Strong growth trajectory.

Cloud Subscription Revenue ($MM)

- **2017**: 40.2
- **2018**: 67.4
- **2019**: 95.0
- **2020**: 129.2

48% CAGR

**Profit Margin**

88%

2Q 2021

**Net Revenue Retention**

121%

2Q 2021

2019 and 2020 revenue figures are presented in accordance with ASC 606. 2017 and 2018 revenue figures are presented in accordance with ASC 605. Profit margin is Non-GAAP.
Our market today.

**Core Software Categories**

- **Low-Code**: $22B
- **AI**: $18B
- **Intelligent Process Automation**: $17B
- **RPA**: $2B
- **Process Mining**: $1B

**Total**: $60B

Core software market estimates include: Low-code, Markets and Markets (2022); AI excluding “AI maker platforms”, Forrester (2021); Intelligent Process Automation excluding RPA and Process Mining, IDC (2021); RPA, Markets and Markets (2022); Process Mining, Gartner (2021).
Low-code goes mainstream.

**The Wall Street Journal**
Low-code becomes high priority.

**Gartner**
65% of app development will be low-code by 2024.

**Forrester**
By year’s end, 75% of development shops will use low-code platforms.

**CIO**
How low-code platforms are transforming software development.

**Deloitte**
Are you low-code yet? Your competition likely is.
Low-code is ...

Low Code means High Speed

- faster to **build**
- faster to **modify**
- faster to **execute**
Low-code platform.
A leader in process mining joins the Appian platform.
What is process mining?

Activity Logs → Data Analysis → Process Mining Model
Process mining model.
Workflow.
Process Mining Model

Workflow
Low-code platform.
Our competition.
Why we win.

Unified platform

Customers like us best

Speed

Open architecture
Winning across industries.

<table>
<thead>
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<td>FDA</td>
<td>Daimler Trucks North America</td>
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<td>KASSER PERMANENTE®</td>
<td>Department of Transportation Administration</td>
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<td>Ryder Everetter</td>
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<td>Enterprise</td>
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<td>Telecom/Media</td>
<td>Energy &amp; Utilities</td>
<td>Manufacturing/Other</td>
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<td>TELEFILM CANADA</td>
<td>GRDF</td>
<td>KONE</td>
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<tr>
<td>Sprint</td>
<td>eda</td>
<td>S&amp;P Global</td>
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<tr>
<td>Major League Baseball</td>
<td>Marathon</td>
<td>Lam Research</td>
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<tr>
<td>CenturyLink</td>
<td>Exelon Generation.</td>
<td>Flowserv</td>
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<tr>
<td>TELUS</td>
<td></td>
<td>SDL</td>
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<tr>
<td></td>
<td></td>
<td>Honeywell</td>
</tr>
</tbody>
</table>
Accelerators
Consolidating market.
Scaling through partners.

KPMG  >  accenture  >  Deloitte  >  pwc

General Dynamics Information Technology
Bits In Glass
SmartRules
PERFICIENT
incessant
Infosys
VASS
Princeton Blue
Capgemini
iTG
collabraLink
HCL
Cognizant
G-P Partners
wipro
serco
Persistent
Macedon Technologies
Tata Consultancy Services
Vulam
Solutions built on the Appian platform.
In summary.

- Market demand
- Unified platform
- Growth accelerators
Engineering Culture and Innovation

Suvajit Gupta
EVP Engineering, Appian
Low-code helps organizations keep up with change.

**Traditional Development**

- Java
- JavaScript
- .NET

- Completely flexible
- *-but-* slow

**Packaged applications**

- salesforce
- SAP

- Quick to deploy
- *-but-* inflexible

**Low-code Platforms**

- Perfect balance of
  - speed
  - *and-* open architecture
Appian apps are fast to build, open, and beautiful.
Saving the Earth's polar habitats through the power of crowdsourced gifting.

