



Q3 2024 Earnings Call

2:00 pm PST
November 7, 2024

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Certain statements in this presentation and the accompanying oral commentary are forward-looking statements. These statements relate to the Company’s financial outlook for the fourth quarter of 2024 and full year 2024, the expected performance of the Company’s products, the Company’s expected quarterly and long-term growth, investments, and overall future prospects, as well as its business strategy and plans and objectives for future operations, and are subject to a number of known and unknown risks, uncertainties, and other factors that may cause the actual results, levels of activity, performance, or achievements of the Company or its industry to be materially different from those expressed or implied by any forward-looking statements. In some cases, forward-looking statements can be identified by words such as “may,” “should,” “could,” “predict,” “potential,” “believe,” “expect,” “continue,” “will,” “anticipate,” “seek,” “estimate,” “intend,” “plan,” “projection,” “would,” and “outlook,” or the negative version of those words or phrases or other comparable words or phrases of a future- or forward-looking nature. These forward-looking statements are not statements of historical fact, and are based on current expectations, estimates, and projections about the Company’s industry as well as certain assumptions made by management, many of which, by their nature, are inherently uncertain and beyond the Company’s control. While the Company believes that these expectations, assumptions, estimates, and projections are reasonable, such forward-looking statements are only predictions and involve known and unknown risk and uncertainties, and so you are cautioned not to give undue weight to such forward-looking statements. These risks and uncertainties include, but are not limited to, those set forth herein as well as in the Company’s Quarterly Report on Form 10-Q for the quarter ended September 30, 2024 being filed at or around the date hereof, and other risks and uncertainties listed from time to time in the Company’s other filings with the U.S. Securities and Exchange Commission. Moreover, the Company operates in a competitive, new, and rapidly changing market, and new risks may emerge from time to time. It is not possible for the Company to predict all risks, nor can it assess the impact of all factors on its business or the extent to which any factor, or combination of factors may cause actual results or outcomes to differ materially from those contained in any forward-looking statements. The forward-looking statements in this presentation are made only as of the date hereof. Except to the extent required by law, the Company assumes no obligation and does not intend to update any of these forward-looking statements after the date of this presentation or to conform these statements to actual results or revised expectations.

This presentation also contains estimates and other statistical data made by third 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 third 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 Profit, non-GAAP Gross Margin, non-GAAP Income (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, non-GAAP Net Income (Loss), and non-GAAP Net Income (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 & Co-founder | Amplitude

Q3 Financial Results Highlights

REVENUE

\$75.2M

increased by 6% Y/Y

ANNUAL RECURRING REVENUE

\$298M

Up \$8 million from Q2 2024

NON-GAAP OPERATING INCOME

\$1.6M

2.1% of revenue

CUSTOMERS >\$100,000 ARR

567

increased by 13% Y/Y



Spenser Skates

CEO & Co-founder | Amplitude



Wade Chambers

Chief Engineering Officer | Amplitude



The Engineering Leadership Podcast · Episode 183

Conscious Career Growth

with Wade Chambers

Increasing Your Team's Capacity To Win [Podcast]



Greylock · Follow

Published in Greylock Perspectives · 3 min

The Art of Interviewing 10x Engineers [Podcast]

A Conversation with Dan Portillo and Wade Chambers

Amplitude Made Easy

Easy to Start. Easy to Use. Faster Time to Outcomes.

For out of the box reports and session replays, install Amplitude on your site

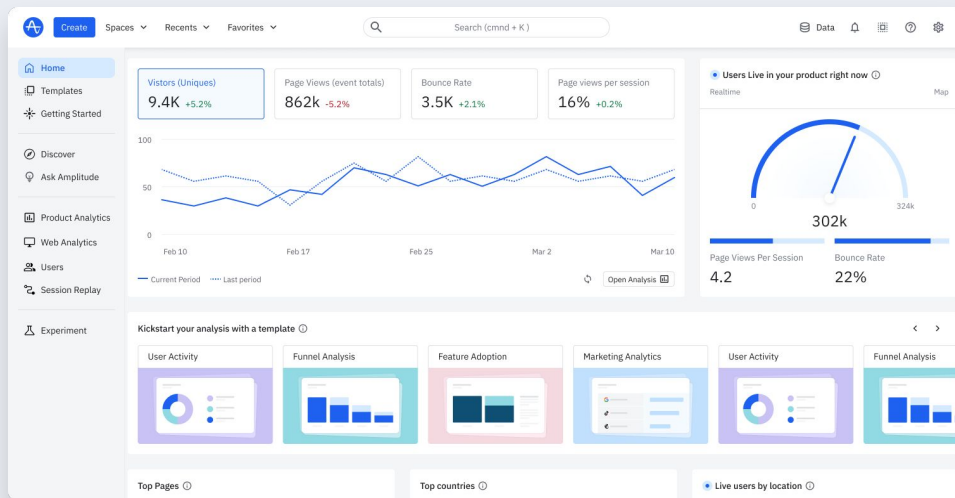
- 1 Paste this snippet into the head of every page of your website.

```
<script type="text/javascript">! function() {"use strict";! function(e,t){var n=e.amplitude||E_q;
```

