Safe harbor and other information.

Certain statements in this presentation 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 that relate to our current expectations and views of future events, including statements regarding future financial results and guidance, partnerships and relationships with our customers.. 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 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 the COVID-19 pandemic or adverse macro-economic events 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; 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 percentage of our remaining performance obligations that we expect to recognize as revenue; our ability to effectively develop and expand our marketing and sales capabilities; risks related to our international operations and our ability to expand our international business operations; the effects of unfavorable conditions in our industry or the global economy or reductions in information technology spending; 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.

Unless otherwise indicated, information contained in this presentation concerning economic conditions, our industry, the markets in which we operate and our competitive position is based on a variety of sources, including information from independent industry analysts and publications, as well as our own estimates and research. Management estimates are derived from publicly available information released by independent third-party sources, as well as data from our internal research, and are based on assumptions made by us upon reviewing such data and our knowledge of our industry and the markets in which we operate, which we believe to be reasonable. Although we believe the data from these third-party sources is reliable, we have not independently verified any such information, and these sources generally state that the information they contain has been obtained from sources believed to be reliable. In addition, as discussed above, projections, assumptions and estimates of the future performance of the industry in which we operate and our future performance are necessarily subject to uncertainty and risk due to a variety of factors that could cause our actual results to differ materially from those expressed in the estimates made by the independent third parties and by us.

Our use of Non-GAAP financial measures.

In addition to our financial information reported in accordance with GAAP, this presentation may contain one or more of the following non-GAAP financial measures: Non-GAAP Gross Profit, Non-GAAP Gross Margin, Non-GAAP Operating Income (Loss), Non-GAAP Operating Margin, Non-GAAP Net Income (Loss) attributable to WalkMe Ltd., Non-GAAP Net Income (Loss) per share attributable to WalkMe Ltd. and Free Cash Flow, all of which are non-GAAP financial measures. We believe that these measures provide useful information about operating results, enhance the overall understanding of past financial performance and future prospects, and allow for greater transparency with respect to key measures used by management in its financial and operational decision making. Non-GAAP financial measures have limitations as analytical tools and may differ from similarly titled measured presented by other companies. The presentation of this financial information is not intended to be considered as a substitute for the financial information prepared and presented in accordance with GAAP. Investors are encouraged to review the related GAAP financial measures and the reconciliation of these non-GAAP financial measures to their most directly comparable GAAP financial measures and not rely on any single financial measure to evaluate our business.

Non-GAAP Gross Profit and Non-GAAP Gross Margin. We define Non-GAAP Gross Profit as gross profit excluding share-based compensation and amortization of acquired intangibles. We exclude these items because they occur for reasons that may be unrelated to our core operating performance during the period, and because we believe that such items may obscure underlying business trends and make comparisons of long-term performance difficult. We use Non-GAAP Gross Profit with traditional GAAP measures to evaluate our financial performance. Non-GAAP Gross Margin is calculated as a percentage of revenues.

Non-GAAP Operating Income (Loss) and Non-GAAP Operating Margin. We define Non-GAAP Operating Income (Loss) as income (loss) from operations excluding share-based compensation and amortization of acquired intangibles. We exclude these items because they occur for reasons that may be unrelated to our core operating performance during the period, and because we believe that such items may obscure underlying business trends and make comparisons of long-term performance difficult. We use Non-GAAP Operating Income (Loss) with traditional GAAP measures to evaluate our financial performance. Non-GAAP Operating Margin is calculated as a percentage of revenues.

Non-GAAP Net Income (Loss) attributable to WalkMe Ltd. We define Non-GAAP Net Income (Loss) attributable to WalkMe Ltd. as net income (loss) attributable to WalkMe Ltd. excluding share-based compensation and amortization of acquired intangibles. We exclude these items because they occur for reasons that may be unrelated to our core operating performance during the period, and because we believe that such items may obscure underlying business trends and make comparisons of long-term performance difficult. We use Non-GAAP Net Income (Loss) attributable to WalkMe Ltd. with traditional GAAP measures to evaluate our financial performance.

Non-GAAP Net Income (Loss) per Share attributable to WalkMe Ltd. is calculated based on ordinary shares outstanding after accounting for the exchange of our outstanding convertible preferred shares into ordinary shares as though such event had occurred at the beginning of the periods.

Free Cash Flow. We define Free Cash Flow as net cash provided by (used in) operating activities, less cash used for purchases of property and equipment and capitalized internal-use software costs. We believe that Free Cash Flow is a useful indicator of liquidity that provides information to management and investors, even if negative, about the amount of cash used in our business. Our Free Cash Flow may vary from period to period and be impacted as we continue to invest for growth in our business.
ARR. We define ARR as the annualized value of customer subscription contracts as of the measurement date, assuming any contract that expires during the next 12 months is renewed on its existing terms (including contracts for which we are negotiating a renewal). Our calculation of ARR is not adjusted for the impact of any known or projected future events (such as customer cancellations, upgrades or downgrades, or price increases or decreases) that may cause any such contract not to be renewed on its existing terms. In addition, the amount of actual revenue that we recognize over any 12-month period is likely to differ from ARR at the beginning of that period, sometimes significantly. This may occur due to new bookings, cancellations, upgrades, downgrades or other changes in pending renewals, as well as the effects of professional services revenue and acquisitions or divestitures. As a result, ARR should be viewed independently of, and not as a substitute for or forecast of, revenue and deferred revenue. Our calculation of ARR may differ from similarly titled metrics presented by other companies.

For more information on the non-GAAP financial measures, please see the reconciliation tables provided in the appendix to this presentation. The accompanying reconciliation tables have more details on the GAAP financial measures that are most directly comparable to non-GAAP financial measures and the related reconciliations between these financial measures.

Agenda.

Kickoff

Dan Adika - Chief Executive Officer & Co-Founder

WalkMe's Vision

Rafael Sweary - President & Co-Founder

Product Vision & Roadmap

Dan Adika - Chief Executive Officer & Co-Founder

Journey to Customer Value

Wayne McCulloch - Chief Customer Officer
KJ Kusch - Global Field CTO
Special Guest- Jack Snodgrass - Stanley Security

Levers of Growth - GTM

Andrew Casey - Chief Financial Officer
Dan Adika

Partner Ecosystem

Amir Farhi - Chief Business Development Officer
Guests: Gunther Rameseder, Celonis
                        Mike Bentley, IBM

Path to Rule of 40+

Andrew Casey - Chief Financial Officer

Q&A With Management

Dan Adika - Chief Executive Officer & Co-Founder
Rafael Sweary - President & Co-Founder
Wayne McCulloch - Chief Customer Officer
Andrew Casey - Chief Financial Officer

Dan Adika – CEO.

WalkMe's Vision.

Rafael Sweary - President

Customers are consistently moving along their journey to leverage the full power of DAP.

+71%

454
374
265

2019   2020   2021

# of Customers >100k

+158%

31
19
12

2019   2020   2021

# of Customers >$1 MM
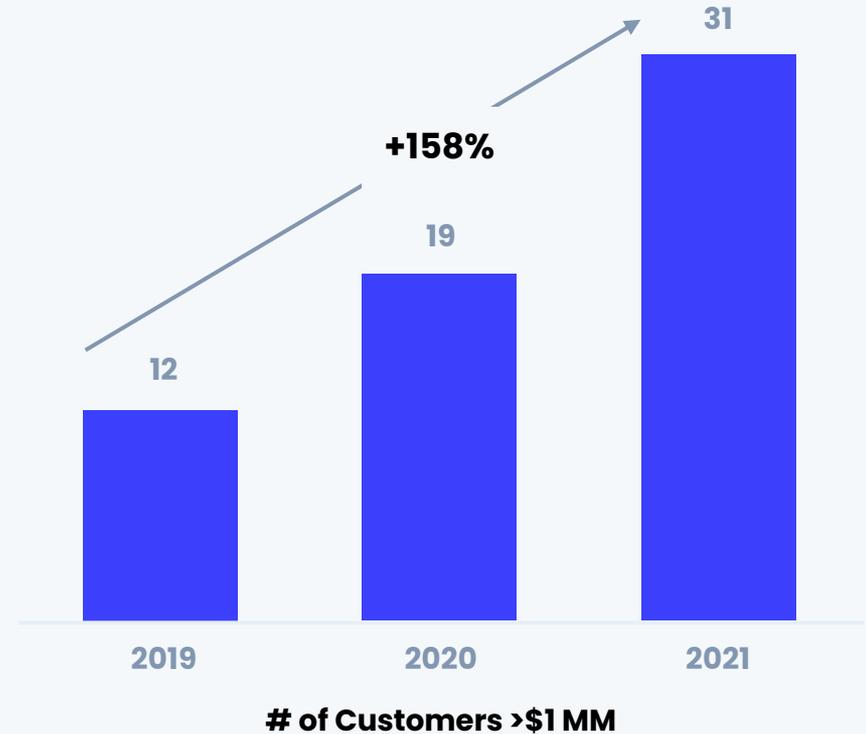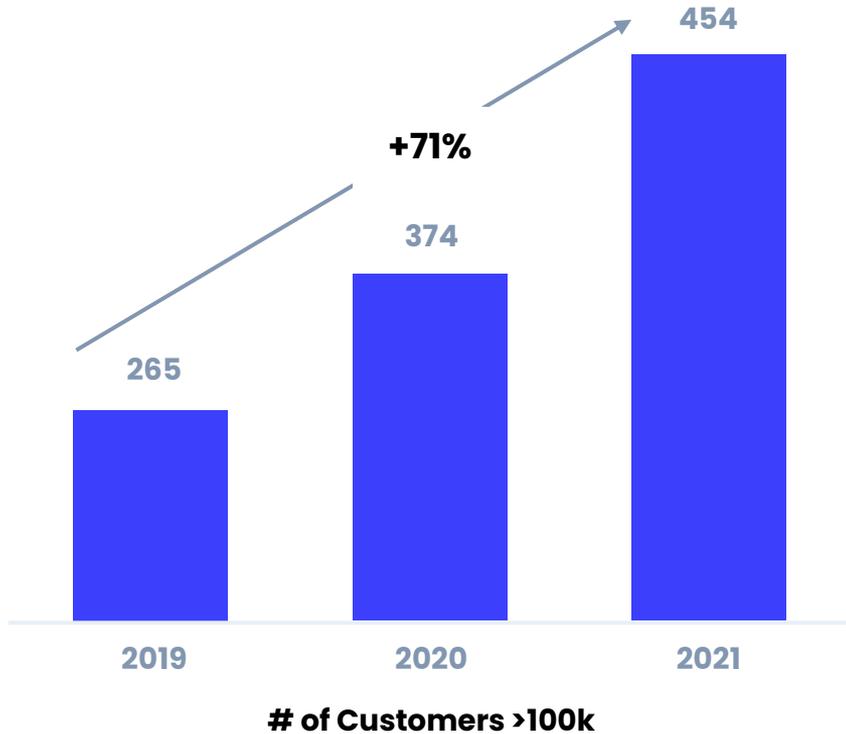
The investment in digital transformation is massive & continues to grow.

$6,500
Average annual spend per employee

$2.4 trillion
Projected spend on digital transformation over next four years

Digital suppresses physical

━ Physical Investment (%)   **━** Digital investment (%)

Digital Investment – 56%

Physical Investment – 44%

60%
55%
50%
45%
40%

2015   2016   2017   2018   2019   2020
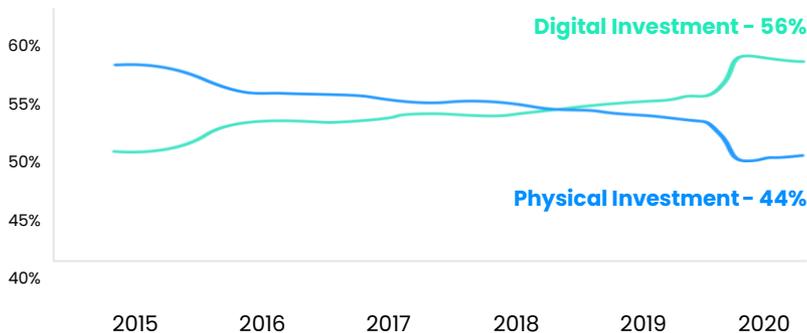
Significant spend as % of Revenue across all industries
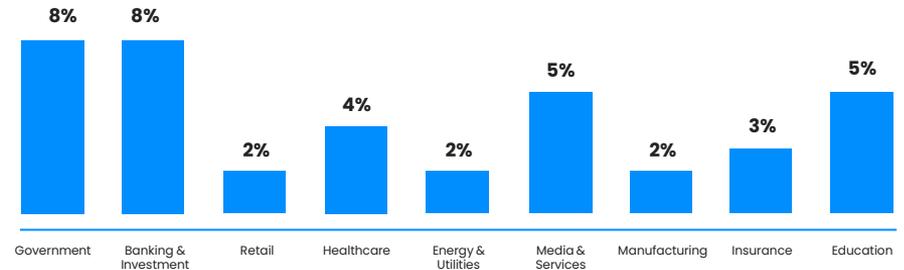
8%	8%	2%	4%	2%	5%	2%	3%	5%
Government	Banking & Investment	Retail	Healthcare	Energy & Utilities	Media & Services	Manufacturing	Insurance	Education

walkme™

Digital business desired outcomes.

Increase Revenue

Improve Operating Margin

Improve employee Experience

Improve Associated Business Experiences

Improve Customer Experience

Reduce Risk

Companies run hundreds of applications in all areas of business.

Sales

- Salesforce Automation (e.g. Salesforce, Microsoft Dynamics)
- Contact Database (e.g. ZoomInfo)
- Quote-to-Cash (e.g. Apptus)
- Sales Content Orchestration (e.g. Seismic)
- Sales Workflow (e.g. Outreach)
- Customer Relationship Intelligence (e.g. Aviso, Leadspace)

Marketing

- Email List Management (e.g. Sendbird, Mailchimp)
- CDP (e.g. Tealium)
- Content Marketing (e.g. Percolate, Newscred)
- Analytics (e.g. Segment)
- Marketing Automation (e.g. HubSpot, SalesFusion)
- Social Marketing Management (e.g. Sprinklr, Hootsuite)

Human Resources

- Help Desk (e.g. ServiceNow, People Doc)
- Benefits (e.g. Thomsons, Mercer, Rise)
- Time and Attendance (e.g. Kronos, Workforce, Deputy)
- Engagement and Culture (e.g. CultureIQ, Culture Amp, Success Factors)
- Performance (e.g. Cornerstone)
- Learning (e.g. Taleo, Saba)
- Onboarding (e.g. HR Cloud)
- Sourcing and Recruitment (e.g. Jobvite, Lever, Greenhouse)

Finance

- Payments (e.g. Toast, Stripe, Square, Plastiq)
- Banking and Financing (e.g. FundBox, BlueVine, C2FO)
- Payroll (e.g. Gusto, Guideline, Rippling, SAP, Zenefits)
- Expense Management and Billing (e.g. Brex, Divvy, TeamPay, Bill.com)
- Accounting (e.g. QuickBooks)
- Financial Planning (e.g. MoneyGuide)

IT/Operations

- Kanban (e.g. Trello, Asana)
- IT Service Management (e.g. Atlassian, Citrix, Apptio)
- Work Operating System (e.g. monday.com)
- IT Operations (e.g. BMC, Nexthink, Pagerduty)
- DevSecurity (e.g. Checkmarx, Veracode)
- Deployment (e.g. DigitalOcean, Fossa, Puppet)
- Code and Build (e.g. Pronto, GitLab, Retool, StackOverflow)

Legal

- Case and Matter Management (e.g. Legal Files)
- Legal Entity Management (e.g. GEMS, Symfact, Legisway)
- Contract Generation and Management (e.g. LegalZoom, Concord, ContractPodAI)
- Document Automation Tools (e.g. DocuSign, AdobeSign, HelloSign)
- Legal Research (e.g. LexisNexis)

Product Management

- DevOps (e.g. Jfrog, Splunk)
- Prototyping (e.g. Sketch, Figma, Axure)
- Quality Management (e.g. PractiTest, TestBench, Ghost Inspector)
- RoadMapping (e.g. Roadmunk, ProductPlan, TeamGantt)
- Task and Features Management (e.g. Asana, Jira, Sunsama)
- Users Testing (e.g. Launchdarkly, Apptimize)
- Users Insights (e.g. Freshdesk, SurveyMonkey, Qualtrics)

External-facing

- Websites
- Customer portal
- Customer apps
- Mobile store
- Agent portal
- Partner portals
- Supply chain
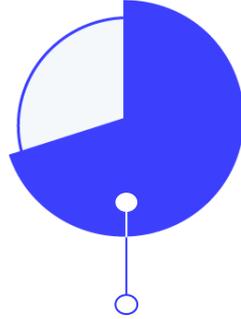
70%

of digital transformations
Fall short of their objectives [1]

[1] Boston Consulting Group, Flipping the Odds of Digital Transformation
Success, October 2020

Promise vs. Reality **Employee View**

Promise vs. Reality Employee View

Streamline the process: Lead → Opportunity → Cash

Build pipeline	Opportunity management	Forecasting & Visibility	Discount policy	Quote	Signing	Invoice	AM & expansion
Prospecting		Sell			Close		
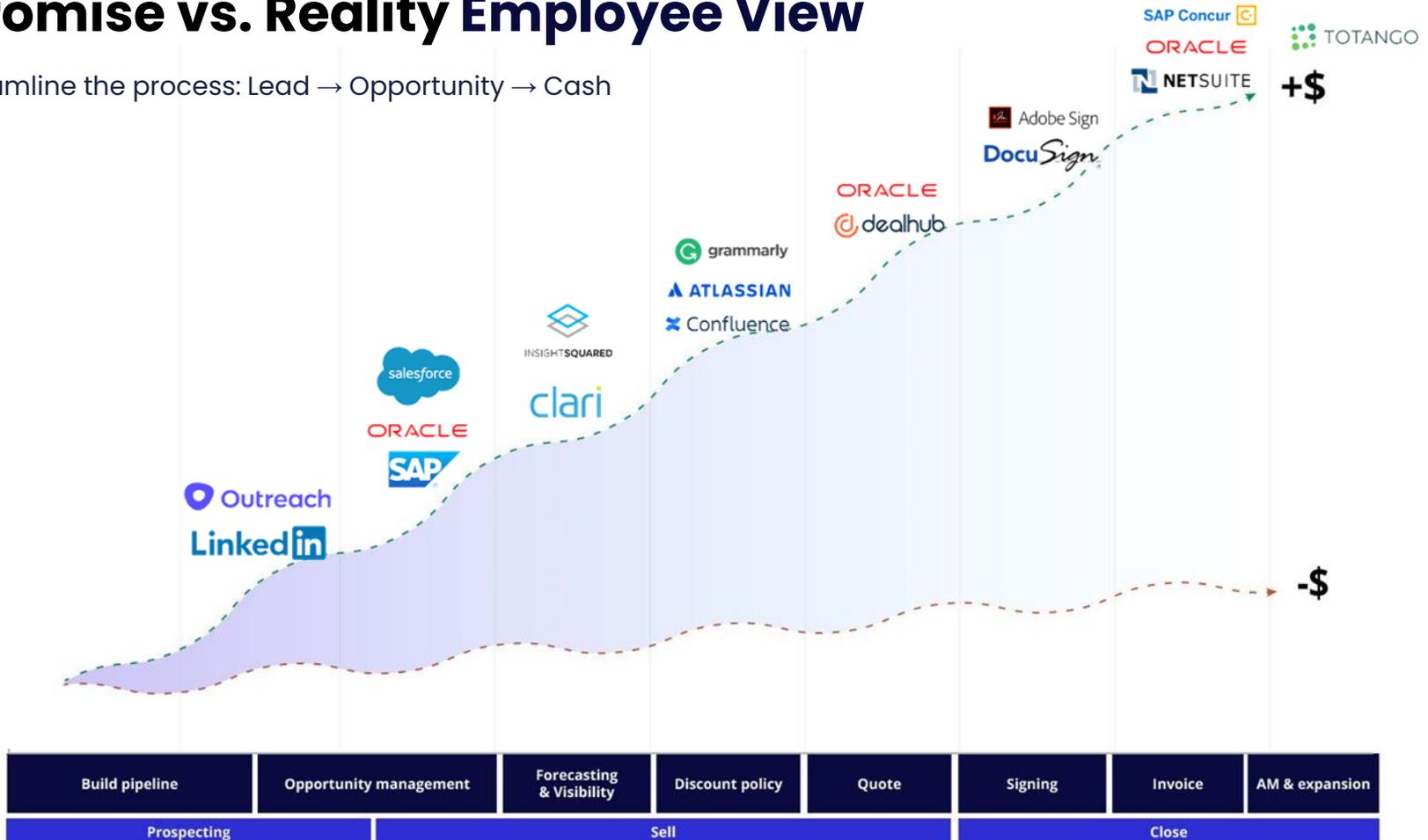
Promise vs. Reality **Employee View**
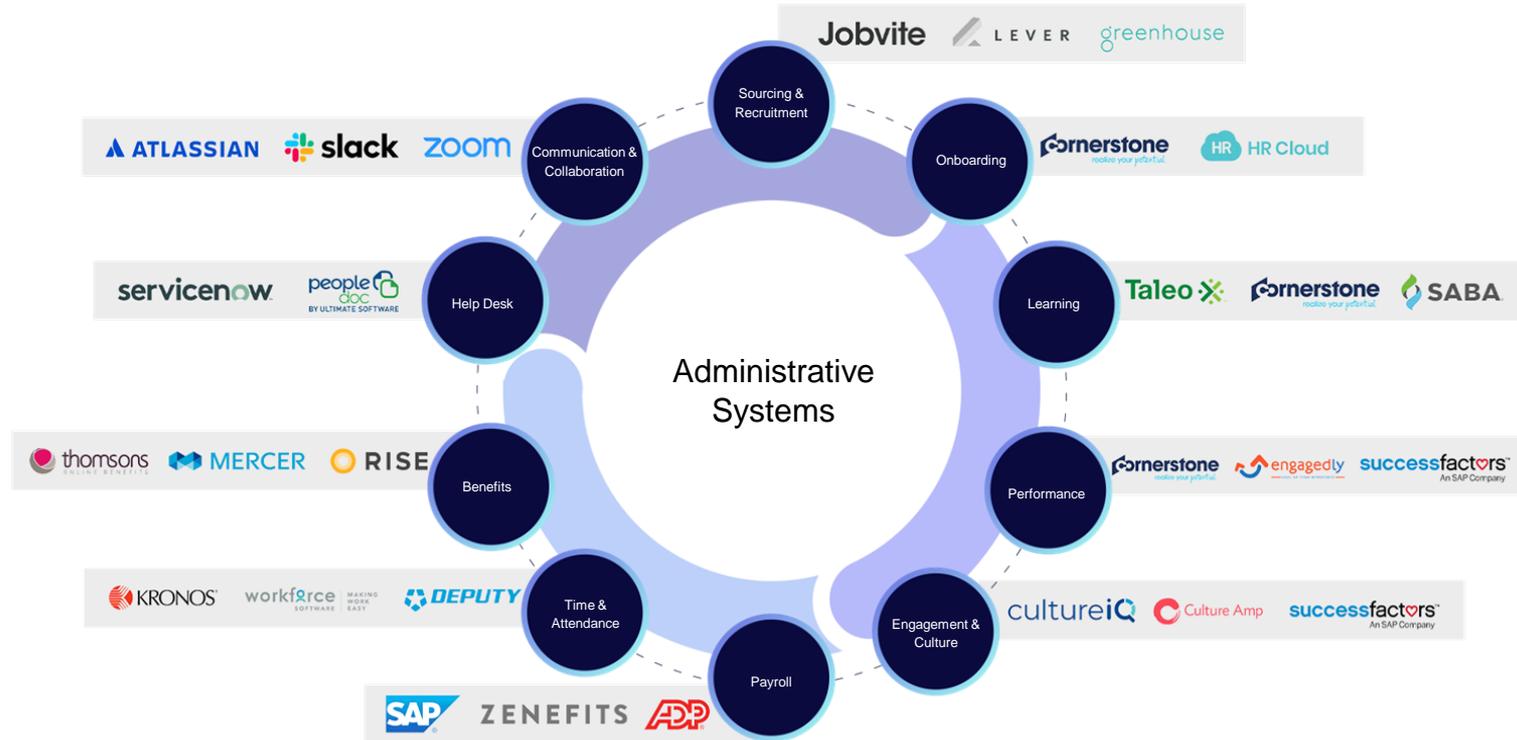
Employees Are **Overwhelmed**

