



Workiva Inc.

Q3 2022 Investor Presentation

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.

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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.

Company Overview

Workiva is on a mission to power transparent reporting for a better world.

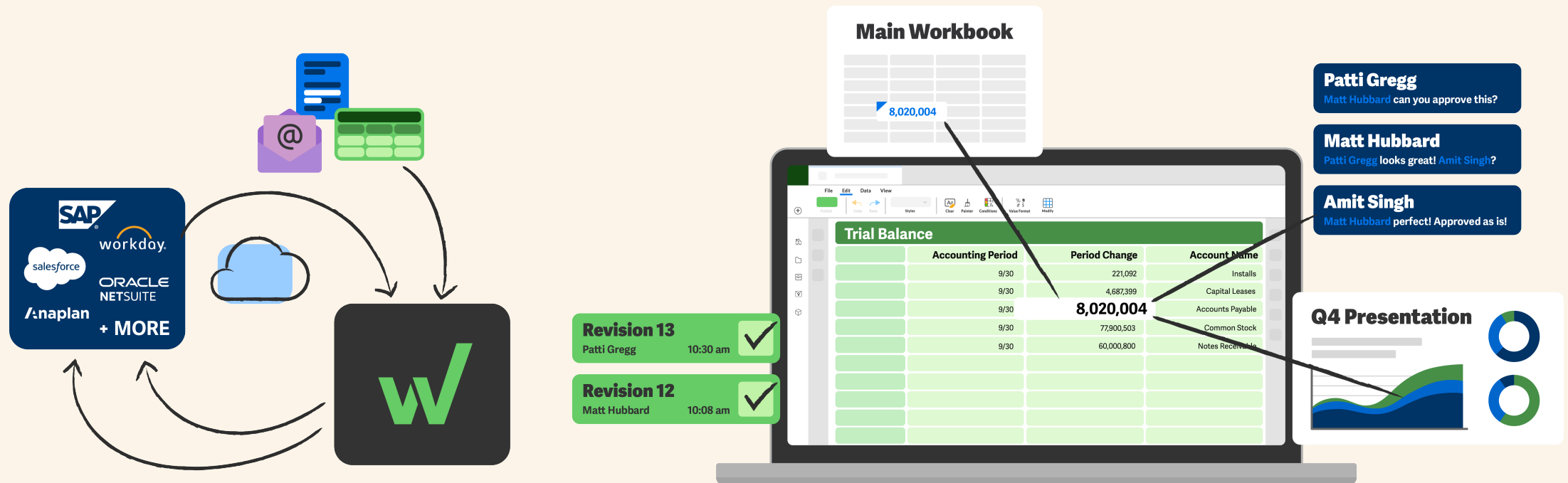
We build and deliver the world's leading regulatory, financial, and ESG reporting solutions to meet stakeholder demands for action, transparency, and disclosure of financial and non-financial data.



workiva

Workiva is the Platform Solution

Workiva delivers a cloud platform for simplifying complex work by connecting data, documents and teams. Our fit for purpose solutions are delivered on a single cloud native platform.



