2021 Social Responsibility
Challenges and opportunities.
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Introduction.

Albert Einstein once said that “in the middle of difficulty lies opportunity.” Last year, with the onset of a highly contagious and deadly virus impacting every continent and virtually every business sector, we tested this assertion and proved ourselves able to create opportunity from the challenges we (and so many other companies) faced. In a very tough year, Appian gained 167 new customers and grew annual revenue by 17 percent.
There is no doubt 2020 was a year of immense challenges. Foremost, the global coronavirus pandemic left no one untouched, whether medically, financially, or spiritually. And an onslaught of other tragedies and disasters further tested our collective mettle and resilience: humanitarian crises abroad and at our nation’s southern border, civil unrest in numerous countries, massive wildfires in Australia and the United States, unprecedented flooding across Asia and the Sudan, the horrific explosion in Beirut, and the most active Atlantic hurricane season in recorded history.

Fortunately for us all, humanity remains an indomitable condition. And that is why, through all its pain and loss, destruction, and hardship, 2020 was also an affirming year. It was a year in which we witnessed the heart and determination of our global community and the tenacity and fortitude of people the world over to identify and seize opportunity, despite—and even as an outgrowth of—extraordinary challenges.

Technologically speaking, 2020 was the year in which virtual access, digital collaboration, and rapid software innovation gave us the means not only to persevere, but to prosper. Manufacturers innovated, altering their assembly lines to produce critically needed ventilators and PPE (personal protective equipment) for coronavirus patients and healthcare providers. Restaurants expanded their use of online ordering and mobile communication, to continue operating and serving their patrons. Physicians consulted with patients virtually, and homes became remote classrooms for children worldwide. Scientists collaborated globally to devise effective coronavirus treatments and vaccines. New businesses were founded—and existing ones transformed—to offer different but now essential products and services.

Appian is one such existing business. Like the other enterprises touched on above, we leveraged technology to effect significant changes in 2020, both with respect to our software offerings and our day-to-day operations.

We asked our employees to work from home for their physical well-being, replacing travel and in-person interaction with online collaboration and deliverable fulfillment. Likewise, rather than risk convening customers, industry thought leaders, and Appian personnel face to face, our annual Appian World symposium went fully virtual last year.

Moreover, in keeping with the leadership in market innovation for which our company is known, we created new business solutions for our low-code automation platform, applications specifically intended to help commercial and government organizations:

- Manage their personnel, operations, and customers during the pandemic;
- Coordinate the complexities of returning workers on site (and academic communities to campus) while maintaining the privacy and security of employee health information; and
- Comply with new national and regional regulations (including, for example, loan eligibility and forgiveness under the United States Coronavirus Aid, Relief, and Economic Security Act).

While the following statement may seem trite given the number of times we heard it last year, it remains an accurate and equalizing sentiment: we are all in this together.

To Appian, the term “all” encompasses our employees, customers, partners, prospects, and the citizens of the communities in which we do business. For that reason, our principal concern last year was a human one. We overcame challenges and embraced opportunities so we could continue to serve and support our stakeholders; and we did so (to borrow, once again, from the words of Albert Einstein) by focusing on being of value rather than being a success.
Accomplishments and plans.

Our 2020 achievements and social responsibility objectives are summarized below, aligned to the 4 principles which continue to guide our company more than 20 years after Appian began.

We are an ethical and honorable company.

Appian complies with Principle 10, “Anti-Corruption,” of the United Nations Global Compact, in our strides to ensure an enterprise-wide understanding that corruption of any kind (including extortion and bribery) is neither condoned nor tolerated in the conduct of company business.

As excerpted from the Appian employee handbook:

- We are honest and fair;
- We scrupulously avoid any conflict of interest;
- We conduct ourselves ethically when dealing with customers and business opportunities;
- We maintain a work environment that encourages mutual respect, is safe and free from harassment or threats of violence, and promotes civility and courtesy among our employees;
- We preserve and protect our valuable resources and proprietary information and similarly respect the property rights of others;
- We at all times comply with the law; and
- We are vigilant in upholding and enforcing our code of business ethics and conduct.

In short, we are unwavering in our commitment to conduct business ethically as well as in accordance with all applicable laws and regulations.

