



2022

Environmental & **Social Impact** Report



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Wendy Gonzalez,
Chief Executive Officer

Sama has always been a different kind of company. We were founded with the mission to create positive social impact by facilitating connections to digital work and are always pushing ourselves to not only act responsibly, but to create real positive change. In this report we are proud to share our company's progress - our key results from 2022 and the steps we are taking to ensure that we create positive impact for our people and the planet.

Letter from the CEO

For 15 years Sama has used new technologies and business methods to harness the power of markets for social good. Today our business is focused on accelerating and advancing computer vision AI development by providing the most accurate, scalable, and ethical data pipeline. With this focus, responsibility and impact are more important than ever. Humans are essential to the development of effective and responsible AI and we are committed to creating human-centered impact wherever we can.

In the past year our social impact and ESG work accelerated. We have several accomplishments to celebrate across our three focus areas.

Our first area of focus is our people. At Sama we are committed to creating conditions that enable our team members and their communities to thrive. In 2022, we did this by creating more than 1,500 new entry-level jobs for individuals from underserved and

marginalized communities - more than ever before in a single year- while maintaining gender parity across the company. We also made great strides in building better defined career pathways for entry-level team members to advance within or beyond the company through certification programs. In addition to creating opportunities for career growth we also had some fun. After a hiatus due to COVID19, we brought back some of our favorite team building events including the Sama Cup, a day long cross-office sports competition for our East Africa offices and their families.

Our second area of focus is the planet. While we've always strived to promote sustainability and make better decisions for the planet, in 2022 we also ramped up our efforts, establishing a complete carbon footprint baseline and setting ambitious science-aligned carbon reduction targets. The targets, which we aim to achieve by 2030, set us on the path to reach NetZero by 2050.

Our final area of focus is governance. We believe that strong governance practices provide the backbone for creating positive outcomes for our stakeholders and have always considered our social impact mission essential in our decision making. In 2022, we went a step further and adopted a new legal structure to build impact directly into our company bylaws. Now, as a Public Benefit Corporation, we have legally committed ourselves to providing gainful work opportunities for women and youth in developing countries.

While there is much to celebrate, we know the work is never done. We continue to challenge ourselves to exceed high ESG and social impact standards, report transparently on our progress, and put people and our mission at the center of our business decisions. Through this work we hope to continue to create positive change for our stakeholders and encourage others working on the AI data pipeline to do the same.



**Warner Philips, on behalf of the
Impact Subcommittee
Managing Partner, Rubio Impact Ventures**

The past year has required companies to be resilient and innovative: coming out of the COVID crisis, the Ukraine war, renewed inflation and interest hikes we haven't seen in over a decade have significant impact on the economy. In addition, and now more than ever, to be successful, companies are expected to not only exhibit resilience and innovation through their business decisions and operations, but also through environmental,

Letter from the Impact Subcommittee

social, and governance (ESG) efforts and increasingly, their core impact. Dedicating time and resources to identifying and advancing ESG through business practices, policies, and company oversight has the potential to propel companies forward, helping them prepare for the future and contributing to the creation of a more just and sustainable world.

For the past 15 years Impact and ESG have been core to Sama's business model. Social responsibility was embedded from day one through the company's founding mission to connect individuals from marginalized communities to training and dignified work in the digital economy. Over time, Sama developed governance practices that ensure its decisions preserve its social mission, balancing the needs and potential impact on all key stakeholders. While sound environmental practices have always been important to the company, in the past years we formalized these efforts, beginning to measure our carbon footprint and building out environmentally preferred purchasing strategies.

Already a world-class leader in social impact measurement and reporting, Sama took considerable next steps in 2022 to accelerate its ESG work, especially related to its governance and environmental practices. The company enhanced its ESG governance, including establishing an Impact Subcommittee to provide guidance on and oversight of the company's ESG priorities. The company also converted to a Public Benefit Corporation, ensuring that a commitment to stakeholders beyond its shareholders is built into its bylaws. For the first time the company measured its full carbon footprint, accounting not only for its direct from fossil fuels and indirect emissions from electricity, but also for its upstream and downstream emissions. With this complete baseline measurement the company was able to establish science-aligned emission reduction targets and for investors, we comply with Article 9 of the Sustainable Finance Disclosure Regulation, the highest level of disclosure in Europe.

Taking action on environmental, social, and governance priorities is essential for companies to do; reporting regularly on progress is equally as important. This report is the first of its kind for Sama since it transitioned to a private corporation in 2018 and a completely natural step following the core impact we make on lives, by offering work to many and income to many more. I look forward to reviewing Sama's ESG progress and sharing it with a broad audience annually moving forward.



About this report

This is the first comprehensive report of our impact priorities, progress, and performance since Sama transitioned from a nonprofit to a private enterprise in 2018. Our early impact reports we focused on metrics related to our core impact mission: connecting individuals from marginalized communities to training and gainful employment in the digital economy. In this report we share details about our expanded commitment to creating positive impact, including our environmental performance and corporate governance practices, for the first time. This report provides substantial details about our social performance as well.

Throughout the report we provide a high-level overview of our work related to ethical AI awareness and advocacy. For more details about those efforts, please review these additional resources:

[Results from our randomized controlled trial](#)

[Our contributions to guidance on responsible sourcing of data enrichment services](#)

[Our position on regulation of the entire AI supply chain](#)

[Our reflections on prioritizing gender equality](#)

Reporting Period

Most figures included in this report cover metrics for the 2022 calendar year. Narrative disclosures on progress, programs, and aspirations may reference material events and efforts that occurred before or after the standard reporting period. All references to dollars are to US dollars unless otherwise noted. Information in this report represents the best information available as of the publication date.

2022 Highlights



Our People

Impacted

65,000+

through training, employment and a ripple effect since 2008

- Created **1,622 new jobs**
- Completed **16,059 courses** through Sama U & Awarded **\$16,000** in Sama Scholarship
- Volunteered **78 hours** as jurors and judges to the Leila Janah Foundation's Give Work Challenge

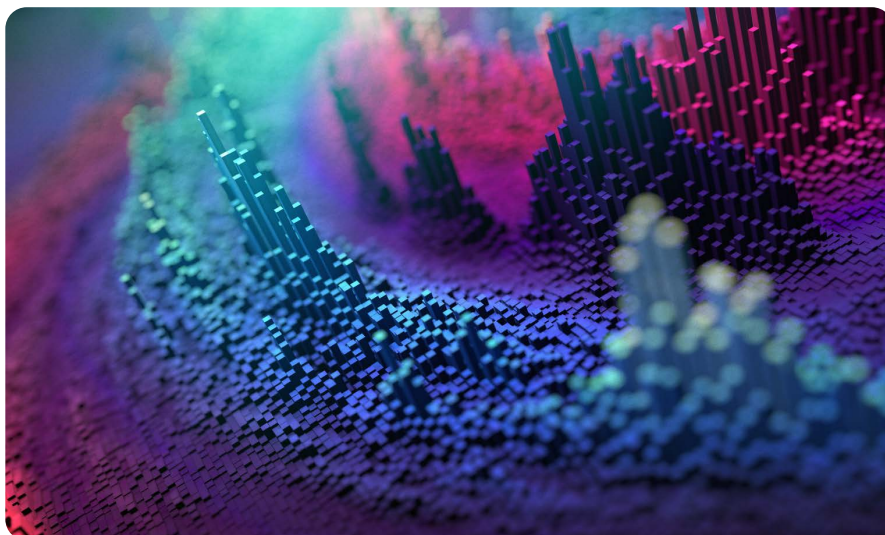


Our Planet

Established Sama's baseline carbon footprint at

4,758 tCO2e

- Committed to two science-aligned targets:
- **Reduce absolute Scope 1 and Scope 2 emissions by 50% by 2030**
 - **Reduce Scope 3 emissions by 50%** per employee by 2030
- Expanded implementation of our environmentally preferred purchasing guidelines



Governance & Responsible AI

Established an Impact Subcommittee

comprised of Board of Directors and advisors to provide oversight and guidance on Sama's ESG efforts

- **Converted to a Public Benefit Corporation**, legally committing Sama to operate in a responsible and sustainable manner that considers the impacts of business decisions on a range of stakeholders
- **Created the Ethics Guild** to review potential work that could violate Sama's core values and provide ethics guardrails or conditions where applicable to potential work

About Sama

Sama is a global leader in providing computer vision solutions that power AI and machine learning models. We were founded in 2008 to provide individuals from marginalized communities with training and connections to dignified digital work. To this day we believe that talent is equally distributed, but opportunity is not, and that connecting individuals to gainful employment is the most effective way to build pathways out of poverty.

As our company has grown, we've taken steps to broaden and deepen our impact. Today, we are committed to creating positive impact for our team members, as well as their communities, our customers, and the planet. We have also established a governance structure that ensures this commitment is embedded into our key business decisions.

Since we started, Sama has impacted more than 65,000 individuals through digital skills training, direct employment, and through the ripple effect of gainful employment on team members' families and communities. Through our current efforts we hope to generate even more positive impact for our people and the planet.



Mission

To accelerate and advance computer vision AI development by providing the most accurate, scalable, and ethical data pipeline.

Vision

A world where accurate and beneficial AI applications, powered by ethical processes, improve the lives of people everywhere.



65,000+

individuals impacted since 2008

Expanding Our Impact Mission

Sama's founding social mission was to provide individuals from marginalized communities with training and dignified employment in the digital economy. As our company has grown and evolved, so too have our impact ambitions. In addition to our founding impact mission, today Sama is committed to generating positive impact for its stakeholders through a multi-pronged approach that includes expanded support for our team members and their communities, minimizing our impact on the planet, and advancing responsible AI.

Our values

One team, One Goal

We are driven to surpass company objectives. We win together, we fail together and we learn together. We each make decisions on what's best for Sama and our mission.

Trust and Transparency

We trust our teammates to make the right decisions, empowering them with both information and ownership. We believe in the power of authentic feedback. Transparency and trust accelerate us towards our shared goals.

Humanity

We embody Ethical AI. We believe that purpose and profit go hand in hand and we operate our business this way. We are proud to be a triple-bottom-line business.

