



INVESTOR DAY

Forward Looking Statements and Non-GAAP Financial Measures



This presentation and the accompanying oral presentation (together, the “presentation”) contain forward-looking statements including, among other things, statements regarding our business, strategy, financial performance and outlook, customers, technology, market opportunity, products, growth, and our overall future prospects. The words “believe,” “may,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” “seek,” “plan,” “project,” “target,” “looking ahead,” “look to,” “move into,” and similar expressions are intended to identify forward-looking statements. Forward-looking statements represent our current beliefs, estimates and assumptions only as of the date of this presentation and information contained in this presentation should not be relied upon as representing our estimates as of any subsequent date. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. Risks include, but are not limited to: (i) our limited operating history, including in uncertain macroeconomic environments, (ii) our ability to sustain and manage our rapid growth, including following our recent restructuring, (iii) our ability to attract new customers and retain and sell additional features and services to our existing customers, (iv) inflationary conditions, economic uncertainty, recessionary risks, and exchange rate fluctuations, which have resulted and may continue to result in customer pullback in information technology spending, lengthening of sales cycles, reduced contract sizes, reduced consumption of Confluent Cloud or customer preference for open source alternatives, as well as the potential need for cost efficiency measures, (v) our ability to increase consumption of our offering, including by existing customers and through the acquisition of new customers, and successfully add new features and functionality to our offering, (vi) our ability to achieve profitability and improve margins annually, by our expected timelines or at all, (vii) our ability to operate our business and execute on our strategic initiatives following our recent restructuring, (viii) the estimated addressable market opportunity for our offering, including our Flink offering and stream processing, (ix) our ability to compete effectively in an increasingly competitive market, including achieving market acceptance over competitors and open source alternatives, (x) our ability to successfully execute our go-to-market strategy and initiatives and increase market awareness and acceptance of the benefits of our offering, including the total cost of ownership benefits of Confluent Cloud, (xi) our ability to attract and retain highly qualified personnel, which could be negatively impacted by our recent restructuring, (xii) breaches in our security measures or unauthorized access to our platform, our data, or our customers’ or other users’ personal data, (xiii) our reliance on third-party cloud-based infrastructure to host Confluent Cloud, and (xiv) general market, political, economic, and business conditions, including continuing impacts from the COVID-19 pandemic. These risks are not exhaustive. Further information on these and other risks that could affect Confluent’s results is included in our filings with the Securities and Exchange Commission (“SEC”), including our Quarterly Report on Form 10-Q for the quarter ended March 31, 2023, and our future reports that we may file from time to time with the SEC. Confluent assumes no obligation to, and does not currently intend to, update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

Certain financial measures we use in the presentation are expressed on a non-GAAP basis. We use these non-GAAP financial measures and other key metrics internally to facilitate analysis of our financial and business trends and for internal planning and forecasting purposes. We believe these non-GAAP financial measures, when taken collectively, may be helpful to investors because they provide consistency and comparability with past financial performance by excluding certain items that may not be indicative of our business, results of operations, or outlook. However, non-GAAP financial measures have limitations as an analytical tool and are presented for supplemental informational purposes only. They should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with GAAP. A reconciliation between these GAAP and non-GAAP financial measures is included in the Appendix to this presentation.



