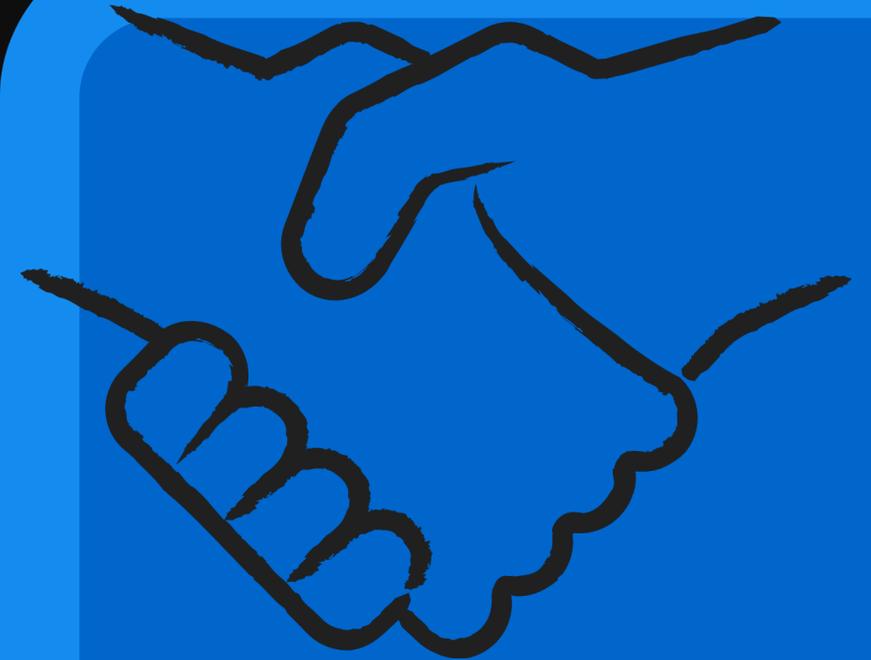


Workiva Inc.

Analyst and Investor Day
September 19, 2023

Mike Rost

SVP, Investor Relations &
Corporate Development



Safe Harbor

This presentation includes forward-looking statements. All statements contained in this presentation other than statements of historical facts, including any statements regarding our future results of operations and financial position, our business strategy and plans and our objectives for future operations, are forward-looking statements. The words "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect" and similar expressions are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described in "Risk Factors" in our annual reports on Form 10-K and quarterly reports on Form 10-Q filed with the Securities and Exchange Commission. Moreover, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties and assumptions, the future events and trends discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements.

Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance, achievements or events and circumstances reflected in the forward-looking statements will occur. We are under no duty to update any of these forward-looking statements after the date of this presentation to conform these statements to actual results or revised expectations. This presentation has been prepared for informational purposes only from information supplied by us and from third-party sources. Such third-party information has not been independently verified. We make no representation or warranty, expressed or implied, as to the accuracy or completeness of such information.

By attending or receiving this presentation you acknowledge that you will be solely responsible for your own assessment of the market and our market position and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of our business.

Agenda

1

The Opportunity in Front of Us

Julie Iskow - President & CEO

2

A Focus on Innovation

David Haila - CTO

3

Driving Growth with Leverage

Jill Klindt - CFO

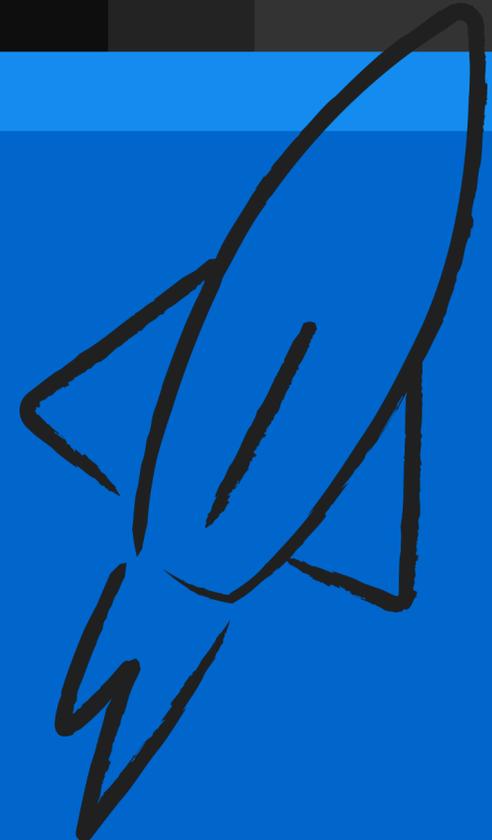
4

Q&A

The Opportunity in Front of Us

Julie Iskow

President & CEO





Analyst & Investor Day

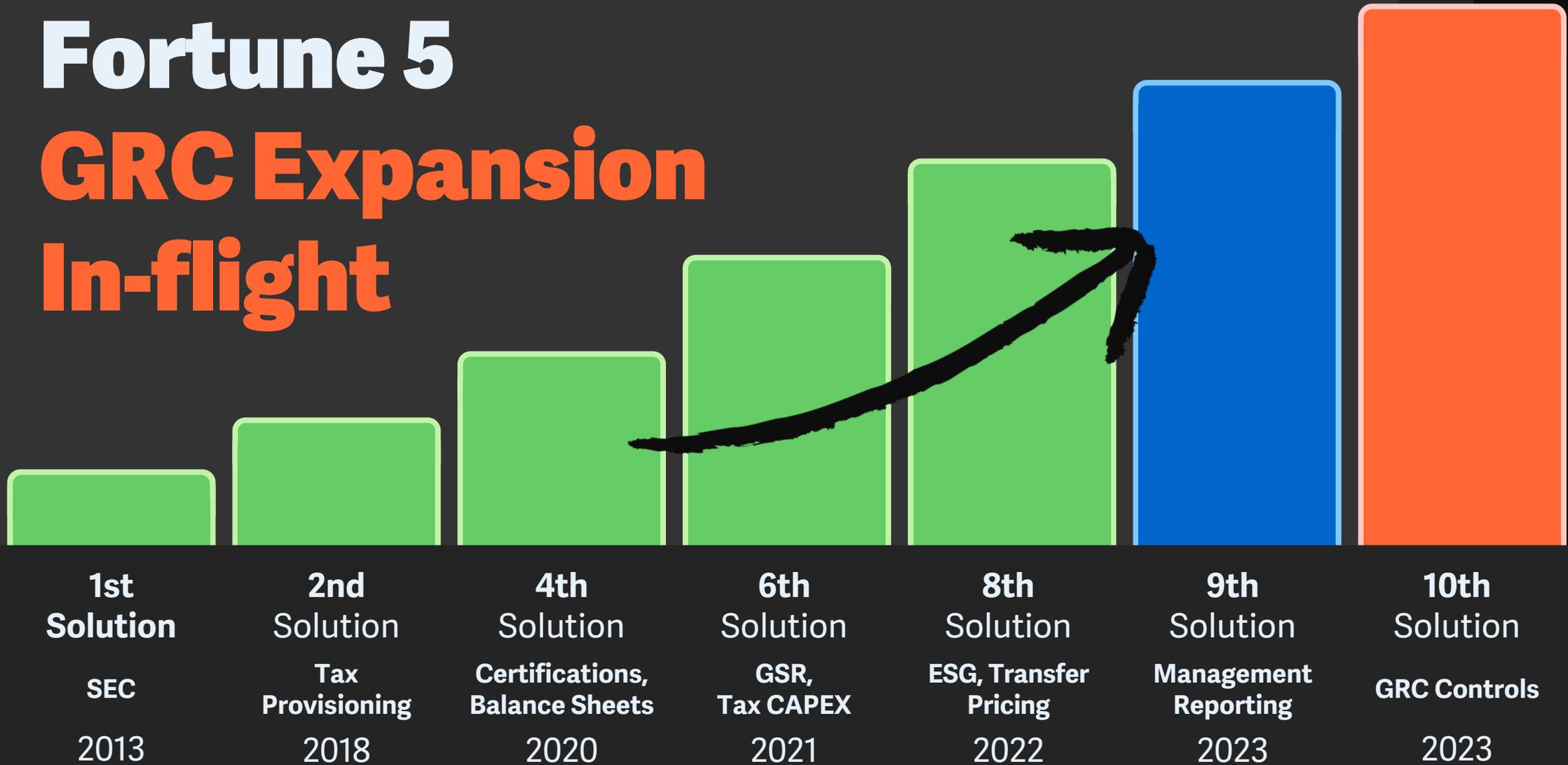


workiva
AMPLIFY

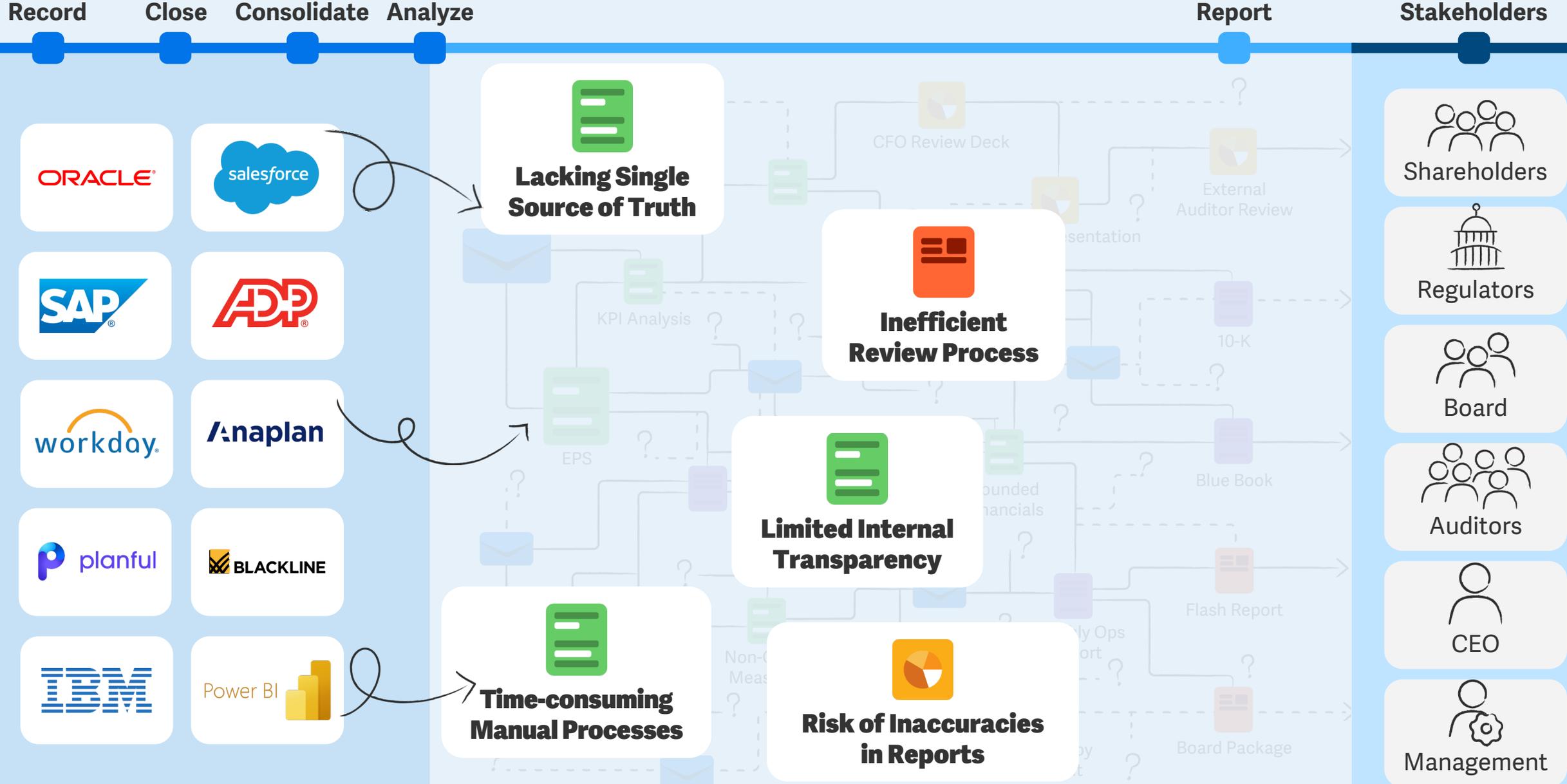
Fortune 5 Customer Platform Journey



Fortune 5 GRC Expansion In-flight



Why Did They Buy Management Reporting?



Why Did They Buy Management Reporting?

