



FLOCK Freight

20
24

Annual Impact
Report ▾

An aerial photograph of a lush, green forested mountain. A small waterfall is visible on the left side of the mountain, cascading down a rocky ledge. The forest is dense with various shades of green, and the mountain's peak is visible in the distance under a clear sky.

Table of contents

Letter from the CEO	3
Mission & values	4
Avoiding emissions with FlockDirect®, our Shared Truckload service	5
Company sustainability & emissions	11
People	13
Certifications and commitments	16
Fraud Prevention & Cybersecurity	17
Closing statement	18
Disclaimers	19

Letter from the CEO



Oren Zaslansky
Founder and CEO,
Flock Freight

Reflecting on 2024, we see a story not just of growth, but of resilience, of pushing boundaries, and of proving that doing the right thing for the environment and doing what's best for business are not opposing forces, but deeply intertwined.

Last year, we achieved record-setting pooling rates, reducing emissions and saving millions of dollars for our customers. We introduced new services that gave carriers more ways to fill their trailers and shippers more ways to reduce costs. We did it all in a year marked by a turbulent market that tested businesses across industries, but Flock Freight emerged stronger. None of this would have been possible without a shared belief in the power of our mission.

We proved that setting clear expectations and delivering on them consistently builds relationships that last. Customers and carriers alike placed their confidence in Flock Freight, knowing they could depend on our reliability, transparency, and customer-first approach. The trust built in these relationships is the foundation of the impact we aim to create. Equally important was the strength of our collective focus as One Flock. By working cross-functionally and rejecting silos, we continue to tap into the full potential of our team. One Flock isn't just a value we talk about; it's how we solve problems, overcome obstacles, and celebrate wins together.

The Shared Truckload model works because efficiency builds value. For our shippers, it means lower costs and higher-quality service. For carriers, it means a reliable stream of freight and more earnings. And for the planet, it means measurable progress on reducing emissions compared to traditional shipping modes. There is no separation between these outcomes; they are deeply connected and mutually reinforcing.

We're proud to share these successes, but what matters most is what they mean for the road ahead. Inflation, tariffs, and economic uncertainty will create a volatile freight environment, and Shared Truckload ensures shippers won't have to sacrifice quality, budget, or sustainability. That, to us, is not just an opportunity but a responsibility.

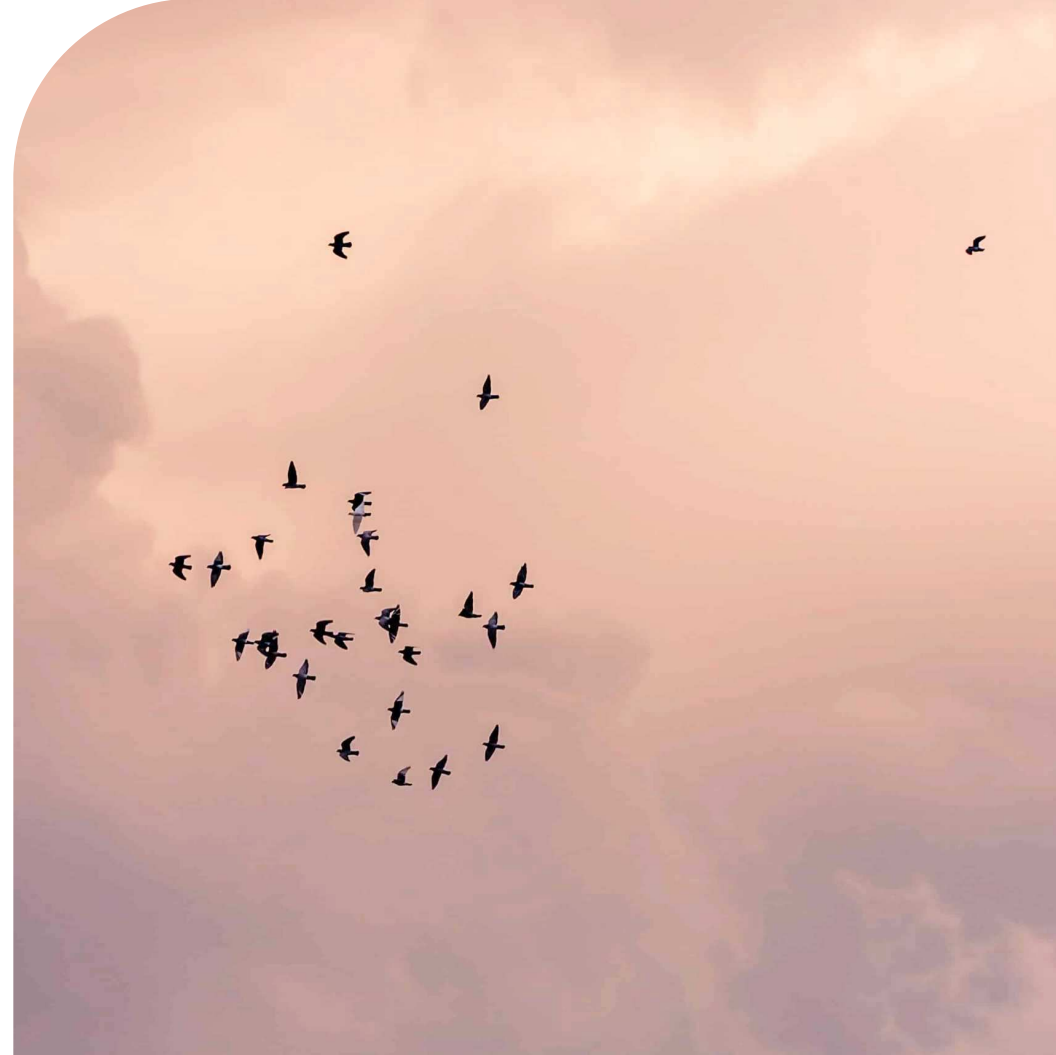
What lies ahead will require the same ingenuity and shared determination that brought us here, but if there's one thing this past year has proven, it's this: when we pool more freight, we make the future better for all of us. Looking to 2025 and beyond, we remain clear in our mission—to continue scaling Shared Truckload.