NCR

ZOOM

DELL

now.

slack

Office 365

pagerduty

SAP

ADP

Dropbox

IBM

sage 500

intuit

salesforce

Google

Microsoft Dynamics

successfactors
An SAP Company

AVAYA

box

SAP Concur

bambooHR

Atlassian

SUGARCRM

ORACLE

NETSUITE

Enterprises maintain an average of
288 mission critical applications [1]
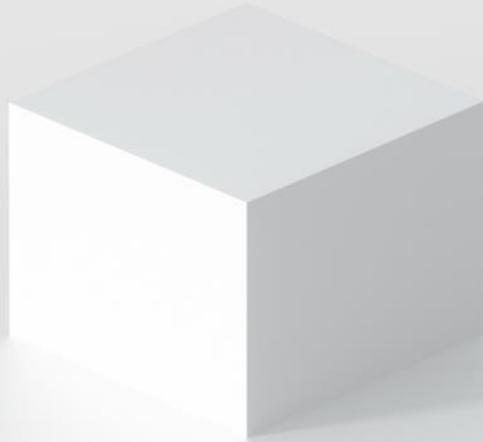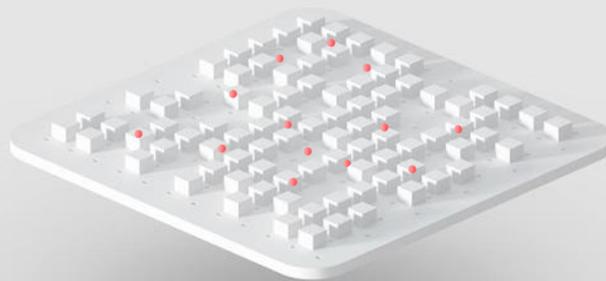
Digital Asset

Digital Asset

Digital Assets

Business process —————————
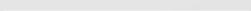
Digital Assets —————————

walk me ™

Business process ————————
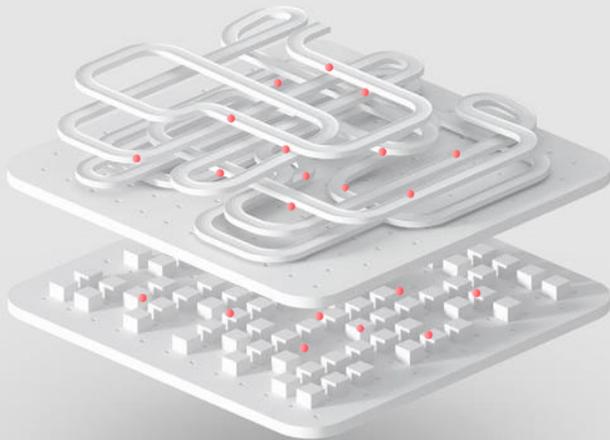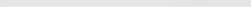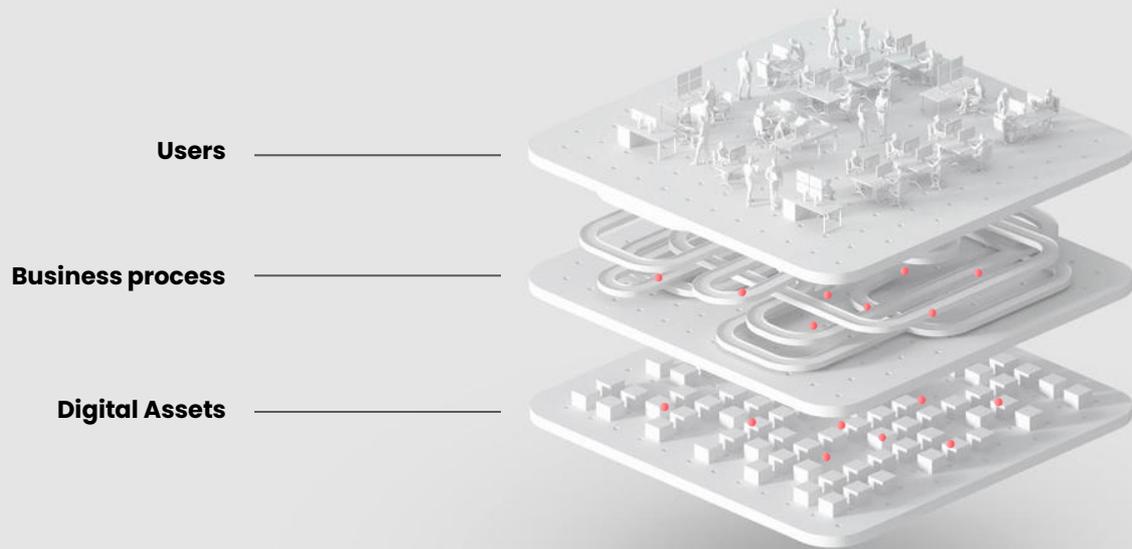
Digital Assets ————————

Users

Business process

Digital Assets

Users

Business process

Digital Assets

The
Black
Box
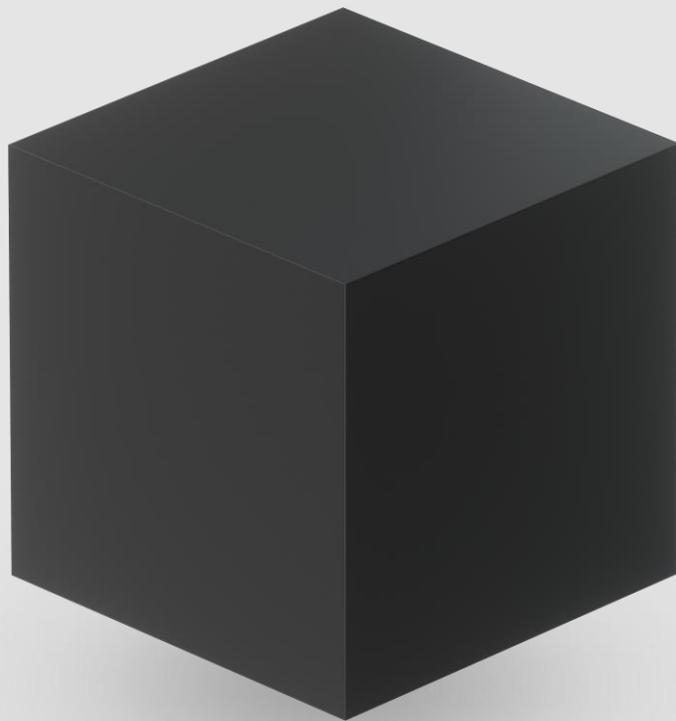
Data

Actionable Insights to Drive Digital Transformation to meet business strategy
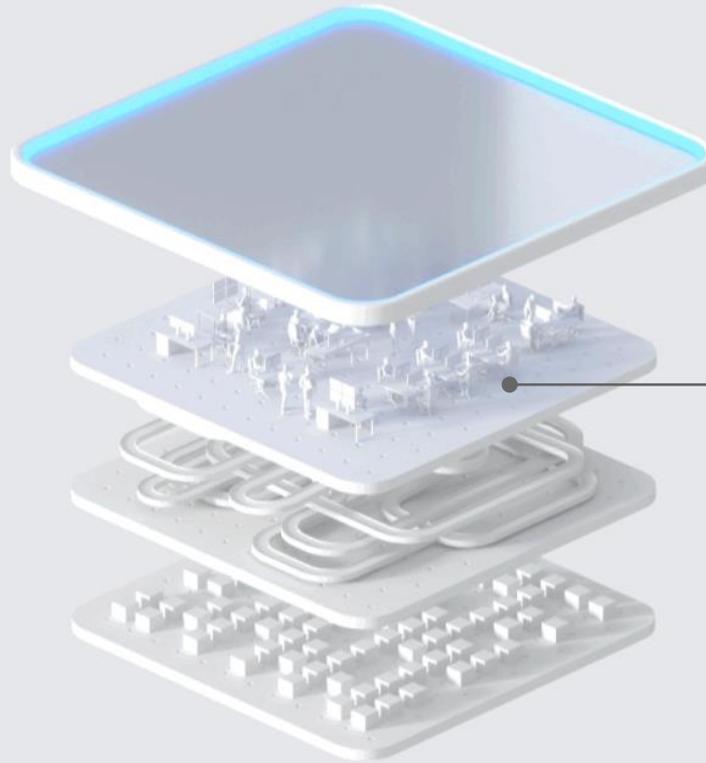
Experience

Simple and frictionless experience (Employee or Customer, platform agnostic)

Action

and take codeless action

Management attention is not where the value is achieved.
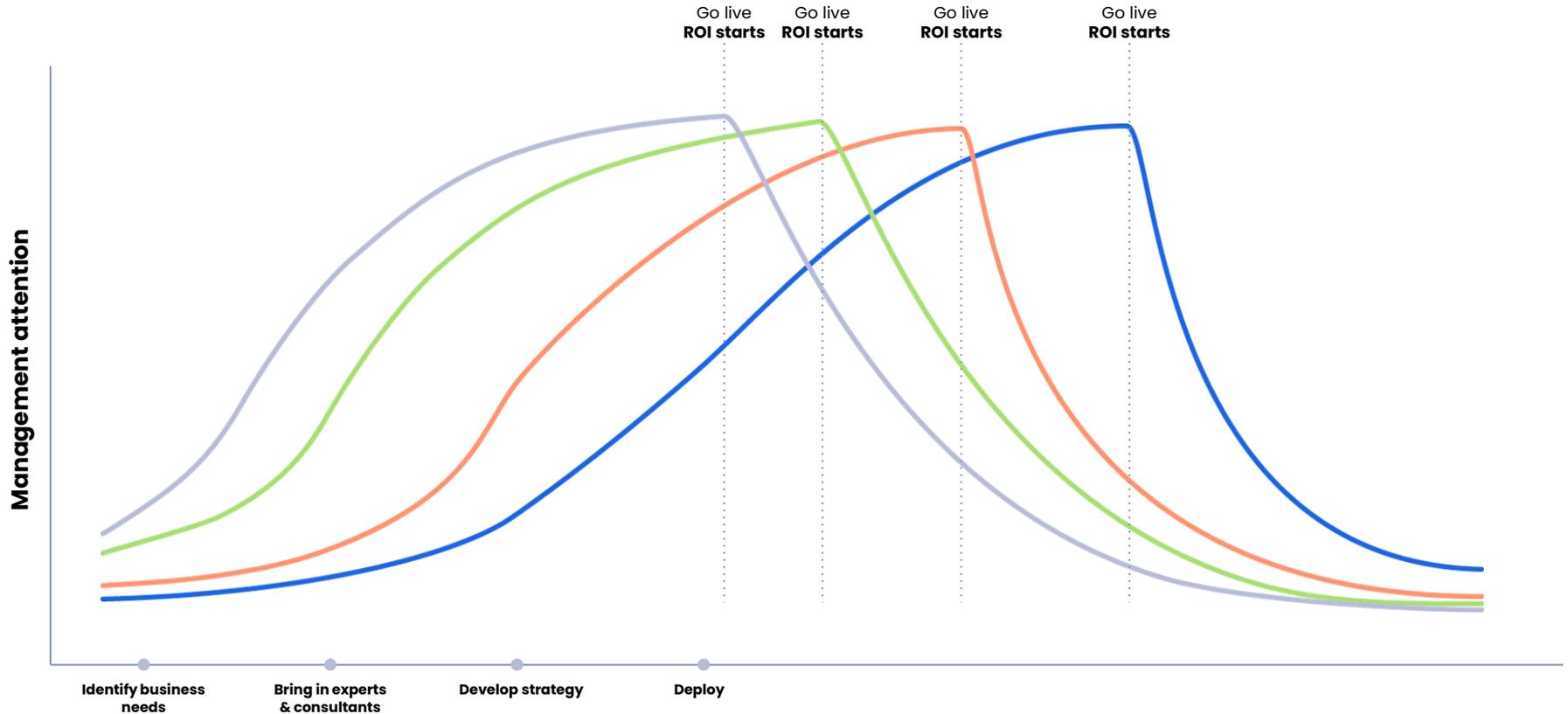
Management attention

Go live
ROI starts

Go live
ROI starts

Go live
ROI starts

Go live
ROI starts

Identify business needs

Bring in experts & consultants

Develop strategy

Deploy

walk me™

Digital business desired outcomes.

Increase Revenue

Improve Operating Margin

Improve Employee Experience

Improve Associated Business Experiences

Improve Customer Experience

Reduce Risk

Rethinking digital transformation.

Research ·········
Business goals ········· — **Evaluate** — **1**
Benchmark ·········

2

Desired Outcome

3

4

Rethinking digital transformation.

Research

Business goals — **Evaluate**

Benchmark

1

2

3

4
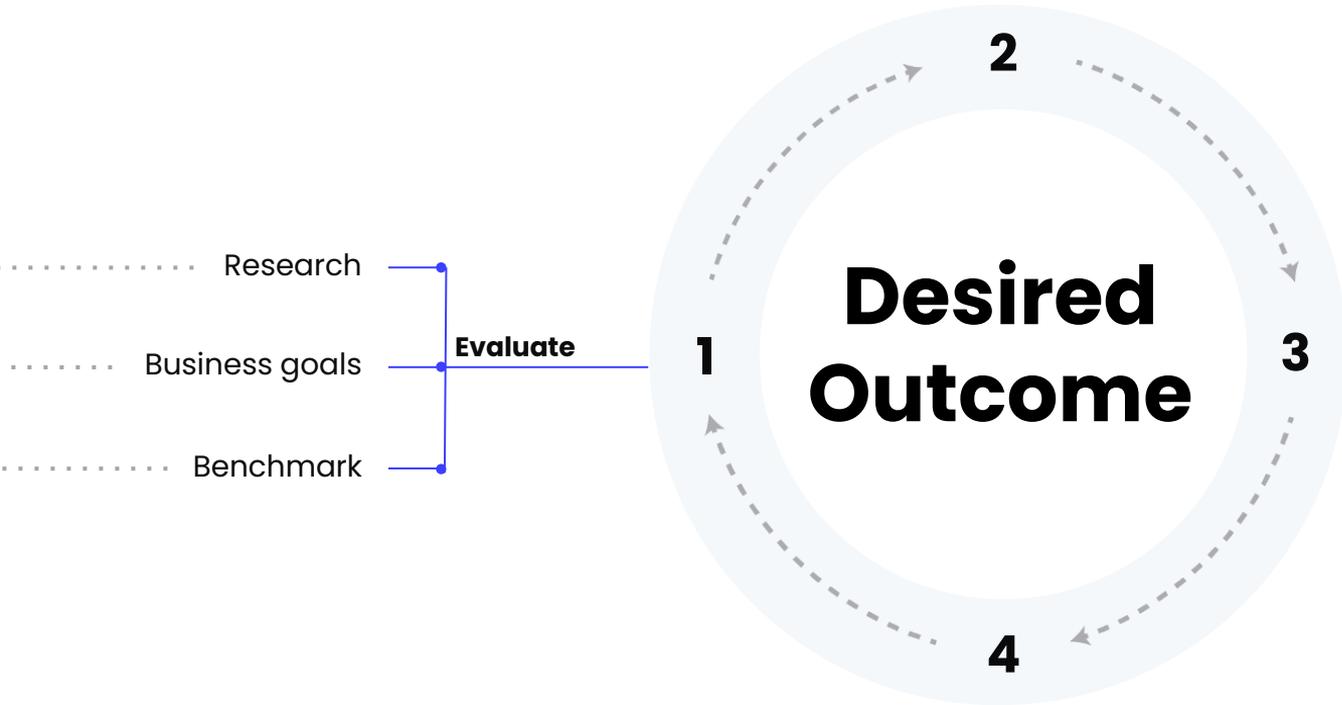
Shorten employee onboarding.
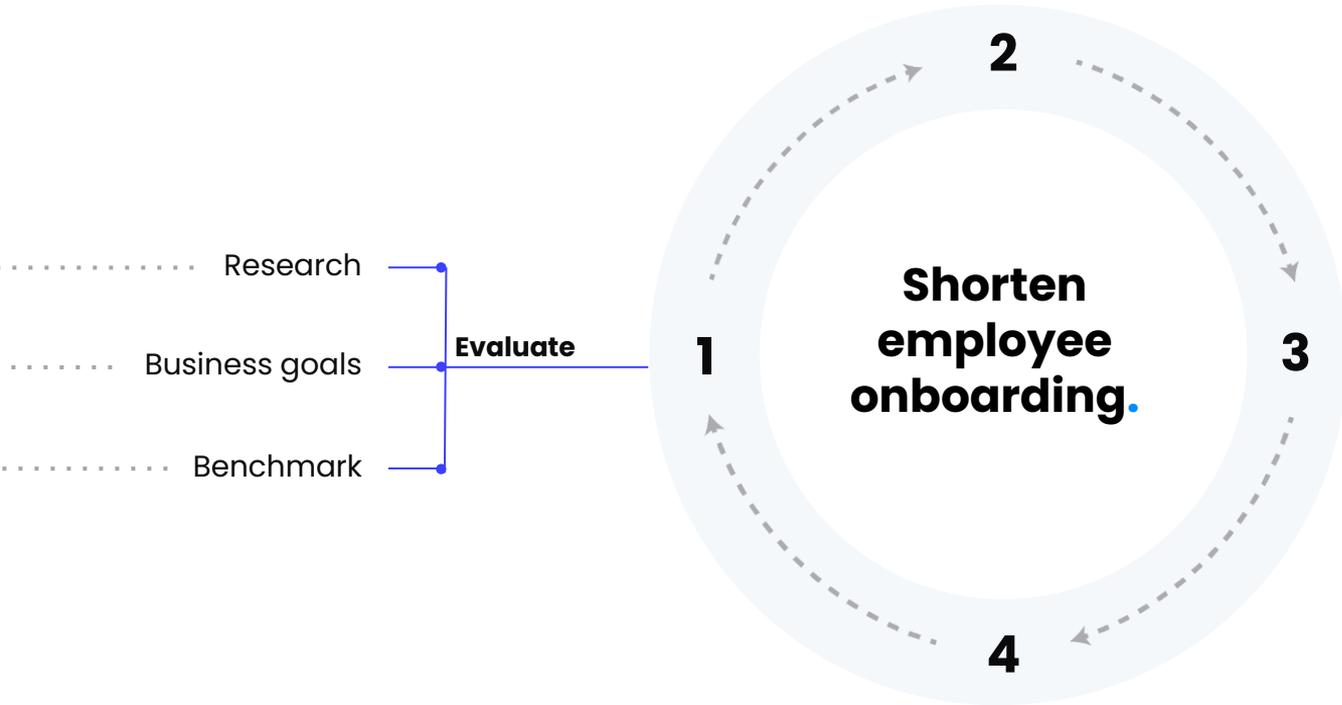
Example - Shorten employee onboarding.

