



Q1 2022 Financial Results Call

2:00 pm PST
May 4, 2022

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Spenser Skates

CEO and Co-Founder



Q1 Financial Results Highlights



\$53.1M

Revenue increased by
60% Y/Y



1,701

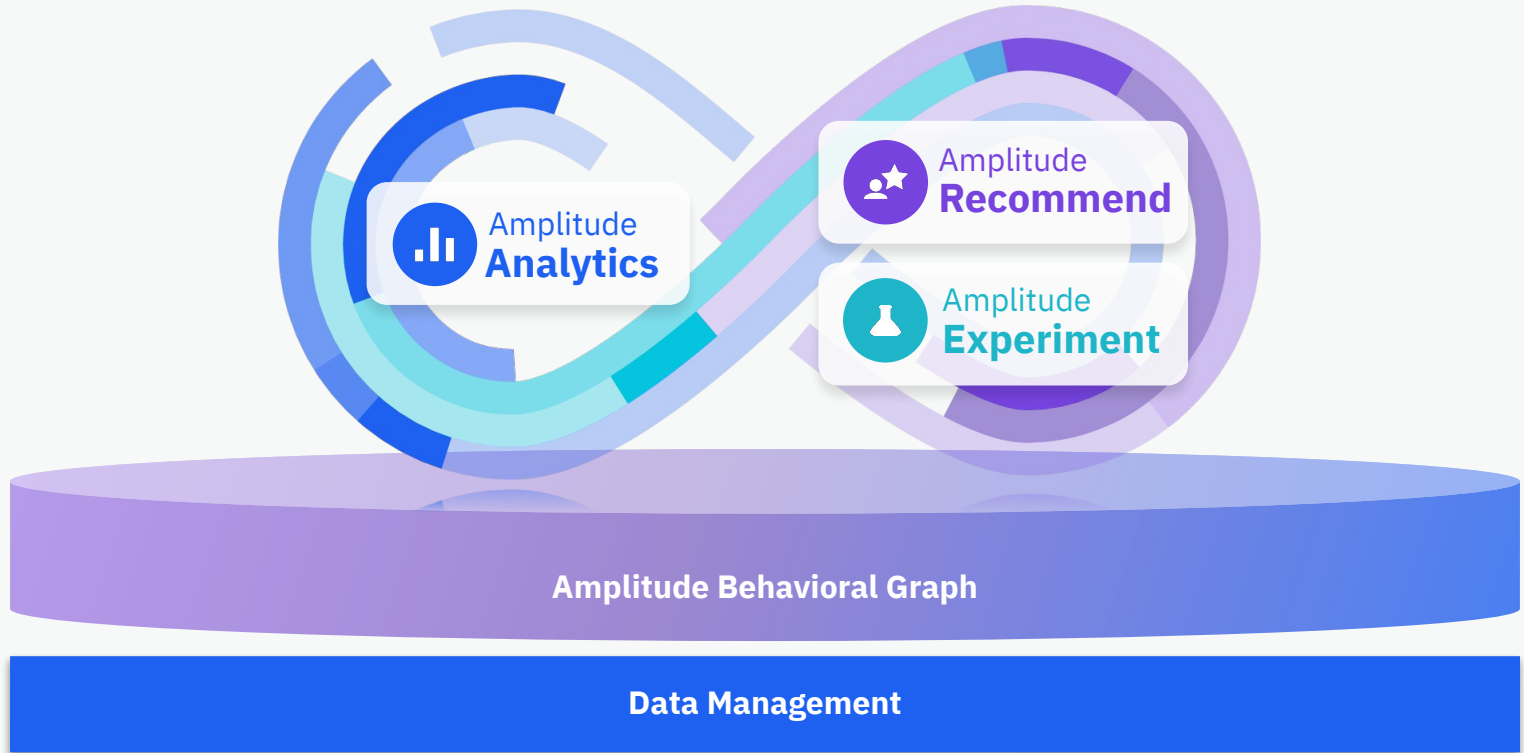
Paying customers increased
by 49% Y/Y



126%

Dollar-based net retention rate
(across paying customers) as
of March 31, 2022

Digital Optimization System



DIGITAL CHANNELS | DIGITAL PRODUCTS | DIGITAL DATA WAREHOUSES



Product Updates



Amplitude
Analytics

New Conversion Insights



Amplitude
Experiment

Enhanced Experimentation Flow



Amplitude
Recommend

Real-time Audience Targeting



Cloud Pub/Sub

braze



INTERCOM



qualtrics^{XM}



Market Opportunity: Google Analytics



Google Analytics



Amplitude



The System of Record for Product



Sales



Marketing



Product



Amplitude's First Chief Customer Officer



Lambert Walsh
Chief Customer Officer



Industry Recognition



Gartner®



#3 Most Innovative Enterprise Company



European Investments

LUNO

GRUPE **lexpress**



infobip

Supporting Ukraine



Q1 2022 Notable Customer Wins + Expansions

Wins

BARNES & NOBLE
education

RetailMeNot inc.

