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Letter from the CEO



Wendy Gonzalez,
Chief Executive Officer

At Sama, we are committed to creating a positive impact for our stakeholders. Whether delivering high quality data annotation and model evaluation services to our customers, supporting our team members in pursuing their career goals, or taking steps to reduce our carbon footprint, we prioritize doing all we can to meet stakeholders' needs.

Our work in 2023 was a testament to this commitment. We built on key accomplishments from 2022—which included becoming a Public Benefit Corporation and establishing carbon footprint reduction targets—to create more and deeper impact for our people and the planet. Among our accomplishments, I'm most proud of the following:

- Creating more than 500 entry-level jobs for individuals who faced significant barriers to formal employment.
- Transitioning to 100% renewable energy in our North America offices.
- Joining the United Nations Global Compact, signaling our commitment to uphold and advance the UN's Ten Business Principles.

Throughout Sama's history, we've not only focused on how we act responsibly but also on how we best measure the impact of our actions. While Sama's 2023 accomplishments are worth celebrating, what makes them especially important is how they generate positive outcomes for our key stakeholders.

Positive outcomes related to entry-level job creation are clear—by connecting individuals who face substantial barriers to employment with jobs that pay a fair wage, new team members can contribute more to their households. Our research in 2023 found that after joining Sama, entry-level team members' contributions to housing expenses increased by 60%.

Our 2023 study also found that employment had a ripple effect, benefitting team members as well as their families and communities. In addition to increased contributions to housing costs, team members

were contributing, on average, 50% more to education expenses for others beyond their immediate family.

When it comes to our climate action accomplishments, transitioning our North America office spaces to 100% renewable energy was noteworthy. We are proud to promote cleaner air and champion renewable energy in cities where our employees live and look forward to building on what we learned in 2023 to move to renewables for our other offices.

As I consider how Sama's accomplishments are contributing to better outcomes, there was perhaps no greater accomplishment in 2023 than joining the UN Global Compact. While Sama has always aligned its work with the Ten Principles and the Sustainable Development Goals, signing on as a participant to the Global Compact committed us to a clear set of standards on how to conduct business responsibly. By signing, we aligned ourselves with more than 20,000 other companies across the globe.

As part of our participation in the compact, we have committed to publicly reporting on our alignment with the Ten Principles annually through the Global Compact's Communication on Progress. We hope that these reports, which will be first shared later this year, will provide our customers and other stakeholders with a clear picture of where we are in the development of our policies and practices related to business ethics, human rights, labor standards, sustainability, and other topics, and how we can partner with our stakeholders to create even greater impact.

While there were many accomplishments and tangible outcomes to celebrate in 2023, we know the work continues forward. We seek to challenge ourselves to create positive outcomes for our stakeholders by making decisions and taking action in ways that help everyone thrive. As we look ahead to the coming year we remain committed to working in service of our key stakeholders and I look forward to building on what we've learned and achieved to be an even better company for people and the planet.

About this report

This is the second comprehensive report of our impact priorities, progress, and performance since Sama transitioned from a nonprofit to a private enterprise in 2018. Like our 2022 report, this year's report includes details about our social impact and key social impact priorities, our environmental performance, and our corporate governance practices.

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, as well as past impact reports, please review these additional resources:

2022 Impact Report

[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 2023 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.



2023 Highlights



Impacted **68,000+**

through training, employment and a ripple effect since 2008

- Created **581 new jobs**
- Completed **30,397 courses** through Sama U
- Awarded **\$16,000** in Sama Scholarships
- 50% increase in spending on education after joining Sama in Nairobi



Reduced absolute emissions by **12%** from our 2022 baseline

- Transitioned to 100% renewable energy in our North America offices
- Reduced emissions from capital goods purchases by 98%
- Partnered with WEEE Centre to reuse, upcycle, and recycle electronic waste



Joined the **UN Global Compact**, signaling our commitment to the Ten Business Principles

- Partnered with more than 50 other organizations on the Clinton Global Initiative's Commitment to Action to increase the total number of impact workers across the globe to 500,000 by 2025
- Launched a supplier due diligence program for Tier 1 suppliers in East Africa

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 68,000 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 enable enterprise clients to build and maintain state-of-the-art AI models through trusted data annotation & validation solutions that scale across complex workflows.

Vision

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



68,000+
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.

The Sama Way

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.

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.

Trust and Transparency

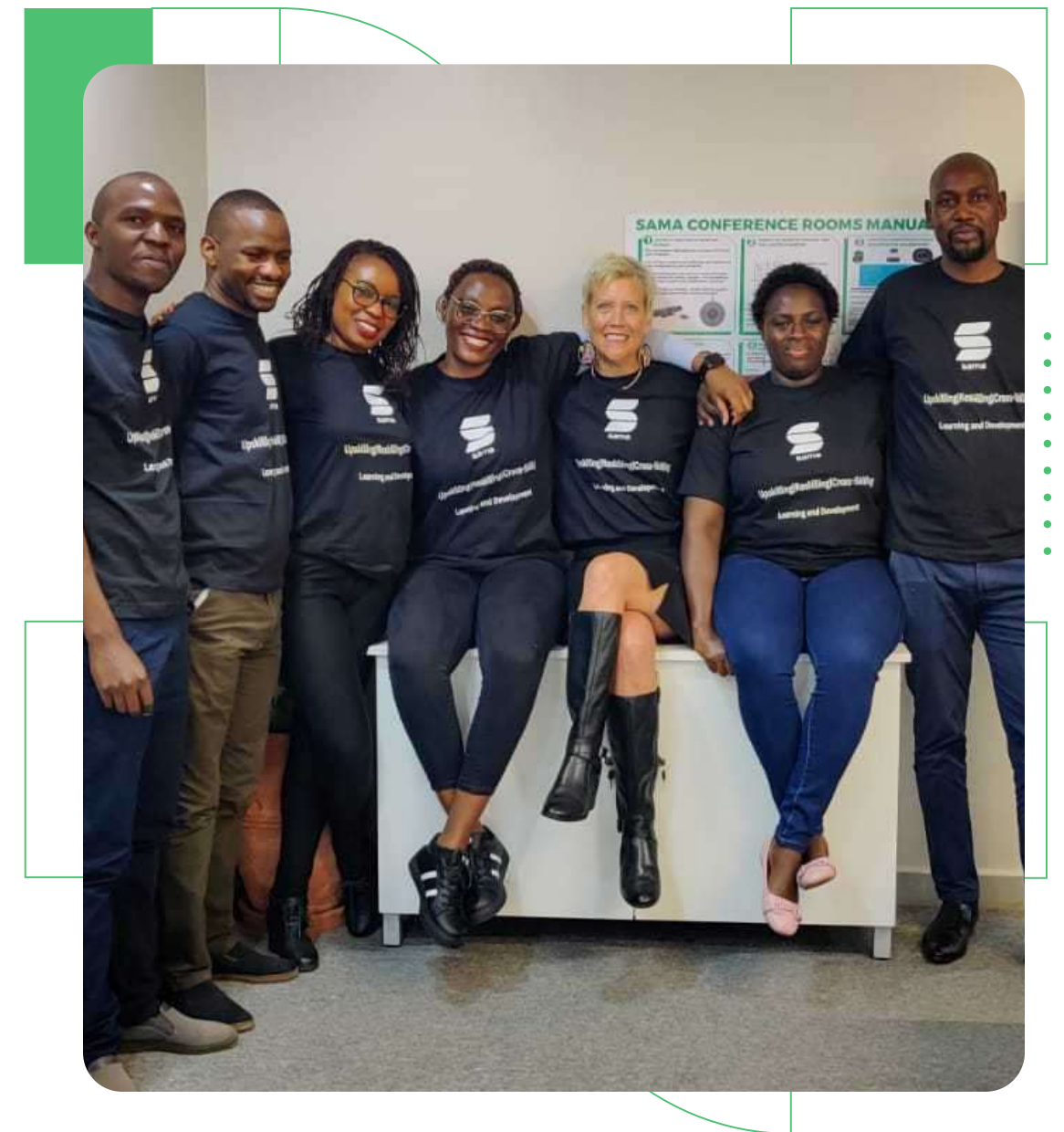
We trust our teammates to make the right decisions, empowering them with both information and ownership. We believe in the power of authentic feedback. Transparency and trust accelerate us towards our shared goals.

Customer First

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

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.



Sama is one of the first AI companies to receive B Corp Certification. 2021 B Corp Award for "Best for the World" in Workforce.



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

7236 Waverly Street, Suite 306
Montréal, Québec H2R 0C2
Canada

San José

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

EUROPE

The Hague

Kalvermarkt 53, 2511 CB
The Hague, The Netherlands

AFRICA

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

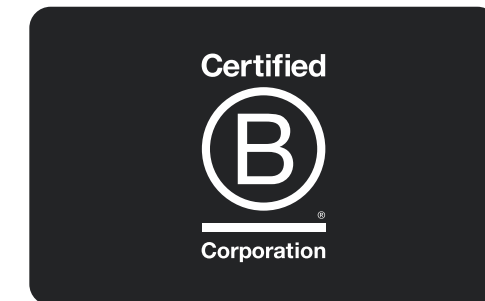
Sama incorporates as a private company. Its new nonprofit affiliate, known today as the Leila Janah Foundation, remains a major shareholder

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

2020

Sama becomes one of 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 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 included in Sama's hiring pool earned, on average, 30% more than the control group.

2023

Sama joins the UN Global Compact



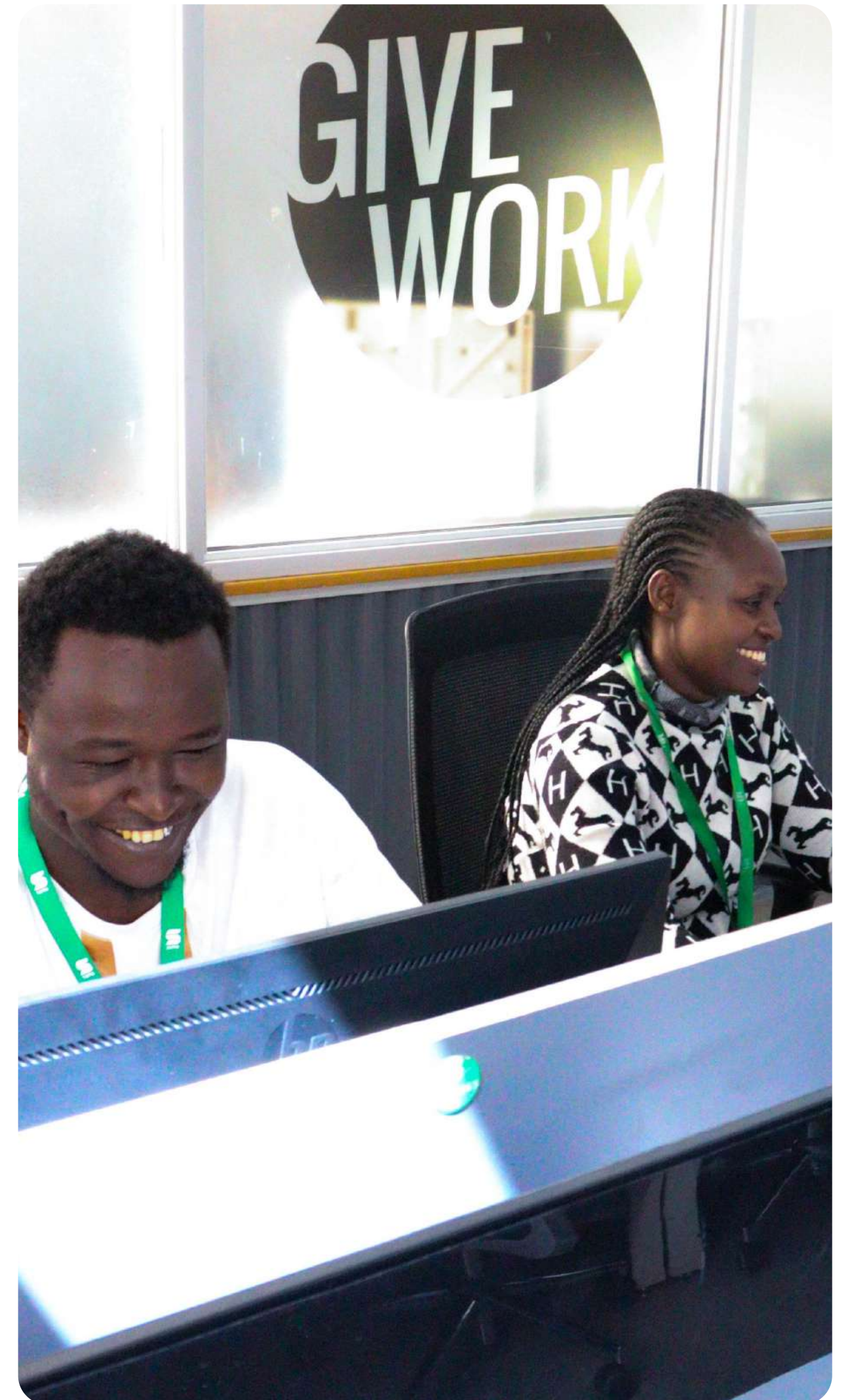
Impact from Day One

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.

