



Amplitude Announces Second Quarter 2023 Financial Results

August 8, 2023

- Second quarter revenue of \$67.8 million, up 17% year-over-year
- Number of paying customers grew 28% year-over-year to 2,344
- Cash Flow from Operations of \$20.4 million and Free Cash Flow of \$19.3 million

SAN FRANCISCO--(BUSINESS WIRE)--Aug. 8, 2023-- [Amplitude, Inc.](#) (Nasdaq: AMPL), a leading digital analytics platform, today announced financial results for its second quarter ended June 30, 2023.

"Every business with a digital product and a digital experience for its customers needs to know more about what those customers love, what causes them to get stuck, and what keeps them coming back," said Spenser Skates, CEO and co-founder of Amplitude. "Companies of all shapes and sizes are finding that legacy approaches cannot sufficiently address the universal needs of acquisition, retention and monetization. Everyone wants to understand their customers better — Amplitude tells you exactly what your customers do and how they behave."

Second Quarter 2023 Financial Highlights:

(in millions, except per share and percentage amounts)

| | Second Quarter 2023 | Second Quarter 2022 | Y/Y Change |
|---|------------------------|------------------------|---------------|
| Annual Recurring Revenue | \$ 268 | \$ 227 | 18% |
| Revenue | \$ 67.8 | \$ 58.1 | 17% |
| GAAP Loss from Operations | \$ (30.9) | \$ (24.6) | \$ (6.3) |
| Non-GAAP Loss from Operations | \$ (0.8) | \$ (9.0) | \$ 8.2 |
| GAAP Net Loss Per Share, Basic and Diluted | \$ (0.24) | \$ (0.22) | \$ (0.02) |
| Non-GAAP Net Income (Loss) Per Share, Diluted | \$ 0.02 | \$ (0.08) | \$ 0.10 |
| Net Cash Provided by Operating Activities | \$ 20.4 | \$ 10.6 | \$ 9.8 |
| Free Cash Flow | \$ 19.3 | \$ 8.2 | \$ 11.1 |
| Remaining Performance Obligations | \$ 246.3 | \$ 227.6 | 8% |
| Current Remaining Performance Obligations | \$ 191.8 | \$ 170.2 | 13% |

Non-GAAP loss from operations and non-GAAP net income (loss) per share exclude expenses related to stock-based compensation expense and related employer payroll taxes, amortization of acquired intangible assets, and non-recurring costs such as restructuring and other related charges. Stock-based compensation expense, exclusive of those related to our restructuring, and the related employer payroll taxes were \$21.6 million in the second quarter of 2023 compared to \$15.1 million in the second quarter of 2022. This increase was primarily driven by increases in employee headcount. Restructuring and other related charges were \$8.2 million in the second quarter of 2023, which did not occur in the comparative period. Free cash flow is GAAP net cash provided by operating activities, less cash used for purchases of property and equipment and capitalized internal-use software costs. Free cash flow included \$3.8 million of restructuring costs paid in the second quarter 2023. The section titled "Non-GAAP Financial Measures" below contains a description of the non-GAAP financial measures and reconciliations between historical GAAP and non-GAAP information are contained in the tables below.

Second Quarter and Recent Business Highlights:

- Number of paying customers grew 28% year-over-year to 2,344.
- Annual Recurring Revenue was \$268 million, an increase of 18% year-over-year and an increase of \$6 million compared to the first quarter of 2023.
- GAAP Net Loss per share was \$0.24, based on 116.2 million shares, compared to a loss of \$0.22 per share, based on 111.0 million shares, in the second quarter of 2022.
- Non-GAAP Net Income per share was \$0.02, based on 126.3 million diluted shares, compared to a loss of \$0.08 per share, based on 111.0 million diluted shares, in the second quarter of 2022.
- Cash Flow from Operations was \$20.4 million, an increase of 92% year over year.
- Free Cash Flow was \$19.3 million, an increase of 137% year over year.
- Announced a suite of AI-powered features to help companies build great digital products. Capabilities include Ask Amplitude – a simplified approach to chart-building; and Data Assistant – an automated way to improve data quality and governance.

