and always looking for how a team could take us further than one person alone.

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 the time and space 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 trade-offs

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?

Building our team

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

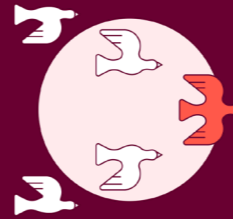
We've designed an onboarding process that gives new Asanas the tools they need to succeed. Deep-dive educational sessions introduce our new employees to our values, culture, and unwavering commitment to co-creation.

In FY25, we continued to strategically expand our global footprint to better serve customers around the world. In making these investments, we understood that it was important to align new global employees with Asana's culture. We made it a high priority to instill a sense of community and belonging, build a brand that acts as a magnet for talent, establish a workspace and culture that enable productivity, and develop new skills in global collaboration. Our team achieved all objectives.



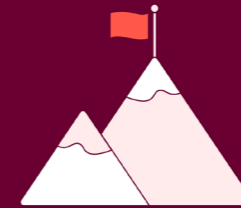
For more information on our growth opportunities, please go to <https://asana.com/jobs>.

Our onboarding is designed to help new Asanas thrive and be productive in our culture.



92%

of new hires who completed our 120-day onboarding survey **reported aligning with our values**



93%

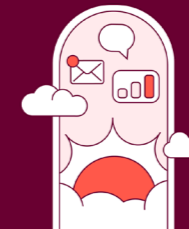
knew how **their work contributes to the Asana mission**

Results from FY25 120-day onboarding survey for new hires



92%

felt **supported by their managers**



95%

recommended Asana as **a great place to work**

Benefits and well-being

We support employee health holistically, with benefits, programs, and a company culture that prioritizes our employees' well-being.

We embrace the importance of investing in the total health of Asanas, and we ensure that the voice of the employee contributes to our decision-making. In FY25, we launched our first-ever total rewards survey and enhanced our retirement offerings through various 401(k) and pension programs.

Medical benefits

Where applicable, we offer employer-paid medical benefits. Recognizing that mental and physical health are two sides of the same coin, our annual benefits include free therapy through an easy-to-access online platform and coaching, through a dedicated number of sessions, all designed to better support and enable our Asanas and their families.

Holistic well-being

In addition to offering accessible mental health and wellness benefits, we also offer either a fitness reimbursement or gym access dependent on location helping employees to better bring their best self to work.

Family-forming support

We offer various fertility and family-forming benefits including assisted reproduction, preservation, adoption, and gestational carrier arrangements. Employees globally have access to a \$10,000 lifetime reimbursement toward the cost of family-forming journeys.

Financial well-being

In FY25, we announced a retirement plan contribution benefit in the US, Canada, and Japan, beginning in FY26. The benefit varies in each country due to market practice, plan

design requirements, and regulations related to retirement plans. In addition to these benefits where applicable, we offer financial coaching and educational resources to better enable Asanas in building a sound financial future for themselves.

Work-life balance

People thrive when they're given the space to curate their lives in ways that work for them. We prioritize balance and mindful living by offering a flexible vacation policy, along with a wide range of robust leave offerings, to support the needs of our employees.

16 weeks of parental leave

We have intentionally designed our global benefits and time-off programs to support working parents, including 16 weeks of paid parental leave for all Asanas, unless the law provides otherwise.



16 weeks of paid parental leave

for all Asanas, unless the law provides otherwise

Flexible paid time off

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

Sabbatical

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

Other types of leave

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

\$10K

lifetime reimbursement

available to employees globally toward the cost of family-forming journeys

Workforce health and safety

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

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

Holistic approach to employee wellness

We strive to live well and maintain wellness programs including healthy culinary offerings, ongoing nutrition education, and free gym access or monthly gym membership reimbursement to employees in most regions.

Learning and development

We invest deeply in employee growth and impact, from onboarding to ongoing learning and development opportunities. From day one, Asana employees have clarity on how to increase their impact by leveraging our team success guides, participating in annual Growth & Impact reviews, and by exchanging peer feedback regularly through our Anytime Feedback program. We also provide conscious leadership training for all employees. Career growth today isn't always linear, which is why we believe in giving employees multiple pathways and opportunities to make an impact and further their professional development at Asana. Our Areas of Responsibility system empowers employees to take ownership and responsibility over parts of the business that stretch them beyond their job descriptions and give them exposure to new opportunities and cross-functional teams.

Personalized career paths

We support ongoing career growth by offering employees an individual Career Growth Budget,

an annual spend available to each employee to use toward external classes, certifications, books, or subscriptions needed to advance their technology, knowledge, or professional skills. This annual reimbursement for eligible content and experience expenses allows us to enable individual skill development. During FY25, 61% of Asanas took the opportunity to invest in their development by drawing upon that budget.

We also offer employees up to eight coaching sessions and up to eight therapy sessions per year so our people can get support on a range of topics to help increase job satisfaction and skills development.

Empowering business growth and operational excellence through AI

We are focused on empowering Asanas to use AI in their day-to-day lives in a responsible, confident, and informed way. Our management-led AI Council guides the Asana culture of AI-

driven innovation, collaboration, and knowledge sharing among Asanas to improve responsible and effective employee AI use. We also invested in centralized AI resources and enablement across the organization, unlocking high-impact productivity gains for every team.

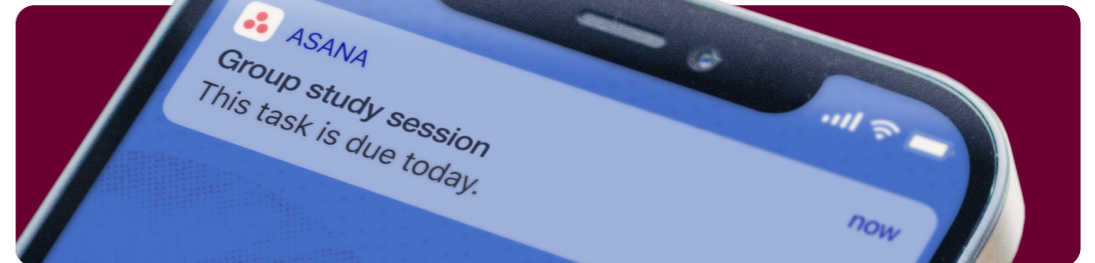
We continually explore the efficiencies that AI can create within our product innovation by simultaneously testing and deploying the most impactful solutions while also learning and adapting the ways we can move forward together. We deployed AI literacy modules internally to further integrate AI curriculum within our professional development offerings. During FY25, for example, we integrated AI learning into our new-hire onboarding training with courses such as the AI Academy Hub, Integrated Asana AI, AI Policy, as well as launching other dedicated AI tools. Please see the [Responsible AI](#) section for more information.

Performance management

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

In our FY25 employee survey, 71% of employees responded positively to the statement,

“I think gen AI is useful for helping me to get my work done at Asana.”



To learn more about AI and how to grow your Asana skills, please visit <https://academy.asana.com/>.

Our leadership principles and practices enable us to unlock high-performing teams to do their best work.

1 Culture

Build a strong, open, and high-trust environment in which people thrive.

2 Team

Create clarity, momentum, and impact through alignment and growth.

3 Business

Drive results by focusing on what matters most and delivering for customers.

We follow an annual review process with ongoing opportunities for growth discussions between employees and their managers. In FY25, 96% of employees completed annual Growth & Impact reviews, bringing clarity to their job performance and insight into their development opportunities at Asana.

Professional development

We empower each of our people to pursue opportunities for professional success, whatever their role or career stage. We believe that growth in the capabilities and leadership skills of our team fuels career possibilities, our innovative culture, and successful business outcomes. Some of our professional development initiatives are highlighted as follows.

GrowthCon

We hosted our second annual GrowthCon, a global learning summit dedicated to career growth. Across seven global office locations, over 1,000 Asanas attended 71 learning sessions designed to inspire conversations and fuel professional development.

Leadership acumen

We support managers so they are equipped to lead high-performing teams, starting at new-manager onboarding and continuing throughout their careers as a manager at Asana.

In FY25, we launched a new leadership framework—Leadership Principles and Practices—highlighting clear expectations for

managers to ignite the culture, activate the team, and drive the business. These principles and practices are designed to support self-awareness, development and performance among our employees through a simplified framework that clarifies expectations, fosters growth, and promotes consistency across Asana.

We also launched a series of targeted leadership sessions during FY25 on how to create high-performing teams. Given the strong employee interest, we hosted over 30 global workshops, including Invisible Rules, Feedback, and The Art of Influence.

96%

of employees completed annual Growth & Impact reviews

1,000+

Asanas attended 71 professional development learning sessions

30+

Global workshops hosted in FY25

Employee experience

Employee feedback is important to our ability to deliver on our business priorities, drive meaningful action based on insights, and create a positive employee experience.

We have a multifaceted, ongoing employee engagement strategy that allows us to holistically listen and learn across our global workforce.

Clarity and transparency

We believe that clarity and transparency in the workplace requires both great technology and a company culture grounded in openness. At company-wide, all-hands meetings, the leadership team speaks openly about the state of the company, sharing financial insights, growth metrics, and news. Through updates from across the organization that flow through the Goals feature in the Asana platform, we are able to provide real-time transparency on how we are progressing against achieving our annual company-wide high-level priorities. This means



Community creation

Our employee resource groups represent a range of commonalities and interests, and are open spaces for all employees to join to support each other and grow together in their journeys as Asanas.

that every employee at Asana understands our shared objectives and how their day-to-day work contributes to achieving those goals and, ultimately, our mission. Keeping employees in the know at every step of the way builds ongoing trust and confidence in our leadership and company.

Employee voice

We take a similar approach to building culture as we do to building our product: We design, implement, measure, and constantly improve. We engage Asanas through Voice of the Employee programs, which help us gather valuable insights

to elevate our long-term strategies and develop our collaborative culture. Our discussions are guided by three inputs: top-down updates from the executive management team on topics such as business metrics, AI capabilities, and customer success stories; employee suggestions on cultural development; and insights from our company-wide biannual engagement surveys and exit interviews.

We also collect ongoing, actionable feedback through our Global People Advisory Board, a cross-functional group of Asanas from various teams and regions who represent the employee voice. The Board provides influential

Approximately
9 in 10
Asanas participated in our December 2024 engagement survey.



input into our people programs' philosophies, strategies, and designs. Members are also key partners in internal communications and change management and in bringing employee perspectives back to the Board.

Engagement survey

Just as we continuously improve the Asana product, we believe in continuously improving and co-creating our culture by soliciting feedback from our employees throughout the year. Each year, we conduct two company-wide engagement surveys to gain insight into how employees are

experiencing life at Asana. These surveys help us surface areas that need improvement, and we use survey feedback to co-create plans designed to utilize the results to strengthen our culture. Additionally, our Global People Advisory Board, which includes leaders from across the company, regularly leverages employee feedback and data from engagement surveys to ensure that leaders and managers are aware of the issues that are top of mind for employees and are taking the appropriate steps to address them.

Culture of giving

The Asana human-centered culture motivates our people to leave a legacy of lasting positive impact.

Through our blend of social impact programs and philanthropy, we aim to deliver meaningful benefits to our communities and humanity at large.

Donation Matching

Through our donation matching program, Asana directly matches employee donations up to \$200 (or the global equivalent) per employee per year, up to \$35,000 in total, to eligible charities of their choosing. This program allows employees to support charities and areas of need that matter most to them.

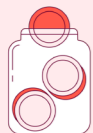
Pledge 1%

When we work together, we can do great things. With this mindset, we support Pledge 1%, a global movement from corporations, founders, and employees to pledge a contribution of 1% of profit, product, equity, and/or time toward philanthropic causes.

For Asana, we aim to deliver upon our Pledge commitment through two routes:

- 1 Product:** Pro bono product and student programs
- 2 Equity:** Founder's pledge

Our commitment to and passion for making things better for people flows through every level of our business, all the way up to the top. Asana co-founders Dustin Moskowitz and Justin Rosenstein have pledged to use 100% of the value of their Asana equity for philanthropic purposes.



Pledge 1% is a global movement from corporations, founders, and employees to pledge a contribution of 1% of profit, product, equity, and/or time toward philanthropic causes.



