



**2021 ESG REPORT**  
**OUR PEOPLE**



# Empowering Our Diverse Workforce

**At Pure, we're committed to our core values—  
customer-first, persistence, creativity, teamwork, and ownership.**

Our talented and diverse team lives these core values each day, creating a culture that is agile, nimble, inclusive and collaborative in an environment where everyone can thrive. As a modern tech innovator, we're dedicated to helping our customers build and manage the infrastructure they need for their business. To accomplish this, we work together in teams to discover innovative and creative solutions focused on solving our customers' needs.

At the center of our talent strategy lies a clear vision for culture, growth, inclusion and impact. Pure values unique ideas, celebrates individuality, offers equitable career growth opportunities and empowers every employee to make a difference. The Pure workforce is distributed across 39 countries, with over 4,000 employees. Regardless of where our employees live, Pure aims to cultivate an entrepreneurial spirit and an inclusive workplace that empowers everyone to achieve breakthrough outcomes, expand their skills, enable their career goals and pursue professional growth.

## The Pure Workforce



**39**  
Countries



**4,000+**  
Employees



## Becoming a Talent Magnet

We are on a mission to become a talent magnet that allows employees to advance their careers and fulfill their work aspirations. This mission also sets us apart to attract talent that is pivotal to our ambitious vision for the company. The bold company goal of becoming a talent magnet entails a myriad of initiatives, two of which are highlighted in this report:

- **Diversity, Equity and Inclusion (DEI)**

The innovative power that comes from DEI is critical to the success of Pure. This entails building a workplace that is representative of our employees, suppliers, customers and partners. We also ensure equitable practices that allow our employees to advance and be rewarded by the business impact they create. Our teams foster relationships that are unconditionally inclusive and bring the best of our individual identities.

- **Talent Acquisition, Development and Retention**

To drive a sustainable and global competitive advantage we must attract, develop and retain top talent. We are focused on creating an integrated talent management ecosystem from onboarding to advancing our workforce, which encompasses a culture of continuous feedback, individual career and development planning and stretch job assignments.

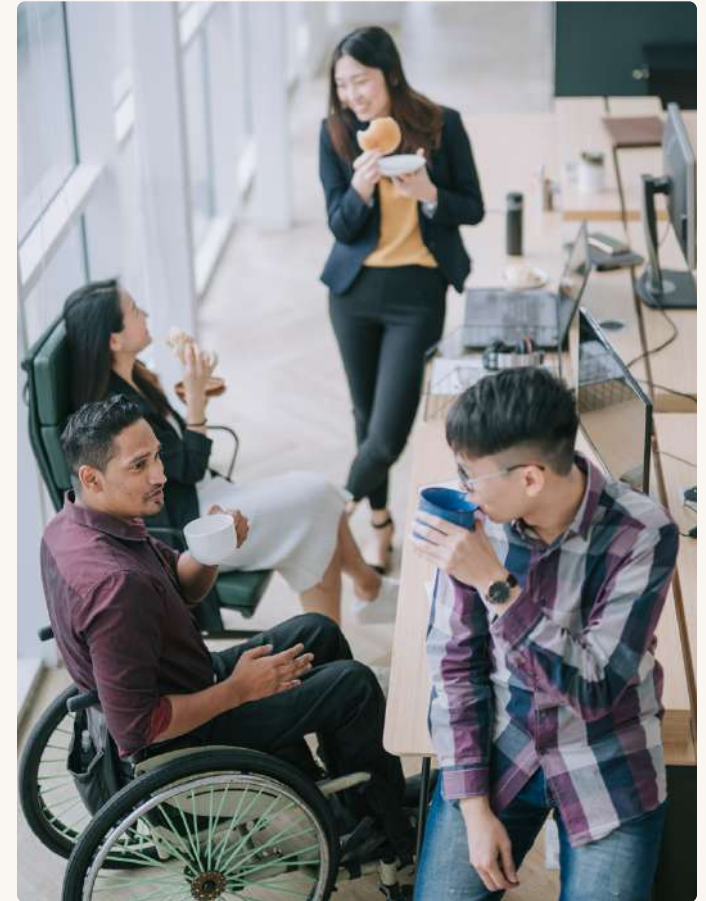


# Diversity, Equity and Inclusion

As we grow, we continue to make strides in attracting, developing and retaining diverse top talent at all levels and locations we operate in.

