



Workiva Inc.

Investor Presentation

Safe Harbor

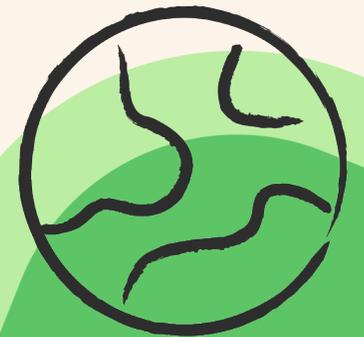
This presentation includes forward-looking statements. All statements contained in this presentation other than statements of historical facts, including any statements regarding our future results of operations and financial position, our business strategy and plans and our objectives for future operations, 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.

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.

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

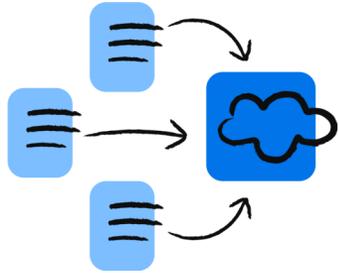
We build and deliver the world's leading regulatory, financial, and ESG reporting solutions to meet stakeholder demands for action, transparency, and disclosure of financial and non-financial data.



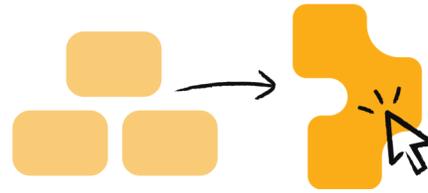
workiva

Right platform. Right solutions. Right time.

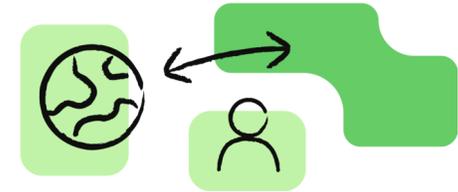
Our market opportunity remains strong



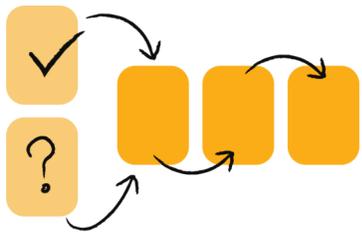
The cloud



Digital transformation



Remote & hybrid work



Disparate data sources

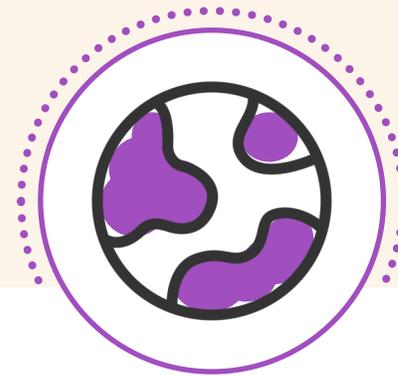
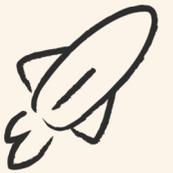


Regulations



Investor scrutiny

Winning Strategy



Fit-for-Purpose Solutions

Fit-for-purpose, best of breed solutions (FR + ESG + GRC) that are better together on our unified platform

Connected Platform

Best in class **open, connected, intelligent, intuitive platform** unifying and powering our solutions

Partner Ecosystem

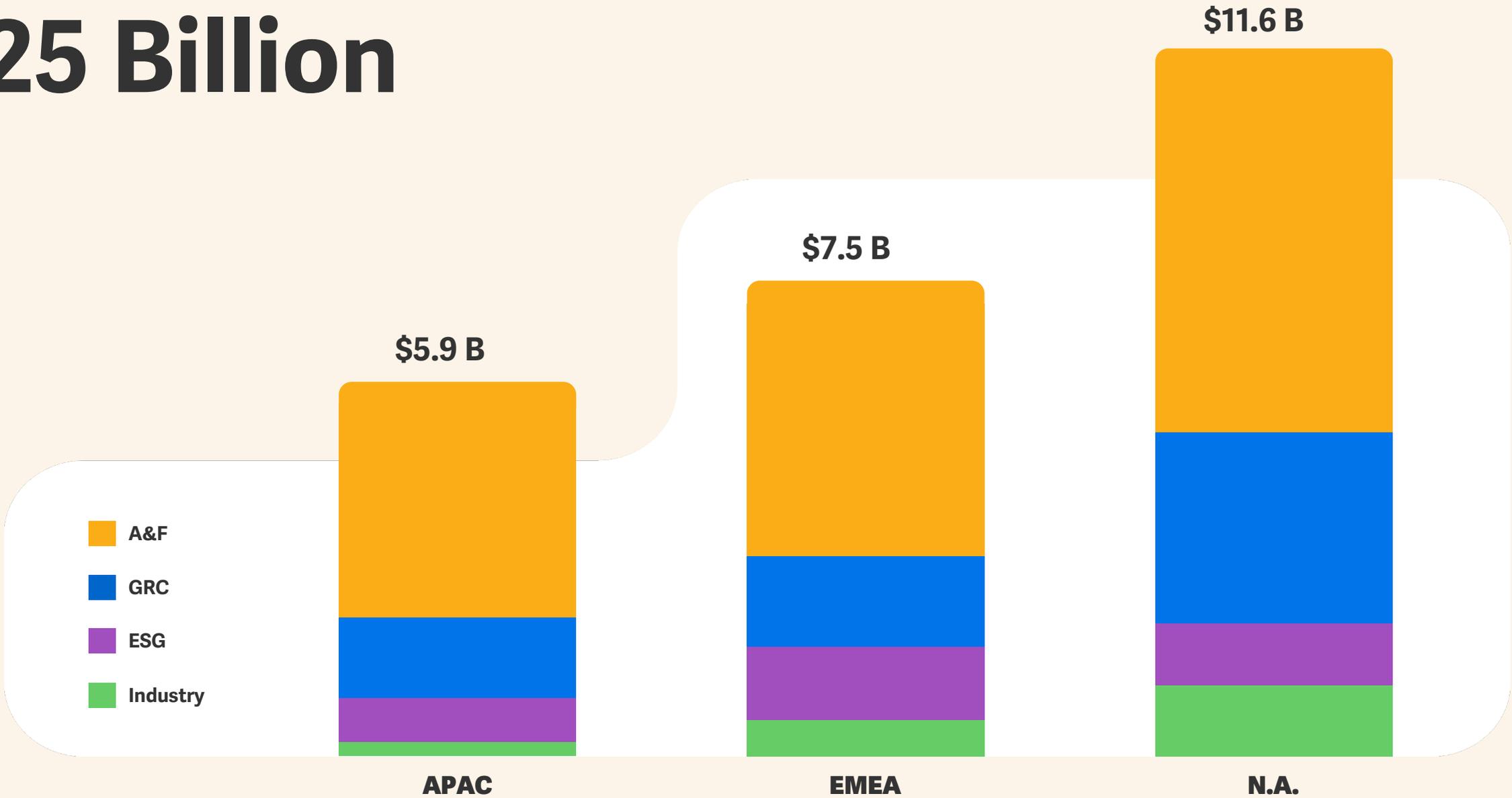
High performing **partner ecosystem** extending and promoting the value of the platform

