One set of principles, guiding over 20 years of performance
Introduction

Last year was a momentous one for Appian. We celebrated our 20th year in operation and marveled, with pride and amazement, at the company’s evolution from that of a fledgling enterprise comprising a few adventurous souls in 1999 to our foothold in 2019 as an industry-leading, publicly traded, multinational corporation – a prominent, global business more than 1,300 people and 500 customers strong.

Before Appian was a company, it was, first, an idea. Not about a particular product or market, but about the type of corporate culture that could sustain innovation and value. Our cofounders believed that talented and passionate people, given the power to be heard and the autonomy to excel, would deliver amazing results. That hypothesis, put to the test all those years ago, has not only been proven – it remains, to this day, the essence of Appian’s vibrant, inclusive, and innovative work environment.

We hire people who are inherently generous of spirit, who strive for excellence and perform with distinction in all they do, and who are tirelessly driven to learn and grow. In return, our employees are empowered to be catalysts for positive change, both inside the company and beyond our walls. We give our employees a high degree of input into decision making, extend authority commensurate with performance and purpose, and grant creative license based on our fundamental conviction that “the best idea must always win.”

Even as last year’s anniversary was a celebratory milestone in Appian’s history, the company’s executive team was primarily focused forward – determining how best to ensure a continuing, cohesive commitment to a shared set of business ethics and social values as we grow in headcount, diversity, and geographic presence over the next 20 years. The company sought to reinforce established policies and programs that will keep us growing together even as our footprint further disperses.

This year’s Corporate Social Responsibility (CSR) report is a reflection of that mandate: ensuring that the single set of principles, which have guided over 20 years of Appian operation and success, will continue to be embraced and practiced – without fail – by every employee, across every business process, through every customer and partner interaction. Those four guiding principles are as follows:

- **We are an ethical and honorable company.**
- **Our stakeholders are our most important asset.**
- **We seek to better the quality of life worldwide.**
- **We strive to help sustain the environment.**

Our position, objectives, and accomplishments with respect to each of the above guiding principles are summarized on the following pages of this report. In future CSR reports, we will track and report on our progress and/or completion of the short- and long-term 2020 initiatives described in this document.
Our Guiding Principles

We are an ethical and honorable company.

Our corporate ethics are the extension of our individual ethics and business conduct. They are the expression of our moral principles and values. As such, our “Code of Business Ethics and Conduct” is designed to promote Appian’s culture and anti-corruption commitments: we are honest, we are fair, we comply with the law, and we never compromise our principles for short-term gain.

We scrupulously avoid conflicts of interest and always conduct ourselves ethically when dealing with customers and business opportunities. Appian expects all employees to use only legitimate practices in our commercial operations and in promoting the company’s position on issues before customers, partners, governmental authorities, and other Appian stakeholders.

We prize Appian’s reputation for honesty, fairness, respect, responsibility, integrity, trust, and sound business judgment and know that no illegal or unethical conduct on the part of our employees is ever in the company’s best interest. We oppose and do not practice or tolerate corruption in any of its forms, including extortion and bribery, in adherence to United Nations (UN) Global Compact Principle 10, which expects organizations to operate with zero tolerance for corruption in all its forms. We expect our people to use good judgment, discretion, and moderation when giving or accepting gifts or entertainment in the conduct of Appian business; and we ensure our employees are aware that they may raise concerns and issues in an environment free from reprisals or recrimination.

Recent Related Achievements

- As of December 31st, 2019, Appian Corporation is no longer an "emerging growth company" as defined by the United States Federal Government's "Jumpstart Our Business Startups Act" (the "JOBS Act"). Therefore, effective this fiscal year (which started January 1st, 2020, and concludes December 31, 2020), Appian is compliant with the Sarbanes-Oxley Act ("SOX") to its fullest extent, having established a framework of internal controls over financial reporting that complies with that regulation.

- Appian added an “Anti-Corruption and Anti-Bribery” course to our slate of mandatory employee training programs in 2019. This course is in addition to existing training programs focused on preventing harassment, discrimination, and insider trading, as well as our required annual security awareness course.
Our stakeholders are our most important asset.

