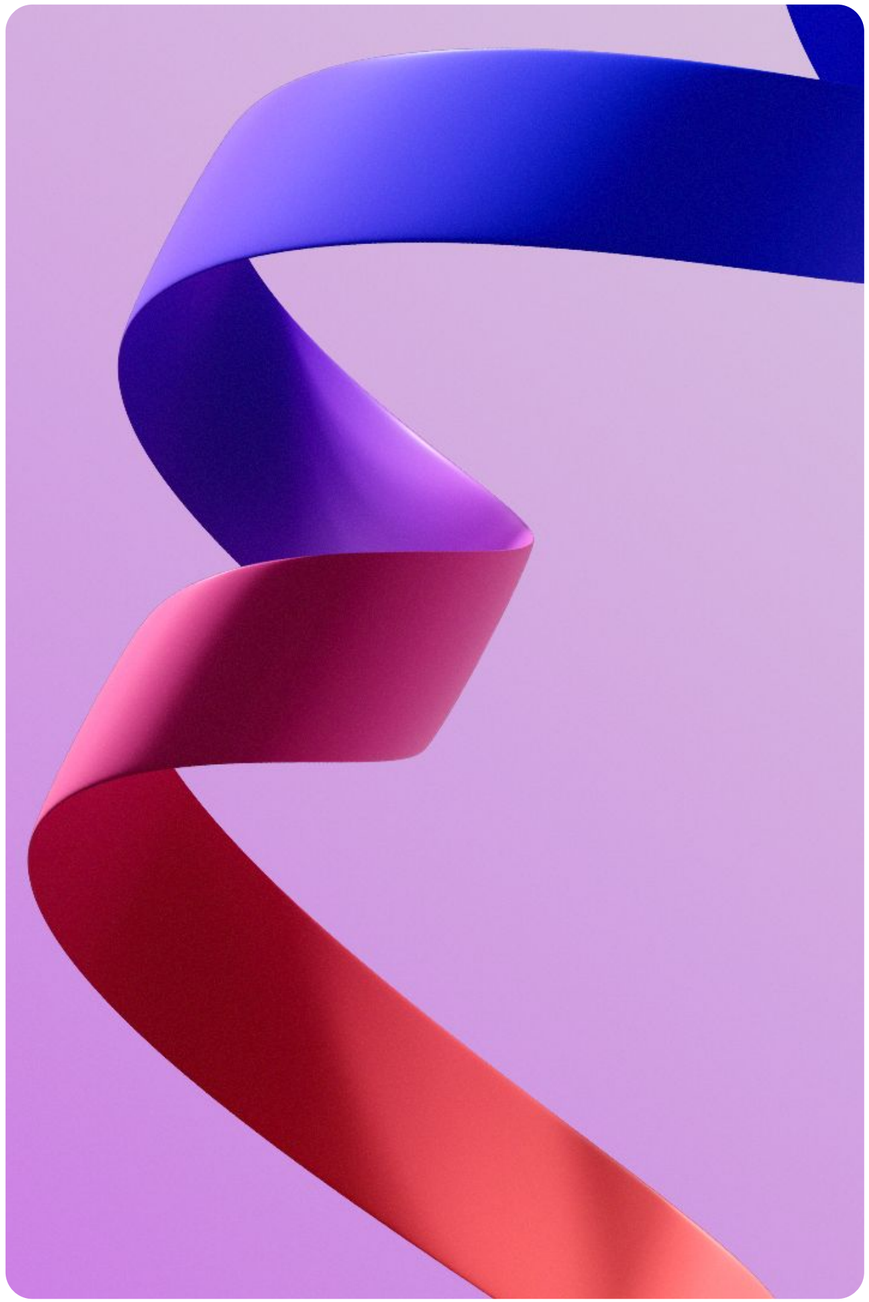


Amplitude

3Q 2026 Investor Presentation

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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 2026 and full year 2026, 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 year ended September 30, 2026 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.

The Company defines Annual Recurring Revenue ("ARR") as the annual recurring revenue of subscription agreements at a point in time based on the terms of customers' contracts, including certain premium services that are subject to contractual subscription terms and Plus customers that the company expects to recur. ARR should be viewed independently of revenue, and does not represent the Company's GAAP revenue on an annualized basis, as it is an operating metric that can be impacted by contract start and end dates and renewal rates. ARR is also not intended to be a forecast of revenue. The Company calculates dollar-based net retention rate as of a period end by starting with the ARR from the cohort of all customers as of 12 months prior to such period-end (the "Prior Period ARR"). The Company then calculates the ARR from these same customers as of the current period-end (the "Current Period ARR"). Current Period ARR includes any expansion and is net of contraction or attrition over the last 12 months, but excludes ARR from new customers as well as any overage charges in the current period. The Company then divides the total Current Period ARR by the total Prior Period ARR to arrive at the dollar-based net retention rate ("NRR"). The Company then calculates the average of the trailing 12-month dollar-based net retention rates, to arrive at the dollar-based net retention rate ("NRR (TTM)").

The Company also calculates a supplemental measure, Pro Forma Dollar-Based Net Retention Rate ("Pro Forma NRR"), which includes ARR from customers acquired through business combinations or asset acquisitions in both Current Period ARR and Prior Period ARR, as though the acquisition had occurred at the beginning of the prior period. The Company believes this supplemental measure provides useful information about the combined retention and expansion trends across the business. Pro Forma NRR and Pro Forma NRR (TTM) should not be considered in isolation from, or as a substitute for, the dollar-based net retention rate described above.

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 Operating Expenses, 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.

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.

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Amplitude at a Glance

Q3 26 FINANCIALS

Revenue

$110.6M

Increased by 25% Y/Y

ARR

$431M

Increased by 24% Y/Y

Pro Forma NRR(2)

105%

vs 104% in Q3 25

Free Cash Flow

$5.8M

Compared to $3.4M in Q3 25

Operating Income (non-GAAP)

$5.7M

Compared to $0.6M in Q3 25

Cash & Investments

$155M

CUSTOMERS

855

≥$100k+ ARR Customers

77%

% of ARR from Enterprise Customers(1)

50%

Customers with >1 Product

INTEGRATED PLATFORM

Leader in Digital Analytics

Session Replay • Activation
Guides & Surveys • Experimentation

Named a Leader and a Customer Favorite in Forrester Wave for Digital Analytics 3Q 25

Named Best in Product Analytics by G2 in G2's Summer 2026 Report

PEOPLE

~800 Employees

All figures as of or for the quarter ended 09/30/2026 unless otherwise noted. For GAAP to Non-GAAP reconciliation, please refer to the appendix. For definitions, please refer to slide 2.
1) Enterprise is defined as customers with >1000 employees or >$100M in revenue 2) Pro Forma NRR includes Amplitude & Statsig customers. Excluding the ARR attributable to Statsig, NRR was 103%

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Amplitude 101

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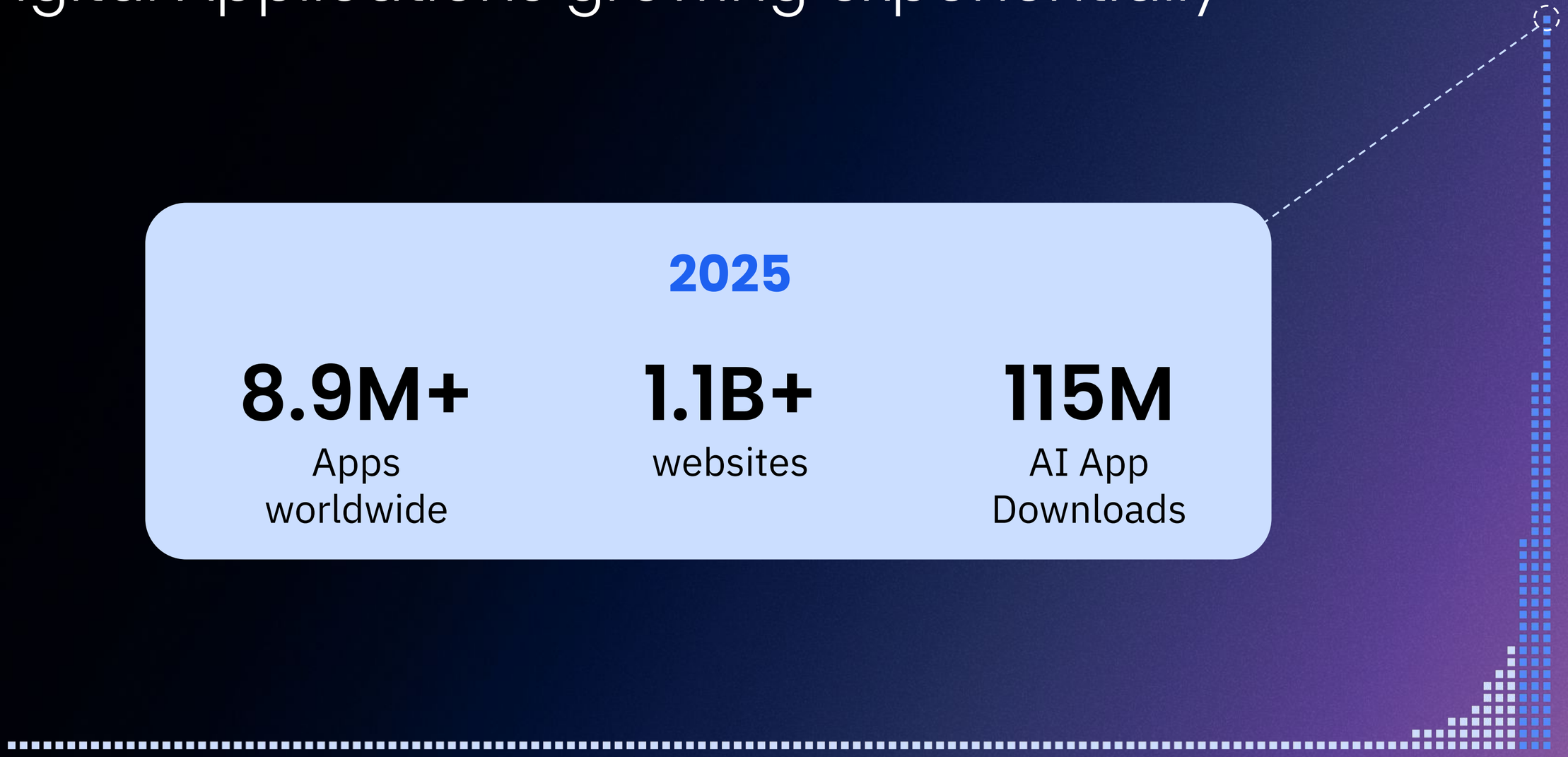
Digital Applications growing exponentially