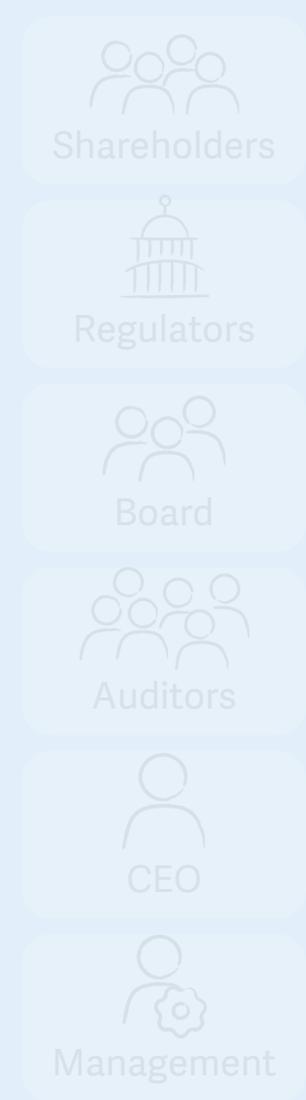
Record Close Consolidate Analyze

Report

Stakeholders

**We showed them
a better way!**

**This deal illustrates
why we win.**



We Solve for Issues That Companies **MUST** Address



Transparency



Regulation



Accuracy

Our customers need us more than ever

Amplify by the Numbers

2000+ Customer Attendees

250+ Partner Attendees

80+ Amplify Sessions



Office of the CFO & CAO

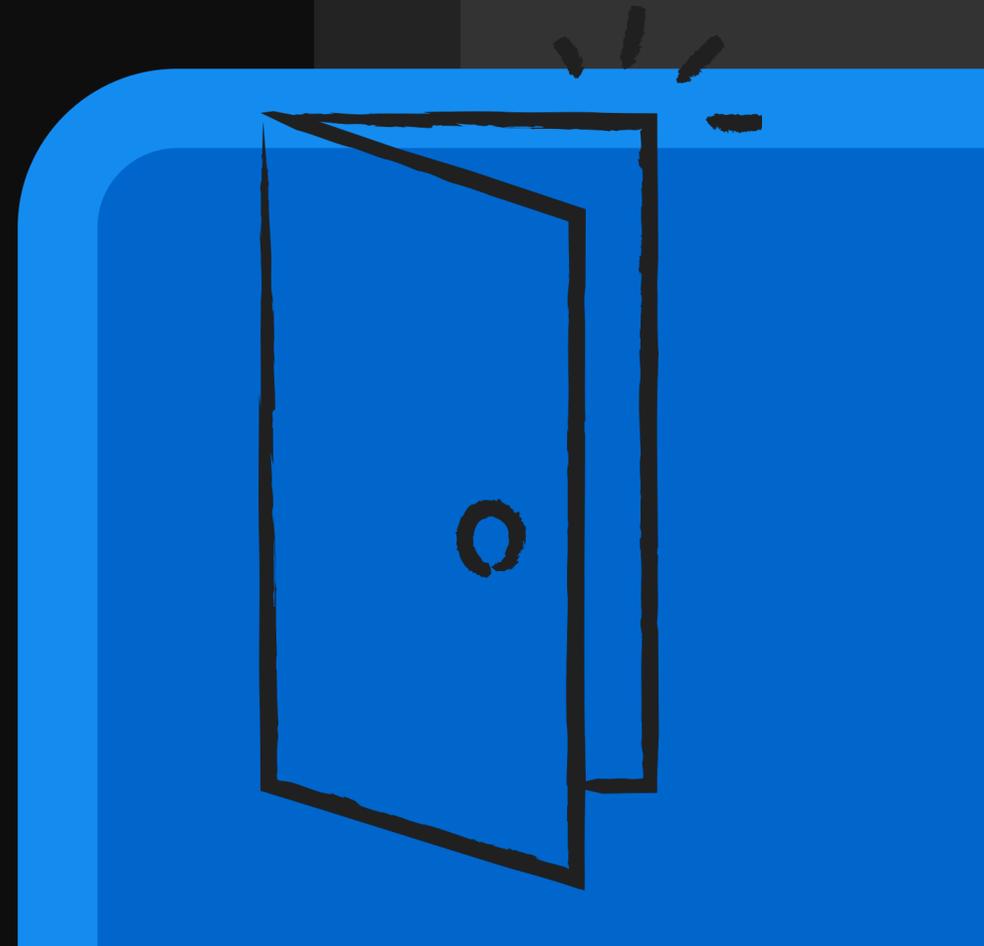


Office of Sustainability



Office of Chief Audit Executive

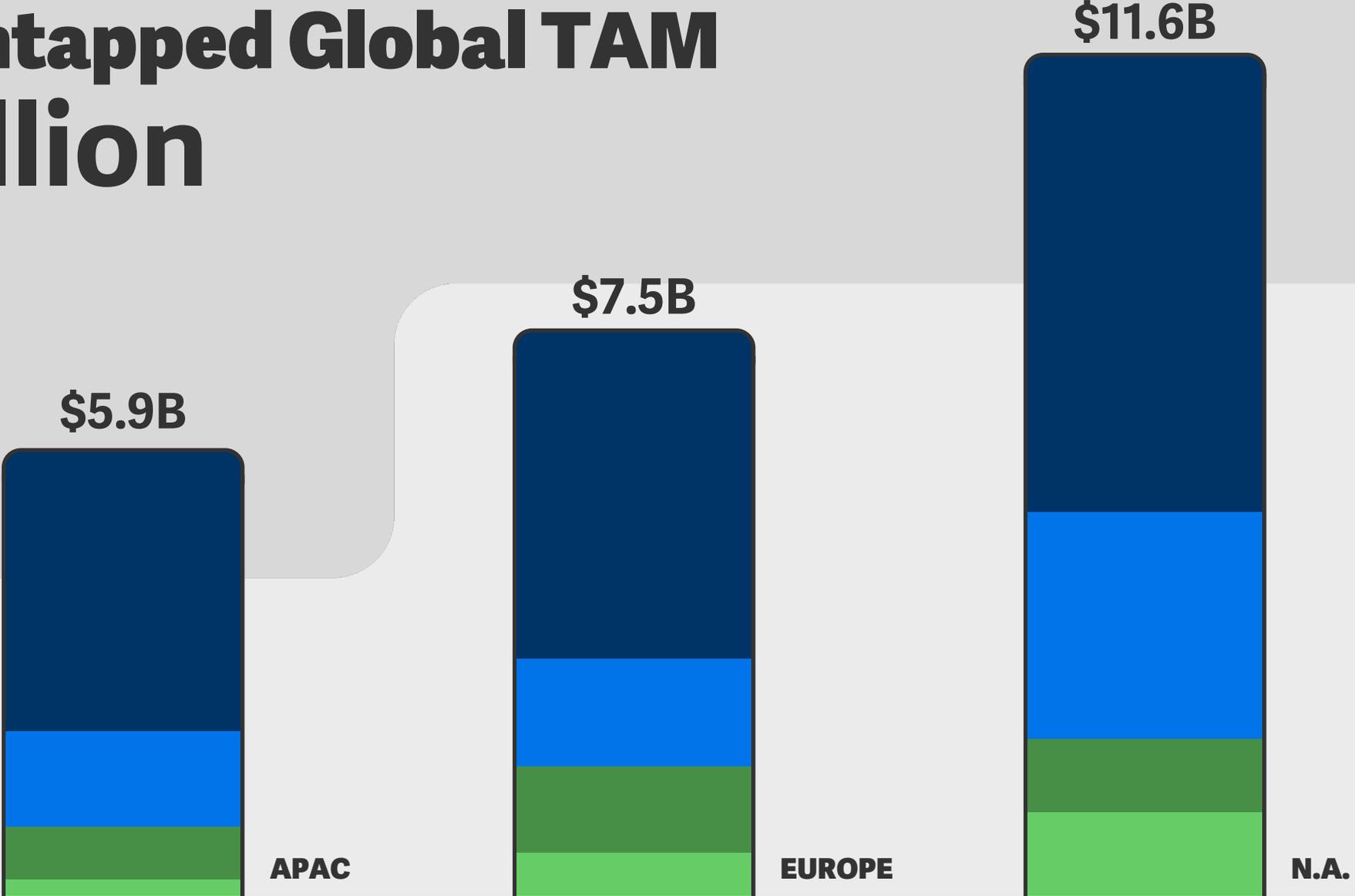
Update on our Opportunity



Large, Untapped Global TAM

\$25 Billion

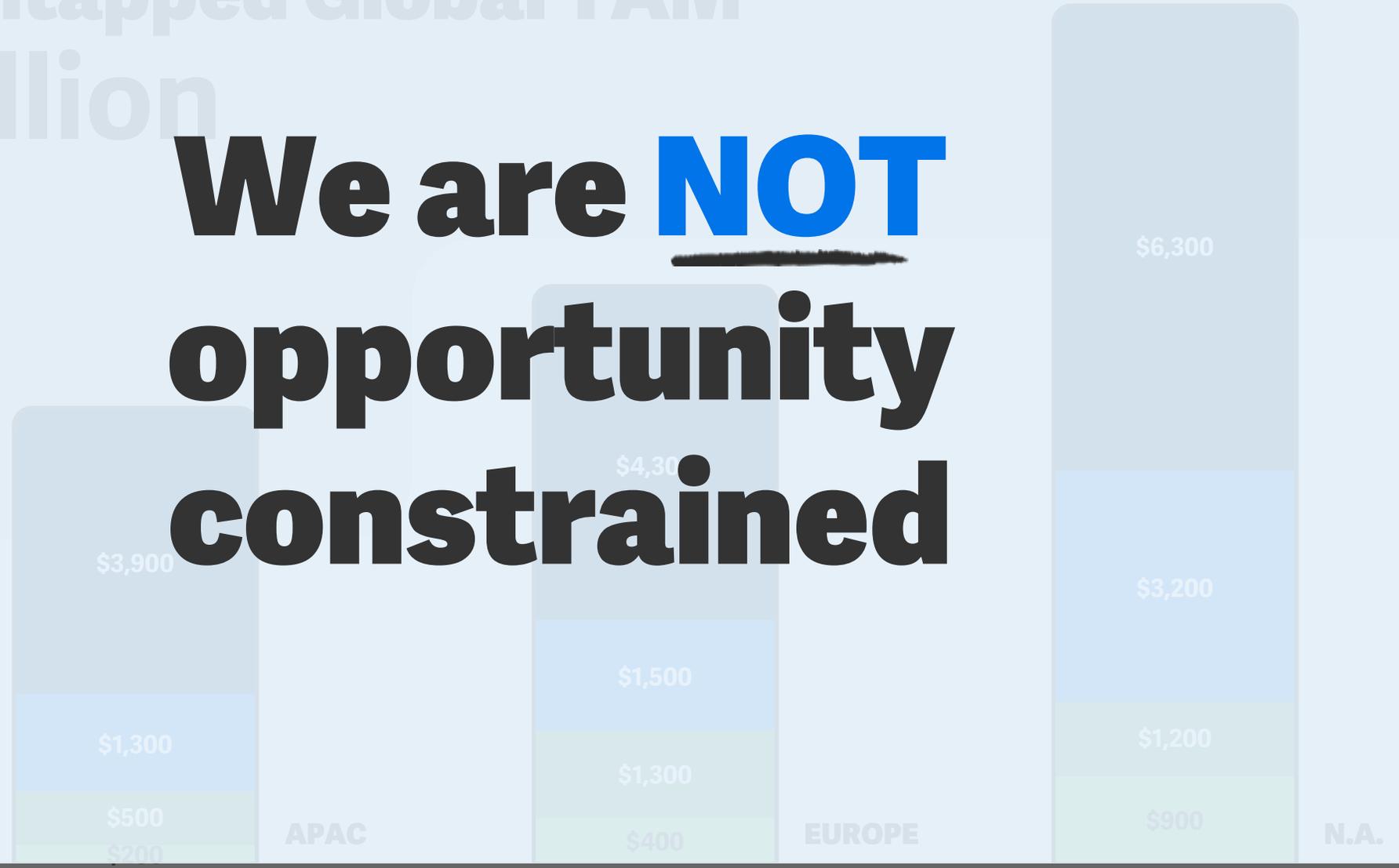
- A&F
- GRC
- ESG
- Industry



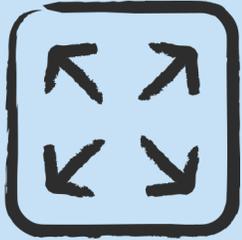
Large, Untapped Global TAM
\$25 Billion

We are **NOT**
opportunity
constrained

- A&F
- GRC
- ESG
- Industry



Regulatory Environment Continues to Grow



**SEC Recent
Scope
Expansion**



**CSRD
Regulation
Rollout**

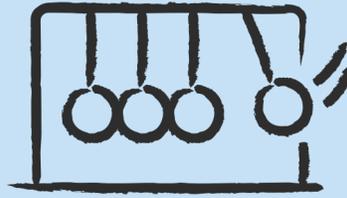


**Non-Financial
Data Impacts
Valuation**

Regulatory Environment Continues to Grow



SEC Recent
Scope
Expansion

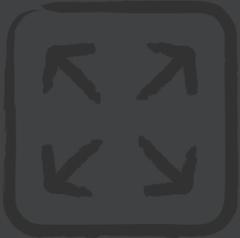


CSRD
Regulation
Rollout



Non-Financial
Data Impacts
Valuation

Regulatory Environment Continues to Grow



SEC Recent
Scope
Expansion



CSRD
Regulation
Rollout



ESG Going
Global

Workiva



With increasing regulation globally



Growing stakeholder demands



**We help companies respond with
speed, confidence, accuracy**

Regulatory environment continues to grow

This is who we **are**.

This is what we **do**.

It's why the Workiva platform
is so **relevant**.



SEC Rule
Scope
Expansion



Regulation
Rollout



Non-Financial
Data Impacts
Valuation

Workiva is Best Positioned to Capture the Growing Opportunity



Our EXPERIENCE.



Our ECOSYSTEM.



Our CAPABILITIES.



Workiva is Best Positioned to Capture the Growing Opportunity

OUR EXPERIENCE. OUR ECOSYSTEM. OUR **CAPABILITIES**.



EXPERIENCE

Investor grade reporting

Regulatory expertise

Leader in XBRL tagging



ECOSYSTEM

Global partner ecosystem

5000+ customer base



CAPABILITIES



Unified Platform

Fit-for-purpose, best of breed solutions

Single source of truth

Data aggregation & management

Controlled collaboration

Source system connection

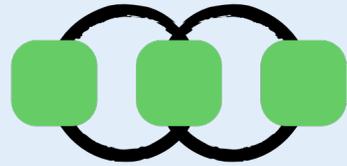
Continuous audit and control

Ultimate configurability

Workiva by the Numbers[!]



5,800+
customers



180+
countries



88%
Fortune 100



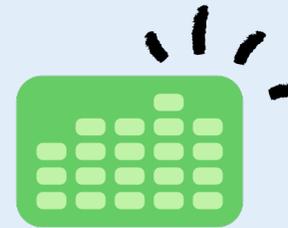
200+
partners



Fortune 100
Best Places to Work
five years in a row



MSCI-AAA
ESG Rating two years
in a row



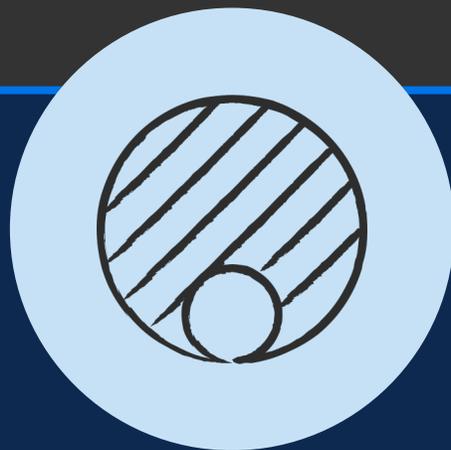
\$627m*
2023 revenue
*mid-point guidance



>96%
revenue retention



**Clear Competitive
Advantage**



**Large &
Untapped TAM**



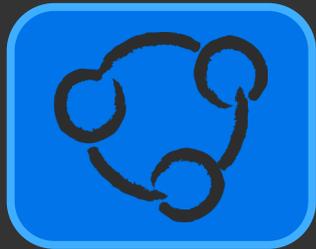
**Well-defined
Strategy**

What's Next?



