

# Building a safer and more sustainable world

Samsara's 2024 Impact Report







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# A message from CEO and Co-Founder, Sanjit Biswas

Samsara's mission is to improve the safety, efficiency, and sustainability of the operations that power the global economy. Our customers represent the industries that drive more than 40% of the global GDP and keep the world running. As you'll read in this year's report, they are also using our platform to reinvent their operations to be safer and more sustainable.

Samsara has become the single platform for connecting physical operations. As the strategic partner to the world's leading and most complex physical operations organizations, we offer a unified view to help our customers achieve their sustainability goals and create safer operations for their workers and communities. Our Connected Operations Cloud provides visibility across their operations, including key safety metrics, carbon emissions and electric vehicle (EV) fleet data, and insights into ways to reduce fuel, energy, paper, and food waste. This allows our customers to improve the most critical areas based on real-time analysis and insights, and expand their impact.

I always enjoy spending time with our customers. Since our last report, I've spent hundreds of hours discussing safety and sustainability priorities with customers around the world. While each of their operations and goals are unique, data is universally important for making progress. For example, many of our customers are investing in understanding and reducing their Scope 1 and 2 emissions. This is increasingly important as their own customers are asking for this data for their own reporting. By having the ability to transparently track and report these emissions, these organizations can better understand their carbon footprint and reduce it more accurately and effectively, and share key metrics with their stakeholders for their reporting. An additional way our customers are using Samsara to reduce their environmental footprint is through their transition to EVs. We help our customers with every phase of their fleet electrification journey by using data to drive change management and make better and more informed decisions, from their vehicle transition strategy to charge control and routing and dispatch.

Our customers are also using Samsara to make the roads and their workplaces safer. Our AI-powered solutions help organizations proactively monitor and manage risks to improve driver and worker safety. These data-driven decisions are helping our customers improve their safety programs, giving them a competitive edge and saving lives. In fact, we estimate that together with our customers, we helped prevent more than 200k crashes in one year alone. This means safer roads for our customers and communities.

At Samsara, we are committed to building a more sustainable and safer world. Like our customers, we are using a data-driven approach to help us achieve our ambitious goals and understand where we can make the greatest impact. One area that excites me is our own sustainability journey. We have committed to achieving net zero carbon emissions by 2040 with the Science Based Targets initiative (SBTi). Our near-term focus is on reducing emissions by working closely with our key suppliers. We are also partnering with other early pioneers to invest in high-impact clean energy and engineering-focused carbon removal technologies. This includes a virtual power purchase agreement (VPPA) and initiatives like [Frontier](#) that help increase supply of high-integrity carbon removal credits.

Following the guiding principles of transparency and impact, our latest report provides an update on our progress. We are proud of what we've accomplished so far and are eager to make more of an impact in the coming years. Thank you for your interest and collaboration as we continue to build for the long-term. And as always, we welcome your feedback.



01

# Guiding principles:

Transparency and accountability

Data-driven solutions

Empowering our people and communities

The past several months have been a landmark period for climate regulation and transparency. Samsara embraces this increased regulatory focus and much needed standardization in sustainability reporting. As our customers set sustainability goals, our platform provides them with the tools they need to take control of their data, reduce their emissions, and improve operational efficiency.

In today's evolving landscape of priorities and disclosure requirements, we continue to recognize the importance of providing our stakeholders with clear and comprehensive information about our commitments. In this edition of our report, we continue to adhere to our guiding principles of transparency and accountability, data-driven decision making, and empowerment of our people and communities.







## Transparency and accountability

Transparency and accountability are crucial building blocks to achieving progress. Providing a comprehensive understanding of what we are doing well and where we need to improve helps us stay accountable and focused on achieving our goals.

This edition of our report highlights our ongoing commitment to providing insight into our progress toward our environmental goals and positive social impact. We disclose our fiscal year 2024 emissions, continued investment in innovative, high-impact carbon offset projects, and future commitments that hold us accountable.



## Data-driven solutions

Samsara is a results-driven organization. Data helps us set transparent and measurable goals, report on progress, and recognize achievements. We measure our existing benchmarks and identify opportunities to enhance our operations. Data also allows us to be more consistent and efficient when making decisions. For example, our logistics data provided insights on how much air transport we should transfer to sea transport in order to significantly reduce the carbon footprint associated with shipping our products, while still efficiently fulfilling our customer orders. In the same way that we help our customers gain visibility into their operations, we use data to improve our operations and enhance our community of vendors, suppliers, and business partners.



## Empowering our people and communities

Samsara fosters an inclusive work environment where employees are empowered to make an impact on our team members, customers, and communities. We welcome our team members' diverse perspectives because this powers a healthy society. Samsara strives to create a safe work environment where employees can thrive, benefiting from workplace programs, including professional development resources and generous leave policies, as well as opportunities to meaningfully contribute to the communities in which we live and work.



02

# Transforming customer operations to drive impact

We're focused on helping customers improve the safety, efficiency, and sustainability of their operations. Our customers play an essential role in the lives of millions of people everywhere and are the bedrock of every community—even small operational improvements can have substantial impacts on the greater environment and our well-being.

In the past year, inflation, high fuel prices, and labor shortages have challenged leaders in physical operations. Many of their workers endure hazardous conditions for timely deliveries, energy production, and infrastructure maintenance—important work that benefits us all. Our customers are dedicated to improving safety and sustainability outcomes and recognize the impact that doing so has on their employees, communities, and bottom line.

Samsara offers a unified view to help customers address their biggest challenges. Our solutions support emissions reduction, recommend sustainable practices, and help ensure safer operations for workers and communities. By integrating data from IoT devices and third-party systems, Samsara has become the single platform for connecting physical operations. Our customer feedback loop has guided multiple product innovations, from EV fleet management to AI-powered driver safety, that make it possible for organizations to progress their safety and sustainability goals in new ways. Samsara enables vital decisions that lead to more sustainable operations, safer jobs, and significant cost reductions.



At Samsara, we help solve some of the biggest challenges facing the people who operate our planet's infrastructure. Customer feedback fuels our innovation, and we're committed to helping them be safer, more efficient, and more sustainable.

Kiren Sekar  
Chief Product Officer, Samsara



# Volume and breadth of Samsara

The Single Platform for  
Connecting Physical Operations\*

**9T+**

data points processed

**75B+**

API calls

**230M+**

workflows digitized

**60B+**

miles driven

\*Stats for our fiscal year ended  
February 3, 2024 (FY24)





# Reducing environmental footprints

Regulatory and public pressure to report on and reduce emissions is increasing as end customers, investors, and employees demand organizations prioritize sustainable practices. In fact, [69% of employees](#) report that they want their companies to invest in sustainability efforts, including reducing carbon emissions, using renewable energy, and reducing waste. In response, organizations across the globe are declaring net-zero targets, sharing progress in annual reports, and scaling sustainability plans.

Achieving substantial reductions in fleet carbon emissions hinges on the availability of accurate, centralized data on fuel consumption, energy usage, and driver behavior. Samsara provides precise data and integrated solutions, empowering organizations to make informed sustainability decisions and drive meaningful environmental progress.



“As people inquire about Veritiv, they ask about sustainability and what our company is doing to reduce our carbon footprint, especially with big fleets. That’s why Veritiv is so transparent about the initiatives we’re taking—because our drivers care, our employees care, and we care.

Will Vining  
Senior Director, Supply Chain Optimization, [Veritiv Corporation](#)

## Tracking fleet carbon emissions

Today, [one-quarter](#) of all greenhouse gas emissions are produced by the transportation sector, making reducing Scope 1 emissions a priority for fleets. We help customers monitor and take action on their emissions through rich data visualizations and robust dashboards.

### Samsara’s Sustainability Report

Customers can monitor emissions output across their fleet by visualizing current and predicted outputs to pinpoint improvement opportunities and track progress towards goals.

“Using Samsara is allowing us to have more environmentally friendly operations. If we can’t monitor our impact, we can’t change it. Understanding our footprint, entirely through telematics and tracking in the technology, is making a big difference.

Edward Martin  
Head of Fleet Compliance, [JJX Logistics](#)

## Reducing fuel consumption

Vehicle idling wastes over [6B gallons of fuel annually](#) and is a significant contributor to emissions. Fleets today are setting aggressive idling reduction targets to save on fuel spend and scale back their Scope 1 emissions. With the **Idling Report** and real-time alerts, we empower customers to track and reduce excessive vehicle idling to meet their goals.

Inefficient driving behaviors also cause unnecessary fuel burn. Customers can overcome this challenge by identifying and coaching drivers on fuel-saving habits using the **Driver Efficiency Report** and intuitive **Driver App**. Empowered with their own data, drivers can follow their efficiency progress and self-manage areas for improvement.

Using insights from Samsara, [Sobeys](#) reported it saved 46k gallons of diesel in four months.



# Transitioning to electric vehicles

Electric vehicles (EVs) have the potential to significantly reduce carbon emissions and the expanding availability of EVs increases the opportunity for swift adoption among fleets. According to the [2023 State of Connected Operations Report](#), EV adoption will continue to rise in the coming years with industry leaders predicting more than half (53%) of their organizations' fleet vehicles will be electric or hybrid by 2025.

Effective fleet electrification requires a comprehensive strategy that considers vehicle selection, charge management, and optimized routing and dispatch—alongside training and change management initiatives. To accelerate adoption, access to reliable fleet and vehicle data is critical to making informed decisions on fleet electrification.

## Accelerating fleet electrification

A critical part of transitioning to EVs is to determine which vehicles are best suited for electrification. Several factors such as emissions output, maintenance costs, and total cost of ownership affect a vehicle's candidacy for EV replacement. Charge control is another top priority for fleets transitioning to EVs. We help customers address EV-specific concerns—such as range anxiety—and identify what EVs to charge and when.