2025

8.9M+
Apps worldwide

1.1B+
websites

115M
AI App Downloads

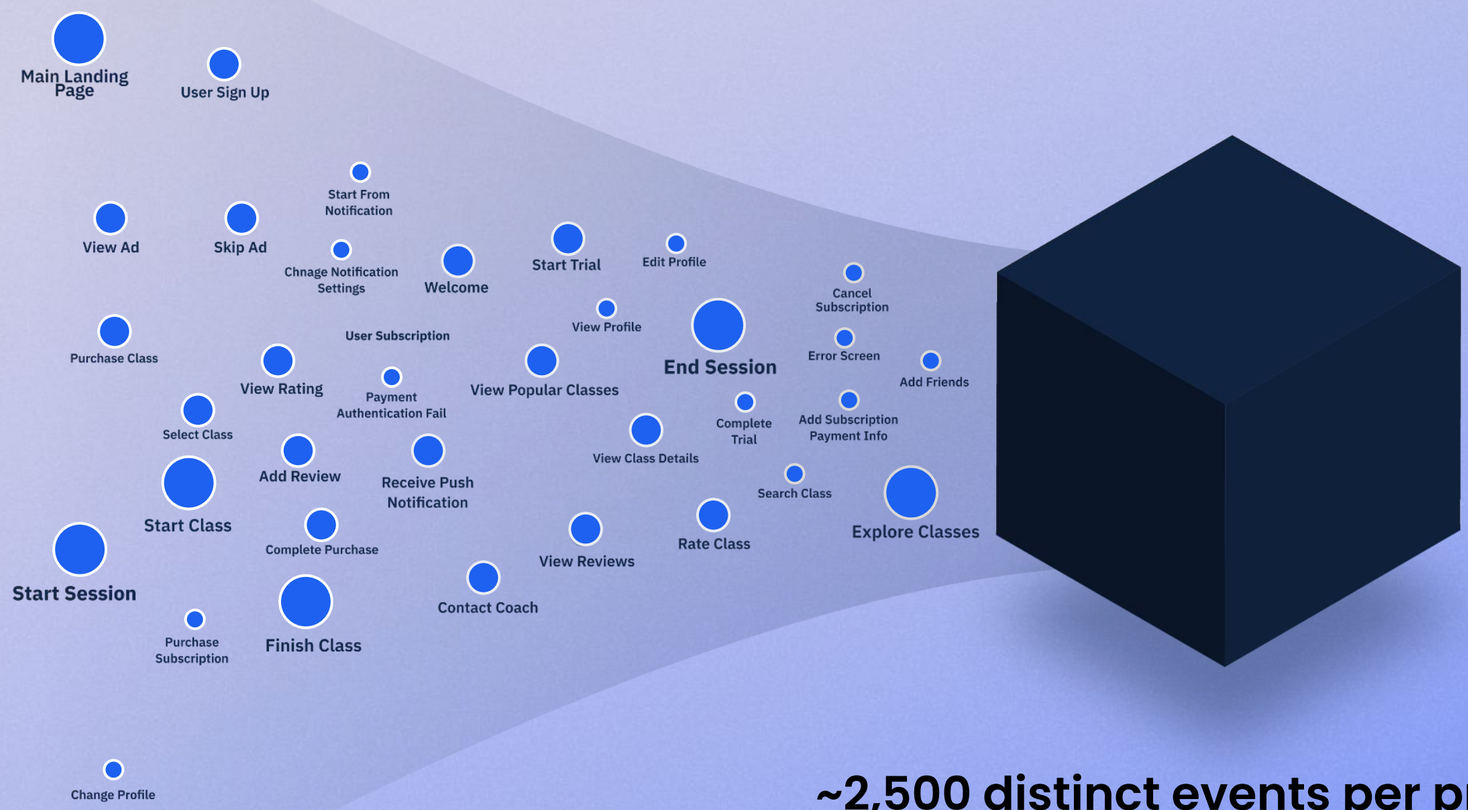


# of Digital Applications

Source: www.digitalsilk.com, Appfigures - Rise of AI apps 2025

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The Problem



~2,500 distinct events per product[1]

Unique journey for each user

? What generates more revenue — subscription or on-demand purchase and ads?

? What is the LTV of subscribers vs. On-demand?

? Where are users dropping off before subscription?

? How do I improve start trial to complete trial rate?

? What is my trial to subscription conversion?

[1] Based on Top 100 Amplitude customers by event volume. Represents the average distinct events measured within each digital product among Top 100 Amplitude customers.

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Build better products & experiences with Amplitude

Easily democratize your data

- AI-driven data governance
- Self-service data access
- Complete view of customer across sources

Enable teams with real-time, self-serve, trusted data

Unlock full-journey, real-time insights

- Product & marketing analytics
- AI-infused session replays
- AI co-pilot to speed time to insights

Understand customer behavior using real-time, full-funnel data

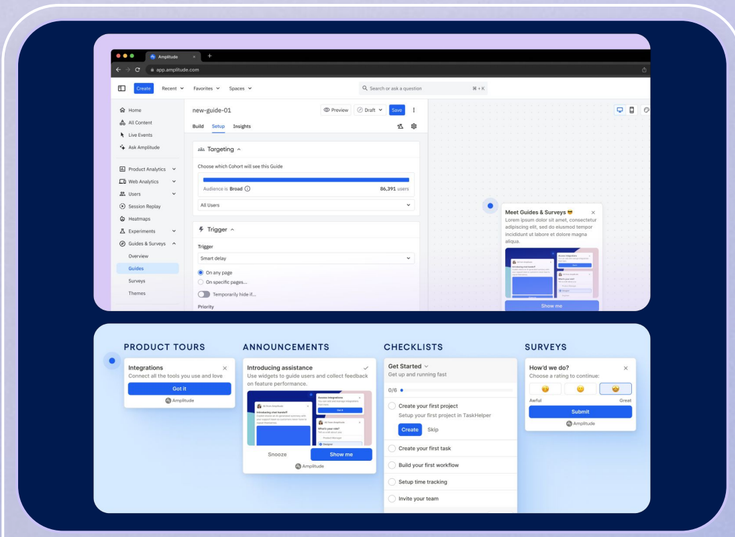
Turn insights into impact-FAST

- Smart guides and surveys
- No-code and flag-based experiments
- Easy targeting and activation

Experiment, guide and activate customers to drive engagement

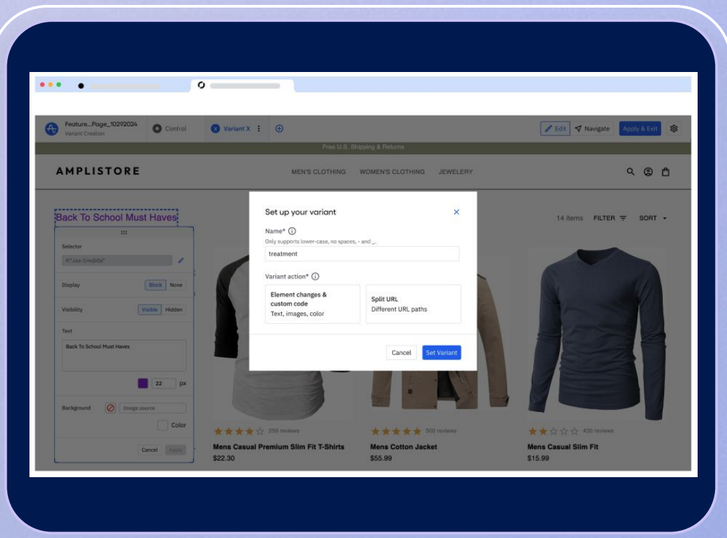
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Active insights FAST to engage customers



