



NEWS RELEASE

ServiceNow makes strategic growth investment in inMorphis, a leading global ServiceNow pure-play partner

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inMorphis to extend ServiceNow presence in India and ASEAN region, focused on development of generative AI offerings and digital skills training

SANTA CLARA, Calif., and NOIDA, India – May 30, 2024 – **ServiceNow** (NYSE: NOW), the **AI platform** for business transformation, today announced a strategic growth investment in **inMorphis**, a global IT company and leading pure-play ServiceNow partner. inMorphis will primarily use the investment to extend ServiceNow’s presence in India and the ASEAN region through development of new **generative AI** (GenAI) offerings, solutions, and digital skills training,¹ with an eye toward future global growth. ServiceNow Ecosystem Ventures is investing in inMorphis alongside Capital Square Partners (CSP), the lead investor.

“ServiceNow Ecosystem Ventures will continue to invest in promising regional service partners who have deep domain & industry expertise to develop market relevant offerings and solutions enabled by ServiceNow’s AI platform for business transformation,” said David Parsons, senior vice president of Ecosystem Ventures at ServiceNow. “inMorphis is an exemplary partner who has a track record of delivering measurable business outcomes for our customers. This investment will help inMorphis accelerate development of critical GenAI enabled offerings and solutions to targeted buyer personas and industry segments in India & ASEAN.”

“We have had a long-standing relationship and mutually beneficial partnership with ServiceNow over the last seven years,” said Himanshu Singhal, chief executive officer and founder at inMorphis. “As a pure-play partner, we have been at the forefront of advancing the adoption of ServiceNow and have successfully implemented industry



defining solutions in several sectors. ServiceNow's platform and expertise will accelerate our growth journey and help us expand our delivery and sales footprint throughout India and beyond, organically and inorganically."

While automation will drive efficiencies across organizations, data shows that technology talent demand will continue to outpace the supply needed to sustain projected economic growth. In fact, India is expected to have one of the largest rises in demand for tech talent, adding approximately 34 million workers over the next five years, according to the ServiceNow and Pearson **Impact AI Report: 2024 Workforce Skills Forecast**. inMorphis is poised to help individuals and enterprises in the region meet this opportunity by building on its suite of proprietary accelerators to complement and extend ServiceNow offerings. inMorphis plans to develop GenAI solutions for key industry verticals across the region, including financial services, technology, transportation, public sector, and telecom using ServiceNow's platform capabilities.

As part of **RiseUp with ServiceNow**, a global initiative aimed at skilling one million people on the Now Platform, InMorphis, with its chain of delivery centers, aims to equip and deploy an additional 2,500 individuals, primarily in India and ASEAN market segments. An expanded talent base with in-demand ServiceNow skills and training will allow inMorphis to address ServiceNow specific customer needs and drive AI transformation at scale.

The **ServiceNow Ecosystem Ventures program** launched in May 2023 to accelerate growth in regional services partners in targeted emerging market segments. ServiceNow's investment allows partners to extend their go-to-market capabilities and deepen their domain and industry expertise with ServiceNow's technology and solutions to accelerate time to value for customers. This investment builds on ServiceNow's commitment to growth in India and the key ASEAN market segments.

In 2023, ServiceNow invested in **ANSR**, an Accel portfolio company, to establish ServiceNow Centers of Excellence in more than 60 Global Capability Centers across India. Other recent investments by ServiceNow Ecosystem Ventures include **Blueship Co.,Ltd and Japan System Co., Ltd.**, **Plat4mation** and **AoraNow**.

¹Association of Southeast Asian Nations

About ServiceNow

ServiceNow (NYSE: NOW) is putting AI to work for people. We move with the pace of innovation to help customers transform organizations across every industry while upholding a trustworthy, human centered approach to deploying our products and services at scale. Our AI platform for business transformation connects people, processes, data, and devices to increase productivity and maximize business outcomes. For more information, visit: www.servicenow.com.

About inMorphis

Founded in 2015, inMorphis is a pure-play ServiceNow partner based out of India that caters to enterprise clients globally focusing on financial services and telecommunication segments. Its global delivery network of 400+ employees is spread across 7 locations. Provides enterprise service management on the NOW platform. inMorphis has been recognized as the ServiceNow APJ Partner of the Year winner for 2022 and 2023. www.inmorphis.com

Use of forward-looking statements

This release contains “forward looking statements” about the expectations, beliefs, plans, and intentions relating to ServiceNow’s strategic investment in inMorphis. 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 unanticipated increased expenses or potentially reduced investment figures; impacts on anticipated sales or investment opportunities; challenges in establishing suitable digital skills frameworks; and/or unexpected changes in the regulatory landscape which would impact our ability to deliver our solutions in India.

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.

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