To that end, all Appian employees participate in (when onboarding and annually thereafter) mandatory compliance courses including “Harassment and Discrimination Prevention,” “Anti-Corruption and Bribery,” and “Insider Trading: Avoiding Risky Behavior.”

Additionally, our Human Resources department introduced a new course in 2020, in the wake of the novel coronavirus (COVID-19), to ensure all personnel comply with Appian policies and procedures throughout the global pandemic. Mandatory “COVID-19 Workplace Safety Standards” training, based on CDC (United States Centers for Disease Control) guidelines and in keeping with our dedication to being a caring and honorable business and employer, is aimed at protecting the health of our employees, as well as those with whom they interact, in any necessarily face-to-face business settings.

Moving forward, our Human Resources, Legal, and Finance departments will continue to identify and implement training programs and other tools and mechanisms to ensure the performance of our company and the actions of the people who represent it are principled and above board at all times.

Our stakeholders are our most important asset.

As indicated in our introduction, Appian stakeholders encompass our employees, our customers and prospective clients, our partners, our investors, and the citizens of the communities in which we conduct business. We respect the concerns of all our stakeholders, adhering to the human and labor rights principles of the United Nations Global Compact (Principles 1 through 6 as excerpted/interpreted below):

- We support and respect the protection of internationally proclaimed human rights.
- We are not complicit in human rights abuses.
- We recognize and uphold the rights of employees to associate and conduct collective bargaining.
- We reject the use of forced or compulsory labor.
- We endorse the abolition of child labor worldwide.
- We are an equal opportunity employer and do not practice or tolerate employment- or occupation-related discrimination.
Moreover, while employer requirements vary by jurisdiction, Appian complies with all employee health- and safety-related laws applicable to our business and operating locales—including, but not limited to, the United Kingdom (UK) Health and Safety at Work Act of 1974, which requires employers to protect the health, safety, and welfare of their employees at work, and United States federal and state laws and regulations pertaining to the safety of our personnel and property (including those mandated by the Department of Labor and OSHA [Occupational Safety and Health Administration]).

Additionally, not only does Appian expressly forbid discrimination across our company, we are wholehearted enthusiasts about the value and importance of a diverse and inclusive workplace. We believe our differences (including our differences of opinion) yield business as well as societal advantages. To that end, our “Diversity, Equity, and Inclusion” (DEI) working group proactively identifies opportunities for improving our hiring and operations across the entire talent-acquisition process (resulting, for example, in expanded sourcing outreach to diversity talent networks such as Fairygodboss, the Professional Diversity Network, and Women in Tech International).
Our employees.

Appian employees are the backbone of our company; as such, we seek to support and recognize them in ways big and small. Appian is especially proud to have been recognized in 2020 by The Washington Post as a “Top Workplace” for the 7th consecutive year, given that employers making the list are ones earning the highest ratings from their employees regarding personnel engagement and job satisfaction.

We honor our people’s contributions through quarterly and annual awards as well as other forms of recognition. Even our software, used as our corporate internet, includes the capability for an employee to give “kudos” to any other team member—a message of praise or gratitude which is then viewable across our organization.

In keeping with our human focus and intention to be a business and employer of value, we place particular importance on the health and long-term well-being of our employees.

We offer subsidized medical, dental, vision, and disability benefits, as well as a retirement savings plan to which the company co-contributes.

In 2020, Appian allocated a new “Lifestyle Spending Account” to our employees, a monetary amount against which they may draw (for example) to pay gym membership dues, purchase athletic wear, or be reimbursed for other wellness-related expenses.

Appian also promotes the continuing education of our employees. We offer a tuition-reimbursement program for role-related college coursework and certification programs, and we have developed a global program called Appian University that offers self-guided and instructor-led education for ongoing personal and professional development.

In turn, our people are passionate about their roles, the company, and our solutions—as well as making a difference in their communities and the world as a whole. Therefore, while we have been largely physically separated since early 2020 due to the pandemic, our dedicated “Appianites” have continued to work closely together to ensure we are “always doing right by our customers.”

