WalkMe Reveals the World's 100 Most Impactful Digital Adoption (DAP) Professionals in Inaugural DAPP100 List

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Unveils new WalkMe World community for customers, partners, and DAP Professionals in advance of Elevate

SAN FRANCISCO, Sept. 29, 2022 /PRNewswire/ -- WalkMe Ltd. (NASDAQ: WKME), a leading provider of digital adoption solutions, today released the official crowdsourced list of Top 100 Digital Adoption Professionals across the globe, the DAPP100. Nominations poured in from all over the world with the 100 winners hailing from 16 countries across four continents. In addition to celebrating and recognizing the most impactful individuals in the digital adoption platform space, WalkMe also announced the new and improved WalkMe World, a community comprised of customers, partners, and DAP Professionals as a run-up to the annual Elevate event taking place **October 25-27**.

DAP Professionals advance the use of digital technologies within their organizations by elevating user experiences and ultimately driving return on technology investments. According to WalkMe's recent State of Digital Adoption Report,* enterprises plan to invest an average of $30M in digital adoption over the next three years, which indicates there is an increasing need for DAP Professionals to strategize, plan, and build digital adoption solutions that enable digital transformations to live up to their full potential. With more than 13,000 people on LinkedIn with "digital adoption" on their profile, the rise of the DAP Professional is nothing short of a movement.

Further advancing the category and profession it created a decade ago, WalkMe launched the world's largest open community of DAP Professionals, WalkMe World. A thriving community with more than 7,000 active members, WalkMe World is now an entirely open community. The new community serves as a single pane of glass for customers, partners, and DAP enthusiasts of all levels to access all things DAP and WalkMe in a unified environment, whether they are looking for inspiration, training, support, networking, or useful tips. All members will experience a host of features, including instant self-service, private and public groups based on interest, region, or beta activities, peer to peer messaging, and the just-released **DAP Blueprint**, a self-service guide to help members scale their digital transformation strategy.

"Digital adoption has taken center stage as the missing link between an organization's digital transformation ambitions and the ROI they will enjoy from these endeavors. While we always knew that the growth of the DAP category would lead to career opportunities, the flourishing community of DAP Professionals continues to inspire us," **said Wayne McCulloch, Chief Customer Officer, WalkMe**. "We are excited to honor the 100 most innovative DAP Professionals across the globe, selected by their peers, while we simultaneously unveil the new WalkMe World community, the digital epicenter for DAP innovation."

About Elevate

On October 25-27, 2022, WalkMe will host 25+ live sessions and workshops both virtually and in-person in San Francisco, including a keynote celebrating the achievements of notable DAP Professionals and breakout sessions highlighting customer stories. Through workshops and certification opportunities, attendees will learn the latest in using digital adoption technologies to operationalize digital strategy and drive business outcomes that matter, positioning themselves as central to achieving critical business results.

DAPP100 Methodology

Nominations for the Top 100 DAP Professionals list kicked off on the newly minted International Digital Adoption Professionals Day on July 28, 2022. Any DAP Professional could be nominated by colleagues, peers, friends, or even themselves (DAP vendors were excluded). Voting was open for two weeks, and nearly 18,000 votes were cast to determine the final list of 100 individuals. The final list of honorees hail from 16 countries, some of which include the United States, Australia, Jamaica, Mexico, Switzerland, the Philippines, India, Israel, and Japan.

Additional Resources:

- Visit the WalkMe Website
- Read the WalkMe Blog

***WalkMe's 2022-2023 State of Digital Adoption** report is based on a survey of 1,475 senior business leaders at organizations with 500 employees or more across North America, ANZ, UK & Ireland, DACH, Benelux, Nordics and France. The online survey was conducted March-May 2022.

About WalkMe

WalkMe's cloud-based Digital Adoption Platform enables organizations to measure, drive and act to ultimately accelerate their digital transformations

and better realize the value of their software investments. Our code-free platform leverages our proprietary technology to provide visibility to an organization's Chief Information Officer and business leaders, while improving user experience, productivity and efficiency for employees and customers. Alongside walkthroughs and third-party integration capabilities, our platform can be customized to fit an organization's needs.

Special Note Regarding Forward-Looking Statements:

Certain statements in this press release may constitute "forward-looking" statements and information, within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. In some cases, these forward-looking statements can be identified by words or phrases such as "may," "might," "will," "could," "would," "should," "expect," "plan," "anticipate," "intend," "seek," "believe," "estimate," "predict," "potential," "continue," "contemplate," "possible" or similar words. These forward-looking statements relate to our current expectations and views of future events, are subject to risks, uncertainties and assumptions, some of which are beyond our control, and are not a guarantee of future performance. Actual outcomes may differ materially from the information contained in the forward-looking statements as a result of a number of factors, including, without limitation, the following: our ability to manage our growth effectively, sustain our historical growth rate in the future or achieve or maintain profitability; the impact of the COVID-19 pandemic or adverse macro-economic changes on our business, financial condition and results of operations; the growth and expansion of the markets for our offerings and our ability to adapt and respond effectively to evolving market conditions; our estimates of, and future expectations regarding, our market opportunity; our ability to keep pace with technological and competitive developments and develop or otherwise introduce new products and solutions and enhancements to our existing offerings; our ability to maintain the interoperability of our offerings across devices, operating systems and third-party applications and to maintain and expand our relationships with third-party technology partners; the effects of increased competition in our target markets and our ability to compete effectively; our ability to attract and retain new customers and to expand within our existing customer base; the success of our sales and marketing operations, including our ability to realize efficiencies and reduce customer acquisition costs; the percentage of our remaining performance obligations that we expect to recognize as revenue; our ability to meet the service-level commitments under our customer agreements and the effects on our business if we are unable to do so; our relationships with, and dependence on, various third-party service providers; our dependence on our management team and other key employees; our ability to maintain and enhance awareness of our brand; our ability to offer high quality customer support; our ability to effectively develop and expand our marketing and sales capabilities; our ability to maintain the sales prices of our offerings and the effects of pricing fluctuations; the sustainability of, and fluctuations in, our gross margin; risks related to our international operations and our ability to expand our international business operations; the effects of currency exchange rate fluctuations on our results of operations; challenges and risks related to our sales to government entities; our ability to consummate acquisitions at our historical rate and at acceptable prices, to enter into other strategic transactions and relationships, and to manage the risks related to these transactions and arrangements; our ability to protect our proprietary technology, or to obtain, maintain, protect and enforce sufficiently broad intellectual property rights therein; our ability to maintain the security and availability of our platform, products and solutions; our ability to comply with current and future legislation and governmental regulations to which we are subject or may become subject in the future; changes in applicable tax law, the stability of effective tax rates and adverse outcomes resulting from examination of our income or other tax returns; risks related to political, economic and security conditions in Israel; the effects of unfavorable conditions in our industry or the global economy or reductions in information technology spending; factors that may affect the future trading prices of our ordinary shares; and other risk factors set forth in the section titled "Risk Factors" in our Annual Report on form 20-F filed with the Securities and Exchange Commission on March 24, 2022, and other documents filed with or furnished to the SEC. These statements reflect management's current expectations regarding future events and operating performance and speak only as of the date of this press release. You should not put undue reliance on any forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance and events and circumstances reflected in the forward-looking statements will be achieved or will occur. Except as required by applicable law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

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