



# Q4 2021 Financial Results Call

2:00 pm PST  
February 16, 2022

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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 Operating Margin, 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

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# Q4 Financial Results Highlights



**\$49.4M**

Revenue increased by  
64% Y/Y



**1,597**

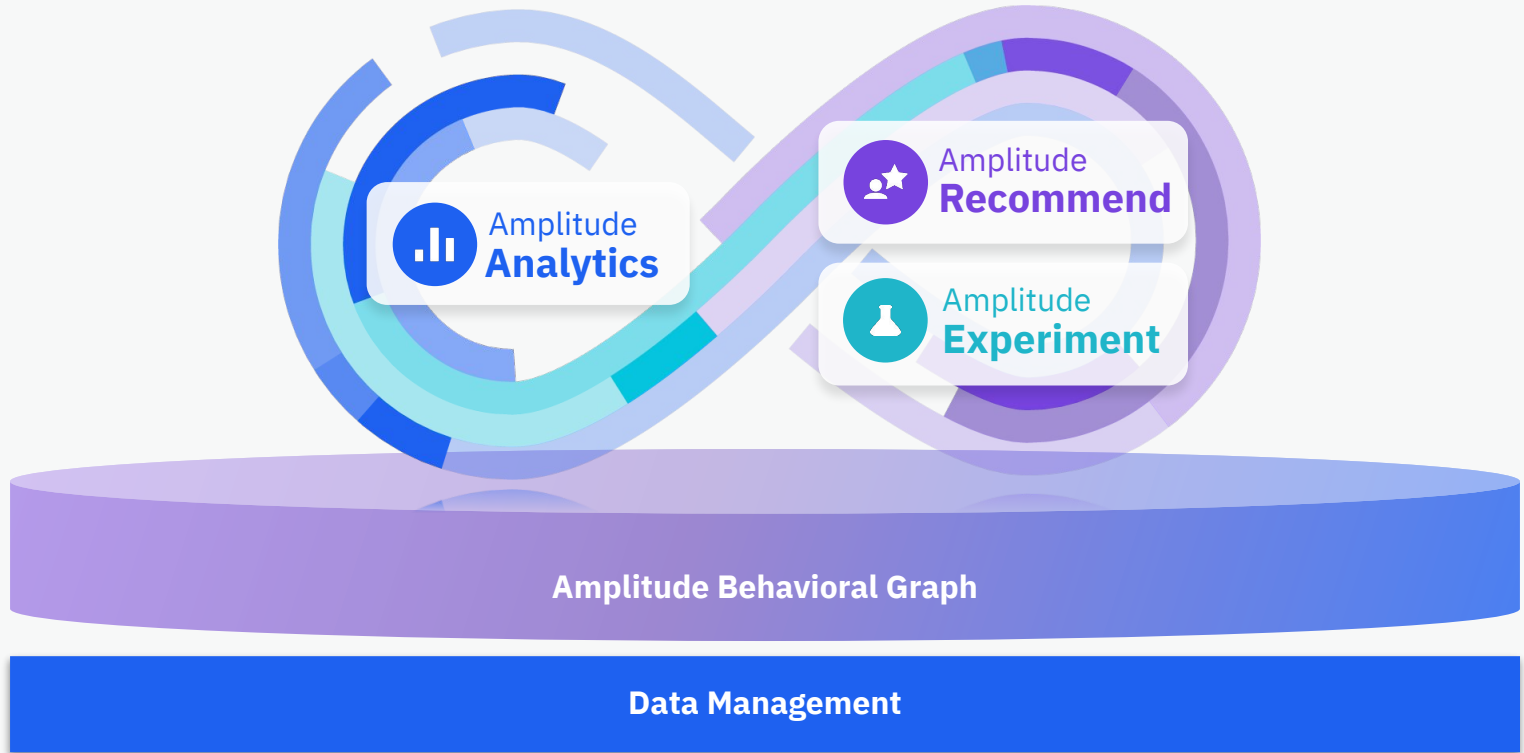
Paying customers increased  
by 54% Y/Y



**123%**

Dollar-based net retention rate  
(across paying customers) as  
of December 31, 2021

