

ALTERYX UK LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

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ALTERYX UK LTD
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ALTERYX UK LTD

COMPANY INFORMATION

Directors C M Lal
K E Rubin
D A Stoecker (Resigned 23 October 2020)

Company secretary C/O Corporation Services Company (UK)

Registered number 08806138

Registered office C/O Corporation Service Company (UK)
5 Churchill Place,
10th Floor, London
E14 5HU

Independent auditor Deloitte LLP
Statutory Auditor
Reading, United Kingdom

Solicitors Taylor Wessing

ALTERYX UK LTD

STRATEGIC REPORT FOR THE YEAR ENDED 31 DECEMBER 2020

The directors present their strategic report on the company for the year ended 31 December 2020.

Introduction

Alteryx UK Ltd is a private limited company incorporated in England & Wales and whose registered address is C/O Corporation Service Company (UK), 5 Churchill Place, 10th Floor, London.

Alteryx helps customers achieve outcomes from their data to create business changing breakthroughs every day. From designing reliable forecasts in an unpredictable economy to developing fair and equitable compensation packages for employees, the daily business and societal challenges we face demand data-driven answers.

Our human-centered, engaging analytics automation platform unifies analytics, data science, and process automation together in one solution to help organisations harness that flood of complex data to quickly solve real-world problems.

Review of the business

The principal activity of the company during the year was the international sales and marketing of Alteryx's software used for data science and analytics.

The company has incurred a significant loss, predominantly caused by the intragroup management charges and the amortisation of intangible fixed assets.

The company believes that future outlook will bring a more significant growth in revenue with a more muted growth in intragroup management charges.

The company's key financial and other performance indicators during the year were as follows:

	2020 £'000	2019 £'000
Turnover	80,476	44,374
Operating loss	(29,472)	(46,547)
Loss after tax	(29,472)	(46,465)
Average number of employees	162	121

Turnover increased by 81% over the previous year primarily due to any new contracts for the rest of the world being contracted out of Alteryx UK Ltd as well as £10.3m of royalty income related to the unwind of deferred revenue from customer contracts entered into by Alteryx Inc on Alteryx UK's behalf.

Operating loss amounted to £29.5m driven by the group management charges of £64.9m. Management charges are considered a fair contribution for doing business in the UK with the rest of the world.

The average number of employees increased by 34% due mainly to an increase in sales staff.

Intangible assets at 31 December 2020 were £30.3m (2019 - £45.1m). These assets largely arose as a result of the acquisition of the assets and liabilities of Alteryx Cayman and Alteryx Cayman II on 1 January 2019.

Debtors increased from £51.3m at 31 December 2019 to £72.0m as at 31 December 2020. Trade debtors increased to £15.4m (2019 - £10.3m).

ALTERYX UK LTD

STRATEGIC REPORT FOR THE YEAR ENDED 31 DECEMBER 2020

Review of the business (continued)

Creditors increased from £117.6m as at 31 December 2019 to £152.2m as at 31 December 2020. This is largely driven by a significant increase of amounts owed to group undertakings and the increase in accruals and deferred income from £43.3m to £63.9m.

The financial statements have been prepared on the going concern basis notwithstanding the fact that the company has a shareholders' deficit at the end of the year. The directors consider this basis to be appropriate as the company has received a letter of financial support from its parent company as well as generating positive operating cash flows, therefore mitigating any liquidity concerns for the next 12 months, during which the company believes it will bring a more significant growth in revenue with a more muted growth in intragroup management charges.

Principal risks and uncertainties

The company is subject to risks and uncertainties and below are the risks that have been identified:

People risk

Employees are key to the continuity and success of the company. The company has focused on appropriate remuneration for its employees. The company continues to improve employee benefits and offers equity incentives to support the long-term retention of its employees.

Surveys are also conducted to get a better understanding of the morale, satisfaction and engagement from the employees, resulting in appropriate engagement and development plans to mitigate this risk.

Currency risks

The company is trading in multiple currencies with customers and suppliers and is subject to foreign exchange exposure. Fluctuations in foreign currency exchange rates results in foreign exchange gains and losses. To date, the company has not engaged in any foreign currency hedging transactions.

As the company continues to grow, the risk associated with fluctuations in currency rates will become greater and the company will continue to reassess its approach to managing this risk.

Business environment and market risks

The market for self-service data analytics solutions is new and rapidly evolving. In many cases, our primary competitors are manual, spreadsheet-driven processes and custom-built approaches in which potential customers have made significant investments. In addition, we compete with large software companies, including providers of traditional business intelligence tools that offer one or more capabilities that are competitive with our platform.

Additionally, data visualization companies which already offer products and services in adjacent markets have recently introduced products and services that may become competitive with our offerings in the future. We could also face competition from new market entrants, some of whom might be our current technology partners. In addition, some business analytics software companies offer niche data preparation options that are competitive with some of the features within our platform. To reduce these risks and meet our customers requirement the group continues to develop and invest in its products and services.

