

Investor Presentation

July 31, 2024



Disclaimer

This presentation includes express and implied forward-looking statements. All statements contained in this presentation other than statements of historical facts, including expectations of Confluent, Inc. ("we," "us," "our," or "Confluent") regarding our revenue, revenue mix, revenue growth, expenses and other results of operations; total customers; net dilution; operating margins and margin improvements, targeted or anticipated margin levels; future financial performance, business strategy and plans; potential market and growth opportunities; competitive position; technological or market trends; addressable market opportunity; and our objectives for future operations, are forward-looking statements. 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. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. 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, (iii) our ability to increase consumption of our offering, including by existing customers and through the acquisition of new customers, including by addressing customer consumption preferences, successfully add new features and functionality to our offering, and partner with our customers to help them realize increased value in Confluent in an efficient and sustainable manner, (iv) our ability to successfully execute our go-to-market strategy and initiatives, including as we reorient our go-to-market strategy and model around customer consumption, (v) our ability to attract new customers and successfully ramp their consumption of our offering, as well as retain and sell additional features and services to our existing customers, (vi) uncertain macroeconomic conditions, including high inflation, high interest rates, bank failures, supply chain challenges, geopolitical events, recessionary risks, and exchange rate fluctuations, which have resulted and may continue to result in reduced consumption of Confluent Cloud, volatility in consumption, including due to customer focus on cloud cost controls and increased efficiency, customer pullback in information technology spending, lengthening of sales cycles, reduced contract sizes, generally increased scrutiny on IT spending from existing and potential customers, or customer preference for open source alternatives, as well as the potential need for cost efficiency measures, (vii) our ability to achieve profitability and improve margins annually, by our expected timelines or at all, (viii) the estimated addressable market opportunity for our offering, including our Flink offering and stream processing, and our ability to capture our share of that market opportunity, (ix) our ability to compete effectively in an increasingly competitive market, (x) our ability to attract, ramp, and retain highly gualified personnel, including as we reorient our go-to-market strategy and model around customer consumption, and the impacts of sales personnel attrition and levels of ramped capacity in our sales organization, (xi) breaches in our security measures, intentional or accidental cybersecurity incidents or unauthorized access to our platform, our data, or our customers' or other users' personal data, (xii) our reliance on third-party cloud-based infrastructure to host Confluent Cloud, (xiii) public sector budgetary cycles and funding reductions or delays, (xiv) our ability to accurately forecast our future performance, business and growth, and (xv) general market, political, economic, and business conditions. These risks are not exhaustive. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. You should not rely upon the forward-looking statements as predictions of future events. The future events and trends discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance, achievements or events and circumstances reflected in the forward-looking statements will occur. Except to the extent required by law, we do not undertake to update any of these forward-looking statements after the date of this presentation to conform these statements to actual results or revised expectations. In addition, statements that "we believe" and similar statements reflect our beliefs and opinions on the relevant subject. These statements are based on information available to us as of the date of this presentation. While we believe such information provides a reasonable basis for these statements, such information may be limited or incomplete. Our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all relevant information. These statements are inherently uncertain, and investors are cautioned not to unduly rely on these statements.

This presentation also contains statistical data, estimates and forecasts made by independent parties and by us relating to market size and growth, as well as other data about our industry and business. These data involve a number of assumptions and limitations, and we have not independently verified the accuracy or completeness of these data. Neither we nor any other person makes any representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of this presentation. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which we operate are necessarily subject to a high degree of uncertainty and risk. The Gartner content described herein (the "Gartner Content") represents research opinions or viewpoints published, as part of a syndicated subscription service, by Gartner, Inc. ("Gartner"), and are not representations of fact. The Gartner Content speaks as of its original publication date (and not as of the date of this presentation), and the opinions expressed in the Gartner Content are subject to change without notice.

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Confluent Momentum-at-a-Glance

Founded in 2014 by the Original Creators of **Apache Kafka**





¹TAM calculations performed by Confluent; source: Gartner, Forecast: Enterprise Infrastructure Software, Worldwide, 2020-2026, 2Q22 Update, June 2022; source: Gartner, Forecast: Enterprise Application Software, Worldwide, August 2022.

Note: Financials and metrics other than TAM data are as of or for stated period ended June 30, 2024.

Refer to the slides in the section titled "Definitions & GAAP to Non-GAAP Reconciliations" at the end of this presentation for a reconciliation of our non-GAAP financial measures to the most directly comparable GAAP financial measures. See Appendix for definitions for "Dollar-Based Net Retention Rate" and "Customers with \$100,000 or greater in ARR."



~\$60B Total Addressable Market¹

Q2'24

\$225M / +27% YoY

\$117M / +40% YoY

0.6% / +10pts YoY

118%

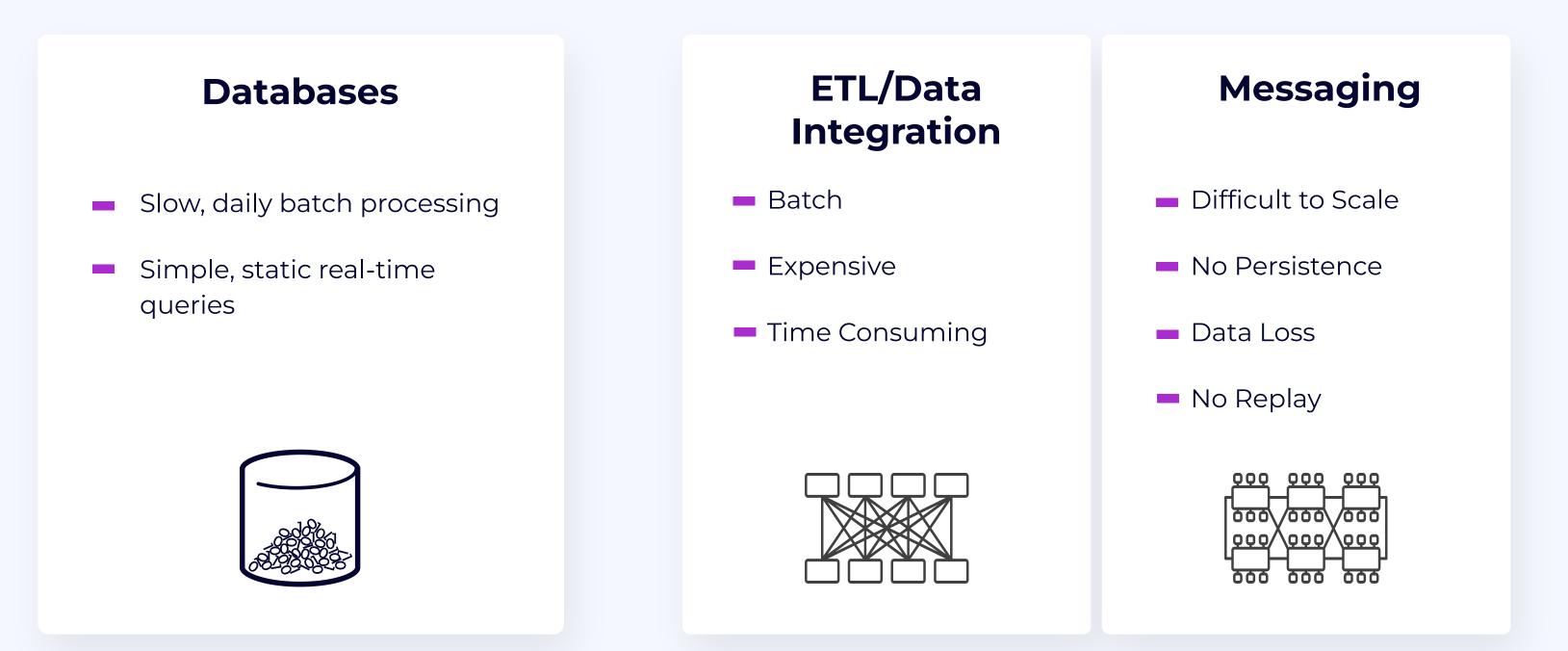
1,306 / +14% YoY

Confluent is on a mission to set data in motion



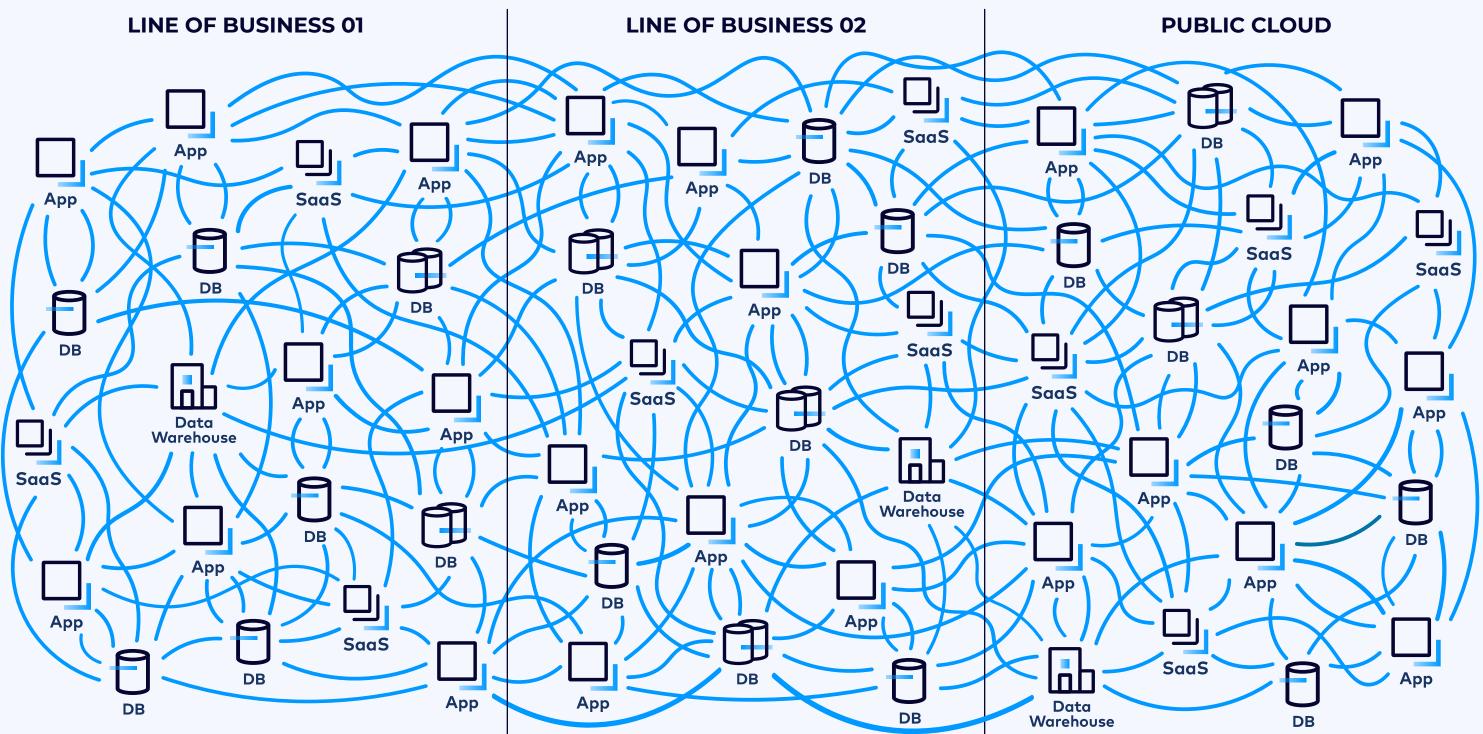
The Problems with Data at Rest and Legacy Movement Tools