Workiva Platform Differentiators



**Features and
Functionality**



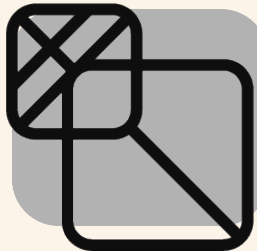
**Easy to Deploy
and Configure**



High Performance



**Continuous
Improvement**



Scales Rapidly

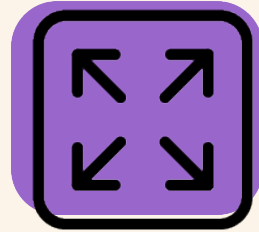


Secure

Investment Highlights



**Cloud platform
for remote work**



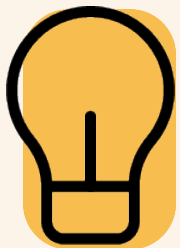
**Large and rapidly
growing TAM**



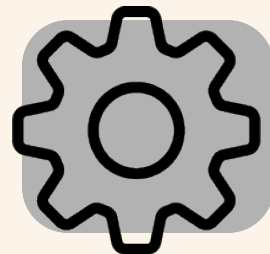
**Global
Customer Base**



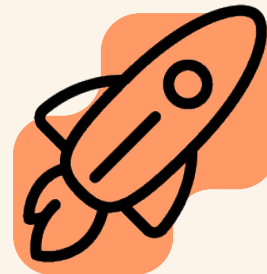
**Durable moats and
barriers to entry**



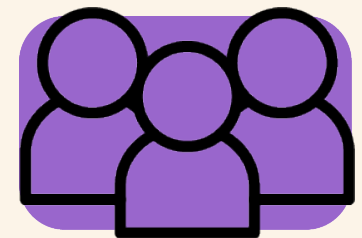
**Disruptive
Innovation**



**Highly scalable
single platform**



**Diverse
Growth Strategy**

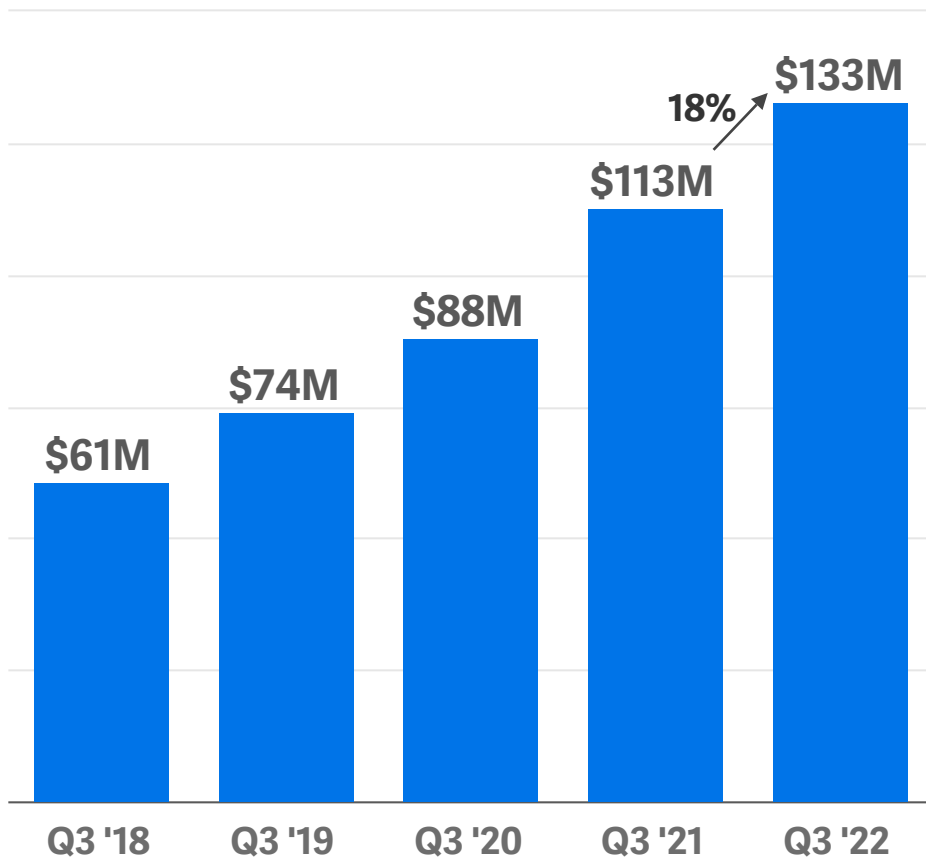