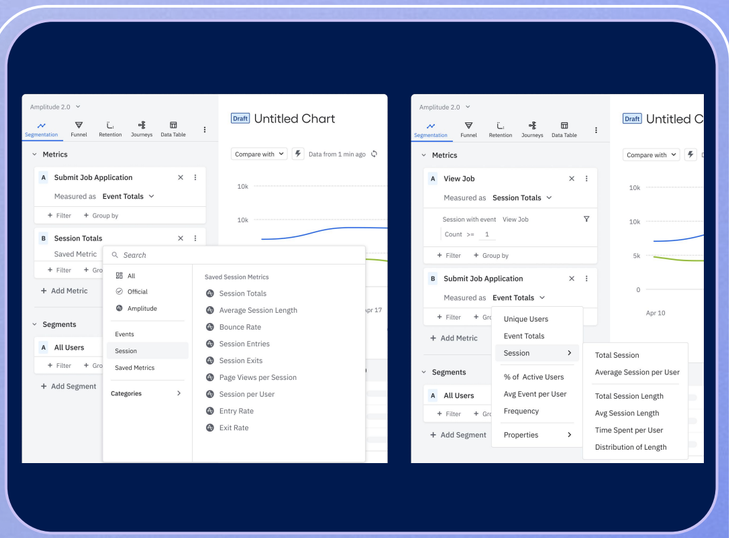
Leverage Smart Guides & Surveys

Engage users with insight-backed pop-ups to drive engagement & get feedback



Experiment & Optimize Everything

Run feature and web experiments self-serve to de-risk campaigns & product launches in one platform



Target & Personalize

Segment users based on behavior and personalize campaigns in a few simple clicks

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Self Service

Integrated

Challenges

Product and Marketing convergence

Increased customer touchpoints makes it hard to get a complete view of customer journey

Increasing security, governance, and compliance requirements

Slow and inflexible tools



Goals

Drive Customer Acquisition

Increase Digital Product Adoption

Improve Customer Retention

Reduce Errors

Executive Visibility Into Health of the Product/Experience

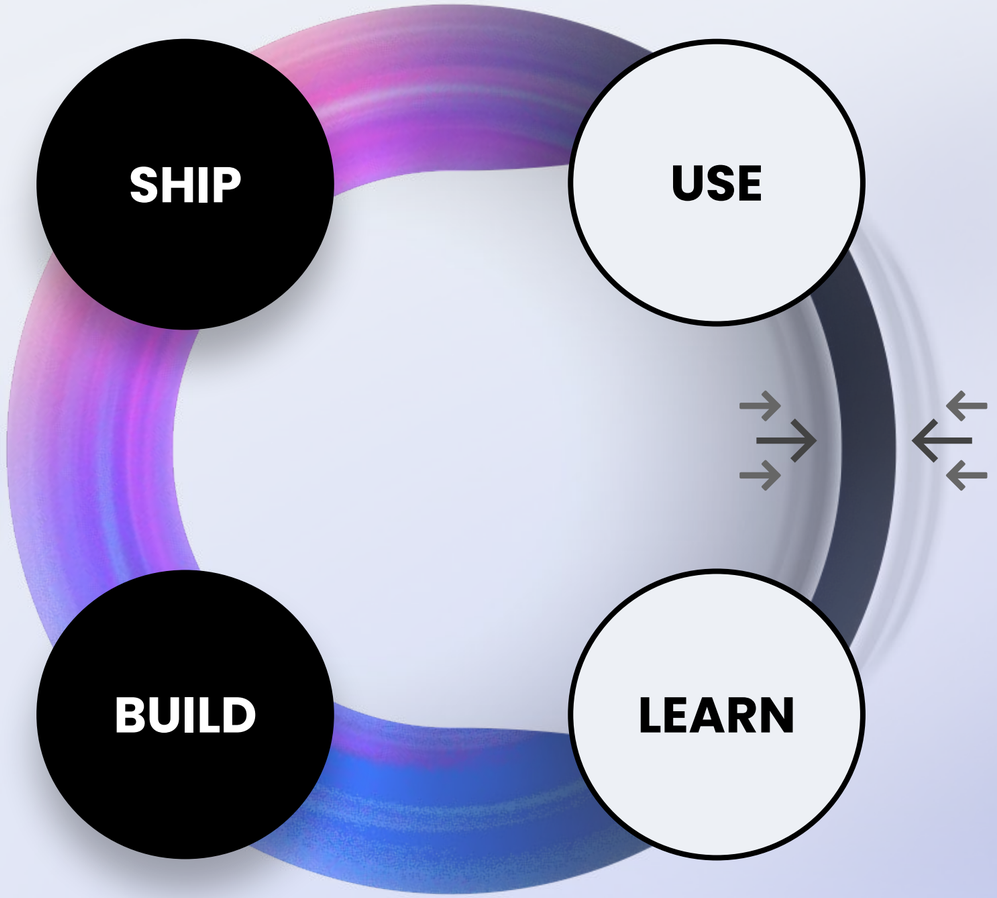
Speed

Open & Flexible

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Product development process

50 years of innovation



Amplitude

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AI Analytics Platform

Amplitude AI Agents

Global Agent | Specialized Agents | MCP

Act
- Activation
- Web Experimentation
- Feature Experimentation
- Guides and Surveys
- Assistant

Decide

QUANTITATIVE
- Product Analytics
- Marketing Analytics

QUALITATIVE
- Session Replay
- AI Feedback

Sense
- Data Capture
- Governance & Privacy
- Monitoring & Detection

Digital experience



Data systems & sources



LLMs



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Customers across the globe are partnering with us

Retail

MEOW WOLF
Fanatics
rbi restaurant brands international
Fender
mercado libre
Jersey Mike's Subs
PGA OF AMERICA 1916
The Cheesecake Factory
TAG HEUER
allbirds
Polaroid
Sotheby's EST. 1744
AWAY
POWELL'S BOOKS
asics
TOPGOLF
Panda Restaurant Group, Inc.
on

Finance

Capital One
TD Bank
SoFi
WESTERN UNION
earnest
Ramp
RBC Insurance
xe
stewart

Industrial

Shipt
Coca-Cola FEMSA
edmunds
SEKO
Panasonic

Consumer

gofundme
DOORDASH
STRAVA
AllTrails
Nintendo
ticketswap
volaris
Zillow
Rover
Calm
hopper
WHOOP

Wellness

Teladoc HEALTH
CookChildren's
myfitnesspal
Care.com
HEADSPACE
ABRIDGE
GoodRx
SeedHealth

Software

ATLASSIAN
Notion
zoom
Square
Chess.com
LastPass
Bentley
HIGHSPOT
dialpad
Outreach
smartsheet
AppsFlyer
MONSTER
The Weather Company
zapier
granola
Typeform
gusto
Midjourney

Media and Telecom

fubo
itv
The Economist
SCHIBSTED MEDIA GROUP
FANDUEL
radiofrance
ultra mobile
vidIQ
nugs
CBC
T2 TAKE-TWO INTERACTIVE
Le Monde
docomo
Hallmark
Trustpilot
dailymotion
ALJAZEERA
NBCUniversal
macmillan Publishers
SONY PICTURES
G2