Data at Rest

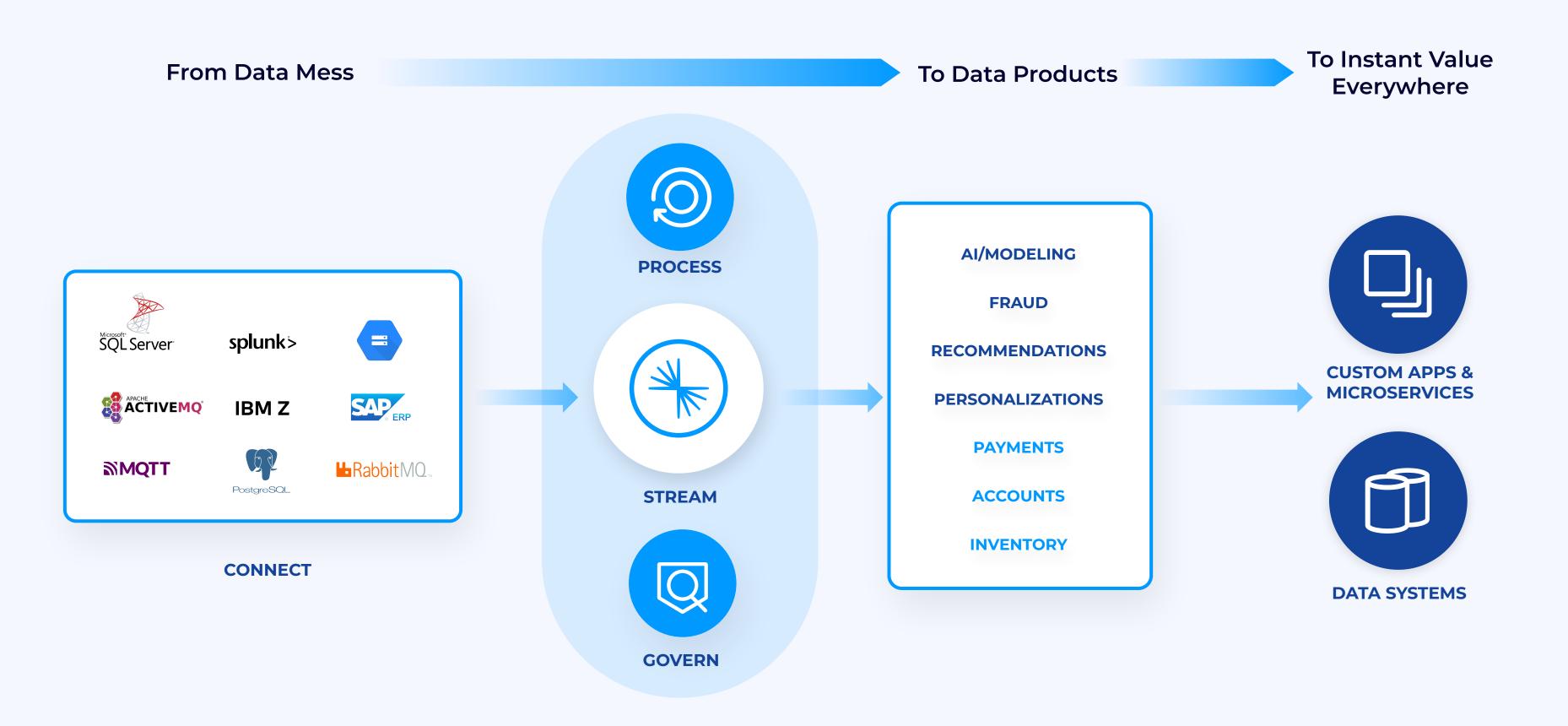


Legacy Data Movement Tools

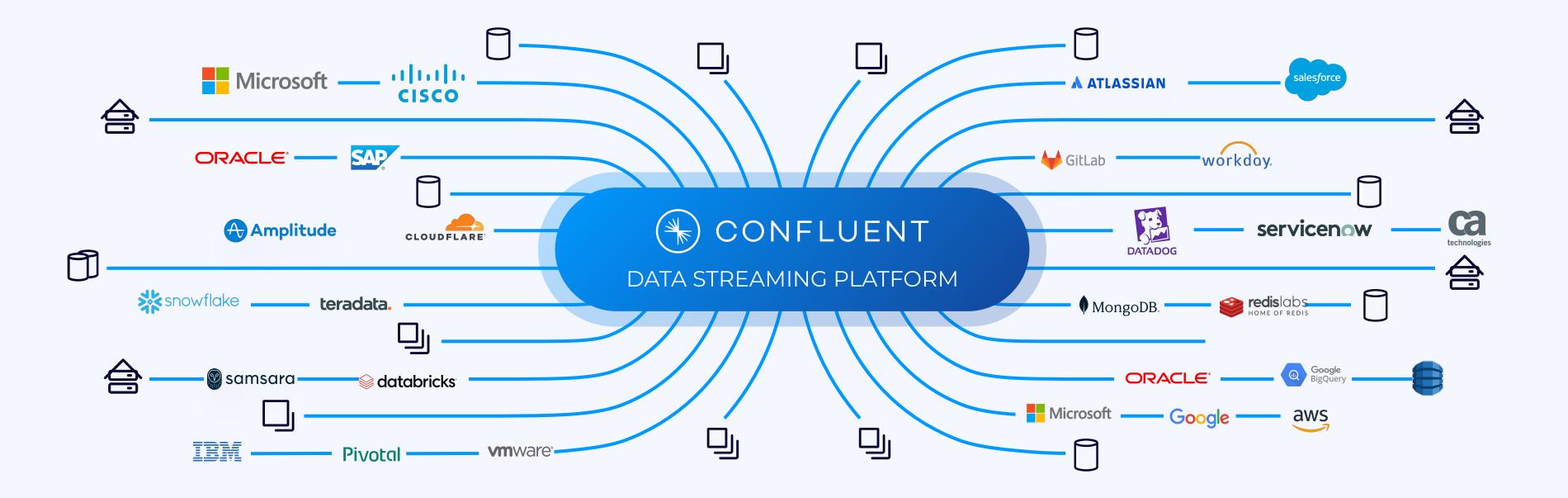
Databases Bring Point-in-Time Queries to Stored Data; This Leads to a **Giant Mess** in Data Architecture



A New Paradigm for Data in Motion: Data Streaming



From Giant Mess to Central Nervous System



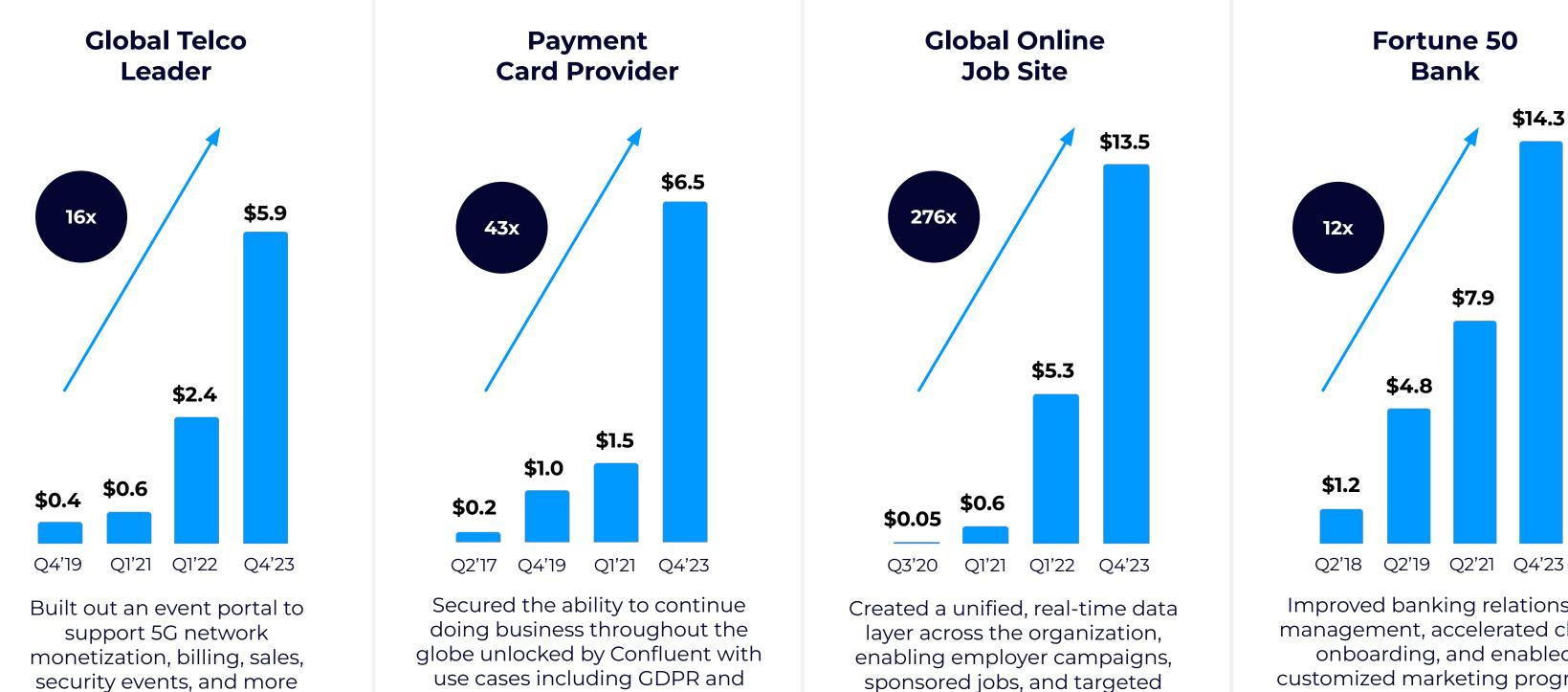
Proven Success Across Industries





Customer Expansion Journey Case Studies

ARR \$ in millions



Note: The expansion multiple is calculated based on the land ARR and the Q4'23 ending ARR, using actual unrounded numbers. The customer examples shown on this slide are illustrative only and may not be representative of growth of other customers within the same vertical(s).