### Samsara's EV Suitability Report

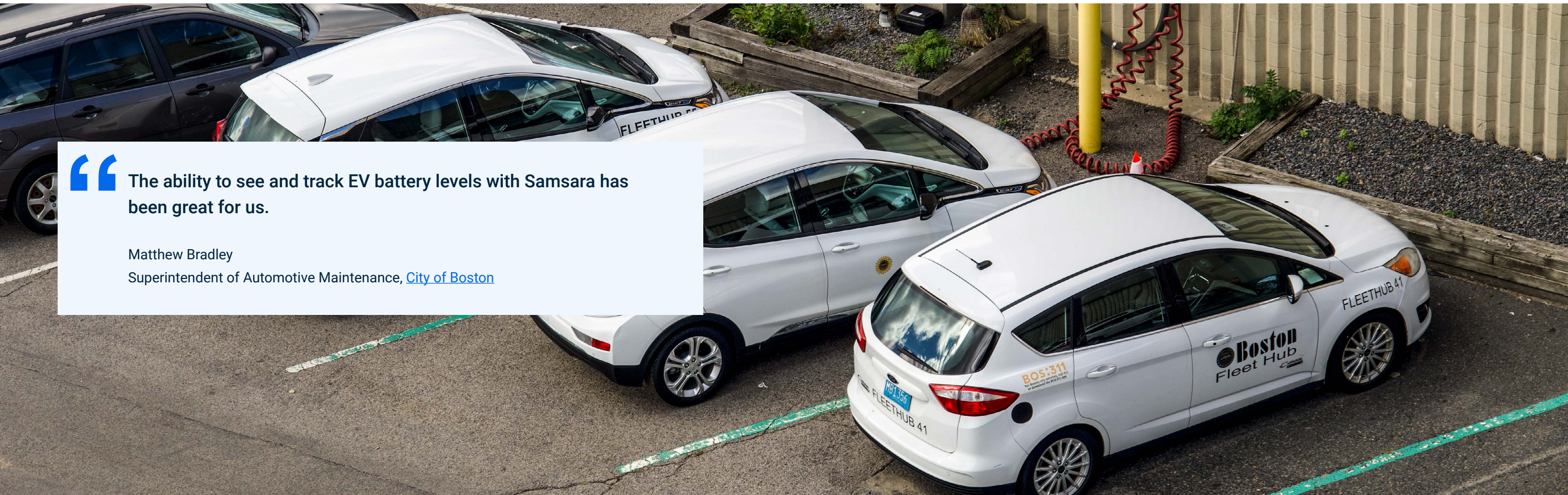
This report displays vehicles best suited for electrification. The report uses criteria such as lifetime usage, average MPG, average daily range, estimated emissions savings, and more to help customers prioritize replacement of their internal combustion (ICE) vehicles.

**The City of Boston increased EV miles driven by 36%. The City also uses data from Samsara to overcome range anxiety.**



The ability to see and track EV battery levels with Samsara has been great for us.

Matthew Bradley  
Superintendent of Automotive Maintenance, [City of Boston](#)





# Reducing waste

Organizations within the world of physical operations have the potential to produce a significant amount of waste every day due to inefficiencies caused by manual processes. Paper-based tasks and reporting result in time-consuming and error-prone documentation while food waste from improper transit conditions impacts both the bottom line and the environment. Samsara helps customers reduce their reliance on paper and maintain their perishable products' integrity—saving time and effort in the process.

## Removing paper processes

Essential activities such as vehicle and equipment inspections, Hours of Service logging, reporting, service and delivery documentation, and more can be a tremendous challenge and source of waste for organizations that still use pen and paper to complete these activities. We help customers save thousands of pieces of paper and hours through rich customizable reporting, mobile workflows, and intuitive applications for workers and drivers.

### Samsara's Connected Forms

Connected Forms enables customers to easily create digital forms and templates like inspections, checklists, audits and reports, empowering customers to simplify workers' days while also eliminating paper waste.



By going paperless, Samsara gives us more time to get out into the field, instead of being behind a desk filing paperwork.

Rusty McClain

Assistant General Superintendent, [Road Commission of Kalamazoo County](#)

## Reducing environmental waste

Transporting temperature-sensitive goods requires consistent monitoring to ensure product integrity—even small temperature fluctuations can put an entire load at risk for spoilage. By moving from manual check-ins to proactive remote monitoring, fleets can get ahead of temperature-related issues before they lead to waste. Real-time temperature monitoring and Samsara's **Smart Trailer solution** help customers reduce chemical, food, and product waste by ensuring temperature control and product integrity from anywhere.

By building a temperature monitoring alert system with Samsara's Solutions Integration Services team, [Aegion](#) reported it is avoiding over \$6M in annual costs and material due to high-temperature events.





# Creating safer operations

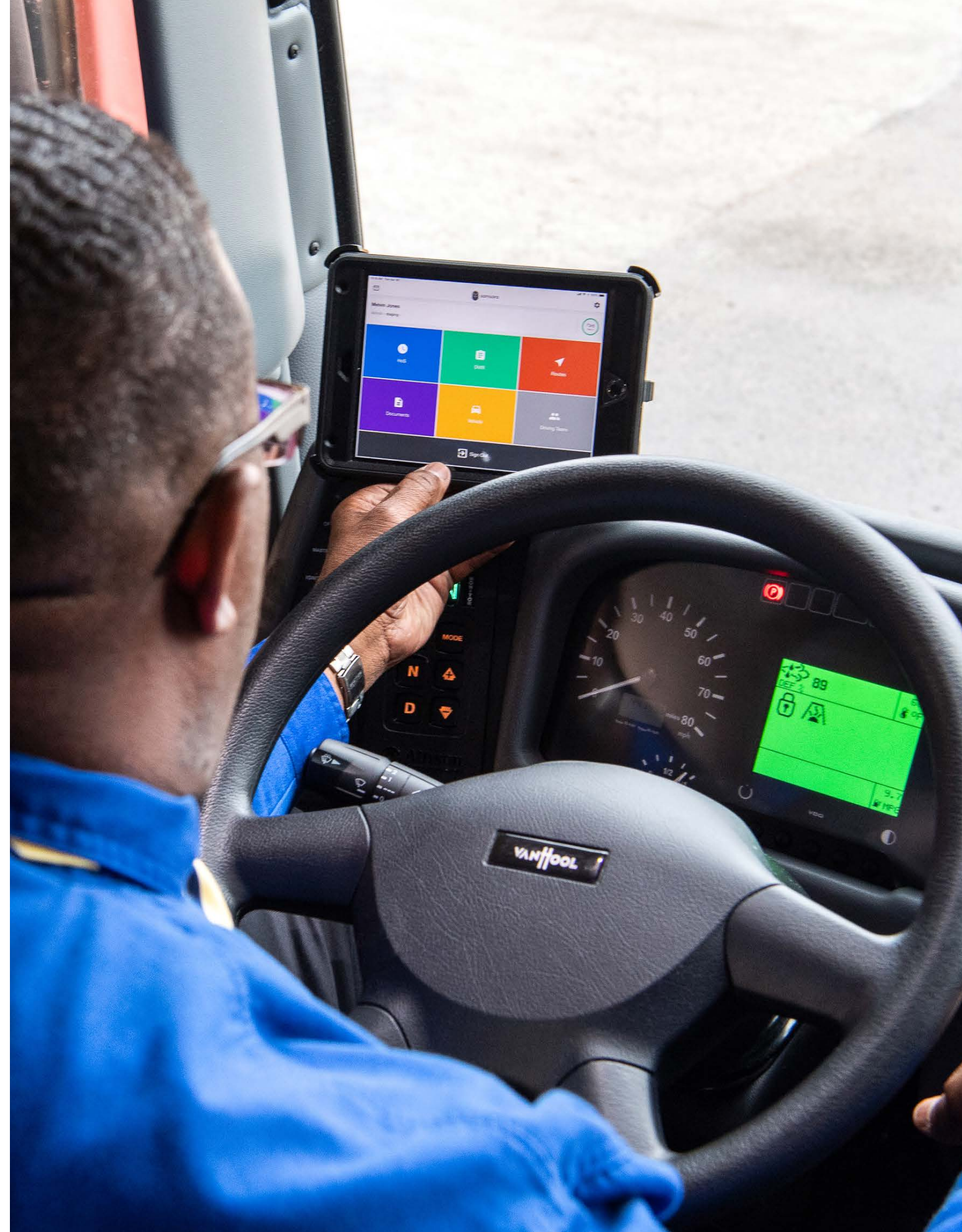
An organization's most valuable asset is often its people, and our customers' top priority is ensuring the safety of their workforce both on the road and on site. Samsara enables organizations to promote a proactive safety culture and make real-time safety improvements to protect workers from anywhere.

Samsara enhances workplace and road safety to help organizations save lives, build innovative safety programs, and use data to drive operational improvements. Powerful AI models provide visibility into safety events to help detect and alert on unusual or unsafe behavior—on site and on the road—for timely action and resolution. We enable customers to proactively monitor and manage risks through consolidated safety dashboards and intuitive mobile technology.

## Samsara's Mobile Experience Management Solution

Mobile Experience Management (MEM) allows organizations to centrally manage mobile devices at scale. With Focus Mode, managers can customize the mobile experience to limit distractions so drivers can stay focused on the road. Remote Support ensures help is always accessible with remote access and two-way messaging.