For most employees, telecommuting has represented a complete change in workplace. Our leadership team has been cognizant of this and has endeavored to sustain personnel “connected-ness” through periodic company-wide calls and regular communiques on the Appian Home employee portal. In March of this year, management expressed appreciation to all employees for their hard work and sacrifices thus far in 2021 year by granting a weekday off from work across the company (termed our “Recharge Day”) and sending gift boxes to all employees to enjoy on their day of leisure.

Throughout the global pandemic, despite our working apart, our seven Appian-sponsored “affinity groups” (employee groups which comprise a specific segment of our workforce and/or share a common passion) have continued to work closely with one another and corporate leadership to create positive, lasting impacts within our company and the communities in which we operate through social, education, and outreach activities.

In fact, our employee-led affinity groups play a key part in our efforts to ensure diversity, equity, and inclusion. These employee-led groups are funded at the corporate level and include individual management/governance in the form of boards of directors.

Each affinity group, described in the table that follows, plays a vital role in:

- Articulating, building, promoting, and supporting the needs and goals of its various communities.
- Creating a positive impact through social, education, and outreach activities.
- Fostering partnerships at Appian through inclusivity and educating allies.

As Dawn Mitchell, Senior Vice President of Human Resources, explains— “Our affinity groups offer a tremendous amount of comfort to employees in being able to connect with others with shared experiences. We have seven such groups at present, and each has an executive sponsor and funding. Their programming is around awareness, community within Appian, and outreach externally. These groups have been such a value-add to Appian.”
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| **AppianGreen** | Our mission is to minimize Appian environmental footprint by helping to reduce, reuse, and recycle across our business.  
• From carpooling to catered food, we focus on minimizing our overall environmental impact.  
• Through education and awareness, we encourage sustainable choices.  
• Through volunteering, we connect with others who share similar environmental passions. |
| **AppianHeritage** | Our mission is to celebrate and foster an environment of support and empowerment among employees of all races, cultures, and ethnicities to amplify their impact on the Appian community.  
• Education breaks barriers. Race/ethnicity/culture are sensitive subjects, but our workshops allow employees to take an introspective look at their own heritage, learn more about their peers of different backgrounds, and grow as thought leaders.  
• To recognize the various races/ethnicities/cultures in the Appian family, we host events and publish information throughout the year to observe national and international holidays.  
• Diversity of cultures brings diversity of thought, which leads to innovation. To support the efforts of the campus recruiting team, we are committed to representing the diverse backgrounds at Appian by attending career fairs and campus events. |
| **AppianPride** | Our mission is to celebrate and foster a safe, equal, and affirmative environment within the larger Appian community and beyond to attract, retain, and develop employees within the LGBTQ+ community.  
• We support efforts focused on diversity and inclusion at Appian and within the technology industry as a whole through events, initiatives, and the recruitment of LGBTQ+ individuals.  
• We engage with LGBTQ+ individuals through networking events, both internally and in the wider community, as well as volunteer at LGBTQ+ focused organizations.  
• We educate individuals on LGBTQ+ issues, allyship, and methods to increase inclusion within the workplace. |
| **AppianRise** | Our mission is to help employees grow together, as we develop personal and professional skills, network and build relationships across Appian, and give back to our communities.  
• We focus on improving the ability to perform at a high level by using techniques aimed at promoting both personal and career development through unique training sessions.  
• We learn from a wide array of career leaders on what makes them the best at what they do and how you can achieve analogous goals.  
• We encourage employees to get outside their respective department, to expand their professional and social networks while also seeing what other opportunities and support systems exist at Appian. |
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| **AppianVeterans** | Our mission is to create a community that recruits, develops, recognizes, and elevates those who have served in military and first-responder roles, their families, and anyone that supports bringing the unique values of this community to our broader Appian community.  
  - Our focus is to raise awareness of how AppianVeterans can contribute to Appian’s culture.  
  - Our goal is to provide support for veterans and first responders both within Appian and our community.  
  - We want to create a strong community for veterans and first responders both within Appian and our greater community. |
| **AppianWellness** | Our mission is to enhance organizational and personal health and provide all employees with access to physical and mental resources for the betterment of their whole-life wellness.  
  - To enhance organizational and personal health, and to promote work life balance and overall whole-life wellness, we strive to provide resources such as wellness fairs, exercise groups, and education and training.  
  - Our goal is to advocate physical and mental health to help employees achieve optimal well-being.  
  - With access to our meditation program, started and run by our very own employees every week, we are providing mental health resources to all Appianites for the betterment of their whole-life wellness. |
| **AppianWomen** | Our mission is to foster and support the community of women and allies to maximize a positive impact for Appian.  
  - An overarching goal for AppianWomen is to create a more inclusive environment, bringing together both women and allies around the world.  
  - AppianWomen offers a mentorship opportunity to all members. Anyone, whether an AppianWomen member or ally, can sign up to become a mentor to a protégé. Both the mentor and the protégé give and grow through the mentoring process.  
  - To foster and support personal and professional development, AppianWomen provides opportunities for women to develop themselves through internal workshops on networking, negotiation, small talk training, and more. |
Our customers and prospective clients.