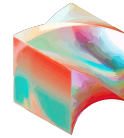
 **hopper**

 **BRINKS**

 **snap!**
finance

hydrow

Expands



BLOCK

venmo

okcupid

**The
Weather
Channel**

 **Culture Amp**

 **anghami**

Q1 2022 Customer Highlights

New Land

BARNES & NOBLE
education

Volume-based Expansion

venmo

Expansion + Amplitude
Experiment

**The
Weather
Channel**

Expansion + Amplitude
Recommend

 **Culture Amp**

Starter to Paid

hydrow





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Hasan Minhaj





Hoang Vuong

CFO



Strong Revenue and Customer Metrics

	Q1 2022 Result
Revenue	\$53.1M +60% Y/Y
Total Paying Customers	1,701 +49% Y/Y
Dollar-Based Net Retention Rate (NRR) as of March 31, 2021	126%

Q1 2022 Revenue Geographic Mix

US Revenue

\$33.5M

+59% Y/Y

63% of Total Revenue

International
Revenue

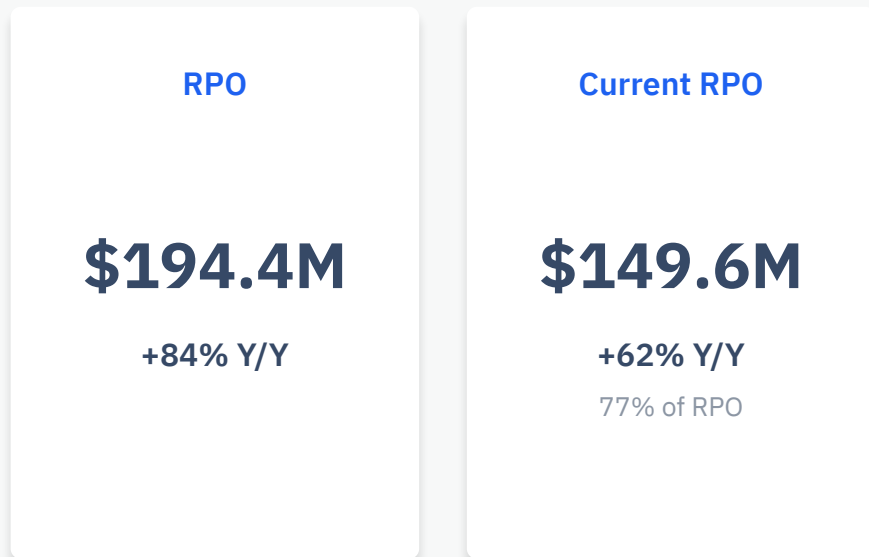
\$19.5M

+62% Y/Y

37% of Total Revenue



Q1 2022 Remaining Performance Obligations (RPO)



Non-GAAP Financial Results*

	Q1 2022 Result
Gross Margin	72.4%
Operating Margin	(14.6%)
Net Loss Per Share	\$(0.07) 109.6 million shares**
Free Cash Flow Margin	(18.1%)
Cash and Cash Equivalents (GAAP)	\$300.4M

* 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

	Q2 2022	FY 2022
Revenue	\$54.5 - \$55.5M +39% to +41% Y/Y	\$229 - \$235M +37% to +40% Y/Y
Non-GAAP Operating Margin	(24%) - (23%)	(20%) - (19%)
Non-GAAP Net Loss Per Share	\$(0.12) - \$(0.11)	\$(0.41) - \$(0.39)
Weighted Average Shares Outstanding	111.6M shares	112.6M shares

¹ An outlook for GAAP loss from operations, GAAP operating margin, and GAAP net loss per share, and a reconciliation to GAAP loss from operations, GAAP operating margin, 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, GAAP operating margin, 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.





