

Company Mission

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



- Increase profit
- IT Infrastructure
- Marketing Roadmap
- Ops Resourcing Plan

Our Platform

Asana empowers organizations to work smarter.

- AI
- Automation
- Workload
- Universal Reporting
- Integrations
- Approvals
- Workflows
- Forms
- Goals
- Portfolios
- Projects
- Tasks

HELPING GLOBAL ORGANIZATIONS THRIVE

The Business Value of Asana

33%

faster completion of digital transformation initiatives

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 1-year ROI of 214%, 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 Q2 FY24 ended on July 31st, 2023

\$650M

Q2 FY24 annualized revenue run rate

20%

Total revenue growth

24%

Revenue growth customers \$5K+

125%+

DBNRR customers \$100K+

90%

Non-GAAP gross margin

~\$15M

Free cash flow; 9% free cash flow margin



Recognized with a Customers' Choice Distinction in Gartner® Peer Insights™ for Collaborative Work Management

Given to vendors who meet or exceed both the market average 'Overall Experience' and 'User Interest and Adoption' criteria set by the analyst firm.



Named to Fortune Great Place to Work 2023 in the top 10 best places to work for Millennials and top 20 in the Bay Area.

Please see our press release on September 5, 2023, for full disclosure. Growth rate is year-over-year.

Note: We calculate our dollar-based net retention rate by comparing our revenues from the same set of customers in a given quarter, relative to the comparable prior-year period. Our reported rate equals the average of the prior four quarters. TTM = Trailing Twelve Months or last four quarters.

Our customers

Asana is trusted by 139K+ 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, product launches, and employee onboarding.



Company facts

FOUNDED

2008

HEADQUARTERS

San Francisco, CA

GLOBAL WORKFORCE

1,782 employees

PUBLIC MARKET LISTINGS

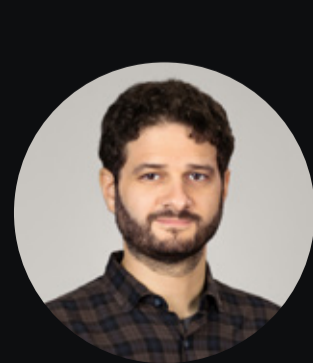
September 30, 2020 (NYSE: ASAN)

August 26, 2021 (LTSE: ASAN)

OFFICES

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

Leadership team



Dustin Moskowitz
Co-Founder, President, & CEO



Tim Wan
CFO



Anne Raimondi
COO



Saket Srivastava
CIO



Eleanor Lacey
General Counsel & Corporate Secretary



Shannon Duffy
Head of Marketing



Ed McDonnell
Head of Global Revenue



Neeracha Taychakhoonavudh
Head of Customer Experience



Alex Hood
Head of Product



Anna Binder
Head of People



Prashant Pandey
Head of Engineering