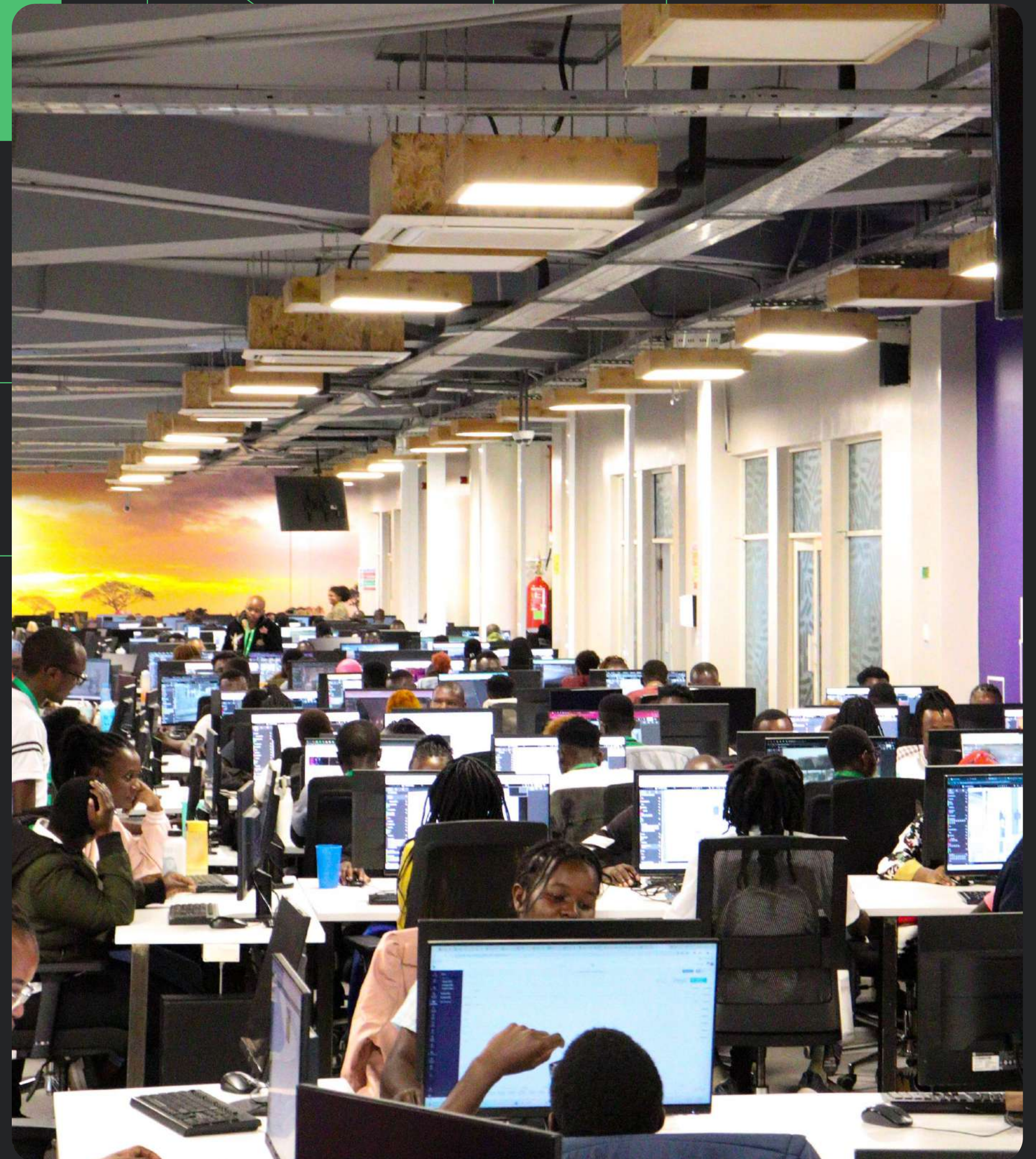
In 2018 when we transitioned from a nonprofit entity to a private enterprise we remained committed to our founding social mission. But that wasn't enough - we wanted to leverage our resources to do even more. We expanded the scope of our mission to better set our team members up for long-term success 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 and are committed to sharing key emissions metrics at least annually. In 2023, we continued our tradition of transparent reporting and assessment by joining the UN Global Compact and undergoing an assessment of the company's practices against the Oxford Internet Institute's AI Fair Work principles. Through these efforts we aim to continue to push ourselves to generate more measurable impact and report transparently on our progress.



Our People

At Sama we are committed to creating a supportive and inclusive environment where everyone can thrive. Since day one, we've made it our mission to connect individuals who face the greatest barriers to employment to training and dignified digital work. In addition to our core impact mission, we strive to create sustainable conditions that enable team members and their communities to learn, build careers, and thrive through a multi-pronged approach.



Our team

Sama was founded on the premise that talent is equally distributed, but opportunity is not. For our primary stakeholder group – our team – we are committed to creating more equitable access to formal work: creating clear, supported career pathways; offering professional advancement through training and certification programs; and fostering diversity, equity, and wellness through engagement.



Creating Connections to Formal Employment

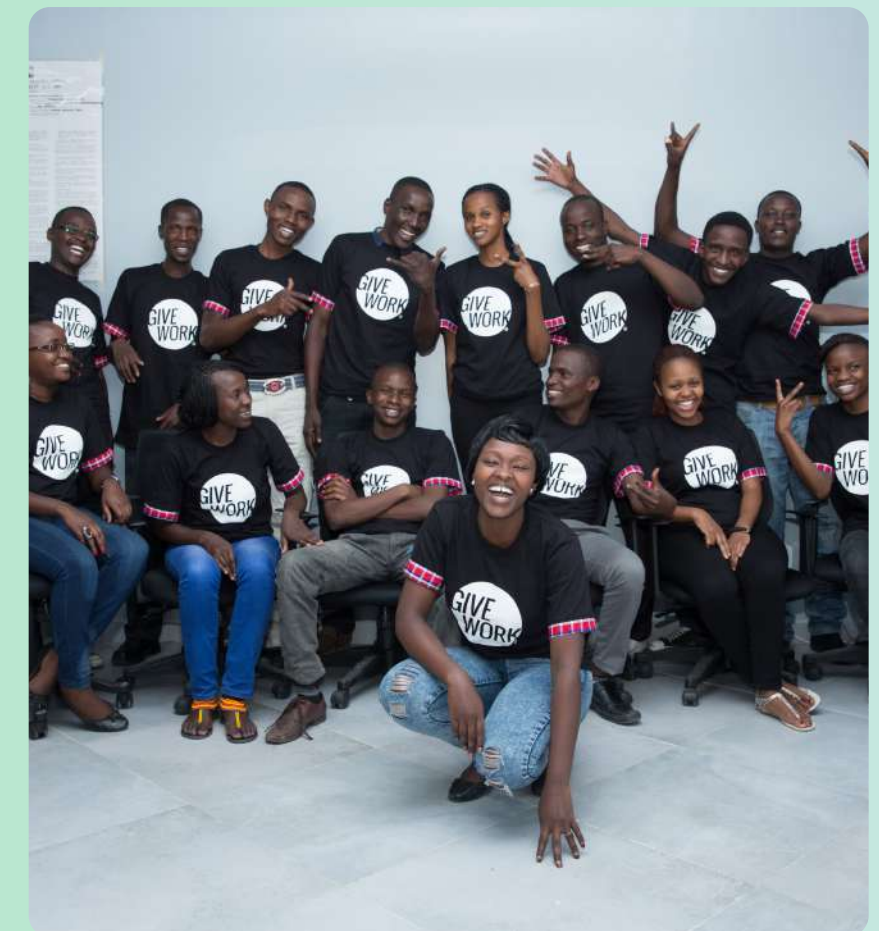
The Organization for Economic Co-operation and Development (OECD) estimates that more than 80% of Africa’s employment is informal, especially among youth and individuals living below the international poverty line. While these informal jobs make up a vital part of the economy, they are unregulated and offer few protections for employees. Informal work also lacks the stability formal sector jobs can provide.

Since 2008, Sama has been actively bridging the gap for individuals marginalized from traditional employment. Our impact hiring model connects individuals from underserved backgrounds who face the greatest barriers to formal work with fair-paying entry-level work.

Our hiring model starts with intentional recruitment. In our early years, we partnered with community-based organizations to connect with individuals in Kenya and Uganda who would benefit most from formal sector jobs. Today, our ties with communities –including informal settlements in Nairobi and urban and rural areas of Uganda where job opportunities are most limited – are strong.

Training is also a key component of our hiring model. Once applications submit their applications they are invited to join AI 101, which covers basic computer and technical competencies. Since most applicants are new to office work, the program incorporates an overview of workplace preparedness and professional conduct. Applicants are eligible for employment after completing AI 101 course certifications.

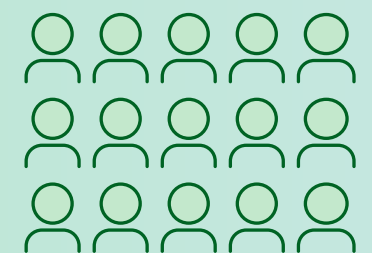
As of the end of 2023, more than 15,500 individuals have been employed through Sama’s impact hiring model. In 2023, this included 581 new hires who faced substantive barriers to employment. Among these new hires, 69% were un- or underemployed in the six months before joining Sama.



2023 KEY RESULTS

15,500+

individuals employed through Sama’s impact hiring model since 2008



581

entry-level jobs created in 2023



148%

average lift in income for 2023 new hires

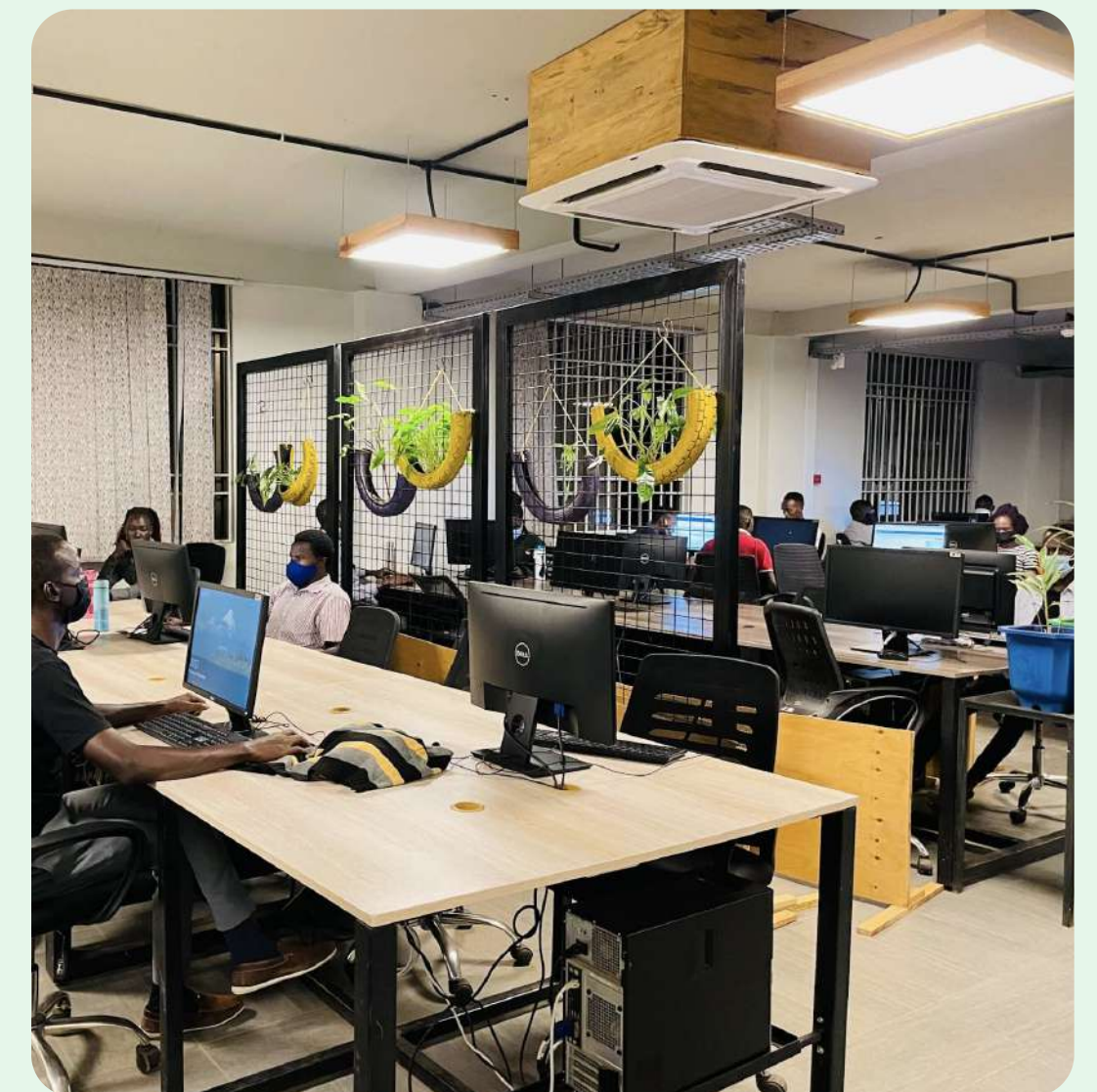


Strong partnerships for purposeful hiring

Sama's impact hiring model was built on strong partnerships. During our first 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 Gulu, Uganda.

Standing at the junction of Northern Uganda, South Sudan, and the Central African Republic, Gulu was deeply impacted by the Lord's Resistance Army insurgency, which displaced thousands and stifled economic growth and job creation from the 1980s through the early 2000s. In 2012, after much of the fighting in Uganda subsided, Sama partnered with Oxfam Novib on a project called Internet Now! to lay fiber optic cable throughout the region and connect Northern Ugandans to digital work. The project made Sama one of the largest employers in Gulu. As part of the project, Sama transformed shipping containers into a solar energy-powered office SuperCenter housed on the grounds of Gulu University.