Deliver. Period

We focus on what moves the needle and double down quickly on what's impactful. We are solutions-oriented and driven by the end result. We demand excellence from each other.

Customer First

We see our own success through our customers' outcomes. We approach every situation with a customer-first mindset.



Sama is one of the first AI companies to receive B Corp Certification. In 2021, we were received a "Best for the World" award in the workers category.



2022 Fast Company World Changing Ideas



Inc.'s 5,000 Fastest-Growing Private Companies in America



2021 Inc. Magazine Best Workplaces



2020 AI Breakthrough Award for Best Image Processing Solution

Where we work

HEADQUARTERS

San Francisco

2017 Mission St, Suite 301
San Francisco, CA 94110
United States

Montréal

6795 Rue Marconi #104,
Montréal, Québec H2S 3J9
Canada

San José

Edificio Galerias del Este, Local 35
Curridabat, San José
Costa Rica

The Hague

Kalvermarkt 53, 2511 CB
The Hague, The Netherlands

Nairobi

2nd Floor, Block D3, Unit D1b and D2,
LR NO 12081/10
Sameer Business Park Mombasa Road
Nairobi, Kenya

Gulu

Airfield Road
Plot 3 B Bar Dege
Division Gulu Municipality
Gulu District, Uganda

Kampala

The Wildlife Tower, Ground Floor
31 Kanjokya Street
Kampala, Uganda



Impact at Sama

2008

Sama is established as a nonprofit with a mission to connect youth and women from marginalized communities to training and dignified digital work. Sama works with partner organizations to connect individuals with the greatest barriers to employment to work.

2012

Sama partners with Oxfam Novib to connect individuals from Northern Uganda to digital employment through the Internet Now Project.

2016

Impact Matters conducts an assessment of Sama's impact measurement system and recommends that the system be strengthened by conducting an impact evaluation

2018

Sama incorporates as a private company. Its new nonprofit affiliate, known today as the Leila Janah Foundation, remains a major shareholder

Sama hosts the first Give Work Challenge, expanding its impact by providing grants to microentrepreneurs in East Africa

2020

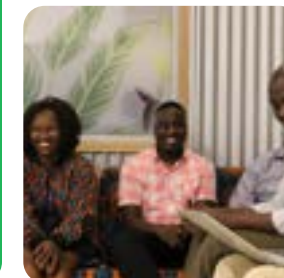
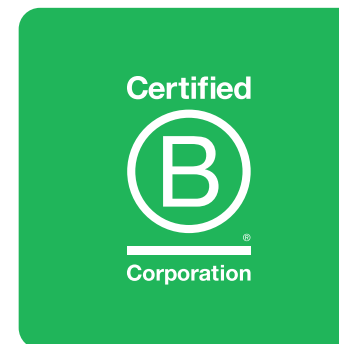
Sama becomes the first AI data labeling company to receive B Corp Certification, formally committing to create positive impact for our workforce, communities, customers, and the planet

Sama formally establishes its new nonprofit entity, the Leila Janah Foundation, to continue the Give Work Challenge

2022

Sama becomes a Public Benefit Corporation

Sama establishes its carbon footprint baseline and sets science-aligned reduction targets



2009

Sama builds version one of its technology platform

2015

Sama opens its first fully owned and operated delivery center in Nairobi, Kenya

2017

Sama partners with MIT and Innovations for Poverty Action to launch a multi-year randomized controlled trial to assess the impact of Sama's impact hiring model

2019

Sama impacts 50,000 individuals through training, employment, and through the ripple effect of employment on dependents

Sama begins tracking its Scope 1 and Scope 2 carbon emissions

2021

MIT releases findings from the randomized controlled trial, concluding that after three years those who were trained and were included in Sama's hiring pool earned, on average, 30% more than the control group.

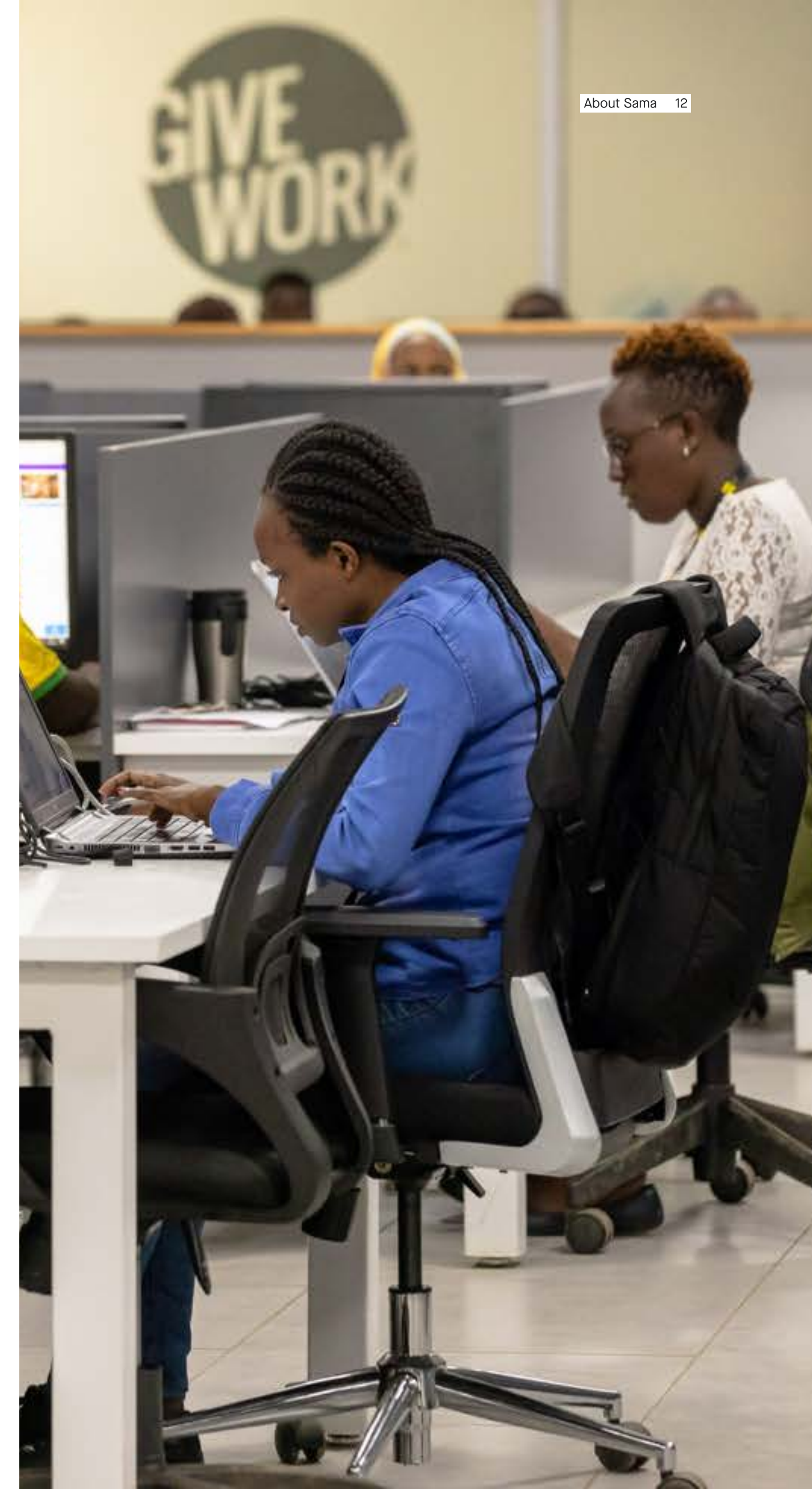
Impact from day one

At Sama, we've pushed ourselves to generate positive impact for our stakeholders since day one. We believe it's our duty to put people and the planet at the core of our business decisions everyday.

During our early years we generated positive impact by providing individuals from marginalized communities with training and dignified work in the digital economy. We did this as a nonprofit organization, carrying out our impact mission in collaboration with community based organizations and foundations that shared our belief that giving work instead of aid was the most effective way to build pathways out of poverty.

In 2018 when we transitioned from a nonprofit entity to a private enterprise we remained committed to our founding social mission. But that wasn't enough - we wanted to leverage our resources to do even more. We expanded the scope of our mission to better set our team members up for long-term success and to support their wellbeing. We also made additional commitments: to support job creation and entrepreneurship in our team members' communities, to develop a climate action strategy, and to build out governance structures to uphold our commitment to responsible AI. In 2020 we became a Certified B Corporation to help hold us accountable and to push us to do even more for people and the planet.

As the scope of our impact has expanded, our commitment to measuring key outcomes has remained strong. Since 2008 we've used a monitoring and evaluation system to assess the impact training and employment has on team members and their dependents. We've also worked with independent organizations, including Impact Matters and Innovations for Poverty Action, to validate the impact of our model. We've committed to sharing our results publicly, regularly posting key impact metrics on our website and publishing results from the randomized controlled trial conducted by MIT between 2017 and 2020. In recent years we've added carbon footprint tracking to our monitoring and evaluation system to understand progress toward our emission reduction targets. We plan to share key emissions metrics at least annually. We have also committed to reporting publicly in accordance with global standards like the UN Global Compact. Through these efforts we aim to continue to push ourselves to generate more measurable impact.



Our People

At Sama we are committed to providing the supports our people need to achieve their goals. Since day one, we've made it our mission to connect individuals from marginalized communities to training and dignified digital work. Over the years we've worked to do even more. In addition to our core impact mission, today we strive to create conditions that enable team members and their communities to learn, build careers, and thrive. We do this through a multi-pronged approach with specific efforts in service of our team and our communities.



Our team

Sama was founded on the premise that talent is equally distributed, but opportunity is not. For our team members, we are committed to creating more equitable access to formal work opportunities through purposeful hiring, providing pathways for professional advancement through training and certifications programs, and fostering diversity, equity, and wellness through engagement.



Creating connections to formal employment

The OECD estimates that more than 80% of Africa’s employment is informal, especially among individuals living below the international poverty line. That means that the majority of available jobs in East Africa are unregulated and created by those who fill them. While these informal jobs make up a vital part of the economy, their lack of regulation and oversight means that there are few protections for employees. Informal work also lacks the stability that a formal sector job can provide.