\$61,268
Employee donations and corresponding Asana match in FY25

Product

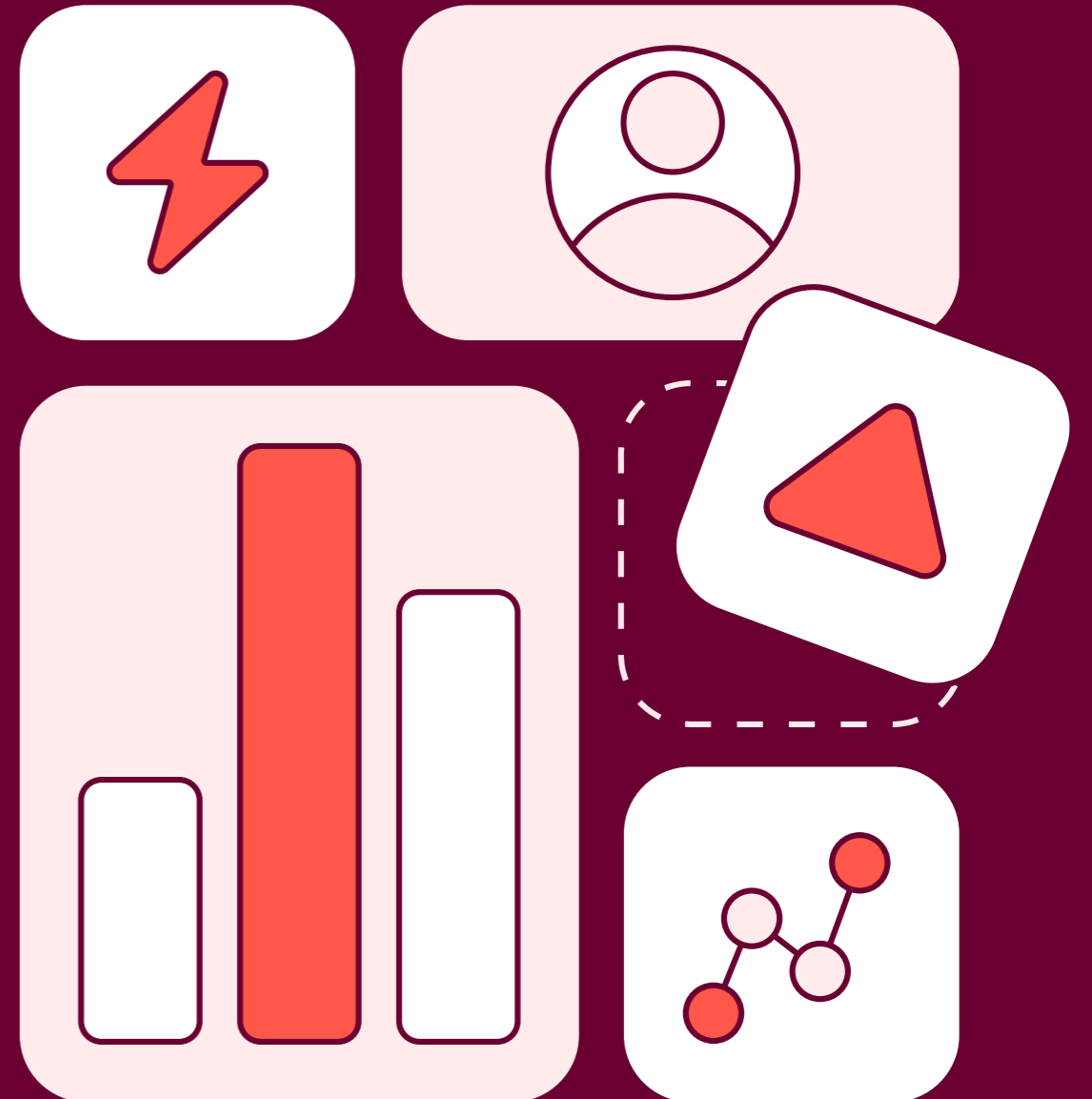
Driving organizational impact

Our mission is to help humanity thrive by enabling the world's teams to work together effortlessly.

Our platform allows users—from small businesses to global organizations—to connect the goals set at the top of an organization to the projects and cross-functional teams to support those strategies. Asana is the coordination layer for humans + AI, which unlocks the ability for customers to move faster and do higher quality work. Ultimately this helps them achieve their missions faster and solve their biggest problems. When we work together, we can do great things.

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Innovation

Coordinating work across teams is generally chaotic.

The problem has only gotten worse as organizations take on greater challenges, with people being located globally, projects having greater complexity, and teams grappling with utilizing advanced technologies such as AI on top of existing processes. Building a system that enables the world's teams to work together effortlessly represents an extraordinary leverage point on all other opportunities to drive progress in the world. We enable leaders to reconceive their roles as chief architects of context so their teams can be innovators at the forefront of progress.

Now, with the integration of AI-powered smart workflows, Asana AI agents work directly with the team, like a teammate. They take on the busy work, handle project coordination, and orchestrate work across critical workflows—from intake to planning, execution, and reporting.

We help leaders and businesses transform research into action to solve their most pressing challenges.



Maximizing potential

Our product is the primary means by which we contribute to sustainable impact. All Asana customers rely on the Asana Work Graph® data model, which captures the critical context and historical relationships between all work inside an organization—who is doing what work and when, how, and why.

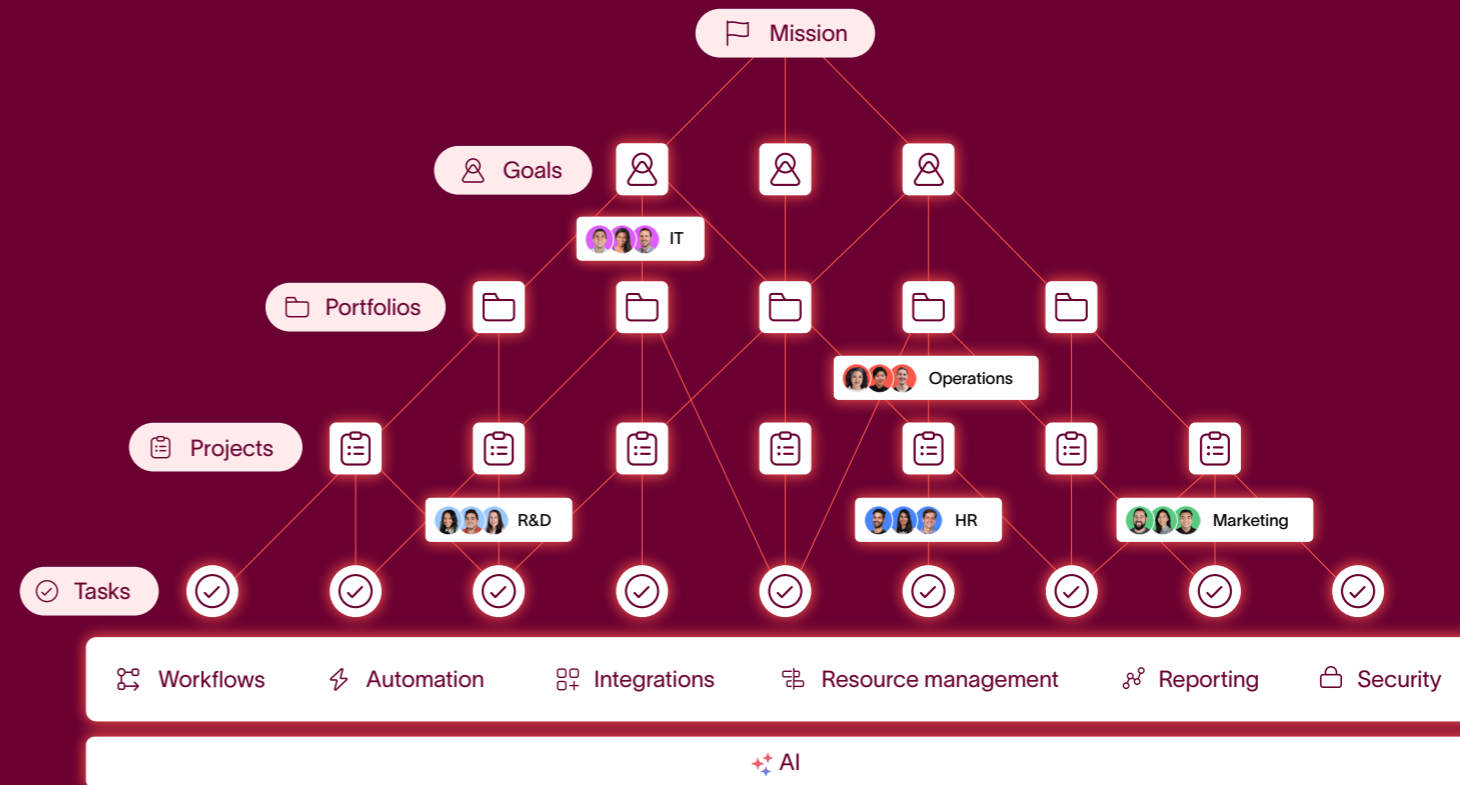
Not only is Asana easy to adopt and designed to maximize organizational productivity with personalized home pages, tasks, and inboxes—it's also the only platform that connects company goals to underlying work, helping companies align everyone around a unified purpose and elevate operational impact.



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

The Asana enterprise work management platform

How Asana connects work across an organization, creating clarity and connecting tasks to the topline goals and mission of a company



Powered by Asana's Work Graph® data model

Customer engagement driving innovation

Customer feedback is key to Asana product innovation.

Our multifaceted approach to customer engagement deepens our understanding of our customers' opportunities and challenges and how we can drive solution-oriented innovation together as long-term partners, such as those highlighted below:



Customer Advisory Board

We leverage our Customer Advisory Board to bring senior leaders together with our most advanced and innovative customers for meaningful connections as forward-thinkers to explore important industry topics. We apply customer insights to inform our product roadmap, explore emerging trends, and leverage work management successes.

asana Work Innovation Lab

We realize that the dynamic pace and complexity of today's technology landscape is challenging for our customers. Our Work Innovation Lab is a globally recognized research and thought leadership platform that conducts cutting-edge analysis to help our customers evolve their organizations for the future of work. In partnership with some of the world's leading universities and academic institutions, the Work Innovation Lab develops experiments, studies, and solutions that solve real pain points for businesses to drive positive change. Insights cover a variety of topics, such as understanding how employees collaborate, harnessing AI in operations, and adopting high-performance project management leadership skills.

Work Management Certifications to Drive Success

Our Collaborative Work Management certification program is designed for participants to master the art of building and deploying enterprise-grade workflows, a crucial skill in today's fast-paced work environments. Additionally, we focus on integrating AI tools to significantly enhance organizational productivity, an area in which Asana is at the forefront. In FY25, we certified over 13,300 unique recipients across three programs:

Workflow Specialist Certificate

Learn how to plan, build, and deploy successful enterprise-grade workflows as well as best practices to help teams use them effectively.

Asana Foundations Skill Badge

Learn how to master project management, improve team communication, and boost productivity on our collaborative work management platform. Completing this course is recommended pre-work before achieving the Workflow Specialist Certificate.

AI for Work Skill Badge

Learn easy-to-apply strategies to use AI in everyday working life, helping to maximize personal productivity and accelerate human work with AI-powered automations.

Work Innovation Summit

We regularly bring customers together with leaders and experts in work management at our Work Innovation Summit events around the globe. Participants can access research from the Work Innovation Lab, learn practical strategies to address today's unique workplace challenges, and engage with peers and thought leaders to learn how to navigate today's AI business transformation.

Product accessibility

Technology needs to work for everyone.

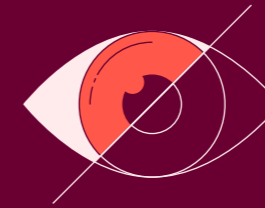
When we innovate to enable effortless cross-functional efficiency, we must also consider how we can empower teammates with disabilities by focusing on accessibility in our product.

Accessibility is central to our building principles, and we maintain a dedicated team to oversee this. Through user research sessions with accessibility professionals and people with disabilities, we've gained a deep understanding of users' accessibility needs and apply those learnings in our product to make a better experience for assistive technology users.

In FY25, Asana became more proactive in ensuring our customer-facing vendors are also building accessible experiences.

We are on a multiyear journey to bring our web app into conformance with WCAG 2.2 AA guidelines, with many fundamental user flows already conforming.

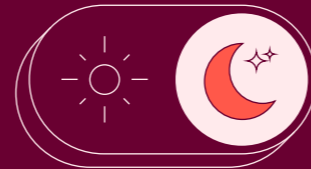
Our accessibility-focused features include:



Color-blind mode



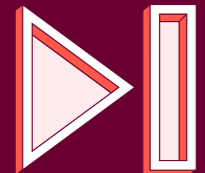
Confirmation pop-up management



Dark mode



Zoom level adjustments



"Skip to main content" navigation

Responsible AI

Human-centric AI principles

People are at the heart of every decision Asana makes, including how we develop AI-powered solutions.

Asana AI features are natively designed to include human review steps to reflect our stance that humans are ultimately responsible for incorporating decisions, recommendations, or insights generated by AI. Our efforts are guided by five principles, each inspired by our company values:

1.

AI should help people achieve their goals: Humans set the destination; AI helps them get there.

2.

We design for human-AI teams: We foster partnerships between people and technology that catalyze teamwork.

3.

People are accountable for decisions: AI assists, but humans maintain responsibility and control.

4.

We are committed to safety—in the short and long run: We balance innovation speed with responsibility to ensure AI remains aligned with human values.

5.

We promote transparency, in practice and in product: We are clear about our practices and build solutions that strengthen collective thought processes.

AI has the power to enhance lives and transform organizational decision-making.

At Asana, we are harnessing these benefits by finding thoughtful ways to embed AI into our customer experience while prioritizing safety, privacy, and ethics.