Since 2012, our Gulu team has grown. In 2020, we moved to new offices near the city center which include amenities such as a prayer room, nursing room, and a vibrant cafeteria. At the end of 2023, our Gulu team included more than 280 members, including some 82% who joined Sama through its purposeful impact hiring model.



Learning & Skill Development

We believe that continued learning is essential to our team members' long-term success. Team members are encouraged to engage with a variety of training modules and educational opportunities to both enhance their technical abilities and nurture their interpersonal skills.

Through our online learning platform, SamaU, team members have access to more than 205 courses covering five core areas: foundational skills, functional skills, technical skills, wellness, and tools and compliance. By investing in our team members' growth and development we are building a stronger workforce and empowering individuals to unlock their full potential.

In 2023 team members completed more than 30,397 courses through the SamaU platform.

Recognizing that about a quarter of our entry-level workforce miss out on higher education due to financial constraints, Sama goes beyond online learning to champion formal education through the Sama Scholarship program. Through the program 18 team members have pursued bachelor's degrees since its inception in 2018.

The scholarships, amounting to \$4,000 each, cover tuition and other education-related expenses for one to four years. In 2023, four exceptional team members, two from Kenya and two from Uganda, received the scholarship.

2023 KEY RESULTS

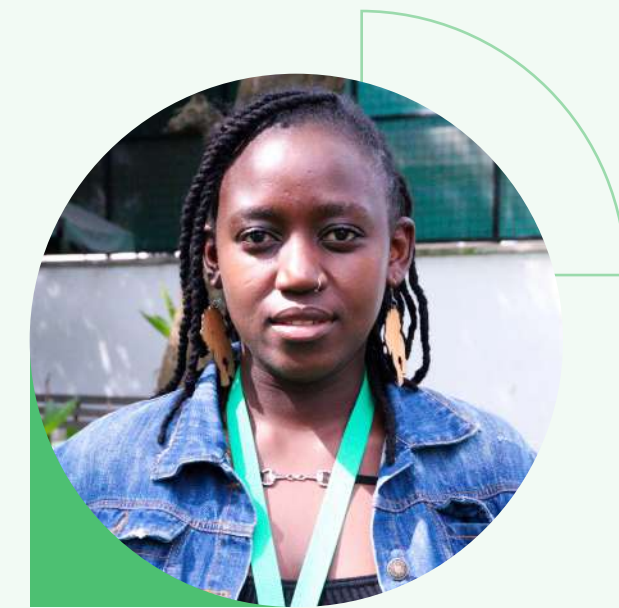
30,397

courses completed through Sama U

\$16,000

awarded in Sama Scholarships

18 Sama Scholarships awarded since 2018



Sama Scholarship Winner 2023

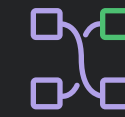
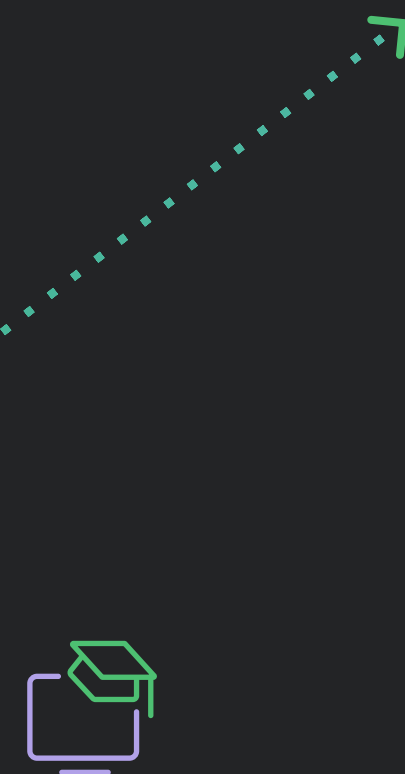
Winning the Sama scholarship is like receiving a golden ticket to a world of endless possibilities. It's not just about the financial relief it brings, although that is undeniably significant. It's about the validation of my dreams and the affirmation of my potential, it means breaking down barriers that once seemed insurmountable. It means opening doors to opportunities that I never thought possible, allowing me to pursue my passions and aspirations with renewed vigor and determination.

But perhaps most importantly, this scholarship means responsibility. It's a responsibility to honor the promise I made to myself to strive and start an organization aimed at training young girls on sexual reproductive health, women's rights, and supporting survivors of gender-based violence as have been my passion before joining Sama. In this way, I will be giving back to my community just like Leila (Sama's Founder).

– **Lilian Vaati**
Associate, Kenya

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.



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.



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.



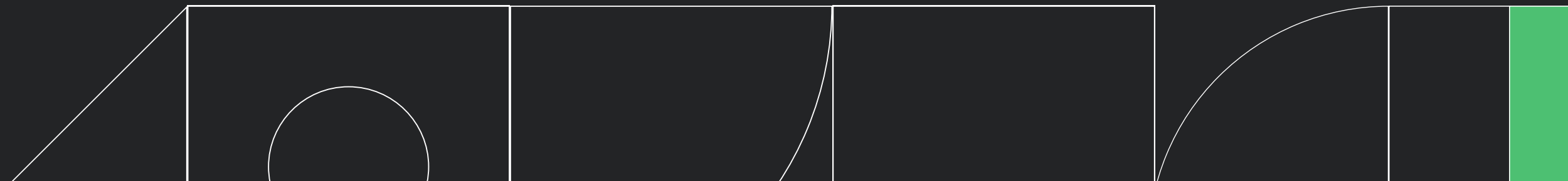
Training & Support

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



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.



Learning Week

At Sama learning plays a vital role in a team members' experience. In September the Learning and Development team hosted the company's first Learning Week. This initiative was designed to promote lifelong learning, cultivate leadership, and promote accountability. Learning Week was tailored for all staff members across East Africa, ensuring inclusivity and widespread participation of more than 2,000 staff.

Daily one hour virtual sessions covered a spectrum of topics including the importance of lifelong learning, the power of microlearning, strategies for fostering effective communication, and lastly the launch of the Sama book club. The week-long learning event culminated in an award and recognition ceremony awarding top achievers of continuous professional development at a 'lunch and learn' session featuring Joseph Choge, Managing Director of Unga Group, and Carol Koech, Kenya Country President, Scheider Electric, who shared insights on self awareness and leadership.



Career Advancement

At Sama, we are committed to helping our team members map out and achieve long term success. Whether that means moving up within the company or transitioning to new opportunities, Sama works with team members to help them achieve their goals

In addition to Learning Week and courses on SamaU, Sama offers internal career pathway and promotion training programs focused on skill certification for Quality Analysts and Team Leaders. These programs equip team members with the knowledge and skills required to advance within the company, and to meet the immediate needs of clients. After a pilot in 2022, the certification courses were made available to all employees in 2023, making the pathways for entry-level team members to express their interest in advancement and demonstrate their preparedness for their next role.

We recognize that some team members are interested in pursuing careers outside the company. To support these team members, Sama hosts an annual career fair. Over the course of four days in April, Sama's 2023 career fair covered job preparation topics, including:

- Critical 21st-century skills development;
- CV building to tips on getting noticed by recruiters;
- Financial literacy and planning topics including savings and investments, retirement preparation, and financial risk management.

The fair ended with one-on-one finance coaching sessions for Nairobi-based team members. More than 2,000 team members in Kenya and Uganda participated in the 2023 career fair.



2023 KEY RESULTS

391

career advancement certification courses completed

71%

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

64%

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

2,000+

career fair attendees



Pathway to Portfolio Lead

Erick Vukaya joined Sama in 2016 as an Associate. He comes from a very humble background in rural Western Kenya, where young people like him face various hardships and limited opportunities for meaningful employment. Despite challenges, his parents were able to provide him with the basics— a roof over his head and food on the table. Financial constraints notwithstanding, he excelled in his secondary school studies.

In the two years between taking his national exam and going off to college, Erick took up teaching at a few secondary schools in his village, specializing in biology and mathematics. Transitioning to college in 2010, he pursued a Bachelor of Arts degree in Hotel and Hospitality Management, from Maasai Mara University, Kenya.

Despite his experience and education, Erick’s journey was anything but straightforward. He worked in many unpaid roles until he found stability at Sama, where he has thrived for the past 7.5 years.

During his tenure, he has moved through the ranks from Associate to Quality Analyst to Project Instructor to Delivery Manager. In his current role as Portfolio Lead he coordinates project operations and supervises teams. “My role is instrumental in building relationships with our clients and internal stakeholders. I motivate, coach, and support my direct reports to cultivate strong client relationships and deliver with effectiveness and efficiency,” Erick shares.

Each step of this journey reflects Erick’s hard work to broaden his professional skill set, and his profound commitment to excellence.

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 women's participation in the labor market is less than 50% globally. Promoting gender equality in the workplace not only addresses these inequities; it also fosters economic growth, social progress, and sustainable development.

We are committed to creating conditions that foster gender parity. We promote equal opportunity and representation by integrating gender balance into core business practices, including our purposeful hiring model. 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 can thrive is the right thing to do.

In 2023, Sama's East Africa offices organized two significant events to promote gender equality in the workplace: International Women's Day and No Shave November.

For International Women's Day, we ran an [#InnovationandTechnologyforGenderEquality](#) campaign.

The campaign featured stories from female team members across the company who have leveraged opportunities at Sama to learn, grow, innovate, and advance in their careers.

No Shave November raised awareness about men's mental and physical health. Throughout the month men across Sama's East Africa offices grew out their facial hair. Beyond the fun of letting their beards and mustaches flourish, participants engaged in discussions about mental well-being and physical wellness. By encouraging open dialogue, No Shave November helped break the stigma surrounding men's health issues and fostered an environment of support and understanding.

2023 KEY RESULTS

50%

of the workforce identifies as female

40%

of senior managers identify as female

67%

of the executive team identify as female



Sama's focus on gender balance has greatly empowered women and has given many, including myself, an opportunity to step into administrative roles. The company offers equal opportunity for growth. I started as an associate and worked my way up. I am currently a Quality Analyst Supervisor – my dream came true at Sama! My degree is in Information Technology and working for an AI company is inspiring! Sama has helped me and other women provide for our families and support ourselves.

– **Doreen Akello, Gulu**
Quality Analyst

Wellness and Engagement

At Sama we put people at the center of our work. We are committed to fostering belonging and inclusion through programs that promote engagement and create a positive, supportive work environment where employees can thrive. Throughout 2023, Sama hosted events to support team engagement and promote wellbeing, including annual health checks, Culture Week, and Mo Yunis Awards.



Annual Health Checks

Every year Sama sponsors health checks for team members to assess potential diseases and offers education on healthy living. In 2023 the two day event, conducted by Avenue Healthcare—a renowned medical facility in Nairobi—included cancer screening, blood count tests, and other screenings for team members.



Culture Week

Our East Africa offices held a week long cultural event in July, inspiring employees to embrace creativity through fashion and culture. The event featured themed fashion days highlighting various cultures and professional interests, including office attire, school outfits, traditional clothing, workwear, and sporty styles. The week culminated in a grand celebration in our Kenya and Uganda offices with team members getting an opportunity to connect and learn from different cultures.

Mo Yunis Awards

The Mo Yunus Award is given quarterly to Sama employees who best represent the “*jugaad*” spirit by living Sama’s values of One Team, One Goal; Deliver. Period; Trust & Transparency; Customer First; Humanity. The award is named after Dr. Mo Yunus, who won the 2006 Nobel Peace Prize for founding Grameen Bank and pioneering the concepts of microcredit and microfinance. Yunus was a model and inspiration for our founder, Leila Janah.



Winning the Mo Yunis Award has been a profoundly significant milestone in my life. This recognition not only validates my hard work and dedication but also inspires me to continue striving for excellence. The Mo Yunis award has reinforced my belief in the value of perseverance and the importance of making meaningful contributions to society. I say a big thank you to Sama!

– **Peter Wright, Nairobi**

Commitments to our Team



Health and Wellness

- Comprehensive company-supported health insurance for team members and their families
- Access to mental health services
- Company-funded sports leagues for team members in East Africa
- Comprehensive annual health check-ups



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
- Access to on-demand courses and training on financial management



Engagement & Community Building

- Company-sponsored team building events, including Culture Week and Learning Week
- Project-specific offsites and team building sessions
- Paid time off for employee-led volunteer activities
- Community learning events and guest speakers
- Speaking engagements for staff at business forums



Continued Learning and Career Advancement

- Digital basics and introduction to artificial intelligence training through AI 101
- Learning week
- Launch of Sama Book Club in East Africa

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 support social enterprises and empower individuals in East Africa to create a sustainable future for themselves and their communities. Through research and engagement with team members, we've seen employment at Sama create a ripple effect, investing in their families and communities. We are proud to see our team members actively engaging in local initiatives and causes, demonstrating their dedication to making a difference beyond the workplace.



Supporting Entrepreneurs through the Leila Janah Foundation

In 2018 Sama’s founder, Leila Janah, launched the inaugural Give Work Challenge with her husband, Tassilo Festetics. When Sama transitioned its business unit to a private enterprise, the nonprofit focused on growing the Give Work Challenge. In 2020 the nonprofit was renamed the Leila Janah Foundation (LJF) to honor Leila’s passing from a rare form of cancer.

