

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

**SCHEDULE 14A**

**(Rule 14a-101) SCHEDULE 14A INFORMATION  
Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934**

Filed by the Registrant ☒

Filed by a Party other than the Registrant ☐ Check the appropriate box:

☐ Preliminary Proxy Statement

☐ **Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**

☐ Definitive Proxy Statement

☒ Definitive Additional Materials

☐ Soliciting Material under §240.14a-12

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**SERVICENOW, INC.**

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(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check all boxes that apply):

☒ No fee required

☐ Fee paid previously with preliminary materials

☐ Fee computed previously on table in exhibit required by Item 25(b) per Exchange Act Rules 14(a)-6(i)(1) and 0-11



SERVICENOW, INC.  
2225 LAWSON LANE  
SANTA CLARA, CA 95054

# Your **Vote** Counts!

**SERVICENOW, INC.**

2024 Annual Meeting

Vote by May 22, 2024

8:59 PM PT



V28058-TBD

## You invested in **SERVICENOW, INC.** and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the shareholder meeting to be held on May 23, 2024.**

### Get informed before you vote

View the Notice of Annual Shareholders Meeting and Proxy Statement and the Annual Report to Shareholders online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 9, 2024. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit **[www.ProxyVote.com](http://www.ProxyVote.com)**

Control #

#### Smartphone users

Point your camera here and  
vote without entering a  
control number



#### Vote Virtually at the Meeting\*

May 23, 2024  
10:00 AM Pacific Time

Virtually at:  
[www.virtualshareholdermeeting.com/NOW2024](http://www.virtualshareholdermeeting.com/NOW2024)

**Vote By Mail or Phone:** You can vote by mail or phone by requesting a paper copy of the materials, which will include a proxy card. The proxy card will provide instructions on how to vote via mail or phone.

\*Please check the meeting materials for any special requirements for meeting attendance.

V1.1

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming shareholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommendations
1. Election of Directors: <b>Nominees:</b>	
1a. Deborah Black	✓ For
1b. Susan L. Bostrom	✓ For
1c. Teresa Briggs	✓ For
1d. Jonathan C. Chadwick	✓ For
1e. Paul E. Chamberlain	✓ For
1f. Lawrence J. Jackson, Jr.	✓ For
1g. Frederic B. Luddy	✓ For
1h. William R. McDermott	✓ For
1i. Jeffrey A. Miller	✓ For
1j. Joseph "Larry" Quinlan	✓ For
1k. Anita M. Sands	✓ For
2. Advisory vote to approve ServiceNow's named executive officer compensation.	✓ For
3. Ratification of PricewaterhouseCoopers LLP as the independent registered public accounting firm for 2024.	✓ For
4. Shareholder proposal regarding simple majority vote.	No Recommendation
<b>NOTE:</b> The proxies may vote in their discretion upon any and all other matters that may properly come before the meeting or any adjournment or postponement thereof.	

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Delivery Settings."