Global Excellence

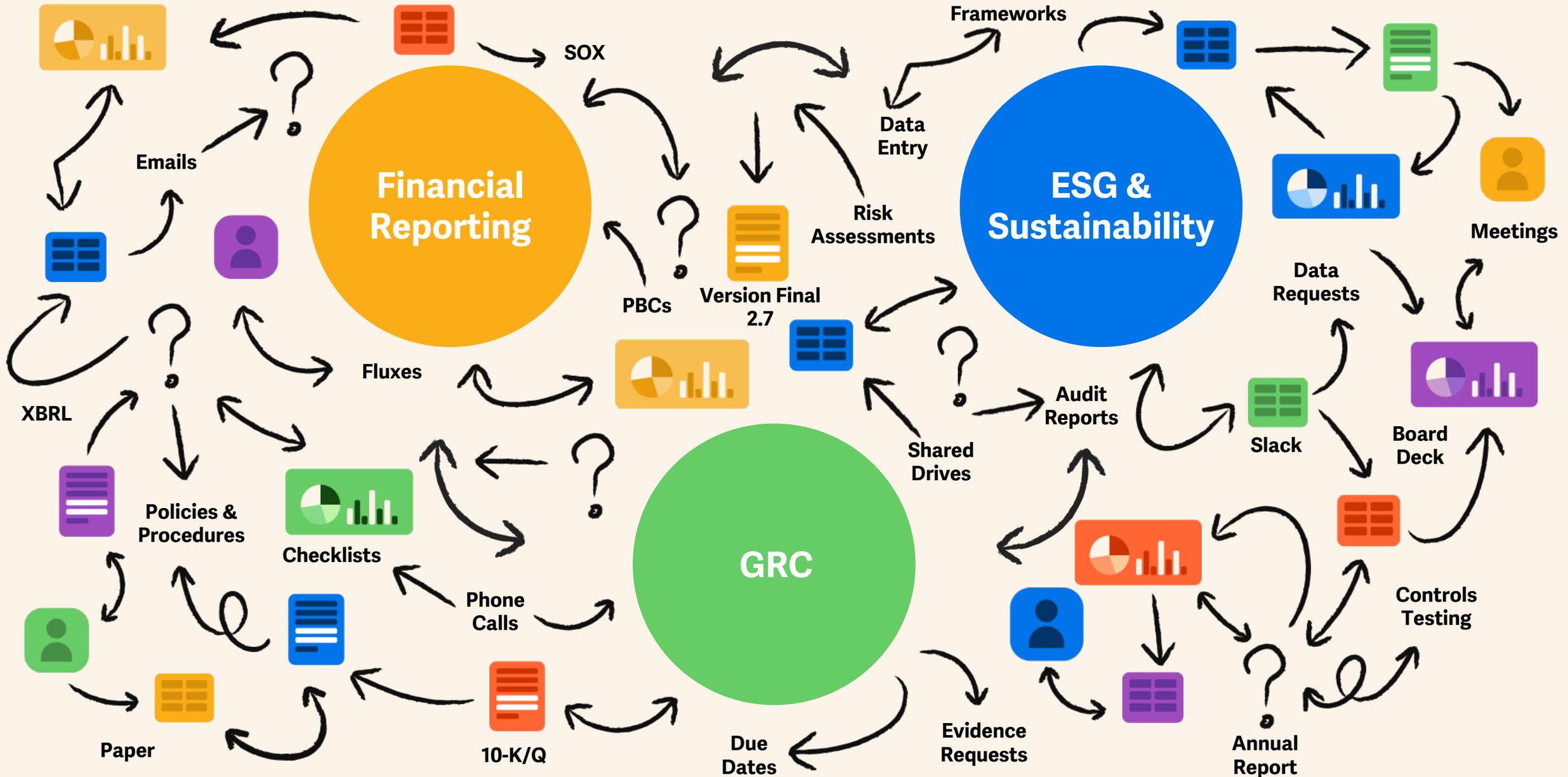
Expanded global footprint with **excellence everywhere** we play

Large, Untapped Global TAM

\$25 Billion



Complexity is only growing.



The ONLY unified platform for **Assured Integrated Reporting**



How Top Teams Automate Financial Reporting

Financial data that's trusted & accessible

- ✓ Source system integrations
- ✓ Linked data across all usages
- ✓ Flexible formatting
- ✓ Clear auditability
- ✓ Seamless roll-forward

Stronger business insights to executives & the board

- ✓ Real-time information
- ✓ Standardized formatting
- ✓ Digital reviews
- ✓ Data history & lineage
- ✓ Link narrative, tables, and text

Improved job satisfaction and reduced turnover

- ✓ Easy to use and learn
- ✓ Control via permissions
- ✓ Single document version
- ✓ Scalable, unlimited users
- ✓ XBRL support