Driving to \$1 B and Beyond

Productivity & Performance Focus



Right Platform, Right Strategy

Right Team to Achieve Results



Our Relevance is Increasing

Ready to Capture the Opportunity

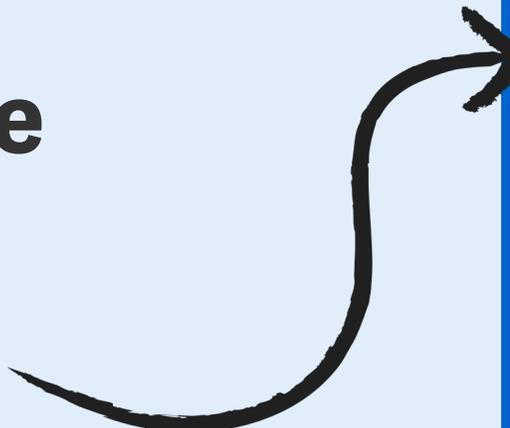
workiva

THE leading tech platform for
transparency, regulatory
reporting, and disclosure.

We **shine** where data consistency,
integrity, and accuracy are critical and
narrative is required.

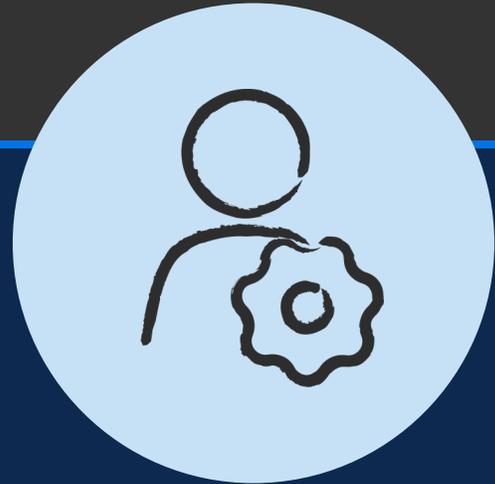
How Are We Going to Get There?

Start with the
opportunity
in front of us



our
\$25B
TAM

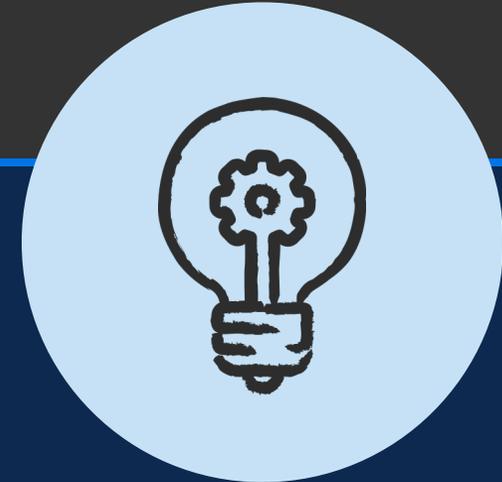
What Are We Focused On?



**Strengthen
our Leadership**



**Execute on
our Strategy**



**Relentlessly
Innovate**

Strengthening Our Leadership Team



Noam Bizman

SVP, Sales Americas

ServiceNow, Hewlett
Packard, BMC



Junko Swain

SVP, CAO

Upwork, VMware,
Apple, eBay, Deloitte



Kim Huffman

SVP, CIO

SAP, Adobe, Health
Equity, Elastic, Navan



Nitin Bhat

SVP, CPO

Smartsheet, Microsoft,
Amazon, Intel

Workiva Growth Strategy



Fit-for-Purpose Solutions

+



Connected Platform

+



Global Excellence

+



Partner Ecosystem

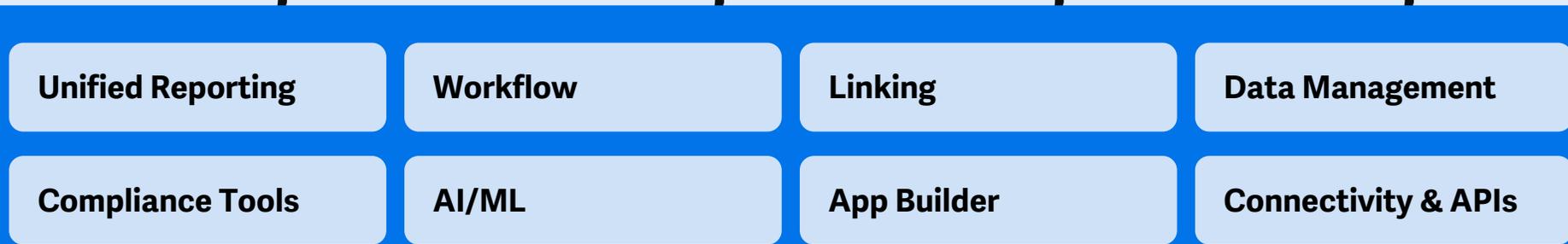
Workiva Platform Solutions



Connected Solutions



Connected Platform



Financial Reporting



Breadth of Financial Reporting Solutions Beyond SEC

Global Statutory Reporting

Private Company Reporting

Management Reporting

Capital Markets

ESEF Reporting

Bank Reporting

Tax Reporting

Investment Reporting

Insurance Reporting

And Many More...

Sustained Growth from Financial Reporting Solutions



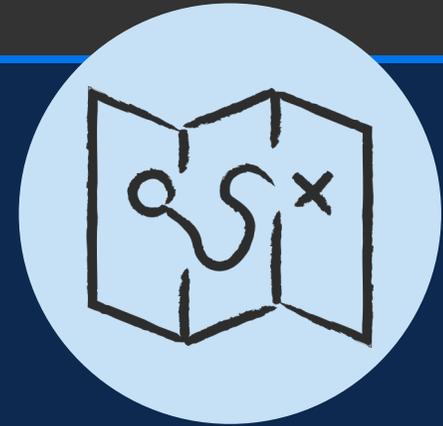
**Multi-Entity
Reporting**

Nasdaq + VantagePoint



**Financial Services
Vertical Specific**

Citadel, CBRE



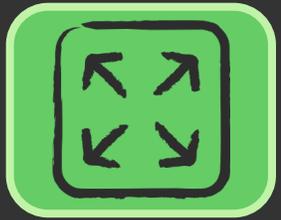
**Private to
Public Journey**

Duolingo, i3

Environment Social Governance



Sizable ESG Opportunity We're Well-positioned For



Our Solution & Platform Differentiation



ESG in North America



Early Days of CSRD in Europe

ESG Platform Capabilities



Complex & Composite Reports

Controlled Collaboration

Data & Document Assembly

ESG Fit-for-Purpose Capabilities



Framework Manager & Leading Frameworks

ESG Program Management

Designed Reporting

ESG in North America



**Demand Without
Regulation Since
Solution Launch**



**Oct 2023
SEC Climate
Disclosure Clarity**



**Sept 2023
CA Climate Accountability
Act Passed**



**CSRD Third Country
Rule Standards
Finalized This Summer**

Early Days of ESG Europe



November 2022
**CSRD Passed
into Law**



July 2023
**CSRD Core
Standards Finalized**



Q1 2025
**First CSRD
Disclosures Required**

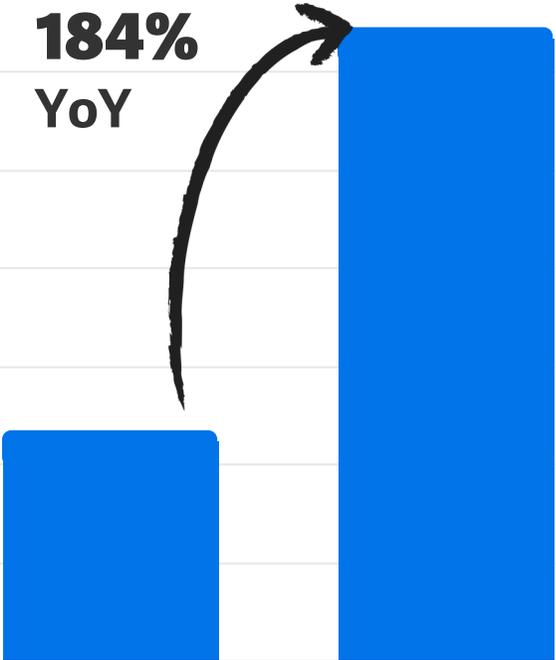


2026+
**Limited Assurance
Requirement**

Early ESG Performance Metrics

Customer Count

184%
YoY

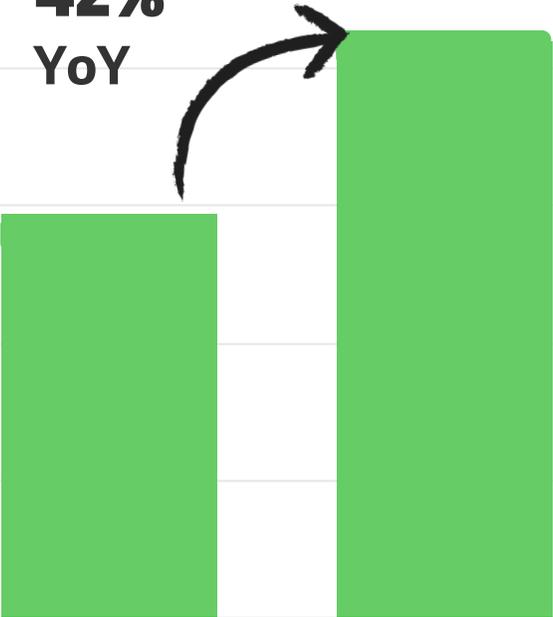


2022 Q2

2023 Q2

Partner Delivery

42%
YoY



2022 Q2

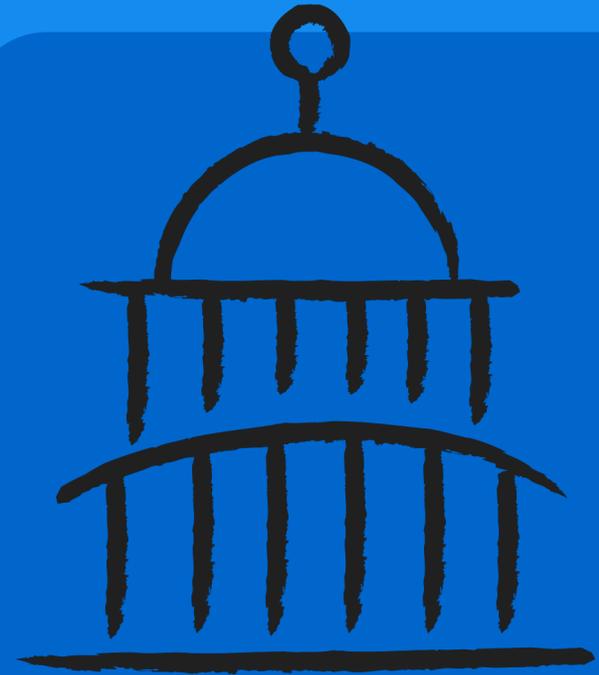
2023 Q2

Adoption

≥ 20%

of the
Fortune 100

Governance, Risk, Compliance



GRC Momentum

**Strong Market
Growth Drivers**

```
graph LR; A[Strong Market Growth Drivers] --> B[Increased Regulations]; A --> C[Risk Management Focus]; A --> D[ESG Controls, Risk, Audit];
```

Increased
Regulations

Risk Management
Focus

ESG Controls,
Risk, Audit

GRC Highlighted at Amplify



SOX and Internal Controls Summit

- Largest dedicated event for SOX professionals in the country
- Big 4 Partners, Customers, Industry Practitioners



StoneX's GRC Transformation Experience

- Increasing Visibility
- Managing Risk
- Making an Impact on Organization



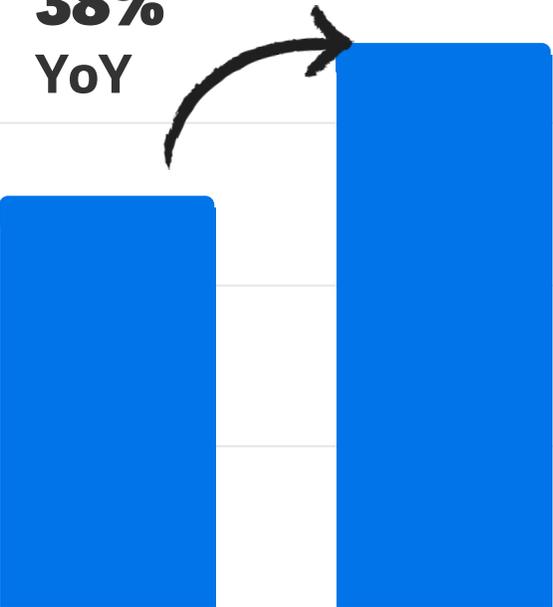
Playa Resorts & PwC Better Together GRC+ESG+FR

- Financial & Non-Financial Together with Assurance
- Increased Collaboration & Data Sharing
- Improved Accuracy & Efficiency

