



SAMSARA—2023

2023 Diversity, Equity and Inclusion Report





Table of Contents

04 Introduction

10 A data-driven approach to DEI

20 Strategic focus

32 Giving back & paying it forward

34 The path forward

Introduction

Our customer-focused mission, our growth vision and our values are the core of our culture here at Samsara. They ground us in our purpose and reflect what we stand for. As we grow and scale as a company, our “be inclusive” value is more important than ever. 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.

Our goal is to foster an inclusive environment that makes everyone – no matter who you are or where you come from – feel valued, safe and respected. We are committed to advancing our diversity, equity and inclusion strategy and efforts in constant furtherance of this goal.

We believe that transparency and accountability are critical to making progress. This report shares what we’ve been focused on, where we have made improvements and where we have room to grow. I welcome your feedback and look forward to continuing this much needed work as we build for the long term.



“Diversity and innovation go hand in hand. Working together with our customers as they digitise their operations comes with varying and unique challenges. It requires creative thinking to solve their problems. We do our best work for our customers when we have an inclusive culture that encourages Samsarians from all backgrounds to share their experiences and perspectives.

SANJIT BISWAS
CEO and Co-Founder





A time for transparency

This is the third edition of Samsara's Diversity, Equity and Inclusion (DEI) Report. This report provides an in-depth look at our company demographic data, inclusion-focused programmes and initiatives and targets we are committed to working towards accomplishing. We believe that transparency leads to accountability and accountability leads to results. As a results-driven organisation, we believe that sharing this data will drive even greater progress in our DEI efforts.

Samsara's DEI Mission

We value and depend on the unique experiences and perspectives of all our team members to help us to solve complex problems to become a more innovative and successful company. We are committed to increasing DEI across all teams and ensuring that Samsara is a place where people from all backgrounds feel a sense of belonging and can make an impact.

Maintaining a flexible workplace

We value in-person interactions and in-office collaboration, but also want to give our employees the flexibility they need to be productive and make the right decisions that work for their lives.

When we first began to explore what the future of work would look like at Samsara, we did so by doing what we do best - listening to employee feedback. Our employees told us they wanted flexibility in where they worked, so it was important for us to build a company and culture where we could give our people that flexibility.

In late 2021, we made the decision to become a flexible workplace where employees could work from where it works for them - whether that be at home, at the office, at a local co-working space or some combination of those options. Not only has it given our employees the flexibility to work where it works best for them, but it also broadened our aperture for hiring - expanding opportunities to hire from a wider, more diverse talent pool. We continue to learn and iterate on how best to support flexible work going forward – with the goal of doing what’s right for our customers, our teams and our people.



“Being a remote worker has been such a benefit for my productivity and well-being. I have more flexibility to build my day for everything on my plate, both professional and personal.”

SAMSARA EMPLOYEE, MICHIGAN (USA)

01

10 A data-driven approach to DEI

We recognise that to become a more diverse, equitable and inclusive company, our actions must be informed by data.

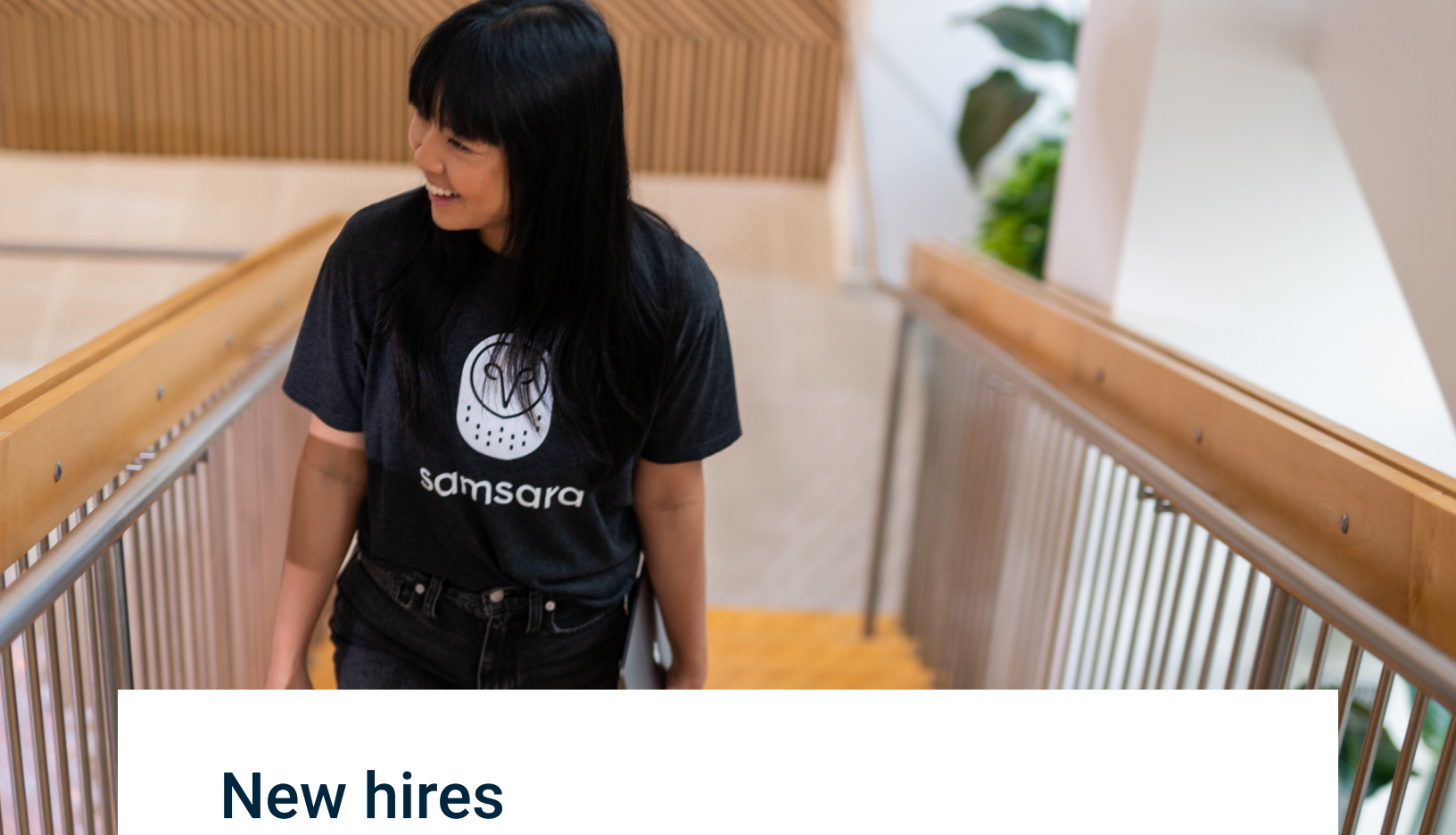
In this section, you will see where we have landed with our DEI initiatives around hiring, representation and leadership. The data below, in addition to public data reports from top technology companies, will be used as a benchmark for us to check our progress as we move forward.

