



Long-Term Stock Exchange Policies

Asana's mission: Help humanity thrive by enabling the world's teams to work together effortlessly

We have chosen to list with the Long Term Stock Exchange ("LTSE") to align ourselves with people and organizations that share a long-term view of our growth. We believe that a long-term philosophy is in service of pursuing our vision in a steady and persistent manner. Like all companies, we intend to create great returns for our shareholders and our goal is that those returns are a natural byproduct and a catalyst to fulfilling our mission: to help humanity thrive by enabling the world's teams to work together effortlessly.

1. Long-Term Stakeholder Policy

We are committed to an inclusive stakeholder approach that benefits all of our stakeholders: including our customers, employees, partners, communities, environment, and humanity. It may be self-evident that our customers and partners are key to our business success, but in addition to that we believe our company culture, that focuses on company values and objectives supporting our mission, is a core driver of our business success. As we achieve our mission, our intent is that our mission will benefit broader stakeholders such as communities, the environment, and humanity through our customers, partners, and employees.

Company Culture

We believe that our company culture is a core driver of our business success, which enables us to achieve our mission. We endeavor to make product, business, and people decisions that allow us to carry out our mission while staying true to our values. We are a mission-driven organization first and have designed our values, along with our programs and processes, to help us maximize the potential of every individual in our company. Our values and processes also give us credibility when we share best practices for teamwork in the market and allow us to build those practices into our solution.

Just as we work to continuously improve the Asana product, we believe in continuously improving and co-creating our culture. We proactively seek input from our stakeholders to collaboratively shape Asana's culture.

Employees

Our people are the core of Asana, and our compensation programs are designed to align employee interests with the long-term success of the company and to foster cross-business collaboration. We provide our employees with competitive compensation, opportunities for equity ownership at all levels of the organization, development programs that enable continued learning and growth, and an employment package that promotes well-being.



In connection with our annual compensation review program, we run a regression-based analysis of our pay equity globally with the assistance of a third-party firm to ensure that we are promoting and retaining the best talent.

Inclusion and Belonging

Asana has a long-term collective commitment to building an inclusive workplace that embraces employees with a diversity of backgrounds, experiences and perspectives. Our commitment to workplace inclusion and belonging helps us cultivate trust, which enables employees to thrive and do their best work in support of our mission. Our focus on building a culture of belonging centers on three key elements:

- **Build:** A strong foundation of support and resources helps our employees succeed in their work, serve a diverse customer base, and pursue Asana's mission. We build that foundation with initiatives and programs that begin during the onboarding process and continue throughout their time with Asana.
- **Recruit:** We aim to hire talent from diverse backgrounds who have both the passion for our mission and the drive to make a positive impact. Our merit-based recruiting process plays a crucial role in identifying, hiring, and developing talent from underrepresented groups and backgrounds.
- **Thrive:** Asana cultivates an inclusive environment where employees can thrive through a number of programs and initiatives designed to ensure equitable outcomes.

Our commitment to create a more diverse and inclusive team extends to the composition of our Board of Directors (the "Board"). When evaluating director candidates, our Nominating and Corporate Governance Committee works with the Board to determine periodically, as appropriate, the desired qualifications, expertise, and characteristics, including such factors as business and professional experience, diversity of skills, background and perspective, education, and other individual qualities and attributes, that contribute to the diverse mix of viewpoints and experience represented on the Board.

Environment and Community

We believe we have a role to play in helping to solve the world's biggest problems, including climate change and sustainable resource use. To that end, we strive to source renewable electricity and sustainable products for our offices and to operate as a carbon neutral company. We also recognize that our supply chain decisions have an impact, which is why we have committed to evaluating and engaging with vendors on topics of climate and supplier labor practices. Our [Supplier Code of Conduct](#) establishes our expectations for environmental practices by vendors.



We also believe we have a role to play in our community. Our social impact programs seek to further Asana’s positive impact in our community by supporting and connecting organizations and individuals working to create a better world—through our product and our people. Our aim is to get Asana into the hands of as many mission- and impact-driven organizations as possible.

Code of Conduct and Ethics

We go into deeper detail regarding our beliefs and approach to our internal stakeholders in the [Asana, Inc. Code of Conduct and Ethics](#) (the “Code”). The Code applies to everyone in the Asana Community and we define that community broadly to include our employees, contractors, officers, and Board members. But the policies and guidance we provide in our Code are not just to benefit our internal stakeholders; the behaviors the Asana Community exhibits and policies it upholds serve to continually develop and reinforce a culture we are striving to build where all Asanas have an opportunity to thrive, and it is that culture that supports a thriving business and allows us to continue to invest to support our mission.

