

## Zoom FY23 Investor Day

November 8, 2022

### Agenda

Presentations 11am-12:30pm PT



**Kelly Steckelberg** CFO, Zoom



**Graeme Geddes**Head of Platform &
Product Acceleration,
Zoom



**Oded Gal**Chief Product Officer,
Zoom



**Wendy Bergh** General Manager, Online Business, Zoom

#### Customer Panel & Lunch 12:30-1:20pm PT



**Ryan Azus** CRO, Zoom



Jill Porubovic
VP of Global IT,
Take-two Interactive



**Julio Pereira**Senior IT Director,
World Fuel Services



1:20 - 2pm PT



**Eric S. Yuan**Founder and CEO,
Zoom



Kelly Steckelberg
CFO, Zoom



**Greg Tomb**President, Zoom



#### Use of non-GAAP financial measures

In addition to the financials presented in accordance with U.S. generally accepted accounting principles ("GAAP"), this presentation includes non-GAAP operating margin, and free cash flow. Non-GAAP metrics have limitations as analytical tools and you should not consider them in isolation or as a substitute for or superior to the most directly comparable financial measures prepared in accordance with U.S. GAAP. There are a number of limitations related to the use of non-GAAP metrics versus their nearest GAAP equivalents. Other companies, including companies in our industry, may calculate non-GAAP metrics differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of our non-GAAP metrics as tools for comparison. We urge you to review the reconciliation of Zoom's non-GAAP metrics to the most directly comparable GAAP financial measures, and not to rely on any single financial measure to evaluate our business. See the Appendix for reconciliation between each non-GAAP metric and the most comparable GAAP measure.

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## Zoom FY23 Investor Day

**Business & Financial Highlights** 

**Kelly Steckelberg** 

CFO

Zoom





One Platform to Connect



\$4B+

Annual Revenue

~90% CAGR (FY19-FY23e<sup>1</sup>)

200k+

Enterprise Customers<sup>2</sup>

Doubled in 2 years (Q2 FY21-Q2 FY23)

1,500

Features & Enhancements

For the platform in the last 12 months



### **Sustainable Growth Drivers**



Platform Innovation



Customer Value Creation



Global Ecosystem Expansion



Relentless Focus on Delivering Happiness

### **Platform Innovation**

Enables customer evolution and success





### **Customer Value Creation**

Addresses multidimensional needs

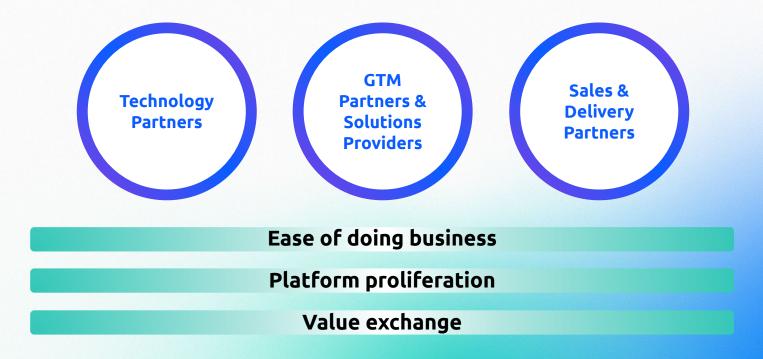




### **Global Ecosystem Expansion**

Evolves routes to market





### Relentless Focus on Delivering Happiness

Produces high stakeholder engagement





#### **Customers**

NPS of 64 71% of Fortune 500<sup>1</sup>



### **Employees**

Glassdoor Employee Choice Best Places to Work '22 & '21 Culture of Care

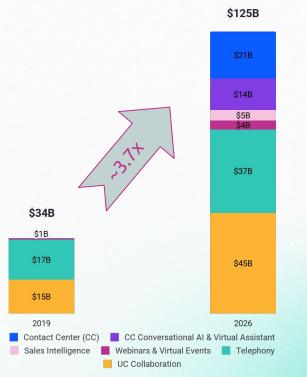


### Community

Zoom Cares ~\$50m social impact investments over last 3 years #3 on 2022 Purpose Power Index Inaugural ESG report