mandate processing

searches

Improved banking relationship management, accelerated client onboarding, and enabled customized marketing programs for customers

Use Cases Across All Industries

Retail	Inventory Management	Personalized Promotions	Product Development & Introduction	Sentiment Analysis	Streaming Enterprise Messaging	Systems of Scale for High Traffic Periods
Healthcare	Connected Health Records	Data Confidentiality & Accessibility	Dynamic Staff Allocation Optimization	Integrated Treatment	Proactive Patient Care	Real-Time Monitoring
Finance & Banking	Early-On Fraud Detection	Capital Management	Market Risk Recognition & Investigation	Preventive Regulatory Scanning	Real-Time What-If Analysis	Trade Flow Monitoring
Transportation	Advanced Navigation	Environmental Factor Processing	Fleet Management	Predictive Maintenance	Threat Detection & Real-Time Response	Traffic Distribution Optimization
Transportation Teleco					& Real-Time	Distribution

Why Confluent Wins



Product Differentiation

Cloud-native: Re-imagined Kafka for the Cloud

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

Everywhere: Be everywhere customers want to be

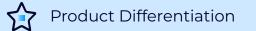


Product Led: Getting customers' hands on product early to qualify and deliver faster time-to value

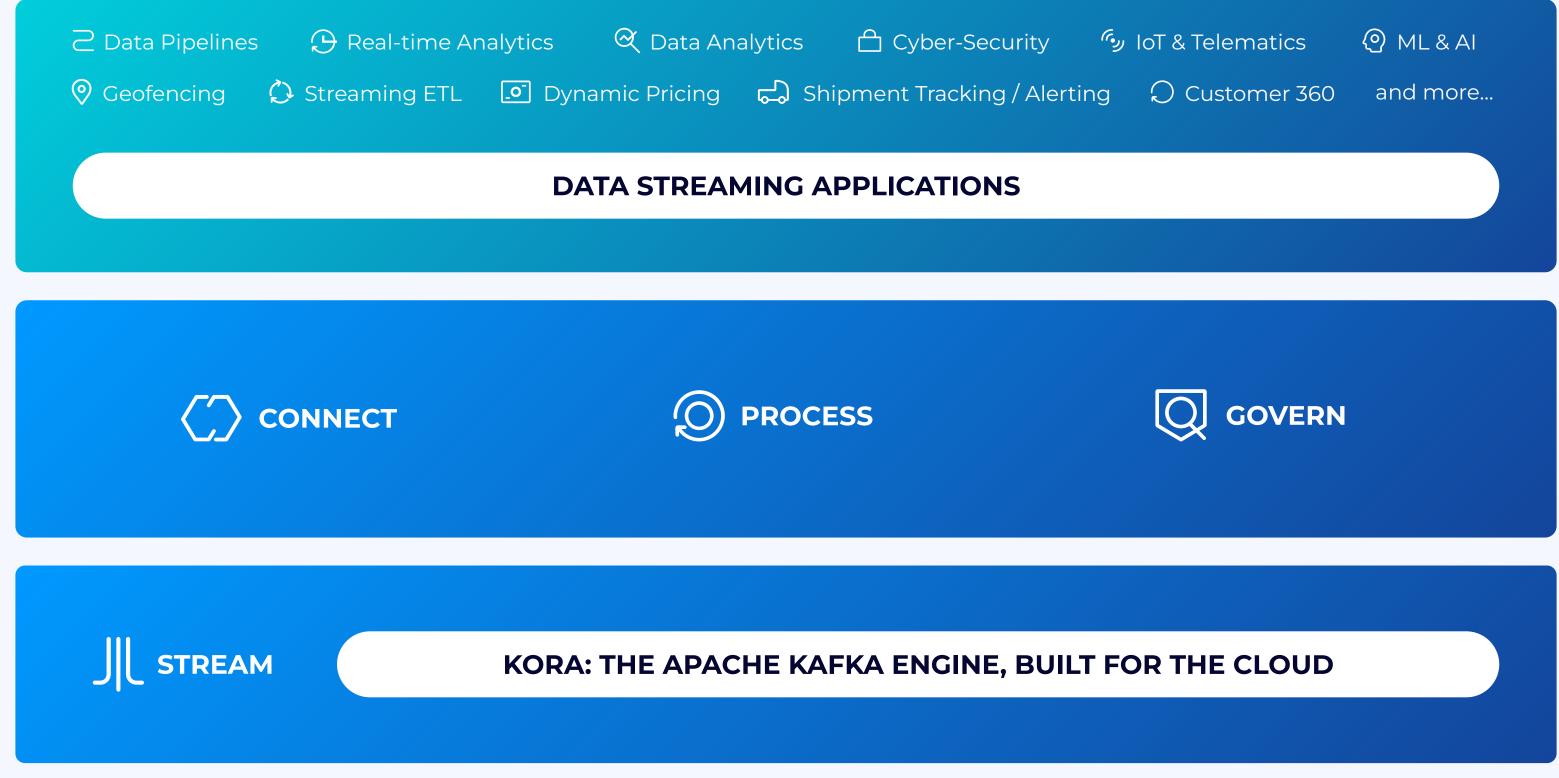
Consumption Oriented: Customer health and actual usage are primary indicators for customer success

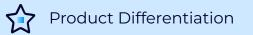
Purpose Built for Data in Motion Journey: Targeted features and expertise from early stage to Central Nervous System

