



# Company Mission

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

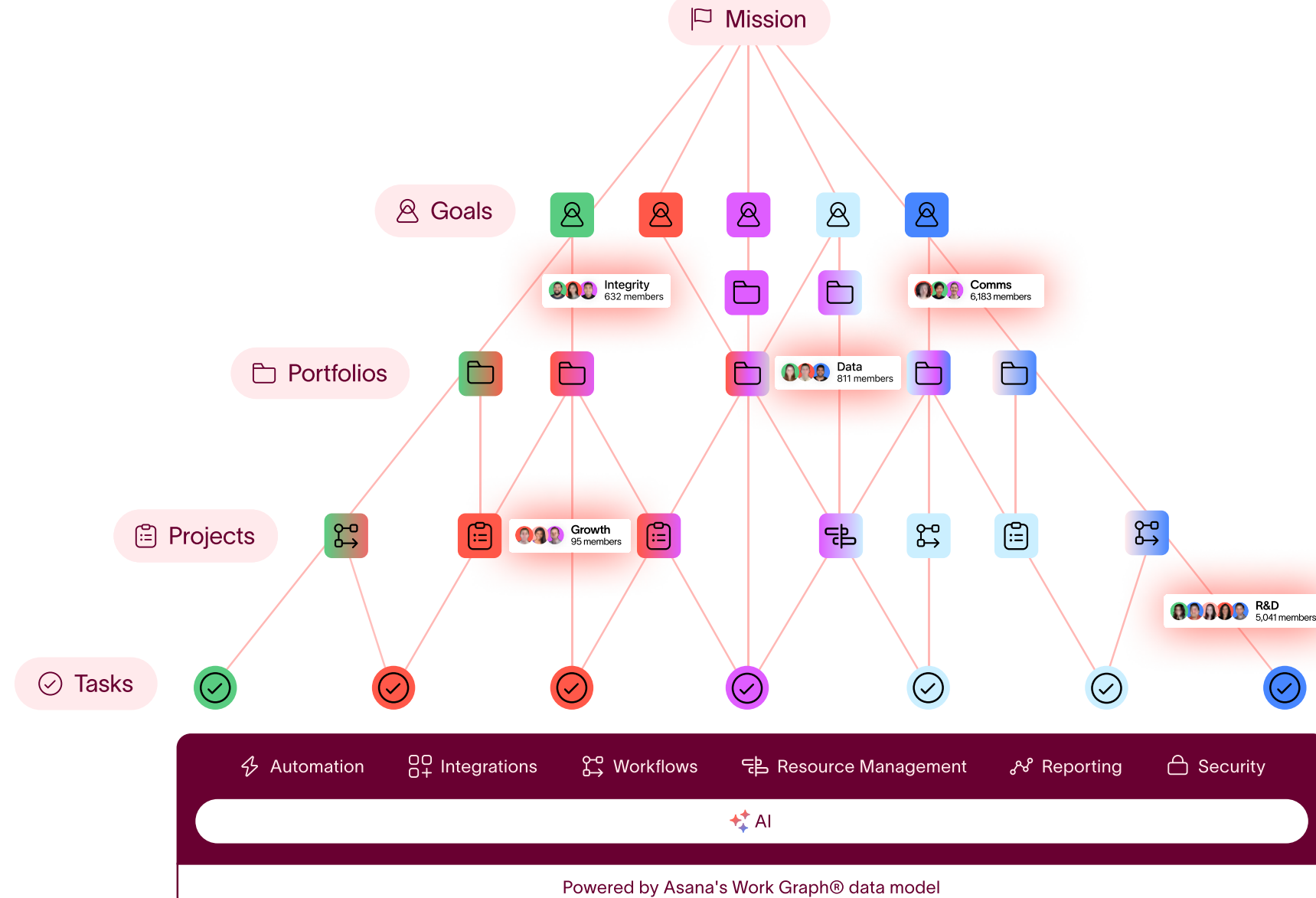


## Where work connects

The #1 AI work management platform

## Our platform

Asana is the #1 AI 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 Q2 FY25 ENDED ON JULY 31ST, 2024

<b>\$689M</b> Total revenue TTM	<b>14%</b> Total revenue growth TTM	<b>89%</b> Non-GAAP gross margin
<b>103%</b> DBNRR from \$100K+ customers	<b>17%</b> Customer growth from \$100K+ customers	<b>3M+</b> Paid seats

Please see our press release on September 3, 2024, for full disclosure. Growth rate is year-over-year.

Note: We calculate our DBNRR, 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.

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.

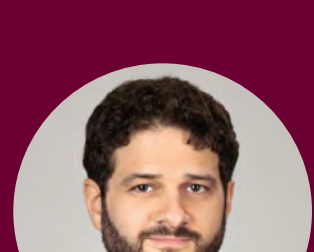
For more information, visit [www.asana.com](http://www.asana.com).



## Company facts

<b>FOUNDED</b> 2008	<b>PUBLIC MARKET LISTING</b> NYSE: ASAN LTSE: ASAN
<b>HEADQUARTERS</b> San Francisco, CA	<b>GLOBAL WORKFORCE</b> Chicago, Dublin, London, Munich, New York, Paris, Reykjavik, San Francisco, Singapore, Sydney, Tokyo, Vancouver, Warsaw
<b>GLOBAL WORKFORCE</b> 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

