



Building a safer, more sustainable world

Samsara's 2025 Impact Report

Table of Contents

A message from our CEO & Co-Founder Sanjit Biswas	→
Guiding principles	→
Transforming customer operations	→
Operating sustainably	→
Employee & community impact	→
Privacy, ethics, and governance	→
Conclusion	→





A message from CEO and Co-Founder Sanjit Biswas

Our mission is to improve the safety, efficiency, and sustainability of the operations that power our global economy.

The industries we serve represent over 40% of the world's GDP and are the backbone of our global infrastructure. Their frontline workers keep the world running, and they navigate complex challenges every day, often operating in dangerous, demanding conditions. Samsara's AI-powered platform helps create safer, more efficient operations for our customers' frontline workers and their communities.

Our customer feedback loop has been central in driving our product innovation, including some of our newest products like Route Planning, Worker Safety, and Connected Maintenance. Samsara also integrates with over 350 integration partners, allowing our customers to look across their operations through a single platform. Together, this helps our customers improve their safety and reduce their environmental footprint.

Using AI, our platform provides visibility into hazardous situations by detecting unsafe behavior and situations in real time. Samsara Intelligence embeds AI insights and recommendations throughout our platform, making AI accessible for the frontline. It proactively identifies risks, automates coaching, and recognizes and rewards safe driving. This helps our customers reduce incidents and protect their workers, at scale. For example, the City of New Orleans' EMS reduced speeding by 37% and mobile phone usage by 46% in one year, creating safer and more efficient emergency responses for the community.

AI is also driving significant efficiency gains, directly contributing to sustainability by reducing our customers' environmental footprint. Our platform provides clear, actionable insights into fuel consumption, energy usage, and driving patterns, helping organizations to make informed decisions and take action. For example, our Fuel Insights feature helps fleets reduce Scope 1 emissions and lower fuel costs by eliminating unnecessary idling and optimizing routes with real-time, AI-driven coaching. This has a real-world impact, as seen with Estes, who reduced their idle time by coaching their drivers, saving over \$3 million in fuel costs.

Navigating today's complexities requires real-time data. Accurate, up-to-the-minute information helps our customers act with speed and precision. We help our customers use real-time data and AI to tackle their toughest challenges, keep their workers safe, and their assets healthy.

At Samsara, we're also actively implementing changes across our own operations. For example, our latest post-consumer recycled content, a tangible step toward reducing virgin plastics in our products. From integrating recycled materials to building a sustainable hardware supply chain to investing in climate innovation, we're building a more sustainable future for Samsara.

We're proud of what we've accomplished in our first decade as a company, and eager to make more of an impact in the coming years. We've been innovating fast, and it's exciting to see how the many new products we've introduced since our last report are already driving real results for our customers. Thank you for your interest and collaboration as we continue to build for the long-term. And as always, we welcome your feedback.

A photograph of a man and a woman in safety gear (hard hats and high-visibility vests) standing on a construction site. The man is on the left, wearing a white hard hat, sunglasses, and a yellow safety vest over a white t-shirt. The woman is on the right, wearing a white hard hat, safety glasses, and a yellow safety vest over a dark blue t-shirt with the 'samsara' logo. They are both looking at a smartphone held by the woman. A white circular line is drawn around them. The background shows a large black truck.

Guiding principles

The world of physical operations is in the midst of a critical digital transformation, and Samsara is proud to be the platform connecting the physical and digital worlds. This report showcases how our technology serves as our customers' essential system of intelligence, translating billions of data points into actionable insights and tangible, positive impact. We are focused on catalyzing this impact across every facet of our customers' operations: increased safety for their drivers and assets, greater efficiency through optimized workflows and reduced downtime, and sustainable and resource-efficient operations.

In this dynamic environment, providing our community with clear and comprehensive insights into our commitments and impact remains paramount. This year, our Impact Report continues to be anchored by our unwavering guiding principles: transparency and accountability, data-driven solutions, 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 emissions for our fiscal year that ended February 3, 2025 (FY25), 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 improve our operations and enhance our community of vendors, suppliers, and business partners. For example, this year, we deepened our commitment to supply chain transparency by introducing an annual sustainability survey for our top joint development manufacturers, providing crucial insights for supplier improvement and informing our Scope 3 emissions accounting to advance our collective sustainability goals.



Empowerment of our people and communities

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



A photograph of two workers, a man and a woman, wearing safety vests and caps, looking at a smartphone together. The man is on the left, wearing a grey cap, sunglasses, and a yellow safety vest over a light-colored shirt. The woman is on the right, wearing a grey cap, sunglasses, and an orange safety vest over a blue shirt. They are both looking down at a smartphone held by the man. A white circular line is drawn around them. The background is a bright, sunny outdoor setting.

Transforming customer operations to drive impact

Physical operations leaders are navigating growing complexities across their day-to-day responsibilities and on their frontlines. Frontline teams work in demanding—and often dangerous conditions—to ensure deliveries arrive on time, our communities are safe and connected, energy production scales, and critical infrastructure is built and maintained. This essential work is important to all of our daily lives and, together with our customers, we work everyday to improve safety, efficiency, and sustainability across their operations.

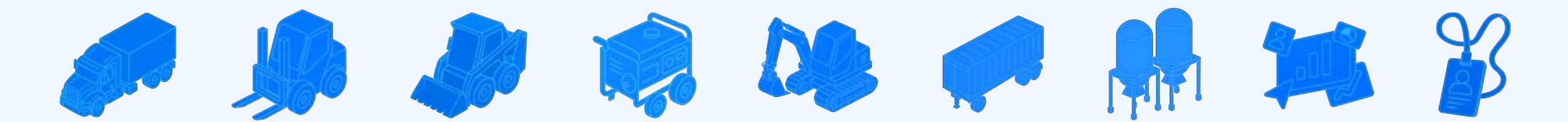
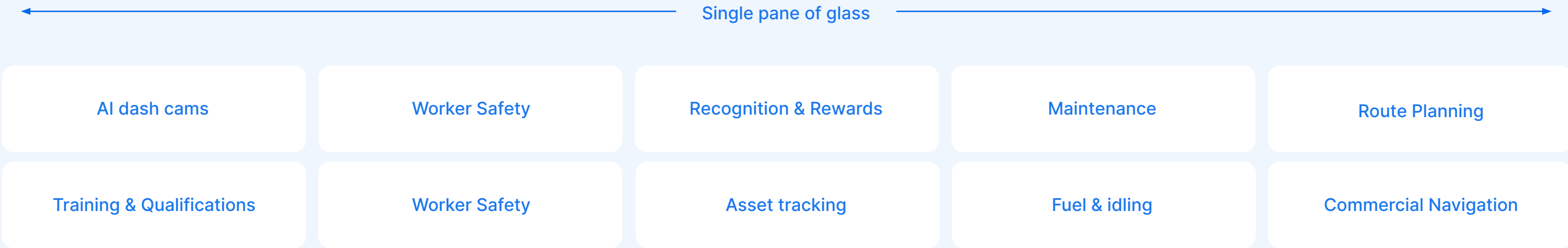
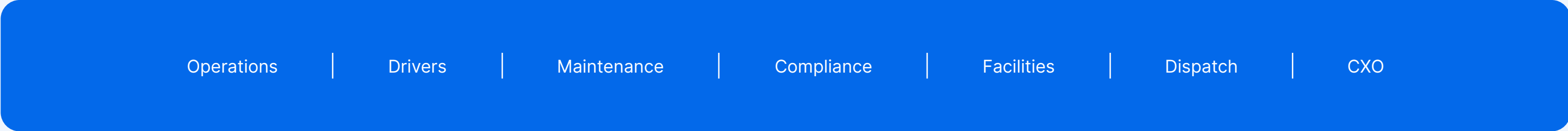
Samsara's AI-powered platform helps customers address their most pressing challenges. Our solutions promote safer operations for workers and communities, decrease emissions by reducing fossil fuel use, and encourage more sustainable practices. Samsara's customer feedback loop has driven numerous product advancements for fuel efficiency and worker safety this past year, enabling organizations to make new progress toward their objectives. Our platform continues to enable decisions that lead to more sustainable operations, enhanced safety, and significant operational efficiencies across the world.