Economic risk

General economic conditions may affect our revenue. If economic growth in the United Kingdom is slowed (for example, due to COVID-19), many customers may delay or reduce technology purchases. This could result in

ALTERYX UK LTD

STRATEGIC REPORT FOR THE YEAR ENDED 31 DECEMBER 2020

reductions in sales of our products, longer sales cycles, slower adoption of new technologies and increased competition.

Principal risks and uncertainties (continued)

COVID-19 risk

In December 2019, a novel strain of coronavirus ("COVID-19") was reported in Wuhan, China. As the epidemic evolves, it will be expected that many areas may detect imported cases and local transmission of COVID-19. In March 2020 the World Health Organisation ("WHO") declared COVID-19 a pandemic.

The spread of COVID-19 outbreak has caused severe disruptions in the UK and global economy and financial markets and could potentially create widespread business continuity issues of an as yet unknown magnitude and duration. Many countries, including the UK, have reacted by instituting quarantines, mandating business and school closures and restricting travel. Many experts have predicted that the outbreak is triggering a period of global economic slowdown or a global recession which could have a continued material adverse impact that may lead to the long-term capital budget reductions of many customers.

We are taking a number of measures to reduce the impact of COVID-19. All our employees have been mandated to work from home to protect our staff and customers from the spread of the virus. There have been no limitations in the delivery of our software and all our remote support teams remain active to serve our customers.

The company continues to see strong growth during 2020 and 2021 and it would be difficult to estimate the number of missed opportunities owed to the pandemic.

Section 172(1) statement

Section 172 of the Companies Act 2006 requires directors to act in the way they consider, in good faith, would be most likely to promote the success of the company for the benefit of its members as a whole.

In doing this, section 172 requires directors to have regard, among other matters, to: the likely consequences of any decision in the long-term; the interests of the company's employees; the need to foster the company's business relationships with suppliers, customers and others; the impact of the company's operations on the community and the environment; the desirability of the company maintaining a reputation for high standards of business conduct; and the need to act fairly with members of the company.

The directors give careful consideration to the factors set out above in discharging their duties under section 172. The stakeholders we consider in this regard are our staff, our customers, our shareholders and our communities. The Board recognises that building strong relationships with our stakeholders will help us to deliver our strategy in line with our long-term values and operate the business in a sustainable way.

ALTERYX UK LTD

STRATEGIC REPORT FOR THE YEAR ENDED 31 DECEMBER 2020

Stakeholder engagement

The Board is committed to effective engagement with all stakeholders. Depending on the nature of the issue in question, the relevance of each stakeholder group may differ and, as such, as part of its engagement with stakeholders, the Board seeks to understand the relative interests and priorities of each group and to have regard to these, as appropriate, in its decision making. However, the Board acknowledges that not every decision it makes will necessarily result in a positive outcome for all stakeholders.

The Board regularly receives reports from management on issues concerning customers, the environment, communities, suppliers, employees, regulators, governments and investors, which it takes into account in its discussions and its decision-making process under section 172.

In addition to this, the Board seeks to understand the interests and views of the company's stakeholders by engaging with them directly as appropriate. Some of the ways in which the Board has engaged directly with stakeholders over the year are set out below.

Customers: In addition to the Board receiving updates from senior management on the company's interaction with customers, the members of the Board will regularly meet with customers.

Employees: In addition to the Board receiving updates from senior management on various metrics and feedback tools relating to employees, members of the Board engage with the company's employees in a variety of ways. These include office visits, attendance of the annual Alteryx all-hands conference, presentations from staff across the business as well as informal interaction.

The Board has ensured genuine two-way dialogue between the Board and the workforce in the following ways:

Direct engagement: Regular virtual update sessions between the CEO and staff groups, to share company progress against annual objectives and strategic ambitions and to receive direct feedback and input from staff.

'Great Place to Work' survey: Our annual staff survey, coordinated by 'Great Place to Work', in which every member of staff has the opportunity to provide anonymous feedback against nine key factors - Career & Development, Talent Management, Engagement, Job Security, Corporate Social Responsibility, Well-being, Teamwork, Recognition and Strategy & Direction. The output of this survey is shared with the entire company and the Board. Each year an annual plan of activities to address staff feedback is created and shared with staff. This is continuously monitored by the Executive Team.

This report was approved by the Board and signed on its behalf.



Kevin Rubin (Dec 15, 2021 07:41 HST)

K E Rubin
Director

Date: 15 December 2021

ALTERYX UK LTD

DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2020

The directors present their report and the financial statements for the year ended 31 December 2020.

Results and dividends

The loss for the year, after taxation, amounted to £29,472,433 (2019 - loss £(46,464,695)). The directors do not recommend a dividend.

Directors

The directors who served during the year and up to the date of signing the financial statements were:

C M Lal
K E Rubin
D A Stoecker (resigned 23 October 2020)

Matters covered in the strategic report

As permitted by s414c(11) of the Companies Act 2006, the directors have elected to disclose information including likely future developments, employee and stakeholder engagement, use of financial instruments, events since the year end and a review of the business, required to be in the directors' report by Schedule 7 of the 'Large and Medium-sized Companies and Groups (Accounts and Reports) Regulations 2008', in the strategic report.