- 2 Verify your installation in realtime. Listening

Other ways to Connect

[See All](#)





Intuitive, AI-powered user assistance

Travel

Family

Home

Kids

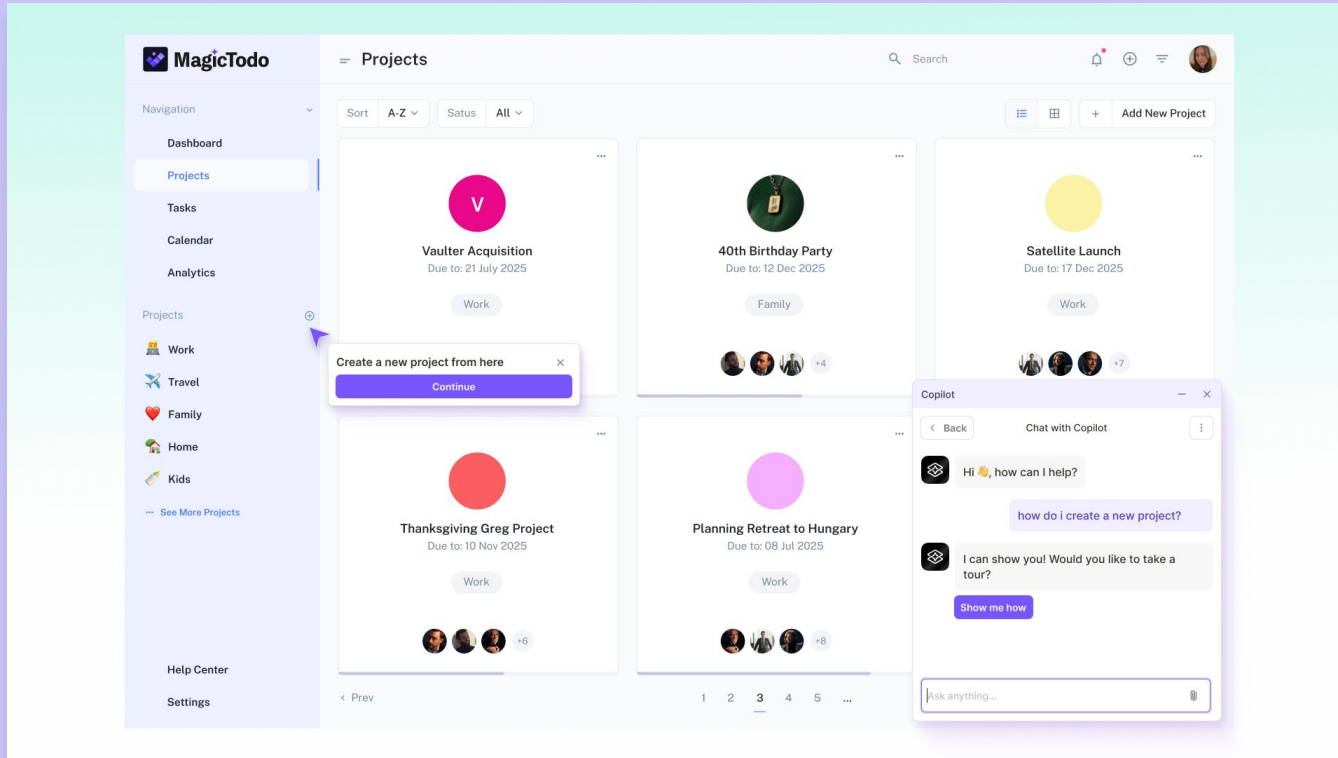
Hey James, you seem like you're a bit lost. Let's help get you on track. Which do you want to do?

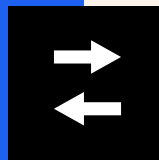
- Import a calendar
- Invite someone on your team
- Create a new task
- Something else

Give me a hand

- Family Therapy at Austerlitz
- Coordinate family dinner at the Summer Palace
- Feed Mondale
- iPad for kids' rabbit
- PGN meeting at Tern Haven
- Give staff day off (skeleton crew)
- Buy birthday gifts for Sophie and Iverson
- Choose a successor

Intuitive, AI-powered user assistance





INTRODUCING

Web Experimentation

New Web Experiment ×

Name

Targeted URL

Experiment Type

A/B Test

Multi-Arm Bandit



Q3 2024 Customer Highlights



Q3 2024 Customer Highlights

realtor.com

**Global Sports
Organization**

DigitalOcean



- Our thesis is that Analytics is the center of gravity for any workflow that touches customer and product data.
- Product and behavioral data is important to everyone in an organization.
- Product innovation is the biggest driver of long-term growth and shareholder value for Amplitude.