Financial Outlook:

The third quarter and full year 2023 outlook information provided below is based on Amplitude's current estimates and is not a guarantee of future performance. These statements are forward-looking and actual results may differ materially. Refer to the "Forward-Looking Statements" section below for information on the factors that could cause Amplitude's actual results to differ materially from these forward-looking statements.

For the third quarter and full year 2023, the Company expects:

| | Third Quarter 2023 | Full Year 2023 |
|--|---------------------------|---------------------------|
| Revenue | \$69.7 - \$70.3 million | \$273.6 - \$275.6 million |
| Non-GAAP Operating Income (Loss) | \$0.6 - \$1.0 million | \$(7.6) - \$(5.2) million |
| Non-GAAP Net Income Per Share, Diluted | \$0.02 - \$0.03 | \$0.02 - \$0.04 |
| Weighted Average Shares Outstanding, Diluted | 128.3 million | 127.6 million |

The impact of restructuring charges, which include employee severance and termination benefits, are excluded from our non-GAAP operating income and non-GAAP net income per common share business outlook.

An outlook for GAAP loss from operations, GAAP operating margin, GAAP net income, GAAP net income per share and a reconciliation of expected non-GAAP loss from operations to GAAP loss from operations, expected non-GAAP operating margin to GAAP operating margin, expected non-GAAP net income to GAAP net income, and expected non-GAAP net income per share to GAAP net income per share have not been provided as the quantification of certain items included in the calculation of GAAP loss from operations, GAAP operating margin, GAAP net income and GAAP net income 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.

Conference Call Information:

Amplitude will host a live video webcast to discuss its financial results for its second quarter ended June 30, 2023, as well as the financial outlook for its third quarter and full year 2023 today at 2:00 PM Pacific Time / 5:00 PM Eastern Time. Interested parties may access the webcast, earnings press release, and investor presentation on the events section of Amplitude's investor relations website at investors.amplitude.com. A replay will be available in the same location a few hours after the conclusion of the live webcast.

Forward-Looking Statements:

This press release contains express and implied "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding the Company's financial outlook for the third quarter and full year 2023, the Company's growth strategy and business aspirations and its market position and market opportunity. These statements are often, but not always, made through the use of words or phrases 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. These statements are subject to numerous uncertainties and risks that could cause actual results, performance, or achievement to differ materially and adversely from those anticipated or implied in the statements, including risks related to: the Company's limited operating history and rapid growth over the last several years, which makes it difficult to forecast the Company's future results of operations; the Company's history of losses; any decline in the Company's customer retention or expansion of its commercial relationships with existing customers or an inability to attract new customers; expected fluctuations in the Company's financial results, making it difficult to project future results; the Company's focus on sales to larger organizations and potentially increased dependency on those relationships, which may increase the variability of the Company's sales cycles and results of operations; downturns or upturns in new sales, which may not be immediately reflected in the Company's results of operations and may be difficult to discern; unfavorable conditions in the Company's industry or the global economy, or reductions in information technology spending, which could limit the Company's ability to grow its business; the Company's recent restructuring plan, which may not result in anticipated savings or operational efficiencies and could result in total costs and expenses that are greater than expected; the market for SaaS applications, which may develop more slowly than the Company expects or decline; the Company's intellectual property rights, which may not protect its business or provide the Company with a competitive advantage; and evolving privacy and other data-related laws. Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are or will be included under the caption "Risk Factors" and elsewhere in the reports and other documents that the Company files with the Securities and Exchange Commission (the "SEC") from time to time, including the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2022, which was filed with the SEC on February 16, 2023, and the Company's Quarterly Report on Form 10-Q for the quarter ended June 30, 2023, which is being filed with the SEC at or around the date hereof. The forward-looking statements made in this press release relate only to events as of the date on which the statements are made. The Company undertakes no obligation to update any forward-looking statements made in this press release to reflect events or circumstances after the date of this press release or to reflect new information or the occurrence of unanticipated events, except as required by law.