None of this progress would be possible without the shared commitment of our customers, carriers, and team members. We're ready to approach the future with the same dedication and purpose that got us here, and we're confident that our best work lies ahead.

Mission

Our mission is to optimize the world's freight transportation resources.

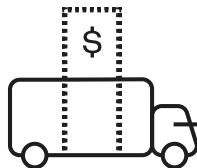
We are transforming the freight industry by delivering Shared Truckload at scale, which unlocks value for shippers, carriers, and our planet.



The value Shared Truckload unlocks:



For shippers:
Lower cost with a high level of service



For carriers:
Higher earnings



For our planet:
Reduced emissions from freight

Values

These values are evident through our work at Flock, and our Annual Impact Report is one way that we share that evidence with all of our stakeholders.

Grit

Flockers have grit. We combine persistent effort with unrelenting and focused motivation to achieve goals and overcome obstacles. Flockers are mentally tough: we have perseverance, resilience, self-regulation, courage, passion, and conscientiousness. We exhibit determination, direction, and a commitment to doing hard things.

One Flock

Support of Flock's mission and goals, before those of individuals or teams. Flockers work together to achieve our goals with a unified strategy. We prefer in-person and in-office collaboration. We work cross-functionally, reject siloing, have constructive conflict, seek to understand, help each other overcome challenges, and win together.

Mission Driven

Flock is changing the industry and the world with Shared Truckload. We are disrupting the status quo; we embrace being different, and we invent and innovate where necessary to advance Shared Truckload. Flockers take calculated risks, test hypotheses, validate learnings, fail fast, and iterate quickly. We are comfortable with imperfection. We want to be part of something bigger than ourselves.

Operational Excellence

Flock is frugal, not fancy. We operate in a thin margin industry. Flockers don't fly blind: we require data, visibility, and measurement. We manage our business rigorously and systematically. We value standardization with clear written and verbal communication. We drive efficiency by automating, simplifying, and adopting technology.

Build Trust

Flockers take ownership and hold each other accountable. We hold ourselves to high standards of reliability. Flock's success is dependent on our ability to build trust with customers, carriers, partners and employees. We build trust with clear expectation setting and follow-through. This is necessary to drive behavioral change. We support personal growth, integrity, and diversity to build a stronger team.

Avoiding emissions with FlockDirect®, our Shared Truckload service

In 2024, we moved over 560 million pounds of freight in Shared Truckloads, and covered over 71 million miles.

Over the course of these miles, Flock Freight prevented nearly 51,400 metric tons of emissions from entering the atmosphere by shipping freight with Shared Truckload instead of traditional modes.

