

# Company Mission

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

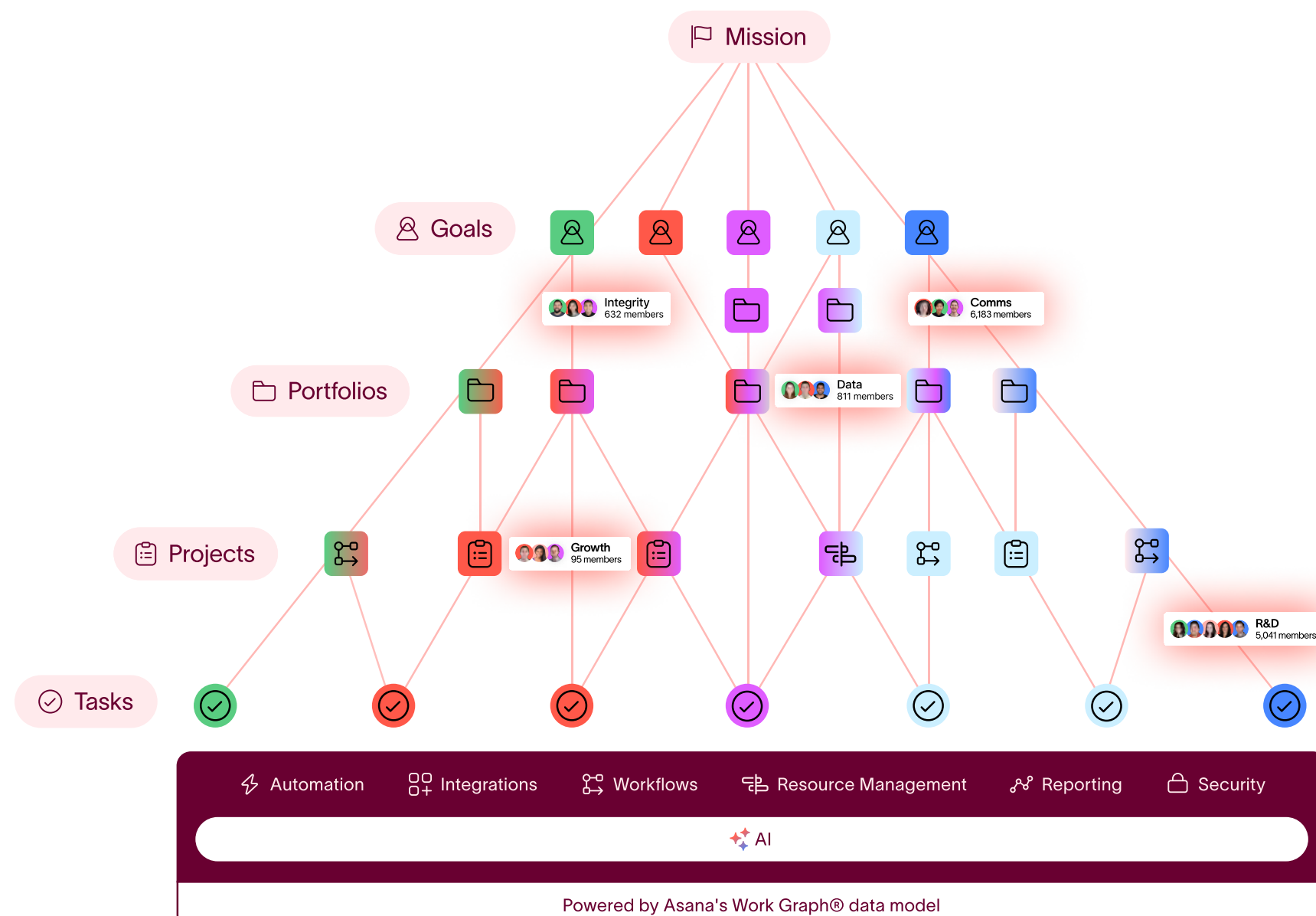


## Where work connects

The leading enterprise work management platform

## Our platform

Asana is the leading enterprise work management platform driving greater clarity, and impact at scale. Powered by the Work Graph® – the most complete and connected map of an organization's work – Asana helps every executive, department, and team achieve their goals.



