

# Investor Day 2024



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This presentation also contains estimates and other statistical data made by independent parties and by us relating to market size and growth and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. In addition, assumptions, long-term targets and estimates of our future performance and the future performance of the markets in which we compete are necessarily subject to a high degree of uncertainty and risk.

In addition to the financial metrics presented in accordance with U.S. generally accepted accounting principles ("GAAP"), this presentation includes the following non-GAAP gross profit, non-GAAP gross profit, non-GAAP gross profit, non-GAAP gross profit, non-GAAP operating gross margin, non-GAAP operating gross profit and non-GAAP gross margin exclude the impact of stock-based compensation, amortization of intangible assets and restructuring costs; non-GAAP recurring gross profit and non-GAAP recurring gross margin exclude the impact of stock-based compensation and amortization of intangible assets; Non-GAAP operating profit and non-GAAP operating gross profit and non-GAAP operating gross margin exclude the impact of stock-based compensation, amortization of intangible assets, lease modification and impairment, change in fair value of contingent consideration, transaction costs and restructuring costs; and free cash flow margin exclude the impact of purchases of property and equipment from the corresponding financial measures determined in accordance with GAAP. Intapp has not included a quantitative reconciliation of its long-term targets for non-GAAP gross margin, non-GAAP operating margin and free cash flow margin to their most directly comparable GAAP financial measures because certain of these reconciling items, including stock-based compensation and amortization of intangible assets, could be highly variable and cannot be reasonably predicted without unreasonable effort. This is due to the inherent difficulty of forecasting the timing of certain events that have not yet occurred and are out of the Company's control and the amounts of associated reconciling items. Please note that the unavailable reconciling items could significantly impact the Company's GAAP operating results. We present non-GAAP measures when we believe that the additional information is useful and measures is not intended to be a substitute for, and should not be considered in isolation from, the financial measures reported in accordance



## **David Trone**

SVP, Investor Relations



## Agenda



David Trone	SVP, Investor Relations
John Hall	Chairman & Chief Executive Officer
Thad Jampol	Co-Founder & Chief Product Officer
Ben Harrison	President, Industries & Founder, DealCloud
Don Coleman	Chief Operating Officer
David Morton	Chief Financial Officer



## John Hall

Chairman & Chief Executive Officer







## Intapp welcomes

delphai



# Our market

We continue to focus on the underserved financial and professional services sector



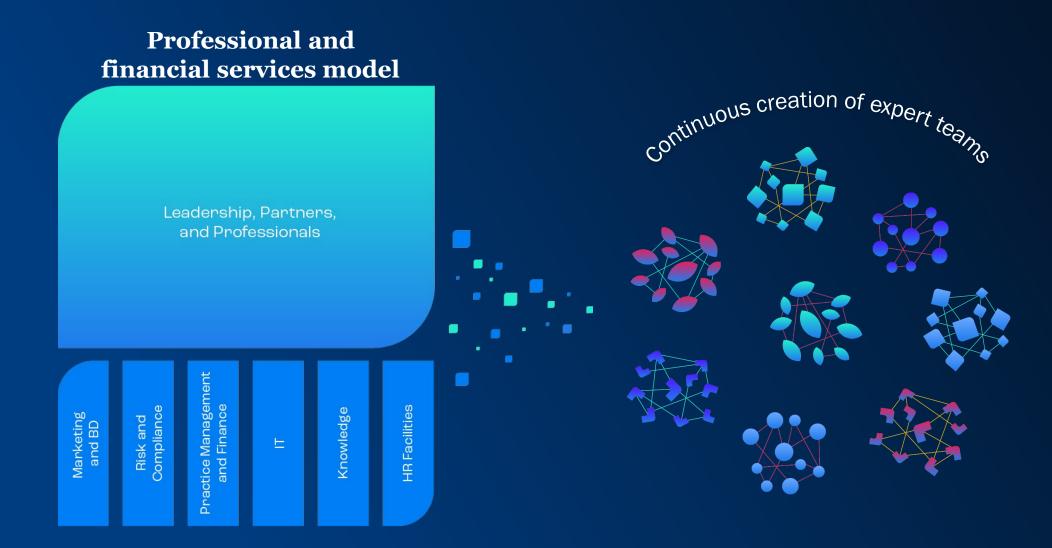
## Our markets are unique in structure and how they deliver value

#### **Typical corporate model**

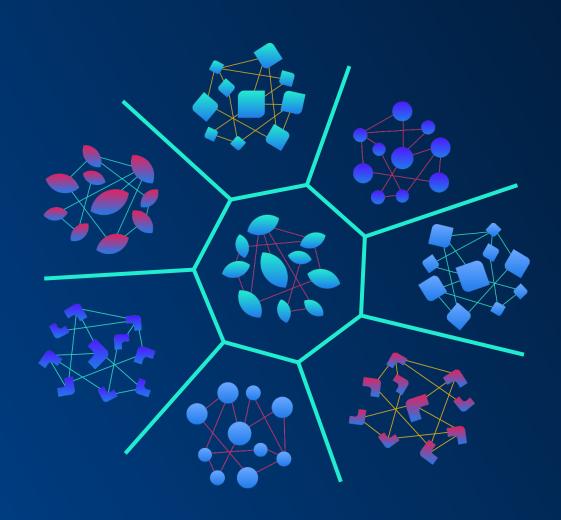
Board, C-Team, Senior Executives Sales and Marketing Services, Support, Client Success Strategy, Product, Management, R&D Operations and Supply Chain Finance, IT, HR, Facilities, Legal

## Professional and financial services model Leadership, Partners, and Professionals Practice Management and Finance Risk and Compliance HR Facilities Marketing and BD Knowledge

# Our markets are unique in structure and how they deliver value



# Our markets face unique compliance and information governance challenges



### Intapp's DNA



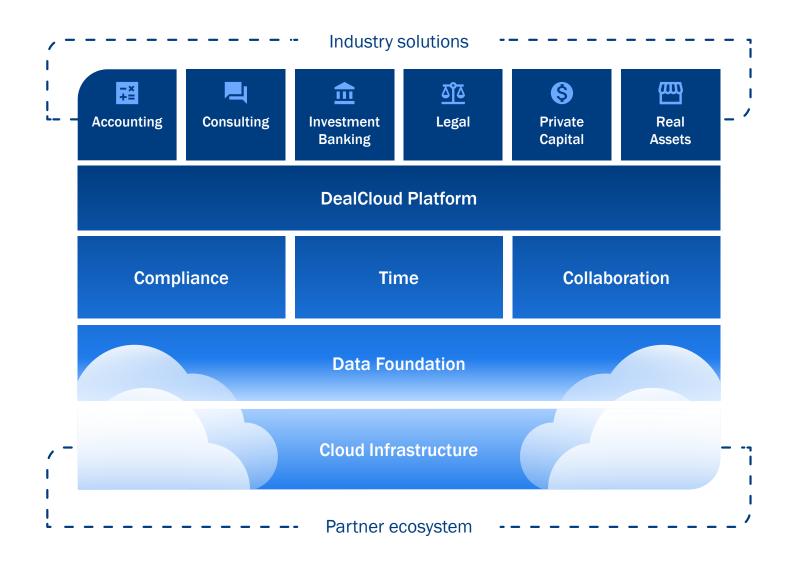
<sup>&</sup>lt;sup>1</sup> Intapp agreed to acquire delphai in February 2024; closing is anticipated in the next 60 days

# Why we win

## We designed our industry graph data model to meet the unique requirements of our markets



### **Intapp Intelligent Cloud**



#### Why Intapp wins



**Internally Developed Solutions** 

- Expensive to maintain
- Often lack modern features

**Legacy Solutions** 

- Aging architecture
- Limited capabilities, usability, and functionality
- Predominantly deployed on-premises



**Horizontal Solutions** 

- Require complex and expensive customization
- Fail to align with the ways professional and financial services firms operate



- Ø Deep Domain Expertise
- Purpose-Built Solutions
- ComprehensiveCloud-Based Platform
- Applied AI
- Industry Leadership and Brand Recognition
- Experienced Management and Technology Team

# Our long term strength

#### Multiple drivers for current and future growth

## **Grow current** offering



Add new clients



Expand with existing clients



Cloud migration

## **Expand** offering



New solutions



New geographies



New client sub-verticals

## Accelerate ecosystem



**Acquisitions** 



**Partnerships** 

# Gen-Al can be a further catalyst for growth

# Applied AI in the generative era can be a further catalyst for growth



With the AI Platform Shift upon us, we believe that the next logical iteration of vertical SaaS will be Vertical AI – vertically-focused AI platforms, bundled alongside workflow SaaS, built on top of models which have been uniquely trained on industry-specific datasets."

