



## WalkMe Announces Key Leadership Appointment to Meet Continued Accelerated Digital Adoption Demand in EMEA

November 13, 2023

LONDON, Nov. 13, 2023 (GLOBE NEWSWIRE) -- [WalkMe Inc.](#) (NASDAQ: WKME), a leading provider of digital adoption solutions, today announced the appointment of Ofir Hatsor as Senior Vice President of EMEA Sales. The new regional sales leader will take on the increasing demand for WalkMe's best in class Digital Adoption Platform (DAP) as businesses across industries seek to maximize the value from their software investments while boosting productivity and providing seamless user experiences, aligning with the [3.7% rise in IT spending across EMEA](#), as forecasted by Gartner for 2023.

"WalkMe continues to provide incredible value to organizations around the globe," said **Dan Adika, CEO & Co-founder of WalkMe**. "We are proud to have top talent laser focused on providing the world's best DAP to our valued customers and partners in EMEA. We are excited to welcome Ofir to our regional leadership bench and look forward to continuing to deliver business value in these key regions."

Hatsor returns to WalkMe after serving as the CEO of DGTL Ventures, one of WalkMe's strongest implementation partners in the EMEA region. His extensive learnings from the field combined with his deep product experience puts him in a unique position to lead WalkMe's EMEA sales efforts. He previously held the role of Executive Vice President of International Sales for WalkMe and brings his learnings from his recent chief executive role back to WalkMe. With a passion for innovation and a keen strategic mindset, Hatsor will take on the burgeoning demand for digital adoption technology in EMEA, leading dedicated sales teams in London, Paris, and Munich.

"As a veteran in the digital adoption space, it's an honor to rejoin the original DAP pioneer and market leader and take a front seat to the innovation being built every day at WalkMe," said **Hatsor**. "The value WalkMe brings organizations has never been more clear with a recent [study](#)\* reporting the business value WalkMe provides its customers, including a 3-year ROI of 494%, achieved through a 60% reduction in support tickets, 40% reduced business errors, and \$41.5 in new annual revenue. I'm thrilled to be a part of bringing WalkMe's massive gains in cost savings, employee satisfaction, efficiency, and overall business value to EMEA organizations."

\*Source: Report commissioned by WalkMe: [The Business Value of WalkMe](#), IDC #US50860123, June 2023

### 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 platform leverages 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:

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. We intend such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended (the "Securities Act") and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). All statements contained in this press release other than statements of historical fact, including, without limitation, statements regarding the Company's future financial results, including revenue and non-GAAP operating loss guidance, and expectations regarding the company's operations and future profitability are forward-looking statements. The words "believe," "may," "will," "estimate," "potential," "continue," "anticipate," "intend," "expect," "could," "would," "project," "plan," "target," and similar expressions are intended to identify forward-looking statements, though not all forward-looking statements use these words or expressions. These forward-looking statements are subject to risks, uncertainties and assumptions, some of which are beyond our control. In addition, these forward-looking statements reflect our current views with respect to future events 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 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; 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 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 14, 2023, 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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