



Digital Analytics Platform

February 2024

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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 financial measures, which is available in the appendix to this presentation.

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OUR MISSION

Help companies build better digital products and experiences

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

Key Business Metrics



\$276.3M

FY 2023 Revenue¹



16%

FY23 YoY Revenue Growth



8%

FY23 Free Cash Flow Margin²



101%

TTM Dollar-Based Net
Retention across Paying
Customers³



511

Customers
>\$100K ARR⁴

39

Customers
>\$1M ARR⁴



2,723

Customers⁵

¹ As reported February 20, 2023.

² Please refer to Pg. 30 for the definition of Free Cash Flow and Appendix for Non-GAAP to GAAP reconciliations.

³ As of December 31, 2023. Please refer to Pg. 24 for the definition of Dollar-Based Net Retention.

⁴ As of December 31, 2023. Please refer to Pg. 23 for the definition of Annual Recurring Revenue (ARR).

⁵ As of December 31, 2023.

Amplitude Helps Drive Tangible Business Impact



Streamlined checkout flow
increased purchase conversion
by 27%



Enhanced delivery experience
led to 23% increase in 3rd
party ordering



Optimized first steps &
increased revenue by 20%



Personalized design for
customers



Tailored app homepage to
user history



Free trial experience drove
22X improvement for add-on
conversions

Getting customer insights is more difficult & more critical than ever.



Market dynamics are changing at a fast pace (privacy, consent, cookie depreciation)



Tools and channels are getting fragmented across a growing set of data sources



69% of customers want companies to improve their experience*

Businesses can thrive by enabling better digital experiences, but most...



Cannot get a clear picture of customers across the full journey



Cannot turn insights into actions to meet customers in the moment

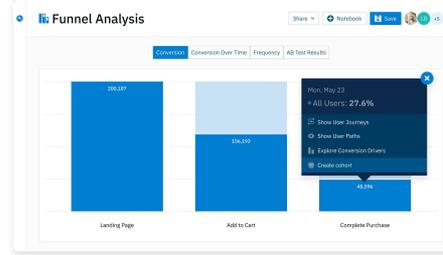


Cannot make data & insights accessible to teams who need it

Digital Needs a Data Driven Approach



Physical



Digital



Digital as Marketing

Marketing is the growth driver

Static experience

Web-centric



Digital as Product

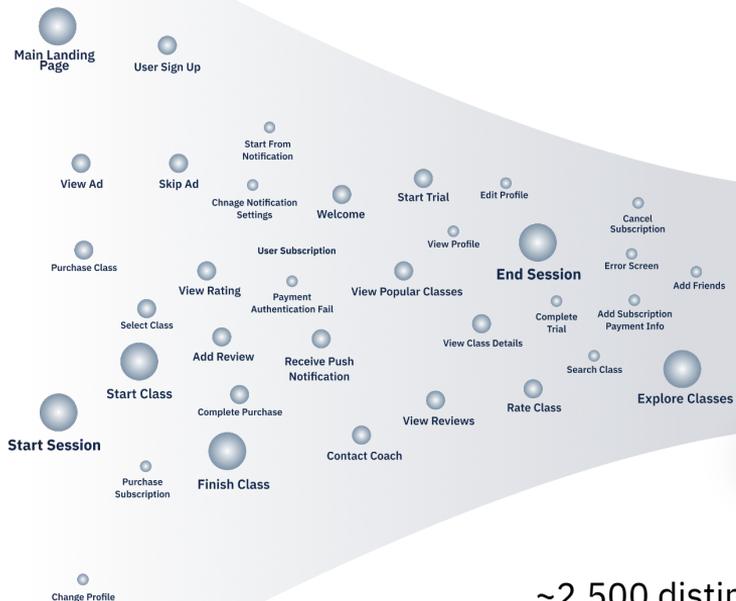
Product is the growth driver

Dynamic experience

App-centric and cross platform



Companies Need Insight into Customer Behavior



~2,500 distinct events per product¹
Unique journey for each user



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



How do I improve start
trial to complete trial rate?



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



Where are users dropping
off before subscription?

