

Our mission

# To help humanity thrive by enabling the world's teams to work together effortlessly.

When we work together, we can do great things—things that contribute to a better life for people and the planet. Too often, it's difficult to coordinate teams and people lack clarity about what needs to be done when. These challenges impede important progress. If Asana succeeds at its mission, every team—from small partnerships to global organizations—will be more efficient and effective.

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 Our values  
**Living our mission**

We strive to provide the same clarity and transparency that our product offers to our environmental, social, and governance (ESG) factors.

We have believed from the beginning that it's critical to have a mission that guides our work and our impact on the world. This mission also underlies our foundational commitment to [supporting nonprofits](#) as their teams pursue their own world-changing work. To achieve these impacts, we embrace a set of values that infuse all we do and guide how we show up and work together. And we're just getting started.

## Asana core values

-  Mission
-  Co-creation
-  Reject false tradeoffs
-  Do great things, fast
-  Give and take responsibility
-  Being real (with yourself and others)
-  Clarity
-  Mindfulness
-  Heartitude

Social  
 **Unlocking the potential of teams**

“We work hard to be the change we want to see in the workplace. This strategy makes us a better company and contributes to the type of culture we want to work in: inclusive, dynamic, and engaging.”

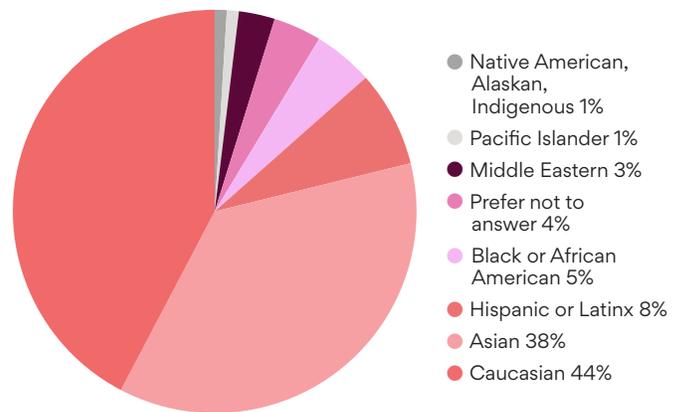
– Asana co-founder and CEO Dustin Moskovitz



**Building diverse teams**

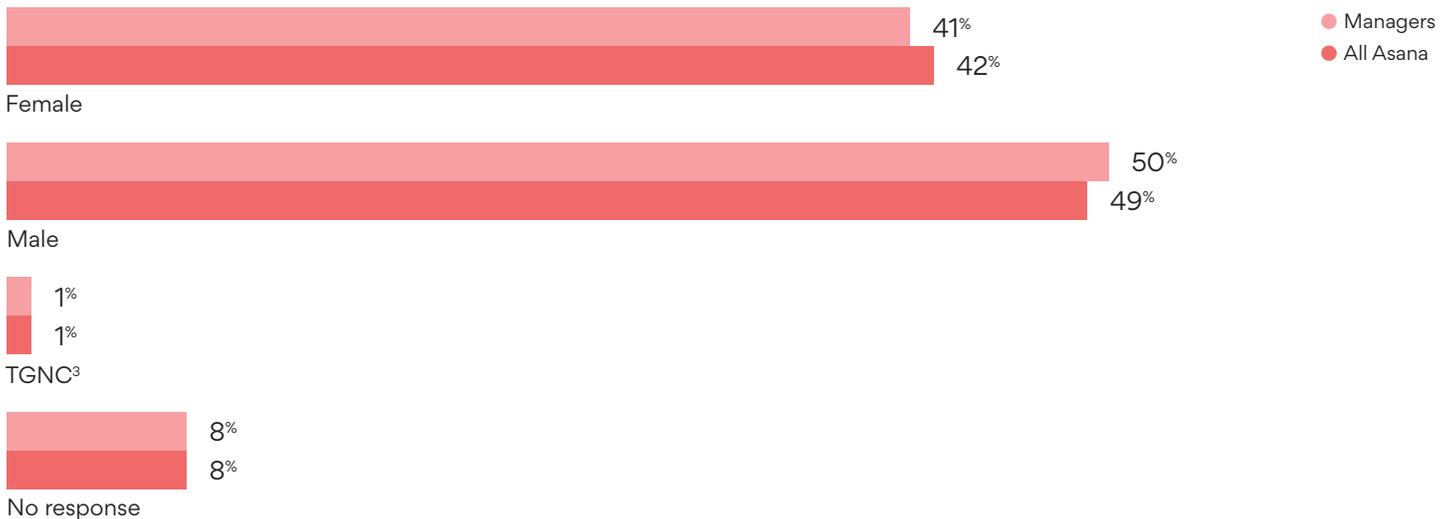
We believe the best teams are diverse in identity, background, and perspectives. In 2015, we created a dedicated diversity, inclusion, and belonging (DIB) function. Our DIB programs support every employee at Asana to thrive, enabling us to better serve the needs of our diverse customer base. There is a lot of work to do, and we are committed to transparently reporting, and being accountable for, our progress.

