PURESTORAGE®

ESG REPORT

SEGMENT REPORT

Data Storage Platform and Services 2024

Contents

Pure Storage is committed to advancing its environmental, social, and governance (ESG) practices and impact across four key pillars: Sustainable Platform and Services, Environmental, Social, and Governance. Discover how Pure Storage can help you achieve your own sustainability goals.

This segment report focuses specifically on our Sustainable Platform and Services.

Download the Full ESG Report 2024

Download the ESG Fact Sheet 2024

Introduction

Use of Forward-looking Statements

This report contains forward-looking statements regarding our ESG strategy, our sustainability goals and benefits, customer priorities around sustainability, data center energy consumption, potential growth opportunities, our ability to capture storage workloads for AI environments and hyperscalers, and plans and objectives of management.

Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “anticipates,” “believes,” “could,” “seeks,” “estimates,” “targets,” “expects,” “intends,” “may,” “plans,” “potential,” “predicts,” “prospects,” “projects,” “should,” “will,” “would,” or similar expressions, as well as the negatives of those terms, although not all forward-looking statements contain these identifying words. The forward-looking statements in this report are based on information currently available to us, and represent our beliefs and assumptions only as of the date of this report. Except as required by law, we assume no obligation to update these forward looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

Forward-looking statements involve known and unknown risks, uncertainties, assumptions, and other factors that may cause our actual results, performance, or achievements to differ materially from those expected or implied by the forward-looking statements. Factors that may cause actual results to differ materially from those in any forward-looking statements include, without limitation, changes in global economic conditions; unexpected delays, difficulties, and expenses in executing against our ESG goals as set forth in this report; and changes in the environmental or other regulatory landscape. Further information on factors that could cause or contribute to such differences include, but are not limited to, those discussed in the section titled “Risk Factors” in our most recent Annual Report on Form 10-K and our most recent Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission (SEC) and in our other SEC filings, which are available on our website at **investor.purestorage.com** and on the SEC’s website at **www.sec.gov**. We cannot guarantee achievement of these plans, intentions, or expectations disclosed in our forward-looking statements, and undue reliance should not be placed on our forward-looking statements.

A Letter from Our Chairman and CEO

The mission of Pure Storage® is to store, manage, and protect the world's data. Over the past year, we have made enormous strides in setting the innovation and sustainability standards for the data storage industry, and most importantly, helping customers protect their data and business operations from risk.

Our mission has never been more important. Over the next two years, data centers are expected to double their power demands with the surge in artificial intelligence, to consume four percent of all electricity produced worldwide. In the United States, data centers are expected to use six percent of all US electricity[1]. Power generation is the largest single source of CO_2 emissions, a primary driver of climate change.

Pure Storage has a momentous opportunity to lead the technology industry in meaningfully reducing global data center power requirements. Pure Storage products consume up to 10 times less power than energy-hungry hard disk storage and up to five times less than solid state drives (SSDs). Our mission is, and has been from day one, closely aligned with our focus on environmental sustainability.

Pure Storage has worked to redefine the industry with an unmatched data storage platform that helps organizations reduce the complexity, increase the reliability, mitigate the risks, and reduce the costs of their data infrastructure. With hard disk drives turning 70 this year, our direct flash approach to data storage is driving disks to extinction, especially as it remains a major driver of carbon emissions in the data center.

From our founding, Pure Storage has established a culture driven by our values of persistence, creativity, teamwork, ownership, and customer first—all built on honesty, integrity, and respect. This culture permeates throughout our 5,600 employees spanning over 30 countries. Our employees overwhelmingly stated in our internal survey that they are proud to work for Pure Storage (8.9/10), and that they recommend Pure Storage as a place to work (8.6/10).

We launched the Pure Leadership Academy, offering comprehensive learning to ensure we provide value and growth opportunities within the company. Our global Employee Resource Groups (ERGs) are expanding and remain crucial in nurturing inclusion and community. They provide development opportunities, boasting more than 1,900 members worldwide. Seventy percent of our accepted offers complied with our diversity guideline, with a third of the candidates interviewed being women or from under-represented groups. The Board of Directors and executive management persist in acknowledging the significance of robust governance to ensure we foster a responsible, ethical, and inclusive business environment and workplace. We also continue to mature our ESG governance model to positively impact our product development, operations, supply chain, and stakeholder partnerships.

In FY24, we launched a pilot of an environmentally focused impact accounting model to quantify the costs of activities like greenhouse gas emissions, material use, water, waste, and land use throughout our value chain, assigning monetary values for a clear financial perspective on our environmental footprint and an annual comprehensive corporate performance assessment. Moving forward, we will expand our effort in impact accounting to accurately account for the resource costs in manufacturing and using Pure Storage products, integrating these costs into both product pricing and company financial reports. As the only US-based technology company piloting this method, Pure Storage leads in promoting environmental stewardship with a highly scalable model. This initiative not only aids our customers in making informed environmental decisions about data storage; it also highlights competitive performance and eschews superficial environmental credentials and selective reporting.

I'm thrilled to see Pure Storage at the forefront of sustainability within our industry, driven by our unwavering focus and dedication to consistently advance our initiatives. I'm eager to further these shared objectives alongside our employees, customers, partners, and stakeholders, striving for excellence in everything we undertake.

Thank you.