Solutions for Accounting & Finance Teams

SEC Reporting

Financial Statement Automation

Board Reporting

Capital Market Transactions

Global Statutory Reporting

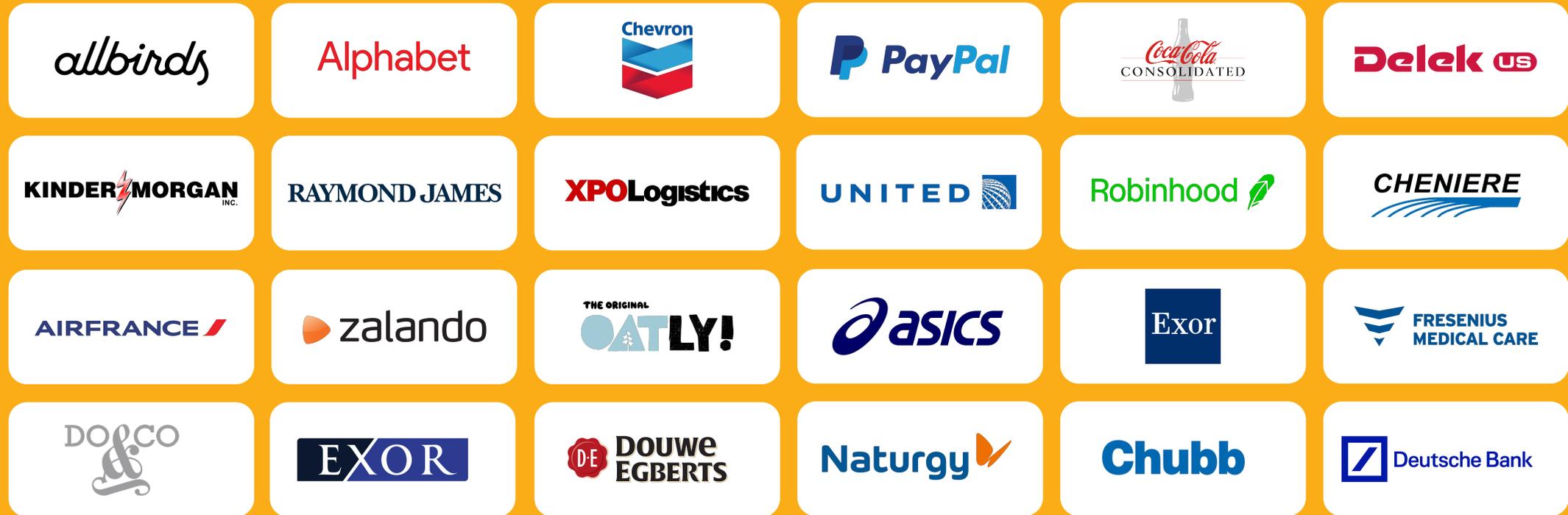
ESG Reporting

ESEF

SOX Compliance

Internal Management Reporting

Chosen by the best Accounting & Finance teams



More than 6,000 organizations use the Workiva platform across the globe. [Discover more here!](#)

❏
I can't imagine what life would be like without [Workiva].

Jordan Brackett
VP and Controller
[Solenis](#)

❏
As an entry is booked into SAP software, we can rerun our chains and data and spit out financial statements **within minutes** as opposed to waiting an entire day.

Riley Drummond
Supervisor of Financial Reporting
[Southwest](#)

❏
We have a lot more **trust** in our data.

David Conley
Head of Reporting
[Challenger](#)

Build Risk Resilience with the leading GRC Platform

Increase trust and transparency

- ✓ Workflow & Task Management
- ✓ Role-Based Permissions
- ✓ Unlimited Users
- ✓ Connected Financial & ESG Data
- ✓ Robust Audit Trail

Save time and focus on value-added work

- ✓ Powerful Data Linking
- ✓ Automated PBC Requests
- ✓ Dynamic Test Forms
- ✓ Live Status Tracking
- ✓ 3,000+ Templates

Drive smarter, data-driven decisions

- ✓ Risk Heatmaps & Dashboards
- ✓ Built-In Audit Analytics
- ✓ Source System Integrations
- ✓ Certifications & Assessments
- ✓ Streamlined Issues Management

Solutions for Audit & Risk Teams

Audit Management

SOX Compliance

Controls Management

Enterprise Risk Management

Policies and Procedures

OMB A-123

ESG Risk & Assurance

IT Risk & Compliance

Operational Risk Management

FORRESTER
WAVE
LEADER 2021

Governance, Risk, And
Compliance Platforms

Established
as A Leader in
the Forrester Wave™

workiva

Get The Report

Chosen by the best Audit & Risk teams



More than 6,000 organizations use the Workiva platform. [Discover more here!](#)



I don't know of any other platform that can do everything Workiva can in such an easy way.



Udo Burger
Manager Business Process Controls, Orion Engineered Carbons



We have **one source of truth** for our controls, data, and all of our information in the Workiva platform. That has been a night and day difference.



Lindsay Rael
VP Internal Audit
Flowserve

ESG Regulations Gaining Traction Across the Globe



United States

- SEC Climate Disclosure Rule - pending 8th circuit court decision
- California climate disclosure rules SB 253, SB 261 passed into law.



European Union

- CSRD: First round of companies to report in 2025 on fiscal 2024 results
- CSDDD approved by the Council of the EU in March 2024
- Draft ESEF XBRL taxonomy published Feb 9, 2024



APAC

- NZ, Singapore, HK, and Japan have adopted limited disclosure requirements
- TCFD across all regions
- More expansive disclosure regulations expected through 2025



Global

- International Sustainability Standards Board (ISSB) standards published.
- TCFD work transitioned to the ISSB (IFRS Foundation)

A Platform for ESG & Sustainability

Drive transformation and agility with value-added work

- ✓ Real time collaboration
- ✓ Assign ESG data requests
- ✓ Track status of workflows
- ✓ Navigate full metrics library
- ✓ One hub to empower teams

Enhance consistency and trust with a single source of truth

- ✓ Frameworks at your fingertips
- ✓ UNSDG, TCFD, GRI & SASB
- ✓ Streamlined alignment
- ✓ Consistency and standards
- ✓ Customization as needs evolve

Increase core team efficiency with a successful on ramp

- ✓ Support with starting ESG Customer-inspired templates
- ✓ Simplified implementation
- ✓ Regulatory compliance
- ✓ Fit-for-purpose flexibility

Solutions for ESG & Sustainability Teams:

Frameworks Management

ESG Data Collection

ESG Regulatory Disclosures

ESG Questionnaires

Annual Reports

Sustainability Reports



Accelerate your ESG journey with the Workiva resource hub

Chosen by the best ESG & Sustainability teams



More than 6,000 organizations use the Workiva platform across the globe. [Discover more here!](#)



Our leadership really demonstrated that ESG is a top-level priority. It's an end-to-end solution. I didn't see anyone who came **close**.



