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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 Research and Development expense, non-GAAP Sales and Marketing expense, non-GAAP General and Administrative expense, non-GAAP Operating Margin, and non-GAAP Loss from Operations. 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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Our mission is to help companies build better products

Amplitude is a Digital Analytics Platform that provides self serve visibility into the entire customer journey
Key Business Metrics

$238M
FY 2022 Revenue

42%
FY22 YoY Revenue Growth

(5%)
FY22 Free Cash Flow Margin

119%
Dollar-Based Net Retention across Paying Customers

480
Customers
>$100K ARR

30
Customers
>$1M ARR

1,994
Customers

1 As reported February 15, 2022.
2 Please refer to Pg. 28 for the definition of Free Cash Flow and Appendix for Non-GAAP to GAAP reconciliations.
3 As of December 31, 2022. Please refer to Pg. 22 for the definition of Dollar-Based Net Retention.
4 As of December 31, 2022. Please refer to Pg. 21 for the definition of Annual Recurring Revenue (ARR).
5 As of December 31, 2022.
Great Products are Built with Amplitude

**Understand** customer behavior in a new way

Zillow understands the features customers use in their app and website that eventually lead them to buy a home

**Measure** and optimize the value of your business

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

**Predict** which actions lead to business outcomes

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

**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
Digital Needs a Data Driven Approach

Physical

Digital

Digital as Marketing

Marketing is the growth driver
Static experience
Web-centric

Digital as Product

Product is the growth driver
Dynamic experience
App-centric and cross platform
Companies Need Insight into Customer Behavior

~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?
What is my trial to subscription conversion?
How do I Improve start trial to complete trial rate?
Where are users dropping off before subscription?

\(^1\) Based on Top 100 Amplitude customers by event volume. Represents the average distinct events measured within each digital product among Top 100 Amplitude customers.
Existing Solutions Can’t Enable Data-Driven Products

### Business Intelligence

**Purpose:** Reporting on transactional and object data

**Limitations:** Analyzing user behavior requires technical teams to build complex SQL queries

### Web & Marketing Analytics

**Purpose:** Use web and demographic data to analyze traffic and web spend

**Limitations:** Supports counts and simple funnels out of the box - anything else requires complex configurations

### Sentiment / Survey Solutions

**Purpose:** Uncover and understand customer sentiment to improve customer experience

**Limitations:** Customer behavior is a stronger predictor of future behavior than what they say
Amplitude is Purpose-Built for Complexity and Scale

- **Complex distributed joins**
  Perform complex joins across users, events, and attributes in seconds.

- **In-house columnar store**
  Leverage a high-performance query engine designed specifically for advanced behavioral analytics.

- **Automated ML models**
  Predict behaviors and power real-time, adaptive insights with a behavioral-driven approach.

---

>1 Trillion
Events Processed Every Month \(^1\)

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\(^1\) As December 31, 2022
What generates more revenue — subscription or on-demand purchase and ads?  
On-demand purchase

What is the LTV of subscribers vs. on-demand?  
Subscribers 3X higher

What is my trial to subscription conversion?  
<10% trial starters subscribed

Where are users dropping off before subscription?  
<10% completed the trial

How do I improve start trial to complete trial rate?  
Searching for and finding the right class
Amplitude Unlocks the Power of Your Products

Guiding Customers to

- Trusted Data
- Faster Action
- Clearer Insights

Power to your products™
Amplitude’s Digital Analytics Platform – Trusted Data

Data
Unified ingestion, management & exporting
Warehouse Connectors • Identity Resolution • Governance • Observability

- **Flexible, Agnostic Implementation**
  Connect data from the warehouse, SDKs and APIs, and CDPs

- **Comprehensive Governance**
  Solve data issues retroactively and prevent new problems

- **Data Observability**
  See how data is being used, optimize collection and storage
Amplitude’s Digital Analytics Platform – Clearer Insights

Analytics Platform
Self-serve customer journey analysis

Product Analytics • Marketing Analytics • Experience Analytics • AI-Driven Alerts

Auto-track (Point Solutions)  Amplitude  DIY (Inhouse, BI tools)

- Setup
- Total Cost
- Query Speed
- Data Trust
- Flexibility
- Value of Insights
- Self Serve

● **Built-in Collaboration**
  Shared reports and automated alerts unite teams around data and highlight what matters

● **Out-of-the-Box Insights**
  Non-technical teams equipped with immediate analyses from Starter Templates to Anomaly Detection

