



Q4 2022 Financial Results Call

2:00 pm PST
February 15, 2023



Yaoxian Chew

Investor Relations



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This presentation also includes certain non-GAAP financial measures (including on a forward-looking basis) such as Free Cash Flow, Free Cash Flow Margin, non-GAAP Gross Margin, non-GAAP Loss from Operations, non-GAAP Operating Margin, non-GAAP Sales and Marketing Expenses, non-GAAP Research and Development Expenses, non-GAAP General and Administrative Expenses, and non-GAAP Net Loss Per Share. These non-GAAP financial measures are in addition to, and not as a substitute for or superior to, measures of financial performance prepared in accordance with GAAP. There are a number of limitations related to the use of these non-GAAP financial measures versus their nearest GAAP equivalents. For example, other companies may calculate non-GAAP financial measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of the Company’s non-GAAP financial measures as tools for comparison. The Company has provided a reconciliation of those historic measures to the most directly comparable GAAP measures, which is available in the appendix to this presentation.

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Spenser Skates

CEO and Co-Founder



Amplitude helps companies unlock the power of their products

GUIDING CUSTOMERS TO
Trusted Data

GUIDING CUSTOMERS TO
Faster Action



GUIDING CUSTOMERS TO
Clearer Insights

Q4 Financial Results Highlights



\$65.3M

Revenue increased
by 32% Y/Y



1,994

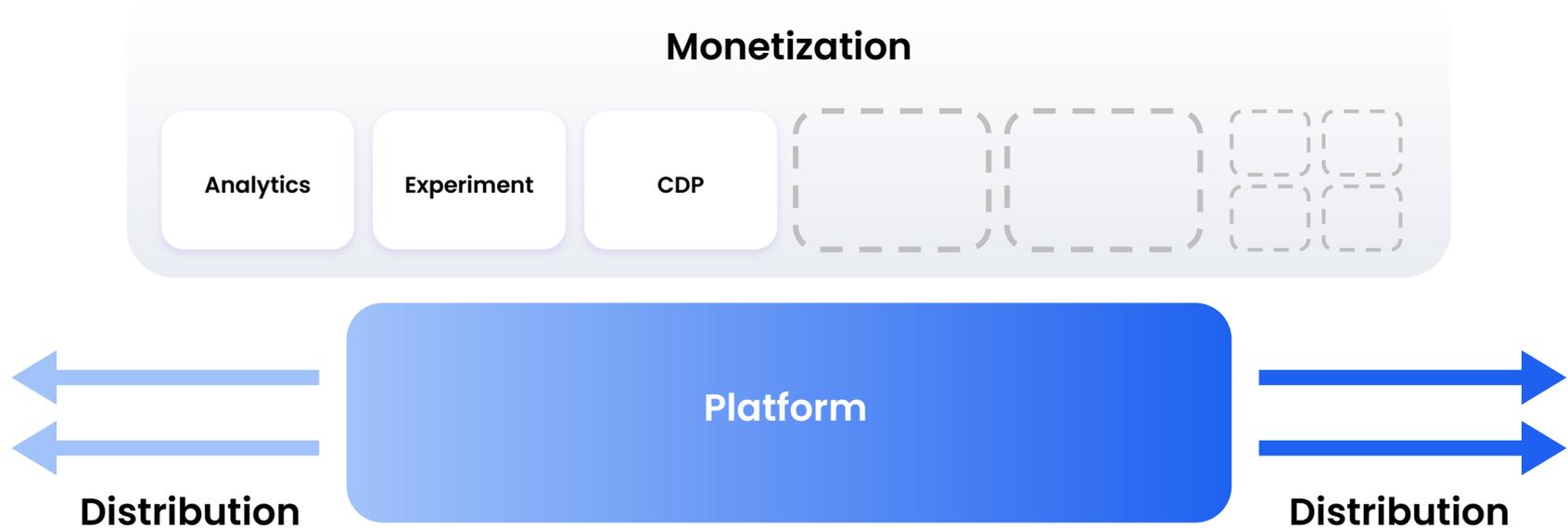
Paying customers increased
by 25% Y/Y



119%

Dollar-based
net retention rate
(across paying customers)
as of December 31, 2022