**US Logistics Solutions deployed MEM to gain more control over their tablets. By allowing access only to essential business apps, they reported a 70% reduction in data usage while eliminating disruptions to drivers' days.**







## Improving road and worksite safety through AI-powered video programs

Safety initiatives provide measurable impact on the workforce and the communities an organization operates in. A crash involving a vehicle doesn't only put employees at risk, but anyone in the vicinity of that vehicle. Even a small reduction in vehicle collision rates can create an outsized social impact. On-the-road vehicle safety isn't the only metric that impacts the greater community—hazards at a worksite can include slippery floors, falling objects, heavy machinery, and more, which can lead to accidents that pose serious threats to the well-being of employees.

AI has the power to change an organization's safety program with real-time risk detection and resolution. When a safety program is supplemented by AI, employees have an extra layer of protection while on the job, which can enable organizations to better protect their people from harm and shift their safety approach from being reactive to proactive.

### Increasing road safety

A safe driver experience is a connected one, and Samsara enables organizations to double down on safety behind-the-wheel. We empower customers to encourage employees to build safe habits through leaderboards and gamification, and in-context video footage of safe behavior.

### Protecting workers through AI

AI has rapidly changed how fleets and facilities view safety. Samsara AI-powered safety solutions help protect employees from risks in real-time through powerful **AI-detected safety events**. Real-time alerts and coaching can prompt drivers to self-correct without manager intervention or surface opportunities for ongoing coaching.

**By helping drivers stay focused on the road with AI Dash Cams, the [City and County of Denver](#) reported they decreased distracted driving events by 98% and reduced safety incidents overall by 94%.**

“ AI is a once-in-a-lifetime technology that is poised to change not just IT departments or sales, but every part of an organization.

James Payne  
CTO, [Roto-Rooter](#)



# Keeping employees secure

Social responsibility isn't just about curbing unsafe driving behaviors, it's also about protecting workers from threats to their security. Samsara empowers organizations beyond reactive incident response by helping them proactively prevent and manage security risks. Samsara physical security solutions allow for seamless coordination across teams, ensuring that any signs of unusual activity are promptly detected and addressed. This enables organizations to protect their workforce from harm and create an environment that promotes peace of mind for employees and managers alike.

## Getting drivers home safely

Every operations leader's top priority is making sure their drivers make it home safely at the end of each shift, but risks on the road can pose significant threats to their safety and well-being. When quick action is needed, the **Engine Immobilizer** and **Panic Button** ensure drivers can protect themselves and alert the back office of a threat in seconds.

[Tropper](#) helps their drivers get home safely at the end of each day with AI Dash Cams and Vehicle Telematics. In-cab panic buttons instantly alert the back office of emerging safety events while AI Dash Cams provide visibility into the vehicle so supervisors can respond appropriately.





# Open data platform

## Visibility across systems helps inform and reach goals

In today's fast-paced environment, the role of real-time, reliable data cannot be overstated. It's the backbone of strategic planning and enables organizations to define and execute their goals. Accessing up-to-date and accurate information allows businesses to make swift decisions, adapt to market changes, and identify opportunities for growth.

But when data is siloed or incomplete, an organization's progress toward safer and more sustainable operations can be limited. Many struggle with data that's locked up in third-party platforms, making it difficult to identify areas for improvement or innovation. For organizations to navigate the complexities of modern operations successfully, a unified data ecosystem is critical.

## Data connectors

Data connectors enable customers to access data from across their operation, automating data export and providing flexibility to choose different locations so that their data can be applied to more places than before. Our customers can seamlessly extract safety and sustainability data and integrate it with their data warehouses and analysis tools to accurately measure and report on progress.



[DHL's](#) Supply Chain and Express divisions consolidated seven point solutions into one platform and integrated Samsara with their critical business systems, enabling them to deliver a better operator experience, unlock actionable insights, and vastly improve driver safety and retention. Samsara also informs DHL's fleet electrification journey to help support their ambitious sustainability goals.

## Driving environmental and social impact through partners

Samsara partners play a significant role in helping organizations accelerate progress towards their sustainability and safety goals. Our customers maximize their social impact by utilizing our strategic partners to be drivers for change and force multipliers.

Our 270+ turnkey integration partners increase the output and effectiveness of our customers' safety and sustainability initiatives. Through integrations, our customers can connect more parts of their operations in a single platform to consolidate experiences and data, driving fuel waste reduction and increasing driver safety.



[American Cementing](#) uses Samsara's open API and turnkey integrations to reduce fuel and paper waste, saving 13,000 pieces of paper and \$60k in labor, shipping, and fuel costs annually.



# Samsara Ventures: Investing in the ecosystem

Last year we [announced Samsara Ventures](#), our initiative to deepen our commitment to innovation and partner with visionary companies that are building the future of physical operations. As the pioneer of the Connected Operations Cloud, Samsara has proven our unwavering commitment to helping physical operations companies succeed. Now, with [Samsara Ventures](#), we can do even more to improve the safety, efficiency, and sustainability of the organizations that provide mission-critical infrastructure that keeps our world running.

We believe our portfolio companies uniquely advance safety and sustainability and their important work is making a lasting impact on the world.



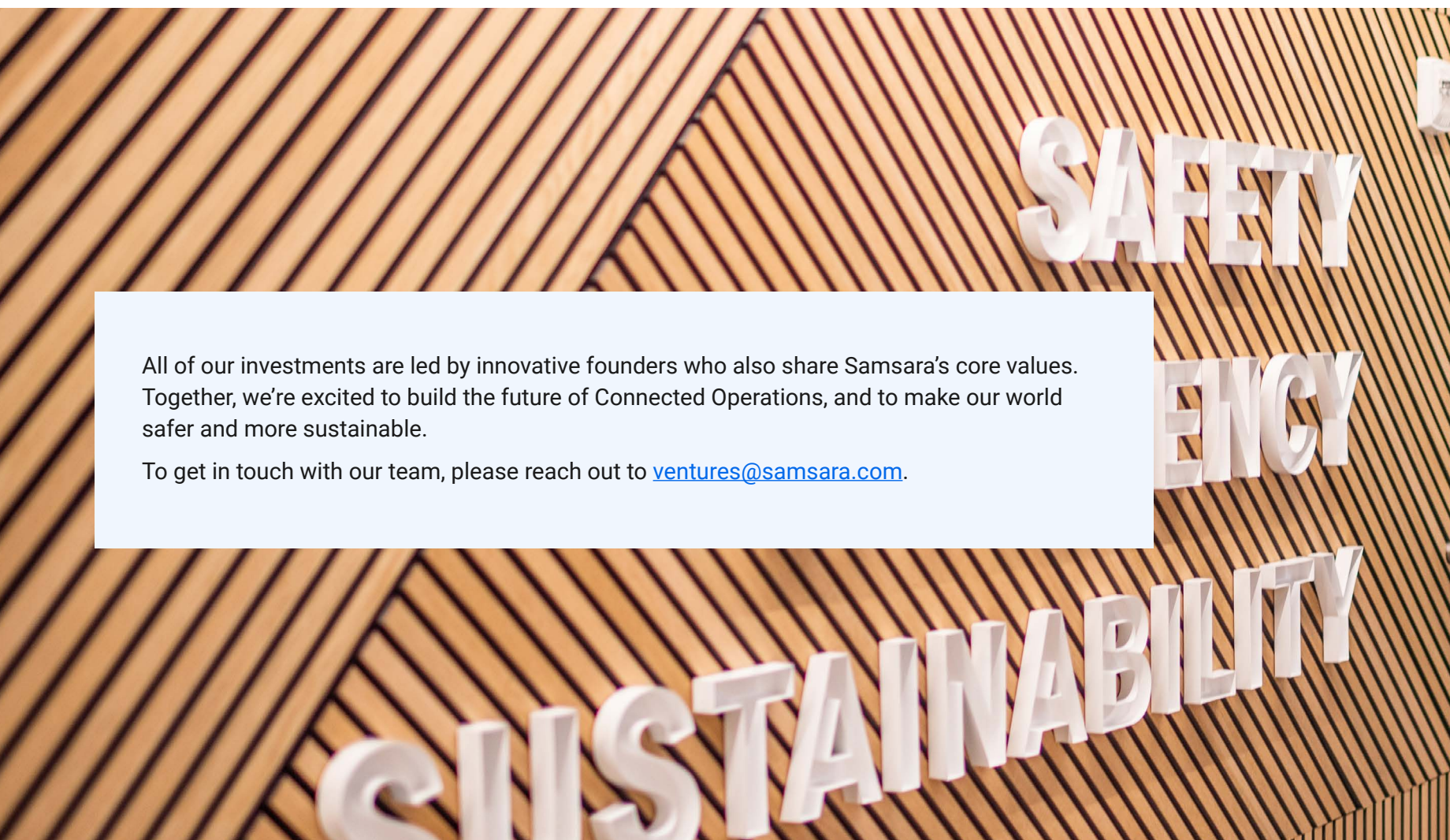
## [Polymath Robotics](#)

Founded in 2021 and based in San Francisco, California, Polymath Robotics developed an API that enables developers to quickly and seamlessly add autonomous navigation to any large industrial vehicle.



## [Bluedot](#)

Founded in 2021 and based in Palo Alto, California, Bluedot simplifies public charging payments and home charging reimbursement for EV drivers and fleets.



All of our investments are led by innovative founders who also share Samsara's core values. Together, we're excited to build the future of Connected Operations, and to make our world safer and more sustainable.

To get in touch with our team, please reach out to [ventures@samsara.com](mailto:ventures@samsara.com).





# 03

## Operating sustainably

Reducing carbon emissions starts with transparency. By measuring our emissions and making the data accessible, we can better understand the environmental impact of our decisions. Samsara's long-term goal is to reach net zero across our Scope 1, 2, and 3 emissions by 2040, in line with the Science Based Targets initiative (SBTi). Since we began measuring our carbon footprint in 2019, we've made incremental improvements to our calculation methodologies to capture as much detail as possible from our global operations.