CHARLES GIANCARLO
CHAIRMAN & CEO, PURE STORAGE

1 | Amid explosive demand, America is running out of power, The Washington Post March 7, 2024

About Pure Storage

Pure Storage is a global leader in data storage and management with a mission to redefine the storage experience by simplifying how people consume and interact with data, all while focusing on positively impacting customers, partners, employees, communities, and the environment.

Pure Storage offers a single, consolidated, consistent, and highly orchestrated platform that delivers more than 10 times the reliability while requiring as little as one fifth the power, space, cooling and labor of competitive solutions.

From the beginning, Pure Storage has established a culture driven by its core values of **Persistence, Creativity, Teamwork, Ownership, and Customer First**—all built on honesty, integrity, and respect. This culture is embodied by its workforce of 5,600+ employees across 30+ countries.

Recognitions and Awards

- **Fortune:** Best Workplaces in Technology 2023
- **Fortune:** Best Workplaces for Women 2023
- **Fortune:** Best Workplaces for Millennials 2023
- **Great Places to Work:** Best Workplaces for Parents 2023
- **Human Rights Campaign:** Corporate Equality Index 2023
- **Newsweek:** Global Most Loved Workplaces 2023
- **Silicon Valley Business Journal:** Best Places to Work in the Bay Area 2023: Largest Companies

For a full list, see our **Awards** webpage.

FY24 ESG Highlights

Technology

- The Evergreen® family of products enables customers to reduce their storage-related energy, space, and administrative requirements by up to 85%
- Evergreen//One™ allows customers to avoid overbuying, overprovisioning, and uncertainty through innovative Service Level Agreement (SLA) options that guarantee outcomes and promote hardware circularity
- Pure Storage provides customers with product carbon footprint reports, energy efficiency data via Pure1® and ISO compliant life cycle product assessments
- Independent industry research found that Pure Storage products generate at least 3x less e-waste than competitor solutions[1]

Environmental

- Achieved third-party verification of our FY23 GHG emissions; FY24 verification is underway
- Purchased renewable energy to cover 100% of Pure Storage headquarters
- Aligned with the Task Force on Climate-related Financial Disclosure (TCFD)
- Updated our supplier scorecard to include ESG, representing 10% of the score, to drive engagement and action with key strategic suppliers

Social

- Received an 8.1/10 Overall Employee Engagement Index score[2]
- Received a job candidate Net Promoter Score (NPS) of 89
- Increased Talent Development Index from 78% to 82% Y/Y
- Increased Inclusive Leadership Index for VP+ by 47% Y/Y
- Achieved diverse supplier spend of 6%
- $2.2M in charitable donations by the Pure Good Foundation and Pure Storage to nonprofits globally

Governance

- Piloted impact accounting in partnership with the Value Balancing Alliance
- Reduced ESG risk rating to 16.4 (Low Risk) on Sustainalytics
- Expanded ethics and compliance expectations for employees, partners, and suppliers in our strengthened Code of Conduct and other policy documents
- Applied security processes to company operations as a whole
- Launched Data Privacy Council

To learn more, see our FY24 Annual Report

1 | Source: Industry study by Verdantix 2 | Scores represent the employee average, based on a 0 to 10 scale.

Pure Storage at a Glance

FY24 Annual Revenue

$2.83B

3% Y/Y Growth

Our People

5,600+

Employees

Customers

12,500+

Global Customers

Satisfaction

82 NPS[1]

Highest in the Industry

Leadership

10X

Gartner® Magic Quadrant™ Primary Storage[2]

Our Operations

30+

Countries

Fortune 500 Customers

~60%

Of Fortune 500 Companies

Q4 FY24 Subscription ARR[3]

$1.37B[3]

25% YoY Growth

1 | Per Audited NPS customer score as of December 2023.
2 | Source: https://www.purestorage.com/resources/gartner-magic-quadrant.html.
3 | Subscription ARR is a key business metric that refers to total annualized contract value of all active subscription agreements on the last day of the quarter, plus on-demand revenue for the quarter multiplied by four.

Sustainable Platform and Services

Our Commitment to Sustainable Data Storage

Pure Storage is committed to designing and delivering a platform that helps maximize customers' energy and space efficiency while reducing e-waste and operational costs. Embedding circularity into our products' lifecycle and service offerings reduces the environmental footprint and helps our customers achieve their sustainability goals while providing industry-leading performance, reliability, and service life.

Our commitments have never been more critical than they are today. The exponential growth of data and AI is predicted to push global data center energy consumption to four percent of all energy produced over the next few years. In the United States, data centers are expected to use nearly six percent of all US electricity by the end of the decade. The production of electricity using fossil fuels is the largest source of CO2 emissions and fresh water impact globally.

Pure Storage has a unique opportunity to lead the IT industry in making a significant energy consumption reduction across of data centers globally. Our products require up to ten times less energy than mechanical spinning disk storage (HDD) and up to five times less than solid state drives (SSDs).

> **With storage consuming approximately one quarter of all data center energy, the five to ten times reduction Pure Storage provides can translate into a 20% overall reduction in total data center energy use.**

Pure Storage has worked to redefine the industry with an unmatched data storage platform that helps organizations reduce the complexity, increase the reliability, mitigate the risks, and reduce the costs of their data infrastructure. With hard disk drives turning 70 this year, our all-flash approach to data storage is driving disks to extinction, especially as it remains a major driver of carbon emissions in the data center. Our mission is closely aligned to our focus on environmental sustainability.