Aya Kiy
Associate Director, ESG–Legal
Cognizant

PLATFORM ACCOUNT EXPANSION

Assured Integrated
Reporting 

**North American
life sciences
company**

**11 year loyal customer
Added ESG as its 5th solution**

Existing: SEC + Control, Audit, & Risk Management

NEW LOGO

Assured Integrated
Reporting 

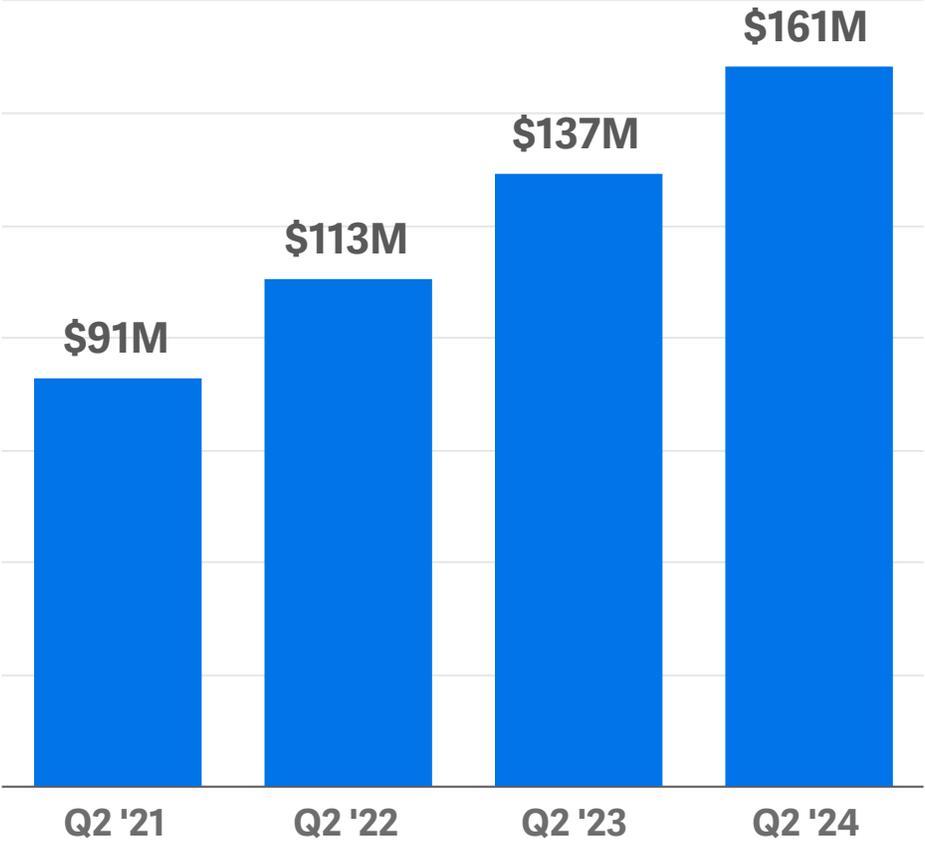
**European based
energy company**