AI safeguards

Asana employs a multilayered approach to address potential technical, legal, ethical, and performance issues in Asana AI features and products.

Cross-functional review: This process begins with a cross-functional team that systematically reviews each proposed AI feature and product, considering its intended purpose, operational and model details, data usage, and potential quality or accuracy issues.

Testing framework: Asana implements multiple types of testing:

Unit testing: Individual functions and components are tested to confirm they operate as intended without introducing quality/accuracy issues.

Integration testing: Different components of the AI are combined and tested to ensure they work together seamlessly without introducing quality/accuracy issues when interacting.

End-to-end testing: Asana runs real-world scenarios to evaluate the entire system's performance, focusing on accuracy, fairness, and overall user experience. This helps identify any quality/accuracy issues that might surface in practical use cases.

AI partnering: Asana collaborates closely with its AI partners, who conduct their own bias testing, red teaming, and other security measures. These partners' safeguards are integrated into Asana AI features and products, helping to ensure that the AI models used are fair, reliable, and secure.

Data protections and controls for Asana AI

We are mindful of how we deploy AI features in our products for our customers. Our AI data practices include:

Neither Asana nor its AI partners use the data our customers provide to us in Asana to train generative AI models.

All data is encrypted in transit and at rest with strict access controls.

Asana has agreements with its AI partners to not retain customer data following completion of the relevant AI query.

Customers choose how and where their data is processed through admin controls.

Asana AI features are designed to natively include human review steps, reflecting our stance that humans remain ultimately responsible.

Asana AI Council

The Asana AI Council is a cross-functional team charged with driving AI implementation and value realization across our organization using both Asana AI and third-party tools. The AI Council's purpose is to help Asana model a future in which AI and human ingenuity combine to radically improve how teams work and unleash the full potential of every business and organization. The Council's three primary goals are to:

1 Foster a culture of AI-driven innovation, collaboration, and knowledge-sharing among Asanas, ultimately improving productivity and AI competency.

2 Enable Asana employees to use AI in their day-to-day and increase usage of AI across the organization.

3 Set a foundation for AI literacy, usage, and innovation at Asana.

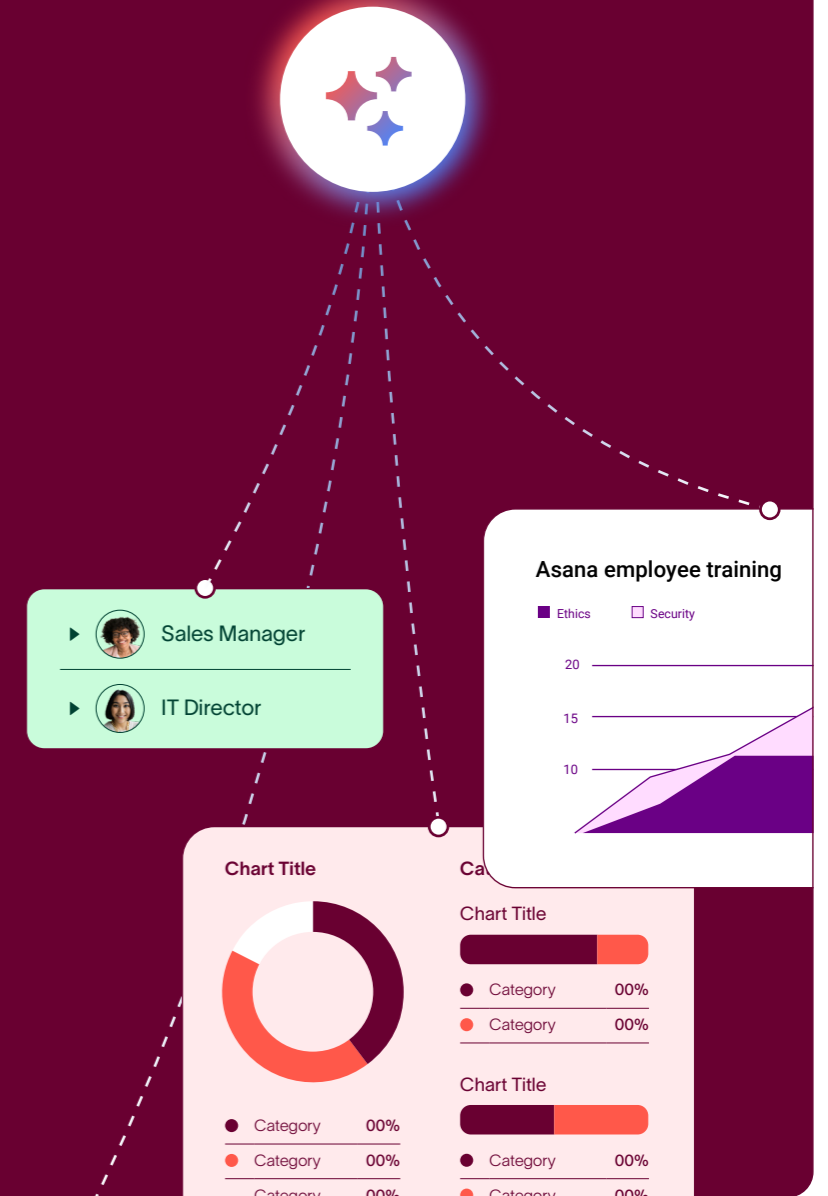
Through our responsible approach to AI, we are not just building powerful tools—we are creating technology that respects human agency, protects privacy, and promotes ethical use while delivering meaningful business value.

AI Studio

Transforming teams with smart, automated workflows

Team connectivity is enhanced by Asana AI capabilities that help entire organizations—individuals, teams, departments, and leaders—work smarter and drive better outcomes, faster.

We launched AI Studio in 2024, marking a major step forward in how teams can leverage AI to streamline workflows and focus on what matters most. By building AI directly into everyday tasks, Asana isn't just automating manual processes—it's working as a teammate to help drive company goals forward. AI Studio reshapes how teams work by letting teams create workflows that fit their needs, balancing automation with human input.



Technological resilience

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

Resilience framework

As a reliable cloud-based platform provider, we are committed to helping teams manage their work with the confidence of business continuity for their critical functions entrusted with Asana. We maintain sound proactive prevention and disaster recovery

plans and procedures that protect and maintain the integrity of customer data and vital technology infrastructure and systems in the event of a disaster.

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

Dependable platform infrastructure

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

Scalable

Our ability to scale means whether they're a startup or a multinational company, customers can benefit from the streamlining capabilities of Asana. Our Luna2 architecture is highly scalable, which allows users to do complex things very quickly without experiencing a degradation in performance. Further, we use AWS to deploy the

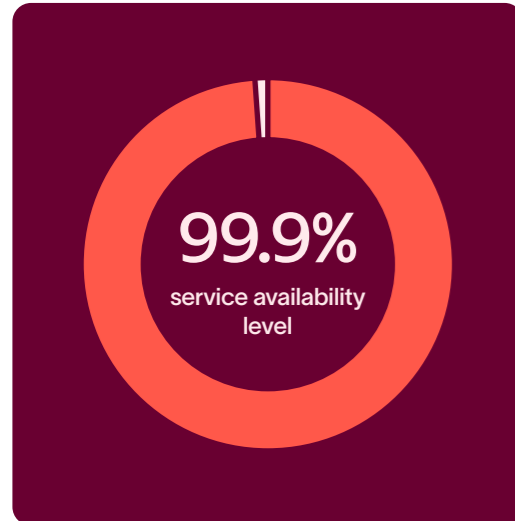
Asana platform, which allows us to adapt easily to an increase in demand.

Reliable

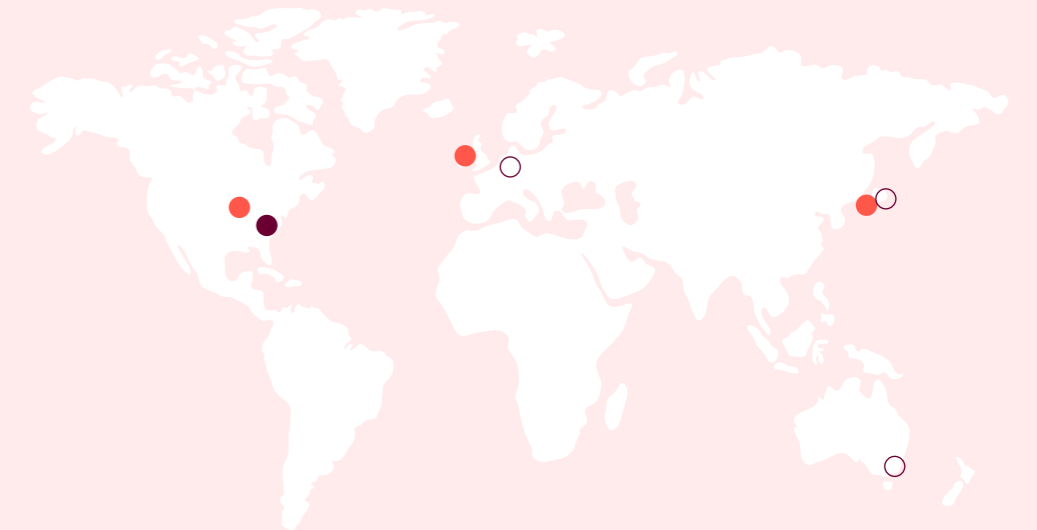
We use Amazon's relational database service to replicate our database synchronously, enabling a quick recovery—usually in a matter of seconds—if the database fails. To guard against a regional failure, we securely move regular snapshots of the database to a backup data center.

Available

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



Where our data is stored



● Primary data centers

Virginia, US

○ Additional data storage

Frankfurt, Germany
Sydney, Australia
Tokyo, Japan

● Disaster recovery sites

Ohio, US
Dublin, Ireland
Osaka, Japan

Customer impact

We succeed when our customers succeed and see it as a source of joy when they share their greatest Asana-enabled achievements with us.

In this report, we are proud to highlight some of that customer impact in action.



Environmental Defense Fund

Environmental Defense Fund (EDF) is tackling climate change on a global scale. This nonprofit works in more than 30 countries to stabilize the climate, strengthen the ability of people and nature to thrive, and support human health.

To execute this critical work, EDF needed a platform with strong project management and systems infrastructure. Using Asana, EDF is able to do their important work efficiently and effectively, including enabling scientists to collaborate and focus on slashing methane emissions, focusing on moving society from toxic to safe chemical use, and supporting diverse and sustainable fishing communities, to preserve a vital earth. EDF has deployed

Asana to over 70 internal teams, onboarding and training 500 employees on the platform in the first year so the organization can manage work efficiently and strategically. Asana has become a key tool for improving collaboration and increasing visibility into project status.

[Learn more →](#)



BEAUTY PIE

Beauty Pie



Beauty Pie is on a mission to disrupt the beauty and wellness industry for the better. It partners directly with top cosmetics labs to provide its members with sustainably developed products at a fraction of retail prices.

From using 100% renewable energy at its headquarters; to reducing the amount of packaging, paperboard, and virgin plastic used per product; to a strict audit of suppliers' supply chain ethics and sustainability, Beauty Pie is committed to ongoing sustainability-led reduction initiatives. Beauty Pie also supports charities such as Magic Breakfast, which works to end food insecurity for schoolchildren in the UK, and Food Bank For NYC in the US, whose mission is to alleviate hunger by organizing food, information, and support for those who need it in the New York City community.

Beauty Pie has turned to Asana as its source of truth for project management, collaboration, and communication to support the company in its ESG efforts and fuel its fast-paced business model,

including managing hundreds of product launches each year. Teams including marketing, creative, operations, finance, and product development share visibility into projects, reducing duplicate work, clarifying responsibilities, proactively surfacing risks, and keeping timelines on track.

Streamlined workflows and processes in Asana have reduced manual check-ins and project delays, giving Beauty Pie's teams back an estimated 444 workdays annually to focus on high-impact work, including sustainability initiatives like offsetting deliveries, exploring electric vehicles, increasing its use of post-consumer recycled plastics, and building out its refillable product range.

[Learn more →](#)



World Resources Institute

World Resources Institute (WRI) is a global research organization working to improve people’s lives, protect nature, and halt climate change. It leverages its data, expertise, and global reach to influence policy and catalyze changes in food, land and water, energy, and cities.

It needed better processes and coordination to manage complex projects and risks across countries and regions. Enter Asana.

WRI adopted Asana to centralize work, increase transparency, and streamline collaboration so its global teams could work more efficiently. With Asana, WRI can connect work to strategic goals and tackle complex initiatives at scale, which has transformed how it operates. For example, WRI Brasil relied on Asana to manage projects across multiple cities that supported

the development of a public policy promoting zero-emission vehicles in freight transport. Additionally, teams leverage Asana, including the platform’s AI features, to automate manual work, saving over 8,000 hours annually—approximately 1,000 workdays per year. Asana has become a cornerstone for WRI’s work, enhancing the organization’s ability to deliver equitable access, restore ecosystems, and mitigate climate change impacts. This use of Asana earned the organization the Asana Social Impact Work Innovation Award, which recognizes WRI’s use of innovative processes to drive lasting change and create a more sustainable world.