● **Self-Serve Exploration**
  Flexible report controls and a lightning-fast query engine let everyone access insights
Amplitude’s Digital Analytics Platform – Faster Action

- **Integrated Experimentation**
  Test, learn, rollout, repeat. Run experiments and implement features using the same data for Analytics

- **Complete loop**
  No data drift, no duplicative costs

- **Open Platform**
  Push merged customer data, audience lists, or predictive models to anywhere in the stack

- **Complete Journey**
  Stitch every customer touchpoint together in a single timeline, to understand everything from campaigns to lifetime value
Amplitude’s Digital Analytics Platform

Faster Action   Experimentation

Clearer Insights   Analytics Platform
Self-serve customer journey analysis
Product Analytics • Marketing Analytics • Experience Analytics • AI-Driven Alerts

Trusted Data   Data
Unified ingestion, management & exporting
Warehouse Connectors • Identity Resolution • Governance • Observability
Amplitude’s History of Innovation

Innovation in our DNA:
✓ Fast, customer-driven iteration
✓ First-to-market capabilities
✓ Integrated suite
Cross-Functional Adoption Driving Customer Spend

**Leading Consumer Platform**
- $20k ARR
- 8 Years
- $6M ARR
- <80 MAUs
- >700 MAUs

**Leading Consumer Discretionary**
- $140k ARR
- 4 Years
- $1.5M ARR
- <30 MAUs
- >200 MAUs

**Leading Enterprise SaaS**
- $30k ARR
- 8 Years
- $3.5M ARR
- <35 MAUs
- >1200 MAUs

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1 Beginning Monthly Active Users (MAU) figure represents the highest number of MAUs for the month ended January 31, 2017. Beginning ARR as of March 31, 2015.

2 Beginning MAU figure represents the highest number of MAUs for the month ended September 30, 2018. Beginning ARR as of September 30, 2018.

3 Beginning Monthly Active Users (MAU) figure represents the highest number of MAUs for the month ended January 31, 2017. Beginning ARR as of September 30, 2015.

Note: Ending MAU figure represents the highest number of MAUs for the month ended October 31, 2022. Ending ARR is measured as of Dec 31, 2022. Please refer to Pg. 22 for the definition of ARR.
Financial Overview
Our Business Model

95% of revenue is recurring

Pricing based on platform functionality and committed volumes

Primarily annual contracts, majority billed annually

Go-to-Market Strategy

Enterprise

(1500+ employees)

Outbound

4 - 6 Months

~4 Months

Commercial

(100-1500 employees)

Inbound

1 - 2 Months

~3 Months

1 For the year ended December 31, 2022.
Strong and Consistent Revenue Growth

Quarterly Revenue and YoY Growth

2022 Q4 Revenue: $65.3M
2022 Q4 y/y Growth: 32%
Growing Customer Base

Paying Customers

<table>
<thead>
<tr>
<th>Year</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>739</td>
<td>1039</td>
<td>1597</td>
<td>1994</td>
</tr>
</tbody>
</table>

Customers with >$100K in ARR

<table>
<thead>
<tr>
<th>Year</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>208</td>
<td>262</td>
<td>385</td>
<td>480</td>
</tr>
</tbody>
</table>

Customers with >$1M in ARR

<table>
<thead>
<tr>
<th>Year</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11</td>
<td>15</td>
<td>29</td>
<td>30</td>
</tr>
</tbody>
</table>

Note: We define ARR as the annual recurring revenue of subscription agreements at a point in time based on the terms of customers’ contracts. Figures are as of December 31st of each relevant fiscal year.
Strong Net Dollar Retention

Dollar-Based Net Retention Rate

Q4 2019: 116%
Q4 2020: 119%
Q4 2021: 123%
Q4 2022: 119%

Note: We calculate 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”). We then calculate 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. We then divide the total Current Period ARR by the total Prior Period ARR to arrive at the point-in-time dollar-based net retention rate. We then calculate the weighted average of the trailing 12-month point-in-time dollar-based net retention rates, to arrive at the dollar-based net retention rate. Figures are as of December 31st of each relevant fiscal year.
Focused Investing for Sustainable Growth

Non-GAAP Gross Margins

- FY19: 68%
- FY20: 71%
- FY21: 71%
- FY22: 74%

Non-GAAP Operating Margins

- FY19: (39%)
- FY20: (5%)
- FY21: (9%)
- FY22: (11%)

Free Cash Flow and Free Cash Flow Margin

- FY19: ($17M)
- FY20: ($13M)
- FY21: (21%)
- FY22: ($35M)

