Disclaimer.

In this presentation, we may make statements related to our business that are forward-looking statements under federal securities laws and are made pursuant to the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995, including statements related to our financial results, trends and guidance for the first quarter and full year 2023, the impact of macroeconomic changes, the benefits of our platform, industry and market trends, our go-to-market and growth strategy, our market opportunity and ability to expand our leadership position, our ability to maintain and upsell existing customers, and our ability to acquire new customers. The words “anticipate,” “continue,” “estimate,” “expect,” “intend,” “will,” “plan,” and similar expressions are intended to identify forward-looking statements or similar indications of future expectations. These statements reflect our views only as of today and should not be reflected upon as representing our views as of any subsequent date. These statements are subject to a variety of risks and uncertainties that could cause actual results to differ materially from expectations.

For a discussion of the material risks and other important factors that could affect our actual results, please refer to those contained in our 2022 10-K filing and our other periodic filings with SEC. These documents are available in the Investors section of our website at www.appian.com.

Additionally, non-GAAP financial measures will be shared. Please refer to the tables in our earnings release and the Investors section of our website for a reconciliation of these measures to their most directly comparable GAAP financial measure.
# Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 p.m.</td>
<td>Welcome</td>
<td>Sri Anantha, Senior Director – Finance &amp; IR</td>
</tr>
<tr>
<td>1:35 p.m.</td>
<td>Marketing Strategy</td>
<td>Michael Beckley, Founder, CTO &amp; CMO</td>
</tr>
<tr>
<td>1:55 p.m.</td>
<td>AI Strategy</td>
<td>Malcolm Ross, SVP – Product Strategy</td>
</tr>
<tr>
<td>2:15 p.m.</td>
<td>Engineering Strategy</td>
<td>Suvajit Gupta, EVP - Engineering</td>
</tr>
<tr>
<td>2:35 p.m.</td>
<td>Go-To-Market Strategy</td>
<td>Chris Jones, Chief Revenue Officer</td>
</tr>
<tr>
<td></td>
<td><strong>Short Break</strong></td>
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</tr>
<tr>
<td>3:10 p.m.</td>
<td>Partner Panel</td>
<td>Moderator: Chris Jones</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>Customer Panel</td>
<td>Moderator: Marc Wilson</td>
</tr>
<tr>
<td>3:50 p.m.</td>
<td>Business and Financial Highlights</td>
<td>Mark Matheos, Chief Financial Officer</td>
</tr>
<tr>
<td>4:10 p.m.</td>
<td>Fireside Chat</td>
<td>Moderator: Sri Anantha&lt;br&gt;Matt Calkins, Founder &amp; CEO</td>
</tr>
<tr>
<td>4:20 p.m.</td>
<td>Executive Q&amp;A</td>
<td>Moderator: Sri Anantha&lt;br&gt;Matt Calkins, Mark Matheos</td>
</tr>
</tbody>
</table>
Marketing Strategy

Michael Beckley
Founder, CTO, CMO
Appian Marketing Priorities

1. Double **Quality Pipeline**

1. Differentiate our **Messaging**

1. Increase **Market Awareness**
Double Quality Pipeline.

Build pipeline by intercepting prospects across the buyer journey with different channels and tactics.
A brand evolution.

Appian Low-Code Automation  
Appian End-to-End Process Automation

2022  
Today
Introducing Appian Data Fabric.

Unifies data from multiple systems to enable a complete 360° view of your enterprise data.
Focus on top performing market segments.

Platform

Financial Services
Public Sector
Insurance
Life Sciences
Broad Markets
Efficient Account Based Marketing.

Appian implements **Account Based Marketing** to deliver targeted content, microsites, and special programs to high-value accounts.
Appian Community Edition

- **Free, unlimited, self-service** cloud sites for individual developers

- **200k+ users in the Community** and **5k+ users supported daily** to increase number of Appian developers

- Strong source of **highly qualified leads** to empower a **product-led sales motion**
CTO Priorities
AI Investment Areas

**AI for IDP**
Low-code AI design for building custom machine learning models for document and email processing.

**AI for Low-code**
AI guided assistance, conformance and governance.
Generative AI for building low-code design components.

**AI for Process Mining**
Machine learning models for automated insights into process patterns, conformance checking, root-cause analysis and recommendations.

**AI Integration**
Support composable business application design through packaged integration to 3rd party AI services.
OpenAI plug-in for Appian.

