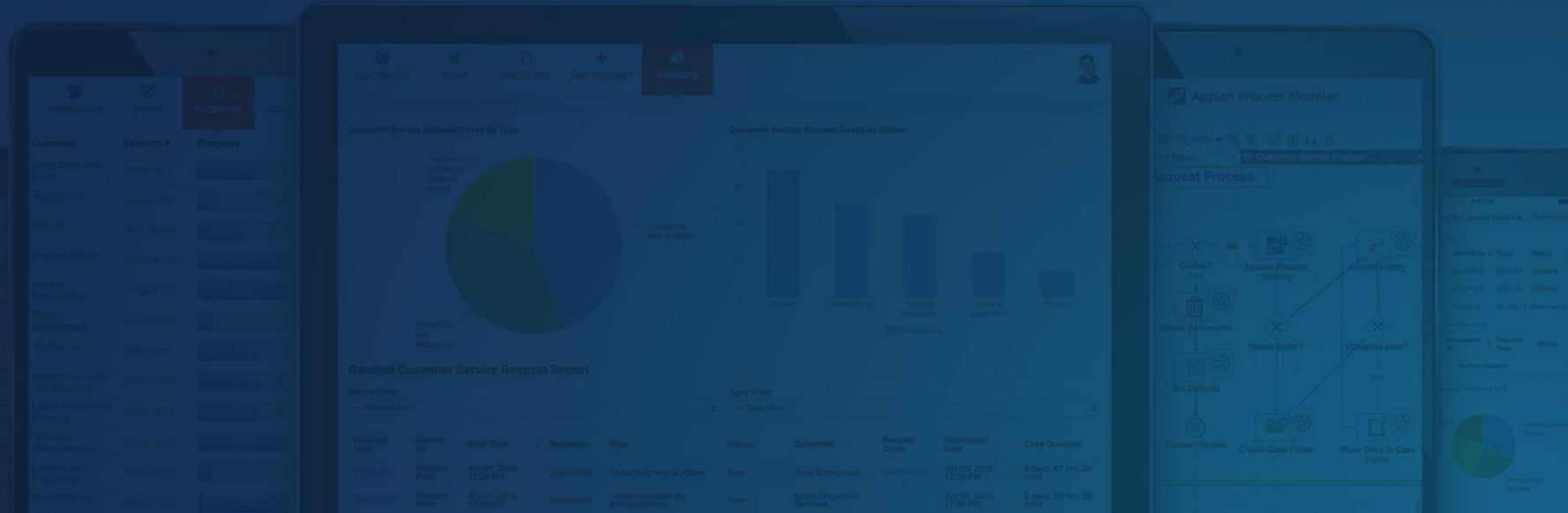


Q1 2018 Earnings Call Presentation

Matt Calkins, Founder & CEO
 Mark Lynch, CFO



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 second quarter of 2018, 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” 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 2017 10-K filing and our other periodic filings with SEC. These documents are available in the “Investors” relations 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 investor relations portion of our website for a reconciliation of these measures to their most directly comparable GAAP financial measure.

Business Highlights

- **Delivered a Successful Appian World**
 - 55% growth in customer attendees over last year.
 - 55% growth in partner attendees over last year.
- **Announced Rich Artificial Intelligence Features in 18.2**
 - AI-driven sentiment analysis is embedded in Appian.
 - Customers can natively connect to the leading AI services provided by Google, Amazon, and Microsoft.
- **Formally Entering a New Market with Intelligent Contact Center (ICC)**
 - Have been successful in this space historically, but now formally entering it with an offering.
 - ICC is a framework, a bundle of best practices, and communication components.
 - ICC builds upon the power of the Appian platform to help our customers deliver differentiated customer experiences.
- **Delivering Additional Platform Innovations**
 - Customers can now design interfaces even faster with drag-and-drop.
 - Blue Prism customers can now use Appian to optimize the deployment of their bots.