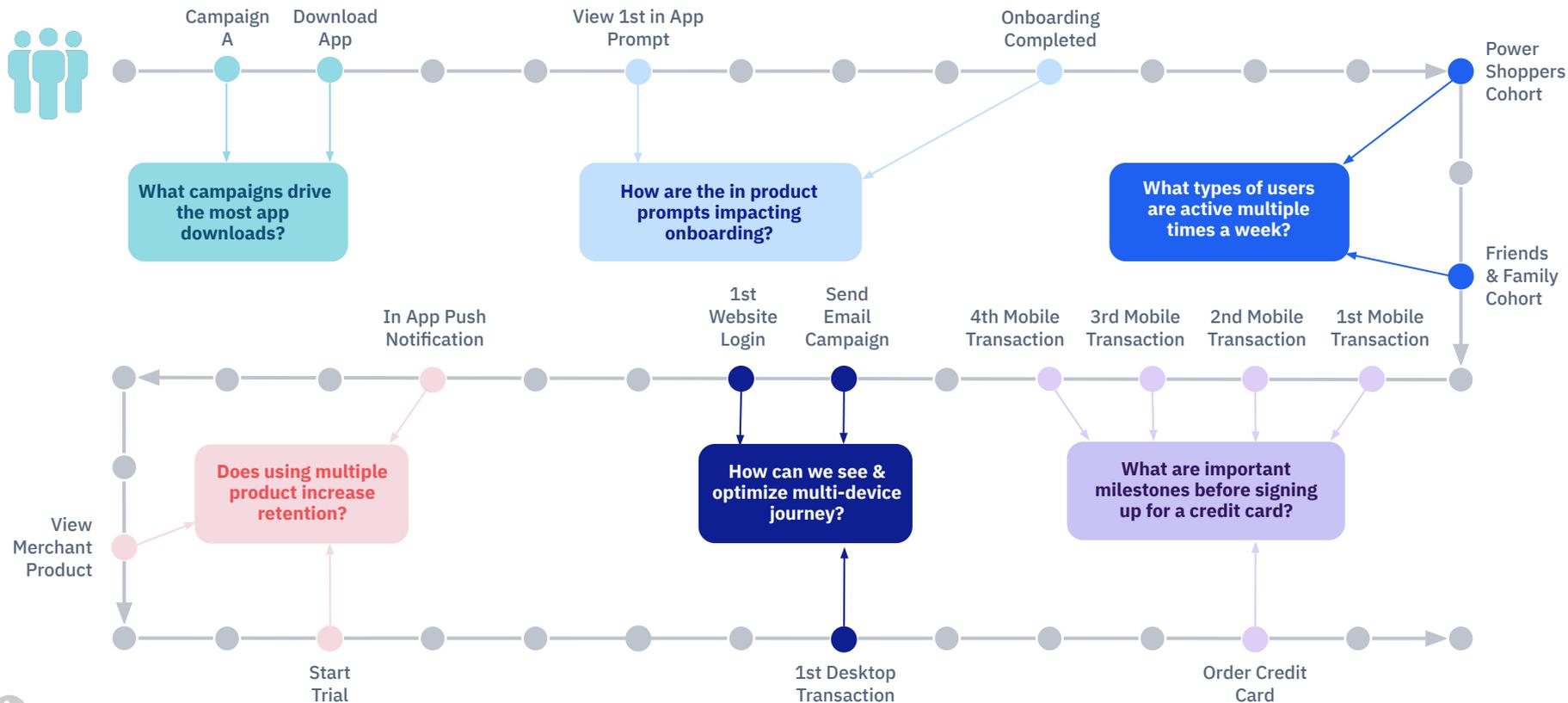


What is my trial to
subscription conversion?



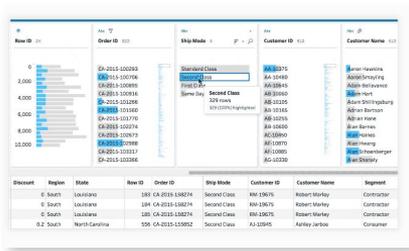
¹ Based on Top 100 Amplitude customers by event volume. Represents the average distinct events measured within each digital product among Top 100 Amplitude customers.

Modern Digital Experiences are Complex



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

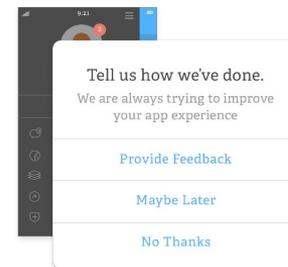
Web & Marketing Analytics



Use web and demographic data to analyze traffic and web spend

Supports counts and simple funnels out of the box—anything else requires complex configurations