In addition, we offset over 7,000 metric tons of emissions on behalf of select shippers in 2024, bringing our total emissions saved to just over 58,000 metric tons of CO₂e.



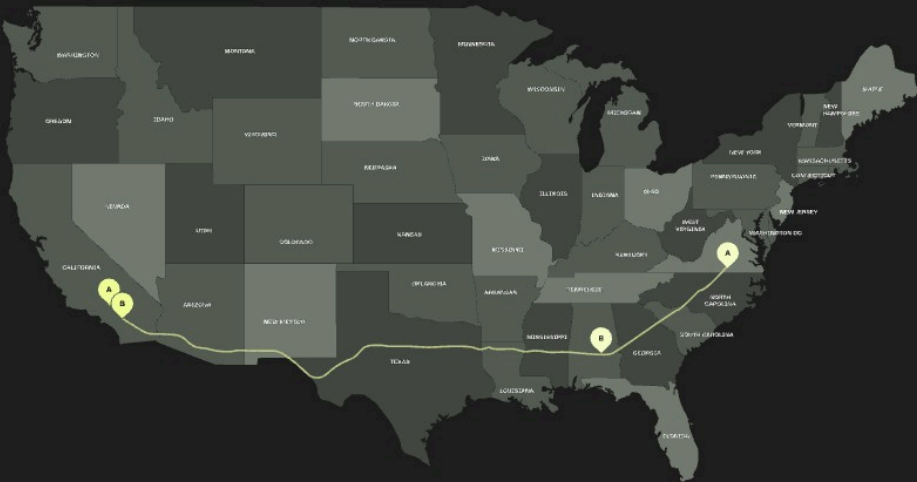
The emissions avoidance we achieved is equivalent to...

Avoiding over
5,000,000 gallons
of diesel fuel consumption.

The carbon sequestered by over
51,000 acres
of U.S. forests in one year.

Below, you'll find some real examples of Shared Truckloads Flock moved in 2024.

FlockDirect® Pool #1: 2 Pick, 2 Drop



Route mileage: 2,793

Trailer utilization by palletized linear feet: 100%

- Company A: 25 feet and 20,865 lbs
- Company B: 28 feet and 11,158 lbs

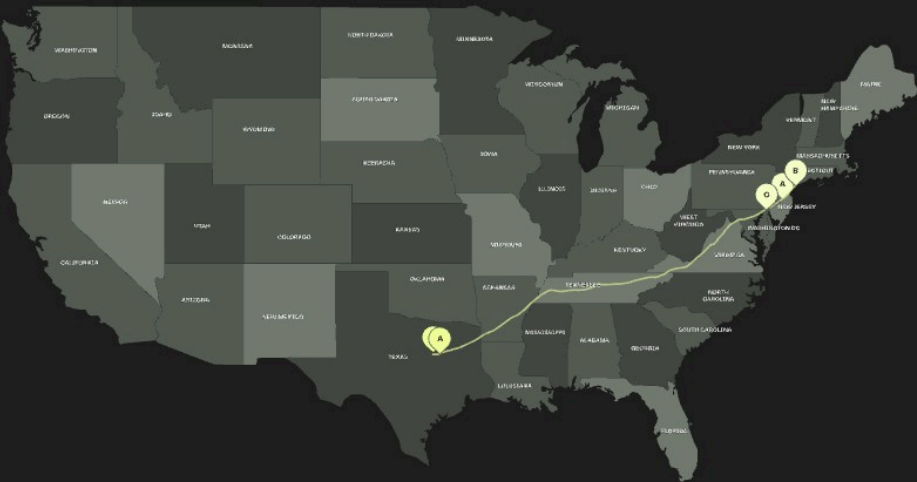
Emissions avoided (MT of CO₂e): 3

Commodities: Clothing, school supplies

Shipper cost savings: 21% & 39% compared to the FTL price

Carrier earnings: 22% more than TL market cost

FlockDirect® Pool #2: 3 Pick, 3 Drop



Route mileage: 1,949

Trailer utilization: 100%

- Company A: 11 feet and 8,992 lbs
- Company B: 18 feet and 4,272 lbs
- Company C: 24 feet and 11,667 lbs