Disclosure of information to auditor

Each of the persons who are directors at the time when this directors' report is approved has confirmed that:

- so far as the directors are aware, there is no relevant audit information of which the company's auditor is unaware, and
- the directors have taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the company's auditor is aware of that information.

Independent auditors

The auditors, Deloitte LLP, have indicated their willingness to continue their office, and they be appointed pursuant to section 487(2) of the Companies Act 2006.

Streamlined Energy and Carbon Reporting (SECR): 2020 Operational Note

In 2021 the ownership of the building of which we are tenant changed. As a result of this change in landlords and despite our best efforts to obtain the required data, we were not able to source the supporting documentation necessary for SECR. We are committed to providing the disclosure in our 2021 report and have taken the necessary steps to obtain the required data.

As with many businesses, the day-to-day operations of Alteryx UK Ltd have been impacted by the Covid-19 pandemic. Our office was closed for most of 2020 and then operated at a significantly reduced capacity for the remainder of the year, with many staff working from home.

Emissions are defined under three different categories. Alteryx's activities only result in Scope 2 (Energy indirect) emissions. Accordingly, reporting on Scope 1 (Direct) emissions and Scope 3 (Other indirect) emissions is not applicable to Alteryx.

Although specific data was not available for the disclosure, Alteryx undertook a number of measures in 2020 to reduce its carbon impact. These include working practices enforced by the pandemic such as remote meeting facilities (Microsoft Teams) and a move to hybrid working that is expected to continue in a bid to retain the energy and carbon benefits these brought about.

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DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2020

Future developments

At the date of the annual report, the directors are not aware of any likely changes in the company's activities in the next financial year.

In relation to COVID-19, management recognises the degree of uncertainty created by the resulting economic impact and is continuously monitoring the situation, taking all necessary steps to protect its employees, customers and stakeholders.

This report was approved by the Board and signed on its behalf.



Kevin Rubin (Dec 15, 2021 07:41 HST)

K E Rubin
Director

Date: 15 December 2021

ALTERYX UK LTD

DIRECTORS' RESPONSIBILITIES STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2020

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland". Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ALTERYX UK LTD

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALTERYX UK LTD FOR THE YEAR ENDED 31 DECEMBER 2020

Opinion

In our opinion the financial statements of Alteryx UK Ltd (the 'company'):

- give a true and fair view of the state of the company's affairs as at 31 December 2020 and of its loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland"; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements which comprise:

- the profit and loss account;
- the balance sheet;
- the statement of changes in equity;
- the statement of accounting policies; and
- the related notes 1 to 20

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the Financial Reporting Council's (the 'FRC's') Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

ALTERYX UK LTD

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALTERYX UK LTD FOR THE YEAR ENDED 31 DECEMBER 2020

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Responsibilities of directors

As explained more fully in the directors' responsibilities statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the FRC's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

We considered the nature of the company's industry and its control environment, and reviewed the company's documentation of their policies and procedures relating to fraud and compliance with laws and regulations. We also enquired of management about their own identification and assessment of the risks of irregularities.

We obtained an understanding of the legal and regulatory framework that the company operates in, and identified the key laws and regulations that:

- had a direct effect on the determination of material amounts and disclosures in the financial statements. These included UK Companies Act and tax legislation; and
- do not have a direct effect on the financial statements but compliance with which may be fundamental to the company's ability to operate or to avoid a material penalty. These included Employment Law, the Data Protection Act 2018 and the Bribery Act 2010.

ALTERYX UK LTD

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALTERYX UK LTD FOR THE YEAR ENDED 31 DECEMBER 2020

We discussed among the audit engagement team including relevant internal specialists such as tax regarding the opportunities and incentives that may exist within the organisation for fraud and how and where fraud might occur in the financial statements.

As a result of performing the above, we identified the greatest potential for fraud is due to the timing of revenue recognition around period end. We performed specific procedures to address this risk as follows:

- We obtained and analysed the listing of all customer contracts for software licences close to period end and agreed, on a sample basis, these to licences issued.
- For all customer contracts we agreed the data per signed the contract or statement of work to the revenue recognised based on the fulfilment date associated with the licence.

In common with all audits under ISAs (UK), we are also required to perform specific procedures to respond to the risk of management override. In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments; assessed whether the judgements made in making accounting estimates are indicative of a potential bias; and evaluated the business rationale of any significant transactions that are unusual or outside the normal course of business.

In addition to the above, our procedures to respond to the risks identified included the following:

- reviewing financial statement disclosures by testing to supporting documentation to assess compliance with provisions of relevant laws and regulations described as having a direct effect on the financial statements;
- performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud;
- enquiring of management and in-house and external legal counsel concerning actual and potential litigation and claims, and instances of non-compliance with laws and regulations; and
- reading minutes of meetings of those charged with governance

Report on other legal and regulatory requirements

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in [the strategic report and] the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report have been prepared in accordance with applicable legal requirements.

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the strategic report or the directors' report.

Matters on which we are required to report by exception

Under the Companies Act 2006 we are required to report in respect of the following matters if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

We have nothing to report in respect of these matters.