Sentiment / Survey Solutions

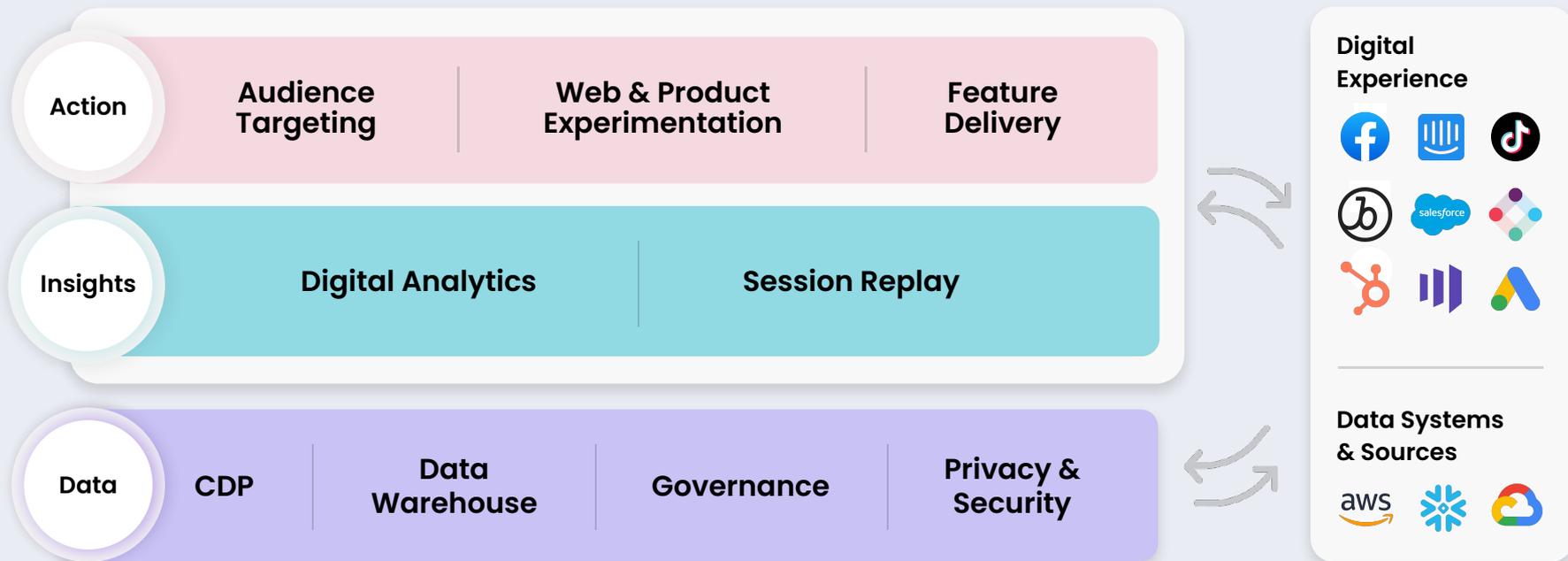


Uncover and understand customer sentiment to improve customer experience

Customer behavior is a stronger predictor of future behavior than what they say

Amplitude

Digital Analytics Platform



Self-service Insights in One Place



INSIGHT TO ACTION IN MINUTES



Customer Behavior across the Full Customer Journey

User Profile



User ID
071683

Carrier
T-Mobile

Total Sessions
44

Device Type
Mobile

Country
USA

Usage Time
3 hours

Purchase
456

Total Spent
\$17.25

Event Stream

- 11:38:00 am ● Become Loyal Customer
- 11:34:25 am ● Click on Banner
- 11:31:03 am ● Amazon Banner
- 11:12:32 am ● View Promo
- 11:08:01 am ● Main Landing Screen
- 11:08:01 am ● Start Session



Acquisition

If they make **3 online purchases in the first 3 days**, they will become a regular customer.



Monetization

If they actively use **use at least 2 of your products**, they will likely buy a 90 day warranty

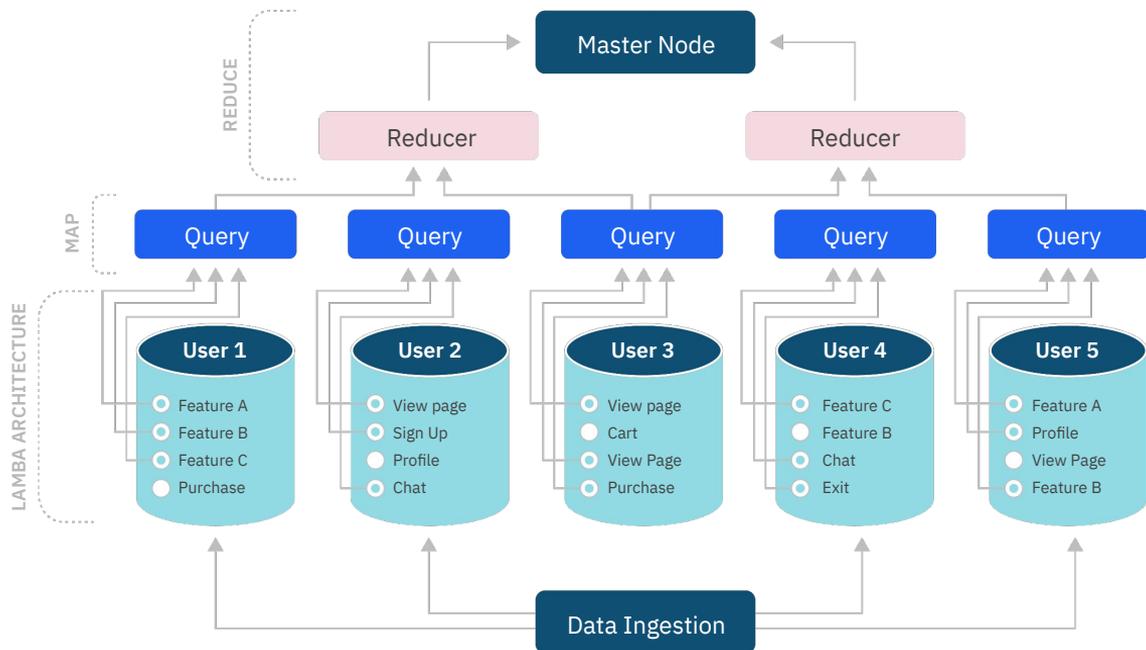


Retention

Which **new features** to build to make them stay.