GRC Solution Showing Strong, Resilient Growth

ACV >100k

38%
YoY



2022 Q2

2023 Q2

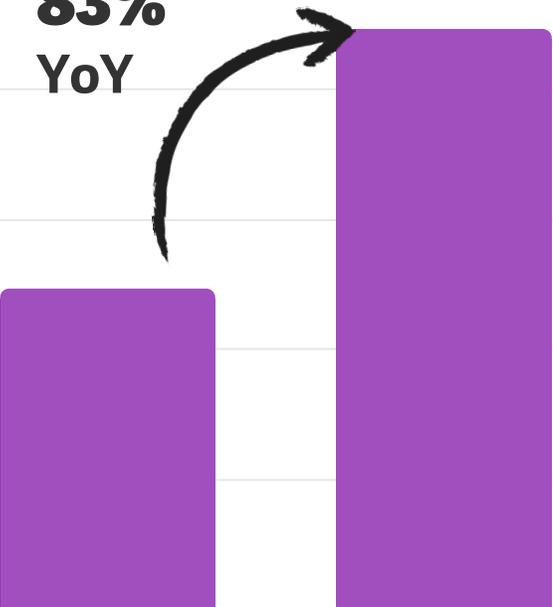
Multi-Solution

>40%

of GRC deals are
Multi-Solution

Partner Sourced

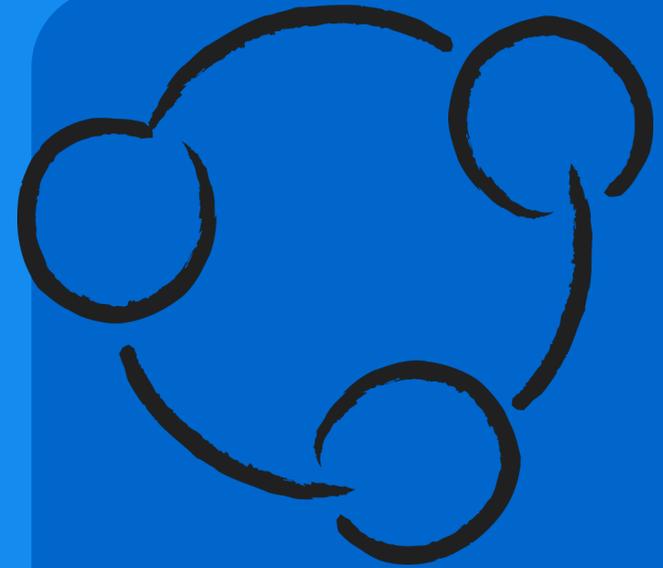
83%
YoY



2022 Q2

2023 Q2

Platform



We Have a **True** Platform



Unified Platform Powering Best-of-Breed Solutions



Connection Across Solutions & Sourced Systems



Secure, Controlled, Audit Ready Environment



The Only Assured, Integrated Reporting Platform

Relentless Platform Innovation



**Sustained
Excellence.**

**Building Best-of-Breed.
Maintaining Competitive
Differentiation.**



**Innovation
is in our DNA.**

**Creating Transformational
Solutions for our
Customers.**



**New
Capabilities.**

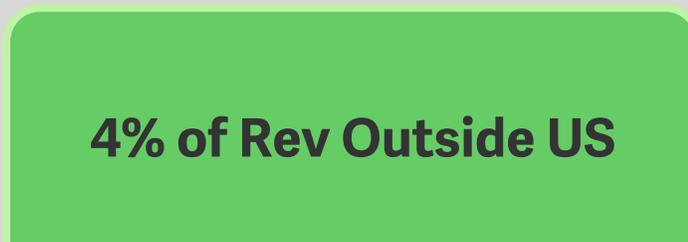
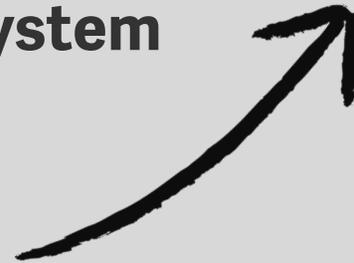
**Generative AI.
Controlled Collaboration.
Designed Reporting.**

Global Excellence

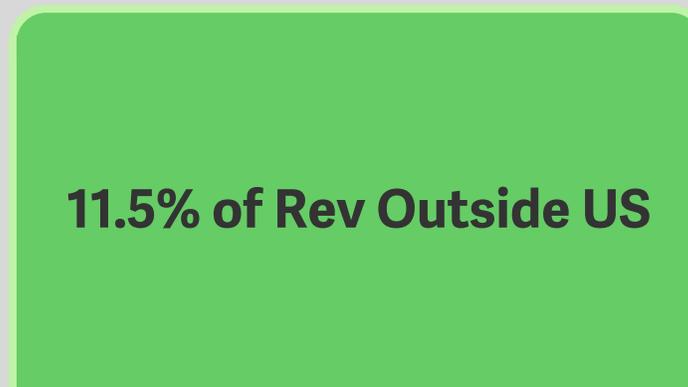


Continuing Focus on Global Expansion

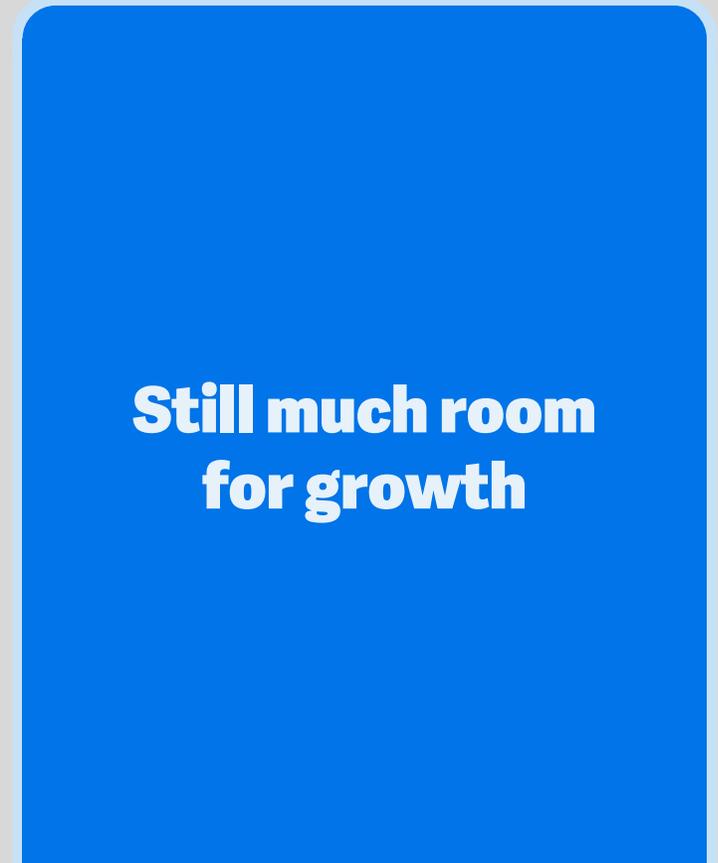
- 1 Refining approach in market segments
- 2 Clarifying our platform messaging
- 3 Better leveraging our partner ecosystem



2019



2022



Future

Early Indication Our Global Strategy is Working

 **Telefónica** Transformed Its Reporting Cycle with Workiva

Financial Reporting

ESEF, GSR, SEC

+

Non-Financial

ESG

+

GRC

CONTROLS

Assured, Integrated Reporting

Easy-to-use interface:
get started quickly,
file and
publish faster

Managing solutions
in one platform
provides consistency
and reduced
duplicate effort

Linking of
data saves time
and helps
eliminate risky,
manual processes

Bottlenecks
are removed:
collaborate in the
same document in
real time

Work To Do Across the Globe, But Optimistic



**New Talent
Strengthening
GTM**

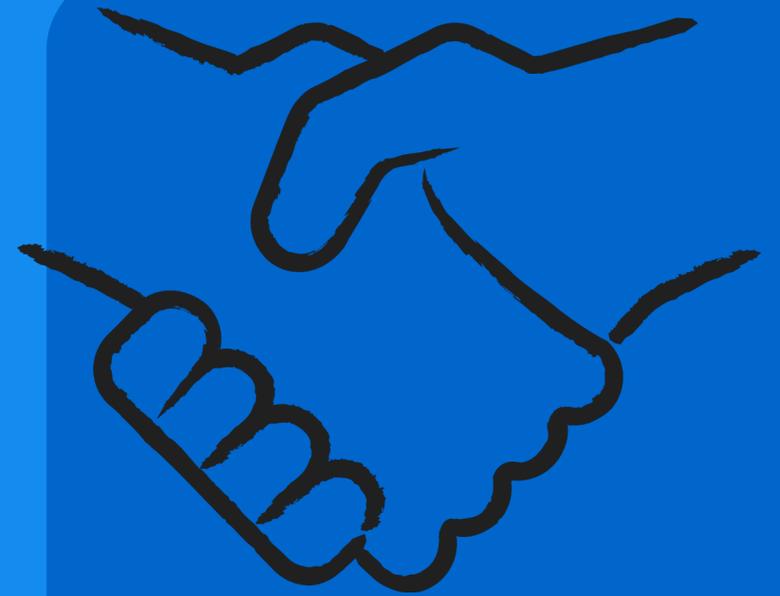


**Assured, Integrated
Reporting
Resonating**



**Partner-first
Approach
Paying Off**

Partner Ecosystem



Partner Ecosystem Highlights

Global & Regional Consulting Firms



Managed Service



Reseller



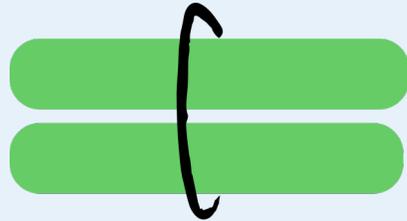
Technology (ISV)



Design Agencies

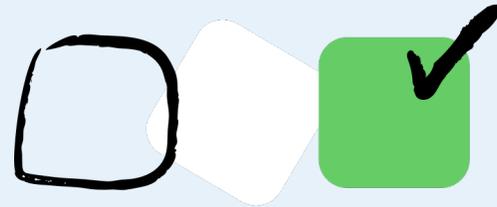


Partner Ecosystem Impact



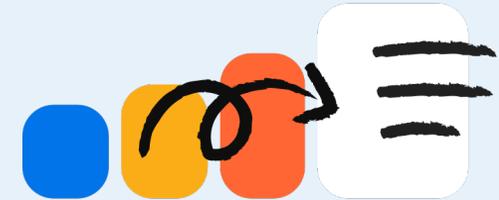
**High Value Exchange
Between Workiva,
Our Partners and
Our customers.**

Everybody Wins.



**Critical Role in Our
Services Strategy.**

**Better Margins for Us;
Better Outcomes
for Customers.**



**Drive Account
Expansion & Value
Realization.**

**Leverage Workiva Tech
to Power Financial
Transformation.**

Partners at Amplify



Partner Sessions

38 Amplify Sessions

**Solution Implementation
to Building IP on the
Workiva Platform**



Partner Summit

**50+ Partners
300+ Participants**

**Business Strategies, Insights,
Building Relationships**



Partner Awards

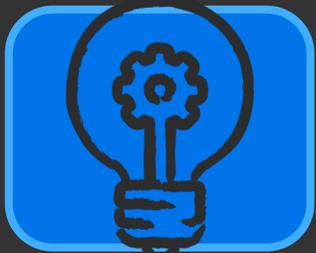
**Recognizing Our Top
Partners Across the Globe**

**Global, Regional,
Technology, Design Agency**

We Are Confident in Our Ability to Execute on Our Strategy



**Only unified platform for financial reporting,
ESG and GRC**



**We have a significant edge in experience
and expertise**

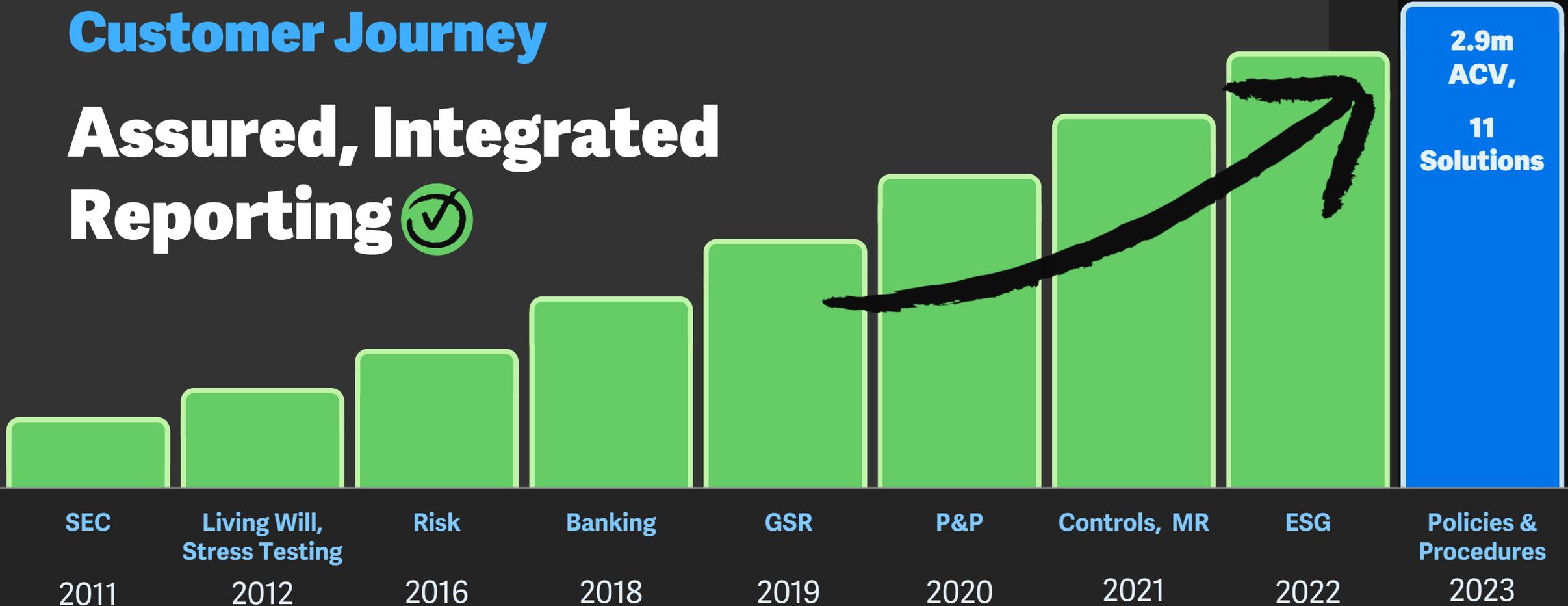


**We have a large install base and a growing
partner ecosystem**

Another Fortune 50 Platform Expansion

Customer Journey

Assured, Integrated Reporting



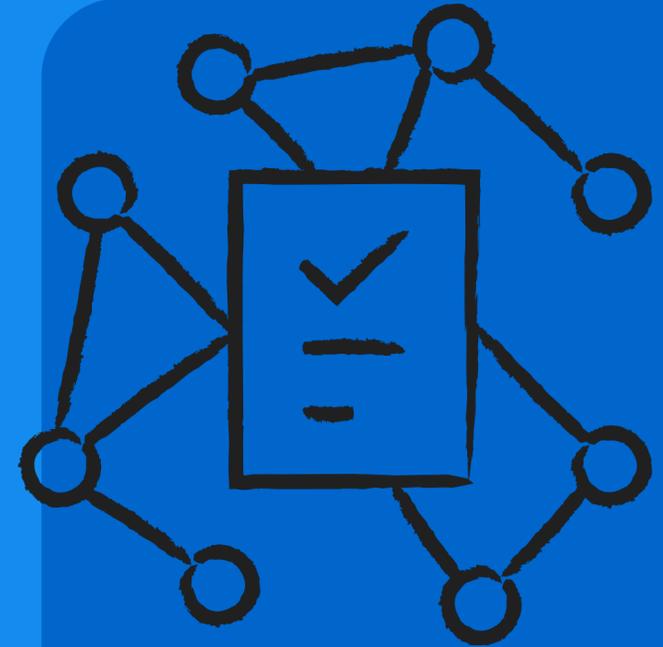
workiva

THE leading tech platform
for transparency,
regulatory reporting,
and disclosure.

