Yaoxian Chew
Investor Relations

Amplitude
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This presentation also contains estimates and other statistical data made by independent parties and by the Company relating to market size and growth and other data about the Company’s industry. These estimates and other statistical data involve a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates and other statistical data. The Company has not independently verified the statistical and other industry data generated by independent parties and contained in this presentation and, accordingly, it cannot guarantee their accuracy or completeness. In addition, expectations, assumptions, estimates and projections of the Company’s future performance and the future performance of the markets in which the Company operates are necessarily subject to a high degree of uncertainty and risk.

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
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
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

What’s the value of a loyal customer vs a one-off buyer?
Spend 5x more

Digital Analytics Platform

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

Ease of Use and Accessibility

Engineering + Cost Improvements

Amplitude Analytics

- 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

<table>
<thead>
<tr>
<th>LANDS</th>
<th>EXPANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOX</td>
<td>AllTrails</td>
</tr>
<tr>
<td>Teladoc</td>
<td>BeReal.</td>
</tr>
<tr>
<td>H-E-B</td>
<td></td>
</tr>
<tr>
<td>Zillow</td>
<td>nerdwallet</td>
</tr>
<tr>
<td>Holiday Inn Club Vacations</td>
<td>miro</td>
</tr>
<tr>
<td>volaris</td>
<td>BRAINLY</td>
</tr>
<tr>
<td>Shell</td>
<td>maxrewards</td>
</tr>
</tbody>
</table>
Q3 2022 Customer Highlights

- Zillow
- Brainly
- Elli
- Volkswagen
Spenser Skates
CEO and Co-Founder
Hoang Vuong
CFO

Amplitude
## Strong Revenue and Customer Metrics

<table>
<thead>
<tr>
<th></th>
<th>Q3 2022 Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$61.6M</td>
</tr>
<tr>
<td></td>
<td>+35% Y/Y</td>
</tr>
<tr>
<td>Total Paying Customers</td>
<td>1,913</td>
</tr>
<tr>
<td></td>
<td>+35% Y/Y</td>
</tr>
<tr>
<td>Dollar-Based Net Retention Rate (NRR) as of September 30, 2022</td>
<td>123%</td>
</tr>
</tbody>
</table>
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*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Q3 2022 Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Margin</td>
<td>74%</td>
</tr>
<tr>
<td>Operating Margin</td>
<td>(8%)</td>
</tr>
<tr>
<td>Net Loss Per Share</td>
<td>$(0.03)</td>
</tr>
<tr>
<td>Cash, Cash Equivalents and Marketable Securities (GAAP)</td>
<td>$306.6M</td>
</tr>
</tbody>
</table>