Emissions avoided (MT of CO₂e): 3.6

Commodities: Food & beverages, paper & office supplies, tech & electronics

Shipper cost savings: 48%, 46% & 24% compared to the FTL price

Carrier earnings: 24% more than FTL market cost

Customer reporting

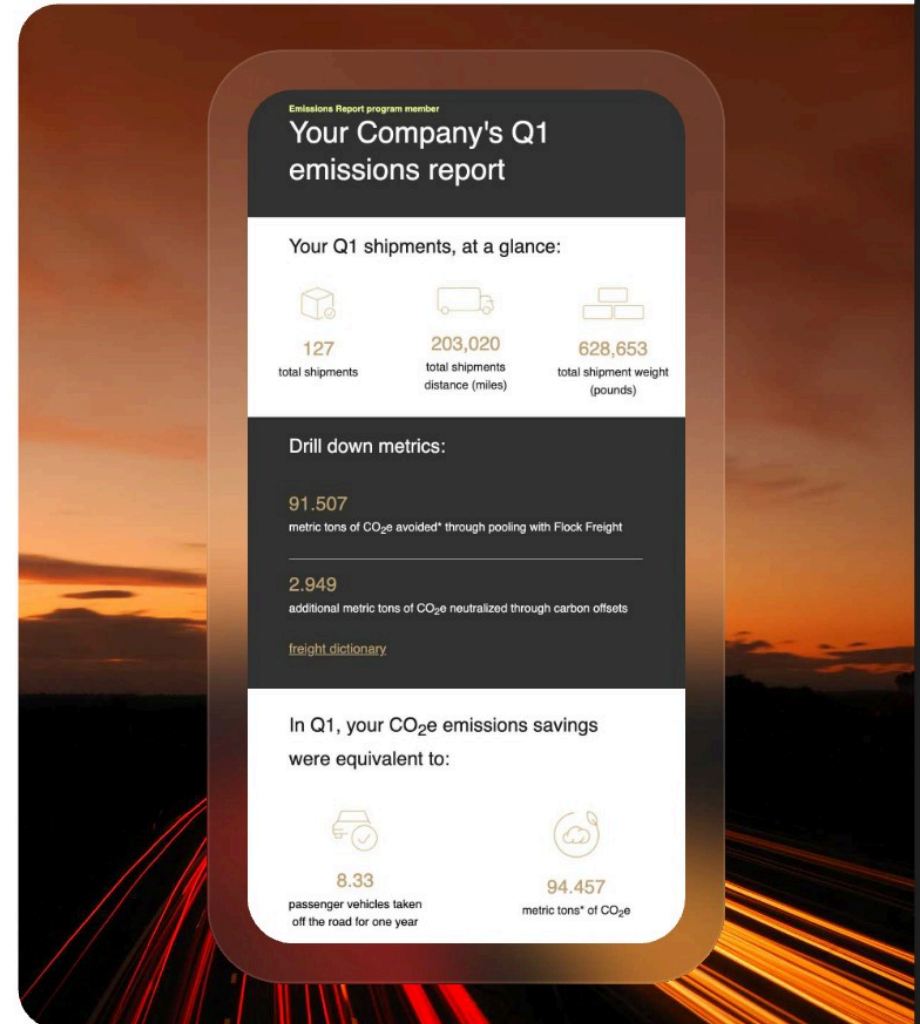
Sustainability is inherent in shipping Shared Truckload and working with Flock. It's woven into our recurring reporting with shippers along with service and cost considerations, and we regularly schedule touchpoints to review these metrics.

Quarterly business reviews

For our shippers who receive live quarterly business reviews with their Account Management team, we include a snapshot of emissions avoided and emissions offset during the time period. This often leads to discussions on reducing scope 3 emissions and how Flock can be an even more strategic partner for our shippers, who are navigating the complexities of emissions tracking and reduction.

Quarterly emissions reports

At the end of each quarter, we send all our Shared Truckload shippers a comprehensive report summarizing their shipment data for the quarter with Flock, including emissions information. This report contains data points such as shipment count, distance, and weight, offering shippers immediate visibility into their volume levels with Flock, and the option to integrate these metrics into their own emissions accounting frameworks. Additionally, we estimate emissions avoided and separate out any additional emissions neutralized with carbon offsets.