Customer Growth Go-To-Market Model

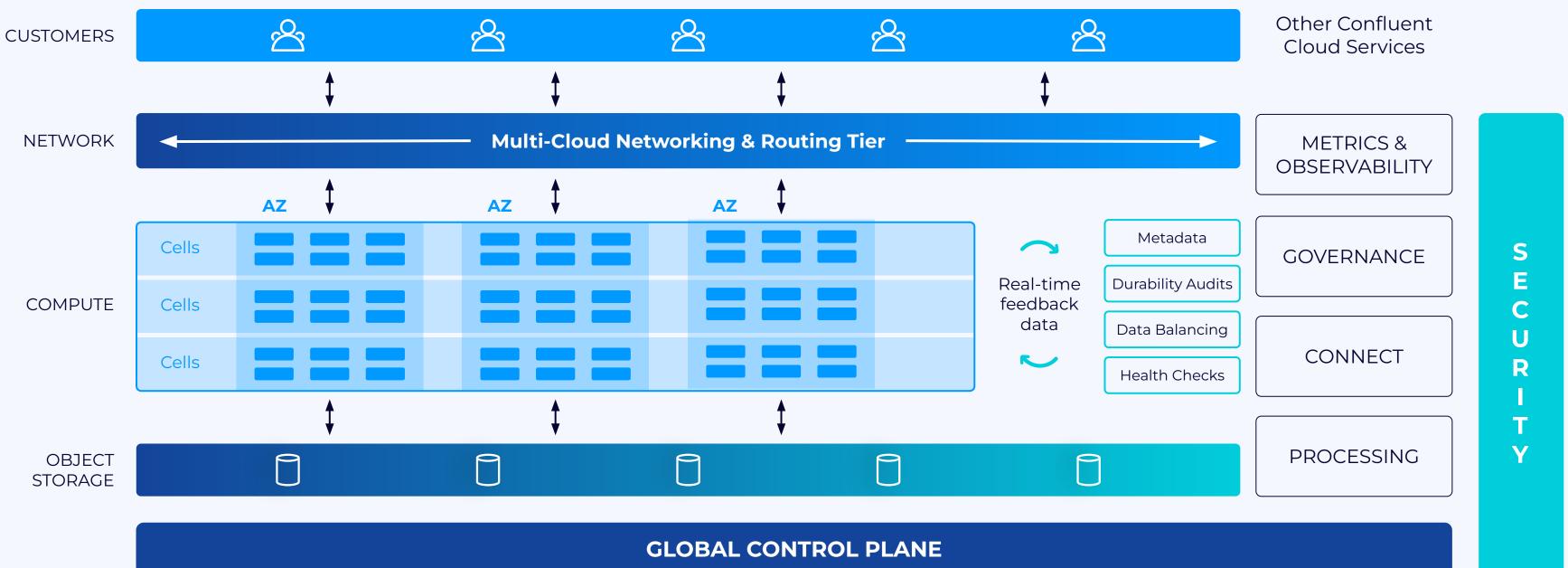


The Confluent Data Streaming Platform Stream + Connect + Process + Govern





Confluent's Cloud Advantage: Kora Architecture



30X ELASTICITY

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

10X RESILIENCY

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

∞X STORAGE

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



Stronger Capabilities, With Up to 60% Lower TCO





Development & Operations Personnel



DEVELOPMENT & OPERATIONS SAVINGS WITH CONFLUENT



Higher Utilization of Infrastructure

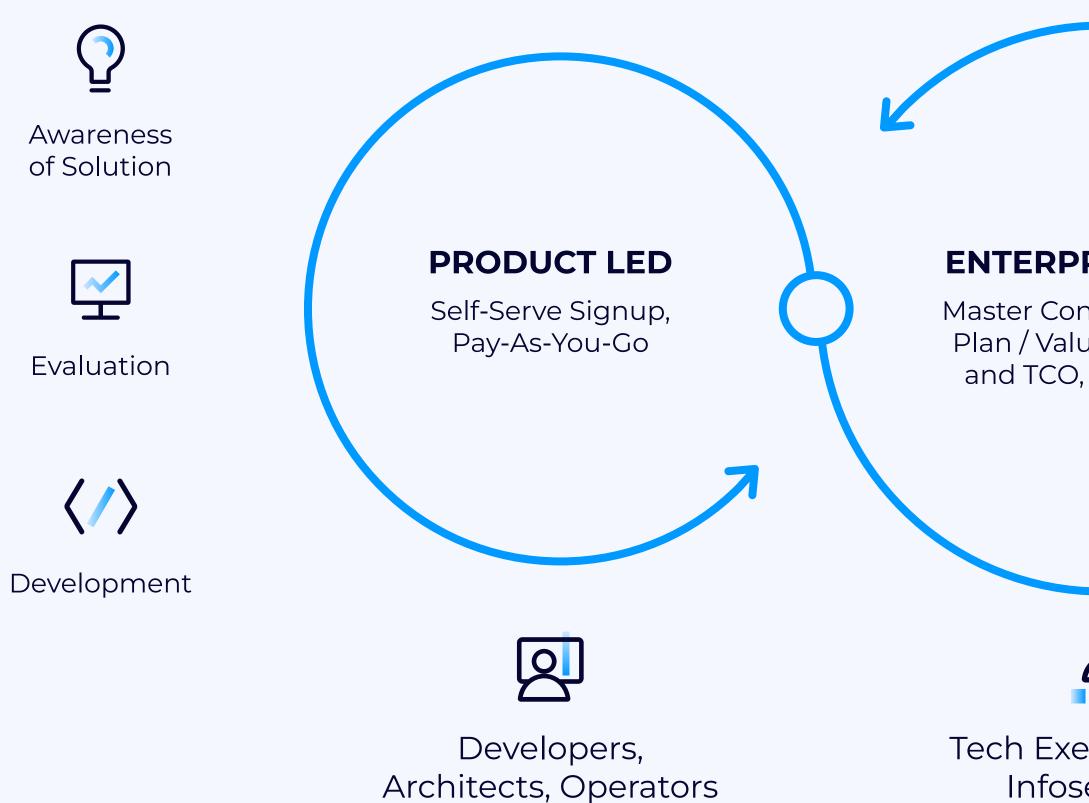


Software-driven Operations



Real-time Monitoring & Validation

Product Led Complements Enterprise Sales GTM Motion



ENTERPRISE SALES

Master Contract, Success Plan / Value Realization and TCO, Governance



Mission Critical



Production

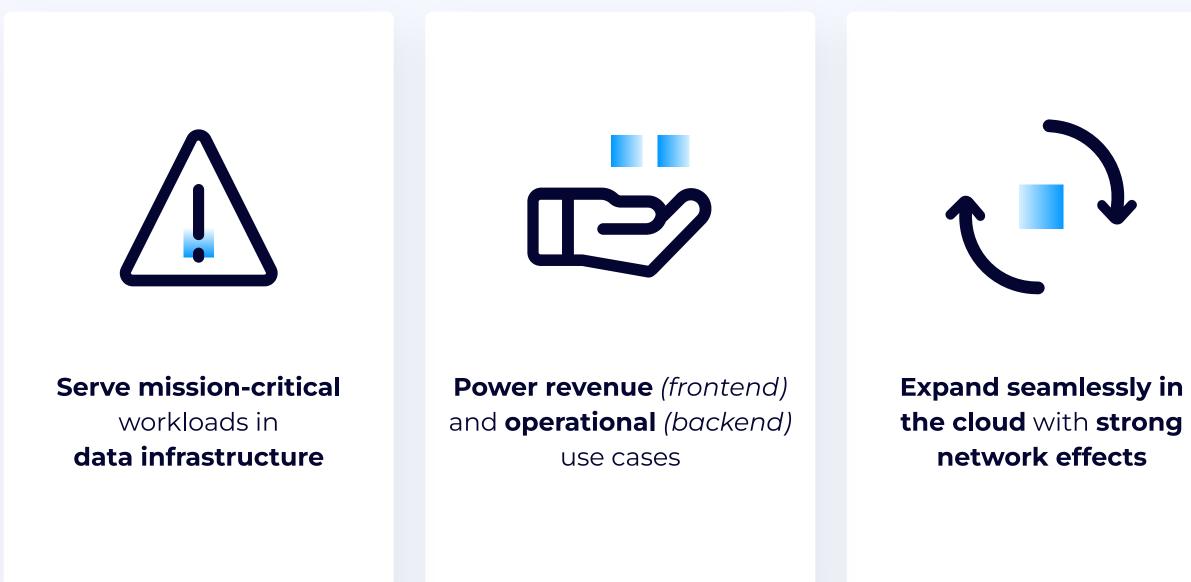


Central Nervous System



Tech Exec, CIO/CTO, Infosec/CISO

Our Powerful and Differentiated Cloud Consumption Model





Moving up the stack with Flink and capitalizing on Cloud and Gen Al opportunities