Spenser Skates

CEO & Co-founder | Amplitude



Andrew Casey

CFO | Amplitude

Revenue and Customer Metrics

	Q3 2024 Result
Revenue	\$75.2M +6% Y/Y
Annual Recurring Revenue (ARR)	\$298M +9% Y/Y
Total Paying Customers	3,486 +41% Y/Y
TTM Dollar-Based Net Retention Rate as of Sept. 30, 2024	97%
Dollar-Based Net Retention Rate as of Sept. 30, 2024	98%



Non-GAAP Financial Results*

	Q3 2024 Result
Gross Margin	77.2%
Operating Margin	2.1%
Net Income (Loss) Per Share, Diluted	\$0.03 131.3 million diluted shares
Free Cash Flow Margin	6.0%

* Unless otherwise noted, all metrics are Non-GAAP. Gross margin, operating margin and free cash flow margin are calculated as gross profit, income from operations, and free cash flow, respectively, divided by total revenue. The Company defines free cash flow as net cash provided by (used in) operating activities, less cash used for purchases of property and equipment and capitalized internal-use software costs. A reconciliation of GAAP to Non-GAAP results is available in the appendix of this presentation.



Guidance

	Q4 2024	FY 2024
Revenue	\$76.0 – \$77.0M 6% to 8% Y/Y	\$297.1 – 298.1M +8% Y/Y
Non-GAAP Operating Income (Loss)	\$(2.1) – \$(0.1)M	\$(6.3) – \$(4.3)M
Non-GAAP Net Income (Loss) Per Share	\$0.00 – \$0.01	\$0.04 – \$0.06
Weighted Average Shares Outstanding	134.9M diluted shares	131.7M diluted shares

An outlook for GAAP income (loss) from operations, GAAP net income (loss), and GAAP net income (loss) per share, and a reconciliation to GAAP income (loss) from operations, GAAP net income (loss), and GAAP net income (loss) per share has not been provided as the quantification of certain items included in the calculation of GAAP income (loss) from operations, GAAP net income (loss) and GAAP net income (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

AMPLITUDE, INC.
Reconciliation of GAAP to Non-GAAP Data
(In thousands, except percentages and per share amounts)
(unaudited)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2024	2023	2024	2023
Reconciliation of gross profit and gross margin				
GAAP gross profit	\$ 56,473	\$ 53,346	\$ 164,023	\$ 151,223
Plus: stock-based compensation expense and related employer payroll taxes ¹	1,559	1,947	4,581	5,426
Plus: amortization of acquired intangible assets	—	273	332	965
Non-GAAP gross profit	<u>\$ 58,032</u>	<u>\$ 55,566</u>	<u>\$ 168,936</u>	<u>\$ 157,614</u>
GAAP gross margin ²	75.1%	75.5%	74.2%	73.8%
Non-GAAP adjustments	2.1%	3.1%	2.2%	3.1%
Non-GAAP gross margin ²	<u>77.2%</u>	<u>78.7%</u>	<u>76.4%</u>	<u>76.9%</u>
Reconciliation of operating loss and operating margin				
GAAP loss from operations	\$ (20,013)	\$ (20,923)	\$ (71,878)	\$ (80,983)
Plus: stock-based compensation expense and related employer payroll taxes ¹	21,536	23,450	67,172	65,883
Plus: amortization of acquired intangible assets	44	317	463	1,096
Plus: restructuring and other related charges	—	—	—	8,194
Non-GAAP income (loss) from operations	<u>\$ 1,567</u>	<u>\$ 2,844</u>	<u>\$ (4,243)</u>	<u>\$ (5,810)</u>
GAAP operating margin	(26.6%)	(29.6%)	(32.5%)	(39.5%)
Non-GAAP adjustments	28.7%	33.6%	30.6%	36.7%
Non-GAAP operating margin	<u>2.1%</u>	<u>4.0%</u>	<u>(1.9%)</u>	<u>(2.8%)</u>
Reconciliation of net income (loss)				
GAAP net income (loss)	\$ (16,854)	\$ (17,747)	\$ (61,729)	\$ (71,820)
Plus: stock-based compensation expense and related employer payroll taxes ¹	21,536	23,450	67,172	65,883
Plus: amortization of acquired intangible assets	44	317	463	1,096
Plus: restructuring and other related charges	—	—	—	8,194
Less: income tax effect of non-GAAP adjustments	(261)	(130)	(419)	(130)
Non-GAAP net income (loss)	<u>\$ 4,465</u>	<u>\$ 5,890</u>	<u>\$ 5,487</u>	<u>\$ 3,223</u>
Reconciliation of net income (loss) per share				
GAAP net income (loss) per share, basic	\$ (0.14)	\$ (0.15)	\$ (0.50)	\$ (0.62)
Non-GAAP adjustments to net income (loss)	0.17	0.20	0.55	0.65
Non-GAAP net income (loss) per share, basic	<u>\$ 0.04</u>	<u>\$ 0.05</u>	<u>\$ 0.04</u>	<u>\$ 0.03</u>
Non-GAAP net income (loss) per share, diluted	<u>\$ 0.03</u>	<u>\$ 0.05</u>	<u>\$ 0.04</u>	<u>\$ 0.03</u>
Weighted-average shares used in GAAP and non-GAAP per share calculation, basic	124,324	117,902	122,601	116,160
Weighted-average shares used in GAAP and non-GAAP per share calculation, diluted ³	131,319	128,140	130,713	126,759
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.