Shorten employee onboarding.

1
2
3
4

P&L of of a Company

Total Revenues ┄┄┄┄►

Cost of sales ┄┄┄┄►

Gross profit

Operating Expenses

R&D
S&M
G&A ┄┄┄┄┄►

Total Operating Expenses

Operating Profit
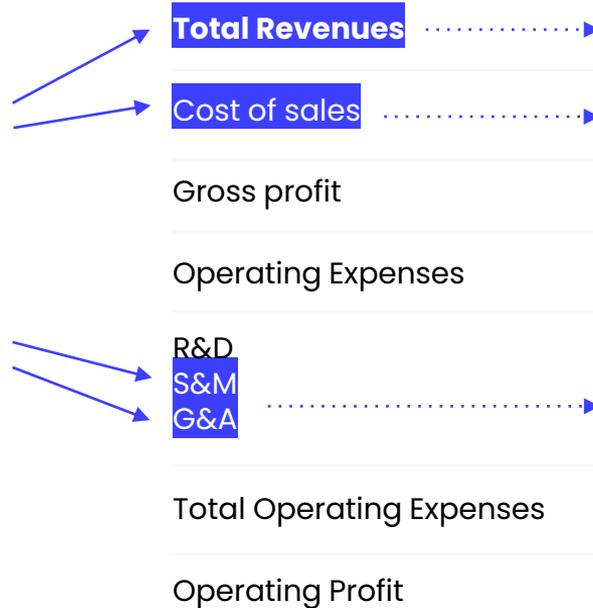
Increase Revenues-

Decrease COGS

Decrease OPEX

DEFINING SUCCESS - The DAP Process.

1 2 3 4 **Shorten customer ticket handling time**

1 2 3 4 **Encourage customer self-service**

1 2 3 4 **Improve CRM data quality**

1 2 3 4 **Streamline the quote to cash process**

1 2 3 4 **Shorten employee onboarding**

1 2 3 4 **Increase digital sales of add on services**
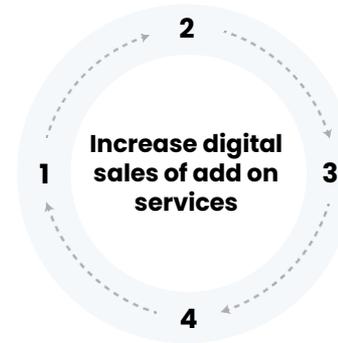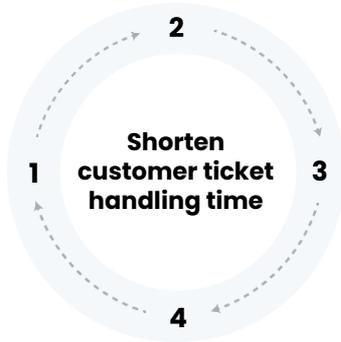
Shorten employee onboarding - The DAP Process.

Data

Research

Business Goals

Industry Benchmarks

WalkMe Benchmarks

Data

EXPERIENCE

Action

DAP Flywheel

2 Identify
Areas of Improvement

3 Define Success

1 Evaluate

4 Act On It

Discover & Prioritize
Dashboard

Example: System involved in Sales rep onboarding process: HCM, CRM, LMS, KMS

Identify friction points and opportunities within business processes
Insights + UII

Example: updating personal info in HCM, setting up a territory in an HCM, or completing a certification and learning path in an LMS

Define a project.
Define goals & create dashboards.
KPI Manager + Insights

Sample KPIs:
- 33% reduction in onboarding time (from 3 to 2 weeks) without reducing competence level
- Increasing WFH self-sufficiency and by reducing support tickets by 50%

Measure. See.
Insights

Personalized Access
& Natural Place of Work
Workstation, ActionBot, Menu
- Personalize and centralize the onboarding experience
- Streamline and simplify access to resources

Simplified Experiences
In-App Guidance & Automation

Example: Automate mundane workflows

Leverage Proven Pre-Made Solutions
Solution Accelerators

Rapidly Deploy Outcome Driven Experiences
No-Code Editor

Utilizing WalkMe significantly impacts the business bottom line.

FORRESTER®

<3 Month
Payback Period

368%
ROI
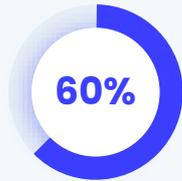
60%	50%	20%	35%	10%	50%
Reduction in training time	Savings in IT and Help Desk tickets	Savings in software licensing fees	Increase in customer retention	Revenue growth from current customers	Savings in customer support costs
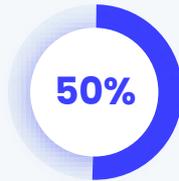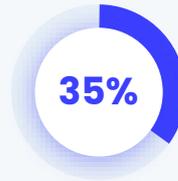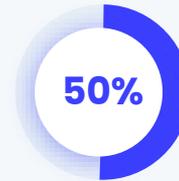
Benefits from Employee-Facing Apps

Benefits from Customer-Facing Services

The value of WalkMe increases over time as customers constantly track data and take action.

Successful organizations build **proactive digital adoption strategies** as the cornerstone of their programs, yielding increasing value over time.

+125.9%

Use cases, Users, and value

Year 1 | Year 2 | Year 3
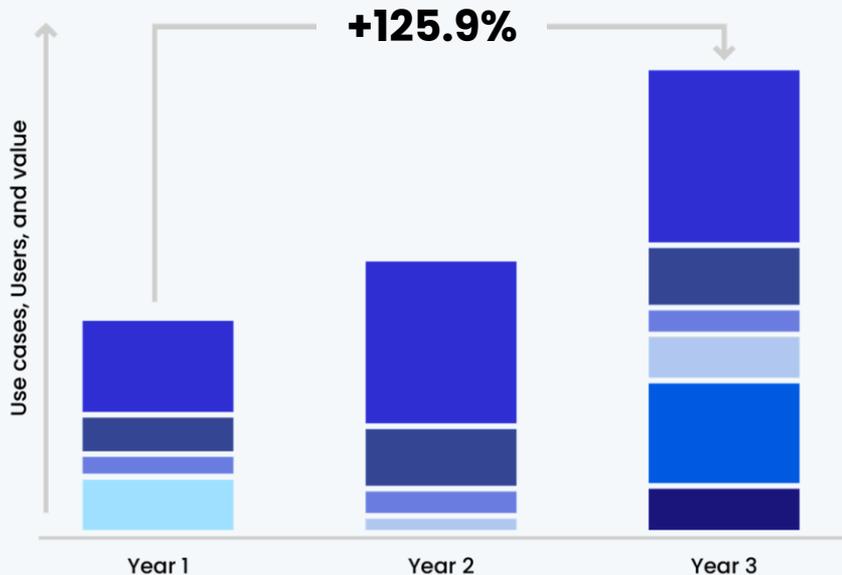
■ Increased application usage and process efficiencies

■ Increased onboarding and training efficiencies

■ Saving in IT support and help desk tickets (internal)

■ Software licensing saving

■ Increased user retention and upsell

■ Saving in customer support calls

■ Reduced sales cycle (one-off)

Creating a New Category

Customer Service and Support Technology (15)

Digital, Self-Service (5)

HCM Technology (6)

Customer Experience (3)

COVID-19 Resource Center (1)

ERP (1)

Employee Experience (2)

CRM Sales Technology (6)

Digital Workplace (7)

Product Leadership (7)

Analytics, BI and Data Science Solutions (1)

Digital Commerce (1)

IT Services and Solutions (1)

Digital Adoption (6)
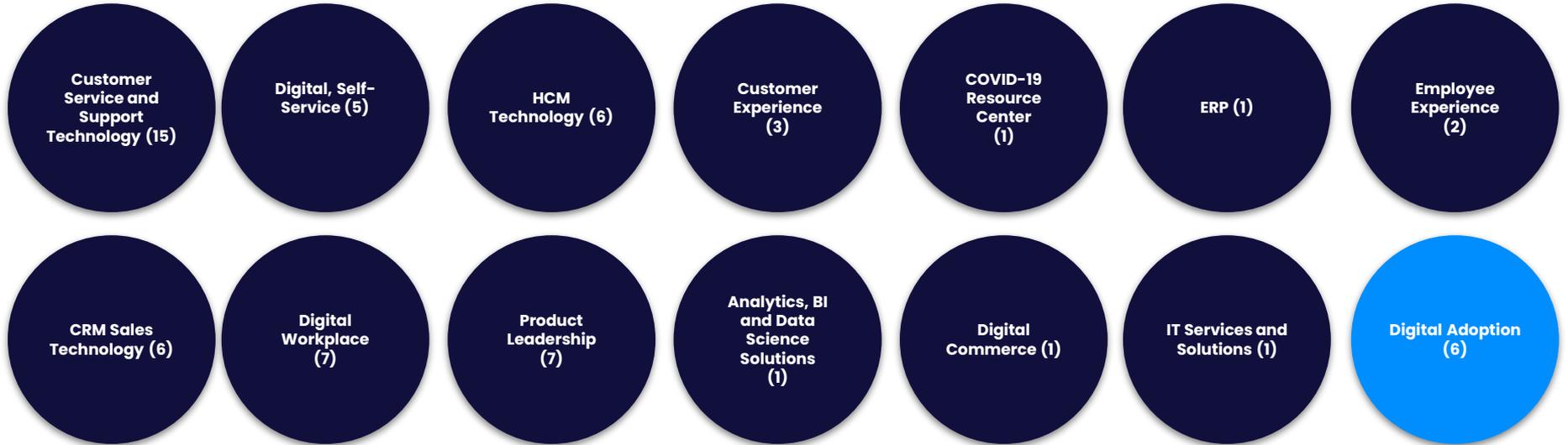
Gartner

FORRESTER

451 Research

Sierra-Cedar

TOPO

Everest Group
From insight to action.

constellation
RESEARCH

FUTURUM. TECHNOLOGY INSIGHTS FOR BUSINESS LEADERS

FROST & SULLIVAN

WalkMe has pioneered and is the recognized leader in a new category - Digital Adoption Platforms.

WalkMe represents a quantum leap in how organizations drive adoption and achieve business outcomes on their existing digital assets.

1998	1995	1998	2000	2014	2019
ERP	CRM	BI	HCM	RPA	**Digital Adoption Solutions**
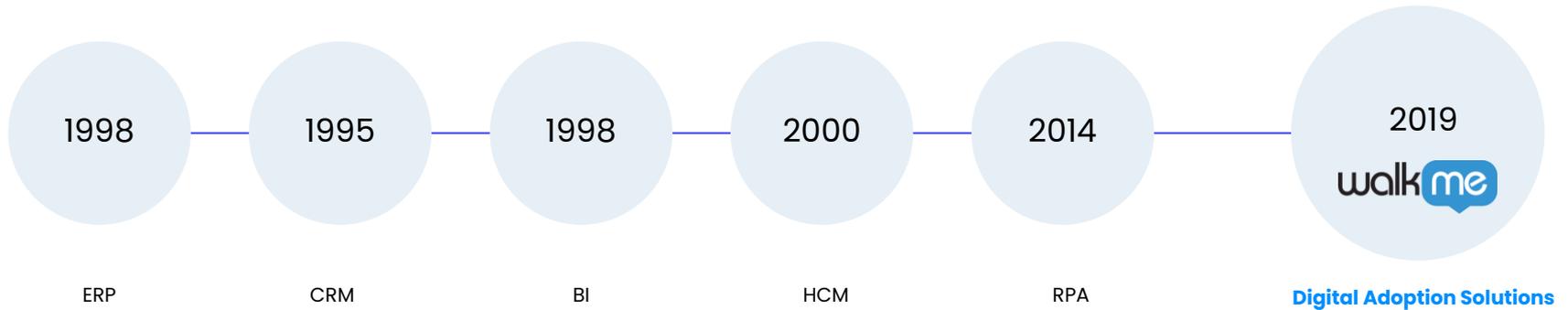
At the tipping point

Growing mentions by industry analysts.

Cumulative Industry Report Mentions Total
(Gartner, Forrester, IDC and Others)
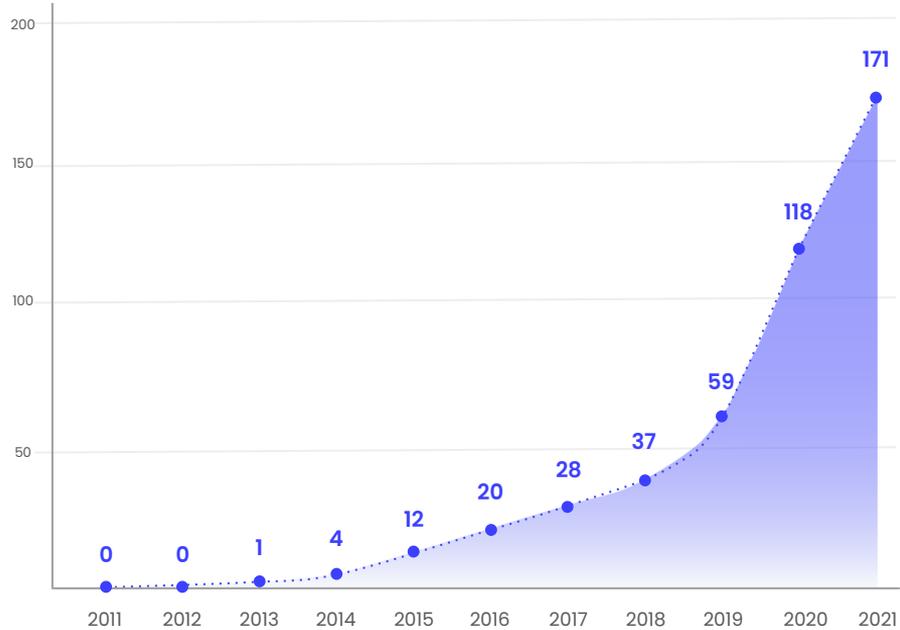
"WalkMe" Mentions by Industry Analyst
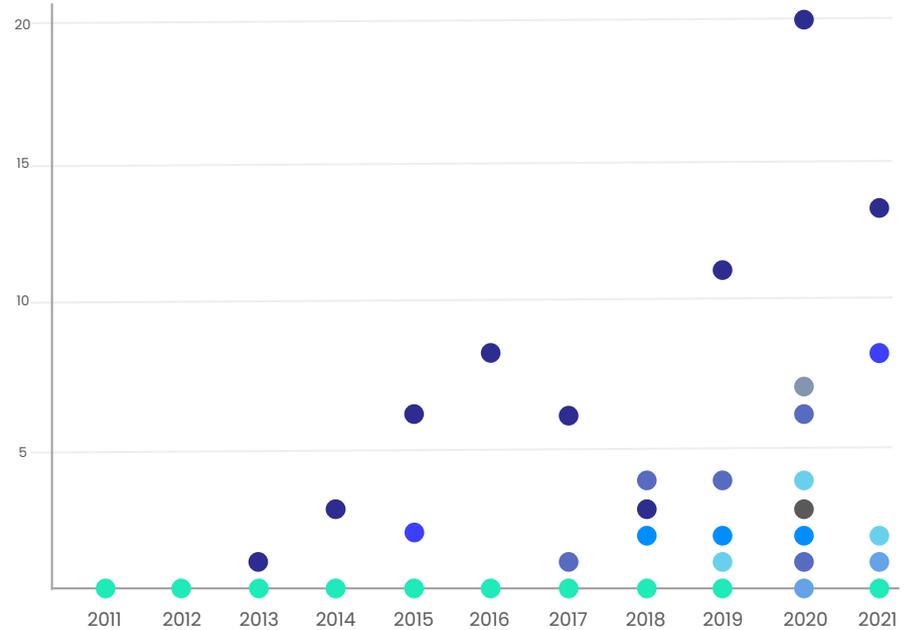
- Gartner Mentions
- Forrester Mentions
- Constellation Research
- 451 Research
- Everest Group
- Bersin
- IDC
- Futurum Research
- Frost & Sullivan

New Tech: Digital Adoption Platforms, Q2 2022

Forrester's **first** market landscape on the DAP category

WalkMe is recognized in both the Pure-Play DAP and Product Insight Platform **vendor functionality segments and in the late stage maturity segment**

> *"Global software decision-makers reported that more than 40% of their organization's software spending in 2021 went to new software licenses and new custom software solutions. **DAPs are emerging as catalysts for managing digital transformation, with purpose-built features to enable users to do more with enterprise applications**."*
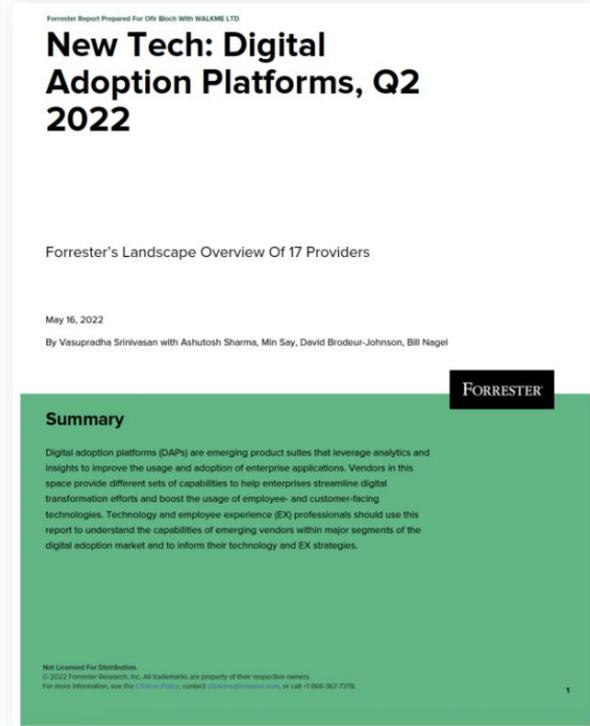
Gartner Validating Emerging Digital Adoption Category

"By 2025, **70% of organizations** will use digital adoption solutions across the entire technology stack to overcome still insufficient application user experience."

Gartner - Nov 20-

"Overlay digital adoption solutions across the organizational tech stack by focusing on key applications in a single functional domain to improve onboarding, decrease the time spent on performing tasks in multiple solutions and reduce money spent on additional training."

-Gartner®, Improve Employee Usage, Engagement and Productivity With Digital Adoption Solutions Nov 2020, Melissa Hilbert, Stephen Emmott

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DAP & WalkMe are positioned within major technology trends

Gartner Digital Workplace Innovation Impact Matrix

Gartner Innovation Insight for Application Composition Technology

Forrester US Tech Market Outlook, 2022

At the tipping point: Macroeconomic tailwinds

Economic

Focus on Profitability & ROI
Uncertainty and focus on driving free cash flow requires ROI and **outcome driven decision making**.
Focus shifts to increasing adoption and efficiency of technology.

Labor Market

- **Labor scarcity**: cost and the lack of trained resources is driving automation (e.g., lack of truck and taxi drivers will usher in autonomous vehicles, RPA is replacing static and repeatable processes, etc.)

- **Hybrid / mobile workforce**: a subset of software proliferation, it's created the need for new applications and processes for businesses to achieve their objectives

- **Great Resignation / Big Acceptance** : high turnover and increased hiring benefits from reducing on-boarding time

WalkMe is the Natural choice

WalkMe is the recognized DAP leader.

**Defining
the category**

WalkMe leads the pack in terms of DAP license revenue*

Vendors' DAP market share by annual realized license revenue;
August 2021

>45%

walkme

<55%
Total of 17 other vendors
evaluated by Everest Group

WalkMe is the recognized DAP leader.

Defining the category

Proprietary technology

Our core technology.

The core of WalkMe's digital adoption platform is powered by a "new science", Deep UI , which leverages machine learning and AI to drive users to success.

Similar to voice recognition and face recognition **UI Intelligence** is a core capability that allows for many current & future applications (from process discovery to smart automation)

4 patents on machine learning technology for a truly powerful, **no-code platform** that provides deeper and more accurate insights and drives smarter, contextual guidance.

Most experience serving diverse customer needs, developing playbooks and practices that **accelerate delivery** to customers and the knowledge to **manage edge cases**.

Truly **code-less** platform for **simple and flexible deployment** across any enterprise environment

30% of WalkMe's R&D is dedicated to constantly perfecting this **core capability**.