Innovating For The Future



Shaun Clowes
Chief Product Officer



Chad Verbowski
Chief Technology Officer

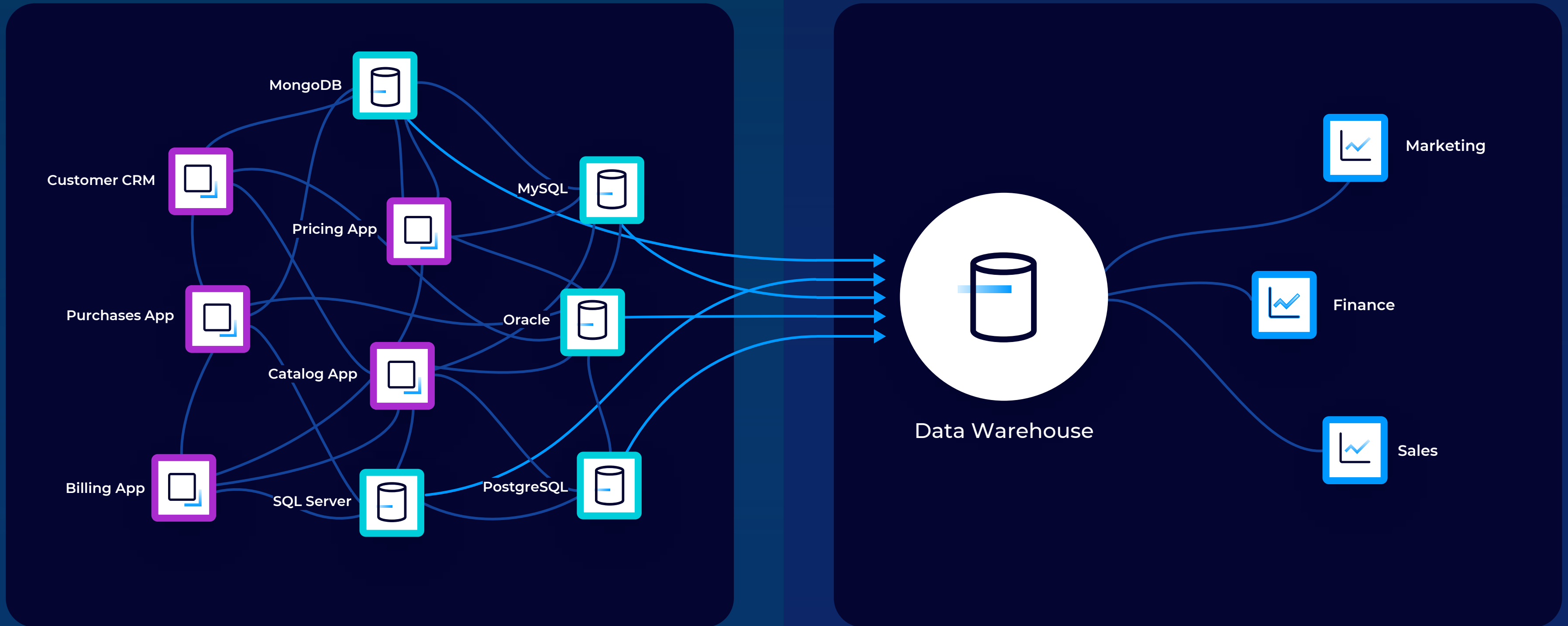


Embedding Data and Analytics Into Every Part of the Business

Is Much Harder Than it Should Be



There Are 2 Main Locations For Data



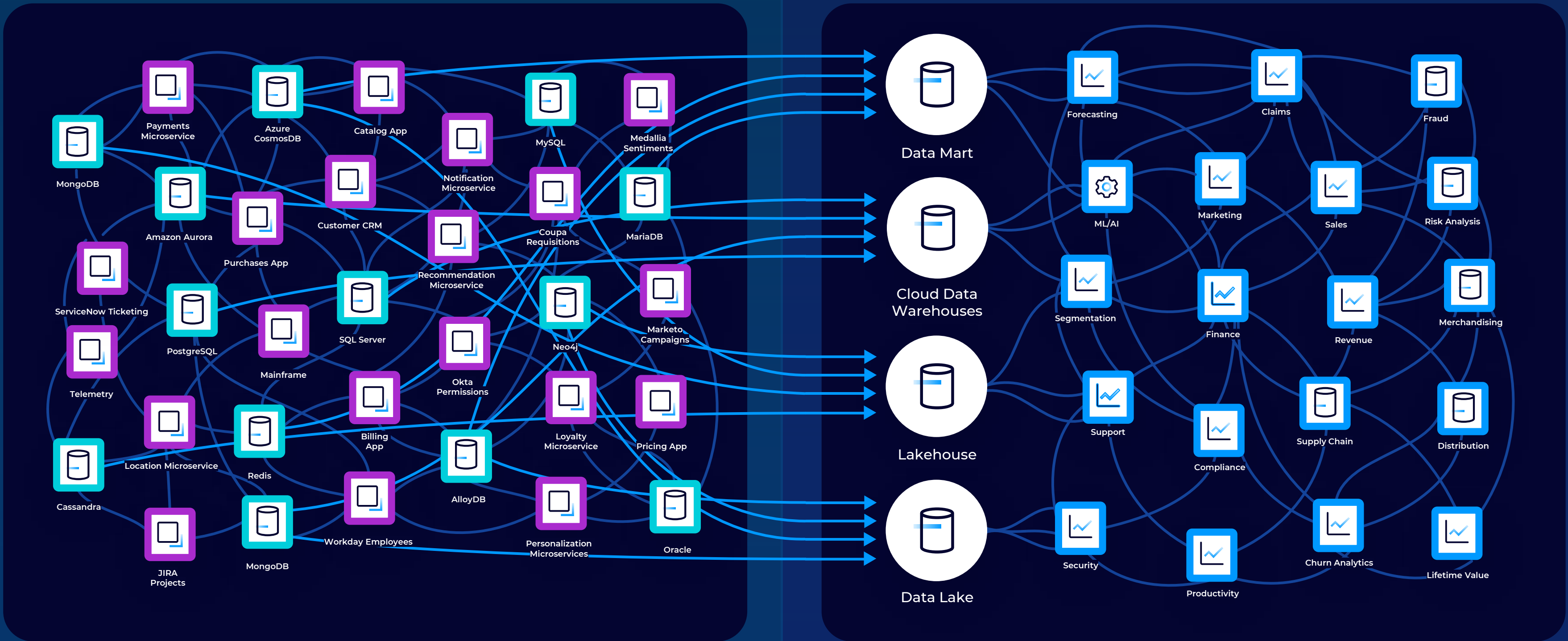
OPERATIONAL ESTATE

Serve the needs of applications to transact with customers in real-time

ANALYTICAL ESTATE

Support after-the-fact business analysis and reporting for various stakeholders

As Data Needs Emerged, Data Complexity Escalated



OPERATIONAL ESTATE

Serve the needs of applications to transact with customers in real-time

ANALYTICAL ESTATE

Support after-the-fact business analysis and reporting for various stakeholders

Each Estate Has Silos of Tools To Connect, Process, Govern and Share Data

OPERATIONAL ESTATE

Message Oriented
Middleware



Enterprise App
Integration &
Governance



Event Integration



Change Data
Capture



ANALYTICAL ESTATE

Batch-based
ETL/ ELT Pipelines



Data at Rest
Processing



Data at Rest
Governance



Log
Aggregation



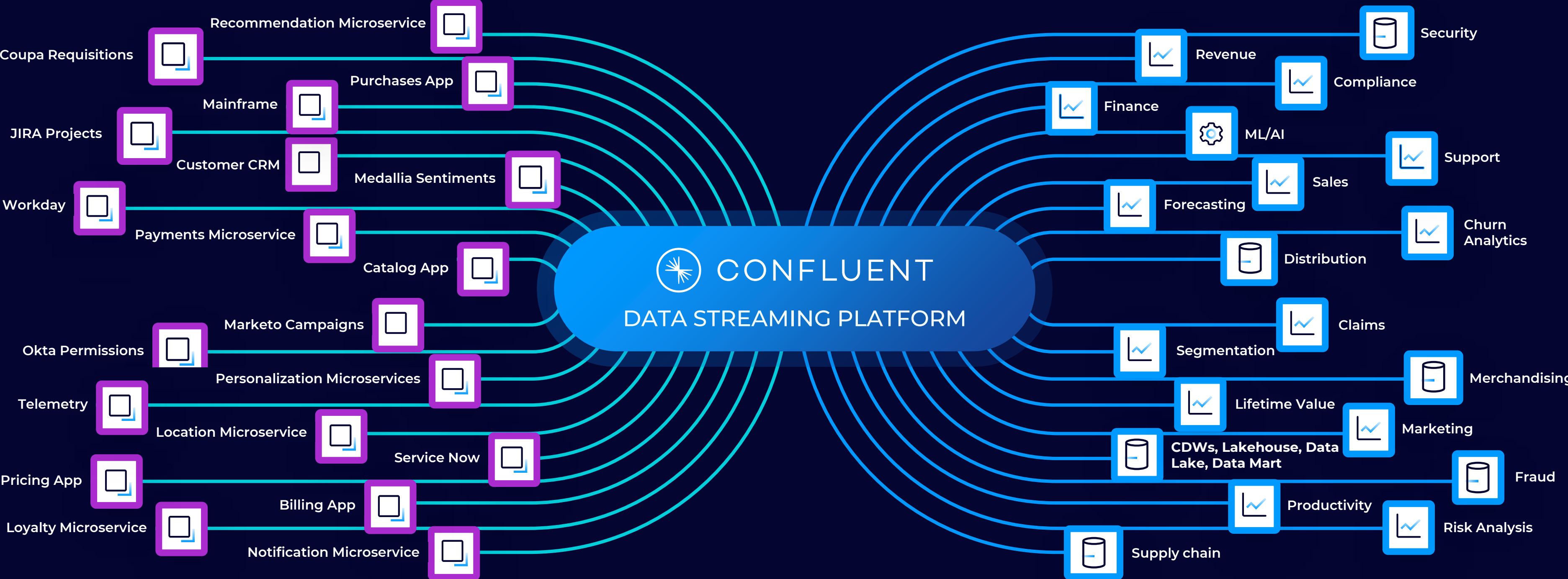
Modern Use Cases Require Data to Be Always On



The background features a dark blue field with a complex, overlapping pattern of thin white lines forming a mesh of circles. Scattered throughout this pattern are various white line-art icons, including cylinders, rectangular blocks, and square shapes with smaller squares inside them. A small, circular icon with a starburst pattern is located in the upper right corner.

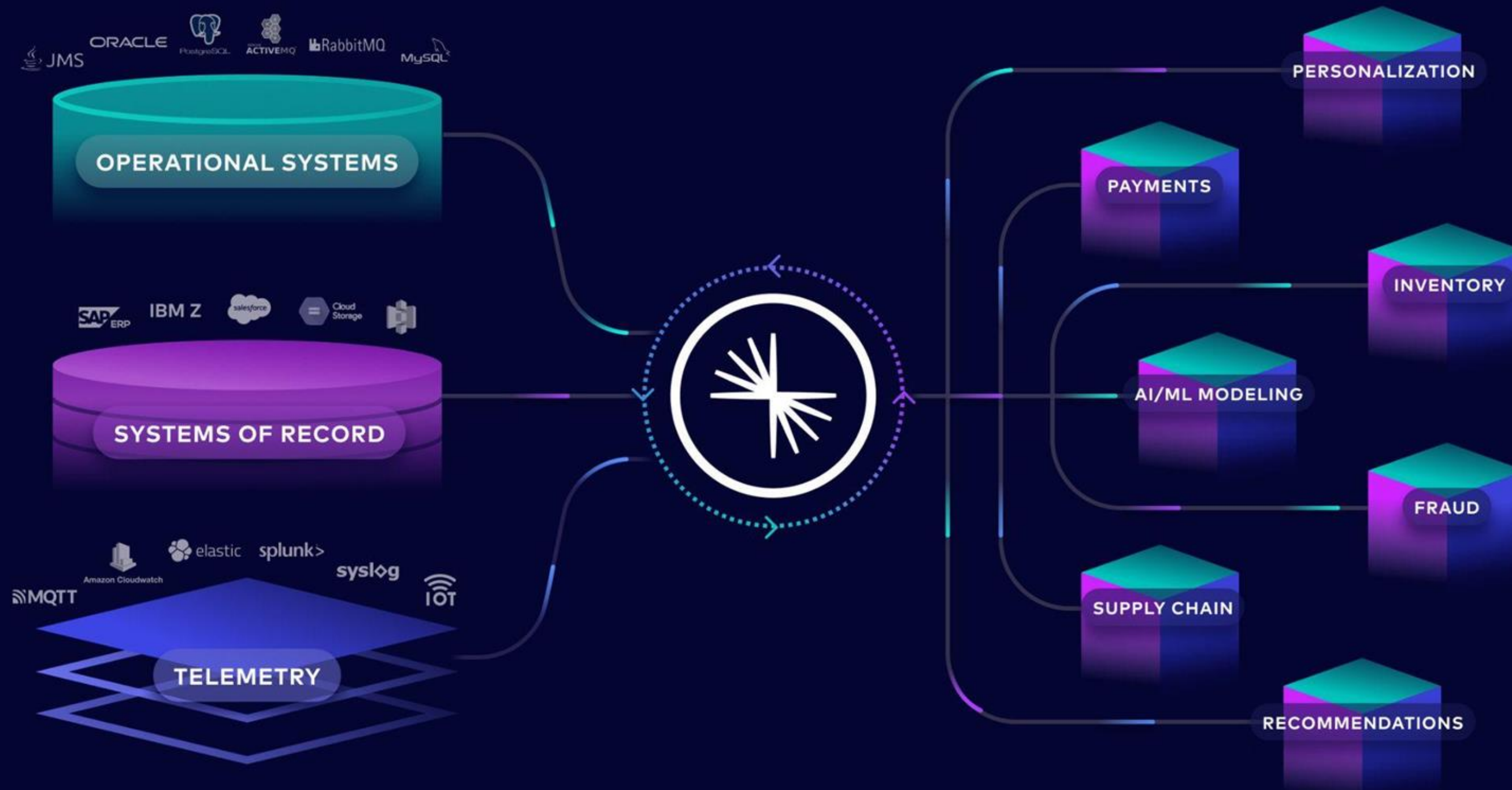
... Creating a Giant Mess

Confluent Connects Applications, Systems and Teams With a Shared View of the Most Up-to-Date Data



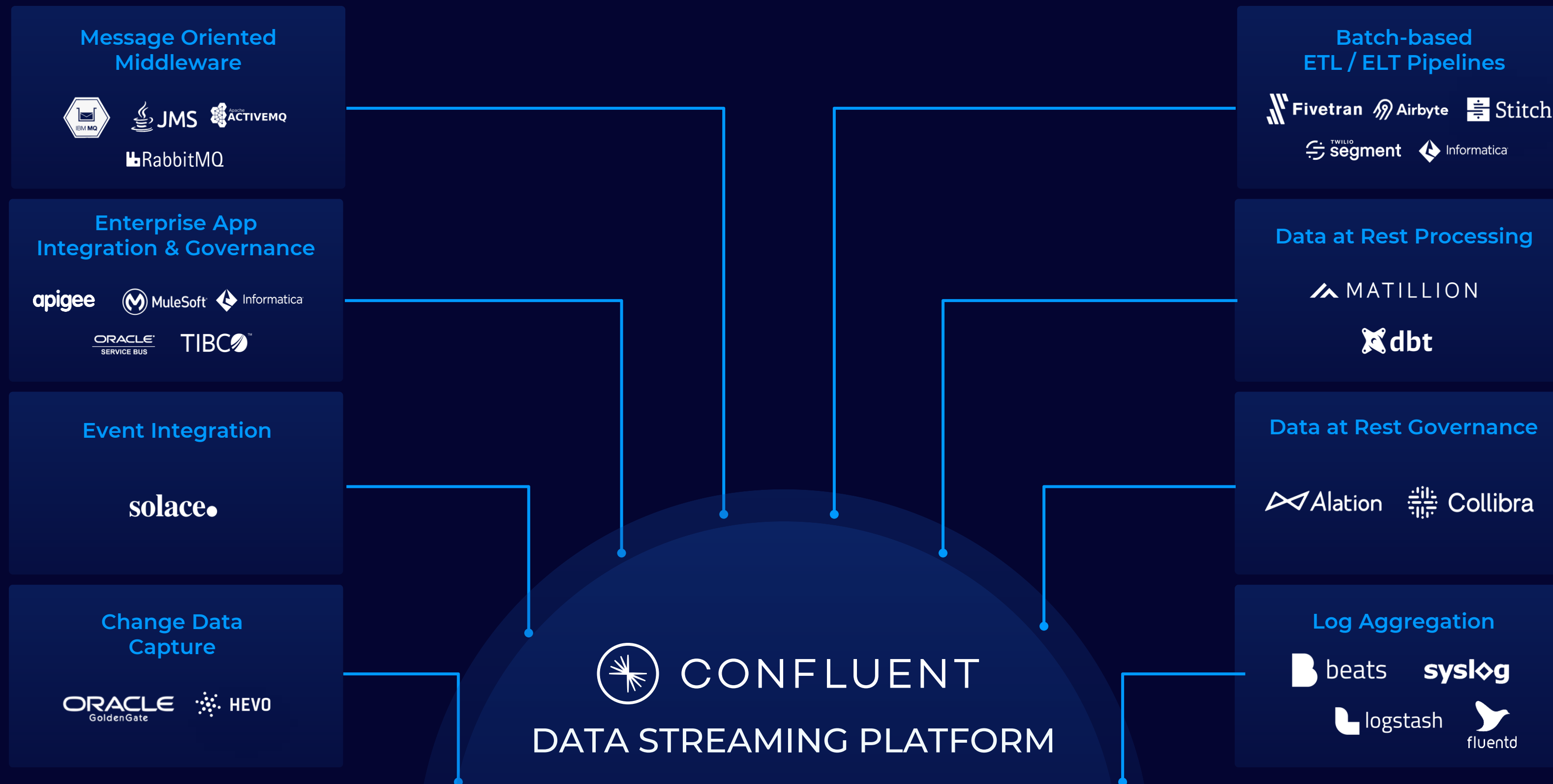
WE'RE SHIFTING THE CONVERSATION FROM

“Where is my data and is it accurate” to
“What is my data and how do I get value out of it immediately”