WHY IS DEI DATA CRITICAL FOR US AT SAMARA?

“Data is the lifeblood of Samsara and DEI data is essential to ensuring that we can assess, track and improve diversity, equity and inclusion. We use DEI data to set goals, understand where we need to lean in, and hold ourselves accountable for progress in creating a diverse, dynamic company.”



STEVE PICKLE
Chief People Officer



New hires

We are committed to attracting and recruiting top talent from all backgrounds, groups and geographic locations around the world.

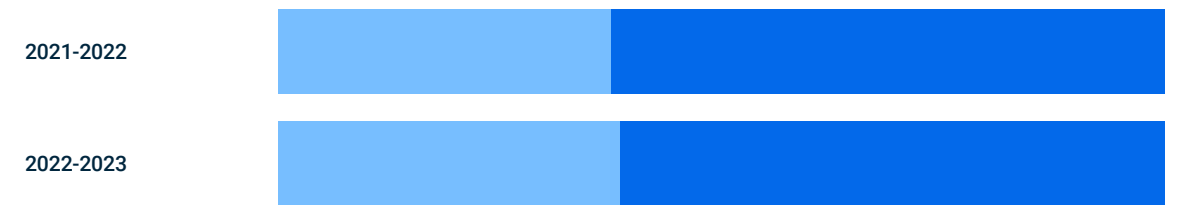
We have implemented multiple programmatic efforts in the last few years to increase diverse representation. We aim to continue driving progress in increasing representation across racial/ethnic and gender representation. We post on a wide variety of external job boards to help us build a diverse pipeline for future roles in our recruiting funnels.

We continue to drive accountability with data, setting new targets for both gender representation and racial/ethnic representation in our interview funnels based on the distribution of the talent in the marketplaces we recruit from.

Looking at our new Samsarians, we have made incremental progress hiring underrepresented talent, but the percentage of Black new hires has decreased, a trend we are working to reverse.

New hires refer to all Samsarians hired as regular (non-contingent) employees during a specified time period, regardless of whether they are current active employees of the company. The 2022-2023 figures represent employees hired between 31 July 2022 and 29 July 2023 [inclusive of such dates]. The 2021-2022 figures represent employees hired between 1 February 2021 and 31 July 2022 [inclusive of such dates].

NEW HIRES BY GENDER (GLOBAL)



	2021-2022	2022-2023
Women	36.9%	38.6%
Men	63.1%	61.4%

*2021-2022 – 0.2% did not report their Gender and were not included in these graphs
2022-2023 – 0.5% did not report their Gender and were not included in these graphs*

NEW HIRES BY RACE/ETHNICITY (US ONLY)



	2021-2022	2022-2023
Black or African American	7.0%	6.5%
Hispanic or Latinx	9.5%	10.0%
Two or More Races	3.7%	4.0%
Native American or Alaskan	0.1%	0.3%
Native Hawaiian or Other Pacific Islander	0.4%	0.5%
Asian	25.8%	26.8%
White	53.5%	52.0%