[Learn more →](#)



Suzuki

Suzuki Motor Corporation, which has been operating for more than 100 years, develops, manufactures, and sells a range of products worldwide, including four-wheel vehicles, motorcycles, outboard motors, and electric wheelchairs.

Suzuki’s philosophy of “Sho-Sho-Kei-Tan-Bi” means “smaller, fewer, lighter, shorter, beauty.” This philosophy is reflected in its core product strategy to conduct efficient high-quality manufacturing that eliminates waste. Suzuki also has an important corporate goal of achieving carbon neutrality while promoting digital transformation in how it works to help achieve that goal and others.

Suzuki introduced Asana to simplify work, eliminate waste, and improve productivity by streamlining operations, collaboration, and information sharing. For example, the

Overseas Automobile Sales Department, which manages sales in 208 countries and regions, uses Asana to visualize work across its global team so nothing is missed and progress can be monitored. Additionally, the department has created Asana templates for set procedures so everyone follows the same process to prevent mistakes, transfer knowledge, and ensure everyone is working most efficiently. One of Suzuki’s teams has reduced overtime hours by as much as 35% while improving productivity because workloads and deadlines are clear and tasks can be easily redistributed.

35% reduction in overtime hours

[Learn more →](#)

Asana enables organizations to achieve greater outcomes for people and the planet.



Community connections

Our mission-driven work is always at the core of our business.

Through our people and product, Asana supports and connects organizations and individuals to elevate humanity for a better world. We maintain a dedicated nonprofits motion in our sales team to empower mission- and impact-driven organizations to make positive impacts within the communities where we operate and serve.

Holistic community support

Offering product-led pro bono

Nonprofits are the passionate, boots-on-the-ground organizations that work every day to

deliver positive impact for communities. We seek to power that work, providing nonprofits with economically accessible avenues to our product.

We also offer custom templates, specialized training on topics like fundraising and volunteer management, and a dedicated community forum for peers to share their experiences.

Powering next-generation changemakers

Today's young people are tomorrow's problem-solvers. Asana offers free licenses to students and discounts to educational institutions to help students and faculty reach their academic and organizational goals. We also provide necessary training at no charge to help them begin to efficiently manage complex tasks. Students may apply on our website.



455,000+

paid users at nonprofit and educational institutions

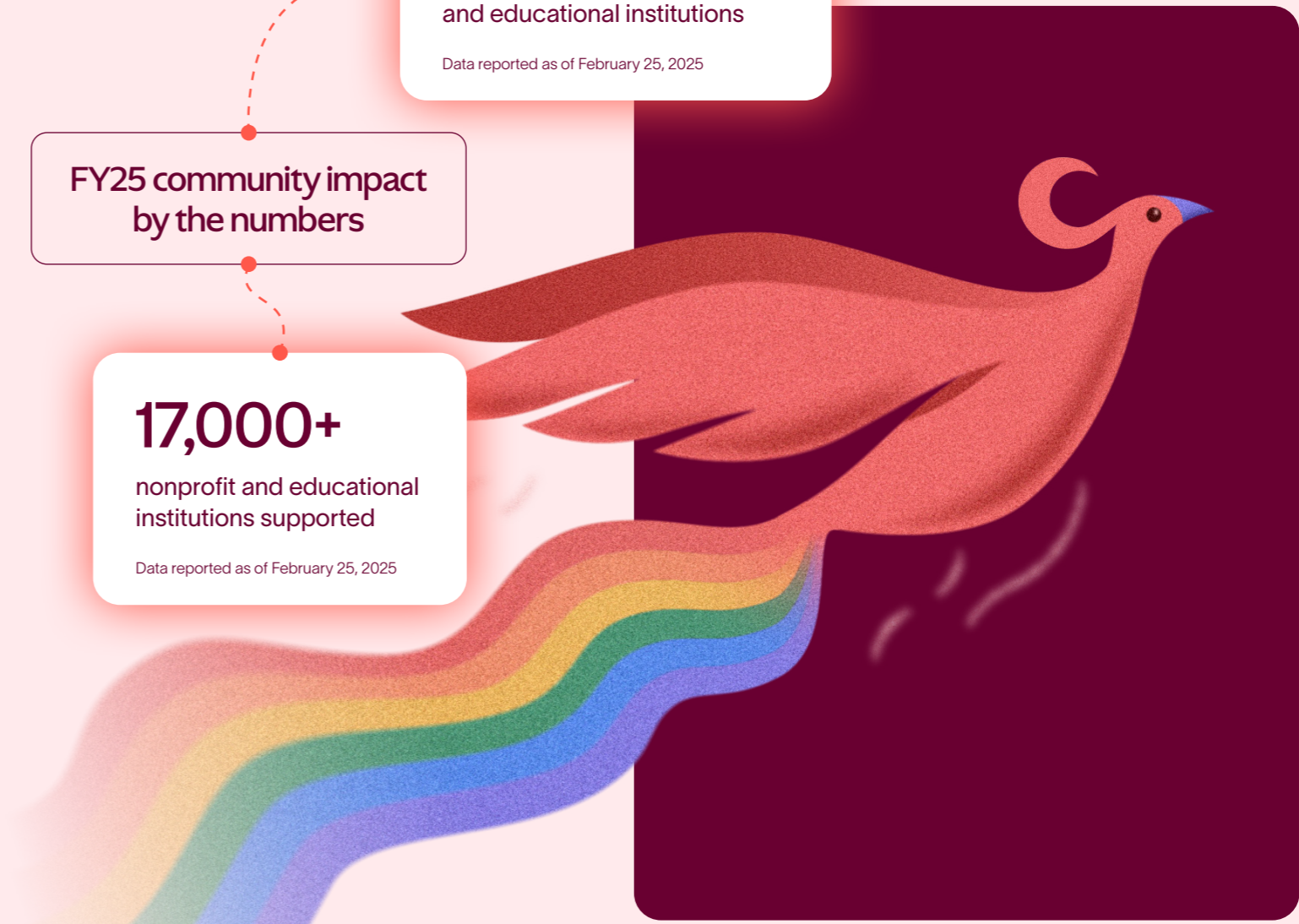
Data reported as of February 25, 2025

FY25 community impact by the numbers

17,000+

nonprofit and educational institutions supported

Data reported as of February 25, 2025



Planet

Enabling innovation for a thriving planet

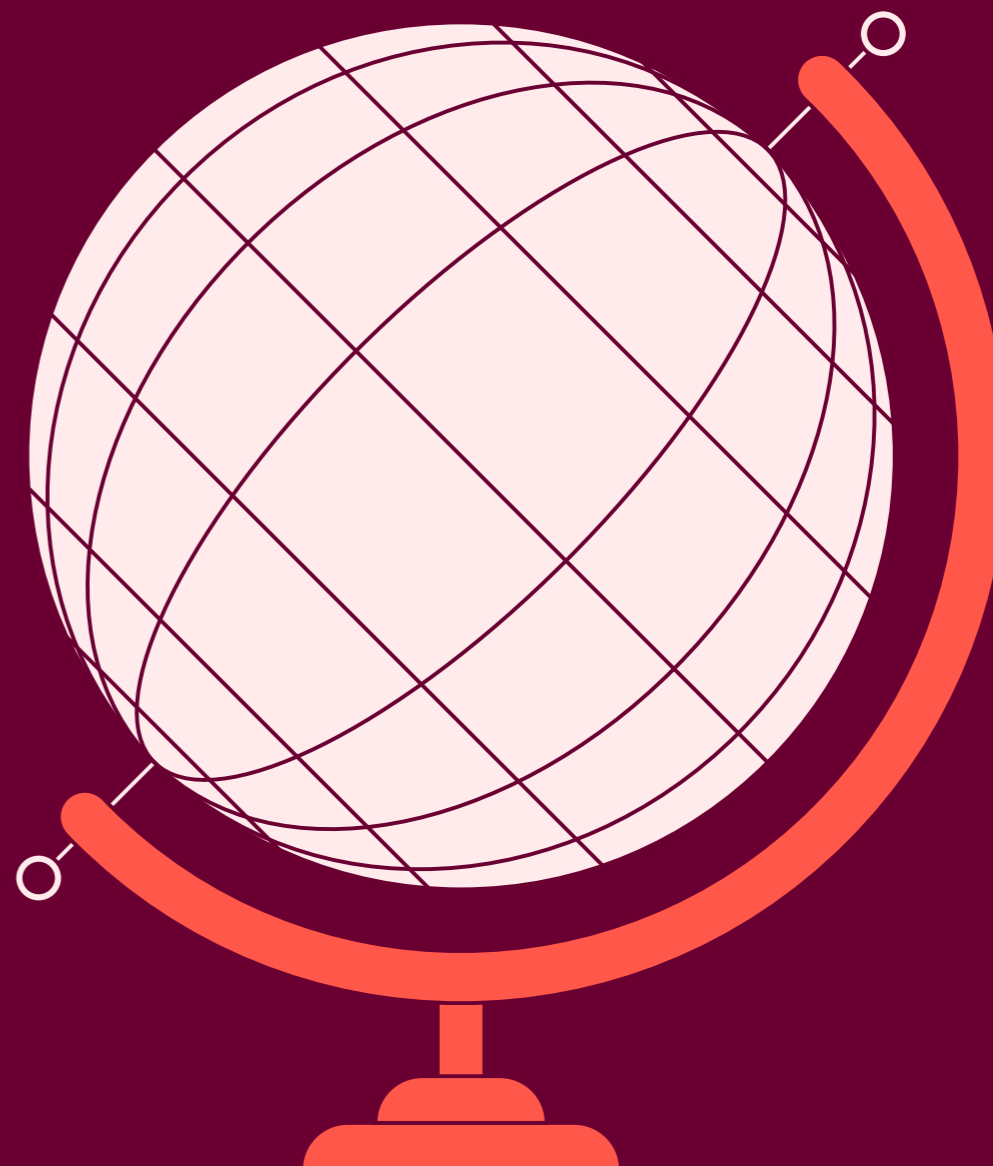
We are committed to reducing our environmental footprint by implementing clear, measurable sustainability practices across our organization. We strive to lead by example by implementing a culture of responsibility that helps integrate sustainability into everything we do.

The Asana work management platform enables our customers to work smarter, achieve their goals efficiently, and drive innovation that benefits our planet.

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Climate impact



We take a strategic approach to measuring and managing our greenhouse gas (GHG) emissions so we can effectively manage our climate impact. In FY25, we assessed our climate-related risks, including both physical and transition risks. Based on those insights, we aligned our sustainability reporting with the recommendations of the Task Force on Climate-Related Financial Disclosures.

We annually conduct an inventory of our GHG emissions and, today, continue to identify opportunities for reduction. What we found through our inventory exercise is that, because our Scope 1 and 2 emissions are relatively low, our largest source of emissions is our supply chain—particularly purchased goods and services and business travel.

We use AWS data centers, which help reduce our footprint by dynamically scaling use according to present needs. Additionally, 100% of electricity consumed by AWS data centers was matched with renewable energy sources, and Amazon has set a goal to reach net zero by 2040. By doing so, AWS is simultaneously contributing to reduced Scope 3 emissions for Asana too.

Strategy

We are conscious of our daily impact on the environment and take a mindful approach to facilities management, working hard to better understand our current carbon footprint. Cross-functional stakeholders throughout the company support this effort.

We have been a carbon neutral company for every year since 2022.

For Asana, this means we have offset emissions from our direct (Scope 1) and indirect (Scope 2) energy sources, in addition to offsetting business travel, employee commuting, and our use of third party data centers.

Total energy consumption (GJ) changes year-over-year.

As our company has grown, we continue to offset our Scope 1 and 2 emissions by purchasing energy credits for FY25 as part of our environmental commitment.

	2024	2025	Difference
Natural gas and district steam	763	1,111	+45%
Renewable electricity	9,770	13,545	+38%
Total	10,533	14,656	+39%

Business Travel decreased by 1,412 t CO₂e due to decrease in air miles traveled



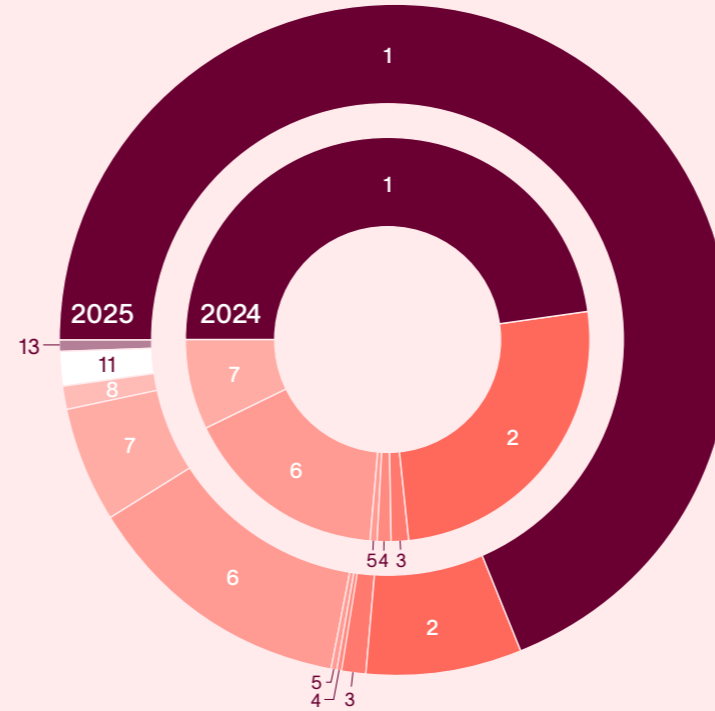
Metrics⁶

Asana has been carbon neutral since FY22 and has used 100% renewable electricity through the purchase of RECs to cover electricity for all Scope 1 and 2 locations in our offices since FY23. We intend to continue purchasing high-quality nature-based and technology-based offsets while we work to further reduce our emissions.