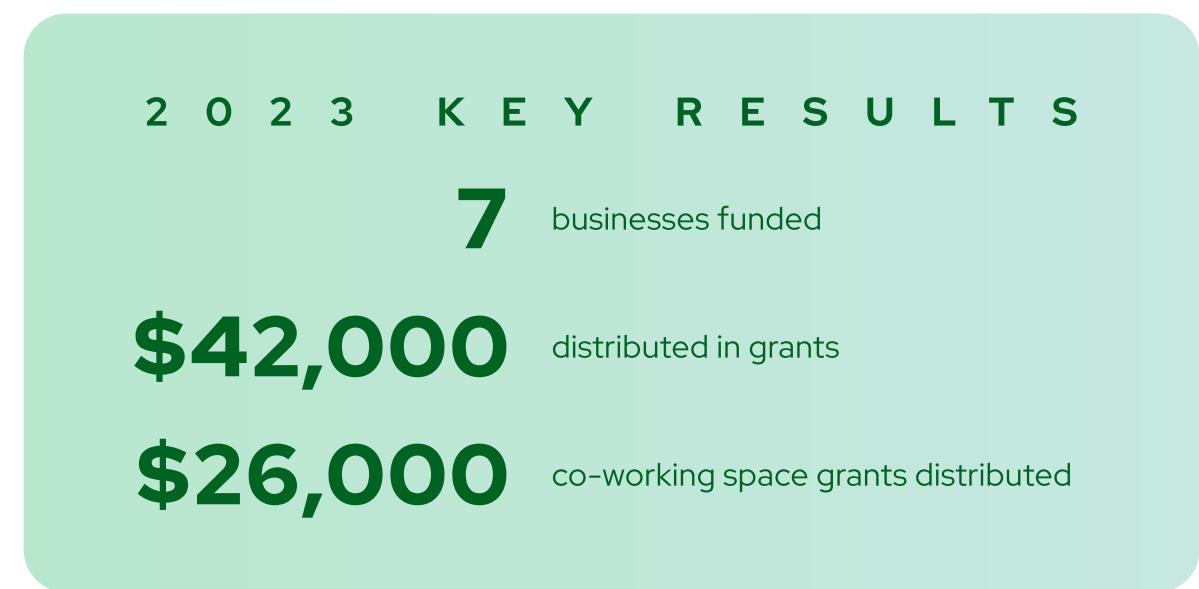
In its first two years LJF provided funding and mentorship to 12 businesses founded by current and former Sama employees. Since then, the foundation has expanded eligibility for its flagship Give Work Challenge Program and introduced two new programs- The Growth Fund and The Woman Founder Award.

The Give Work Challenge is a business competition for entrepreneurs in Kenya and Uganda that provides new and existing businesses with \$4,000 grants, mentorship, and other support to help them. The Give Work Challenge includes two preliminary rounds of competition where participants present their business plans, take part in interviews, and make their case for funding in a short video. Finalists pitch their businesses to a panel of regional judges. Since it was started in 2018 the Give Work Challenge has supported 37 business ventures.

The Growth Fund helps previous Give Work Challenge winners scale their operations, make substantial investments in their growth, and manage the challenges that come with transition out of startup mode. Established in 2018 the Growth Fund has awarded three businesses with \$10,000 each. In addition to funding, winners have received mentorship, community, and other support.

The Woman Founder Award, LJF’s third program, was launched in 2023. This program supports female entrepreneurs in rural Western Kenya—a region where rates of gender-based violence, early marriages, and limited access to education for women are high—as they turn business ideas into action. Through the WFA pilot 12 female entrepreneurs participated in a three month training program to develop and enhance their business plans. At the end of the program, entrepreneurs presented their ideas to a panel of experts. Two entrepreneurs were awarded \$4,000 in grants and mentorship opportunities.

Through the Give Work Challenge, Growth Fund, and Woman Founder Award, the Leila Janah Foundation awarded \$42,000 in grants and \$26,000 in co-working space grants to seven ventures in 2023. To date, the Foundation has supported 46 ventures in Uganda and Kenya a total of \$232,000 in grants and awards.



“I was impressed with this year’s businesses and how the challenge has evolved. The short-form videos were at another level this year with some amazing production values that really communicated the business value, the business owners, and their missions. The diversity of businesses took a huge technological leap forward from previous years with businesses ranging from local physical goods to digital content and online platforms. It also looks like the training and mentorship the challengers receive during the process continues to improve year over year with not only business plans but also video content creation and marketing expertise. I’m truly honored to be a part of the jury yet again and can’t wait to see what the winning businesses do.”

– **Duncan Curtis**, SVP Product and Give Work Challenge Juror

Maweje Creations

GIVE WORK CHALLENGE WINNER 2023

Maweje Creations is revolutionizing the design industry by using plant-based materials and textile waste to create home goods, handbags, and jewelry for households, restaurants, craft shops, and hotels around Kampala, Uganda.

Maweje Mohammed Dimma, the Maweje Creations team lead, was curious about the effects of waste in the form of banana stems and stalks on the environment. "Uganda is the second largest producer of bananas in the world. As much as this is great, it creates tons of waste in the form of stems and stocks left over to decompose, thus emitting a substantial amount of greenhouse gas emissions. Instead of being wasted and harming the environment, I was curious about how banana byproducts can be repurposed to create a wide range of products," Dimma shares. His curiosity led him to information and writings online on how people in Japan and the Philippines historically made their clothing out of extracted banana fiber. After several attempts and through imitation, he started developing his fabric from banana pseudostems and sun-dried cotton to create lampshades, rugs, and other homewares, as well as jewelry and handbags.

Maweje Creation has employed more than fifteen people, most of whom are young mothers and youth, who work at the state-of-the-art recycling plant in Kasangati, Central Uganda. Additionally, Maweje Creation has trained local farmers and youths in rural communities on banana fiber extraction. He purchases the banana fiber at a fair price, creating supplemental income for farmers and creating job opportunities for disadvantaged Ugandan youth and women in rural communities.



Eltrud Okeyo, Founder of Reiko Community Center

WOMAN FOUNDATION AWARD WINNER 2023

Eltrud Okeyo comes from Kisumu, Kenya's third largest city in the country's Western Highlands on Lake Victoria. Despite its rich resource base, Kisumu is one of the poorest cities in Kenya, with high rates of food insecurity, poverty, and HIV/AIDS.

Witnessing the plight of countless Kenyan youth struggling to secure employment, Eltrud started Reiko, a community-based organization and farm that preserves local traditions and culture, provides skill-based training to youth, and is a source of employment for young and elderly people working in the leased community farm.

Reiko, which means "Wisdom" in Eltrud's native language of Dholuo, connects different generations through learning and community activities. Older individuals participate in storytelling sessions and singing to promote intergenerational learning. Young people develop skills in arts and crafts, electrical wiring, and computer skills. Children also learn basic computer literacy skills, are exposed to new languages, and practice community gardening.

By the end of 2023, Reiko had served 31 older adults and 140 children and created 5 permanent jobs. Reiko's community farm provided fresh produce to local families and housed a seed bank focused on preserving indigenous vegetables like spider plants, black nightshade, and cowpeas.

Before starting Reiko, Eltrud earned a degree in environmental science from Masinde Muliro University in Kakamega (Western Kenya). With this background she's employed innovative techniques such as sun drying and charcoal cooling to preserve vegetables from the community farm, reducing post-harvest losses, creating food security for the community, and generating employment opportunities and income for community members.



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 86% of entry-level team members report financially supporting at least one other individual. Two-thirds of team members report supporting two or more people in their households.

Our research has found that after joining Sama team members typically contribute more to their household expenses. In 2023, we asked team members about changes to their household contributions since joining the company. From the time they joined Sama, Nairobi team members' median contributions to housing costs increased 60%. The proportion of team members who reported spending money on education increased from 66% to 81%. Among those who were contributing to education expenses, median contributions increased 50%.

In addition to seeing increased household contributions, through our research, we continuously ask our team members about the greatest needs they see in their communities. Consistently, our research has found that access to education, skill building, and jobs are the most pressing needs to address in their communities. With this information, we uphold our commitment to job creation and skill building.



Working at Sama has contributed a lot to my life.

I have been able to support my siblings and grandmother with the money I make, and I am able to provide for my family and take care of my 4-year-old son, who is in the middle class. I don't have to worry about medical expenses because my son and I are covered under medical insurance benefits.

— **Cosmas Oola**, Associate
Kampala

Local Teams Supporting Causes We Care About

Across the globe, Sama's local teams identify community service projects that align with both community needs and the company's core values. Here we highlight two projects from 2023 from our Costa Rica and Canada offices.



Montreal, Canada

Our Montreal office participated in Techaide's 2023 soccer tournament to benefit Centraide of Greater Montreal, which collects and invests funds locally to fight poverty and social exclusion. The Montreal team raised \$1,515 CAD for programs supporting youth success, ensuring food security and access to adequate housing, and breaking isolation of those most affected by social exclusion.

San Jose, Costa Rica

In Costa Rica, the team provided mentorship and created a scholarship fund for Priscilla, a first-generation high school graduate who dreams of pursuing a college degree in business and IT. With the scholarship, Priscilla was able to enroll in an intensive course to sharpen her English skills, which are essential for work in Costa Rica's tech sector. After graduating, Priscilla landed a full-time job as a business IT technician and now has the chance to pursue a computer engineering degree.

In addition, the Costa Rica team raised funds to improve the educational conditions of 30 children who need new desks in their school in San Jose. The team spent time with the children at the school and had their hands busy repairing and repainting desks.



Giving to Communities in East Africa

Throughout 2023 Sama made intentional contributions to organizations advancing work aligned with our core social impact mission. Through our corporate giving program, Sama supported organizations in Kenya and Uganda, with a focus on contributions to Kibera, an informal settlement in Nairobi where more than 500 of our team members are from.

Sama Giving

In lieu of gifts to our customers, in December 2023 Sama made charitable contributions to three nonprofit organizations aligned with our mission and values. The organizations— Garden of Hope Foundation, Kids Club Kampala, and Outreach Uganda – address the unique needs of the communities we serve and align with our key priorities of breaking down barriers to learning and employment opportunities. By supporting them, Sama hopes to contribute meaningfully to the development and empowerment of marginalized communities in Nairobi, Gulu, and Kampala.



Miracle and Victory Children's Centre

In the Kenyan education system having a geometric set is a compulsory requirement for taking the grade 8 national examination to signify completion of primary level education. Sama provided sets to 101 candidates getting ready for their national exams at the Miracle Children's Education Centre in Kibera, an informal settlement in Nairobi, Kenya, where many of our team members grew up. The school was started and is run by Oscar Odhiambo, an alumnus of Sama. Sama's donation complemented Oscar's tireless work to guarantee that each student had the essential tools needed to approach their exams with confidence.

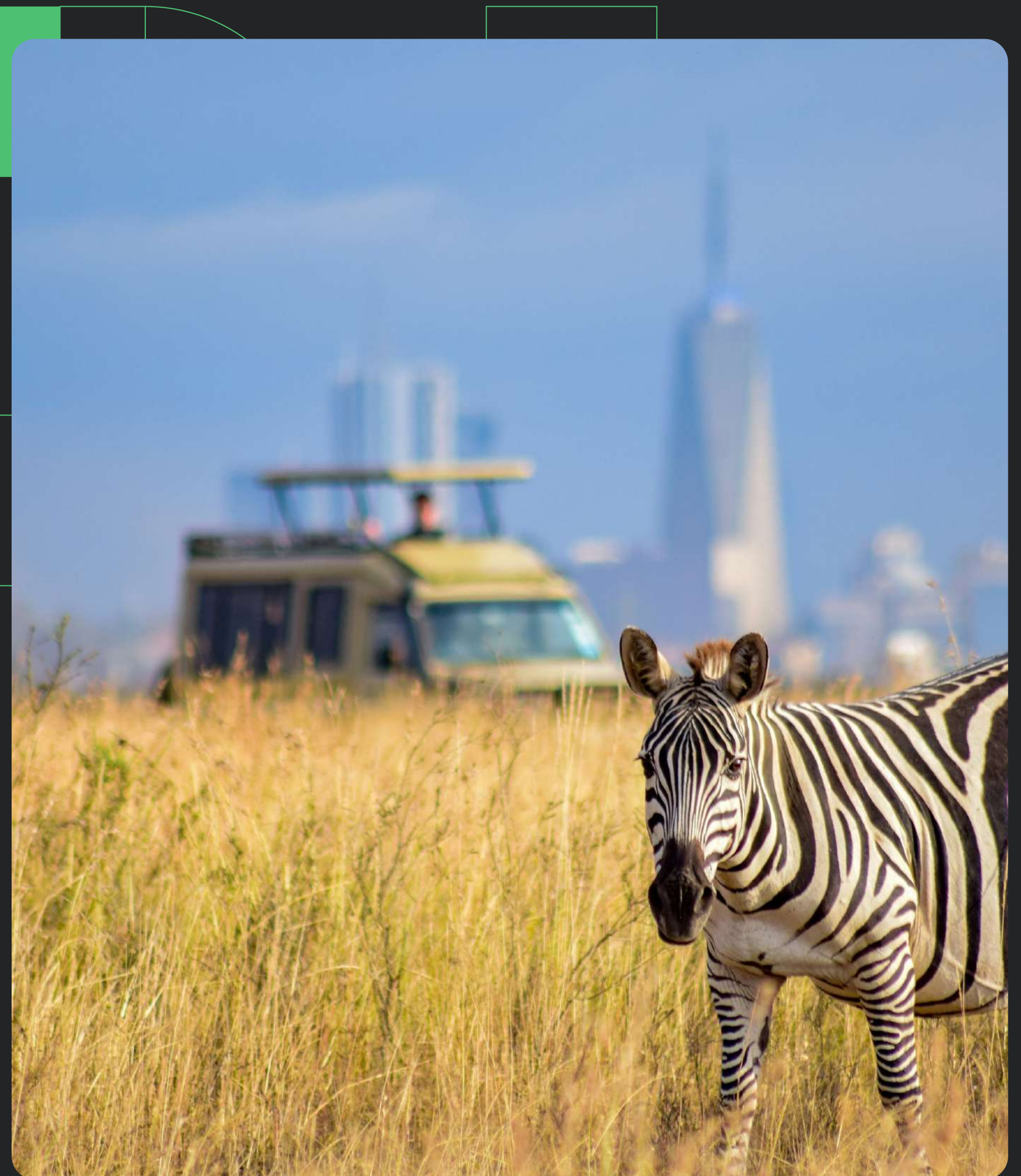
Sama's donation for the Kibera Girls Basketball team

Sama partnered with the [Center for Transforming Mission \(CTM\)](#), a community-based organization that mentors youth through basketball and trains urban leaders to drive positive transformation within their communities. Through its Highway of Hope program, CTM identifies young and talented players in the community and offers mentorship and scholarship opportunities. In 2023, Sama donated balls and uniforms to girls' academy basketball team.



