

ServiceNow Creates \$100 Million Racial Equity Fund to Build Opportunities for Black Communities



In January, ServiceNow (NYSE: NOW), the leading digital workflow company that makes work, work better for people, announced the creation of a \$100 million investment designed to drive more sustainable wealth creation by funding homeownership, entrepreneurship, and neighborhood revitalization within Black communities in 10 regions across the United States, dubbed the ServiceNow Racial Equity Fund.

RBC Global Asset Management's impact investing team will manage the investment strategy on behalf of ServiceNow as a custom institutional separately managed account. The initiative aims to strengthen under-resourced communities by overcoming systemic barriers that lead to inequitable access to capital.

The ServiceNow Racial Equity Fund will buy smaller community loans to increase the lending capacity for local banks. By increasing access to capital, the investment will facilitate homeownership and entrepreneurship in Black communities, leading to job creation and wider economic growth. The investment, which is the first of its kind for ServiceNow, will initially focus investments in Boston, Chicago, Dallas, Houston, New York, Orlando, San Diego, the San Francisco Bay Area, Seattle, and Washington, D.C. – communities where ServiceNow operates and where there is the greatest need for lending, according to U.S. Census Bureau data.

The ServiceNow investment initiative will include U.S. government securities that support lending in historically underserved communities. ServiceNow will be the institutional buyer of smaller community loans for homeownership and affordable housing, small business loans for companies that serve the community or are owned by a Black entrepreneur, and community infrastructure loans towards projects in areas including healthcare, education, and neighborhood revitalization.

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