Accelerating our Growth



Product Update



Industry Recognition

Forrester Wave for Digital
Intelligence Platforms



5/5 scores across nine criteria

#1 in 10 categories in the
G2 Winter 2023 Report



- 5x in 2023's Best Software Awards
- #1 in Product Analytics

Go To Market Update



INTRODUCING

Amplitude's new Chief Human Resources Officer



Kristina Johnson
Chief Human Resources Officer



INTRODUCING

Amplitude's incoming Chief Financial Officer



Criss Harms
Incoming Chief Financial Officer



Q4 2022 Notable Customer Wins + Expansions

WINS



EXPANSIONS



Q4 2022 Customer Highlights



allbirds

Top 5
Media
Company



Spenser Skates

CEO and Co-Founder





Hoang Vuong

CFO



Strong Revenue and Customer Metrics

	Q4 2022 Result
Revenue	\$65.3M +32% Y/Y
Total Paying Customers	1,994 +25% Y/Y
Dollar-Based Net Retention Rate (NRR) as of December 31, 2022	119%



Q4 2022 Revenue Geographic Mix

United States
Revenue

\$40.0M

+28% Y/Y

61% of Total Revenue

International
Revenue

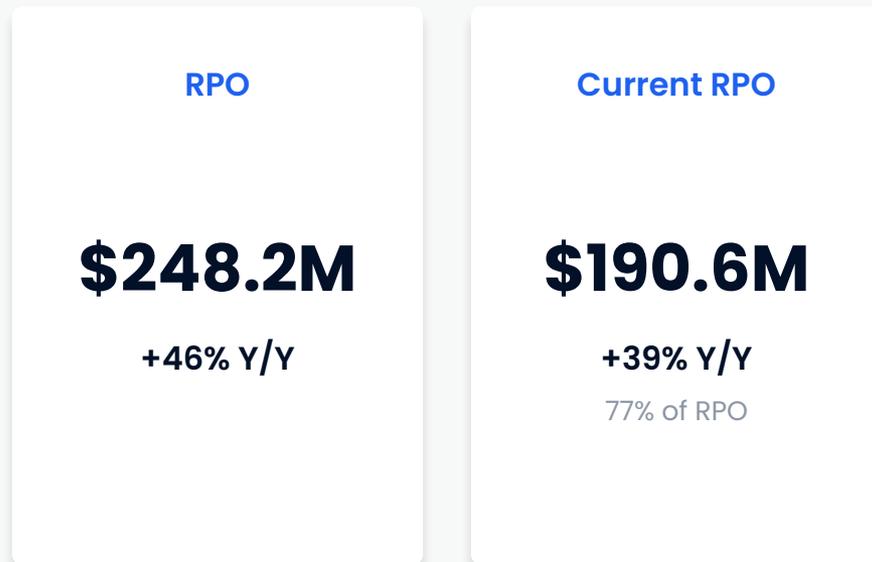
\$25.2M

+39% Y/Y

39% of Total Revenue



Q4 2022 Remaining Performance Obligations (RPO)



Non-GAAP Financial Results*

	Q4 2022 Result	FY22 Result
Gross Margin	74%	74%
Operating Margin	(7%)	(11%)
Net Loss Per Share	\$(0.03) 113.1 million shares	\$(0.21) 111.4 million shares
Free Cash Flow Margin	(9%)	(5%)
Cash, Cash Equivalents and Marketable Securities <small>(GAAP)</small>	\$301.7M	\$301.7M

* Unless otherwise noted, all metrics are Non-GAAP. Gross margin, operating margin and free cash flow margin are calculated as gross margin, operating margin and free cash flow, respectively, divided by total revenue. A reconciliation of GAAP to Non-GAAP results is available in the appendix of this presentation.