# Digital Optimization System



DIGITAL CHANNELS | DIGITAL PRODUCTS | DIGITAL DATA WAREHOUSES



# 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

# Amplitude Powers Product Led Growth



**Sales**



**Marketing**



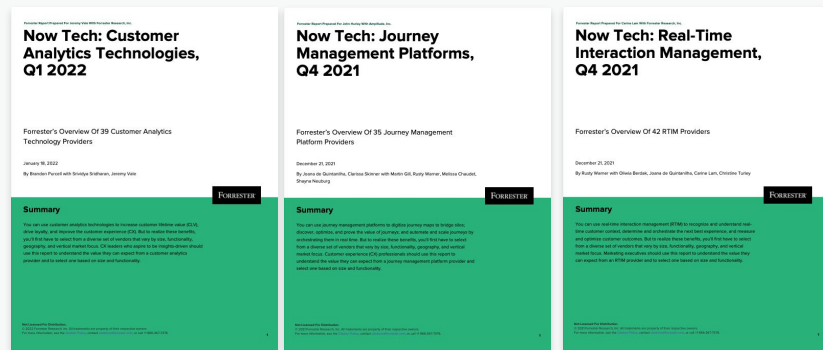
**Product**



# Industry Recognition



- #3 G2 2022 Top 100 Software Products
- #1 Product Analytics G2 Winter Report
- #3 Digital Analytics G2 Winter Report
- #1 Mobile Analytics G2 Winter Report





# Integration Updates



# Q4 2021 Notable Customer Wins + Expansions

## Wins



## Expands



# Q4 2021 Customer Highlights

New Fortune  
Global 500 Land



New Land



Amplitude Experiment  
Add-On



# FY2022 Priorities

- **Enterprise adoption and success**
- **#1 Digital Optimization Product Suite**
- **Evangelize Digital Optimization**



# Amplify 2022

**The #1 product and growth conference**

May 24 – 26, 2022  
The ARIA, Las Vegas &  
Broadcast Live

Learn more at [amplitude.com/amplify](https://amplitude.com/amplify)



**Hoang Vuong**

CFO



# Strong Revenue and Customer Metrics

	Q4 2021 Result
Revenue	\$49.4M +64% Y/Y
Total Paying Customers	1,597 +54% Y/Y
Dollar-Based Net Retention Rate (NRR) as of December 31, 2021	123%