Organizations worldwide need software applications that empower them to rapidly and easily seize opportunity, respond to change, and reinvent. This has never been truer than it has been over the past year, as governments, businesses, and individuals have had no alternative but to quickly adjust to an entirely new “normal.”

The Appian low-code platform enables organizations to do just that—enabling our customers, on average, realize a 123-percent increase in business productivity; $14.8 million in increased annual revenue; payback of their investment in just 7 months; and a 509-percent return on their investment within 5 years. We believe that is why, in a challenging 2020, we earned 167 new-name customers and grew yearly revenue by 17 percent.

In the first quarter of 2020, with the coronavirus designated by the World Health Organization (WHO) as a pandemic, we developed several COVID-19-related solutions to help enterprises navigate the complexities of workforce management during a worldwide public health disaster.
This is an example of how we have leveraged technology—our own software platform—to effect a significant change in our solution offerings with a focus on being of value to other organizations in need of pandemic-management automation. These solutions include:

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<td><strong>Workforce Safety</strong></td>
<td>Trusted by leading organizations around the world, Workforce Safety provides a unified, automated, and flexible approach to safely return personnel to on-site work.</td>
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<td><strong>CampusPass</strong></td>
<td>Developed in conjunction with leading universities, CampusPass provides the fastest way to coordinate the safe return of an entire academic community back to campus and maintain ongoing health and safety.</td>
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<td><strong>Paycheck Protection Program Lending</strong></td>
<td>Paycheck Protection Program (PPP) Lending, which can be live in a matter of days, provides lenders an auditable method for managing loan applications and forgiveness requests in accordance with rules of the constantly evolving United States Coronavirus Aid, Relief, and Economic Security (CARES) Act.</td>
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<td><strong>Coronavirus Business Interruption Loan Scheme (CBILS)</strong></td>
<td>Our CBILS application, which can be live in days, allows banks to accept and manage applications for lending facilities from small- and medium-sized enterprises (SMEs); support their unique servicing requirements; and ensure compliance under CBILS rules.</td>
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<td><strong>Resource and Care Coordination (UK)</strong></td>
<td>Resource Care and Coordination helps UK healthcare providers manage the care and discharge of patients and allocation of the appropriate pathway in accordance with current pandemic-related requirements.</td>
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In short, as highlighted below, Appian is helping companies to help themselves:

- Bexley Health Neighborhood Care, part of the UK National Institute of Health, launched a Resource and Care Coordination application to protect 1.5 million people in just under 1 week.
- A top-five United States bank is capturing all COVID-19 incidents across the globe, managing them to resolution, and issuing daily situation reports to its executive management.
- A top-five elevator manufacturer is coping with a wave of contract modifications in the wake of usage disruptions due to COVID-19. The company deployed a new process, built start to finish in a single day, to collect and process its contract change requests.
Our partners.

We know a highly qualified, well-trained, and effectively onboarded and managed partner network helps us better support the needs of our customers with complementary local and/or specialized services and an ever-growing community of capable, enthusiastic Appian practitioners and advocates.

Simply put, our partners are an important element in our ability to deliver the best solutions and services to our customers around the globe.

Therefore, we have developed systems to foster their success, as well as award programs to recognize their work and the benefits they bring to our company.

