NEWS RELEASE

BUSINESSNEXT Receives Strategic Investment from ServiceNow to Accelerate AI-Native Financial Services Solutions across APAC

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Ranked #1 by Forrester for Financial Services CRM, BUSINESSNEXT and ServiceNow combine to deliver front-to-back AI orchestration for the banking industry

NEW DELHI, BANGALORE, SINGAPORE, SYDNEY, 23 July 2026 – ServiceNow (NYSE: NOW), the AI control tower for business reinvention, today announced a USD 40 million investment in BUSINESSNEXT, an autonomous operating platform for banking and financial services.

BUSINESSNEXT's customer relationship management (CRM), verticalized AI capabilities and digital lending platform for financial services combined with ServiceNow's commitment to delivering industry-specific AI solutions underscores the significant growth potential in working together to accelerate the autonomous banking across the Asia Pacific region.

"With deep banking intelligence and AI-led customer engagement capabilities, institutions can now operate with greater speed, intelligence, and coordination across all customer and operational touchpoints. Moreover, as AI has matured today, this investment will further accelerate our efforts to deliver Private AI solutions, meeting the unique needs of banking and financial services", said Nishant Singh, CEO and Co-founder BUSINESSNEXT.

"This investment reflects ServiceNow's commitment to delivering industry solutions that actually solve the problem, not generic platforms that require years of customization," said Adrian Johnston, President, APAC, ServiceNow.

Front-to-Back Orchestration

BUSINESSNEXT and ServiceNow together will create a unified autonomous operating fabric for financial services enterprises. BUSINESSNEXT manages customer-facing acquisition, engagement, and real-time customer signals, while ServiceNow's Financial Services Operations (FSO) platform orchestrates middle and back-office operations—including case management, complaints handling, and agentic AI workflows.

This combination along with ServiceNow’s AI Control Tower helps eliminate fragmentation and enables financial services organisations to deliver a seamless system of execution for creating future ready autonomous operations with regulatory sector guard rails at scale.

Already powering 1 million+ users, 75,000+ branches, and over 1 billion end customers globally, BUSINESSNEXT brings over 15 years of deep banking intelligence — combining AI-led decisioning, customer context, and agent-driven execution — built specifically for financial institutions.

Singh, further added, "With ServiceNow's collaboration, we can accelerate go-to market and adoption of AI-native solutions designed for the unique needs of financial services enterprises—particularly in APAC, where the opportunity is enormous."

"BUSINESSNEXT's success with leading Indian banks and insurers, combined with ServiceNow's operational AI capabilities, gives financial services enterprises in APAC a credible, proven path to AI-driven transformation," said Johnston.

Notably, BUSINESSNEXT was positioned as a Leader in the Forrester Wave™: Customer Relationship Management Software for Financial Services, Q1 2025, achieving the top ranking globally for its platform offerings ahead of leading global vendors. Forrester highlighted BUSINESSNEXT's out-of-the-box BFSI workflows, ease of customization, and AI capabilities—including predictive, generative, and agentic AI—as standout differentiators.

About BUSINESSNEXT

BUSINESSNEXT is an autonomous operating platform powering the next generation of financial services operations. Deployed across 75,000+ branches, contact centres and digital customer touchpoints, serving more than one billion end customers globally, the platform delivers native agentic AI orchestration, customer experience management and lending automation.

Visit- **www.businessnext.com**

About ServiceNow

ServiceNow (NYSE: NOW) is the AI control tower for business reinvention. The ServiceNow AI Platform integrates with any cloud, any model, and any data source to orchestrate how work flows across the enterprise. With more than 100 billion workflows running on the platform each year, ServiceNow helps organizations turn fragmented operations into coordinated, autonomous workflows that deliver measurable results. Learn how ServiceNow puts AI to work for people at-

www.servicenow.com .

Forward-looking statements

This press release contains “forward-looking statements” about the expectations, beliefs, plans, and intentions relating to ServiceNow’s strategic investment in BusinessNext. Such statements include statements regarding future product capabilities and offerings and expected benefits to ServiceNow. Forward-looking statements are subject to known and unknown risks and uncertainties and are based on potentially inaccurate assumptions that could cause actual results to differ materially from those expected or implied by the forward-looking statements. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, ServiceNow’s results could differ materially from the results expressed or implied by the forward-looking statements made. ServiceNow undertakes no obligation, and does not intend, to update the forward-looking statements. Factors that may cause actual results to differ materially from those in any forward-looking statements include: (i) delays and unexpected difficulties and expenses in executing the product capabilities and offerings, (ii) changes in the regulatory landscape related to AI and (iii) uncertainty as to whether sales will justify the investments in the product capabilities and offerings. Further information on factors that could affect ServiceNow’s financial and other results is included in the filings ServiceNow makes with the Securities and Exchange Commission from time to time.

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