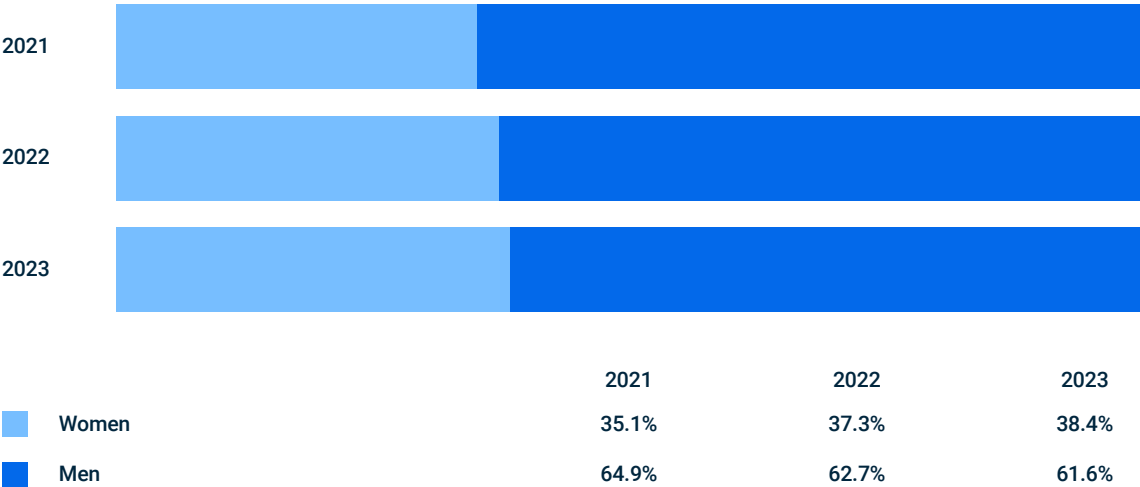
*2021-2022: 3.7% did not report their Race / Ethnicity and were not included in these graphs
2022-2023: 4.1% did not report their Race / Ethnicity and were not included in these graphs*

Note: While our gender data is currently aligned with EEOC guidelines for consistency, we have recently updated our data reporting systems to better capture individuals who do not conform to binary gender designations and, going forward, individuals will have the opportunity to select "Gender Non-Binary/Conforming."



"Overall" refers to current Samsarians, excluding employees who did not report the relevant data.

OVERALL GENDER (GLOBAL)



2021-2022 – 0.2% did not report their Gender and were not included in these graphs
 2021-2022 – 0.2% did not report their Gender and were not included in these graphs
 2021-2022 – 0.2% did not report their Gender and were not included in these graphs

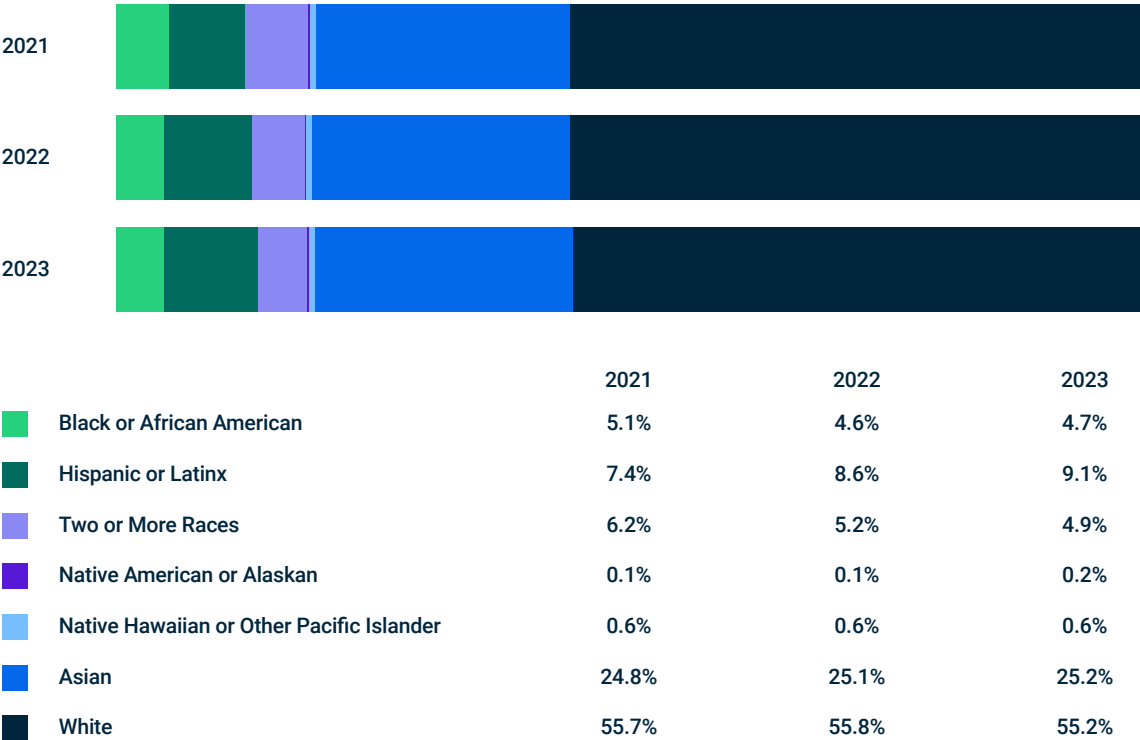
Representation

Representation matters. It creates an environment where all voices and perspectives are valued and heard, while also acknowledging differences. It's these differences that make us unique and contribute to Samsara's culture and business outcomes.

As we look to grow our workforce, we remain steadfast in our commitment to increasing the number of women, gender non-conforming, LGBTQIA+, veterans, and underrepresented racial/ethnic groups at all levels of the company. We recognise that we have progress to be made in these areas and have begun work both internally and externally to see growth in these areas in our upcoming fiscal year(s).

