



Q3 2022 Financial Results Call

2:00 pm PST
November 2, 2022



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



Q3 Financial Results Highlights



\$61.6M

Revenue increased
by 35% Y/Y



1,913

Paying customers increased
by 35% Y/Y

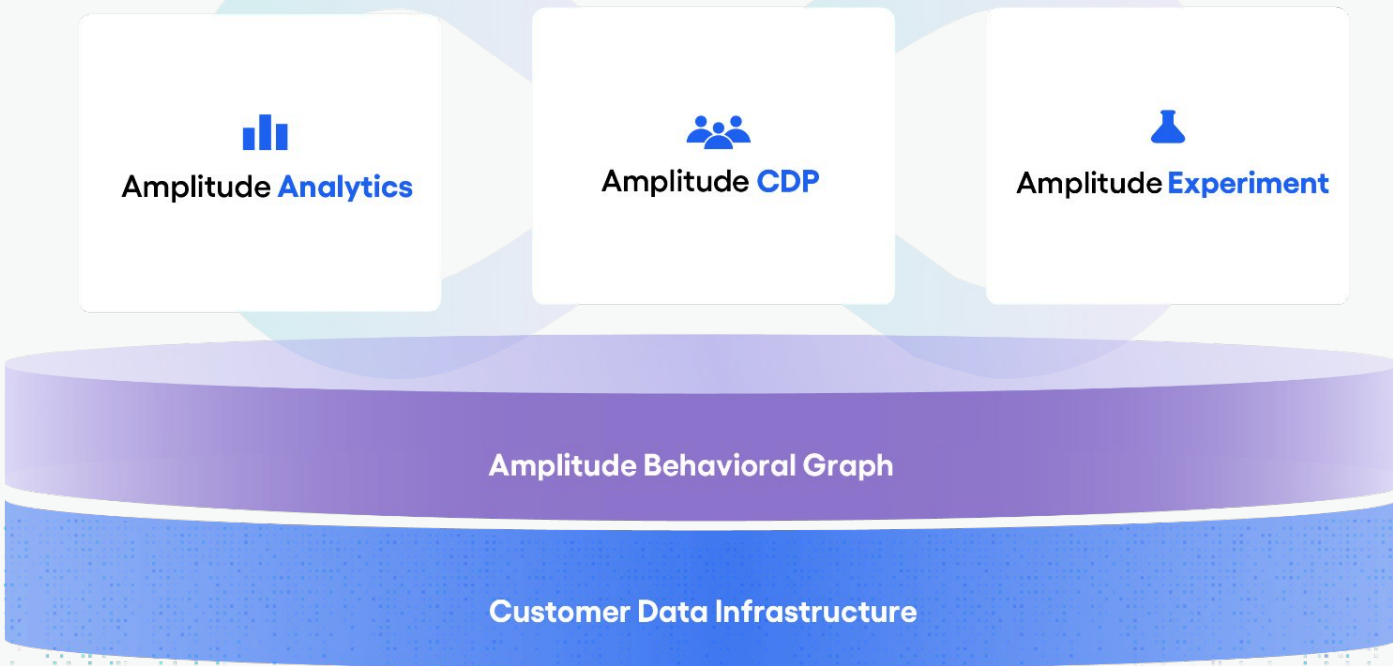


123%

Dollar-based
net retention rate
(across paying customers)
as of September 30, 2022

Digital Analytics Platform

Self-service visibility into the entire customer journey



Q3 Performance



Websites
Mobile Apps
Smart Devices
Tablets
Ad Channels
Email Marketing
In-App Notifications
Internal Systems



Digital Analytics Platform

What's the value of a loyal customer vs a one-off buyer?

Spend 5x more

What is the impact of the new campaign?

Free trial sign-ups +20%

How is our new free trial performing?

Conversion +25%

Which behaviors cause low retention rates?