**SEC+Control Management+Multi Entity
Reporting +ESEF + Management Reporting+ESG**

Mid six figure deal

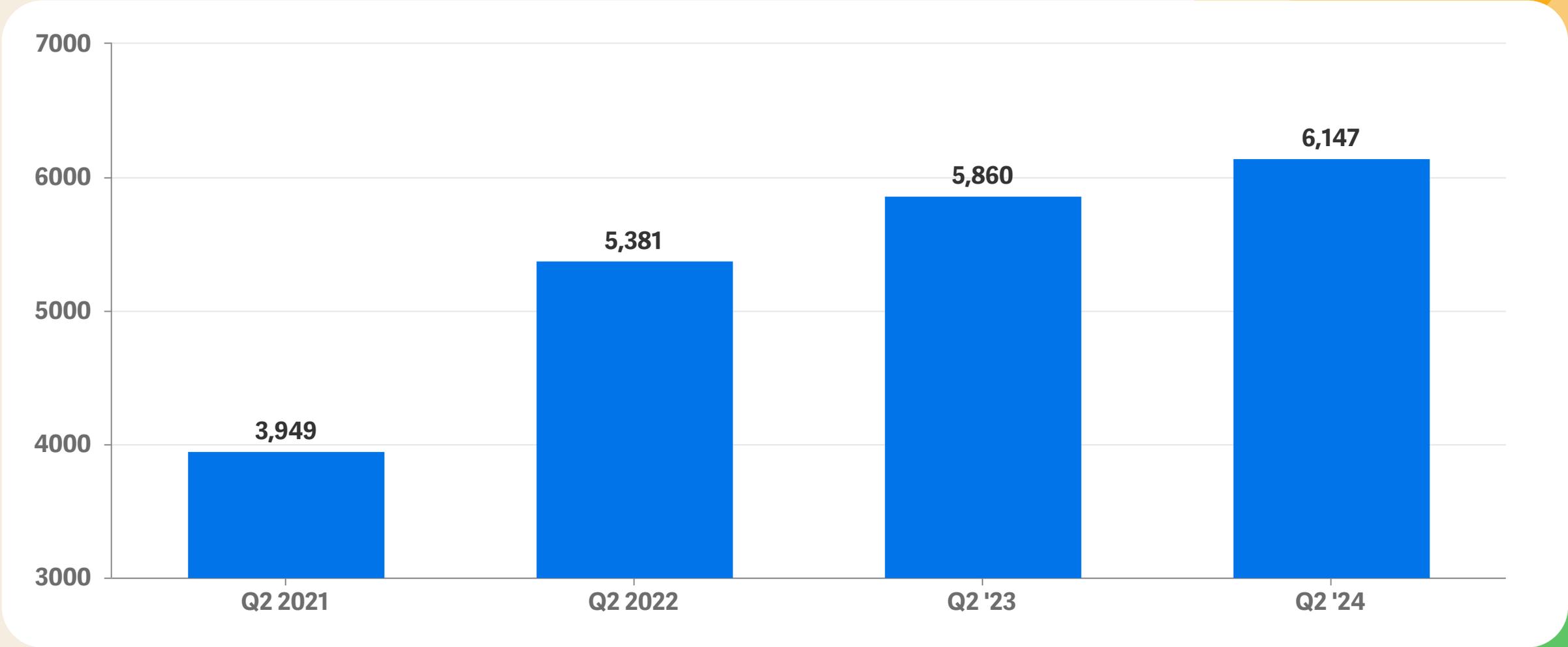
Q2 2024 Highlights

Subscription Revenue



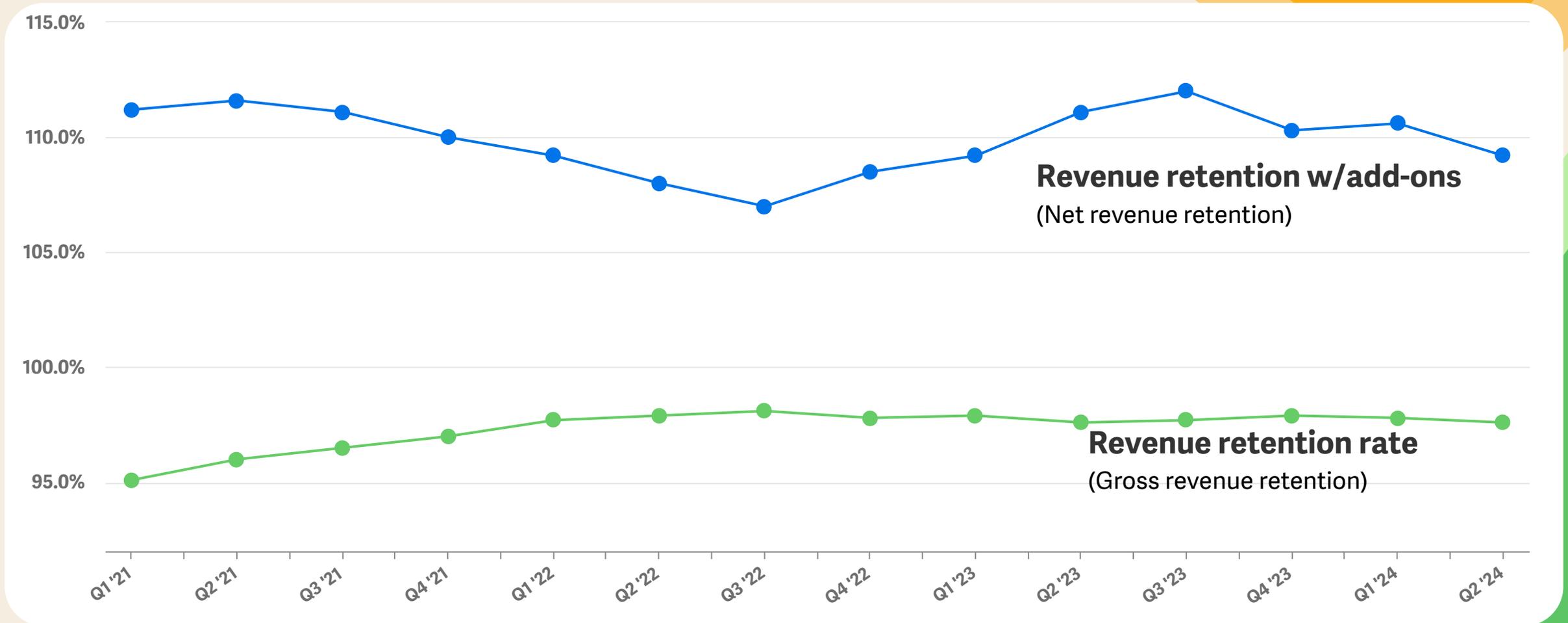
- = **18%** Q2 '24 Subscription Revenue Growth
- = **98%** Q2 '24 Gross dollar retention
- = **109%** Q2 '24 Net dollar retention with add-ons