Amplitude is Purpose-Built for Complexity and Scale



>1 Trillion

Events Processed Every Month ¹

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

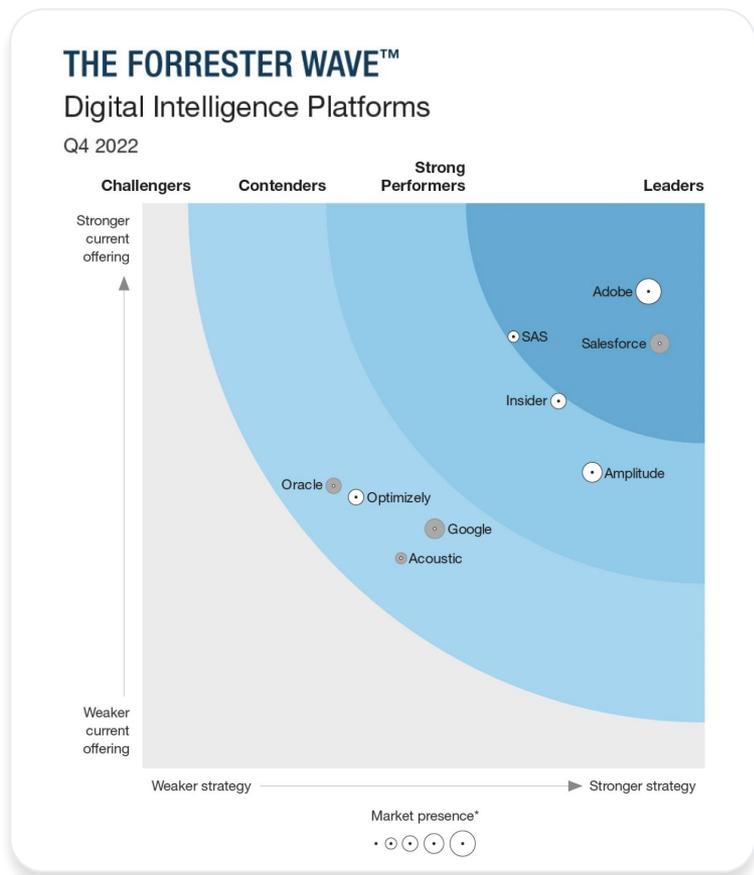
Predict behaviors and power real-time, adaptive insights with a behavioral-driven approach.



Amplitude Unlocks the Power of Your Products



Industry Recognition



We are named a **Strong Performer** in **The Forrester Wave™: Digital Intelligence Platforms, Q4 2022**

Ranked highest for:

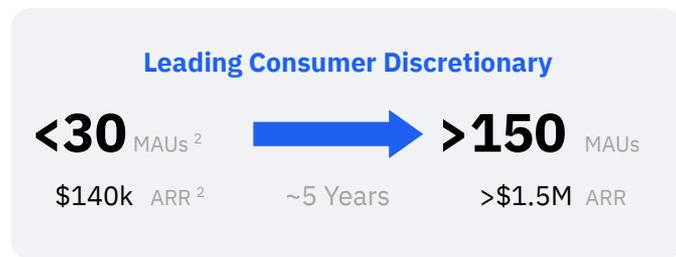
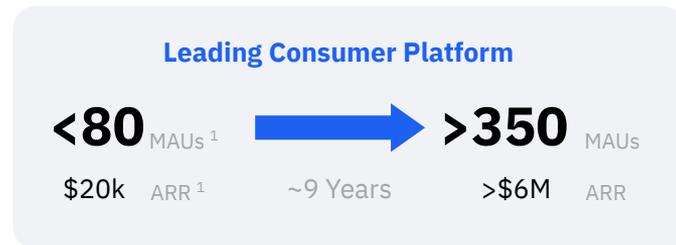
- Data governance and security
- Market approach
- Performance
- Planned enhancements
- Supporting products and services
- Delivery model
- Commercial model

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Platform Innovation



Cross-Functional Adoption Driving Customer Spend



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 December 31, 2023. Ending ARR is measured as of Dec 31, 2023. Please refer to Pg. 22 for the definition of ARR.