**ChatGPT** connected system and component released to Appian AppMarket - Supports GPT 4.0, Whisper, and Dall-E.

Offers multi-language support, custom branding, and custom assistant behavior.

Our fastest adopted app market add-on ever, even more popular than Microsoft Excel.
Technology Partnerships.

Appian collaborates with the premier technology companies to enhance and extend process automation capabilities, ensuring a seamless customer experience.
Case Study: Guidewire

Technology partnership formed in 2022.

25+ opportunities in active pursuit.
A leader in process automation.
AI Strategy

Malcolm Ross
SVP of Product Strategy
Agenda

- Appian AI Market Advantages
- New - Appian AI Skill Designer
- Futures - Generative AI in Appian
Appian AI
Advantages
The Future of Low-Code is Hyperautomation

by 2024, hyperautomation functionality will be the dominant competitive differentiator among low-code development tools.

Gartner

Emerging Technologies: The Future of Low-Code
AI is Everywhere in Appian

Low-code AI Skill Designer

Generative AI Writes Contracts

AI Reads Incoming Claims and Extracts Data

AI Understands and Routes Customer Communications

AI tunes the Data Fabric

“AI Copilot” for Design Guidance
One Database vs Appian Data Fabric

Stop Collecting vs Start Connecting
Unify Data in Appian’s Data Fabric
AI Advantage with Data Fabric

- Discover: Automatic discovery of enterprise data
- Unify: Unified virtual database
- Secure: Row-level security
- Optimize: Performance optimized with AI
AI Skill Designer
Appian Offers Private AI

Trained on your data.

Data never escapes your control.

AI models are unique to your enterprise and never shared.
Intuitive, Low-code AI Skill Design

Easily build AI skills to process documents and natural language understanding of email communications.

What do you want to do with this skill?

- **Document Classification**
  This skill identifies document types based on certain traits. Tell us your document types and provide documents of each type.

- **Document Extraction**
  This skill extracts data from a document. Provide documents and tell us what fields you want to extract.

- **Email Classification**
  This skill identifies an email's type based on certain traits. Tell us your email types and provide files of each type.
Create a Custom AI Model for Email Processing

Create Model
Define the types of emails you work with. A model needs at least two email types to begin training.

Then, add example emails of each type to train the skill to classify similar emails.

Make sure the emails you add represent the emails you expect to see when you use your skill in production.

Collect Examples of Your Email Types
Keep the following requirements in mind:

- Collect at least 10 emails per email type. More is better!
- Collect EML files only and put them in one ZIP file.
- Make sure all email files are unique.
- Make sure no folders or ZIP files within the ZIP file.
Upload Training Data for an Email Type
Upload Training Data for an Email Type
One-click Training Initiation on the Data Set

Create Model

Define the types of emails you work with. A model needs at least two email types to begin training.

Then, add example emails of each type to train the skill to classify similar emails.

Make sure the emails you add represent the emails you expect to see when you use your skill in production.

Email Types (2)

<table>
<thead>
<tr>
<th>Type</th>
<th>Files</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Contracts</td>
<td>1 file</td>
</tr>
<tr>
<td>Analyst Emails</td>
<td>1 file</td>
</tr>
</tbody>
</table>

Training Started

Training might take a while. Check back later to see the training result.

VIEW TRAINING SUMMARY
Orchestrate AI Skills Anywhere in Appian apps.
Track AI Performance and Create More Models
What is Appian SAIL?

A declarative expression language that underpins Appian’s visual low-code design experience.
Training Large Language Models on Appian SAIL

1. Extract SAIL expression
2. Run SAIL expression through Language Model*
3. Get an Embedding Vector that numerically describes/represents what the SAIL expression does
4. Do this for all objects with SAIL expressions
Natural Language Search of Appian SAIL
Natural Language Generating App Documentation
Create Complex Expressions from Natural Language
Create Complex Expressions from Natural Language
Combining AI Services for Greater Effect.

- Large Language model
- Document Understanding
- Appian Real-time Code Validation
- Mind-Blown Magic
Doc and Generative AI in Interface Design
Natural Language Query of the Data Fabric

- Predictive Query Structuring
- Data Fabric
- Large Language Model
- Analytics Dashboards
Intuitive BI for Data Fabric Reporting
A leader in process automation.
Engineering Strategy

Suvajit Gupta
Executive Vice President, Engineering
Appian Platform Value

No Code ⇒

Low Code ⇒

High Code ...

