



Q3 Financial Results Call

2:00 pm PST
November 9, 2021

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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 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



\$45.5M

Revenue increased by
72% Y/Y



1,417

Customers increased by
54% Y/Y



121%

Dollar-based net retention
rate (across paying customers)

Great Products are Built with Amplitude

Understand customer behavior in a new way



Instacart informs product strategy to help make online shopping effortless.

Predict which actions lead to business outcomes

Walmart

Walmart predicts when product growth spikes will happen and how key events play into long-term retention to plan retention strategy and timing.

Measure and optimize the value of your business



Intuit analyzes upticks and drop-offs in product usage and customer retention in minutes.

Adapt each experience to maximize impact



BEES, an e-commerce and SaaS company created by Anheuser-Busch Inbev, prompts customers with recommended orders based on purchase history and market insight.



Amplitude Powers Product Led Growth



Sales



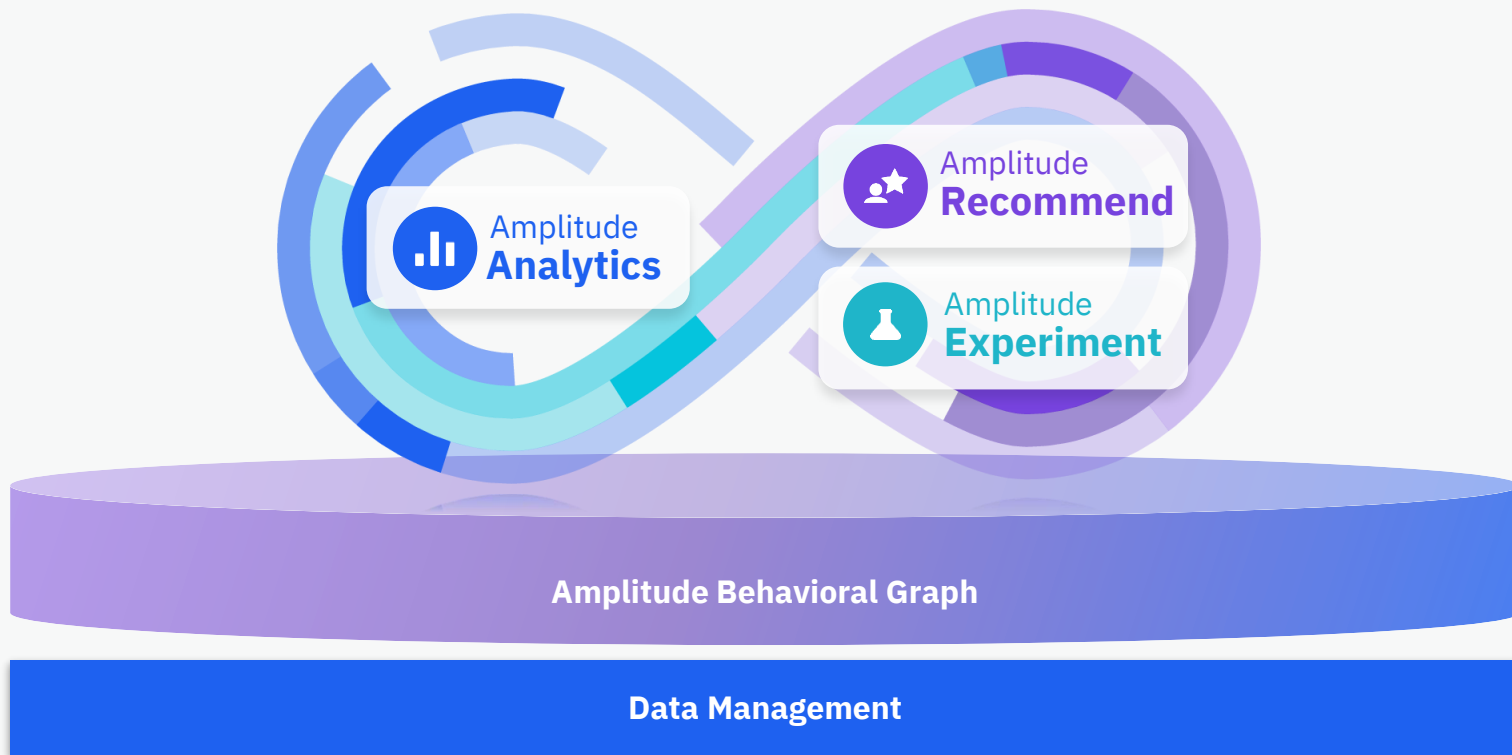
Marketing



Product



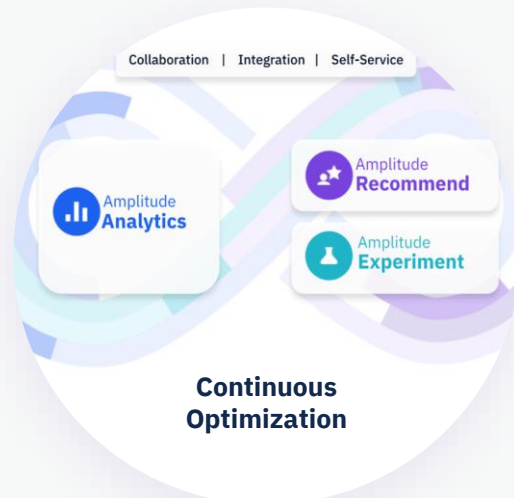
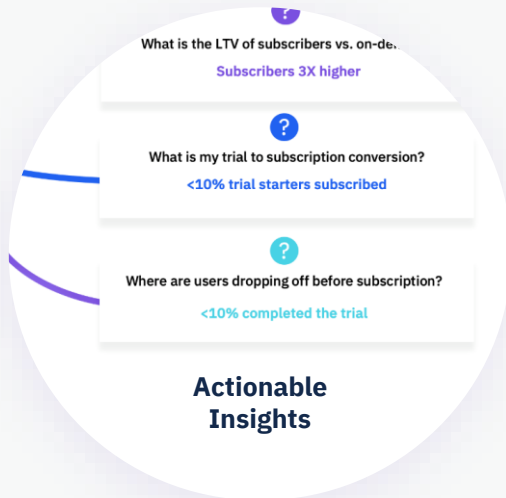
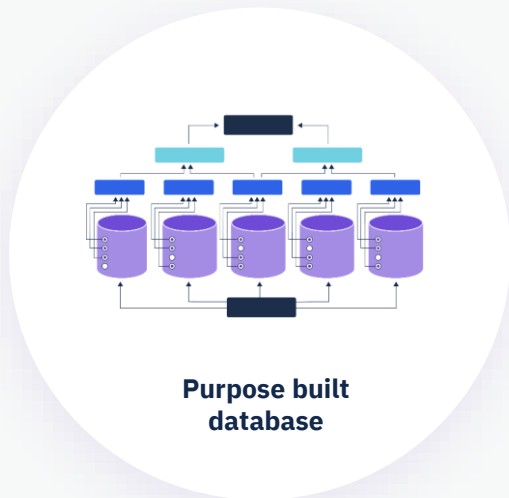
Digital Optimization System



DIGITAL CHANNELS | DIGITAL PRODUCTS | DIGITAL DATA WAREHOUSES



Amplitude Digital Optimization System Powers Building Better Products



#1 Ranked Product Analytics Solution for the 5th Time (G2.com)

New Snowflake Partnership + Product Integration