Guidance

	Q1 2023	FY 2023
Revenue	\$64 – \$66M +21% to +24% Y/Y	\$283 – \$291M +19% to +22% Y/Y
Non-GAAP Operating Margin	(13%) – (14%)	(6%) – (8%)
Non-GAAP Net Loss Per Share	\$(0.06) – \$(0.08)	\$(0.11) – \$(0.16)
Weighted Average Shares Outstanding	114.9M shares	117.5M shares

An outlook for GAAP loss from operations, GAAP operating margin, and GAAP net loss per share, and a reconciliation to GAAP loss from operations, GAAP operating margin, and GAAP net loss per share has not been provided as the quantification of certain items included in the calculation of GAAP loss from operations, GAAP operating margin, and GAAP net loss per share cannot be reasonably calculated or predicted at this time without unreasonable efforts. For example, the non-GAAP adjustment for stock-based compensation expense requires additional inputs such as the number and value of awards granted that are not currently ascertainable, and the non-GAAP adjustment for amortization of acquired intangible assets depends on the timing and value of intangible assets acquired that cannot be accurately forecasted.





Hoang Vuong

CFO



Sell-Side Analyst Q&A



GAAP to Non-GAAP Reconciliation



GAAP to Non-GAAP Reconciliation

	Three Months Ended December 31,		Year Ended December 31,	
	2022	2021	2022	2021
Reconciliation of gross profit and gross margin				
GAAP gross profit	\$ 46,015	\$ 34,032	\$ 167,625	\$ 115,497
Plus: stock-based compensation expense and related employer payroll taxes ¹	2,084	1,043	6,468	1,952
Plus: amortization of acquired intangible assets	500	500	2,017	1,651
Non-GAAP gross profit	<u>\$ 48,599</u>	<u>\$ 35,575</u>	<u>\$ 176,110</u>	<u>\$ 119,100</u>
GAAP gross margin ²	70.5%	68.9%	70.4%	69.1%
Non-GAAP adjustments	4.0%	3.1%	3.6%	2.2%
Non-GAAP gross margin ²	<u>74.5%</u>	<u>72.0%</u>	<u>74.0%</u>	<u>71.2%</u>
Reconciliation of operating loss and operating margin				
GAAP loss from operations	\$ (25,798)	\$ (21,485)	\$ (96,562)	\$ (74,149)
Plus: stock-based compensation expense and related employer payroll taxes ¹	20,638	16,022	68,297	39,667
Plus: amortization of acquired intangible assets	500	500	2,017	1,651
Plus: direct listing expenses	—	—	—	18,191
Non-GAAP loss from operations	<u>\$ (4,660)</u>	<u>\$ (4,963)</u>	<u>\$ (26,248)</u>	<u>\$ (14,640)</u>
GAAP operating margin ²	(39.5%)	(43.5%)	(40.6%)	(44.3%)
Non-GAAP adjustments	32.4%	33.4%	29.5%	35.6%
Non-GAAP operating margin ²	<u>(7.1%)</u>	<u>(10.0%)</u>	<u>(11.0%)</u>	<u>(8.8%)</u>
Reconciliation of net loss				
GAAP net loss	\$ (24,045)	\$ (21,902)	\$ (93,377)	\$ (74,983)
Plus: stock-based compensation expense and related employer payroll taxes ¹	20,638	16,022	68,297	39,667
Plus: amortization of acquired intangible assets	500	500	2,017	1,651
Plus: direct listing expenses	—	—	—	18,191
Non-GAAP net loss	<u>\$ (2,907)</u>	<u>\$ (5,380)</u>	<u>\$ (23,063)</u>	<u>\$ (15,474)</u>
Reconciliation of net loss per share				
GAAP net loss per share, basic and diluted	\$ (0.21)	\$ (0.20)	\$ (0.84)	\$ (1.46)
Non-GAAP adjustments to net loss	0.19	0.15	0.63	1.16
Non-GAAP net loss per share, basic and diluted	<u>\$ (0.03)</u>	<u>\$ (0.05)</u>	<u>\$ (0.21)</u>	<u>\$ (0.30)</u>
Weighted-average shares used in GAAP and non-GAAP per share calculation, basic and diluted	113,104	107,925	111,437	51,360
Note: Certain figures may not sum due to rounding				