**US employee demographics<sup>1</sup>**



Our commitment to diversity, inclusion, and belonging extends from our newest employees to our top leadership.

**Global gender ratio<sup>2</sup>**



<sup>1</sup>Self-reported data as of July 31, 2021. Respondents could choose more than one ethnicity. Since 2017, our DIB website has publicly reported company demographics on gender, race/ethnicity, sexual orientation, age, and disability.

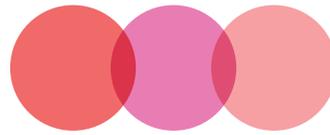
<sup>2</sup>Self-reported data as of July 31, 2021.

<sup>3</sup> TGNC designation includes the categories of agender, gender non-conforming, genderqueer, transgender, and non-binary.

Executive leadership team<sup>4</sup>

**22%** identify as female  
**33%** identify as Asian

8-member board of directors<sup>4</sup>



- 3 women, including our Lead Independent Director
- 2 directors identify as Asian or Black
- 1 director identifies as LGBTQ+

Our employees' experiences validate both the internal and external recognition we receive.

Global employee engagement, 2020<sup>5</sup>

**80%** Overall favorable engagement

**96%** "I would recommend Asana as a great place to work"

**86%** Favorable overall sense of belonging and voice

Highlighted Diversity, Inclusion, and Belonging (DIB) initiatives

Focus area	Initiatives
 <b>DIB: build</b>	<ul style="list-style-type: none"> <li>• Comprehensive DIB onboarding curriculum for new employees</li> <li>• Mandatory anti-harassment training</li> <li>• Bias awareness training</li> <li>• Allyship sessions</li> <li>• Inclusive leadership training for managers</li> <li>• 16 weeks of paid parental leave, regardless of gender</li> </ul>
 <b>DIB: recruit</b>	<ul style="list-style-type: none"> <li>• Dedicated outreach to candidates from underrepresented communities</li> <li>• Partnerships with organizations including Techqueria, AfroTech, Year Up, and The Marcy Lab School</li> <li>• AsanaUP, an apprenticeship program providing pathways to technical roles at Asana for individuals from diverse backgrounds</li> <li>• Inclusivity, Diversity, and Equity for Asana Leadership (IDEAL) policy ensures we interview candidates from underrepresented groups and non-male candidates for open leadership roles</li> </ul>
 <b>DIB: thrive</b>	<ul style="list-style-type: none"> <li>• DIB Council, an internal group of cross-functional stakeholders including executive leaders</li> <li>• DIB representation goals for all teams</li> <li>• Employee Resource Groups: AsanaWomen, Team Rainbow, Gradient, Blacsana, Asanapac</li> <li>• Regular signer of amicus briefs supporting inclusion and equal rights</li> <li>• Mental health and wellness benefits</li> <li>• Asana Acts Against Racism, a formalization of anti-racist efforts co-created with Asana employees</li> </ul>
 <b>Pay Equity</b>	<ul style="list-style-type: none"> <li>• Pay by gender identity (globally) and by race/ethnicity (U.S.) analyzed by an outside vendor twice a year</li> <li>• Dedicated budget for remediation</li> </ul>

<sup>4</sup>As of July 31, 2021

<sup>5</sup>Asana Employee Engagement Survey as of December 15, 2020

### Recent workplace awards

- ✓ #1 Fortune Best Workplaces in Technology (2021; 4 years in a row in the top 3)
- ✓ #1 in the Workplace category, Fast Company's World's Most Innovative Companies (2021)
- ✓ #1 Fortune Best Workplaces in the Bay Area (2021; 4 years in a row at #1)
- ✓ #1 Fortune Best Workplaces for Millennials (2021; 2 years in a row at #1)
- ✓ #14 Glassdoor Best Places to Work (2021); 4.8 rating and 100% CEO approval rating
- ✓ Inc. Best Workplaces (2021; 4 years in a row)
- ✓ #3 Fortune Best Small & Medium Workplaces (2021; 5 years in top 10)
- ✓ #8 Fortune Best Workplaces for Women (2020)
- ✓ #30 Comparably Best CEOs for Diversity (2019)



### Governance

## Ensuring accountability and transparency

“We are elevating our public commitment to our long-term view, further developing our structures and aligning even more with stakeholders who share similar values.”

