



NEWS RELEASE

ServiceNow Announces Acquisitions of 4Industry and EY Smart Daily Management Application to Drive Innovation for Smart Industrial Environments and Connected Workers

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ServiceNow bolsters its current operational technology capabilities, providing a more complete set of solutions to accelerate digital transformation across manufacturing, energy and transport & logistics

SANTA CLARA, Calif. and UTRECHT, Netherlands — Mar. 18, 2024 — ServiceNow (NYSE: NOW), the leading digital workflow company making the world work better for everyone, today announced it has signed an agreement to acquire 4Industry, a Netherlands-based partner whose manufacturing technology application is built on the Now Platform, and has completed the acquisition of Smart Daily Management, a connected digital worker application from EY. Together, the deals augment ServiceNow's existing operational technology (OT) management capabilities, adding Connected Worker solutions and enhancing expertise across key industrial markets such as manufacturing, energy and transport & logistics.

4Industry, founded in 2018, brings a mobile-enabled application to make shop floor work more intuitive, efficient, and enjoyable through a suite of digital tools and Smart Daily Management from EY, which creates more efficiency around time-consuming tasks, will enable ServiceNow's industrial customers to drive operational excellence. The technology and industry expertise from 4Industry and the Smart Daily Management application will be utilized to build a new Connected Worker solution on the ServiceNow platform, expected in 2025.

"Industries like manufacturing, energy and transport & logistics are embracing digital transformation to achieve operational excellence and provide great experiences for Connected Workers," said Lou Fiorello, VP & GM Security

and OT at ServiceNow. "Companies can't get to excellence if they are constantly re-hiring and re-training talent each month. These deals allow us to combine best-in-class expertise and technology with the power of the Now Platform to help our industrial customers increase uptime, drive efficiency, and improve quality."

This example of continued investment in European tech and talent will significantly enhance ServiceNow's long-term roadmap for its global customers, delivering continuity across IT, OT, and factory floor workers. ServiceNow will continue to maintain a strong alliance with EY and partnership with Plat4mation, an affiliated services company of 4Industry. It will work jointly with these companies, as innovation and implementation alliance partners for both existing OT solutions as well as future Connected Worker solutions.

"4Industry is strongly aligned with ServiceNow's core philosophy that digitization and automation are the keys to making employees happier and more productive," said, Luc Raeskin, CEO of 4Industry. "From building our Connected Worker prototype at a ServiceNow Accelerator event, to becoming a Worldwide Built on ServiceNow Solution Partner Of The Year Winner in 2023, this feels like a natural evolution in our journey together. We can't wait to get started and fulfil our mission of enabling the Connected Worker to become extraordinary by enabling them to focus on what truly matters in their work."

"Smart Daily Management was designed to transform the manufacturing function by coupling data-driven insight and effective ways of working into the daily activities of operating teams. As the EY organization evolved the capabilities of Smart Daily Management, it became clear that integration into the ServiceNow platform would maximize the ability for customers to deploy and scale the value," said Hank Prybyski, EY Global Vice Chair, Transformation. "We look forward to further building on the EY and ServiceNow alliance and deepening the impact we are delivering to clients across the manufacturing and operations technology functions."

4Industry and Smart Daily Management from EY follow acquisitions of **UltimateSuite**, **G2K**, **Atrinet's NetACE** technology and **Element AI** as part of ServiceNow's ongoing commitment to bringing impactful automation to customers. ServiceNow closed the acquisition of Smart Daily Management in early March and expects to close the acquisition of 4Industry in the coming weeks. Financial terms of the deals will not be disclosed.

ServiceNow completed the acquisition of 4Industry in April 2024.

Use of forward-looking statements

This press release contains "forward-looking statements" about the expectations, beliefs, plans, intentions, and strategies relating to ServiceNow's proposed acquisition of 4Industry and Smart Daily Management technology from EY. Such forward-looking 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, our results could differ materially from the results expressed or implied by the forward-looking statements we make. We undertake no obligation, and do 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, without limitation, inability or delays in assimilating or integrating 4Industry and Smart Daily Management's technology into our platform; inability to retain employees of 4Industry and Smart Daily Management from EY after the transaction closes; unanticipated obligations or liabilities related to the 4Industry legacy business; and disruption to our business and diversion of management attention and other resources. Further information on factors that could affect our financial and other results is included in the filings we make with the Securities and Exchange Commission from time to time.

About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit: www.servicenow.com.

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