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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.
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.
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

APAC

$200
$400
$900
$500
$1,300
$1,200
$1,300
$1,500
$3,200
$3,900
$4,300
$6,300
$—

EMEA

$2,000
$4,000
$6,000
$8,000
$10,000
$12,000
$14,000

N.A.

$11.6 B

$5.9 B

$7.5 B
Complexity is only growing.
The ONLY unified platform for financial reporting, ESG, and GRC.

FR + ESG + GRC

Teams

- Risk
- Accounting
- Finance
- Sustainability
- Audit
- Legal
A Platform to 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**
- **ESIF**
- **SOX Compliance**
- **Internal Management Reporting**
Chosen by the best Accounting & Finance teams

More than 5,900 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
A Market 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

Established as A Leader in the Forrester Wave™

Forrester Report Access
Chosen by the best Audit & Risk teams across the globe

More than 5,900 organizations use the Workiva platform. Discover more here!

I don’t think Workiva has a peer as far as breadth of vision and technology and track record.

David Gamble
Chief Audit Executive
SmileDirectClub

I don’t know what we would be doing right now without Workiva. Everything we have is in Workiva, and it has literally been a game-changer for us.

Nancy Jordan
VP Internal Audit
Cornerstone Building Brands
ESG Regulations Gaining Traction Across the Globe

**United States**
- SEC Climate Disclosure Rule further clarity in October 2023
- Expected Climate Adoption: 2024-2025
- California, SB 253 and SB 261 signed into law

**European Union**
- CSRD extending ESG scope
- July 31st, EU approved EFRAG’s reporting standards
- **Passed into law**
  - Scheduled Adoption: 2025 (2024 filing year)
  - European Parliament approved ESRS in October 2023

**United Kingdom**
- Multiple UK Government Regulators
- TCFD in annual report
- Passed in 2021
- Scheduled Adoption: 2022-2024

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

Singapore: ESG regional leader. Stock exchange requires all listed companies to publish sustainability reports. Multiple legislation and regulation such as the Energy Conservation Act is driving a focus on the environment and workplace health and safety. Have developed a sustainable singapore blueprint initiative.
Chosen by the **best** ESG & Sustainability teams

More than 5,900 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
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
Fortune® 500 Energy company

11 year long loyal SEC customer

Existing SEC + Management Reporting + ESG customer

Purchased 3 GRC solutions - Audit + Internal Controls + Risk Management

North American based Airline

Purchased SEC in Q2 2023

5 solution expansion - ESG +4 GRC Solutions (SOX, Audit, ERM, IT Risk and Controls)
Q3 2023 Highlights

Subscription Revenue

Q3 '23 Subscription Revenue Growth = 21%
Q3 '23 Gross dollar retention = 98%
Q3 '23 Net dollar retention with add-ons = 112%
Accelerating Growth in New Customer Logos

Customer Count

<table>
<thead>
<tr>
<th></th>
<th>Q3 '18</th>
<th>Q3 '19</th>
<th>Q3 '20</th>
<th>Q3 '21</th>
<th>Q3 '22</th>
<th>Q3 '23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>3,289</td>
<td>3,454</td>
<td>3,583</td>
<td>4,146</td>
<td>5,541</td>
<td>5,945</td>
</tr>
</tbody>
</table>

Total Customer Count

<table>
<thead>
<tr>
<th></th>
<th>Q3 '18</th>
<th>Q3 '19</th>
<th>Q3 '20</th>
<th>Q3 '21</th>
<th>Q3 '22</th>
<th>Q3 '23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>2,000</td>
<td>2,500</td>
<td>3,000</td>
<td>3,500</td>
<td>4,000</td>
<td>4,500</td>
</tr>
</tbody>
</table>

7% growth from Q3 '22 to Q3 '23
Revenue Retention Remains Strong

Gross Retention Rate
- Q1 '18: 95%
- Q2 '18: 100%
- Q3 '18: 105%
- Q4 '18: 110%
- Q1 '19: 115%
- Q2 '19: 115%
- Q3 '19: 115%
- Q4 '19: 115%
- Q1 '20: 115%
- Q2 '20: 115%
- Q3 '20: 115%
- Q4 '20: 115%
- Q1 '21: 115%
- Q2 '21: 115%
- Q3 '21: 115%
- Q4 '21: 115%
- Q1 '22: 115%
- Q2 '22: 115%
- Q3 '22: 115%
- Q4 '22: 115%
- Q1 '23: 115%
- Q2 '23: 115%
- Q3 '23: 115%

Net Retention Rate
Growth in Large ACV Customers

- **> $100k ACV**
  - Q3 '21: 1,043
  - Q3 '22: 1,257
  - Q3 '23: 1,561
  - Increase: 24%

- **> $150k ACV**
  - Q3 '21: 541
  - Q3 '22: 676
  - Q3 '23: 851
  - Increase: 26%

- **> $300k ACV**
  - Q3 '21: 177
  - Q3 '22: 214
  - Q3 '23: 296
  - Increase: 38%
Subscription Revenue by Customer Type

- Single Solution Customers
- Multi-Solution Customers

Q3 '16: 39% 40%
Q3 '17: 42% 45%
Q3 '18: 42% 50%
Q3 '19: 43% 55%
Q3 '20: 46% 54%
Q3 '21: 48% 52%
Q3 '22: 41% 59%
Q3 '23: 36% 64%
2023 Guidance Summary*