Unavailable content

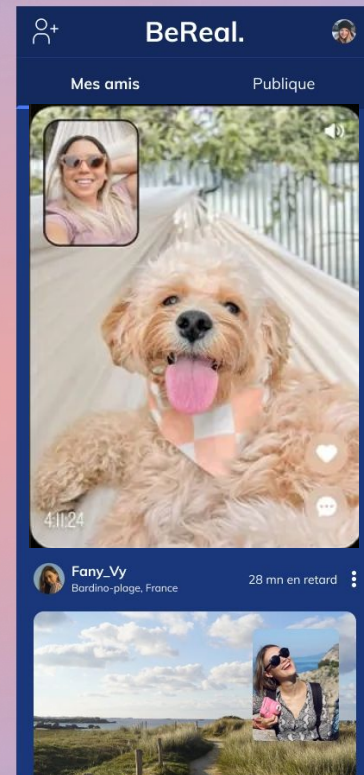
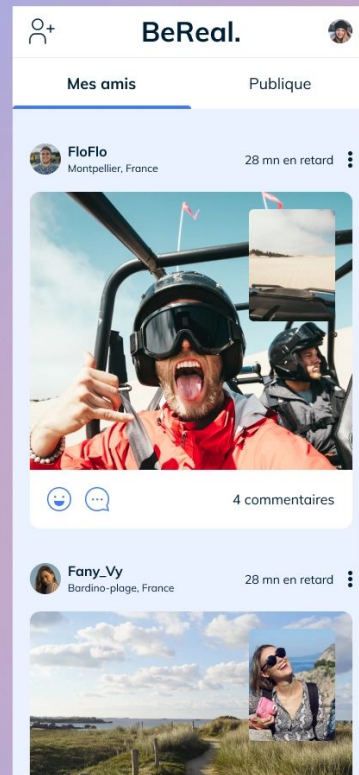
How can we increase engagement?

Personal recommendations

INSIGHT TO ACTION IN MINUTES



BeReal.



Product Innovation



Amplitude **Analytics**

Ease of Use and
Accessibility

Engineering + Cost
Improvements



Cart Analytics



Starter Templates



Slack and Miro integrations



Data Tables

Product Updates



Amplitude **CDP**



Amplitude **Experiment**



Industry Recognition

#1 in 9 categories in the
G2 Fall 2022 Report



- #1 in Product Analytics
- #1 in Mobile App Analytics
- #3 in Digital Analytics



Insights & Analytics category leader in
Snowflake's inaugural "Modern
Marketing Data Stack" report

INTRODUCING

Amplitude's new Chief Marketing Officer



Tifenn Dano Kwan
Chief Marketing Officer



Google Analytics

What sets Amplitude Apart:



Product Centric



Insight to Action



Technology



Collaboration & Usability

Q3 2022 Notable Customer Wins + Expansions

LANDS



EXPANDS



Q3 2022 Customer Highlights





Spenser Skates

CEO and Co-Founder





Hoang Vuong

CFO



Strong Revenue and Customer Metrics

	Q3 2022 Result
Revenue	\$61.6M +35% Y/Y
Total Paying Customers	1,913 +35% Y/Y
Dollar-Based Net Retention Rate (NRR) as of September 30, 2022	123%

Q3 2022 Revenue Geographic Mix

United States Revenue

\$37.4M

+26% Y/Y

61% of Total Revenue

International Revenue

\$24.2M

+52% Y/Y

39% of Total Revenue



Q3 2022 Remaining Performance Obligations (RPO)

RPO

\$248.1M

+63% Y/Y

Current RPO

\$183.9M

+46% Y/Y

74% of RPO



Non-GAAP Financial Results*

	Q3 2022 Result
Gross Margin	74%
Operating Margin	(8%)
Net Loss Per Share	$\$(0.03)$ 112.0 million shares
Free Cash Flow Margin	(6%)
Cash, Cash Equivalents and Marketable Securities <small>(GAAP)</small>	\$306.6M

* 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

	Q4 2022	FY 2022
Revenue	\$62.5 – \$64.5M +26% to +31% Y/Y	\$235 – \$237M +40% to +42% Y/Y
Non-GAAP Operating Margin	(10%) – (11%)	(11%) – (12%)
Non-GAAP Net Loss Per Share	\$(0.03) – \$(0.04)	\$(0.21) – \$(0.22)
Weighted Average Shares Outstanding	113.3M shares	111.6M 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.