Our Planet

Sama is committed to minimizing our negative impacts on the planet. We've set bold commitments to half our Scope 1 and Scope 2 carbon emissions and reduce our Scope 3 emissions per employee by 52% by 2030. In addition to climate action, we prioritize using recycled and reusable materials in our offices and have policies and practices in place to minimize our impact on the planet through our purchases.

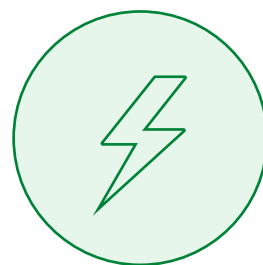


Climate Action

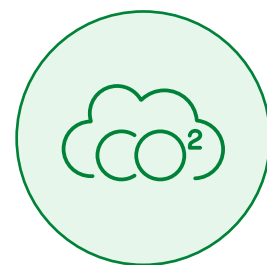
Climate change is one of the most pressing challenges our teams, communities, and customers face. As a Certified B Corp and impact-driven company, it's our responsibility to support the wellbeing of our stakeholders by contributing to climate solutions.

To do our part, in 2022 we set two 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 52% per employee¹. We commit to reducing emissions generated through our supply chain by 52%¹ per employee, based on a 2022 baseline year.

We developed our targets, and this year updated our Scope 3 target, to align with the Intergovernmental Panel on Climate Change's guidelines aimed to limit global temperature rise to well below 2°C. We are in the process of validating these targets through the Science-Based Targets Initiative, a program designed to drive corporate climate action, to ensure that they are both aligned with what is needed and ambitious.

¹ We recently updated our Scope 3 target from a 50% to 52% reduction per employee by 2030. We made this update to better align our target with the latest science on climate action.



Why we prioritize Climate Action

For us climate action and social impact are inextricably linked. Research shows 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. Reducing our emissions supports the advancement of sustainable development pathways that benefit both the environment and socio-economic progress.

Commitment to action

We are taking a multi-pronged, data-informed approach to reduce our carbon emissions. In 2022 we developed a nine point strategy that included five immediate actions and four longer-term initiatives to reduce our carbon emissions. In 2023 we made substantial progress on our immediate actions, including sourcing more renewable energy and minimizing the purchase of emissions-heavy capital goods. We also continued to plan out our longer term efforts and prepare to implement them in the coming years.



Carbon Emission 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

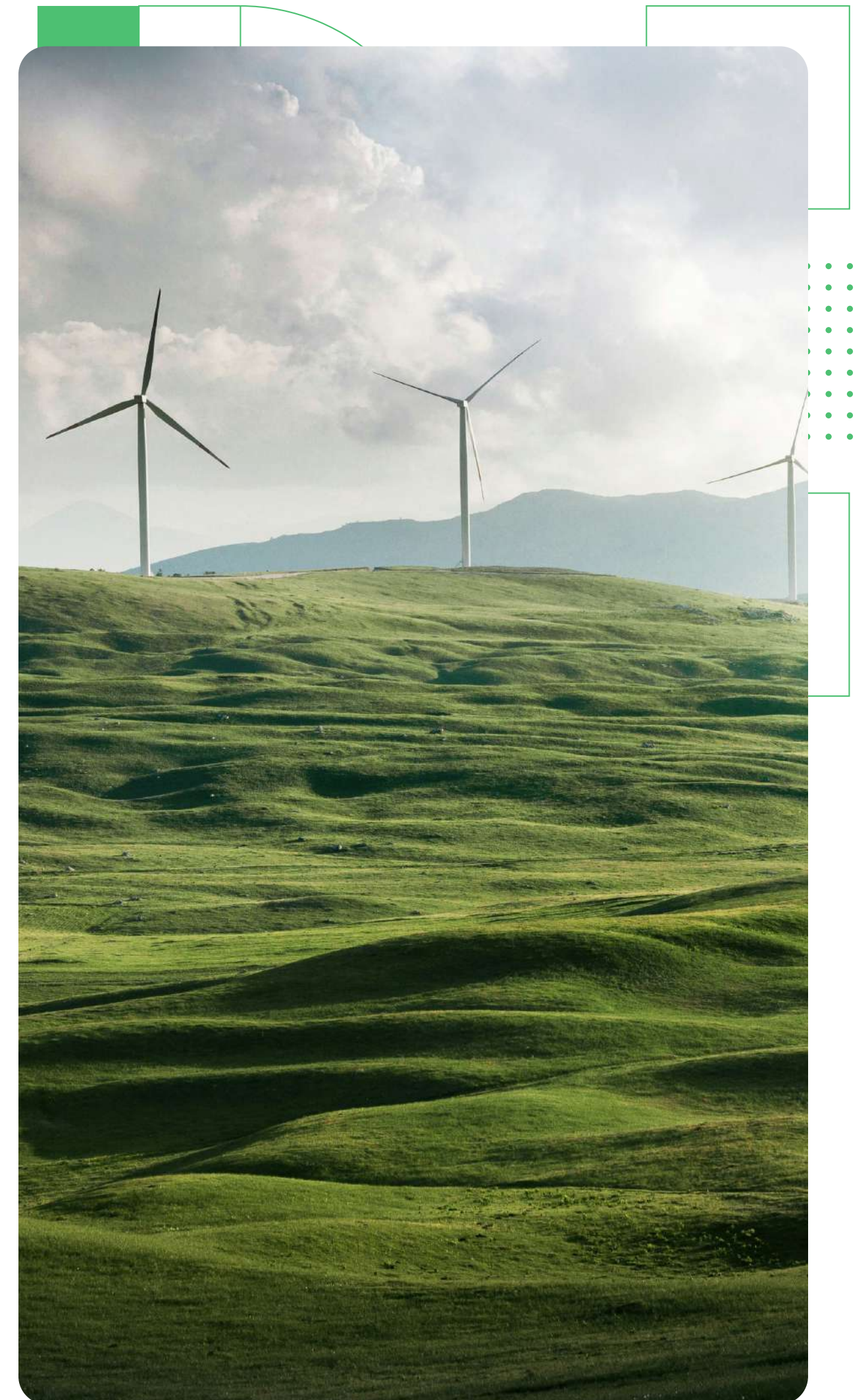
Minimize the purchase of emissions-heavy capital goods

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.

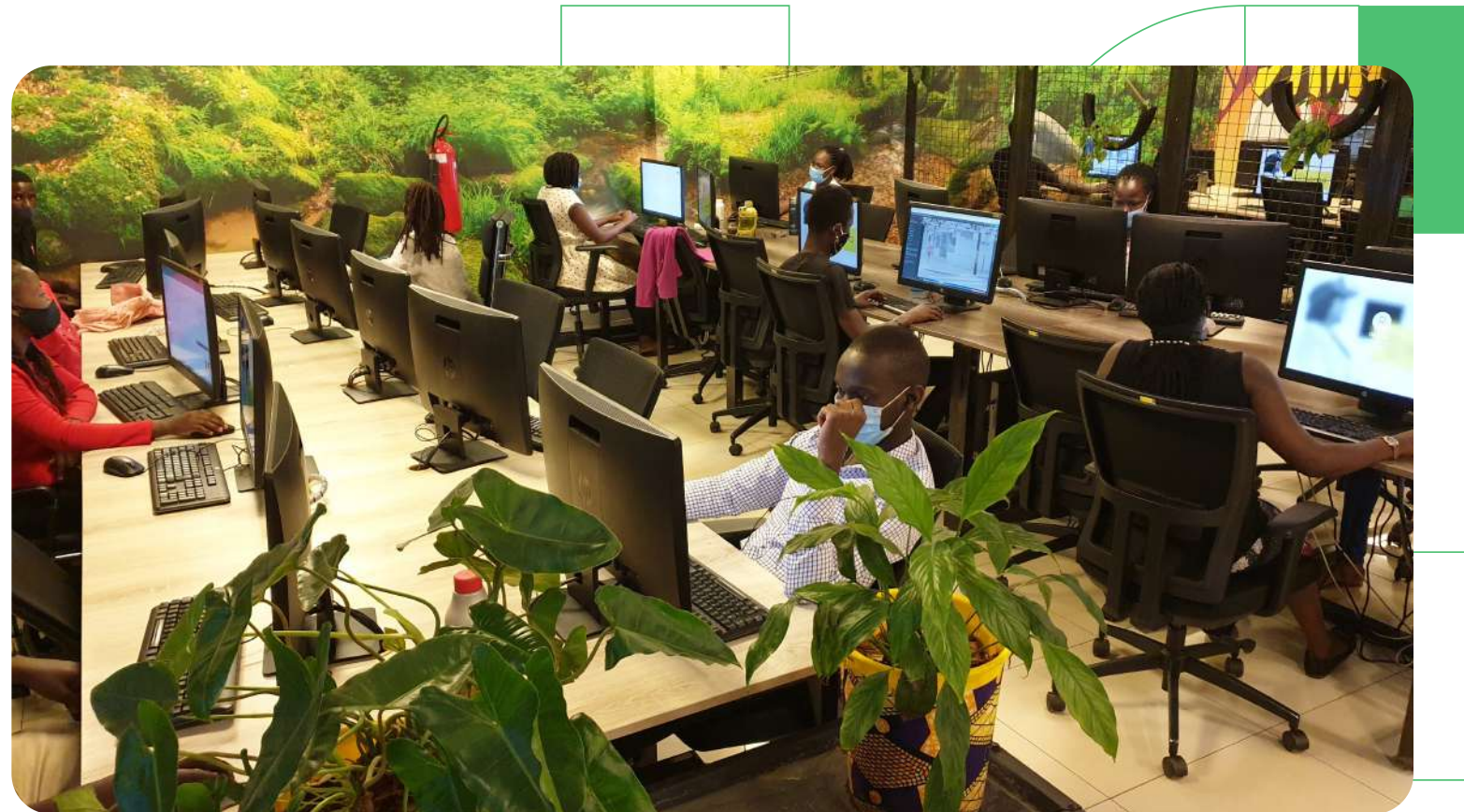
Action and key results

In 2023 we made solid progress on our immediate carbon reduction actions. Our key results include:

- **Transitioned to 100% renewable electricity in our North America offices.** In June, Sama transitioned to 100% renewable electricity in its San Francisco office through the city's **CleanPowerSF program**. The program sourced electricity from both wind and solar renewables equally.
- **Participated in HydroQuebec's Renewable Energy Certificate (REC) pilot** program. While the HydroQuebec grid is among the most renewable in the world (>99%), participating in the pilot completed our renewable transition for our Montreal office.
- **Reduced emissions from capital goods by more than 90%.** Our Scope 3.2 emissions, which come from purchased capital goods like furniture and computers, decreased by 98% from 2022 to 2023.
- **Refined measurement practices by working with energy companies in East Africa.** While available data shows that the electricity grids of Kenya and Uganda, where Sama has its largest offices, are powered primarily by renewable sources, getting data on Sama's electricity use has been challenging. In 2023 we worked with our East Africa energy providers to better understand the company's direct emissions from electricity to more accurately track our market-based Scope 2 emissions measurement.
- **Implemented more efficient cloud data storage practices.** Emissions from the cloud constituted a substantial portion of our 2022 Scope 3.1 emissions. From 2022 to 2023 we reduced cloud emissions from Amazon Web Services by 61%.