Use
“Easy, productive”

Develop
“Fast, powerful”

Extend
“Open, seamless”

Administer
“Secure, robust”
Appian’s Critical Capabilities

**Data Fabric**
Unify data across systems to build powerful applications.

**Automation**
Automate anything with integrated Workflow, RPA, AI, IDP, and API Integration.

**Total Experience**
Engage internal and external users across web & mobile experiences.

**Process Mining**
Discover process inefficiencies and optimize business outcomes.

---

**Low-Code**
Enabling business and IT with fast speed to solution through intuitive controls.

**Unified**
Integrated solution reducing training times and dependence on additional tools.

**Enterprise-Grade**
Highly reliable, scalable, and secure architecture for demanding applications.
### Appian’s Capabilities Reduce Effort and Needed Expertise

<table>
<thead>
<tr>
<th>Automation</th>
<th>Total Experience</th>
<th>Data Fabric</th>
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</thead>
<tbody>
<tr>
<td><strong>2006</strong></td>
<td><strong>2012</strong></td>
<td><strong>2021</strong></td>
</tr>
<tr>
<td>Automate anything with integrated Workflow, RPA, AI, IDP, and API Integration.</td>
<td>Engage internal and external users across web and mobile experiences.</td>
<td>Unify data across systems to build powerful applications.</td>
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<tr>
<td>Replaces:</td>
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<td>Replaces:</td>
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<tr>
<td>● Java/C# code</td>
<td>● Javascript code</td>
<td>● SQL code</td>
</tr>
<tr>
<td>● Parallel processing</td>
<td>● HTML and CSS</td>
<td>● Database views</td>
</tr>
<tr>
<td>● ML toolchain</td>
<td>● Web frameworks</td>
<td>● Federated queries</td>
</tr>
<tr>
<td>● Task scheduling</td>
<td>● Client/server</td>
<td>● Indices and tuning</td>
</tr>
<tr>
<td>● Infrastructure</td>
<td>● iOS/Android apps</td>
<td>● Schema optimization</td>
</tr>
</tbody>
</table>

Appian’s Capabilities Reduce Effort and Needed Expertise.
Low-Code Design Tools

Solutions

Total Experience

Automation

Rules

Decisions

Data Fabric

Process Insights

Process Mining

Cloud Native

Data Prep

IDP

Forms

RPA

Integrations

Globalization

Portals

UI

API

API

API

UI LOG

LOG

LOG

LOG

LOG

LOG
slides 23-25 are really complicated. I think the new architecture diagram (the potato) should be what we should show.
Lang Ly, 4/21/2023
Process Mining
Process Insights

Process owners and business analysts can **explore their processes** and related data and systems in a new out-of-the-box experience.

**Users are guided** to the most important insights and problem areas.

Highlight use of **automation**: RPA, IDP, AI, APIs, rules, etc.

Estimate business impact, **build a case for change**, even make changes directly in production.
Low-code Data Preparation

Every application built in Appian can be easily configured for process insights and improvements.

Developers use Records to add event logging to their apps, and to bring in events from external systems.

Data prep is deployed with the application, and the process appears automatically in the process insights interface.

No separate process mining engagement is needed.
Business Event Audit

It’s easy for customers to capture and display a history of business events to help end users make decisions faster.

Accelerate development by generating objects and providing smart defaults throughout the configuration process.

Empower customers to mine their business processes by standardizing the data structure of business events.
Building a Data Fabric in Appian
Powered by Data Fabric
Enterprise Scale and Intelligent Optimizations

Larger data volume support (10M+ rows) for data sync to enable more use cases.

Automatic optimizations to data queries will improve query performance without developer intervention, reducing need for up-front capacity planning and data design.

Additional sync and source filter features will help apps better manage exceeding data sync row limits.
Expanded Connectivity and Authentication

New **options** for connecting Appian to enterprise infrastructure.

Wider **compliance** with existing security standards.

User authentication via **OpenID Connect**.

**API gateway support** for Web APIs.

Support for external **secrets managers** like CyberArk.
Process Automation
Unifying RPA into Designer to Easily Build and Deploy

Developers will access and create **Robotic Tasks and “new” Robot Pools in the Appian Designer** - just like other objects.

Add RPA to the **same deployment package** as the rest of a designer’s application objects - **simplifying RPA DevOps**!