2021 Goal
$85,000,000 ↑13%

2020 GOAL
$75,000,000

2020 ACTUAL
$73,291,578

2019 2020 2021
Existing Donors Online Campaigns Direct Outreach
<table>
<thead>
<tr>
<th>Price</th>
<th>Details</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,695,000</td>
<td>3 Beds • 2.5 Baths • 2,403 Sq. Ft. 12345 Maple Ave, Palm Springs, CA 92262</td>
<td>2d</td>
</tr>
<tr>
<td>$2,150,000</td>
<td>4 Beds • 3.5 Baths • 2,942 Sq. Ft. 2345 Mesa Blvd, Palm Springs, CA 92264</td>
<td>15d</td>
</tr>
<tr>
<td>$1,945,000</td>
<td>3 Beds • 2.5 Baths • 2,178 Sq. Ft. 345 Main St, Cathedral City, CA 92234</td>
<td>26d</td>
</tr>
<tr>
<td>$2,092,000</td>
<td>5 Beds • 4.5 Baths • 3,219 Sq. Ft. 45678 Desert Ln, Palm Desert, CA 92260</td>
<td>33d</td>
</tr>
<tr>
<td>$1,723,000</td>
<td>3 Beds • 3 Baths • 2,230 Sq. Ft. 567 Fountain St, Hot Springs, CA 92241</td>
<td>42d</td>
</tr>
</tbody>
</table>
Coronavirus Business Interruption Loan Scheme

- **Acme Bank**
  - £2.7M Interruption Payments
  - £100K Loan Scheme Fee

- **6376 Total Loan Requests**
- **£1.4B Amount Requested**
- **£435M Amount Approved**

**Processing Metrics**
- 5D Average Completion
- 332 Average Per Day
- 985 Open Applications
- Behind SLA

**Applications Ready for Submission to the BBB**

<table>
<thead>
<tr>
<th>Application #</th>
<th>Borrower</th>
<th>Primary Contact</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>10061</td>
<td>PROCENSOL CONSULTING LTD</td>
<td>William White</td>
<td></td>
</tr>
<tr>
<td>10057</td>
<td>Future Tech Enterprise</td>
<td>William White</td>
<td></td>
</tr>
<tr>
<td>10056</td>
<td>Tech Corp</td>
<td>Howard Goren</td>
<td></td>
</tr>
<tr>
<td>10047</td>
<td>ACME Industries</td>
<td>William White</td>
<td></td>
</tr>
</tbody>
</table>

**At Risk Requests**
- **Company**
  - London Metals Inc
  - Kent Supply Co
  - Yorkshire Hospitality Inc
  - Jane's Catering Co

**Request Breakdown**

<table>
<thead>
<tr>
<th>Cities</th>
<th>Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td></td>
</tr>
<tr>
<td>Birmingham</td>
<td></td>
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<tr>
<td>Glasgow</td>
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<tr>
<td>Liverpool</td>
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<tr>
<td>Bistol</td>
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<tr>
<td>Manchester</td>
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<tr>
<td>Sheffield</td>
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<td>Leeds</td>
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<td>Edinburgh</td>
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<td>Leicester</td>
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</tbody>
</table>

**Loans by Jurisdiction**

- Approved
- Review
- Rejected

**Progress**
- 95%
- 75%
- 85%
- 75%

**Target Dates**
- 15 Sep, 2021
- 15 Sep, 2021
- 15 Sep, 2021
- 16 Sep, 2021
Continuous innovation.

- Workflow
- Native mobile
- Modern UI
- Decisions
- Low-code apps
- High availability cloud

IPO 2017

- Drag and drop interfaces
- Containerization
- Intelligent Contact Center solution

2018

- Visual integrations
- Visual reports
- Financial services suite

2019

- Robotic process automation
- Artificial Intelligence
- Cloud native
- Workforce Safety solution

2020

- Intelligent Document Processing
- Dynamic offline
- Low-code data
- Government acquisition suite

2021

- Process mining
- Public portal
- Guided app design

2022
Low-code platform.
More Low-code Differentiators.
Differentiator #1: fast in 8 weeks.
Differentiator #2: powerful native mobile built easily.
Differentiator #3: access dispersed enterprise data quickly.
Differentiator #4: enterprise grade.