100's club

Shippers who saved* 100 metric tons of CO₂e emissions or more in 2024 with Flock Freight



[Bosco's](#)



[Carhartt](#)



[Dawn Foods](#)



[Doumak](#)



[ERG International](#)
[West Coast Industries](#)



[Friant](#)



[Gojo Industries](#)



[Grainger](#)



[Guayaki](#)



[MIDLAND](#)



[MiniMoves](#)



[Move Caddy](#)



[Olipop](#)



[Orgain](#)



[Our Place](#)



[RapidDeals](#)



[Reborn Home Solutions](#)



[Toshiba](#)



[Two Men and a Truck](#)



[Waiakea](#)

Goal check in

In 2024, we set out to achieve third-party validation for our emissions methodology to ensure alignment with the global reporting standards established by the Greenhouse Gas Protocol.

We're proud to report that in early 2025, we completed the accreditation process with Smart Freight Center to align our emissions measurement and reporting with the Global Logistics Emissions Council (GLEC) Framework and ISO14083:2023.

We recognize the importance of measuring emissions using a framework that enables benchmarking and comparison across the global supply chain, particularly in the reports we deliver to our shippers committed to minimizing their scope 3 emissions.



Company sustainability & emissions

SCOPE 1 Flock considers its scope 1 emissions immaterial, because we don't manufacture anything onsite, our energy use is accounted for in scope 2, and the company does not own vehicles.

SCOPE 2 99.6% of the electricity in our offices came from clean energy providers in 2024, with Flock electing for 100% renewable energy plans with 0 lbs of greenhouse gas emissions per kWh.

Flock not only opts for zero emissions energy options, but also optimizes energy efficiency through Energy Star appliances, automatic sleep modes and after-hour timers for lighting, natural light in offices, CF bulbs, daylight dimmers, thermostat timers, occupancy sensors and double-paned windows.

SCOPE 3 **Category 6, Business travel**

- 135 MT CO₂
- Most of our business travel comes from visiting customers, attending conferences, and visiting our two Flock offices.

Category 7, Employee Commuting

- 285 MT CO₂
- Flock not only reduces freight transportation emissions through FlockDirect®, but also helps our employees reduce transportation emissions in their daily routines. We achieve this through an FSA fund and partial reimbursements on low-emissions transportation options.

Business travel data is pulled from Flock's expense reports. The distance-based method was used to calculate emissions for 26% of business travel dollars, and the spend-based method was used for the remaining. Commuting emissions were calculated by surveying Flock's in-office employees (those who commute to our offices 1+ day per week) on the transport mode they use for a majority of commuting miles each week. 49% of responses were collected. Remaining emissions for missing responses were extrapolated using the data collected. All emissions factors are from [EPA resources](#).

Waste at the office



Compost, recycling, and landfill

At both of our headquarters, the Flock team minimizes landfill waste through the use of compost and recycling bins. In 2024, Chicago Flockers diverted 3,105 lbs of waste from the landfill with their composting efforts.

Our compost partner in Chicago, WasteNot, is the nation's only zero-emissions compost collection service, running a 100% electric fleet around Chicago.

At our Encinitas office, we compost with the County of San Diego. While we don't receive landfill diversion reports, we pride ourselves in being part of a county with a government-sponsored compost program.

By composting, Flock prevents natural waste, such as food and coffee filters, from entering landfills and releasing methane as it slowly decomposes. Instead, it's transformed into fertilizer that helps gardens and farms thrive, or biofuels that power compost and waste collection vehicles. This creates a closed-loop system for food waste, benefiting both people and the planet.

Purchasing products

Our workplace operations and sustainability leaders collaborate on preferred products purchasing lists for our office and kitchen supplies to ensure the most sustainable, safe, and effective products are being purchased. Our general hierarchy for purchasing products is to prioritize reusables, then compostables, then recyclables, then landfill products when the other options are not available.

People

Benefits

Annually, Flock Freight invites all employees to participate in a survey focused on benefits, which serves as a vital tool for understanding their views and experiences of our current offerings. Our benefits team, in collaboration with our benefits broker, thoroughly reviews the feedback to identify trends and areas of improvement. In addition, we are committed to staying abreast of industry trends and exploring new benefits that could further enhance our team's well-being and satisfaction. This helps us ensure that our benefits remain top-tier and align with the diverse needs and preferences of our team.

Health highlights

- Health, dental, vision, and life insurance coverage with HMO, PPO, and premium PPO options, some of which are 100% employer paid. Plus, a Health Saving Account (HSA) option that is partially funded by Flock.
- Flexible spending account (FSA): Pay for eligible medical, dental, and vision care expenses with your pre-tax income.
- Parental leave: Receive up to eight weeks of 100%-paid parental leave and up to eight weeks of 100%-paid pregnancy disability leave.
- Pet insurance.