Market Position and Why We Win

Amplitude's Digital Analytics Platform embodies three core principles – Access for Everyone, Fully Connected Customer Journey, and Fast Insights to Experiences

Why We Win

Vs: Point Solutions

- Breadth and depth of platform
- Seamless Data to Insight to Action

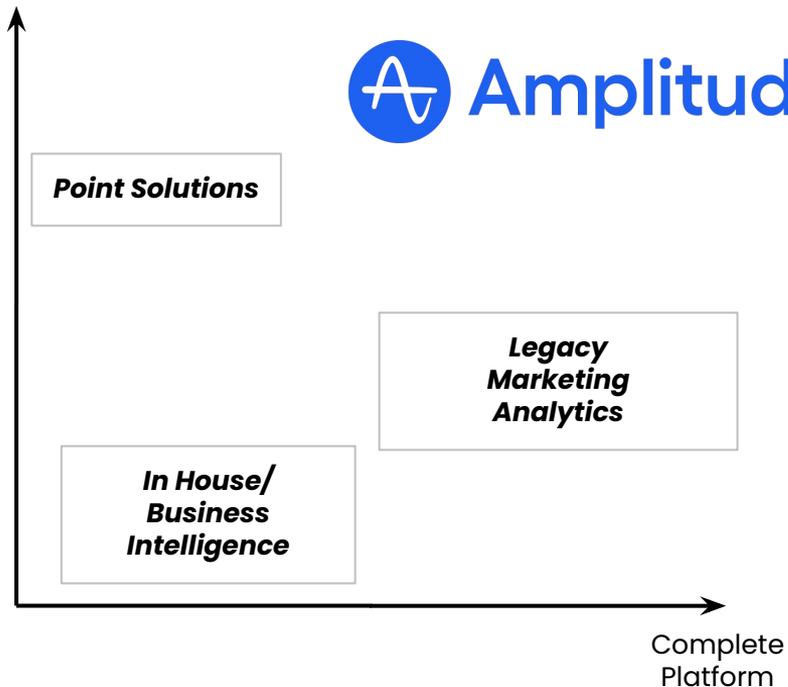
Vs: In House / BI tools

- Scalability, latency and cost advantages
- Self Serve approach prevents Data Breadlines and siloed knowledge

Vs: Legacy Martech

- First party data across entire customer journey
- Deep understanding of product persona and workflows
- Powerful out of the box tooling means no need for costly implementations, experts and services

Built for Digital Products and teams



Financial Overview

Our Business Model



>95% of revenue is recurring¹



Pricing based on platform functionality and committed volumes



Primarily annual contracts, majority billed annually

Go-to-Market

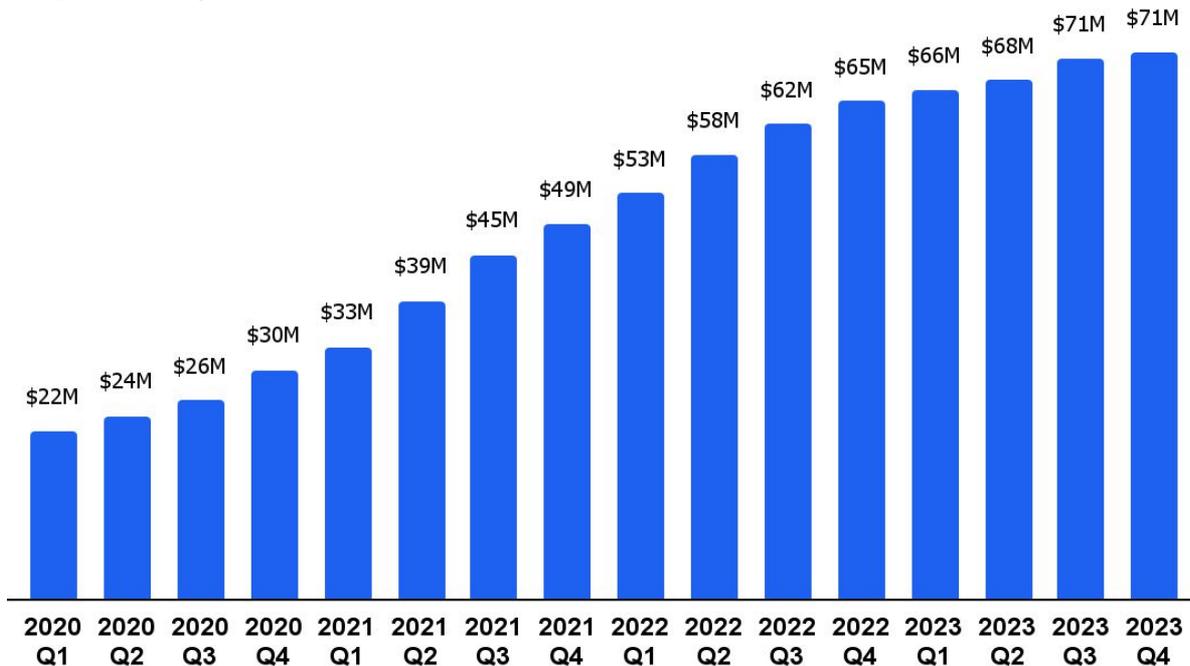
	Enterprise ¹ (1500+ employees)	Commercial ¹ (100-1500 employees)
Channel	Outbound	Inbound
Sales Cycle	4–6 Months	1–3 Months
Implementation Time	~4 Months	~3 Months



¹ For the year ended December 31, 2023.