In November 2020, Pure hired its first Global Head of Diversity, Equity and Inclusion and we are expanding investments and headcount in this important pillar of our human capital strategy. In the summer of 2021, our CEO pledged to advance DEI in the workplace by joining the [CEO Action for Diversity & Inclusion™](#) coalition. In addition, Pure participated in the Human Rights Campaign's 2022 Best Places to Work Corporate Equality Index for the first time, receiving a score of 95 out of 100. This index recognizes employers that are leading the way in driving workforce inclusion for LGBTQIA+ employees.

As part of Pure's DEI strategy, in 2021, we made public our commitments to increase representation in our workplace and ensure equity in our policies, practices and processes while continuing to build an inclusive culture. We acknowledge that this is a long term journey for the industry and our company, and although we are pleased with our progress, we remain committed to expanding our investments in this pillar of our human capital strategy.





## DEI at Pure is a Focus During the Entirety of an Employee's Lifecycle

- **Pure's Talent Acquisition team** leads the charge by ensuring all opportunities are promoted with emphasis on required capabilities and transferable experiences. The team understands the importance of a deeply diverse candidate slate and engages in regular training with hiring managers to hone the skills needed to manage an objective candidate assessment process. Through these efforts, we increased our hiring rate of women from 22.9% in FY20 to 23.9% in FY21, and similarly increased our hiring rate of under-represented racial/ethnic groups (URGs) from 10.8% in FY20 to 11.7% in FY21.
- **Pure's Total Rewards Teams** ensures equitable pay practices globally and across all levels. It also provides individualized benefit offerings that reflect the unique needs of our people. Since 2018, we have collaborated with an external pay equity partner to conduct regular pay equity analyses. Because there is no "typical Pure employee," **Pure provides benefit offerings** that celebrate and acknowledge our plurality. Some examples of benefits include financial, mental and physical wellbeing programs; family planning benefits; and competitive parental leave.
- **The Pure Learning team** supports our employees and leaders by providing opportunities to deepen and broaden their knowledge and awareness to increase representation, enrich our culture of belonging, and foster a "think global, plan local" inclusive mindset. Since 2020, we have offered Belonging at Pure workshops across the globe, focused on developing our employees to be more inclusive and consider DEI in their daily decision making. Additionally, we ensure diversity of participants who are selected for Leading at Pure – our top talent leadership program for directors and above. Through this program, our leaders learn the principles of inclusive leadership, in addition to strategic execution and transformational leadership skills, such as creating diversity of thought, cross-functional collaboration, and cognizance of bias to develop high-performing teams across Pure.
- **The Pure Talent Management team** drives equitable performance management, succession and career planning approaches that ensure an unbiased link between merit and recognition. This team also oversees managers collaborating to discuss promotions and identify successors to key positions within Pure.

**At Pure, we appreciate applicants with diverse life journeys.** In order to maximize our access to all talent and create a level playing field, we include a proactive statement acknowledging these differences and strongly encourage all interested parties to apply. Many of our roles include a skills or behavioral assessment that can strengthen one's application, which has been met with very positive internal and external feedback.



**In 2022, Pure will launch an Inclusive Leadership Index to recognize role model behaviors among our leaders in DEI.** The index will be shared by all vice presidents and above at Pure. Every year, the leaders who attain role model results, according to the Inclusive Leadership Index, will be recognized internally and will have the opportunity to share their best practices with all other leaders in the company.