> Our innovative architecture not only delivers unparalleled reliability but redefines sustainability benchmarks. Our platform massively reduces energy consumption, emissions and e-waste driving reduced operational costs for customers. With each solution, we're not just reimagining storage; we're redefining responsible technology for a better world.

ROB LEE
CHIEF TECHNOLOGY OFFICER, PURE STORAGE

At a Glance

Sustainable Data Storage Platform and Services

Data Storage Platform

Our platform leverages our unique Evergreen architecture to deliver a consistent, sustainable, and unified, multi-protocol data storage platform.

Responsible Disposal

Committed to responsible disposal of displaced technology through partnerships with global electronics recycling services around the globe.

Environmental Transparency

Pure Storage provides environmental transparency through product carbon footprint reports, the Pure1 Sustainability Dashboard, and the ISO compliant Life Cycle product assessment.

THE PURE STORAGE EVERGREEN® ARCHITECTURE

85%-95%

The Pure Storage platform is extremely energy efficient, simple to manage, reliable, and performant—enabling sustainable outcomes for our customers. The Evergreen family of products consists of industry-leading data storage products, protocols, APIs, and services that underpin the Pure Storage sustainable data storage platform and enables customers to reduce their storage-related energy, space, and administrative requirements by up to 85%, compared to competitive solid state disk (SSD) solutions and up to 95% compared to hard disk drive (HDD) solutions.

10X

Our single, consolidated, consistent, and highly orchestrated data storage platform delivers more than 10 times the component-level reliability while requiring as little as one fifth the power, space, cooling, and labor of competitive solid state disk solutions, leading to reduced environmental, social, and operational cost outcomes for our customers.

STORAGE CONSUMPTION OPTIONS

Evergreen//One™

The Pure Storage storage-as-a-subscription eliminates the need to overbuy and overprovision hardware, drives hardware circularity, reduces e-waste, and eliminates uncertainty through innovative SLAs.

Evergreen//Flex™

The Pure Storage pay-as-you-grow storage offering enables the purchase of just the right amount of hardware to satisfy immediate requirements while retaining the flexibility to non-disruptively grow in the future.

Evergreen//Forever™

The Pure Storage traditional product ownership model delivers energy and rack space certainty for all customers through the “Guaranteed Power and Rack Space” program for Evergreen//Forever customers.

The Pure Storage Platform

Pure Storage helps organizations achieve sustainable outcomes and mitigate risk by eliminating the uncertainty and need for long-term storage planning.

The Pure Storage data storage platform and our storage-as-a service offerings deliver sustainable outcomes by leveraging our co-engineered hardware and common operating system to achieve high efficiency, density, and performance with fewer, denser media and less hardware. This results in reduced rack space and power consumption, leading to three key sustainable outcomes—less energy, less real estate, and less e-waste—for our customers. Unlike outdated storage solutions, our platform and services simplifies infrastructure, offers unparalleled reliability, provides the agility to adapt to changing business environments, and delivers cost savings that drive business success.

Sustainable Data Storage Platform and Services

The Pure Storage commitment to sustainability directly contributes to a healthier planet by reducing the environmental footprint of data storage. Our native, multi-protocol storage platform spans the entire range of price and performance and operates with a single operating environment, a single management platform, and many common storage components.

Evergreen®

The unique Pure Storage **Evergreen architecture** means that our products do not become obsolete. Instead, products are constantly upgrading and improving both software and hardware without disruption. This allows our customers to continuously benefit from the latest hardware and software technology, eliminating unnecessary product replacements and associated e-waste.

Our unified data storage platform is engineered to store more data in less space for greater energy efficiency while delivering performance, reliability, and simplicity across all operating environments. Compared to other all-flash and mechanical disk based options, our platform offers significant savings on energy, space, e-waste, and administrative costs. It delivers the industry's highest storage densities and most efficient power consumption per unit of data stored.

By utilizing our storage solutions, customers can reduce power generation-related emissions by up to 85%. This dramatic decrease not only means less energy consumption; it also means lower water and natural resource impacts, with our arrays requiring 80-85% less water to operate and far less data center space to install than competing products.[1] Pure Storage **Evergreen//One** brings the benefits of the Evergreen architecture to customers who want to purchase their storage as-a-service in their data center or in the cloud.

Pure Storage Sustainable Differentiation

The All-flash Data Center

Technology Advantage

Effortless Management at Any Scale
Global Policy Management | Self-managing | Autonomous Modeling

Simple Unified Infrastructure
Single OS | Multi-protocol | High Efficiency | Universal Workload Support | Unmatched Scalability

Evergreen® Architecture
Continual non-disruptive improvement | Seamless Data Experience | Zero-planned downtime guarantee

Sustainable Outcomes

Less Energy
Lower CO_2e Emissions

Less Real Estate
Lower Biodiversity & H2O Impact

Less E-waste
Lower Environmental Load

Business Value

Up to 5X Less Energy

Up to 5X Less Rack Space

At Least 90% Less E-waste Generated

1 | LCA 2022 reference: https://www.purestorage.com/resources/type-a/comparative-life-cycle-assessment-flasharray-x70.html