Paris Heymann, Index Ventures

Professionals compete based on intelligence



## Intelligence Applied





# We believe Intapp has multiple advantages in serving this market

- Global leader in software tailored to the unique needs of the professional and financial services industry
- Industry-specific data architecture has created a wide and defensible competitive moat
- Y Several drivers of strong top-line growth
- Years of experience in applied AI
- Very large total addressable market
- Free cash flow positive<sup>1</sup>

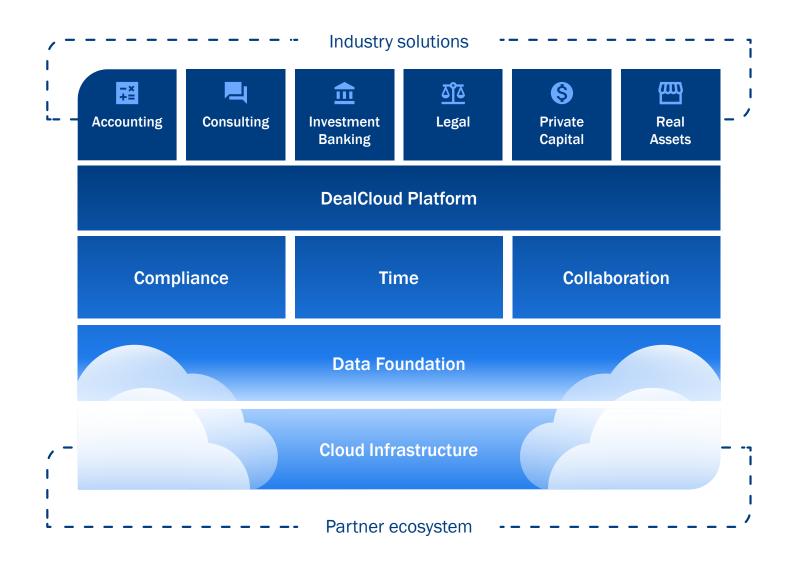
<sup>&</sup>lt;sup>1</sup> Refer to "Reconciliation: Free Cash Flow" in Appendix for a reconciliation of this measure to its most directly comparable GAAP financial measure



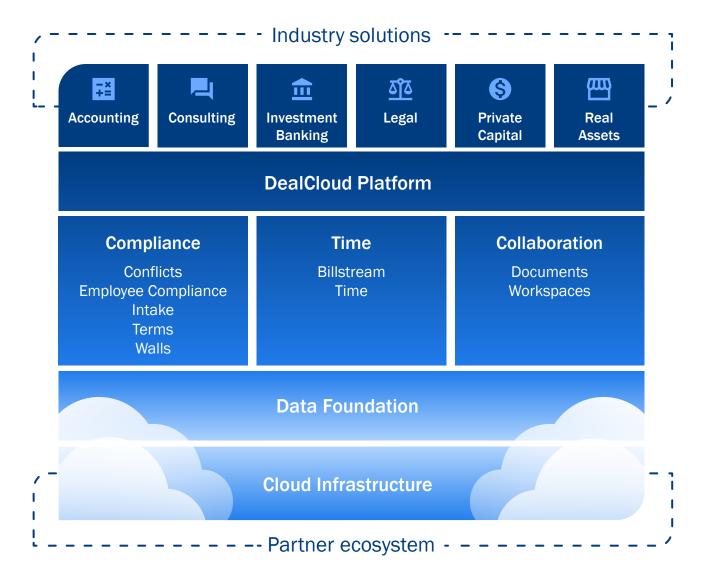
## **Thad Jampol**

Co-Founder & Chief Product Officer

### **Intapp Intelligent Cloud**



#### Intapp Intelligent Cloud



**Industry solutions** 

Specialized products for complex industry specific workflows

**Embedded compliance** 

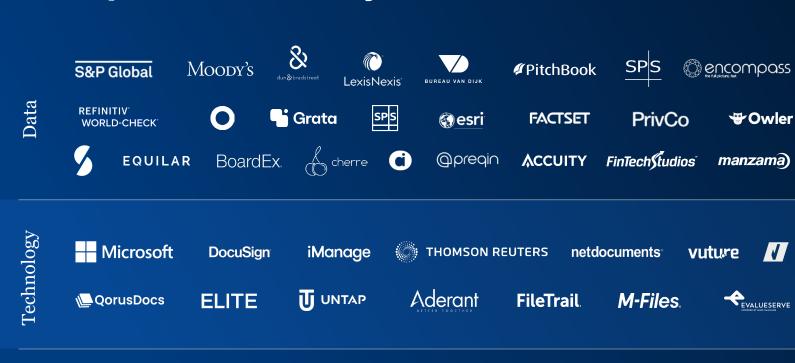
**Applied Al** 

Industry graph data model

## Industry Blueprints



#### Our partner ecosystem



vertical-centric partnerships

#### Data, technology and services

partners support our growth and innovation

Intelligent

Cloud

Partner ecosystem

2,300+ certified experts and advisory partners





Services























## Applied Al Announcements



Full stack generative Al

**Generally Available** 

## Intapp Assist

**Applied AI for the generative era** 

**Contextual Summaries** 

**Contextual Generation** 

Signals

Smart Tagging Ask Intapp

#### **Basic Generative Al**

#### Request

Write an email from Jim Burns to Sam Kruger asking to meet next week about the Franklin deal.



#### **Generated Response**

Hi Sam, I'd love to sit down with you next week to discuss the Franklin deal.

If you have availability, please let me know the times that work best for you. I look forward to hearing from you.

Best, Jim

#### **Generative AI with Context**

#### Request

Write an email from Jim Burns to Sam Kruger asking to meet next week about the Franklin deal.

The Franklin deal is an asset sale of an industrials company with an EV of \$500M

Jim spoke with Sam two weeks ago about Franklin. Sam liked the asset but was focused on the valuation given its products are more commoditized in the renewables industry they serve.

Jim and Sam have done 4 deals together, the last one being the asset sale of GHL Industrials, last May.

**Context from Intapp** (i.e. Grounding)

#### **Generative AI with Context**

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#### **Generated Response**

Hi Sam,

It was great to catch up a couple weeks ago and I wanted to check in and see where you were on Project Falcon. I know you were focused on the valuation given the products are more commoditized. We are still at \$500m EV at this point in the process.

Have you got time to check in this week on Franklin? Separately, it reminded me to ask you about GHL, how is that deal settling into the portfolio?

Best, Jim







Sales And Marketing

# What Today's Rainmakers Do Differently

Business development at professional services firms is outdated. Here's what works now. by Matthew Dixon, Ted McKenna, Rory Channer, and Karen Freeman

From the Magazine (November-December 2023)



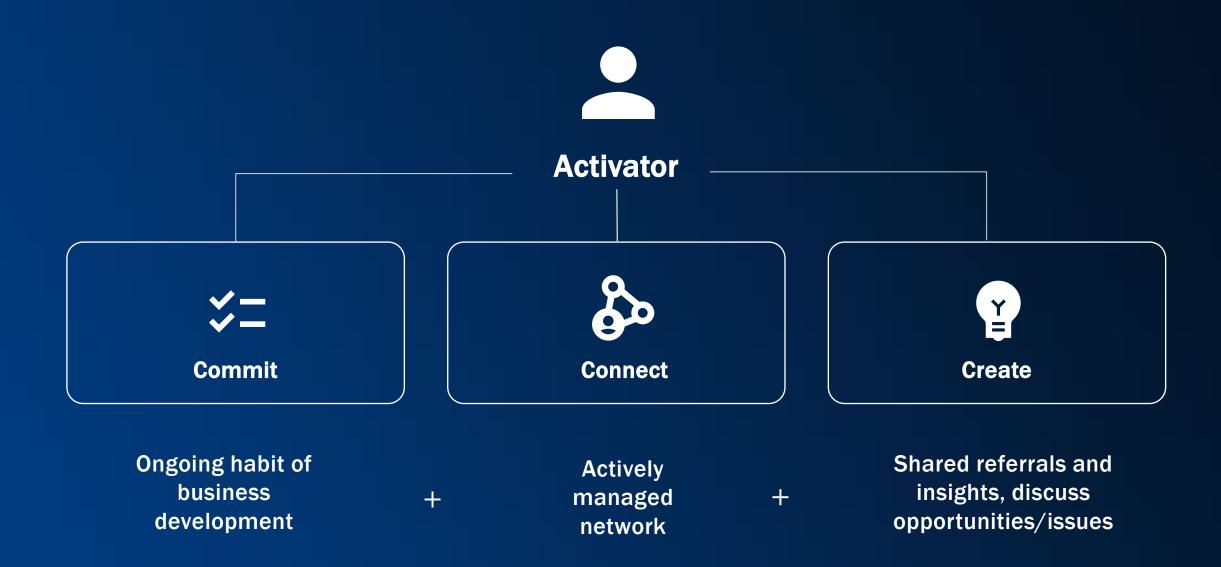
Tobias Habermann

**Summary.** As "doer-sellers," professional services partners are responsible for not just delivering services but also the entire business-development process. As "rainmakers," they must build awareness of their expertise in the market to generate demand, identify and close new client business, deliver the work to the client, and then renew and expand the relationship over time.