We are very pleased that in FY25, despite increase in occupied square footage and total spend, total emissions decreased 10% year-over-year to 27,956 mT CO₂e. This reflects emissions improvement primarily from a decrease in Scope 3 emissions: capital goods and business travel.

6. The information contained herein includes a summary of certain calculations according to the Greenhouse Gas Protocol published by WRI and World Business Council for Sustainable Development. While the company has made every effort to ensure the accuracy of these calculations, the implementation of the methodology and the underlying data assumptions continue to evolve and improve each year. The company does not assume any obligation to update historical data for any reason, except as required by law.

Scope 3 emissions FY25 (t CO₂e)



1	Purchased goods and services	18,440	6	Business Travel	3,522
2	Capital goods	2,005	7	Employee Commuting	1,430
3	Fuel and energy-related activities	370	8	Upstream leased assets	334
4	Upstream transportation and distribution	32	11	Use of sold products	449
5	Waste generated in operations	64	13	Downstream leased assets	100
Total⁽¹⁾: 26,745⁽²⁾					

1. Excludes the following Scope 3 emissions which are immaterial or not applicable to Asana's FY25 footprint: (9) Downstream transportation and distribution; (10) Processing of sold products; (12) End of life treatment of sold products; (14) Franchise; and (15) Investments.
 2. Inclusive of year-over-year updates aligning our FY25 footprint with the latest methodology.

Asana has been carbon neutral across select Scope 3 categories since FY22, and has purchased 100% renewable electricity for all leased offices since FY23.

For more detail on prior-year historical data, please see the [appendix](#).

~12%
 year-over-year reduction in Scope 3 GHG emissions

Sustainable workplace

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

Sustainable buildings

The U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) standards represent the yardstick against which to measure building sustainability. Our San Francisco HQ has received LEED Gold certification for its sustainable construction and energy-conserving design. Our Dublin office is LEED-certified at the Platinum level, and our offices in New York, Chicago, Vancouver, Tokyo, and Sydney are located in buildings that have also achieved varying levels of green building certification.

In FY25, we continued to invest in sustainable office arrangements, which typically have reduced operational costs and we believe can help deliver employee health and productivity benefits. As of the end of FY25, 92% of our occupied square footage was certified to a green building standard.

Driving down employee commuter emissions

We recognize it's not always easy for people to find the perfect balance between transport options that work for them and ones that work for the planet; so wherever we can, we look to lend a helping hand.

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

The FY25 Asana Climate Challenge

In April 2024, we challenged Asanas to reduce their environmental impacts, whether at home or at work.



Nearly 10% of the company completed over 1,400 challenge tasks in Asana over 30 days. We also set up a dedicated Slack channel for Asanas to share tips on reducing their carbon footprints. We hosted sustainability and climate experts for employee learning sessions on how small behavior changes can make big impacts and on how personal green finance can be a lever to create a more sustainable economy.

Putting thought into how we eat

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



Our expert culinary team thoughtfully designs menus that highlight locally sourced, vegetable-forward choices while seeking out lower-carbon protein options. To maximize positive environmental impact, the team also optimizes energy use during cooking and finds creative ways to repurpose edible food scraps and excess inventory—keeping valuable food items out of landfills. For example, cleaned chicken bones are used to make rich broths, while vegetable scraps are used to create flavorful soups and stews.

Reducing waste

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

We have eliminated nearly all single-use plastic products from Asana-managed culinary operations globally. We use non-disposable dishware and cutlery, eliminated plastic wrappers through use of bulk bins for snack food, and replaced cans and bottles with keg systems for drinks.

In FY25, Asana corporate HQ also diverted approximately 85% of nonhazardous waste from landfills through our reuse, recycling, and composting program. We are utilizing continuous improvement techniques to support our waste reduction goals and have looked to audits, educational tools, and visual aids to strengthen the efficacy of our program.

Electronics recycling


During FY25, we once again partnered with multiple local organizations, including Human-I-T, to donate hundreds of working devices and divert 2,742 pounds of electronic waste,

including nonfunctional devices, damaged devices, cables, and keyboards. Devices that are beyond repair are stripped for assets, which are refurbished and incorporated into other machines. Working devices from our San Francisco HQ are donated to local communities in need, and devices collected elsewhere find a second home through refurbishment. Human-I-T uses its donations to help bridge the digital divide.

Conserving water

Across our operations, we seek opportunities to be responsible water stewards. For example, in our HQ, we maintain a graywater reclamation system which, in FY25, helped us save 931,519 gallons of domestic water.

To target our efforts, we realize that we need to understand where the most significant water risks and opportunities lie. We have assessed our global water risks using the WRI Aqueduct Water Risk Atlas. The Atlas scores risk on a scale from 1 (lowest) to 5 (highest), and 12 of our 14 locations scored between zero and 2. The results of this assessment indicate that for the most part, Asana does not currently operate in regions of high water risk.



931,519
gallons saved


of domestic water via our San Francisco HQ's graywater reclamation system in FY25

85%
of nonhazardous waste diverted



from landfills in FY25 through our reuse, recycling, composting program at Asana corporate HQ

Asana operates in regions of low water risk



Low-risk sites	7
Low-medium-risk sites	5
Medium-high-risk sites	2

2,742
pounds of electronic waste diverted

by donating hundreds of working devices in partnership with local organizations

12 of 14
locations

scored between zero and 2 on the WRI Aqueduct Water Risk Atlas

Trust and Governance

Ensuring durability through trust

We are committed to strong corporate governance, ethical behavior, and responsible business practices that build trust and promote the long-term interests of our stakeholders. Integrity and trust form the foundation of our business operations, ESG strategy, and sustainable customer relationships.

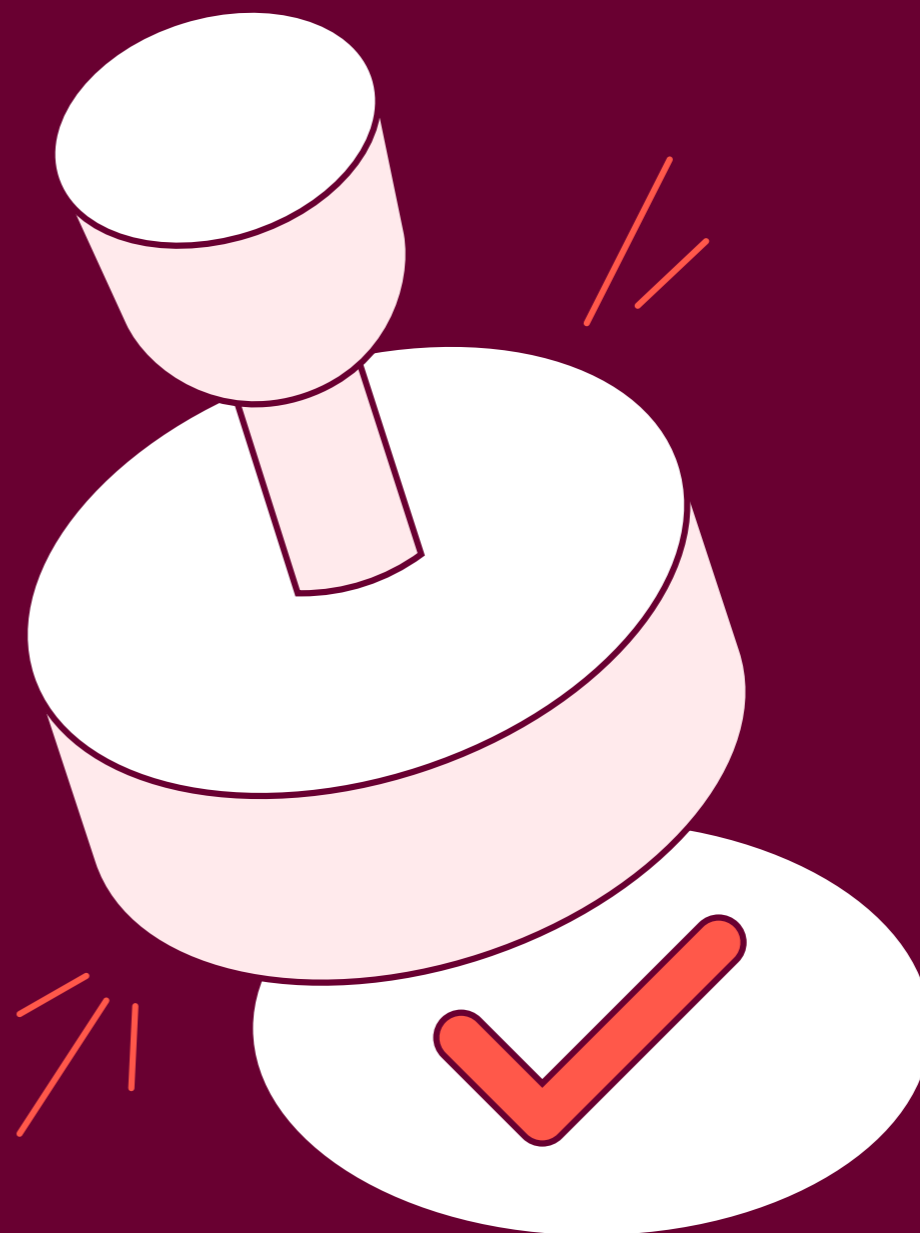
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35 Risk management

36 Supply chain management

37 Privacy and security



Ethics and integrity

We work with integrity, guided by a commitment to ethical practices across our organization.

We encourage our people to be real, avoid conflicts of interest, keep confidential information confidential, and do great things fast—and fairly.

Compliance

Our Code is embedded throughout the Asana employee life cycle—from new-hire orientation through every stage that follows. All employees are required to review and acknowledge, at onboarding and annually thereafter, our Code, Anti-corruption Policy, Insider Trading Policy, Acceptable Use Policy, and Information Security and Data Protection Policy.

All of our ethics and compliance policies are overseen by Compliance Legal and apply to all worldwide employees, directors, officers, and individuals serving as independent contractors of Asana.

A code to live by

We are committed to creating an ethical workplace, built on the principle of respect for our employees, customers, vendors, and other community members and stakeholders. Our [Code of Conduct and Ethics](#) (Code) defines what doing the right thing looks like at Asana.

Our Code contains guidelines for how to conduct our business with the highest standards for integrity and respect, avoiding actual or apparent conflicts of interest, complying with the law and Asana policies, and what to do if a potential violation occurs. It applies to all employees, contractors, and Board members, providing them with the tools necessary to identify and address potential violations in their roles.

Our Code and related policies, like our Anti-corruption Policy, live on our intranet and are available to Asanas 24/7. Together, these policies provide a framework under which Asanas can work together on our important mission.



Ethics helpline

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

Preventing corruption

Our Anti-corruption Policy formalizes the responsibility we have to hold ourselves accountable and operate our business with the highest level of integrity. It also clarifies the obligations all Asanas have under the anti-corruption laws we are subject to worldwide, including the US Foreign Corrupt Practices Act. All Asanas must ensure this policy is followed in their respective departments and by the business partners and vendors for whom they are responsible. Asanas are trained on the policy annually and are expected to review and follow this policy in conjunction with our Code and Employee Handbook.

The four pillars of our Code:



Be real: our commitment to each other

- Create equal opportunity for all.
- Create a harassment-free environment.
- Report discrimination or harassment.



Avoid conflicts of interest

- Base business decisions on the best interests of Asana, our stakeholders, and our mission.
- Don't use your position to benefit yourself at the expense of others or the company.



Keep confidential information confidential

- Protect confidential information at all times, including when shared with business partners.
- Secure data.
- Manage public communications and social media.



Do great things, fast ... and fairly, within legal boundaries

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

Risk management

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

Enterprise risk management

We ensure oversight of risk management exists at all levels of Asana. Our Board receives annual reports from our head of internal audit and SOX on the effective management of enterprise risks, based on risk information collected from key stakeholders throughout the year. This report includes top-of-mind enterprise risks, including key risk drivers and their mitigations.

Communicating critical concerns to the Board leverages input from executive management and may include our annual risk assessment results, which are shared with the Board.

Board Structure

Achieving our mission requires alignment, all the way to the very top. Our Board provides guidance and strategic oversight of our business. The Board has formed three committees to assist in its oversight function: the Audit Committee, the Compensation Committee, and the Nominating and Corporate Governance Committee.