Confluent Embodies Multiple Data Integration Tools and Breaks Down Silos





Our Opportunity Is ENORMOUS

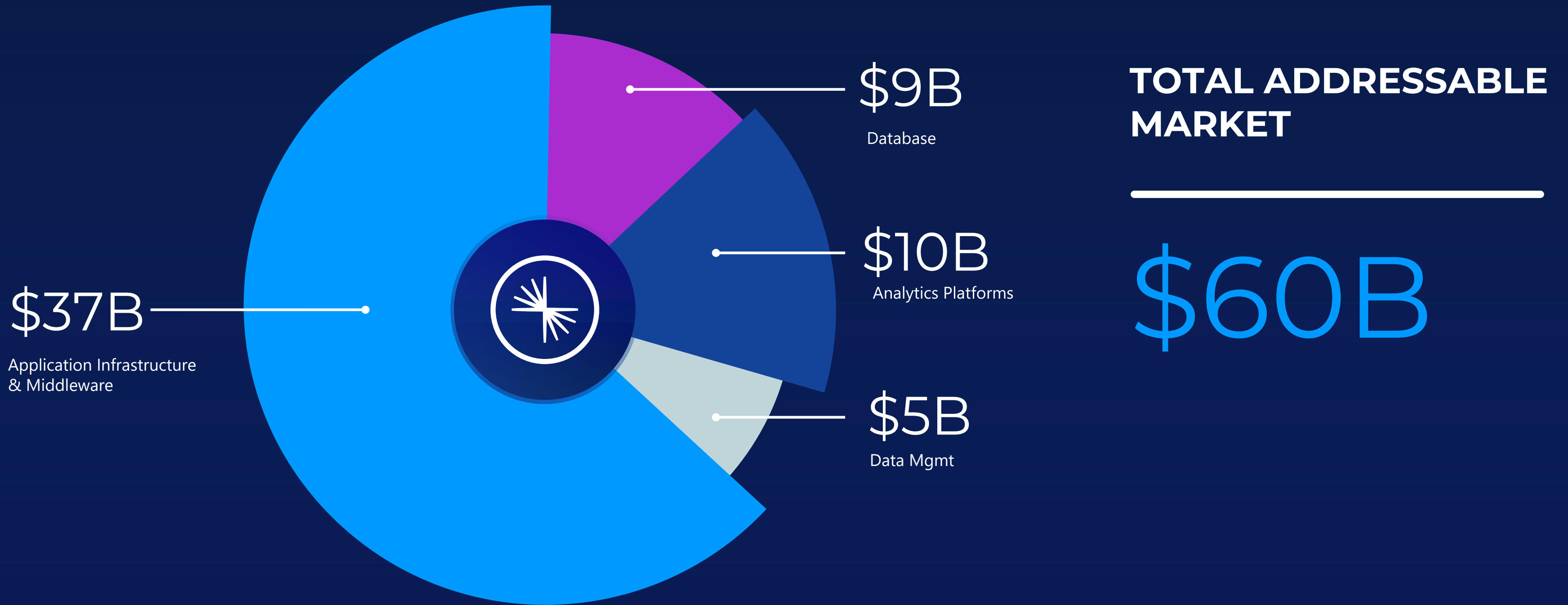
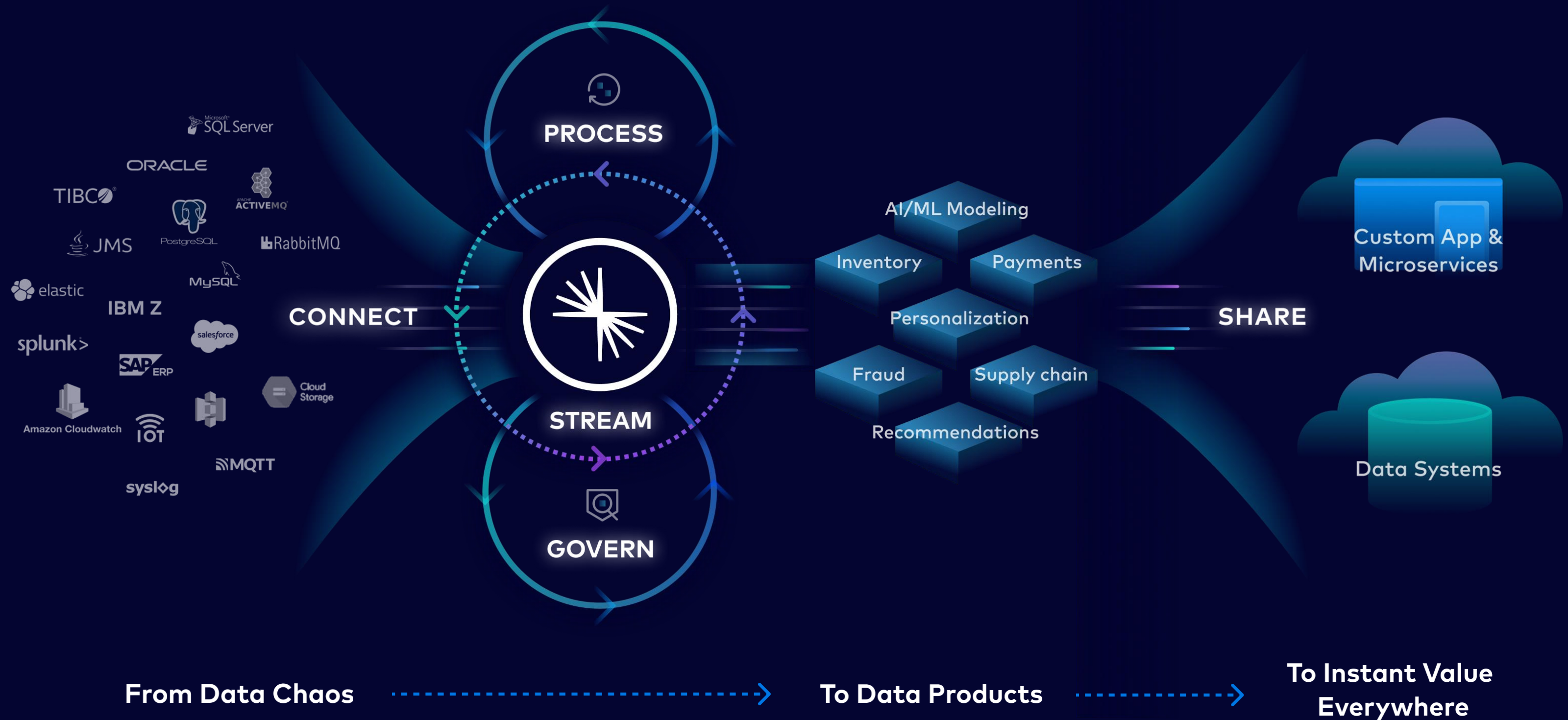


Chart created by Confluent based on Gartner® research
- Source: Enterprise Infrastructure Software, Worldwide, 2021-2027, 1Q23 Update, ID G00787965, By Analyst(s): Arunasree Cheparthi et al. 28 March 2023
- Source: Forecast: Enterprise Application Software, Worldwide, 2021-2027, 1Q23 Update, ID G00789110, By Analyst(s): Amarendra et al. 28 March 2023
Confluent product share based on internal analysis of use cases in each Gartner market category addressable with generally available Confluent products

A New Paradigm for Data in Motion: Data Streaming

All your data continuously streamed, processed, governed and shared as a product, making it instantly valuable, usable, and trustworthy everywhere.



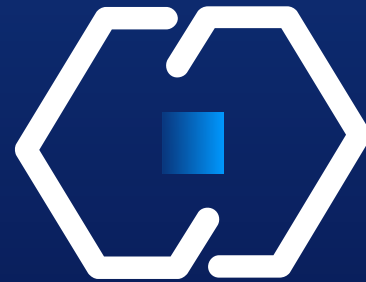
Breaking Down the Key Capabilities of a Data Streaming Platform

Stream



Reimagine data streaming everywhere, on-prem and in every major public cloud

Connect



Make it easy to on-ramp and off-ramp data from existing systems and apps

Process



Drive greater data reuse with always-on stream processing

Govern



Make data in motion self-service, secure, compliant and trustworthy

Share



Enable frictionless access to up-to-date trustworthy data products

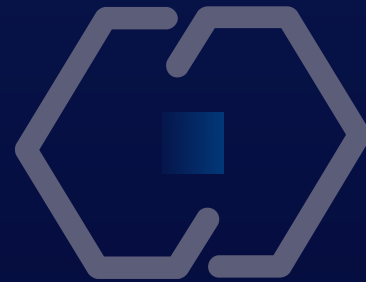
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Apache Kafka — the De Facto Standard for Data Streaming



10 OUT OF 10

Travel & Retail



10 OUT OF 10

Banking



10 OUT OF 10

Insurance



10 OUT OF 10

Entertainment



10 OUT OF 10

Technology



10 OUT OF 10

Healthcare



9 OUT OF 10

Auto & Trans.



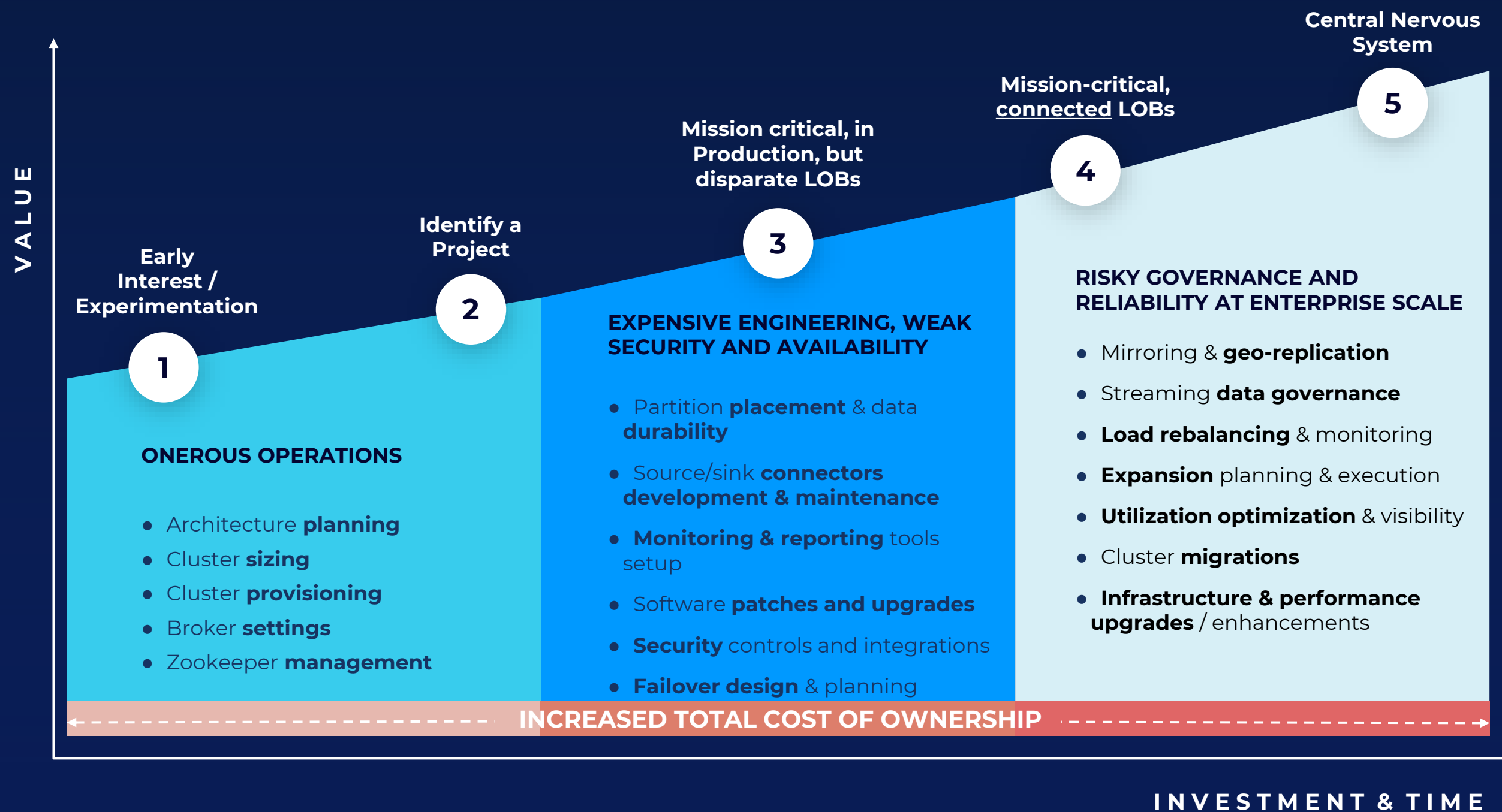
7 OUT OF 8

Teleco

>75% Fortune 500 Companies Estimated to be Using Kafka

Note: Top company count by industry and >75% are calculated using the 2022 Fortune 500 list, released in August 2022, and are as of March 31, 2023.