Organizations with which we team include:

- **Services Partners** – Appian customers are constantly identifying problems our technology can solve. Our services partners provide a variety of support (implementation services and custom post-deployment help desk services, for example) leveraging their areas of expertise and employing Appian best practices.

- **Public Sector Partners** – Our partners in this space are qualified to sell to and support federal, state, and local government customers, allowing them to create purpose-built applications on our platform and—whether teaming with Appian Customer Success or working independently—furnish subject-matter-specific and/or locally based services.

- **Technology Partners** – We collaborate with leading technology innovators to integrate complementary capabilities with our platform and adapt solutions for our customers’ enterprise ecosystems that enable them to meet their respective missions in the way that works best for them.

- **Reseller Partners** – Appian resellers work with customers to drive innovation, respond to change, and revolutionize the customer experience by marketing, selling, and deploying powerful business solutions built on our low-code platform.

- **OEM (Original Equipment Manufacturer) Partners** – Appian OEMs embed our technology into their branded applications and offer the combined solution to their customers.

In 2020, we launched the inaugural “Federal Partner Cup Hackathon.” Participating partners were tasked with creating applications for the public sector using our low-code automation platform. While we have included a hackathon at each Appian World conference for the past several years, 2020 marked the first time we held the competition specifically for our government partners. The top-three winners received thousands of marketing dollars, earned the opportunity to present their applications at the “AppianGovernment” annual conference, and continue to benefit from promotion of their applications on the Appian AppMarket that is part of our online Appian Community portal.

Each year we also recognize one partner as the top contributor to the Appian AppMarket, based on categories including innovation and value, among others. We also recognize a top reseller partner on an annual basis. And finally, each year we honor our partners across the geographic markets in which they serve, including the Asia Pacific (APAC) and Europe, Middle East, and Africa (EMEA) regions.

In 2021, we will continue to honor the members of our worldwide partner community as described above. Additionally, in May of this year, we will be rolling out a new credentialing program. Our original program consisted of an online, unproctored examination, as well as project submissions and field experience, to measure an individual’s product knowledge. The coming new program will test an individual’s product knowledge and field experience via a proctored, online examination provided by a neutral third party (with project submissions no longer required). There will be three attainable certification levels for partners and personnel as follows:

- Appian Certified Associate Developer
- Appian Certified Senior Developer
- Appian Certified Lead Developer
Our investors.

After 18 years in business, Appian became a public company in May 2017, with an opening share price of $12. At the close of 2020, the value of Appian shares was 900 percent higher than at the time of our IPO (Initial Public Offering), yielding early shareholders a remarkable return on investment.

Early last year, Appian announced the acquisition of Novayre Solutions SL, based in Barcelona, Spain, developer of the Jidoka robotic process automation (RPA) platform. That acquisition made Appian a one-stop shop for automation, with best-in-class solutions for workflow, artificial intelligence (AI), and RPA. Forrester expects the RPA services market to reach $12 billion by 2023, according to a recent report. With our Novayre Solutions acquisition, Appian is well positioned to compete and win in the RPA marketplace.
Citizens of the communities around us.

Appianites care deeply about making our world a better place and improving the quality of life for all citizens. They volunteer their energy, skills, and expertise to make a difference in the communities where we live and work.

The following are some endeavors taken on by our employees to help others, the first two of which grew out of the company-wide day of service for which our employees opted as a meaningful way to celebrate our 20th year in business:

Creating STEAM (Science, Technology, Engineering, Arts, and Mathematics) opportunities for students.

Through the COVID-19 pandemic and the uprising of the “Black Lives Matter” movement, 2020 was a year fraught with major challenges. Appian employees had a strong desire to address racial inequities and make an impact on our local community. The Appian team connected with the District of Columbia Public Schools (DCPS) system, as our people believed this could have an impact on young people for years to come, rather than just for a day or a week. Our team of volunteers initially launched programming with the Columbia Heights education campus, working with children in the sixth grade, over an extended period of time, to deliver supplemental education through a variety of activities including a robotics league and speaker series.

“Adopting” a trail with the Potomac Appalachian Trail Club.