Since 2008, Sama has provided employment opportunities to individuals who are most likely to be excluded from formal sector jobs. Through our purposeful impact hiring process we connect individuals from low-income backgrounds, those who didn’t have the opportunity to pursue education beyond secondary school, and those who prior to joining Sama lived in extreme poverty with fair paying entry-level jobs.

Our hiring model starts with intentional recruitment. During our early years we collaborated with community-based organizations to build connections with communities in Kenya and Uganda who could benefit most from a formal sector employment opportunity. Today our ties with communities, including informal settlements in Nairobi and rural areas of rural Uganda where job opportunities are limited, are strong.

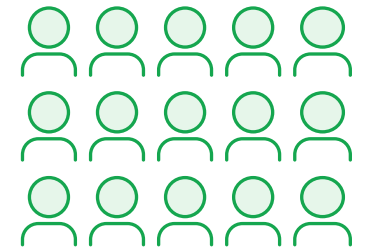
Training is also essential to our hiring model. After applying, applicants are invited to take part in AI 101, a training course that covers basic computer skills and technical skills needed to do computer vision data annotation. Since most applicants are new to office work, the course also includes an introduction to work readiness and professional conduct in the workplace. Applicants are eligible for employment after completing AI 101 course certifications.


As of the end of 2022, more than 15,000 individuals have been employed through Sama’s impact hiring model. In 2022, 1,622 new hires joined our team. Among these new hires, 55% were un- or underemployed in the six months prior to joining Sama and 56% were living below the international poverty line.



2022 KEY RESULTS

15,000+
individuals have been employed through Sama’s impact hiring model




1,622
entry-level jobs created in 2022


2.2x
average lift in income for 2022 new hires

Strong partnerships for purposeful hiring

Sama's impact hiring model was built on strong partnerships. During our early years we collaborated closely with trusted organizations to build relationships with communities that experienced the greatest barriers to formal employment. One of those communities was Kibera in Nairobi, Kenya.

One of Africa's largest informal settlements, Kibera is a vibrant hardworking community. The settlement, which is home to an estimated 500,000 - 800,000 people, has limited infrastructure. Community members play a big role in maintaining roads and have systems for distributing water and electricity. Access to formal work opportunities is limited and, as a work around, many community members have built small informal businesses selling goods and services.

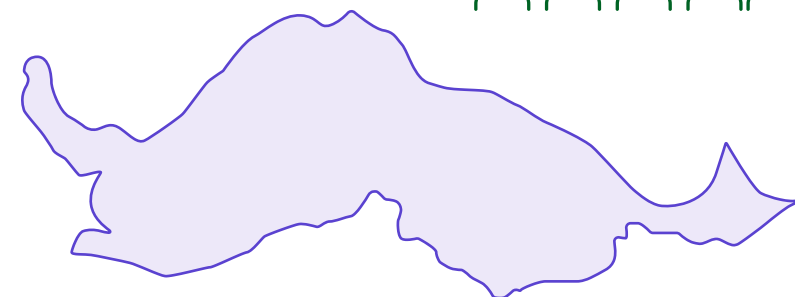
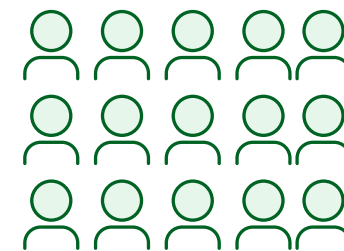
Despite their ingenuity, Kibera's workarounds have left the community vulnerable. Those with informal jobs typically live near or below the international poverty line. Unemployment rates are estimated to be as high as 50% among working age adults.

In 2012, Sama partnered with the Human Needs Project to host its first training at the Kibera Town Center, a community-owned resource center offering access to clean water and career advancement services. Our first cohort included 20 students. Sama's training set it apart from other opportunities because it offered more than just skill building- it provided a direct pathway to employment. Over time we've built strong relationships with the community. Today, more than 500 of our team members are from Kibera.

2022 KEY RESULT

500+

team members from Kibera, Nairobi





Learning and Skill Development

We believe that continued learning is essential to support our team members' long term success. Our training and education resources are designed to help team members build technical and soft skills and deepen their knowledge on topics that can help them grow. Through our online learning platform, SamaU, team members have access to more than 190 courses covering five core areas: foundational skills, functional skills, technical skills, wellness, and tools and compliance. In 2022, team members completed more than 16,000 courses through the platform. Team members also had access to more than 2,670 on-demand courses through Thunderbird, ALX, and LinkedIn Learning, and received professional development funds to pursue independent learning and growth opportunities.

About a quarter of our entry-level workforce join Sama with a high school diploma or less, having forgone higher education because of its cost and the need to work. In addition to online learning and certification, Sama supports team members in continuing formal education through the Sama Scholarship program. Since 2018, the program has helped 14 team members pursue bachelor's degrees.

The \$4,000 scholarships cover tuition fees for one to four years and other education related expenses. In 2022, four team members, two from Kenya and two from Uganda, received the scholarship.

“Since childhood, I have always been interested in technology. Joining Sama was my first step- little did I know that this would be my life changer. Sama is now a source of joy and pride for my family. It has provided financial support, reduced my stress, and helped me inspire the younger generation to strive for academic and personal success. Winning the scholarship is my greatest achievement. The Sama Scholarship has alleviated my family's financial burden of paying tuition for my university, which they could not afford. I am pursuing a bachelor's degree in artificial intelligence and machine learning so that I can become an expert in what I do.”

— **Bashir Kiyaga**, Kampala
Multitech Business School, Kampala
Bachelors in Information Technology

2022 KEY RESULTS

16,059

courses completed through Sama U

98%

utilization of LinkedIn Learning

\$16,000

awarded in Sama Scholarships

Access and upskilling for success

Sama is committed to providing individuals from marginalized communities with training and dignified digital work in the formal economy. We work to ensure that our team members build the skills they need for career advancement and long-term success.



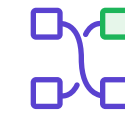
Employment & Work Experience

In addition to seeing an immediate lift in income, sustained employment allows team members to develop skills in the formal workplace and build their CVs.



Training & Support

Team members receive ongoing training and support to develop technical and soft skills, including digital literacy and time management.



Long-term Career

Sama provides supports to help team members map out long-term success. Whether it's being promoted within the company or transitioning to another opportunity, Sama aims to help team members achieve their goals.



Hiring for Impact

Sama prioritizes training and hiring individuals who have never held a formal sector job, and who were unemployed, and/or living below the poverty line before joining the company.

Career Advancement

At Sama we are committed to helping our team members map out and achieve long-term success. Whether it's being promoted within the company or transitioning to another opportunity, Sama works to help team members achieve their goals.

In 2022, we better defined career and promotion pathways within Sama by introducing new certification programs for Quality Analyst and Team Leader roles. These customized programs equip team members with the knowledge and skills required to advance within the company, and to meet the immediate needs of clients. The certification program includes functional, soft skills, and technical courses curated in collaboration with subject matter experts from our Global Service Delivery team. As a first step in the program's rollout, 329 current Quality Analysts and Team Leaders completed courses as a baseline. In 2023, the course was expanded to entry-level team members aspiring to move into their next role.

In addition to creating stronger pathways for advancement within the company, in 2022 Sama hosted a three day virtual career fair to help team members make informed decisions about their careers. The event, attended by more than 1,000 team members, covered topics including high-demand 21st Century skills, CV development, and what companies look for during the recruitment and hiring process. During the final day of the fair more than 100 team members received personalized wealth management advice through one-on-one sessions with financial experts.

2022 KEY RESULTS

329

career advancement certification courses completed

59%

of Quality Analysts joined Sama as entry-level associates through the impact hiring model

57%

of Team Leaders join Sama as entry-level associates through the impact hiring model

1,000+

career fair participants

100+

team members received personal financial planning guidance



CAREER ADVANCEMENT

Frankline's Story

Frankline Cheruiyot Kirui joined Sama in 2019. Having completed a bachelors degree in Mathematics and Computer Science from Laikipia University, Kenya, Franklin's ultimate goal was to pursue a career as a computer science and physics teacher. "My primary school teachers inspired me to pursue a career in teaching. I think that passion has always lived within me," he says.

In 2020, Frankline was ready to continue his education, obtaining the degree necessary to become a teacher. He worked with his Sama team leaders to determine a schedule that would allow him to continue working while he pursued his teaching credential at Kenya Technical Trainers College. When the COVID-19 pandemic struck, Frankline continued his studies online and began working from home.

This offered him flexibility, especially since Sama had provided him with a laptop and a router. Through hard work and consistency, Franklin graduated with a post-graduate diploma in education in December 2021 with the certification required to be a trainer in computer studies and physics, qualified to teach both college and high school levels. In September 2022, Frankline secured a full time teaching position as a computer studies and physics teacher at Kenya Technical Trainers College.

"Sama was the only source I depended upon. I successfully did it all without even calling my parents to ask for school fee support. I understand that according to someone else this might not be a big issue, but for me [as a family man with a young son], what I was able to achieve was such a wonderful thing."

— **Frankline Cheruiyot Kirui**

Laikipia University, Kenya

Bachelors in Mathematics and Computer Science

Wellness and Engagement

Engaging in activities outside of typical work responsibilities and providing wellness supports makes us a stronger team. Throughout the year Sama hosts events to support team engagement and promote wellbeing. Key 2022 events in East Africa included vaccination drives, wellness fairs, and spotlight events including the Sama Cup, Fashion Week, and International Women's Day.

Sama Cup

Sama Cup is an annual sporting event that connects East Africa teams through sports and other competitive games. After a two year hiatus due to COVID-19, in 2022 the Sama Cup resumed in Kampala, Uganda. During the day-long event more than 1,000 Sama team members from Nairobi, Kenya, and Gulu and Kampala, Uganda, participated in activities ranging from football and basketball to chess.