We have seen a positive trend in representation for women and underrepresented groups at Samsara. While we have stabilised the representation of Black Samsarians, we still have opportunities to meaningfully increase it.

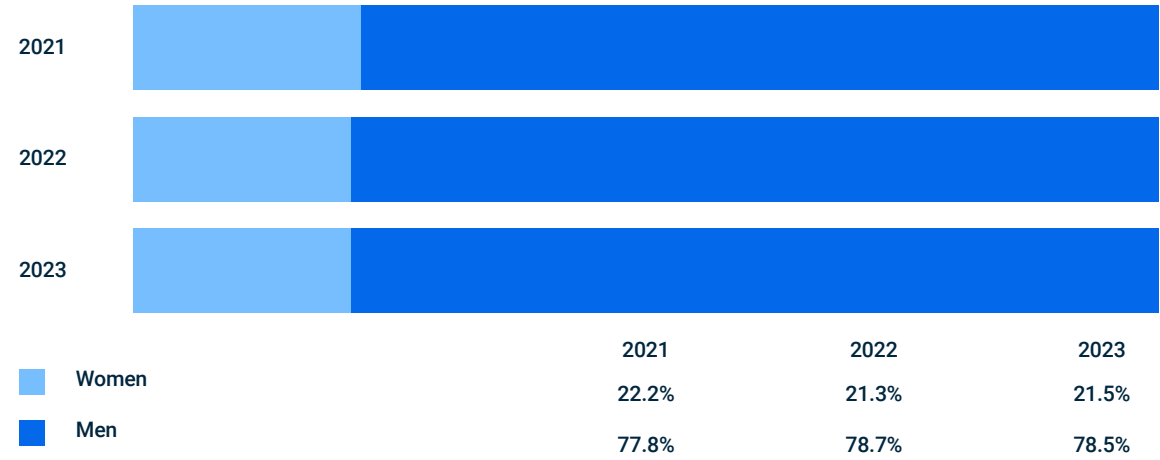
OVERALL RACE / ETHNICITY (US ONLY)



2021 – 4.5% did not report their Race / Ethnicity and were not included in these graphs.
 2022 – 3.9% did not report their Race / Ethnicity and were not included in these graphs.
 2023 – 4.1% did not report their Race / Ethnicity and were not included in these graphs.

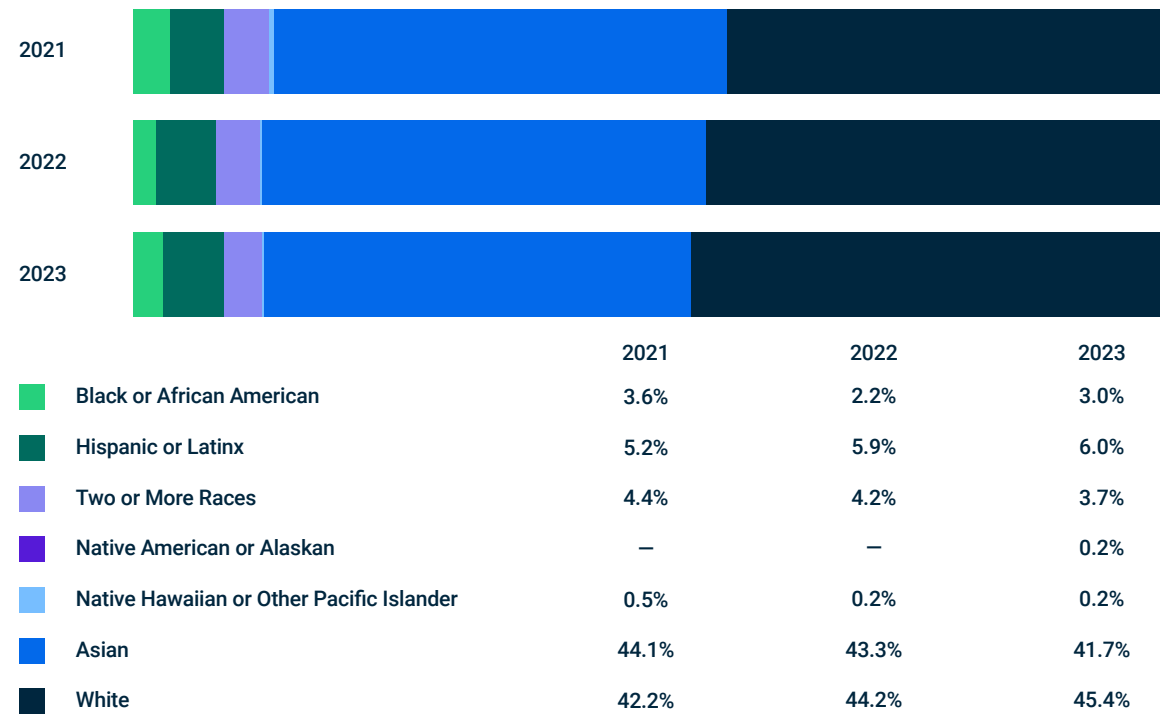
"Technical" refers to Samsarians who have either one of the following terms in their job title or job profile: Engineer, Software, Hardware, Technical Program Manager, Product Manager, Architect.