**Experienced team;
exceptional culture**

Financial Highlights

Q3 2022 Highlights

Total Revenue



= **20%** Q3 '22 Subscription revenue growth

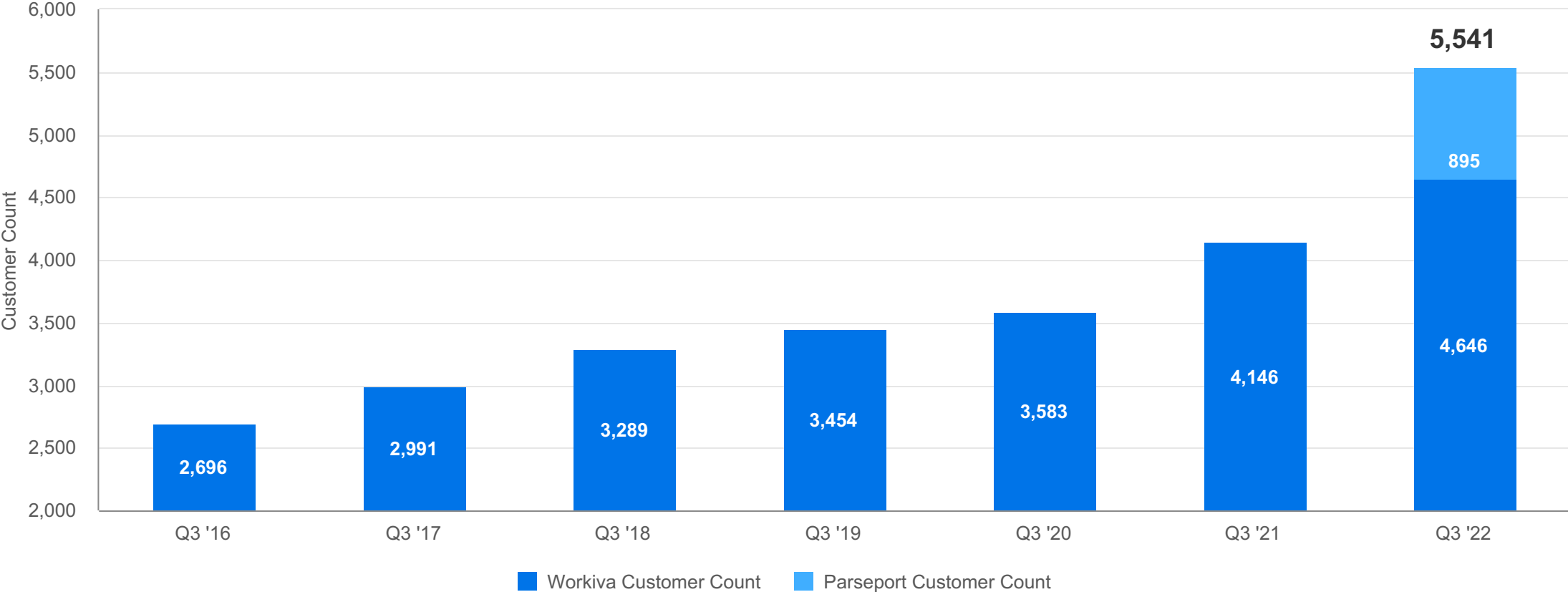
= **18%** Q3 '22 Total revenue growth

= **98%** Q3 '22 Gross dollar retention*

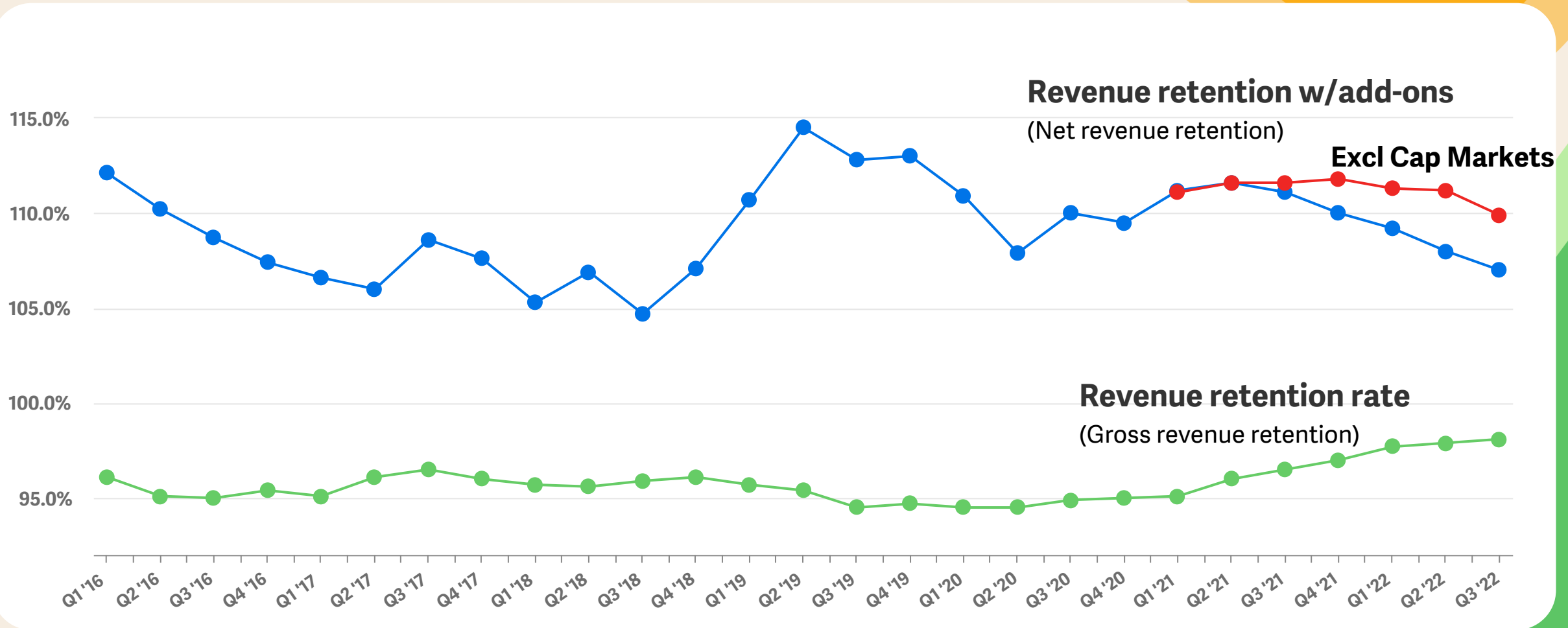
= **107%** Q3 '22 Net dollar retention with add-ons*