But Operating Apache Kafka on Your Own Is Difficult



As the Kafka footprint expands across more use cases, teams, and environments, it **creates significant ongoing operational burden... one that only grows over time, requiring more top engineering talent & resources**



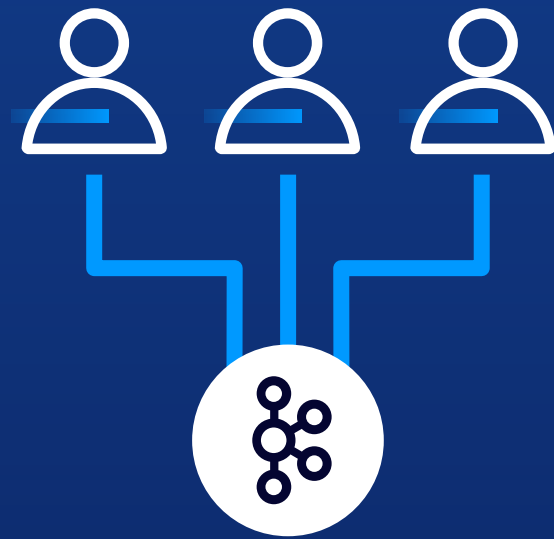
“One of the challenges with Kafka was its **operational complexity, especially as the footprint expanded across our organization**. It’s a complex, distributed system, so we **had to allocate a lot of our valuable technical resources and expertise to babysit it and keep it running**. This also required us to incur additional in-house maintenance costs and risks.”



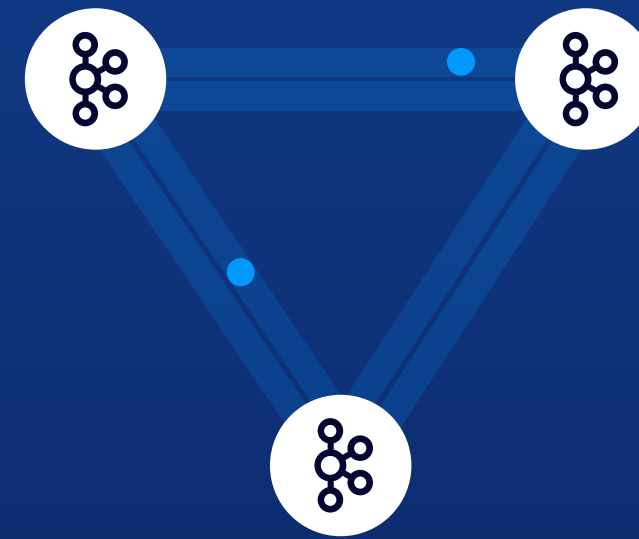
Putting Kafka in the Cloud Isn't Just Putting Kafka in the Cloud



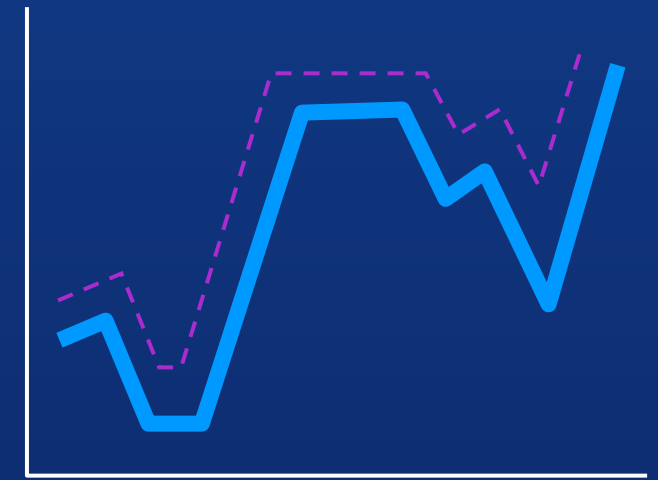
Scaling and Load
Balancing



Multi-tenancy
and Isolation



Networking and
Replication



Elastic and
Automated



We Transformed Kafka for the Cloud, Ground Up!

KORA ENGINE

The Apache Kafka[®] Engine Built for the Cloud

Elastic

to seamlessly expand and shrink based on customer demands

Resilient

with automated operations to ensure high availability and reliability

Cost efficient

with multi-tenancy, intelligent data tiering and cloud optimizations

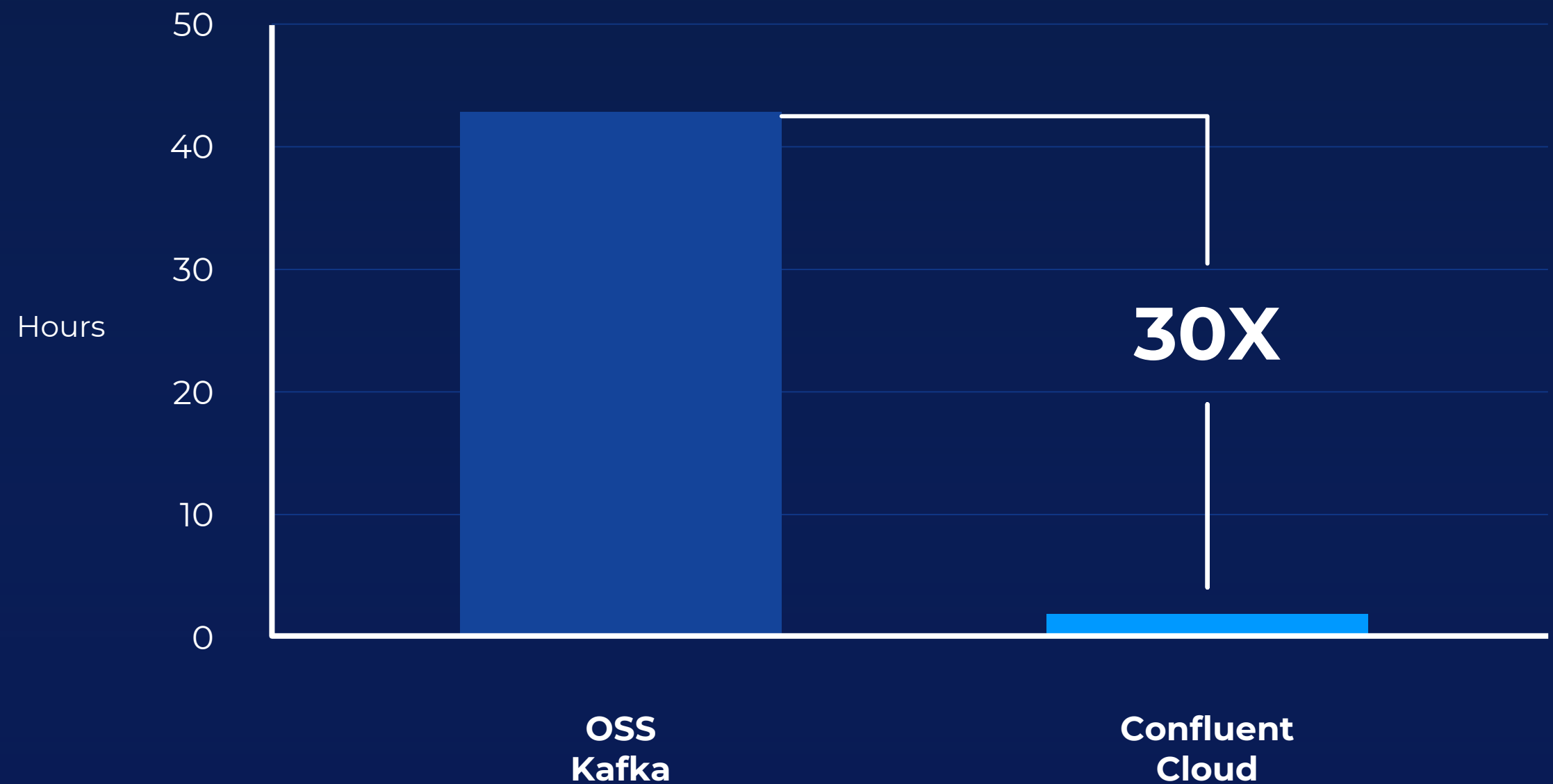


30X

ELASTICITY

Scale to handle GBps+ workloads and peak customer demands
30x faster without operational burden

Hours required to scale 3 brokers to 4, replication factor of 3, 30-day retention, 100 MBps throughput, 10GBps network



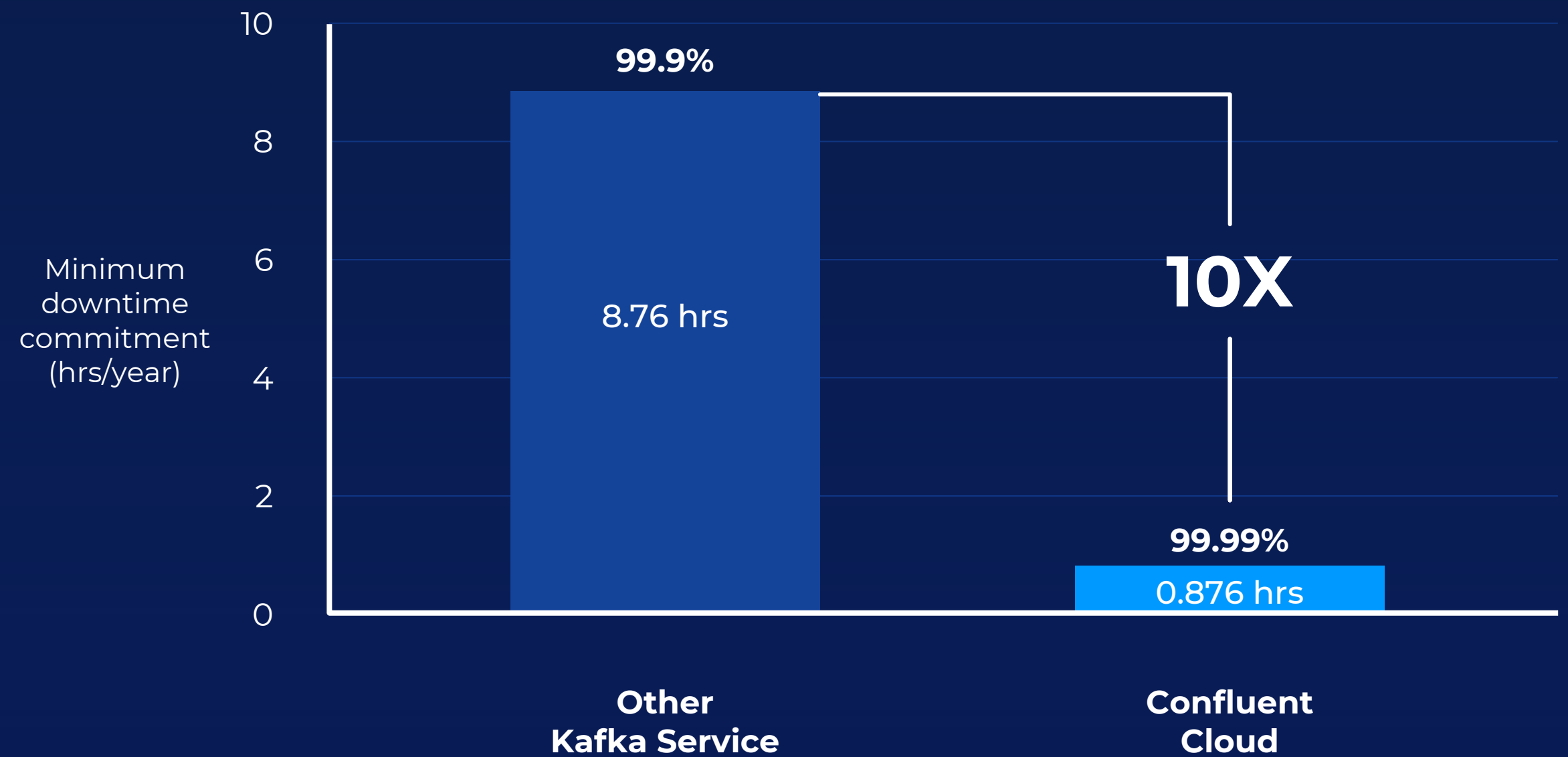


10X

RESILIENCY

Ensure high availability and offload Kafka ops with 99.99% uptime SLA, multi-AZ clusters, and no-touch Kafka patches