Teams spent months practicing and preparing for the event, training regularly after work. During the event team members' families enjoyed face painting, bounce houses, and trampolines. The day ended with an awards ceremony where winning teams received trophies and other gifts.

Fashion Week

This week-long annual event, hosted at all of our East Africa offices, was designed to encourage employees to foster self-confidence and free-thinking through fashion. Throughout the week employees showcased different cultures and professional interests during themed fashion days: office wear, school wear, cultural wear, professional wear and sportswear.

International Women's Day 2022

On International Women's Day, and throughout the year, we celebrated the strength, efforts, and achievements of Sama women. In addition to the #WeBreaktheBias campaign, which highlighted female team members across our East Africa offices, Sama hosted a session focused on women's empowerment in the workplace. Later in the year we hosted Women Connect. The event brought together more than 100 women in our Nairobi office to connect, learn, and network. The guest speaker, renown entrepreneur Sylvia Kamotho, spoke about the importance of self awareness and its role in propelling women to achieve successful outcomes in their careers and lives.



2022 KEY RESULTS

1000+ Sama Cup participants

100+ Women Connect participants

Commitments to our team



Health and Wellness

- Comprehensive company supported health insurance for team members and their families.
- On-demand mental health services
- Company-sponsored sports leagues for team members in East Africa



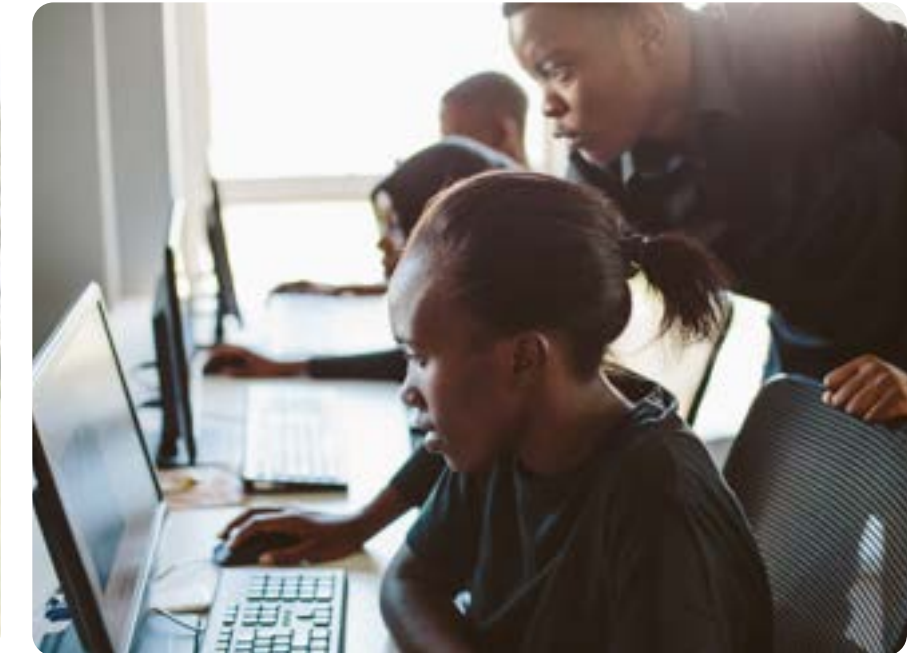
Compensation & Financial Planning

- Above market wages aligned with local living wages
- Opt in pension plans and optional participation in the Sama Welfare Society, an employee-led emergency savings fund for East Africa team members
- On-demand courses and trainings on financial management



Engagement & Community Building

- Company sponsored team building events, including Fashion Week and Sama Cup
- Employee-led volunteer activities
- Community learning events and guest speakers



Continued Learning and Career Advancement

- Digital basics and introduction to artificial intelligence training through AI 101
- On-demand courses covering technical, general professional and life skills through SamaU, Thunderbird, ALX, and LinkedLearning
- Company sponsored career fairs and career progression workshops

sama

Gender Equality

Gender equality is not just a fundamental right, it's the necessary foundation for a prosperous, sustainable world. According to a recent United Nations report, working age womens' participation in the labor market is less than 50% globally. Promoting gender equality in the workplace not only addresses these inequalities, but also leverages the untapped potential of talented women, fostering economic growth, social progress, and sustainable development.

Sama is committed to gender equality. We ensure that our business provides a fair and inclusive work environment through initiatives that promote equal opportunity and representation. In addition to integrating gender balance into our entry-level hiring practices, we encourage gender equality through mentorship programs, leadership development opportunities, and skill-building workshops for women.

Sama's dedication to gender equality is not a one-time event but an ongoing journey. We continuously assess our practices, policies, and culture to identify areas for improvement and implement necessary changes. We believe that fostering an environment where every individual, regardless of their gender, can thrive is not only the right thing to do but also leads to better business outcomes.

In 2022 Sama's East Africa offices facilitated two events promoting gender equality in the workplace: International Women's Day and No Shave November. For International Women's Day, Sama featured the work and stories of 13 female team members in our East Africa offices. The #WeBreaktheBias campaign spanned the month of March and included stories from members of our People, Global Service Delivery, and Wellness teams. No Shave November created awareness around men's mental and physical health. At the end of the month-long awareness campaign, Sama staff donated \$1,000 to the Kenya Cancer Association & Uganda Cancer Society.

2022 KEY RESULTS

51%

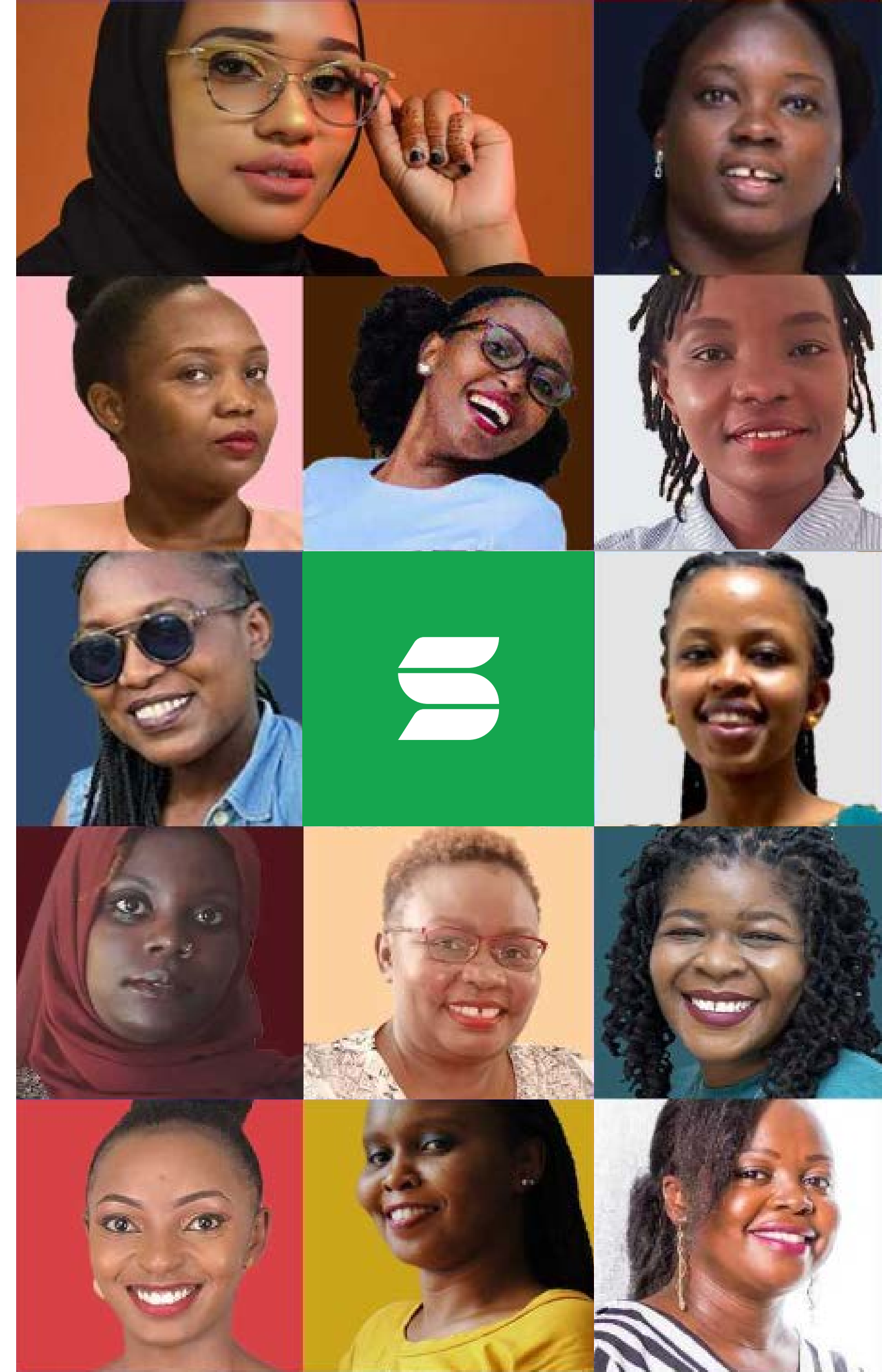
of workforce identify as female

48%

of senior managers identify as female

50%

of executive team identify as female



#WeBreakTheBias

Our Communities

At Sama we strive to build strong relationships with and promote the expansion of work within our team members' communities, especially in East Africa. Through our nonprofit affiliate, the Leila Janah Foundation, we provide funding and mentorship to social enterprises. Through our research and engagement with team members we've seen employment at Sama create a ripple effect - team members report that after joining Sama they invest more in their families and communities. Across all of our offices, team members are committed to supporting causes that support their local communities.



Supporting microenterprises through the Leila Janah Foundation

In 2018, Sama's late founder, [Leila Janah](#), launched the inaugural Give Work Challenge, a business plan competition for low-income entrepreneurs in Kenya and Uganda, with her husband, Tassilo Festetics. In 2018, Sama spun out its business unit as a private enterprise while the nonprofit focused on growing the Give Work Challenge. In 2020, the nonprofit was renamed the Leila Janah Foundation to honor Leila's passing from a rare form of cancer.