Financial Highlights

- **Revenue**

- Subscription Revenue was \$25.5MM in Q1 2018, growth of 36% over Q1 2017
- Total Revenue was \$51.7MM in Q1 2018, growth of 35% over Q1 2017

- **Retention**

- Net Revenue Retention Rate was 119% as of March 31, 2018

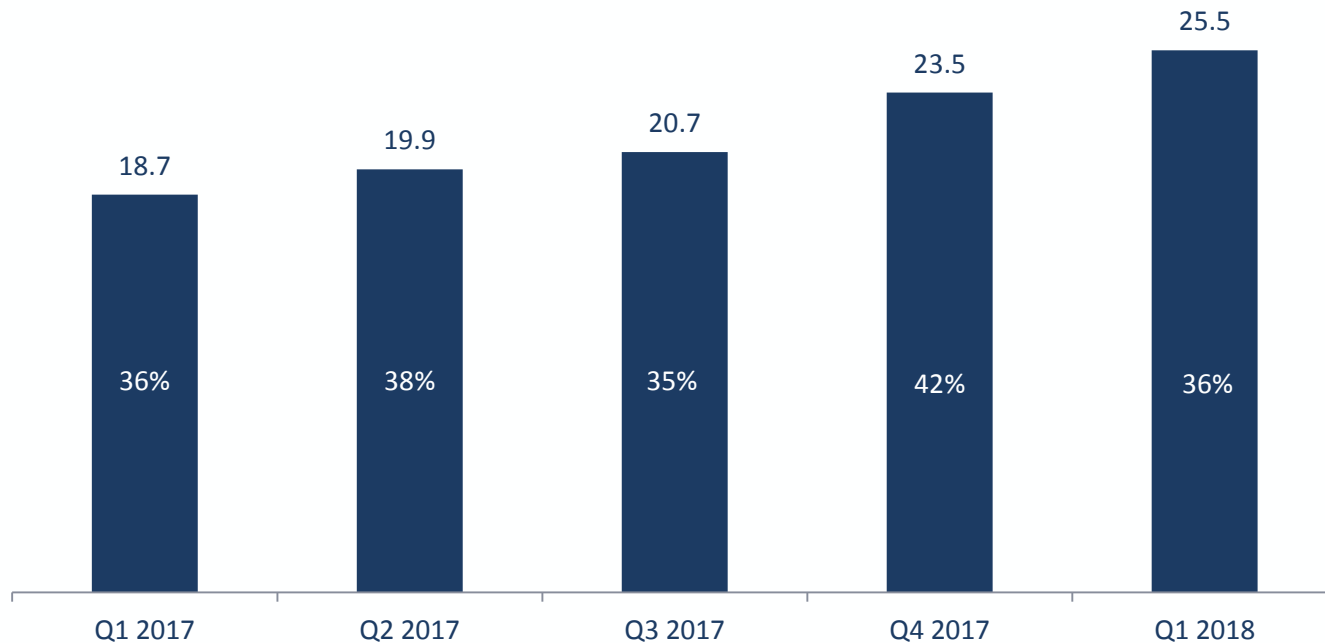
- **Gross Margins***

- Subscriptions, Software and Support Margin was 91%
- Professional Services Margin was 26%
- Overall Gross Margin was 60%