Appian stakeholders include our customers, employees, investors, and partners – all of which truly are our most important assets. We demonstrate our commitment to each group of stakeholders in different ways as follows:

- **Our Customers** – Organizations worldwide need software applications that empower them to quickly and easily seize opportunity, respond to change, and reinvent. The Appian low-code automation platform enables them to do just that – without special skills or coding. Appian delivers results for our customers, helping them realize average gains of 123 percent in productivity and $14.8 million (United States dollars) in additional annual revenue, per organization. Moreover, based on Appian client input, leading industry analyst IDC recently determined that an average Appian customer will achieve a 5-year return on investment of 509 percent. In addition to delivering our innovative, industry-leading platform, Appian demonstrates our commitment to our customers with expert service offerings; quarterly software enhancements; and an annual forum called “Appian World,” at which our customers, partners, and industry leaders from around the globe can meet, exchange ideas, help drive Appian’s product road map, learn about trends, and much more.

- **Our Employees** – We value the health and long-term well-being of our employees, providing subsidized medical, dental, vision, and disability benefits, as well as a retirement savings plan to which we co-contribute. Additionally, we provide a monetary allowance to employees who choose to participate in healthful activities such as attending a gym or playing a sport. Appian also takes into account the mental health of our employees through an annual retreat, professional and personal development seminars on topics including stress management, and commonplace opportunities for remote work and virtual meetings.

- **Our Investors** – Appian became a public company in May 2017, with an opening share price of $12. In under three years, the value of Appian stock has nearly quadrupled, delivering a strong return on investment to those who acquired stock at the time of our initial public offering (IPO) as well as those who have since purchased shares. Appian, in business for more than 20 years and committed to operating ethically and in a financially responsible manner, has consistently grown revenues for more than a decade, making our company an attractive investment.

- **Our Partners** – We know that a highly qualified, well-trained, and effectively on boarded and managed partner network helps us better support the needs of our customers with complementary local and/or specialized services and an ever-expanding community of capable, enthusiastic Appian practitioners and advocates. Appian maintains an active and growing community of partners that serve our customers in a variety of ways. In turn, we demonstrate our commitment to our partners with a comprehensive partner program and the tools and training they need to succeed. We also honor our partners from around the world on an annual basis. Appian has also established the “A-Score program for practitioners, to help customers identify the resources best suited to assist with an Appian project or program. Each partner’s A-Score is an individual rating that allows clients to evaluate an organization’s proficiency in our technology and methodology.

**Recent Related Achievements**

- Appian moved to a flexible paid time off (PTO) policy in 2019, ensuring our employees may take time away from work as needed, regardless of their tenure with the company and without having to worry whether or not they have “banked” sufficient PTO days.

- Appian introduced an expanded partner awards program in 2019 as the result of our desire to better honor our worldwide partner network. Our new “Partner Impact and Excellence” awards recognize Appian partners across six categories of service and impact – including innovation, transformation, value, and more, demonstrating our commitment to a growing, vibrant partner ecosystem that upholds Appian’s standards for speed and service excellence.
At its heart, every business is about people: those who work for it, run it, and associate with it, as well as those touched by it in other ways – manifestly or tangentially – as customers, users, suppliers, and neighbors. For that reason, we believe it is incumbent on our company to embrace responsibility for social concerns – acting to further human rights, protections, well-being, and advancement – and treat others honestly, fairly, and respectfully, both within our walls and beyond our doors.

Through our philosophy, policies, and practices as a business delivering software and services to hundreds of organizations around the globe, as an employer to more than 1,300 professionals worldwide, as a partner to international and regional product and service providers, and as an invested and caring member of the communities in which we operate – in all these respects, we strive to be a good corporate citizen and to help improve the quality of life for our people and the communities in which we operate around the world.

Appian is an equal opportunity/affirmative action employer; and in fact, a distinguishing characteristic of our workforce is its diversity. We believe employee diversity and an inclusive professional environment are paramount to our continued success, as our individual communication, management, problem-solving, and work styles enable us to learn from one another and always devise the best approach.

With respect to our software, applications built and executed on the Appian platform are fully web accessible and cloud available, freeing our customers’ Information Technology teams to focus greater time and effort on value-add versus infrastructure-heavy activities. Moreover, as well as speeding knowledge sharing, our software can eliminate excessive e-mail messaging and dramatically reduce the need for printed documents. Additionally, the web-based nature of our software means our customers’ users need not be “in the office” to be productive, making it possible for those organizations to enable remote work if that suits the needs of employer and employee.

With respect to our people, in addition to the comprehensive slate of benefits we offer employees worldwide, Appian has enabled “Affinity Groups” that help our personnel celebrate who they are at work and away from it. Appian sponsors six such groups that strive to create positive, lasting impacts within our company and the communities in which we operate through social, education, and outreach activities.