*Retention calc excludes ParsePort

Accelerating Growth in New Customer Logos

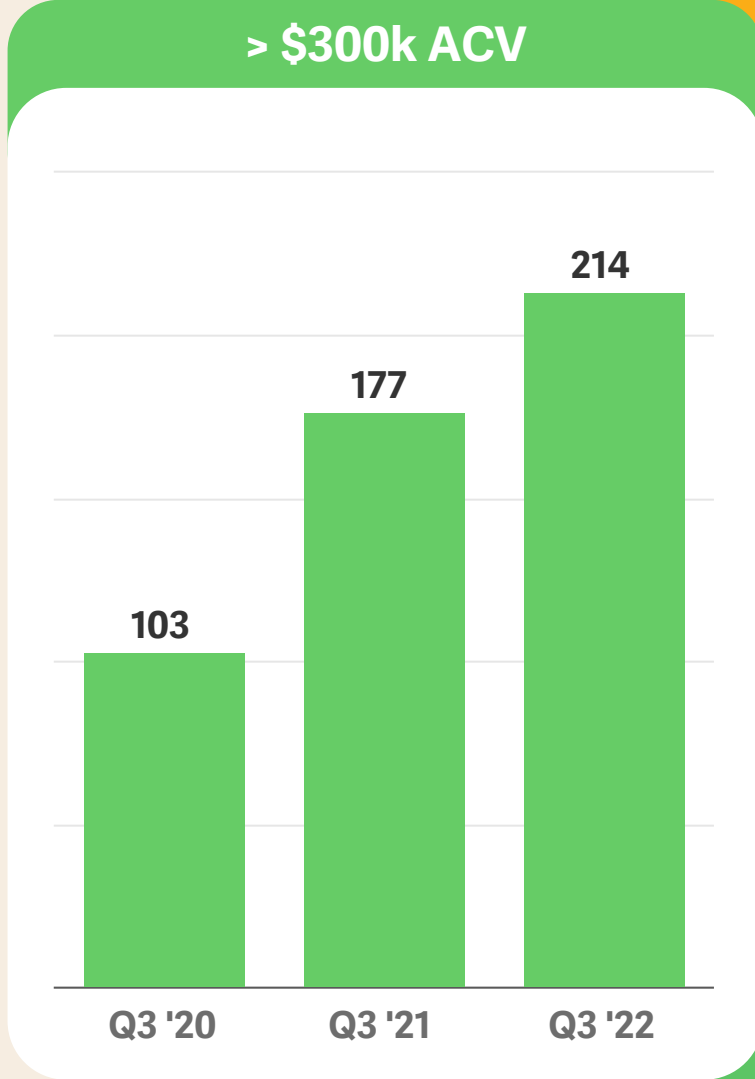