For example, for our hardware supply chain, we use industry-standard calculation methodologies and maintain a record of historical, current, and projected carbon emissions. This tracking enables us to take specific actions to reduce our carbon footprint, including using renewable energy, working with suppliers and vendors on carbon reduction strategies, recycling and use of recycled components, better logistics planning, and more.



Sustainability is a core pillar of our mission that influences our daily operations and strategic planning as we build for the long term. Measuring our carbon footprint allows us to assess and take action on the initiatives that will move us closer to net zero.

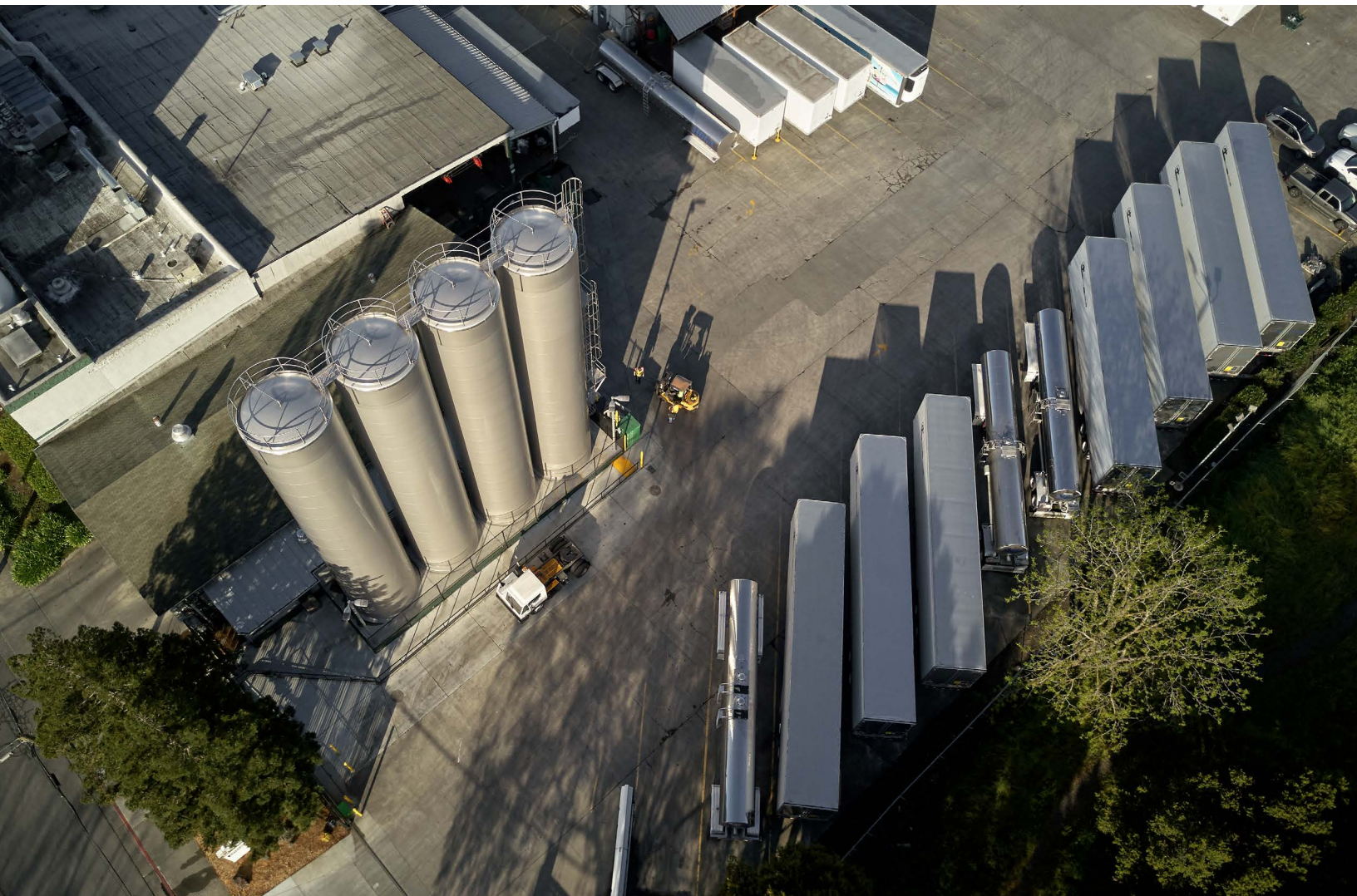
Adam Eltoukhy  
Executive Vice President, Chief Legal Officer, Samsara



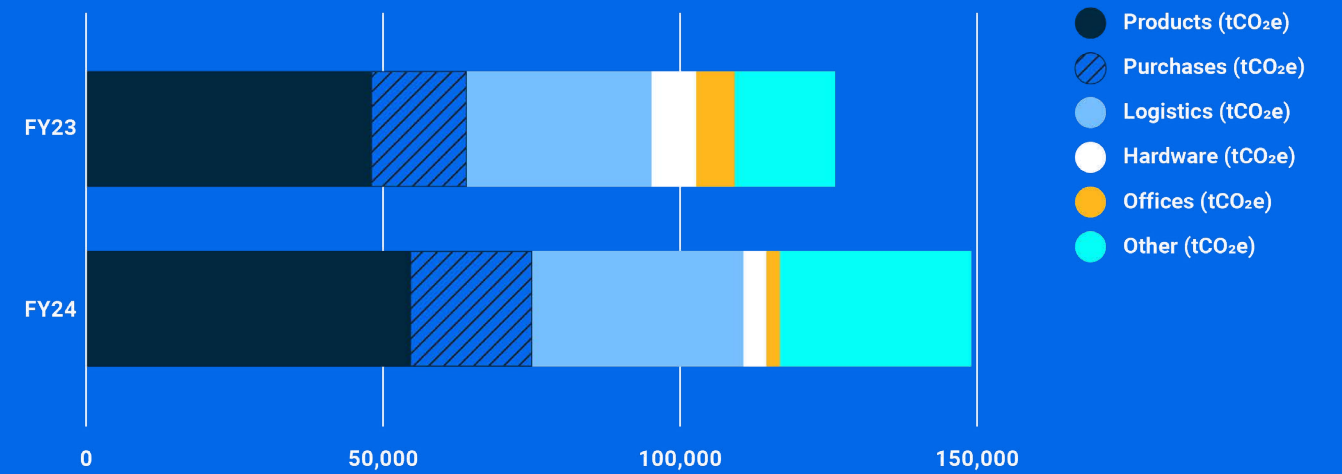


# FY24 carbon emissions

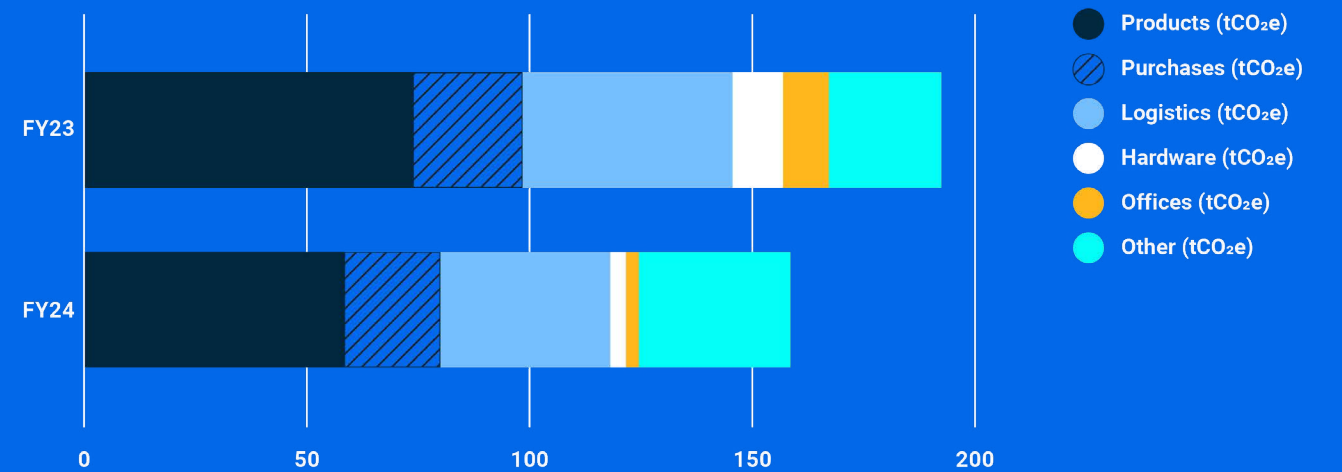
Samsara uses the Watershed platform to measure our carbon footprint and plan for near-term and long-term emissions reductions. Our footprint for our fiscal year that ended February 3, 2024 (FY24) totaled 148,387 metric tons of CO<sub>2</sub>, representing a 18.2% increase in our footprint from the prior fiscal year (FY23). This increase is due largely to an increase in the scale of our operations, as evidenced by our 44% year-over-year revenue growth and 28% increase in total headcount in FY24. Our increasing scale has resulted in larger annual emissions tied to hardware production, goods and services, and employee travel. Despite our growth in FY24, we achieved a 17.7% decrease in carbon emissions per \$1 million of revenue in FY24. A key area of progress is a 66.7% decrease in our FY24 logistics-related emissions, which includes the transportation, warehousing, and shipment of our products between our suppliers, facilities, and customers. This decrease is largely due to broader adoption of ocean freight and more efficient routing when shipping our products.