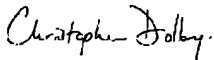
ALTERYX UK LTD

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALTERYX UK LTD FOR THE YEAR ENDED 31 DECEMBER 2020

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

DocuSigned by:



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Christopher Dolby (Senior statutory auditor)
For and on behalf of Deloitte LLP
Statutory Auditor
Reading, United Kingdom
15 December 2021
Date: December 2021

ALTERYX UK LTD**PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2020**

		2020	2019
	Note	£	£
Turnover	4	80,476,315	44,374,135
Cost of sales		(1,414,772)	(1,015,450)
Gross profit		79,061,543	43,358,685
Administrative expenses		(108,533,976)	(89,906,119)
Operating loss	5	(29,472,433)	(46,547,434)
Loss before taxation		(29,472,433)	(46,547,434)
Tax (charge)/benefit	7	—	82,739
Loss for the financial year		(29,472,433)	(46,464,695)

There are no items of other comprehensive income for either the current or the prior year other than the loss for the year. Accordingly no separate statement of comprehensive income has been presented.

ALTERYX UK LTD**BALANCE SHEET
AS AT 31 DECEMBER 2020**

Company Number: 08806138

		2020	2019
		£	£
Non-current assets	Note		
Intangible assets	8	30,259,691	45,069,034
Tangible assets	9	2,292,503	2,571,043
Investments	10	7,802,750	7,802,750
Debtors due after more than one year	11	1,348,707	585,776
		<u>41,703,650</u>	<u>56,028,603</u>
Current assets			
Debtors: amounts falling due within one year	11	70,623,385	50,690,131
Cash at bank and in hand		7,074,687	4,623,964
		<u>77,698,072</u>	<u>55,314,095</u>
Creditors: amounts falling due within one year	12	(115,144,350)	(81,326,306)
Net current liabilities		(37,446,278)	(26,012,211)
Total assets less current liabilities		4,257,372	30,016,392
Creditors: amounts falling due after more than one year	13	(37,027,736)	(36,234,896)
Other provisions	15	(397,641)	—
Net liabilities		(33,168,005)	(6,218,504)
Capital and reserves			
Called-up share capital	16	1,539	1,539
Share premium account	17	36,504,823	36,504,823
Other reserves	17	4,845,829	2,322,897
Profit and loss account	17	(74,520,196)	(45,047,763)
Total equity		(33,168,005)	(6,218,504)

The financial statements were approved and authorised for issue by the Board and were signed on its behalf by:


 Kevin Rubin (Dec 15, 2021 07:41 HST)

K E Rubin
 Director

Date: 15 December 2021

ALTERYX UK LTD**STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 DECEMBER 2020**

	Called-up share capital £	Share premium account £	Share option reserve £	Profit and loss account £	Total equity £
At 1 January 2019	1,539	36,504,823	2,322,897	1,416,932	40,246,191
Comprehensive expense for the year					
Loss for the financial year	—	—	—	(46,464,695)	(46,464,695)
Total comprehensive expense for the year	—	—	—	(46,464,695)	(46,464,695)
Contributions by owners					
Non-cash settled share-based payments	—	—	—	—	—
Total transactions with owners	—	—	—	—	—
At 31 December 2019	1,539	36,504,823	2,322,897	(45,047,763)	(6,218,504)
Comprehensive expense for the year					
Loss for the financial year	—	—	—	(29,472,433)	(29,472,433)
Total comprehensive expense for the year	—	—	—	(29,472,433)	(29,472,433)
Contributions by owners					
Shares issued during the year (note 16)	—	—	—	—	—
Non-cash settled share-based payments	—	—	2,522,932	—	2,522,932
Total transactions with owners	—	—	2,522,932	—	2,522,932
At 31 December 2020	1,539	36,504,823	4,845,829	(74,520,196)	(33,168,005)

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

1. General information

Alteryx UK Ltd is a private company limited by shares incorporated in England and Wales under the Companies Act 2006. Its principal place of business is 186 City Road, 2nd Floor, London, EC1V 2NT. The registered office is C/O Corporation Service Company (UK), 5 Churchill Place, 10th Floor, London, E14 5HU.

The principal activity of the group is the provision of data analytics solutions.

Impact of Brexit

There continues to be uncertainty regarding the UK's withdrawal from the European Union ("EU") (referred to as "Brexit"). Potential adverse consequences of Brexit such as global market uncertainty, volatility in currency exchange rates, increased regulatory complexities may have an impact on the company. Due to the nature of our software solutions, Brexit is not currently expected to have a significant impact on the company's business, financial conditions or results of operations.

Impact of COVID-19

There continues to be uncertainty regarding the impact of the coronavirus pandemic on businesses throughout the country. The adverse consequences of the pandemic such as global market uncertainty, closure of businesses and macroeconomic factors reducing discretionary expenditure may have an impact on the financial condition and results the company. However, the digital transformation pressures and opportunities gives us confidence that notwithstanding the impacts of COVID-19, there will be significant growth in the years ahead.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

2. Accounting policies

2.1. Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland ('FRS 102') and the Companies Act 2006.