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Financial Review

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Our Strategy

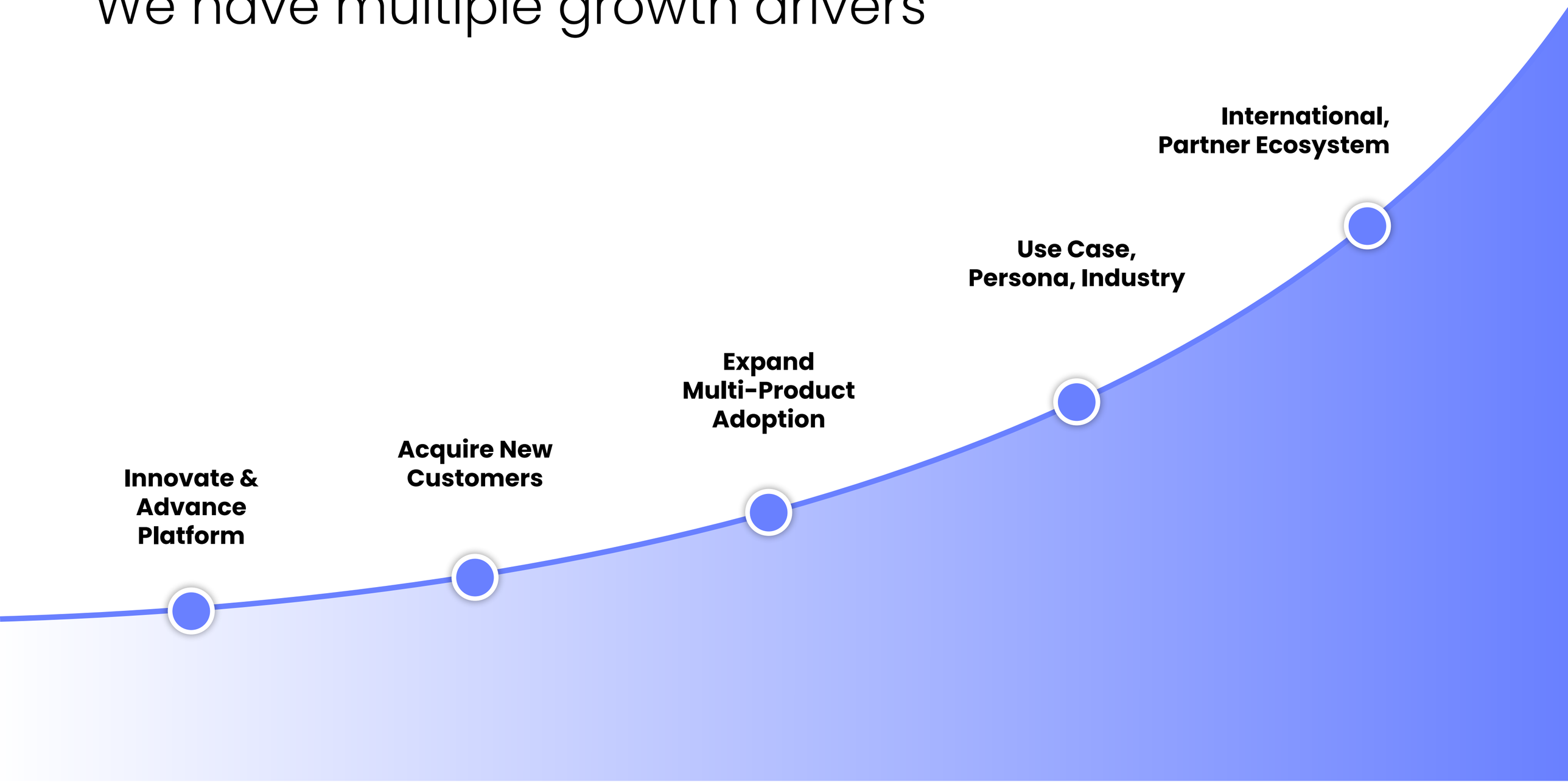
Financial Priorities

- Accelerate Net New ARR
- Platform Consolidation
- Growth + Leverage

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Our Strategy

We have multiple growth drivers



RESULTS

Q3 26 Financial Results Highlights

Revenue
$110.6M
Increased by 25% Y/Y

ARR
$431M
Increased by 24% Y/Y

Pro Forma NRR*
105%
vs 104% in Q3 25

Non-GAAP Operating Income
$5.7M

Net New ARR
$21M
Compared to $12M in Q3 25

Cash & Investments
$155M

Free Cash Flow
$5.8M

Customers ≥$100,000 ARR
855
Increase of 31% Y/Y

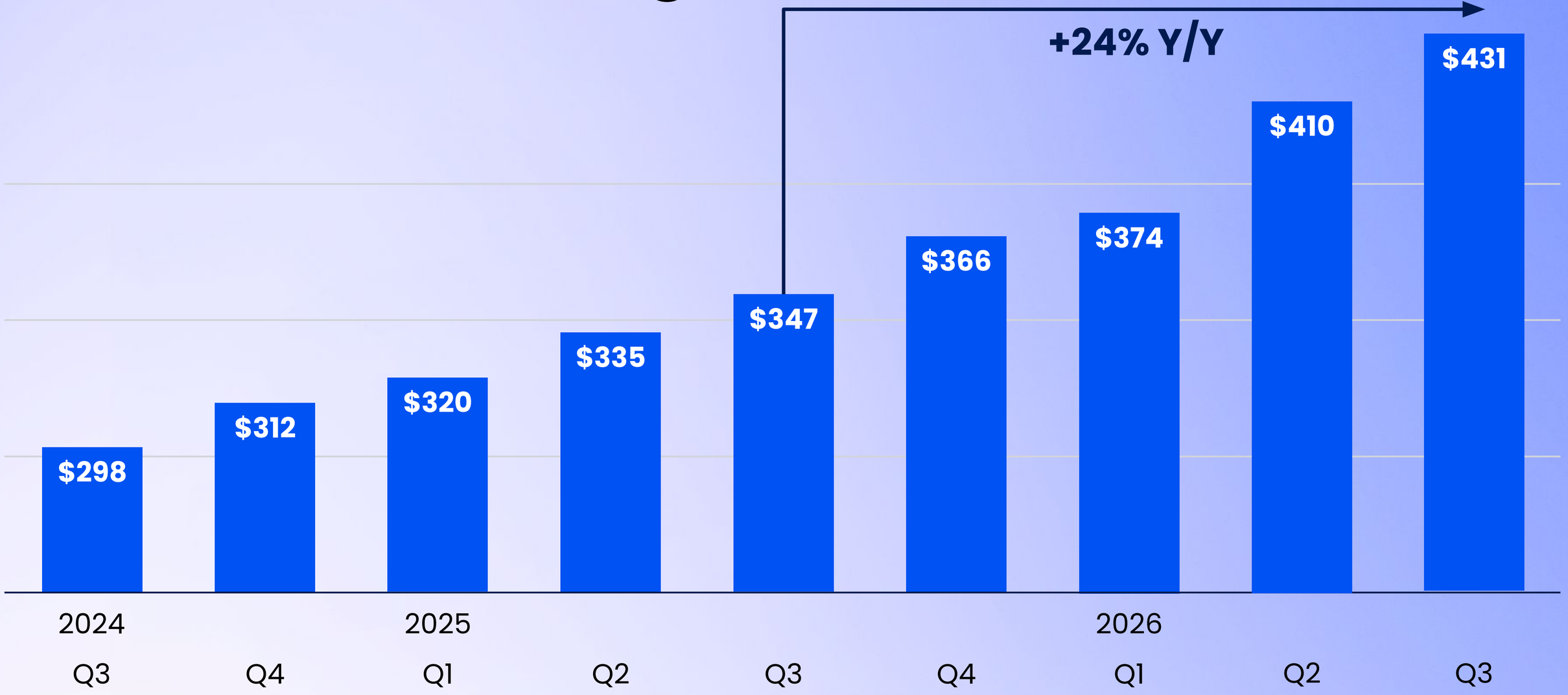
Multi-Product Customers
50%

For GAAP to Non-GAAP reconciliation, please refer to the appendix. For definitions, please refer to slide 2.
*Pro Forma NRR includes Amplitude & Statsig customers. Excluding these customers NRR was 103%

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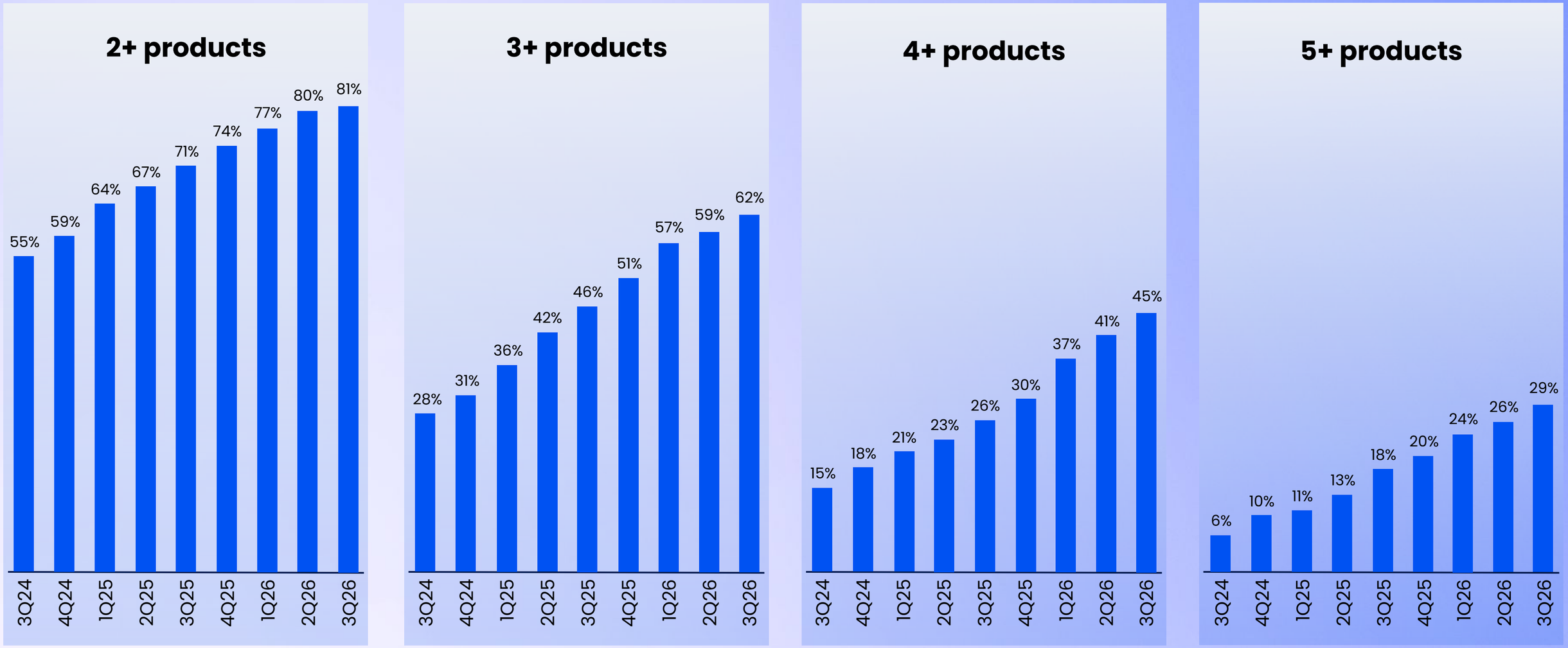
$ in M's