RPA now benefits from the same features as other objects:

- Shared security model
- Dependency analysis
- Compare & Deploy
- Versioning
- And more...!
Faster RPA Development with New Actions / Debugger

Expand capabilities and speed with **low-code Excel actions** including:
- Select Sheet(s)
- Insert Rows / Columns
- Format Cells
- Run Macros and More…!

**Advanced Browser Actions** including web table extraction and interacting with browser alerts

**Improved Image Recognition Actions** and new Task recorder support for image capture mode

Open and **debug robotic subtasks in separate tabs** or modify process variables during debugging
High-Availability / Self-Managed RPA for More Scale

Improve performance of RPA to **scale and run more concurrent robots**.

**Robotic tasks will continue to work** during unexpected server outages or resume when service is restored.

RPA will be available natively for Appian self-managed customers, **eliminating the need for hybrid deployments**.
Total Experience

Great rates, great service, and great protection.

Get your no-obligation quote now

Enter your 5-digit ZIP code

GET STARTED

We may use information from public sources or third parties, such as driving records, claim history, vehicle driving data, and credit reports to provide you with the best quote.

Some discounts, coverages, payment plans, and features are not available in all states.

Get just the right amount of coverage for your needs

- Liability Coverage
- Uninsured and Underinsured Motorist Coverage
- Comprehensive Coverage
- Collision Coverage
- Medical Payments Coverage
Nested Pages in Sites and Portals

Site and portal *pages can be grouped into pulldown menus*, allowing significantly more complex app navigation.

This ubiquitous request *benefits all customers* and sets the foundation for a new generation of UI navigation improvements.
Navigation Flexibility

Add features and options to UI navigation to **support the variety of customer needs**.

This includes **new styles** for headers and controls, **new navigation layouts** like having nested pages in a sidebar instead of a pulldown menu (see image on slide), **page footers**, and more.
Design Library

Capture and promote UX best practices through a customer-defined design library.

Applications have a consistent look-and-feel thanks to shared reusable components.

Designated developers are able to govern which interfaces are included in the library.
Migration to Cloud Native Infrastructure

Existing instance-based Appian Cloud

New containerized, Kubernetes-orchestrated Appian Cloud

State of the art technical foundation to enable future capabilities such as **elastic scale** and **zero downtime upgrades**.

More resilient against availability zone outages.

**Self-healing** Appian services.
Expanded Regions and Compliance

Expand Appian Cloud regions to a total of 19 countries, 25 regions, and 75 availability zones.

Uplift security and compliance capabilities to add new and improve existing compliance frameworks to better serve our global customers across industries and sectors.
What is an Appian Solution?

**Appian Solutions are a new kind of enterprise software application**

Appian Solutions offer “out of the box” capabilities but have the full flexibility of a low-code development platform and adapt quickly to your business needs.

---

**COTS Applications**
- Inflexible; risk of project failure if a poor fit
- No process automation
- Dependent on third party for changes

**Appian Solutions**
- **Low-code: Fast time to value with flexibility** to match your business
- Built-in process automation
- Adapt quickly to changing needs

**Traditional Custom Software**
- Risky, long time to value
- High TCO
- Slow to change
Appian Solutions February 2023

Financial Services
- Connected Onboarding
- Connected Servicing
- Connected KYC

Insurance
- Connected Claims for P&C
- Connected Claims for Life
- Connected Underwriting

Government Acquisition Management (US Federal)
- Requirements Management
- Awards Management
- Source Selection
- Clause Automation
- Vendor Mgt.

eProcurement (US State & Local + Non-US Public Sector)
- Requirements Management
- Contract Management
- Evaluation Management
- T & C Automation
- Vendor Mgt.

ESG
- Connected ESG (2023)
Our Differentiators - “Differences That Matter”

- **Speed**: Simplicity, Time to Value
- **Reliability**: Robustness, Scalability
- **Flexibility**: Customizability, Extensibility
Operationalize and Innovate Your Business
A leader in process automation.
Go to Market Strategy

Chris Jones
Chief Revenue Officer
Agenda

- Market Opportunity
- Sales Strategy for Growth
- Customer Growth
Appian Market Opportunity

- Large and growing TAM
  Low-code : Process : Workflow

- Accelerating market adoption
  Apps replatformed: Dev shortage

- Strategic differentiation with the most complex use cases

- High net retention of customers (95%+)

- Customers needing greater efficiencies with workflow

- Strategic Partners
Sales Philosophy

- Value selling
- Business outcomes
- Strong high performing collaborative teams
- Mandatory enablement
- Partners for scale
Go to Market Strategy