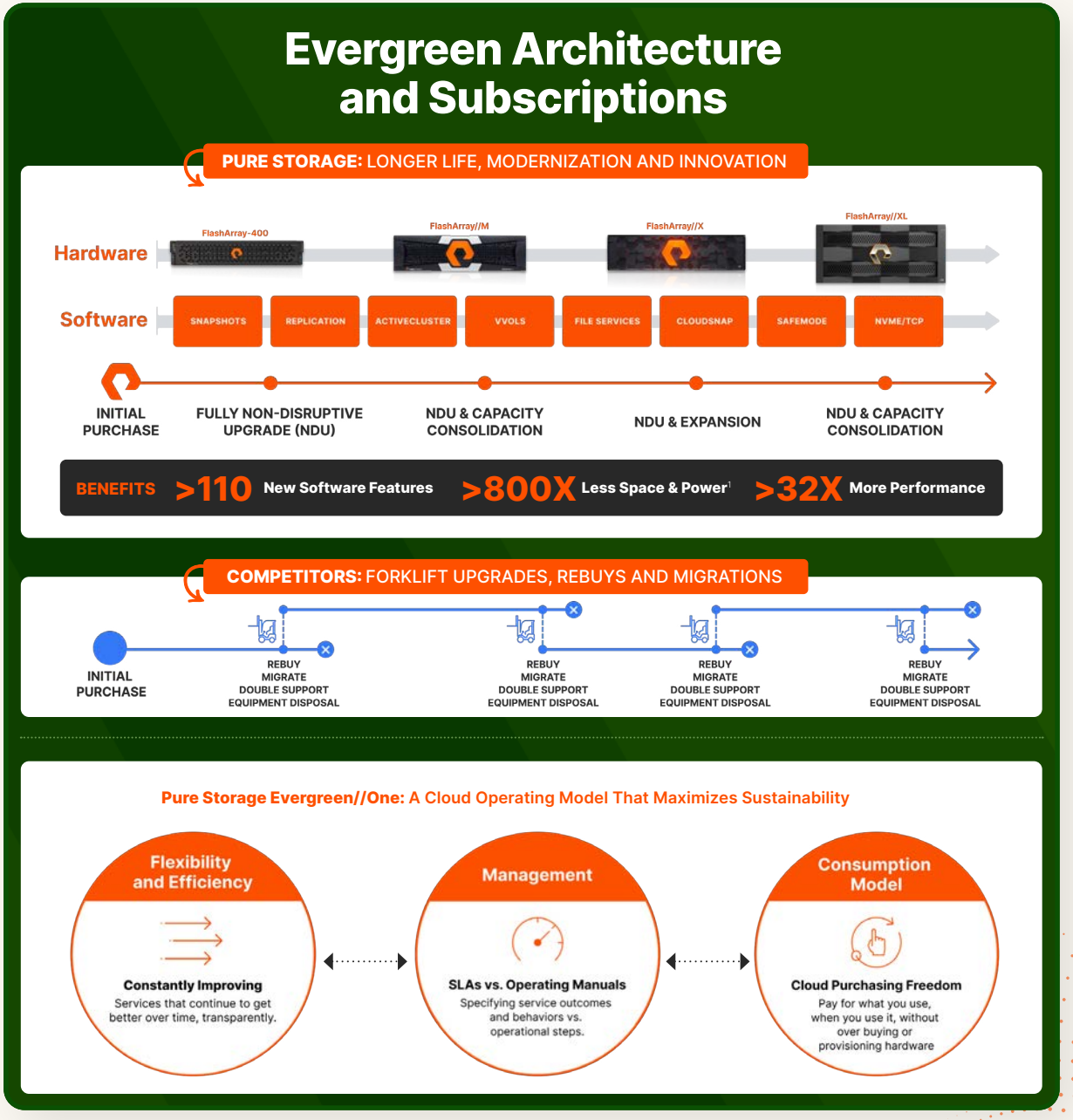
Evergreen//One has additional sustainability advantages:

- **Circularity and e-waste reduction:** Evergreen//One drives subscription hardware re-use and service life extension.
- **SLA-based terms:** Including the industry's first energy efficiency SLA, to make energy consumption more predictable and pursuit of emissions goals more achievable.
- **Reduced acquisition and operating costs and lower emissions and e-waste:** Eliminating overbuying and overprovisioning of storage by configuring and deploying the right amount of hardware to support SLA requirements.

For customers who prefer a traditional storage consumption model and the flexibility of an on-demand growth option, Pure Storage offers **Evergreen//Flex** subscriptions. Evergreen//Flex provides customers with an economical, flexible, and simple way to consume storage through an ongoing subscription leveraging Evergreen architecture to deliver a sustainable, always modern, non-disruptive, own and pay as you grow storage purchase model.

Our Evergreen architecture combines with an ongoing subscription to form Pure Storage **Evergreen//Forever**, providing traditional purchase customers a simple, economical, and sustainable way to keep their storage modern without repurchase or end-of-life worries.

All three Pure Storage subscription models provide guaranteed efficiency for power and rack space through either the Paid Power and Rack program (Evergreen//One and Evergreen//Flex) or the Guaranteed Power and Rack Space program (Evergreen//Forever).



