

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
Washington, DC 20549

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**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934**

**Date of report (Date of earliest event reported): February 13, 2026**

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**SERVICENOW, INC.**

(Exact name of registrant as specified in its charter)

**Delaware**

(State or other jurisdiction of  
incorporation or organization)

**001-35580**

(Commission File Number)

**20-2056195**

(I.R.S. Employer  
Identification Number)

**2225 Lawson Lane**

**Santa Clara, California 95054**

(Address of principal executive offices and Zip Code)

**(408) 501-8550**

(Registrant's telephone number, including area code)

**Not Applicable**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2 below):

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

**Title of each class**

**Common stock, par value \$0.001 per share**

**Trading Symbol**

**NOW**

**Name of each exchange on which registered**

**The New York Stock Exchange**

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

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**Item 7.01 Regulation FD Disclosure.**

ServiceNow, Inc. (“ServiceNow”) has been notified by each of William R. McDermott, Chairman and Chief Executive Officer; Gina Mastantuono, President and Chief Financial Officer; Nicholas Tzitzon, Vice Chairman; Jacqueline Canney, Chief People and AI Enablement Officer; and Russell Elmer, Special Counsel, that they terminated their respective trading plans designed to comply with Rule 10b5-1 under the Securities Exchange Act of 1934, as amended (the “Exchange Act”), cancelling all future planned sales of ServiceNow common stock by these individuals.

In addition, on February 13, 2026, Mr. McDermott entered into a share purchase agreement (the “Purchase Agreement”) with a broker for the purchase of \$3 million of shares of ServiceNow common stock on February 27, 2026 (the “Purchase Date”), at prevailing market prices. The Purchase Date is the earliest possible date Mr. McDermott can purchase ServiceNow common stock without incurring short-swing profit liability under Section 16 of the Exchange Act. The purchase will be disclosed on a Form 4 filed with the Securities and Exchange Commission when required.

The information contained in this Current Report on Form 8-K is furnished and shall not be deemed to be “filed” for purposes of Section 18 of the Exchange Act, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly stated by specific reference in such filing.

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## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**SERVICENOW, INC.**

By: /s/ Hossein Nowbar

**Hossein Nowbar**  
**President and Chief Legal Officer**

Date: February 17, 2026