Financial highlights

- Equity: All Flock Freight employees receive equity grants.
- Retirement planning: Traditional and Roth 401(k) plans with an employer match and sustainable investing options available.
- Reimbursements: Get reimbursed for eligible transportation and technology expenses.
- Commuter benefits: Save up to 40% on eligible work-related transit and parking expenses.



Training and continued education

LEAD500

A guided course covering skills that underlie an inclusive management style, to help managers tailor their approach to each of their direct reports.

Early career

A training program tailored for entry-level college grads, focused on fostering local talent by developing their freight skills in San Diego and Chicago.

Flock Up

We offer a continued education program for all employees, allowing them to level-up their personal and professional skills. Examples of Flock Up topics include cultivating a growth mindset, defining your core values, and understanding your benefits.

Access to leadership

Through our growth and expansion, Flock's leadership team remains visible and accessible to all employees at every stage of their career. Leadership team members are available through Slack, email, and in-person at the office, while Flock also works to provide consistent, planned touch points between employees and upper management.

Lunch & Learns

An informal training or presentation session that occurs during lunchtime. The idea is for attendees to bring their lunch and learn about a particular topic in an engaging and relaxed setting. These sessions have covered various subjects, such as technical deep dives, company insights, and logistical industry trends.

AMAs (Ask me Anything)

There is no presentation, but participants are encouraged to submit questions before the session or ask in the moment. The purpose of AMAs is for a Flock leader to lend their expertise or unique insights based on what the participants would like to learn about. There are no topic guardrails, which allows highly candid discussion.

All Hands Meetings

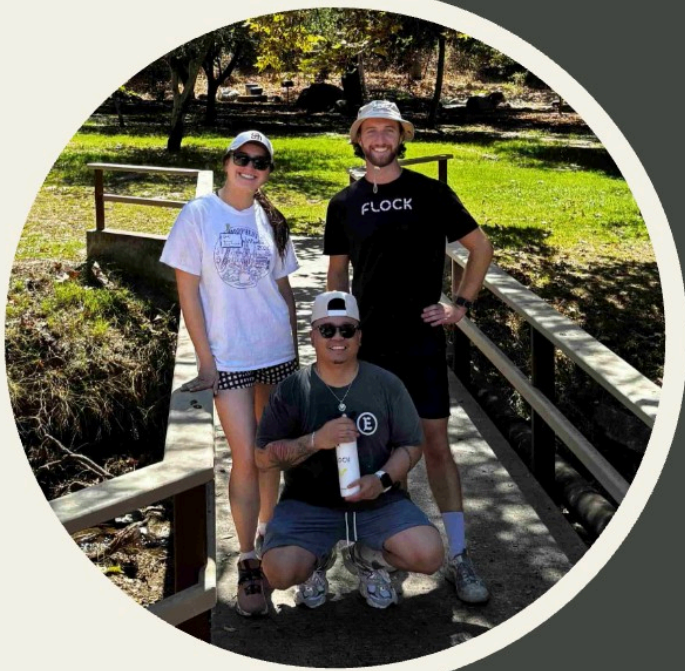
All-employee meetings, generally monthly, with open communication of company initiatives and performance by Flock's executive leadership team.



Culture & fun

Community engagement:

In 2024, Flock dedicated 61 volunteer hours to several causes. A group of Flockers packed over 4,000 pounds of produce, feeding thousands of San Diego families. We also planted trees and cleared brush in a local park, setting the foundation for a healthy outdoor space for decades to come. Finally, our teammates donated blood, which will ultimately save 87 lives.



Flock n talks

These casual 15-minute sessions are a fantastic opportunity to connect with colleagues from different departments, share experiences, and foster a more collaborative culture across the Flock. Individuals who sign up are paired with a colleague and find time to meet for 15 minutes during the work day with no pre-set agenda, besides the goal to know more about each other by the end of the session. We automatically enroll new employees in a similar program, so they can meet with a more experienced Flock employee and begin building their community.

Appreciation days

Our people team does an incredible job creating excitement and finding reasons to celebrate in the office and for our remote colleagues. They make sure to celebrate birthdays, work anniversaries, and holidays of all kinds for the entire company multiple times each month.

Certifications and commitments



B Corp Certification

Certified B Corporations, or B Corps, are companies verified by the non-profit B Lab to meet high standards of social and environmental performance, transparency, and accountability.