“Physical operations organizations are at the forefront of adopting AI because it saves lives. It also drives a more efficient use of labor, fuel and energy savings, and higher utilization of capital assets. We are giving physical operations leaders a real partner on both safety and efficiency.”

KIREN SEKAR
Chief Product Officer, Samsara



The leading platform for safety and efficiency



With Samsara's help, our customers saw huge impact in FY25

~20T+ DATA POINTS
50%+ Y/Y Growth

90B+ MILES TRAVELED

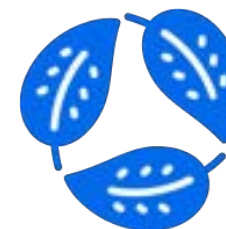
300M+ API CALLS



250K+
accidents
prevented



300M+
workflows
digitized



3B+
pounds of
CO2 saved

Creating safer operations

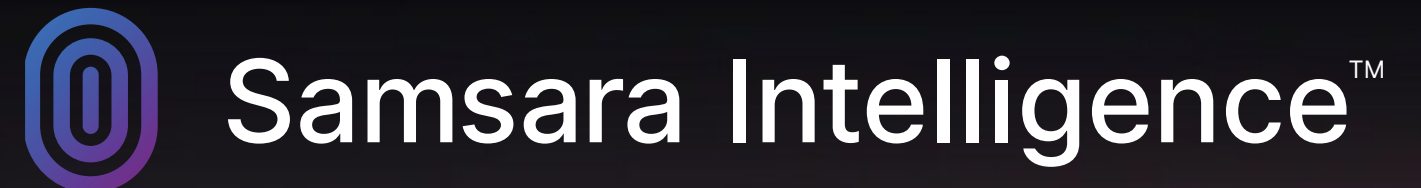
At the heart of every operation are its people, and our customers' priority is to ensure their team's safety, both on the move and at their facilities. We provide the ability to build a strong safety culture, empowering organizations to make on-the-spot adjustments to protect their frontline teams, reduce incidents, and pioneer modern safety initiatives. Using powerful AI, our platform gives real-time visibility into hazardous situations by detecting and signaling unsafe driving behavior or equipment concerns. This allows for swift resolution, enabling our customers to proactively oversee their operations and drive improvements with data-driven confidence.



Samsara's AI capabilities have been transformative for Sterling Crane Canada, significantly enhancing safety for both our staff and the communities we serve. Advanced features like drowsiness detection, inattentive driving alerts, and mobile usage monitoring have proven invaluable, enabling us to proactively detect and mitigate risks before they escalate into incidents. This technology empowers us to foster a culture of safety, ensuring greater protection and peace of mind for everyone on the road.

Marco Goodridge

Regional Maintenance Manager, Sterling Crane Canada



Samsara Intelligence™, brings AI-driven features like the AI Assistant to frontline workers—enabling instant answers and workflow automation. Intelligent Experiences across the platform power tasks like safety coaching, routing, and asset management, making operations safer and more efficient.

Improving road and worksite safety through virtual intelligence

Samsara technology directly promotes safety through a combination of real-time AI risk detection, in-cab alerts, proactive coaching, and driver recognition. These technologies, combined with AI-enabled coaching and reward programs for safe driving, help build a culture of safety and accountability throughout operations

By using AI Dash Cams, New Orleans EMS reduced speeding by 37% and mobile phone usage by 46% over 12 months. AI-powered insights into risky behaviors — like distracted and drowsy driving, following too closely, and rolling stops — are helping their teams respond more safely and efficiently, improving emergency response for the community.

City of New Orleans



AI Multicam

Drivers can enhance their visibility with AI Multicam, which allows the addition of up to four HD cameras for a complete 360-degree view, reducing blind spots. Accessible via an in-cab monitor, the AI Multicam also provides real-time alerts for hazards like pedestrians and cyclists. Administrators can easily retrieve historical video and audio footage from Samsara or third-party cameras to aid in quick incident resolution.



AI Risk Detection

Samsara uses AI to improve risk detection by analyzing data from dash cams and our AI Multicam, vehicle sensors, and telematics to identify risky behaviors like distracted driving, tailgating, and drowsiness along with potential hazards like pedestrians and cyclists in real time. The system can trigger instant in-cab alerts so drivers can self-correct before an incident occurs, while also tagging events for safety managers to review and tailor coaching.



Connected Training

Through Connected Training, we empower our customers to improve safety, streamline training, and upskill teams across their organizations with personalized, data-driven learning through the Samsara Driver App.



Driver Recognition

We enable our customers to cultivate lasting safe habits by recognizing safe and compliant driving behaviors, like defensive driving or streaks of safe speeding or focused driving. Managers can celebrate positive performance using dedicated recognition workflows, performance leaderboards, gamified scores, and video footage that highlights excellent driving.



Driver Coaching

We help organizations scale safety programs with AI that analyzes video and driver data to flag and prioritize high-risk behaviors. Our Intelligent Safety Inbox surfaces the most critical events, enabling faster, more focused coaching. Real-time alerts and personalized training in the Driver App empower drivers to self-correct and build better, safer habits. Customizable workflows streamline manager reviews and track progress over time. This automation improves safety outcomes while reducing the burden on teams.

Employee peace of mind

A driver's safety starts in the cab and extends to the health and integrity of their entire environment. Samsara technology provides critical visibility into a wide range of safety risks, offering an SOS feature which provides an immediate and discreet way for drivers to signal for help during an emergency, while also focusing on preventing catastrophic equipment failures before they happen. Fleets equipped with our Vehicle Gateways also have access to our Panic Button, allowing drivers to alert fleet managers and capture video in the event of an emergency or high risk scenario.



Keeping frontline workers secure

The Samsara Wearable connected devices enable quick response and protection in any environment. Organizations now have access to a holistic safety offering that allows workers to request help, be notified of weather events, and be located in case of an emergency.



Mexicana Logistics significantly enhanced employee safety by achieving an 80% reduction in emergency detection times through Samsara's Panic Button and integrations, providing drivers with a direct lifeline that instantly alerts managers with GPS coordinates and video footage in critical situations and allowing the timely activation of their safety protocols.