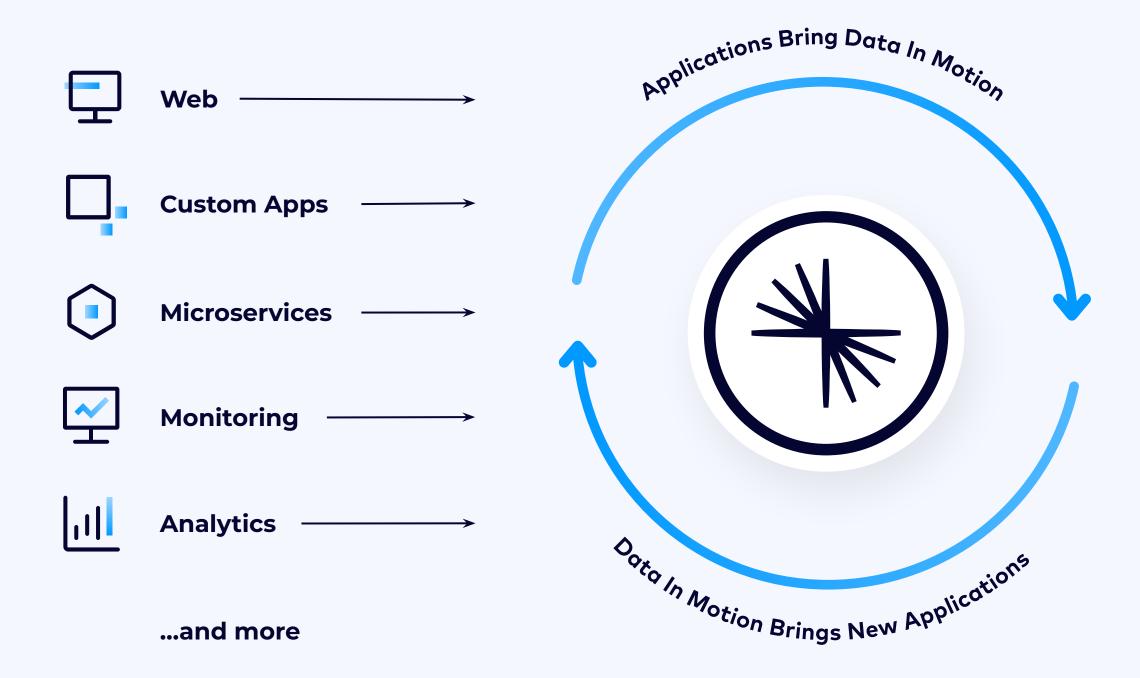
Data in Motion Journey







Network Effects Drive Further Expansion



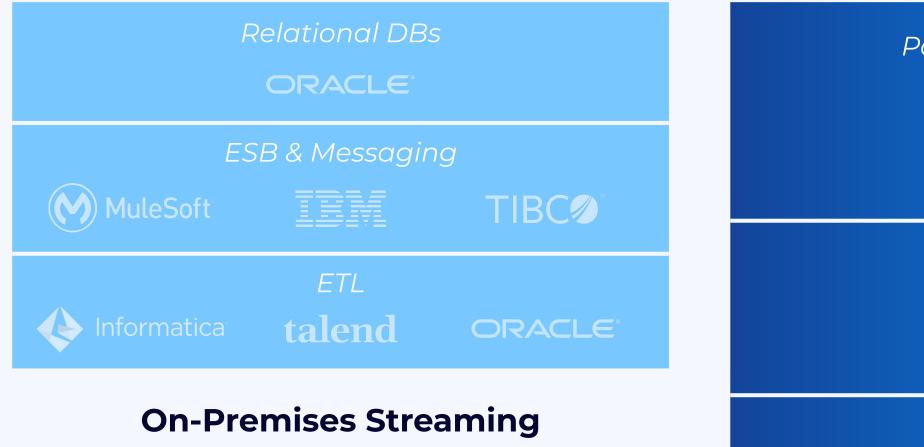




any destination

Competitive Landscape







Cloud Providers

Partners & Competitors







Multiple Levers of Growth in a Large and Growing TAM



One Team, One Mission: Set Data in Motion



Jay Kreps Co-Founder & CEO

Linked in



Jun Rao Co-Founder

Linked in





Rohan Sivaram Chief Financial Officer

to morgan Stanley



Melanie Vinson Chief Legal Officer

workday





Chad Verbowski Chief Technology Officer





Rey Perez Chief Customer Officer

New Relic, ORACLE



2,852 employees as of Q2 2024

Board of Directors

1

Jay Kreps Co-Founder & CEO of Confluent

> Neha Narkhede Co-Founder of Confluent

> > Matt Miller Sequoia Capital

Mike Volpi Index Ventures

Eric Vishria Benchmark Capital

Jonathan Chadwick

Former EVP, CFO/COO at VMware

Greg Schott

Former CEO and Chairman at Mulesoft

Lara Caimi

President, Worldwide Field Operations at Samsara

Alyssa Henry Former CEO at Square

Erica Schultz President, Field Operations

New Relic, ORACLE

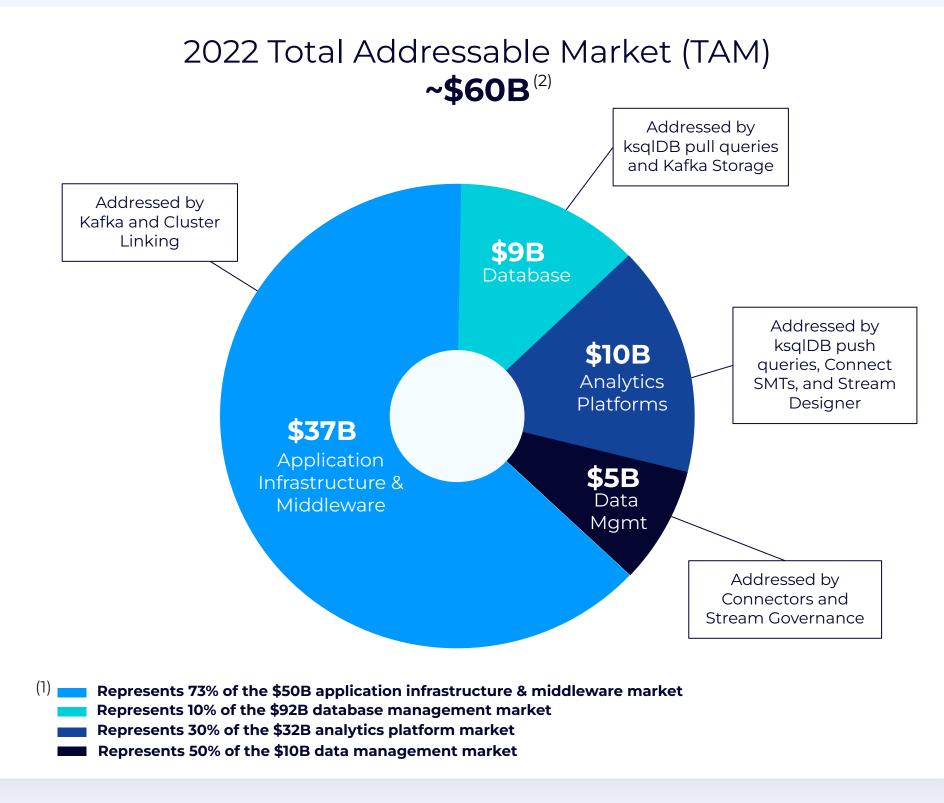
Stephanie Buscemi Chief Marketing Officer



Shaun Clowes Chief Product Officer



A New Data Category, A Large Market Opportunity



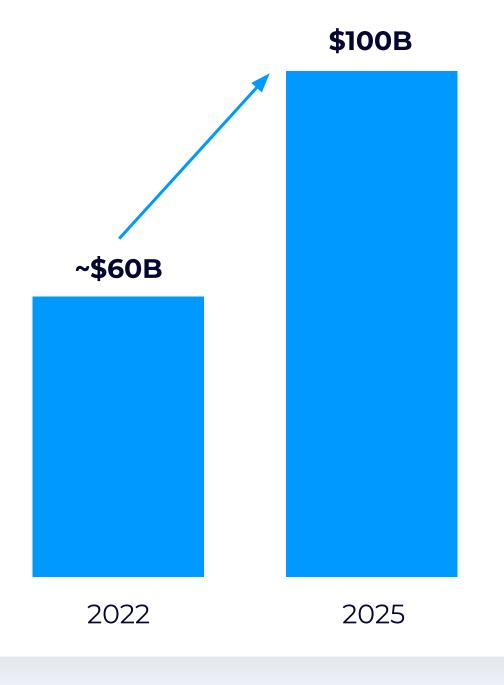
(1) Market size based on Gartner estimates from

- Forecast: Enterprise Infrastructure Software, Worldwide, 2020-2026, 2Q22 Update. Published 30 June 2022. Arunasree Cheparthi et al.
- Forecast Analysis: Enterprise Application Software, Worldwide. Published 3 August 2022. Amarendra et al.

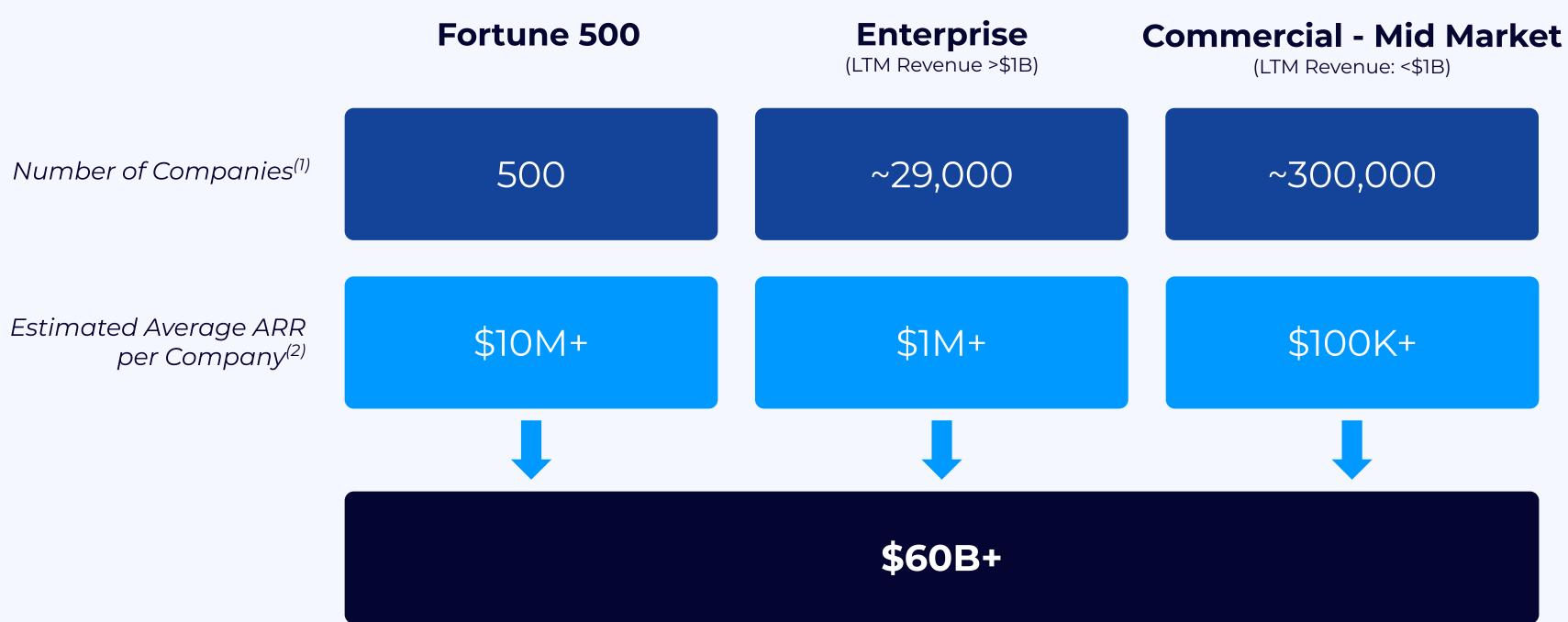
(2) Confluent product share based on internal analysis of use cases in each Gartner market category addressable with generally available Confluent products (3) Confluent TAM based on estimated share of each Gartner market from 2022 to 2025, which is tied to our current product offering and planned product roadmap