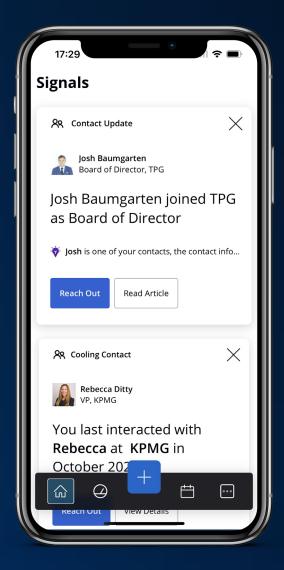


# **Activator Experience**

### The Activator mindset



**Company change** Promotions or role change **Cooling contact Company news Pre-meeting briefing Post-meeting notes Key internal conversations** ...and more



# Intapp Data

**Market Intelligence out-of-the-box** 

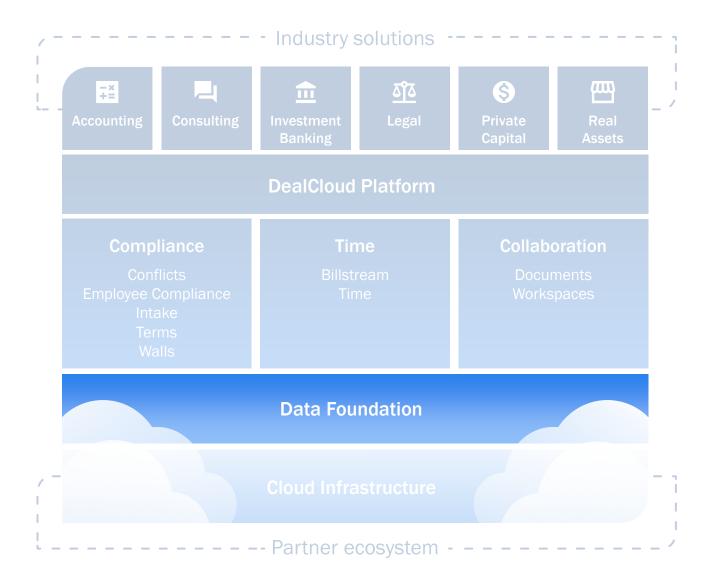
**85+** million companies

200+ million contacts

**DataCortex** integration

Compliments 3P data partners

### **Intapp Intelligent Cloud**



Intapp Data + Industry Graph Data Model









Client obligations
Investor obligations
Regulations
Codes of conduct
Ethics

Market Abuse Regime (MAR)

**ABA Model Rules** 

**Outside Counsel Guidelines** 

Negotiated Engagement Letters

**Personal Ethics** 

**SEC 204A** 

PCAOB Independence Rules

**Insider Trading** 

Anti Money Laundering

**Terrorist Financing Regulations** 

**OFAC Sanctions** 

**OFSI Sanctions** 

and more...

# Intapp Walls for Copilot

**Trusted AI for the generative era** 

Centralize Security Policies

Manage Copilot Data Sources

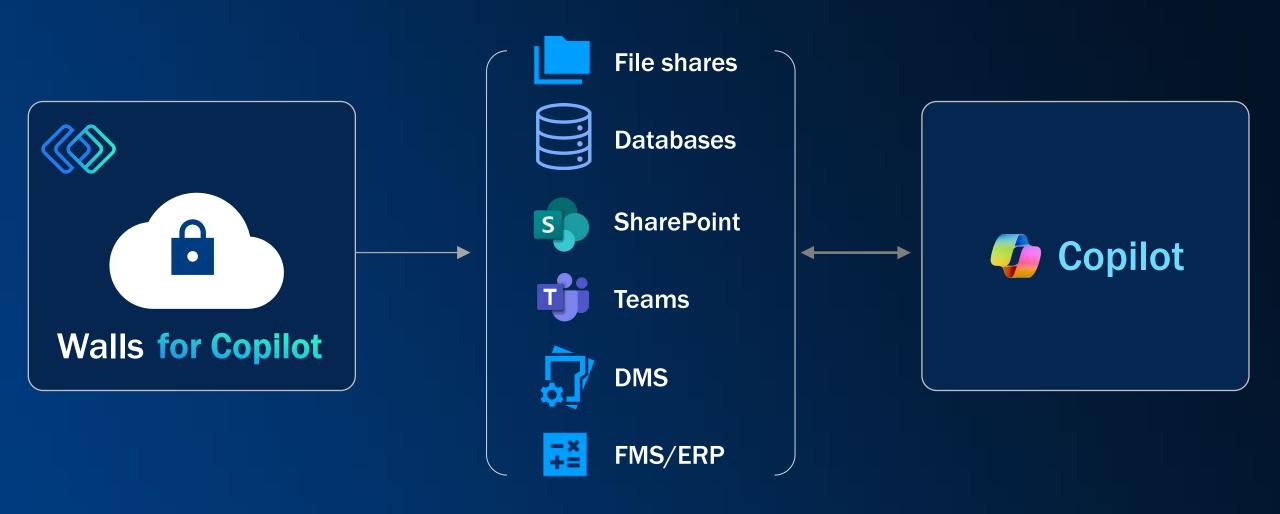
Identify At-risk Content Secure Sensitive Information

**Oversharing Problem** 

**Copilot accesses your data** 









#### **Announcements**





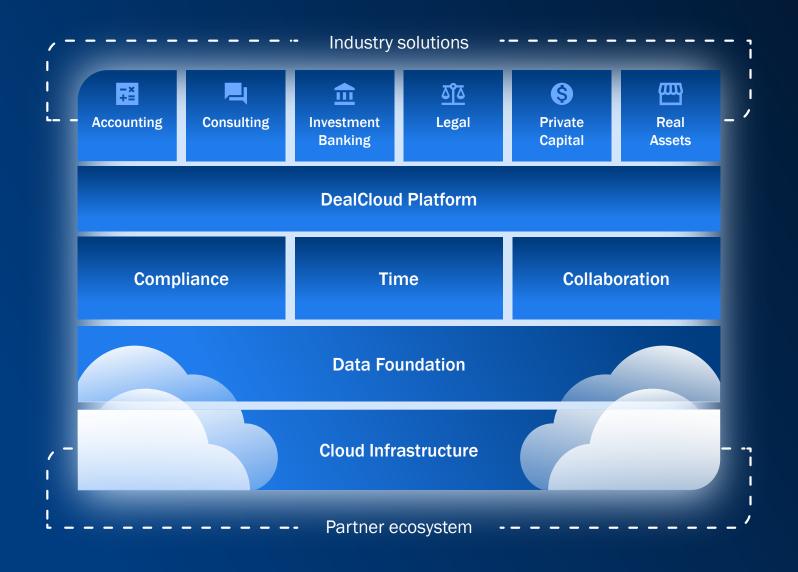




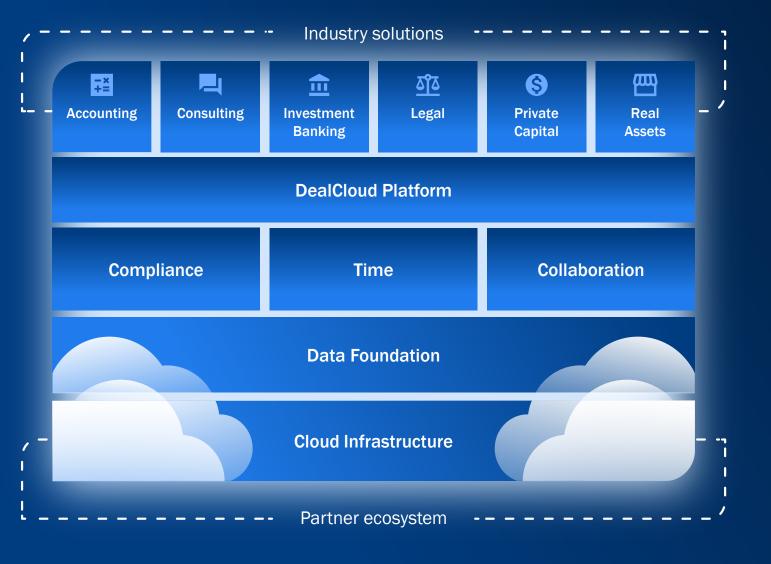


Applied AI for the generative era

# **Intapp Intelligent Cloud**



# **Intapp Intelligent Cloud**



- **Orive productivity**
- Unlock knowledge
- Safely collaborate
- **Ensure trust**

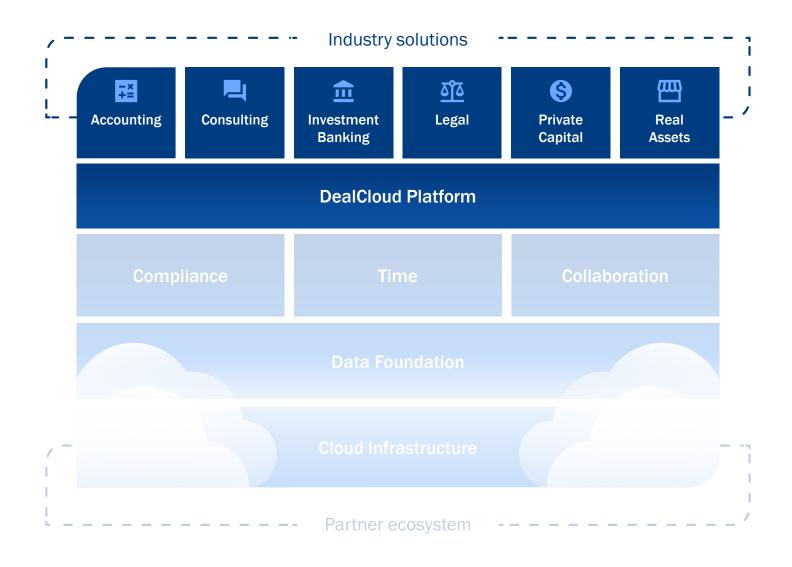


# Ben Harrison

President, Industries & Founder, DealCloud



# **Intapp Intelligent Cloud**



# The success of Intapp DealCloud carries us across the deal ecosystem

#### **Private Equity**

Buyout | Growth | Venture



#### **Private Non-Equities**

Private Credit | Real Assets



#### **Activities**

Fundraising | LP Allocator Strategy | Secondary and GP Stake Buyouts



#### **Investment Banking**

M&A | Restructuring | Equity and Debt Capital Markets



**Broader Professional Services Ecosystem** 



The Intapp DealCloud Platform was purpose-built with unique characteristics in mind



Partnership Organizations



Leveraged, Demanding Professionals



Nuanced Workflows and Language



Unique Technology and Data Ecosystems



# Word of mouth drives adoption across the ecosystem of investors, advisors and lawyers



# Industry Blueprints



### DealCloud Platform success across all our markets



#### **Client:**

Big 4 Transaction Advisory practice with Global Reach. Data was siloed across nearly 50 individual members firms.