WalkMe is the recognized DAP leader.

**Defining
the category**

**Proprietary
technology**

Ecosystem

The Ecosystem effect.

Dap Professionals

3,500+ Linkedin Profiles featuring Digital Adoption & WalkMe skills

Organizations

Companies looking to hire WalkMe & Digital Adoption skills

Hicham Mahjoubi · 2nd
Digital Adoption Platforms Specialist - Nestlé
Barcelona, Catalonia, Spain · 500+ connections · C

Josh Waters · 3rd
Senior Venues and Events Trainer at iVvy and WalkMe Certified Solution Engineer

Cloud-base

Giorgia Ortiz · 2nd
Be yourself, everyone else is taken / Supporting and growing the best sal...
52m · 🌐

I normally wouldn't post a certificate from having completed one of my tool trainings but holy cow WalkMe™ is not playing around! Just a shoutout to the amazing Instructional Designers over there creating some truly interactive and sticky learning. Really impressive.

walk me

Certificate Of Completion

WalkMe Business Analyst- Baton Rouge, LA
IBM · Baton Rouge, LA, US
Posted 3 days ago · 79 views

[Apply] [Save]

Asha Aravindakshan · 2nd
Trisector Leader | Catalyst for moving organizations forward | @dcASHA
3d · 🌐

SprinkIr US is hiring a WalkMe Business Analyst, with prior digital adoption experience.

Apply with my employee referral link to be considered for this opportunity
https://lnkd.in/gUPJhzc

#saas #ensw #sprinklrlife #tech #jobs #startup
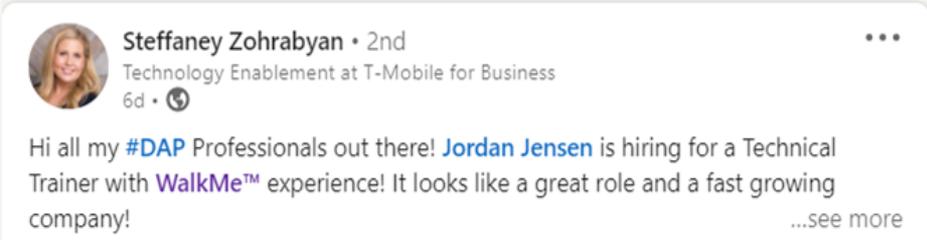
Steffaney Zohrabyan · 2nd
Technology Enablement at T-Mobile for Business
6d · 🌐

Hi all my #DAP Professionals out there! Jordan Jensen is hiring for a Technical Trainer with WalkMe™ experience! It looks like a great role and a fast growing company!   ...see more
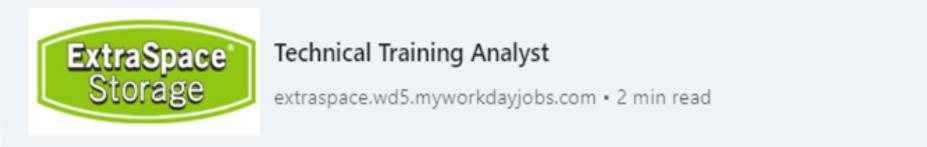
ExtraSpace Storage

Technical Training Analyst
extraspace.wd5.myworkdayjobs.com · 2 min read

Potential.

A vast market opportunity.

WalkMe caters to any organization that serves their users through software.

of Global Organizations [1]

Enterprises with between **500** and **5,000** employees globally

Enterprises with between **5,000** and **25,000** employees globally

Enterprises with over **25,000** employees globally

Current Median Company ARR by Organization Size [2]

ARR by organization size

TAM Opportunity

$34Bn

in 2021

[1] S&P Global Market Intelligence Database
[2] Internal data for actual customer spend by size, based on global employee count

Product Vision & Roadmap.

Dan Adika – CEO

The evolution of WalkMe's Digital Adoption Platform.

Digital Adoption Platform

Outcome
Driven

Website
Navigation

In-App
Guidance

Visibility
& Insights

Cross-App
Business
Process

Enterprise
UX
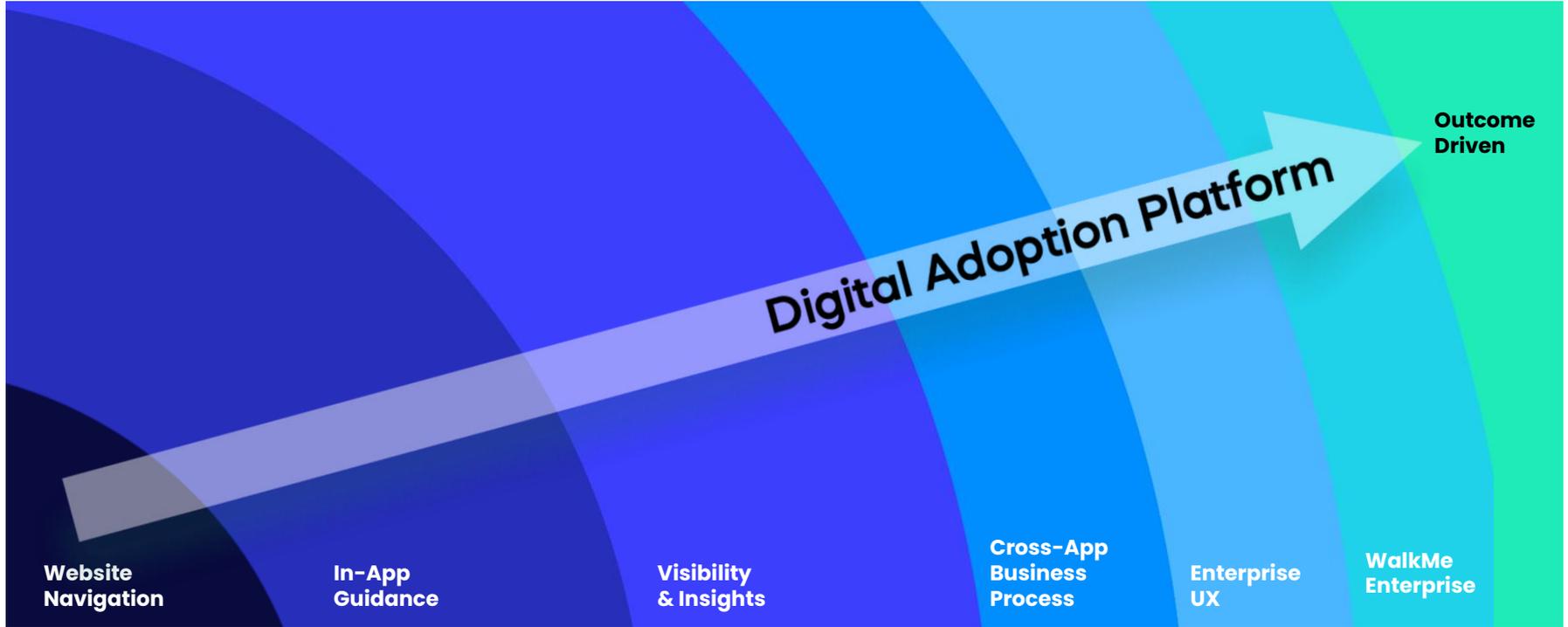
WalkMe
Enterprise

A **user-first** approach to digital adoption**.**

With WalkMe, leverage data across business applications and workflows to take action and simplify user experience to drive business outcomes.
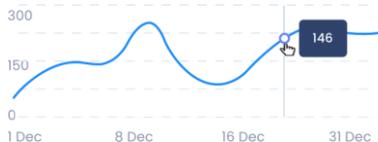
Data

Uncover unseen data software usage data - from application discovery through user journey analytics.
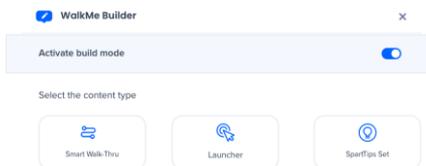
Action

Take immediate action to fix what is broken across workflows and applications in the form of UI elements.
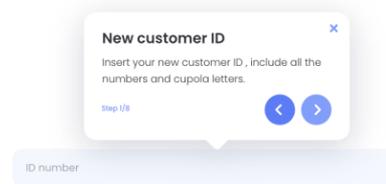
Experience

Ensure immediate and intuitive access to any application, workflow, or resource.

WalkMe's Digital Adoption Platform.
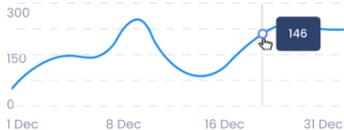
Data

Application Discovery

Application usage analysis

KPI manager

Business process analytics

WalkMe analytics

UI Intelligence

Session playback

Integrations

Customized Reports

Action

WalkMe Builder

Activate build mode

Select the content type

Smart Walk-Thru

Launcher

SpotTips Set
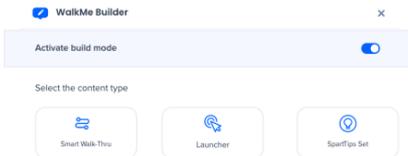
No-Code Editor

Automation

Templates

Multi language

Integration Center

Comms Center

Collaboration

Shield

Governance

Experience

New customer ID

Insert your new customer ID, include all the numbers and cupola letters.

Step 1/8
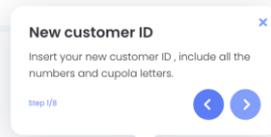
ID number

Guidance

In-app help

Bot

Desktop experiences

Mobile experiences

Enterprise search

NPS tracking

Pending tasks

Notifications

300
150
0
1 Dec   8 Dec   16 Dec   31 Dec
146

walkme™

Data. Digital Transformation intelligence.
Understand, manage, and measure digital transformation success.

Application discovery.

Discover all applications used across your organization.

KPI manager.

Set, manage, and track digital adoption KPIs.

Insights.

Analyze user journeys across workflows.

UI Intelligence.

Actionable, AI-driven analytics on form usage.

Action. Take action to drive user experiences

A unified, agile, and simplified way to drive digital experiences.

WalkMe Console.
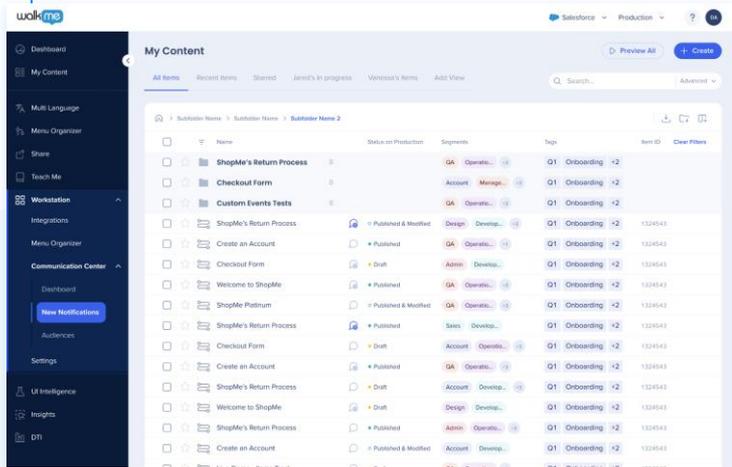
Unified digital adoption experience.

X Builder.
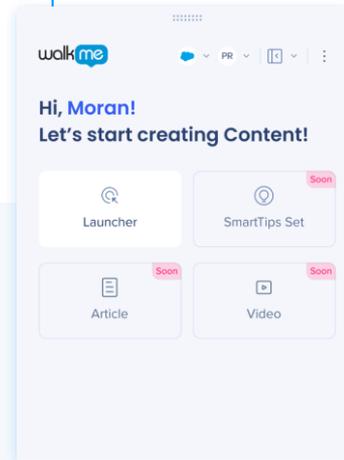
New content creation tool.

Solutions & templates.
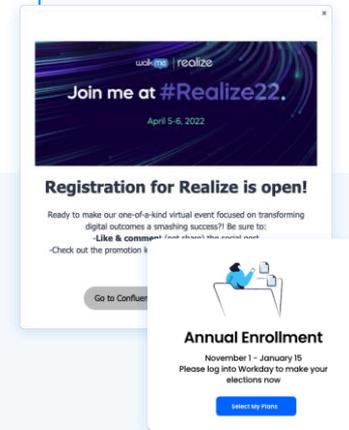
Best practice solutions and templates.

Experience. Take action to drive user experiences

Contextual & personalized experiences across web, desktop, and mobile

Enterprise Search
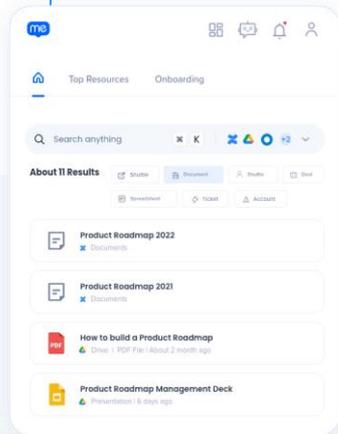
Unified search
for all enterprise
resources

My Work
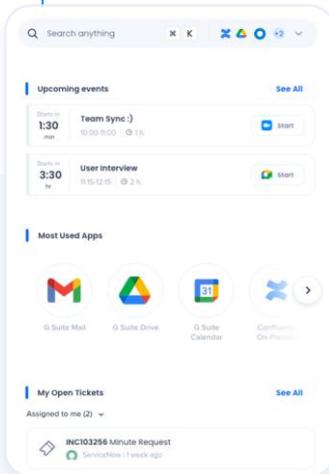
Quick access to
commonly used apps
and tools

Notifications
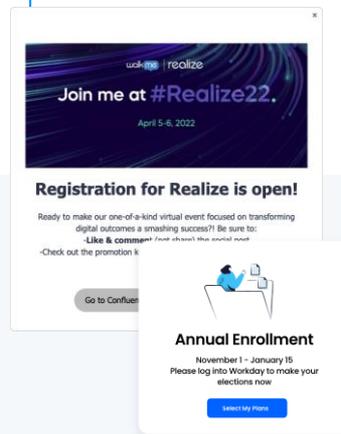
Personalized desktop
notifications

Top Resources
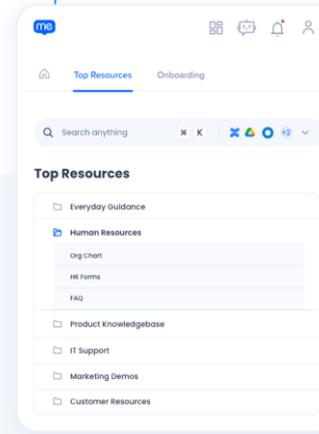
Centralized location where
organizations can connect
common resources

ActionBot
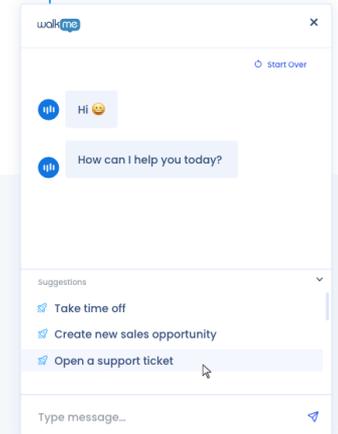
Conversational chat
interface to automate tasks

Demo.

Journey to Customer Value.

Wayne McCulloch - Chief Customer Officer
KJ Kusch - Global Field CTO

Data

Research

Business Goals

Industry Benchmarks

WalkMe Benchmarks

2 Identify
Areas of Improvement

Identify Friction Points and Opportunities within Business Processes
Insights + UII

Discover & Prioritize
Dashboard

Data

3 Define Success

DAP Flywheel

1 Evaluate & measure

Define a Project.
Define Goals & Create Dashboards.
KPI Manager + Insights

Measure. See.
Insights

EXPERIENCE

Action

4 Act On It

Personalized Access & Natural Place of Work
Workstation, ActionBot, Menu

Leverage Proven Pre-Made Solutions
Solution Accelerators

Simplified Experiences
In-App Guidance & Automation

Rapidly Deploy Outcome Driven Experiences
No-Code Editor

Evaluate

Purpose:
Baseline and validation of **vision** and **goals**

- Identify stakeholders

- Define value drivers (productivity, savings, revenue)

- Identify vision, goals and strategic alignment

Diagram labels: DAP Flywheel, (1) Evaluate, (2) Identify — Areas of Improvement, (3) Define Success, (4) Act On It, Data, Action, EXPERIENCE

Understanding Customers

Value Stream Alignment

Executive vision to **elevate strategic alignment** including; Molecule to Market, Goods to Invoice, Order to Cash, Procure to Pay, Production to Inventory, Drug Discovery to Development, Concept to Distribution, Logics to Delivery, Quality to Compliance, and Brand/Demand to Close.

14 Industry Perspectives

Pre-built **perspectives** on strategic alignment, industry trends, Data/Action/Experience **business processes prospects,** common transformation focus areas and **success examples**.

Business Capability Opportunities

Continuously building a **library of use cases** for our most common sales plays, including HR, Sales, Finance, IT, Customer Service, Risk and Security and more.

3-4x ROI

Average target ROI for completed customer alignment journeys, including customer challenges, outcomes, and value drivers for success.

Pharmaceutical Industry Blueprint

Drug Discovery
Facilities Management	Direct Laboratory Services
Direct Strategic Planning	Maintain Intellectual Property (IP) Claims
Manage preclinical Research & Development	Manage Waste Management

Process & Research Development
Direct Methods Development	Manage clinical supply
Manage comercial viability profiling	Manage Materials Enablement
Manage Safety/Tolerability Studies	Perform legal patent writing

Regulatory Management
Complete process auditing	Manage animal laboratory management
Manage clinical trials	Manage government relationships
Manage research & reporting	Monitor post-clinical cases
Perform shareholder communication	

Product Manufacturing
Manage business development & licensing	Manage Quality Assurance/Quality Control
Manage regulatory auditing	Manage resources
Manage security	Perform manufacturing relationship management

Product & Services Management
Manage collateral	Manage consumer services
Manage medical information	Manage recall enablement

Supply & Logistics
Manage Forecasting	Manage logistics and warehousing
Manage material safety assurance	Manage network relationships
Manage transportation	Perform tracking & analysis

Acquire Construct and Manage Assets
Design and construct/acquire non-productive assets	Dispose of productive and non-productive assets
Obtain and install assets equipment and tools	Plan maintenance work

Develop and Manage Business Capabilities
Develop and manage enterprise-wide knowledge management (KM) capability	Manage business processes
Manage change	Manage enterprise quality
Manage environmental health and safety (EHS)	Manage portfolio program and project
Measure and benchmark	

Develop and Manage Human Capital
Develop and counsel employees	Develop and manage human resources (HR) planning policies and strategies
Manage employee communication	Manage employee information and analytics
Manage employee relations	Manage union relations
Re-deploy and retire employees	Recruit source and select employees
Reward and retain employees	

Develop Vision and Strategy
Define the business concept and long-term vision	Develop business strategy
Develop Commercial Partnership Management	Execute and measure strategic initiatives
Manage Mergers & Aquisitions	

Manage Enterprise Risk Compliance Remediation and Resiliency
Manage business resiliency	Manage compliance
Manage enterprise risk	Manage remediation efforts

Manage External Relationships
Build investor relationships	Manage industry relationships
Manage legal and ethical issues	Manage public relations program
Manage relations with board of directors	

Manage Financial Resources
Develop shareholder reports	Manage assets
Manage fixed asset project accounting	Manage internal controls/ compliance assurance
Manage international funds/consolidation	Manage settlements & payments
Manage taxes	Manage treasury operations
Perform general accounting control and reporting	Perform global trade services
Perform planning and management accounting	Perform revenue accounting
Process accounts payable and expense reimbursements	Process payroll

Manage Information Technology
Deliver and support information technology services	Deploy information technology solutions
Develop and implement security privacy and data protection controls	Develop and maintain information technology solutions
Develop and manage IT customer relationships	Manage enterprise information
Manage the business of information technology	

Market and Sell Products and Services
Develop and manage marketing plans	Develop and manage sales plans
Develop marketing strategy	Develop sales strategy
Perform commerical sales	Understand markets customers and capabilities

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Financial Industry Corporate Enterprise Blueprint

Enterprise Enabling

Enterprise Enabling Change Management	**Enterprise Enabling** Facility and Equipment Management
Enterprise Enabling Human Capital Management	**Enterprise Enabling** Identity Management
Enterprise Enabling Information Management	**Enterprise Enabling** Intellectual Property Management
Enterprise Enabling Legal Support Management	**Enterprise Enabling** Task Management
Enterprise Enabling Vendor and Supplier Management	

Enterprise Management and Controlling

Enterprise Management and Controlling Business Direction Management

Enterprise Management and Controlling Business Entity Management

Enterprise Management and Controlling Finance Management

Enterprise Management and Controlling Fraud Management

Enterprise Management and Controlling Investor Management

Enterprise Management and Controlling Policy Management

Enterprise Management and Controlling Risk Management

Marketing and Sales

Marketing and Sales Brand Management	**Marketing and Sales** Campaign Management
Marketing and Sales Channel Management	**Marketing and Sales** Customer Management
Marketing and Sales Event Management	**Marketing and Sales** Lead Management
Marketing and Sales Loyalty Management	**Marketing and Sales** Market Management
Marketing and Sales Message Management	**Marketing and Sales** Offer Management
Marketing and Sales Partner Management	**Marketing and Sales** Sales Plan Management