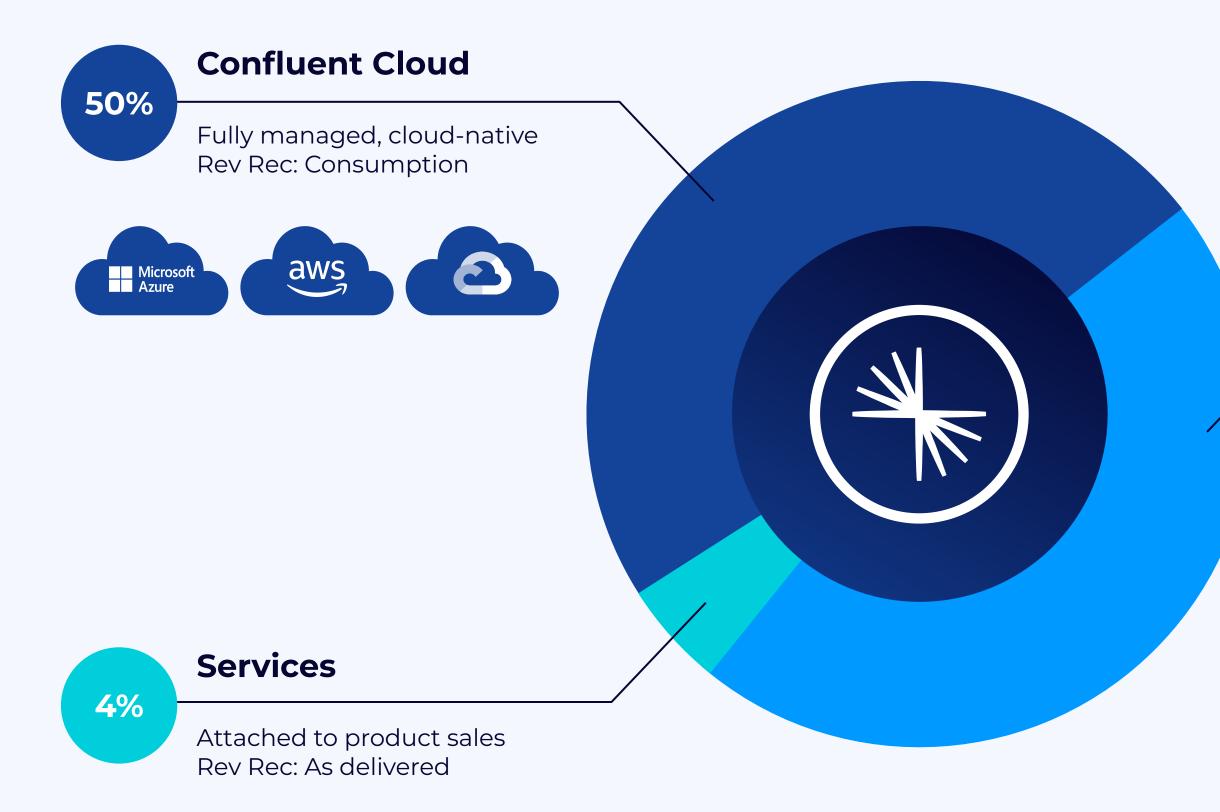
2022-2025 TAM Growth ⁽³⁾ **19% CAGR**



Bottoms-up View of Our 2022 Addressable Market



The Power of Our Hybrid Model





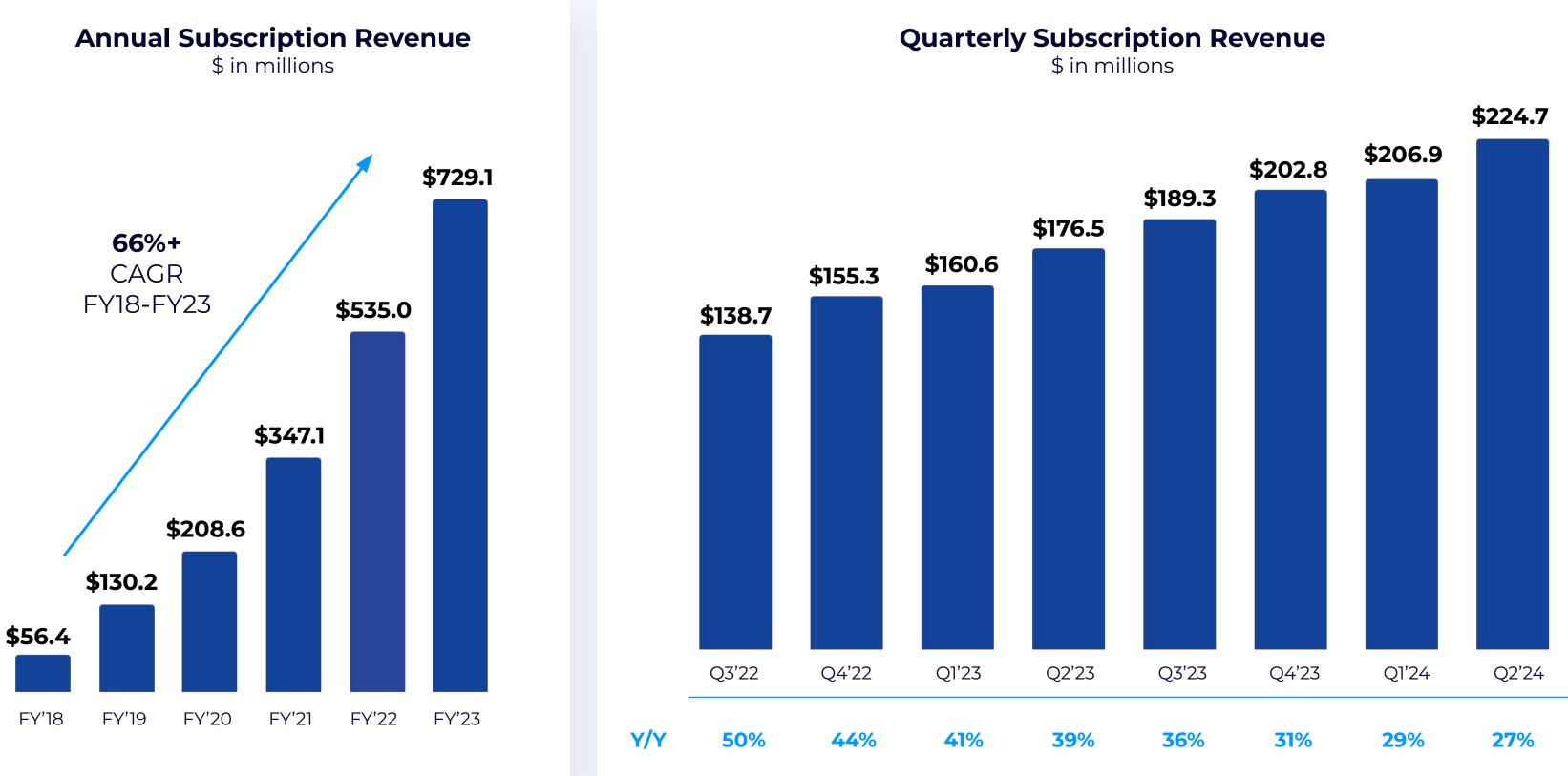
Confluent Platform

Self-managed software Rev Rec: Upfront & ratable

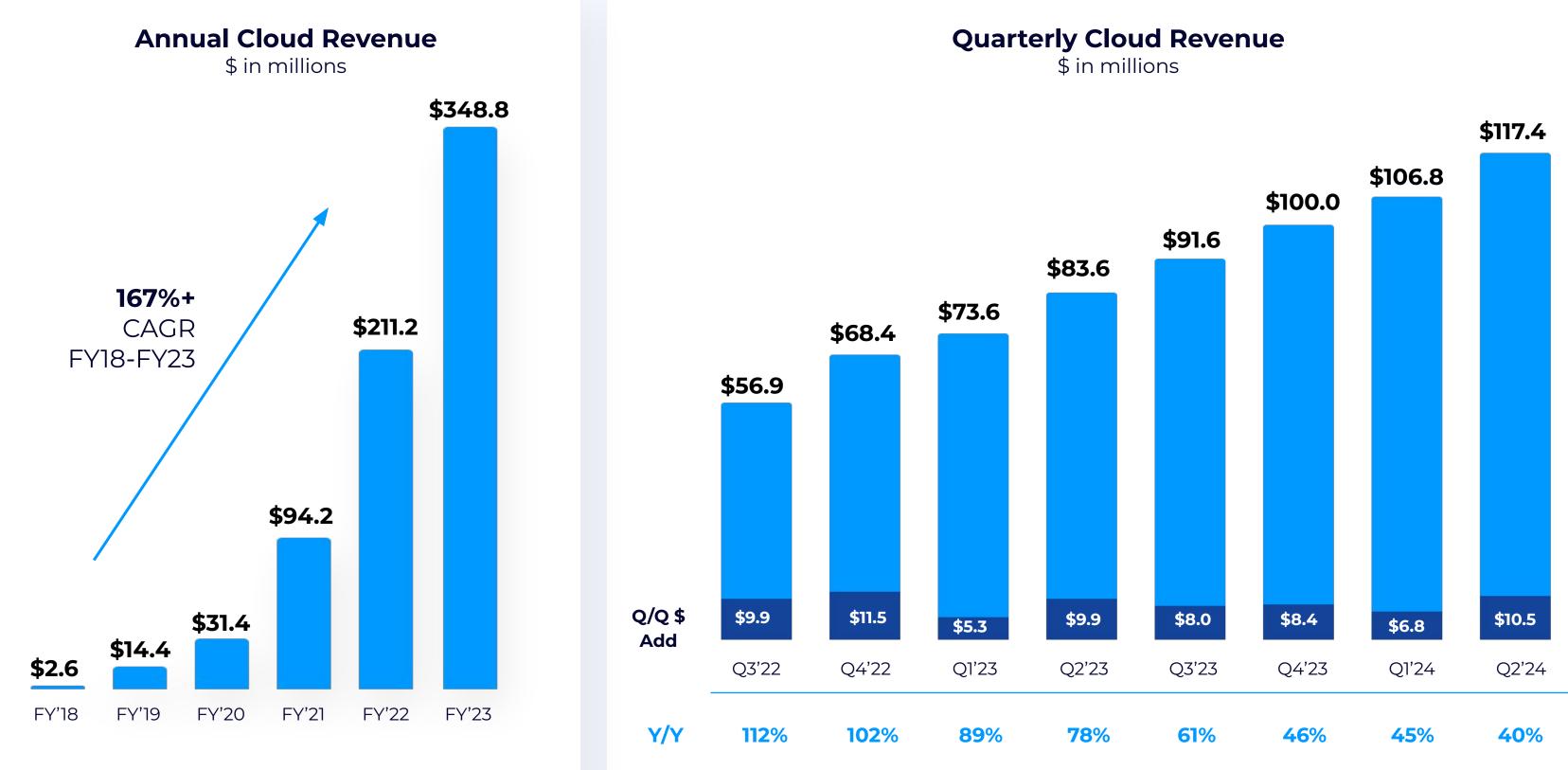


46%

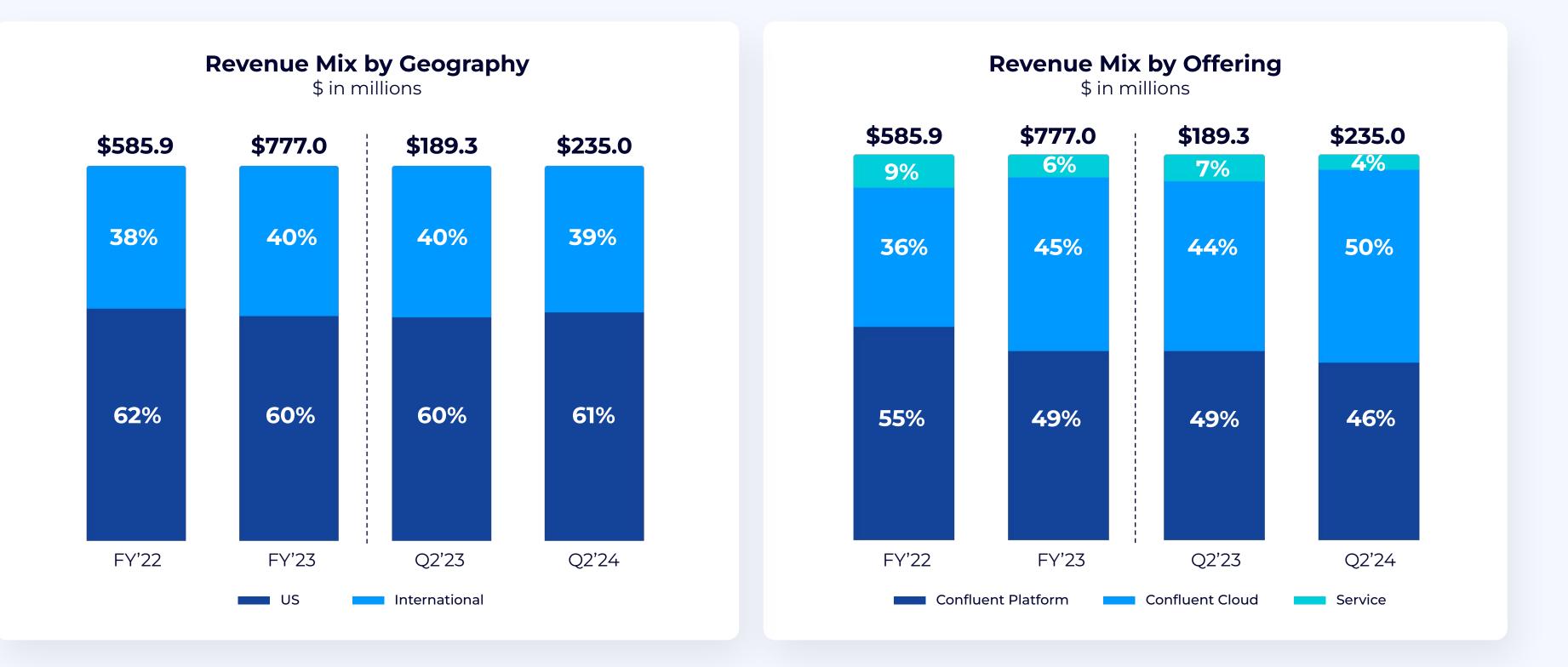
Subscription Revenue



Confluent Cloud Revenue



Revenue Mix by Geography and Offering



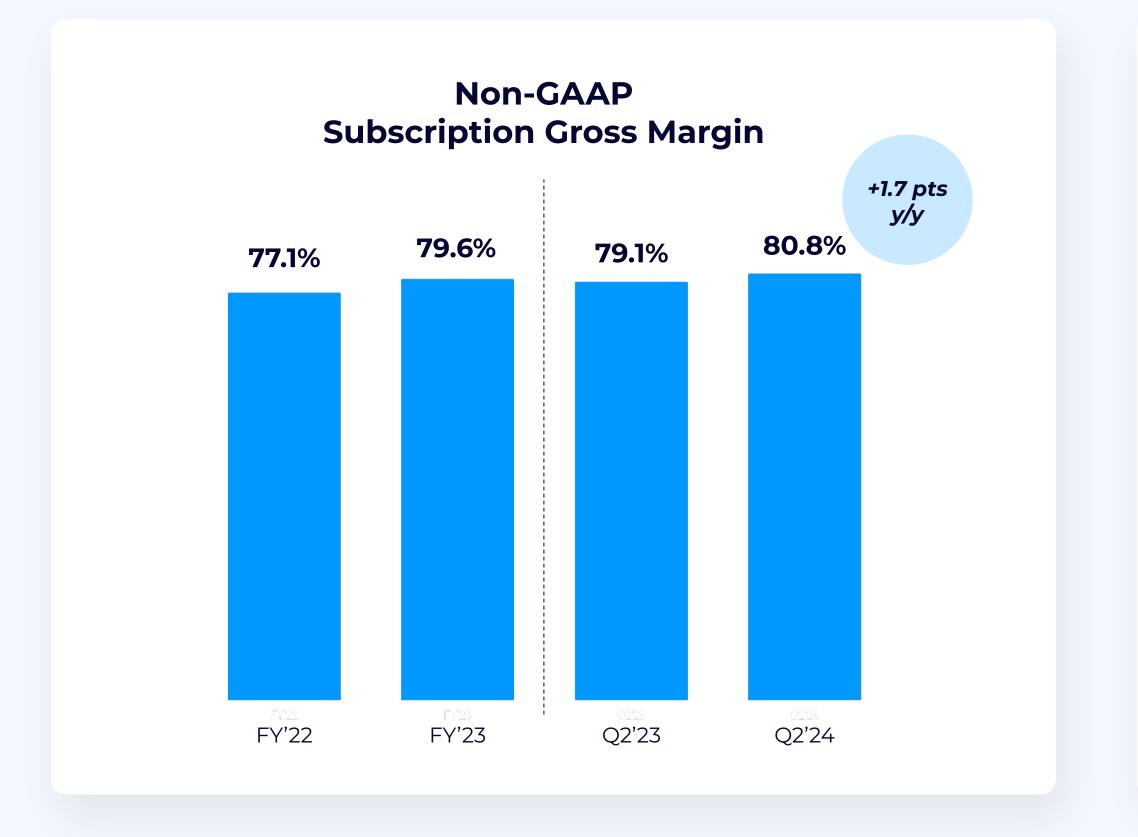
Customers





29

Non-GAAP Subscription Gross Margin