Sell-Side Analyst Q&A



GAAP to Non-GAAP Reconciliation



GAAP to Non-GAAP Reconciliation

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2022	2021	2022	2021
Reconciliation of gross profit and gross margin				
GAAP gross profit	\$ 43,538	\$ 31,491	\$ 121,610	\$ 81,465
Plus: stock-based compensation expense and related employer payroll taxes	1,793	426	4,384	909
Plus: amortization of acquired intangible assets	534	500	1,517	1,151
Non-GAAP gross profit	\$ 45,865	\$ 32,417	\$ 127,511	\$ 83,525
GAAP gross margin	70.7%	69.3%	70.4%	69.1%
Non-GAAP adjustments	3.7%	2.0%	3.4%	1.8%
Non-GAAP gross margin	74.4%	71.3%	73.8%	70.9%
Reconciliation of operating loss and operating margin				
GAAP loss from operations	\$ (24,190)	\$ (36,768)	\$ (70,764)	\$ (52,664)
Plus: stock-based compensation expense and related employer payroll taxes	18,793	17,931	47,659	23,645
Plus: amortization of acquired intangible assets	534	500	1,517	1,151
Plus: direct listing expenses	—	16,052	—	18,191
Non-GAAP loss from operations	\$ (4,863)	\$ (2,285)	\$ (21,588)	\$ (9,677)
GAAP operating margin	(39.3%)	(80.9%)	(40.9%)	(44.7%)
Non-GAAP adjustments	31.4%	75.8%	28.5%	36.5%
Non-GAAP operating margin	(7.9%)	(5.0%)	(12.5%)	(8.2%)
Reconciliation of net loss				
GAAP net loss	\$ (22,544)	\$ (36,559)	\$ (69,332)	\$ (53,081)
Plus: stock-based compensation expense and related employer payroll taxes	18,793	17,931	47,659	23,645
Plus: amortization of acquired intangible assets	534	500	1,517	1,151
Plus: direct listing expenses	—	16,052	—	18,191
Non-GAAP net loss	\$ (3,217)	\$ (2,076)	\$ (20,156)	\$ (10,094)
Reconciliation of net loss per share				
GAAP net loss per share, basic and diluted	\$ (0.20)	\$ (0.93)	\$ (0.63)	\$ (1.64)
Non-GAAP adjustments to net loss	0.17	0.88	0.44	1.33
Non-GAAP net loss per share, basic and diluted	\$ (0.03)	\$ (0.05)	\$ (0.19)	\$ (0.31)
Weighted-average shares used in GAAP and non-GAAP per share calculation, basic and diluted	112,016	39,301	110,876	32,362
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 transactions.

² Margin represents percentage of GAAP revenue

GAAP to Non-GAAP Reconciliation

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2022	2021	2022	2021
Reconciliation of operating expenses				
GAAP research and development	\$ 21,590	\$ 18,493	\$ 58,397	\$ 34,022
Less: stock-based compensation expense and related employer payroll taxes	(7,646)	(9,894)	(19,661)	(12,023)
Non-GAAP research and development	\$ 13,944	\$ 8,599	\$ 38,736	\$ 21,999
GAAP research and development as percentage of revenue	35.0%	40.7%	33.8%	28.9%
Non-GAAP research and development as percentage of revenue	22.6%	18.9%	22.4%	18.7%
GAAP sales and marketing	\$ 32,528	\$ 22,199	\$ 94,793	\$ 59,009
Less: stock-based compensation expense and related employer payroll taxes	(5,126)	(2,835)	(11,626)	(4,544)
Less: direct listing expenses	—	—	—	(13)
Non-GAAP sales and marketing	\$ 27,402	\$ 19,364	\$ 83,167	\$ 54,452
GAAP sales and marketing as percentage of revenue	52.8%	48.8%	54.9%	50.1%
Non-GAAP sales and marketing as percentage of revenue	44.5%	42.6%	48.1%	46.2%
GAAP general and administrative	\$ 13,610	\$ 27,567	\$ 39,184	\$ 41,098
Less: stock-based compensation expense and related employer payroll taxes	(4,228)	(4,776)	(11,988)	(6,169)
Less: direct listing expenses	—	(16,052)	—	(18,178)
Non-GAAP general and administrative	\$ 9,382	\$ 6,739	\$ 27,196	\$ 16,751
GAAP general and administrative as percentage of revenue	22.1%	60.6%	22.7%	34.9%
Non-GAAP general and administrative as percentage of revenue	15.2%	14.8%	15.7%	14.2%
Note: Certain figures may not sum due to rounding				

Stock-based compensation expense-related charges include employer payroll tax-related expenses on employee stock transactions.



GAAP Cash Flows from Operating Activities to Free Cash Flow

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2022	2021	2022	2021
Net cash used in operating activities	\$ (3,139)	\$ (15,086)	\$ (786)	\$ (20,609)
Less:				
Purchases of property and equipment	(487)	(302)	(3,012)	(957)
Capitalization of internal-use software costs	(260)	(394)	(1,523)	(1,125)
Free cash flow	<u>\$ (3,886)</u>	<u>\$ (15,782)</u>	<u>\$ (5,321)</u>	<u>\$ (22,691)</u>
Net cash used in operating activities margin	(5.1%)	(33.2%)	(0.5%)	(17.5%)
Non-GAAP adjustments	(1.2%)	(1.5%)	(2.6%)	(1.8%)
Free cash flow margin	<u>(6.3%)</u>	<u>(34.7%)</u>	<u>(3.1%)</u>	<u>(19.3%)</u>

Note: Certain figures may not sum due to rounding

¹ Margin represents percentage of GAAP revenue