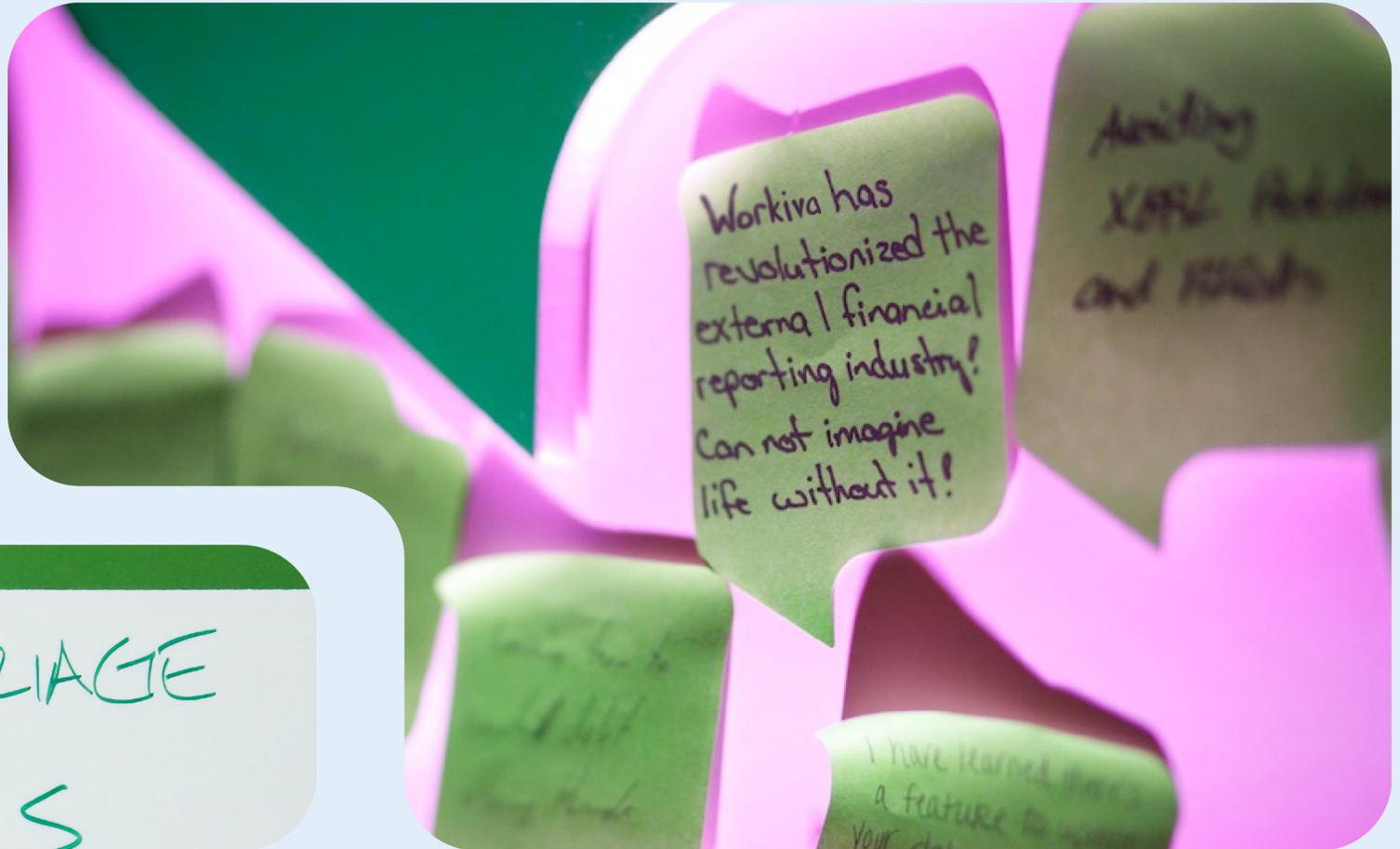
A Focus on Innovation

David Haila

CTO



Stories of Customer Love



SAVED MY MARRIAGE
YES

New Leadership Team



Nitin Bhat
SVP, CPO

Smartsheet, Microsoft,
Amazon, Intel



Clay Stanley
SVP, Technology

PayPal, eBay, Medidata
Solutions



Paul Volpe
SVP, Growth Solutions

Microsoft, Pilot Software
(Acquired by SAP)



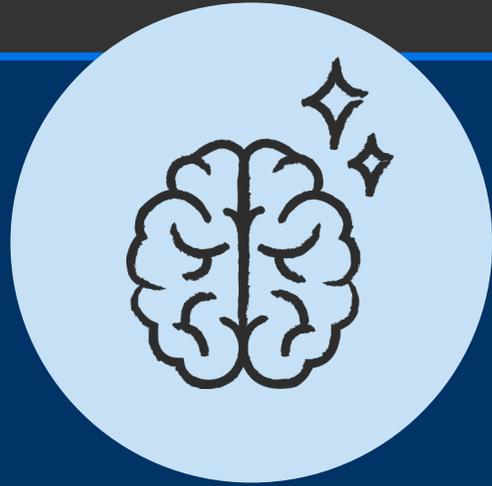
Kevin Nanney
SVP, Platform Solutions

ServiceNow,
Jobvite, Taleo

Relentless Platform Innovation

As we continue expanding our portfolio of best-of-breed solutions, **innovation is foundational** to how we operate across the technology team.

Our Investment Themes



**Artificial
Intelligence**

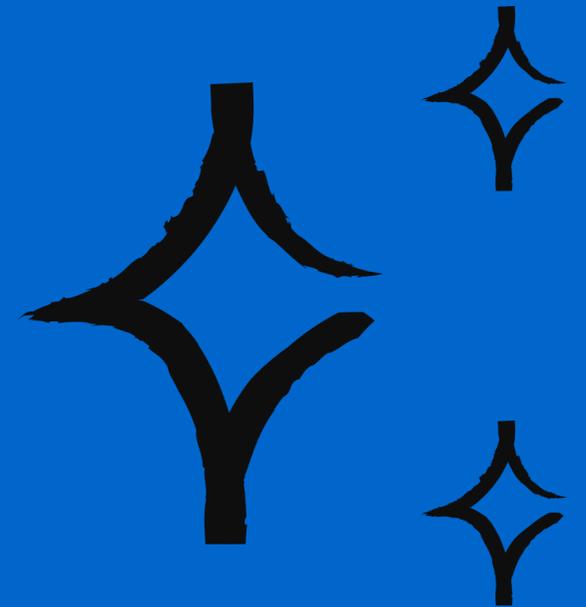


**Controlled
Collaboration**



**Unified
Platform**

Artificial Intelligence



Generative AI



[VIEW ALL PRESS RELEASES](#)

[RETURN TO THE NEWSROOM](#)

Workiva Strengthens its Platform Leadership with the Integration of Generative AI

AUGUST 1, 2023

Company's Continuous Innovation Roadmap Helps Customers Work Better, Smarter, and Faster

NEW YORK--(BUSINESS WIRE)-- Workiva Inc. (NYSE: WK), the world's leading cloud platform for assured, integrated reporting, announced today that the power of Generative AI is now available on its cloud platform. This technology has the potential to revolutionize the business reporting market by further boosting productivity and efficiency, enabling insights that lead to better and faster data-driven decisions.

Generative AI is deeply integrated across the Workiva platform, providing a rich user experience and enabling customers to leverage the new capabilities anywhere in their workflow. This includes the ability to author, edit, and rewrite content across the company's entire suite of solutions, ultimately shifting users from being content producers to content editors, helping to streamline workflows, and freeing up time to focus on greater value-add tasks. Additionally, users will have access to a digital thought partner and a productivity enhancer that can answer free-form questions anytime during their workflow.

"Adding Generative AI to our platform's capabilities is the latest advancement in our innovation story," said David Haila, EVP and Chief Technology Officer for Workiva. "Given the increasing stakeholder scrutiny of private and public entities, our platform and technology have never been more relevant. Off-the-shelf foundational Generative AI models become increasingly more important and can produce targeted responses when extended with Workiva's domain knowledge and proprietary data. This is our point of differentiation. We believe we are leading a new wave of innovation in which transformative business value will be achieved through a combination of human expertise, contextual data, and the responsible use of Generative AI technology."

Workiva's commitment to the responsible use of AI ensures human judgment, ethical considerations, data privacy, and transparency always guide the adoption of AI-generated content. The company's open ecosystem approach will let customers decide which industry-leading large language model, including those from Google Cloud and Microsoft Azure, best fit their needs. Additionally, Workiva users will never have to move their data from the Workiva platform to leverage AI. And, neither Workiva nor its technology partners will store or use customer data to train models.

Responsible Gen AI Implementation



No data or prompts stored or used



Enterprise-grade security



**This is exactly the kind of
generative AI implementation
we want to use from a data
security standpoint.**

CIO; SVP of Internal Audit

Commercial & Consumer Finance Company (SEC & GRC Customer)

Responsible Gen AI Implementation



No data or prompts stored or used



Enterprise-grade security



Augmenting vs full automation



Human-in-the-loop for review

workiva

Gen AI example 

**Extensions anchored with
relevant solution content**

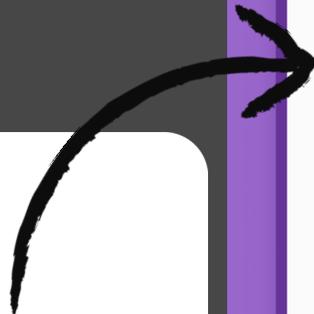
AI extensions bring meaningful differentiation



What should be disclosed for direct energy consumption per ESRS?



As of my last knowledge update in September 2021, there was no widely recognized standard or organization referred to as "ESRS" (Environmental and Social Risk Standards) regarding the disclosure of direct energy consumption. However, environmental and social reporting standards can vary depending on the region, industry, and specific reporting framework or regulation being followed.



Generative AI

Clear chat



What should be disclosed for direct energy consumption per ESRS?

AZ

✦ The following information should be disclosed for direction energy consumption per ESRS:

1. Total energy consumption in MWh related to own operations disaggregated by:
 - Total energy consumption from fossil sources
 - Total energy consumption from nuclear sources
 - Total energy consumption from renewable sources disaggregated by:
 - Fuel consumption for renewable sources including biomass, biofuels, biogas, hydrogen from renewable sources, etc.
 - Consumption of purchased or acquired electricity, heat, steam, and cooling from renewable sources
 - Consumption of self-generated non-fuel renewable energy
2. The undertaking with operations in high climate impact sectors shall further disaggregate their total energy consumption from fossil sources by:



Building a Gen AI experience with...



Security



Control



Transparency



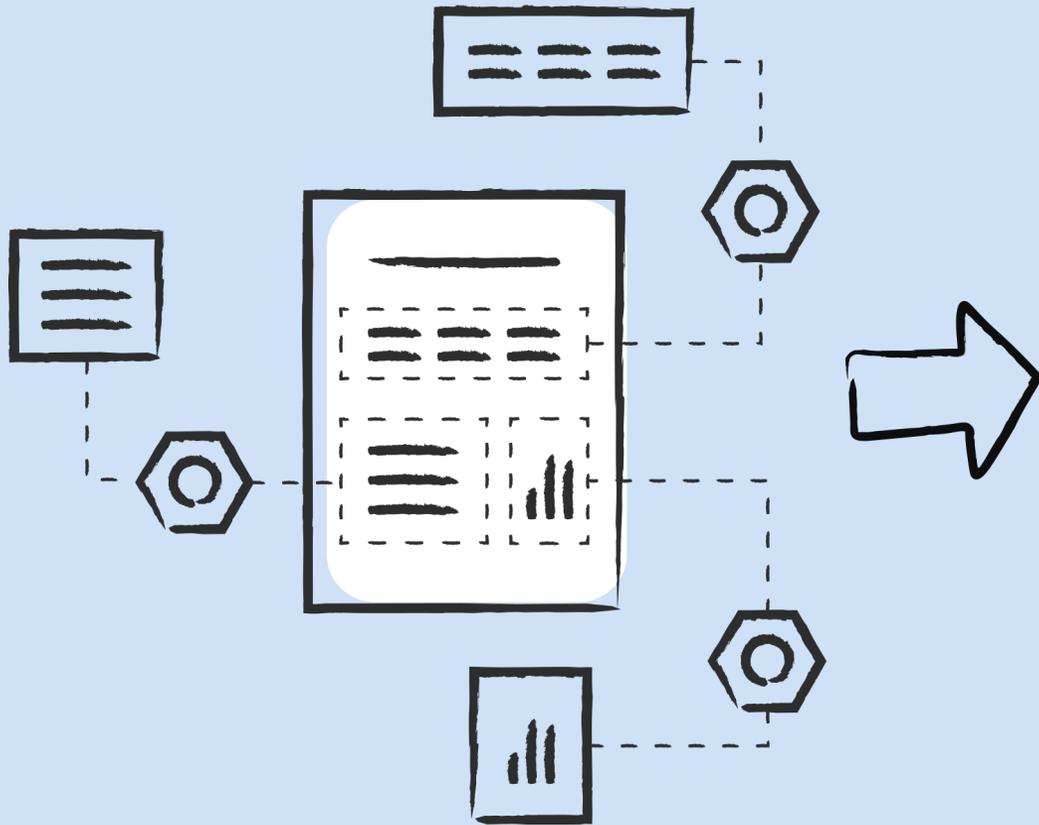
Context

**Extended availability
across North America
starting **TODAY!****



Collaboration with Control





In-Platform Design for:

- ✓ reduced risk
- ✓ single source of truth
- ✓ real-time collab



Project-level carbon footprint calculator¹

Developed in-house, our proprietary carbon footprint calculator provides an estimate of the GHG emissions generated by Cognizant operations when delivering projects and services to our clients. Estimated emissions can then be tracked through the actual engagement lifecycle of a project to understand estimate accuracy and derive actions to control, improve and/or sustain emissions. We hope that sharing the emissions estimate with the client allows them to access the GHG impact of the project in their own GHG emissions inventory. We plan to review our methodology annually.