Free Cash Flow Margin

- FY19: (5%)
- FY20: (12%)
- FY21: (11%)
- FY22: (11%)

Note: We define free cash flow as net cash used in operating activities, less cash used for purchases of property and equipment and capitalized internal-use software costs, plus non-recurring expenditures such as direct listing expenses. Please refer to Appendix for Non-GAAP to GAAP reconciliations.
## Long-Term Target Model

<table>
<thead>
<tr>
<th>Percentage of Revenue (Non-GAAP)</th>
<th>FY2020</th>
<th>FY2021</th>
<th>FY2022</th>
<th>Long-Term Target(^{(1)})</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Margin</td>
<td>71%</td>
<td>71%</td>
<td>74%</td>
<td>75%+</td>
</tr>
<tr>
<td>Research &amp; Development % of revenue</td>
<td>19%</td>
<td>19%</td>
<td>22%</td>
<td>16 - 18%</td>
</tr>
<tr>
<td>Sales &amp; Marketing % of revenue</td>
<td>44%</td>
<td>46%</td>
<td>47%</td>
<td>27% - 29%</td>
</tr>
<tr>
<td>General &amp; Administrative % of revenue</td>
<td>14%</td>
<td>15%</td>
<td>16%</td>
<td>9 - 11%</td>
</tr>
<tr>
<td>Operating Margin</td>
<td>(6%)</td>
<td>(9%)</td>
<td>(11%)</td>
<td>20%+</td>
</tr>
<tr>
<td>Free Cash Flow Margin</td>
<td>(12%)</td>
<td>(21%)</td>
<td>(5%)</td>
<td>25%+</td>
</tr>
</tbody>
</table>

\(^{(1)}\) The long-term targets on this slide reflect company’s long term goals and are not projections or estimates of future results.
Multiple Vectors for Growth

**Acquire New Customers**
- Largest global companies
- Maintain leadership among digital-first companies
- Penetrate into new and emerging industries

**Expand Across Existing Customer Base**
- Promote upsell into additional events, teams, and use cases
- Cross-sell additional products

**Extend Product Leadership**
- Enhance platform functionality and capabilities
- Expand into additional-high-value use cases

**Expand Global Reach and Partnerships**
- International expansion
- Solution partners
- Deepen ecosystem / integrations
Thank you
## GAAP to Non-GAAP Reconciliation

<table>
<thead>
<tr>
<th></th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
<th>FY 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>($ in thousands, Fiscal Year Ended December 31)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>GAAP Revenue</strong></td>
<td>$68,442</td>
<td>$102,464</td>
<td>$167,261</td>
<td>$238,067</td>
</tr>
<tr>
<td><strong>GAAP Gross Profit</strong></td>
<td>$46,337</td>
<td>$71,981</td>
<td>$115,497</td>
<td>$167,625</td>
</tr>
<tr>
<td>GAAP Gross Margin(^1)</td>
<td>67.7%</td>
<td>70.3%</td>
<td>69.1%</td>
<td>70.4%</td>
</tr>
<tr>
<td>Add: Stock-based compensation expense(^2)</td>
<td>358</td>
<td>590</td>
<td>1,952</td>
<td>6,468</td>
</tr>
<tr>
<td>Add: Acquired intangible assets amortization</td>
<td>-</td>
<td>227</td>
<td>1,651</td>
<td>2,017</td>
</tr>
<tr>
<td><strong>Non-GAAP Gross Margin(^1)</strong></td>
<td>68.2%</td>
<td>71.0%</td>
<td>71.2%</td>
<td>74.0%</td>
</tr>
<tr>
<td><strong>GAAP Research &amp; Development Expense</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP Research &amp; Development Margin(^1)</td>
<td>27.8%</td>
<td>25.5%</td>
<td>28.8%</td>
<td>33.9%</td>
</tr>
<tr>
<td>Less: Stock-based compensation expense(^2)</td>
<td>(1,420)</td>
<td>(5,609)</td>
<td>(16,469)</td>
<td>(28,476)</td>
</tr>
<tr>
<td>Less: Amortization of acquired intangible assets</td>
<td>-</td>
<td>(518)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Non-GAAP Research &amp; Development Margin(^1)</strong></td>
<td>25.7%</td>
<td>19.5%</td>
<td>19.0%</td>
<td>21.9%</td>
</tr>
<tr>
<td><strong>GAAP Sales &amp; Marketing Expense</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP Sales &amp; Marketing Margin(^1)</td>
<td>68.9%</td>
<td>50.6%</td>
<td>51.4%</td>
<td>54.6%</td>
</tr>
<tr>
<td>Less: Stock-based compensation expense(^2)</td>
<td>(4,429)</td>
<td>(6,548)</td>
<td>(9,693)</td>
<td>(17,386)</td>
</tr>
<tr>
<td>Less: Direct listing expense</td>
<td>-</td>
<td>-</td>
<td>(13)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Non-GAAP Sales &amp; Marketing Margin(^1)</strong></td>
<td>62.3%</td>
<td>44.2%</td>
<td>45.6%</td>
<td>47.3%</td>
</tr>
<tr>
<td><strong>GAAP General &amp; Administrative Expense</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAAP General &amp; Administrative Margin(^1)</td>
<td>21.3%</td>
<td>17.6%</td>
<td>33.1%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Less: Stock-based compensation expense(^2)</td>
<td>(1,169)</td>
<td>(3,901)</td>
<td>(11,553)</td>
<td>(15,967)</td>
</tr>
<tr>
<td>Less: Direct listing expense</td>
<td>-</td>
<td>-</td>
<td>(18,178)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Non-GAAP General &amp; Administrative Margin(^1)</strong></td>
<td>19.6%</td>
<td>13.8%</td>
<td>15.3%</td>
<td>15.8%</td>
</tr>
</tbody>
</table>