Leverage value selling and broad platform architecture to drive CxO relevance and $10M+ ARR customers

Further investment in field resources to drive net new customers (+40% capacity)

Extensive partner and alliance network to scale our business
* 2B based on current rules of engagement but suggested change after digging into the D&B Data (may include Large Commercial)

** 10K Globally, however if we run an IS pilot in the US that number drops to ~4.7K meaning IS ratio is 1:1k; regionally dependent in implementation.
## Scaling Through Partners

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Accenture</td>
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<td>Deloitte</td>
<td>EY</td>
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<tr>
<td>HCL</td>
<td>Infosys</td>
<td>KPMG</td>
<td>PwC</td>
<td>TCS</td>
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<tr>
<td>Wipro</td>
<td>Booz Allen</td>
<td>Coforge</td>
<td>GDIT</td>
<td>IBM</td>
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<tr>
<td>Leidos</td>
<td>Maximus</td>
<td>Mphasis</td>
<td>Perficient</td>
<td>VASS</td>
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</tbody>
</table>
Partner Focus Areas

- Value-based partner strategy
  - Invest in partners that invest in us

- Drive partner-led approach
  - Multi-year Recurring Revenue Subscriptions

- Further grow key GSI relationships
  - Build solutions
  - Regional Sis for local enterprise growth

- Net new customer acquisition

- Massive Services Opportunity
# Focused Industries

<table>
<thead>
<tr>
<th>Public Sector / Government</th>
<th>Financial Services</th>
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<tbody>
<tr>
<td><a href="#">Logos</a></td>
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<tr>
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<th>Life Sciences / Healthcare</th>
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<th>Telecom/Media</th>
<th>Energy &amp; Utilities</th>
<th>Transportation</th>
<th>Manufacturing/Other</th>
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</tbody>
</table>

**Focus**: 
- Telecom/Media
- Public Sector / Government
- Financial Services
- Insurance
- Life Sciences / Healthcare
- Energy & Utilities
- Transportation
- Manufacturing/Other
Why We Win

**Architecture**
- Fully integrated suite: workflow, case management, RPA, IDP, Process Mining, BPM
- Unified process automation platform
- Solves most complex business challenges

**Integrations**
- Data Fabric: on prem, cloud, multi-cloud
- Powerful integration: easier to build complex workflows and automations
- Streamlining business processes and improving data accuracy

**Proven/Trusted**
- Trusted by the most highly regulated industries: FS/I, Gov’t, HC/LS/Pharma
- Proven track record of success with regard to security, uptime, availability, and scalability
- Continuous investment in the most critical areas and innovate our platform regularly

**Customer Outcomes**
- Allows our customers to build and innovate quickly, showing faster results and ROI than our competition
- Industry specific Appian and partner solutions
- Repeated Gartner Peer Insights Customer Choice Leader
Major Global Financial Services

- MSA signed and the first App delivered in 12 weeks
- New applications identified including Audit and Reg Compliance based business challenges
- March 2019 signed 2000 license transaction
- Growth in Global Functions
- Continued growth and established the CoE team in Pune
- COVID Lockdown
- Continued growth with Tier 1 apps deployed globally
- Growth to over 150,000 users
- 12 global apps across 63 countries

2017
- LoB/Function
  - Finance
  - Compliance
  - Wholesale
  - Credit Risk

2018
- LoB/Function
  - Finance
  - Compliance
  - Wholesale
  - Credit Risk

2019
- LoB/Function
  - Finance
  - Compliance
  - Risk
  - Audit
  - Commercial Bank (CMB)

2020
- LoB/Function
  - Finance
  - Compliance
  - Risk
  - Audit
  - Corp Real Estate
  - CoSec
  - CMB – Lending/KYC

2021
- LoB/Function
  - Enterprise Tech
  - Group Functions
  - Risk
  - Data Arch Office
  - Asset Management

2022
- LoB/Function
  - Further apps extended into all areas previously mentioned
  - Targeting new areas
  - Retail
  - Security Services
  - GB&M

2023
- Continued growth and established the CoE team in Pune
- Growth to over 150,000 users
- 12 global apps across 63 countries

Land
- $1.2M

Expand
- $10.5M
US Marine Corps

Appian selected to manage technical data packages across the US Marine Corps for the purpose of asset management for collaboration with other services and NATO-allied countries.