Product and Service Enabling

|	
Product and Service Enabling Agreement Management	**Product and Service Enabling** Collateral Management
Product and Service Enabling Finance Plan Management	**Product and Service Enabling** Financial Instrument Management
Product and Service Enabling Investment Portfolio Management	**Product and Service Enabling** Issued Device Management
Product and Service Enabling Money Movement Management	**Product and Service Enabling** Order Management
Product and Service Enabling Payment Management	**Product and Service Enabling** Payment Management
Product and Service Enabling Product & Price Management	**Product and Service Enabling** Trade Finance Management
Product and Service Enabling Bank Relations	**Product and Service Enabling** Trust Management

Financial Industry Products & Services

Financial Industry Products & Services Consumer Lending

Financial Industry Products & Services Payments

Financial Industry Products & Services Card Products

Financial Industry Products & Services Consumer and Small Business Banking

Financial Industry Products & Services Commercial and Corporate Investment Banking

Financial Industry Products & Services Wealth & Investment Management

Analytics Performance
- Prediction or model accuracy*
- A/B comparatives
- Cost/Benefits or ROI*
- Stakeholder satisfaction*

Adoption or Behavioral Change
- Utilization or consumption of results
- Number of service requests
  - New business
  - Repeat business
- Number of employees requesting training

Business Results
- Revenue
- Retention (customer or employee)
- Cost savings*
- Engagement (customer or employee)
- Cycle-time reduction
- Customer satisfaction*

walkme™   Global Office of the Field CTO

Identify

Purpose:
**Establish a current-state of customer**

- Gather current cost structure

- Collect current process durations

- Proposed use cases

Define Success

Purpose:
Articulate benefits and perceived future state

- Set targets

- Align to implementation KPIs

- Establish business review touchpoints
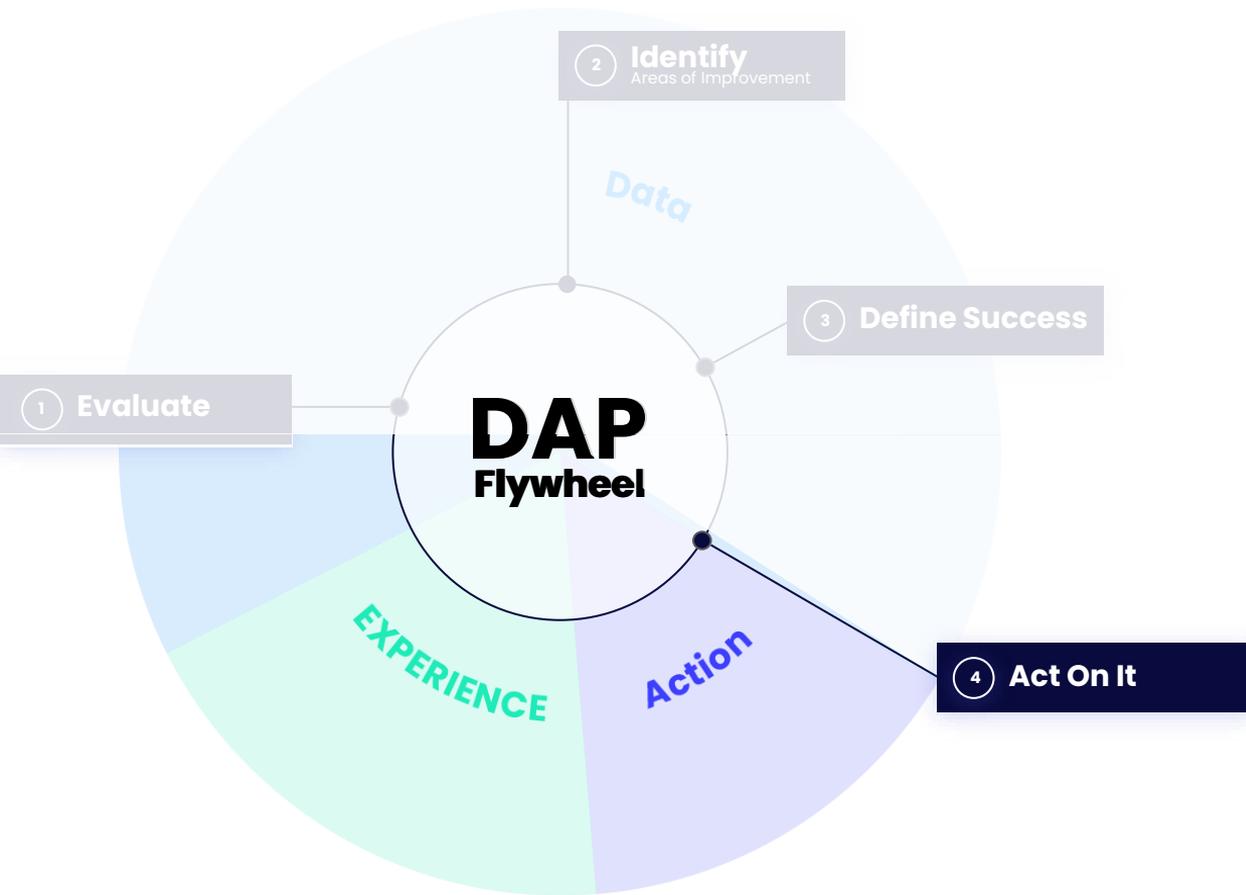
Act On It

Purpose:
Achieve the intended business outcomes

- Implement best practices

- Focus on time to value - Build, Analyze, Iterate

- Adoption score as key indicator of success

Act On It:
through an **Effortless** Enterprise Experience

Customer Journey Map

Pre-Onboarding	Onboarding	Adoption	Retention	Expansion	Advocacy
Before I buy	**Make it real for me**	**Optimize my value**	**Keep me current**	**See opportunities**	**See opportunities**
Application Complexity Score CSM/CS Engagement Alignment	Welcome Executive TAS Assignment Value One Engagement Strategy Data Strategy Implementation	Insights Deep Dive State of Adoption Analysis Content Maintenance Policy	Risk Review EBR New LOB Discovery Contract Renewal	Future Value Forecasting QBR CSP Review Expand WalkMe Resourcing Cross Sell / Upsell	Case Study Referrals Community Development & Growth DAP Industry Recognition

Strategic Advisor Development

The DAP Flywheel maps to the customer journey

Customer Journey

Onboarding

Pre-boarding

Expansion & Advocacy

Retention

Adoption

Act On It

Define Success

Identify
Areas of Improvement

Evaluate & measure

DAP Flywheel

Data

Action

EXPERIENCE

walk me ™
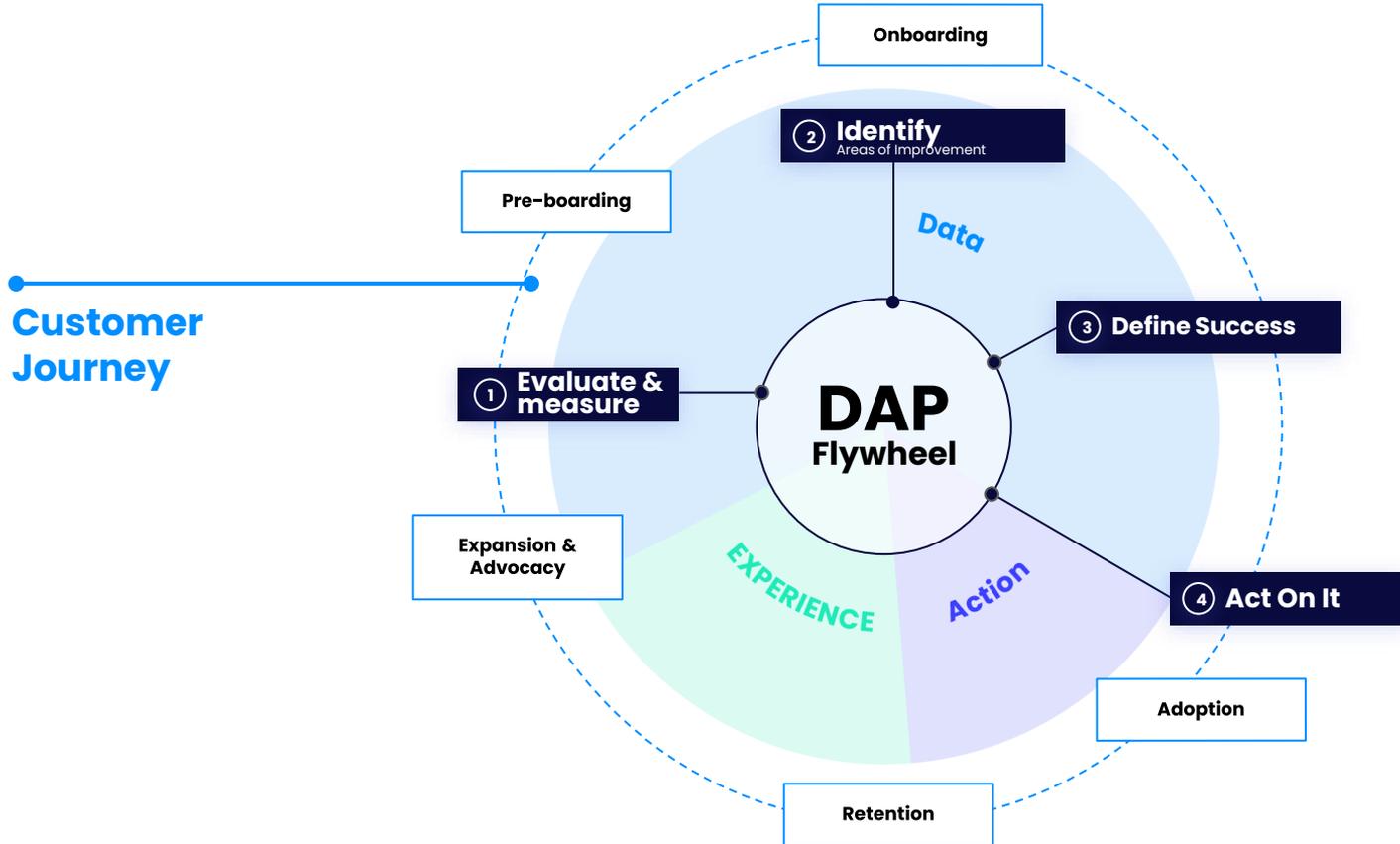
Delivering **Value** and Experience

Every Customer Success Manager has an Industry Alignment creating a Strategic Advisor for the customer.

Expanding **Value** at Scale

Partner Success Organization

Scale:
- Certified Partner Network is 150% of WalkMe Delivery team
- Growing to 300% in 2022

Differentiation:
- Our ISV partners develop the underlying application
- Our ability to go across all applications drives the concept of integrated value outcomes

accenture

Deloitte.

Expertise:
- Our GSI partners accelerate flywheel motion via change management and org transformation practices

DAP Flywheel

2 **Identify** Areas of Improvement

Data

3 **Define Success**

1 **Evaluate & measure**

4 **Act On It**

EXPERIENCE
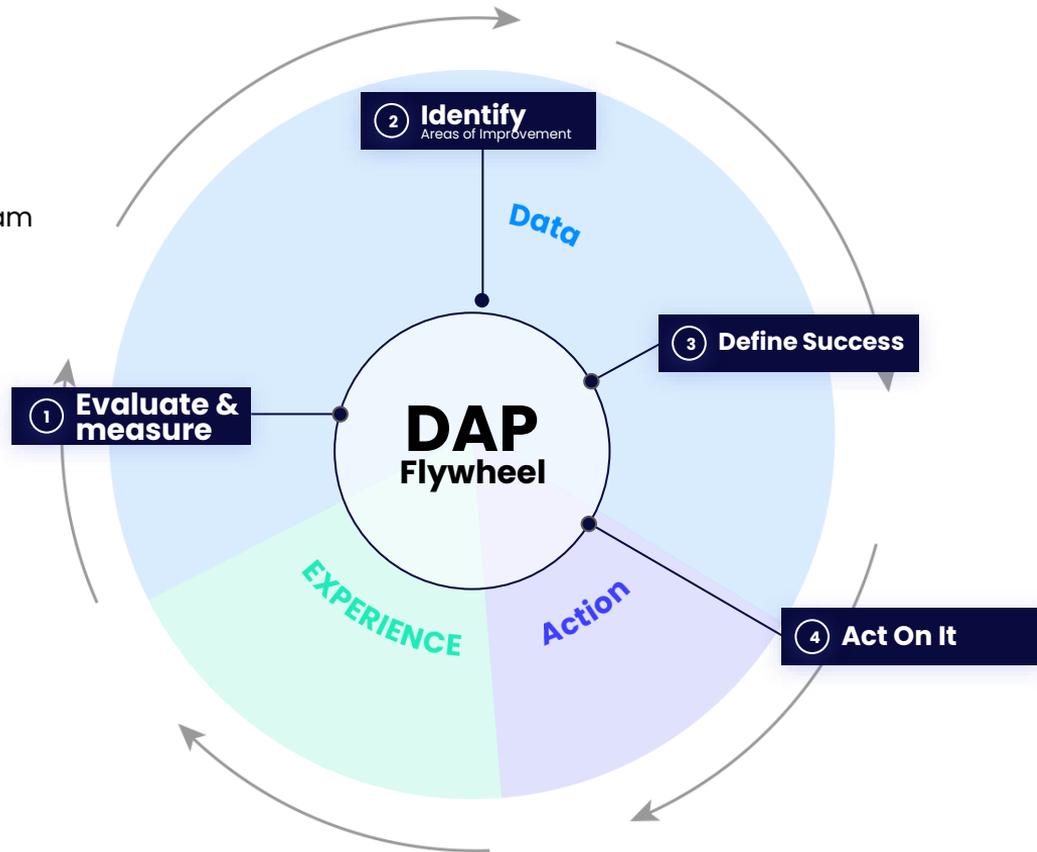
Action

Solution Accelerators.
Accelerating Time to Value

What is it?

Pre-built content templates for some of the most common workflows which showcase best practices for building on our most commonly sold platforms.

Our offering includes:

- Workday
- Salesforce Lightning
- Microsoft Dynamics CRM
- SAP SuccessFactors
- Microsoft Teams
- Oracle HCM

Customer Usage

58%
Customer Adoption

~4,000
Total Downloads

34%
Growth in 2021
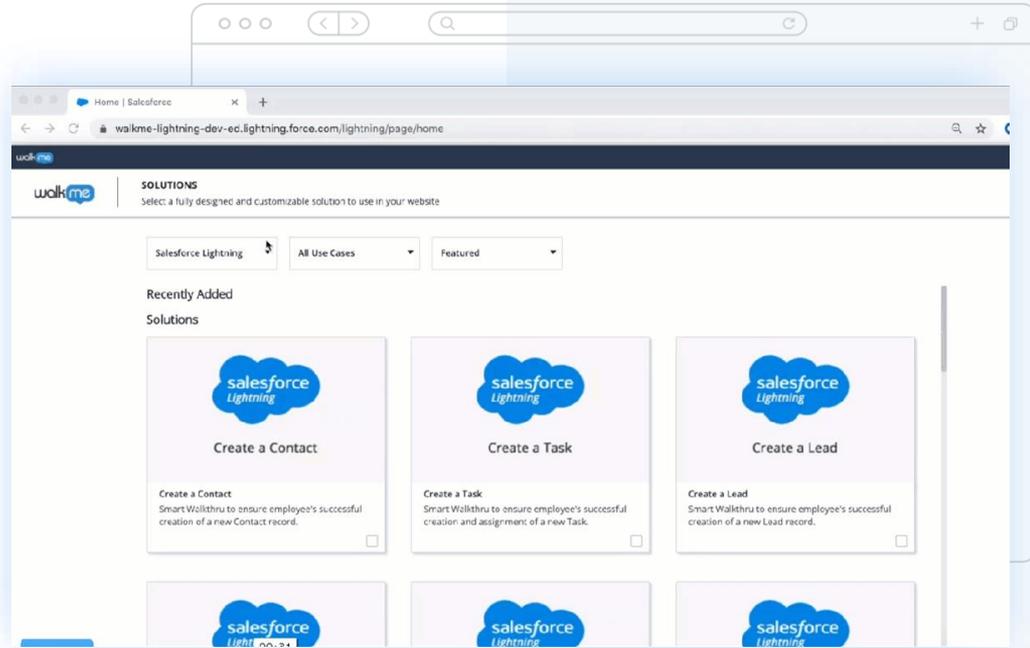
Digital Adoption Institute
Creating Personal **Value**

162%
(Growth YoY)
Learners

283%
(Growth YoY)
Certifications

300+
Courses

Harnessing the **Value** of the Community

Self-Service

Federated Search

Ideation

Google Linking

Consistent Experience focused on Adoption & Value.

In-Product Onboarding	**Playbooks**	**Data-driven Engagement**
Customer Health Measurement	**All Customers have access to a CS Expert**	**In-Product Chat Support**
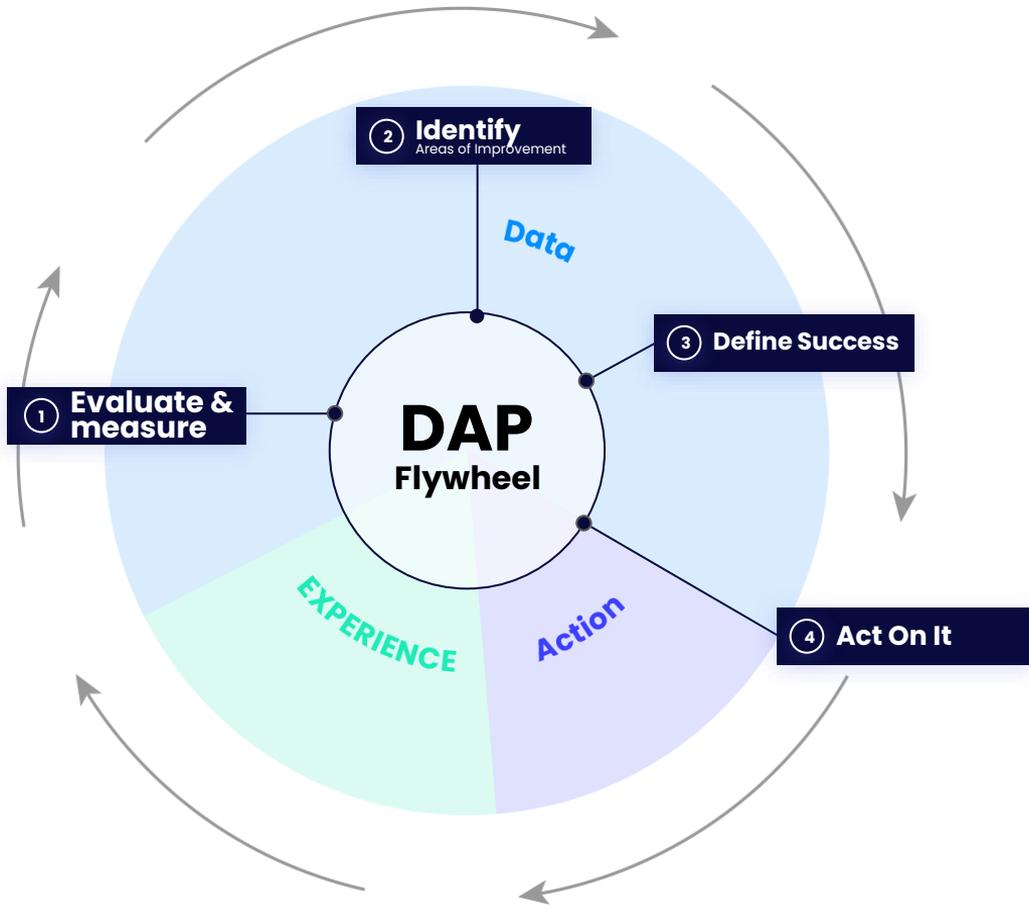
Back to
Evaluate

Purpose:
Validation of business **value realized**

- Continuous value metrics and business value stories

- Confirm outcome with customer

- Capture change to baseline and co-create leading industries stories

Visualizing Ongoing **Value** Realization
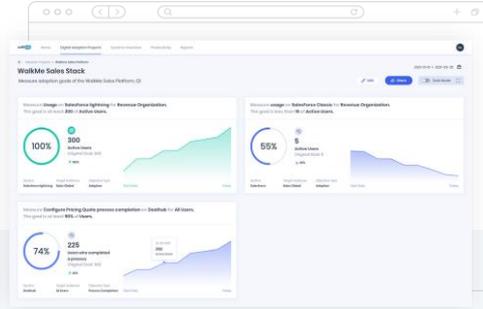
- **Monitoring Customer Success**
- Tracking Initiatives
- Target Success KPIs
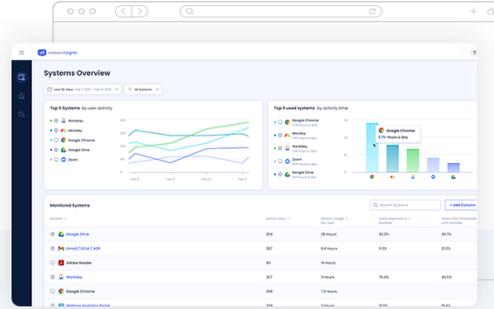
- **Monitoring Application Adoption**
  - Continuous Usage
  - Trends based on Ecosystem Changes