**Reliable**
- **BEST-IN-CLASS**
- **99.99%** AVAILABILITY
- 99.95% SLA
- 15 minute RTO
- 1 minute RPO

**Secure**
- GxP
- FedRAMP
- HIPAA
- HITRUST CSF Certified
- CSA security alliance²
- AICPA SOC
- HHS Government G-Cloud Provider
- PCI DSS
- ISAE 3402 CERTIFIED
- DISA IL4

**Scalable**
- **8.1M+** users
- **9.1B+** transactions per day
- **63** availability zones
Differentiator #5: future proof.

- No tech debt: Upgrade with platform releases automatically.
- More devices: Compatible on new devices automatically.
- More secure: Certified with newly deployed security frameworks in Appian Cloud automatically.
- More extendable: Extend with Appian solutions and feature releases like RPA, AI and process mining.
Synergistic Acquisitions.

Reliability
Enterprise grade security, scale, performance, uptime.

Low-code
Drag-and-drop, point-and-click.

Synergy
Deeply integrated with the rest of Appian.
Unified platform.
Engineering is organized for scale.

<table>
<thead>
<tr>
<th>STRATEGY</th>
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<tbody>
<tr>
<td>PEOPLE</td>
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<td>PROCESS</td>
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<td>TECHNOLOGY</td>
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</table>

Future teams
Our unique culture ships great software.

Hiring
“We hire people for their character, not just their skills.”

Values
We nurture and promote generosity instead of competitiveness.

Retention
We boast impressive employee tenures with average single-digit annual attrition since IPO.

Market driven
We value our field, customer, partner and market feedback and can quickly prioritize market demand.
A leader in low-code.
Go-To-Market Strategy

Denise Vu Broady
Chief Marketing Officer, Appian
Marketing Priorities

- Elevate the messaging
- Build quality pipeline
- Increase Market Awareness
New Brand
Focus on Thought Leadership Content

Thought Leadership focus with internal and sponsored content

Dedicated Thought Leadership team

Scaling with Appian led Thought Leadership and joint partner blogs and co-branded content
Scaling With and Through Partners

Appian and Accenture bring speed, simplicity and confidence to auto and equipment finance

Cameron Krueger and Joseph Pulicano, Accenture
May 03, 2023
Growing Appian’s Community Experience

Appian User Ecosystem Experience
- Community
- AppMarket
- Community Edition
- Academy Online
- Examity
- Forum
- Documentation

Programs and Initiatives

Goals
- Provide users and partners channels to present their expertise
- Help accelerate customer implementations
- Support the growing user and partner ecosystem around Appian
Appian Community Edition

- Free, **unlimited-time, self-service** cloud environment for developers
- **Learning, Evaluation, and limited production use** with path to upgrade
- **3x increase** in Appian Community sign-ups comparing July 2020 to July 2021
Community Experience Goals

- Accelerate the growth of our developer community
- Increase the ratio of certified developers
- Drive engagement and create advocates
A leader in low-code.
Go-To-Market Strategy

Eric Cross
Chief Revenue Officer, Appian
GTM business update.

1. Market Dynamics
2. Customers
3. Sales Philosophy
4. Sales Model
5. Sales coverage
6. Solutions strategy
7. Investment Areas
Appian market dynamics.

- Large TAM
- Accelerating market adoption
- Limited competition for the most complex use cases
- Strategic Partners
- Greater efficiencies with investments in GTM strategy and processes
- High net retention of customers
Appian market dynamics.

Why we win:

• Completeness of offering.
• Confidence and experience to drive a successful project or projects.
• Speed and time to value.
• Ability for customer to solve the most and least complex automation challenges with one vendor.
Innovate with Appian.