Note: Refer to the slides in the section titled "Definitions & GAAP to Non-GAAP Reconciliations" at the end of this presentation for a reconciliation of our non-GAAP financial measures to the most directly comparable GAAP financial measures.



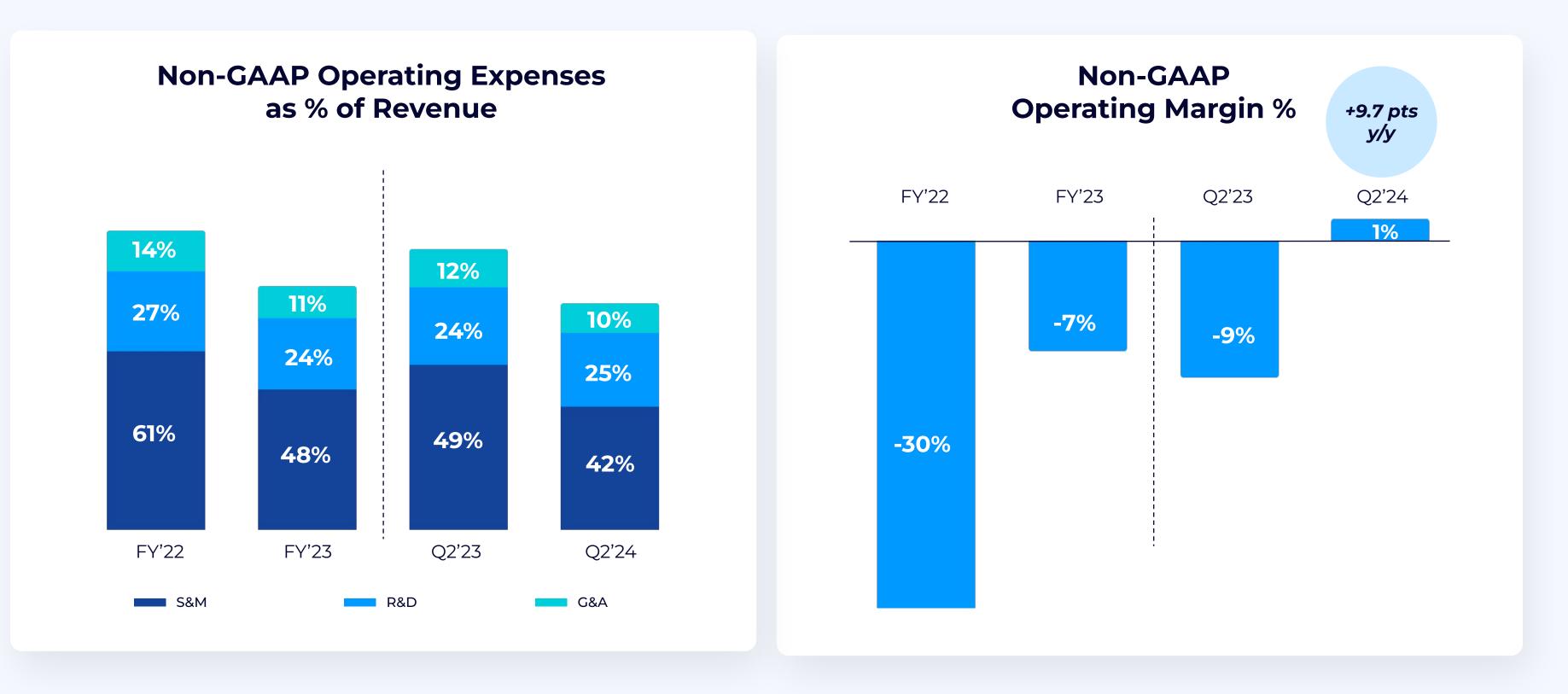
Margin Drivers





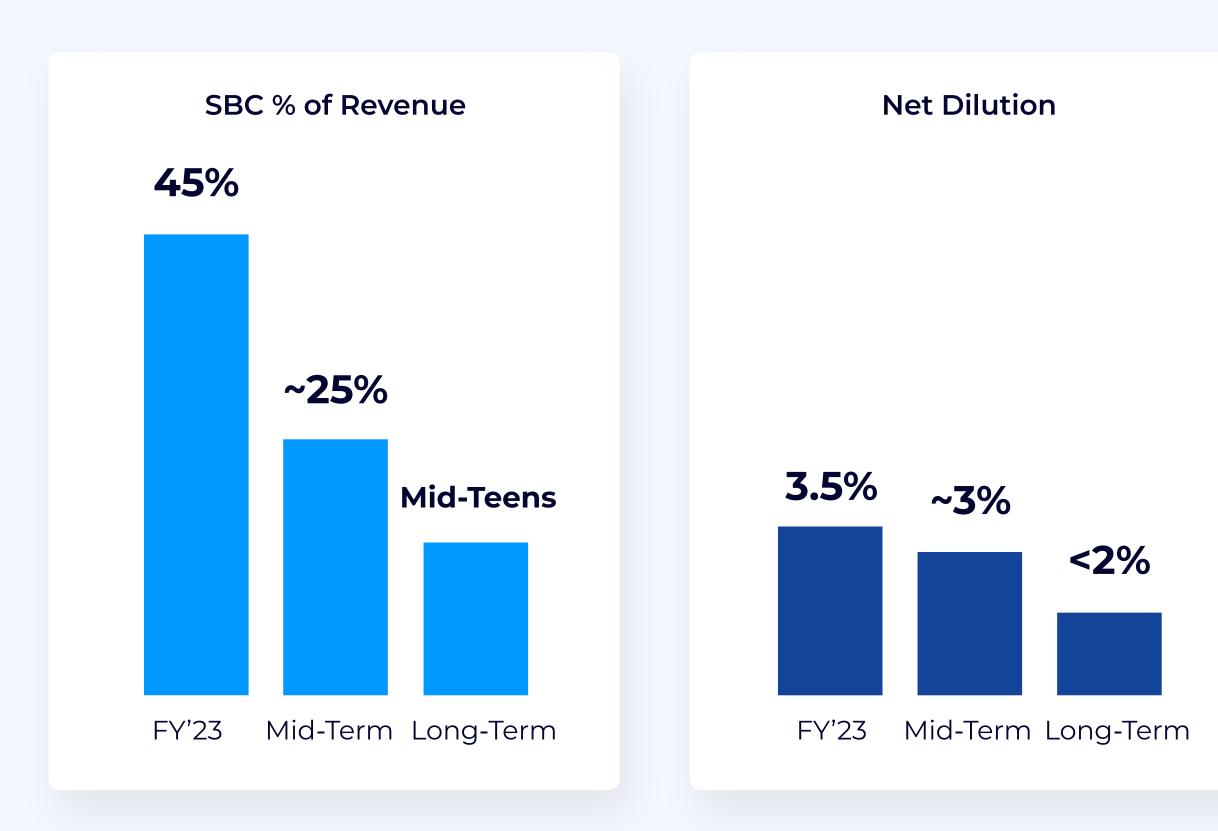
Improving Cloud hosting costs due to scale and optimization

Driving Efficient Growth



Note: Refer to the slides in the section titled "Definitions & GAAP to Non-GAAP Reconciliations" at the end of this presentation for a reconciliation of our non-GAAP financial measures to the most directly comparable GAAP financial measures.

