



Long-Term Stock Exchange Policies

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

Stakeholders

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. And 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.

Just as our mission promotes broad value creation over the long term, the components that support that mission are long term. Philosophically, we are choosing to list with the Long Term Stock Exchange ("LTSE") as a signal that we want 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.

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.

Investor

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.

Electing to list on the LTSE demonstrates Asana's commitment to aligning with long term public shareholders. LTSE Services offers a platform (the Long-Term Investor Platform "LTIP") where



investors may self-identify as long-term. Our investors may freely participate in the LTIP at their option by registering their participating shares through the Direct Registration System (DRS). Registration on our books and records through DRS results in identifying to us shareholders who are aligned with our long-term philosophy. The information in DRS is only available to Asana and will not be publicly disclosed. And shareholders can freely register and deregister, at their election.

Strategy

At Asana, 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.

Asana's Board of Directors 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.

Board

Asana's Board of Directors is committed to ensuring its 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 of Directors has delegated oversight of and responsibility for governance relating to long-term strategy to its Nominating and Corporate Governance Committee, consistent with the Committee's responsibilities under its [charter](#).

Compensation

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. 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.