Flock Freight first certified as a B Corp in 2020, and we underwent our first recertification in 2023.

2020 score = **80.1**

2023 score = **80.3**

Median score for ordinary businesses = **50.9**

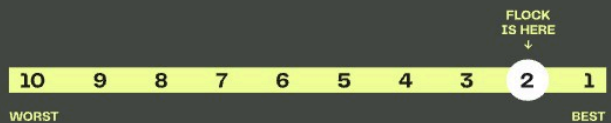
In our 2023 impact report, we stated that company emissions reporting is a point we'd like to improve on, instead of focusing solely on emissions reductions and avoidance numbers. We have taken initiative in our 2024 report by reporting business travel and commuting emissions.



SmartWay Certification

Flock has proudly maintained its status as an EPA SmartWay logistics partner since 2019. We choose to recertify each year because standardized emissions data measurement and reporting practices allow logistics companies to gauge their environmental impact across a uniform benchmark. EPA SmartWay unlocks a common language for emissions accounting and ranking that carriers, logistics companies, and shippers can all use to communicate.

Our SmartWay score for the 2024 certification year, which analyzed 2023 data, is a "2" for grams of CO₂ per mile. Scores range from 1 to 10, with 1 representing the highest performance.



Public Benefit Corporation

In 2024, we distributed our first public benefit report to shareholders, and will continue to do so at least every two years.

The Climate Pledge

As a signatory of [The Climate Pledge](#), Flock is committed to reaching net-zero carbon emissions by 2040. We've pledged to transparently report our carbon emissions, eliminate what we can, and responsibly offset what we can't.

Recognizing that 2040 is closer than it seems, we are diligently addressing our company's emissions footprint. Through our Shared Truckload solution, FlockDirect®, we are actively mitigating emissions from diesel fuel use each day.

In addition to our external efforts, we're working internally to track and reduce our company's scope 1, 2, and 3 emissions.

Flock is not currently under any legal obligations to report our emissions publicly. As a PBC and Certified B Corp, we aim to be an industry leader in environmental sustainability and make progress in the category each year.

Fraud Prevention & Cybersecurity

With rising fraud concerns across the trucking industry, Flock remains committed to safeguarding our shippers, carriers, and employees. Shippers across the United States are rightfully worried about fraud and theft affecting their goods, and carriers are concerned about protecting their reputations.

To meet this need, we implemented best-in-class carrier ID verification through our partnership with a leading carrier identity, vetting and onboarding software provider.

We were among the first in the industry to require two-factor authentication for carriers and employees to access our platform.

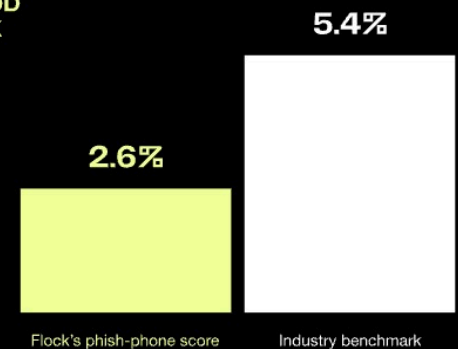
Flock's platform scores users with a risk model to detect and mitigate potential threats in order to help curate a healthy platform ecosystem.

We also leverage a global cybersecurity leader to detect and remediate cyber attacks.

Beyond investing in tech, each year kicks off with Flock Freight **Cybersecurity Month** in January, a dedicated initiative featuring a range of programs aimed at training, educating and raising awareness about cybersecurity risks and best practices. Flock fosters a culture of cybersecurity through robust and ongoing employee training, and a dedicated IT Security Committee that meets regularly to assess and respond to risks.