- **Monitoring Process Adoption**
  - Compliance Tracking
  - Implicit and Explicit User Behavior
 - Change Adherence
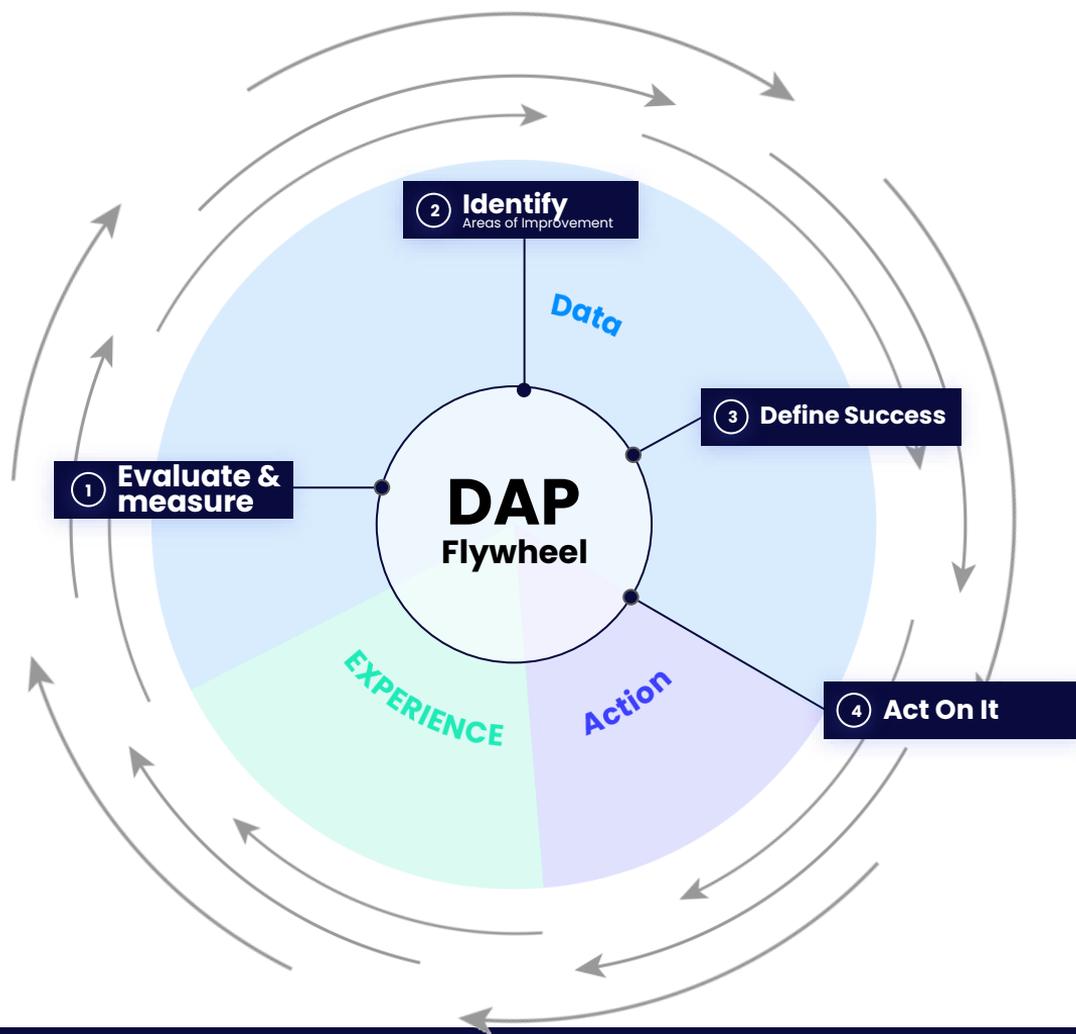
Back to
Evaluate

Purpose:
Validation of business **value realized**

- Continuous value metrics and business value stories

- Confirm outcome with customer

- Capture change to baseline and co-create leading industries stories

Purpose:
Evaluation of new opportunities

- Restart the cycle with new business lines, platforms, use cases to continue the flywheel, resulting in compounding value

The diagram on the left shows the DAP Flywheel with the following elements:

- ② **Identify** Areas of Improvement
- **Data**
- ③ **Define Success**
- ① **Evaluate & measure**
- **DAP Flywheel**
- **EXPERIENCE**
- **Action**
- ④ **Act On It**

New use cases

Compounding ROI

Identify
Areas of Improvement

Data

Define Success

Evaluate

DAP
Flywheel

EXPERIENCE

Action

Act On It
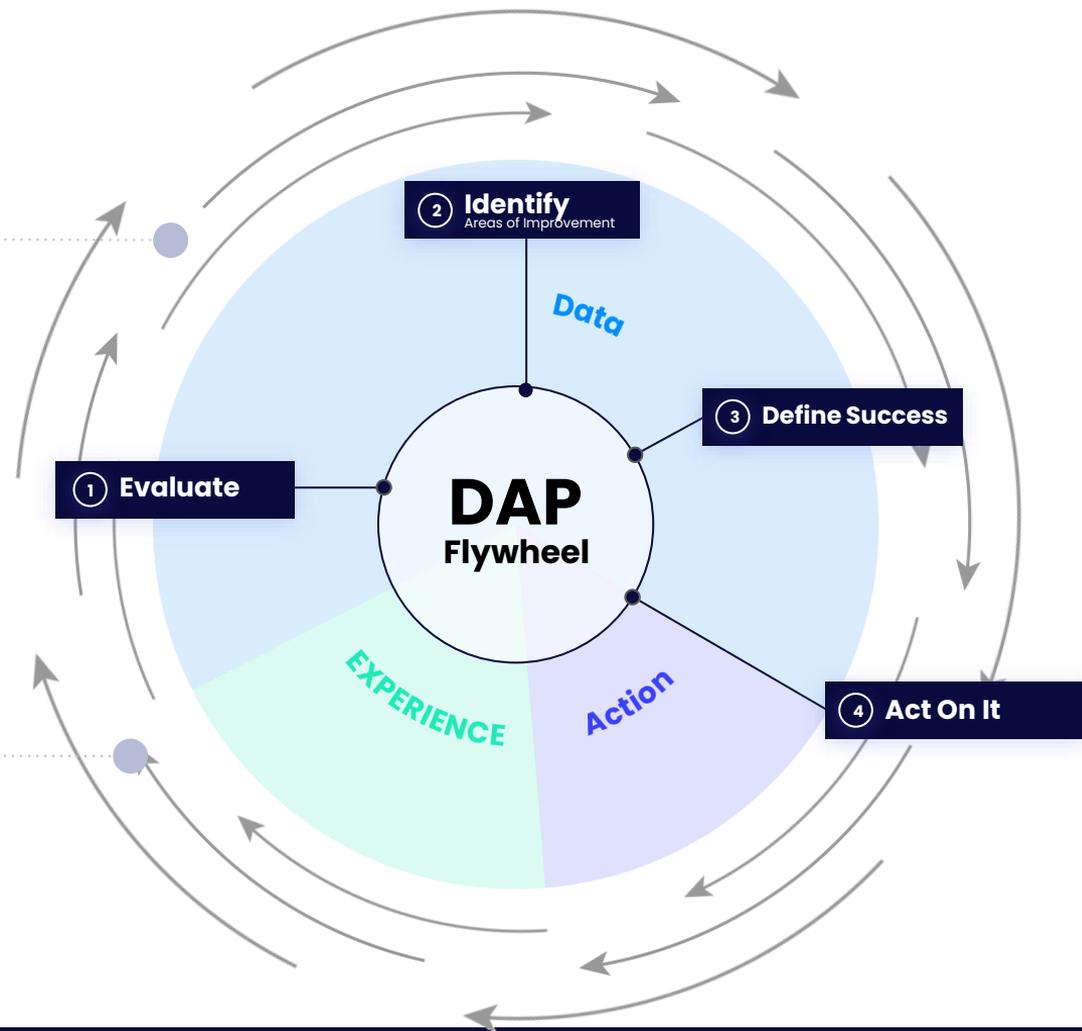
Stanley Security**.**

Jack Snodgrass - Stanley Security - VP Global Security Sales
Interviewed by: Wayne McCulloch

Levers of Growth - Go To Market.

Dan Adika – CEO
Andrew Casey – CFO

Go To Market Priorities

Land + Expand in the G2Ks

Focus and increased effort to land with the largest global customers

Growing Channels

Federal Practice
Partner Channels

Geographic expansion

APAC and EMEA Growth

Meet the Sales Leadership Team

Rhonda Buehler
SVP Global Sales Engineering

Simon Blunn
SVP Sales EMEA

Sandie Overtvel
SVP Sales APJ

Focused Investment for Profitable Growth

Land New Logos

Global 2000s
>500 Employees
Federal Market

Expand Current Relationships

Product Expansion
Deeper Customer
Penetration
Expand Value Creation
Strategic DAP Partners

Geographic expansion

Expand Sales Coverage
Internationally
EMEA & APJ Focus

Partner Channels

Global Service Providers
ISV Opportunities
Partner Integrations

Why We Win - Customer's Perspective

Unique product capabilities

Extensibility of our platform: # of use cases, applications and business processes

Broad customer adoption across industries

Scale of solutions that we can offer

from the basics of a content learning platform to a full digital adoption platform

Expanding ecosystem

from partners to the number of DAP professionals

Customer understanding of the problems we're solving

The realization that Data – Action – Experience drives business outcomes

Majority of Customers Early in DAP Lifecycle

Massive Expansion Opportunity as Adoption Accelerates towards Outcome Driven Platform Solutions.
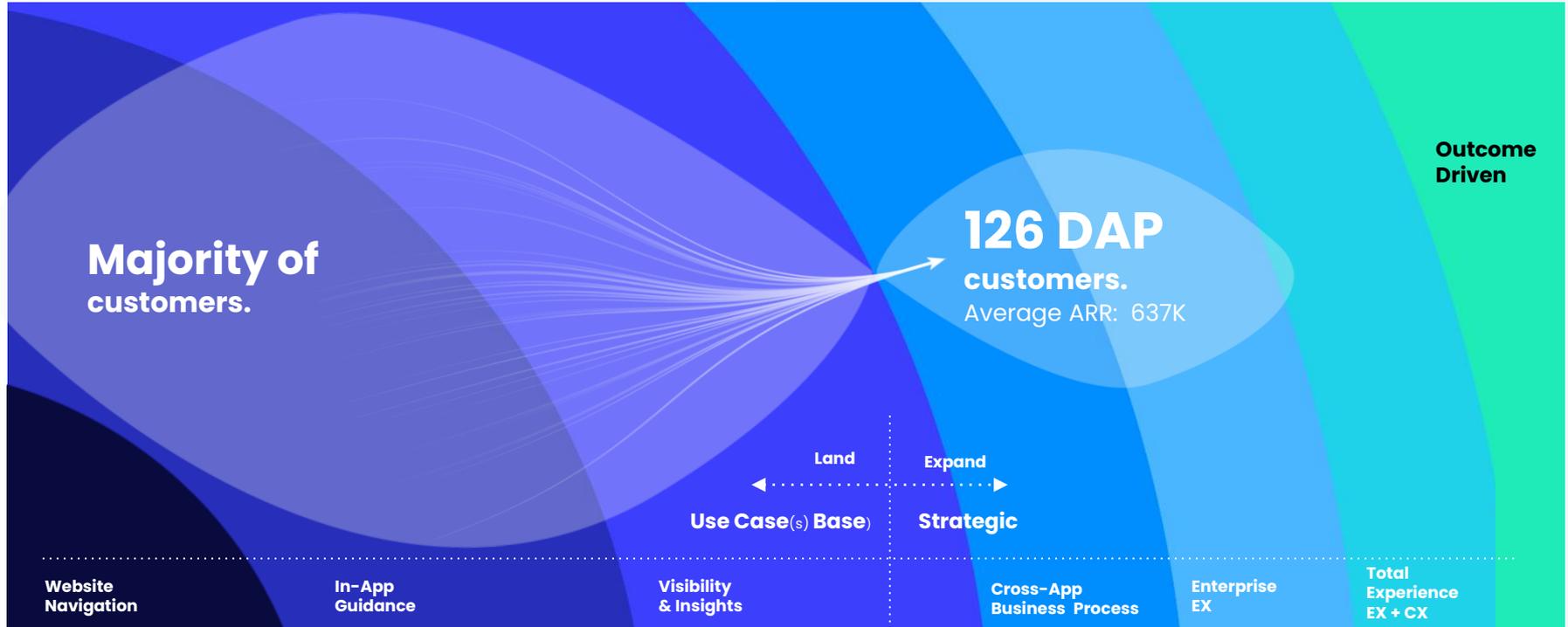
Majority of customers.

126 DAP customers.
Average ARR: 637K

Outcome Driven

Land | Expand

Use Case(s) **Base**) | **Strategic**

Website Navigation

In-App Guidance

Visibility & Insights

Cross-App Business Process

Enterprise EX

Total Experience EX + CX

Land & Expand Opportunity with Global 2000

Current Pricing -> Better Segmentation to drive adoption & expansion over time

~120x

Total G2K ARR Potential Today

~60x

Current Sales Coverage Potential

~40x

Current G2K Customer Potential

Potential **Opportunities** with G2Ks

Current G2K **Sales Coverage**

Current G2K **Potential**

Current G2K **ARR**

Note: Calculations performed by WalkMe and based on employee numbers, current product sets, and product pricing information for existing Forbes Global 2000 customers as of December 31, 2021

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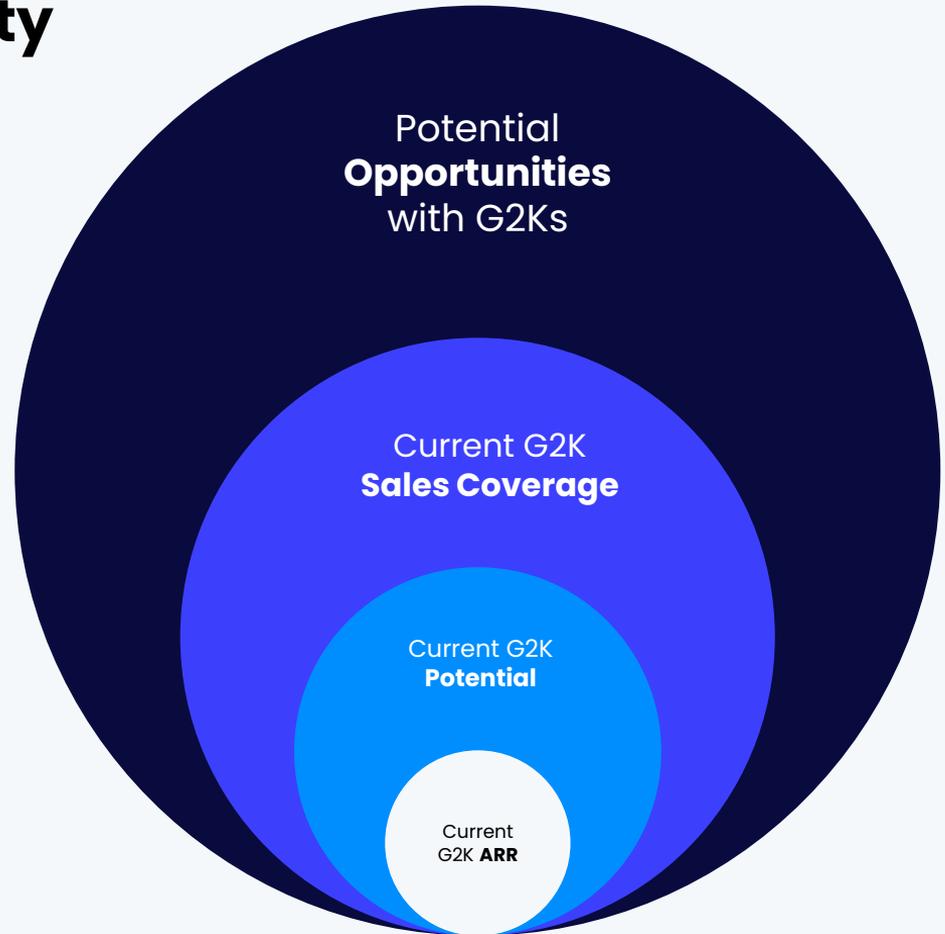
Sample Customer Lifetime Journey Case Study

Rapid Expansion when Value is Realized

Case Study: Technology Company
Total From –> Current ARR: $67k –> $4.4M

3,400,000
DAP Renewed & Expanded

Further Expansion
500,000

DAP Deal
1,000,000

Sales Initial Pilot
50,000

117,000
Expansion Across Sales Org

Initial Land
67,000

Total ARR

2016   2017   2018   2019   2020   2021

Time (CY)
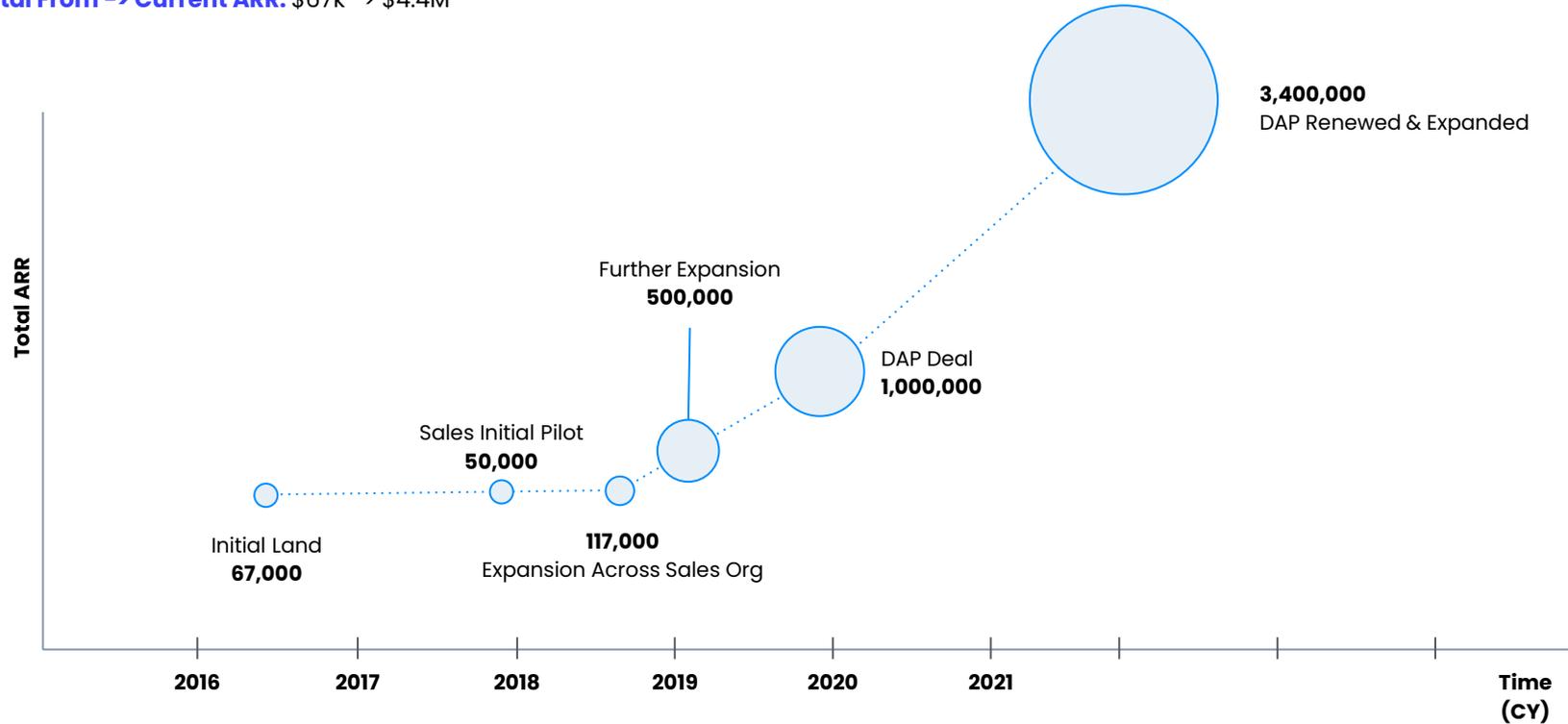
Landing DAP Deals Faster

Speed to DAP increasing - Focus on Strategic Enterprise Relationships

Industry	2016 Q1	2016 Q2	2016 Q3	2016 Q4	2017 Q1	2017 Q2	2017 Q3	2017 Q4	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2021 Q1	2021 Q2	2021 Q3	2021 Q4
Energy & Utilities	Land													DAP										
Media & Telecom	Land											DAP												
Business & Consumer Serv		Land																				DAP		
Business & Consumer Serv			Land					DAP																
Health Care							Land													DAP				
Financial Services								Land														DAP		
Financial Services								Land				DAP												
Financial Services																					DAP			
Professional Services									Land													DAP		
Manufacturing										Land														
Health Care												Land		DAP										
Energy												Land			DAP									
Manufacturing														DAP										
Technology														Land			DAP							
Food & Beverage														Land						DAP				
Food & Beverage															Land									
Professional Services																	Land					DAP		
Manufacturing																		Land			DAP			
Financial Services																				DAP				
Professional Services																					DAP	Land		
Food & Beverage																					DAP			
Transportation																						Land		
Manufacturing																								DAP
Retail																								DAP