GENDER IN TECHNICAL ROLES (GLOBAL)



2021 – 0.5% did not report their Gender and were not included in these graphs
 2021-2022 – 0.2% did not report their Gender and were not included in these graphs
 2022-2023 – 0.5% did not report their Gender and were not included in these graphs

RACE / ETHNICITY IN TECHNICAL ROLES (US ONLY)



2021 – 6.4% did not report their Race / Ethnicity and were not included in these graphs.
 2022 – 5.8% did not report their Race / Ethnicity and were not included in these graphs.
 2023 – 5.5% did not report their Race / Ethnicity and were not included in these graphs.

Over the past year, we saw key gains in the representation of Black Samsarians in tech roles. In addition, representation of women in these roles has outpaced industry trends, but we remain focused on increasing representation in these areas.





Representation in Leadership

We define leadership as our director and above population.

Research has shown that the best way to increase diverse representation in an organisation is to begin at the leadership level. It's critical for people from underrepresented backgrounds to see people like themselves in positions of leadership. Diversity in leadership means greater depth and breadth of experience and perspective, which in turn allows for a greater ability to relate to employees, customers, and prospective customers. Ensuring diversity in leadership at Samsara is a continuous area of focus both for our current leadership team and executive recruiting.

We have achieved a notable increase of 3.6% of women in leadership roles this past year, reversing last year's trend. However, in contrast, there has been a decrease in representation for those who identify as two or more races.

GENDER REPRESENTATION IN LEADERSHIP (GLOBAL)



	2021	2022	2023
Women	31.4%	30.0%	33.6%
Men	68.6%	70.0%	66.4%

2021, 2022, and 2023: All employees in the Leadership category reported their Gender.

RACE/ETHNICITY IN LEADERSHIP (US ONLY)



	2021	2022	2023
Black or African American	2.5%	3.7%	4.0%
Hispanic or Latinx	4.1%	5.6%	5.5%
Two or More Races	6.6%	5.2%	4.5%
Native Hawaiian or Other Pacific Islander	0.8%	0%	0.5%
Asian	23.8%	28.1%	28.1%
White	62.3%	57.3%	57.3%

2021 – 7.6% did not report their Ethnicity and were not included in these graphs.

2022 – 6.0% did not report their Ethnicity and were not included in these graphs.

2023 – 4.3% did not report their Ethnicity and were not included in these graphs.

02

Strategic focus

We have continued to focus our DEI strategy on three key areas that we believe will have the greatest impact in making Samsara a more diverse, equitable, and inclusive company:

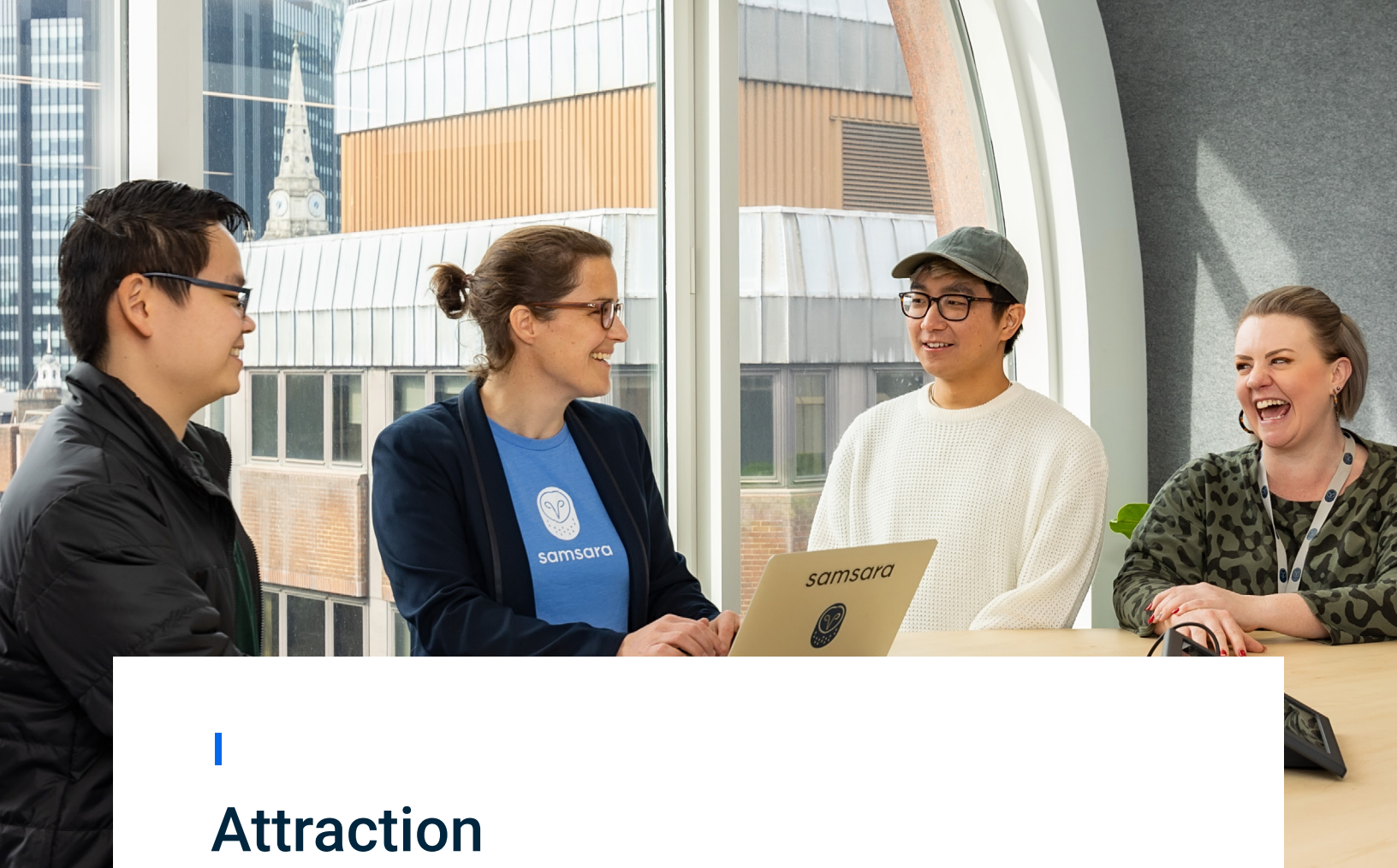
I. Attraction

II. Development & retention

III. Oversight & accountability

By investing time, resources, and people power into these areas with an intentional focus on DEI, we are able to not only respond to the challenges of the moment, but also build a long term strategy that will ensure that we make sustainable and lasting growth in these areas.





I Attraction

Creating a diversity-first hiring culture

Samsara aims to attract and hire top-level talent with a wide range of skill sets and experience. With a diverse group of talented people, we create better solutions to increase the safety, efficiency and sustainability of the world's physical operations. It's not just good for business, it's the right thing to do. Inclusive recruiting ensures diversity is more than a buzzword by deeply embedding objective, equitable and inclusive behaviours throughout the recruiting lifecycle. It means engaging in partnerships and events, prioritising talent pipelining, ensuring our job postings are inclusive, providing education and relevant data and driving accountability at all levels.

Broadening our top of funnel

- We are taking proactive steps to increase diverse representation by attracting and hiring talent at every level through partnerships and collaboration with a number of different job boards, a wide range of universities and volunteer event participation. In addition, we are intentional about outreach through source channels that include diverse representation.
- This past year, Samsara participated in the Atlanta University Center Consortium Career Fair, representing four historically Black colleges and universities (HBCUs), with 60 students from various majors. We also participated in our first military career fair, Military MOJO, and our R&D and DEI teams attended the 2023 Grace Hopper Celebration.
- Through our Project SEED (Source, Engage, Evaluate, Drive) approach, we've prioritized executive talent pipelining, proactively identifying potential future executive leaders to build and nurture relationships with over time.

Creating opportunities for equity and objectivity

- To ensure the language in all of our job postings is inclusive, we launched a step before posting each job, where job descriptions are run through a gender decoder to eliminate gender-coded verbiage prior to the job being posted publicly. 97% of all posted jobs were run through a bias decoder since implementation.
- We've initiated a programme called "Owl Ambassador," which pairs candidates with a Samsara ambassador they resonate with. This provides candidates a chance to immerse in our culture and fosters a sense of belonging.

Driving accountability

- We have instituted a strategic goal-setting framework focused on enhancing gender and racial/ethnic diversity across tech, non-tech and go-to-market roles, underscoring our commitment to producing meaningful strides in enhancing diversity and equity in crucial areas.
- In order to boost the effectiveness of recruiting outreach strategies, we introduced a process to ensure that the initial stages of the recruitment funnel yield a diverse candidate pool, equipping our recruiting team with relevant data to guide their actions.
- We have launched multiple training programmes to educate all interviewers on inclusive recruiting best practices. Our “Diversity First in Every Search” training equips hiring managers to consistently source diverse talent. Our Inclusive Hiring Training programme, which educates our recruiters and sourcers about unconscious bias throughout the recruiting lifecycle, has reached a 93% completion rate.

Looking forward

- We will focus on implementing targeted strategies in our recruiting processes and hiring practices to promote fairness and equitable candidate experience, while maintaining a strong emphasis on objectivity.
- We will continue to aim for interview slates that represent the demographic market availability by function type. We will lean in to lead the way where possible, consistent with our commitment to diversity, equity and inclusion.

**We offer a number of different demographic choices in our application process in order to be inclusive of all identities. We define racial/ethnic diversity as Black, Latinx, Middle Eastern, Native American or Alaska Native, Pacific Islander or Native Hawaiian, or two or more races. The following groups are considered gender diverse: agender, gender fluid, genderqueer, non-binary, transgender, and trans non-binary.*





II

Development & retention

Accelerating growth, retention, and innovation through representation and inclusion

It's not enough to attract globally diverse talent, we have to ensure that individuals transitioning from candidate to employee feel welcome and connected, and have the opportunity to excel professionally. We continue to invest in enterprise-wide programs, professional and leadership development, and employee-driven groups to help ensure that members of underrepresented communities feel our support and know that their sense of belonging is a priority.