Non-GAAP Financial Measures:

This press release includes financial information that has not been prepared in accordance with GAAP. The Company uses non-GAAP financial measures internally in analyzing its financial results and believes they are useful to investors, as a supplement to GAAP measures, in evaluating the Company's ongoing operational performance. The Company believes that the use of these non-GAAP financial measures provides an additional tool for investors to use in evaluating ongoing operating results and trends and in comparing the Company's financial results with other companies in the industry, many of which present similar non-GAAP financial measures to investors. There are a number of limitations related to the use of non-GAAP financial measures versus comparable financial measures determined under GAAP. For example, other companies in the Company's industry may calculate these non-GAAP financial measures differently or may use other measures to evaluate their performance. In addition, free cash flow does not reflect the Company's future contractual commitments and the total increase or decrease of its cash balance for a given period.

Non-GAAP financial measures should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with

GAAP. A reconciliation of the Company's non-GAAP financial measures to their most directly comparable GAAP measures has been provided in the financial statement tables included below in this press release. Investors are encouraged to review the reconciliation of these non-GAAP financial measures to their most directly comparable GAAP financial measures below.

Non-GAAP Gross Profit, Non-GAAP Gross Margin, Non-GAAP Operating Expenses, Non-GAAP Loss from Operations, Non-GAAP Operating Margin, Non-GAAP Net Income (Loss), and Non-GAAP Net Income (Loss) per Share.

The Company defines these non-GAAP financial measures as their respective GAAP measures, excluding expenses related to stock-based compensation expense and related employer payroll taxes, amortization of acquired intangible assets, and non-recurring costs such as restructuring and other related charges. The Company excludes stock-based compensation expense and related employer payroll taxes, which is a non-cash expense, from certain of its non-GAAP financial measures because it believes that excluding this item provides meaningful supplemental information regarding operational performance. The Company excludes amortization of intangible assets, which is a non-cash expense, related to business combinations from certain of its non-GAAP financial measures because such expenses are related to business combinations and have no direct correlation to the operation of the Company's business. Although the Company excludes these expenses from certain non-GAAP financial measures, the revenue from acquired companies subsequent to the date of acquisition is reflected in these measures and the acquired intangible assets contribute to the Company's revenue generation. The Company excludes non-recurring costs from certain of its non-GAAP financial measures because such expenses do not repeat period over period and are not reflective of the ongoing operation of the Company's business.

The Company uses non-GAAP gross profit, non-GAAP gross margin, non-GAAP operating expenses, non-GAAP loss from operations, non-GAAP operating margin, non-GAAP net income (loss), and non-GAAP net income (loss) per share in conjunction with its traditional GAAP measures to evaluate the Company's financial performance. The Company believes that these measures provide its management, board of directors, and investors consistency and comparability with its past financial performance and facilitates period-to-period comparisons of operations.

Free Cash Flow and Free Cash Flow Margin. 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. Free cash flow margin is calculated as free cash flow divided by total revenue. The Company believes that free cash flow and free cash flow margin are useful indicators of liquidity that provides its management, board of directors, and investors with information about its future ability to generate or use cash to enhance the strength of its balance sheet and further invest in its business and pursue potential strategic initiatives.

Definitions of Business Metrics:

Annual Recurring Revenue

The Company defines Annual Recurring Revenue ("ARR") as the annual recurring revenue of subscription agreements, including certain premium professional services that are subject to contractual subscription terms, at a point in time based on the terms of customers' contracts. 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.

Dollar-based net retention rate

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 weighted average of the trailing 12-month dollar-based net retention rates, to arrive at the dollar-based net retention rate ("NRR (TTM)").

About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. Over 2,300 customers, including Atlassian, Jersey Mike's, NBCUniversal, Shopify, and Under Armour, rely on Amplitude to gain self-service visibility into the entire customer journey. Amplitude guides companies every step of the way as they capture data they can trust, uncover clear insights about customer behavior, and take faster action. When teams understand how people are using their products, they can deliver better product experiences that drive growth. Amplitude is the best-in-class analytics solution for product, data, and marketing teams, ranked #1 in multiple categories in G2's 2023 Summer Report. Learn how to optimize your digital products and business at amplitude.com.