Strong and Consistent Revenue Growth

Quarterly Revenue and YoY Growth



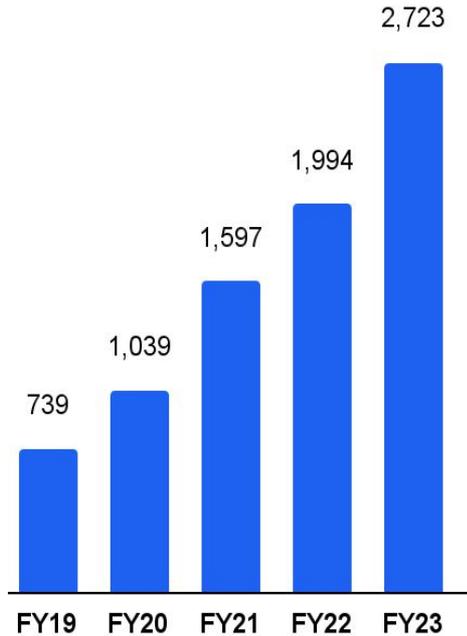
2023
Q4 Revenue:
\$71.4M

2023
Q4 y/y Growth:
9%

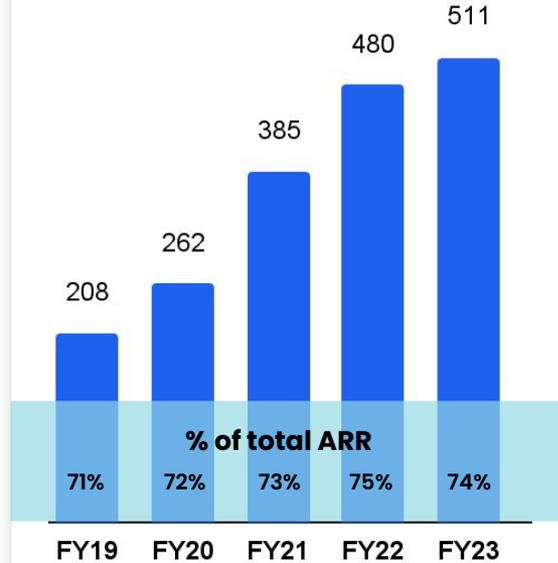


Growing Customer Base

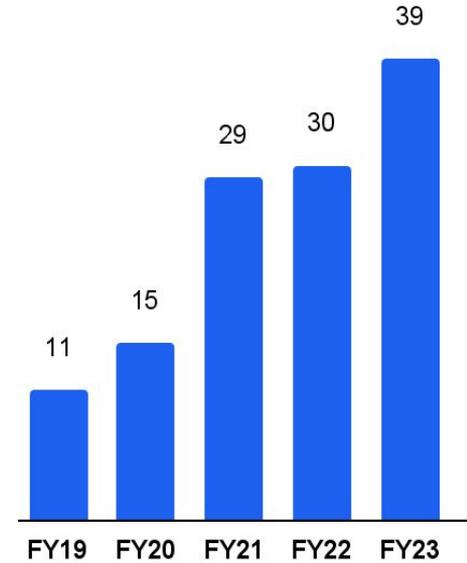
Paying Customers



Customers with >\$100K in ARR

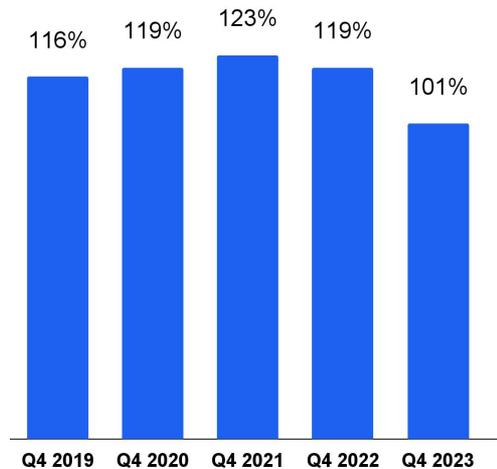


Customers with >\$1M in ARR

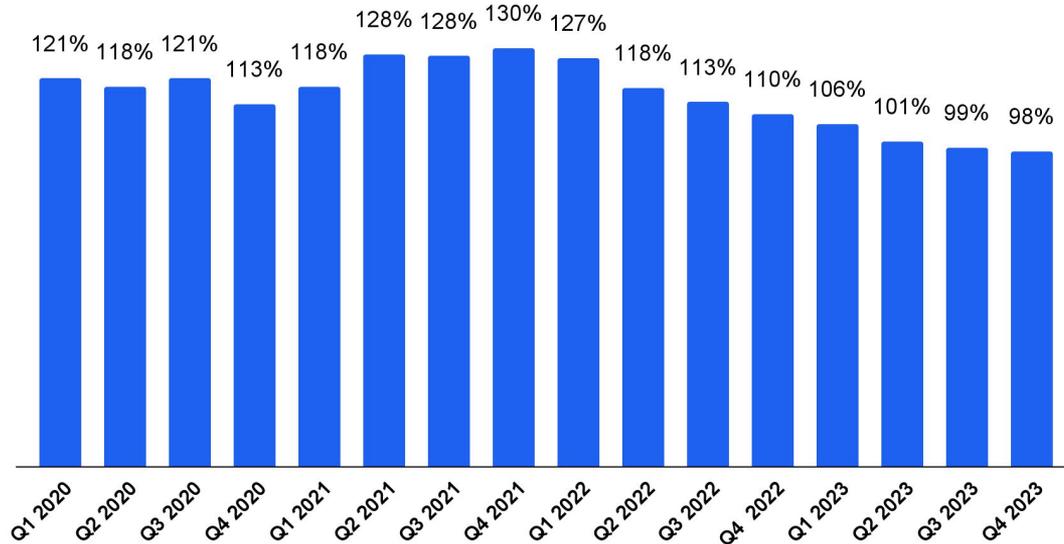


Dollar-Based Net Retention

TTM Dollar-Based Net Retention Rate



Dollar-Based Net Retention Rate

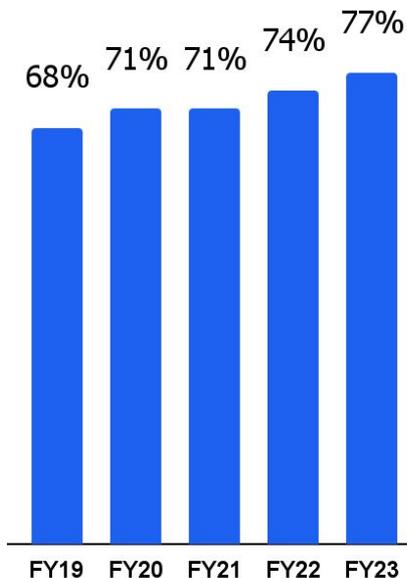


Note: We calculate Dollar-Based Net Retention rate as of a period end by starting with the ARR from the cohort of all customers as of 12 months prior to such