The company was, at the end of the year, a wholly-owned subsidiary of Alteryx, Inc. (the 'Parent'), a company incorporated in the USA, whose registered address is Suite 400, 3345 Michelson Drive, Irvine, California, 92612. The company is included in the consolidated financial statements of Alteryx, Inc. and subsidiaries (the 'Group') for the year ended 31 December 2020.

In accordance with the exemption given in Section 401 of the Companies Act 2006, the company is not required to produce, and has not published, consolidated financial statements.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgement in applying the company's accounting policies (note 3).

The company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102:

- Section 3 Financial Statement Presentation paragraph 3.17(d) (inclusion of statement of cash flows);
- Section 7 Statement of Cash Flows (inclusion of statement of cash flows);
- Section 11 Financial Instruments paragraphs 11.41(b), 11.41(c), 11.41(e), 11.41(f), 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c) (disclosures relating to financial instruments);
- Section 26 Share-based payments (disclosure of share-based payments); and
- Section 33 Related Party Disclosures paragraph 33.7 (disclosures of key management personnel compensation).

ALTERYX UK LTD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

2. Accounting policies (continued)

2.1. Basis of preparation of financial statements (continued)

The following principal accounting policies have been applied:

2.2. Going concern

The financial statements have been prepared on the going concern basis notwithstanding the fact that the company has a shareholders' deficiency at the end of the year. The directors consider this basis to be appropriate as the company has received a letter of financial support from its parent company and generates positive operating cash flows.

Taking that financial support into account, directors have a reasonable expectation that the company has adequate resources to continue in operational existence and meet its liabilities as they fall due for the foreseeable future, being a period of at least twelve months from the date when these financial statements were approved.

On 11 March 2020, the World Health Organisation declared that COVID-19 represents an international pandemic which is likely to have an adverse impact on the economy as a whole. The directors believe the group has sufficient resources to continue providing the necessary support to the company and consequently, the directors have continued to adopt the going concern basis.

2.3. Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

The company derives the majority of its revenue from subscriptions for use of our platform. Subscription periods for our platform generally range from one to three years and the subscription fees are typically billed annually in advance. The company has determined that the performance obligation for the software term license(s) for on-premises use are satisfied over time because the customer simultaneously receives and consumes the benefits provided by the software. Accordingly, the company has determined that it has not performed all of its obligations at the point of sale. Therefore, the company recognises revenue related to the software on a straight-line basis over the term of the subscription.

2.4. Intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life.

The expected useful lives of the major categories of intangible assets are:

Trade name	-	4 years
Developed technology	-	4 years
Customer relationships	-	4 years
Computer software	-	3 years

Amortisation expenses for the year and last year are included in administrative expenses.

ALTERYX UK LTD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

2. Accounting policies (continued)

2.5. Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

At each reporting date the company assesses whether there is any indication of impairment. If such indication exists, the recoverable amount of the asset is determined which is the higher of its fair value less costs to sell and its value in use. An impairment loss is recognised where the carrying amount exceeds the recoverable amount.

The company adds to the carrying amount of an item of fixed assets the cost of replacing part of such an item when that cost is incurred, if the replacement part is expected to provide incremental future benefits to the company. The carrying amount of the replaced part is derecognised. Repairs and maintenance are charged to profit or loss during the period in which they are incurred.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

The expected useful lives of the major categories of tangible fixed assets are:

Fixtures and fittings	-	3-5 years
Computer equipment	-	3 years
Leasehold improvements	-	5 years

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the profit and loss account.

2.6. Investments

Investments in subsidiaries are measured at cost less accumulated impairment.

2.7. Financial instruments

The company has elected to apply Sections 11 and 12 of FRS 102 in respect of financial instruments.

Financial assets and financial liabilities are recognised when the company becomes party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

The company's policies for its major classes of financial assets and financial liabilities are set out below.

ALTERYX UK LTD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

2. Accounting policies (continued)

2.7. Financial instruments (continued)

Financial assets

Basic financial assets, including trade and other debtors and intercompany working capital balances, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest for a similar debt instrument. Financing transactions are those in which payment is deferred beyond normal business terms or is financed at a rate of interest that is not a market rate.

Such assets are subsequently carried at amortised cost using the effective interest method, less any impairment.

Financial liabilities

Basic financial liabilities, including trade and other creditors and loans from fellow group companies, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument. Financing transactions are those in which payment is deferred beyond normal business terms or is financed at a rate of interest that is not a market rate.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Impairment of financial assets

Financial assets measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the profit and loss account.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between the asset's carrying amount and the best estimate of the amount the company would receive for the asset if it were to be sold at the reporting date.

For financial assets measured at amortised cost, the impairment loss is measured as the difference between the asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If the financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

ALTERYX UK LTD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

2. Accounting policies (continued)

2.7. Financial instruments (continued)

Derecognition of financial assets and financial liabilities

Financial assets are derecognised when (a) the contractual rights to the cash flows from the asset expire or are settled, or (b) substantially all the risks and rewards of the ownership of the asset are transferred to another party or (c) despite having retained some significant risks and rewards of ownership, control of the asset has been transferred to another party who has the practical ability to unilaterally sell the asset to an unrelated third party without imposing additional restrictions.