Growth in New Customer Logos*



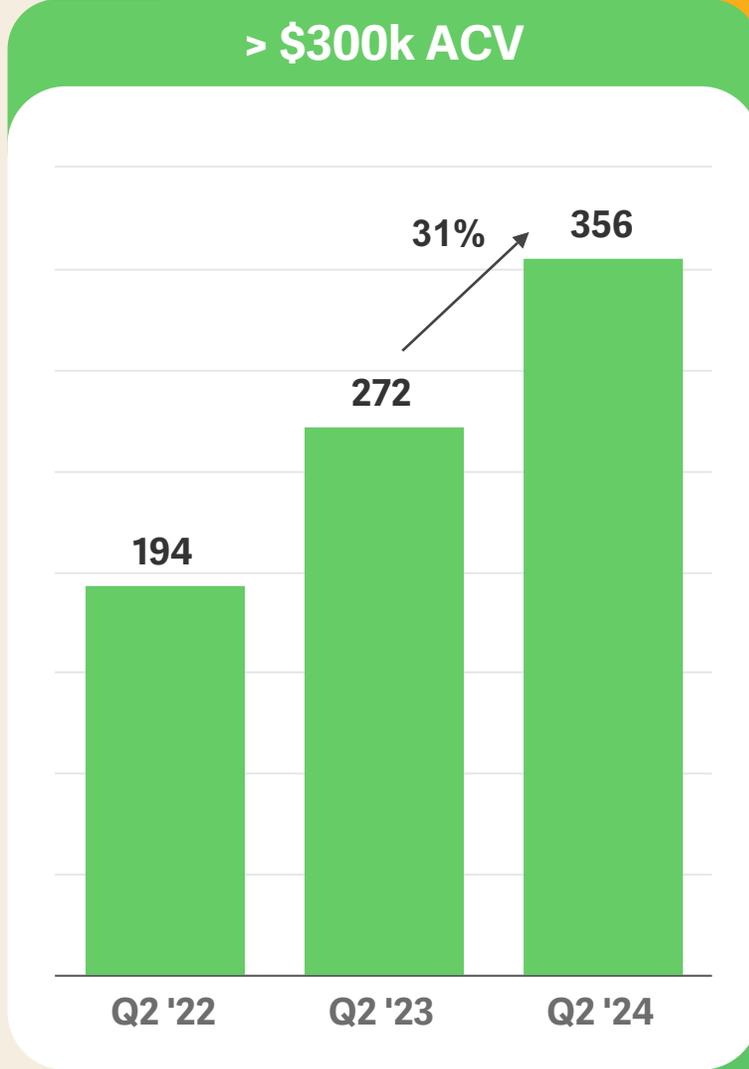
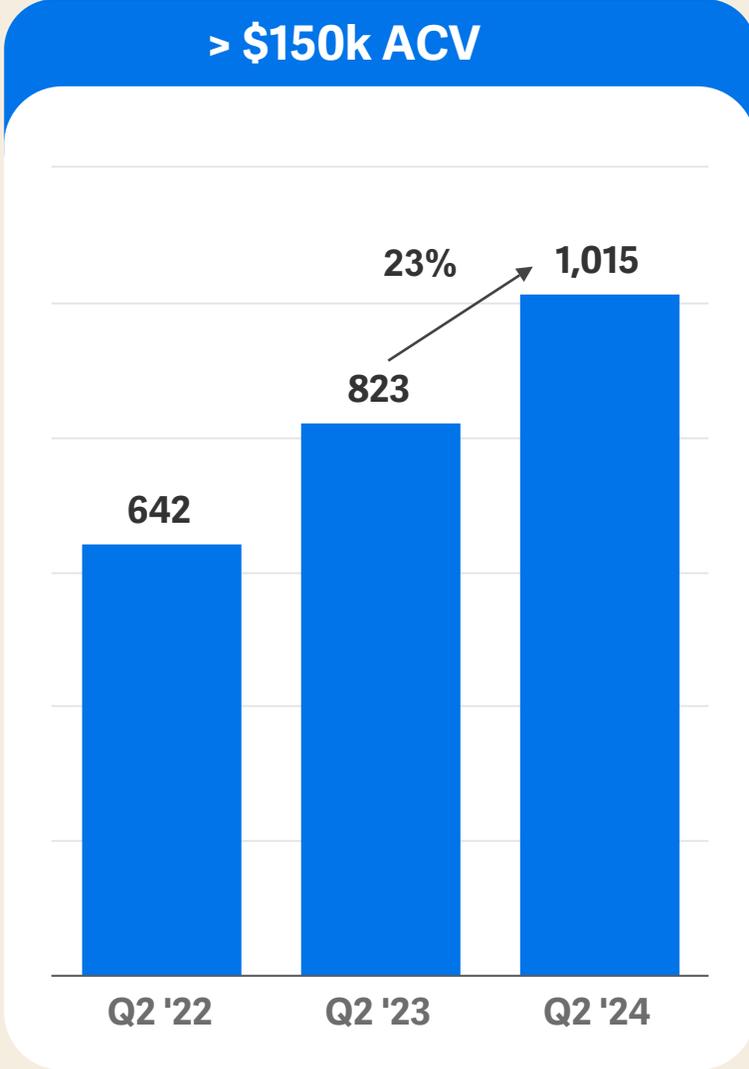
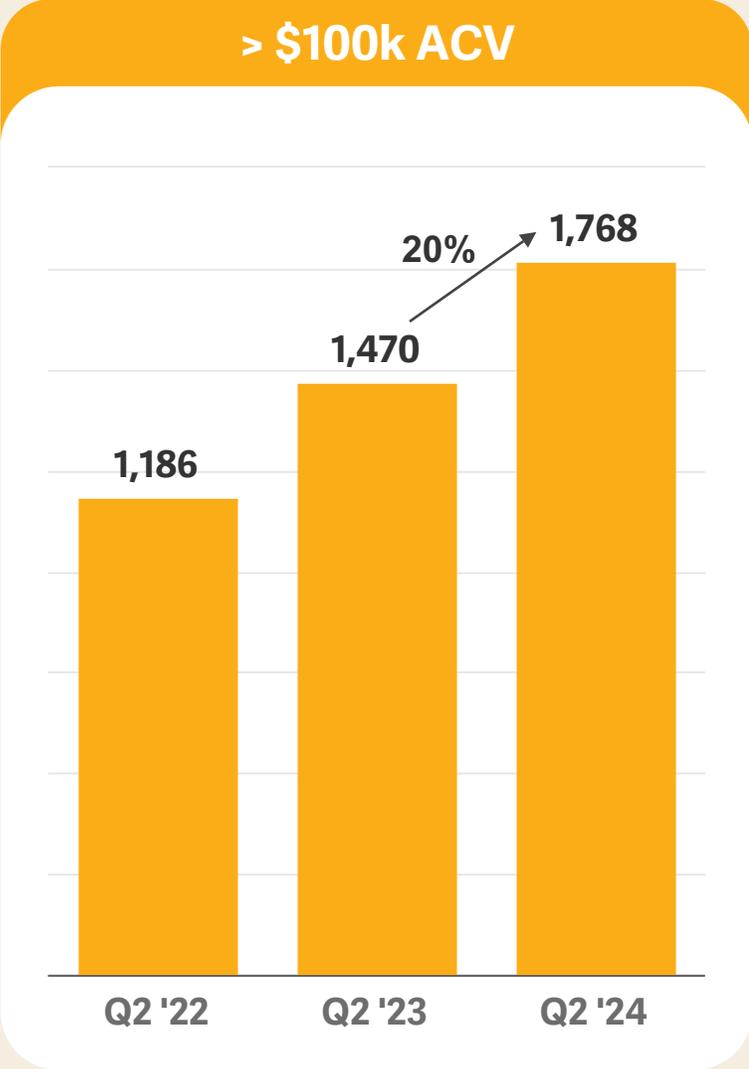
**Logo growth from 2022 to 2023 includes customers added in the acquisition of ParsePort
Q2'24 excludes customer count from the recent Sustain.Life acquisition*