Reducing environmental footprints

Reducing environmental footprints creates significant business impact for Samsara customers. These solutions also drive product innovation and differentiation, leading to a competitive edge in the market. For customers, reducing environmental footprints translates to operational efficiencies, cost savings through decreased fuel consumption and waste, and improved regulatory compliance, minimizing potential penalties.

Samsara's innovative solutions are driving significant advancements across many key areas, including optimizing navigation and reducing fuel consumption, seamlessly supporting the transition to and management of electric vehicle fleets, and minimizing operational waste across various facets of business. These efforts have a tangible impact on the bottom line of our customers through substantial cost savings in fuel and labor costs, a measurable reduction in environmental footprint, and a streamlined, more resilient operation ready for the future of transportation and logistics.



At VLS, our team takes pride in our continuous pursuit of innovation and sustainability. Our approach to sustainability goes beyond compliance—by leveraging Samsara's cutting-edge technology and data with real-world applications, we're able to translate our ambitions into measurable impacts and push the boundaries of what's possible.

Jonathan Sanders

VP of Fleet and Transportation Strategy, VLS Environmental Solutions

Route Planning and Commercial Navigation

Samsara now integrates directly with fleet sales systems, offering advanced routing functions that find the best route based on various factors like customer locations, delivery windows, driver availability, vehicle types, and real-world constraints. By cutting fuel consumption, minimizing vehicle wear, and maximizing fleet utilization, customers will see more on-time deliveries with reduced fuel use.



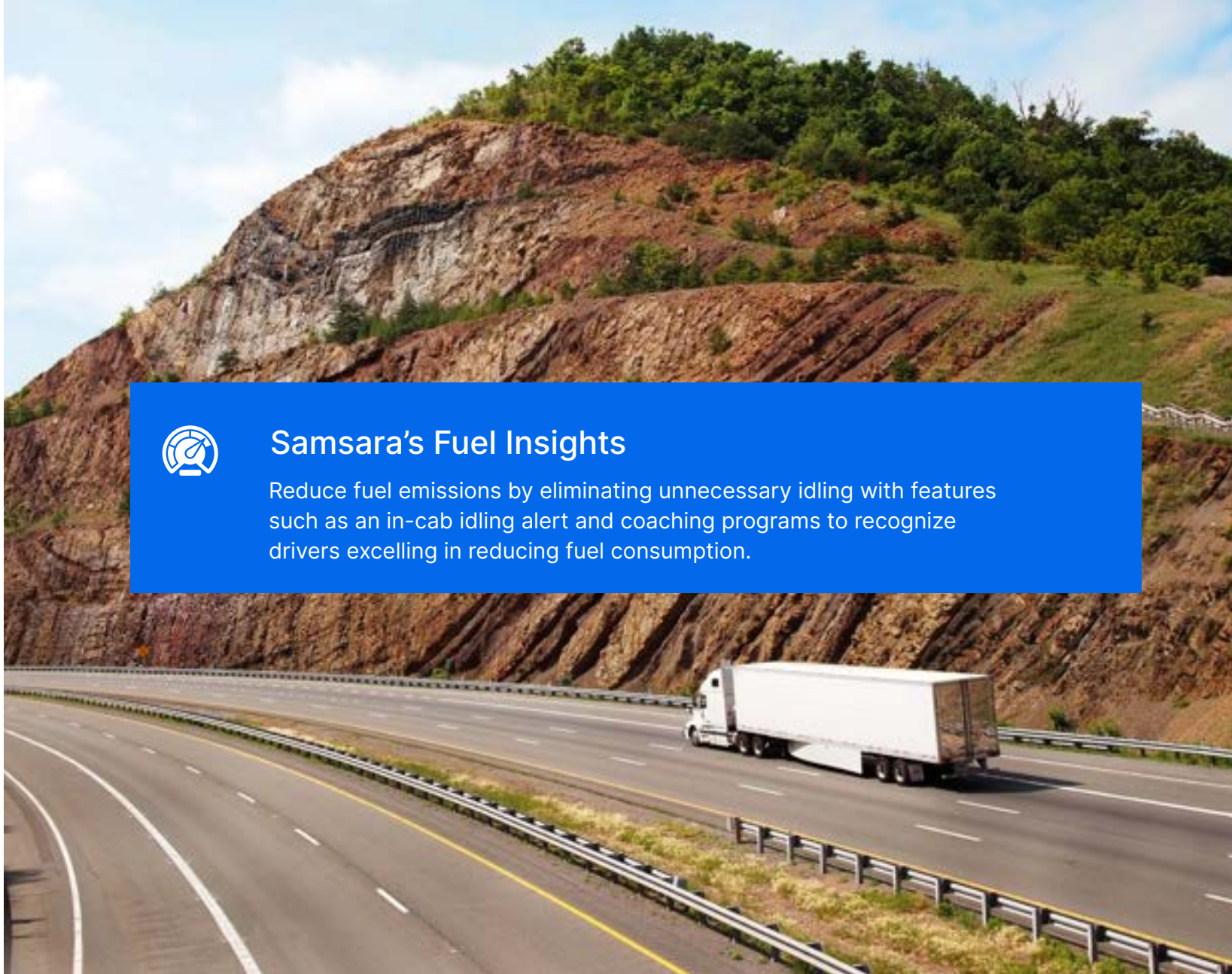
Samsara's Fuel Insights

Reduce fuel emissions by eliminating unnecessary idling with features such as an in-cab idling alert and coaching programs to recognize drivers excelling in reducing fuel consumption.

Reducing fuel consumption

Reducing fuel waste has a direct and significant impact on an organization's bottom line as fuel often represents one of the largest and most volatile operational expenses. Beyond the financial savings, curbing fuel consumption is critical for meeting sustainability targets and minimizing environmental impact by lowering a fleet's carbon footprint. Ultimately, strategic fuel management is a cornerstone of building a more efficient, resilient, and environmentally responsible operation.

Samsara significantly reduces operational waste by targeting fuel consumption. By optimizing routes to cut unnecessary miles and providing real-time, **AI-driven coaching** to curb inefficient driving habits like idling and harsh acceleration, the platform directly lowers fuel costs and carbon emissions.





Samsara plays a critical part in Fraikin's mission to lead the future of sustainable fleet management. With over 80 years of experience, we are now deploying cutting-edge technology across 60,000+ vehicles, empowering our customers with real-time data to optimize fleet operations and reduce their environmental impact. This collaboration is a key step in our expansion, ensuring we deliver premium, customer-focused solutions while supporting the transition to zero-emission fleets. At Fraikin, we're building the future of fleet management together with our customers

Yves Pétin
Fraikin Group CEO

ESTES



We've always targeted idle time because that costs a lot of money and wastes a lot of fuel. With Samsara, we can identify where it has happened, how long it has happened, and then address it individually with the drivers. By tracking idle events and coaching drivers accordingly, we have saved over \$3 million in fuel costs.