Annual Recurring Revenue



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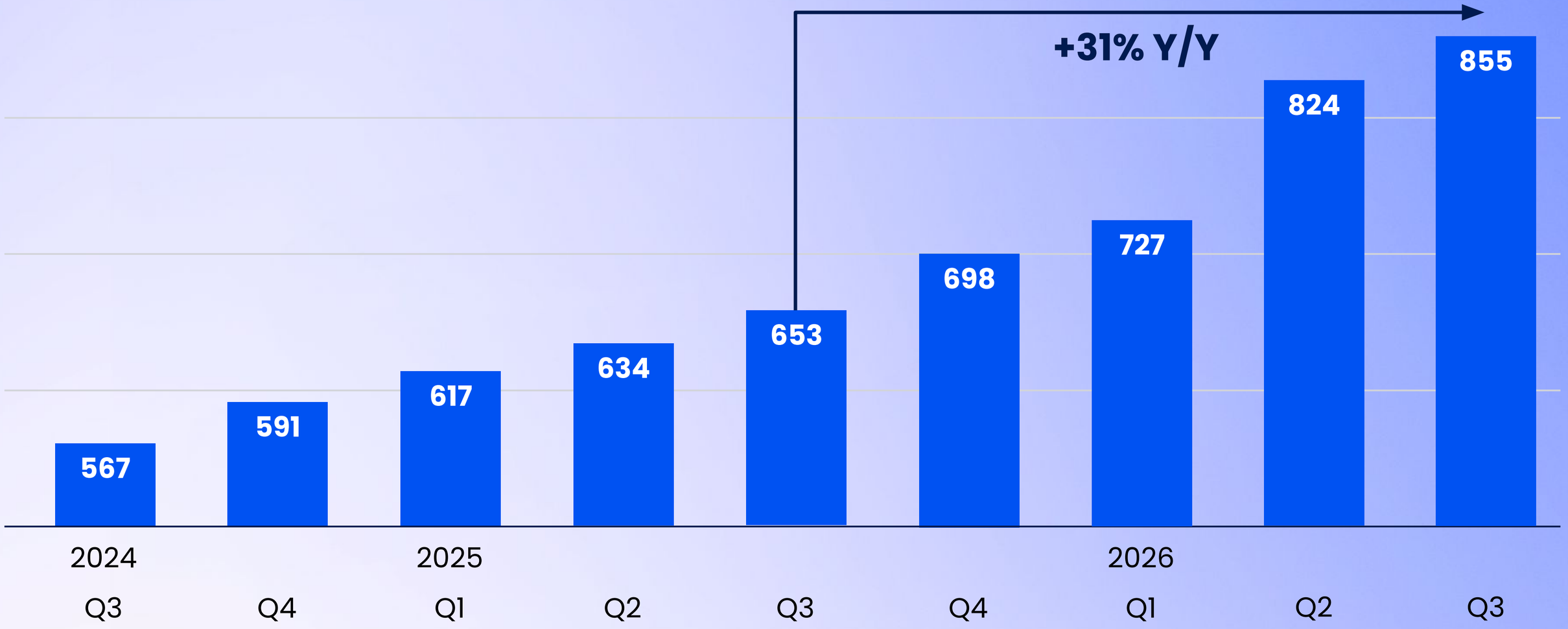
Platform Strategy Ramping



% of ARR coming from Customers with # of products

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Customers with ≥$100k in ARR

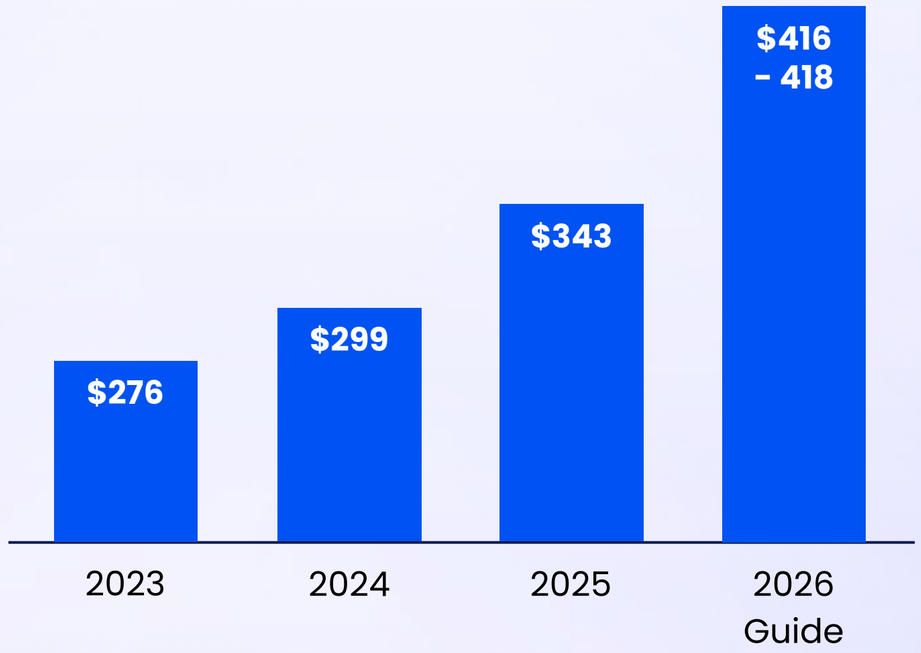


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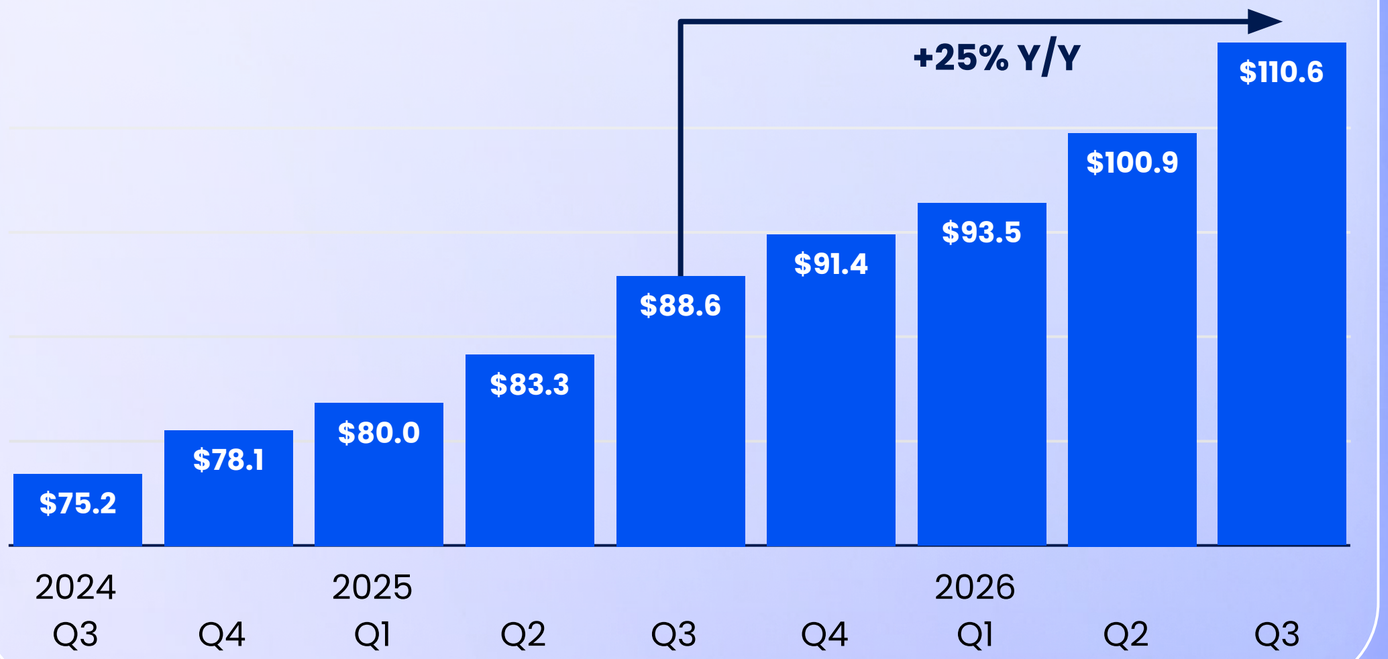
$ in M's