To date, the Leila Janah Foundation has provided financial support to 37 businesses, including 28 early stage companies and nine companies in later stages of growth.

In 2022, the Leila Janah Foundation distributed \$24,000 in grants, as well as mentorship and other supports to four businesses through the Give Work Challenge. The Foundation distributed another \$10,000 each to two past Give Work Challenge winners, Letasi Oils from Uganda and Seeds of Hope from Kenya, through the Growth Fund, a new initiative that aimed to provide ongoing support to promising past winners.

At the end of 2022 the Leila Janah Foundation expanded its geographic scope to rural western Kenya through the Woman Founder Award. In partnership with LakeHub, they

have embarked on a six month entrepreneurship fellowship for 13 women who will have an opportunity to apply for grant funding.

While its own nonprofit, Sama continues to support microenterprises and the Leila Janah Foundation through financial contributions, mentorship for winners, and by serving as jury members and judges at various stages throughout the competition. Sama employees contributed 78 hours in total volunteering as jury and judges in the two 2022 competitions.

2022 KEY RESULTS

6
businesses funded

78
hours volunteered by Sama employees

\$44,000
distributed in grants



“I am humbled by the immense potential of each young entrepreneur. By embracing diversity and addressing local needs, they become catalysts for transformative change. It is an honor to be a part of their entrepreneurial journey, knowing that even a small influence can ignite a flame of innovation that will shape a brighter future for all.”

— Peter Karanja, Senior Director



2022 GIVE WORK CHALLENGE WINNER:

Volt Kit

Founded in 2021 by Simon Jesse & Eric Kademe in Kampala, Uganda, Volt Kit is lighting up communities and transforming lives with clean energy by recycling old lithium-ion batteries from e-waste dealers, landfills, and slums and repurposing them into energy storage systems. Volt Kit's objective is to ensure clean energy is extended to communities that are off the national grid to spark improved economic and social development in a sustainable way. Their energy storage systems are most effective in rural areas that are deeply affected by energy poverty.

Eric learned about the Give Work Challenge after listening to a TED Talk given by Sama's late founder, Leila Janah. Eric applied in 2022 and won a \$6,000 grant during the 2022 Winter Edition of the Give Work Challenge to facilitate Volt Kit's expansion. Volt Kit used the grant to hire more workers to collect e-waste, expanding its reach and providing more individuals from low-income backgrounds with a source of income.

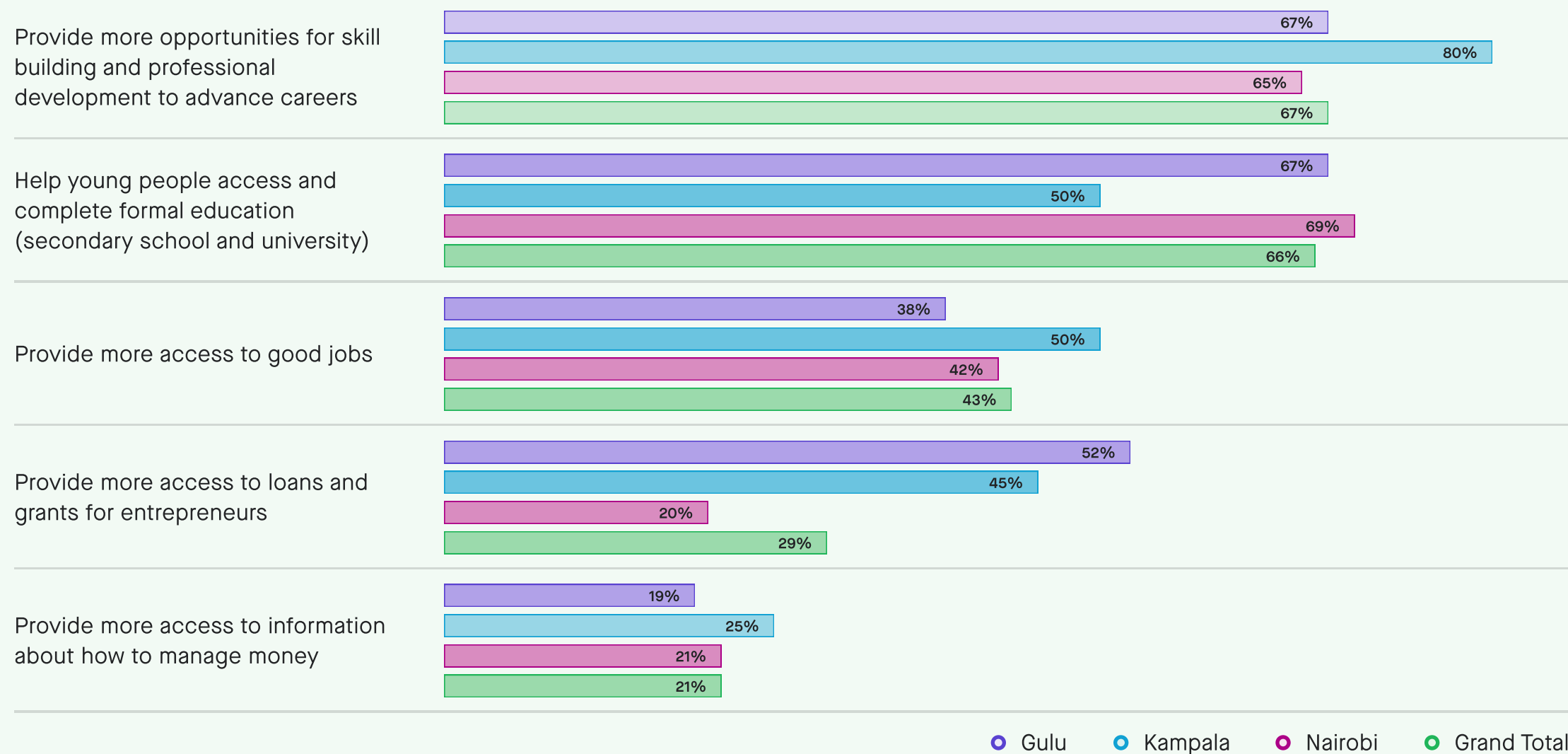
Aligning with community needs

We are committed to supporting our team members' and their communities' success by aligning what we do best - providing training, access to fair paying jobs, and opportunities for advancement - with community-identified needs.

In 2020, Sama conducted a community needs survey to understand what our team members and others outside

the organization felt were the most pressing needs in their communities. When asked which, among a range of issues including access to cleaner water and support with local infrastructure, they most wanted to see addressed in their communities, respondents' top requests centered around training and higher education, access to good jobs, and supports for entrepreneurs.

If you could address any issues in your community, what would they be? (n=126)



CEO Wendy Gonzalez with Sama alum and small business owner Benjamin Oketch



Angel Komujuni (left) with colleague Janet Nguma.

Creating a ripple effect in communities

At Sama we are committed to making an impact that extends beyond our immediate reach, creating a ripple effect of positive change for our team members' families and communities. At the time they join the company, 96% of entry-level team members report financially supporting at least one other individual. On average, team members report supporting more than two people in addition to themselves.

Our research has found that after joining Sama team members are more likely to contribute more to their household's expenses. In a survey conducted six months after joining Sama, team members' annualized median spending on education increased 150%. Nearly three quarters of respondents (71%) reported that their education spending was for a sibling, child, or person other than themselves. After six months team members also reported contributing more to their household's rent and setting money aside for savings.

To keep our team members and their families safe during the COVID-19 pandemic, Sama transitioned much of its East-Africa based team from in-office work to working from home. To facilitate this, Sama connected more than 1,700 employees to high speed

broadband - linking 83% of our remote workforce to the internet at home for the first time. In 2021, we conducted a study to better understand how access to high-speed internet was impacting the lives of workers and their families, especially those who had no access before they began working from home. More than half of Sama's team members (56%) reported that at least one other person in their household was using the internet connection. For others in the household professional learning and research were among the top five internet activities.

“[In addition to my own three children] I have an amazing boy that I support. He is in one of the best schools in the west [of Uganda]. He was abandoned by his mother at two months (he is now 17 years old) and my parents began looking after him. When my parents got sick two years ago I had the ability to pick up the responsibility. This is one of the things that motivates me to get up every day and want to go to work.”

— **Angel Komujuni**, Trial Manager, Uganda

2022 KEY RESULTS

2,381

dependents impacted through the new hires we brought on in 2022

53%

increase in household spending on food, housing/rent, and education-related costs six months after joining Sama

Supporting causes we care about

Across Sama, local teams identify community service projects to pursue. Highlights from 2022 include projects from our Costa Rica, Montreal, and East Africa offices.



Montreal, Canada

Our Montreal office participated in Techaide's 2022 soccer tournament to benefit Centraide of Greater Montreal, which collects and invests funds locally to fight poverty and social exclusion. The Montreal team raised \$1,075 CAD for programs supporting youth success, ensuring food security and access to adequate housing, and breaking isolation of those most affected by social exclusion. The office also participated in the Welcome Collective's Winter Ambassador program by donating winter clothing, including coats, boots, snow pants, children's snowsuits, scarves, mittens, and hats.



San Jose, Costa Rica

Our Costa Rica office worked with Rio Urbano to plant native trees in a local park to protect urban river banks. Rio Urbano is committed to keeping rivers healthy and communities sustainable. At the end of the year the team partnered with Jaco Impact to collect more than 30 gifts for underprivileged children during the association's Christmas party.



Gulu and Kampala, Uganda; Nairobi, Kenya

In November 2022, our East Africa offices participated in Movember, a global event where men grow mustaches to raise awareness around men's physical and mental health. At the end of the month offices raised more than \$1,000 for the Kenya Cancer Association & Uganda Cancer Society.

Our Planet

Sama is committed to minimizing our negative impacts on the planet. We have set bold commitments to half our Scope 1 and Scope 2 carbon emissions and reduce our per-employee Scope 3 emissions by 50% by 2030. We continue to prioritize use of recycled and reusable materials in our offices and have policies and practices in place to minimize our impact on the planet through our purchases.