### Emissions by year



### Revenue Intensity (tCO<sub>2</sub>e per \$1M of revenue)



This year, we have expanded the scope of our carbon footprint to account for the full production and use of Samsara's products. This represents the two largest categories of our FY24 footprint: (1) 'Hardware' emissions, which are related to production, assembly, and transportation of each component; and (2) 'Products' emissions which account for the lifetime electricity use and the assumed end of life of each product in the year it was sold. Our third-largest emissions category is (3) 'Goods and Services,' which relates to the products and services that we purchase from third-party suppliers and vendors.

For consistency across measurements and ease of comparison, we have revised our FY23 carbon footprint (which now totals 125,556 metric tons of CO<sub>2</sub>) to include the full scope of these product-related emissions.



# Net-zero reduction planning

Samsara submitted its near-term and long-term emissions reduction targets to the SBTi. Once validated, we'll communicate our progress on these commitments annually, which will center on increasing energy efficiency in our office spaces, continuing to invest in renewable energy, and increasing engagement with our key suppliers to enable them to operate with clean energy, source less emissive materials wherever possible, and make their own climate commitments.

Rather than achieving carbon neutrality annually primarily by purchasing offsets, we are making further changes in our operations to reduce our carbon footprint and investing in climate innovation and renewable energy. This direction is aligned with SBTi's Corporate Net-Zero Standard and allows us to make more impactful changes for our business.

## Investment in climate innovation

Samsara recognizes the importance of investing in and helping scale innovative and impactful permanent carbon removal technologies, with a focus on projects in the world of physical operations.

For our last fiscal year's Scope 1 emissions that were not yet addressed by our reduction efforts, we purchased high-quality carbon removal credits, including biochar carbon removal (BCR). Biochar is a type of charcoal, typically composed of plant-based organic waste, which allows for efficient storage of carbon for long periods while simultaneously providing multiple uses beyond carbon removal.

Through our climate advisor Watershed, we are participating in Frontier this year, an advance market commitment (AMC) catalyzing the growth of the permanent carbon removal sector. Frontier looks for permanent carbon removal technologies that will store carbon for over 1,000 years. Supplier companies leverage biomass burial, direct air capture, enhanced weathering, and more. Beyond our Frontier commitment, we purchased credits from Alkali Earth, which converts alkaline byproducts from industrial processes as carbon-removing gravel to apply to roads. This type of carbon removal not only permanently stores CO<sub>2</sub>, but also provides practical co-benefits connected to the logistics industry we serve.

Samsara is also participating in the Sustainable Aviation Buyers Alliance (SABA). SABA's mission is to accelerate the path to net-zero aviation by driving investment in high-integrity sustainable aviation fuel (SAF). This is a critical step towards addressing emissions from employee business travel. We have committed to purchasing sustainable aviation fuel certificates (SAFc) equivalent to 1,600 metric tons of emission reductions. We expect to receive these certificates over our next two fiscal years, and based on our most recent fiscal year's footprint, each annual tranche of SAFc would be equivalent to a 6% emissions reduction in Samsara air travel. We will continuously evaluate further opportunities to support this important space.



## Investment in renewable energy

Through our subscriptions to clean power programs offered by utilities and purchasing Energy Attribute Certificates (EACs) globally, we were able to source enough renewable energy to power our corporate offices and employee offices worldwide. In our last report, we detailed our Virtual Power Purchase Agreement (VPPA), which sponsors the development of a new renewable energy facility and will supply renewable energy to some of our corporate and employee offices in the future.

## Sustainable headquarters

We prioritize sustainable design in our workspaces. Since opening our LEED Platinum San Francisco headquarters in July 2022, the building has continued to receive recognition for its sustainable design. Our headquarters received the 2023 [Forest Stewardship Council \(FSC\) Leadership Award](#) for using 100% FSC-certified timber during construction.



# Building a sustainable hardware supply chain

We continue to gather sustainability data from our top suppliers to ensure that we are building a resilient and sustainable supply chain. Our top three partners have all made SBTi commitments and are currently disclosing to the CDP. Our top 10 suppliers are all International Organization for Standardization (ISO) 14001 certified.



Investing in new ways to make our supply chain more sustainable is not only exciting for our team but imperative for Samsara. Whether it's decreasing waste from hardware manufacturing or partnering with suppliers that share our sustainability mindset, we're prioritizing changes that will better our business and our planet.

Jeff Faulkner  
Senior Vice President, Operations, Samsara

## Ocean freight

To reduce our carbon footprint, we have shifted away from air shipments as a primary form of transportation for our devices, focusing instead on sea transport. In our last fiscal year, we improved our annual average sea shipment rate by 41%. By the last quarter of our last fiscal year, we increased our ocean shipment volume with a sea shipment rate of 78% of total units shipped.

## Post Consumer Resin (PCR)

In FY24, we successfully tested and qualified 50% PCR for some of our parts in our Samsara Vehicle Gateway to reduce our reliance on plastic. We plan on expanding our access and use of recycled materials in future hardware programs.

## Renewable energy

In FY24, we made commitments to partner with manufacturing facilities that power their facilities on partial renewable energy. We plan to continue expanding renewable energy access for the manufacturing facilities we work with.

## Zero waste

In FY24, we engaged a new partner manufacturing facility that received a zero-waste certification. We will continue to qualify other factories and products to be manufactured at zero-waste facilities.

## Waste management

We are continuously working to improve our product design to enable product component recycling and reuse during the production period. When unable to reuse product components, we dispose of them responsibly through a certified e-waste program in the European Union and United Kingdom that meets governmental, data safety, and industry-specific regulations. To ensure Samsara devices are recycled in compliance with the Waste Electrical and Electronic Equipment (WEEE) Directive, we have established an infrastructure for the reporting, collection, and recycling of associated waste products, including battery and packaging components in these regions.

## Supplier commitments

We expect our supply chain to comply with labor, human rights, environmental, and ethical standards, including those in our [Business Partner Code of Conduct](#). Our joint development manufacturers provide annual corporate social responsibility (CSR) reports that include commitments to safe working conditions, ethical treatment of workers and material partners, and environmentally responsible practices. Samsara collects certification from its foreign suppliers of adherence to United States trade policies, including avoiding banned suppliers or conflict sources. These practices are reviewed annually by Samsara employees on site at our key supplier locations.



# 04

## Employee and community impact

Samsara is dedicated to creating a safer, more efficient, and more sustainable future, and we accomplish this by living our values, particularly our “be inclusive” value. We strive to cultivate an inclusive workplace that represents the diversity of our customers and makes everyone feel safe, appreciated, and respected.

Our values and mission provide a clear sense of purpose and resonate strongly with our team members. Because Samsara relies on our employees’ different experiences and viewpoints to succeed, we are committed to improving Diversity, Equity, and Inclusion (DEI) across all teams and ensuring all Samsarians have opportunities to contribute and thrive.



We bring people from all backgrounds, viewpoints, and experiences together to intentionally establish an inclusive environment that spurs innovation. As we enter this next phase of growth, it’s an undeniable advantage for our customers, our business, and our people.

Steve Pickle  
Chief People Officer, Samsara



# Our values

Samsara employees focus on five core values in their daily work.

## Focus on customer success

We build relationships with our customers, look to solve problems, and deliver a great customer experience.

## Build for the long term

We are building an enduring company that makes a positive impact on the world. The digital transformation of physical operations won't happen overnight, and we are committed to working at a sustained pace to help make it happen.

## Adopt a growth mindset

We are curious and have an entrepreneurial spirit where we seek out new challenges, embracing lessons learned along the way.

## Be inclusive

We create an environment where people can bring their whole, authentic selves to work, and that reflects the diversity of the world we are helping to improve.

## Win as a team

We win together, celebrate together, and support each other. We all operate with trust and respect, and are excited to build and contribute to Samsara's community.

### Winning as a team: Awards spotlight

We are proud to be recognized for our efforts because they are a celebration of Samsara's entire community of employees, customers, and partners. Below are a few awards that we received this past year and in 2024 to date.

Glassdoor's Best Places to Work (2024)

Best Workplace in Tech - U.K. (2023)

Glassdoor's Best-Led Companies (2024)

Best Workplace for Women - U.K. (2023)

Frost & Sullivan's Company of the Year (2023)

Glassdoor: Top 10 Tech Company in Culture & Values (2023)

RippleMatch: Campus Forward Award (2023)

Fast Company: Best Workplaces for Innovators (2023)

Great Place to Work certified - U.S. (2023, 2024)

Great Place to Work certified - U.K. (2023, 2024)

Built In: Best Places to Work (2023)

Great Place to Work certified - Poland (2024)

CIO 100 Winner (2023)



# Diversity, Equity, and Inclusion Report

Creating an inclusive environment improves our ability to innovate for our customers. Our customers come from all different walks of life and backgrounds, and it's important that our workplace mirrors that diversity. This reinforces why "be inclusive" is one of our core values. It's also why we track and transparently report on our progress across multiple dimensions of inclusion and diversity. The third edition of our DEI report offers an in-depth look at our company's demographic data, inclusion-focused programs, and spotlights goals we hope to achieve by the end of our fiscal year.

## Workforce results

Data is the foundation of Samsara, and workforce data is essential to ensuring we can assess, track, and improve diversity, equity, and inclusion. Our goal this past year was to accelerate growth, retention, and innovation through representation and inclusion. A few key results from 2023:

**Increased gender representation overall.** Women as a percentage of total employees increased by 1.1 percentage points, and women in leadership roles increased by 3.6 percentage points from 2022 to 2023. Gains extended to women in underrepresented categories as well.

**Improved our representation of Black employees in tech roles.** Partnerships with several universities and investments in underrepresented communities have contributed to these gains.