Product Impact

As a result of our Purity operating system and DirectFlash Technology, our products require significantly less energy and space. In fact, our products consume as little as 1/5th of the energy and data center floor space as competitive solutions. This means carbon emissions from product use are reduced by up to 85%. With storage consuming an average of 20-25% of all data center energy, these reductions translate into overall data center energy and emissions reductions of up to 20%.

Consuming less electricity has other implications for land and water impact. Reducing water-intensive electricity consumption, as well as requiring less data center cooling (which can impact water), results in five times less water impact compared to using competitive solutions. The combination of our sustainable platform design and our unique storage as-a-service subscription model (Evergreen//One) provides a solution that evolves as needs and technology change, with a more sustainable product lifecycle.

See **Product End of Life and E-Waste** section.

> Central to our mission is delivering exceptional value to our customers while minimizing environmental impact across our data storage platform by optimizing power and space efficiency and significantly reducing e-waste. By embedding these practices into our data storage solutions, we not only enhance business value but also advance our commitment to sustainability and environmental stewardship.

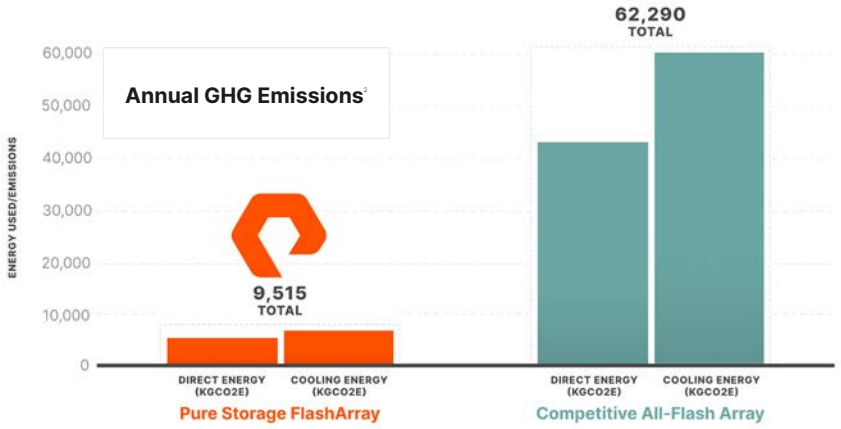
KEVAN KRYSLER
CHIEF FINANCIAL OFFICER, PURE STORAGE

Product Energy & Emissions Savings

85%
Carbon emissions from product use are reduced by up to 85%.

20%
Reductions translate into overall data center energy and emissions reductions of up to 20%.

Our storage platform space reduction leads to far less rack space consumption, reducing or delaying the need to build new data centers. For Pure Storage products sold in FY24, the aggregate amount of space consumption avoided is the equivalent to that of 2.7 average US data centers.[1] This means less space dedicated to data storage in existing data centers and avoiding or delaying additional land use to build future data centers.



1 | Based on average sq. ft. for US data centers, as two US averaged size DC (100K sq. ft.). 2 | This represents an 85% energy and emissions savings.

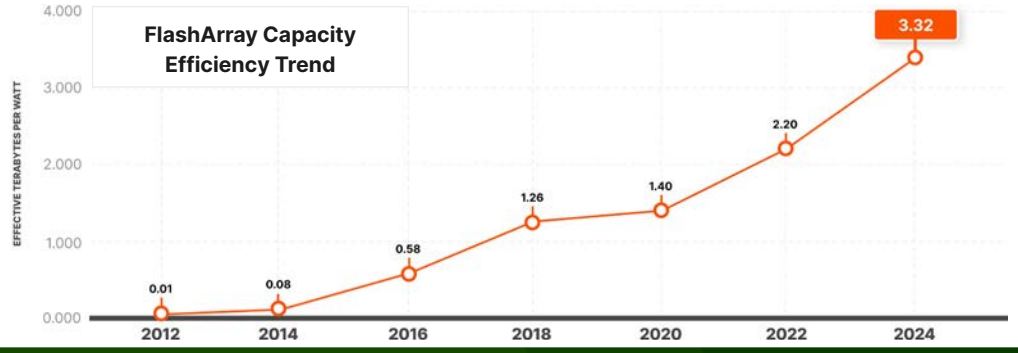
Data Storage Platform Momentum

Pure Storage has been committed to building efficiencies into our storage platform and unique business models since our founding. The Pure Storage Platform Efficiency Trend graph shows our sustained platform efficiency evolution to achieve over 800 times improvement in data stored (terabytes) per unit of energy (watts) consumed compared to our earliest product models.[1] Over the same period of time, we reduced the amount of rack space required to store data by over 900 times.[2] Enhanced energy and space efficiency for data storage drives positive environmental outcomes, such as a reduced rate of raw material consumption, decreased blue water usage (due to less electricity and cooling needed), and reduced land consumption by alleviating the need for expanding or building new data centers.

FlashArray™ Capacity Efficiency Trend

800X

Our sustained platform efficiency evolution to achieve an over 800 times improvement in data stored (terabytes) per unit of energy (Watts) consumed compared to our earliest product models.



Continued Data Storage Platform Evolution

Pure Storage has continued on its storage efficiency trajectory, launching several new products and completing energy label certification on every product throughout FY23 and FY24.