Mackie Peebles
Manager, HUB Operations, Estes

Transitioning to electric vehicles

As organizations work to reduce their carbon footprint and build more efficient, resilient operations, EVs have become a path forward. To navigate this complex transition, Samsara has developed a robust suite of features designed to support alternative fuels to enable electric fleet readiness. Our EV Suitability Report helps fleet managers make informed, data-driven decisions about which vehicles to electrify first. By analyzing real-world data—like fuel economy, mileage, and usage patterns—the report identifies high-ROI candidates for electrification and estimates potential fuel and emissions savings. This allows organizations to prioritize investments and plan transitions with greater confidence and impact.



Samsara's Charge Insights

Samsara Charge Insights is a dashboard feature designed to give fleet operators real-time visibility and analytics into electric vehicle (EV) charging activities. Charge Insights allows you to monitor the real-time charge status for every EV in your fleet and can help reduce “charge anxiety” by ensuring vehicles are ready for upcoming routes or shifts.

Samsara Pre-Delivery Installation Program

Samsara's Pre-Delivery Installation (PDI) Program is transforming how fleets adopt connected technology by installing Samsara devices in new vehicles before delivery. In partnership with leading OEMs and certified installers, this program allows customers to put vehicles into service the moment they arrive—eliminating installation delays and reducing costs. By accelerating time to value, the PDI program helps large fleets scale faster, improve safety and efficiency, and reduce environmental impact across their operations.

RUBANBLEU
un autre regard sur la route



Samsara is effectively accelerating RubanBleu's energy transition; with Samsara's tools, the group has already transitioned 92% of its 480-vehicle fleet towards its 2026 goal of 100% clean vehicles. The combination of the various initiatives and Samsara technology has enabled RubanBleu to reduce its fuel consumption by an average of 14%. This translates into annual savings of €49,000 and a 7% reduction in CO2 emissions per kilometer.

RubanBleu

Reducing waste

Manual processes can create significant operational drag. Workflows dependent on paper—from vehicle inspections and proof of delivery to compliance logs—are inherently slow, prone to errors, and obscure valuable insights. This inefficiency leads directly to wasted resources including everything from physical paper forms, to countless administrative hours, to entire shipments of perishable goods lost due to poor transit visibility.

To combat this, leading organizations in 2025 are embracing intelligent automation. Samsara helps customers replace these cumbersome paper trails with smart, mobile-first workflows that guide employees to capture the right information instantly. This flow of real-time data empowers back-office teams to address issues immediately, transforming sources of waste into opportunities for greater efficiency and sustainability.



Samsara’s Digital Workflows



Driver Vehicle Inspection Reports

Drivers can simplify vehicle inspections by converting voice notes to texts and managers can view the duration of drivers’ inspections and quality of their report photos. Real-time alerts provide insights into missing reports, monitors data, and reports violations.



Fault Code Intelligence and Automated Work Orders

Samsara’s optimization extends to the back office, where fleet administrators can view the DVIRs in a unified dashboard. Fault code intelligence automatically deciphers the codes and uses AI to create maintenance work orders.



Texas Department
of Public Safety



Our previous, manual process for collecting vehicle usage, fuel, and maintenance data consumed about 45 minutes per monthly submission, representing an estimated \$2 million in lost efficiency annually. By automating these workflows with Samsara, we’ve unlocked 2,000 additional patrol hours each month to better detect and deter crime.

Eddie Wilson
Director of Vehicle and Technical Services, Texas Department of Public Safety

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 implementing Smart Trailers, we instantly brought in real-time visibility to our trailer fleet helping our Transportation, Fleet and Warehouse Teams make better in the moment operational decisions just by knowing where trailers were in that snapshot of time. We've also been able to build data driven reporting showing utilization trends by asset which will be critical to fully optimize our current trailers. Long term, we will be using this data to better plan for future trailer needs where we may not need to replace aged out trailers or additional trailers like we previously have with these new data points.

Todd VanDam
Continuous Improvement Manager, Gordon Food Service



Open data platform

Visibility across systems helps inform and reach goals

Navigating the complexities of today’s environment requires a reliable compass, and for modern operations, that compass is real-time data. Access to accurate, up-to-the-minute information empowers organizations to act with speed and precision, whether they are adapting to new market dynamics or seizing opportunities for growth. Unfortunately, many organizations find themselves trying to chart their course with a fragmented map, where critical data is isolated across different third-party platforms. This lack of a cohesive view makes it nearly impossible to advance crucial objectives like creating safer and more sustainable operations. To successfully overcome today’s challenges, integrating all operational data into a single, unified ecosystem is no longer an option, but a necessity.

Driving further impact with partner ecosystem

With 350+ turnkey integration partners, Samsara’s open ecosystem provides customers flexibility and choice.



ALTO



Samsara’s open platform directly fuels our sustainability. We use their API for route optimization and rely on their EV insights to manage our expanding electric fleet, cutting emissions effectively.

Dana Donato
VP of Operations, Alto Experience



Our collaboration with Samsara unlocks a new level of sustainable fleet management. The platform’s rich data allows us to help our clients move from reactive to predictive maintenance, extending asset lifecycles and reducing waste. It provides the clarity needed to make smart decisions that cut fuel consumption and supports them every step of the way as they plan and execute their transition to electric fleets.

Sheri McGrath
Vice President, Sustainability, Element



Samsara Ventures: Investing in the ecosystem

Through Samsara Ventures, we partner with companies that are building the next generation of products for critical infrastructure and operations.

Our portfolio includes visionary startups that are shaping the future of physical operations. Each one plays a unique role in advancing environmental, safety, and productivity outcomes across key industries.

Each of our portfolio companies is led by founders who share Samsara's mission and long-term vision. We're proud to support entrepreneurs who are driving innovation in Connected Operations and building a safer, more sustainable future together.

To get in touch with our team and receive updates on the latest developments from Samsara Ventures, please reach out to ventures@samsara.com.



Bedrock

Founded in 2024 and based in San Francisco, Bedrock Robotics develops autonomous heavy equipment for excavation and site preparation. Their system enables machines to dig, load, and grade with minimal human oversight, helping contractors build faster while improving job site safety.



Plix

Founded in 2023 and based in San Francisco, Plix builds body-worn cameras designed to enhance safety and transparency for front-line workers. With real-time alerts and searchable field footage, Plix improves visibility on the ground and helps teams drive both accountability and operational efficiency.



HappyRobot

Founded in 2023 and based in San Francisco, HappyRobot builds voice-based agentic AI solutions. By replacing manual, repetitive calls, HappyRobot helps operators save time and reduce costs. Smarter dispatch also means fewer empty miles—lowering emissions and improving sustainability.



Operating sustainably

We continue to make significant strides on our sustainability journey, building on the Science Based Targets initiative (SBTi) validation of our corporate net-zero commitment achieved earlier this year, using our fiscal year ended January 28, 2023 (FY23) as our baseline year, from which our reductions are tracked over time. This validation underpins our ambitious target to achieve net-zero across our Scope 1, 2, and 3 emissions by 2040, a full decade ahead of the Paris Agreement's 2050 goal.