**Growth in our Latinx community in the U.S.** We've grown our Latinx population year after year with almost a 2 percentage point increase in the last two years.

## The path forward

We remain focused on building an inclusive culture that appreciates and respects differences—creating a sense of belonging for all employees. Our team members' unique perspectives and experiences are key to our ability to innovate, grow, and evolve as we face complex global challenges ahead. For the upcoming year, we will focus on a reboot of our DEI strategy and updating our goals beyond 2025, which will address known gaps and opportunities while broadening our DEI efforts globally.

In addition, we are working to further embed DEI data into business and people processes, upleveling our efforts to drive improvements and greater accountability across all departments, initiatives, and activities.

“ Creating an inclusive culture starts from the top down. Diverse representation at the leadership level, as well as self awareness about the impact of DEI at Samsara, informs better decision-making and ensures DEI is everyone's responsibility until it becomes a part of our DNA.

Ade Morton

Sr Director, Diversity, Equity & Inclusion, Samsara



# Employee Resource Group (ERG) connections

Samsara's employee resource groups are essential to engagement and retention, fostering inclusivity, and building community. We continue to encourage growth, education, and connection within our eight active ERGs.



We held our second annual ERG Leads Summit this past November at our San Francisco headquarters. The two-day event included DEI planning for the fiscal year ahead and created multiple moments of connection through team-building activities and community volunteer opportunities. It culminated in an awards ceremony recognizing the achievements and company impact of our ERG leads and executive sponsors.



# Employee benefits and perks

Samsara offers many programs to help every employee live their best life, personally and professionally. To encourage a well-rounded, healthy life, we take a holistic approach by offering benefits for both physical and mental health, professional development, and financial wellness.

## Flexible working benefits

What the workplace looks like has changed dramatically in the last few years. Due to the digital shift and changing worker preferences, Samsara remains committed to offering a flexible work experience to all employees. We believe everyone should feel supported and productive whether they're in the office, remote, or both.

## Flock Program

Samsara is dedicated to ensuring all our employees can feel included in Samsara's culture. The purpose of our Flock Program is to provide in-person collaboration opportunities for remote Samsarians in regions where we do not have offices. We do this by sponsoring co-working spaces along with social and community events. The Flock program has grown to over 1,500 participants across 50+ cities around the globe. In addition, we've developed inclusive engagement programs and events to foster virtual connectivity.

## Pay transparency practices

At Samsara, we believe pay transparency promotes fairness and reduces pay disparities, particularly for underrepresented groups. Beyond firmly believing it's the right thing to do, closing the compensation gap helps us attract and retain top talent, promotes diversity and inclusion, and increases trust in leadership. As a data-first organization, we conduct quarterly and annual market studies to track trends and identify any significant changes in the market. We update our compensation program annually, if needed, to confirm it remains highly competitive. All employees can see the midpoint of the compensation band for their job profile, and all U.S. job posts include salary range information to provide useful information to candidates and meet pay transparency laws.

## Programs and benefits

Paid Sabbatical  
401(k) Plan  
Paid Time Off

Bereavement Leave  
Parental Leave  
Flock Events

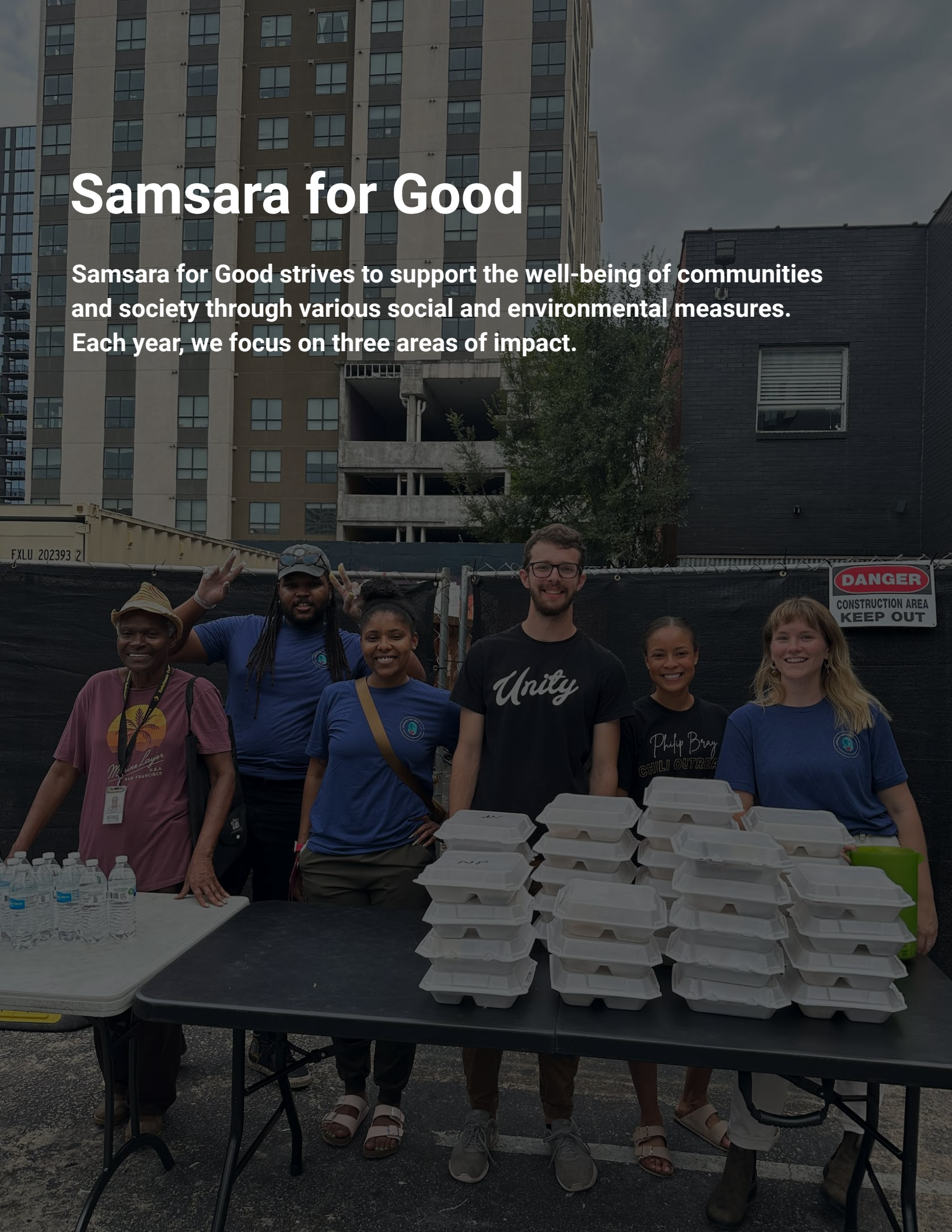
Team Building Events  
Employee Stock Purchase Program (ESPP)





# Samsara for Good

Samsara for Good strives to support the well-being of communities and society through various social and environmental measures. Each year, we focus on three areas of impact.



## In 2023, we delivered:



### Community Impact

17 volunteer events with over 400 employee participants, resulting in over 1,500 volunteer hours.



### Monetary Impact

\$223,400 in total donations from Samsarians, matched by S4G.



### Technology Impact

Three new non-profit partnerships received donated Samsara devices.

This past year, Samsara for Good hosted volunteering events by teams and Samsara flocks. By hosting volunteering opportunities, we live our core values and make an impact in our local communities. We have supported many non-profit organizations including Safehouse Outreach, Sense, Felix Project, SF Marin Food Bank, St. Jude's Children Hospital, Yonge Street Mission, and many more.





# Industry groups

Through our partnerships with industry groups, we form alliances with purpose-driven organizations that help create a safer and more sustainable world. Samsara partners with and is a member of numerous industry groups, including:



## American Trucking Associations (ATA)

ATA is the largest and most comprehensive national trade association for the trucking industry and is active in advocating for the development and advancement of innovative research-based policies that promote highway safety, security, environmental sustainability, and profitability. Samsara is an active member of ATA and currently sits on their Safety Policy and Technology & Engineering Policy Committees.



## Commercial Vehicle Safety Alliance (CVSA)

Samsara is currently an active member of CVSA—a nonprofit organization of local, state, provincial, territorial, and federal commercial motor vehicle safety officials and industry representatives. The Alliance aims to prevent commercial motor vehicle crashes, injuries, and fatalities, and believes that collaboration between government and industry improves road safety and saves lives.



## Canadian Trucking Alliance (CTA)

The CTA is a Canadian federation of provincial trucking associations representing approximately 4,500 carriers, owner-operators, and industry suppliers. Samsara is an active member of CTA and its Team Canada Elite—a group of key suppliers to the Canadian trucking industry.



## International Foodservice Distributors Association (IFDA)

Samsara is an Allied member of the IFDA. IFDA members include foodservice distributors, foodservice manufacturers, and foodservice buying groups.



## The Association for the Work Truck Industry (NTEA)

Samsara is a member of The Association for the Work Truck Industry, representing more than 2,000 companies that manufacture, distribute, install, sell, and repair commercial vehicles, truck bodies, truck equipment, trailers, and accessories.



## Together for Safer Roads (TSR)

Samsara is a member of TSR, a leading non-governmental organization focused on building cross-sector partnerships to improve fleet trucking safety. Leveraging the technology, data, and expertise of its members, TSR creates innovative programs aimed at preventing traffic crashes, injuries, and fatalities globally. TSR collaborates with governments, businesses, and community stakeholders on local projects, fleet safety management, and technology initiatives, with the ultimate goal of achieving Vision Zero – the complete eradication of traffic fatalities and severe injuries.