Financial liabilities are derecognised when the liability is extinguished, that is when the contractual obligation is discharged, cancelled or expires.

Offsetting of financial assets and financial liabilities

Financial assets and liabilities are offset and the net amount reported in the balance sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

2.8. Cash

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours.

2.9. Share capital

Ordinary shares are classified as equity.

2.10. Foreign currency translation

Functional and presentation currency

The company's functional and presentational currency is Sterling (£).

Transactions and balances

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the profit and loss account.

Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in the profit and loss account within 'interest receivable and similar income' or 'interest payable and similar expenses'. All other foreign exchange gains and losses are presented in the profit and loss account within 'administrative expenses'.

ALTERYX UK LTD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

2. Accounting policies (continued)

2.11. Finance costs

Finance costs are charged to the profit and loss account over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount.

2.12. Share-based payments

Where share options are awarded to employees, the fair value of the options at the date of grant is charged to the profit and loss account over the vesting period with a corresponding credit to reserves. Non-market vesting conditions are taken into account by adjusting the number of equity instruments expected to vest at each balance sheet date so that, ultimately, the cumulative amount recognised over the vesting period is based on the number of options that eventually vest. Market vesting conditions are factored into the fair value of the options granted. The cumulative expense is not adjusted for failure to achieve a market vesting condition.

The fair value of the award also takes into account non-vesting conditions. These are either factors beyond the control of either party (such as a target based on an index) or factors which are within the control of one or other of the parties (such as the company keeping the scheme open or the employee maintaining any contributions required by the scheme).

Where the terms and conditions of options are modified before they vest, the increase in the fair value of the options, measured immediately before and after the modification, is also charged to profit and loss account over the remaining vesting period.

2.13. Operating leases

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the lease term, unless another systematic basis is representative of the time pattern of the lessee's benefit from the use of the leased asset.

The company has taken advantage of the optional exemption available on transition to FRS 102 which allows lease incentives on leases entered into before the date of transition to the standard to continue to be charged over the period to the first market rent review rather than the term of the lease.

2.14. Pensions

Defined contribution pension plan

The company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payment obligations.

The contributions are recognised as an expense in the profit and loss account when they fall due. Amounts not paid are shown in accruals as a liability in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

ALTERYX UK LTD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

2. Accounting policies (continued)

2.15. Current and deferred taxation

The tax expense for the year comprises current and deferred tax. Tax is recognised in the profit and loss account, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

Current tax is the amount of income tax payable in respect of taxable profit for the year or prior years.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the company operates and generates income.

Deferred tax arises from timing differences that are differences between taxable profits and total comprehensive income as stated in the financial statements. These timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in the financial statements.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the balance sheet date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

ALTERYX UK LTD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

3. Judgments in applying accounting policies and key sources of estimation uncertainty

In the application of the company's accounting policies, which are described in note 2, the following judgements and key estimates have been made by the directors:

Significant judgement

The directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated judgements are based on historical experience and other factors, that are considered to be relevant. Actual outcomes may differ from these judgements, estimates and assumptions.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the year in which the estimate is revised if the revision affects only that year or in the year of the revision and future years if the revision affects both current and future years.

Having performed an assessment, the directors have concluded that there are no critical accounting judgements in relation to these financial statements.

Key source of estimation uncertainty

The valuation of acquired intangible assets

Intangible assets acquired are valued in line with internationally used models using discounted cash flows, which require the use of estimates that may differ from actual outcomes.

The key judgements made in arriving at the estimates, including the discount rate, likely future revenues and gross profit, and affects the amounts recognised as intangible assets and consequently the valuation of the transaction and intangibles which arise.

ALTERYX UK LTD**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020****4. Turnover**

An analysis of turnover by class of business is as follows:

	2020	2019
	£	£
Direct sales	70,166,418	19,105,339
Royalty revenue	10,309,897	25,268,796
	<u>80,476,315</u>	<u>44,374,135</u>

Turnover for direct sales in 2020 can be categorised as follows:

	2020	2019
	£	£
United Kingdom	25,550,089	6,965,260
Rest of Europe	23,358,459	5,623,384
Rest of the world	21,257,870	6,516,695
	<u>70,166,418</u>	<u>19,105,339</u>

Turnover in 2020 for Royalties can all be assigned to the United States of America for £10,309,897 (2019 - £25,268,796).

ALTERYX UK LTD**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020****5. Operating loss**

The operating loss is stated after charging/(crediting):

	2020	2019
	£	£
Depreciation of tangible fixed assets	872,776	394,930
Intangible fixed assets - amortisation	14,809,343	14,168,339
Fees payable to the company's auditor for the audit of the company's annual financial statements	77,000	74,000
Fees payable to the company's auditor for non-audit services	—	—
Operating lease rentals	1,376,225	912,913
Foreign exchange loss/(gain)	1,859,441	(129,684)
Intragroup management charges	64,886,478	48,110,097

6. Employees

Staff costs were as follows:

	2020	2019
	£	£
Wages and salaries	16,539,056	15,267,196
Social security costs	3,044,099	2,236,616
Cost of defined contribution scheme	802,771	438,277
Share based payments	2,523,020	1,156,680
	22,908,946	19,098,769

The directors did not receive any direct remuneration from the company, or for their services to the company, in either year.