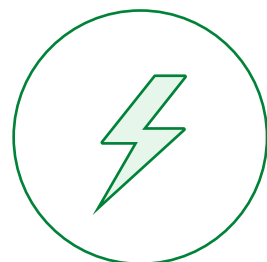


Climate Action

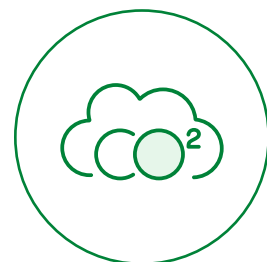
Climate change is one of the most pressing challenges our teams, communities, and customers face. As a Certified B Corp and impact-driven company, it's our responsibility to support the wellbeing of our stakeholders by contributing to climate solutions.

To do our part, we have set science-based carbon emission reduction targets to achieve by 2030.

Our 2030 Carbon Reduction Targets



1. Reduce Sama's absolute Scope 1 and Scope 2 emissions by 50%. We commit to halving our carbon emissions from our direct fossil fuel and cooling, heating, and energy consumption, based on a 2022 baseline year.



2. Reduce Sama's Scope 3 emissions by 50% per employee. We commit to reducing emissions generated through our supply chain by 50% per employee, based on a 2022 baseline year.

We have committed to having these targets validated by the Science-Based Targets Initiative, a program designed to drive corporate climate action, to ensure that they are ambitious and align with the parameters established in the Paris Agreement to limit global temperature rise to well below 2°C.



Why we are prioritizing Climate Action

From the beginning of our climate action journey we knew our work needed to align with our social impact commitments. Research has shown that vulnerable populations in the Global South are disproportionately affected by the negative impacts of climate change. However, **climate action** can increase income, generate jobs, and foster gender equality in these communities. Our core social impact mission is to connect individuals from underserved backgrounds to jobs that provide fair wages and opportunities for career growth. By taking steps to reduce our overall emissions we have the chance to advance our social impact mission by contributing to sustainable development pathways that benefit both the environment and socio-economic progress.

Measuring emissions and setting a baseline

Accurately and completely measuring our carbon footprint over time is essential to our drawdown strategy. To measure our emissions we collect data from multiple streams of our direct operations, as well as data to understand our indirect emissions generated through our upstream and downstream activities. Guidance on carbon emissions measurement is quickly evolving. We are committed to staying current on emissions measurement science and regulations on emissions measurement and will continue to evolve our practices.

We began measuring our Scope 1 and 2 emissions in 2019. In 2020, our Gulu office moved from a site with gas-powered generators to a new space that uses cleaner electric energy. This change, along with a shift to working from home due to COVID-19, resulted in a Scope 1 and 2 emissions reduction of more than 80% between 2019 and 2021.

While our early measurement gave us insight into the emissions produced more directly by the company, we knew that we were only accounting for part of our carbon output. If we were going to meaningfully reduce our carbon footprint, we needed to accurately measure our Scope 3 emissions. We did this in 2022 and are using our emissions calculation - 4,758 tCO₂e - as the baseline for establishing science-aligned targets.

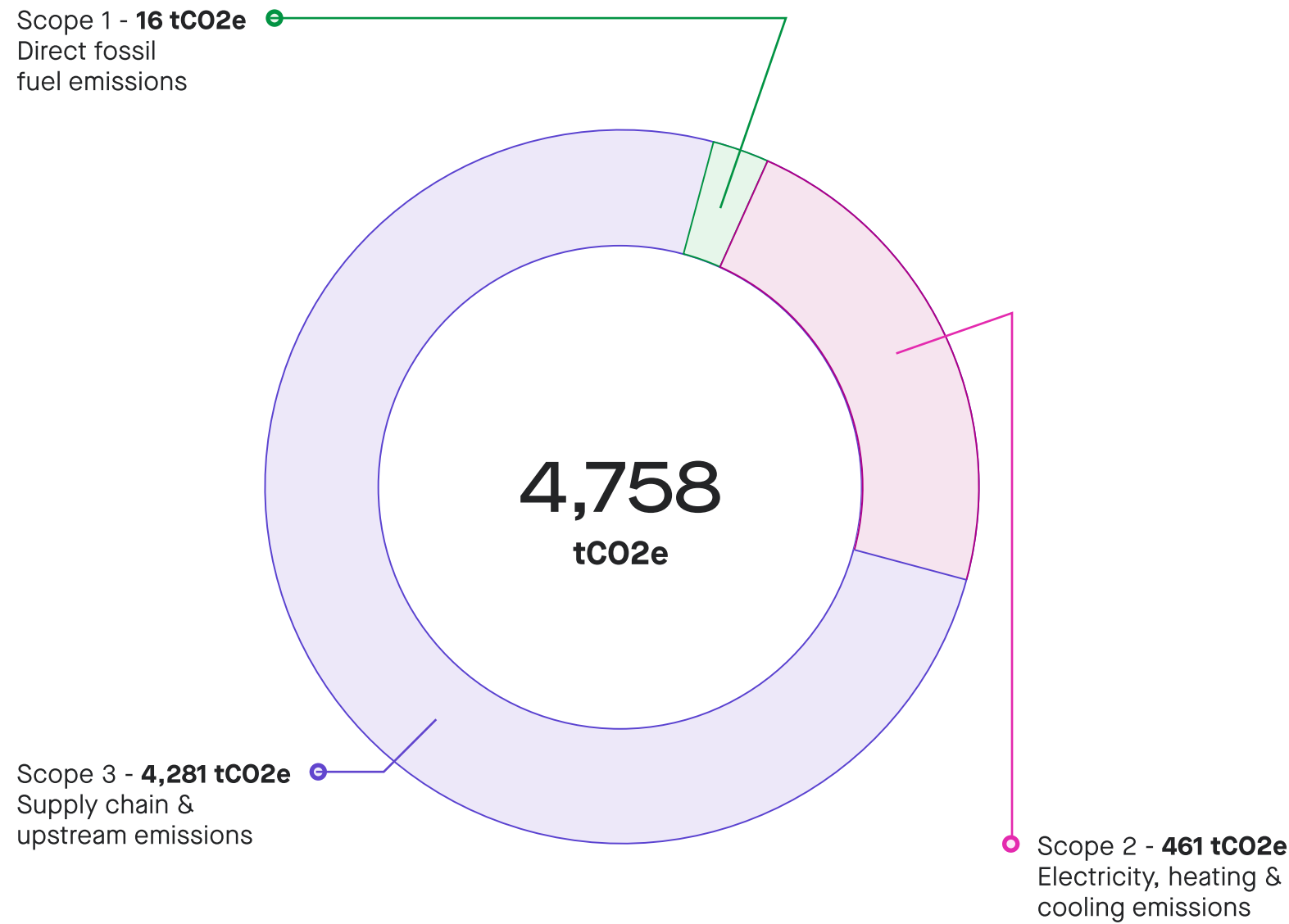
To measure our Scope 1, 2, and 3 emissions for 2022 we used Climate Neutral's Business Emissions Evaluator (BEE). We followed the GHG Protocol's guidelines - the leading global reporting standard for carbon calculation and corporate emissions - when calculating emissions for each scope.

“Our business's future success hinges on a sustainable world. Our customers, employees, partners, investors, and communities are looking for us to play an active role in climate action, and we have the opportunity to guide our industry, our peers, and our communities towards climate-conscious practices. This isn't just about meeting our social responsibility objectives as a company, this is about doing right by our planet and our fellow humans.”

