

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK0001334944

Filer CCCXXXXXXXX

Is this a LIVE or TEST Filing?

☒ LIVE☐ TEST

Submission Contact Information

Name

Phone

E-Mail Address

144: Issuer Information

Name of Issuer

SEC File Number

Address of Issuer

Phone

Name of Person for Whose Account the Securities are To Be Sold

ServiceNow, Inc.
001-35580
2225 LAWSON LANE
SANTA CLARA
CALIFORNIA
95054
408-501-8550
McDermott William R

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer

Relationship to Issuer

Officer

Director

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Common	Fidelity Brokerage Services LLC 900 Salem Street Smithfield RI 02917	35519	26553859.51	205000000	02/20/2024	NYSE

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition	Name of Person from this	Date Donor	Amount of Securities	Date of Payment	Nature of Payment *
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		Transaction	Whom Acquired	a Gift?	Acquired	Acquired
Common	11/25/2019	ESPP Purchase	Issuer	<input type="checkbox"/>	3600	11/25/2019 Cash
Common	02/07/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	4242	02/07/2023 Compensation
Common	02/12/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	5312	02/12/2023 Compensation
Common	02/15/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	1611	02/15/2023 Compensation
Common	02/17/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	2552	02/17/2023 Compensation
Common	05/07/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	235	05/07/2023 Compensation
Common	05/12/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	302	05/12/2023 Compensation
Common	05/15/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	1611	05/15/2023 Compensation
Common	05/17/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	726	05/17/2023 Compensation
Common	08/07/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	5154	08/07/2023 Compensation
Common	08/12/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	2806	08/12/2023 Compensation
Common	08/15/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	1611	08/15/2023 Compensation
Common	08/17/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	727	08/17/2023 Compensation
Common	11/07/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	235	11/07/2023 Compensation
Common	11/12/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	303	11/12/2023 Compensation
Common	11/15/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	1611	11/15/2023 Compensation
Common	11/17/2023	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	727	11/17/2023 Compensation
Common	02/07/2024	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	235	02/07/2024 Compensation
Common	02/15/2024	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	1611	02/15/2024 Compensation
Common	02/17/2024	Restricted Stock Vesting	Issuer	<input type="checkbox"/>	308	02/17/2024 Compensation

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Nothing to Report ☒

144: Remarks and Signature

Remarks

For today's transaction, 30,489 shares were sold in The Mcdermott Family Revocable Trust account, of which William R. McDermott is a trustee. 10B5-1 plan amended on

09/26/2023.

Date of Notice

02/20/2024

Date of Plan Adoption or Giving of

Instruction, If Relying on Rule

08/31/2023

10b5-1

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

/s/ Daniel Tucci, as a duly authorized representative of Fidelity Brokerage Services LLC,
as attorney-in-fact for William R. McDermott

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)