New applications identified:

- Modernize acquisition processes as a part of Network Enterprise Services Tools for Navy products/Services
- Manage lead generation and recruiting/onboarding for 6,000+ recruiters to manage force goals
- Appian selected to modernize corporate business processes across the organization of 14,000 employees and contractors
- Business Systems Center chose Appian to modernize the supply chain and logistics processes to support the warfighter
- Appian selected to re-platform the court’s martial legal case management processes from Sharepoint to Appian.

Mission Areas:

- Supply Chain/Logistics
- Acquisitions
- Recruiting/Onboarding
- Acquisitions
- HR
- Supply Chain/Logistics
- Legal Case Management
- HR
- Acquisitions
- HR
- Foreign Military Sales Case Management

Growth into:

Platform for contract writing for 16,000 procurement staff and supporting program managers across the Navy and Marine Corps

Build two Appian Guarantee projects for mobile applications to automate command communications and onboarding

New opportunities with Navy to modernize case management processes for foreign military sales from initiation through fulfillment and training for Allies

Mission Areas:

- Acquisitions
- HR

Land $900k

Expand $11M
A leader in process automation.
Partner and Customer Panels

**Chris Jones**  |  Chief Revenue Officer
**Marc Wilson**  |  Founder
Partner Panel

**Moderator** | Chris Jones, CRO, Appian

**Accenture**
Usman Tareen
Managing Director, Low Code Platforms Lead – US

**EY**
George Kaczmarsky
Principal Partner Financial Services

**Wipro**
Chandra Surbhat
Vice President, Global Head — Digital Experience
Customer Panel

**Moderator |** Marc Wilson, Founder, Appian

<table>
<thead>
<tr>
<th>CARLYLE</th>
<th>OCC, SM</th>
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<tbody>
<tr>
<td>Prakash Babu</td>
<td>Steve Felix</td>
</tr>
<tr>
<td>Vice President, Corporate Services</td>
<td>Director of Process Automation</td>
</tr>
<tr>
<td>Global Technology &amp; Solutions</td>
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</table>
A leader in process automation.
Business and Financial Highlights

Mark Matheos
Chief Financial Officer
Financial highlights.

- **Strong Growth and Margin Profile**
  Cloud Subscription revenue CAGR of 43%; 90% Subs GM

- **Predictable Business Model**
  Strong cloud renewal rate; Increasing mix of subs. revenue

- **Solid Customer and Unit Economics**
  Growth across key customer cohorts and solid LTV/CAC

- **Investing For Sustainable Growth**
  Key priorities: Platform/product expansion, AEs, Partners.
Solid organic cloud subscription revenue growth.

2019-2022 revenue figures are presented in accordance with ASC 606. 2017 and 2018 revenue figures are presented in accordance with ASC 605.
Healthy ARR Growth.

Note: Total ARR includes only Software term licenses (both cloud and on-premise) and is calculated only for contract items that are of a recurring nature (e.g., excludes one-time fees).
Healthy customer growth across all deal sizes.

Note: Numbers rounded for presentation purposes.
Solid Subscription Revenue Momentum.

- $100 million: 30
- $200 million: 11
- $300 million: 6

Note: Numbers rounded for presentation purposes.
Landing bigger deals with new logos.

Note: Numbers rounded for presentation purposes.
Clear Growth Algorithm

- Expansion with existing customers
- New Logos
- Platform Expansion and Solutions

95%+ Cloud Gross Renewal Rate

APPIAN PLATFORM FOR PROCESS AUTOMATION
Platform strategy drives solid gross margins.¹

1 - Refer to footnote 1 in the Appendix slide for further details on this calculation.
Increasing mix of subscriptions revenue.
Consistent cloud subscription net revenue retention rate.$^2$

$^2$ - Refer to footnote 2 in the Appendix slide for further details on this calculation.
Healthy expansion across cohorts.

Chart reflects annualized subscription revenue for the group of customers that became our customers in each respective cohort year. For instance, the 2011 cohort includes all customers whose contract start date was between January 1, 2011 and December 31, 2011. Annualized subscription revenue is the total amount of daily subscription revenue for that applicable customer cohort in January of the following year multiplied by 365.
ARR growth – top 50 customers.  

4 - Refer to footnote 4 in the Appendix slide for further details on this calculation.
Spending growth journey – customer case studies.

**Top 25 Pharmaceutical**
Appian platform automates corporate function, pharmaceutical, and supply chain processes. Usage has substantially grown over time and now manages tens-of-thousands of cases annually in 100 countries.