#### **Challenge:**

Low adoption of horizontal CRM

#### **Result:**

DealCloud deployment and global data integration meets local needs, while sharing global visibility

Transaction advisory industry blueprint embedded best practices for faster time to value

#### **Client:**

Financial consulting firm focused on P&L and outsourced CFO services for private equity and corporate clients.

#### **Challenge:**

Replacing first generation cloud CRM.

#### **Result:**

Relationship management across >1,000 professionals surfaces best-path to key decision makers

Graph data model supported private equity portfolio relationships better than horizontal solutions.

#### **Client:**

AmLaw 100 firm with global presence in energy, IP, tech and life sciences.

#### **Challenge:**

Drive increased client service with data and improve cross-sell across multiple practices lines

#### **Result:**

Reinforces new "Activator" approach to business development via Intapp Activator dashboards.

Improves visibility across all partner relationships.

















FINNEGAN

Bird&Bird

PIPER | SANDLER

LAZARD







**Alix**Partners







APOLLO







Benesch

## **Applied Al for our clients' workflows**



Sourcing & Origination



**Client Terms Management** 



Conflicts & Independence



Property Data Ingestion



Performance management



Collaboration



Counterparty Coverage



**Client Coverage** 



**Capital Raising** 



New Business Onboarding



Structured Insights



Time

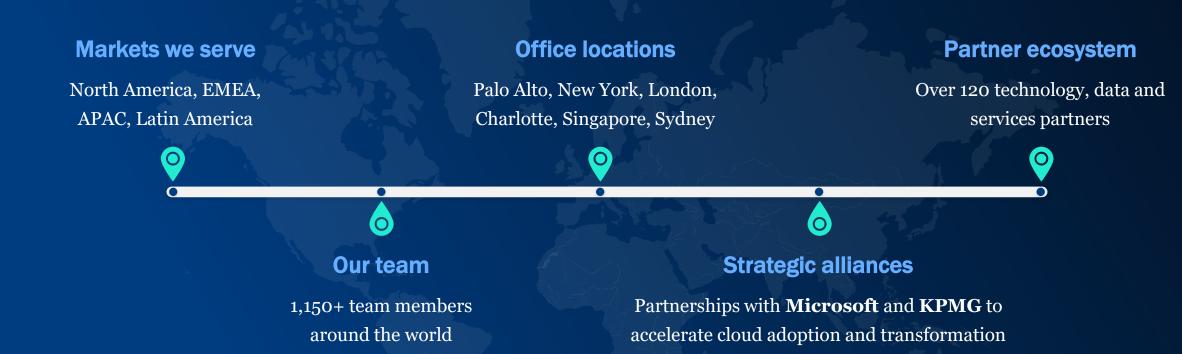


# Don Coleman

Chief Operating Officer



# Intapp's global reach



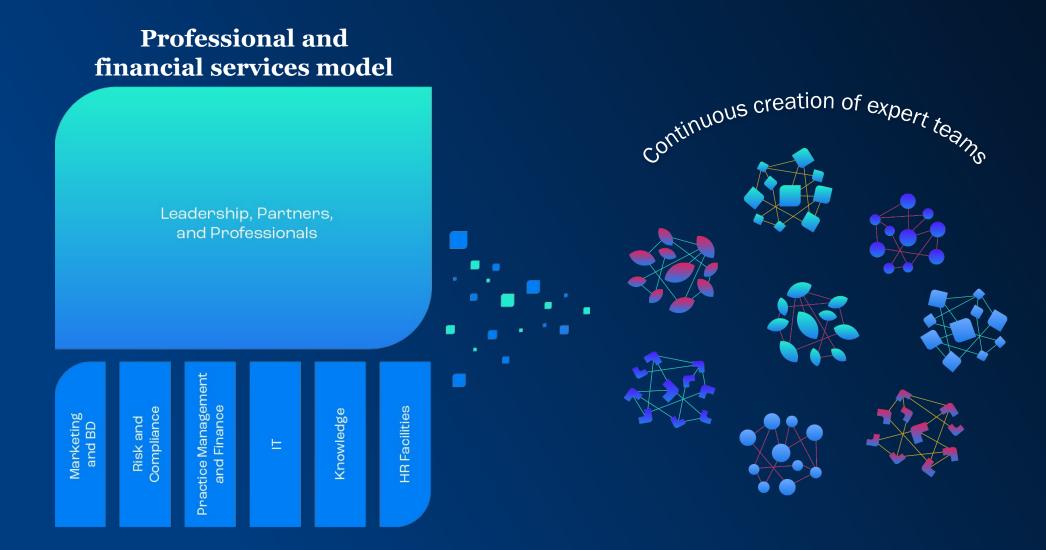
# Our markets are unique in structure and how they deliver value

#### **Typical corporate model**

Board, C-Team, Senior Executives Sales and Marketing Services, Support, Client Success Strategy, Product, Management, R&D Operations and Supply Chain Finance, IT, HR, Facilities, Legal

# Professional and financial services model Leadership, Partners, and Professionals Practice Management and Finance Risk and Compliance HR Facilities Marketing and BD Knowledge

# Our markets are unique in structure and how they deliver value



### Sales and account management charter

Client success is our north star

#### **Plan**



Coordinated, collaborative account planning with clients

#### **Delight**



Ensure client needs are addressed in a timely and accurate manner

#### **Protect**



Manage churn by delivering on our commitments, delighting our clients, and ensuring they receive the value they deserve

#### Grow



By properly planning, delighting and protecting our client's initial investment we earn the right to grow our relationship

### **Account segmentation**

We target >28,000 firms





Account Potential Tier





Engagement Model



## ~70% of total SAM is in

~2,000 Named Accounts





#### Multiple drivers for current and future growth

## **Grow current** offering



Add new clients



Expand with existing clients



Cloud migration

# **Expand** offering



New solutions



New geographies



New client sub-verticals

# Accelerate ecosystem



**Acquisitions** 



**Partnerships** 

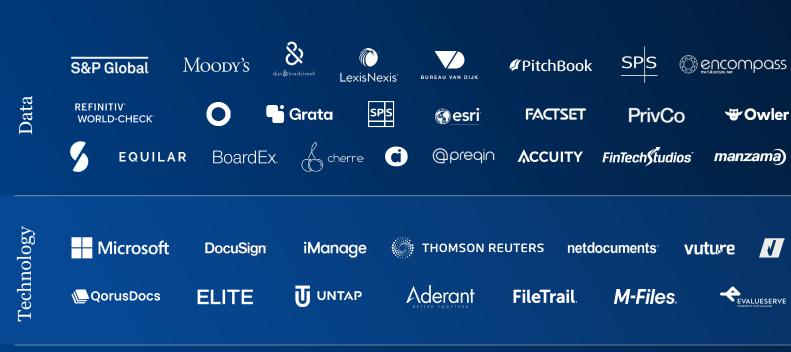
# **Executing on the opportunity** to serve larger enterprise

Total ARR per client



Note: Total ARR represents the annualized recurring value of all active SaaS and on-premise subscription license contracts at the end of a reporting period  $^{1}$  As of 6/30/21

#### Our partner ecosystem



vertical-centric partnerships

#### Data, technology and services

partners support our growth and innovation

Intelligent

Cloud

Partner ecosystem

2,300+ certified experts and advisory partners





KPMG



































CLIENTSFIRST















# Intapp & Microsoft focus on driving digital transformation







#### **Cloud Scalability**



Faster cloud adoption – while respecting industryspecific requirements

#### **Product Interoperability**



Product interoperability to enable connected people, process and data

#### **Industry Specificity**



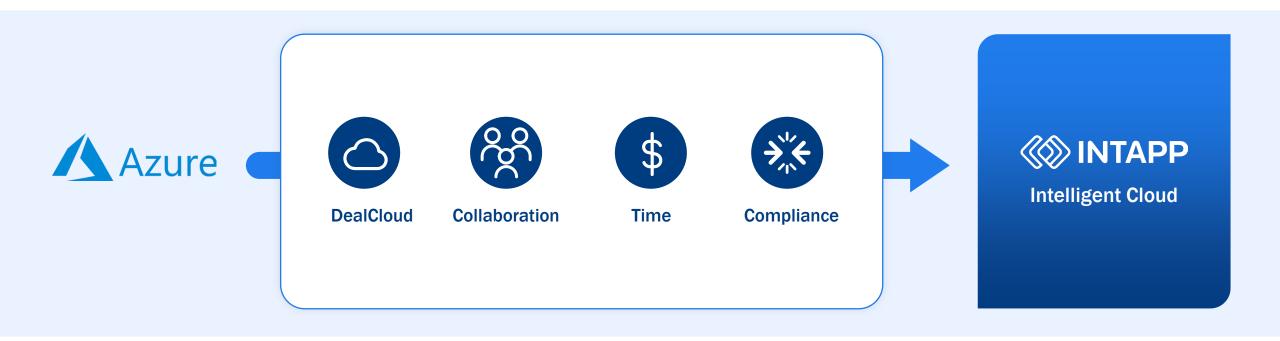
Solutions tailored to and fit for professional/legal/capital markets industries

#### **Vertical Co-Innovation**



Delivering to the growing and quickly evolving technology needs of professionals and their firms

