

Discover how listing on the Long-Term Stock Exchange delivered the results that matter most



“Everything we do at Asana is in service of our mission: empowering teams to achieve their own missions. When we all work together, we can achieve great things. By listing with the LTSE we are elevating our public commitment to our long term view, further developing our structures to execute on our strategies and aligning even more with public stakeholders who share similar values.”

— Dustin Moskowitz, Co-Founder & Chair, Asana

Asana’s vision for the future of work is the same vision that empowers its long-term strategy: helping humanity thrive by enabling the world’s teams to work together effortlessly. Asana has always been committed to creating long-term value, and listing on Long-Term Stock Exchange has helped the company get the credit it deserves from stakeholders.

LTSE methodology drives best-in-class long-term investor quality

Listing on the Long-Term Stock Exchange allows qualifying companies to authentically communicate their vision with stakeholders who share a passion for long-term value creation. These companies exemplify leadership and distinguish themselves as trailblazers of a new era, with like-minded long-term investors helping them take the next step forward.

↑ 194%

Increase in Asana’s long-term investor quality since listing on the Long-Term Stock Exchange. Asana is significantly outpacing its top industry competitor’s investor quality.¹

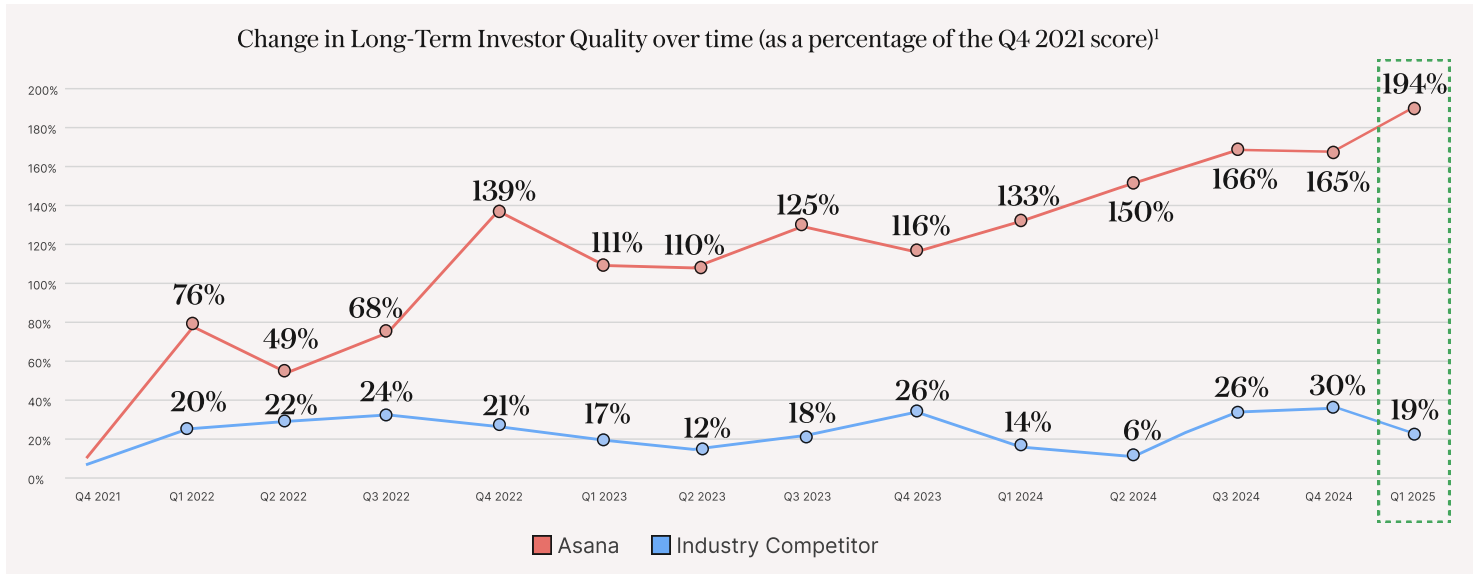
↑ 143%

Improvement to Asana’s long-term investor quality vs. Asana’s overall publicly traded comparable group since listing. In addition, investor quality continues to exceed Asana’s publicly traded comparable group for the last three quarters.¹

↑ 120%

Outperformance of 2024 annual goal to bring in qualified long-term investor ownership. All investors rank in Asana’s Top 25 actively managed ownership.²

Asana outperforms top industry competitor



Partnership with LTSE expanded Asana's annual recurring revenue

LTSE and Asana collaborated to establish measurable outcomes that align with Asana's long-term strategy.



88%

Strongly Agree/Agree that the partnership between LTSE and Asana strengthens their **consideration for doing business with Asana**³



403%

Outperformance versus target annual recurring revenue goal for clients who attended Asana and LTSE's co-branded New York Work Innovation Summit, 2023⁴



1,800%

Increase of the closed annual recurring revenue target from clients who attended Asana and LTSE's co-branded London Work Innovation Summit, 2023⁴



266%

Increase in RFPs from values-aligned enterprise clients following LTSE's partnership with Asana on its enhanced 2023 ESG Report⁵



Raised awareness of Asana's long-term value and leadership

WSJ



crunchbase news

Seeking Alpha^α

Bloomberg

Forbes FORTUNE

FASTCOMPANY

BUSINESS INSIDER

Sources:

1. Measured via LTSE Long-Term Score™ as applied to LTSE proprietary data-sets, FactSet, and relevant SEC filings, as of Q1 2025
2. Based on LTSE and Asana tracking data, as of Q1 2025
3. Based on Asana x LTSE Survey data, Q4 2023 for Asana and LTSE's co-branded New York Work Innovation Summit, 2023
4. Based on Asana data, 2023
5. Based on Asana tracking data, 2024



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