Land   **DAP**

*We call customers who have broadly adopted our platform DAP customers. DAP customers are those who have purchased enterprise-wide subscriptions or who have department-wide usage of our Digital Adoption Platform across four or more applications.
*Selection of customers based on top DAP deals landed in each year from 2016 to 2021

Salesforce Focused on Enterprises

2019
Focused on:

| Gross ARR

| New Logos

Resulted in:

| SMB customers with low ARR & low retention

| Shorter Duration Contracts

Short Term – SMB Customers Churn

2021
Shifted Focus To:

| Net New ARR

| Global 2000 Logos

| 3 Year DAP Contracts

To Drive:

| Land + Expand Focus

| Larger ARR Contracts

| Strategic Partnerships

Long Term – Strategic Partners with Larger Potential

Sales Force Ramp in 1st Half of 2022

S curve Investment to Drive Productivity in 2H22 and Beyond

	YE 2020	YE 2021	2Q22
	93 AE	138 AE	156 AE
Total Sales HC	288	400	426
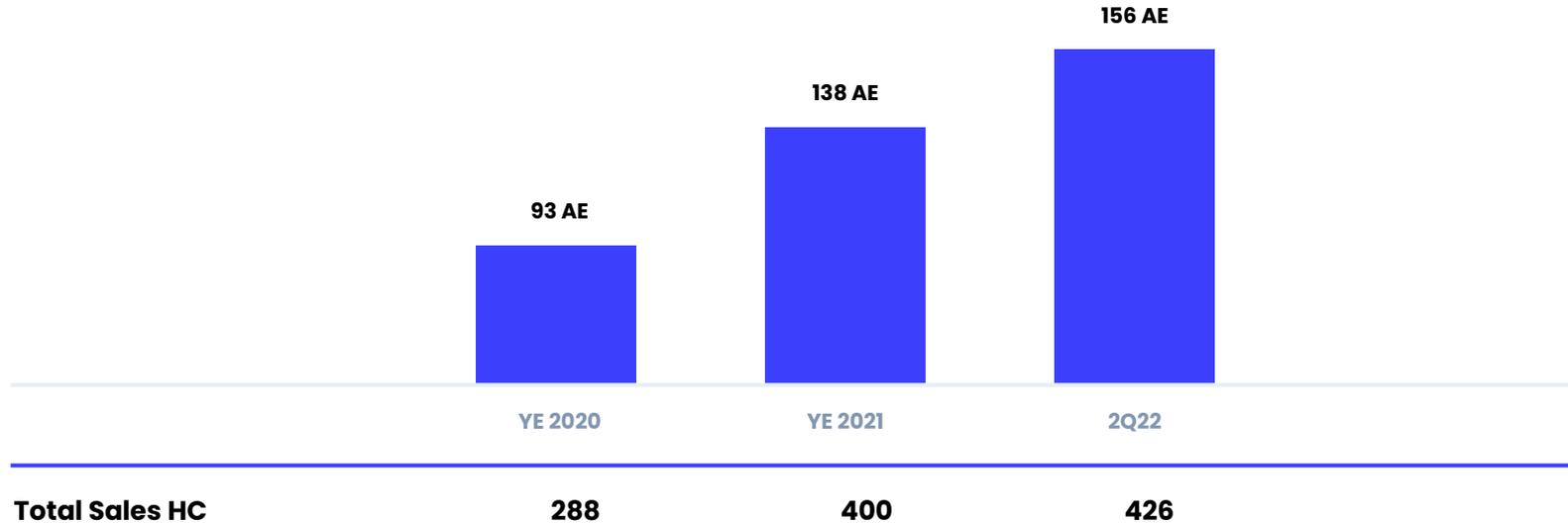
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Being a Strategic Partner

Focus on **DAP** Relationships driving more **Strategic** Conversations

Average **ARR** of DAP customers up **26%** while number of DAP customers up **232%** from 2019 to 2021

WalkMe is being embraced across organizations to drive Action

*We call customers who have broadly adopted our platform DAP customers. DAP customers are those who have purchased enterprise-wide subscriptions or who have department-wide usage of our Digital Adoption Platform across four or more applications.

+232%

	38	77	126
	2019	2020	2021

# of DAP Customers

walk(me)™
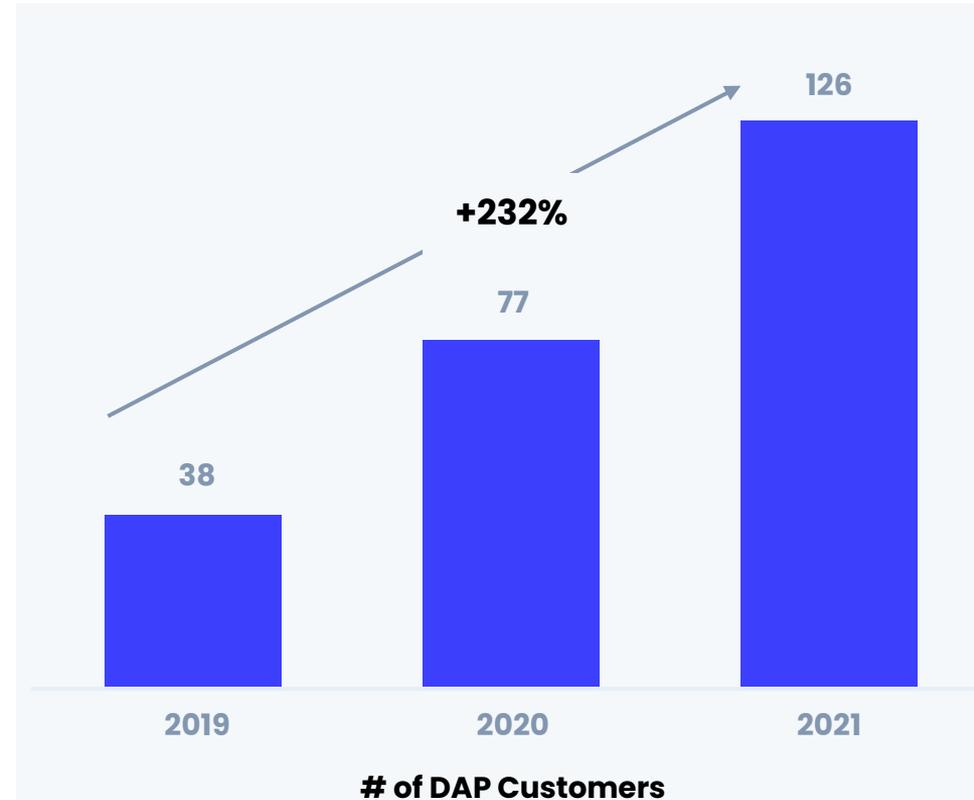
Enterprise Focus is Showing up in Bigger Contracts

# of Customers >100k

- 2019: 265
- 2020: 374
- 2021: 454

+71%

# of Customers >$1 MM

- 2019: 12
- 2020: 19
- 2021: 31

+158%
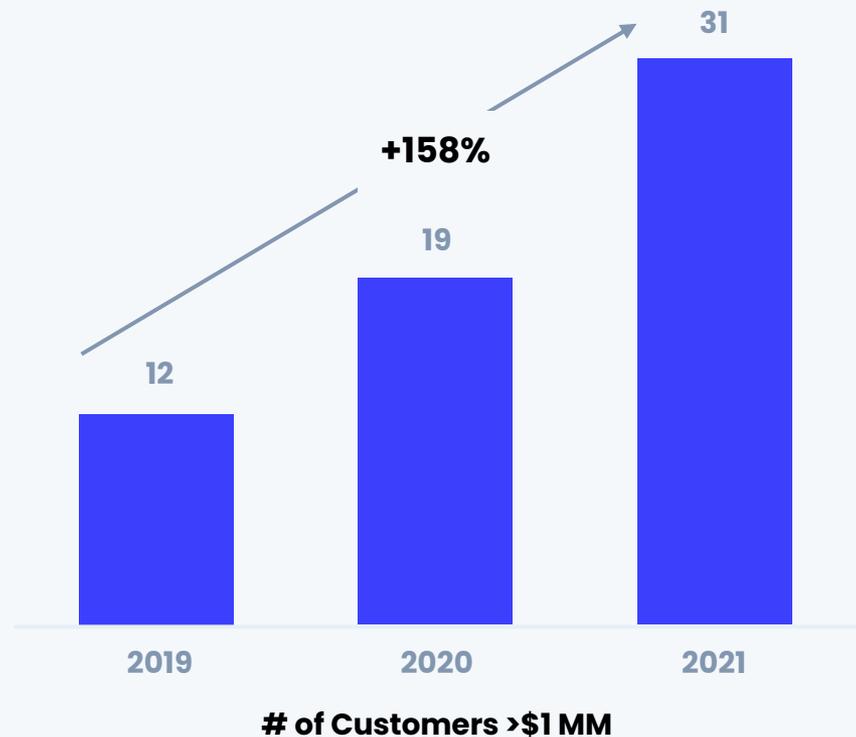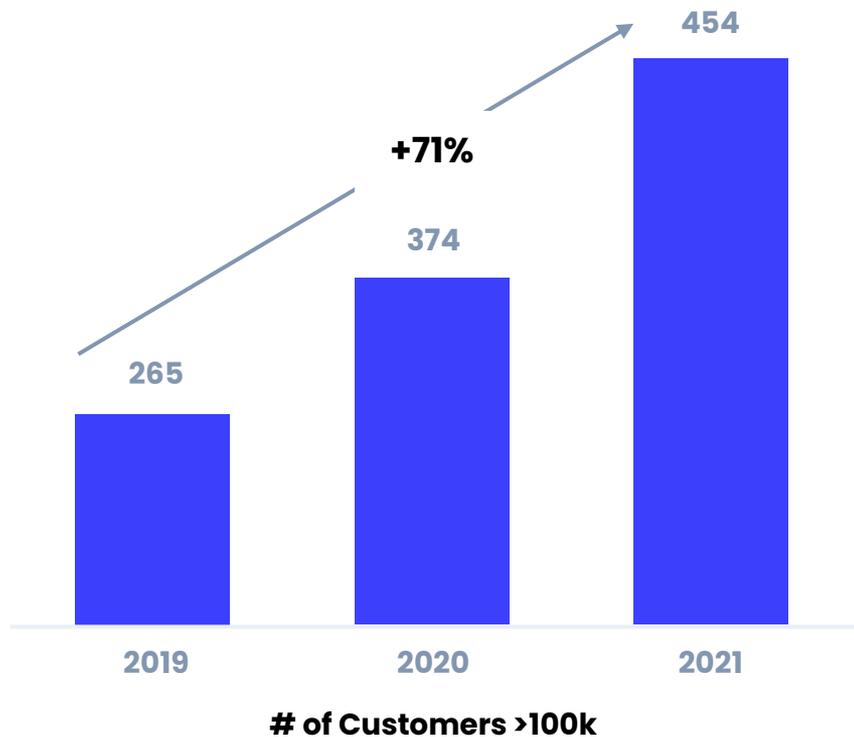
Expanding International Salesforce

73%

Americas Based ARR

27%

Global ex Amer ARR

36%

US Based G2Ks

64%

Addressable Int'l G2Ks

Partner Opportunities are Nascent
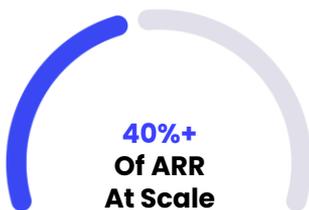
~5-10%
of ARR
in 2021

40%+
Of ARR
At Scale

Global Services/Consulting
GSIs, Regional SIs and Boutiques

accenture

Deloitte.

IBM

Cognizant

HCL

HK>A

DGTL VENTURES

T··Systems·

Orangutech

GuideMe

CHARLTON HOUSE

SOLUTIONSATI

SoftBank

Technology ISVs and
Cloud Platforms

salesforce

Microsoft

amazon

ORACLE

SAP

celonis

walkme™

Federal Opportunity is >$1 Billion TAM

- Investment in Team & R&D to support Go To Market Functions

- Value Prop directly aligned with Biden's Admin Presidential Management Agenda and Executive Orders on Customer Experience and Modernization

- On track for FedRamp Moderate in 2H22

- Vetted for Federal by Dcode

Focused Investment for Profitable Growth

Land New Logos

Global 2000s

>500 Employees

Federal Market

Expand Current Relationships

Product Expansion

Broader Customer Usage

Expand Value Creation

Strategic DAP Partners

Geographic expansion

Expand Sales Coverage across all GEOs and Federal Market

Partner Channels

Global Service Providers

ISV Opportunities

Partner Integrations

Partner Ecosystem.

Amir Farhi – Chief Business Development Officer

Alliances & Channels Mission

Contribute to WalkMe's ARR

Increase WalkMe's Delivery Capacity

Strengthen WalkMe's Brand Awareness

Routes to Market with Partners

Co-Sell

Jointly Led
WalkMe and Partner sell together, separate contracts

Re-Sell

Partner Led
Partner sells and contracts on their paper

Built-On WalkMe

Partner Led
Partner incorporates WalkMe into unique Products/IP/Assets

MSP

Partner Led
Partner incorporates WalkMe into their managed solution offerings (Could include "BPO")

Co-Deliver

(Applies to All) = Partner Led, WalkMe supported.
Certified Partners Deliver Implementation Services

Partner Opportunities are Nascent
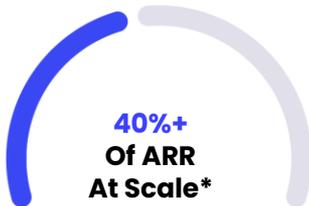
~5-10%
of ARR
in 2021*

40%+
Of ARR
At Scale*

Global Services/Consulting
GSIs, Regional SIs and Boutiques

accenture

Deloitte.

IBM

Cognizant

HCL

HK>A

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T··Systems·

Orangutech

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SoftBank

Technology ISVs and
Cloud Platforms

salesforce

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amazon

ORACLE

SAP

celonis

6-Month Milestones from Q4 2021 to Q2 2022

Leading Indicators to a Monumental Uptick in 2022 Partner Impacted Revenue.

Q4 '21 Deloitte US Partnership Announcement

A leader in the Human Capital Management Space, Deloitte and Walkme announced a joint partnership for GTM activity with a planned expansion around internal Application rollouts for 2022, Expansion into European/APJ Markets and new Routes to Market in tandem with their ChangeScout product.. 5 Contracts signed

Q1 '22 Accenture Global Partnership Announcement

Announced on Q4 Earnings in Feb 2022... Announced the formalization of a partnership, the intention to build a globally defined COE, and align strategies internally and externally with Accenture

Q2 '22 HCL Partnership Announcement

WalkMe expanded its relationship with HCL to create more go to market opportunities in their Digital Workplace Services Business Group. HCL has invested in WalkMe Digital Adoption skills to deliver a strategic Managed Services Offering to support their customers.

Q4 '21 SAP Concur Partnership Announcement

SAP Concur delivers WalkMe Software & Services options for existing accounts on a Global scale

Q2 '22 Celonis Partnership Announcement

Announced a strategic partnership with Celonis, the global leader in execution management, that enables joint customers to maximize the impact and return on digital transformation investments. WalkMe and Celonis will collaborate to optimize their respective customer's' business performance by offering WalkMe's leading Digital Adoption Platform combined with the real-time process optimization capabilities of the Celonis Execution Management System (EMS) to accelerate digital transformation.

Digital Transformations at Scale

Introducing our partnership with

Gunther Rameseder, SVP Solution Engineering, Celonis

Activating The Human-Technology Partnership with WalkMe.

Mike Bentley – Senior Partner, IBM

Driving to 40.

Andrew Casey – CFO

Key Financial Priorities

Focused Execution

Execute on our growth initiatives

Increased focus on the right customer segments

Increased S&M efficiency

Expand Value Creation

Customer conversion to DAP, leveraging the power of our platform

Data + action + experience

Delivering customer ROI

Balance Growth + Scale

Invest in proven markets to expand our TAM

S curve approach to investments

Scale Profitably

Global Service Providers

ISV Opportunities

Partner Integrations

Empowering our partner delivery ecosystem

Different Demand Metrics Provide Different Insights

ARR

Positives - Directional Guide for Subscription Revenue

Negatives - Can be impacted by calendar closing and start dates

Ongoing transition to >500 employee accounts

RPO

Positives - Shows Multi-Year Growth. Current RPO focuses on next 12 month bookings

Negatives - LT RPO can be impacted by extension of deal duration

$-Based Net Retention

Positives - Simple metric to measure net positive expansions

Negatives - Casts all customer types and classes with similar maturity and expansion path

We focus on all three as directional guides for our business performance
Focus on Enterprise & Commercial Customers >500

KPIs as We Focus on Becoming Strategic Partners

DAP Customers

Shows greater penetration as a strategic partner in digital transformation with our customers

Defined as customers with 4+ apps, departmental ELA, or enterprise ELA

$100k & $1M ARR Customers

Demonstrates the extensibility of our platform, multi-use cases; broad adoption

Importance of our platform in customers overall software portfolio

> 500 employees

Important as we intensify focus on the enterprise - reduces the noise from Churn in our SMB Business

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Focusing on the right customers segments.

	Q4 – 21		$1B ARR
G2Ks	367	New G2K / Qtr.	667
ARR / G2K	$305K	Sequential growth	$943K
Total ARR G2Ks	$112M	Mix 51% to 63%	$629M
>500 Employee	841	New / Qtr.	1,641
ARR / Account	$108K	Sequential growth	$226K
Total ARR Comm.+Ent.*	$91M	Mix 41% to 37%	$371M

Our G2K DAP Reflect Potential Deal Value

+92%

$9 — Q1-19

$19 — Q4-19

$42 — Q4-20

$80 — Q4-21

126
Customers as of Q4-21

59
G2Ks in Q4-21

$637
Q4-21 Average DAP ARR

$943k
G2K DAP Average ARR
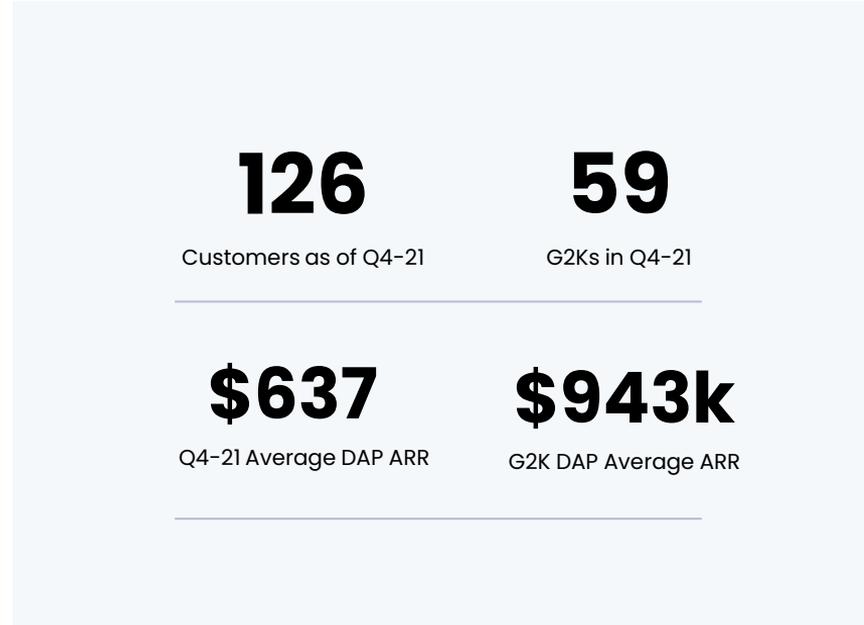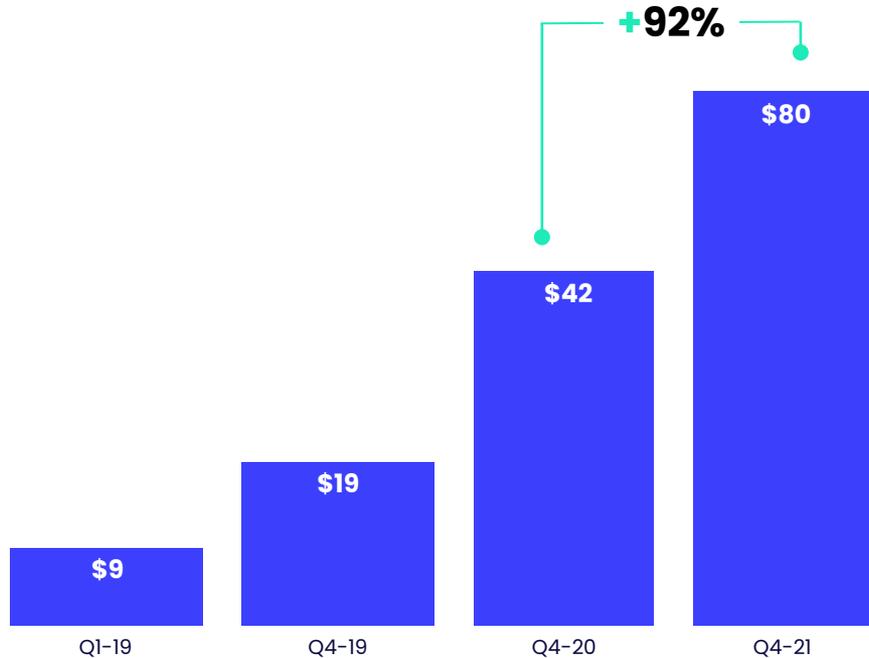
Based on rounded numbers | Financial, customer, and employee data as of December 31, 2021

*We call customers who have broadly adopted our platform DAP customers. DAP customers are those who have purchased enterprise-wide subscriptions or who have department-wide usage of our Digital Adoption Platform across four or more applications.