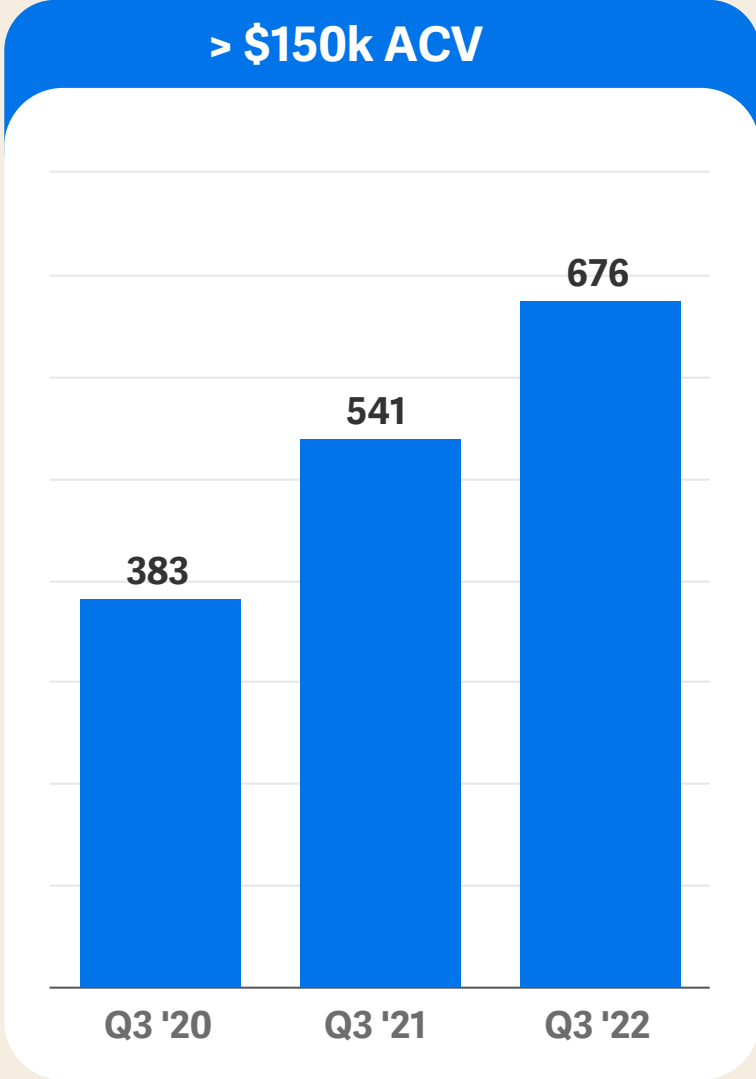
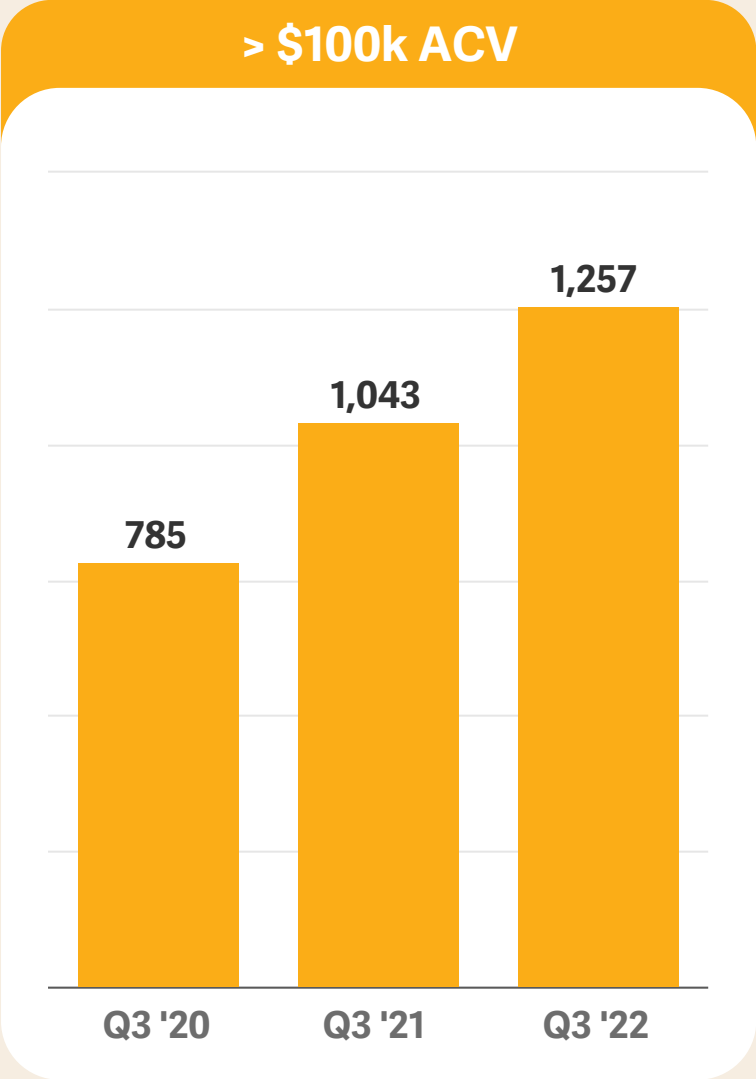