The average monthly number of employees, including the directors, during the year and prior year (not previously disclosed) was as follows:

	2020	2019
	No.	No.
Directors	3	3
General and administrative	26	17
Research and development	1	2
Customer Support	11	8
Sales and marketing	121	91
	162	121

ALTERYX UK LTD**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020****7. Taxation**

	2020 £	2019 £
Corporation tax		
Current tax for the financial year	—	(121,215)
Total current tax	<u>—</u>	<u>(121,215)</u>
Deferred tax		
Origination and reversal of timing differences	—	38,476
Total deferred tax	<u>—</u>	<u>38,476</u>
Tax (credit)/charge for the year	<u>—</u>	<u>(82,739)</u>

Factors affecting tax (credit)/charge for the year

The tax assessed for the year differs from the standard rate of corporation tax in the UK of 19% (2019 - 19%). The differences are explained below:

	2020 £	2019 £
Loss on ordinary activities before tax	<u>(29,472,433)</u>	<u>(46,547,434)</u>
(Loss)/profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 19% (2019 - 19%)	(5,599,762)	(8,844,012)
Effects of:		
Expenses not deductible for tax purposes	26,441	81,091
Not allowable intangible asset amortisation	—	2,691,984
Tax deduction arising from exercise of employee options	(354,450)	(342,526)
Unrecognised deferred tax	5,927,771	6,330,724
Total tax (credit)/charge for the year	<u>—</u>	<u>(82,739)</u>

In the Spring Budget 2021 on 3 March 2021, the Government announced that from 1 April 2023 the corporation tax rate would increase to 25% for companies with profits of over £250,000. A small profits rate will also be introduced for companies with profits of £50,000 or less so that they will continue to pay corporation tax at 19%. From this date companies with profits between £50,000 and £250,000 will pay tax at the main rate reduced by a marginal relief providing a gradual increase in the effective corporation tax rate. This new law was substantively enacted on 24 May 2021.

As the proposal to increase the rate had been substantively enacted at the balance sheet date, its effects on the measurement of deferred tax that had been measured at the previously enacted 19% rate, has been included in these financial statements.

The company has estimated tax losses of £80m at 31 December 2020 (2019: £50m)

The company has estimated losses of £80m (2019: £50m) available to carry forward against future trading profits.

There is a potential deferred tax asset for the company of approximately £20m (2019: £9.5m) which has not been recognised in the financial statements due to the uncertainty concerning the timescale as to its recovery. It is anticipated that the deferred asset will be recovered when the company makes sufficient taxable profits.

ALTERYX UK LTD**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020****8. Intangible Assets**

	Customer relationships £	Developed technology £	Trade name £	Computer software £	Total £
Cost					
At 1 January 2020	1,586,369	44,960,055	12,690,949	—	59,237,373
Additions					—
At 31 December 2020	<u>1,586,369</u>	<u>44,960,055</u>	<u>12,690,949</u>	<u>—</u>	<u>59,237,373</u>
Amortisation					
At 1 January 2020	446,343	10,549,259	3,172,737	—	14,168,339
Charge for the year on owned assets	396,592	11,240,014	3,172,737	—	14,809,343
At 31 December 2020	<u>842,935</u>	<u>21,789,273</u>	<u>6,345,474</u>	<u>—</u>	<u>28,977,682</u>
Net book value					
At 31 December 2020	<u>743,434</u>	<u>23,170,782</u>	<u>6,345,475</u>	<u>—</u>	<u>30,259,691</u>
At 31 December 2019	<u>1,140,026</u>	<u>34,410,796</u>	<u>9,518,212</u>	<u>—</u>	<u>45,069,034</u>

ALTERYX UK LTD**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020****9. Tangible assets**

	Fixtures and fittings	Computer equipment	Office equipment	Leasehold improvements	Total
Cost	£	£	£	£	£
At 1 January 2020		1,190,995		2,075,634	3,343,801
Additions		140,287	10,407	443,541	594,235
At 31 December 2020	<u>77,173</u>	<u>1,331,283</u>	<u>10,407</u>	<u>2,519,175</u>	<u>3,938,036</u>
Depreciation					
At 1 January 2020	26,845	522,756		223,157	772,758
Charge for the year	<u>15,435</u>	<u>304,664</u>	<u>1,896</u>	<u>550,781</u>	<u>872,776</u>
At 31 December 2020	<u>42,280</u>	<u>827,420</u>	<u>1,896</u>	<u>773,938</u>	<u>1,645,534</u>
Net book value					
At 31 December 2020	<u>34,893</u>	<u>503,863</u>	<u>8,510</u>	<u>1,745,237</u>	<u>2,292,503</u>
At 31 December 2019	<u>50,328</u>	<u>668,239</u>	<u>—</u>	<u>1,852,477</u>	<u>2,571,043</u>

ALTERYX UK LTD**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020****10. Investments**