The Pure//E™ family of All-flash Storage (FlashBlade//E™ and FlashArray//E™):

The Pure//E family offers customers additional, all-flash options as alternatives to power-hungry, hard disk storage array offerings, eliminating the need for spinning disk drives in data centers.

This new addition to our data storage platform:

- Consumes as little as 1/5th the space and energy consumption of competing solutions and requires a little as 1/20th the space and energy compared to the legacy spinning disk solutions the Pure//E Family replaces.
- Reduces total cost of ownership (TCO) by at least 40% over six years, at the same acquisition cost as spinning disk storage.
- Delivers up to nine terabytes of usable storage capacity per watt of energy during operation.[3]

The introduction of our latest generation of our FlashArray//X™ and FlashArray//C™ products:

- Increases overall performance by up to 40% while maintaining similar per-model power consumption compared to the last generation.
- Delivers highly differentiated energy and space efficiency relative to competing all-flash solutions through improved capacity and performance capabilities across the FlashArray family of products.

1 | Based on effective capacity per Watt comparison of FlashArray products shipped in 2012 vs. FlashArray//E with 20 x 75 TB DFM. 2 | Based on comparison of effective capacity in Terabytes per rack unit of FlashArray products shipped in 2012 to FlashArray//E with 20 x 75 TB DFM. 3 | Assumes Pure's expected data reduction average of 5:1.

Sustainable Data Storage by Design

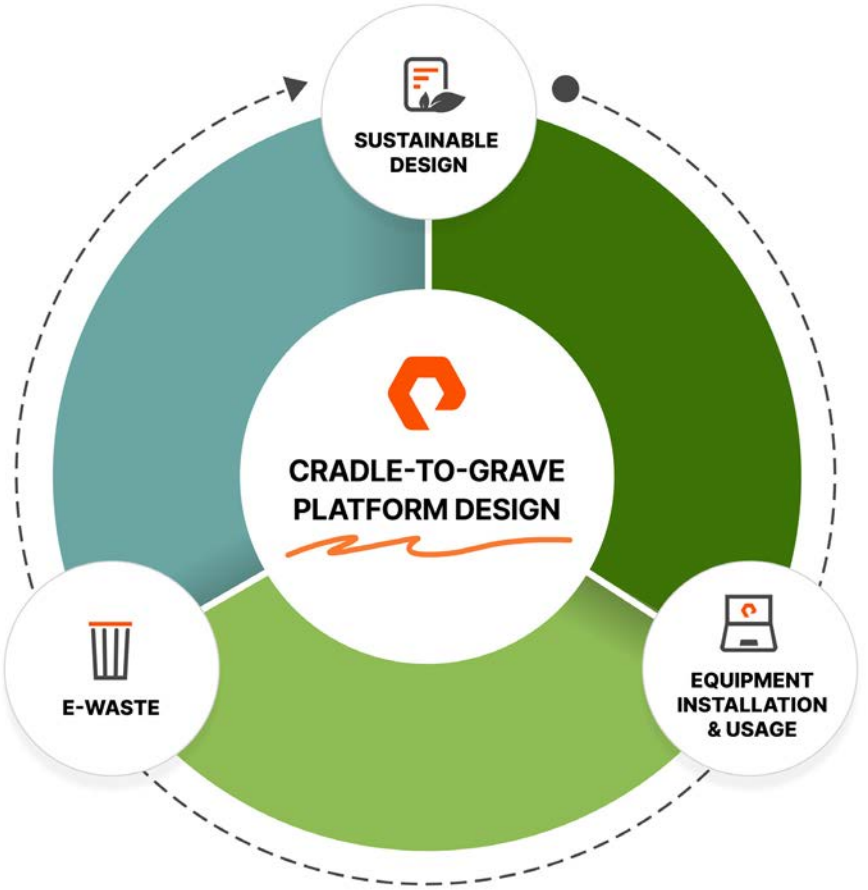
Pure Storage is a pioneer of the all-flash data center. Compared to other storage providers, we offer a unified platform that is smaller, denser, and more reliable than competing products. One of the main reasons that our storage platform is so energy efficient is because of Pure Storage DirectFlash® technology.

Our proprietary **Purity software** and **DirectFlash**® technology integrate to overcome the inefficiencies found in solid state drive (SSDs) solutions used by most competitors, enabling significantly greater storage capacities, enhanced performance, and more reliable solutions. Our products incorporate Pure Storage designed DirectFlash modules that facilitate a doubling of capacity and the delivery of exceptionally dense drives (i.e. 75 TB shipped in FY24 for the //E family of products, with plans in FY25 to reach 150 TB) without sacrificing performance or reliability. Our unique Purity software and DirectFlash technology enable direct communication with flash memory, overcoming the metadata management constraints of SSDs. Unlike SSDs that rely heavily on Direct Random-Access Memory (DRAM) for managing internal flash media, DirectFlash uses about 1,000 times less DRAM while maintaining high performance. This efficiency minimizes power consumption and reduces the need for additional drives and hardware, even as SSD capacity scales. This significant reduction in additional devices, DRAM, and hardware means our products consume far less power and rack space compared to other solutions, providing industry-leading storage efficiency and sustainability for our customers.

Our Purity software features always-on data reduction, achieving up to three times more efficiency than other flash solutions without compromising performance, thanks to over 100 patents in data reduction technology. This synergy of hardware and software not only boosts drive reliability and performance; it also extends service life significantly.