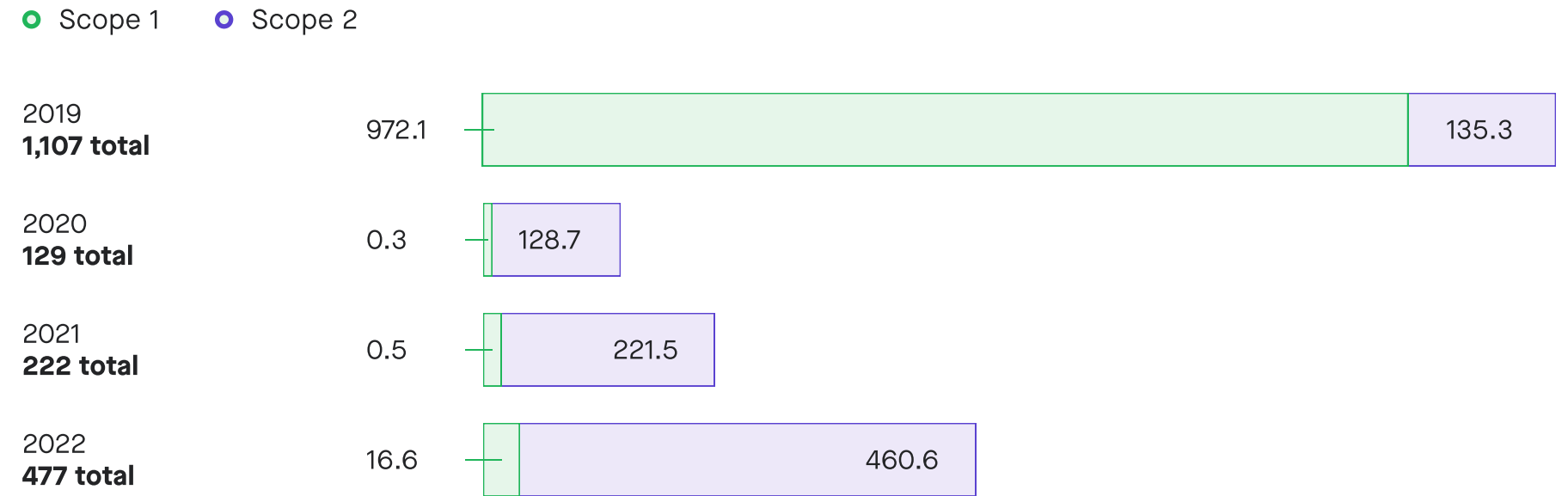
— Wendy Gonzalez, CEO

Our Emissions

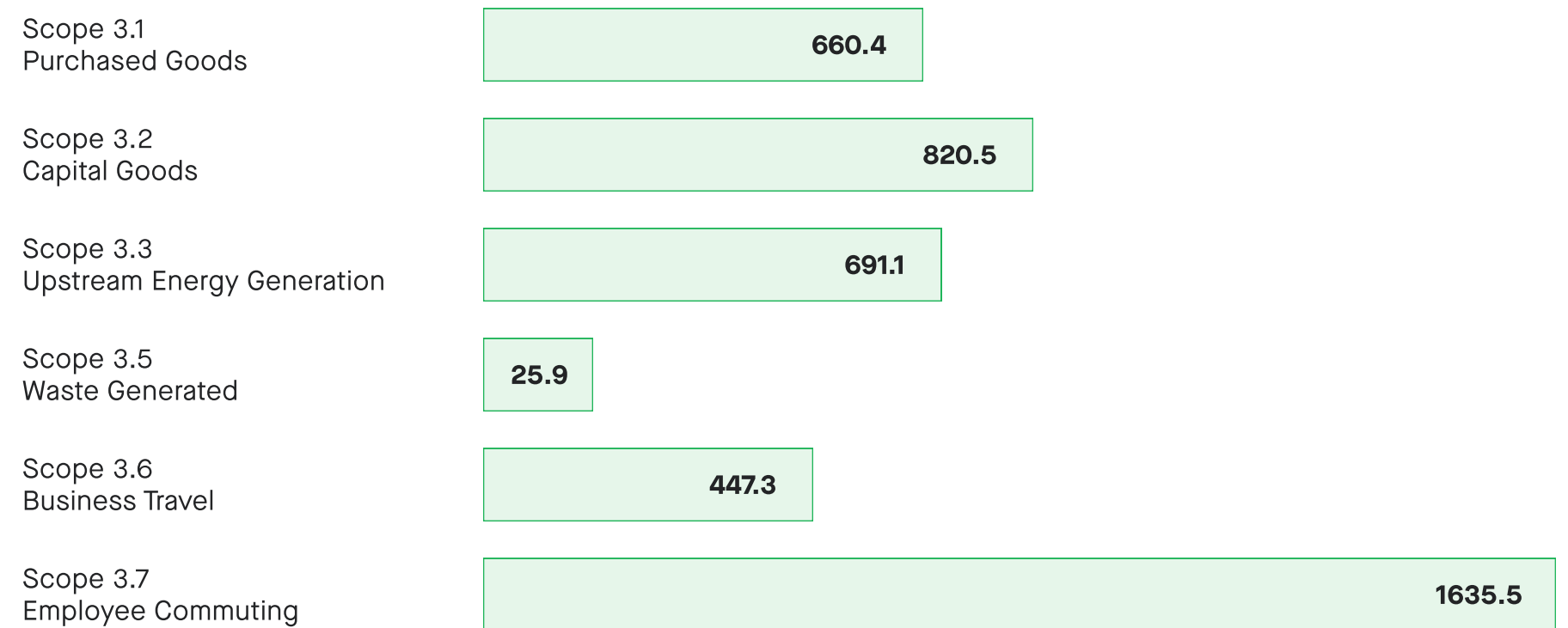
Sama's 2022 Carbon Footprint by Scope



Sama's Scope 1 & 2 Emissions 2019 - 2022 (tCO2e)¹



2022 Scope 3 Carbon Footprint by Category (tCO2e)²



¹ Our Scope 2 emissions were estimated using the location-based methodology. The GHG Protocol defines location-based emissions as the average emissions intensity of grids on which energy consumption occurs. Part of our climate action roadmap includes estimating our Scope 2 emissions using the market-based methodology where we would retroactively update our Scope 2 emissions estimates.

² Scope 3 emissions are the result of activities from assets not owned or controlled by Sama, but that we indirectly affect in our value chain. The GHG Protocol defines 15 categories of Scope 3 emissions. The S3 categories included in our estimate are the categories relevant to our business activities.

Working towards our targets

With our reduction targets set, we are pursuing a combination of short-term strategies, which include sourcing more renewable energy and being strategic about our cloud usage, and longer-term strategies like working with our supply chain to support their own carbon reduction efforts, and working continuously to get an even more accurate measurement of our carbon footprint.

2022 KEY RESULTS

2 science-aligned carbon reduction targets set

4,758 tCO₂e

set as our reduction baseline footprint

Our reduction strategies

Immediate Actions

Long-Term Planning

Refine measurement practices to capture specific data on the current energy mix of purchased electricity for each of our offices

Develop renewable energy strategy and guidelines

Source more renewable electricity

Determine ways to cut down on employee commuting emissions

Reduce energy waste at our facilities

Identify lower emissions capital goods and service providers

Implement efficient cloud data storage practices

Work with our suppliers to reduce supply chain emissions

Minimize the purchase of emissions-heavy capital goods

Over time and as we learn more we expect to refine and evolve our emissions reduction strategies. We'll continue to share progress and share lessons learned as the work moves forward.

Smart Use of Resources

Natural resources are finite. We must use them efficiently to ensure they are available for future generations. Efficient use of resources helps us reduce waste, preserve biodiversity, and promote a sustainable and resilient planet.

Across our facilities, we work to mitigate the negative impacts associated with over-extraction and over-consumption of natural resources through responsible purchasing and the use of upcycled materials.

In our East Africa offices, we've incorporated planters, furniture, and other goods made from upcycled materials, like discarded tires and glass bottles, to furnish common spaces and production floors. These goods are typically made by small, local businesses including past Give Work Challenge winners.



Establishing responsible purchasing guidelines

In 2021, we established guidelines on environmentally preferred and ethical purchasing. We piloted the guidelines with the launch of our Montreal office. Establishing guidelines makes it easier for us to stay committed to green purchasing practices, now and in the future.

The guidelines included prioritizing purchases that were:

- ✔ Energy Star Certified
- ✔ Created by Certified B Corporations
- ✔ Made of at least 50% renewable or post-consumer recycled materials
- ✔ Second-hand or refurbished

The guidelines also specify that when price and quality were equal, preference would be given to independent, woman, or minority-owned suppliers physically located within 150 miles/240 kilometers of the purchasing office.

In 2022, we expanded on our pilot and began using the guidelines for purchasing across all our offices.



Green Work Environments

Across our global offices, we actively work to create spaces that prioritize natural light, greenery, and the reuse of materials. Natural light has been shown to boost moods, reduce eye strain, and enhance focus. Using natural light also decreases reliance on artificial lighting, resulting in cost savings and a more sustainable workplace. Greenery also improves indoor air quality and can contribute to a more aesthetically pleasing and calming environment, reducing stress and enhancing employee well-being.

For our East Africa offices, we worked with a local designer that incorporated plants, upcycled materials like plastic bottles, tires, and other plastics into an open-office layout. Our office design also heavily features natural products like wood materials, as well as colorful fabrics. Similar design elements were incorporated into our Montreal office buildout in 2021. Even as a global company with offices in very different geographies, we remain committed to creating beautiful, green spaces all our employees can enjoy.



Governance & Responsible AI

Strong corporate governance enables us to fulfill our commitments to team members, our planet and our customers. We've developed systems and oversight structures to ensure that we adhere to and go beyond applicable standards and laws to create tangible and multi-dimensional impact. We work in partnership with independent organizations to continuously audit our practices, support the advancement of global ESG priorities, and push ourselves to do even more for our stakeholders. We are committed to sharing our progress regularly, transparently reporting, and advocating for the advancement of responsible AI.

Company Governance and Decision Making

Our legal and governance structures reflect our values and cement our long-term commitment to our social mission. We have created systems and a structure that ensure layers of ESG (Environmental, Social, and Governance) oversight. In 2022, we became a Public Benefit Corporation to protect our company's mission and value creation objectives through capital raises, leadership changes, and growth.

ESG Governance

We hold ourselves accountable to ESG priorities at every level of the organization, starting with our Board of Directors. We have a dedicated Impact Subcommittee comprised of members of the board and advisors, and additional oversight of ESG and impact activities by our Chief Executive Officer, General Counsel, and Executive Team. Impact and ESG-related work is led and guided directly by our dedicated Impact Team.

We set annual ESG KPIs and longer-term objectives to measure our impact and ensure that we are driving work forward. Updates are shared with the Board, Senior Leadership, and all corporate team members regularly for visibility and to ensure that we are balancing duties to all our stakeholders.

Impact and ESG Governance

Oversight Structure

Board of Directors

Our Board of Directors review ESG and social impact metrics alongside business metrics quarterly.



Impact Subcommittee

Our Impact Subcommittee includes two board members and two advisors. The subcommittee meets at least bi-annually and is responsible for review of in-depth ESG metrics focused on diversity, equity, inclusion, and belonging (DEIB), social impact, and climate action. The Impact Subcommittee provides guidance and input on Sama's social impact, ESG priorities, and material topics.



Executive Team, General Counsel, Director of Impact and other senior leadership

Our senior leaders set the vision for impact and ESG and are accountable for balancing business and impact priorities. They are responsible for ensuring ESG priorities are integrated into business practices.



Impact Team

Our global Impact Team is responsible for executing or facilitating the integration of ESG initiatives and capturing data to measure Sama's impact.

Public Benefit and Our Company Charter

In 2022 we doubled down on our commitment to positive impact by becoming a Public Benefit Corporation. As a Public Benefit Corporation, we've built social impact into our bylaws, legally committing ourselves to weigh the impacts of our business on not only our shareholders, but also on additional stakeholders including our team members, communities, and the planet. We did this to ensure that as we grew we protected our company's social mission, to show our commitment as a B Corp, and to built additional checks and balances into our governance structure to ensure we continue to expand our impact mission as we evolve and grow.

What is a Public Benefit Corporation?

A legal structure used to create a duty for companies and their boards of directors to move away from only maximizing financial returns for shareholders to operating in a responsible and sustainable manner that considers the impact of business decisions on a range of stakeholders.

What does this change mean for us?

As a Public Benefit Corporation we are required to weigh the impact of business decisions on stakeholders other than our shareholders. We are required to provide updates on how we are promoting the public benefit we've identified in our charter at least every other year.

What process did we take to reincorporate?