Revenue Retention Remains Strong *

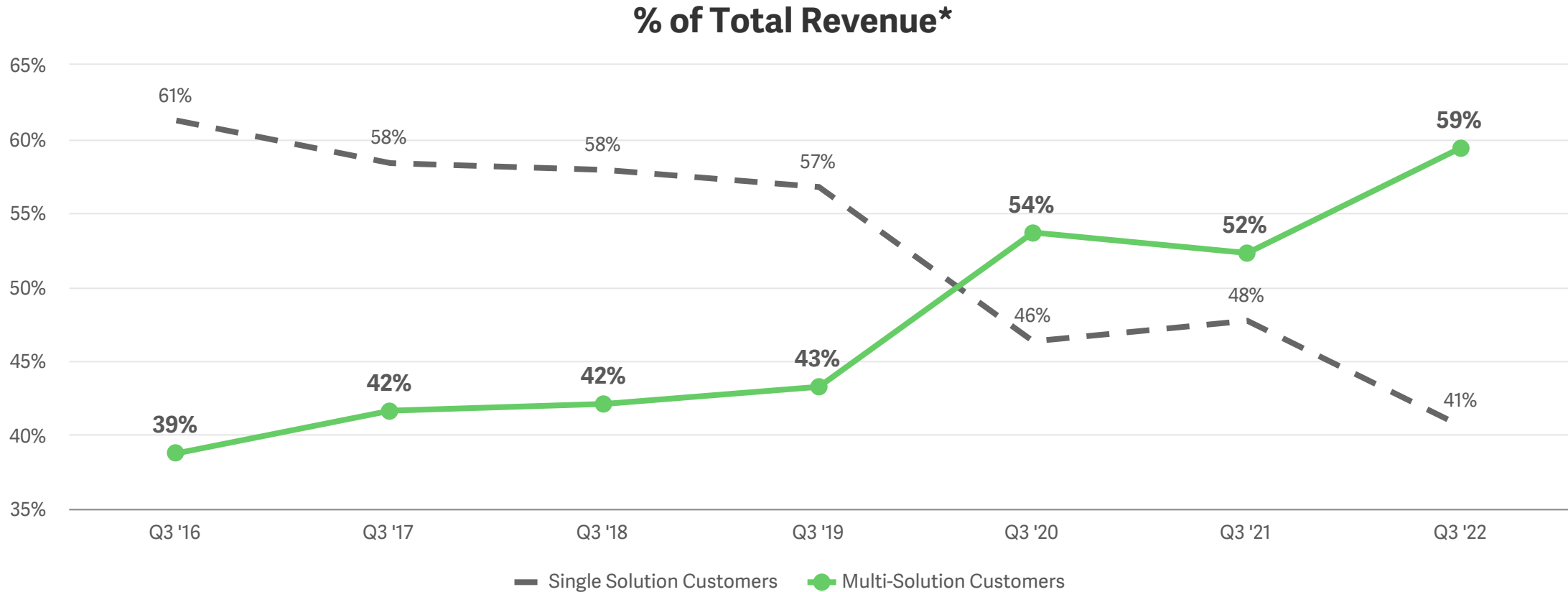


*Excludes ParsePort

Growth in Large ACV Customers



Solution Expansion by Revenue



*Excludes ParsePort

Operating Model

Percentage of Revenue	2018-A	2019-A	2020-A	2021-A	2022 Q3 YTD
Subscription & services revenue	82%	83%	84%	86%	86%
Professional services revenue	18%	17%	16%	14%	14%
Total revenue	100%	100%	100%	100%	100%
Consolidated gross margin*	74%	73%	75%	78%	77%
Research & development*	31%	27%	25%	24%	26%
Sales & marketing*	35%	37%	38%	37%	43%
General & administrative*	13%	11%	10%	12%	12%
Operating Margin — Non GAAP	(5)%	(3)%	2%	5%	(5)%

*Non-GAAP

Non-GAAP Reconciliation

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

	2018	2019	2020	2021	YTD'22
Gross margin	73 %	72 %	74 %	77 %	76 %
Add back: Stock-based compensation	1 %	1 %	1 %	1 %	1 %
Gross margin, non-GAAP	74 %	73 %	75 %	78 %	77 %
Research and development	33 %	30 %	27 %	26 %	29 %
Less: Stock-based compensation	2 %	3 %	2 %	2 %	2 %
Less: Intangibles amortization	— %	— %	— %	— %	1 %
Research and development, non-GAAP	31 %	27 %	25 %	24 %	26 %
Sales and marketing	37 %	40 %	41 %	40 %	47 %
Less: Stock-based compensation	2 %	3 %	3 %	3 %	4 %
Less: Intangibles amortization	— %	— %	— %	— %	— %
Sales and marketing, non-GAAP	35 %	37 %	38 %	37 %	43 %
General and administrative	23 %	16 %	17 %	17 %	19 %
Less: Stock-based compensation	6 %	5 %	7 %	5 %	7 %
Less: CEO separation expense	4 %	— %	— %	— %	— %
General and administrative, non-GAAP	13 %	11 %	10 %	12 %	12 %
Loss from operations	(21)%	(15)%	(11)%	(7)%	(19)%
Add back: Stock-based compensation	12 %	12 %	13 %	12 %	14 %
Add back: Intangibles amortization	— %	— %	— %	— %	1 %
Add back: CEO separation expense	4 %	— %	— %	— %	— %
(Loss) income from operations, non-GAAP	(5)%	(3)%	2 %	5 %	(5)%