Measuring emissions and tracking progress



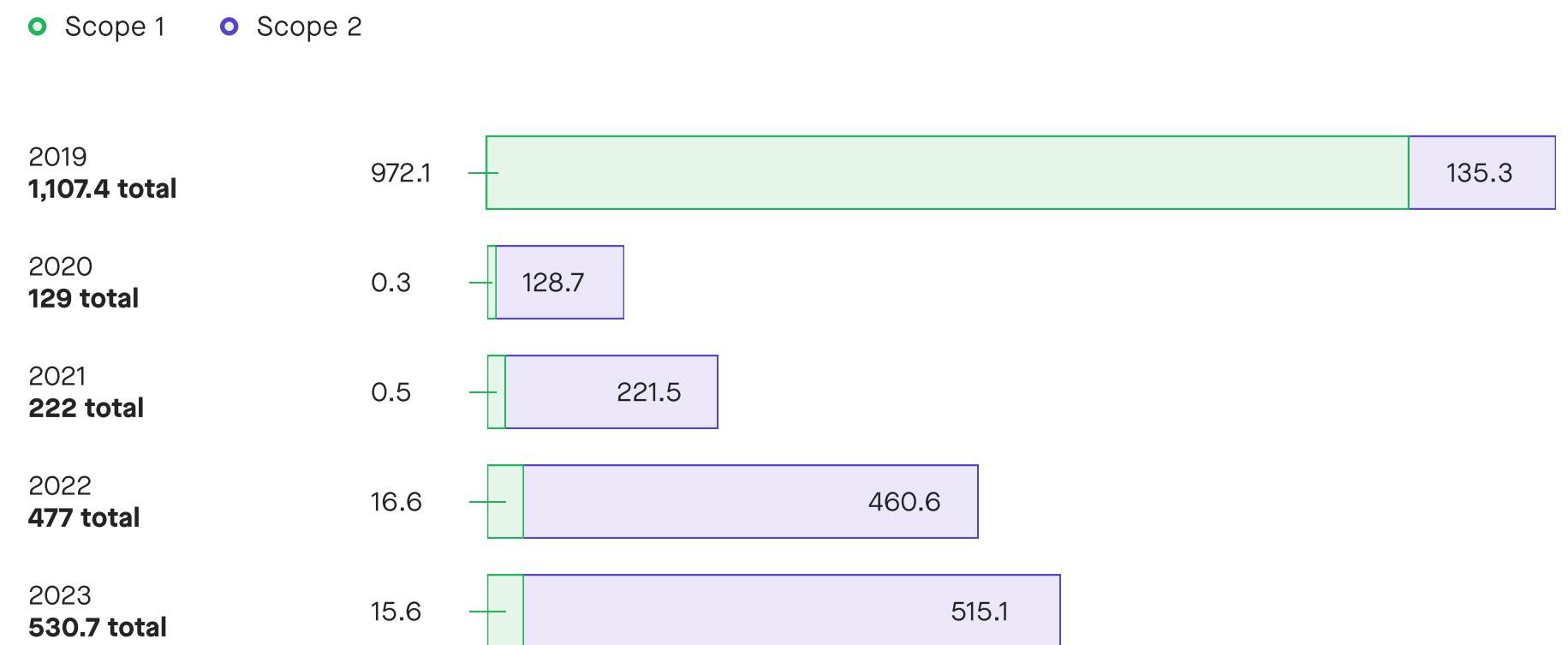
Accurately and completely measuring our carbon footprint over time is essential to our drawdown strategy. We use data from a variety of sources to get a complete picture of emissions from our direct operations, as well as indirect emissions generated through our upstream and downstream activities.

Between 2019 and 2021 we measured Scope 1 and 2 emissions only. While this gave us insight into the emissions produced directly by the company, we knew that we were only accounting for a fraction of our overall carbon output. In 2022 we expanded our carbon accounting to include our Scope 3 emissions. That same year, we set our carbon footprint reduction targets, using 2022 as our baseline.

In 2022 we began using the Change Climate Project’s (formerly Climate Neutral’s) Business Emissions Evaluator (BEE) to calculate our emissions inventory. We follow the GHG Protocol’s guidelines to calculate emissions for Scopes 1-3 and calculate both our market- and location-based emissions for Scope 2.

We saw the biggest decrease in our Scope 1 and 2 emissions between 2019 and 2020, when our Gulu, Uganda, office moved from a site with gas-powered generators to a new space that used cleaner electric energy. From 2022 to 2023, we saw a decrease in our absolute Scope 3 emissions. Although our electricity usage went down between 2022 and 2023, our Scope 2 emissions increased. This increase was due to an update in the emissions factors used in the BEE¹.

Sama’s Scope 1 & 2 Emissions 2019 - 2023 (tCO₂e)²

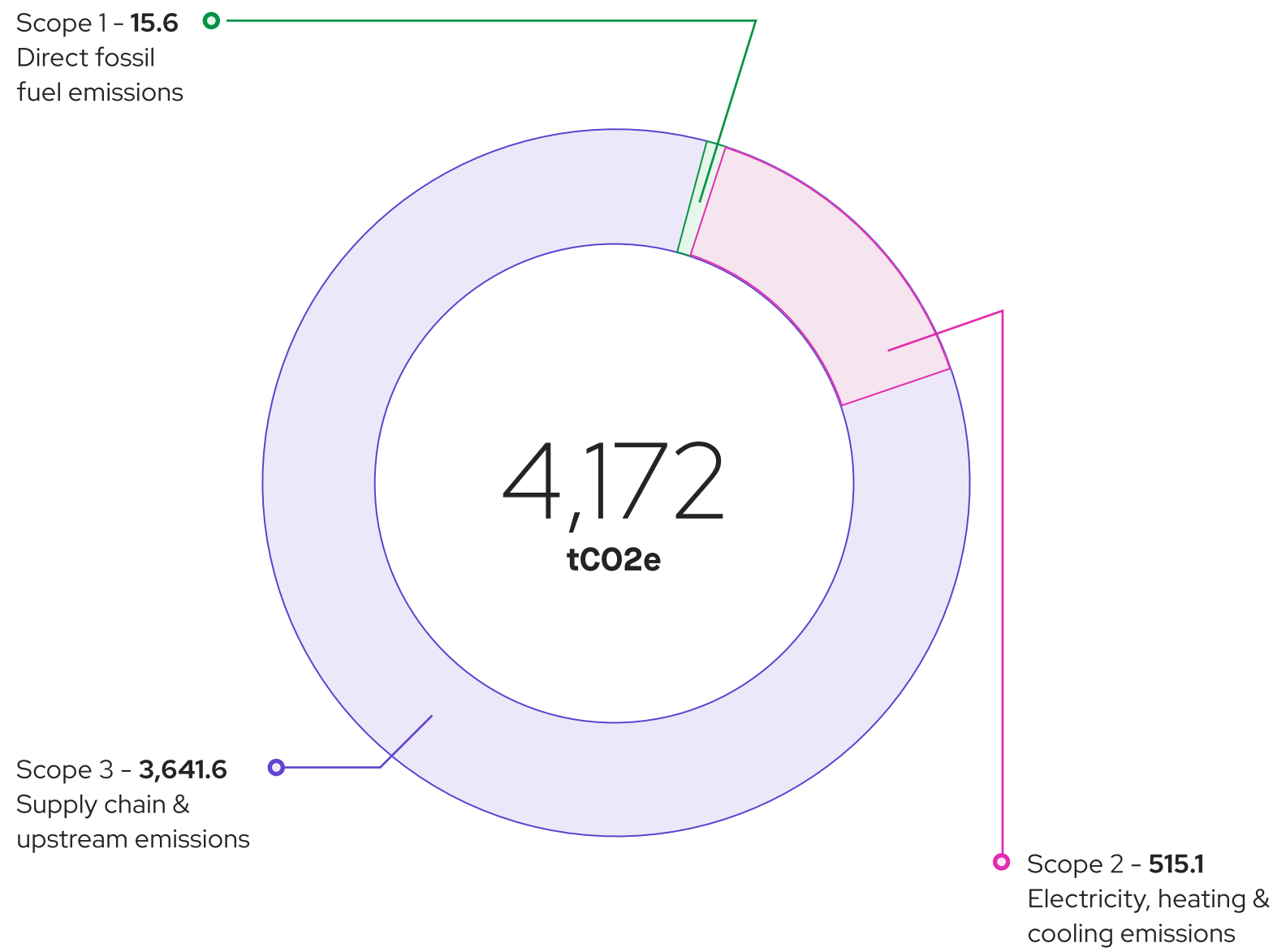


¹ The Change Climate Project periodically updates how its tool, the BEE, calculates emissions. The improvements are a routine part of maintaining a high integrity carbon accounting tool for its users. Details about 2023 changes to the BEE are available here.

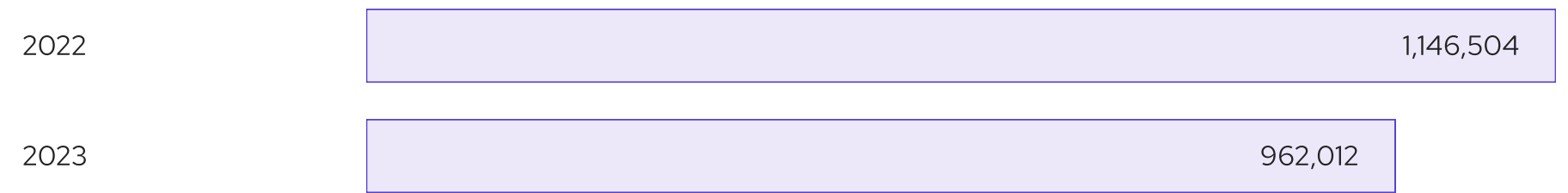
² Our Scope 2 emissions in this chart were estimated using the location-based methodology. The GHG Protocol defines location-based emissions as the average emissions intensity of grids on which energy consumption occurs.

Our Emissions

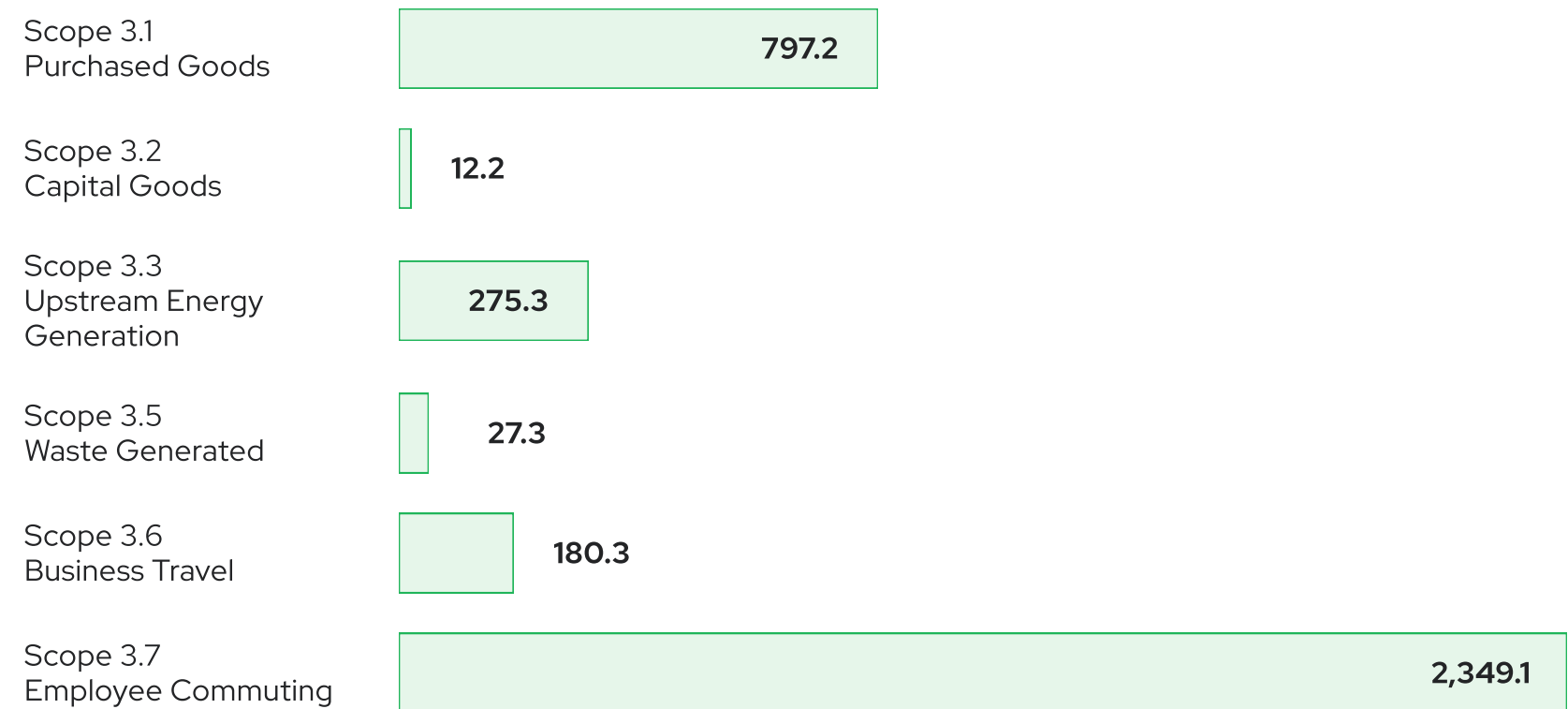
2023 Emissions by Scope (tCO2e)



2022 and 2023 Total Electricity Use (KWh)



2023 Scope 3 Emissions by Category (tCO2e)



Progress toward our 2030 targets

Reaching our carbon footprint reduction targets by 2030 requires incremental and consistent shifts in our business practices toward less carbon-intensive activities. In 2023 we reduced our absolute emissions by 12% (586 tCO₂e) from our 2022 baseline. Despite these reductions, we have more work to do to ensure we reach our targets.

Progress toward target 1: Reduce Sama's Scope 1 & Scope 2 emissions by 50% by 2030 from the 2022 baseline year.