+



Q3 2021 Notable Customer Wins

New Win,
Adobe Replacement

GLOBAL 100
automobile
company

New Win, EMEA

Glovo!

TripActions®

OfferUp



Q3 2021 Customer Highlights

Expansion +
Recommend



Expansion +
Experiment

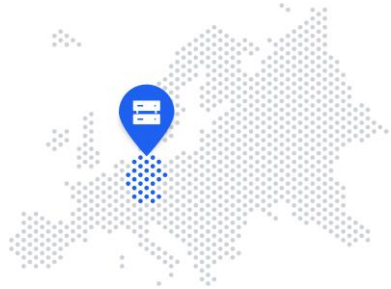


Volume-based
Upsell



Q3 Amplitude News

**Amplitude Launches New
Data Centre in Germany to
Support Customer Growth in EU**



**Inaugural Product
Report Launch**





Hoang Vuong

CFO

 **Amplitude**

Strong Revenue and Customer Metrics

	Q3 2021 Result
Revenue	\$45.5M +72% Y/Y
Total Paying Customers	1,417 +54% Y/Y
Dollar-Based Net Retention Rate (NRR)	121%



Q3 2021 Revenue Geographic Mix

US Revenue

\$29.6M

+75% Y/Y

65% of Total Revenue

International
Revenue

\$15.9M

+68% Y/Y

35% of Total Revenue



Q3 2021 Remaining Performance Obligations (RPO)



Non-GAAP Financial Results*

	Q3 2021 Result
Gross Margin	71.3%
Operating Margin	(5%)
Net Loss Per Share	\$(0.05) 39.3 million shares
Free Cash Flow Margin	(35%)
Cash and Cash Equivalents <small>(GAAP)</small>	\$317.8M

* 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 (As of November 9, 2021)

	Q4 2021	FY 2021
Revenue	\$46 - \$47M +53% to +56% Y/Y	\$163.8 - \$164.8M +60% to 61% Y/Y
Non-GAAP Loss from Operations	\$(9.2M) - \$(8.2M)	\$(18.5) - \$(17.5M)
Non-GAAP Net Loss Per Share	\$(0.08) - \$(0.07)	\$(0.37) - \$(0.35)
Weighted Average Shares Outstanding	108.5M shares	51.5M shares

¹ A reconciliation to GAAP loss from operations 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 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.