³ For the three and nine months ended September 30, 2024 and 2023, the weighted average shares used in the GAAP per share calculation excludes 7.0, 8.1, 10.2, and 10.6 million shares, respectively, as the effect is anti-dilutive in the period.



GAAP to Non-GAAP Reconciliation

AMPLITUDE, INC.
Reconciliation of GAAP to Non-GAAP Data
(In thousands, except percentages and per share amounts)
(unaudited)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2024	2023	2024	2023
Reconciliation of operating expenses				
GAAP research and development	\$ 19,037	\$ 21,797	\$ 63,135	\$ 67,940
Less: stock-based compensation expense and related employer payroll taxes ¹	(7,151)	(9,395)	(25,165)	(27,928)
Non-GAAP research and development	<u>\$ 11,886</u>	<u>\$ 12,402</u>	<u>\$ 37,970</u>	<u>\$ 40,012</u>
GAAP research and development as percentage of revenue	25.3%	30.9%	28.5%	33.2%
Non-GAAP research and development as percentage of revenue	15.8%	17.6%	17.2%	19.5%
GAAP sales and marketing	\$ 40,863	\$ 38,475	\$ 125,824	\$ 115,934
Less: stock-based compensation expense and related employer payroll taxes ¹	(8,531)	(8,011)	(24,621)	(22,352)
Less: amortization of acquired intangible assets	(44)	(44)	(131)	(131)
Non-GAAP sales and marketing	<u>\$ 32,288</u>	<u>\$ 30,420</u>	<u>\$ 101,072</u>	<u>\$ 93,451</u>
GAAP sales and marketing as percentage of revenue	54.3%	54.5%	56.9%	56.6%
Non-GAAP sales and marketing as percentage of revenue	42.9%	43.1%	45.7%	45.6%
GAAP general and administrative	\$ 16,586	\$ 13,997	\$ 46,942	\$ 40,138
Less: stock-based compensation expense and related employer payroll taxes ¹	(4,295)	(4,097)	(12,805)	(10,177)
Non-GAAP general and administrative	<u>\$ 12,291</u>	<u>\$ 9,900</u>	<u>\$ 34,137</u>	<u>\$ 29,961</u>
GAAP general and administrative as percentage of revenue	22.1%	19.8%	21.2%	19.6%
Non-GAAP general and administrative as percentage of revenue	16.3%	14.0%	15.4%	14.6%

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

GAAP Cash Flows from Operating Activities to Free Cash Flow

AMPLITUDE, INC.
Reconciliation of GAAP Cash Flows from Operations to Free Cash Flow
(In thousands, except for percentages)
(unaudited)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2024	2023	2024	2023
Net cash provided by (used in) operating activities	\$ 6,170	\$ 7,964	\$ 15,350	\$ 23,309
Less:				
Purchases of property and equipment	(16)	—	(979)	(995)
Capitalization of internal-use software costs	(1,656)	(476)	(4,170)	(1,349)
Free cash flow	\$ 4,498	\$ 7,488	\$ 10,201	\$ 20,965
Net cash provided by (used in) operating activities margin	8.2%	11.3%	6.9%	11.4%
Non-GAAP adjustments	(2.2%)	(0.7%)	(2.3%)	(1.1%)
Free cash flow margin¹	6.0%	10.6%	4.6%	10.2%

Note: Certain figures may not sum due to rounding



¹ Margin represents percentage of GAAP revenue