Minimum downtime commitment by Kafka service based on SLA



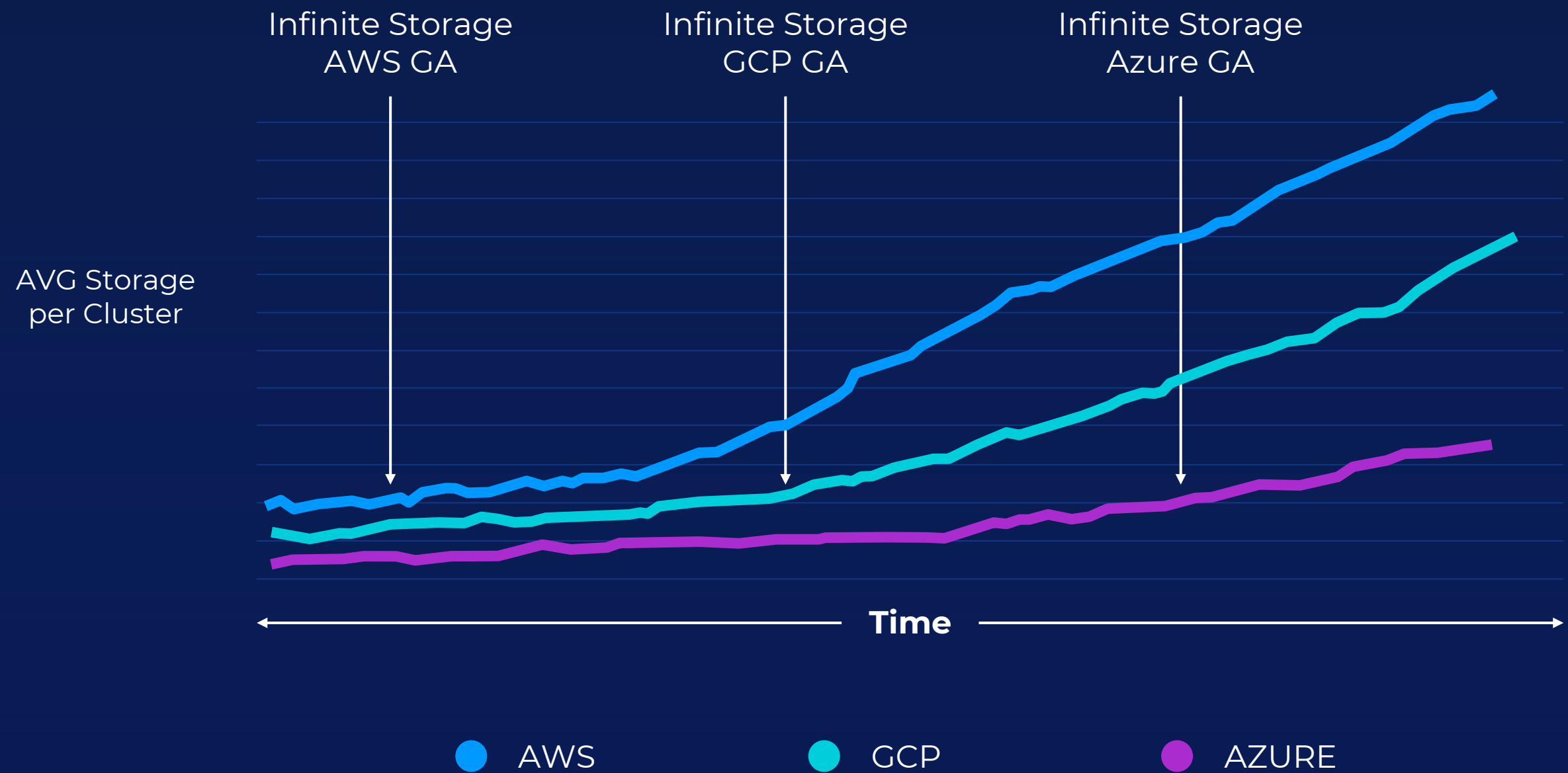


Average Storage Used per Cluster by Cloud Providers



STORAGE

Never worry about Kafka storage again with Intelligent Tiered Storage and Infinite Retention





These Innovations Deliver
Unmatched Optimizations
in Our Cloud Service

1000x

COST ADVANTAGE IN
OPERATIONS



Our Customers Save on Costs and Increase Their ROI

\$2.57M

Total savings

Operate 60%+ more efficiently with reduced infrastructure costs, maintenance demands and overhead, and downtime risk

257%

3-year ROI

Launch in months rather than years by reducing the burden on your teams with our fully managed cloud service

Total Economic Impact of using Confluent • Forrester, March 2022



“Confluent Cloud **made it possible for us to meet our tight launch deadline with limited resources.** With event streaming as a managed service, **we had no costly hires to maintain our clusters and no worries about 24x7 reliability.**”

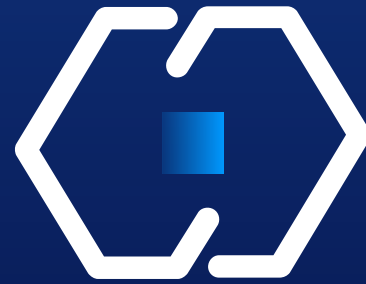
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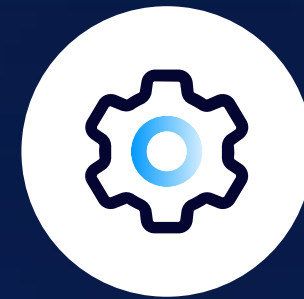
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Enable frictionless access to up-to-date trustworthy data products

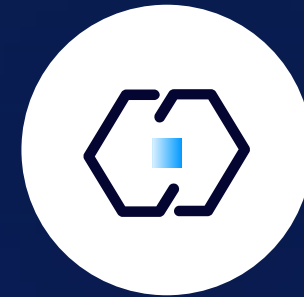


Our Connect strategy is a catalyst to unlock real-time value from existing systems and applications



Pre-built and fully managed connectors

Reduce the effort and cost of integration to existing data systems



Custom connectors

Simplify integrating data from homegrown systems and applications



Connect with Confluent

Scale our integration strategy through our ecosystem

Delivering the Best Ecosystem of Zero-code Connectors



120+ pre-built connectors and 70+ fully managed connectors



Data Diode





Effortless and Cost-Effective Data Integration from Existing Systems and Applications



Streamlined integration of static data with modern data systems



Realize faster value and save ~12-24+ engineering months



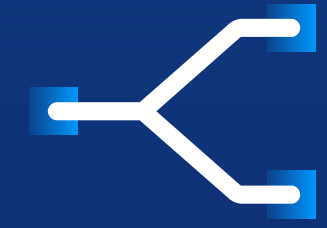
Save on engineering time, operational burden and expensive licenses



“Confluent’s fully managed Amazon S3 connector enables teams to focus on development work by removing the operational burden and risk of managing and maintaining these connectors on their own.”



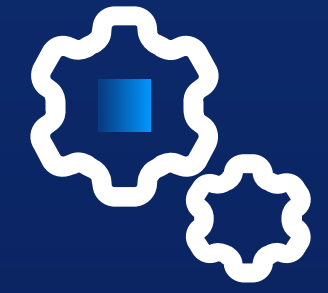
Delivering Integration Flexibility and Simplicity to Homegrown Data Systems and Apps with Custom Connectors



Simplify custom integrations



Ensure high availability & performance



Eliminate operational burden



“Custom Connectors will allow us to quickly bridge our in-house event service and Kafka without setting up and managing the underlying connector infrastructure. We will be able to **easily upload our custom-built connectors to seamlessly stream data into Confluent and shift our focus to higher-value activities.**”



We're Partnering with the Ecosystem to Scale Our Integration Strategy

CONNECT WITH CONFLUENT



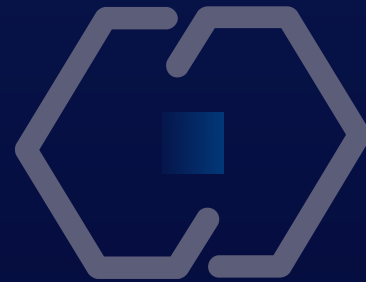
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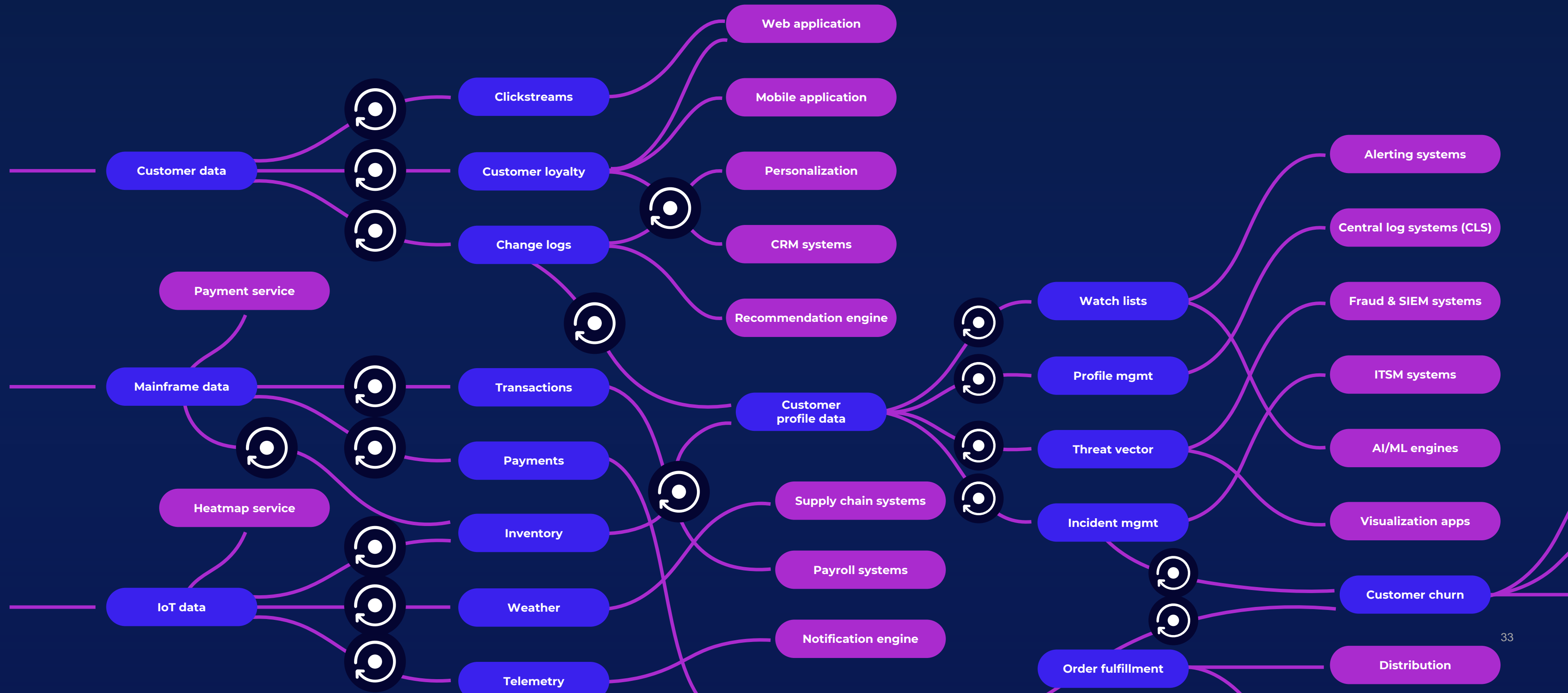
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Enable frictionless access to up-to-date trustworthy data products