**All vice presidents and above will receive a yearly Inclusive Leadership index score based on:**

<b>1</b>	<b>Diversity of Direct Reports</b>
<b>2</b>	<b>Employee Value Survey Scores Among Diverse Members of Their Team</b>
<b>3</b>	<b>Acquisition and Retention of Diverse Talent</b>
<b>4</b>	<b>Visible Sponsorship of ERG Initiatives</b>
<b>5</b>	<b>Promotion Rates of Diverse Talent</b>
<b>6</b>	<b>Leaders' Participation in DEI Learning Programs</b>

We are proud to further support our DEI efforts through Pure Equality and our Employee Resource Groups (ERGs). Pure Equality's mission is to ensure that our company is diverse and inclusive, providing equal opportunities to all to thrive, contribute and innovate. **To date, over 1,200 Pure employees belong to one of Pure's six ERGs:**

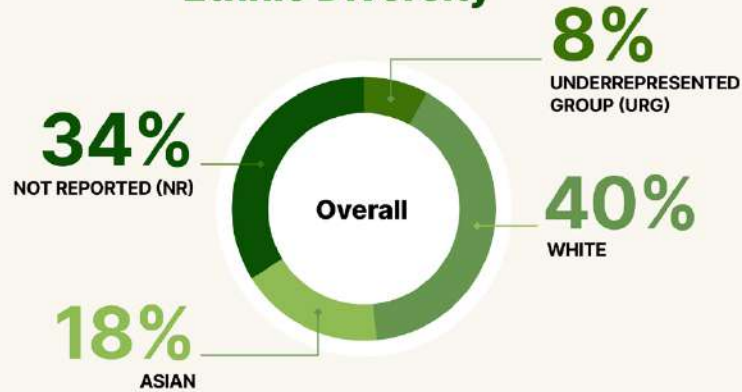
- **Able** raises the visibility and inclusion of Pure's differently-abled employees and helps create a culture where they are safe, secure and supported.
- **Coalition** advances Pure's efforts to attract, retain and promote underrepresented groups (URG) populations.
- **Pride** provides support and community for all LGBTQIA+ Puritans and bridges visibility between Pride and Puritans to support an open, safe and inclusive workplace.
- **Rise** gives a platform, voice and resources for individuals early in their career or early in tech who are looking to develop themselves and their careers.
- **Veterans** creates an inclusive community and leverages the value of veterans through hiring and continuing to serve through charitable outreach.
- **Women@Pure** raises awareness of the challenges women face in the workplace and provides an open forum where women and their allies can aspire, develop and collaborate to reach their full potential.

Our ERGs create ongoing opportunities for the Pure community to connect, belong and inspire each other through weekly lunches, podcasts and webcasts, panel discussions, book clubs and volunteer opportunities organized by our [Pure Good Foundation](#).



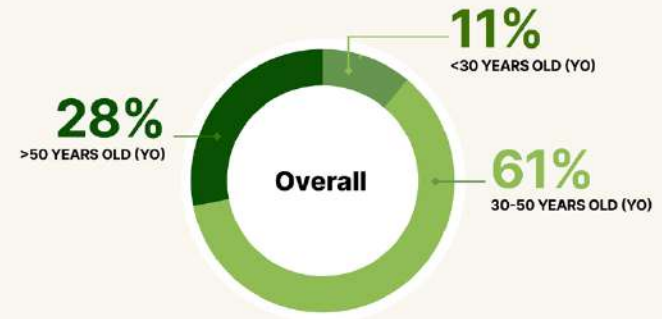
# 2021 Workforce Representation<sup>1</sup>