¹ This project includes the activities necessary to deliver a combination of professional services and/or information, communication, data and computing technology to a client. Project delivery activities also include Cognizant's organizational resources and supporting services that may be project activity related. The calculator seeks to include both emissions from resources directly involved in a specific project delivery as well as from supporting services provided through Cognizant's corporate structure.

“Clients are increasingly interested in understanding the energy needs of our work with them. To address this demand, we have incorporated a proprietary carbon calculator into our Delivery Center of Excellence.”

Neha Deshpande
Delivery - Carbon Footprint, Center of Excellence

Arriving at Cognizant: From recruitment through retention

Our more than 355,000 associates come from many walks of life and parts of the globe. Their diverse perspectives and credibility inform our ability to meet our clients' needs.

Global gender diversity¹

Number of women²: **134,158**

Number of women grew by: **11,000+**

Gender split³

39.3% Women
61.7% Men

New female hires: **37.8%**

Generational demographics

10% Baby Boomers
10.3% Gen X
58.2% Gen Y
30.5% Gen Z

Gender representation of associates

Senior Vice President: 11.1% Women, 88.9% Men
Senior Manager: 17.2% Women, 82.8% Men

US associates racial / ethnic group representation⁴

58.1% Asian
28.5% White
6.7% Black
4.3% Hispanic
2.1% Two or more races
0.7% Native American
0.07% Pacific Islander

We have detailed our efforts to improve the diversity of our associate body. We are proud of all our talented associates and seek to continue to give opportunities to talented individuals from underrepresented groups.

¹Gender diversity metrics as of December 31, 2022 and calculated on the basis of those employees who responded as female or male. ²Our Workforce Insights team tracks the hiring, development and retention of women. Data on the program is shared with Cognizant's Board as part of quarterly and annual reporting on talent. ³We disclose global gender information to provide the most relevant data available at time of publication. In 2022, we began offering associates the option to self-identify as non-binary. ⁴For Cognizant's larger efforts to support the LGBTQ+ community, see page 29. ⁵Outside the US, our ability to collect racial and ethnic information is limited by local laws and regulations.

ESG materiality

We make formal ESG materiality¹ assessments to capture the views of internal and external stakeholders on ESG topics.

We conducted our last materiality assessment in 2020. Its results, along with the views of our stakeholders, informed our 2022 ESG strategy.

Our assessment identified the following relevant ESG topics for Mastercard:

- Social**
 - Financial inclusion and security, including consumer financial literacy
 - Talent attraction, development and well-being
 - Diversity, equity and inclusion
 - Community giving and philanthropy
 - Responsible sourcing, including supplier diversity
 - Human rights
- Governance**
 - Network standards and rules
 - Ethics and compliance
 - Risk management
 - Board structure and composition
 - Executive compensation and incentives
 - Privacy, data responsibility and security
 - Policy engagement and public affairs
 - Global tax practices

The terms "materiality," "materiality" and other similar terms refers to events, significant economic, social and environmental impacts or that assessments and decisions of a diverse set of stakeholders. We are these are used under the securities or other laws of the United States or as these terms are used in the context of financial statements and

source them from a range of geographic regions. Project types include forestry, clean cookstoves, renewable energy and destruction of refrigerants.

Our suppliers (Scope 3, Categories 1, 2 and 4) account for 80% of our GHG emissions, and their efforts to reduce emissions are key to our emissions reduction efforts. In 2022, our supply chain produced 449,843 MTCO₂e, which is a 1% reduction compared to 2021. Other Scope 3 categories including fuel- and energy-related activities, and employee commuting and business travel, account for the remaining 19% of our GHG emissions, and were up 34% over 2021 primarily due to a post-pandemic rebound in our business travel.



Doing well by doing good

Mastercard 2022 Environmental, Social and Governance Report





2900 University Blvd.
Ames, IA 50010
Telephone: (888) 275-3125

April 17, 2023

Fellow Stockholders:

Workiva delivered strong financial results in 2022 for our stockholders, beating full year guidance on revenue and operating margin. Our performance was a direct result of our global team of talented and dedicated employees who continue to execute on our strategy, take care of our customers and each other, and live by our Company values.

On April 1, 2023, I had the distinct privilege of succeeding Marty Vanderploeg as CEO of Workiva. Marty is now the Non-Executive Chair of the Board of Directors. In his new role, Marty, along with the entire Board, will continue to champion Workiva and support the executive leadership team as we move into our next phase of growth and impact.

While our roles have changed, our commitment to Workiva and its growth and success has not. We are aligned on Workiva's core principles and values: a people-first culture, prioritizing our customers' experience and success, continuous innovation, and a commitment to impact. These will continue to be cornerstones of our operations as we drive greater performance and productivity through the focused execution of our strategic initiatives.

Workiva is one of the most relevant and innovative technology companies of our time. We have a transformative platform and an enduring foundation on which to build our future. We remain bullish on our future opportunities as we continue to address the large global reporting market that we see before us.

Accordingly, on behalf of the Board of Directors and our leadership team, I'd like to invite you to attend the 2023 Workiva Inc. Annual Meeting of Stockholders. The meeting will be held virtually via live webcast on Tuesday, May 30, 2023, at 10:00 a.m. (Central Time).

All Workiva stockholders of record at the close of business on April 3, 2023, are welcome to attend the Annual Meeting, but it is important that your shares are represented at the Annual Meeting whether or not you are able to attend. To ensure that you will be represented, we ask you to vote by telephone, by mail or over the Internet as soon as possible.

Thank you for your trust in and ongoing support of Workiva.

Workiva Inc.
2900 University Blvd.
Ames, IA 50010

Notice of Annual Meeting of Stockholders

Wednesday, June 1, 2022
10:00 a.m. Central Time

The principal business of the Annual Meeting will be to:

1. Elect three Class II directors for a three-year term;
2. Approve, on an advisory basis, the compensation of our named executive officers;
3. Approve the Amendment and Restatement of the 2014 Workiva Inc. Equity Incentive Plan to increase the number of shares that may be issued under the Plan;
4. Ratify the appointment of Ernst & Young LLP ("EY") as our independent registered public accounting firm for the fiscal year ending December 31, 2022; and
5. Transact any other business as may properly come before the meeting or any adjournment or postponement thereof.

You can vote at the Annual Meeting online or by proxy if you were a stockholder of record at the close of business on April 4, 2022, by visiting www.meetnow.global/MHHU99K and entering the 15-digit control number on the Notice of Availability of Proxy Materials you previously received. You may revoke your proxy at any time prior to its exercise at the Annual Meeting.

We are electronically disseminating Annual Meeting materials to our stockholders, as permitted under the "Notice and Access" rules approved by the Securities and Exchange Commission. Stockholders who have not opted out will receive a Notice of Internet Availability of Proxy Materials containing instructions on how to access Annual Meeting materials via the Internet. The Notice also provides instructions on how to obtain paper copies if preferred.

By Order of the Board of Directors

Brandon E. Ziegler
Executive Vice President, Chief Legal and Administrative Officer and Corporate Secretary

April 18, 2022

Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting of Stockholders to be held on June 1, 2022:
The Notice of Annual Meeting, Proxy Statement and our 2021 Annual Report to Stockholders are available electronically at www.dmvfilingsreports.com/ek



2023 Proxy Statement and Notice of Annual Meeting of Stockholders

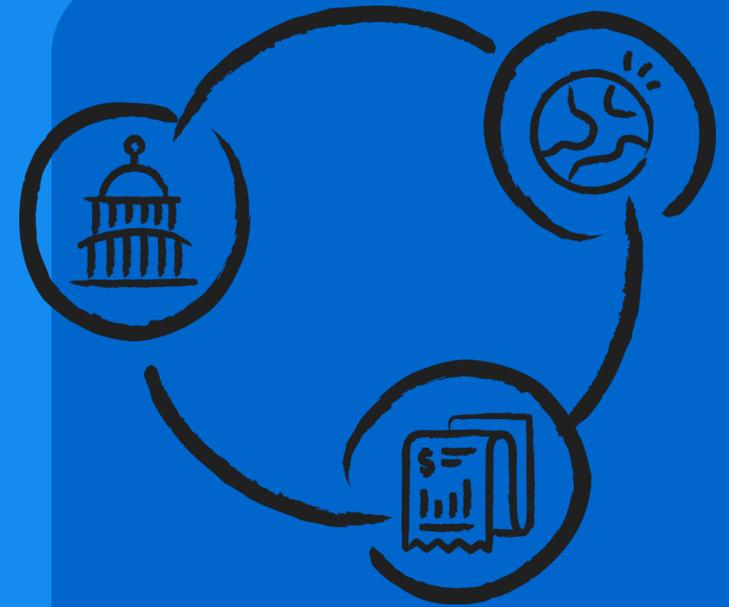
Tuesday, May 30, 2023
10:00a.m. Central Time



Design Capabilities expanding to SEC customers



Unified Platform





Financial Reporting

- **AI-Powered Outlier Detection**
- **Design-Friendly EDGAR**



ESG

- **Readiness Assessment**
- **Framework Coverage Tracking**
- **Enhanced Dashboards**



GRC

- **Smart Permissions**
- **Forms Workflow**
- **Configurable Reminders**

Workiva Platform Solutions



Connected Solutions



Connected Platform



Platform-wide Capabilities



**Automated
Table of
Contents**



**Private
Comments**



Certifications



Tasks

Smart Links



Link Across Workspaces

Provide Link Context

Accept & Receive Updates

Category	Name	Value	Unit	Data Provider	Provided on
Workforce Composition	Full-time Number of Employees (US)	1576	Employees	Emma Lee	2/14/2023
Workforce Composition	Part-time Number of Employees (US)	122	Employees	Emma Lee	2/14/2023
Workforce Composition				Emma Lee	2/14/2023
Workforce Composition				Emma Lee	2/14/2023
Workforce Composition				Ethan Davis	2/2/2023
Workforce Composition				Ethan Davis	2/2/2023
Workforce Composition				Ethan Davis	2/2/2023
Diversity	Native American/Alaska Native	0.1 %		Mark Miller	01/30/2023
Diversity	Native Hawaiian/Pacific Islander	1.2 %		Mark Miller	01/30/2023
Diversity	Middle Eastern/North African	3.8 %		Mark Miller	01/30/2023

Share "Total Number of Employees"

Search users
NK Nikki Kim

Message
Hi Nikki,
You had asked me earlier this week in the reporting committee meeting to share the number of employees value we had captured for our 10-K. Hope this helps make your ESG reporting process easier!
Best,
Jenny

This message will be included in the email notification.

Links can be shared across workspaces, but only from the source workspace. Recipients can extend access within the same workspace. [Learn more](#)

[Back](#) [Share](#)

Smart links

Library assets

Search by name

Total Number of Employees	Show more	Insert
[Name of smart link]	Show more	Insert
[Name of smart link]	Show more	Insert
[Name of smart link]	Show more	Insert
[Name of smart link]	Show more	Insert
[Name of smart link]	Show more	Insert
[Name of smart link]	Show more	Insert
[Name of smart link]	Show more	Insert

Equity, and Inclusion (DEI)

We actively promote a diverse workforce by implementing unbiased recruitment and hiring practices, ensuring that our candidate pools are inclusive and representative of the communities we serve. We provide ongoing training and education programs for our employees to raise awareness of unconscious biases and foster inclusive behaviors.

Furthermore, we have established employee resource groups (ERGs) that provide a platform for underrepresented communities to connect, collaborate, and advocate for their needs. These ERGs help us create an inclusive environment where employees from different backgrounds can come together, share experiences, and contribute to our collective success.

GRC Connections



The image shows two overlapping screenshots of the Workiva software interface. The top screenshot displays a 'Connect ESG metrics' dialog box. It features a search bar for 'Search metric name or description' and a dropdown menu for 'ESG Program' set to 'Avikro ESG 2022'. Under the 'Environment' category, the 'Materials' sub-category is expanded, showing 'Refined materials' (checked) and 'Recycled & reclaimed materials' (unchecked). The 'Refined materials' section includes a detailed description: 'The entity shall discuss the operational processes it employs for refining materials, where relevant operational processes used for hazard-based approaches include the refinement of materials in a finished product because their use is prohibited by a regulation or because they have known toxicity at levels at or below amounts detectable in the entity's products (e.g., use of a comprehensive restricted substances list (RSL)).' The bottom screenshot shows the 'Add Control' form. It has sections for 'Risk Mitigation & Control Mapping', 'Summary of Control Lifecycle', and 'Connected controls'. The 'ESG metric' section is expanded, showing a text area with the note: 'Tying ESG metrics to this control is essential for our business to effectively manage and improve our sustainability and responsible business practices.' Below this, it lists the 'Refined materials' and 'Recycled & reclaimed materials' metrics with their respective descriptions. A '+ Connect ESG metric' button is visible at the bottom of the metric list, and a '+ Add connected controls' button is at the very bottom of the form.