#### Intapp full stack available via the Marketplace



**Private Capital** 













**Investment Banking** 



LAZARD





**RAYMOND JAMES** 

Stephens

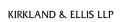
#### **Diversified and Global Client Base of Premier Firms**

Legal













Accounting













Consulting









LEK





### **David Morton**

Chief Financial Officer





Power of the Platform



**Durable Growth** 



**Operating Leverage** 



Power of the Platform

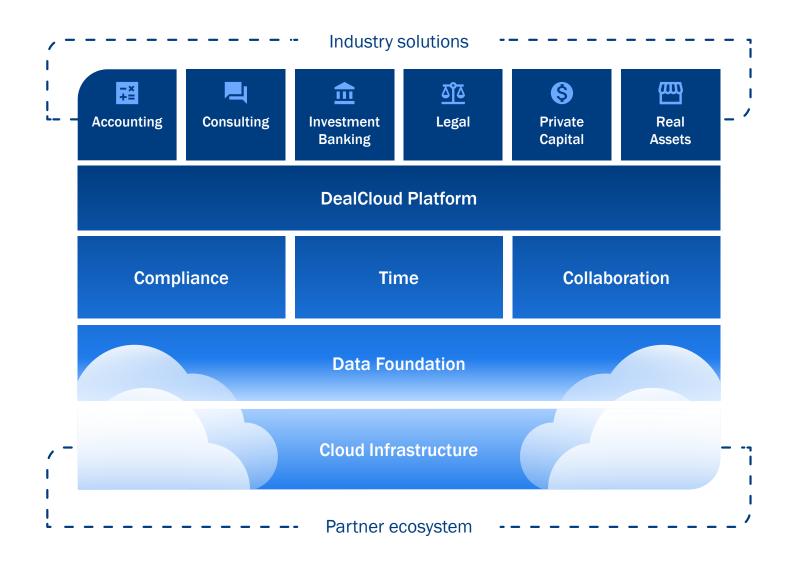


Durable Growth

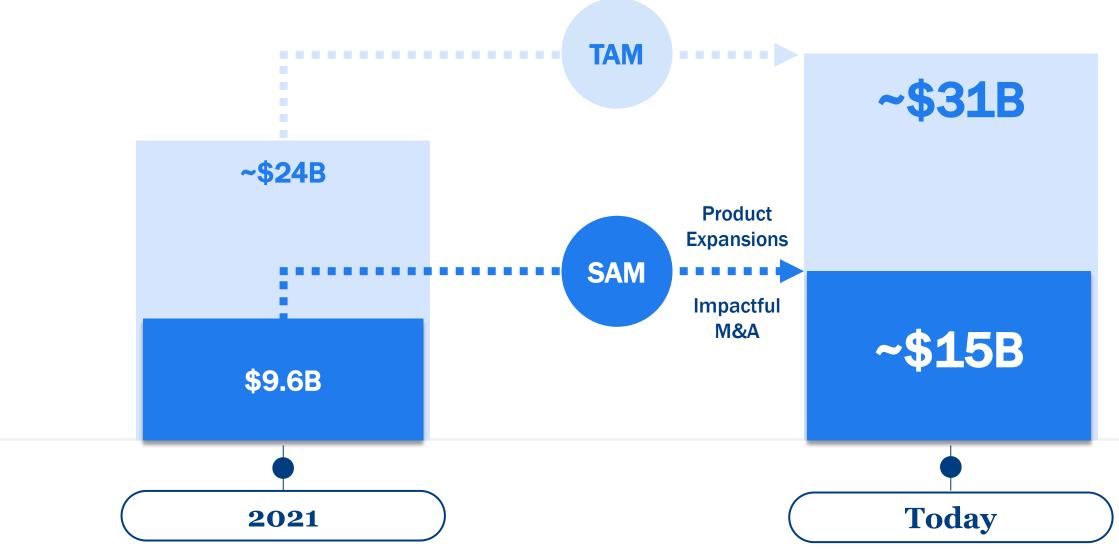


Operating Leverage

### **Intapp Intelligent Cloud**



#### Our large and expanded market opportunity



Note: TAM stands for total addressable market; SAM stands for serviceable addressable market

### Our visible path to \$1 billion ARR

\$365M

Total ARR F2Q'24

# **Grow current** offering



Add new clients



Expand with existing clients



Cloud migration

**Expand** offering



New solutions



New geographies



**\$1** Billion

**Total ARR** 

New client sub-verticals

Accelerate ecosystem



Acquisitions

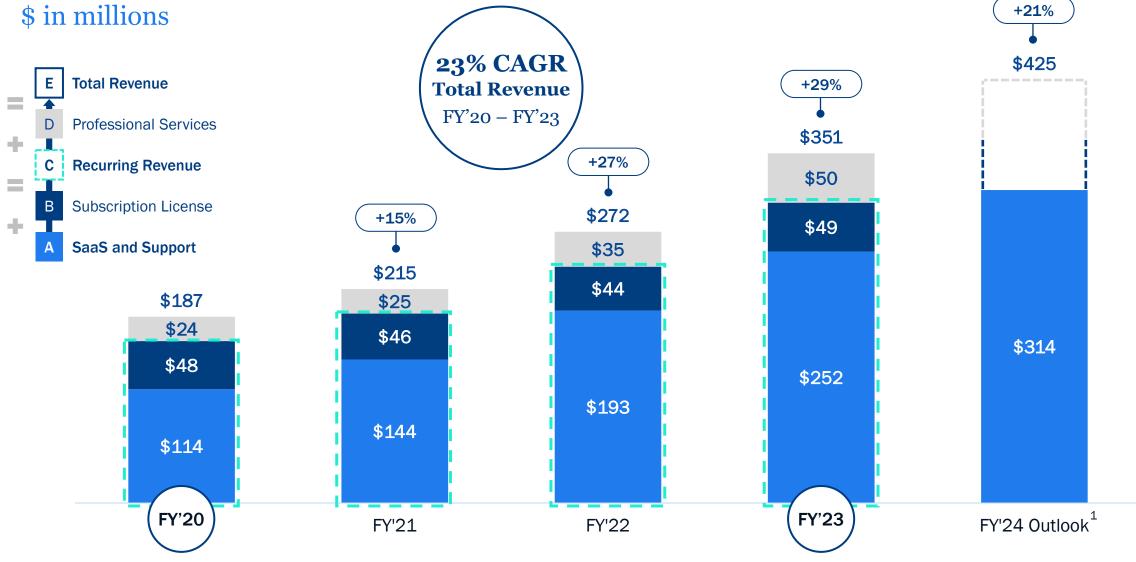


**Partnerships** 



**Applied Al** 

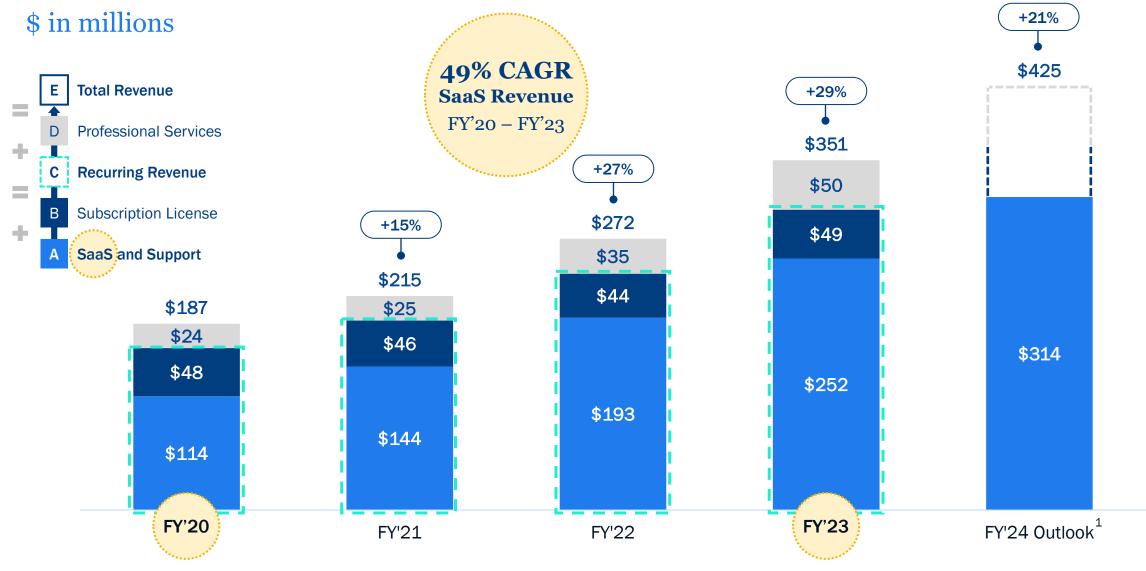
#### Client growth is a leading indicator of revenue



Note: Totals may not sum due to rounding

<sup>&</sup>lt;sup>1</sup> Outlook provided as of 2/6/24, based on midpoints of FY'24 SaaS and support and total revenue outlook, communicated in Intapp's 2/6/24 earnings release

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<sup>&</sup>lt;sup>1</sup> Outlook provided as of 2/6/24, based on midpoints of FY'24 SaaS and support and total revenue outlook, communicated in Intapp's 2/6/24 earnings release