**Multinational Bank**
Appian platform was used to build more than 40 applications across several business units. Appian supports new go-to-market initiatives, digitization of onboarding process, and automation of hundreds of processes/cases.

**Federal Agency**
Appian platform standardizes acquisition contract writing process, drives efficiency and lowers costs for the acquisition and contracting communities, and enables functionality enhancements and statutory changes fast.
Continued Improvement in Sales Rep Productivity

Sales rep productivity defined as net new software ACV in the current year divided by total sales representatives at the end of prior year.

Note: Numbers rounded for presentation purposes.
Improving S&M Efficiency

S&M efficiency represents change in subscriptions revenue in the respective year divided by non-GAAP S&M expense in prior year.

Note: Numbers rounded for presentation purposes
Healthy LTV:CAC unit economics.\textsuperscript{3}

\[ >7 \]
Targeting sustainable 30%+ cloud subscription growth.

- Growing strategic partners
- Solutions
- New customer growth
- Upsell to existing customers
- Platform expansion
- International expansion
## Target long-term model.

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2020</th>
<th>2022</th>
<th>Target Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Margin</td>
<td>64%</td>
<td>72%</td>
<td>73%</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>85%</td>
</tr>
<tr>
<td>S&amp;M</td>
<td>45%</td>
<td>42%</td>
<td>45%</td>
<td>38%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>40%</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>19%</td>
<td>22%</td>
<td>27%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>17%</td>
</tr>
<tr>
<td>G&amp;A</td>
<td>13%</td>
<td>15%</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>Operating Margin</td>
<td>-14%</td>
<td>-7%</td>
<td>-18%</td>
<td>20%</td>
</tr>
</tbody>
</table>

5 - Refer to the Reconciliation of Long-Term Model slide for complete details on how these metrics were calculated for fiscal years 2018, 2020, and 2022.
Appendix

The following slide includes definitions of common metrics we utilize to evaluate the performance of our business.

1 – Non-GAAP Gross Margins: Non-GAAP gross margins are calculated excluding the impact of stock-based compensation.

2 – Net Revenue Retention Rate: We calculate retention over a set of customers who have been with us for at least one full year. To calculate our cloud subscription revenue retention rate for a trailing 12-month period, we first establish the recurring cloud subscription revenue for the previous trailing 12-month period. This effectively represents recurring dollars that we should expect in the current trailing 12-month period from the cohort of customers from the previous trailing 12-month period without any expansion or contraction. We subsequently measure the recurring cloud subscription revenue in the current trailing 12-month period from the cohort of customers from the previous trailing 12-month period. Cloud subscription revenue retention rate is then calculated by dividing the aggregate recurring cloud subscription revenue in the current trailing 12-month period by the previous trailing 12-month period. This calculation includes the impact on our revenue from customer non-renewals, pricing changes and growth in the number of users on our platform. Our cloud subscription revenue retention rate can fluctuate from period to period due to large customer contracts in any given period.

3 – Lifetime Value of a Customer as Compared to the Cost of Acquiring that Customer ("LTV/CAC"): Our business model focuses on maximizing the lifetime value of a customer as compared to the cost of acquiring that customer. This metric is a function of the duration of a customer’s deployment of Appian as well as the price and number of subscriptions of Appian a customer purchases. We also incur significant customer acquisition costs, including expenses associated with hiring new sales representatives, who generally take up to one year to become productive given the length of our sales cycle, and marketing costs, all of which, except for sales commissions, are expensed as incurred. We calculate LTV/CAC as (1) the average gross margin multiplied by average cloud subscription revenue for a given month divided by (2) the average percentage of monthly recurring revenue that did not renew in each month for the previous 12 months. We then divide this calculated lifetime customer value by our customer acquisition costs, which is the total sales and marketing expense incurred during the corresponding month. Note for fiscal years 2018 and prior, we utilized total subscription revenue to calculate lifetime customer value. Because upon adoption of ASC 606 we began to primarily recognize revenue from our on-premises term license subscriptions upfront, we amended the LTV/CAC calculation by replacing subscriptions revenue with cloud subscriptions revenue.