Revenue Retention Remains Strong



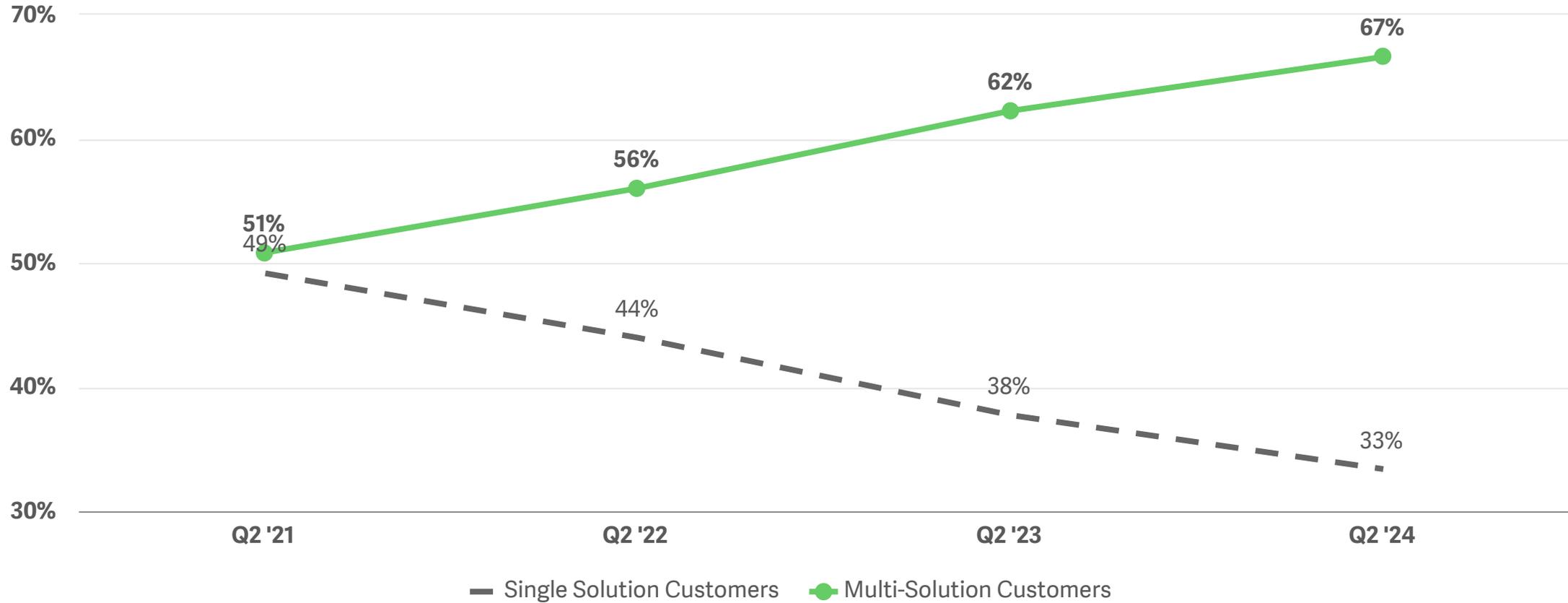
Q2'24 excludes impact from the Sustain.Life acquisition