Streaming Processing Combines Multiple Data Streams and Shapes It On-the-fly to Drive Greater Data Reuse





There Are Many Stream Processing Frameworks in the Market

STAND ALONE APPS



FRAMEWORKS





Flink Has Emerged as the De Facto Stream Processing Framework

STAND ALONE APPS



FRAMEWORKS

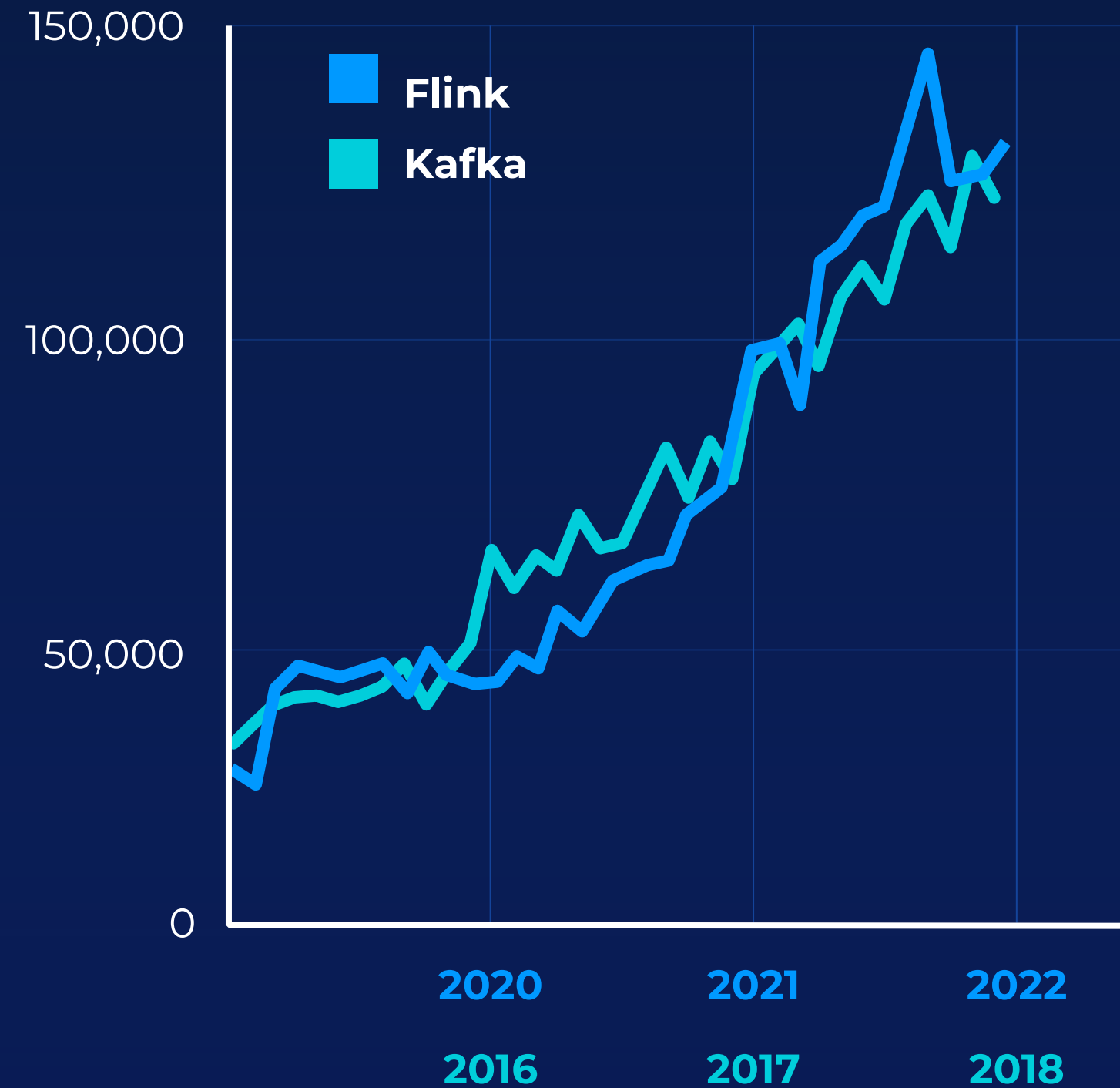




Data Streaming Requires a Complete Platform

Two Apache Projects, Born a
Few Years Apart

Active Monthly Unique Users





Innovative Companies Have Adopted Both Kafka and Flink





Confluent and Apache Flink **Better Together**





Our Flink Innovation Strategy



CLOUD NATIVE

Re-imagine the Flink experience in the Cloud



COMPLETE

Enable developers to reliably & securely build next-gen apps faster



EVERYWHERE

Be everywhere our customers want to be

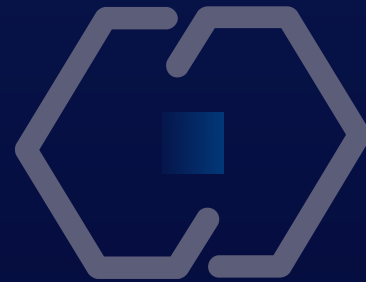
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You Need to Trust and Understand the Data Moving Through the Platform

Where did data come from?

Where is it going?

Where, when, and how was it transformed?

What's the common taxonomy?

What is the current state of the stream?

Is it compliant with regulatory standards?

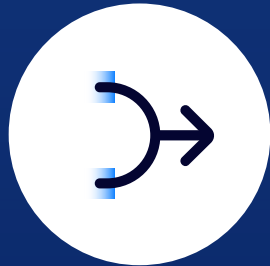


We Deliver the Only Fully Managed Governance Suite for Data in Motion



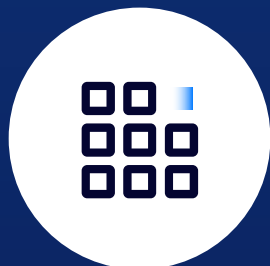
Stream Catalog

Increase collaboration and productivity with self-service data discovery



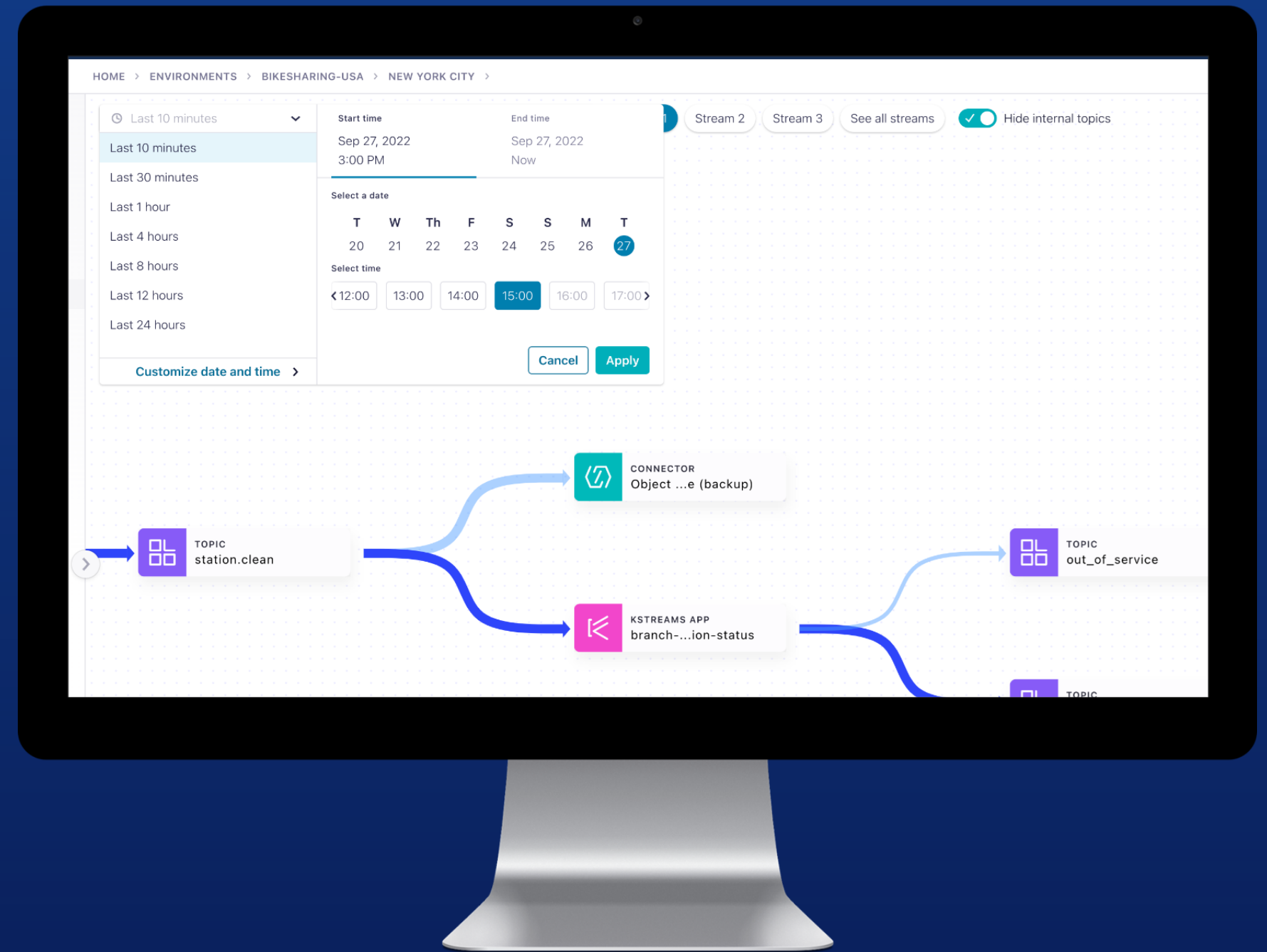
Stream Lineage

Understand complex data relationships and uncover more insights



Stream Quality

Deliver trusted, high-quality event streams to the business



"Confluent's Stream Governance suite will play a major role in our expanded use of data in motion and creation of a central nervous system for the enterprise. **With the self-service capabilities in stream catalog and stream lineage, we'll be able to greatly simplify and accelerate the onboarding of new teams working with our most valuable data.**"

Create a Shared Language for Data and Ensure They Abide to Data Contracts

What is the structure of the data?