We believe the structure of our Board and its committees, including the lead independent director's role, enables effective independent oversight of management and ensures the best interests of our stockholders.

ESG oversight and leadership

To achieve our mission and foster positive impacts for people and the planet alike, we believe we also need strong oversight of ESG matters. Our ESG programming has been developed with oversight from the Board and management.

Board-level oversight

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

including cybersecurity, privacy, and related regulatory matters and compliance.

The Nominating and Corporate Governance Committee is responsible for overseeing and making recommendations to management and the Board around ESG-related matters, such as corporate social responsibility, corporate governance, the environment, sustainability, and public policy. It regularly reviews these matters, as well as fulfilling other responsibilities delegated to it by the Board.

ESG programmatic management and collaboration

We also maintain a cross-functional ESG Steering Committee with the responsibility to contribute on a range of environmental, corporate social responsibility, corporate governance, sustainability, and other public policy matters relevant to Asana, our business, and our key stakeholders.



Supply chain management

Since day one, we've been committed to doing things with integrity—to ensure our actions align with our intentions.

That includes maintaining an unwavering focus on respecting human rights for everyone in our business. It also includes engaging our stakeholders and partners to drive that same commitment throughout our global value chain.

Supplier Code of Conduct

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

We expect our suppliers to uphold the same standards we do in relation to human rights and require that suppliers follow the International Labour Organization's standards on working time.

Global trade compliance

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

Protecting human rights across our value chain

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

Throughout FY25, we conducted ongoing risk assessments of our limited supply chain, screening all vendors against global sanctions lists and other lists, including hate groups as defined by a nonpartisan third party. By doing so, we aim to identify potential modern slavery risks and develop a strategy to monitor and manage those risks. We also delivered training to key

employees on the supply chain risks of modern slavery and the steps we would need to take to address issues should they arise.



Learn more about our supplier expectations in our [Supplier Code of Conduct](#).



We expect our suppliers to uphold the same standards we do in relation to human rights.

Privacy and security

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

Our approach to security

We endeavor to earn and maintain customer trust through implementing robust measures that protect our customers' data. The Asana head of security is responsible for our security program, which comprises the following teams of security engineers and analysts:

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

The head of security presents regularly to the Board. Asana maintains a list of owners for each area of responsibility and security control.

Security safeguards



SOC 2 Type 2 audits

to regularly evaluate our information security program against Trust Service Principles for security, availability, and confidentiality.



ISO 27001:2022 and ISO 27017:2015 certifications

to demonstrate our commitment to global security and privacy standards.



Encryption

of user data in transit and at rest.



Security and Privacy Awareness training

that employees and contractors complete as part of onboarding and annually thereafter.



Regular security assessments

of our product and infrastructure, including regular vulnerability scanning, annual third-party penetration tests, and a public bug bounty program.



Incident response program

which is designed to ensure that the security team triages, investigates, remediates, and reports on incidents, with forensics support from a third-party firm.



Data Security Standards

which outline our commitments to protect customer data.

Our approach to data privacy and protection

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

Our head of global privacy and data protection officer oversees compliance with global privacy laws, addresses data protection and privacy inquiries, and regularly presents to the Board. Privacy certifications, assessments, and policies are regularly considered by the Board and management as part of strategic planning and risk management oversight.

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 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 of our customers worldwide, wherever they reside.

Enhanced privacy for healthcare customers

Our commitment to security and privacy allows us to offer enterprise-tier healthcare and healthcare-adjacent customers the option to use Asana in compliance with the US Health Insurance Portability and Accountability Act (HIPAA). Asana empowers these enterprise customers with the services they need to maintain HIPAA compliance within our product and customers who elect for this option in turn ensure their Asana domain is architected to support HIPAA compliance.

Pursuit of FedRAMP Authorization

Asana is currently working to pursue FedRAMP (Federal Risk and Authorization Management Program) authorization to serve the complex needs of enterprises in highly regulated industries and government agencies around the world.

Law enforcement requests

Asana may receive requests from US or international law enforcement agencies about our customers. Asana complies with legally valid governmental requests. We communicate our policies around law enforcement requests in our [Law Enforcement Guidelines](#), which include informing our customers and the public about requests we receive. We publish and maintain a [Law Enforcement Transparency Report](#) that is updated semiannually.

Learn more about how Asana earns trust through security, reliability, privacy, and compliance on our website and by reading our [Privacy Commitment](#) and [Privacy Statement](#).⁷

7. The Privacy Statement applies to all free and paid customers of Asana as well as to other individuals who interact with Asana. This includes interactions with Asana via one of our web properties, events held by Asana, and other interactions with staff members of Asana in their official capacities, such as UI/UX studies or interactions with our sales team.

 <p>✓ CCPA</p>	 <p>✓ CSA STAR</p>	 <p>✓ EU-US-DPF</p>	 <p>✓ FERPA</p>
 <p>✓ GDPR</p>	 <p>✓ GLBA</p>	 <p>✓ HIPAA</p>	 <p>✓ ISO 27001</p>
 <p>✓ ISO 27001 SoA</p>	 <p>✓ ISO 27017</p>	 <p>✓ ISO 27018</p>	 <p>✓ ISO 27701</p>
 <p>✓ SOC 2</p>	 <p>✓ SOC 3</p>	 <p>✓ TX-RAMP</p>	 <p>✓ VPAT</p>



Third-party data governance

Asana has a formal process for reviewing third-party service providers and their processing of data, which facilitates contractual commitments to safeguard our data. The security, privacy, and IT teams perform vendor assessment reviews to assess risks related to security, privacy, availability, and confidentiality before bringing in new applications, tools, or suppliers. All vendors who Asana shares data with undergo a risk assessment that includes reviewing third-party security attestations (e.g., SOC 2, ISO 27001) and a security and privacy questionnaire to determine if security and privacy controls meet or exceed industry standards. Additionally, these vendors must enter into a Data Processing Agreement to ensure they're contractually required to protect information and meet minimum requirements.

Asana's privacy practices take a global and customer-centric approach, focused on key areas including:

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

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

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

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

Employee training
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.

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

Appendix

Forward-looking statement

This report contains “forward-looking” statements that are based on management’s beliefs and assumptions and on information currently available to management. Forward-looking statements include, but are not limited to, statements about Asana’s ESG goals, the integration of artificial intelligence (“AI”) in our product, and adoption of AI by our customers. Forward-looking statements include all statements that are not historical facts and in some cases can be identified by terms such as “anticipate,” “expect,” “intend,” “plan,” “believe,” “continue,” “could,” “potential,” “remain,” “may,” “might,” “will,” “would,” or similar expressions and the negatives of those terms. However, not all forward-looking statements contain these identifying words. Forward-looking statements involve known and unknown risks, uncertainties,

and other factors, including factors beyond Asana’s control, that may cause Asana’s actual results, performance, or achievements to be materially different from any future results, performance, or achievements expressed or implied by the forward looking statements. Further information on risks that could cause actual results to differ materially from forecasted results are included in Asana’s filings with the U.S. Securities and Exchange Commission. Any forward-looking statements contained in this report are based on assumptions that Asana believes to be reasonable as of this date. Except as required by law, Asana assumes no obligation to update these forward-looking statements, or to update the reasons if actual results differ materially from those anticipated in the forward-looking statements.

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Global Reporting Initiative (GRI Index)

Statement of Use	GRI 1 Used
Asana has reported the information cited in this GRI content index for the period February 1, 2024 through January 31, 2025 with reference to the GRI Standards.	GRI 1: Foundation 2021

GRI Standard	Disclosure	2025 Reponse/Location
GRI 2: General Disclosures 2021	2-1 Organizational details	
	a. Legal name	Asana, Inc.
	b. Nature of ownership and legal form	Asana, Inc. is a Delaware corporation whose shares are publicly traded.
	c. Location of headquarters	633 Folsom St, Suite 100, San Francisco, CA 94107
	d. Countries of operation	Asana around the world
	2-2 Entities included in the organization's sustainability reporting	
	a. List of entities	Form 10-K (List of subsidiaries)
	b. Difference in reported lists	N/A
	c. Consolidation of Information	We present both our financials and our sustainability data on a consolidated basis.

GRI Standard	Disclosure	2025 Reponse/Location
GRI 2: General Disclosures 2021	2-3 Reporting period, frequency, and contract point	
	a. Reporting period and frequency of sustainability reporting	February 1, 2024 - January 31, 2025. Our ESG Report is published annually.
	b. Reporting period of financial reporting	February 1, 2024 - January 31, 2025
	c. Publication day of this report	July 7, 2025
	d. Contact point for questions about this report	ir@asana.com
	2-4 Restatements of information	
	a. Report restatements of information	Certain categories of Asana's FY24 greenhouse gas (GHG) inventory were excluded from the total Scope 3 emissions calculation, including "Use of sold products" and "Downstream leased assets". These updates resulted in less than a 1.5% increase in total Scope 3 emissions for FY24. Asana's FY25 total Scope 3 emissions calculation includes all categories of inventory except for those which are immaterial or not applicable to Asana's FY25 footprint.

GRI Standard	Disclosure	2025 Reponse/Location
GRI 2: General Disclosures 2021	2-5 External assurance	
	a. Policy and practice	Risk Management
	2-6 Activities, value chain and other business relationships	
	a. Active sectors	Form 10-K
	b. Value chain	
	c. Other business relationships	
	d. Significant changes in reporting period	
	2-7 Employees	
	a. Total number of employees including gender and region	Headcount as at Jan 31, 2025: 1,819 1,819 of which approximately 73% were located in the United States and 27% were located internationally.
	2-9 Governance structure and composition	
	a. Governance structure	Proxy (Board of Directors and Corporate Governance)
	b. Committees of highest governance body	Proxy (Board and Stockholder Meetings and Committees) Corporate Governance Guidelines Risk Management
	c. Composition of highest governance body	
	2-10 Nomination and selection of the highest governance body	
a. Nomination and selection process	Proxy (Board of Directors and Corporate Governance)	
b. Criteria for nomination and selection	Corporate Governance Guidelines	

GRI Standard	Disclosure	2025 Reponse/Location
GRI 2: General Disclosures 2021	2-11 Chair of the highest governance body	
	a. Chair and senior executive of organization	Dustin Moskovitz is Chairman of the Board of Directors and also Chief Executive Officer.
	b. Chair and senior executive function	Asana's Corporate Governance Guidelines provide that if the Chairman of our Board of Directors is not an independent director, Asana's independent directors will designate one of the independent directors to serve as Lead Independent Director. Because Mr. Moskovitz is Asana's Chairman and CEO, the Board of Directors, including the independent directors, has appointed Lorrie Norrington to serve as our Lead Independent Director. See Proxy (Board of Directors and Corporate Governance) for additional information.
	2-12 Role of the highest governance body in overseeing the management of impacts	
	a. Sustainable development	Our ESG Approach
	b. Due diligence	Trust and Governance Corporate Governance Guidelines
	c. Effectiveness of processes	Proxy Statement Policies and Procedures for Stockholder Communications to Independent Directors

GRI Standard	Disclosure	2025 Reponse/Location
GRI 2: General Disclosures 2021	2-13 Delegation of responsibility for managing impacts	
	a. Delegating responsibility	Our ESG Approach Our Culture Trust and Governance
	b. Process and frequency	Proxy Statement (Corporate Responsibility and Sustainability)
	2-14 Role of the highest governance body in sustainability reporting	
	a. Reviewing and approving information	Our ESG Approach Risk Management
	2-15 Conflicts of interest	
	a. Process for prevention and mitigation	Code of Conduct and Ethics
	b. Disclosure to stakeholders	Proxy (Board of Directors and Corporate Governance)
	2-16 Communication of critical concerns	
	a. Communication process	Code of Conduct and Ethics Ethics and integrity Policies and Procedures for Stockholder Communications to Independent Directors
	2-17 Collective knowledge of the highest governance body	
	a. Measures to advance sustainable development	Our ESG Approach Risk Management

GRI Standard	Disclosure	2025 Reponse/Location
GRI 2: General Disclosures 2021	2-18 Evaluation of the performance of the highest governance body	
	a. Processes for evaluating performance	Proxy (Board of Directors and Corporate Governance) Nominating and Corporate Governance Committee Charter
	b. Independent evaluations	
	c. Actions in response to evaluations	
	2-19 Remuneration policies	
	a. Describe policies	Proxy (Non-Employee Director Compensation) Proxy (Executive Compensation)
	b. Policies relation to objective and performance	
	2-20 Process to determine remuneration	
	a. Describe policies	Proxy (Non-Employee Director Compensation) Proxy (Executive Compensation)
	b. Voting on remuneration policies	
	2-21 Annual total compensation ratio	
	a. Ratio of employee annual total compensation	Proxy (CEO Pay Ratio)
b. Increase in employee annual compensation		
c. Contextual information		
2-22 Statement on sustainable development strategy		
a. Statement on sustainable development	CEO Letter	