Growth in Large ACV Customers



Q2'24 excludes impact from the Sustain.Life acquisition

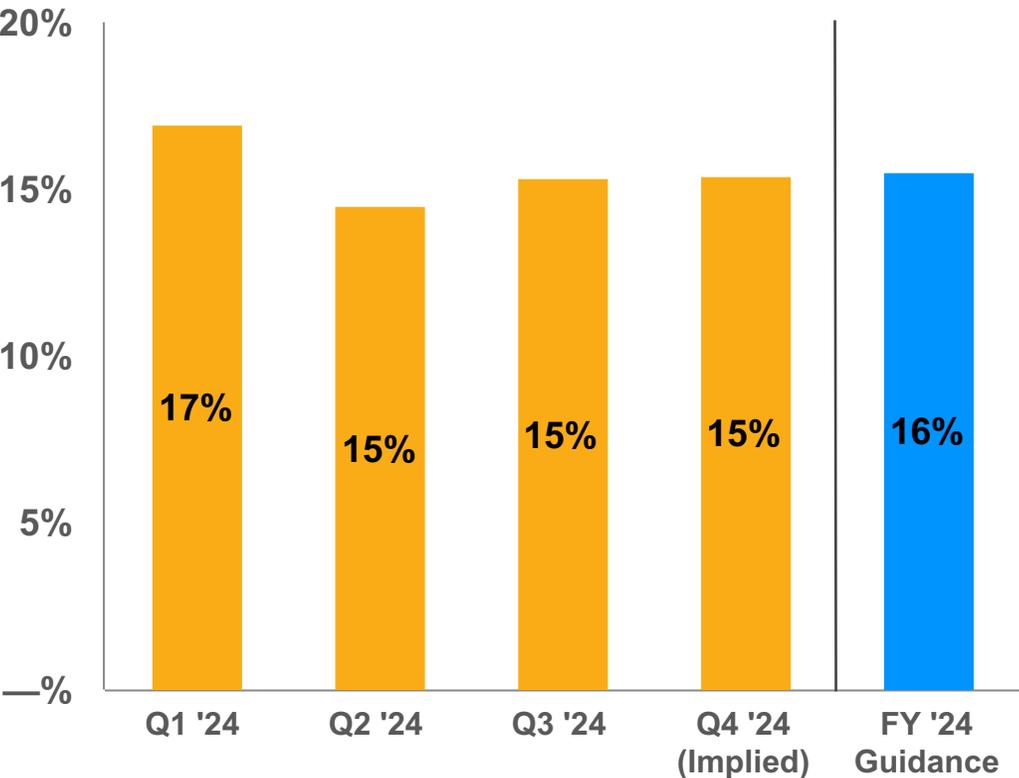
Subscription Revenue by Customer Type



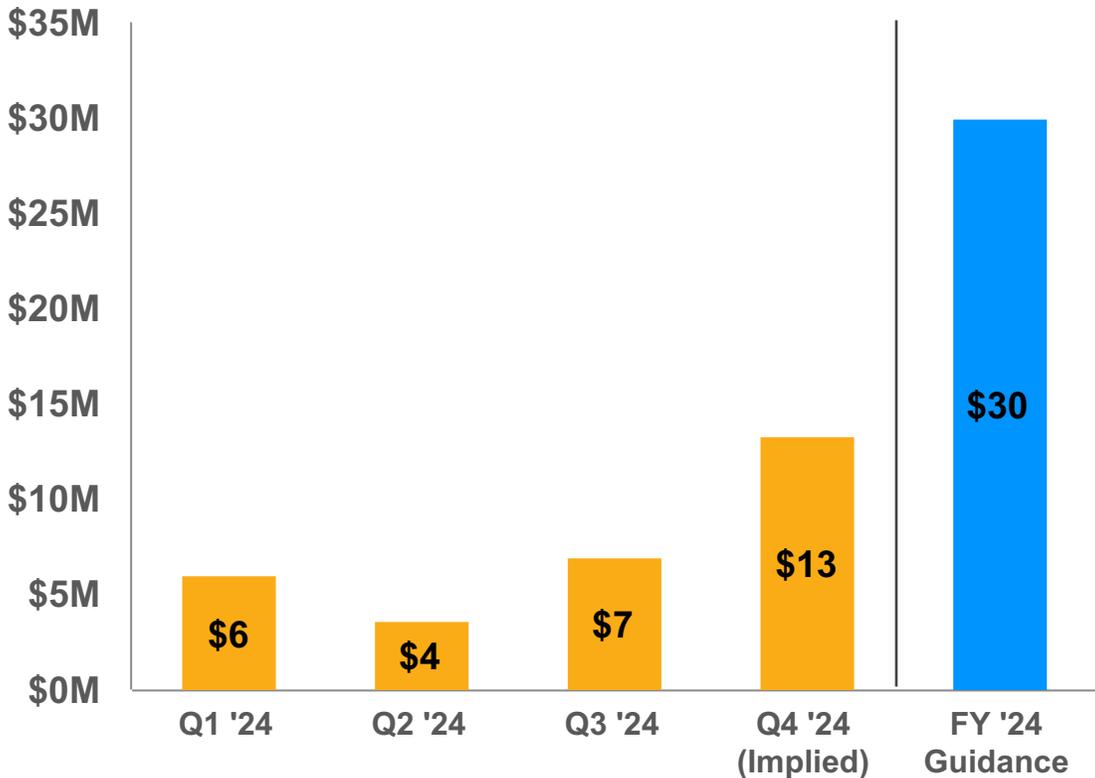
Q2'24 excludes impact from the Sustain.Life acquisition

2024 Guidance Summary*

Total Revenue Growth Rate



Non-GAAP Operating Profit



*Guidance at Mid-Point

Long Term Financial Model - Update

Percentage of Revenue	Prior - 2027 Target	2027- Medium Term Target	2030 - Long Term Target	Primary Drivers
Consolidated gross margin*	~82%	~83%	~85%	Increase subscription mix and transition low margin services to partners
Research & development*	~19%	~19%	~17%	Gain efficiencies at scale while funding innovation & roadmap
Sales & marketing*	~32%	~41%	~38%	Invest in GTM inline with the revenue growth opportunity
General & administrative*	~9%	~7%	~6%	Economies of scale, systems and automation
Operating Margin*	~22%	~16%	~24%	

*Non-GAAP

Non-GAAP Operating Model

Percentage of Revenue	2022-A	2023 -A	2024 YTD	2027- Updated Target
Consolidated gross margin*	77%	77%	78%	~83%
Research & development*	25%	24%	23%	~19%
Sales & marketing*	42%	41%	42%	~41%
General & administrative*	12%	10%	10%	~7%
Operating Margin*	(2)%	2%	3%	~16%

*Non-GAAP, refer Non GAAP Reconciliation slides for additional information

Note: Figures have been rounded for presentation purposes. Discrepancies may occur due to rounding.

Non-GAAP Reconciliation

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

	2021	2022	2023	2024 - YTD
Gross margin	77%	76%	76%	77%
Add back: Stock-based compensation	1%	1%	1%	1%
Gross margin, non-GAAP	78%	77%	77%	78%
Research and development	26%	28%	27%	27%
Less: Stock-based compensation	2%	2%	3%	3%
Less: Amortization of acquisition-related intangibles	—%	1%	1%	1%
Research and development, non-GAAP	24%	25%	24%	23%
Sales and marketing	40%	46%	46%	47%
Less: Stock-based compensation	3%	4%	4%	5%
Sales and marketing, non-GAAP	37%	42%	41%	42%
General and administrative	17%	19%	18%	14%
Less: Stock-based compensation	5%	6%	7%	5%
General and administrative, non-GAAP	12%	12%	10%	10%
Loss from operations	(7)%	(17)%	(15)%	(12)%
Add back: Stock-based compensation	11%	13%	16%	14%
Add back: Amortization of acquisition-related intangibles	—%	1%	1%	1%
(Loss) income from operations, non-GAAP	5%	(2)%	2%	3%

Note: Figures have been rounded for presentation purposes. Discrepancies may occur due to rounding.

Reconciliation of GAAP to Non-GAAP Guidance - (in Thousands)

	Q1 '24	Q2 '24	Q3 '24	Q4 '24	2024
Loss from Operations, GAAP*	\$(18,283)	\$(23,149)	\$(21,500)	\$(17,068)	\$(80,000)
Add back: Stock-based compensation	23,007	25,402	26,600	28,491	103,500
Add back: Amortization of acquisition-related intangibles	1,302	1,375	1,900	1,923	6,500
Income from Operations, non-GAAP*	\$6,026	\$3,628	\$7,000	\$13,346	\$30,000

*Guidance at Mid-Point