AMPLITUDE, INC.
CONDENSED CONSOLIDATED BALANCE SHEETS
(In thousands)

| | <u>June 30, 2023</u> (unaudited) | <u>December 31,</u> <u>2022</u> |
|---|-------------------------------------|------------------------------------|
| Assets | | |
| Current assets: | | |
| Cash and cash equivalents | \$ 234,363 | \$ 218,494 |
| Marketable securities, current | 56,001 | 11,971 |
| Accounts receivable, net | 34,148 | 22,716 |
| Prepaid expenses and other current assets | 16,260 | 20,335 |
| Deferred commissions, current | 11,917 | 10,918 |
| Total current assets | <u>352,689</u> | <u>284,434</u> |
| Marketable securities, noncurrent | 28,391 | 71,217 |

| | | |
|--|-------------------|-------------------|
| Property and equipment, net | 9,965 | 9,408 |
| Intangible assets, net | 1,243 | 2,022 |
| Goodwill | 4,073 | 4,073 |
| Deferred commissions, noncurrent | 25,614 | 25,799 |
| Restricted cash, noncurrent | 862 | 855 |
| Operating lease right-of-use assets | 7,791 | 9,593 |
| Other noncurrent assets | 3,989 | 6,354 |
| Total assets | <u>\$ 434,617</u> | <u>\$ 413,755</u> |
| Liabilities and Stockholders' Equity | | |
| Current liabilities: | | |
| Accounts payable | \$ 809 | \$ 490 |
| Accrued expenses | 23,687 | 18,699 |
| Deferred revenue | 113,491 | 89,993 |
| Total current liabilities | 137,987 | 109,182 |
| Operating lease liabilities, noncurrent | 5,205 | 7,093 |
| Noncurrent liabilities | 2,575 | 2,511 |
| Total liabilities | <u>145,767</u> | <u>118,786</u> |
| Stockholders' equity: | | |
| Common stock | 1 | 1 |
| Additional paid-in capital | 616,953 | 568,889 |
| Accumulated other comprehensive loss | (864) | (754) |
| Accumulated deficit | (327,240) | (273,167) |
| Total stockholders' equity | 288,850 | 294,969 |
| Total liabilities and stockholders' equity | <u>\$ 434,617</u> | <u>\$ 413,755</u> |

AMPLITUDE, INC.
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS
(In thousands, except per share amounts)

| | Three Months Ended June 30, | | Six Months Ended June 30, | |
|---|-----------------------------|--------------------|---------------------------|--------------------|
| | 2023 | 2022 | 2023 | 2022 |
| | (unaudited) | (unaudited) | (unaudited) | (unaudited) |
| Revenue | \$ 67,767 | \$ 58,130 | \$ 134,244 | \$ 111,195 |
| Cost of revenue (1) | 17,180 | 17,060 | 36,367 | 33,123 |
| Gross profit | 50,587 | 41,070 | 97,877 | 78,072 |
| Operating expenses: | | | | |
| Research and development (1) | \$ 22,435 | \$ 20,306 | \$ 46,143 | \$ 36,807 |
| Sales and marketing (1) | 38,326 | 34,135 | 77,459 | 62,265 |
| General and administrative (1) | 12,519 | 11,212 | 26,141 | 25,574 |
| Restructuring and other related charges (1) | 8,194 | — | 8,194 | — |
| Total operating expenses | 81,474 | 65,653 | 157,937 | 124,646 |
| Loss from operations | (30,887) | (24,583) | (60,060) | (46,574) |
| Other income (expense), net | 3,307 | 293 | 6,445 | 379 |
| Loss before provision for (benefit from) income taxes | (27,580) | (24,290) | (53,615) | (46,195) |
| Provision for (benefit from) income taxes | 178 | 278 | 458 | 593 |
| Net loss | <u>\$ (27,758)</u> | <u>\$ (24,568)</u> | <u>\$ (54,073)</u> | <u>\$ (46,788)</u> |
| Net loss per share | | | | |
| Basic and diluted | <u>\$ (0.24)</u> | <u>\$ (0.22)</u> | <u>\$ (0.47)</u> | <u>\$ (0.42)</u> |
| Weighted-average shares used in calculating net loss per share: | | | | |
| Basic and diluted | <u>116,174</u> | <u>111,036</u> | <u>115,277</u> | <u>110,297</u> |