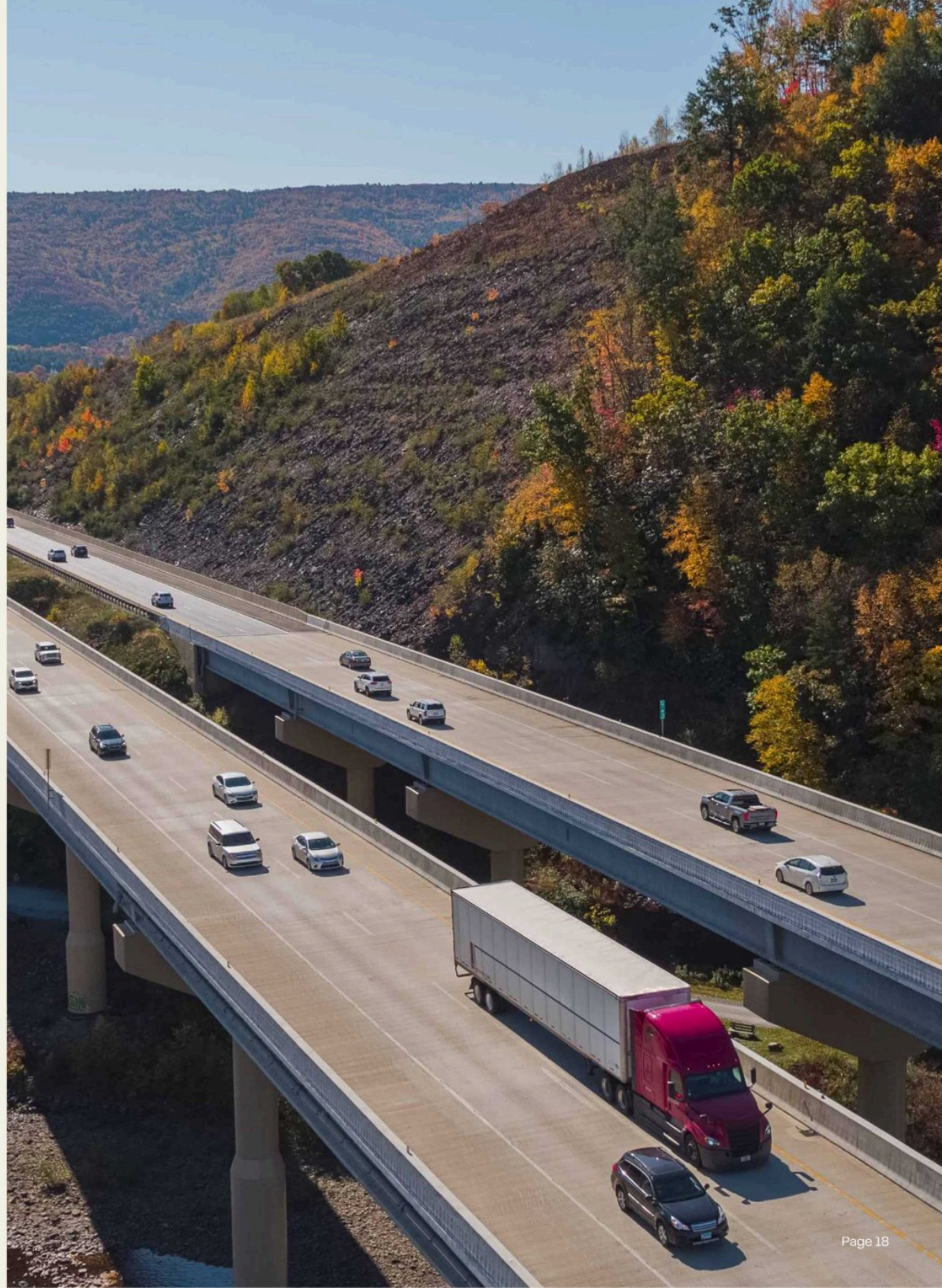
Throughout the year, we conduct **phishing tests** using software that yields quantifiable results to ensure our employees remain vigilant. In 2024, we achieved a 2.6% phish-prone score, outperforming the 5.4% transportation industry benchmark, and improving our score by .3%. Flock remains committed to safeguarding our shippers, carriers, and employees, and will continue to invest in tools and best practices to mitigate risks across the supply chain.

LIKELIHOOD OF ATTACK



Closing statement

Flock Freight's 2024 Impact Report is a powerful reflection of our mission to optimize the world's freight transportation resources with Shared Truckload. We're tackling critical challenges and setting a new standard of sustainability and efficiency. We will continue to actively support our employees, shippers, and carriers who make it all possible. Looking ahead to 2025, we are excited to expand our reach with enhanced services and technology that will enable us to pool even more freight. Together, we'll continue to transform the industry and build supply chains that are more financially and environmentally sustainable.



Disclaimers

General

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Shared Truckload emissions metrics

An independent third party has not validated the emissions calculation methodology and associated claims. Flock has chosen to make the methodology free and publicly available in [this white paper](#).