We believe being a good employer means caring about our personnel and being a good global citizen means caring about all people with whom we share the world.

Appian is determined to be both.
Appian Affinity Groups

AppianWOMEN was founded to foster and support our company’s growing community of women and their allies, to create a more inclusive environment and maximize this growing community’s positive impact at Appian. AppianWOMEN holds monthly “lean-in circle” meetings and workshops to help heighten business skills.

AppianPRIDE celebrates LGBTQIA (lesbian, gay, bisexual, transgender, queer or questioning, intersex, and asexual) identities and fosters a safe, equal, and affirmative environment for this community within the larger Appian organization and beyond, with the goal of attracting, retaining, and developing LGBTQIA employees. In the effort to more broadly recognize and support our employees’ identities, Appian has installed gender-neutral bathroom signs and added a “preferred pronouns” feature to our internet-based employee profiles.

AppianGREEN aims to minimize our company’s environmental footprint by helping to reduce, reuse, and recycle across our business. From carpooling to catered food, AppianGREEN focuses on minimizing Appian’s overall environmental impact. Through education and awareness, this group encourages sustainable choices. And through volunteer efforts, AppianGREEN members connect with others who share similar environmental passions.

AppianHERITAGE celebrates our diversity and fosters an environment of support and empowerment among employees of all races, cultures, and ethnicities, to amplify their impact on the Appian community. This group hosts workshops to break barriers, enabling employees to learn more about the different backgrounds of their peers and to grow as thought leaders. It also hosts cultural events and publishes information throughout the year regarding the observance of national and international holidays.

AppianWELLNESS focuses on enhancing organizational and personal health and providing all employees with access to physical and mental resources for the betterment of their overall wellness. The group promotes healthier living through various wellness-related events.

AppianRISE aims to develop and support employees early in their careers (or those starting a new career) by nurturing an interdepartmental community for professional and personal growth. This affinity group organizes career-development training, hosts speaker events with career leaders, and holds company-wide networking events.

The AppianGREEN Affinity Group has been instrumental in identifying, promoting, and executing meaningful sustainability initiatives that have resulted in significant environmental performance improvements across the company; and it continues to plan and implement new initiatives, working closely with corporate leadership to help Appian “grow green.” The AppianWELLNESS Affinity Group focuses on enhancing organizational and personal health and promoting work-life balance and overall whole-life wellness and has, among other efforts, sponsored health fairs which have been well attended and well received by Appian employees.

Recent Related Achievements

- Appian has sponsored the evolution of our Affinity Groups from groups of volunteers to formally structured entities – each with a budget, a board, and regularly scheduled meetings.
We strive to help sustain the environment.

Appian operates office workplaces to create our digital product as opposed to traditional manufacturing facilities. Nonetheless, we are working to reduce the negative environmental impacts of our business operations by lessening energy consumption, waste, and air and automobile travel and ensuring Appian’s suppliers are working toward like environmental sustainability goals.

Measuring and reporting on the status of our environmental performance is an ongoing initiative (drawing on data we capture through new business applications and other internal information technology systems), the results of which will be used to comply with applicable regulations; assess our progress toward environmental sustainability; and create a “scorecard” to track our environmental performance on a yearly basis.

We are currently planning how best to efficiently capture and report on information about the environmental responsibility of Appian’s tier-one suppliers, working across our partner, legal, and finance teams. In the future, we intend that new suppliers will complete a questionnaire as part of the onboarding process, as well as annually thereafter, as part of our longer-term effort to ensure a sustainable procurement framework.

Recent Related Achievements

- As the result of the move of Appian’s headquarters 2019, multiple buildings have been consolidated into a single campus, providing a more interactive environment to enhance the culture and well-being of Appian employees. Design of our new facilities was centered around an open and collaborative environment, while following environmental guidelines set out through LEED (Leadership in Energy and Environmental Design) standards. All headquarters employees have access to daylight, wellness rooms, a fitness center and free fitness classes, optional standing desks, and outdoor recreation areas on site.

- Appian has made significant advances in reducing the need to print documents by leveraging our work-automation software platform for digital approval and signing processes. We also participate in paper recycling and shredding in all our offices globally.

- Appian was named to the “Best Workplaces for Commuters” list published by the Board of Supervisors of Fairfax County, Virginia (the United States county in which our company is headquartered).