(1) Amounts include stock-based compensation expense as follows:

| | Three Months Ended June 30, | | Six Months Ended June 30, | |
|---|-----------------------------|------------------|---------------------------|------------------|
| | 2023 | 2022 | 2023 | 2022 |
| Cost of revenue | \$ 1,687 | \$ 1,669 | \$ 3,479 | \$ 2,592 |
| Research and development | 9,309 | 7,383 | 17,888 | 11,667 |
| Sales and marketing | 7,466 | 3,206 | 13,834 | 6,445 |
| General and administrative | 2,648 | 2,578 | 5,866 | 7,635 |
| Restructuring and other related charges | 853 | — | 853 | — |
| Total stock-based compensation expense | <u>\$ 21,963</u> | <u>\$ 14,836</u> | <u>\$ 41,920</u> | <u>\$ 28,339</u> |

AMPLITUDE, INC.
CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS
(In thousands)

| | Three Months Ended June 30, | | Six Months Ended June 30, | |
|--|------------------------------------|--------------------|----------------------------------|--------------------|
| | 2023 | 2022 | 2023 | 2022 |
| | (unaudited) | (unaudited) | (unaudited) | (unaudited) |
| Cash flows from operating activities: | | | | |
| Net loss | \$ (27,758) | \$ (24,568) | \$ (54,073) | \$ (46,788) |
| Adjustments to reconcile net loss to net cash provided by operating activities | | | | |
| Depreciation and amortization | 1,403 | 1,009 | 2,752 | 1,910 |
| Stock-based compensation expense | 21,963 | 14,836 | 41,920 | 28,339 |
| Other | (305) | (23) | (550) | 95 |
| Non-cash operating lease costs | 971 | 980 | 1,956 | 1,789 |
| Changes in operating assets and liabilities: | | | | |
| Accounts receivable | (3,861) | (4,638) | (12,006) | (7,543) |
| Prepaid expenses and other current assets | 1,321 | 2,798 | 4,074 | 338 |
| Deferred commissions | (1,127) | (2,504) | (815) | (4,895) |
| Other noncurrent assets | 892 | 2,776 | 2,364 | 1,940 |
| Accounts payable | (2,793) | (1,263) | 329 | (2,591) |
| Accrued expenses | 7,091 | (878) | 8,134 | 2,068 |
| Deferred revenue | 24,143 | 23,230 | 23,498 | 29,073 |
| Operating lease liabilities | (1,534) | (1,113) | (2,238) | (1,382) |
| Net cash provided by operating activities | <u>20,406</u> | <u>10,642</u> | <u>15,345</u> | <u>2,353</u> |
| Cash flows from investing activities: | | | | |
| Purchase of property and equipment | (666) | (1,812) | (995) | (2,525) |
| Capitalization of internal-use software costs | (425) | (669) | (873) | (1,263) |
| Net cash used in investing activities | <u>(1,091)</u> | <u>(2,481)</u> | <u>(1,868)</u> | <u>(3,788)</u> |
| Cash flows from financing activities: | | | | |
| Proceeds from the exercise of stock options | 699 | 1,176 | 2,386 | 5,165 |
| Cash received for tax withholding obligations on equity award settlements | 5,898 | 2,653 | 12,223 | 9,995 |
| Cash paid for tax withholding obligations on equity award settlements | (5,607) | (2,374) | (11,562) | (11,132) |
| Repurchase of unvested stock options | — | (13) | (648) | (13) |
| Net cash provided by financing activities | <u>990</u> | <u>1,442</u> | <u>2,399</u> | <u>4,015</u> |
| Net increase (decrease) in cash, cash equivalents, and restricted cash | 20,305 | 9,603 | 15,876 | 2,580 |
| Cash, cash equivalents, and restricted cash at beginning of the period | 214,920 | 301,272 | 219,349 | 308,295 |
| Cash, cash equivalents, and restricted cash at end of the period | <u>\$ 235,225</u> | <u>\$ 310,875</u> | <u>\$ 235,225</u> | <u>\$ 310,875</u> |