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<tr>
<th>Healthcare</th>
<th>US Federal Government</th>
<th>Transportation</th>
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<tr>
<td>Medtronic</td>
<td>Department of Defense</td>
<td>DAIMLER</td>
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<tr>
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<td>National Institute for Standards and Technology</td>
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<td>Flowserv</td>
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Innovate with Appian.
Sales philosophy.

| Focused on solving a customers most critical business challenges | Accomplished through our market leading technology, consulting services, and robust partner ecosystem |
| Automate complex back office and front facing business/workflow processes that drive tangible business outcomes | Priority #1: Create great customer outcomes |
Sales philosophy.

Sales engagement:

• Focus on our unique and differentiated value that drives business outcomes.

• Supported by our low code promise (Appian Guarantee) where appropriate.

• Work hand in hand with strategic partners to influence and accelerate customer acquisition.

• Highlighting speed and time to value, reduced project risk and the ability to scale from the most complex to least complex use cases.
Sales methodology.

<table>
<thead>
<tr>
<th>Experiencing a TAM extending beyond the G2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Continued advancements in our platform.</td>
</tr>
<tr>
<td>• Evolving off the shelf configurable solutions.</td>
</tr>
<tr>
<td>• Democratizing Appian skillsets via our partner ecosystem.</td>
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<table>
<thead>
<tr>
<th>Typical/Ideal customer engagement (Land and Expand)</th>
</tr>
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<tbody>
<tr>
<td>• Starts with a highly visible, complex business problem.</td>
</tr>
<tr>
<td>• Accompanied by an Appian Guarantee (MVP 8 weeks).</td>
</tr>
<tr>
<td>• Evolving into a second, third, fourth….. Project.</td>
</tr>
<tr>
<td>• Leading to customer developing a COE around Appian.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Strategic partner engagement</th>
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</thead>
<tbody>
<tr>
<td>• GSI’s, ISV’s, Strategic and Boutique consultants.</td>
</tr>
<tr>
<td>• Bring our AE’s and Partners together for joint selling rhythm.</td>
</tr>
<tr>
<td>• Strong focus on partner enablement for delivery.</td>
</tr>
<tr>
<td>• Partners also sell branded solutions built on Appian (LIBOR, EUS remediation, KYC).</td>
</tr>
</tbody>
</table>
Major Banking Land & Expand Example

2017
- First Projects
  - Corporate Compliance
  - SC&IB – SBGM, SGO, SC&IB – GTB

2018
- S. Spain Operations (PEX), SCF (eNews), SGO (Poland), Corporate Cost (Kubik/Rubik)
- Customer Mexico
- Customer Uruguay

2019
- Corporate Center
- S. Operation Extension (PEX – Appian Europe)
- SGO Extension
- Customer UK (Extension FCTP)
- S&CIB Extension

2020
- SCF – Cranos project
- PEX for Branches
- PEX for Portugal
- Mexico extensión – AML, BEI OpenBank
- Extension Spain & Argentina
- Customer Portugal
- Customer Colombia
- Customer BPI

2021
- Portugal Branches
- New Spain Projects
  - (Digital Endorsement, Insurance, Risk Socio-environmental)
  - SGO Mexico

- SGO Mexico
- Appian Kubernetes
- Beta Tester RFP Global
- BPM Appian Win
- Licenses Extension S.
- Portugal in Appian Europe 2021
Sales coverage.

Field teams in a named account model

Understand the customer business, problems, desired outcomes

Total “sale” mindset
Teams structured into the following:

- **Global Strategics**: 1 to 3 accounts
- **Enterprise**: 5 to 7 accounts
- **Mid Enterprise**: 10 to 12 accounts
- **Vertical Specialization**
- **Reseller focused teams**: manage 8 to 10 partners
Solutions focus: horizontal and vertical GTM.

