

# RULES AND PROCEDURES

## SVMK INC. 2019 VIRTUAL ANNUAL STOCKHOLDER MEETING

SVMK Inc., the holding company of SurveyMonkey (the “Company”), welcomes you to our first Annual Meeting of Stockholders, which will be held virtually on June 11, 2019 (the “Annual Meeting”). It is our desire to conduct a fair and informative Annual Meeting and, accordingly, we require attendees abide by the following rules of conduct and procedures:

1. Our bylaws describe requirements for meetings of our stockholders and the Chair of the Annual Meeting will conduct the meeting consistent with those requirements.
2. Subject to the discretion of the Chair of the Meeting, the Meeting will follow the order that was set forth in our proxy statement (the “Agenda”).
3. If a stockholder has a question about one of the matters in the Agenda to be voted on by the stockholders at the Annual Meeting, such question may be submitted in the field provided in the web portal at or before the time the matters are before the Annual Meeting for consideration. We will answer questions on any matters in the Agenda to be voted on by the stockholders at the Annual Meeting before the voting is closed.
4. Because this is a meeting of our stockholders, only our stockholders are permitted to ask questions during the Annual Meeting. You need to have held stock as of the close of business on the record date of April 15, 2019 to vote or submit questions while participating in the virtual Annual Meeting. To vote or submit questions, please login as a Stockholder by entering the 16-digit control number you received with your proxy materials. If you have voted your shares prior to the start of the Annual Meeting, your vote has been received by our Inspector of Election and there is no need to vote those shares during the Annual Meeting, unless you wish to revoke or change your vote.
5. Following adjournment of the formal business of the Annual Meeting, our management will address appropriate general questions from stockholders regarding the Company. Such questions may be submitted in the field provided in the web portal during the Annual Meeting.
6. In order to use the time of all attendees as effectively as possible, we will handle the official business of the Annual Meeting first, as outlined in the proxy statement.
7. To allow us to answer questions from as many stockholders as possible, we will limit each stockholder to two questions. It will help us if questions are succinct and cover only one topic per question. Questions from multiple stockholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
8. Stockholder questions are welcome, but conducting the business set out in the Agenda for the benefit of all stockholders will be paramount. The Company does not intend to address any questions that are, among other things:
  - irrelevant to the business of the Company or to the business of the Annual Meeting;
  - related to material non-public information of the Company;
  - related to pending or threatened litigation;
  - related to personal grievances;
  - derogatory references to individuals or that are otherwise in bad taste;
  - repetitious statements already made by another stockholder;
  - in furtherance of the stockholder’s personal or business interests; or
  - out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Chair or Corporate Secretary in their reasonable judgment.
9. There are two management proposals to be voted on. The management position is already stated in the proxy materials you received.
10. If there are any matters of individual concern to a stockholder and not of general concern to all stockholders, or if a question posed was not otherwise answered, such matters may be raised separately after the Annual Meeting by contacting Investor Relations using the links on our website at ***investor.surveymonkey.com***
11. Recording of the Annual Meeting is prohibited. A webcast playback will be available at ***www.virtualshareholdermeeting.com/SVM K2019*** 24 hours after the completion of the meeting.