Fostering an Inclusive Culture

- We launched a Women's Leadership Programme (WLP) for our employees in our R&D department this year. This programme, focused on retention and development, is a unique opportunity designed to build a sense of community, foster collaboration, increase self-realisation and offer tangible, practical skills for the workplace.
- Owl Connected, our company-wide mentorship program, launched late last year, giving participants opportunities to own their development, expand their network, promote career development, learn new skills, and support each other through shared experiences and meaningful relationships. We have 32% of Samsarians registered as either a mentor or mentee, with 52% of registrants engaged in active pairings and ~1400 mentoring sessions completed.
- Samsara-wide DEI training, Inclusion in the Workplace, is a foundational part of onboarding. This education helps participants recognize and manage unconscious bias, ensure more equitable decisions, more productive teams, and a more inclusive culture. 72% of employees have completed the training so far.
- We support and encourage participation in seven active Employee Resource Groups (ERG) across the company, along with multiple shared-interest communities.
- We enable Global DEI Working groups across all our cost centers. These groups lead the execution of DEI initiatives and project creation for their respective departments to help make progress for the furtherance of our goals and our diversity, equity and inclusion strategy.
- Owl In[clusive], a quarterly newsletter and DEI Intranet page -- delivering all things diversity, equity, and inclusion -- provides updates on DEI goals progress as well as updates on DEI programs, events and projects.

ERGs

Our Employee Resource Groups (ERGs) have been the glue behind many of our engagement and retention efforts thus far.

AAPI at Samsara

Samswana

Blaccsara

Women of Samsara

LatinXs at Samsara

Veterans at Samsara

Pride at Samsara



“Being at a company like Samsara, where DEI and social responsibility are at the forefront, I feel empowered to make a difference in our world. Helping a local Afghan refugee population by giving them essential technology through our recent initiative to provide 50 laptop donations, truly hit home for me, and made me feel very grateful and lucky to be an ERG lead at Samsara.”

RAZAN TURMININI
CO-CHAIR, SAMSWANA



“Last year, Pride at Samsara was involved in a project with senior leadership that helped shape and change how we think about DEI when we open new office locations. As a result of our partnership and the voices of our community members, Samsara developed deeper guidelines and a DEI checklist to ensure that as we are expanding, our offices remain safe spaces for underrepresented groups.”

MATT FICKETT
CO-CHAIR, PRIDE AT SAMSARA



“We acknowledge that there are many pressing social issues to address and a key goal of the ERGs is to help educate, create safer spaces to have these tough conversations, and inspire collective action. I’m very proud of our impact on Samsara’s fertility benefits launch based on feedback provided by Women of Samsara.”

KATHRYN THANE
CO-CHAIR, WOMEN OF SAMSARA





“Our Pride at Samsara and Women of Samsara ERGs recently partnered together in Mexico to bring in an inclusion expert to share her experiences with our local community, with a message of ‘Together, we thrive!’ I feel celebrated when I see how we can impact and shape a healthy working environment where DEI is at the forefront.”

BRENDALI LÓPEZ
REGIONAL CHAIR, WOMEN OF SAMSARA (MEXICO CHAPTER)



“I feel celebrated and appreciated for my work as an ERG lead when my colleagues (allies and community members) show up and engage with the programming and events we put on as an ERG – the impact of our work is the biggest celebration. Beyond that, it’s receiving monetary recognition in the form of an equity grant from Samsara’s leadership team.”

HABEN ABRAHAM
CO-CHAIR, BLACCSARA





III

Oversight & accountability

Proposing, reviewing and revising policies and goals to ensure fairness of process in all departments, initiatives and activities.

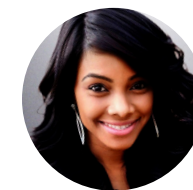
Raising our bar

- Expanded DEI Steering Committee: This group meets regularly to shape policies and procedures, provide advice and counsel to executives on DEI action plans and provide governance and oversight to our DEI strategy.
- Incorporated DEI data and narratives into our Quarterly Business Reviews to share goal progress, highlights/lowlights, lessons learnt and areas of opportunity.
- Created new DEI OKRs by department to hold teams accountable towards specific DEI efforts. Progress on these OKRs is tracked quarterly and reported at department leadership meetings.
- Continue to develop DEI data tracking dashboards to ensure that we are able to identify trends and make informed decisions as they relate to representation, performance, attrition and recruiting.
- Embed best practices in our performance review process for all Samsara employees that ensure bias is mitigated, ratings are collectively calibrated and a DEI analysis is conducted to ensure scores are fair and distributed across demographic groups, departments and levels.

In order to uplevel our DEI efforts, we must continue to:

- Source, engage and hire the best talent from schools, networks and industries where diverse talent is. An aggressive and strategic approach will yield tremendous results.
- Train, develop and create equitable opportunities for the diverse talent we currently have to grow professionally and secure promotion into leadership positions. Creating pathways for upward mobility and removing barriers for groups that are underrepresented in the technology industry will ensure we keep and expand the diverse talent we have.
- Continue to create awareness and education opportunities for our leadership team to understand that intentionality in DEI leads to increased innovation, better business outcomes, and increased workplace effectiveness. This level of awareness will enable our leaders to turn good intentions into reality and equip leaders to explore the impact of diversity on perspectives, assumptions, and approaches, and identify ways to prioritise change and measure progress.
- Hold leaders accountable towards DEI progress, outcomes, and integrating DEI into leadership competencies and ensuring diverse representation at the executive leadership level.
- Focus on next-generation company-wide goals beyond 2025, which will address known gaps and opportunities while broadening our DEI efforts globally.
- Ensure DEI is everyone's job and embedded into the business rhythm.