– Dustin Moskowitz

Transparency and accountability are built into Asana's foundation. They are pillars of our culture and our product, and they underpin every aspect of our business.



### Long-Term Stock Exchange

In addition to being listed on the New York Stock Exchange (NYSE:ASAN), we're one of the first two companies to announce the listing of our shares on the Long-Term Stock Exchange. The LTSE is an SEC-registered securities exchange for companies focused on long-term thinking rather than short-term gains. As an LTSE-listed company, we must publish policies that focus on value creation and stockholder engagement over time and commit to the [LTSE's principles](#).

### ESG governance



Board-level ESG oversight by the Nominating and Corporate Governance Committee



Management-level ESG steering committee

## Privacy and data protection

-  Extended data subject rights, such as the right to access and erasure, afforded by laws like the General Data Protection Regulation to customers globally
-  Data Protection Officer oversees compliance with global privacy laws and addresses data protection and privacy inquiries

## Data security

-  Information security audited to SOC 2 Type II and certified to ISO 27001
-  Regular security assessments on our product and infrastructure
-  Public bug bounty and vulnerability disclosure programs



## Environmental

# Practicing mindful consumption

“Humanity can thrive only as long as the earth is healthy. Our mission demands that we take full responsibility for our daily impact on the planet and work to minimize our footprint.”

– Dustin Moskovitz

We are ever conscious of our impact on the planet and are actively working to minimize our footprint. Most of our resource consumption occurs at our global headquarters in San Francisco, where over a majority of our employees are based. We will be tracking our water, energy, and waste metrics going forward, bearing in mind the effects of the COVID-19 pandemic on office occupancy.

## Highlighted initiatives

-  **LEED certification.** Our new global headquarters at 633 Folsom Street has been built to the LEED program’s exacting environmental standards, including high-efficiency HVAC and lighting. Our Dublin office is LEED Platinum certified.
-  **Carbon neutrality.** We locate offices near public transportation and subsidize employees’ use. Since 2019, we have purchased carbon offsets equivalent to the usage at our offices in the U.S. and Europe and by our Amazon Web Services servers.
-  **Zero-waste kitchens.** The culinary team at our global headquarters focuses on extending the life cycle of every ingredient or dish; using the whole vegetable or animal; and repurposing leftovers.

 ESG summary  
**Looking ahead**

We have identified several priorities for the next year and beyond to become an even better global citizen and advance our ESG efforts:

- ✓ Pursue additional privacy and security certifications and empower users to gain more control of their data
- ✓ Conduct an organization-wide carbon footprint assessment
- ✓ Continue to track baseline resource consumption
- ✓ Continually increase the rigor of pay equity analysis to ensure our compensation practices are equitable
- ✓ Meet our philanthropic goals as a participant in [Pledge 1%](#). In addition, both [founders pledge](#) to use 100% of the value of their Asana equity for philanthropic purposes



**In developing this fact sheet, we have been guided by the Sustainability Accounting Standards Board<sup>6</sup> framework for the software and IT services industry, which contains the following categories:**



Environmental Footprint of Hardware Infrastructure



Data Privacy & Freedom of Expression



Data Security



Recruiting & Managing a Global, Diverse & Skilled Workforce



Intellectual Property Protection & Competitive Behavior



Managing Systemic Risks from Technology Disruptions

Moving forward, we will continue sharing our progress on our ESG priorities. We welcome your comments and ideas. To learn more about Asana's ESG initiatives, please contact us at [ir@asana.com](mailto:ir@asana.com).

### Forward-looking statements

This fact sheet 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. 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 SEC. Any forward-looking statements contained in this fact sheet 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.

<sup>6</sup>The Sustainability Accounting Standards Board (SASB) is an independent, private sector standards-setting organization whose mission is to help businesses around the world identify, manage, and report on the sustainability topics that SASB believes matter most to investors. For more information on SASB, visit [sasb.org](https://sasb.org).