* 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.
<table>
<thead>
<tr>
<th></th>
<th>Q4 2022</th>
<th>FY 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>$62.5 - $64.5M</td>
<td>$235 - $237M</td>
</tr>
<tr>
<td></td>
<td>+26% to +31% Y/Y</td>
<td>+40% to +42% Y/Y</td>
</tr>
<tr>
<td><strong>Non-GAAP Operating Margin</strong></td>
<td>(10%) - (11%)</td>
<td>(11%) - (12%)</td>
</tr>
<tr>
<td><strong>Non-GAAP Net Loss Per Share</strong></td>
<td>$(0.03) - $(0.04)</td>
<td>$(0.21) - $(0.22)</td>
</tr>
<tr>
<td><strong>Weighted Average Shares Outstanding</strong></td>
<td>113.3M shares</td>
<td>111.6M shares</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Reconciliation of gross profit and gross margin</th>
<th>Three Months Ended September 30</th>
<th>Nine Months Ended September 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP gross profit</td>
<td>$ 42,538</td>
<td>$ 31,401</td>
</tr>
<tr>
<td>Plus: stock-based compensation expense and related employer payroll taxes</td>
<td>1,793</td>
<td>426</td>
</tr>
<tr>
<td>Plus: amortization of acquired intangible assets</td>
<td>534</td>
<td>500</td>
</tr>
<tr>
<td>Non-GAAP gross profit</td>
<td>$ 45,866</td>
<td>$ 32,327</td>
</tr>
<tr>
<td>GAAP gross margin</td>
<td>7.0%</td>
<td>69.1%</td>
</tr>
<tr>
<td>Non-GAAP adjustments</td>
<td>0.7%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Non-GAAP gross margin</td>
<td>7.7%</td>
<td>71.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reconciliation of operating loss and operating margin</th>
<th>Three Months Ended September 30</th>
<th>Nine Months Ended September 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP loss from operations</td>
<td>($ 26,190)</td>
<td>($ 38,768)</td>
</tr>
<tr>
<td>Plus: stock-based compensation expense and related employer payroll taxes</td>
<td>18,793</td>
<td>17,931</td>
</tr>
<tr>
<td>Plus: amortization of acquired intangible assets</td>
<td>534</td>
<td>500</td>
</tr>
<tr>
<td>Non-GAAP loss from operations</td>
<td>($ 4,063)</td>
<td>($ 2,295)</td>
</tr>
<tr>
<td>GAAP operating margin</td>
<td>(39.3%)</td>
<td>(90.9%)</td>
</tr>
<tr>
<td>Non-GAAP operating margin</td>
<td>31.4%</td>
<td>75.0%</td>
</tr>
<tr>
<td>Non-GAAP operating margin</td>
<td>(7.9%)</td>
<td>(5.0%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reconciliation of net loss</th>
<th>Three Months Ended September 30</th>
<th>Nine Months Ended September 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP net loss</td>
<td>$ (22,544)</td>
<td>$ (36,859)</td>
</tr>
<tr>
<td>Plus: stock-based compensation expense and related employer payroll taxes</td>
<td>18,793</td>
<td>17,931</td>
</tr>
<tr>
<td>Plus: amortization of acquired intangible assets</td>
<td>534</td>
<td>500</td>
</tr>
<tr>
<td>Non-GAAP net loss</td>
<td>($ 2,217)</td>
<td>($ 2,075)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reconciliation of net loss per share</th>
<th>Three Months Ended September 30</th>
<th>Nine Months Ended September 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP net loss per share, basic and diluted</td>
<td>$ (0.22)</td>
<td>$ (0.25)</td>
</tr>
<tr>
<td>Non-GAAP adjustments to net loss</td>
<td>0.17</td>
<td>0.88</td>
</tr>
<tr>
<td>Non-GAAP net loss per share, basic and diluted</td>
<td>($ 0.05)</td>
<td>($ 0.37)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weighted-average shares used in GAAP and non-GAAP per share calculation, basic and diluted</th>
<th>Three Months Ended September 30</th>
<th>Nine Months Ended September 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>112,016</td>
<td>30,921</td>
<td>190,876</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Reconciliation of operating expenses</th>
<th>Three Months Ended September 30,</th>
<th></th>
<th>Nine Months Ended September 30,</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2022</td>
<td>2021</td>
<td>2022</td>
<td>2021</td>
</tr>
<tr>
<td>GAAP research and development</td>
<td>$21,690</td>
<td>$18,463</td>
<td>$58,367</td>
<td>$34,022</td>
</tr>
<tr>
<td>(Less: stock-based compensation expense and related employer payroll taxes)</td>
<td>(7,648)</td>
<td>(9,894)</td>
<td>(19,661)</td>
<td>(12,023)</td>
</tr>
<tr>
<td>Non-GAAP research and development</td>
<td>$13,944</td>
<td>$8,569</td>
<td>$38,736</td>
<td>$21,999</td>
</tr>
<tr>
<td>GAAP sales and marketing</td>
<td>$32,529</td>
<td>$22,199</td>
<td>$94,793</td>
<td>$59,069</td>
</tr>
<tr>
<td>(Less: stock-based compensation expense and related employer payroll taxes)</td>
<td>(5,126)</td>
<td>(2,335)</td>
<td>(11,626)</td>
<td>(4,544)</td>
</tr>
<tr>
<td>Non-GAAP sales and marketing</td>
<td>$27,402</td>
<td>$19,864</td>
<td>$83,167</td>
<td>$54,472</td>
</tr>
<tr>
<td>GAAP sales and marketing as percentage of revenue</td>
<td>52.8%</td>
<td>48.8%</td>
<td>54.9%</td>
<td>50.1%</td>
</tr>
<tr>
<td>Non-GAAP sales and marketing as percentage of revenue</td>
<td>44.5%</td>
<td>42.6%</td>
<td>48.1%</td>
<td>46.2%</td>
</tr>
<tr>
<td>GAAP general and administrative</td>
<td>$13,610</td>
<td>$27,567</td>
<td>$39,184</td>
<td>$41,080</td>
</tr>
<tr>
<td>(Less: stock-based compensation expense and related employer payroll taxes)</td>
<td>(4,228)</td>
<td>(4,776)</td>
<td>(11,888)</td>
<td>(6,169)</td>
</tr>
<tr>
<td>Non-GAAP general and administrative</td>
<td>$9,382</td>
<td>$6,791</td>
<td>$27,196</td>
<td>$18,761</td>
</tr>
<tr>
<td>GAAP general and administrative as percentage of revenue</td>
<td>22.1%</td>
<td>66.6%</td>
<td>22.7%</td>
<td>34.9%</td>
</tr>
<tr>
<td>Non-GAAP general and administrative as percentage of revenue</td>
<td>15.2%</td>
<td>14.6%</td>
<td>15.7%</td>
<td>14.2%</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th></th>
<th>Three Months Ended September 30,</th>
<th>Nine Months Ended September 30,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2022</td>
<td>2021</td>
</tr>
<tr>
<td>Net cash used in operating activities</td>
<td>$ (3,139)</td>
<td>$ (15,086)</td>
</tr>
<tr>
<td>Less:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchases of property and equipment</td>
<td>(487)</td>
<td>(302)</td>
</tr>
<tr>
<td>Capitalization of internal-use software costs</td>
<td>(260)</td>
<td>(394)</td>
</tr>
<tr>
<td>Free cash flow</td>
<td>$ (3,886)</td>
<td>$ (15,782)</td>
</tr>
<tr>
<td>Net cash used in operating activities margin</td>
<td>(5.1%)</td>
<td>(33.2%)</td>
</tr>
<tr>
<td>Non-GAAP adjustments</td>
<td>(1.2%)</td>
<td>(1.5%)</td>
</tr>
<tr>
<td>Free cash flow margin</td>
<td>(6.3%)</td>
<td>(34.7%)</td>
</tr>
</tbody>
</table>

Note: Certain figures may not sum due to rounding

1 Margin represents percentage of GAAP revenue