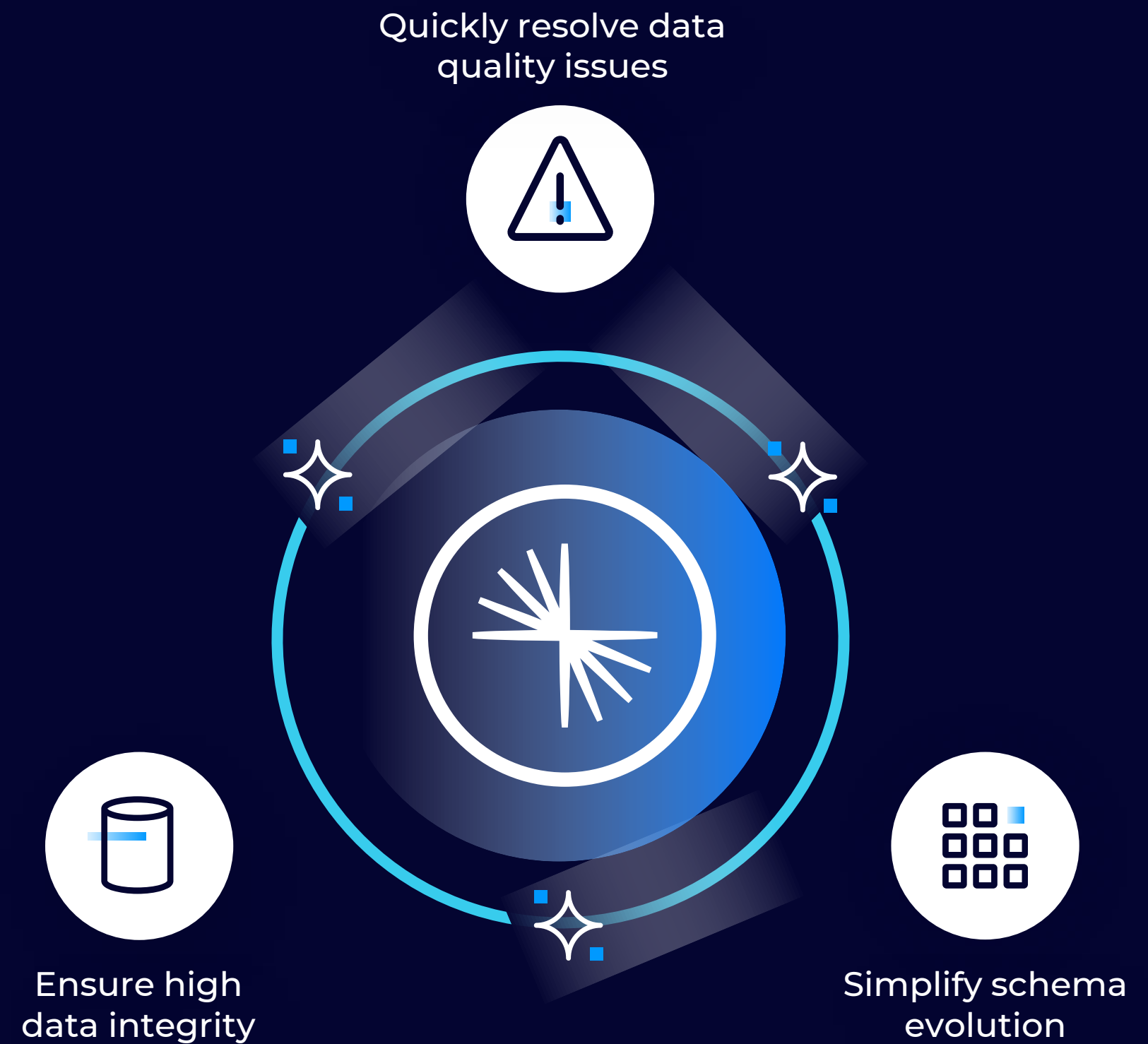
Is the customer_age field an integer?

Can I add a new field to the schema?

Is the address field a valid address?

Can I remove a field from the schema?

Can I make a breaking change to the schema?



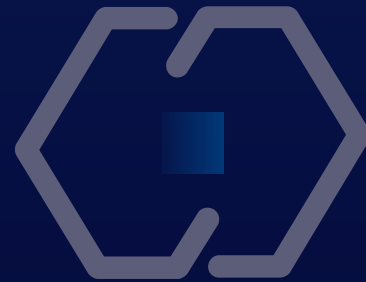
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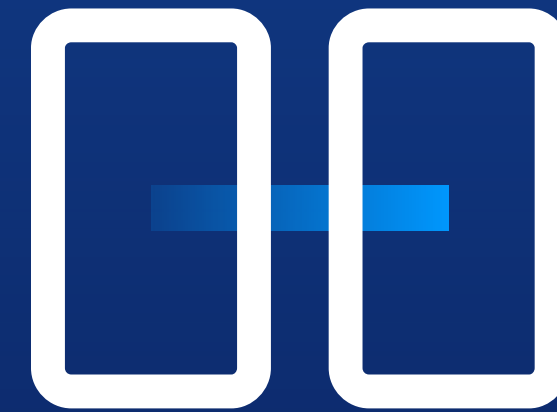
Enabling Higher Innovation Velocity by Reinventing How Data Is Discovered, Mobilized and Shared in Real-time



Make it easy for developers to find, share and consume ready-to-use always-on data products



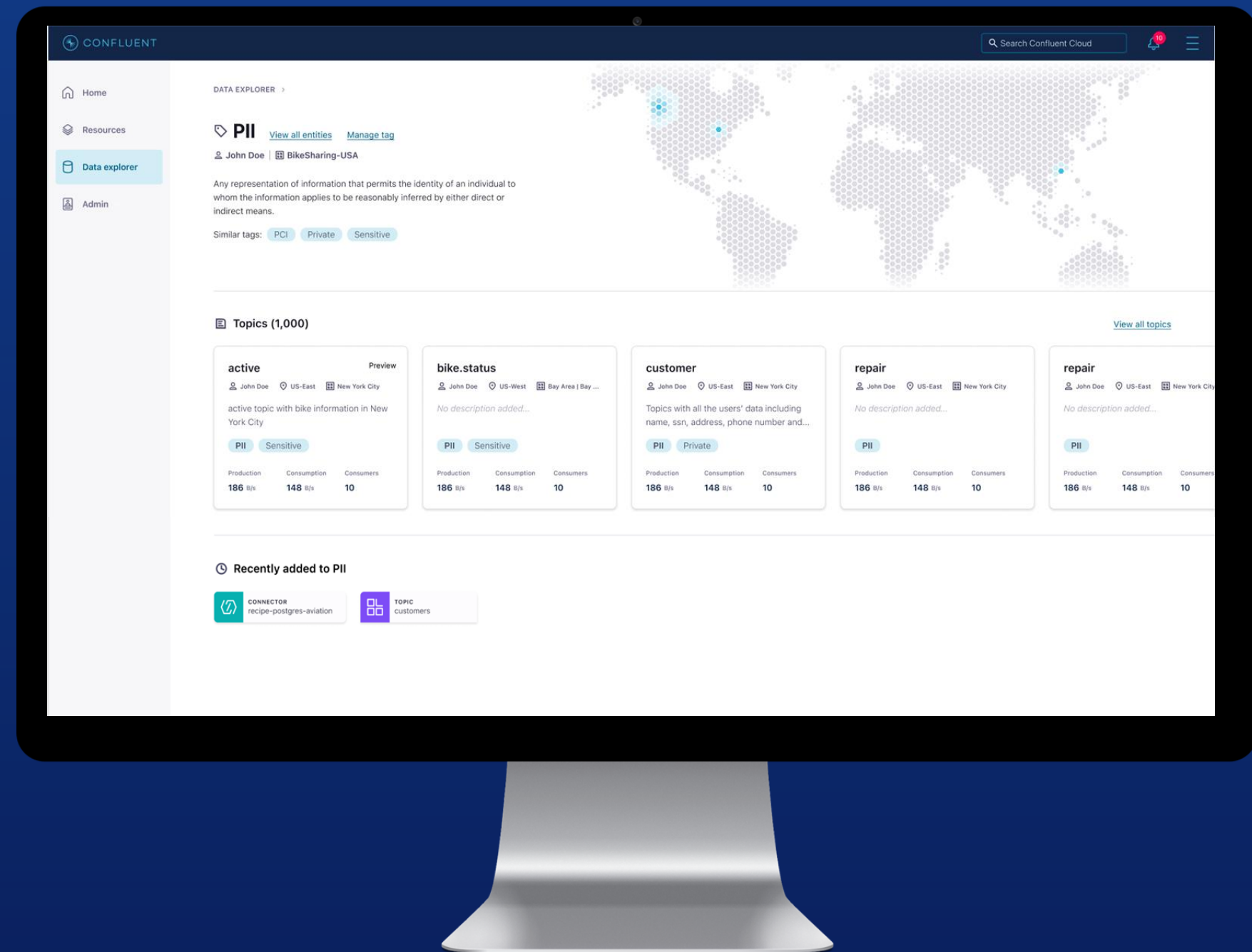
Unlock instant value from data in siloed environments by streamlining real-time data interoperability



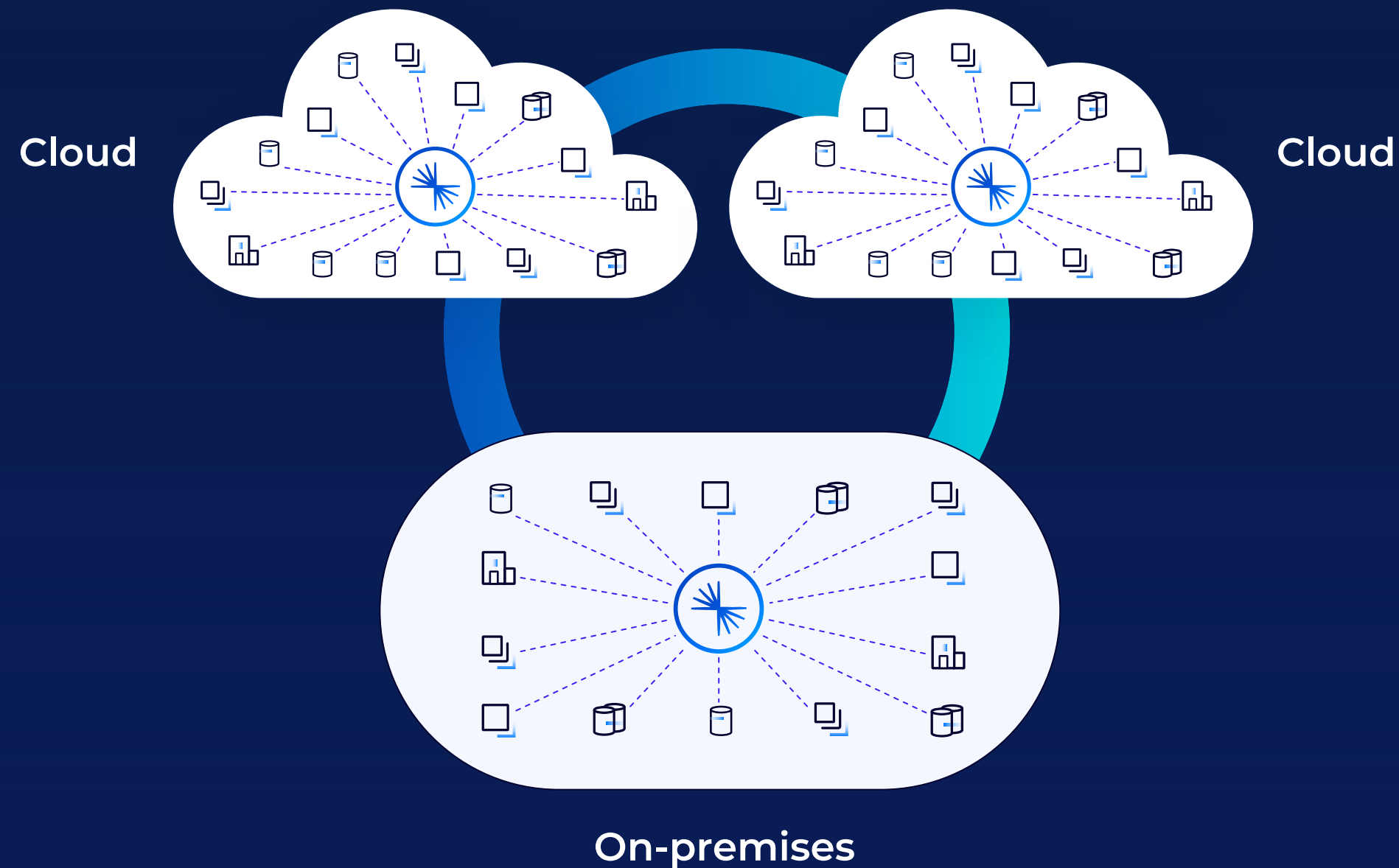
Bring real-time and ease of use to secure data sharing with the ecosystem



Developers Can Use the Self-service Portal to Discover, Explore and Use Real-time Data Products



We Connect the Enterprise with Seamless Real-time Data Flows and Make It Interoperable Everywhere



Run Anywhere

Run Unified

Run Consistently



“We are making Confluent the true backbone of BHG, including leveraging over 20 Confluent connectors across both modern, cloud-based technologies and legacy systems, to help integrate our critical apps and data systems together.”



