



# APPFOLIO STOCKHOLDER COMMUNICATION POLICY

Effective: 03.08.2015  
Last Updated: 04.26.2023

## TABLE OF CONTENTS

- I. Background
- II. Policy
- III. Policy Governance

### I. BACKGROUND

Stockholders of AppFolio, Inc. (the “**Company**”) and other interested parties may communicate with the Board of Directors (the “**Board**”) as a whole, or with one or more individual directors pursuant to this Company’s Stockholder Communication Policy (this “**Policy**”). This Policy is designed to promote effective communication with stockholders and other interested parties and ensure compliance with applicable laws, rules, regulations and listing standards, including Item 407(f), Regulation S-K.

### II. POLICY

This Policy provides that:

- For a stockholder communication directed to our Board as a whole, stockholders and other interested parties may send such communication to the attention of our Board at stockholderquestions@appfolio.com or via U.S. Mail or Expedited Delivery Service to AppFolio, Inc., 70 Castilian Drive, Santa Barbara, California 93117, Attn: Board of Directors c/o Chief Legal Officer.
- For a stockholder communication directed to an individual director in his or her capacity as a member of our Board, stockholders and other interested parties may send such communication to the attention of the individual director at stockholderquestions@appfolio.com or via U.S. Mail or Expedited Delivery Service to AppFolio, Inc., 70 Castilian Drive, Santa Barbara, California 93117, Attn: {Name of Individual Director} c/o Chief Legal Officer.

The Company will review all incoming stockholder communications and will forward appropriate communications to the director(s) to whom such communications are addressed. The Company will generally not forward communications that are unrelated to the duties and responsibilities of the Board, including communications that the Company determines to be primarily commercial in nature, product or service complaints or inquiries, and materials that are patently offensive or otherwise inappropriate.

Communications from an officer or director of the Company, and proposals submitted by stockholders to be included in the Company’s annual proxy statement pursuant to Rule 14a-8 under the Securities Exchange Act of 1934, as amended (and related communications), at such time as the Company is subject to such Act, will not be viewed as stockholder communications and should be made in accordance with the Company’s Bylaws, as amended and in effect from time to time.

Communications from an employee or agent of the Company will be viewed as a stockholder communication for purposes of this Policy only if such communications are made solely in such employee's or agent's capacity as a stockholder and it is reasonably apparent from the face of the communication that this is the case.

## AppFolio Stockholder Communication Policy

This Policy does not describe the only manner in which the Company intends to communicate with stockholders and other interested parties. If the Company makes filings with the Securities and Exchange Commission, the Company will actively promote communication through such filings, its press releases and other public communications.

### III. POLICY GOVERNANCE

The Board of Directors of the Company (the “Board”) has delegated to its Audit Committee (the “Audit Committee”) the responsibility of overseeing and interpreting this Policy. The Audit Committee may from time to time recommend to the Board changes to this Policy. All changes to this Policy must be approved by the Board. This Policy will be managed by the Company’s Legal and Compliance team.