period-end (the "Prior Period ARR"). We then calculate the ARR from these same customers as of the current period-end (the "Current Period ARR"). 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 dollar-based net retention rate ("NRR"). We then calculate the weighted average of the trailing 12-month dollar-based net retention rates, to arrive at the dollar-based net retention rate ("NRR (TTM)"). Figures are as of December 31 of each relevant fiscal year.

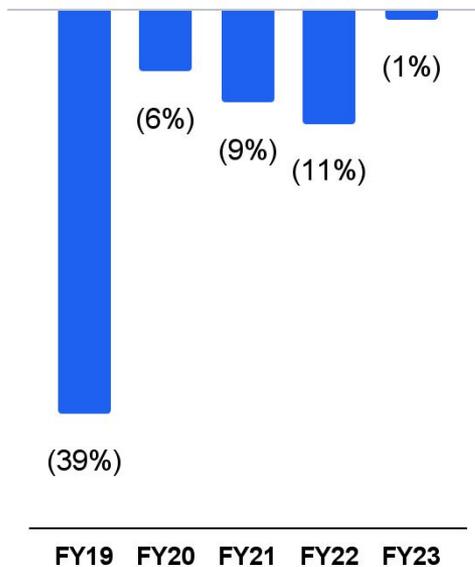


Focused Investing for Sustainable Growth

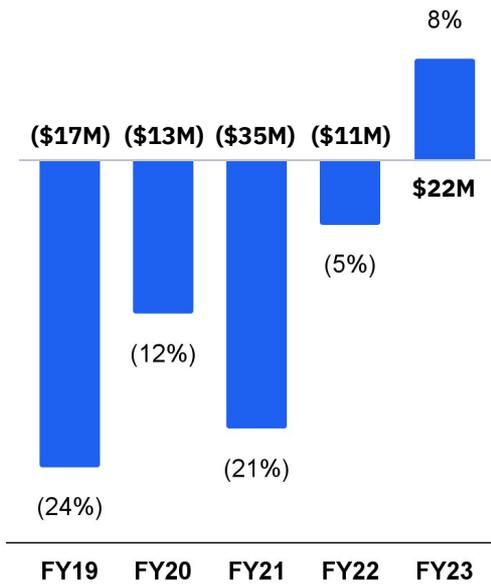
Non-GAAP Gross Margins



Non-GAAP Operating Margins



Free Cash Flow and Free Cash Flow Margin



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.