Revenue Growth

Annual Revenue

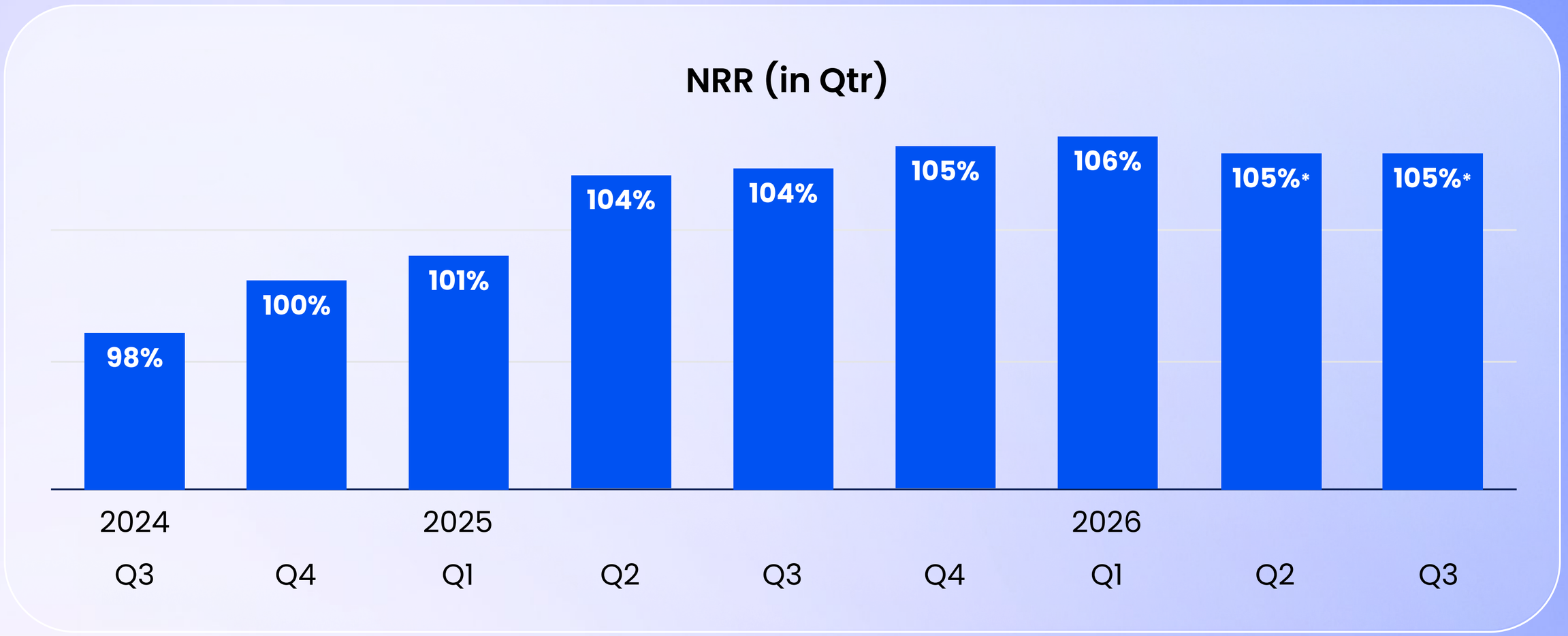


Quarterly Revenue



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Dollar-Based Net Retention

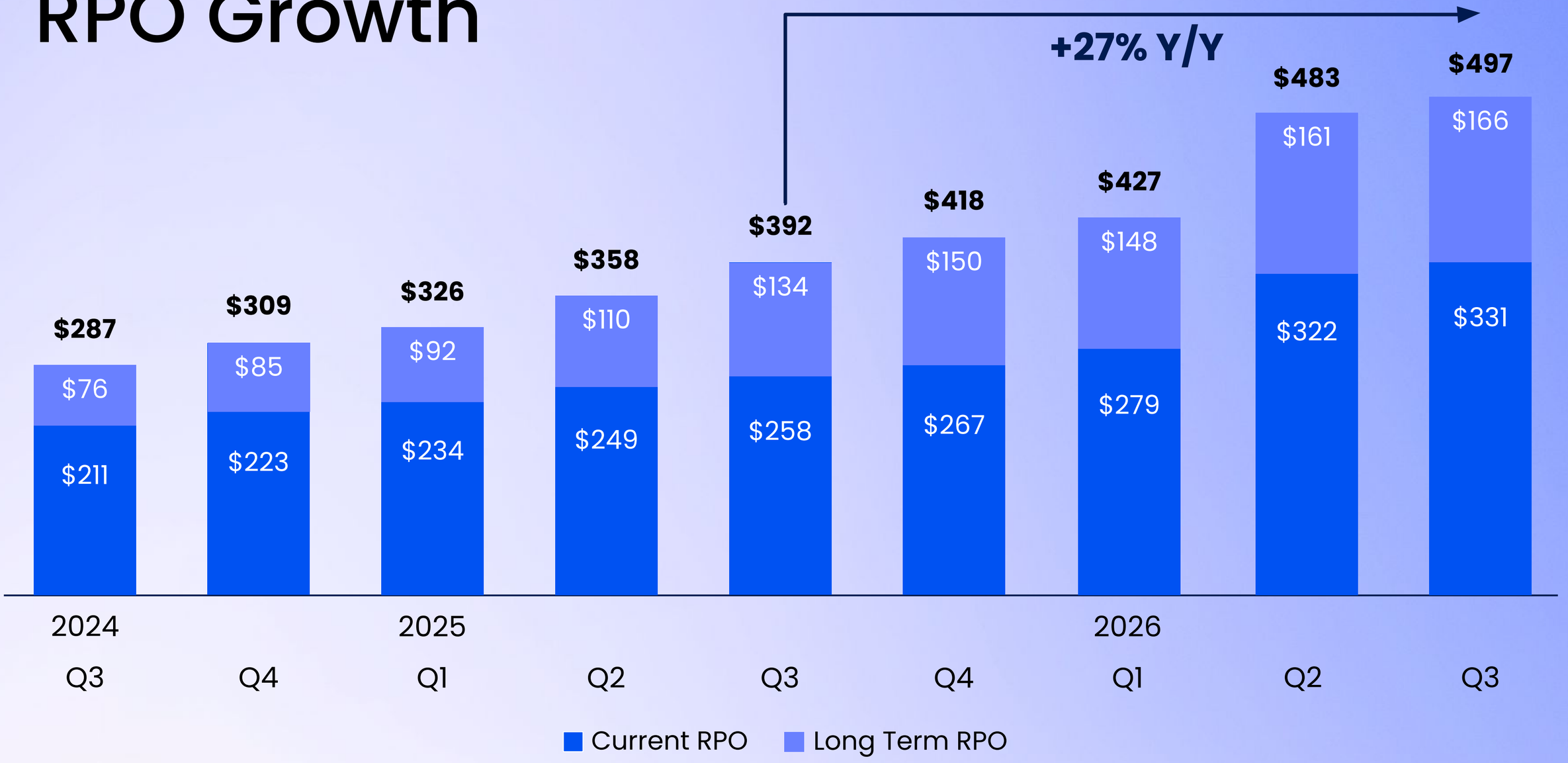


For definitions, please refer to Slide 2
*Pro Forma NRR includes Amplitude & Statsig. Excluding the ARR attributable to Statsig, NRR was 103% in 2Q26 and 103% in 3Q26.