GRI Standard	Disclosure	2025 Reponse/Location
GRI 2: General Disclosures 2021	2-23 Policy commitments	
	a. Responsible business conduct	Ethics and integrity
	b. Human rights	Code of Conduct and Ethics
	c. Links to policy commitments	
	d. Approval of policy commitments	Supply Chain Management
	e. Applicability to business relationships	Supplier Code of Conduct and Ethics
	f. Communication of policy commitments	
	2-24 Embedding policy commitments	
	a. Process for embedding policy commitments	Ethics and integrity
	2-25 Processes to remediate negative impacts	
	a. Describe commitments	
	b. Grievance mechanisms	Ethics and integrity
	c. Other processes	Code of Conduct and Ethics
	d. Stakeholder involvement	Supplier Code of Conduct and Ethics
	e. Effectiveness	
	2-26 Mechanisms for seeking advice and raising concerns	
	a. Describe mechanisms for seeking advice and raising concerns	Ethics and integrity Code of Conduct and Ethics

GRI Standard	Disclosure	2025 Reponse/Location
GRI 2: General Disclosures 2021	2-27 Compliance with laws and regulations	
	a. Instances of non-compliance	Not applicable. In FY25, Asana did not have any significant instances of non-compliance with laws.
	b. Total number and monetary value for instances of noncompliance	
	c. Significant instances of non-compliance	
	d. Determining instances of non-compliance	
	2-28 Membership associations	
	a. Report membership associations	Business Software Alliance
	2-29 Approach to stakeholder engagement	
	a. Describe approach to engaging with stakeholders	Our ESG Approach
	GRI 3: Material Topics 2021	3-1 Process to determine material topics
a. Describe processes		Our ESG Approach
b. Stakeholders and experts		
3-2 List of material topics		
a. List of material topics		Our ESG Approach
b. Changes to list of material topics		
3-3 Management of material topics		
a. Actual and potential impacts	Our ESG Approach	
b. Negative impacts		
c. Policies or commitments		

GRI Standard	Disclosure	2025 Reponse/Location
GRI 3: Material Topics 2021	d. Actions taken	Our ESG Approach
	e. Effectiveness of actions	
	f. Engagement with stakeholders	
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	
	a. Direct economic value generated and distributed	Form 10-K
	b. Report by country, regional, or market levels	
	201-2 Financial implications and other risks and opportunities due to climate change	
	a. Risks and opportunities posed by climate change	Climate impact
	201-3 Defined benefit plan obligations and other retirement plans	
	a. Value of liabilities	Proxy Statement (401(k) Plan, ESPP, Other Employee Benefits)
	b. Separate fund to pay pension liabilities	
	c. Explain strategy toward full coverage	
	d. Percentage of salary contributed by employee or employer	
e. Level of participation in retirement plans		
GRI 205: Anti-Corruption 2016	205-1 Operations assessed for risks related to corruption	
	a. Total number and percentage	Ethics and integrity
b. Risks related to corruption		

GRI Standard	Disclosure	2025 Reponse/Location
GRI 205: Anti-Corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	
	a. Total number and percentage of governance body members (policies and procedures communicated to)	Asana's Anti-Corruption Policy has been communicated to 100% of the governance body and 100% of employees. Asana employees receive annual training on Asana's Anti-Corruption Policy. Asana's Supplier Code of Conduct and Ethics requires our business partners to abide by anticorruption laws.
	b. Total number and percentage of employees (policies and procedures communicated to)	
	c. Total number and percentage of business partners (policies and procedures communicated to)	
	d. Total number and percentage of governance body members that have received training	
e. Total number and percentage of employees that have received training		
GRI 206: Anti-Competitive Behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	
	a. Number of legal actions pending or completed	No material actions.
b. Main outcomes of completed legal actions		
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Environmental Footprint Data Index
	302-2 Energy consumption outside of the organization	Environmental Footprint Data Index

GRI Standard	Disclosure	2025 Reponse/Location
GRI 302: Energy 2016	302-3 Energy intensity	
	a. Energy intensity ratio	Environmental Footprint Data Index
	302-4 Reduction of energy consumption	Climate impact
	302-5 Reductions in energy requirements	Environmental Footprint Data Index
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	289 (mT CO ₂ e)
	305-2 Energy indirect (Scope 2) GHG emissions	921 (mT CO ₂ e) (location-based), 0 (market based)
	305-3 Other indirect (Scope 3) GHG emissions	26,745 (mT CO ₂ e)
	Category 1—Purchased goods and services	18,440 (mT CO ₂ e)
	Category 2—Capital goods	2,005 (mT CO ₂ e)
	Category 3—Fuel and energy-related activities	370 (mT CO ₂ e)
	Category 4—Upstream transportation and distribution	32 (mT CO ₂ e)
	Category 5—Waste generated in operations	64 (mT CO ₂ e)
	Category 6—Business travel	3,522 (mT CO ₂ e)
	Category 7—Employee commuting	1,430 (mT CO ₂ e)
	Category 8—Upstream leased assets	334(mT CO ₂ e)
	Category 11—Use of sold products	449(mT CO ₂ e)
Category 13—Downstream leased assets	100(mT CO ₂ e)	
	305-4 GHG emissions intensity	Environmental Footprint Data Index
	305-5 Reduction of GHG emissions	Environmental Footprint Data Index

GRI Standard	Disclosure	2025 Reponse/Location
GRI 401: Employment 2016	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Benefits and well-being
	401-3 Parental leave	Benefits and well-being
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	Approximately 4.5 hours per employee
	404-2 Programs for upgrading employee skills and transition assistance programs	Learning and development
	404-3 Percentage of employees receiving regular performance and career development reviews	97%
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Asana does not publicly disclose this information.

Sustainability Accounting Standards Board (SASB Index)

Topic	SASB Code	Metric	2025 Response/Location
Environmental Footprint of Hardware Infrastructure	TC-SI-130a.1	(1) Total energy consumed, (2) percentage grid electricity and (3) percentage renewable	Environmental Footprint Data Index Asana has been carbon neutral since FY22 and has used 100% renewable electricity through the purchase of RECs to cover electricity for all Scope 1 and 2 locations in our offices since FY23.
	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 does not currently publicly disclose this information.
	TC-SI-130a.3	Discussion of the integration of environmental considerations into strategic planning for data centre needs	Climate impact
Data Privacy & Freedom of Expression	TC-SI-220a.1	Description of policies and practices relating to targeted advertising and user privacy	Privacy and security
	TC-SI-220a.2	Number of users whose information is used for secondary purposes	Asana does not use user information for reasons other than those described in our customer agreements and our Privacy Statement .

Topic	SASB Code	Metric	2025 Response/Location
Data Privacy & Freedom of Expression	TC-SI-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Asana has not incurred any monetary loss as a result of legal proceedings associated with user privacy.
	TC-SI-220a.4	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Law Enforcement Transparency Report
	TC-SI-220a.5	List of countries where core products or services are subject to government required monitoring, blocking, content filtering, or censoring	The United States, along with other countries, has export control and economic sanction regulations in place that prohibit the export of certain goods and services, which means that Asana is not currently able to provide access to its platform or provide other products and services to individuals and companies located in the following embargoed countries and regions: Cuba, Iran, North Korea, Syria, the Crimea, Donetsk, or Luhansk regions of Ukraine. Asana complies with US regulations related to embargoed countries and regions. More information is available on Asana's Global Trade Compliance page here .

Topic	SASB Code	Metric	2025 Response/Location
Data Security	TC-SI-230a.1	(1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of users affected	While Asana does not specifically disclose TC-SI230a.1, the company complies with applicable data breach notification and disclosure laws. Additional information about Asana's approach to data protection is available in our Trust Center .
	TC-SI-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Privacy and security Privacy Statement
Recruiting & Managing a Global, Diverse & Skilled Workforce	TC-SI-330a.1	Percentage of employees that require a work visa	Asana does not currently publicly disclose this information.
	TC-SI-330a.2	Employee engagement as a percentage	Each year, Asana conducts two company-wide engagement surveys. The participation percentage for each survey is: May 2024 - 93% November 2024 - 87%
Intellectual Property Protection & Competitive Behaviour	TC-SI-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behaviour regulations	Asana has not incurred any monetary loss as a result of legal proceedings associated with anti-competitive behavior regulations.

Topic	SASB Code	Metric	2025 Response/Location
Managing Systemic Risks from Technology Disruptions	TC-SI-550a.1	Number of (1) performance issues and (2) service disruptions; (3) total customer downtime	Asana provides details on its current and historic reliability at https://status.asana.com .
	TC-SI-550a.2	Description of business continuity risks related to disruptions of operations	Form 10-K
Activity Metrics	TC-SI-000.A	(1) Number of licenses or subscriptions, (2) percentage cloud-based	1) Asana has over 3 million paid users as of January 31, 2025 2) 100% cloud-based
	TC-SI-000.B	(1) Data processing capacity, (2) percentage outsourced	Asana engages third-party subprocessors to process data. More information can be found here .
	TC-SI-000.C	(1) Amount of data storage, (2) percentage outsourced	1) Amount of data storage measured in February 2025: – Approximately 4.5 petabytes excluding backups – Approximately 9.7 petabytes including backups 2) 100% outsourced

Task Force on Climate-related Financial Disclosures (TCFD Index)

This index provides information on Asana’s alignment with the recommendations of the Task Force on Climate-related Financial Disclosures (“TCFD”).

Governance

TCFD Recommendation

2025 Response

a) Describe the board’s oversight of climate-related risks and opportunities.

The Nominating and Governance Committee is responsible for oversight of ESG-related matters such as corporate social responsibility, corporate governance, the environment, sustainability, and public policy matters relevant to the Company, its business, and its key stakeholders. The Committee reviews Asana’s approach to ESG matters twice annually.

b) Describe management’s role in assessing and managing climate-related risks and opportunities.

At Asana, the ESG Steering Committee plays a key role in assessing and managing climate-related risks and opportunities. This committee reviews and provides direction on environmental, social, and governance (ESG) matters, ensuring that the company is able to align its operations with sustainable practices in line with our business objectives.

This committee includes key leaders from multiple functions of the company including Finance, Legal, Research and Development, Marketing and Communications, and People.

The Asana Corporate Legal team reports to the ESG Steering Committee on ESG matters including, as relevant, analysis and discussion of climate-related risks and opportunities.

Strategy

TCFD Recommendation

2025 Response

a) Describe the climate-related risks and opportunities the organization has identified over the short, medium, and long term.

In 2025, Asana's Corporate Legal function conducted a climate risk assessment to evaluate the physical and transition risks and opportunities facing the business. We assessed risks and opportunities over three time horizons. For physical risks, time frames align with climate science: short-term (1 year), medium-term (10 years), and long-term (30 years). For transition risks and opportunities, we defined the following time frames: short-term (0–3 years), medium-term (3–10 years), and long-term (50+ years).

Physical Risks

Physical risks are risks resulting from climate change due to extreme weather or other specific events (acute) or longer-term shifts in climate patterns (chronic).

For this assessment, we leveraged an enterprise climate risk management ("ECRM") software to review the risks from hazards such as wildfire, flood, and heat to our offices, employees, and data centers in the United States, the United Kingdom, and Ireland. We utilized three Shared Socioeconomic Pathways ("SSP") scenarios developed by the Intergovernmental Panel on Climate Change ("IPCC"): a best case projection, SSP1-2.6, a middle-of-the-road projection, SSP3-7.0 and a worst-case projection, SSP5-8.5. These scenarios depict future climate pathways where ("GHG") emissions could lead to global temperature increases of approximately 1.7°C, 3.6°C, and 4.4°C by 2100, respectively.

Transition Risks and Opportunities

Transition risks are risks relating to the transition to a low-carbon economy, which may include new or changes in existing policy, legal, technology, market, and/or reputation risks. Transition opportunities include resource efficiency, energy source, markets, resilience, and products and services.

For this assessment, we again leveraged our ECRM software, and the subject matter experts ("SMEs") at that company, for an initial scan. The SMEs used the software to highlight transition risks and opportunities most likely to impact us and ranked them based on likely time horizons and possible impacts. Our team then reviewed all of these risks and opportunities and adjusted the scores based on our understanding of our business and materiality thresholds.

We will continue to monitor and reevaluate these risks and opportunities on a regular basis, and will incorporate any material findings into our business continuity and enterprise risk management planning.

Our assessment indicates that the physical and transition risks of climate change are not currently material to our business. However, we anticipate that the short, medium, and long-term impacts of climate change will be systemic across all industries and geographies, and that the transition to a sustainable economy may provide opportunities for every industry, including software.

Risk or Opportunity	Title	Description	Type	Time Horizon	Impact	Likelihood
Transition Risk	Inconsistent Climate Policies Across Jurisdictions	Differing regulations across multiple regions may result in regulatory complexity, higher compliance burdens, and market uncertainty.	Policy And Legal	Short Term	Low	Medium
Physical Risk	Employee Safety Risks Leading to Business Continuity Disruption	Increased acute weather events such as wildfires and floods could damage offices and impact employees' ability to work from home.	Acute	Short Term	Medium	Medium

Strategy

TCFD Recommendation

2025 Response

a) Describe the climate-related risks and opportunities the organization has identified over the short, medium, and long term.