## Truckload Carriers Association (TCA)

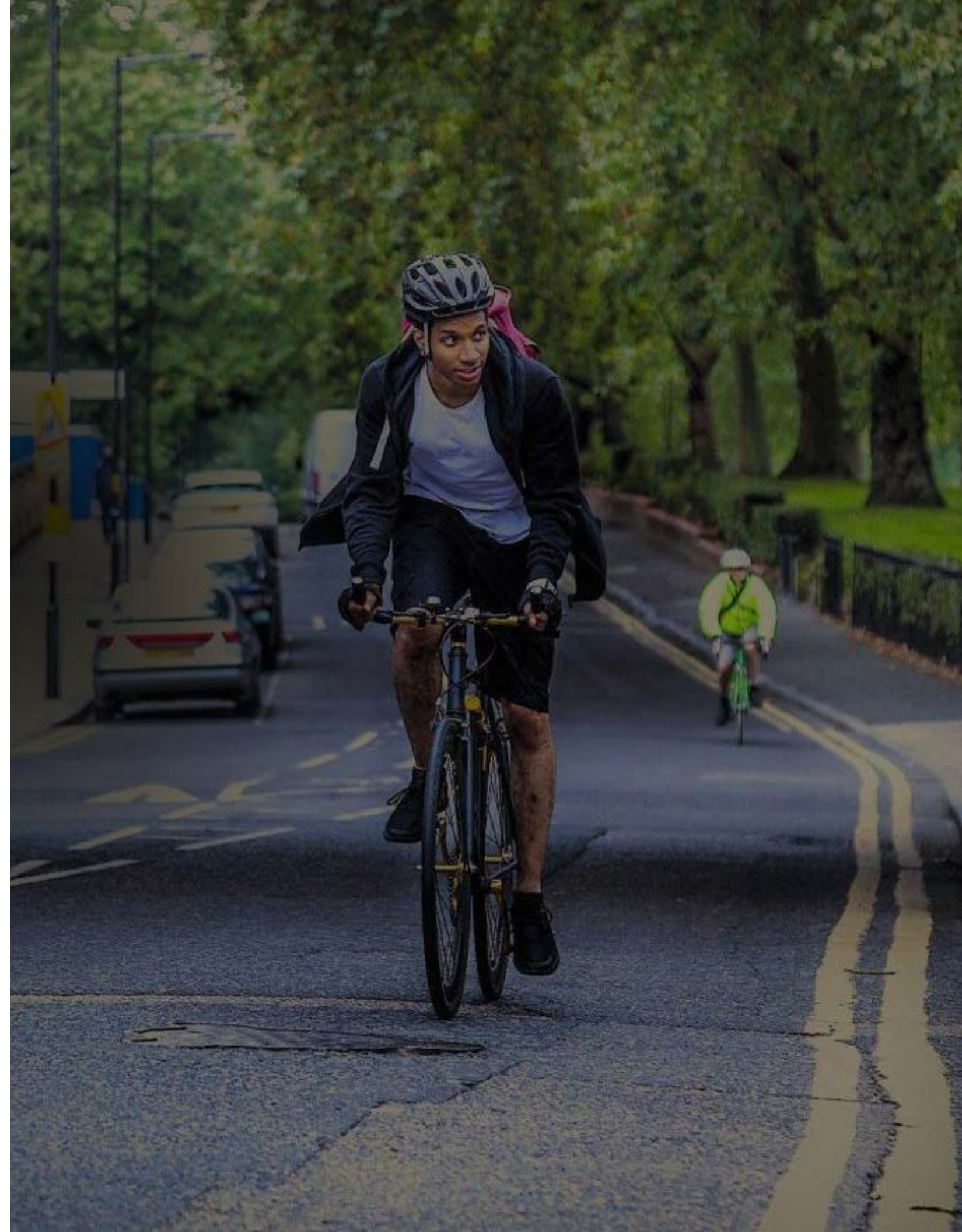
Samsara is an active sponsor of the Truckload Carriers Association. The association represents dry van, refrigerated, flatbed, tanker, and intermodal container carriers operating throughout North America. TCA represents operators of over 220,000 trucks, which collectively produce more than \$40 billion in annual truckload revenue.



## INDUSTRY GROUP SPOTLIGHT



In 2023, Samsara joined as a supporting member of the road safety charity, [Brake](#), to help progress their drive to reduce road injuries, assist people affected by road incidents, and campaign for safer roads for all. Brake's mission of ensuring the safety of road users—including drivers that rely on Samsara technology—and pedestrians aligns seamlessly with Samsara's commitment to safety and sustainability. Samsara's workforce will support Brake across several initiatives, including fundraising and volunteering events.





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# Privacy, ethics, and governance

The proper management of personal information is essential for building and maintaining trust with our customers, employees, and other stakeholders.

Samsara promotes privacy safeguards and ethical principles in its decision-making processes to confirm that we operate in ways consistent with our values. Further, in valuing data privacy and ethical data use, we can contribute to a greater societal objective of developing responsible and sustainable data ecosystems that are legally compliant and ethically responsible.



Our commitment to data protection reflects our dedication to sustainability, social responsibility, and governance, which are integral to our mission and essential for protecting our customers' data as well as our own.

Lawrence Schoeb  
Senior Director, Legal & Data Protection Officer, Samsara



# Customer data privacy and security

At Samsara, ensuring the privacy and protection of the data that our customers entrust to us is critical. We have invested and continue to invest heavily into the resiliency of our platform, focusing on incident preparedness and vulnerability management to provide our customers with continued assurances that their data is secure and available to them. By adhering to these fundamentals, Samsara makes it easy for customers to control their data, make choices that support their compliance efforts, and best serve their businesses' unique needs.

Like other technology companies, we have faced and expect to face cybersecurity threats on an ongoing basis. We regularly monitor and test our safeguards, and have taken affirmative steps to demonstrate our commitment to data security and privacy, such as obtaining cybersecurity-related certifications under standards promulgated by the International Organization for Standardization. Our Chief Information Security Officer regularly reports to our Board of Directors and is responsible for a range of cybersecurity activities.



Sometimes we encounter organizations that fulfill the basic requirements of responsible AI through framing and documentation, yet may lack the depth of responsible AI discussions or structures found in more mature RAI programs. Samsara, on the other hand, demonstrates a strategic and cultural understanding of the critical issues, placing less emphasis on merely 'checking the boxes' but instead, embedding responsible AI at the core of their product development.

Var Shankar  
Executive Director, Responsible AI Institute

## Privacy and Ethics Board

Samsara lives these principles by thinking critically about the privacy and security issues of today and tomorrow. We established the Samsara Privacy and Ethics Board (PEB) in February 2020 to help ensure we adhere to our commitment to responsible innovation. Our Data Protection Officer chairs the PEB, a cross-functional group of key Samsara stakeholders that meets regularly to discuss potential privacy and ethical issues related to our products and industry. As part of its mandate, the PEB ensures that there is open dialogue around how the technology we design and develop may affect our environment, society, and the people our products may directly and indirectly impact. The PEB is a means by which Samsara ensures the principles of privacy by design and privacy by default are taken into account and are an integral part of our corporate culture.

This past year, the PEB focused on artificial intelligence: how to develop it responsibly and in preparation for forthcoming legal and regulatory requirements, as well as how to appropriately embed AI and its use internally within our organization. We partnered with the [Responsible AI Institute](#) (RAII) to assess our organizational maturity and benchmark ourselves against industry and regulatory standards. The RAII is a non-profit organization focused on helping organizations acquire, design, develop, deploy, and use AI in a trustworthy, safe, and fair way.

## Samsara security safeguards and third-party verification

Given the volume of data our Connected Operations Cloud captures, we strive to maintain the highest data security standards, recognizing the importance of securing customer data from the device to the dashboard. Aside from our internal data and security teams, who manage information security, privacy, and data protection-related policies and procedures, Samsara partners with independent entities to test and audit our systems. We engage external parties to conduct application-level, infrastructure-level, and hardware-level penetration tests, and we complete SOC2 compliance annually. We also administer a bug bounty program and encourage the security community's participation in our responsible reporting process.



# Putting principles to practice

Our [guiding privacy principles](#) serve as a north star, but our daily operations require careful planning, thorough training, and ongoing monitoring and evaluation to ensure we handle data securely and responsibly.



**Samsara relies on all employees to use their thoughtfulness and ingenuity to:**

## Keep an open dialogue

We encourage employees and customers to raise concerns if they feel that a product is not beneficial or could pose harms that have not been fully identified, whether directly or anonymously. A key component of operating transparently is to proactively review and consider ethical issues, such as privacy, in light of broader changes to technology and society. We welcome informed discussion in relation to our products and customers.

## Verify through engagement

The rollout of a new product or feature should be the beginning, rather than the end, of the development process. Samsara consistently analyzes how our customers use our products rather than relying exclusively on the decisions made during development. We stay true to our commitment to customer-centric, responsible innovation by designing our products and features from an ethical perspective and by engaging with internal and external stakeholders, listening to feedback, and continuing to iterate and improve.

## Maintain our commitment to achieving the highest data security standards

We wanted to independently validate our approach to privacy and security—so in FY24 we completed our International Organization for Standardization (ISO) certifications, including ISO27001, ISO27017, ISO27018, and ISO27701. Obtaining these certifications underscores our commitment to achieving the highest standards of information security, cloud security, data protection in the cloud, and privacy information management. As a result, such certifications enable us to continue to strive to meet the relevant legal, regulatory, and customer requirements more efficiently, all whilst continuing to build customer trust.

For more information about Samsara's security and privacy practices, please visit our [Trust Center](#) and [Privacy Center](#).