To make progress toward this target, we are concurrently directing efforts to critical areas for both emissions reduction and avoidance across the value chain. These include the implementation of low-carbon transportation options, enhanced supplier engagement to accelerate the adoption of renewable energy and efficient manufacturing processes, fostering product innovation that utilizes recycled materials, and the integration of robust circular economy practices. Our data-driven approach prioritizes refinement of our carbon footprint calculations through more granular product life cycle assessments. By integrating these practices, we're making continued progress on our near-term and long term environmental goals.

“At Samsara, we view sustainability as fundamental to how we operate, and our strategy involves making thoughtful, incremental decisions that contribute to long-term impact. We leverage our data insights to accurately track and reduce carbon emissions throughout our supply chain, ensuring we’re building for a more sustainable future.”

ADAM ELTOUKHY

Executive Vice President, Chief Legal Officer, Samsara

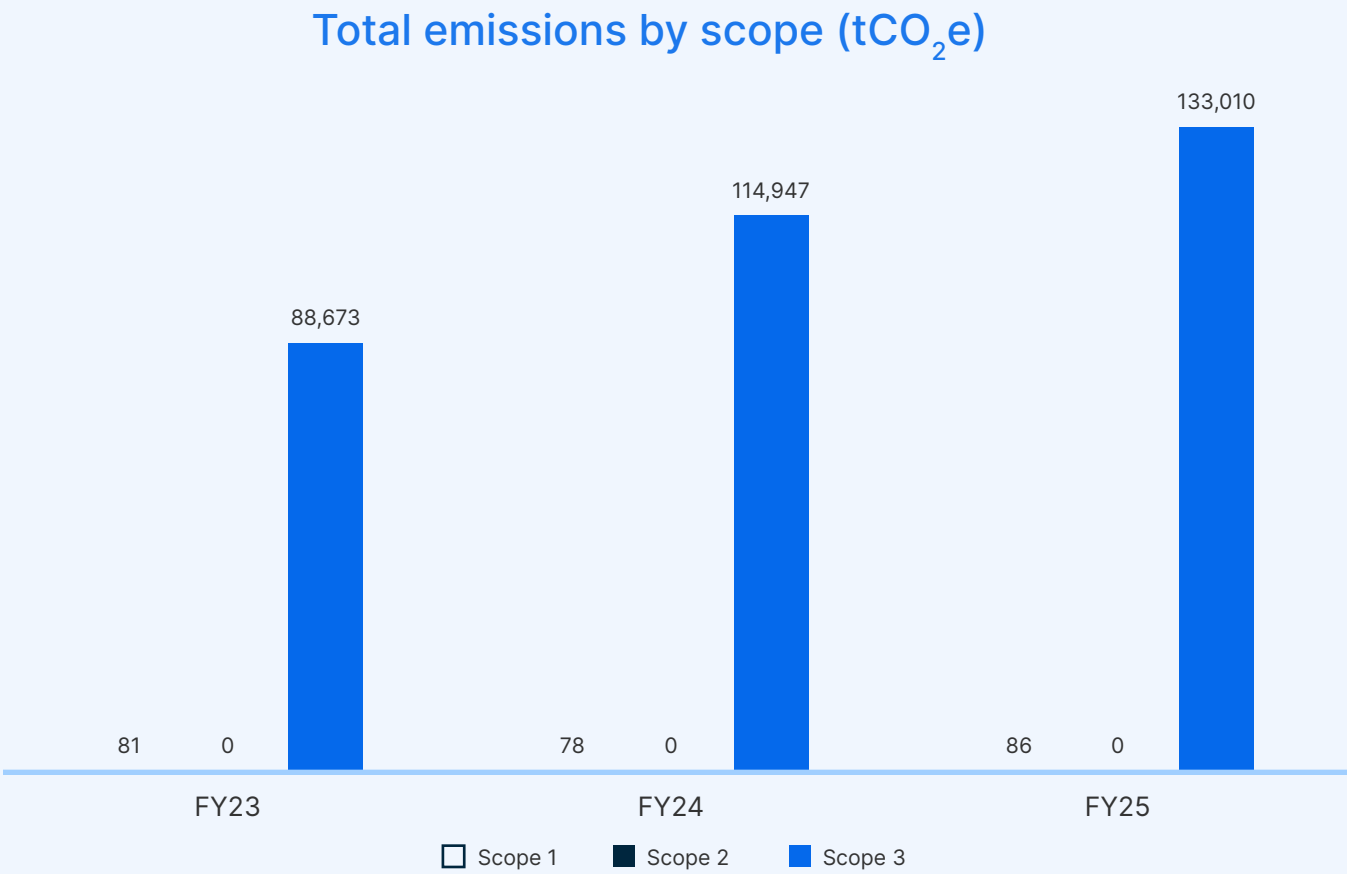
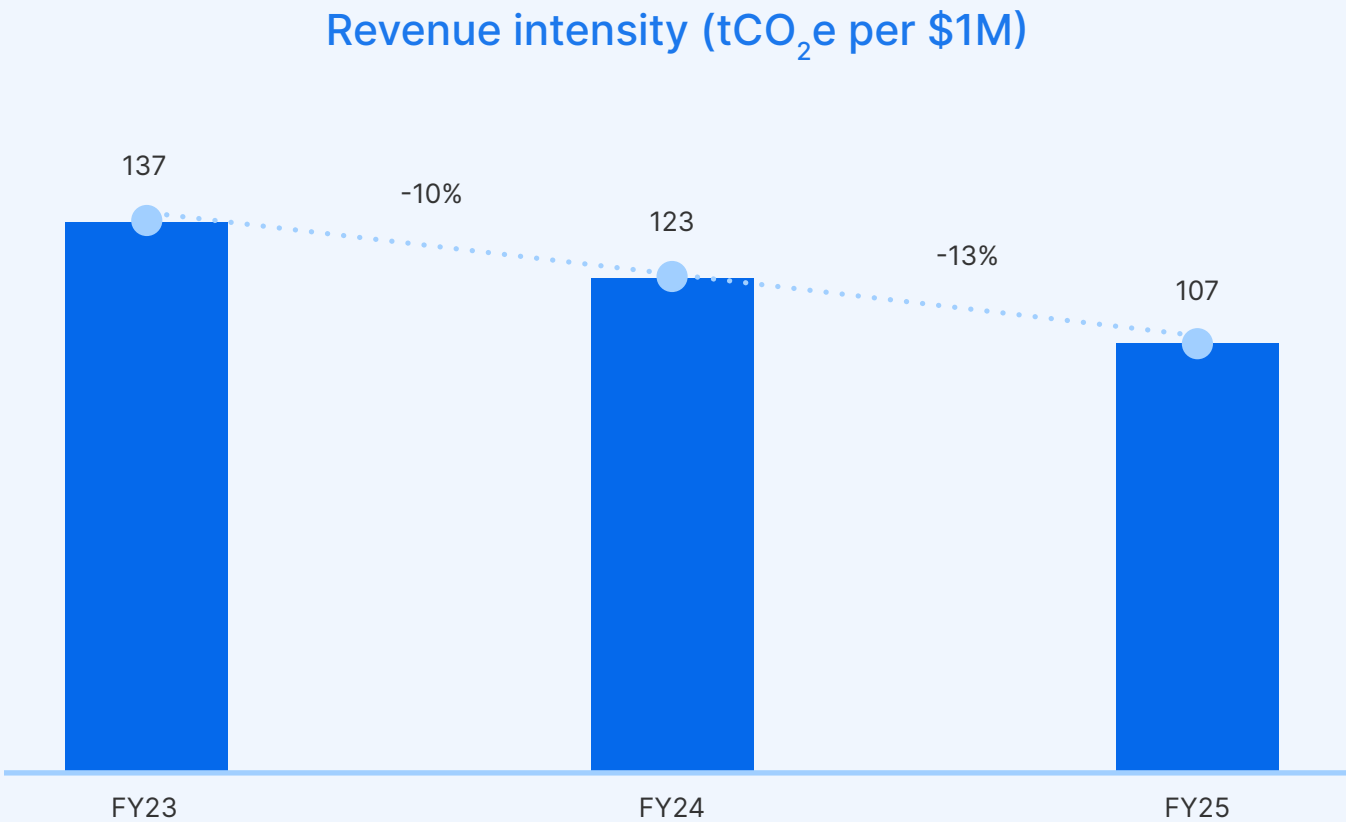