“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

03

Giving back and paying it forward

Samsara for Good, Samsara's giving arm, strives to support the well-being of communities and society through various social and environmental measures. They deliver this by focusing on three pillars: Community Impact, Monetary Impact, and Technology Impact.

This past year, Samsara for Good hosted volunteering events by teams and flocks (location-based groups of Samsarians). By hosting volunteering opportunities, we can live our core values and make an impact in our local communities. We have supported many non-profit organisation including Safehouse Outreach, Sense, Felix Project, SF Marin Food Bank, St. Jude's Children Hospital, Yonge Street Mission and many more. This year alone, we participated in over 25 events and tracked over 1,148 hours with over 427 employee volunteers.

Samsara matches up to \$500 every year or the local currency equivalent, of employee donations to certified charities and non-profit organisation across the world. Bolstering employee contributions to causes allows Samsara to further support the mission of hundreds of these organisations globally such as American Red Cross, ASPCA, Boys and Girls Club, At the Crossroads, Climate Ride Inc, Hawaii Community Fund, and Pure Hands.

In addition to monetary support, Samsara donates products (vehicle gateways and dash cams) to non-profit organisations and successful partnerships include Safehouse Outreach, Fareshare, Righteous Rides, and Coastal Health System.



04

The path forward

We believe DEI matters. It's important to say, and even more imperative to act on. These are the goals we implemented over the last three years and hope to accomplish by the end of FY25. For the upcoming year, our focus will be on updating our goals beyond 2025, which will address known gaps and opportunities while broadening our DEI efforts globally.

Samsara FY25 DEI Goals:

GENDER PARITY AT THE PEOPLE MANAGER LEVEL

We recognise the question of, "Who's leading?" is just as important to ask as, "What are they leading us toward?" That's why we are determined to work towards our goal of ensuring that there is parity between the genders and gender expressions of our people managers.

DIVERSIFY OUR DIRECTOR AND ABOVE POPULATION

Diverse perspectives and experiences drive innovation. If we are going to thrive as a company, we recognise that our leadership must be representative, and it is our responsibility to ensure everyone has a seat at the table. We are working towards our goal of ensuring that 40% of our Director and above population are women and members of underrepresented groups in the technology industry.

INCREASE WOMEN IN ENGINEERING

By reaching 30% women at the individual contributor level and 20% at the Director and above level, we will become DEI leaders in the technology industry. We believe these percentages are the minimum of what we can achieve and will aim to not only reach this goal, but exceed it.

100% ON THE CORPORATE LGBTQ+ EQUALITY INDEX

Representation, fairness, and belonging shouldn't be limited to only a few major social identity groups. That's why we have participated in the Corporate Equality Index and aim to score a perfect 100% to ensure the environment for employees who identify as Lesbian, Gay, Bisexual, Transgender, and Queer employees is one of inclusion and equal opportunity.

**Note: We will continue to evaluate and update these goals based on our latest hiring, employee and talent market data.*

PARITY IN PARENTAL LEAVE: AT PARITY

Both non-birth parents and birthing parents receive 14 weeks of parental leave (no matter their biological sex, gender expression, sexuality, or relationship/marital status). We have been at parity since April 2022. We also ensure that parents have the resources to effectively prepare, feel supported during, and return from their leave as seamlessly as possible.

TOP 25% IN BELONGING

We must attract diverse talent, and retain diverse talent. It is our belief that we accomplish the latter by creating a culture and environment where individuals from traditionally underrepresented know and feel like they are a part of a community that prioritises, invests in, and cares about their experience and well-being. If we are to become a more inclusive company, it is critical that we maintain a top 25% annual score in “Belonging” in our employee engagement survey.



“Who belongs at Samsara? In a word—everyone. While we realise that diversity in our industry is still a work in progress, we believe we are building an environment where dedicated people from a diverse range of communities and backgrounds feel welcome.”

SANJIT BISWAS
CEO and Co-Founder

05

Appendix

Forward-looking statements

This report contains forward-looking statements within the meaning of the federal and state securities laws. All statements other than statements of historical fact are forward-looking, including, but not limited to, statements related to the plans, expectations, and timelines for Samsara Inc. (“Samsara”) to achieve specified diversity and related targets; Samsara’s planned benefits offerings; Samsara’s business plans and objectives; strategies and systems for implementing Samsara’s goals; commitments to programs and policies; and expectations and priorities for Samsara’s initiatives. Such statements are subject to a number of risks, uncertainties, assumptions, and other factors that may cause Samsara’s actual results, performance, or achievements to differ materially from results expressed or implied in this report. Risks that contribute to the uncertain nature of the forward-looking statements include, among others, risks listed or described from time to time in Samsara’s filings with the Securities and Exchange Commission (the “SEC”), including the Company’s most recently filed Annual Report on Form 10-K or subsequently filed Quarterly Reports on Form 10-Q which will be filed with the SEC and available on our investor relations website. All forward-looking statements in this report are based on information and estimates available to Samsara at the time of initial publication of this report and are not guarantees of future performance or outcomes. Except as required by law, Samsara assumes no obligation to update any of the statements in this report.



samsara