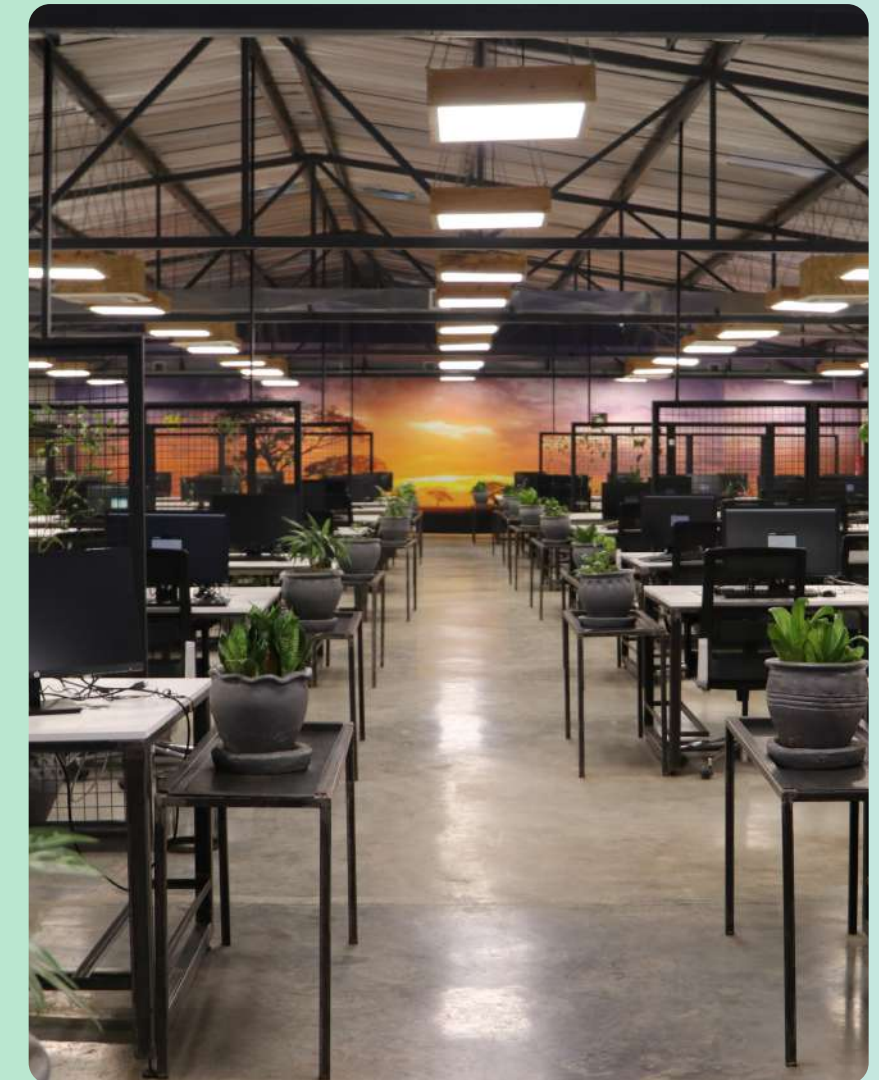
Sama's Scope 1 emissions decreased to 15.64 tCO₂e from the 16.61 tCO₂e 2022 baseline. Despite a decrease in Scope 2 electricity use, Sama's overall Scope 1 and Scope 2 carbon footprint for 2023 increased by 54.42 tCO₂e from the 2022 baseline. This is due to an update to emissions factors Sama used to calculate Sama's Scope 2 emissions. Periodically updating emissions factors is an essential part of aligning with the Greenhouse Gas Protocol accounting standards. For more information on the methodology used to calculate Sama's 2023 carbon footprint is available [here](#).

Progress toward target 2: Reduce Sama's Scope 3 emissions by 52% per employee by 2030 from the 2022 baseline year.

In 2023 Sama's absolute Scope 3 emissions decreased 15% (639.2 tCO₂e) from our 2022 baseline. However, emissions per employee increased from a baseline of 1 tCO₂e per employee to 1.07 tCO₂e. Despite the increase in per employee emissions, Sama is optimistic that it is on the right track and notes that the decrease in absolute emissions puts us on a solid reduction path.

While we saw decreases in most Scope 3 categories, Sama's employee commuting emissions (Scope 3.7) increased substantially from 1,635 tCO₂e to 2,349 tCO₂e. This change was largely due to a shift back to full time in-office work in our delivery centers.

Tracking our carbon footprint reductions and measuring our progress toward targets is providing us valuable insights into where we need to focus our carbon reduction efforts. Based on the results from 2023, Sama will continue its focus on immediate actions, including transitioning its offices to renewable electricity, and building out longer-term solutions, like how to address employee commuting emissions.



2023 KEY RESULTS

Reduced absolute carbon emissions by 12% from 2022 baseline

Reduced Scope 3.2 emissions (from capital good purchases) by 98%

Transitioned to 100% renewable electricity in our North America offices

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 offices, 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.



Using upcycled materials to furnish offices

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.



Responsible purchasing guidelines

Our responsible purchasing guidelines make it easier to prioritize more sustainable and earth-friendly purchases.

The guidelines include prioritizing purchases that are:

- ✓ 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.

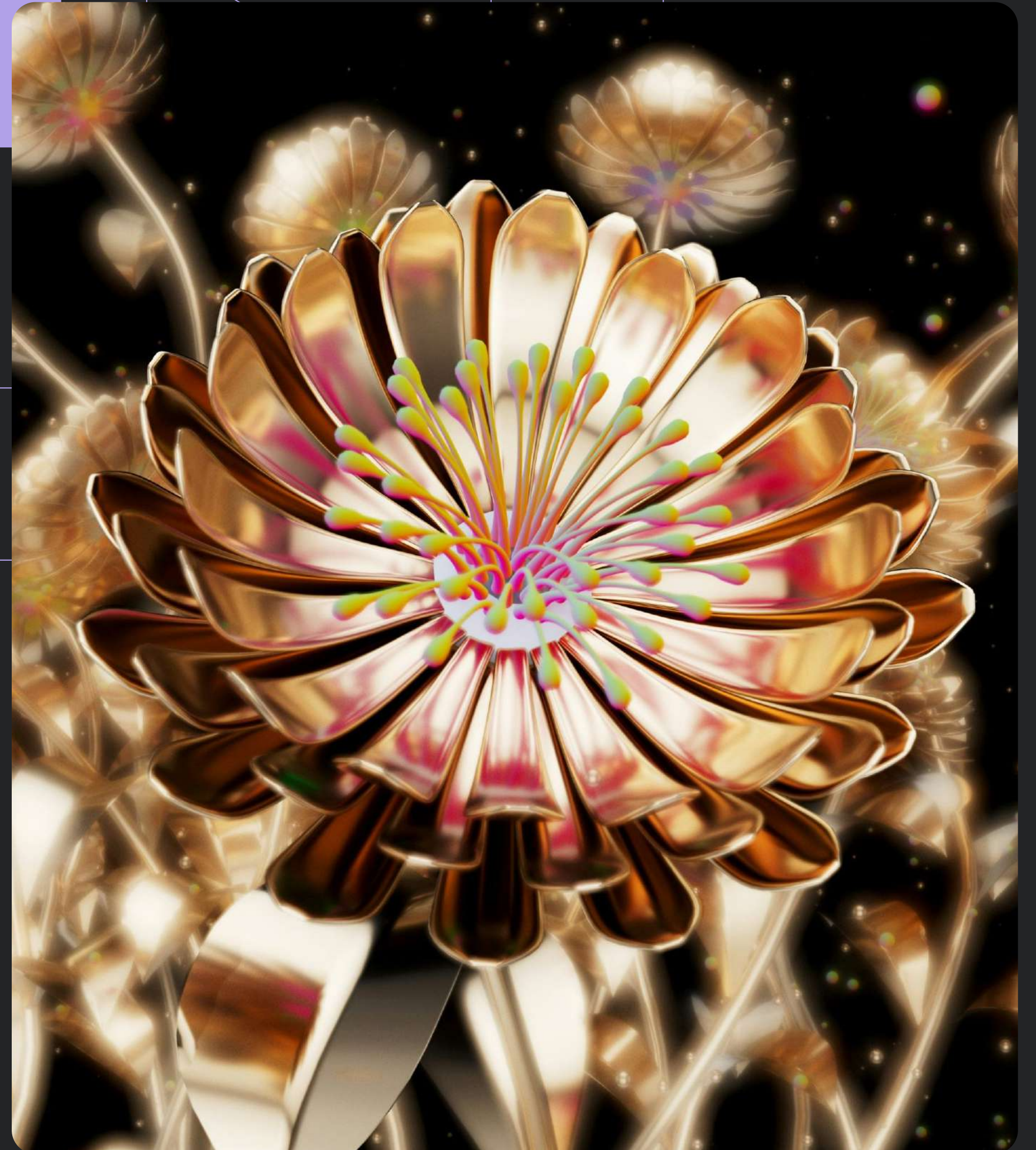


Electronic waste recycling

In partnership with Waste Electrical and Electronic Equipment (WEEE) Centre, Sama's East Africa offices collect and responsibly dispose of decommissioned computers, mice, headphones and other electronic equipment. WEEE Centre's process includes sorting electronic waste into parts that can be reused, upcycled, and recycled. Through the partnership, in 2023, Sama recycled 0.4 tonnes of e-waste.

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 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 cement our long term commitment to our social mission. These systems and structures ensure layers of ESG (Environmental, Social, and Governance) oversight. Since 2022 Sama has been a Public Benefit Corporation, which protects the 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. In 2023 we had 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 regularly with the Board, Senior Leadership, and all corporate team members 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 2023 Impact Subcommittee included two board members and two advisors. The subcommittee met twice and was 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 ESG 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.

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 we ensure our impact and ESG agenda align with the matters that are most significant to our business and priority stakeholders.

We review and, where necessary, update our material topics annually to ensure that we focus our resources and attention on the issues that are most important to our stakeholders, and where we can make the most meaningful impact.

Our Material Topics

For Team Members & Communities	For the Planet	For Our Customers
Diversity, equity, inclusion, and belonging (DEIB)	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 for how we expect others we engage with to work.

Public Benefit and Our Company Charter

Since 2022 Sama has been a Public Benefit Corporation (PBC), which legally commits the company 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. 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, as a PBC we are committed to balancing our business priorities with the needs of all relevant stakeholder groups.

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 wellbeing, 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 of these policies confidentially without fear of retaliation through various mechanisms, including through the People department and 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, and intellectual property.

Employees and others engaged with the business are encouraged to report violations to these policies without fear of retaliation through various mechanisms, including through the People department or 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 to 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’ third-party data, privacy and security are key issues that are

reported to the Board regularly. 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. We practice personally identifiable information (PII) minimization by ensuring that, where reasonable and appropriate, we receive PII from our customers only where it will improve the AI models being developed. Our Service Line Boundaries policy also prohibits the company from taking 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 purchasing goods and services from businesses that are local, independent, and/or that have third party environmental and social certifications. Our major vendors are required to 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. In 2023 Sama launched its supplier responsibility program to collect more information about our Tier 1 supplier practices and policies related to human rights, health and safety, sustainability, and governance.

Advocacy and Partnerships

We advocate for an ethical AI supply chain that puts the responsible development of AI, including Human and Labor Rights, at its core. We believe in the advancement and broad use of international standards, including the OECD Recommendation of the Council on Artificial Intelligence and the 10 Principles of the United Nations Global Compact. We have partnered with leading 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.

Throughout our history we've partnered with organizations ranging from Oxfam Novib to build out our delivery center in Gulu, Uganda, to the Partnership on AI, with whom we developed a white paper on responsible sourcing of data enrichment services.

Partner organizations



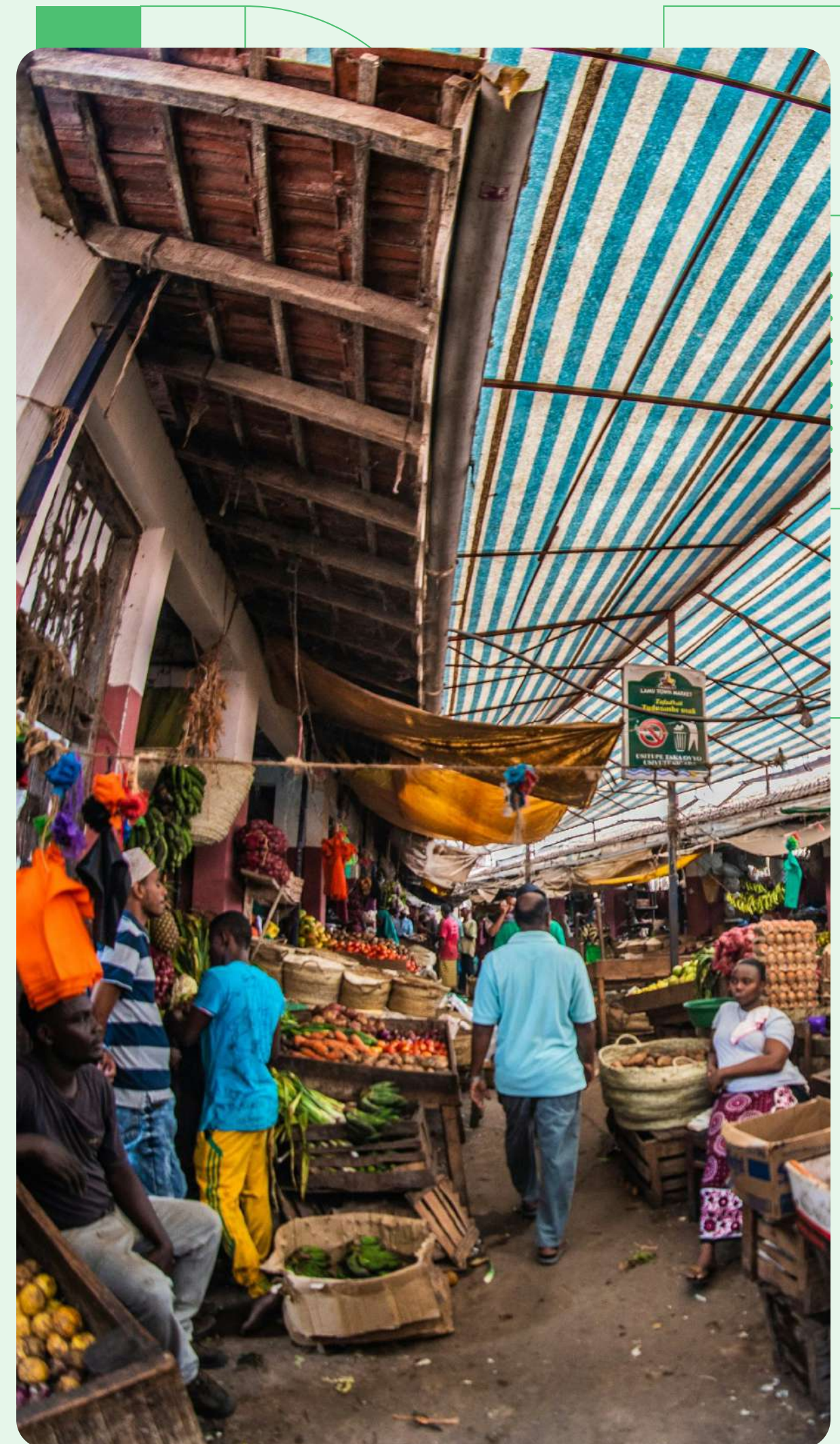
Partner Highlight: The Anker Research Institute for Living Wages and Income