# Q4 2021 Revenue Geographic Mix

US Revenue

**\$31.3M**

**+66% Y/Y**

63% of Total Revenue

International  
Revenue

**\$18.1M**

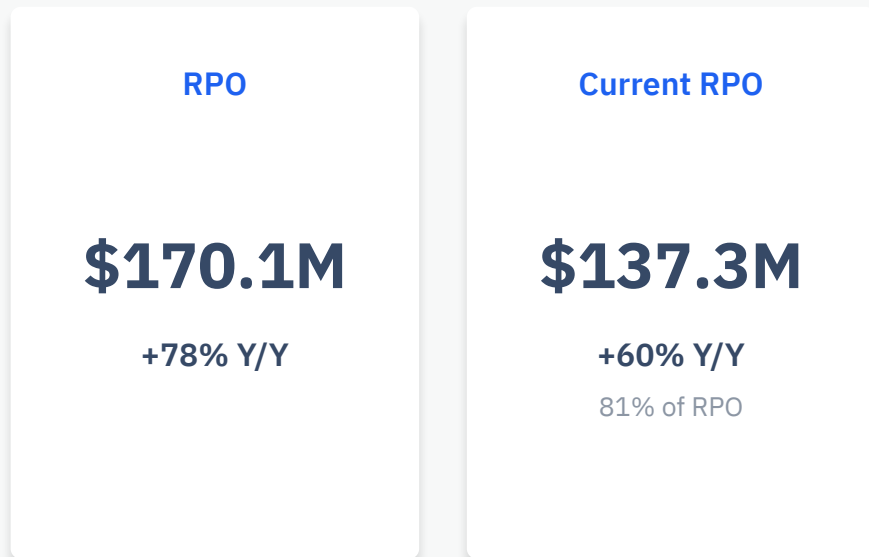
**+62% Y/Y**

37% of Total Revenue





# Q4 2021 Remaining Performance Obligations (RPO)



# Non-GAAP Financial Results\*

	Q4 2021 Result	FY 2021 Result
Gross Margin	72.0%	71.2%
Operating Margin	(10.0%)	(8.8%)
Net Loss Per Share	\$(0.05) 107.9 million shares**	\$(0.30) 51.4 million shares**
Free Cash Flow Margin	(24.8%)	(20.9%)
Cash and Cash Equivalents (GAAP)	\$307.4M	\$307.4M

\* 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.

\*\* The difference in share count is mainly attributed to preferred stock share conversions that occurred during the year. As these conversions occurred at the end of Q3'21, the related shares were included in weighted average common stock outstanding for only a portion of fiscal 2021, but the entirety of the fourth quarter.



# Guidance (As of February 16, 2022)

	Q1 2022	FY 2022
Revenue	\$50 - \$51M +51% to +54% Y/Y	\$226 - \$234M +35% to +40% Y/Y
Non-GAAP Operating Margin	(22%) - (20%)	(22%) - (20%)
Non-GAAP Net Loss Per Share	\$(0.10) - \$(0.09)	\$(0.44) - \$(0.42)
Weighted Average Shares Outstanding	109.5M shares	111.9M shares

<sup>1</sup> 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 December 31,		Year Ended December 31,	
	2021	2020	2021	2020
<b>Reconciliation of gross profit and gross margin</b>				
GAAP gross profit	\$ 34,032	\$ 20,874	\$ 115,497	\$ 71,981
Plus: stock-based compensation expense and related employer payroll taxes	1,043	180	1,952	590
Plus: amortization of acquired intangible assets	500	227	1,651	227
Non-GAAP gross profit	\$ 35,575	\$ 21,281	\$ 119,100	\$ 72,798
GAAP gross margin	68.9%	69.4%	69.1%	70.3%
Non-GAAP adjustments	3.1%	1.4%	2.2%	0.8%
Non-GAAP gross margin	72.0%	70.8%	71.2%	71.0%
<b>Reconciliation of operating loss and operating margin</b>				
GAAP loss from operations	\$ (21,485)	\$ (5,116)	\$ (74,149)	\$ (24,003)
Plus: stock-based compensation expense and related employer payroll taxes	16,022	4,678	39,667	16,648
Plus: amortization of acquired intangible assets	500	227	1,651	745
Plus: direct listing expenses	—	—	18,191	—
Non-GAAP loss from operations	\$ (4,963)	\$ (211)	\$ (14,640)	\$ (6,610)
GAAP operating margin	(43.5%)	(17.0%)	(44.3%)	(23.4%)
Non-GAAP adjustments	33.4%	16.3%	35.6%	17.0%
Non-GAAP operating margin	(10.0%)	(0.7%)	(8.8%)	(6.5%)
<b>Reconciliation of net loss</b>				
GAAP net loss	\$ (21,902)	\$ (5,370)	\$ (74,983)	\$ (24,567)
Plus: stock-based compensation expense and related employer payroll taxes	16,022	4,678	39,667	16,648
Plus: amortization of acquired intangible assets	500	227	1,651	745
Plus: direct listing expenses	—	—	18,191	—
Non-GAAP net loss	\$ (5,380)	\$ (465)	\$ (15,474)	\$ (7,174)
<b>Reconciliation of net loss per share</b>				
GAAP net loss per share, basic and diluted	\$ (0.20)	\$ (0.21)	\$ (1.46)	\$ (0.98)
Non-GAAP adjustments to net loss	0.15	0.19	1.16	0.69
Non-GAAP net loss per share, basic and diluted	\$ (0.05)	\$ (0.02)	\$ (0.30)	\$ (0.29)
Weighted-average shares used in GAAP and non-GAAP per share calculation, basic and diluted	107,925	25,981	51,360	25,060

