NEWS RELEASE

Séverin Cabannes joins ServiceNow's EMEA Advisory Council

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Former Deputy CEO of **Société Générale** is the latest world class leader to support ServiceNow in solving digital transformation and pandemic related challenges for EMEA's biggest organisations

Staines, UK – 28, October 2021 **ServiceNow** (NYSE:NOW), the leading digital workflow company that makes work, work better for people, has today announced that Séverin Cabannes, former Deputy CEO of Société Générale, has joined its EMEA Advisory Council, an independent body of senior business leaders with deep experience of key industries across Europe, Middle East and Africa.

The council, which was created in May 2021, is formed of some of EMEA's most prominent senior executives across the financial services, telecoms and utilities industries. It is tasked with leveraging those leaders' expertise and insight to further help ServiceNow support businesses in mitigating the challenges of the pandemic, while enabling economic growth in the region.

Séverin Cabannes said "ServiceNow has developed a unique and powerful platform, that is the cornerstone of digital transformation. It helps reduce complexity and make client and employee experiences better. I am proud to join the Advisory Council to contribute to accelerating this transformation, which was made necessary by the pandemic."

The other council members include:

- Russell Chambers is a Senior Advisor with **Teneo**, **Bain Capital**and **Antin Infrastructure Partners** and serves as an Independent Non-Executive Director of the LSE listed business **GCP Student Living**

- **Lone Fønss Schrøder**is CEO of **Concordium** and sits on the board of **Volvo Cars**, **Geely Sweden, Ingka BV (Ikea Group)**, **Aker Solutions**, **Aker Horizons** and **CSL**
- Rüdiger Grube is the Chairman of **Vodafone Vantage Towers AG**, **Alstom Bombardier SE**, **Vossloh AG**and **Hamburger Harbour and Logistics Company HHLA AG**
- **Fred Kindle**is Vice-Chairman and Lead Independent Director of **Schneider Electric** SA, Chairman of **VZ Holding AG** and member of the board at **Stadler Rail**
- **Juan María Nin**is a board member at **Société General**, Operating Partner at **Corsair Capital**, and holds other relevant positions in education and business as nonexecutive Chairman and senior advisor

Paul Smith, President, EMEA, ServiceNow said "The last 18 months have arguably been the most disruptive businesses have had to face. The EMEA Advisory Council was created to bring together a group of world class leaders, with rich expertise across key industries to support our customers transition from surviving the pandemic's disruption through to reinventing thriving business models. Séverin Cabannes brings a wealth of financial services experience to the team further strengthening the council with a key focus on our Southern European market."

The council is helping accelerate ServiceNow's continued growth in EMEA by giving its leadership team more access and influence in the C-Suite while increasing revenue opportunities through major transformational deals.

EMEA Advisory Council Biography's and Attributable Quotes

A selection of high-resolution images is available on demand – please contact
3mzServiceNowEmea@3monkeyszeno.com

Séverin Cabannes

Séverin Cabannes acts as Advisor to the CEO of Société Générale and is also a Non-Executive Board member of Groupe ADP (Aéroports de Paris). He is the former Deputy Chief Operating Executive Officer of Société Générale, where he oversaw the activities of the Corporate Banking and Investor Solutions business. He was previously in charge of control functions and Group Resources.

Séverin Cabannes graduated from the École Polytechnique and the École Nationale Supérieure des Mines de Paris. He has a rich understanding and experience of the banking and finance sectors, having previously worked at Crédit National, Elf Atochem, Groupe La Poste and Steria.

Russell Chambers

“Businesses have been going through very challenging times and coming back strongly from this very difficult period is only going to be harder without the best systems, processes, and trusted partners in place. ServiceNow has developed the optimal partnership platform and is extraordinarily well positioned to help address the challenges ahead. Combining these strengths with the knowledge and experience of this advisory council is an exciting opportunity to help a wide range of companies going forward.”

Russell Chambers is a career investment banker with over 35 years of experience advising boards and management teams on strategy and capital raising as a Senior Managing Director with Merrill Lynch, Investec, UBS and Credit Suisse. Russell also acted as the CEO of Credit Suisse’s UK business in the late 2000’s and then took a Senior Advisory role with Credit Suisse until stepping down in 2020. Russell has had very broad exposure to a range of industrial sectors and a long track record of successfully taking a significant number of businesses public. Russell is a Senior Advisor with Teneo, Bain Capital and Antin Infrastructure Partners and serves as an Independent Non-Executive Director of the LSE listed business GCP Student Living.