<table>
<thead>
<tr>
<th>Horizontal</th>
<th>Vertical</th>
<th>Partner Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Workforce safety</td>
<td>• <strong>Insurance:</strong></td>
<td>• KYC</td>
</tr>
<tr>
<td></td>
<td>Connected Claims</td>
<td></td>
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<tr>
<td>• CampusPass</td>
<td>• <strong>Financial services:</strong></td>
<td>• Libor</td>
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<tr>
<td></td>
<td>Connected onboarding,</td>
<td></td>
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<tr>
<td></td>
<td>Servicing and KYC</td>
<td>• EUC remediation</td>
</tr>
<tr>
<td></td>
<td>• <strong>Government Acquisitions:</strong></td>
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</tr>
<tr>
<td></td>
<td>Requirements Mgmt, Award Mgmt, Source Selection,</td>
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<tr>
<td></td>
<td>Clause Automation</td>
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</tbody>
</table>
**Investment areas.**

- Global sales methodology rollout
- Strategic hires
- New markets
- Vertical markets
- Talent leadership investments
- Licensing models
A leader in low-code.
Financial Overview

Mark Lynch
Chief Financial Officer, Appian
Financial highlights.

- **Strong Growth and Margin Profile**
  Cloud Subscription revenue CAGR of 48%; 90% NG-GM

- **Predictable Business Model**
  Subs. rev. – 69% vs. 51% @ IPO; 90%+ Renewal Rate

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

- **Investing For Sustainable Growth**
  Long-term ARR growth drivers and target model
Solid cloud subscription revenue growth.

2019 and 2020 revenue figures are presented in accordance with ASC 606. 2018, 2017, and 2016 revenue figures are presented in accordance with ASC 605.
Healthy ARR Growth – total and cloud subscription.

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.
Platform strategy drives compelling gross margins.¹

1 - Refer to footnote 1 in the Appendix slide for further details on this calculation.
Increasing mix of subscriptions revenue.
Customer focused subscription software revenue model.

- **100% subscription**: 100% of software revenue was subscription in 2020.
- **Price by user, application, or effort to build**
- **12-36mo**: Typical contract length of 12 to 36 months
Consistent cloud subscription net revenue retention rate.\(^2\)

Renewal Rate  Upsell Rate

Q3 2019: 121% 0%
Q4 2019: 115% 20%
Q1 2020: 115% 40%
Q2 2020: 113% 60%
Q3 2020: 115% 80%
Q4 2020: 119% 100%
Q1 2021: 119% 120%
Q2 2021: 121% 140%

2 - Refer to footnote 2 in the Appendix slide for further details on this calculation.
Healthy LTV:CAC unit economics.³

>7x

³ - Refer to footnote 3 in the Appendix slide for further details on this calculation.
Continued 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, 2014 and December 31, 2014. 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.
Spending growth journey – top 25 customers.

Total growth: 450%; CAGR: 41%

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

**Top 25 Bank**
Appian Low-Code Platform consolidated legacy systems and information into one case management solution. Appian also provided a complete view of their data from an intuitive and natively-mobile interface.

**Top 25 Pharmaceutical**
Appian Low-Code Platform is used across several business units. Appian supports new go-to-market initiatives, modernization of call centers, and automates the processing of hundreds of thousands of cases.

**Top 25 Insurance Broker**
Appian Low-Code Platform centralized a multi-party process to establish, monitor and process claims. Appian enables real time visibility on key performance measures, reduced time to market, and improved quality of solutions.
Targeting sustainable 30%+ cloud subscription growth.

- Growing strategic partners
- International expansion
- Solutions
- New customer growth
- Platform expansion
- Broad adoption of low-code
- Rising demand for digital transformation
Target long-term model.\textsuperscript{5}  

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2020</th>
<th>@ IPO</th>
<th>Updated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Margin</td>
<td>62%</td>
<td>72%</td>
<td>75%</td>
<td>80%</td>
</tr>
<tr>
<td>S&amp;M</td>
<td>41%</td>
<td>42%</td>
<td>34%</td>
<td>38%</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>17%</td>
<td>22%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>G&amp;A</td>
<td>13%</td>
<td>15%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Operating margin</td>
<td>-9%</td>
<td>-8%</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Target Model

\textsuperscript{5} - Refer to the Reconciliation of Long-Term Model slide for complete details on how these metrics were calculated for fiscal years 2016 and 2020.
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 Target Long-Term Model