Focus on Managing Net Dilution



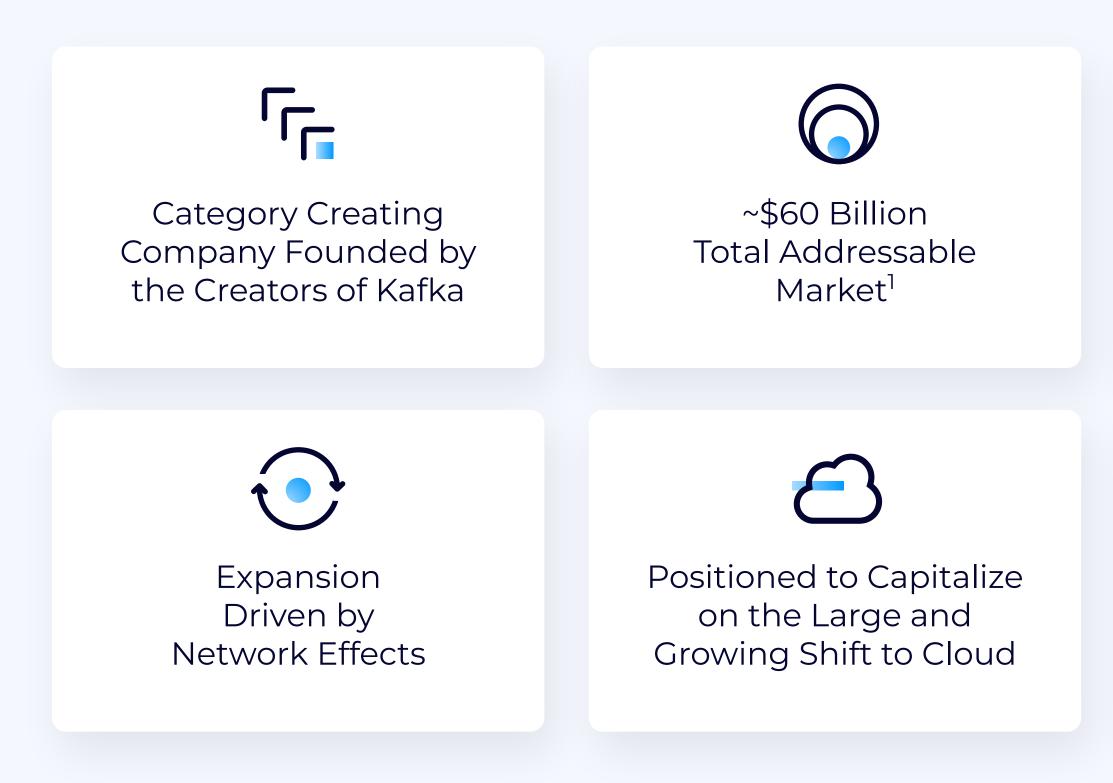


 (Shares granted - shares forfeited) / WASO

Drivers

- SBC is a lagging indicator
- Final tranches of pre-IPO options recognized in SBC through 1H FY25
- FY'24 net dilution target of ~3%
- Focus managing net dilution LT below 2% and SBC % of revenue mid-teens

Key Takeaways



¹ TAM calculations performed by Confluent; source: Gartner, Forecast: Enterprise Infrastructure Software, Worldwide, 2020-2026, 2Q22 Update, June 2022; source: Gartner, Forecast: Enterprise Application Software, Worldwide, August 2022.



Strong Growth and Long-Term Margin Profile



Seasoned Management Team with Track Record of Execution

Definitions & GAAP to Non-GAAP Reconciliations



Definitions

Annual Recurring Revenue (ARR):

We define ARR as (1) with respect to Confluent Platform customers, the amount of revenue to which our customers are contractually committed over the following 12 months assuming no increases or reductions in their subscriptions, and (2) with respect to Confluent Cloud customers, the amount of revenue that we expect to recognize from such customers over the following 12 months, calculated by annualizing actual consumption of Confluent Cloud in the last three months of the applicable period, assuming no increases or reductions in usage rate. Services arrangements are excluded from the calculation of ARR.

Dollar-Based Net Retention Rate:

We calculate our dollar-based net retention rate (NRR) 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 ("Prior Period Value"). We then calculate the ARR from these same customers as of the current period end ("Current Period Value"), and divide the Current Period Value by the Prior Period Value to arrive at our dollar-based NRR. The dollar-based NRR includes the effect, on a dollar-weighted value basis, of our Confluent Platform subscriptions that expand, renew, contract, or attrit. The dollar-based NRR also includes the effect of annualizing actual consumption of Confluent Cloud in the last three months of the applicable period, but excludes ARR from new customers in the current period. Our dollar-based NRR is subject to adjustments for acquisitions, consolidations, spin-offs, and other market activity.

Total Customers:

Represent the total number of customers at the end of each period. For purposes of determining our customer count, we treat all affiliated entities with the same parent organization as a single customer and include pay-as-you-go customers. Our customer count is subject to adjustments for acquisitions, consolidations, spin-offs, and other market activity.

Customers with \$100,000 or greater in ARR:

Represent the number of customers that contributed \$100,000 or more in ARR as of period end.

Customers with \$1,000,000 or greater in ARR:

Represent the number of customers that contributed \$1,000,000 or more in ARR as of period end.

GAAP to Non-GAAP Reconciliations

(in thousands, except percentages)

Subscription revenue	\$535,009
Subscription gross profit on a GAAP basis	\$388,685
Subscription gross margin on a GAAP basis	72.7%
Add: Stock-based compensation-related charges ⁽¹⁾	23,705
Add: Amortization of acquired intangibles	-
Non-GAAP subscription gross profit	\$412,390
Non-GAAP subscription gross margin	77.1%

	FY'22	
Total revenue	\$585,944	
Research and development (R&D) expense on a GAAP basis	\$264,041	
R&D expense as a % of total revenue on a GAAP basis	45.1%	
Less: Stock-based compensation-related charges ⁽¹⁾	104,131	
Less: Acquisition-related expenses	-	
Non-GAAP R&D expense	\$159,910	
Non-GAAP R&D expense as a % of total revenue	27.3%	

	FY'22	FY'23	Q2'23	Q2'24
Total revenue	\$585,944	\$776,952	\$189,285	\$234,986
Sales and marketing (S&M) expense on a GAAP basis	\$456,452	\$504,929	\$127,770	\$132,865
S&M expense as a % of total revenue on a GAAP basis	77.9%	65.0%	67.5%	56.5%
Less: Stock-based compensation-related charges ⁽¹⁾	101,851	128,448	34,377	35,332
Less: Acquisition-related expenses	-	4,304	1,076	-
Non-GAAP S&M expense	\$354,601	\$372,177	\$92,317	\$97,533
Non-GAAP S&M expense as a % of total revenue	60.5%	47.9%	48.8%	41.5%

FY'22

(1) Represents stock-based compensation expense, employer taxes on employee stock transactions, and amortization of stock-based compensation capitalized in internal-use software. We began excluding amortization of stock-based compensation capitalized in internal-use software from our non-GAAP measures starting with the quarter ended March 31, 2024. The amounts of amortization of stock-based compensation capitalized in internal-use software were immaterial in both current and prior periods.

FY'23	Q2'23	Q2'24
\$729,112	\$176,488	\$224,702
\$553,108	\$132,300	\$171,839
75.9%	75.0%	76.5%
26,487	7,179	9,292
564	127	501
\$580,159	\$139,606	\$181,632
79.6%	79.1%	80.8%
FY'23	Q2'23	Q2'24
\$776,952	\$189,285	\$234,986
\$348,752	\$85,677	\$106,060
44.9%	45.3%	45.1%
143,846	36,726	41,866
19,203	3,841	4,472
\$185,703	\$45,110	\$59,722
23.9%	23.8%	25.4%

GAAP to Non-GAAP Reconciliations

(in thousands, except percentages)

	FY'22	FY'23	Q2'23	Q2'24
Total revenue	\$585,944	\$776,952	\$189,285	\$234,986
General and administrative (G&A) expense on a GAAP basis	\$125,710	\$137,520	\$36,343	\$39,429
G&A expense as a % of total revenue on a GAAP basis	21.5%	17.7%	19.2%	16.8%
Less: Stock-based compensation-related charges ⁽¹⁾	45,122	50,595	14,223	15,872
Less: Acquisition-related expenses	1,104	1,640	281	6
Non-GAAP G&A expense	\$79,484	\$85,285	\$21,839	\$23,551
Non-GAAP G&A expense as a % of total revenue	13.6%	11.0%	11.5%	10.0%

	FY'22	FY'23	Q2'23	Q2'24
Total revenue	\$585,944	\$776,952	\$189,285	\$234,986
Operating loss on a GAAP basis	(\$462,674)	(\$478,773)	(\$119,368)	(\$108,349)
GAAP operating margin	(79.0%)	(61.6%)	(63.1%)	(46.1%)
Add: Stock-based compensation-related charges ⁽¹⁾	284,666	360,864	95,758	104,700
Add: Amortization of acquired intangibles	-	564	127	501
Add: Acquisition-related expenses	1,104	25,147	5,198	4,478
Add: Restructuring and other related charges	-	34,854	943	-
Non-GAAP operating (loss) income	(\$176,904)	(\$57,344)	(\$17,342)	\$1,330
Non-GAAP operating margin	(30.2%)	(7.4%)	(9.2%)	0.6%

(1) Represents stock-based compensation expense, employer taxes on employee stock transactions, and amortization of stock-based compensation capitalized in internal-use software. We began excluding amortization of stock-based compensation capitalized in internal-use software from our non-GAAP measures starting with the quarter ended March 31, 2024. The amounts of amortization of stock-based compensation capitalized in internal-use software were immaterial in both current and prior periods.