The Potomac Appalachian Trail Club (PATC) is a 100-percent volunteer-supported nonprofit organization formed in 1927 to build and maintain the Appalachian Trail (itself 240 miles) and over 1,000 miles of trails in all spanning Pennsylvania, Maryland, West Virginia, and Virginia. AppianGreen has “adopted” a stretch known as the “Horseshoe Trail,” which is part of the Hemlock Overlook Regional Park near Bull Run. AppianGreen volunteers have committed to maintaining this stretch of trail and using this beautiful area for education, awareness, and nature experiences for Appian employees and their families.

Supporting the DC Central Kitchen.

The DC Central Kitchen is a nationally recognized community kitchen that recycles food from around Washington, D.C., and uses it as a tool to train unemployed adults to develop work skills while also providing thousands of meals for local service agencies in the process. The DC Central Kitchen’s Chief Operating Officer (COO) was seeking a software solution for one of its largest programs, Community Meals. The Appian team embraced this as its initial project, using our software to simplify the organization’s processes around that program. This application build resulted in a streamlined employee onboarding process, freeing up time for the organization to focus on other internal initiatives. Using the Appian solution, the Kitchen was able to significantly reduce the amount of time needed to train its new employees. Additionally, using the Appian software, the DC Central Kitchen has been able to respond in real time to changing demands within the community resulting from the COVID-19 pandemic.

Our application enabled the DC Central Kitchen to get food out much more quickly to members of the community most in need.

Most recently, the Appian team deployed our Workforce Safety application into the DC Central Kitchen’s toolkit. This application helps organizations intelligently manage the complexities of returning workers on site during the pandemic, while maintaining the privacy and security of individuals’ health information. The Appian team plans to continue taking on new projects for the DC Central Kitchen in the future.
We seek to better the quality of life worldwide.

As detailed on the preceding page, our company and our people seek to improve the quality of life of others worldwide.

The success of the DC Central Kitchen volunteer effort, for example, has led to the establishment of a cross-departmental team of employees, from the United States to Switzerland, that plans to support a program fighting “food deserts” in Washington, D.C. And our employee volunteers working with DC Public Schools hope to expand on the service model established locally, rolling it out in the future to other cities across America.

As the majority of the world’s population is vaccinated against the coronavirus and the pandemic wanes, we will embrace additional volunteer efforts through which we can continue to help others in the communities in which we operate.
We strive to help sustain the environment.

Appian complies with Principles 7, 8, and 9 of the United Nations Global Compact—exploring solutions to environmental challenges, undertaking initiatives to conserve energy and reduce waste, and encouraging the adoption of environmentally friendlier technologies such as our cloud- and mobile-based software. In fact, we use our software for numerous corporate processes, thus leveraging online work completion and content storage and thereby minimizing our reliance on printing and paper.

While Appian is not a manufacturer in the traditional sense, creating a digital product versus producing goods in a factory-type setting, we have nevertheless identified five areas in which we can enhance our environmental performance and advance our progress toward environmental sustainability. Those areas are:

1. Meeting our environmental compliance obligations;
2. Promoting employee participation in local and larger environmental and healthful living initiatives;
3. Reducing the environmental impact of our operations;
4. Ensuring the Appian supply chain members share our environmental principles; and
5. Measuring and reporting on the status of our environmental performance.

The AppianGreen affinity group (described earlier in this report) has been instrumental in identifying, promoting, and executing meaningful sustainability initiatives which have resulted in significant environmental performance improvements across our company.

The AppianGreen group continues to plan and implement new initiatives, working closely with corporate leadership to help our company “grow green.”

In 2020, the need for business recycling and the amount of trash generated decreased dramatically, as stakeholder health took priority with the onset of the global coronavirus pandemic and our employees worked from home the majority of the year. Nonetheless, we were able to make the following environmental performance improvements in 2020:

- The installation of sun-sensored shades along heavy heat-gain windows.
- Policies were established such that prior to the order of any item (office supplies, etc.), the item is reviewed for many factors including environmental impact.

Moreover, despite the pandemic, intrepid members of AppianGreen came together to tend the herb and vegetable garden at our company’s headquarters campus.

We expect to add environmental sustainability initiatives as objectives this year, as office life begins to “return to normal.”
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