NEWS RELEASE

King Digital Entertainment Plc Takes Finance to the Cloud With Workday

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King Unifies Finance and HR for Greater Flexibility, Speed, and Control to Continue Strong Growth

PLEASANTON, CA and LONDON, UNITED KINGDOM--(Marketwired - Nov 3, 2014) - **Workday, Inc.** (NYSE: WDAY), a leader in enterprise cloud applications for **finance** and **human resources**, today announced that **King Digital Entertainment Plc**, a leading interactive entertainment company for the mobile world, has selected Workday Financial Management. Following the success the company has experienced with Workday Human Capital Management (HCM), King Digital Entertainment Plc will move off its legacy financial system and unify its financials and human resources in the Workday cloud, creating an agile technology foundation that will support the company's fast growth and evolving business needs.

King Digital Entertainment Plc has more than 190 fun game titles in over 200 countries, with hits including Candy Crush Saga and Farm Heroes Saga. The company has grown quickly in the last several years in both size and revenue, launching its IPO on the New York Stock Exchange (NYSE) in 2014. Expanding quickly to 11 offices worldwide, the company needed to unify its financial management with Workday HCM to gain the extra flexibility and speed it needs to support its ongoing operations, and the ability to access real-time financial and HR data for faster decision-making and improved reporting capabilities.

With Workday's unified finance and HCM application, King Digital Entertainment Plc expects to:

- Create one global system of record for its financials and people, standardizing processes worldwide and creating a single source of truth for the business.
- Easily configure internal processes, such as approval chains for purchasing and expense reports, and make

changes that are immediately reflected across all applicable finance and HR datasets.

- Perform real-time analysis of data across any dimension of the business, such as revenue and headcount by business line or geography.
- Empower employees with the ability to perform tasks, access reports, and view information on any mobile device, using a simple, intuitive interface.
- Leverage continuous innovation from Workday's development on a single code line delivered in the cloud without the interruption to business resulting from the periodic costly and intensive upgrades of legacy systems.

Comments on the News

"After experiencing success with Workday HCM, we are now moving finance to the Workday cloud and creating a technology foundation that can support our rapid growth and drive business forward," said Nick Pointon, vice president of finance, at King Digital Entertainment Plc. "With Workday's unified financial management and HR system, we will have a single source for our critical operational and financial information giving us greater agility, speed, and efficiency."

"We are excited to see HCM customers in Europe like King Digital Entertainment Plc move financial data to the Workday cloud," said Chano Fernandez, president EMEA, Workday. "With Workday, King Digital Entertainment Plc will have one system of record with real-time visibility into its business, helping to reduce administrative complexity, create greater efficiencies, and enable more time spent on business goals and strategy."

About Workday

Workday is a leading provider of enterprise cloud applications for finance and human resources. Founded in 2005, Workday delivers financial management, human capital management, and analytics applications designed for the world's largest companies, educational institutions, and government agencies. Hundreds of organizations, ranging from medium-sized businesses to Fortune 50 enterprises, have selected Workday.

Forward-Looking Statements

This press release contains forward-looking statements including, among other things, statements regarding the expected performance and benefits of Workday's offerings. The words "believe," "may," "will," "plan," "expect," and similar expressions are intended to identify forward-looking statements. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. Risks include, but are not limited to, risks described in our filings with the Securities and Exchange Commission (SEC), including our Form 10-Q for the quarter ended July 31, 2014 and our future reports that we may file with the SEC from time to time, which could cause actual results to vary from expectations. Workday assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release.

Any unreleased services, features, or functions referenced in this document, our website or other press releases or public statements that are not currently available are subject to change at Workday's discretion and may not be delivered as planned or at all. Customers who purchase Workday, Inc. services should make their purchase decisions based upon services, features and functions that are currently available.

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