FY25 Carbon Emissions

We estimate that our footprint for FY25 totaled 133,096 metric tons of CO₂, representing a 17% increase from our estimated footprint in FY24, and a 50% increase from our FY23 baseline. This increase is due largely to an increase in the scale of our operations, as evidenced by our 33% year-over-year revenue growth and 21% increase in total headcount in FY25.

Despite this year-over-year growth, we achieved an estimated 13% decrease in carbon emissions per \$1 million of revenue in FY25, demonstrating that scaling our business does not come at the expense of our sustainability goals. This improvement highlights the effectiveness of our ongoing efforts to reduce our environmental impact across our operations and supply chain.

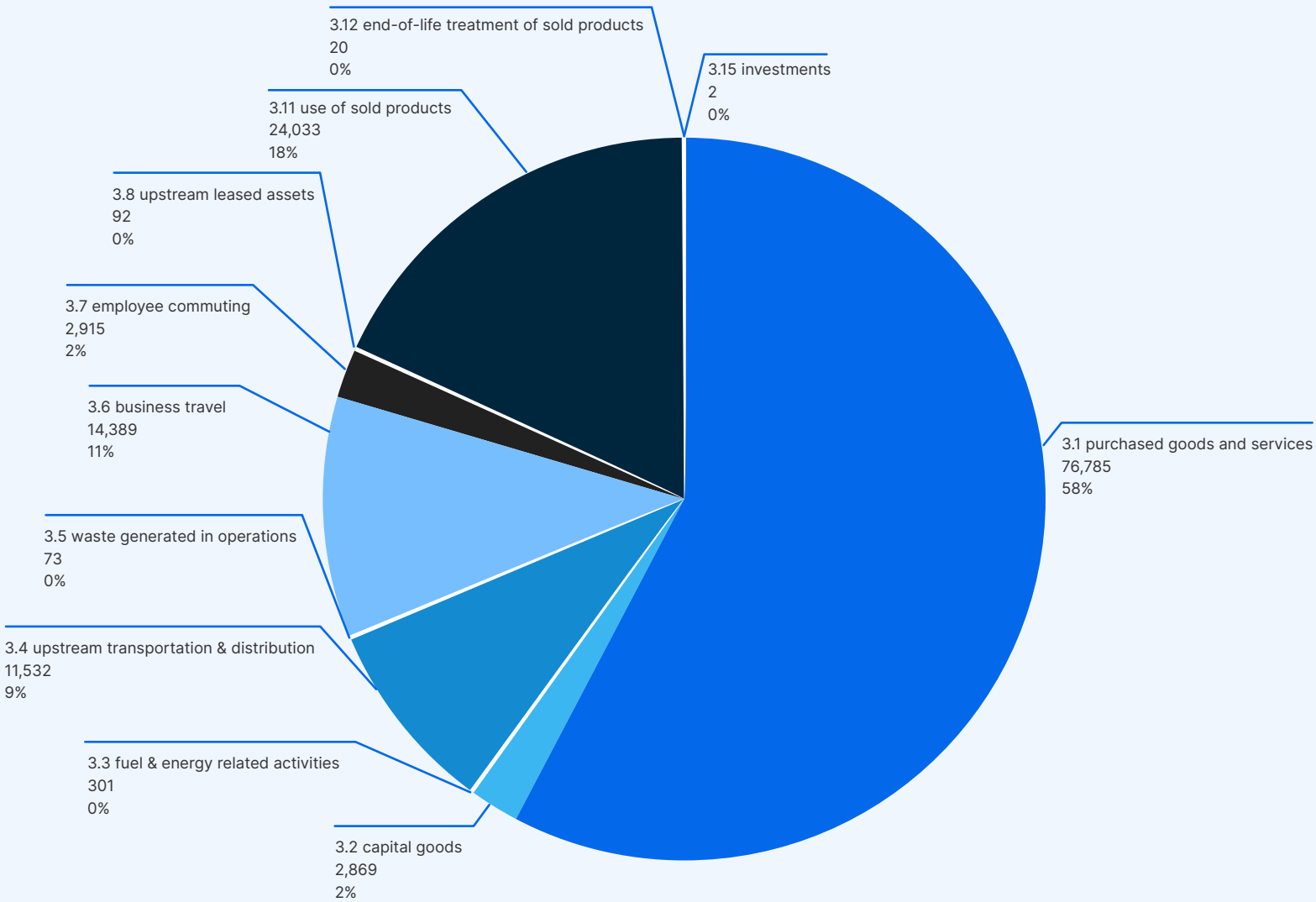
Our Scope 1 emissions show a relatively modest increase of 10% year-over-year in FY25, reaching 86 tCO₂e. We consider our Scope 2 emissions to be “net-zero” because of the credits achieved through our Virtual Power Purchase Agreement (VPPA) and additional purchases of Energy Attribute Certificates (EACs). Our estimated Scope 3 emissions, encompassing all indirect emissions in our value chain, have risen alongside broader company growth, climbing from 88,673 tCO₂e in FY23, to 114,947 tCO₂e in FY24, and 133,010 tCO₂e in FY25.



Since the publication our Impact Report last year, we recalculated the estimated carbon footprint for FY24 to reflect more accurate inputs for the energy consumption of our products. This recalculation is part of our ongoing commitment to continuously refine our calculation methodologies, which allows for greater precision in our carbon footprint estimates.

In preparation for the California Climate Corporate Data Accountability Act (CCDAA), we aim to deepen our public disclosures of Scope 3 data in adherence with CCDAA reporting timelines. See below for a detailed breakdown of our estimated Scope 3 emissions, the largest components of which are purchased goods and services, use of sold products, and business travel.

Estimated FY25 Scope 3 Emissions: market-based (tCO₂e)



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.

We continue to participate in Frontier, an advance market commitment 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 also are a member of the Sustainable Aviation Fuel Buyers Alliance (SABA). SABA’s mission is to accelerate the path to net-zero aviation by driving investment in high-integrity sustainable aviation fuel. This is a critical step towards addressing emissions from employee business travel. As part of joining SABA, we have purchased sustainable aviation fuel certificates (SAFc) equivalent to 1,600 metric tons of emission reductions. We expect to continue our support of high quality and innovative carbon removal projects like these in the future.