### Reconciliation of Non-GAAP Gross Margins:

<table>
<thead>
<tr>
<th></th>
<th>FY 2016</th>
<th>FY 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$132,923</td>
<td>$304,573</td>
</tr>
<tr>
<td>Cost of Revenue</td>
<td>50,123</td>
<td>88,766</td>
</tr>
<tr>
<td>Less: Stock Compensation Expense – Cost of Revenue</td>
<td>—</td>
<td>(2,420)</td>
</tr>
<tr>
<td>Non-GAAP Cost of Revenue</td>
<td>50,123</td>
<td>86,346</td>
</tr>
<tr>
<td><strong>Non-GAAP Gross Margins</strong></td>
<td>62%</td>
<td>72%</td>
</tr>
</tbody>
</table>

### Reconciliation of Non-GAAP S&M Expense as a Percentage of Revenue:

<table>
<thead>
<tr>
<th></th>
<th>FY 2016</th>
<th>FY 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$132,923</td>
<td>$304,573</td>
</tr>
<tr>
<td>Sales and Marketing Expense</td>
<td>54,137</td>
<td>130,316</td>
</tr>
<tr>
<td>Less: Stock Compensation Expense – Sales and Marketing</td>
<td>—</td>
<td>(2,821)</td>
</tr>
<tr>
<td>Non-GAAP Sales and Marketing Expense</td>
<td>54,137</td>
<td>127,495</td>
</tr>
<tr>
<td><strong>Non-GAAP Sales and Marketing Expense as a Percentage of Revenue</strong></td>
<td>41%</td>
<td>42%</td>
</tr>
</tbody>
</table>

### Reconciliation of Non-GAAP R&D Expense as a Percentage of Revenue:

<table>
<thead>
<tr>
<th></th>
<th>FY 2016</th>
<th>FY 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$132,923</td>
<td>$304,573</td>
</tr>
<tr>
<td>Research and Development Expense</td>
<td>22,994</td>
<td>70,241</td>
</tr>
<tr>
<td>Less: Stock Compensation Expense – Research and Development</td>
<td>—</td>
<td>(2,718)</td>
</tr>
<tr>
<td>Non-GAAP Research and Development Expense</td>
<td>22,994</td>
<td>67,523</td>
</tr>
<tr>
<td><strong>Non-GAAP Research and Development Expense as a Percentage of Revenue</strong></td>
<td>17%</td>
<td>22%</td>
</tr>
</tbody>
</table>

### Reconciliation of Non-GAAP G&A Expense as a Percentage of Revenue:

<table>
<thead>
<tr>
<th></th>
<th>FY 2016</th>
<th>FY 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$132,923</td>
<td>$304,573</td>
</tr>
<tr>
<td>General and Administrative Expense</td>
<td>17,039</td>
<td>53,152</td>
</tr>
<tr>
<td>Less: Stock Compensation Expense – General and Administrative</td>
<td>—</td>
<td>(7,320)</td>
</tr>
<tr>
<td>Non-GAAP General and Administrative Expense</td>
<td>17,039</td>
<td>45,832</td>
</tr>
<tr>
<td><strong>Non-GAAP General and Administrative Expense as a Percentage of Revenue</strong></td>
<td>13%</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Reconciliation of Non-GAAP Operating Margin:

<table>
<thead>
<tr>
<th></th>
<th>FY 2016</th>
<th>FY 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$132,923</td>
<td>$304,573</td>
</tr>
<tr>
<td>Operating Loss</td>
<td>(11,370)</td>
<td>(37,902)</td>
</tr>
<tr>
<td>Less: Stock Compensation Expense – Operating Expense</td>
<td>—</td>
<td>(12,859)</td>
</tr>
<tr>
<td>Non-GAAP Operating Loss</td>
<td>(11,370)</td>
<td>(25,043)</td>
</tr>
<tr>
<td><strong>Non-GAAP Operating Margin</strong></td>
<td>(9%)</td>
<td>(8%)</td>
</tr>
</tbody>
</table>
A leader in low-code.