Note: Certain figures may not sum due to rounding

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

<sup>2</sup> Margin represents percentage of GAAP revenue

# GAAP to Non-GAAP Reconciliation

	Three Months Ended December 31,		Year Ended December 31,	
	2021	2020	2021	2020
<b>Reconciliation of operating expenses</b>				
GAAP research and development	\$ 14,229	\$ 6,371	\$ 48,251	\$ 26,098
Less: stock-based compensation expense and related employer payroll taxes	(4,446)	(1,099)	(16,469)	(5,607)
Less: amortization of acquired intangible assets	—	—	—	(518)
Non-GAAP research and development	<u>\$ 9,783</u>	<u>\$ 5,272</u>	<u>\$ 31,782</u>	<u>\$ 19,973</u>
GAAP research and development as percentage of revenue	28.8%	21.2%	28.8%	25.5%
Non-GAAP research and development as percentage of revenue	19.8%	17.5%	19.0%	19.5%
GAAP sales and marketing	\$ 27,016	\$ 14,968	\$ 86,025	\$ 51,819
Less: stock-based compensation expense and related employer payroll taxes	(5,149)	(2,328)	(9,693)	(6,549)
Less: direct listing expenses	—	—	(13)	—
Non-GAAP sales and marketing	<u>\$ 21,867</u>	<u>\$ 12,640</u>	<u>\$ 76,319</u>	<u>\$ 45,270</u>
GAAP sales and marketing as percentage of revenue	54.7%	49.8%	51.4%	50.6%
Non-GAAP sales and marketing as percentage of revenue	44.2%	42.0%	45.6%	44.2%
GAAP general and administrative	\$ 14,272	\$ 4,651	\$ 55,370	\$ 18,067
Less: stock-based compensation expense and related employer payroll taxes	(5,384)	(1,071)	(11,553)	(3,902)
Less: direct listing expenses	—	—	(18,178)	—
Non-GAAP general and administrative	<u>\$ 8,888</u>	<u>\$ 3,580</u>	<u>\$ 25,639</u>	<u>\$ 14,165</u>
GAAP general and administrative as percentage of revenue	28.9%	15.5%	33.1%	17.6%
Non-GAAP general and administrative as percentage of revenue	18.0%	11.9%	15.3%	13.8%

Note: Certain figures may not sum due to rounding



# GAAP Cash Flows from Operations to Free Cash Flow

	Three Months Ended December 31,		Year Ended December 31,	
	2021	2020	2021	2020
Net cash provided by (used in) operating activities	\$ (11,104)	\$ (2,991)	\$ (31,713)	\$ (10,392)
Less:				
Purchases of property and equipment	(572)	(506)	(1,529)	(984)
Capitalization of internal-use software costs	(568)	(300)	(1,693)	(1,224)
Free cash flow	<u>\$ (12,244)</u>	<u>\$ (3,797)</u>	<u>\$ (34,935)</u>	<u>\$ (12,600)</u>
Net cash provided by (used in) operating activities margin	(22.5%)	(9.9%)	(19.0%)	(10.1%)
Non-GAAP adjustments	(2.3%)	(2.7%)	(1.9%)	(2.2%)
Free cash flow margin	<u>(24.8%)</u>	<u>(12.6%)</u>	<u>(20.9%)</u>	<u>(12.3%)</u>

Note: Certain figures may not sum due to rounding