Risk or Opportunity	Title	Description	Type	Time Horizon	Impact	Likelihood
Opportunity	Increased Ability to Attract and Retain Talent	Sustainability initiatives have the potential to improve employee health, wellness, resilience, engagement, recruiting and retention.	Market	Short Term	Low	High
Opportunity	Increased Revenue from Climate-Conscious Enterprise Customers	Increased revenue from positive stakeholder perceptions due to alignment with sustainability best practices (e.g., setting science-based targets, committing to be carbon neutral, aligning with TCFD)	Market	Short Term	Low	Medium

b) Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning.

Our climate risk identification and assessment process is performed by the Corporate Legal team using an enterprise risk management software platform. At this time, we have not identified near-term climate-related risks with the potential to have a substantive financial or strategic impact on our business.

Through this analysis, Asana was able to explore the plausible future impacts of physical and transition across a range of scenarios. This assessment reinforced some of our existing strategy and, as we integrate this assessment further into our business, may guide future strategies.

Business Operations

Energy Efficiency and Carbon Neutrality:

Asana has maintained carbon neutrality since 2022 and uses 100% renewable electricity in its offices. By reducing office energy use (for instance, optimizing energy consumption during non-working hours and leveraging AWS data centers that scale dynamically), the company minimizes its emissions. This helps lower operational costs and mitigate risks associated with energy price volatility and potential regulatory changes on carbon emissions.

Sustainable buildings:

Many of our offices have achieved various levels of green building certification, which typically have reduced operational costs and often deliver employee health and productivity benefits. At the end of our 2025 fiscal year, 92% of our occupied square footage was certified to a green building standard.

Risk Management for Indirect Emissions:

While Asana's direct emissions are low, the company is proactive in managing indirect impacts, such as those from employee commute and business travel. These measures ensure that unexpected cost increases or regulatory impacts (like carbon pricing) are identified early and integrated into operational planning, and helps us capitalize on the opportunity of using sustainability as a reputational advantage in recruiting. When we expand into new sites, we consider proximity to public transport links to make sure employees can easily access mass transit options. Where feasible, we subsidize costs for employees who choose to use public transportation. We also offer monthly bicycle credits to people who ride to work and a micro-mobility benefit with discounts and subsidies for employees who opt for bike services.

R&D for Low-Emissions Innovations:

Asana leverages its work management platform and associated technologies (like AI-enhanced capabilities) to streamline internal operations and to enable customers to achieve their own sustainability goals. Through our business Asana creates opportunities for new product features that help all Asana customers operate more efficiently.

Strategy

TCFD Recommendation

2025 Response

c) Describe the resilience of the organization’s strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.

Asana aims to establish a baseline understanding of how the uncertainty of climate change and societal response will impact our future. Asana conducted a climate-related risk assessment that involved our ECRM software, support from external subject matter experts at our software provider, and internal conversations with leaders across the business. This process provided the insights required to understand Asana’s exposure to climate related impacts.

Asana's ECRM software tool was used to conduct a scenario analysis for physical risks such as wildfire, flood, and heat across multiple time horizons (1, 10, and 30 years) and climate scenarios (SSP 1, SSP 3, SSP 5). Leveraging this tool we were able to conduct an initial assessment of risk areas for deeper exploration and evaluation.

Our scenario analyses allow Asana to test the adaptability and resilience of our strategy in the face of climate change and enables our organization to more confidently establish a climate resilient strategy. As we continue to integrate these insights into our risk management process and improve our stress-testing and risk quantification, we'll continue to gain insights that will help us manage our climate-related financial risks.

Risk Management

TCFD Recommendation

2025 Response

a) Describe the organization’s processes for identifying and assessing climate-related risks.

At Asana, we use a structured and data-driven approach to identify and assess climate-related risks, ensuring alignment with our strategic goals and regulatory expectations. In 2025, we conducted a comprehensive climate risk assessment focusing on both transition and physical risks to our offices, employees, and data centers in the United States.

To evaluate physical risks, we leveraged the physical risk modeling tools of our ECRM software to assess the impact of hazards such as wildfire, flood, and heat. The assessment included analysis under three climate scenarios:

SSP1: Aligned with a 1.7°C warming pathway, representing a low-emission, sustainable future.

SSP3: Aligned with a 3.6°C warming pathway, representing a business as usual, future characterized by fragmented development and regional competition.

SSP5: Associated with a 4.4°C warming pathway by 2100, representing a high-emission, fossil-fuel-driven future.

We analyzed physical risks across three time horizons:

Short term: 1 Year

Medium term: 10 Years

Long term: 30 Years

Risk Management (continued)

TCFD Recommendation

2025 Response

a) Describe the organization's processes for identifying and assessing climate-related risks.

To assess transition risks and opportunities we leveraged our enterprise climate risk management software. The software, with oversight from subject matter experts, assessed relevant transition risks and opportunities based on their time horizons and likely impact. Our team then reviewed all of these risks and opportunities, adjusted the scores based on our understanding of our business and materiality thresholds, and made plans to more deeply review the highest risk findings.

We then conducted a deeper assessment of policy and legal risk to determine the potential impacts associated with new and emerging climate risk policies. We used our ECRM software to assess over 200 climate-related regulations around the world, reviewing both existing laws and proposed bills. For each, the software assessed applicability to Asana, and the potential costs of non-compliance.

This proactive approach ensures we remain resilient and prepared for a range of potential climate futures.

b) Describe the organization's processes for managing climate-related risks.

We use our ECRM software to monitor physical and transition climate risks to our business. Key identified risks are shared with members of our ESG Steering Committee, and material risks would be brought to our Nominating and Governance Committee.

c) Describe how processes for identifying, assessing, and managing climate-related risks are integrated into the organization's overall risk management

The effective management of enterprise risks is reported to the Board of Directors based on risk information collected from key stakeholders throughout the year. This risk report is presented by the Head of Internal Audit & SOX and includes top of mind enterprise risks, including ESG risks, showing inherent and residual scoring as well as key risk drivers and their mitigations.

We also conduct specific risk assessments for climate-related risks via a separate process. As described previously, we use a ECRM software to monitor developing physical and transition climate risks. If a material climate-related risk was identified through either process, our Committees and Board members would discuss such risks, including with the applicable risk owners, and the management or mitigation of such risk.

Metrics and Targets

TCFD Recommendation

2025 Response

a) Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process.

We monitor our carbon emissions by conducting an annual inventory of our GHG emissions, covering our global Scope 1, 2, and 3 emissions. We track energy intensity per \$1M revenue generated and GHG emissions intensity per \$1M revenue generated as key metrics.

To assess our physical risk, we track the percentage of employees, data centers, and offices located in high risk areas from hazards such as wildfires, floods, and heat waves using our ECRM software.

b) Disclose Scope 1, Scope 2, and, if appropriate, Scope 3 greenhouse gas (GHG) emissions, and the related risks.

We share our metrics and progress against our targets in our Asana ESG Report. Our most recent emissions for fiscal year 2025 are available in our Environmental Footprint Data Index. We will continue to measure, assure, and publicly disclose an annual GHG inventory, working to achieve improvements in data quality each year.

c) Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets.

Asana is committed to operating as a carbon-neutral company. This includes our direct emissions, covering Scopes 1 and 2, as well as certain indirect Scope 3 emissions, such as those from business travel, employee commuting, and outsourced data centers. We have achieved carbon neutrality since 2022 and continue to work on maintaining this status while implementing more effective ways of reducing emissions.

Asana uses Amazon Web Services ("AWS") data centers, which contribute to reducing our carbon footprint by dynamically scaling use according to present needs. AWS itself has set a goal to reach net zero by 2025, helping to reduce Scope 3 emissions associated with Asana's operations.

Environmental Footprint Data Index

Greenhouse gas emissions (mt CO₂e)

	FY 2022	FY 2023	FY 2024	FY 2025
Scope 1	285	239	243	289
Scope 2 (location-based)	677	955	660	921
Scope 2 (market-based)	0	254	0	9
Scope 3 total	35,594	24,181	30,289	26,745
Purchased goods and services	17,223	18,182	14,340	18,440
Capital goods	10,673	1,118	7,672	2,005
Fuel and energy-related activities	371	470	355	370
Upstream transportation and distribution	299	68	390	32
Waste generated in operations	39	166	110	64
Business travel	52	2,075	4,934	3,522
Employee commuting	1,105	1,862	2,109	1,430
Upstream leased assets ¹	0	0	0	334
Use of sold products ²	0	240	379	449
Downstream leased assets ³	0	0	73	100

1. This data was not previously included prior to FY25; co-working was previously allocated to Scopes 1 and 2.

2. This data was previously calculated, but not included prior to FY25.

3. This data was not previously included or calculated for subleased spaces prior to FY25.

Total Energy Consumption (GJ)⁴ YoY

	FY 2022	FY 2023	FY 2024	FY 2025
	13,219	15,176	10,533	14,656

4. Conversion calculation used: (1 MWh = 3.6 GJ; 1 mmBtu = 1.055056 GJ)

FY25 Consumption

Category	Scope	Starting Value	Starting Value Unit	Conversion Factor	Conversion Factor Unit	End Value	End Value Unit	Source for Conversion Factor
Purchased Electricity	1 and 2	3,762,487.78	kWh	0.0036	GJ/kWh	13,545	GJ	Standard Conversion
Purchased Heat	1 and 2	51,332.74	kWh	0.0036	GJ/kWh	185	GJ	Standard Conversion
Stationary Combustion	1 and 2	878.22	mmbtu	1.055019	mmbtu/GJ	927	GJ	U.S. EIA Calculator
Total						14,656	GJ	
Purchased Electricity	3.8	492,825.53	kWh	0.0036	GJ/kWh	1,774	GJ	Standard Conversion
Purchased Cooling	3.8	112,980.18	kWh	0.0036	GJ/kWh	407	GJ	Standard Conversion
Purchased Heat	3.8	401,645.65	kWh	0.0036	GJ/kWh	1,446	GJ	Standard Conversion
Stationary Combustion	3.8	0.00	mmbtu	1.055019	mmbtu/GJ	0	GJ	U.S. EIA Calculator
Total						3,627	GJ	
Purchased Electricity	1 and 2 and 3.8	4,255,313.31	kWh	0.0036	GJ/kWh	15,319	GJ	Standard Conversion
Purchased Cooling (Chilled Water)	1 and 2 and 3.8	112,980.18	kWh	0.0036	GJ/kWh	407	GJ	Standard Conversion
Purchased Heat (District Steam)	1 and 2 and 3.8	452,978.39	kWh	0.0036	GJ/kWh	1,631	GJ	Standard Conversion
Stationary Combustion (Natural Gas)	1 and 2 and 3.8	878.22	mmbtu	1.055019	mmbtu/GJ	927	GJ	Standard Conversion
Total						18,283	GJ	

FY25 Consumption (cont.)

Category	Scope	GJ	% of total
Purchased Electricity	1 and 2	13,545	92.4%
Purchased Heat (District Steam)	1 and 2	185	1.3%
Stationary Combustion (Natural Gas)	1 and 2	927	6.3%
Total		14,656	
Purchased Electricity	3.8	1,774	48.9%
Purchased Cooling (Chilled Water)	3.8	407	11.2%
Purchased Heat (District Steam)	3.8	1,446	39.9%
Stationary Combustion (Natural Gas)	3.8	0	0.0%
Total		3,627	
Purchased Electricity	1 and 2 and 3.8	15,319	83.8%
Purchased Cooling (Chilled Water)	1 and 2 and 3.8	407	2.2%
Purchased Heat (District Steam)	1 and 2 and 3.8	1,631	8.9%
Stationary Combustion (Natural Gas)	1 and 2 and 3.8	927	5.1%
Total		18,283	

Emissions Intensity Ratio YoY by Revenue

	FY 2023	FY 2024	FY 2025
Total GHG Emissions (Scope 1, 2, and 3) (mT CO ₂ e)	25,376	31,193	27,956
Revenue (millions)	547.2	652.5	724
Intensity (mT CO ₂ e per \$1m)	46.37	47.80	38.61

Emissions Intensity Ratio YoY by Employees

	FY 2023	FY 2024	FY 2025
Total GHG Emissions (Scope 1, 2, and 3) (mT CO ₂ e)	25,376	31,193	27,956
Number of Employees	1,792	1,840	1,819
Intensity (mT CO ₂ e per employee)	14.1	16.9	15.3

Energy Intensity Ratio YoY by Revenue

	FY 2023	FY 2024	FY 2025
Total Consumption (GJ)	15,176	10,533	14,656
Revenue (millions)	547.2	652.5	724
Intensity (GJ per \$1m)	27.7	16.1	20.2

Energy Intensity Ratio YoY by Employees

	FY 2023	FY 2024	FY 2025
Total Consumption (GJ)	15,176	10,533	14,656
Number of Employees	1,792	1,840	1,819
Intensity (GJ per employee)	8.4	5.7	8.0