## Ethnic Diversity<sup>2</sup>



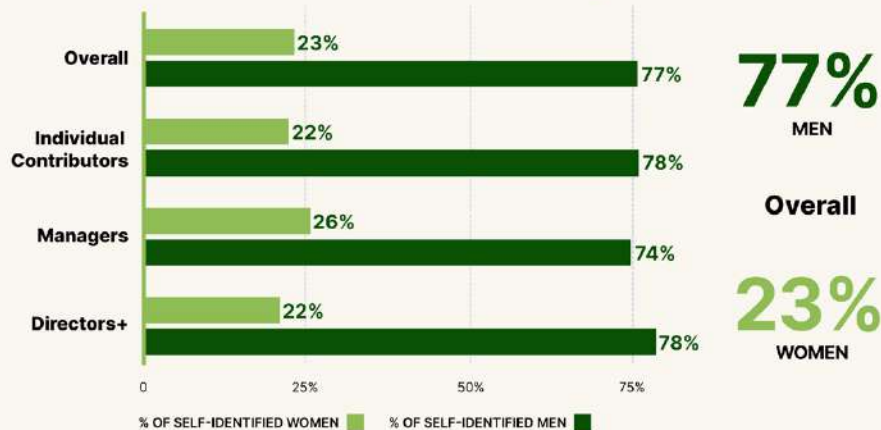
	NR	URG	WHITE	ASIAN
OVERALL	34%	8%	40%	18%
INDIVIDUAL CONTRIBUTORS	33%	8%	39%	20%
MANAGERS	32%	8%	41%	19%
DIRECTORS+	36%	2%	47%	15%

## Age Group<sup>2</sup>



	<30 YO	30-50 YO	>50 YO
OVERALL	11%	61%	28%
INDIVIDUAL CONTRIBUTORS	14%	62%	24%
MANAGERS	2%	67%	31%
DIRECTORS+	0%	50%	50%

## Gender Diversity<sup>2</sup>



Currently, Pure's board diversity has **30% female representation**. Our vice president and above leadership is composed of **13% self-identified female staff and 5% from under-represented groups**. Pure will continue to work on improving representation in these groups.

<sup>1</sup> We define senior leadership as director level and above, in line with industry definitions. When we report on senior leadership trends in this report, we're comparing director level and above, year-over-year. Manager is defined as employees who have at least one full-time direct report. URGs in the U.S. technology industry are defined as Black, Hispanic or Latinx, Native American, and multiracial people. Race/ethnicity data refers to the EEO-1 race/ethnicity categories established by the U.S. government.

<sup>2</sup> Ethnic Diversity, Age Group, and Gender Diversity  
All percentages rounded to the nearest tenth



# Talent Acquisition, Development & Retention

The key to attracting and retaining talent lies with cultivating a workplace that employees are proud and excited to be a part of. Talent is a key competitive advantage to our business, and we are continuously advancing our approaches to people management and redefining the way the hybrid workplace feels and functions.

Pure aims to attract talented professionals who are seeking new challenges and a healthy, thriving culture in which to do their best work. By applying our rigorous and structured interview process, we demonstrate objectivity and create excitement for the challenges ahead. Once with Pure, we actively invest in growing our employees' skills and leadership while also retaining our top performers. Our always-on performance and development program connects performance and rewards together to help facilitate an ongoing conversation between managers and employees on progress, goals and expectations. At the same time, the program gives employees a platform to voice their career aspirations and individual development priorities.

We continually measure employee engagement through our biannual Employee Voice Survey programs. In our most recent survey in November 2021, our engagement scores ranked in the top quartile of companies in the high-tech industry, signaling a strong culture of pride, satisfaction and belonging that drives our employees to stay and recommend Pure as a best place to work. While our end goal is not to win awards, we are grateful to be recognized by our employees, reflected in being named to [Fortune's Best Workplaces in Technology™ 2020](#), [Fortune's Best Large Workplaces in the Bay Area™ 2020](#) and [Fortune's Best Workplaces for Parents](#). Although we are pleased with our progress, we remain committed to expanding our investments in this important pillar of the human capital strategy.





**Our 800+ people managers are the guardians of our talent pools and invest a substantial amount of time together ensuring their teams are being set up for differentiated growth opportunities.** We are transparent with our employees in terms of how their impact is perceived, and we strongly reward top performance.