#### We are a cloud-first company



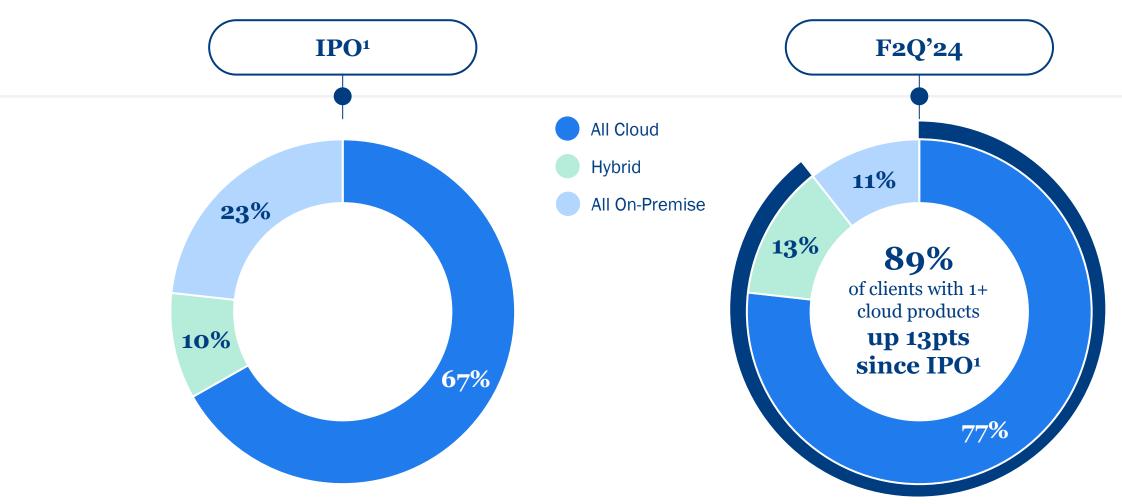


Note: Totals may not sum due to rounding

Total ARR represents the annualized recurring value of all active SaaS and on-premise subscription license contracts at the end of a reporting period Cloud ARR is the portion of the annualized recurring value of our active SaaS contracts at the end of a reporting period

#### We are a cloud-first company

Client mix: Cloud vs. on-premise



Note: Totals and mix change over time may not sum due to rounding

<sup>&</sup>quot;All Cloud" defined as: clients with only Cloud ARR; "Hybrid" defined as: clients with both Cloud ARR and Non-cloud ARR; "All On-Premise" defined as: clients with only Non-cloud ARR <sup>1</sup> As of 6/30/21



Power of the Platform

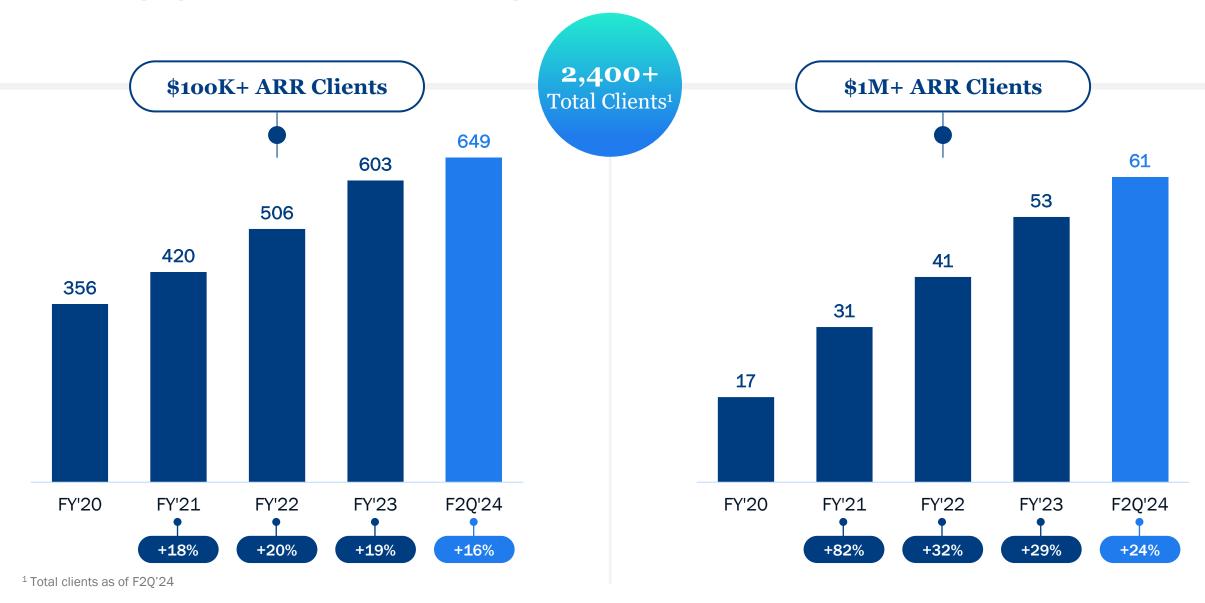


**Durable Growth** 



Operating Leverage

#### Strong growth in our large ARR clients

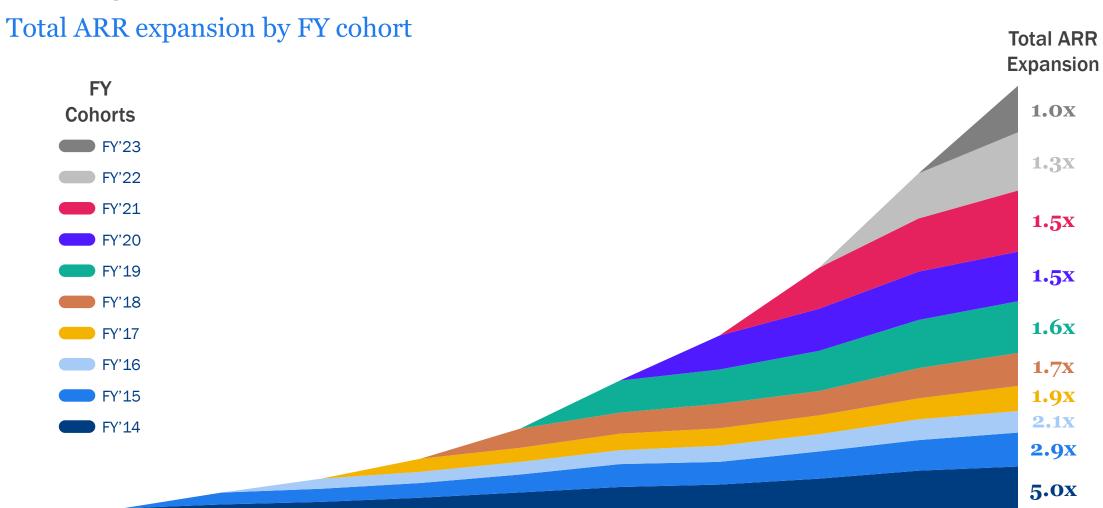


# Consistent cloud net retention

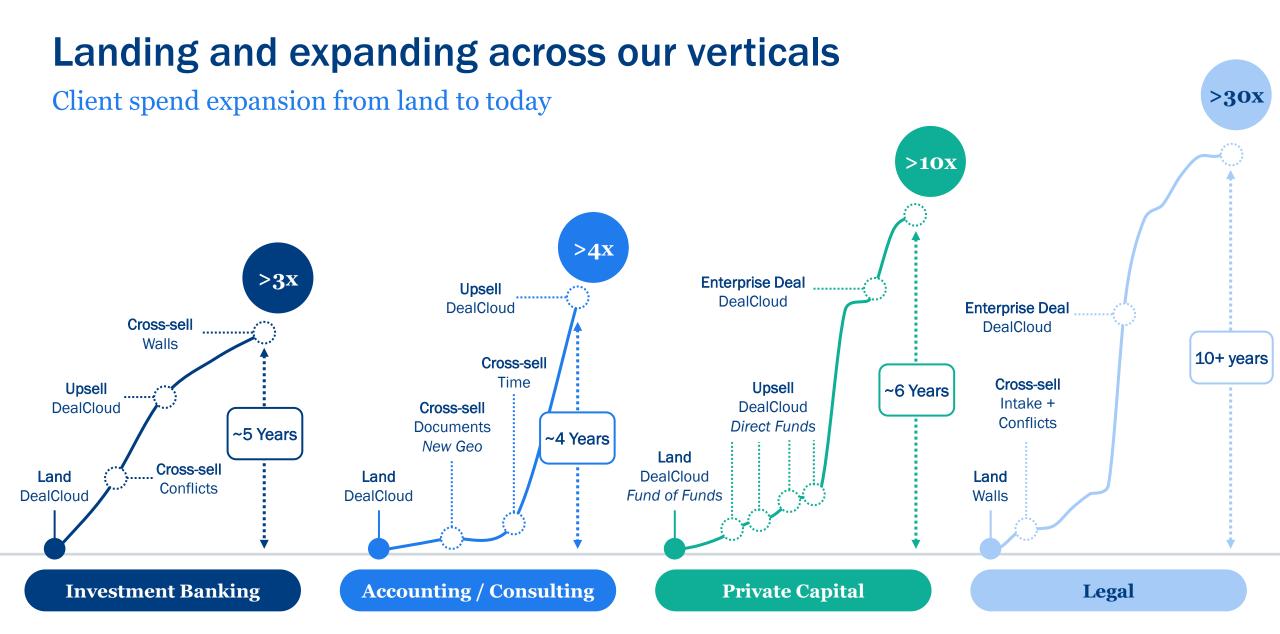


Note: Cloud net revenue retention rate is calculated by starting with Cloud ARR from the cohort of all clients as of the twelve months prior to the applicable fiscal period, or prior period Cloud ARR. We then calculate the Cloud ARR from these same clients as of the current fiscal period, or current period Cloud ARR. We then divide the current period Cloud ARR by the prior period Cloud ARR to calculate the cloud net revenue retention