Sell-Side Analyst Q&A



GAAP-to-Non-GAAP Reconciliation

GAAP to Non-GAAP Reconciliation

	Three Months Ended March 31,	
	2022	2021
Reconciliation of gross profit and gross margin		
GAAP gross profit	\$ 37,002	\$ 22,855
Plus: stock-based compensation expense and related employer payroll taxes	922	236
Plus: amortization of acquired intangible assets	489	222
Non-GAAP gross profit	\$ 38,413	\$ 23,313
GAAP gross margin	69.7%	69.0%
Non-GAAP adjustments	2.7%	1.4%
Non-GAAP gross margin	72.4%	70.4%
Reconciliation of operating loss and operating margin		
GAAP loss from operations	\$ (21,991)	\$ (6,149)
Plus: stock-based compensation expense and related employer payroll taxes	13,776	2,628
Plus: amortization of acquired intangible assets	489	222
Plus: direct listing expenses	—	53
Non-GAAP loss from operations	\$ (7,726)	\$ (3,246)
GAAP operating margin	(41.4%)	(18.6%)
Non-GAAP adjustments	26.9%	8.8%
Non-GAAP operating margin	(14.6%)	(9.8%)
Reconciliation of net loss		
GAAP net loss	\$ (22,220)	\$ (6,439)
Plus: stock-based compensation expense and related employer payroll taxes	13,776	2,628
Plus: amortization of acquired intangible assets	489	222
Plus: direct listing expenses	—	53
Non-GAAP net loss	\$ (7,955)	\$ (3,536)
Reconciliation of net loss per share		
GAAP net loss per share, basic and diluted	\$ (0.20)	\$ (0.23)
Non-GAAP adjustments to net loss	0.13	0.10
Non-GAAP net loss per share, basic and diluted	\$ (0.07)	\$ (0.13)
Weighted-average shares used in GAAP and non-GAAP per share calculation, basic and diluted	109,553	27,926

Note: Certain figures may not sum due to rounding

¹ Stock-based compensation expense-related charges include employer payroll tax-related expenses on employee stock transactions.

² Margin represents percentage of GAAP revenue

GAAP to Non-GAAP Reconciliation

	Three Months Ended March 31,	
	2022	2021
Reconciliation of operating expenses		
GAAP research and development	\$ 16,501	\$ 6,985
Less: stock-based compensation expense and related employer payroll taxes	(4,482)	(933)
Non-GAAP research and development	<u>\$ 12,019</u>	<u>\$ 6,052</u>
GAAP research and development as percentage of revenue	31.1%	21.1%
Non-GAAP research and development as percentage of revenue	22.6%	18.3%
GAAP sales and marketing	\$ 28,130	\$ 16,770
Less: stock-based compensation expense and related employer payroll taxes	(3,233)	(839)
Non-GAAP sales and marketing	<u>\$ 24,897</u>	<u>\$ 15,931</u>
GAAP sales and marketing as percentage of revenue	53.0%	50.6%
Non-GAAP sales and marketing as percentage of revenue	46.9%	48.1%
GAAP general and administrative	\$ 14,362	\$ 5,249
Less: stock-based compensation expense and related employer payroll taxes	(5,140)	(620)
Less: direct listing expenses	—	(53)
Non-GAAP general and administrative	<u>\$ 9,222</u>	<u>\$ 4,576</u>
GAAP general and administrative as percentage of revenue	27.1%	15.9%
Non-GAAP general and administrative as percentage of revenue	17.4%	13.8%
Note: Certain figures may not sum due to rounding		

GAAP Cash Flows from Operations to Free Cash Flow

	Three Months Ended March 31,	
	2022	2021
Net cash used in operating activities	\$ (8,289)	\$ (462)
Less:		
Purchases of property and equipment	(713)	(250)
Capitalization of internal-use software costs	(594)	(381)
Free cash flow	<u>\$ (9,596)</u>	<u>\$ (1,093)</u>
Net cash used in operating activities margin	(15.6%)	(1.4%)
Non-GAAP adjustments	(2.5%)	(1.9%)
Free cash flow margin	<u>(18.1%)</u>	<u>(3.3%)</u>
Note: Certain figures may not sum due to rounding		



Digital Optimization is Driving the Next Era of Innovation

Digital Transformation

“Back office” modernization

Efficiency and operations

Products support the business

TO

Digital Optimization

“Front office” modernization

Innovation and growth

Products run the business