Connect Metrics & Controls

Consistent Control & Audit Process

Assured ESG Data

Talented teams that operate with a
disciplined approach
to researching, defining, building
and launching **new solutions** and
platform innovations

Guideposts for Innovation

1

**Amazing our
Customers**



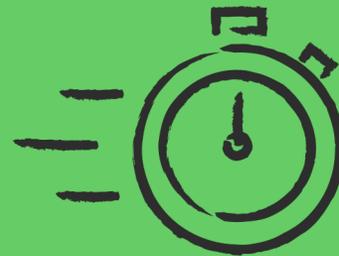
2

**Innovation
for Growth**



3

**Agile
Development
& Continuous
Deployment**

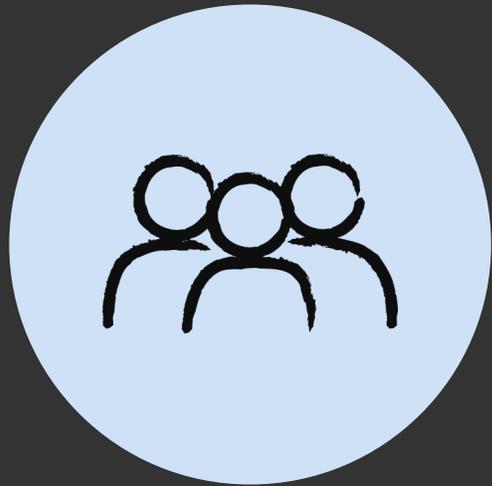


4

**Accelerating
Partner
Success**



People



People

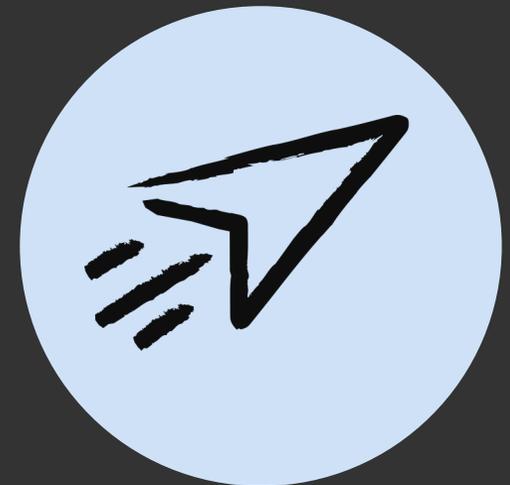
Product



People

Product

Process



Driving Growth with Leverage

Jill Klindt

CFO



Operating Drivers

Subscription Growth

- Fit-for-Purpose Solutions drive broad-based revenue growth
- Large TAM

Operating Metrics

- Durable Retention
- Quality Customer Base
- ACV Growth

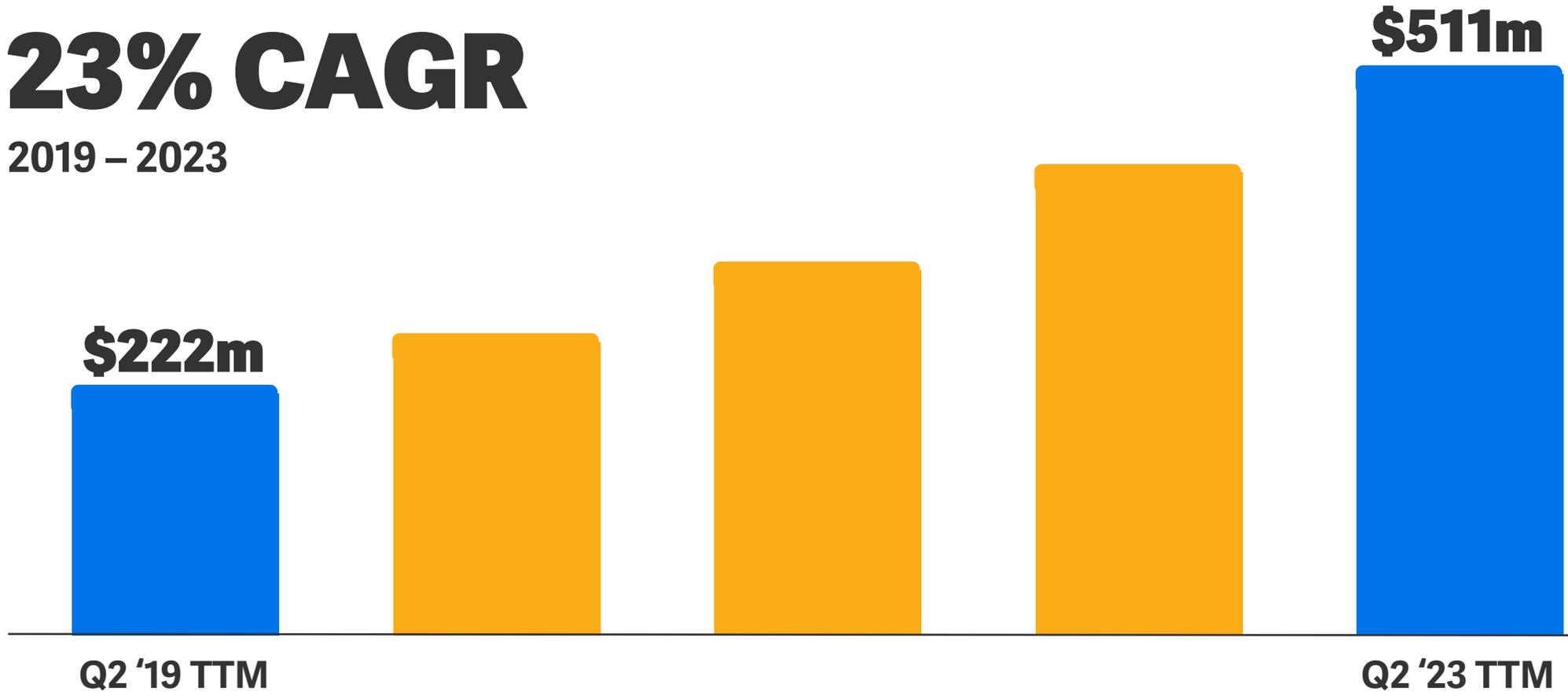
Financial Model

- Capital Structure
- Operating Leverage
- Cash Generating

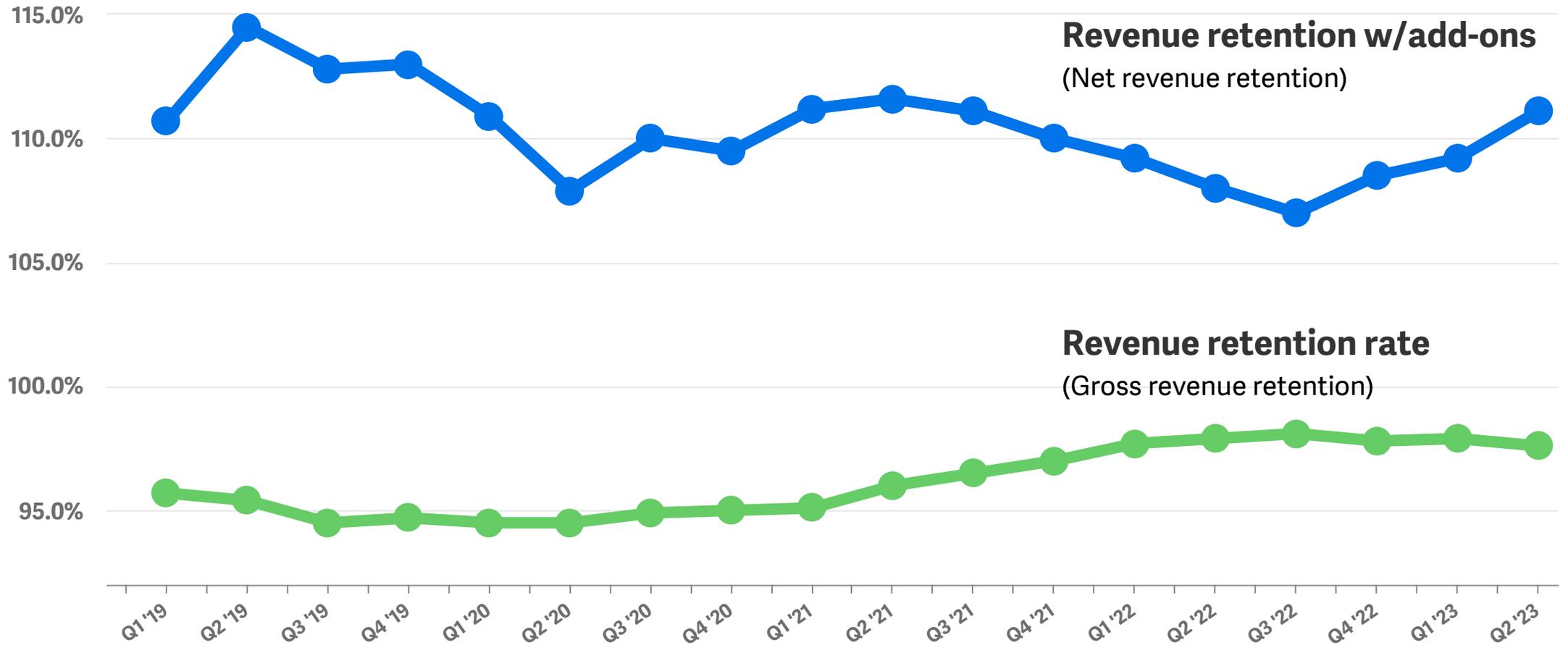
Strong Subscription Revenue Growth

23% CAGR

2019 – 2023



Revenue Retention Remains Strong

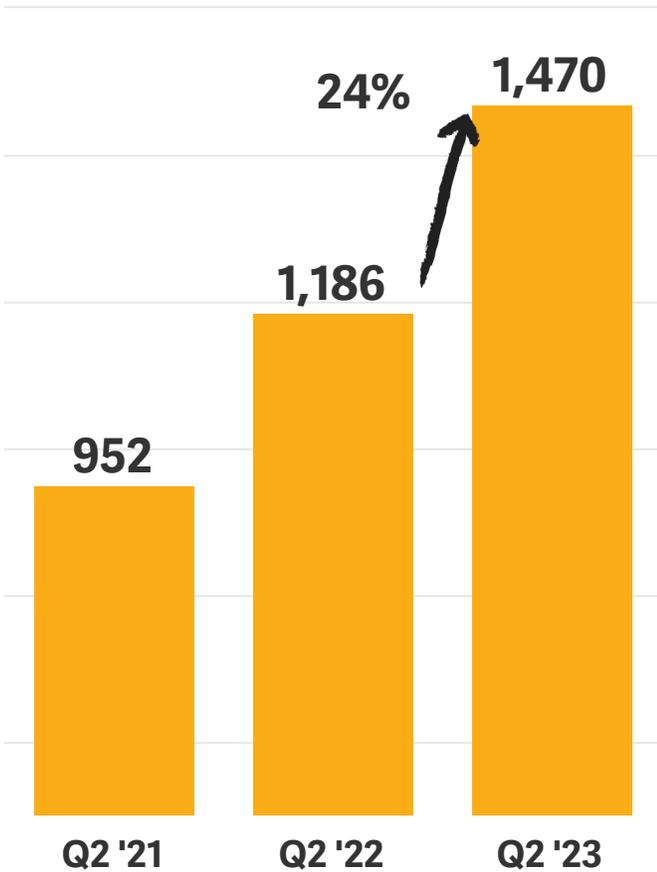


Accelerating Customer Logo Growth

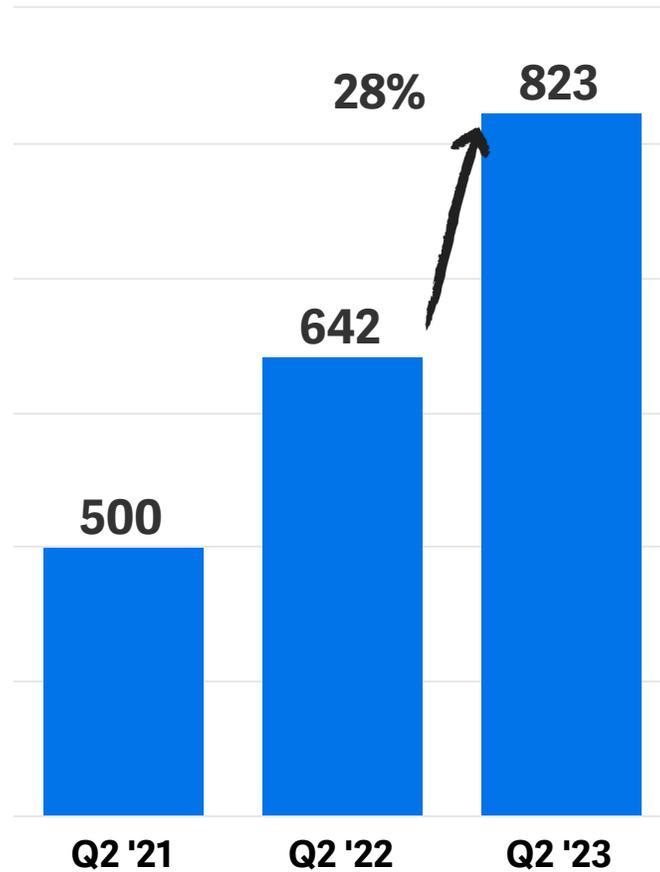


Growth in Large ACV Customers

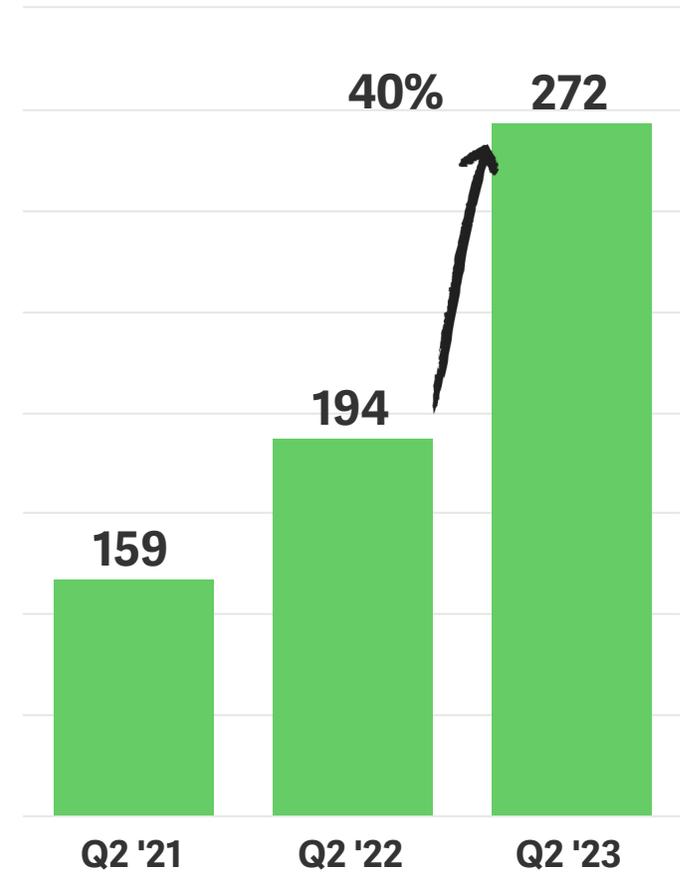
> \$100k ACV



> \$150k ACV

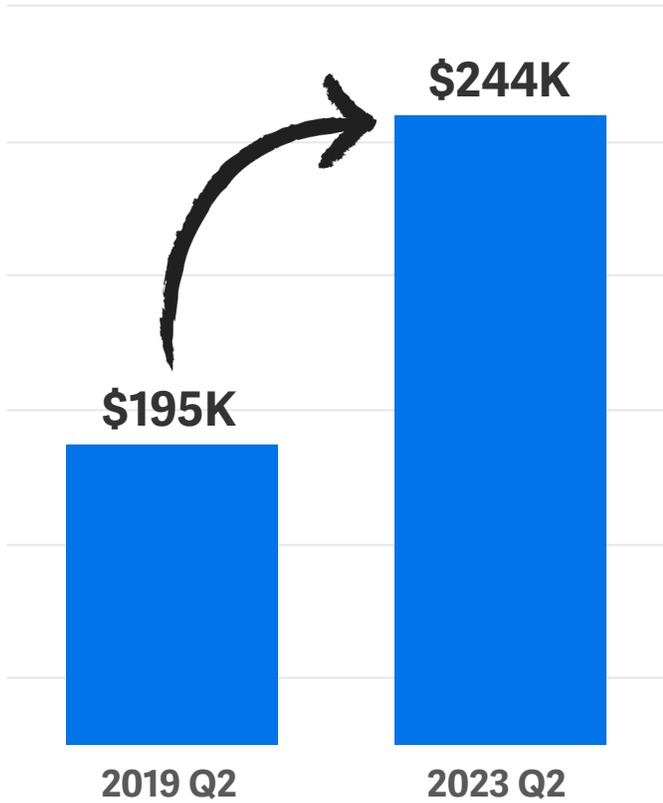


> \$300k ACV



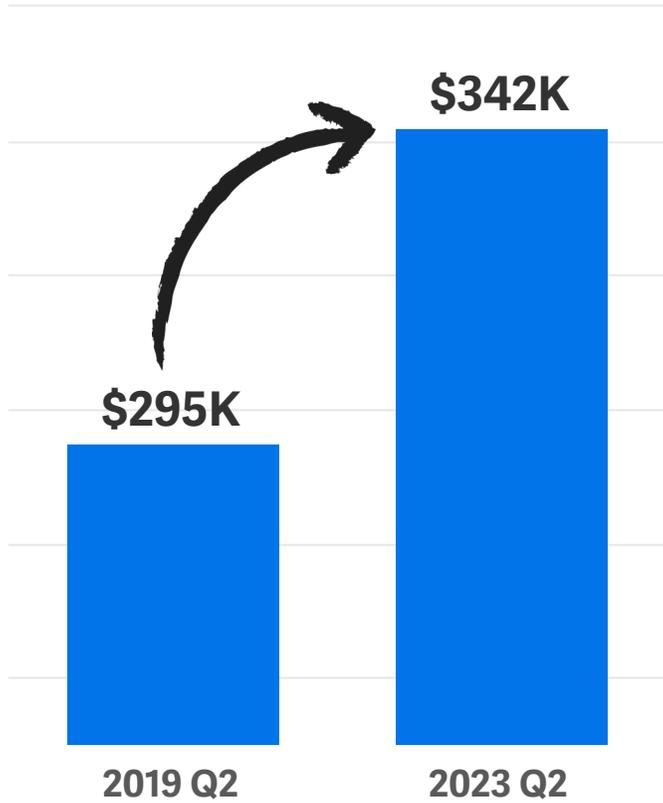
Consistent Average ACV Growth

>\$100k ACV Customers

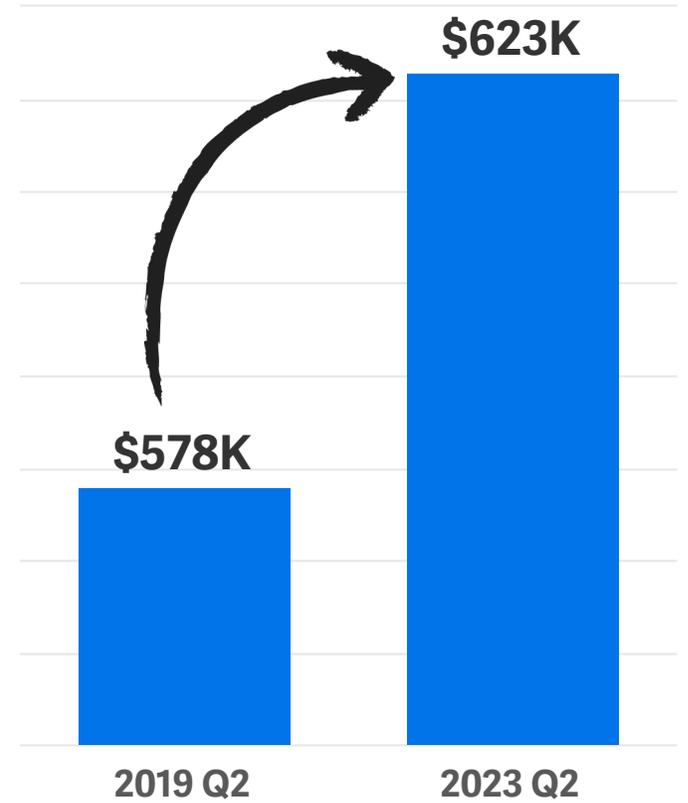


\$ in 000s

>\$150k ACV Customers

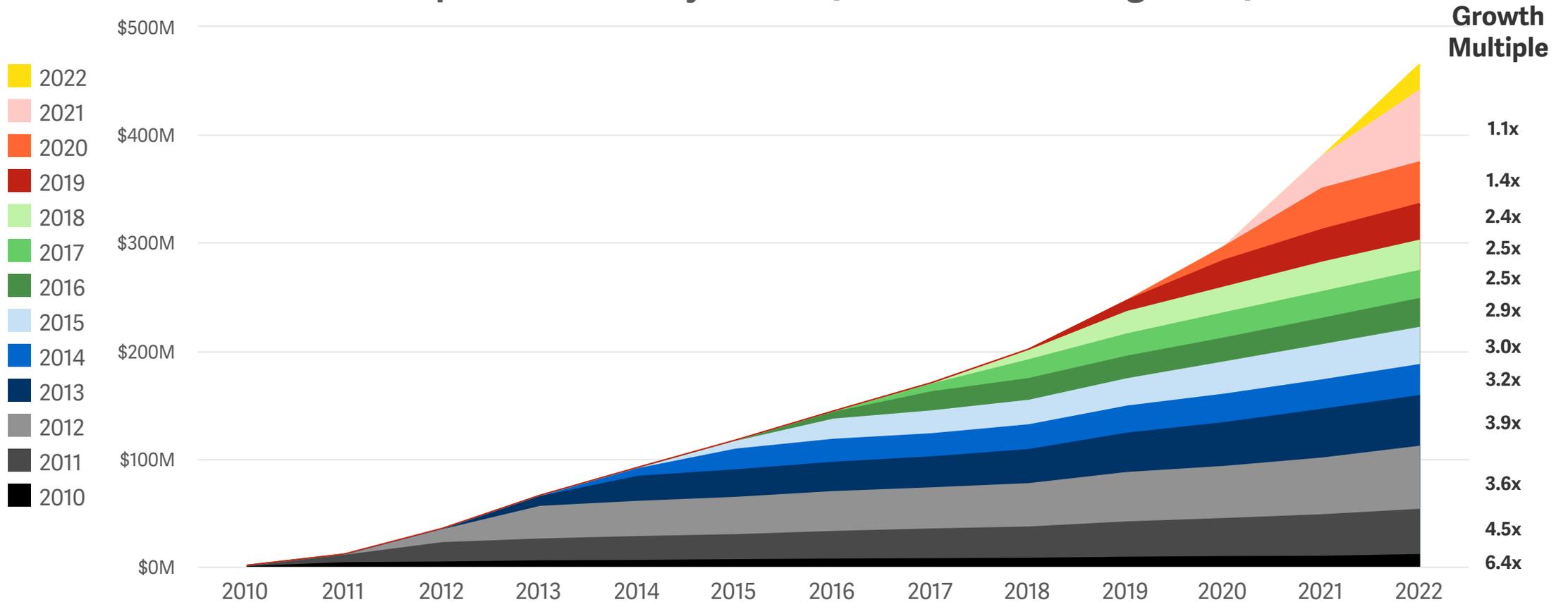


>\$300k ACV Customers



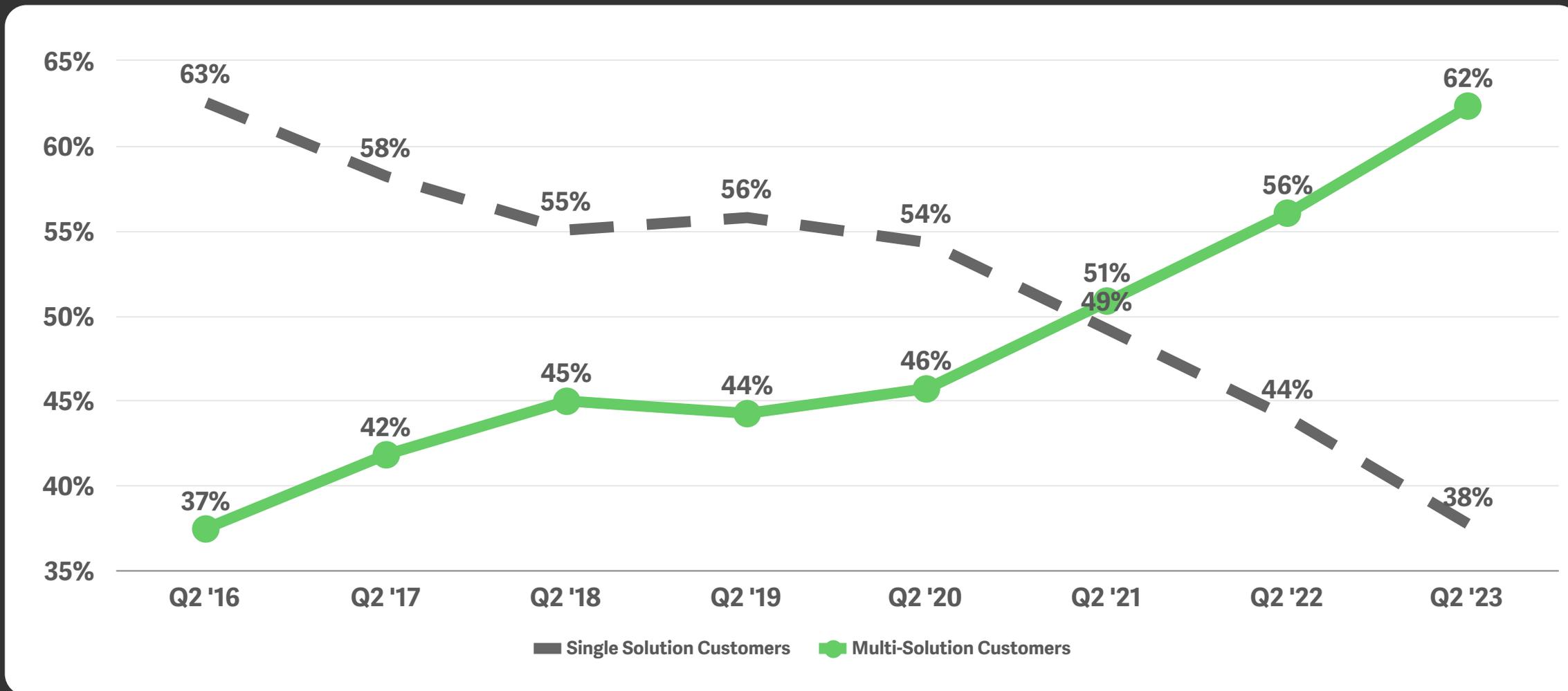
Historical Customer Cohort Revenue