Lone Fønss Schrøder

“Even companies with the greatest of ideas must provide great experiences to customers and employees quickly. In the modern economy holistic understanding, swift implementation, and flexibility are crucial to success. ServiceNow supports this.”

“On behalf of all the ambitious CEO's, their companies and their need for workflows that are connected, optimised securely, and can support business model innovations, I welcome ServiceNow. It’s a mission of mine together with my advisory council colleagues and the great teams in ServiceNow to bring the platform from IT to cover the company’s entire system integration need.”

Lone joins the Advisory Council with a tremendous wealth of both C-suite and boardroom experience, she is an experienced builder of shareholder value. Having been a CEO from the age of 28, and present in the boardroom from 32, Lone’s career has led her to boardrooms around the world, making her an insider in multiple industries. Lone’s current challenge sees her developing the most innovative public blockchain together with some of the world’s best cryptographic science teams, coders, and eco-system builders. She is a master in combining incumbent business with newest tech-and business models. Outside of ServiceNow’s EMEA Advisory Council Lone serves as CEO of Concordium and sits on the board of Volvo Cars, Geely Sweden, Ingka BV (Ikea Group), Aker Solutions, Aker

Horizons and CSL.

Fred Kindle

“ServiceNow has developed a powerful, unique platform that will enable substantial productivity and quality gains across a variety of workflows. This is exactly what businesses need in the age of digitisation and sustainability. I am convinced that many companies and organizations will benefit from the work of this advisory council and I am happy to be a part of it.”

Fred joins the Advisory Council with over twenty years’ experience leading boardrooms across the world. With experience leading organisations, from London, to New York, to Zurich and everywhere in between, Fred has become one of EMEA’s most celebrated executives. In the past, Fred was Vice-Chairman at Zurich Insurance, Chairman at Exova and BCA, and a member of the board at Rexel. Outside of his position on ServiceNow’s EMEA Advisory Council, Fred currently serves as Vice Chairman of the Board and Lead Independent Director of Schneider Electric SA, Chairman of VZ Holding AG and member of the board at Stadler Rail.

Rüdiger Grube

“The amount of experience my colleagues on this advisory council have is phenomenal. Together we’ve seen almost every scenario a decision maker is ever likely to see. Our experience alongside ServiceNow’s platform is going to be of great benefit to organisations across EMEA.”

Rüdiger joins the Advisory Council as Europe’s most decorated leader in mobility. Having served as Chairman and CEO in major European companies across the four mobility segments: Air, Rail, Road and Water. Rüdiger’s expertise travels beyond Europe’s borders with a wealth of experience under his belt in global organisations Airbus-Group SE, Daimler AG/Mercedes Benz, Deutsche Bahn AG, Mitsubishi-Motors, Hyundai-Motors, McLaren and BAIC. Alongside his position on ServiceNow’s EMEA Advisory Council, Rüdiger is currently the Chairman of Vodafone/VantageTowers AG, Alstom/Bombardier SE, Vossloh AG and Hamburger Harbour and Logistics Company HHLA AG.

Juan María Nin

“Building back stronger from the current economic climate is what should be the top priority for any EMEA wide organisation. I see ServiceNow’s offering as a key component in helping many of those companies achieve this ambition. Combining workflow technology with the sector expertise of my colleagues on the EMEA Advisory Council is a very exciting proposition for those businesses. I very much look forward to getting to work with my colleagues and ServiceNow to positively impact the business landscape in EMEA.”

Juan joins the Advisory Council as one of EMEA’s most influential banking experts. A leading figure in the transformation of Spain’s banking system and economy Juan has held leadership roles as Banco Santander General Manager, CEO at Banco Sabadell, Vice-chairman and CEO at Caixa, Chairman of Spain-US Foundation and Vice-chairman of Circulo de Empresarios. Currently he is a board member at Société General, Operating Partner at Corsair Capital, and holds some other very relevant positions in education and business as non-executive Chairman and senior advisor. Juan’s incredible insight into the intersection of business transformation processes, economics, banking, and European politics is a by-product of more than thirty years’ experience in executive and decision-making roles.

Use of Forward-Looking Statements

This press release contains “forward-looking statements” about the expectations, beliefs, plans, and intentions relating to the creation of the EMEA Advisory Council. Such forward-looking statements include statements regarding expected performance and benefits of such advisory council. 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 strategy; and (iii) changes in the regulatory and competitive landscape in EMEA. 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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