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

| | Three Months Ended June 30, | | Six Months Ended June 30, | |
|---|------------------------------------|------------------|----------------------------------|------------------|
| | 2023 | 2022 | 2023 | 2022 |
| Reconciliation of gross profit and gross margin | | | | |
| GAAP gross profit | \$ 50,587 | \$ 41,070 | \$ 97,877 | \$ 78,072 |
| Plus: stock-based compensation expense and related employer payroll taxes | 1,687 | 1,669 | 3,479 | 2,591 |
| Plus: amortization of acquired intangible assets | 270 | 494 | 692 | 983 |
| Non-GAAP gross profit | <u>\$ 52,544</u> | <u>\$ 43,233</u> | <u>\$ 102,048</u> | <u>\$ 81,646</u> |
| GAAP gross margin | 74.6% | 70.7% | 72.9% | 70.2% |
| Non-GAAP adjustments | 2.9% | 3.7% | 3.1% | 3.2% |
| Non-GAAP gross margin | <u>77.5%</u> | <u>74.4%</u> | <u>76.0%</u> | <u>73.4%</u> |
| Reconciliation of operating expenses | | | | |
| GAAP research and development | \$ 22,435 | \$ 20,306 | \$ 46,143 | \$ 36,807 |
| Less: stock-based compensation expense and related employer payroll taxes | (9,500) | (7,533) | (18,533) | (12,015) |
| Non-GAAP research and development | <u>\$ 12,935</u> | <u>\$ 12,773</u> | <u>\$ 27,610</u> | <u>\$ 24,792</u> |
| GAAP research and development as percentage of revenue | 33.1% | 34.9% | 34.4% | 33.1% |
| Non-GAAP research and development as percentage of revenue | 19.1% | 22.0% | 20.6% | 22.3% |
| GAAP sales and marketing | \$ 38,326 | \$ 34,135 | \$ 77,459 | \$ 62,265 |