4 – Annualized Recurring Revenue ("ARR"): ARR is calculated by annualizing the contract value of an active software order or contract at a given point in time based on the contract’s start and end dates. To annualize the value, a daily rate is calculated by dividing the contract value by the number of days in the contract’s subscription term. The daily rate is then multiplied by 365 days. ARR is only calculated for software term licenses (i.e., cloud and on-premises) and only for contract items that are of a recurring nature (i.e., excluding one-time fees).
Reconciliation of GAAP to non-GAAP measures

<table>
<thead>
<tr>
<th>$ in thousands</th>
<th>FY 2017</th>
<th>FY 2018</th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
<th>FY 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reconciliation of non-GAAP gross margins:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue</td>
<td>176,737</td>
<td>226,743</td>
<td>260,352</td>
<td>304,573</td>
<td>369,259</td>
<td>467,991</td>
</tr>
<tr>
<td>Cost of revenue</td>
<td>64,597</td>
<td>84,924</td>
<td>93,841</td>
<td>88,766</td>
<td>104,093</td>
<td>133,306</td>
</tr>
<tr>
<td>Less: Stock compensation expense – Cost of revenue</td>
<td>(1,870)</td>
<td>(2,231)</td>
<td>(3,395)</td>
<td>(2,420)</td>
<td>(4,330)</td>
<td>(6,305)</td>
</tr>
<tr>
<td>Non-GAAP cost of revenue</td>
<td>62,727</td>
<td>82,694</td>
<td>90,446</td>
<td>86,346</td>
<td>99,763</td>
<td>127,001</td>
</tr>
<tr>
<td>Non-GAAP gross margins</td>
<td>65%</td>
<td>64%</td>
<td>65%</td>
<td>72%</td>
<td>73%</td>
<td>73%</td>
</tr>
</tbody>
</table>

| **Reconciliation of non-GAAP sales and marketing expense as a percentage of revenue:** |         |         |         |         |         |         |
| Revenue        | 176,737 | 226,743 | 260,352 | 304,573 | 369,259 | 467,991 |
| Sales and marketing expense | 81,966  | 105,992 | 117,440 | 130,316 | 167,852 | 220,374 |
| Less: Stock compensation expense – Sales and marketing | (3,233) | (3,473) | (4,742) | (2,821) | (5,426) | (9,152) |
| Non-GAAP sales and marketing expense | 78,733  | 102,519 | 112,698 | 127,495 | 162,426 | 211,222 |
| Non-GAAP sales and marketing expense as a percentage of revenue | 45%     | 45%     | 43%     | 42%     | 44%     | 45%     |

| **Reconciliation of non-GAAP research and development expense as a percentage of revenue:** |         |         |         |         |         |         |
| Revenue        | 176,737 | 226,743 | 260,352 | 304,573 | 369,259 | 467,991 |
| Research and development expense | 34,835  | 44,724  | 58,043  | 70,241  | 97,517  | 139,210 |
| Less: Stock compensation expense – Research and development | (2,822) | (4,740) | (4,742) | (2,821) | (5,225) | (12,523) |
| Non-GAAP research and development expense | 32,013  | 42,308  | 54,563  | 67,523  | 92,292  | 126,687 |
| Non-GAAP research and development expense as a percentage of revenue | 18%     | 19%     | 21%     | 22%     | 25%     | 27%     |

| **Reconciliation of non-GAAP general and administrative expense as a percentage of revenue:** |         |         |         |         |         |         |
| Revenue        | 176,737 | 226,743 | 260,352 | 304,573 | 369,259 | 467,991 |
| General and administrative expense | 27,150  | 37,821  | 41,496  | 53,152  | 83,704  | 120,111 |
| Less: Stock compensation expense – General and administrative | (5,051) | (7,934) | (4,826) | (7,320) | (8,864) | (10,850) |
| Non-GAAP general and administrative | 22,099  | 29,887  | 36,670  | 45,832  | 74,840  | 109,261 |
| Non-GAAP general and administrative expense as a percentage of revenue | 13%     | 13%     | 14%     | 15%     | 20%     | 23%     |

| **Reconciliation of non-GAAP operating margins:** |         |         |         |         |         |         |
| Revenue        | 176,737 | 226,743 | 260,352 | 304,573 | 369,259 | 467,991 |
| Operating loss | (31,811) | (46,719) | (50,468) | (37,902) | (83,907) | (145,010) |
| Less: Stock compensation expense – Operating expense | (11,106) | (13,823) | (13,048) | (12,859) | (19,515) | (32,525) |
| Non-GAAP operating loss | 20,705  | 32,896  | 37,420  | 25,043  | 64,392  | 112,485 |
| Non-GAAP operating margin | (12)%   | (15)%   | (14)%   | (8)%    | (17)%   | (24)%   |
A leader in process automation.