#### Steady, consistent expansion across our clients

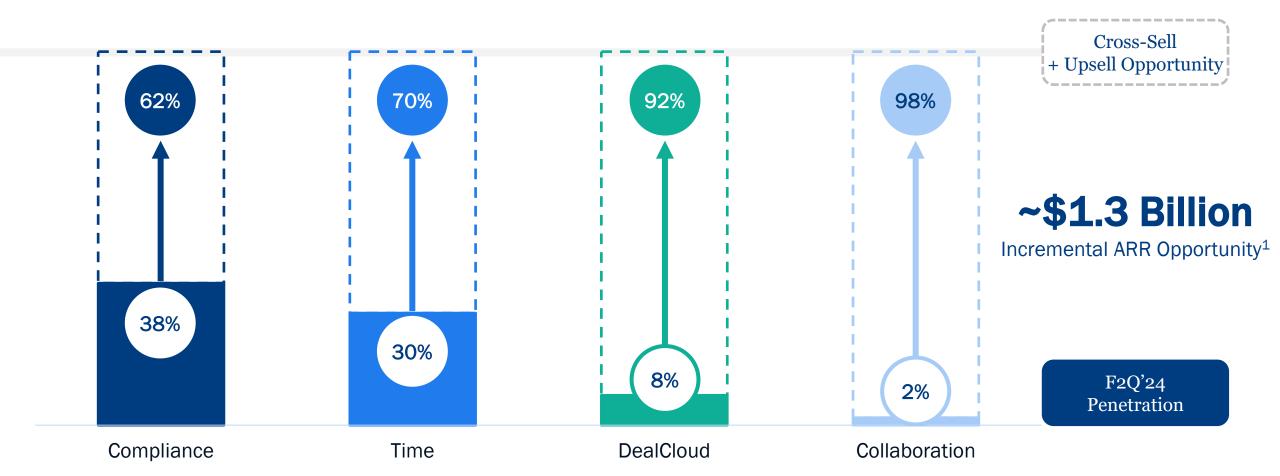


Note: Chart reflects growth in total ARR over time for client cohorts based on initial contract year with Intapp. Based on fiscal year ending 6/30; clients acquired through certain business acquisitions are included on a proforma basis as if such acquisition had occurred at the beginning of the applicable fiscal year



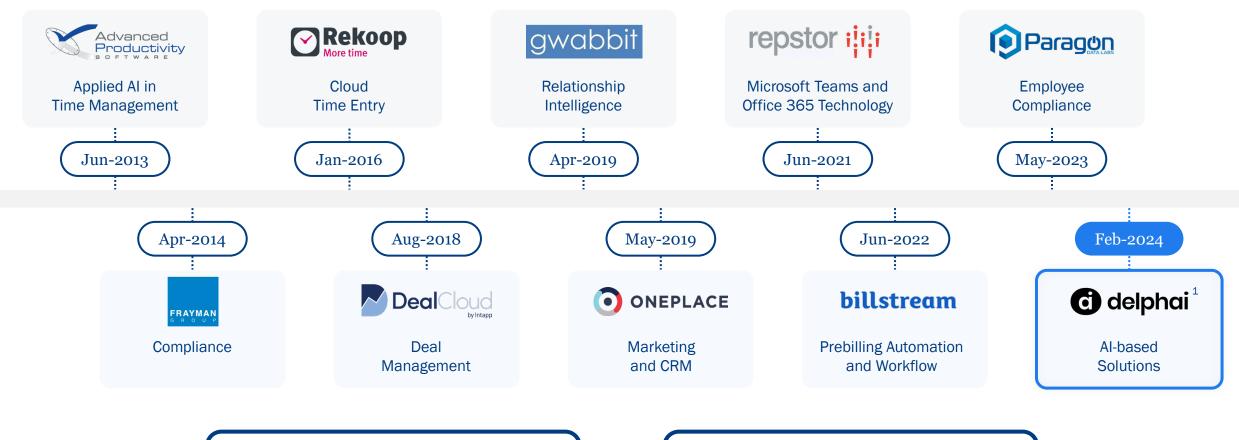
#### Significant whitespace within our top 200 clients

Incremental cross-sell + upsell ARR opportunity



<sup>&</sup>lt;sup>1</sup> Incremental ARR opportunity based on estimated cross-sell and upsell potential of current portfolio within our top 200 clients (as determined by Total ARR as of F2Q'24)

#### Successful M&A track record



~\$42 Million

Capital deployed since IPO<sup>2</sup>

~\$3 Billion

Additional SAM via M&A since IPO

<sup>&</sup>lt;sup>1</sup> Intapp agreed to acquire delphai in February 2024; closing is anticipated in the next 60 days

<sup>&</sup>lt;sup>2</sup> Total consideration for acquisitions announced and/or closed subsequent to the closing of Intapp's IPO; includes Billstream, Paragon Data Labs and delphai



Power of the Platform

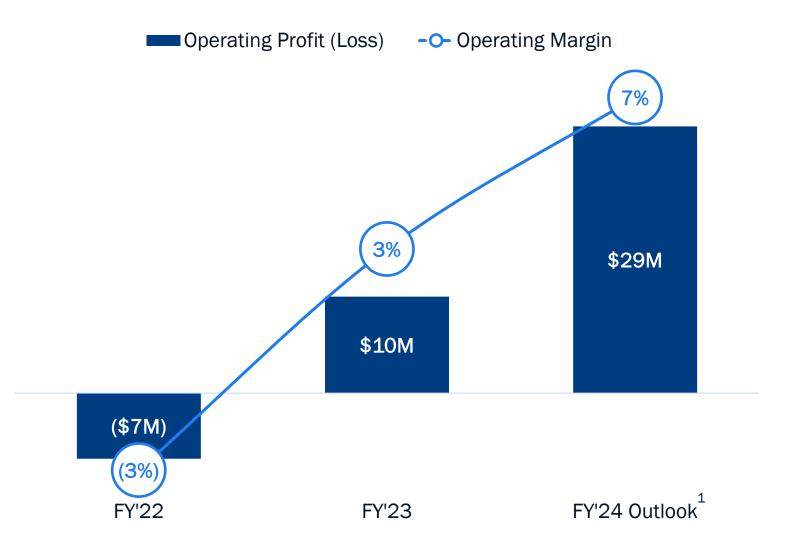


**Durable Growth** 



**Operating Leverage** 

### **Demonstrating operating leverage**



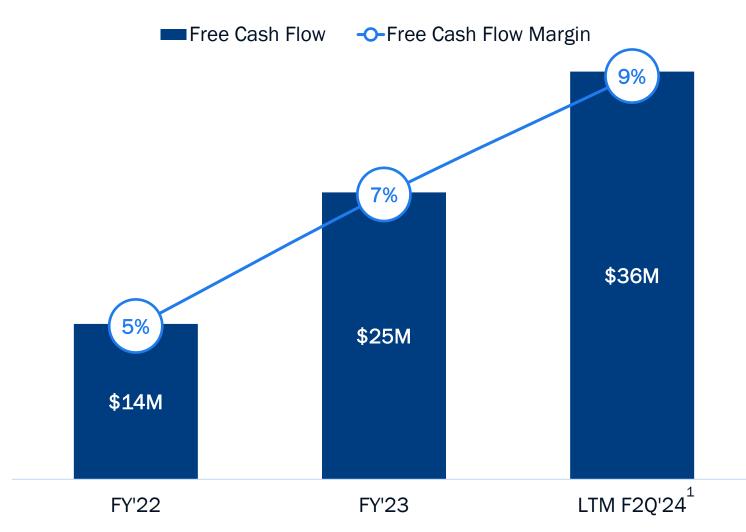
+ ~950bps

Operating Margin Improvement FY'22 – FY'24 Outlook<sup>1</sup>

Note: Based on non-GAAP operating profit (loss). Refer to "Reconciliation: Non-GAAP Operating Profit (Loss)" in Appendix for a reconciliation of this measure to its most directly comparable GAAP financial measure

<sup>&</sup>lt;sup>1</sup> Outlook provided as of 2/6/24, based on midpoint of FY'24 operating profit outlook, communicated in Intapp's 2/6/24 earnings release

#### Delivering positive free cash flow



Note: Refer to "Reconciliation: Free Cash Flow" in Appendix for a reconciliation of this measure to its most directly comparable GAAP financial measure

