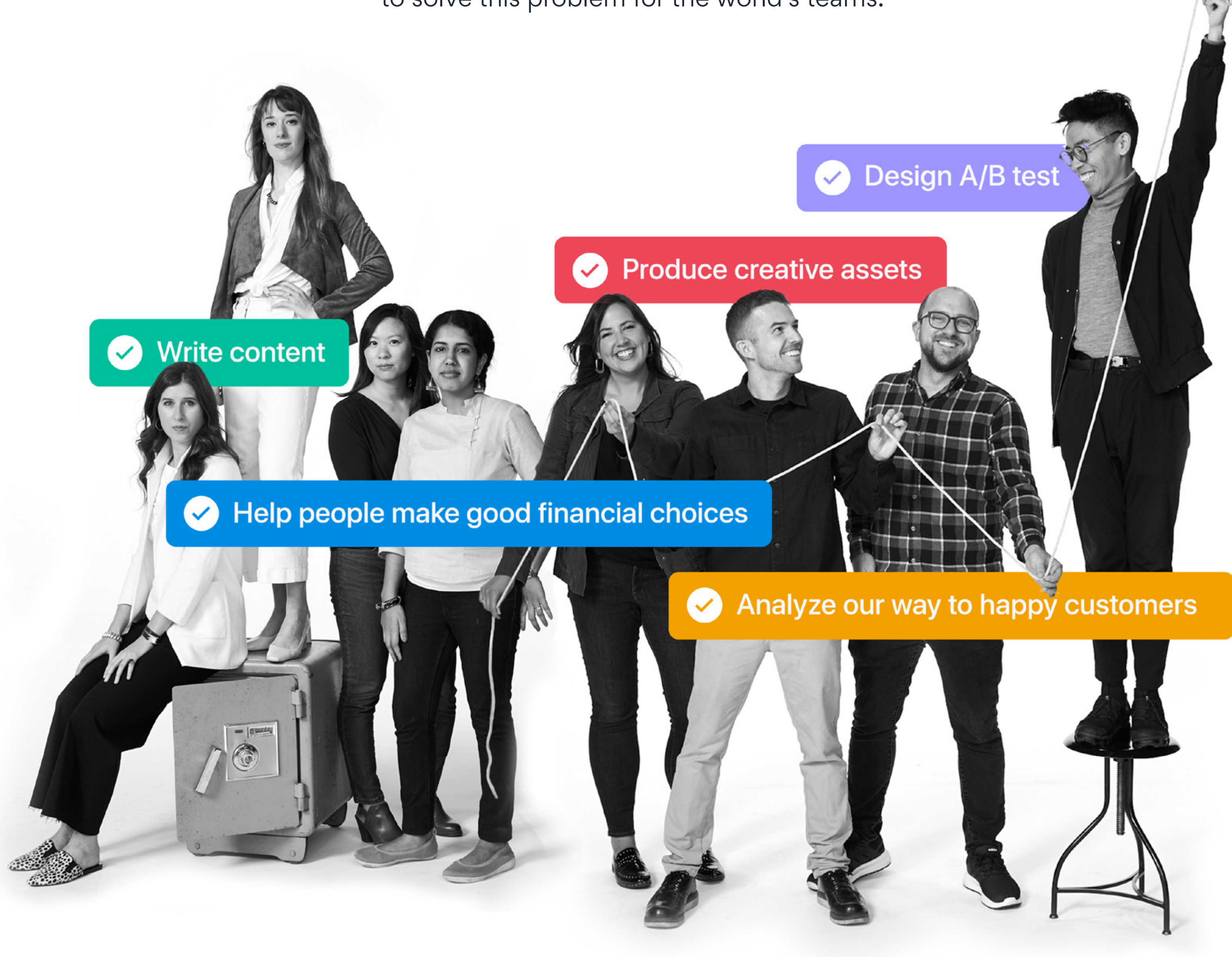


Corporate Fact Sheet

Our co-founders were inspired to start Asana after experiencing the growing problem of work about work firsthand. Instead of spending time on work that generated results, they were spending more time in status meetings and long email threads trying to figure out who was doing what. They recognized this pain was universal to teams that need to coordinate their work effectively to achieve their objectives. As a result of that frustration, they were inspired to create Asana to solve this problem for the world's teams.



HELPING GLOBAL TEAMS THRIVE

Reduces work about work

60%

Today, the world's 1.25B knowledge workers (September 2019, Forrester) spend 60% of their time on work about work.

According to IDC, the adoption of collaborative technologies accelerated by almost five years in early 2020. With the worldwide collaborative applications market growing at a five-year CAGR of 18%, there is a need to securely and effectively connect every worker to each other and their work.

(IDC Worldwide Collaborative Applications Forecast, July 2020)

COMPANY MISSION

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

Our Platform

Asana is a work management platform that helps teams orchestrate work, from daily tasks to cross-functional strategic initiatives. With Asana, organizations have a living system of clarity where everyone—regardless of where they're located—can see, discuss, and execute their team's priorities.

- Automation
- Workload
- Goals
- Universal Reporting
- Portfolios
- Timeline
- Approvals
- Custom fields
- Forms
- Projects
- Tasks
- Integrations

Numbers at a glance

As of Q1 FY22 ended April 30, 2021

\$307M

annualized revenue run rate

82%

revenue growth for customers spending \$5k+

92%

customer growth for customers spending \$50k+

1.5M+

paid users FY21

90%

Non-GAAP Gross Margin*

190

countries

*Please see our earnings press release on June 3, 2021 for GAAP to Non-GAAP reconciliation

Our customers

More than 100,000 paying customers and millions of teams around the world, from small businesses to large enterprises, rely on Asana to manage everything from company objectives to digital transformations to product launches and marketing campaigns.



Company facts

FOUNDED

2008

HEADQUARTERS

San Francisco, CA

GLOBAL WORKFORCE

1,080+ employees

PUBLIC MARKET DEBUT

September 30, 2020 (NYSE: ASAN)

OFFICES

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

Leadership team