# Ethics and compliance

At Samsara, our ethics are central to how we conduct business with our customers and partners, and how we foster a culture of teamwork, integrity, trust, and respect. Our Code of Conduct provides a framework for employees to live by our core values, and in doing so, builds an ethical and inclusive environment that sets us up for long-term success.

We bring our employee Code of Conduct and other policies to life through dynamic and interactive training. New employees are required to complete legal and compliance training as well as unconscious bias training upon joining the company. All personnel undergo regular training on anti-harassment, security awareness, and privacy, among other topics. We also conduct surveys and tests to ensure these key trainings are effective, so employees aren't just aware of our policies but also equipped with the resources and tools to apply them to their day-to-day work.

A cross-functional Compliance Committee oversees the development and deployment of Samsara's policies, procedures, and training. The Compliance Committee meets regularly to support and advise on the company's compliance program. Members of the Compliance Committee monitor and collaborate on compliance initiatives within the company, identify and respond to potential policy violations, and keep track of relevant regulatory updates and reporting requirements.

We are committed to fostering an environment where open, honest communication is the norm. We want everyone in the Samsara community—from employees to customers to other business partners—to feel comfortable raising concerns or sharing feedback. That's why we maintain a confidential, independent Reporting and Feedback Hotline, where employees and external partners can submit feedback, suggestions, and concerns—anononymously, if they choose. The company's Compliance Officer has direct access to those reports, which are shared with relevant leaders and elevated to our Board of Directors as appropriate. Our Whistleblower Policy contains additional assurances for our employees, including protections against retaliation and the ability to report concerns directly to our Audit Committee Chairperson.

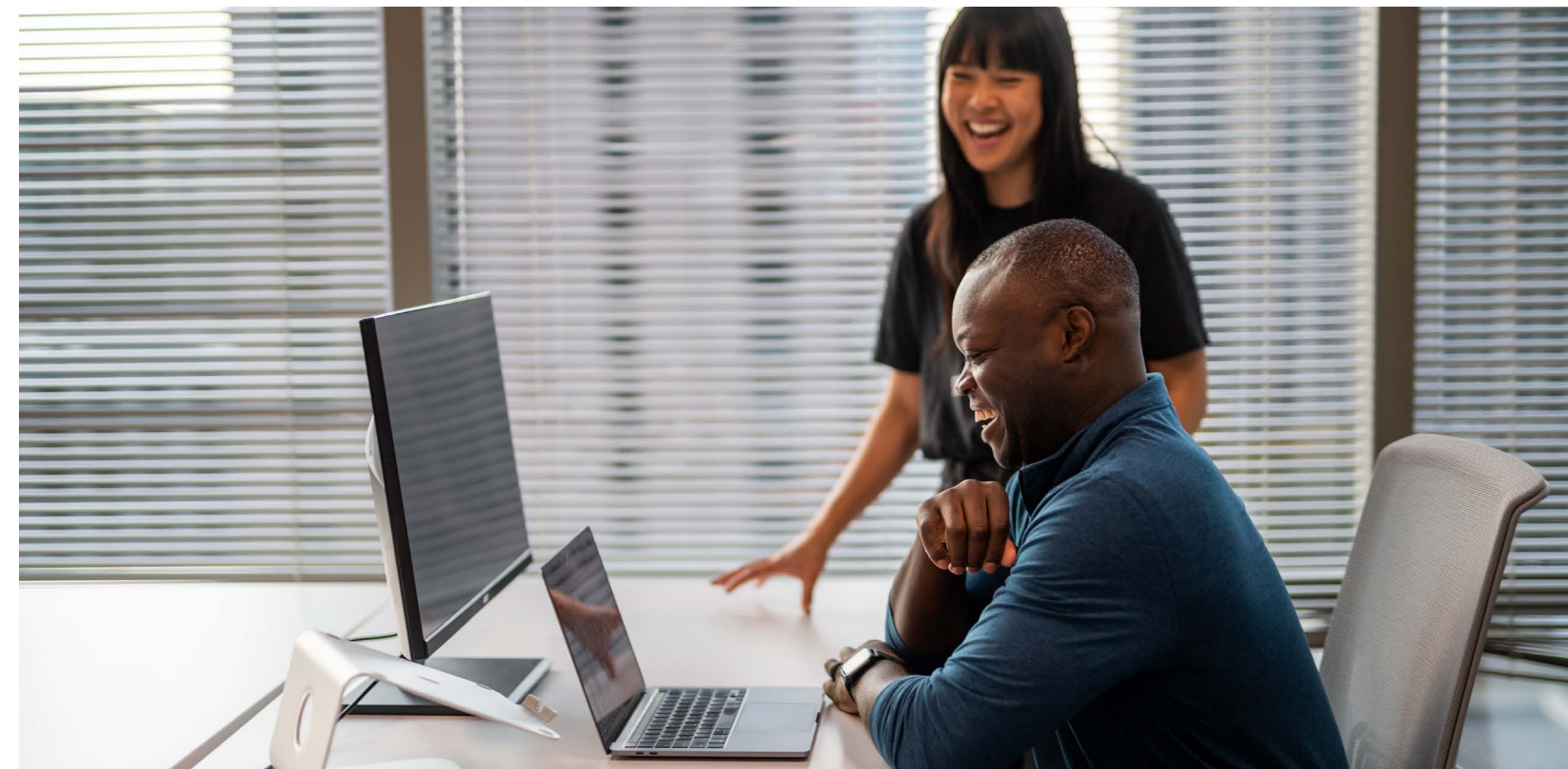
## Partner accountability

Ethics, compliance, and transparency are at the forefront of our business relationships. We expect our suppliers, vendors, and other partners to exhibit a similar commitment to our standards in the course of their operations, including those relating to labor and human rights, diversity and inclusion, data privacy and security, environmental impact, and compliance with local and international laws.

Samsara's [Business Partner Code of Conduct](#) sets expectations and requirements for our business partners in order to foster and facilitate our mission to increase the safety, efficiency, and sustainability of the operations that power the global economy. A key theme underlying this code is a drive to continuously improve how Samsara and our business partners operate, prioritizing human dignity and respect for our planet. This code also aligns partners with our core values to focus on customer success, win as a team, and build for the long term. Our Business Partner Code of Conduct is supplemented by our Modern Slavery Statement, which reflects our support of fundamental human rights and addresses our responsibility to identify and mitigate the risk of modern slavery and human trafficking within our supply chain and business operations.

## Continuous evaluation

We continuously evaluate how customers use our products and consider adding improvements based on customer feedback. By consistently engaging with our customers, critically evaluating our products, and iterating on solutions, we stay true to our commitment to customer-centric, responsible innovation.





# Governance

We structure our Board of Directors and supporting committees to ensure fair representation and clear accountability. We require employees to act appropriately and responsibly in the workplace, whether virtually or in the office, and aim to hold our manufacturing partners to those same standards.

## Our Board

We believe in the importance of strong and sound corporate governance. Our Board of Directors is a group of experienced, world-class leaders who bring diverse skills, backgrounds, and perspectives to Samsara. Because our CEO holds the role of Chairperson of the Board, we also maintain the role of Lead Independent Director, who serves as an independent liaison with the independent directors. Our governance practices provide a framework that enables our Board of Directors and leadership team to pursue our long-term, strategic objectives for the benefit of our shareholders and other stakeholders.

## Enterprise Risk Management

At Samsara, every department proactively identifies, manages, and reports on the risks that may stand in the way of achieving their business goals. In addition to this first line of defense, a key element of our risk management framework is Samsara's Enterprise Risk Management (ERM) program, which is managed by our Compliance team and governed by our Internal Audit team. The goal of the ERM program is to ensure sustainable business growth and to report, evaluate, and resolve risks across the business proactively. Along with management, our Compliance and Internal Audit teams work with our business leaders to continuously assess the business's top risks, including strategic, financial, compliance, technological, and operational risks. The result of that work is presented quarterly to a cross-functional executive steering committee, which provides feedback and holds management accountable for risk mitigation activities.

## Risk oversight

Our Board of Directors oversees our risk management processes, which are designed to support achieving our strategic objectives while mitigating and managing identified risks. Our Board administers this function both as a whole and through three standing committees composed of independent directors—our Audit, Compensation, and Nominating and Corporate Governance Committees. Together with the committees, our Board reviews the overall risk profile of the company on at least an annual basis.

## Audit Committee

Our [Audit Committee](#) monitors financial, reporting, and cybersecurity risks and assesses the steps taken by our management to identify and address the company's exposure to these risks. The Audit Committee reviews and establishes guidelines, internal controls, and policies that govern the risk assessment and management process. Our Audit Committee also monitors compliance with legal and regulatory requirements and directly supervises both our internal audit function and our external auditors.

## Compensation Committee

Our [Compensation Committee](#) assesses and monitors whether any of our compensation programs have the potential to encourage excessive risk-taking, and also monitors human capital management matters, including leadership succession and employee development and benefits.

## Nominating and Corporate Governance Committee

Our [Nominating and Corporate Governance Committee](#) oversees risks associated with director independence and the composition of our Board of Directors, monitors the effectiveness of our corporate governance guidelines, reviews our sustainability and corporate social responsibility practices, and provides general oversight of our other corporate governance policies and practices.





# Building for long-term impact

Samsara's Impact Report shows our commitment to transparency and accountability. We're proud of the progress we've made but are eager to continue our journey and empower tens of thousands of customers throughout theirs. Together with our customers, we're helping to save lives, cut carbon emissions, and create a new frontline worker experience. Samsara is building for the long term and continues to invest in what makes our employees and customers successful, and ultimately leaves the world a better place.

Driving meaningful change in safety, sustainability, and beyond with our customers is at the heart of our mission. How can we support your goals?

[SAMSARA.COM](https://www.samsara.com)