### 9 out of 10

Quarters with Positive Free Cash Flow Post-IPO<sup>2</sup>

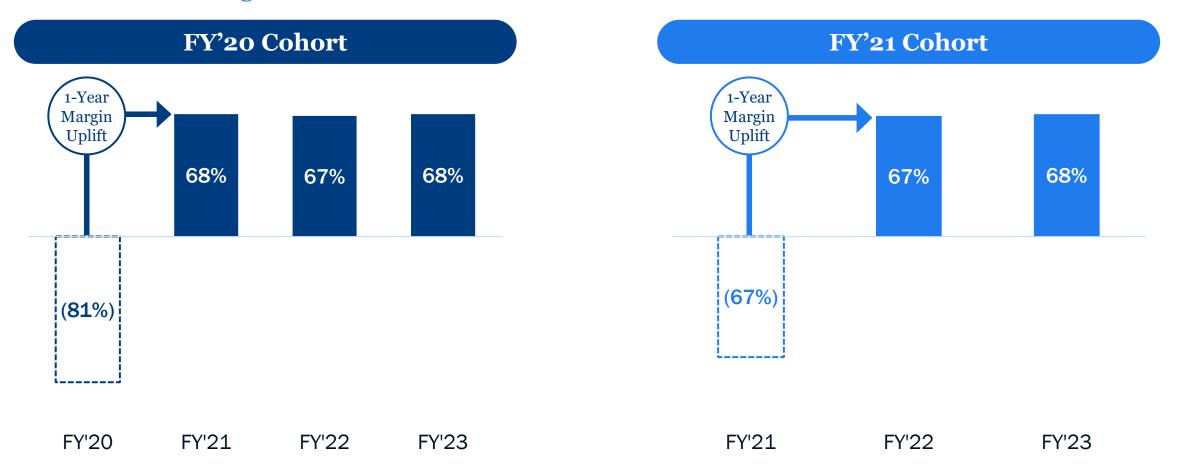
#### \$60M+

Cumulative Free Cash Flow Post-IPO<sup>2</sup>

<sup>&</sup>lt;sup>1</sup> Last twelve months as of the fiscal quarter ended 12/31/23; <sup>2</sup> Beginning with the fiscal quarter ended 9/30/21

#### Clear unit economics over time

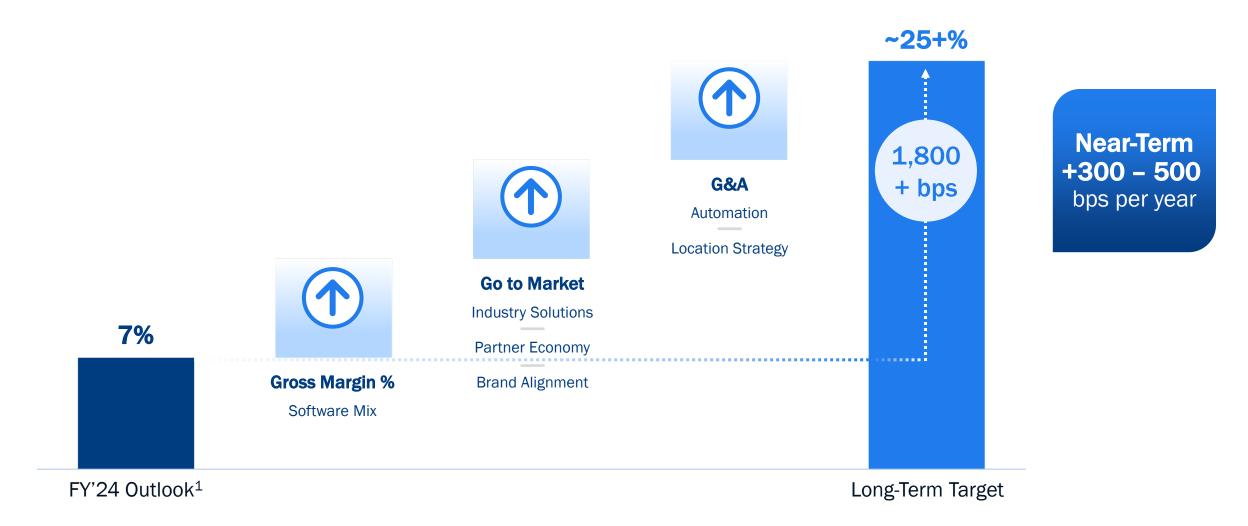
FY contribution margin: FY'20 and FY'21 cohorts



Note: We define non-GAAP cohort contribution profit as the ARR from the client cohort less the associated non-GAAP cost of recurring revenue and estimated associated non-GAAP sales and marketing expenses, which we collectively refer to as associated costs. We define contribution profit divided by the ARR associated with a cohort in a given period. We believe the 2020 and 2021 Cohorts, the clients we acquired during FY'20 (the 2021 Cohort), are a fair representation of our overall client base because it includes clients across industries and geographies and with clients that have expanded their subscriptions as well as those who have reduced or not renewed their subscriptions. Non-GAAP Cost of recurring revenue includes the costs of providing ongoing support and cloud hosting. Non-GAAP Cost of recurring revenue as a percentage of recurring revenue by the ARR in a given period for each contribution profit is estimated by multiplying the non-GAAP contribution margin include salaries, sales commissions earned, other personnel related cost, including the effect of capitalizing and amortizing commission costs and benefits, and marketing program expenses.

While, we believe that the 2020 Cohort and 2021 Cohort are a fair representation of our overall client base, may not be representative of any other group of clients or periods. Contribution margin is not prepared in accordance with GAAP and may not be comparable to other companies that prepare a similar analysis. We use ARR instead of GAAP revenue and estimated associated costs instead of GAAP costs and expenses. Contribution margin is an operational measure.

### Key drivers to achieve long-term operating margin



Note: Based on non-GAAP operating profit. Refer to "Reconciliation: Non-GAAP Operating Profit (Loss)" in Appendix for a reconciliation of this measure to its most directly comparable GAAP financial measure

1 Outlook provided as of 2/6/24, based on midpoint of FY'24 operating profit outlook, communicated in Intapp's 2/6/24 earnings release

# Financial Framework

#### Key underpinnings of our financial model

- Prioritize SaaS highest growth vector
- **De-emphasize professional services**
- Transition on-premise clients to cloud
- O Discourage multi-year on-premise deals
- Committed to leverage in our Vertical SaaS model

#### \$1 billion in revenue

	<b>IPO - FY'21</b> Actual	FY'24 - H1 Actual	Long-Term Target
Total Revenue	\$215 Million	\$206 Million / 6 months	\$1 Billion
Cloud % of Total ARR	52%	70%	~90%
Non-GAAP Recurring Gross Margin <sup>1</sup>	82%	86%	~88%
Non-GAAP Gross Margin <sup>1</sup>	69%	73%	~80%+
Non-GAAP Operating Margin <sup>1</sup>	4%	7%	25% - 30%
Free Cash Flow Margin¹	(6%)	11%	20% - 25%

Note: Amounts reflect our operating priorities, not specific targets or guidance. This data involves a number of assumptions and limitations, and are necessarily subject to a high degree of uncertainty and risk <sup>1</sup> Based on non-GAAP operating metrics. Refer to Appendix for a reconciliation of these measures to their most directly comparable GAAP financial measures



High quality business exhibiting resilience across industry cycles



Serving clients in highly regulated industries that value long-term relationships



Cloud-first with Applied Al – multiple pathways for durable long-term growth



Strong track record of compounding M&A value



Founder-led management team



Balanced approach with compelling profitable growth profile





## Thank You



### Reconciliations

### Reconciliation: Non-GAAP gross profit

\$ in millions	F	Y'21	F	Y'22	F	FY'23	F	1Q'24	F	20'24	FY'	24-H1
GAAP gross profit	\$	140	\$	173	\$	239	\$	70	\$	73	\$	143
Adjusted to exclude the following:												
Stock-based compensation		1		4		6		2		2		4
Amortization of intangible assets		7		8		4		1		1		2
Non-GAAP gross profit	\$	148	\$	185	\$	249	\$	73	\$	76	\$	149
GAAP gross margin		65%		64%		68%		69%		70%		70%
Non-GAAP gross margin		69%		68%		71%		72%		73%		73%
GAAP recurring gross profit	\$	149	\$	186	\$	248	\$	73	\$	76	\$	149
Adjusted to exclude the following:												
Stock-based compensation		_		1		2		_		2		2
Amortization of intangible assets		7		8		4		1		1		2
Non-GAAP recurring gross profit	\$	156	\$	195	\$	254	\$	74	\$	79	\$	153
GAAP recurring gross margin		79%		78%		82%		83%		84%		84%
Non-GAAP recurring gross margin		82%		82%		84%		85%		86%		86%

### Reconciliation: Non-GAAP operating profit (loss)

\$ in millions	F	Y'21	F	Y'22	FY'23	F1Q'24	F۵	2Q'24	FY'	24-H1
GAAP operating loss	\$	(23)	\$	(99)	\$ (69)	\$ (14)	\$	(11)	\$	(25)
Adjusted to exclude the following:										
Stock-based compensation		19		77	68	19		16		35
Amortization of intangible assets		11		14	11	3		2		5
Lease modification and impairment		_		_	1	_		_		_
Change in fair value of contingent consideration		_		(1)	(2)	(2)		_		(2)
Transaction costs <sup>1</sup>		1		2	1	_		1		1
Non-GAAP operating profit (loss)	\$	8	\$	(7)	\$ 10	\$ 6	\$	8	\$	14
GAAP operating margin		(11%)		(37%)	(20%)	(14%)		(11%)		(12%)
Non-GAAP operating margin		4%		(3%)	3%	6%	ı	7%		7%

<sup>&</sup>lt;sup>1</sup> Consists of acquisition-related transaction costs and costs related to certain non-capitalized offering-related expenses

#### **Reconciliation: Free cash flow**

\$ in millions	FY'21	FY'22	FY'23	F	<b>-10'24</b>	F2Q'24	FY'	24-H1
Net cash (used in) provided by operating activities	\$ (10)	\$ 14	\$ 27	\$	12	\$ 12	\$	24
Adjusted for the following cash outlay:								
Purchases of property and equipment	(2)	_	(2)		(2)	_		(2)
Free cash flow	\$ (12)	\$ 14	\$ 25	\$	10	\$ 12	\$	22
Free cash flow margin	(6%)	5%	7%		10%	11%		11%