*Guidance at Mid-Point
## Operating Model

<table>
<thead>
<tr>
<th>Percentage of Revenue</th>
<th>2019-A</th>
<th>2020-A</th>
<th>2021-A</th>
<th>2022-A</th>
<th>2023 YTD</th>
<th>2027-Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscription revenue</td>
<td>83%</td>
<td>84%</td>
<td>86%</td>
<td>86%</td>
<td>88%</td>
<td>~92%</td>
</tr>
<tr>
<td>Professional services revenue</td>
<td>17%</td>
<td>16%</td>
<td>14%</td>
<td>14%</td>
<td>12%</td>
<td>~8%</td>
</tr>
<tr>
<td>Consolidated gross margin*</td>
<td>73%</td>
<td>75%</td>
<td>78%</td>
<td>77%</td>
<td>76%</td>
<td>~82%</td>
</tr>
<tr>
<td>Research &amp; development*</td>
<td>28%</td>
<td>25%</td>
<td>24%</td>
<td>25%</td>
<td>25%</td>
<td>~19%</td>
</tr>
<tr>
<td>Sales &amp; marketing*</td>
<td>37%</td>
<td>38%</td>
<td>37%</td>
<td>42%</td>
<td>42%</td>
<td>~32%</td>
</tr>
<tr>
<td>General &amp; administrative*</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
<td>~9%</td>
</tr>
<tr>
<td><strong>Operating Margin — Non GAAP</strong></td>
<td>(3)%</td>
<td>2%</td>
<td>5%</td>
<td>(2)%</td>
<td>(1)%</td>
<td>~22%</td>
</tr>
</tbody>
</table>

*Non-GAAP
Non-Gaap Reconciliation
### Reconciliation of GAAP to Non-GAAP - presented as a percentage of revenue

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023-YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross margin</strong></td>
<td>72%</td>
<td>74%</td>
<td>77%</td>
<td>76%</td>
<td>75%</td>
</tr>
<tr>
<td>Add back: Stock-based compensation</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Gross margin, non-GAAP</strong></td>
<td><strong>73%</strong></td>
<td><strong>75%</strong></td>
<td><strong>78%</strong></td>
<td><strong>77%</strong></td>
<td><strong>76%</strong></td>
</tr>
<tr>
<td><strong>Research and development</strong></td>
<td>30%</td>
<td>27%</td>
<td>26%</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Less: Stock-based compensation</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Less: Amortization of acquisition-related intangibles</td>
<td>—%</td>
<td>—%</td>
<td>—%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Research and development, non-GAAP</strong></td>
<td><strong>28%</strong></td>
<td><strong>25%</strong></td>
<td><strong>24%</strong></td>
<td><strong>25%</strong></td>
<td><strong>25%</strong></td>
</tr>
<tr>
<td><strong>Sales and marketing</strong></td>
<td>40%</td>
<td>41%</td>
<td>40%</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Less: Stock-based compensation</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Less: Amortization of acquisition-related intangibles</td>
<td>—%</td>
<td>—%</td>
<td>—%</td>
<td>—%</td>
<td>—%</td>
</tr>
<tr>
<td><strong>Sales and marketing, non-GAAP</strong></td>
<td><strong>37%</strong></td>
<td><strong>38%</strong></td>
<td><strong>37%</strong></td>
<td><strong>42%</strong></td>
<td><strong>42%</strong></td>
</tr>
<tr>
<td><strong>General and administrative</strong></td>
<td>16%</td>
<td>17%</td>
<td>17%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Less: Stock-based compensation</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>General and administrative, non-GAAP</strong></td>
<td><strong>11%</strong></td>
<td><strong>10%</strong></td>
<td><strong>12%</strong></td>
<td><strong>12%</strong></td>
<td><strong>11%</strong></td>
</tr>
<tr>
<td><strong>Loss from operations</strong></td>
<td>(15)%</td>
<td>(11)%</td>
<td>(7)%</td>
<td>(17)%</td>
<td>(18)%</td>
</tr>
<tr>
<td>Add back: Stock-based compensation</td>
<td>12%</td>
<td>13%</td>
<td>11%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Add back: Amortization of acquisition-related intangibles</td>
<td>—%</td>
<td>—%</td>
<td>—%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>(Loss) income from operations, non-GAAP</strong></td>
<td><strong>(3)%</strong></td>
<td><strong>2%</strong></td>
<td><strong>5%</strong></td>
<td><strong>(2)%</strong></td>
<td><strong>(1)%</strong></td>
</tr>
</tbody>
</table>
Reconciliation of GAAP to Non-GAAP Guidance - (in Thousands)

<table>
<thead>
<tr>
<th></th>
<th>Q1 '23</th>
<th>Q2 '23</th>
<th>Q3 '23</th>
<th>Q4 '23</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss from Operations, GAAP*</td>
<td>$(46,841)</td>
<td>$(22,688)</td>
<td>$(15,525)</td>
<td>$(16,446)</td>
<td>$(101,500)</td>
</tr>
<tr>
<td>Add back: Stock-based compensation</td>
<td>38,042</td>
<td>20,610</td>
<td>19,377</td>
<td>21,071</td>
<td>99,100</td>
</tr>
<tr>
<td>Add back: Amortization of acquisition-related intangibles</td>
<td>1,487</td>
<td>1,497</td>
<td>1,489</td>
<td>1,427</td>
<td>5,900</td>
</tr>
<tr>
<td>Net Loss from Operations, non-GAAP*</td>
<td>$(7,312)</td>
<td>$(581)</td>
<td>$5,341</td>
<td>$6,052</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

*Guidance at Mid-Point