Historical Financials

<i>Percentage of Revenue (Non-GAAP)</i>	FY2020	FY2021	FY2022	FY2023
Gross Margin	71%	71%	74%	77%
Research & Development <i>% of revenue</i>	19%	19%	22%	19%
Sales & Marketing <i>% of revenue</i>	44%	46%	47%	45%
General & Administrative <i>% of revenue</i>	14%	15%	16%	15%
Operating Margin	(6%)	(9%)	(11%)	(1%)
Free Cash Flow Margin	(12%)	(21%)	(5%)	8%



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 volumes, 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

Appendix

GAAP to Non-GAAP Reconciliation

(\$ in thousands, Fiscal Year Ended December 31)	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
GAAP Revenue	\$68,442	\$102,464	\$167,261	\$238,067	\$276,284
GAAP Gross Profit	\$46,337	\$71,981	\$115,497	\$167,625	\$204,361
GAAP Gross Margin ¹	67.7%	70.3%	69.1%	70.4%	74.0%
Add: Stock-based compensation expense ²	\$358	\$590	\$1,952	\$6,468	\$7,300
Add: Acquired intangible assets amortization	—	\$227	\$1,651	\$2,017	\$1,238
Non-GAAP Gross Margin ¹	68.2%	71.0%	71.2%	74.0%	77.1%
GAAP Research & Development Expense	\$19,035	\$26,098	\$48,251	\$80,589	\$90,138
GAAP Research & Development Margin ¹	27.8%	25.5%	28.8%	33.9%	32.6%
Less: Stock-based compensation expense ²	\$(1,420)	\$(5,609)	\$(16,469)	\$(28,476)	\$(37,519)
Less: Acquired intangible assets amortization	—	\$(518)	—	—	—
Non-GAAP Research & Development Margin ¹	25.7%	19.5%	19.0%	21.9%	19.0%
GAAP Sales & Marketing Expense	\$47,078	\$51,819	\$86,025	\$129,962	\$153,714
GAAP Sales & Marketing Margin ¹	68.9%	50.6%	51.4%	54.6%	55.6%
Less: Stock-based compensation expense ²	\$(4,429)	\$(6,548)	\$(9,693)	\$(17,386)	\$(30,206)
Less: Acquired intangible assets amortization	—	—	—	—	\$(175)
Less: Direct listing expense	—	—	\$(13)	—	—
Non-GAAP Sales & Marketing Margin ¹	62.3%	44.2%	45.6%	47.3%	44.6%
GAAP General & Administrative Expense	\$14,552	\$18,067	\$55,370	\$53,636	\$54,887
GAAP General & Administrative Margin ¹	21.3%	17.6%	33.1%	22.5%	19.9%
Less: Stock-based compensation expense ²	\$(1,169)	\$(3,901)	\$(11,553)	\$(15,967)	\$(14,447)
Less: Direct listing expense	—	—	\$(18,178)	—	—
Non-GAAP General & Administrative Margin ¹	19.6%	13.8%	15.3%	15.8%	14.6%

¹Margin represents percentage of GAAP revenue

²Stock-based compensation expense-related charges include employer payroll tax-related expenses on employee stock transactions.



GAAP to Non-GAAP Reconciliation (Continued)

<i>(\$ in thousands, Fiscal Year Ended December 31)</i>	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
GAAP Revenue	\$68,442	\$102,464	\$167,261	\$238,067	\$276,284
GAAP Loss from Operations	\$(34,331)	\$(24,003)	\$(74,149)	\$(96,562)	\$(102,520)
<i>GAAP Operating Margin</i> ¹	(50.2%)	(23.4%)	(44.3%)	(40.6%)	(37.1%)
Add: Stock-based compensation expense ²	\$7,376	\$16,648	\$39,667	\$68,297	\$89,472
Add: Acquired intangible assets amortization	—	\$745	\$1,651	\$2,017	\$1,413
Add: Direct listing expenses	—	—	\$18,191	—	—
Add: Restructuring and other related charges	—	—	—	—	\$8,142
Non-GAAP Loss from Operations	\$(26,995)	\$(6,610)	\$(14,640)	\$(26,248)	\$(3,493)
<i>Non-GAAP Loss from Operations Margin</i> ¹	(39.4%)	(6.5%)	(8.8%)	(11.0%)	(1.3%)
Free Cash Flow					
Net cash provided by (used in) operating activities	\$(16,036)	\$(10,392)	\$(31,713)	\$(5,384)	\$25,630
Less: Purchase of property and equipment	\$(648)	\$(984)	\$(1,529)	\$(3,632)	\$(1,279)
Less: Capitalization of internal-use software costs	—	\$(1,224)	\$(1,693)	\$(2,177)	\$(1,904)
Free Cash Flow	\$(16,684)	\$(12,600)	\$(34,935)	\$(11,193)	\$22,447
<i>Free Cash Flow Margin</i> ¹	(24.4%)	(12.3%)	(20.9%)	(4.7%)	8.1%

¹ Margin represents percentage of GAAP revenue

² Stock-based compensation expense-related charges include employer payroll tax-related expenses on employee stock transactions.