\(^1\) Margin represents percentage of GAAP revenue

\(^2\) Stock-based compensation expense-related charges include employer payroll tax-related expenses on employee stock transactions.
GAAP to Non-GAAP Reconciliation (Continued)

<table>
<thead>
<tr>
<th></th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
<th>FY 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GAAP Revenue</strong></td>
<td>$68,442</td>
<td>$102,464</td>
<td>$167,261</td>
<td>$238,067</td>
</tr>
<tr>
<td><strong>GAAP Loss from Operations</strong></td>
<td>$(34,331)</td>
<td>$(24,003)</td>
<td>$(74,149)</td>
<td>$(96,562)</td>
</tr>
<tr>
<td>GAAP Operating Margin¹</td>
<td>(50.2%)</td>
<td>(23.4%)</td>
<td>(44.3%)</td>
<td>(40.6%)</td>
</tr>
<tr>
<td>Add: Stock-based compensation expense²</td>
<td>7,376</td>
<td>16,648</td>
<td>39,667</td>
<td>68,297</td>
</tr>
<tr>
<td>Add: Acquired intangible assets amortization</td>
<td>-</td>
<td>745</td>
<td>1,651</td>
<td>2,017</td>
</tr>
<tr>
<td>Add: Direct listing expenses</td>
<td>-</td>
<td>-</td>
<td>18,191</td>
<td>-</td>
</tr>
<tr>
<td><strong>Non-GAAP Loss from Operations</strong></td>
<td>$(26,995)</td>
<td>$(6,610)</td>
<td>$(14,640)</td>
<td>$(26,248)</td>
</tr>
<tr>
<td>Non-GAAP Loss from Operations Margin¹</td>
<td>(39.4%)</td>
<td>(6.5%)</td>
<td>(8.8%)</td>
<td>(11.0%)</td>
</tr>
<tr>
<td><strong>Free Cash Flow</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Cash used in operating activities</td>
<td>$(16,036)</td>
<td>$(10,392)</td>
<td>$(31,713)</td>
<td>$(5,384)</td>
</tr>
<tr>
<td>Less: Purchase of property and equipment</td>
<td>(648)</td>
<td>(984)</td>
<td>(1,529)</td>
<td>(3,632)</td>
</tr>
<tr>
<td>Less: Capitalization of internal-use software costs</td>
<td>-</td>
<td>(1,224)</td>
<td>(1,693)</td>
<td>(2,177)</td>
</tr>
<tr>
<td><strong>Free Cash Flow</strong></td>
<td>$(16,684)</td>
<td>$(12,600)</td>
<td>$(34,935)</td>
<td>$(11,193)</td>
</tr>
<tr>
<td>Free Cash Flow Margin¹</td>
<td>(24.4%)</td>
<td>(12.3%)</td>
<td>(20.9%)</td>
<td>(4.7%)</td>
</tr>
</tbody>
</table>

¹ Margin represents percentage of GAAP revenue
² Stock-based compensation expense-related charges include employer payroll tax-related expenses on employee stock transactions.