¹ Stock-based compensation expense-related charges include employer payroll tax-related expenses on employee stock transaction

² Margin represents percentage of GAAP revenue

GAAP to Non-GAAP Reconciliation

	Three Months Ended December 31,		Year Ended December 31,	
	2022	2021	2022	2021
Reconciliation of operating expenses				
GAAP research and development	\$ 22,192	\$ 14,229	\$ 80,589	\$ 48,251
Less: stock-based compensation expense and related employer payroll taxes ¹	(8,815)	(4,446)	(28,476)	(16,469)
Less: amortization of acquired intangible assets	—	—	—	—
Non-GAAP research and development	<u>\$ 13,377</u>	<u>\$ 9,783</u>	<u>\$ 52,113</u>	<u>\$ 31,782</u>
GAAP research and development as percentage of revenue	34.0%	28.8%	33.9%	28.8%
Non-GAAP research and development as percentage of revenue	20.5%	19.8%	21.9%	19.0%
GAAP sales and marketing	\$ 35,169	\$ 27,016	\$ 129,962	\$ 86,025
Less: stock-based compensation expense and related employer payroll taxes ¹	(5,760)	(5,149)	(17,386)	(9,693)
Less: direct listing expenses	—	—	—	(13)
Non-GAAP sales and marketing	<u>\$ 29,409</u>	<u>\$ 21,867</u>	<u>\$ 112,576</u>	<u>\$ 76,319</u>
GAAP sales and marketing as percentage of revenue	53.9%	54.7%	54.6%	51.4%
Non-GAAP sales and marketing as percentage of revenue	45.1%	44.2%	47.3%	45.6%
GAAP general and administrative	\$ 14,452	\$ 14,272	\$ 53,636	\$ 55,370
Less: stock-based compensation expense and related employer payroll taxes ¹	(3,979)	(5,384)	(15,967)	(11,553)
Less: direct listing expenses	—	—	—	(18,178)
Non-GAAP general and administrative	<u>\$ 10,473</u>	<u>\$ 8,888</u>	<u>\$ 37,669</u>	<u>\$ 25,639</u>
GAAP general and administrative as percentage of revenue	22.1%	28.9%	22.5%	33.1%
Non-GAAP general and administrative as percentage of revenue	16.0%	18.0%	15.8%	15.3%

Note: Certain figures may not sum due to rounding

¹ Stock-based compensation expense-related charges include employer payroll tax-related expenses on employee stock transaction

GAAP Cash Flows from Operating Activities to Free Cash Flow

	Three Months Ended December 31,		Year Ended December 31,	
	2022	2021	2022	2021
Net cash used in operating activities	\$ (4,598)	\$ (11,104)	\$ (5,384)	\$ (31,713)
Less:				
Purchases of property and equipment	(620)	(572)	(3,632)	(1,529)
Capitalization of internal-use software costs	(654)	(568)	(2,177)	(1,693)
Free cash flow	<u>\$ (5,872)</u>	<u>\$ (12,244)</u>	<u>\$ (11,193)</u>	<u>\$ (34,935)</u>
Net cash used in operating activities margin	(7.0%)	(22.5%)	(2.3%)	(19.0%)
Non-GAAP adjustments	(2.0%)	(2.3%)	(2.4%)	(1.9%)
Free cash flow margin ¹	<u>(9.0%)</u>	<u>(24.8%)</u>	<u>(4.7%)</u>	<u>(20.9%)</u>

Note: Certain figures may not sum due to rounding

¹ Margin represents percentage of GAAP revenue