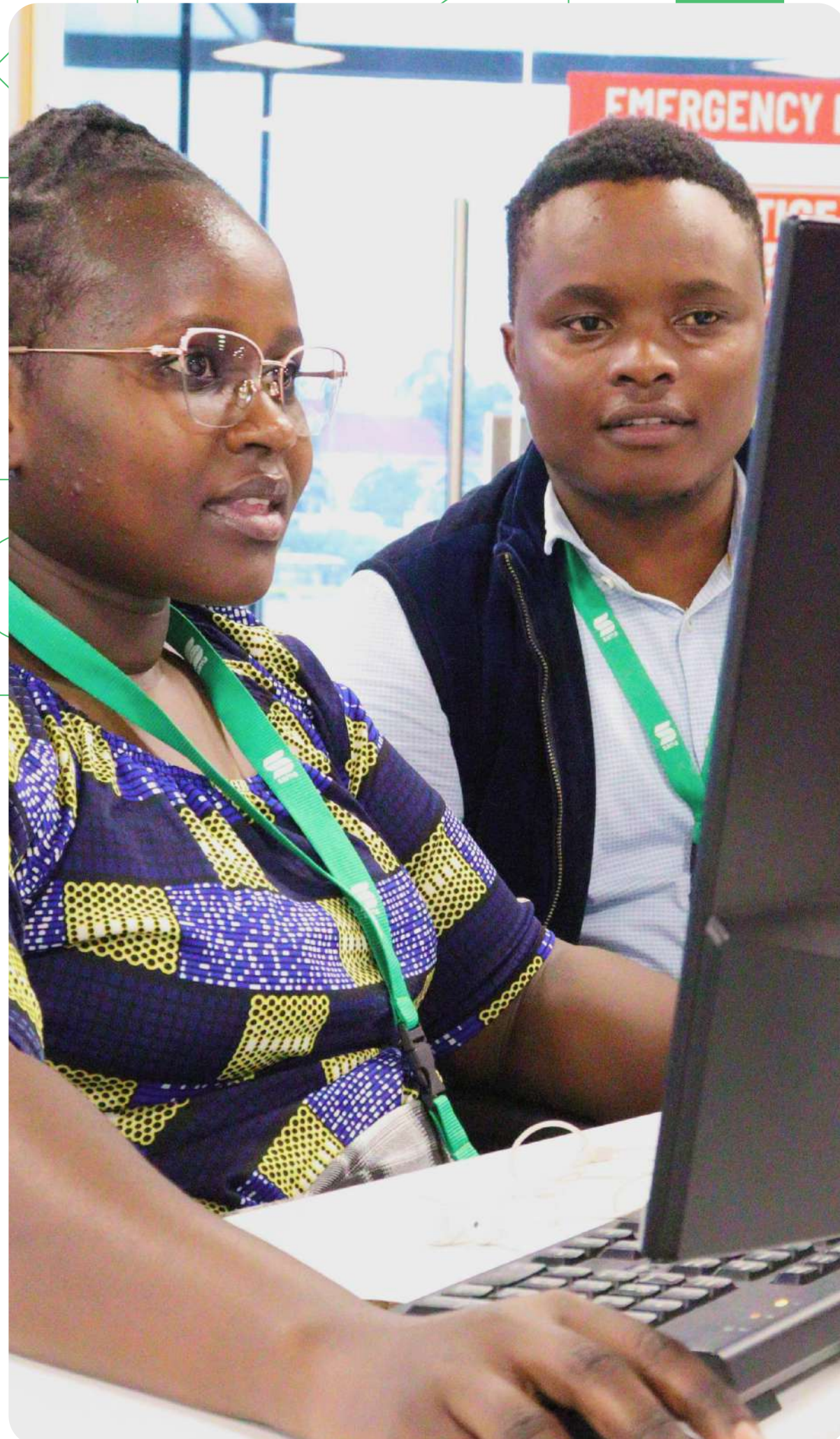
ANKER RESEARCH INSTITUTE

Founded in 2021 with the support of the Global Living Wage Coalition, the Anker Institute is a global network of researchers and research institutions that work to generate knowledge to improve the living standards of working people and their families throughout the global supply chain. The Anker Institute produces high quality global living wage income benchmarks and related research on gender, migration, and prevailing wages.

Since late 2021, Sama has served as a corporate sponsor for the Institute to support its research. As a sponsor Sama participates in regular sessions with companies representing a broad range of industries to discuss how to effectively implement living wages within companies and supply chains. Participation in this group has helped to advance our thinking about living wages.

Before becoming a sponsor Sama began using the Anker methodology to conduct annual living wage benchmarking exercises. The purpose of these exercises was to ensure that Sama continued to track and make changes to its wages in line with the cost of goods in the cities where the company has delivery centers.





Commitment to Action on Impact Sourcing



CLINTON
GLOBAL
INITIATIVE

The Clinton Global Initiative's Commitments to Action are specific, measurable plans that address global challenges. Launched in 2005, the program aims to inspire action and pool resources and expertise from various sectors to achieve common goals.

In 2022, Sama joined the Everest Group in their Commitment to Action to dramatically increase the impact sourcing market to half a million by the year 2025. The pledge, which aims to expand and enable inclusive talent models in the global service industry, was recognized by former President Bill Clinton during CGI's September 2022 Meeting.

In 2023, Sama supported the initiative by creating 581 impact sourcing jobs and by sharing information with the Everest Group to help advance the impact sourcing field. Sama's participation in this Commitment to Action builds on its historical work with the Everest Group, the Global Impact Source Coalition (GISC), and the International Association of Outsourcing Professionals (IAOP) to provide information and resources to companies and suppliers on the value of impact sourcing in their supply chains.

Third Party Validation & Reporting

Transparency and external validation are core tenets of how we grow and evolve our impact business model. After measuring our immediate and mid-term results internally for several years, in 2016 Sama underwent an audit by Impact Matters, an organization that provided feedback to organizations on how they should use and produce appropriate evidence of impact. Based on the audit's key recommendation—to strengthen our evidence by comparing outcomes from our model to a counterfactual—Sama engaged in a multi-year randomized control trial, led by MIT and Innovations for Actions Poverty across our Nairobi, Kenya, operations. The study found that after three years, individuals who were trained and included in Sama's hiring pool were more likely to be employed and were earning more than individuals in the group that had no contact with Sama over the course of the study.

In 2020, after transitioning to a private company, Sama became one of the first AI companies to become a B Corporation, designating that the business met high standards of verified performance, accountability, and transparency on factors from employee benefits to supply chain practices. 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. During our initial assessment Sama received a score of 98.5 out of a possible 200. Per B Lab's analytics, businesses average score on the B Impact Assessment is 50.9. The average score for certified B Corps with 1,000+ employees is 92.5.

In 2023, Sama underwent its latest assessment to understand how our work aligned with the Oxford Internet Institute's newly created Fair Work Principles for AI. The Principles focus on five key areas: fair pay, fair conditions, fair contracts, fair management, and fair representation. Each principle awards up to two points, however, the first point for each principle must be awarded to be eligible to receive the second. Each point requires substantive evidence and is intentionally designed to require high standards of proof. In the process of its evaluation, OII visited Sama's Nairobi and Gulu offices and interviewed 35 people on-site who volunteered to participate as well as executives, members of corporate staff and former employees.

Following the interview process Sama provided additional information and context for OII to properly evaluate the company's practices against its rubric. In some instances, the company accelerated already-planned updates, such as to its policies around job strain, and some changes were made to fall in alignment with Fairwork Principles. Some actions being undertaken proactively also go beyond the scoring system as part of Sama's commitment to providing dignified employment and a bridge into the digital economy for underserved communities.

Through the assessment OII awarded Sama five out of 10 points. In comparable reports, like OII's most recent Cloudwork and Kenya reports, Sama scored higher than all but one organization. Through the assessment Sama gained valuable insights on where our operations were well aligned with the Fair Work principles and where we could do more. We hope that participating in audits like these helps to shape models for what responsible AI can look like.

⁴ Impact Matters was acquired by CharityNavigator in 2020.

Researchers
and Auditors



The United Nations Global Compact



Sama is committed to contributing to global solutions in a tangible way. To do this, in 2023 we joined the United Nations Global Compact. We also have a history of aligning our work with relevant UN Sustainable Development Goals (SDGs).

The UN Global Compact

The world's largest corporate sustainability initiative, the UN Global Compact (UNGC) aims to accelerate and scale the collective impact of business by upholding the Compact's Ten Principles and delivering the SDGs through accountable ecosystems that enable change. In 2023 Sama signed on as a UNGC participant as a public signal that we are committed to incorporating human rights, sustainability, and anti-corruption into our decision-making processes, business strategy, operations, and culture and to reporting on our progress toward key indicators annually.

United Nations Sustainable Development Goals

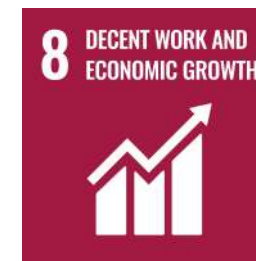
Sama has identified five SDGs that are most relevant to our business and impact priorities (1, 5, 8, 10, 13). This focus enables us to maximize our opportunities to create a positive change for the future. While we've identified five primary SDGs, all 17 are interconnected. We recognize that other SDGs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



By providing employment and fair wages to individuals who face substantial barriers to employment and who lived below the international poverty line of \$2 USD per day we are helping to eliminate poverty. In addition to providing an immediate lift in income, we are committed to providing training and skill building opportunities to help team members chart sustained economic success.



As part of its purposeful hiring model, Sama is committed to gender parity. Our practices and monitoring systems ensure that we are paying equitable wages to men and women and across our workforce we maintain a 50/50 gender split.



In addition to paying fair wages and providing career development opportunities to for our team members, we offer our team members full time employment, health benefits, and other supports to create a healthy, inclusive work environment.



Through our purposeful impact hiring model and through our diversity, equity, inclusion and belonging initiatives, we work to reduce inequalities within our workforce and within the places we work.



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.

Standards Alignment for Stakeholders

Sama reports annually against global standards for various stakeholders ESG and CSR monitoring and evaluation. We are committed to sharing the metrics that are most relevant to our impact mission broadly to demonstrate progress and support larger initiatives.



IRIS+

IRIS+ is the generally accepted impact accounting system that leading impact investors use to manage and optimize their impact. Created by the Global Impact Investing Network (GIIN), IRIS+ metrics cover multiple dimensions of companies and their impact to measure their range and depth of impact, their ESG performance, and performance against UN SDGs.

Sama reported on IRIS+ metrics related to its impact workforce, training, and workforce diversity for 2023.

Number of unique individuals who belong to a minority or previously excluded group (PI8330)

3,410

Number of individuals who received vocational or technical training (PI8836)

1,753

Number of members of the Board of Directors who are female (OI8118)

1

Sustainable Finance Disclosure Regulation (SFDR), Article 9

The Sustainable Finance Disclosure Regulation (SFDR) establishes sustainability standards within financial markets. Developed by the European Union, SFDR provides standardized disclosures to help compare ESG practices within companies and identify sustainability risks and opportunities. The ultimate goal of the disclosure is to prevent greenwashing and foster transparency and openness within the realm of sustainable finance transactions. In 2023 Sama completed an Article 9 disclosure, which is designed to assess companies that have an ESG integration approach, have binding environmental and social characteristics, and a clear sustainable investment objective. Through the disclosure we reported on key metrics related to diversity, equity, inclusion and belonging; climate action, and company governance and affirmed that Sama is a company eligible for inclusion in Article 9 portfolios.

German Supply Chain Due Diligence Act (SCDDA/LkSG)

In January 2023 the German Supply Chain Due Diligence Act (SCDDA) went into effect. The law's primary objective is to hold German companies accountable for the ethical and environmental impacts of their global supply chains. The SCDDA mandates that businesses conduct comprehensive due diligence to identify and rectify human rights violations and environmental harm within their operations and among their suppliers. To support our customers, Sama has completed multiple disclosures detailing our policies and practices related to ESG governance, human rights and labor standards, health and safety, and climate action aligned with the SCDDA standards.

sama

sama.com

We greatly appreciate your friendly and professional manner. Photos by Kevin