| | | | | |
|--|-------------|-------------|-------------|-------------|
| Less: stock-based compensation expense and related employer payroll taxes | (7,660) | (3,268) | (14,341) | (6,500) |
| Less: amortization of acquired intangible assets | (44) | — | (87) | — |
| Non-GAAP sales and marketing | \$ 30,622 | \$ 30,867 | \$ 63,031 | \$ 55,765 |
| GAAP sales and marketing as percentage of revenue | 56.6% | 58.7% | 57.7% | 56.0% |
| Non-GAAP sales and marketing as percentage of revenue | 45.2% | 53.1% | 47.0% | 50.2% |
| GAAP general and administrative | \$ 12,519 | \$ 11,212 | \$ 26,141 | \$ 25,574 |
| Less: stock-based compensation expense and related employer payroll taxes | (2,732) | (2,620) | (6,080) | (7,760) |
| Non-GAAP general and administrative | \$ 9,787 | \$ 8,592 | \$ 20,061 | \$ 17,814 |
| GAAP general and administrative as percentage of revenue | 18.5% | 19.3% | 19.5% | 23.0% |
| Non-GAAP general and administrative as percentage of revenue | 14.4% | 14.8% | 14.9% | 16.0% |
| Reconciliation of operating loss and operating margin | | | | |
| GAAP loss from operations | \$ (30,887) | \$ (24,583) | \$ (60,060) | \$ (46,574) |
| Plus: stock-based compensation expense and related employer payroll taxes | 21,579 | 15,090 | 42,433 | 28,866 |
| Plus: amortization of acquired intangible assets | 314 | 494 | 779 | 983 |
| Plus: restructuring and other related charges | 8,194 | — | 8,194 | — |
| Non-GAAP loss from operations | \$ (800) | \$ (8,999) | \$ (8,654) | \$ (16,725) |
| GAAP operating margin | (45.6%) | (42.3%) | (44.7%) | (41.9%) |
| Non-GAAP adjustments | 44.4% | 26.8% | 38.3% | 26.8% |
| Non-GAAP operating margin | (1.2%) | (15.5%) | (6.4%) | (15.0%) |
| Reconciliation of net income (loss) | | | | |
| GAAP net income (loss) | \$ (27,758) | \$ (24,568) | \$ (54,073) | \$ (46,788) |
| Plus: stock-based compensation expense and related employer payroll taxes | 21,579 | 15,090 | 42,433 | 28,866 |
| Plus: amortization of acquired intangible assets | 314 | 494 | 779 | 983 |
| Plus: restructuring and other related charges | 8,194 | — | 8,194 | — |
| Non-GAAP net income (loss) | \$ 2,329 | \$ (8,984) | \$ (2,667) | \$ (16,939) |
| Reconciliation of net income (loss) per share | | | | |
| GAAP net income (loss) per share, basic | \$ (0.24) | \$ (0.22) | \$ (0.47) | \$ (0.42) |
| Non-GAAP adjustments to net income (loss) | 0.26 | 0.14 | 0.45 | 0.27 |
| Non-GAAP net income (loss) per share, basic | \$ 0.02 | \$ (0.08) | \$ (0.02) | \$ (0.15) |
| Non-GAAP net income (loss) per share, diluted | \$ 0.02 | \$ (0.08) | \$ (0.02) | \$ (0.15) |
| Weighted-average shares used in GAAP and non-GAAP per share calculation, basic | 116,174 | 111,036 | 115,277 | 110,297 |
| Weighted-average shares used in GAAP and non-GAAP per share calculation, diluted (1) | 126,270 | 111,036 | 115,277 | 110,297 |

Note: Certain figures may not sum due to rounding

(1) For the three months ended June 30, 2023, the weighted average shares used in the GAAP per share calculation excludes 10.1 million shares, as the effect is anti-dilutive in the period.

AMPLITUDE, INC.

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

| | Three Months Ended June 30, | | Six Months Ended June 30, | |
|--|-----------------------------|-----------|---------------------------|------------|
| | 2023 | 2022 | 2023 | 2022 |
| Net cash provided by operating activities | \$ 20,406 | \$ 10,642 | \$ 15,345 | \$ 2,353 |
| Less: | | | | |
| Purchases of property and equipment | (666) | (1,812) | (995) | (2,525) |
| Capitalization of internal-use software costs | (425) | (669) | (873) | (1,263) |
| Free cash flow | \$ 19,315 | \$ 8,161 | \$ 13,477 | \$ (1,435) |
| Net cash provided by operating activities margin | 30.1% | 18.3% | 11.4% | 2.1% |
| Non-GAAP adjustments | (1.6%) | (4.3%) | (1.4%) | (3.4%) |
| Free cash flow margin | 28.5% | 14.0% | 10.0% | (1.3%) |

Note: Certain figures may not sum due to rounding

AMPLITUDE, INC.

Historicals - Key Business Metrics

(In millions, except for percentages)
(unaudited)

| | March 31, 2022 | June 30, 2022 | September 30, 2022 | December 31, 2022 | March 31, 2023 | June 30, 2023 |
|--|---------------------------|--------------------------|-------------------------------|------------------------------|---------------------------|--------------------------|
| Annual Recurring Revenue (ARR) | \$ 209 | \$ 227 | \$ 243 | \$ 255 | \$ 262 | \$ 268 |
| Dollar-based Net Retention Rate (NRR) | 127% | 118% | 113% | 110% | 106% | 101% |
| Dollar-based Net Retention Rate (NRR TTM) | 126% | 126% | 123% | 119% | 114% | 108% |

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