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$ in M's

RPO Growth

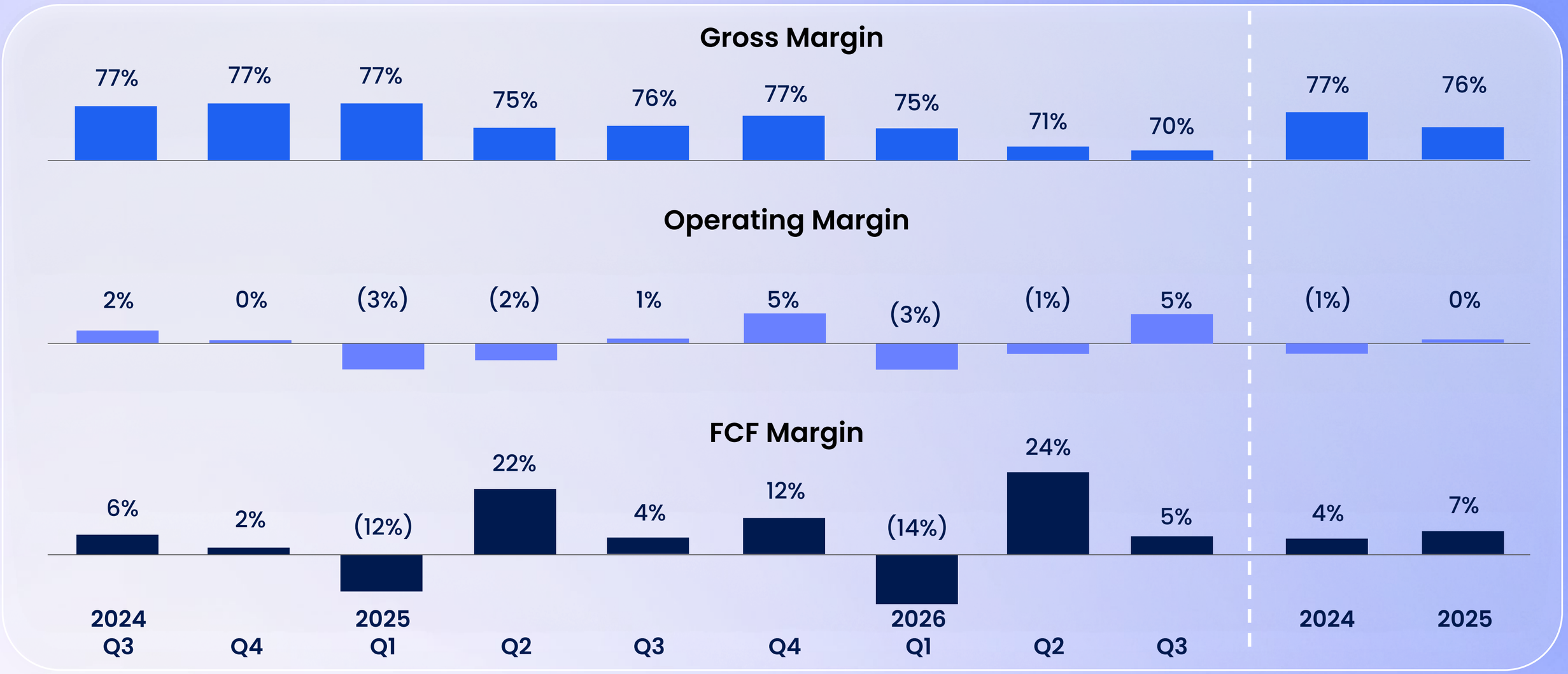


*Numbers are rounded and may not add precisely to the totals provided

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NON-GAAP

Margin Progression



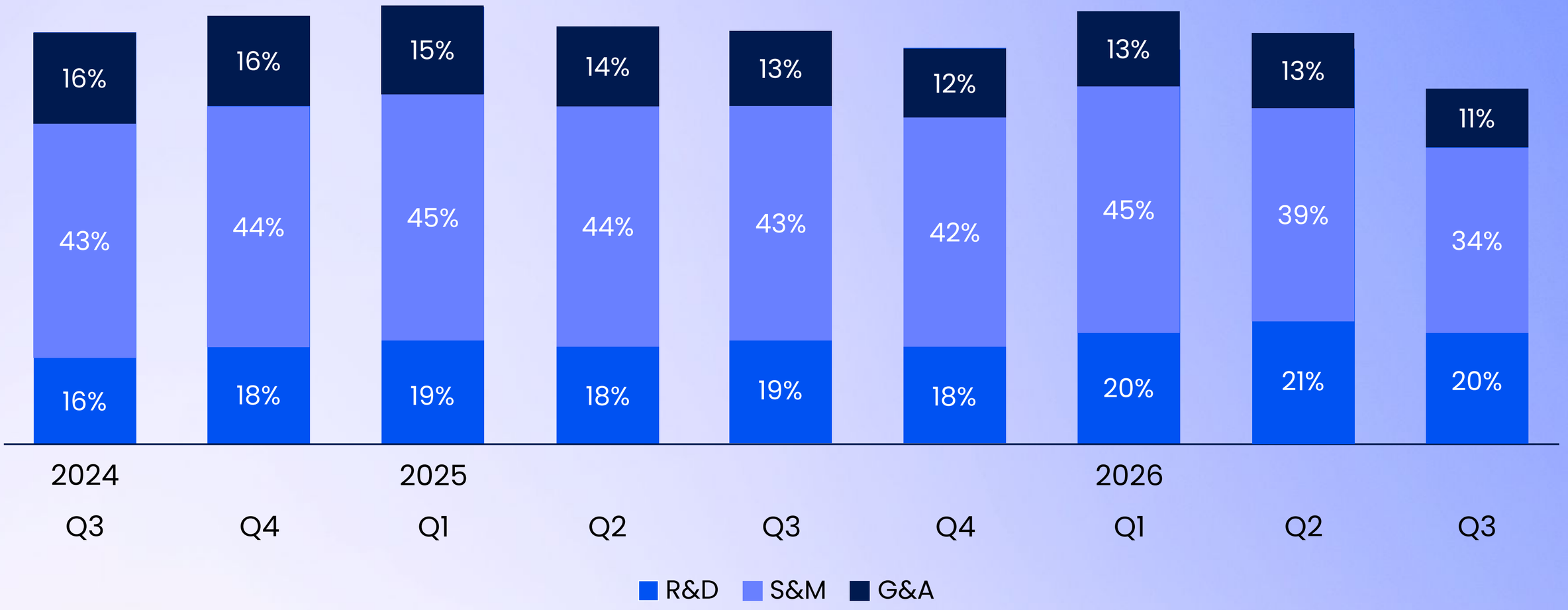
For GAAP to Non-GAAP reconciliation, please refer to the appendix. For definitions, please refer to slide 2.

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NON-GAAP

Expenses as a % of Total Revenue

Margin Progression



For GAAP to Non-GAAP reconciliation, please refer to the appendix. For definitions, please refer to slide 2.

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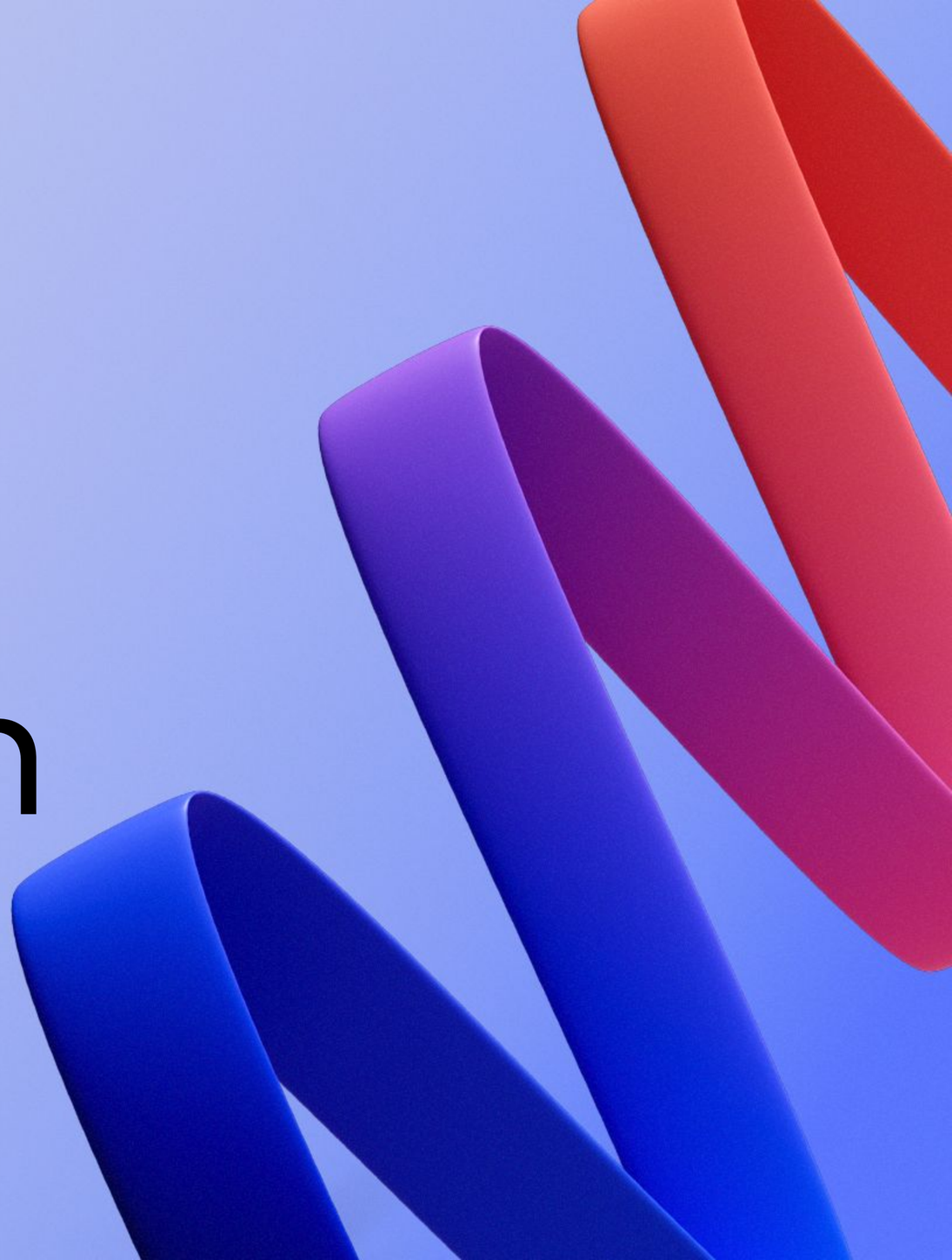
Guidance

	Q4 2026	FY 2026
Revenue	$110.8 - $113.2M	$415.8 - $418.2M
% Growth Y/Y	21% to 24% Y/Y	21% to 22% Y/Y
Non-GAAP Operating Income	$7.0 - $9.0M	$8.9 - $10.9M
Non-GAAP Net Income Per Share	$0.05 - $0.06	$0.07 - $0.09
Weighted Average Shares Outstanding	142.5M diluted shares	139.0M diluted shares

An outlook for GAAP income (loss) from operations, GAAP net income (loss), GAAP net income (loss) per share and a reconciliation of expected non-GAAP income (loss) from operations to GAAP income (loss) from operations, expected non-GAAP net income (loss) to GAAP net income (loss), and expected non-GAAP net income (loss) per share to GAAP net income (loss) per share have 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.