*Non-GAAP - Data does not include any stock-based compensation expense

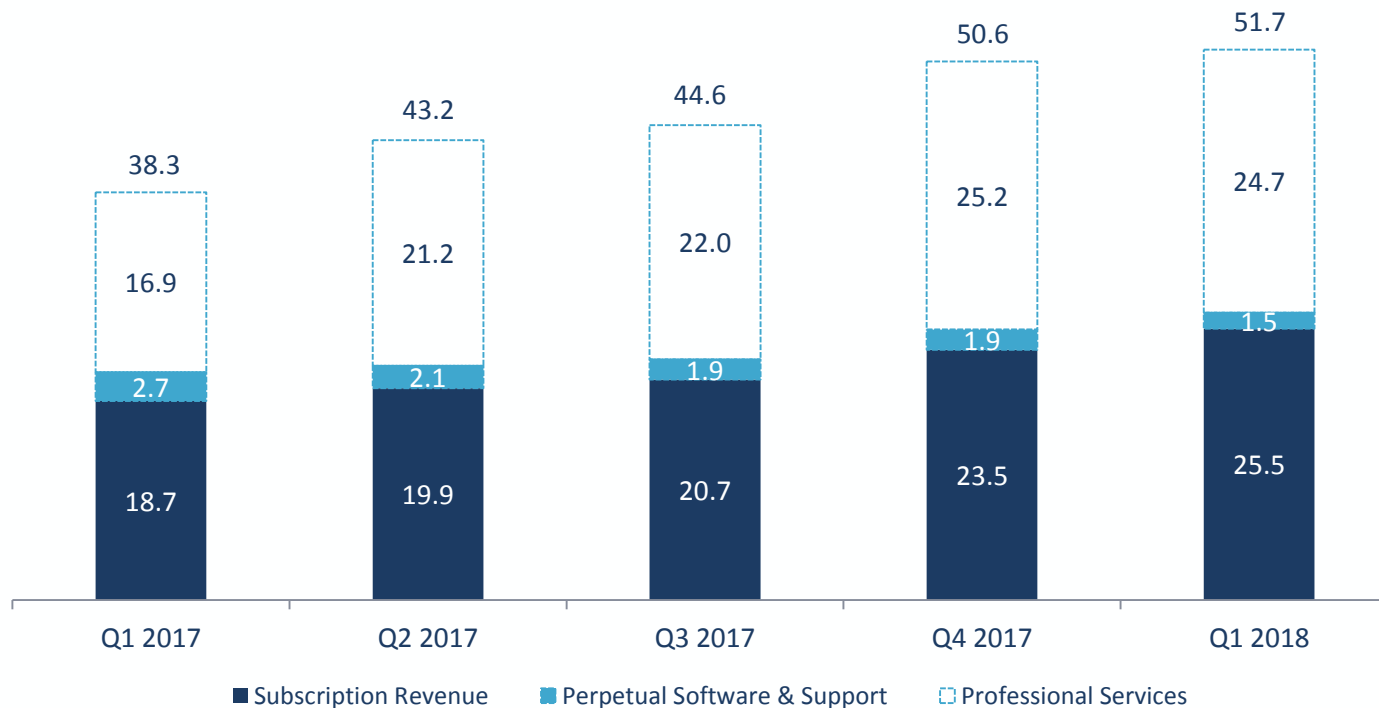
Subscription Revenue

USD Millions
Y/Y Growth in %

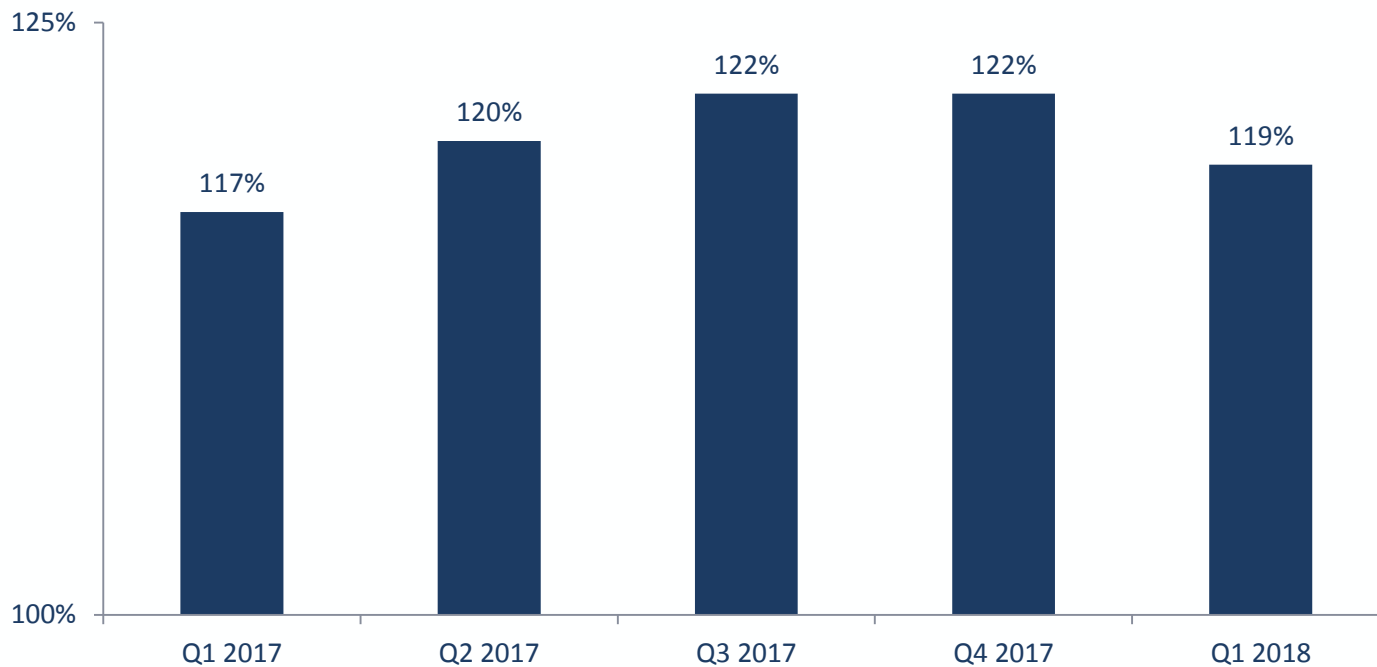


Total Revenue

USD Millions

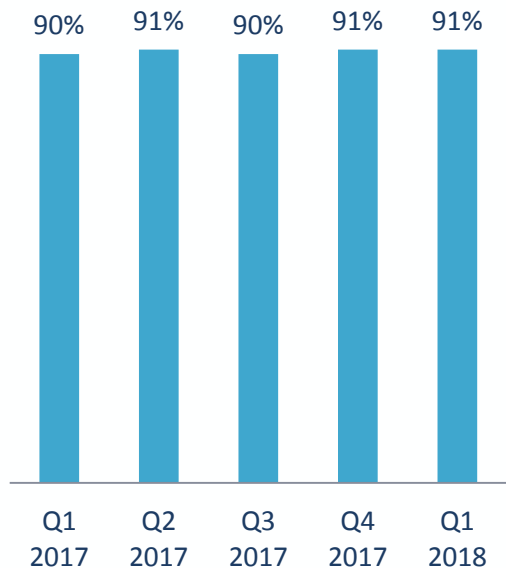


Subscription Revenue Retention

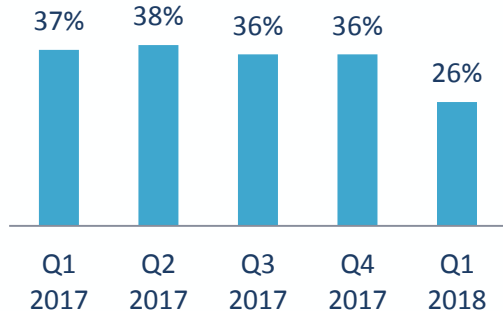


Gross Margins*

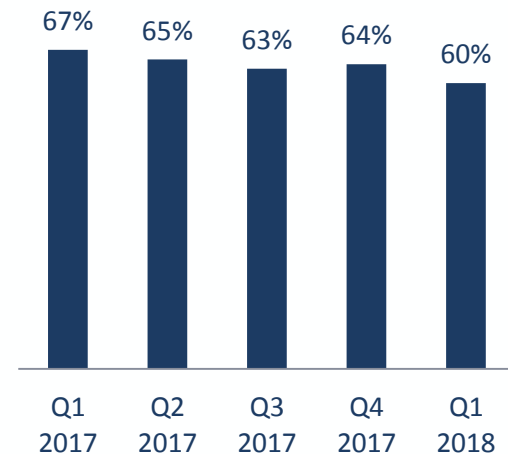