Annual Subscription Revenue by Cohort (Year Customer Originated)



Growth multiple represents the change in customer ARR from the initial cohort year to year end 2022, for all active customers that remain in each cohort

Subscription Revenue by Customer Type

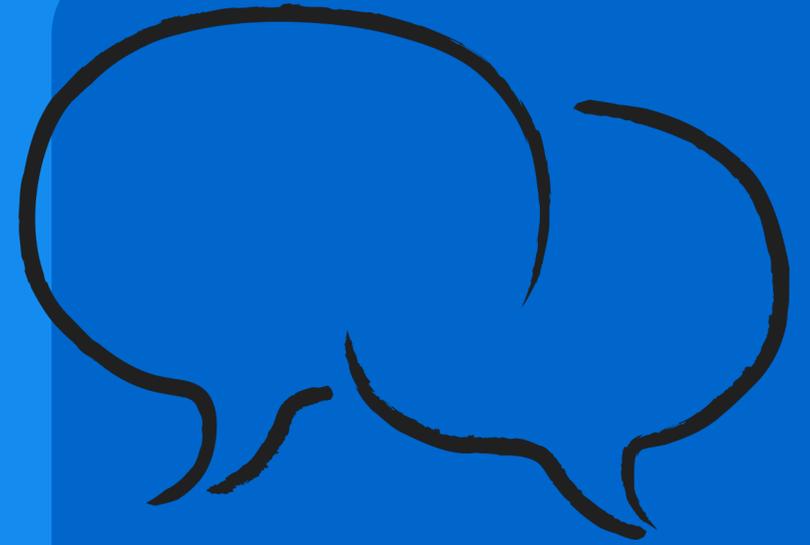


Operating Model

Percentage of Revenue	2019-A	2023 YTD	2027-Target	Comments
Subscription revenue	83%	87%	~92%	Increases faster than services
Professional services revenue	17%	13%	~8%	Grow XBRL services, shrink setup & consulting
Consolidated gross margin*	73%	76%	~82%	Improvement due to growth in higher margin XBRL services
Research & development*	27%	25%	~19%	Focus on productivity
Sales & marketing*	37%	42%	~32%	
General & administrative*	11%	11%	~9%	
Operating Margin — Non GAAP	(3)%	(3)%	~22%	

*Non-GAAP

Q&A



**Thank you
for joining us**

Non-GAAP Reconciliation

Reconciliation of GAAP to Non-GAAP - as a percentage of revenue

	2019	2023-YTD
Gross margin	72%	75%
Add back: Stock-based compensation	1%	1%
Gross margin, non-GAAP	73%	76%
Research and development	30%	29%
Less: Stock-based compensation	3%	3%
Less: Amortization of acquisition-related intangibles	—%	1%
Research and development, non-GAAP	27%	25%
Sales and marketing	40%	47%
Less: Stock-based compensation	3%	5%
Less: Amortization of acquisition-related intangibles	—%	—%
Sales and marketing, non-GAAP	37%	42%
General and administrative	16%	22%
Less: Stock-based compensation	5%	10%
General and administrative, non-GAAP	11%	11%
Loss from operations	(15)%	(23)%
Add back: Stock-based compensation	12%	19%
Add back: Amortization of acquisition-related intangibles	—%	1%
(Loss) income from operations, non-GAAP	(3)%	(3)%