Sellside Analyst Q&A



GAAP-to-Non-GAAP Reconciliation

GAAP to Non-GAAP Reconciliation

	Three Months Ended September 30,	
	2021	2020
Reconciliation of gross profit and gross margin		
GAAP gross profit	\$ 31,491	\$ 18,601
Plus: stock-based compensation expense and related employer payroll taxes	426	167
Plus: amortization of acquired intangible assets	500	—
Non-GAAP gross profit	\$ 32,417	\$ 18,768
GAAP gross margin	69.3%	70.5%
Non-GAAP adjustments	2.0%	0.6%
Non-GAAP gross margin	71.3%	71.2%
Reconciliation of operating loss and operating margin		
GAAP loss from operations	\$ (36,768)	\$ (2,385)
Plus: stock-based compensation expense and related employer payroll taxes	17,931	1,463
Plus: amortization of acquired intangible assets	500	227
Plus: direct listing expenses	16,052	—
Non-GAAP loss from operations	\$ (2,285)	\$ (695)
GAAP operating margin	(80.8%)	(9.0%)
Non-GAAP adjustments	75.8%	6.4%
Non-GAAP operating margin	(5.0%)	(2.6%)
Reconciliation of net loss		
GAAP net loss	\$ (36,559)	\$ (2,574)
Plus: stock-based compensation expense and related employer payroll taxes	17,931	1,463
Plus: amortization of acquired intangible assets	500	227
Plus: direct listing expenses	16,052	—
Non-GAAP net loss	\$ (2,076)	\$ (884)
Reconciliation of net loss per share		
GAAP net loss per share, basic and diluted	\$ (0.93)	\$ (0.10)
Non-GAAP adjustments to net loss	0.88	0.07
Non-GAAP net loss per share, basic and diluted	\$ (0.05)	\$ (0.03)
Weighted-average shares used in GAAP and non-GAAP per share calculation, basic and diluted	39,301	25,147
Note: Certain figures may not sum due to rounding		



GAAP to Non-GAAP Reconciliation

	Three Months Ended September 30,	
	2021	2020
Reconciliation of operating expenses		
GAAP research and development	\$ 18,493	\$ 5,586
Less: stock-based compensation expense and related employer payroll taxes	(9,894)	(522)
Less: amortization of acquired intangible assets	—	(227)
Non-GAAP research and development	<u>\$ 8,599</u>	<u>\$ 4,837</u>
GAAP research and development as percentage of revenue	40.7%	21.2%
Non-GAAP research and development as percentage of revenue	18.9%	18.3%
GAAP sales and marketing	\$ 22,199	\$ 11,482
Less: stock-based compensation expense and related employer payroll taxes	(2,835)	(509)
Less: direct listing expenses	—	—
Non-GAAP sales and marketing	<u>\$ 19,364</u>	<u>\$ 10,973</u>
GAAP sales and marketing as percentage of revenue	48.8%	43.5%
Non-GAAP sales and marketing as percentage of revenue	42.6%	41.6%
GAAP general and administrative	\$ 27,567	\$ 3,918
Less: stock-based compensation expense and related employer payroll taxes	(4,776)	(265)
Less: direct listing expenses	(16,052)	—
Non-GAAP general and administrative	<u>\$ 6,739</u>	<u>\$ 3,653</u>
GAAP general and administrative as percentage of revenue	60.6%	14.9%
Non-GAAP general and administrative as percentage of revenue	14.8%	13.9%
Note: Certain figures may not sum due to rounding		

GAAP Cash Flows from Operations to Free Cash Flow

	Three Months Ended September 30,	
	2021	2020
Net cash provided by (used in) operating activities	\$ (15,086)	\$ 2,541
Less:		
Purchases of property and equipment	(302)	(216)
Capitalization of internal-use software costs	(394)	(457)
Free cash flow	\$ (15,782)	\$ 1,868
Net cash provided by (used in) operating activities margin	(33.2%)	9.6%
Non-GAAP adjustments	(1.5%)	(2.6%)
Free cash flow margin	(34.7%)	7.1%

Note: Certain figures may not sum due to rounding