Pure Storage Platform Design

Our approach to storage platform design takes a **cradle-to-grave perspective, covering sustainable design, deployment, usage, and e-waste.**



Product Sustainability Comparison

Pure Storage conducted an ISO 14044-conformant life cycle analysis of FlashArray//X and applied the same modeling to its storage platform. Below are the energy and emissions savings that our products deliver, compared to competitive flash-based products.[1]

FlashArray//E™

UP TO 86%

FlashArray//E™ uses up to 86% less energy than competitive solutions.

8-15X

FlashArray//E has 8-15 times greater storage density.

90%

FlashArray//E produces at least 90% less e-waste over its 10-year life cycle.

1/20TH

FlashArray//E uses as little as 1/20th the energy and space as the legacy spinning disk solutions it replaces.

FlashBlade//E™

UP TO 86%

FlashBlade//E™ uses up to 86% less energy than competitive solutions.

8-15X

FlashBlade//E has 8-15 times greater storage density.

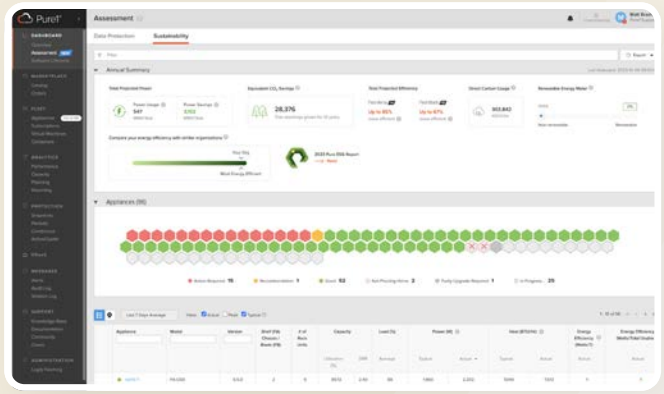
UP TO 80%

FlashBlade//E uses up to 80% less energy than competing unified fast file and object (UFFO) flash solutions.

View Our EnergyStar.gov Certification, Covering 100% of Pure Storage Products

1 | Listed Pure Storage products were compared to similarly configured and performing competitive products. FlashArray//E was compared to competitive hybrid flash and mechanical disk, FlashBlade//E was compared to competitive unified fast file and hybrid and mechanical disk solutions.

Product Carbon Footprint FY24



Pure1® Sustainability Assessment Dashboard

Product Impact Transparency

Our dedication to building trust through data transparency drives us to equip customers with essential information to make informed sustainability decisions about the use of our data storage platform.

In FY24, we published consolidated product carbon footprint reports that provide the full GHG emissions impact of our products from manufacturing, shipping, product use, and end of life disposal. The data within these reports are backed by the findings of our life cycle assessment (LCA) of FlashArray//X70, with a cradle-to-grave approach including manufacturing, transportation, assembly and testing, packaging, product use, and eventual disposal. See the **Resources** section of our ESG website for more information.

Our **Pure1** AI-powered storage management environment is continuously optimized to help customers monitor and maximize their energy efficiency. We have continued to enhance our Sustainability Assessment which gives customers full transparency and near real-time analysis into their storage energy consumption and savings. For customers that have storage distributed across multiple sites, the data center view will provide a better understanding of where the largest energy costs are, providing the telemetry data needed to gain insights and discover optimizations on sustainability metrics for each array.

Further, we've added peer information sharing to help customers set goals on how to realistically plan for improvement in their power efficiency efforts. The Pure1 Sustainability Assessment Tab provides visibility into a customer's relative power efficiency profile compared to peers.

Revolutionizing Responsibly: Elevate Your ESG Game with Pure1

Product Circularity

Evergreen®

Pure Storage sustainable Evergreen storage architecture and the structure of Evergreen//One subscriptions, enable organizations to reduce the energy consumption, rack space, and waste associated with underutilized and/or overprovisioned equipment.

By offering the flexibility to make adjustments as capacity and/or performance needs evolve, Evergreen//One provides customers with the most efficient hardware configuration to meet their objectives and enables non-disruptive platform upgrades as consumption changes over time. This flexibility, along with Pure Storage hardware modularity drives circularity and flexibility and reduces e-waste by extending product life. Upgraded and/or returned hardware can be reused, reconfigured, or redeployed to meet SLA obligations throughout the Evergreen//One subscriber base. As Evergreen//One subscriptions grow over time so too will the circularity and e-waste benefits grow.

Product End of Life and E-waste

Our platform is designed to avoid becoming obsolete and can be upgraded modularly and non-disruptively, indefinitely.

DirectFlash storage modules demonstrate three times the reliability of average solid state disks and six times that of traditional mechanical hard disk drives. This superior reliability leads to fewer component failures and prolongs the lifespan of our products, contributing to a significant reduction in e-waste.

A recent storage industry study by Verdantix determined that Pure Storage products generate at least three times less e-waste than competitor solutions. In addition, our data storage platform is designed to have a service life of 10 or more years through non-disruptive upgrades that can be performed indefinitely. Our product longevity, circularity, and lower e-waste was also supported by the **Verdantix** research.

E-waste Generated over 10-year Period

VERDANTIX ASSESSED INDUSTRY E-WASTE OUTCOMES AND FOUND

97%
Pure Storage generated at least 97% less e-waste.