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 prior reports, 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.

Building a sustainable hardware supply chain

At Samsara, our success is intertwined with the network of partners who help us realize our vision to improve the safety, efficiency, and sustainability of our hardware products. This past year, we have set forth a series of initiatives to enhance the sustainability of our core product offerings. FY25's focus areas were product lifecycle assessments, supplier engagement for sustainability, and extended producer responsibility.



Building a sustainable hardware supply chain at Samsara isn't just a priority, it's integral to our long-term vision. We are systematically improving the efficiency, resiliency and sustainability of every product we produce to reduce environmental impact while delivering the innovative solutions our customers depend on to transform their operations.

Jeff Faulkner
Senior Vice President, Operations, Samsara



Supplier sustainability excellence

To celebrate our suppliers’ vital contributions and collaborations, we launched the Samsara Supplier of the Year Program in FY25, recognizing partners who excel in the areas of Partnership and Sustainability.

We honored Wistron NeWeb Corporation (WNC) with our Partnership Award for their exceptional collaboration, manufacturing excellence and flexibility towards Samsara’s business needs, to strengthen our supply chain resilience. Our Sustainability Award was presented to Sercomm, whose leadership in sustainable manufacturing is evident in their facility’s 100% renewable geothermal energy use for our VG55 product, significant strides in qualifying recycled materials, and ambitious goals for landfill waste reduction.

Our commitment to supply chain transparency deepened this past year with the introduction of an annual supplier sustainability survey for our top joint development manufacturers. This comprehensive survey assesses performance across crucial areas, including sustainability governance, environmental impact, health & safety, ethical labor practices, crisis and disaster management, providing invaluable insights into the best practices within our supply chain. The information gathered from this survey is instrumental not only in identifying opportunities for our suppliers to improve, but also in better informing our own Scope 3 emissions accounting, underscoring how these partnerships are integral to Samsara’s broader sustainability goals and our collective impact.

Samsara collects certification from its foreign suppliers to evidence adherence to United States trade policies, including avoiding banned suppliers or conflict sources. These practices are also reviewed annually by Samsara employees onsite at our key supplier locations.

Life cycle assessments

FY25 marked a significant milestone with the completion of life cycle assessments for our core products, alongside a comprehensive product footprinting of our entire product portfolio. This exercise was crucial in identifying our product emissions hotspots, which now better informs our teams’ strategic direction on improved product carbon efficiency.

Expanding use of recycled materials

In FY24, our hardware and engineering teams prioritized the integration of recyclability and circularity into our product designs, specifically targeting the reduction of virgin plastics in our core offerings. As of FY25, our Vehicle Gateways now incorporate 50% post-consumer recycled (PCR) content. We are expanding this initiative by designing, testing, and qualifying 50% PCR content for two forthcoming new product introduction projects.

Extended producer responsibility

Samsara continues to recycle its end-of-life devices responsibly, ensuring compliance with industry standards. In the European Union (EU), we comply with the Waste Electrical and Electronic Equipment (WEEE) Directive and proactively ramped up our resources and capabilities to report on the EU’s emerging Packaging and Packaging Waste Regulation (PPWR), which will be enforced in the upcoming year(s). As this legislation commences with disclosures on product packaging, our teams are already leveraging packaging insights to explore solutions that increase packaging recyclability and minimize the environmental impact of packaging throughout its lifecycle.





Employee & 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 driving inclusion and belonging to ensure all Samsarians have opportunities to contribute and thrive.

“Innovation is at the heart of how we serve our customers and how we’ll continue our incredible growth. The best ideas can come from anywhere—inviting new perspectives and welcoming differences is fundamental to how we innovate, build, and win. This is why ‘be inclusive’ is one of our core values. It’s also why we transparently report on multiple dimensions of inclusion, including our company demographics and inclusion efforts. As we grow and scale, we will continue to invest in our teams and our people, focusing on innovation and impact for our customers and communities.”

STEVE PICKLE
Chief People Officer, Samsara



Samsara values

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



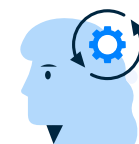
Focus on customer success

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 2025 to date.

Fast Company Most Innovative Companies (2025)

U.S. News Best Companies to Work - West (2025)

Newsweek America's Greatest Workplaces for Gen Z (2025)

Fortune's Change the World list (2024)

Built In Best Places to Work (2024, 2025)

Glassdoor's Best Places to Work (2024)

Glassdoor's Best-Led Companies (2024)

Frost & Sullivan's Company of the Year (2024)

Great Place to Work certified - U.S. (2024, 2025)

Great Place to Work certified - U.K. (2024, 2025)

Great Place to Work certified - Poland (2024, 2025)

Great Place to Work certified - Mexico (2024, 2025)

Great Place to Work certified - India (2025)

Great Place to Work certified - France (2025)

Great Place to Work certified - Germany (2025)

Great Place to Work certified - Netherlands (2025)

Best Workplaces 2025 list - U.K. (2025)

Winning as a team: Employee listening initiatives

We conduct various employee listening initiatives each year including engagement surveys, employee lifecycle surveys, focus groups, and Q&A forums. These allow us to consistently gather and act on feedback from our employees that allows us to continue making Samsara a great place to work.



Inclusion and impact



Samsara remains committed to creating a culture of inclusion and belonging where everyone feels valued, respected, and empowered to contribute their unique perspectives. Our continued growth rests on our ability to keep welcoming the best talent, innovating together, and delivering meaningful impact for our customers. 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.

Employee Resource Groups

Samsara's eight employee resource groups are a driving force for inclusion, engagement, and retention. In FY25, ERG membership grew by 38%, with over 2,000 Samsarians participating in 75+ events across three countries—demonstrating the global reach and impact of our communities. Each year, we also host an annual ERG Leads Summit to celebrate our leads' contributions, drive opportunities for learning and connections, and align on bold goals for the year ahead.

Our commitment to ERGs remains strong as we continue to invest in spaces that drive growth, learning, and lasting community.



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 work

At Samsara, we're committed to flexible work, empowering every employee to choose the environment that best supports their productivity and life. While we value the spark of in-person collaboration, we recognize the evolving nature of work and believe our teams thrive when given the autonomy to work from the office, home, or a blend of both.

Flocks

Samsara is dedicated to ensuring all our employees 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 1,900 participants across 60+ cities around the globe. In addition, we've developed inclusive engagement programs and events to foster virtual connectivity for all.



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. Together, we're driving positive change—one partnership, one community, one mission at a time.



Volunteering Activities & Corporate Partnerships



Community Impact

Over 400 employee participants, resulting in over 1,500 volunteer hours.



Monetary Impact

\$223,400 in total donations from Samsarians, matched by Samsara for Good.



Technology Impact

The Samsara For Good (S4G) team is proud to have donated devices this year to organizations making a real difference in their communities. Each partnership extends our vision—driving safety, efficiency, sustainability, and operational visibility—to empower mission-driven impact.