Our Chief Human Resources Officer (CHRO) leads our human capital initiatives, which includes the design and execution of all people and organizational strategy components. The CHRO delivers quarterly human capital reports to the Board of Directors and Compensation and Talent Committee. In 2022 and beyond, given our ambitious geographic expansion plans, we will continue investing and focusing on recruiting and hiring and will fully leverage our integrated talent management ecosystem.

**Our talent management approach leverages three main pillars:**

1	Holistic Performance Management
2	Succession and Career Planning and Internal Mobility
3	Upskilling the Workforce for the Future

**At Pure, nearly 100% of our employees conduct periodic self-evaluations of the individual goals they are pursuing, their main strengths, their career aspirations, and an area of focus for their development.** Once a year, Pure managers at all levels come together to compare the impact that each individual employee contributes to our business. Appropriate rewards, goals, objectives and development plans are created for each employee. Our leaders also put forward their top three goals and priorities for the coming period. We ensure that our teams have clarity on how their priorities contribute to Pure’s overall vision and strategy. Leaders also identify the interdependencies with other business units and functions in order to strengthen cross-functional collaboration.

**In 2022, Pure will continue to focus on career and individual development planning and embed regular career and development discussions through quarterly performance and development check-ins.** Finally, through our development strategy, Pure will systemize internal job rotations, offer early career programs for tech employees, and launch the Pure Storage Leadership Academy to upskill our leaders and employees for the demands of hybrid work and digital transformation of our solutions. In 2022, Pure will invest more in people development than in any previous year.

**To attract top talent, we provide competitive compensation and innovative benefit offerings.** We benchmark our programs with the market to ensure we are providing competitive salaries, variable pay and equity awards. We offer a comprehensive and tailored set of health and welfare benefits to employees and their families, including health and wellness programs. Equally important, we ensure our talent acquisition team and hiring managers are authentic, transparent, and empathetic with applicants. We value our extremely high Net Promoter Score and similarly strive to offer our candidates an exceptional experience.



Pure impacts our local and global community through the [Pure Good Foundation](#), a grassroots initiative launched in 2015, shortly before the company went public. Pure Good's mission is to empower our employees and non-profit partners to build a better world. As part of our "Go Do Good" mantra, Pure Good focuses efforts on:

- **Pure Philanthropy:** Pure employees can get involved through our Global Interest Grant Program, our Community Volunteer Program, and our Board Member Program.
  - For individual employees, the Community Volunteer program allows employees to request up to \$500 donation for the non-profit of their choosing after volunteering at least 10 hours per quarter.
  - Individual employees who sit on the board of a qualified non-profit can receive \$2,000 per year to the non-profit through the Board Member Program.
  - For teams of employees, the Global Interest Grant Program allows employees to volunteer together at a non-profit then request up to \$5,000 to amplify the support they gave in person.

- **Environment:** As part of Pure's overall commitment to environmental excellence, Pure Good helps invest in non-profits working in the environmental space.
  - In 2021, Pure Good launched an RFP to accelerate the solutions to climate change by funding \$750,000 to environmental non-profits.
- **Workforce Development:** Pure Good works with Pure employees to help support workforce development organizations through mentoring, professional development, and internship programs.
  - In 2021, Pure Good developed a [Workforce Development Grant Program](#) with the goal to employ 500 people from under-represented groups or non-traditional backgrounds into living-wage-paying tech careers. This initiative was a resounding success and helped employ over 4,000 people with a \$1 million investment.

The Pure Good Foundation also hosts a Global Week of Service every year. During this week, Pure's Silicon Valley headquarters offers volunteer opportunities every day and all international offices have at least one volunteer opportunity for employees in which to participate. In 2020 when our offices were closed due

to the COVID-19 pandemic, employees added a new component to the Global Week of Service by sharing their favorite non-profit organizations with each other via internal communication channels. Through pictures and stories, our employees added even more personality to this event. We have been excited to make pictures and story sharing a permanent part of our Global Week of Service moving forward.