ESG Report

Our annual Environmental, Social, and Governance (“ESG”) report details how we are building a resilient and sustainable company by integrating ESG factors into our business practices and value chain. Through our ongoing stakeholder engagement efforts and ESG materiality assessment, we keep our finger on the pulse of the most significant ESG issues for Asana’s business and stakeholders. Our latest ESG report is available at <https://asana.com/esg>.

Asana’s ESG efforts are regularly reviewed and evaluated with oversight at both Board and management levels. Our leadership’s involvement in ESG helps provide crucial guidance as we pursue our ESG goals and commitments. We also have an ESG Steering Committee composed of Asana employees and senior leaders that is tasked with guiding our policies and tracking our progress.

2. Long-Term Strategy Policy

At Asana, a significant part of our business strategy and culture is to focus on long-term growth and customer success. We are committed to fostering long-term growth through execution of objectives across the organization in service to our mission, to help humanity thrive by enabling the world’s teams to work together effortlessly. Our product and culture are inextricably connected to our long-term strategy and the achievement of our mission. The work associated with achieving our mission could be in a task, project, portfolio, or a larger company-wide goal; the product enables users to see how each unit of work is supporting the mission, which is persistent and long term.

Since we use our product to support all of our work, individuals and teams are able to see how their day-to-day work connects to our longer term goals that are in service to our mission. The



product provides clarity and accountability up, down, and across the organization. It allows people to see who is doing what, by when. Every individual and team can see how their work rolls up to the company-wide objectives through the “goals” functionality and how the company-wide goals support our mission. These goals can be viewed at a moment in time or over multiple years.

3. Long-Term Board Policy

Asana’s Board of Directors follows corporate governance guidelines designed to help directors and management pursue Asana’s objectives for the benefit of our stakeholders and in service to our mission and values. The Board engages in regular discussions with management regarding the development and implementation of Asana’s long-term strategic initiatives, including the evolution of the Company’s sales and marketing, growth, financial results and planning, operations, research and development, and culture spanning multi-year timeframes. Through these discussions, the Board and management align the Company’s success metrics with its long-term strategies and time horizon.

The Board is committed to ensuring Asana’s long-term success and in addition to other responsibilities, takes into account a broad base of stakeholders as outlined in Asana’s [Corporate Governance Guidelines](#). The Board has delegated oversight of and responsibility for environmental, social, and governance topics relating to long-term strategy to its Nominating and Corporate Governance Committee, consistent with the Committee’s responsibilities under its [charter](#).

4. Long-Term Compensation Policy

We are committed to a compensation structure that aligns senior leadership and the Board of Directors’ incentives with our long-term strategy and commitment to results. Our executive compensation program aims to take a holistic approach to compensation and generally consists of, and is intended to strike a balance between, two principal components: base salary and long-term incentive compensation. We do not pay our named executive officers short-term incentive compensation. Instead, a majority of our executive compensation is delivered in the form of long-term incentives. We believe that a compensation structure that focuses on equity value that includes vesting over time, combined with stock ownership guidelines for senior leadership and directors, aligns with our long-term philosophy.

Pursuant to the Company’s stock ownership guidelines, each director and officer of the Company, including the CEO, as well as certain other senior employees as determined by the Compensation Committee of the Board from time to time, are required to achieve and maintain equity in the Company equal to a multiple of their annual base cash compensation over a period of time determined by the Committee.



5. Long-Term Shareholder Policy

We believe the LTSE's vision aligns with Asana's long-term philosophy that creating great returns for investors should be a natural byproduct of the work we do every day in pursuit of our mission to help humanity thrive by enabling the world's teams to work together effortlessly. Electing to list on the LTSE demonstrates Asana's commitment to aligning with long-term public shareholders.

Asana has elected to have a dual class stock structure and our co-founders have large holdings in our high-vote common stock. The holders of high-vote common stock acknowledge that with that structure, it is important to also commit to listen to all stakeholders and engage sincerely with their perspectives and they have publicly made that commitment. As part of that commitment, Asana also engages in shareholder outreach on an ongoing basis.