	Investments in subsidiary companies £
Cost	
At 1 January 2020	7,802,750
Additions	
At 31 December 2020	<u>7,802,750</u>
Impairment	
At 1 January 2020	<u>—</u>
At 31 December 2020	
Net book value	
At 31 December 2020	<u>7,802,750</u>
At 31 December 2019	<u>7,802,750</u>

Subsidiary undertakings

The following were subsidiary undertakings of the company as at 31 December 2020:

Name	Registered office	Class of Shares	Holding
Alteryx Czech Republic	Havlickova 1029/3, Praha 1 - Nové Mesto, Czech Republic 110 00	Ordinary	100%
Alteryx France SARL	4 Rue de Marivaux, 75002, Paris, France	Ordinary	100%
Alteryx GmbH	Landsberger Str. 302, 80687 Munich	Ordinary	100%
Alteryx Ukraine	63 Zvirynetska str., Kyiv, Ukraine, 01014	Ordinary	100%
Alteryx MEA FZ-LLC	EO 10, Ground Floor, Building 01, Dubai Internet City, Dubai, United Arab Emirates	Ordinary	100%
Alteryx Singapore PTE Ltd	30 Cecil Street, #19-08 Prudential Tower, Singapore 049712	Ordinary	100%
Alteryx ANZ Holdings PTY Limited (indirectly held)	Level 23, 52 Martin Place, Sydney, New South Wales 2000, Australia	Ordinary	100%

ALTERYX UK LTD**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020****11. Debtors**

	2020 £	2019 £
Due after more than one year		
Other debtors	585,776	585,776
Prepayments and accrued income	762,931	—
	<u>1,348,707</u>	<u>585,776</u>
Due within one year		
Trade debtors	15,430,755	10,262,520
Amounts owed by group undertakings	53,937,325	39,379,141
Other debtors	676,037	363,751
Prepayments and accrued income	579,268	684,719
Deferred taxation (see Note 14)	—	—
	<u>70,623,385</u>	<u>50,690,131</u>

Amounts owed by group undertakings are interest-free, have no fixed repayment date and are repayable on demand.

ALTERYX UK LTD**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020****12. Creditors: amounts falling due within one year**

	2020	2019
	£	£
Trade creditors	222,978	323,405
Amounts owed to group undertakings	49,083,062	37,089,136
Other taxation and social security	1,865,706	376,470
Other creditors	51,068	200,848
Accruals and deferred income	63,921,536	43,336,447
	<u>115,144,350</u>	<u>81,326,306</u>

Amounts owed to group undertakings are interest-free, have no fixed repayment date and are repayable on demand.

13. Creditors: amounts falling due after more than one year

	2020	2019
	£	£
Amounts owed to group undertakings	<u>37,027,736</u>	<u>36,234,896</u>

The aggregate amount of liabilities repayable wholly or in part more than five years after the balance sheet date is:

	2020	2019
	£	£
Repayable other than by instalments	<u>3,953,466</u>	<u>4,431,860</u>

Of the amounts owed to group undertakings, all but £4m is due in over 2-5 years. £4m is due for repayment in 2026. The amounts due in 2026 accrue interest at 1.51% per annum.

All amounts due to group undertakings due within 5 years accrue interest at 3.07% per annum.

ALTERYX UK LTD**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020****14. Deferred taxation**

	2020
	£
At beginning of year	—
Charged to profit or loss	—
At end of year	—

The deferred tax asset is made up as follows:

	2020	2019
	£	£
Accelerated capital allowances	—	(45,877)
Share-based payments	—	84,353
	—	38,476

15. Other Provisions

	2020	2019
	£	£
Balance at 1 January	—	—
Provision made during the year	(397,641)	—
Balance at 31 December	(397,641)	—

The provision for dilapidations represents the directors' best estimate of the present value of the cost to the company to dismantle, remove or restore the leased office space in London.

16. Called up share capital

	2020	2019
	£	£
Allotted, called up and fully paid		
1,539 (2019 - 1,539) Ordinary shares of £1 each	1,539	1,539

17. Reserves**Share premium account**

The share premium reserve includes any premiums received on issue of share capital. Any transaction costs associated with the issuing of shares are deducted from share premium.

Other reserves

The other reserves represents a capital contribution made by the parent company in association with share options in the parent company granted to the employees of the company.

ALTERYX UK LTD**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020****18. Commitments under operating leases**

At 31 December 2020 the company had future minimum lease payments under non-cancellable operating leases as follows:

	2020	2019
	£	£
Not later than 1 year	1,372,414	733,492
Later than 1 year and not later than 5 years	1,512,462	1,895,755
	<u>2,884,876</u>	<u>2,629,247</u>

19. Related party transactions

The company has taken advantage of the exemption contained in FRS 102 section 33 "Related Party Disclosures" from disclosing transactions with entities which are wholly owned subsidiaries of the group.

20. Controlling party

The immediate and ultimate parent undertaking and controlling party is Alteryx Inc., a company incorporated in the United States of America, whose registered office is Suite 400, 3345 Michelson Drive, Irvine, California, 92612. Group financial statements are prepared and are available to the public at www.alteryx.com.