HELPING GLOBAL ORGANIZATIONS THRIVE

## The business value of Asana

**214%**

1-year ROI

According to IDC, Asana helps organizations collaborate, automate work, and better focus on priorities – resulting in 57% more projects being delivered on time. With a 33% faster completion of digital transformation initiatives, Asana has the power to accelerate business growth by helping organizations in every industry work smarter.

*IDC White Paper, sponsored by Asana, The Business Value of the Asana Platform, Doc. #US560642023, May 2023*

## Numbers at a glance

FOR Q3 FY25 ENDED ON OCTOBER 31ST, 2024

**\$707M**

Total revenue TTM

**12%**

Total revenue growth TTM

**89%**

Non-GAAP gross margin

**18%**

Customer growth from \$100K+ customers

Please see our press release on December 5, 2024, for full disclosure. Growth rate is year-over-year.

We calculate our TTM totals, or trailing twelve months, based on the sum of the last four fiscal quarters for each respective metric presented on a TTM basis.

## Our customers

Asana is trusted by 150K+ paying customers, and millions of users in 200+ countries and territories. Global companies across all industries rely on Asana to manage everything from goal setting and tracking to capacity planning to product launches. For more information, visit [www.asana.com](http://www.asana.com).

accenture

ANTHROPIC

amazon

Clear Channel Outdoor

Dr. AirWair Martens

GoodRx

HEARST

3

Johnson&Johnson

DECATHLON

Figma

Spotify

SUZUKI

VIESSMANN

Sonder

WIKIMEDIA FOUNDATION

## Company facts

FOUNDED

2008

PUBLIC MARKET LISTING

NYSE: ASAN

LTSE: ASAN

HEADQUARTERS

San Francisco, CA

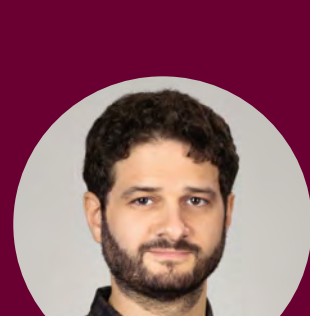
GLOBAL WORKFORCE

Chicago, Dublin, London, Munich, New York, Paris, Reykjavik, San Francisco, Singapore, Sydney, Tokyo, Vancouver, Warsaw

GLOBAL WORKFORCE

1,840 employees

## Leadership team



Dustin Moskowitz  
CO-FOUNDER,  
PRESIDENT, & CEO



Sonalee Parekh  
CFO



Anne Raimondi  
COO



Saket Srivastava  
CIO



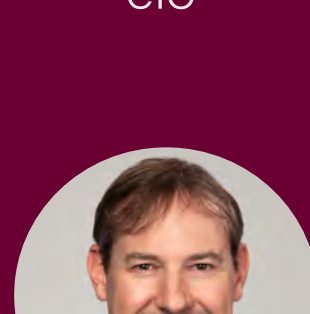
Eleanor Lacey  
GENERAL COUNSEL &  
CORPORATE SECRETARY



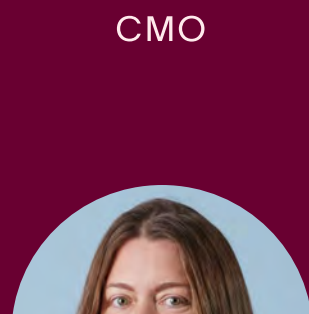
Shannon Duffy  
CMO



Ed McDonnell  
CRO



Alex Hood  
CPO



Anna Binder  
HEAD OF PEOPLE



Prashant Pandey  
HEAD OF  
ENGINEERING