We Bring Real-time to Secure Data Sharing Between Organizations and Extend the Network Effect



Easily share real-time data without delays in a few clicks



Safely share and protect your data



Trust the quality and compatibility of shared data



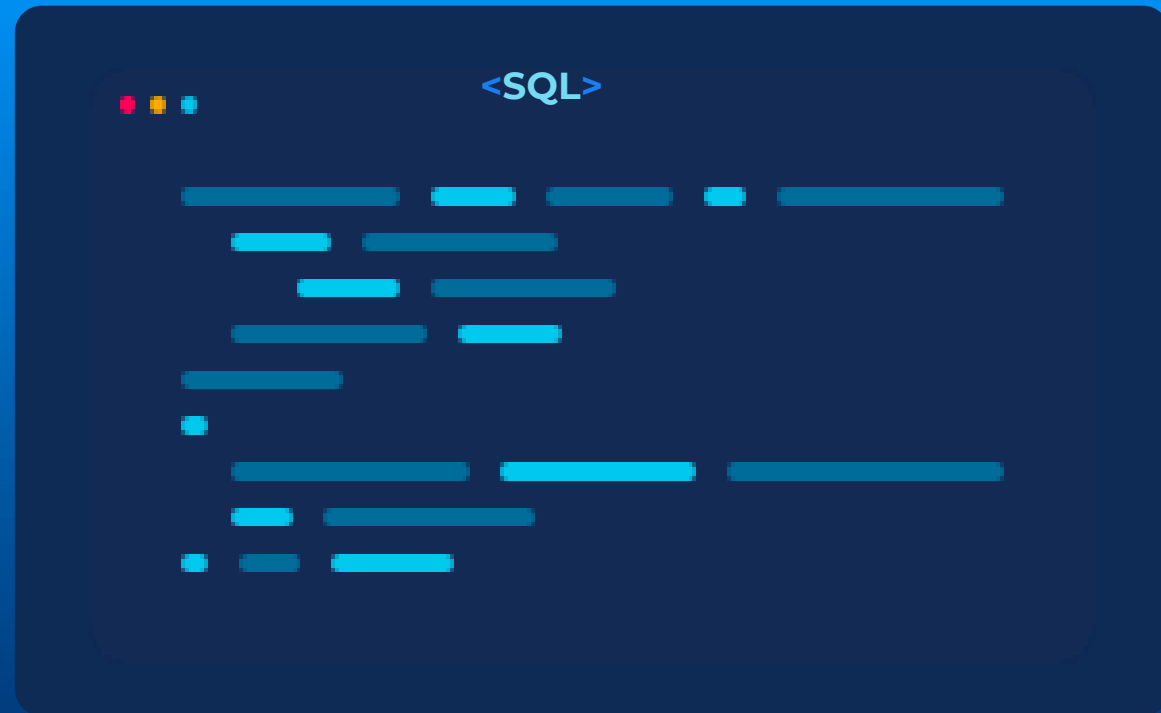
STREAM SHARING



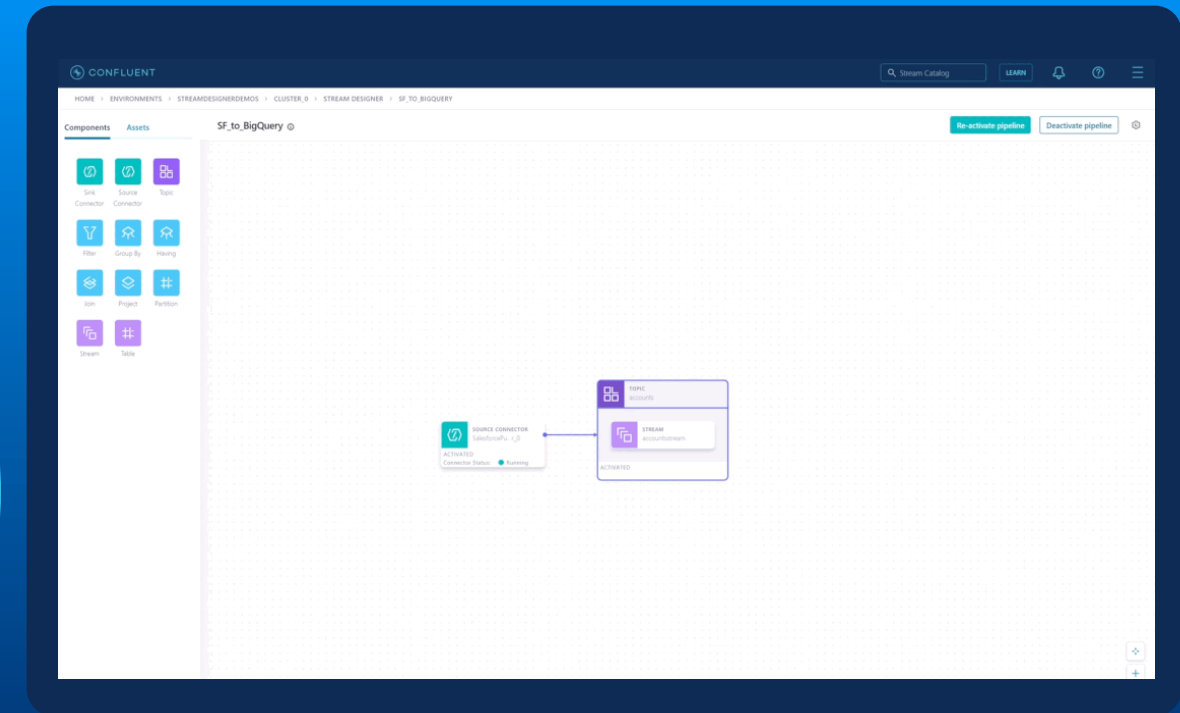


Data Streaming, Across Personas and Across the World

Delivering Sophistication and Simplicity for All Users



Command line
code editor



Point-and-click
graphical interface

Different teams with different skills and needs
can collaborate on live data using the interface of their choice

Robust Security, Privacy, Compliance and Monitoring of the Data Infrastructure



Rich identity, access and confidentiality controls

End-to-end encryption, granular role based access controls, BYOK and cloud-native authentication methods

Integrations with market leading observability tools

Built-in integrations into tools such as Datadog, Prometheus, Dynatrace, Grafana Cloud and New Relic

Native infrastructure health checks and audit controls

Central management of environment health, automated load rebalancing, built-in audit logs and health reports

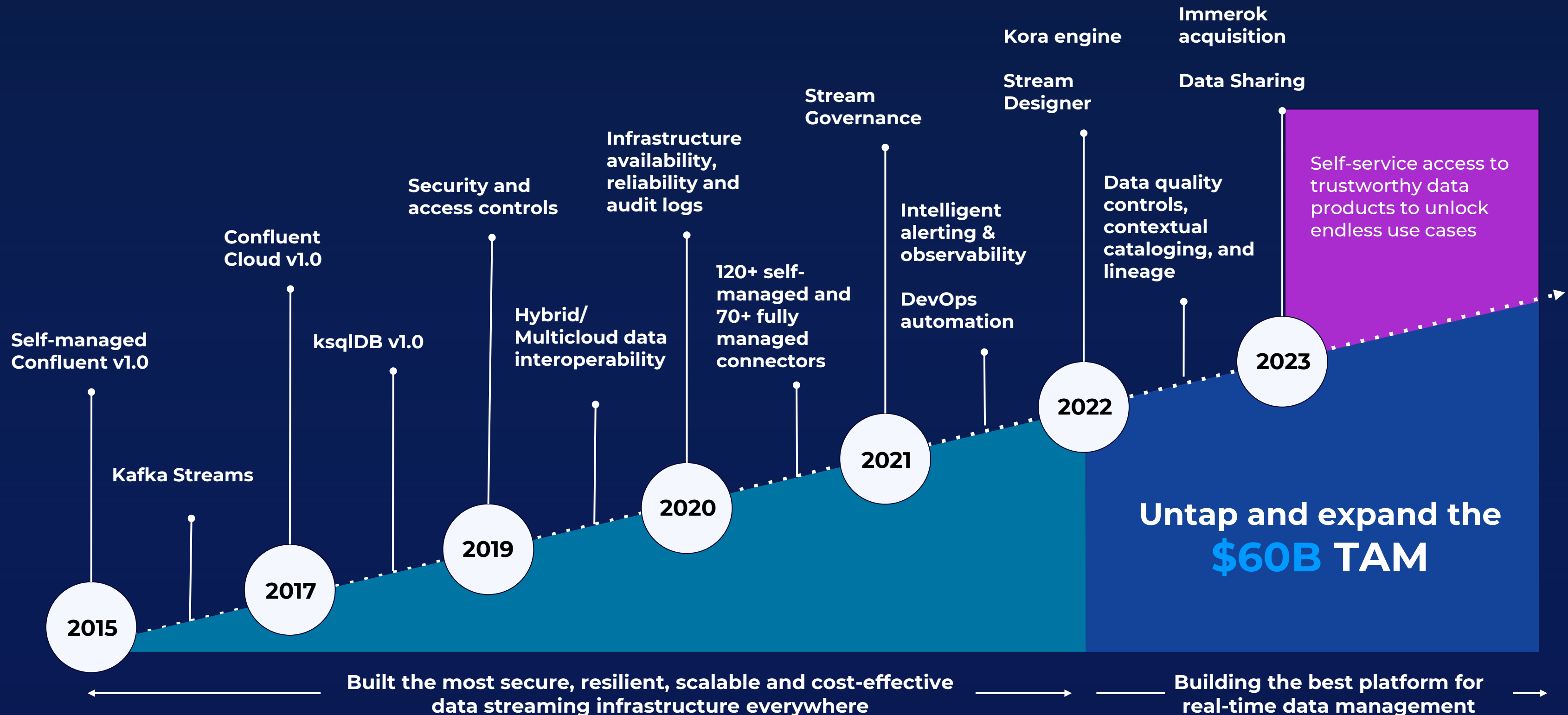
Compliance with industry regulations

Certified for ISO 27001, SOC I, SOC II and SOC III, PCI, CSA, TISAX, and HITRUST; GDPR, CCPA, HIPAA ready, Financial Service Regulation Compliance and FedRAMP*



*Coming soon

Our Product Innovation Strategy Makes Us the Dominant Data Streaming Platform and Well Positioned for Future Growth





Q&A



Jay Kreps
Co-Founder and CEO



Shaun Clowes
Chief Product Officer



Chad Verbowski
Chief Technology Officer



INVESTOR DAY