Subscriptions, Software, and Support



Professional Services



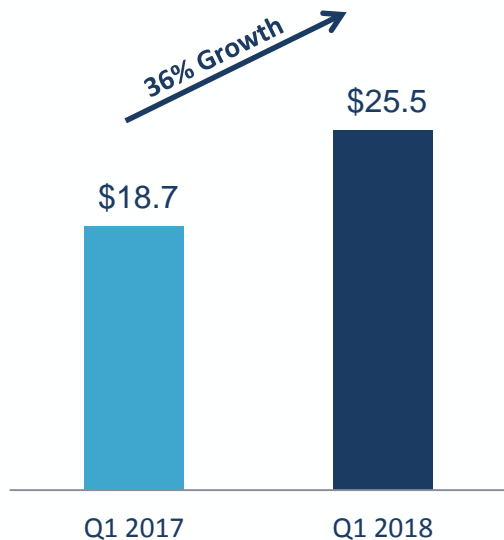
Overall



*Non-GAAP - Data does not include any stock-based compensation expense

Q1 2018 Highlights

Subscription Revenue (\$MM)

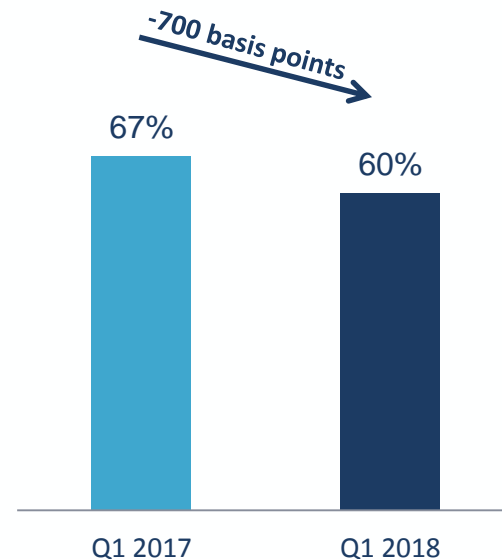


Subscription Revenue Retention*



*As of March 31, 2018

Overall Gross Margins**



**Non-GAAP - Data does not include any stock-based compensation expense

Guidance*

In \$ Millions except for EPS	Q2 2018	FY 2018
Subscription Revenue	25.8 – 26.0	107.6 – 108.6
Subscription Revenue Growth Y/Y	30% – 31%	30% – 31%
Total Revenue	50.2 – 50.4	202.0 – 205.0
Total Revenue Growth Y/Y	16% – 17%	14% – 16%
Non-GAAP Loss from Operations	(10.5) – (10.1)	(38.9) – (36.9)
Non-GAAP Loss per Share	(0.18) – (0.17) **	(0.64) – (0.61) ***

*Guidance given on May 3, 2018.