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Land & Expand Opportunity with Global 2000

Current Pricing -> Better Segmentation to drive adoption & expansion over time

## ~60x -> 120x
Total G2K ARR Potential Today

~30x -> 60x
Current Sales Coverage Potential

~19x -> 40x
Current G2K Customer Potential

Potential **Opportunities** with G2Ks

Current G2K **Sales Coverage**

Current G2K **Potential**

Current G2K **ARR**
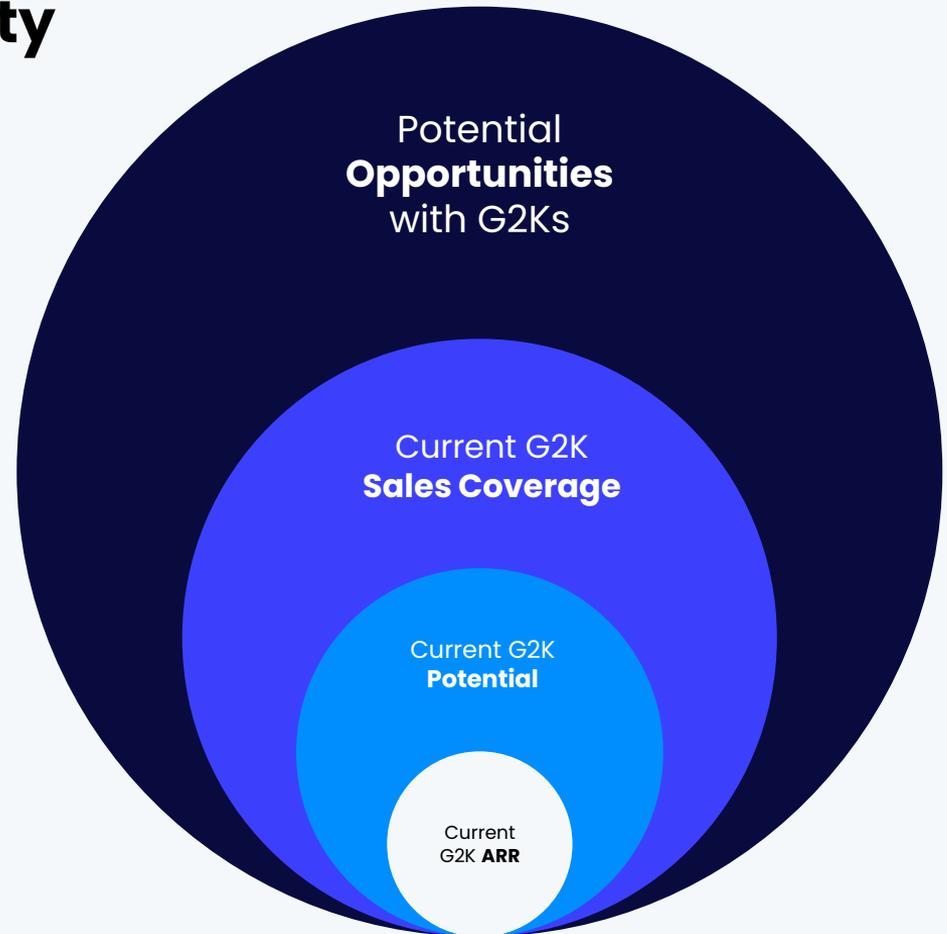
$- Net Retention.

Trailing 4 Quarters
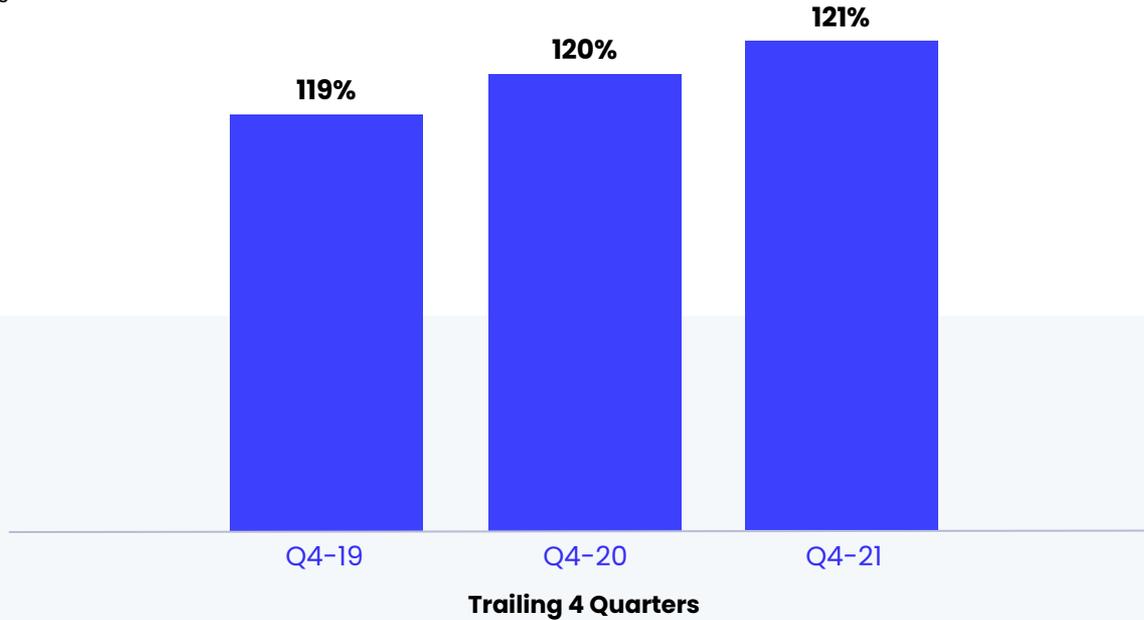
**$-Based Net Retention Definition:** Trailing four quarters customer value growth; reflects customer renewals, expansion, contraction and churn. Enterprise is customers with 500 employees or more. See "Selected Other Data" in the appendix of this presentation for additional information regarding dollar-based net retention.

Remaining Performance Obligations.

($ in MM)

■ Long Term   ■ Short Term

+54%
(LT +84%)

$316

+17%
(LT +9%)

$205

$176

$300

$200

$107 $130 $178

$100

$69 $75 $138

$0

Dec-19   Dec-20   Dec-21
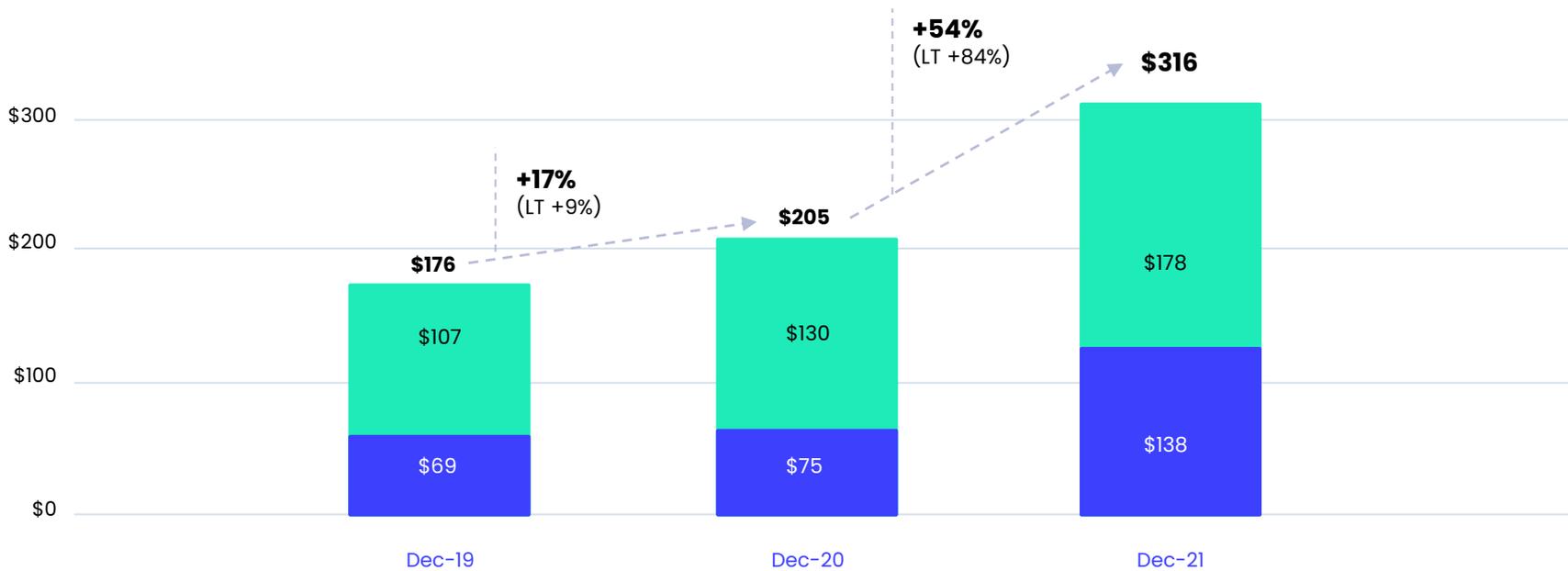
LTV:CAC Improving After Investment Years

|	2020	2021	2021 >500	2021 <500	$500M ARR
LTV	3.2	4.2	4.7	2.0	6.2
CAC	1.5	1.6	1.7	1.1	1.5
LTV:CAC	**2.1**	**2.6**	**2.8**	**1.9**	**4.1**

- Investment in Enterprise & Commercial Sales segment in 2021 - Focus on higher LTV Segment
- Sales Force & supporting team investments in '21 & '22 will increase LTV over time
- US Sales efficiency nearly 1:1 for $1 in Sales Comp to $1 in Gross ARR. International ~$1 in Comp to $0.6 in Gross ARR. Will trend closer to US as International investments mature.

Partner Source Drives Sales Efficiency

Sales Efficiency: 0.61, 0.68, 0.77, 0.89

Direct Sales: 95%, 85%, 75%, 65%

Partners: 5%, 15%, 25%, 35%

Legend: Partners | Direct Sales
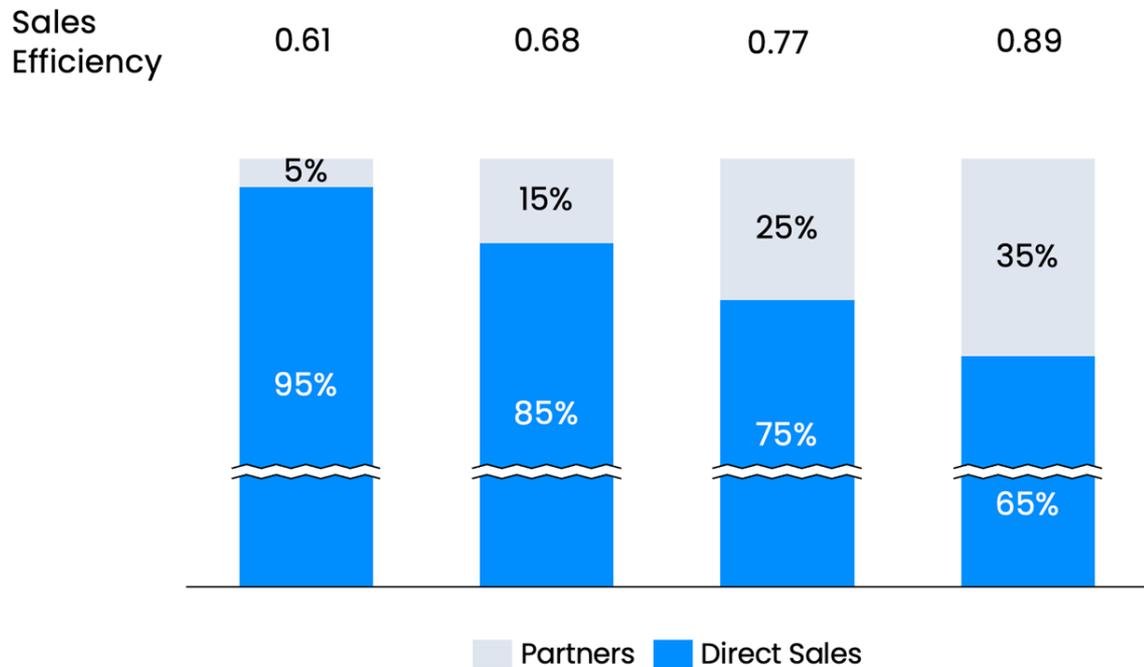
Improving gross profit margins

① Driving scale in subscription COGs　② Increasing subscription revenue mix　③ Shifting services to Partners

	2020	2021	2022	~$400M ARR	~$500M ARR
Subscription	85%	87%	87% – 88%	89%	90%
Total	74%	77%	78% – 79%	80%	82%
PS	(10)%	(19)%	(15)% – (13)%	(5)%	0%

— Subscription — PS — Total
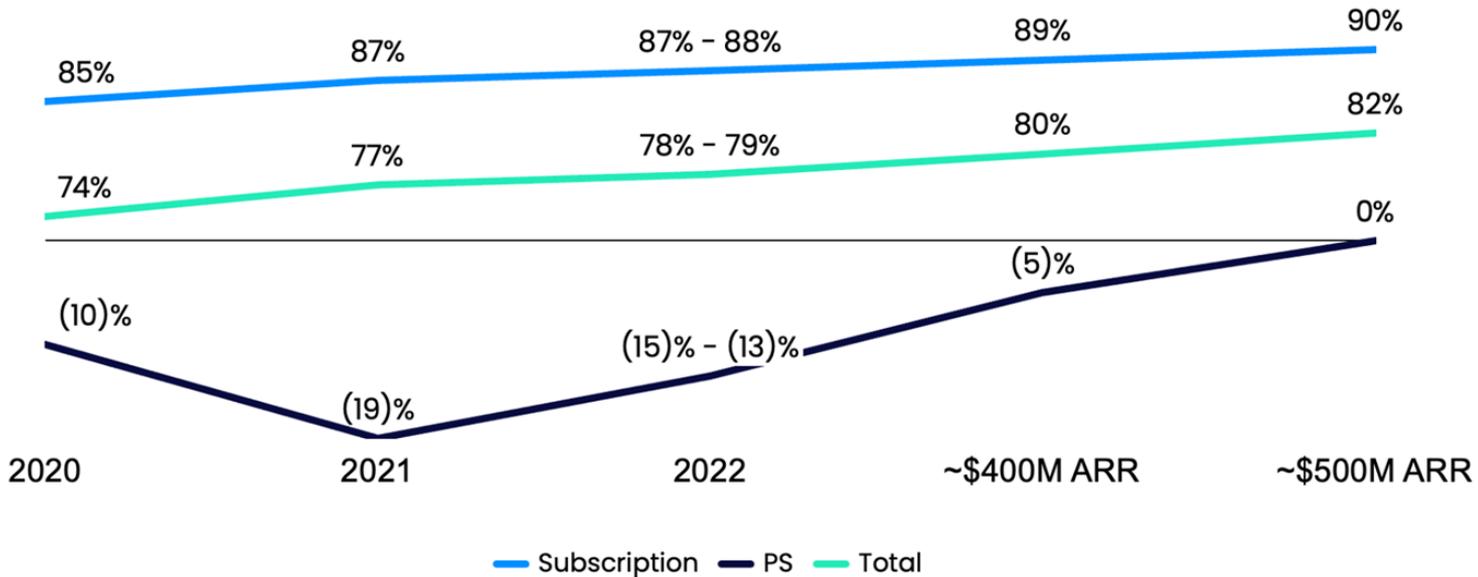
Growth with Leverage.

	2021	2022		$500M ARR	At Scale
Gross Margins	77%	77-79%	Multi Cloud, PS Breakeven	81-83%	84-88%
S&M (as a % of Revenue)	62%	64-66%	Improving Efficiency, Accelerate Partner	50-53%	34-36%
R&D (as a % of Revenue)	23%	23-25%	Continued Investment for Innovation	18-21%	18-21%
G&A (as a % of Revenue)	18%	18-20%	Leverage through scale	15-17%	10-13%
Non-GAAP Op Margin (as a % of Revenue)	(26%)	(31)-(29)%		(10)-0%	20-25%

Key takeaways

1. **Category is at the Tipping Point**
   Growing Momentum from Analysts and Partners

2. **Outcome Driven Digital Transformation**
   Broad Applicability Transforming Businesses

3. **Delivering Real Measurable Value**
   Solving multi million dollar problems proven with ROI

4. **Focusing Our Business on Enterprise**
   Bigger Deals Faster with Better Market Fit

5. **Driving Growth at Scale**
   Focused investment on highest ROI areas

Q&A.

Appendix
GAAP to Non-GAAP

Reconciliation from GAAP to Non-GAAP Results.

(In thousands; unaudited)

	Three months ended December 31,		Year ended December 31,	
	2021	**2020**	**2021**	**2020**
Reconciliation of gross profit and gross margin				
GAAP gross profit	$ 40,281	$ 28,324	$ 146,646	$ 109,148
Plus: Share-based compensation expense	807	71	1,804	201
Plus: Amortization of acquired intangibles	176	–	299	44
Non-GAAP gross profit	$ 41,264	$ 28,395	$ 148,749	$ 109,393
GAAP gross margin	76%	73%	76%	74%
Non-GAAP gross margin	77%	73%	77%	74%
Reconciliation of operating loss and operating margin				
GAAP operating loss	$ (29,059)	$ (15,493)	$ (77,790)	$ (43,161)
Plus: Share-based compensation expense	10,031	6,023	27,332	14,017
Plus: Amortization of acquired intangibles	176	–	299	44
Non-GAAP operating loss	$ (18,852)	$ (9,470)	$ (50,159)	$ (29,100)
GAAP operating margin	(55)%	(40)%	(40)%	(29)%
Non-GAAP operating margin	(35)%	(24)%	(26)%	(20)%

Reconciliation from GAAP to Non-GAAP Results.

(In thousands, except share and per share; unaudited)

	Three months ended December 31,		Year ended December 31,	
	2021	**2020**	**2021**	**2020**
Reconciliation of net loss				
GAAP net loss attributable to WalkMe Ltd.	$ (26,481)	$ (17,803)	$ (95,813)	$ (53,770)
Plus: Share-based compensation expense	10,031	6,023	27,332	14,017
Plus: Amortization of acquired intangibles	176	-	299	44
Plus: Adjustment attributable to non-controlling interest	(2,703)	2,075	16,689	5,487
Plus: Deemed dividend to ordinary shareholders	-	-	-	4,569
Non-GAAP net loss attributable to WalkMe Ltd.	$ (18,977)	$ (9,705)	$ (51,493)	$ (29,653)
Non-GAAP net loss per share attributable to WalkMe Ltd. basic and diluted	$ (0.23)	$ (0.13)	$ (0.65)	$ (0.42)
Shares used in non-GAAP per share calculations:				
GAAP weighted-average shares used to compute net loss per share, basic and diluted	83,633,127	13,666,871	51,763,032	13,217,183
Add: Additional weighted average shares giving effect to exchange of convertible preferred shares at the beginning of the period	-	58,724,580	26,972,186	58,132,717
Non-GAAP weighted-average shares used to compute net loss per share, basic and diluted	83,633,127	72,391,451	78,735,218	71,349,900

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Reconciliation of GAAP Cash Flow from Operating Activities to Free Cash Flow.

(In thousands; unaudited)

	Three months ended December 31,		Year ended December 31,	
	2021	**2020**	**2021**	**2020**
Net cash used in operating activities	$ (13,904)	$ (2,064)	$ (34,225)	$ (8,653)
Less: Purchases of property and equipment	(1,267)	(52)	(2,642)	(822)
Less: Capitalized software development costs	(1,189)	(446)	(3,912)	(1,530)
Free cash flow	$ (16,360)	$ (2,562)	$ (40,779)	$ (11,005)

Selected Other Data.

($ In thousands; unaudited)

	As of December 31,	
	2021	**2020**
Annualized Recurring Revenue	$219,571	$164,343
$100,000+ ARR Customers	454	347
Dollar-Based Net Retention Rate Trailing 4 quarters (all customers)	115%	112%
Dollar-Based Net Retention Rate Trailing 4 Quarters (customers having 500 or more employees)	121%	120%
Remaining Performance Obligations	$316,159	$205,146