Samsara For Good technology donations

Empowering Nonprofits with Safety, Efficiency, and Visibility, The Samsara For Good (S4G) team is proud to have donated devices this year to organizations making a real difference in their communities. Each partnership extends our vision—driving safety, efficiency, sustainability, and operational visibility—to empower mission-driven impact. Below are organizations we have donated our devices to and volunteered as a community:



AIDS/LifeCycle

This inspiring partnership brought together S4G and the Samsara Pride ERG to enhance event safety and real-time visibility across the 545-mile, 7-day AIDS/LifeCycle ride in California. Supporting the San Francisco AIDS Foundation and the Los Angeles LGBT Center, the event funds free HIV/AIDS medical care and raises vital awareness to end the stigma surrounding HIV/AIDS. Our technology helps honor those lost, uplift survivors, and grow communities fighting to end AIDS.



Be Strong Women's Ministry:

Specializing in faith-based support for women overcoming addiction, abuse, and other challenges, Be Strong Women's Ministry relies on safe and reliable transportation for their clients. Our technology has enabled true visibility and tracking for staff as they transport patients to job interviews, school, and medical appointments—empowering them to deliver holistic, life-changing care.



Habitat for Humanity

We're honored to support Habitat for Humanity's mission: building strong, vibrant communities by ensuring everyone has a safe, affordable home. Our donation helps bolster operational efficiency, allowing volunteers and staff to focus more time on creating lasting impact.



3D Girls, Inc.

Through collaboration with Women of Samsara, we supported 3D Girls' mission to uplift young women and families in metro Atlanta. Serving over 325 girls, 3D Girls provides essential youth services and support for housing and utilities. Samsara's technology powers their efforts to expand resources and support for families striving to make ends meet.

Corporate partnerships



Institute for Safer Trucking

Samsara is partnering with the Institute for Safer Trucking to raise awareness and drive industry-wide improvements in truck safety through technology, education, and media collaboration, externally promoting safety solutions and internally inspiring employee engagement and purpose.



Women In Motion

Samsara is partnering with ATA Women in Motion through a Bronze Corporate Sponsorship to support the advancement of women in the transportation industry, aligning with our commitment to diversity, equity, and inclusion by empowering women and promoting meaningful change across the sector.



Brake

Samsara is partnering with road safety charity Brake to support their mission of eliminating road deaths and serious injuries, aligning with Samsara's commitment to safety and sustainability through advocacy, policy collaboration, and donations that will fund 150 months of vital support for road crash victims.





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 prioritizes privacy safeguards and ethical principles in its decision-making processes to ensure that we operate in a way that is 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, innovating responsibly, and leveraging AI reflects our dedication to sustainability, social responsibility, and governance, which are integral to our overall mission.”

LAWRENCE SCHOEB

Senior Director, Legal & Data Protection Officer, Samsara



Privacy and Ethics Board

Samsara established its Privacy and Ethics Board (PEB) in 2020 to help ensure that we think critically about the privacy and security issues of today and tomorrow, and remain steadfast in 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 whom our products may directly and indirectly impact. The PEB is a means by which Samsara ensures that the principles of privacy by design and privacy by default are an integral part of our corporate culture. This past year, the PEB has been largely focused on AI, including preparing for upcoming AI laws and regulations by implementing AI literacy and enablement standards. This past year, the PEB has been largely focused on AI, including preparing for upcoming AI laws and regulations by implementing AI literacy and enablement standards.



AI governance

Smarter operations proactively deploy AI to drive safety, efficiency, and sustainability improvements. We apply that approach for our customers as well as for Samsara itself. As part of that AI deployment, as with all our operations, we are committed to upholding ethical and legal standards as well as respect for individual rights. We require all Samsarians to understand and follow our “Using AI at Samsara” guidelines and govern the use of AI through a focus on compliance, risk management, and the responsible deployment and use of AI throughout Samsara. We view AI tools as “smart assistants” that enhance productivity, assist with data analysis, and support creative processes, with a strong emphasis on human oversight and validation of AI-generated outputs.

We demonstrate our commitment to responsible AI in numerous ways. We are proud to be the first in our industry to achieve an ISO 42001 certification, the world’s first international standard for AI management systems, which provides a framework for responsible governance and managing AI risks and opportunities. This dedication to established international standards and rigorous internal policies ensures Samsara’s AI practices align with industry best practices and emerging global regulations, such as the EU AI Act. We also have continued to partner with the [Responsible AI Institute](#) (RAII) to assess how we have built our systems, building upon their prior assistance to assess our organizational maturity, having benchmarked 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 captured by our Connected Operations Platform, 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 audits 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 that 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 platform.

Verify through engagement

The rollout of a new product or feature should be the beginning, rather than the end, of the development process. Samsara continuously 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 have continued to obtain ISO certifications ISO27001, ISO27017, ISO27018, ISO27701, and ISO42001. 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 and direct incorporation into business processes. Legal and compliance training is offered to new employees as part of their onboarding experience. All personnel undergo regular training on anti-harassment, security awareness, and privacy, among other topics. We also conduct periodic surveys and tests to ensure these key trainings are effective, and we provide targeted enablement so that 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 and employees are encouraged to speak up to make Samsara even better. We want everyone in the Samsara community—from employees to customers to other business partners—to feel inspired to raise concerns or to share feedback. That's why we maintain a confidential, independent Reporting and Feedback Hotline, where employees and external partners can submit feedback, suggestions, and concerns—anonymously, 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, 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 robust representation of different perspectives and experiences and to establish clear accountability.

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 and governed by our Internal Audit team. The goal of the ERM program is to ensure sustainable business growth and to proactively report, evaluate, and resolve risks across the business. Along with management, our ERM team works with our business leaders to continuously assess the business's top risks, including strategic, financial, business, operational, legal, compliance, cybersecurity and reputational risks. The result of that work is presented regularly 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 and through the committees, our Board regularly reviews our strategic, operational and other risks and oversees the steps taken by management to address the company's exposure to such risks.

Audit Committee

Our Audit Committee oversees enterprise risk management in the areas of internal control over financial reporting, disclosure controls and procedures, legal and regulatory compliance, cybersecurity and other information technology 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 monitors risks related to the compensation of our executive officers and board members, employee benefit and equity incentive plans, and human capital management matters, including the attraction, retention and development of top-level talent.

Nominating and Corporate Governance Committee

Our Nominating and Corporate Governance Committee oversees risks related to governance matters, including the composition and effectiveness of our Board of Directors, our corporate social responsibility and sustainability practices, and other corporate governance matters.

Samsara’s annual Impact Report shows our commitment to our guiding principles on our path to build a safer, more sustainable future. Our data-driven approach not only empowers our customers to achieve their own objectives but also continuously refines our internal practices, driving tangible reductions and fostering a culture of accountability. We’re proud of the progress we’ve made but recognize that there is still much more work to do. Together with our customers, we’re helping to cut carbon emissions and create a safer frontline worker experience. We remain dedicated to this journey, understanding that true impact is built through consistent, transparent action and the collective effort of our people, customers, partners, and the communities we serve.

Driving meaningful change with our customers is at the heart of our mission. How can we support your goals?

LET’S TALK

LEARN MORE

