

A Letter From Our CEO and Chairman, Charles Giancarlo

Pure's focus, since our founding, is to do the right thing for our customers and to do things right. That pursuit led to product and service innovations like our [Evergreen Subscription](#), our 'no operating manual needed' products, and a service-centric culture that has resulted in our [industry-leading Net Promoter Score](#). That focus is as true for our environmental, social and governance strategy as it is for our product strategy.

We have always held ourselves to high standards, and have built trust with our many stakeholders through ethical business practices; a corporate culture that emphasizes respect, diversity, and customer-focused behaviors; a product strategy that delivers energy efficiency and minimal environmental impact in both use and manufacture; and a focus on keeping all data safe, as well as making it effective. While everyone at Pure, and all our customers and partners, have experienced these commitments, we want our progress to be transparent and measurable so that both Pure, and our customers, can get credit from the benefits we deliver.

This year we have conducted a materiality assessment and have formalized an Environmental, Social and Governance "ESG" plan to focus on five issues: Energy and Climate Change; Diversity, Inclusion, and Belonging; Talent Recruitment, Retention, and Development; Ethical Business Practices; and Data Security and Privacy. We believe these are the primary ways we can positively impact our customers, our employees, partners, and shareholders, and the world. We look forward to publishing the results of our assessment, and our future-focused goals, in our ESG report early next calendar year.



Charles Giancarlo, CEO and Chairman