**Based on 61.4 million basic and diluted weighted average common shares outstanding for Q1 2018.

***Based on 61.6 million basic and diluted weighted average common shares outstanding for FY18.

Appendix

Balance Sheet

<i>\$ in thousands</i>	As of March 31, 2018 (unaudited)	As of December 31, 2017
Assets		
Cash and cash equivalents	\$ 60,876	\$ 73,758
Accounts receivable, net of allowance of \$400	52,518	55,315
Other current assets	16,341	16,149
Property and equipment, net	3,359	2,663
Deferred commissions, net of current portion	11,931	12,376
Other assets	773	791
Total assets	\$ 145,798	\$ 161,052
Liabilities and Stockholders' Equity		
Deferred revenue, current	\$ 68,753	\$ 70,165
Other current liabilities	20,123	24,950
Deferred revenue, net of current portion	17,055	18,922
Other long-term liabilities	1,239	1,491
Total liabilities	107,170	115,528
Stockholders' equity		
Common Stock	6	6
Additional paid-in capital	144,490	141,268
Accumulated other comprehensive (loss) income	(126)	439
Accumulated deficit	(105,742)	(96,189)
Total stockholders' equity	38,628	45,524
Total liabilities and stockholders' equity	\$ 145,798	\$ 161,052

Income Statement

	Three Months Ended March 31,	
	2018	2017
	(unaudited)	
<i>\$ in thousands, except for shares</i>		
Revenue:		
Subscriptions, software and support	\$ 26,952	\$ 21,444
Professional services	24,744	16,885
Total revenue	51,696	38,329
Cost of revenue:		
Subscriptions, software and support	2,628	2,062
Professional services	18,421	10,628
Total cost of revenue	21,049	12,690
Gross profit	30,647	25,639
Operating expenses:		
Sales and marketing	22,964	17,003
Research and development	9,870	7,300
General and administrative	8,060	4,849
Total operating expenses	40,894	29,152
Operating loss	(10,247)	(3,513)
Other (income) expense:		
Other (income), net	(918)	(499)
Interest expense	13	256
Total other (income)	(905)	(243)
Net loss before income taxes	(9,342)	(3,270)
Income tax expense	211	125
Net loss	(9,553)	(3,395)
Accretion of dividends on convertible preferred stock	—	214
Net loss attributable to common stockholders	\$ (9,553)	\$ (3,609)
Net loss per share attributable to common stockholders:		
Basic and diluted	\$ (0.16)	\$ (0.10)
Weighted average common shares outstanding:		
Basic and diluted	60,850,521	34,274,718

Appian Corporation

Reconciliation of Non-GAAP Measures (unaudited)

The following table presents a reconciliation of GAAP net loss to non-GAAP net loss for each of the periods indicated:

<i>\$ in thousands, except for shares</i>	Three Months Ended March 31,	
	2018	2017
Reconciliation of non-GAAP net loss:		
GAAP net loss	\$ (9,553)	\$ (3,395)
Add back:		
Stock-based compensation expense	2,240	—
Non-GAAP net loss	<u>\$ (7,313)</u>	<u>\$ (3,395)</u>
GAAP net loss per share attributable to common stockholders, basic and diluted	\$ (0.16)	\$ (0.10)
Non-GAAP weighted average shares used to compute net loss per share attributable to common stockholders, basic and diluted	60,850,521	52,437,876
Non-GAAP net loss per share, basic and diluted	<u>\$ (0.12)</u>	<u>\$ (0.06)</u>

The following table presents a reconciliation of GAAP operating loss to non-GAAP operating loss for each of the periods indicated (unaudited):

<i>\$ in thousands, except for shares</i>	Three Months Ended March 31,	
	2018	2017
Reconciliation of non-GAAP operating loss:		
GAAP operating loss	\$ (10,247)	\$ (3,513)
Add back:		
Stock-based compensation expense	2,240	—
Non-GAAP operating loss	\$ (8,007)	\$ (3,513)

The following table presents a detail of the stock-based compensation expense for each of the periods indicated (unaudited):

<i>\$ in thousands</i>	Three Months Ended March 31,	
	2018	2017
Cost of revenue:		
Subscriptions, software and support	\$ 110	\$ —
Professional services	220	—
Operating Expenses		
Sales and marketing	507	—
Research and development	391	—
General and administrative	1,012	—
Total stock-based compensation expense	\$ 2,240	\$ —

Appian

The Digital Transformation Platform™