#### Pure Good in Numbers (2021)

**28,536** HOURS

Volunteered which  
has a value of \$814,417

**\$1.61M**

Donated to charities  
across the globe

**228**

E-cycled laptops donated to global  
non-profit organizations which equals  
798 lbs of e-waste kept out of landfills



## Health, Safety and Well-being

**Pure considers the health, safety and well-being of our employees and contingent workers to be paramount.** Pure's goal is to ensure employees feel safe and enjoy good health and well-being at work and home, and our programs and processes reflect that.

Pure believes it is our corporate social responsibility to manage environmental, health, and safety (EHS) holistically and ethically across our company. Our global EHS program is managed by our Global Safety and Security Department, in partnership with our Legal and Facilities teams. Pure has an [Environmental, Health, and Safety Policy](#) that applies to Pure operations and impacts employees, contingent workers, customers, and partners, in all locations where Pure does business. Pure also has an extensive health and safety manual that applies to all employees and contingent workers and sets clear commitments around EHS.

Pure integrates EHS objectives into our business planning, decision-making, performance tracking and governance processes to ensure that we comply with all applicable EHS laws and do what we can to keep our employee and contingent workers safe. We are committed to regular training on EHS and encourage a culture of openness and dialogue around our EHS performance and progress with internal and external stakeholders.

In light of the rapidly shifting changes in local health and safety regulations due to the COVID-19 pandemic, we recently partnered with Enhesa—an EHS compliance company—to continuously track health and safety regulations in all locations where Pure employees work.

### Health and Safety Data

FY 2020	FY 2021
Number of workers covered by occupational health and safety management system	
2,776	2,899
The number and rate of recordable-work related injuries	
2	0
The number and rate of recordable work-related illnesses	
0	0



Throughout the COVID-19 pandemic, Pure created heightened focus on ensuring employees felt physically, mentally, and physiologically safe and supported. Prior to the pandemic, we partnered with Lyra—an innovative mental health benefits provider—to offer comprehensive mental health care for our employees. In response to the pandemic, we promoted the availability of Lyra and Konterra resources to our employees more widely. Through these services, Pure offers employees a suite of mental healthcare, including career coaching and cognitive behavioral therapy. Pure also extended access to Lyra to employees' families, broadening the reach of these critical mental health care services and demonstrating our belief that wellness for all is worth the investment.

**Discover how Pure can help you achieve your own commitment to sustainable business goals.**

**Download the Full 2021 ESG Report**

## Response to the COVID-19 Pandemic

**In January 2020, Pure brought together leaders from across the business to form a cross-functional rapid response team to address COVID-19.**

**Work-from-home:** To support the transition to working from home, Pure provided stipends to build out home offices with ergonomic equipment. In recognition of the change in work dynamics and preferences of our employees, we anticipate a hybrid working environment moving forward.

**Benefits:** We customized our benefit offerings with programs focused on managing stress and mental health. Pure ensures access to virtual mental health and coaching sessions to all employees. U.S. employees also have 24/7 access to a virtual care team through a vendor which focuses on delivering COVID-19 testing, counseling, and family support. We also refreshed our death and permanent disability insurance to provide world-class coverage during the pandemic.

**Parents:** Throughout the pandemic, we held parent panels across our global regions designed to offer support and best practices to our community of parents. Our panels were richly diverse, featuring single parent families, dual-income working parents, and parents with children of all ages. We also offered free resources, giving parents with children of any age, access to webinars, one-on-one coaching sessions and more.

**Essential working safety:** We launched the Return to Office Playbook that outlined new safety and health protocols to keep our essential workers safe in our offices. The playbook also outlined various protocols in the event of a COVID-19 exposure to ensure an accurate chain of communications and next steps are taken in that specific office/region, as well as compliance with any local reporting regulations.

**Future of work:** As we move forward in a post-COVID world, we will shift appropriate positions to a hybrid model where offices will offer more collaborative spaces. Working from home on some days each week will become part of the regular work environment.