UP TO 90%
Consumed up to 90% less data center rack space.

3-8X
Generated 3-8 times less e-waste than competitors, over a 10-year period.

Customer Success

We're proud to support our customers on their sustainability journeys, reducing their environmental footprint while helping them grow their businesses.

NTT DATA

The $30 billion technology services business is at the forefront of the world's sustainable digital transformation, offering a comprehensive suite of consulting, advanced infrastructure, and application services.

As more organizations realize the integral role of sustainability in their overall strategy, **NTT DATA** is doing its part to reduce its carbon emissions. The company reduced its storage footprint significantly while **cutting energy costs in its data centers by 50% reducing emissions** at the same time.

> **"Technology is a key enabler for connecting people, communities, and the planet in the most innovative and environmentally responsible ways. By reducing our data center footprint, energy consumption, and e-waste with more sustainable storage, we're optimizing our data centers in every possible way."**
>
> **SCOTT MCISAAC**
> **SVP Managed Cloud, NTT Data Inc.**

Read the Blog

ANDRA

The French National Radioactive Waste Management Agency (Andra) is responsible for identifying, implementing, and ensuring the safe management of French radioactive waste disposal to minimize risks for present and future generations.

Sustainability was paramount in Andra's choice of a new storage infrastructure. The organization wanted to debunk any misconceptions people may have about the environmental impact of nuclear waste management. Pure Storage solutions played a significant part in helping A**ndra achieve a 20% decrease in global energy consumption** across its entire data center.

> **"We opted for Pure Storage because we needed to challenge our legacy storage infrastructure and replace it with a more modern, secure and sustainable solution."**
>
> **OLIVIER TARDY**
> **Head of Infrastructure and Operations Digital and Information Systems Department, Andra**

See the Full Case Study

toss bank

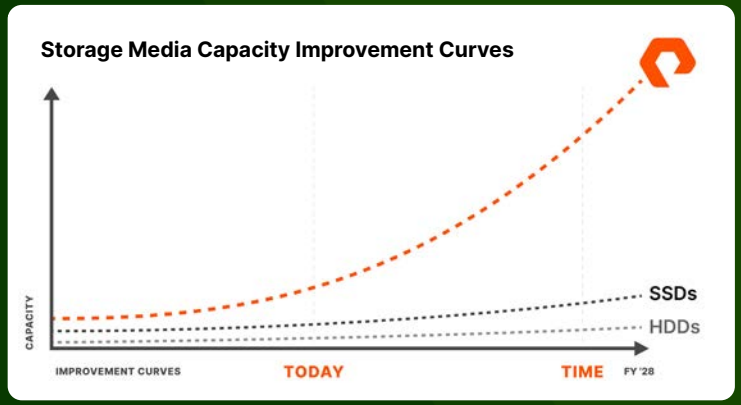
Toss Bank is the third internet-only bank founded in South Korea and the fastest-growing bank with over eight million customers in just two years.

Toss Bank turned to Pure Storage to significantly improve storage performance, scalability, and availability in the data center. With Pure Storage FlashArray, Toss Bank **achieved a 6:1 data reduction** through always-on inline deduplication, compression, and pattern removal. This **reduced storage needs by up to 83%**, maximizing cost efficiency and storage usage.

> **"The powerful data reduction makes it 2.5 times more cost-effective than competing products in terms of effective capacity."**
>
> **DONGHYUN PARK**
> **Systems Engineer, Infrastructure Team, Toss Bank**

See the Full Case Study

Future Forward



Our Trajectory

The storage density of our products has improved steadily over time and has outpaced the rate of SSD and HDD drive capacity improvements. Looking ahead, we expect to increase our sustainability differentiation advantages against solid state disk and hard disk drive technologies through the continued evolution of DirectFlash modules (DFMs), platform optimization, and software innovation. Future data storage platform innovations will continue to drive increased global data center sustainability and help reduce environmental impacts through the elimination of inefficient and unreliable spinning disk solutions.

Our Plans for FY25

Continue Density Improvements

- We expect to deliver a **150 TB capacity DFM** in FY25 moving our media capacity further from SDD and moving HDD further into obsolescence.
- We expect to **increase our chassis density** to accommodate additional DFMs, pushing our industry leading storage capacity efficiency to over 10 TB of usable capacity per watt.
- The FlashArray and FlashBlade Pure//E Family of products will **leverage the newly introduced higher capacity DFMs** further densifying our product offerings.

Exceed Power Supply Efficiency Requirements in the US

- To surpass power supply efficiency in the US, we are implementing a global strategy to ship our products with Titanium-rated power supplies in adherence with European power supply regulations. Titanium-rated supplies (96.2% efficient) are expected to exceed US data center and IT requirements for FY25.

Increase Focus on Hyperscalers

- Increased energy use is a major issue and cost for both hyperscalers and enterprise data centers and data storage plays a significant role in power and space consumption in data centers. **Pure's Purity and DirectFlash reduces the power, space and cooling requirements for hyperscale data storage by a factor of ten.** Additionally, Pure reduces the need for sophisticated caching and other technologies that hyperscalers use to make up for the relatively low performance of hard drives.

Update and Expand LCAs coverage

- We expect to complete **multiple product LCAs** to update, refine, and expand our product portfolio coverage.

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