We received Board of Directors' and shareholders' approval of the decision to convert ourselves from a normal corporation to a Public Benefit Corporation. We worked with lawyers to ensure that we re-incorporated in Delaware and fulfilled all the requirements.

What is Sama's stated public benefit?

Our stated public benefit is "Empowering and supporting marginalized youth and women in underserved communities in East Africa and other developing economies, with a focus on providing digital skills training and quality full-time entry level employment." While this is the specified public benefit in our charter, we are also committed to balancing our business priorities with the needs of other stakeholder groups.

ESG Materiality

In a rapidly changing business and world, we want to address the areas where we can have the greatest impact and influence, where our business could be affected, and where we can expand our positive impact. By prioritizing the most material ESG topics in our strategy and monitoring and evaluation we ensure our impact and ESG agenda align with the matters that are most significant to our business and priority stakeholders.

Our Material Topics

For Team Members & Communities	For the Planet	For our Customers
Diversity, equity, inclusion, and belonging	Climate action	Alignment on shared ESG goals
Employee engagement and voice	Responsible purchasing and supply chain standards	Business integrity
Gender balance in our workforce	Upcycling and diligent use of goods	Data privacy and security
Hiring for impact		
Job creation and support for small businesses		
Professional skill building and career development		

Responsible Business Practices

Responsible business practices are foundational to our impact strategy. Comprehensive, explicit policies covering health and safety, human rights, business ethics, and supply chain management ensure that we have a baseline for how to operate responsibly and with integrity, and how we expect others we engage with to work.

Human Rights, Health, and Safety

Our Global Human Rights and Working Conditions and Global Health and Safety policies provide a framework for the company's position and practices on topics including, but not limited to, at will employment, working hours, benefits and resources to support worker well-being, emergency preparedness and harassment, discrimination and retaliation. The policies were developed in accordance with the United Nations Guiding Principles on Business and Human Rights, the United Nations Universal Declaration of Human Rights, and the International Labour Organizations Declaration on the Fundamental Principles and Rights at Work.

Employees and others engaged with the business are encouraged to report violations to these policies confidentially without fear of retaliation through various mechanisms, including through the People department and anonymously to the company via a dedicated email address.

Business Ethics and Code of Conduct

Our Corporate Ethics policy and Code of Conduct outline our commitment to protecting employees, customers, partners, vendors, and the company from illegal or damaging actions. These policies cover topics including, but not limited to, fair competition and antitrust, conflicts of interest, intellectual property, and intellectual property.

Employees and others engaged with the business are encouraged to report violations to these policies confidentially without fear of retaliation through various mechanisms, including through the People department and anonymously to the company via a dedicated email address.

Ethics Guild and Service Line Boundaries

Sama's Service Line Boundaries policy provides clarity on the type of work that we will not do on ethical grounds, in order to ensure that work is aligned with our company mission and values and ensure the safety and mental welfare of our team members. The policy is overseen and translated into practice by Sama's Ethics Guild, a global cross functional team with representatives from East Africa production and management teams, R&D and Product, Sales, and the Executive Team. The Ethics Guild meets on an as-needed basis to review potential work that could violate Sama's core values and to provide ethics guardrails or conditions where applicable to potential work. The Ethics Guild has the power to stop any project or pursuit of any project that is not in line with the Service Line Boundaries policy.

Data Privacy and Security

As stewards of our clients' and third-party data and PII, data privacy and security are key issues that are reported on at the Board level. We have a cross-functional security council that ensures that we have the right controls and security posture in place, and have multiple certifications related to compliance, including ISO and TISAX certifications.

We practice PII minimization by ensuring that, where reasonable and appropriate, we do not receive PII from our customers where such PII would not improve the AI models being developed. We also have Service Line Boundaries regarding personal freedoms - for instance, we will not take on work related to mass surveillance, identifying individuals in private spaces or social scoring.

Supplier Responsibilities

It's important to us that our suppliers hold themselves to the same standards that we hold ourselves to as a company. Our Responsible Purchasing and Supplier Responsibility policy outlines our procurement priorities, which include prioritizing purchases from local and independent businesses, as well as those with third party environmental and social certifications. We request all of our major vendors complete review and agree to our Supplier Code of Conduct and complete a self-assessment that covers their policies related to health and safety, human rights and fair working conditions, sustainability, and business ethics.

Advocacy & Partnerships

We advocate for an ethical AI supply chain that puts the responsible development of AI, including Human Rights and Labor Rights, at its core. We believe in the advancement and broad use of international standards, including the OECD Recommendations on Artificial Intelligence and the 10 Principles of the United Nations Global Compact. We have partnered with leading academic institutions, advocacy organizations and nonprofits to push forward accountability in the AI industry across the supply chain on topics including responsible procurement of data enrichment service providers and impact sourcing.

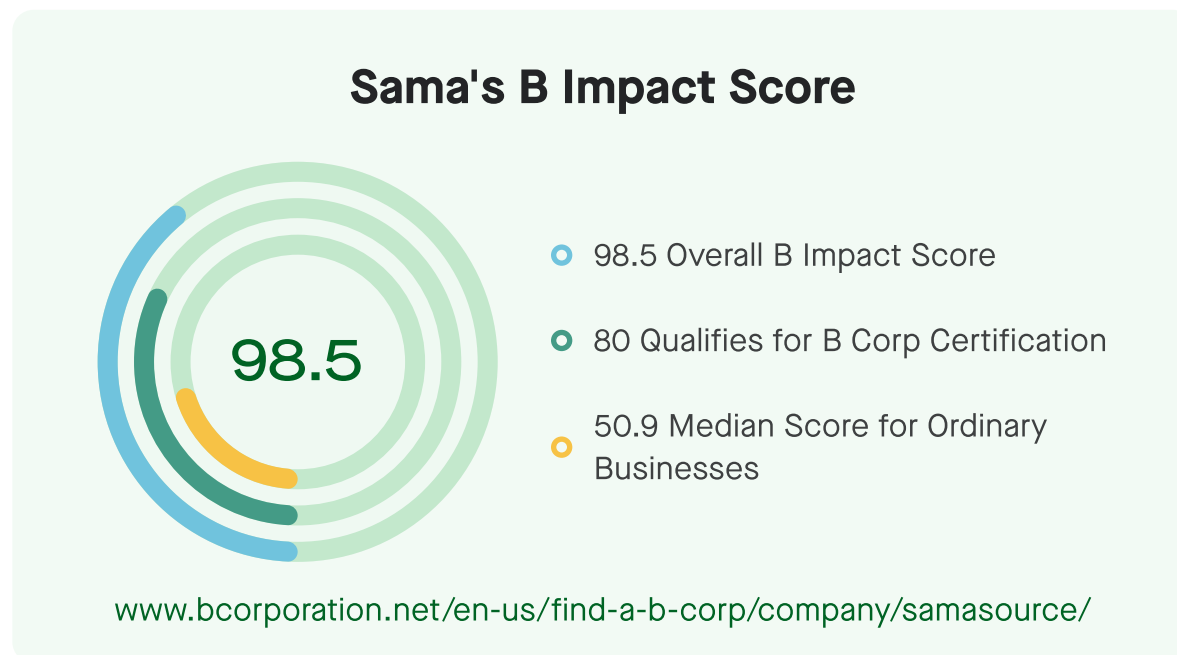
Transparency and external validation are core tenets of how we grow and evolve our impact business model. We have a long history of collaborating with external partners starting with our collaboration with Oxfam Novib in Gulu, Uganda, and underwent a full impact audit and continued to grow with our three year randomized control study with MIT and Innovations for Actions Poverty across our East Africa operations. We continue to open ourselves up to other partners that are looking to understand Sama's social impact model and that can push to enhance our positive impact on people, communities and the planet.

Partner organizations



Alignment with Global Standards

Sama is committed to aligning its work with international standards and certifications to the greatest extent possible. Aligning with global standards helps keep us accountable, and pushes us to always do better.



Certified B Corporation

Established in 2006 by B Lab, B Corp Certification designates that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits to supply chain practices.

In 2020, Sama became one of the first AI companies to become a B Corporation. Our certification process included answering more than 200 questions about our businesses practices and how they impact our workforce, communities, customers, and the environment. Questions also covered our governance practices.

Clinton Global Initiative Commitment to Action on Impact Sourcing

In 2022, Sama joined the Everest Group in their pledge to expand and enable inclusive talent models in the global services industry over the next three years. Everest Group's Commitment to Action, which aims to dramatically increase the impact sourcing market to half a million in three years, was recognized by former President Bill Clinton during the Clinton Global Initiative's September 2022 Meeting.

Anker Institute Living Wage & Income Corporate Sponsor

In 2022, Sama became a sponsor of the Anker Research Institute to ensure a sustainable future for the Institute's living wage and living income research. Since 2019, Sama has used the Anker methodology to guide its wage designations and we are committed to promoting the advancement of research and understanding around the concepts of fair and living wages.

United Nations Sustainable Development Goals

In 2015, the United Nations established 17 Sustainable Development Goals (SDGs) as a blueprint for countries and companies to partner for global impact and achieve a more sustainable world by 2030.

In support, Sama has identified five SDGs that are most relevant to our business and impact priorities (1, 5, 8, 10, 13). This focus enables us to maximize our opportunities to create a positive change for the future. While we've identified five primary SDGs, all 17 are interconnected. We recognize that other SDGs are connected to our business and impact objectives in less direct ways.



Hiring for impact, career growth, and job creation

Through purposeful impact hiring and continued professional development we aim to provide supports to individuals who have experienced the greatest barriers to gainful employment. We prioritize providing training and employment opportunities for individuals who lived below the poverty line before joining the company. We also aim to provide entrepreneurs with access to financial support and mentorship through our partnership with the Leila Janah Foundation.



Gender balance and advancement of women

More than 50% of our workforce is female. We prioritize gender balance in our entry level hiring processes and work to exceed industry benchmarks for female participation in departments across our company. We conduct wage comparisons to ensure fair and equitable pay for female team members.



Climate Action

We are committed to measuring and reducing our carbon footprint to mitigate climate change. We have developed science-aligned targets to achieve by 2030 that put us on a pathway to Net Zero by 2050.



sama

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