



NEWS RELEASE

ServiceNow announces multimillion euro investment in EU services, providing customers even greater trust, choice, and control over their data

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ServiceNow's EU-centric service delivery offering will provide customers more flexibility to meet compliance obligations through its fully EU-based cloud solution

Dublin, Ireland– 7th July 2021 - **ServiceNow** (NYSE:NOW), the leading digital workflow company that makes work, work better for people, today announced new service delivery developments that will allow customers to request to have their EU-hosted data always handled exclusively within the EU.

This new offering builds on ServiceNow's existing legal, technical and organisational safeguards and will provide simple solutions to help customers meet their compliance obligations. This is against the backdrop of some of the developments raised by the **Schrems II judgment** and **European Data Protection Board (EDPB) Recommendations issued in June 2021**.

Customers and Partners will receive support from EU-based ServiceNow teams, with an EU, cloud-hosted digital workflow solution without impact on current delivery and service.

To support the new offering, ServiceNow will be making a multimillion euro investment, including opening over 80 new roles across the EU. Current ServiceNow customers will have the opportunity to opt-in to this offering, at no additional cost, from early 2022.

"With any regulation change, cloud services companies have a choice. They can adopt a 'wait and see' approach or

get proactive and help customers and partners innovate. At ServiceNow we are on the front foot, continually investing in our customers, allowing them to operate with the highest level of choice and control over their EU data” said Mark Cockerill, Vice President Legal, EMEA and Global Head of Privacy, ServiceNow.

Cockerill continues, "Our new EU-centric service delivery model will give our current customers and partners peace of mind. For customers and partners operating in highly regulated industries, or in the public sector, or those that have yet to make the switch to the cloud, this model gives them certainty and simplicity when selecting the cloud service that best suits their needs."

Carla Arend, Lead Analyst, Cloud in Europe for IDC commented, "The Schrems II ruling has led European organizations to revisit their cloud-related data protection policies and processes when it comes to international data transfers through cloud services. Contractual, privacy, and security safeguards and the assurance that data will be kept and handled in the EU help European organizations to comply with European data protection laws while taking advantage of global cloud platforms. Vendors, such as ServiceNow, that invest to support their customers in response to this ruling are providing essential choice to their customers."

Use of Forward-Looking Statements

This press release contains “forward-looking statements” about the expectations, beliefs, plans, and intentions relating to ServiceNow’s new service delivery developments and additional investment in its EU business. Such forward-looking statements include statements regarding expected performance and benefits of such investment and new service delivery model. 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: (i) delays and unexpected difficulties and expenses in executing this strategy; (ii) uncertainty as to whether sales will justify this investment; and (iii) changes in the regulatory, competitive, and data privacy and security landscape in the EU. 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) is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for employees and the

enterprise. For more information, visit: www.servicenow.com.

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