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GAAP to Non-GAAP Reconciliation



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GAAP to Non-GAAP Reconciliation

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

	Q4'24	Q1'25	Q2'25	Q3'25	Q4'25	Q1'26	Q2'26	Q3'26
Reconciliation of gross profit and gross margin								
GAAP gross profit	$ 58,325	$ 59,749	$ 60,458	$ 65,490	$ 68,231	$ 68,283	$ 69,102	$ 74,394
Plus: stock-based compensation expense and related employer payroll taxes	1,891	1,267	1,469	1,405	1,348	1,210	1,541	2,003
Plus: amortization of acquired intangible assets	158	182	187	376	379	457	713	636
Non-GAAP gross profit	$ 60,374	$ 61,198	$ 62,114	$ 67,271	$ 69,958	$ 69,950	$ 71,356	$ 77,033
GAAP gross margin	74.7%	74.7%	72.6%	73.9%	74.6%	73.0%	68.5%	67.2%
Non-GAAP adjustments	2.6%	1.8%	2.0%	2.0%	1.9%	1.8%	2.2%	2.4%
Non-GAAP gross margin	77.3%	76.5%	74.6%	75.9%	76.5%	74.8%	70.7%	69.6%
Reconciliation of operating loss and operating margin								
GAAP loss from operations	$ (35,505)	$ (24,198)	$ (27,094)	$ (25,650)	$ (19,062)	$ (24,140)	$ (35,174)	$ (24,622)
Plus: stock-based compensation expense and related employer payroll taxes	35,473	21,777	25,307	25,744	22,798	20,499	27,378	28,755
Plus: amortization of acquired intangible assets	271	304	312	474	445	518	1,008	1,218
Plus: acquisition-related costs	—	—	—	—	—	—	3,220	—
Plus: restructuring and other related charges	—	—	—	—	—	818	2,116	—
Plus: impairment of capitalized software	—	—	—	—	—	—	—	300
Non-GAAP income (loss) from operations	$ 239	$ (2,117)	$ (1,475)	$ 568	$ 4,181	$ (2,305)	$ (1,452)	$ 5,651
GAAP operating margin	(45.4%)	(30.3%)	(32.5%)	(29.0%)	(20.8%)	(25.8%)	(34.9%)	(22.3%)
Non-GAAP adjustments	45.7%	27.6%	30.8%	29.6%	25.4%	23.4%	33.4%	27.4%
Non-GAAP operating margin	0.3%	(2.6%)	(1.8%)	0.6%	4.6%	(2.5%)	(1.4%)	5.1%
Reconciliation of net income (loss)								
GAAP net income (loss)	$ (32,590)	$ (22,231)	$ (24,668)	$ (23,986)	$ (17,656)	$ (23,274)	$ (34,617)	$ (24,524)
Plus: stock-based compensation expense and related employer payroll taxes	35,473	21,777	25,307	25,744	22,798	20,499	27,378	28,755
Plus: amortization of acquired intangible assets	271	304	312	474	445	518	1,008	1,218
Plus: acquisition-related costs	—	—	—	—	—	—	3,220	—
Plus: restructuring and other related charges	—	—	—	—	—	818	2,116	—
Plus: impairment of capitalized software	—	—	—	—	—	—	—	300
Less: income tax effect of non-GAAP adjustments	(152)	—	—	—	—	—	—	—
Non-GAAP net income (loss)	$ 3,002	$ (150)	$ 951	$ 2,232	$ 5,587	$ (1,439)	$ (895)	$ 5,749
Reconciliation of net income (loss) per share								
GAAP net income (loss) per share, basic	$ (0.26)	$ (0.17)	$ (0.19)	$ (0.18)	$ (0.13)	$ (0.17)	$ (0.27)	$ (0.19)
Non-GAAP adjustments to net income (loss)	0.28	0.17	0.21	0.20	0.17	0.15	0.26	0.24
Non-GAAP net income (loss) per share, basic	$ 0.02	$ (0.00)	$ 0.01	$ 0.02	$ 0.04	$ (0.02)	$ (0.01)	$ 0.05
Non-GAAP net income (loss) per share, diluted	$ 0.02	$ (0.00)	$ 0.01	$ 0.02	$ 0.04	$ (0.02)	$ (0.01)	$ 0.04
Weighted-average shares used in GAAP and non-GAAP per share calculation, basic	127,759	129,696	131,364	132,997	133,794	133,303	129,380	125,988
Weighted-average shares used in GAAP and non-GAAP per share calculation, diluted	135,714	129,696	140,210	143,248	141,471	133,303	129,380	138,397

Note: Certain figures may not sum due to rounding

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GAAP to Non-GAAP Reconciliation

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

	Q4'24	Q1'25	Q2'25	Q3'25	Q4'25	Q1'26	Q2'26	Q3'26
Reconciliation of operating expenses								
GAAP research and development	$ 34,430	$ 23,533	$ 24,094	$ 26,612	$ 23,343	$ 25,321	$ 33,656	$ 33,507
Less: stock-based compensation expense and related employer payroll taxes	(20,479)	(8,079)	(9,031)	(9,409)	(7,277)	(6,724)	(9,580)	(10,922)
Less: amortization of acquired intangible assets	—	—	—	—	—	—	—	(167)
Less: acquisition-related costs	—	—	—	—	—	—	(3,220)	—
Less: impairment of capitalized software	—	—	—	—	—	—	—	(300)
Non-GAAP research and development	$ 13,951	$ 15,454	$ 15,063	$ 17,203	$ 16,066	$ 18,597	$ 20,856	$ 22,118
GAAP research and development as percentage of revenue	44.1%	29.4%	28.9%	30.0%	25.5%	27.1%	33.4%	30.3%
Non-GAAP research and development as percentage of revenue	17.9%	19.3%	18.1%	19.4%	17.6%	19.9%	20.7%	20.0%
GAAP sales and marketing	$ 42,482	$ 44,146	$ 46,955	$ 48,306	$ 48,626	$ 50,103	$ 49,857	$ 48,296
Less: stock-based compensation expense and related employer payroll taxes	(8,394)	(8,158)	(10,018)	(10,247)	(9,769)	(8,445)	(10,588)	(10,493)
Less: amortization of acquired intangible assets	(113)	(122)	(125)	(98)	(66)	(61)	(296)	(414)
Non-GAAP sales and marketing	$ 33,975	$ 35,866	$ 36,812	$ 37,961	$ 38,791	$ 41,597	$ 38,973	$ 37,389
GAAP sales and marketing as percentage of revenue	54.4%	55.2%	56.4%	54.5%	53.2%	53.6%	49.4%	43.6%
Non-GAAP sales and marketing as percentage of revenue	43.5%	44.9%	44.2%	42.9%	42.4%	44.5%	38.6%	33.8%
GAAP general and administrative	$ 16,918	$ 16,268	$ 16,504	$ 16,222	$ 15,324	$ 16,181	$ 18,647	$ 17,213
Less: stock-based compensation expense and related employer payroll taxes	(4,709)	(4,273)	(4,788)	(4,683)	(4,404)	(4,119)	(5,669)	(5,338)
Non-GAAP general and administrative	$ 12,209	$ 11,995	$ 11,716	$ 11,539	$ 10,920	$ 12,062	$ 12,978	$ 11,875
GAAP general and administrative as percentage of revenue	21.7%	20.3%	19.8%	18.3%	16.8%	17.3%	18.5%	15.6%
Non-GAAP general and administrative as percentage of revenue	15.6%	15.0%	14.1%	13.0%	11.9%	12.9%	12.9%	10.7%

Note: Certain figures may not sum due to rounding

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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)

	Q4'24	Q1'25	Q2'25	Q3'25	Q4'25	Q1'26	Q2'26	Q3'26
Net cash provided by (used in) operating activities	$ 3,156	$ (8,022)	$ 20,054	$ 4,957	$ 12,835	$ (11,611)	$ 25,583	$ 7,131
Less:								
Purchases of property and equipment	(746)	(439)	(538)	(459)	(185)	(435)	(1,240)	(505)
Capitalization of internal-use software costs	(883)	(765)	(1,348)	(1,146)	(1,466)	(1,134)	(604)	(808)
Free cash flow	$ 1,527	$ (9,226)	$ 18,168	$ 3,352	$ 11,184	$ (13,180)	$ 23,739	$ 5,818
Net cash provided by (used in) operating activities margin	4.0%	(10.0%)	24.1%	5.6%	14.0%	(12.4%)	25.4%	6.4%
Non-GAAP adjustments	(2.1%)	(1.5%)	(2.3%)	(1.8%)	(1.8%)	(1.7%)	(1.8%)	(1.2%)
Free cash flow margin	2.0%	(11.5%)	21.8%	3.8%	12.2%	(14.1%)	23.6%	5.2%

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