# Continued innovation and secular trends expand our TAM





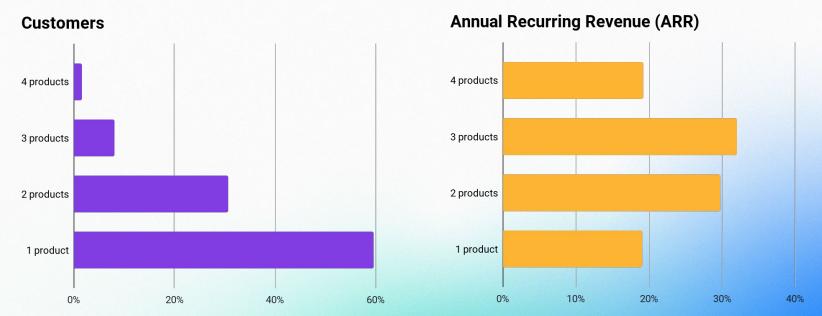




Source: Zoom estimates, Frost & Sullivan

# Platform strategy drives multi-product adoption in Enterprise





~10% of Enterprise Customers use 3 or 4 products and generate ~50% of ARR ARR of customers using 3 or 4 products grew 45% YoY<sup>1</sup>

## Zoom Phone and Zoom Rooms provide significant future upsell opportunities



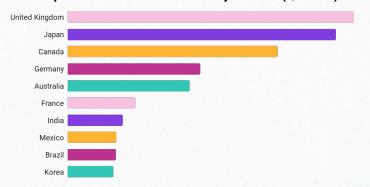




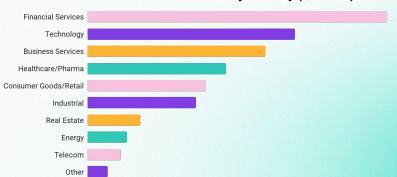
## Diverse customer base spans geographies and industries



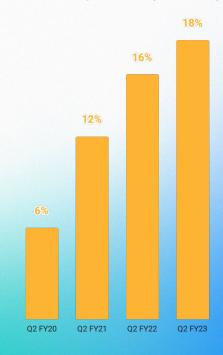




#### # of G2K customers w/ >\$100k ARR by Industry (Q2 FY23)

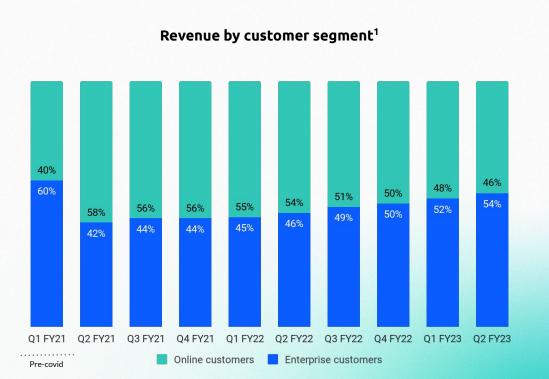


#### G2K account penetration (>\$100 ARR)

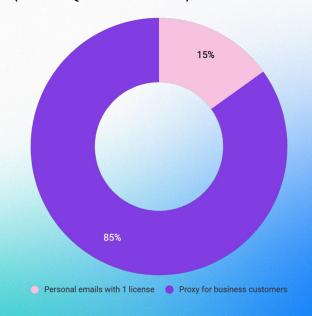


## Growth with Enterprise customers outpacing Online and individuals





Business vs single license personal emails<sup>2</sup> (as % of Q2 FY23 Exit ARR)

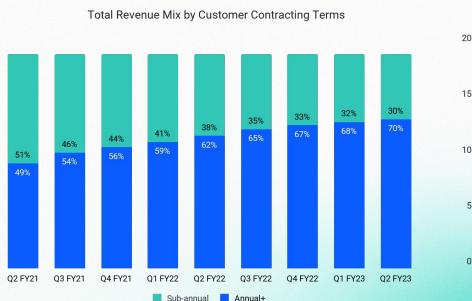


<sup>&</sup>lt;sup>1</sup>Percentages are rounded

<sup>&</sup>lt;sup>2</sup>Personal emails are estimated based on common personal email domain extensions (e.g. gmail, hotmail, etc.)

## Lengthening contract terms increase stability and predictability

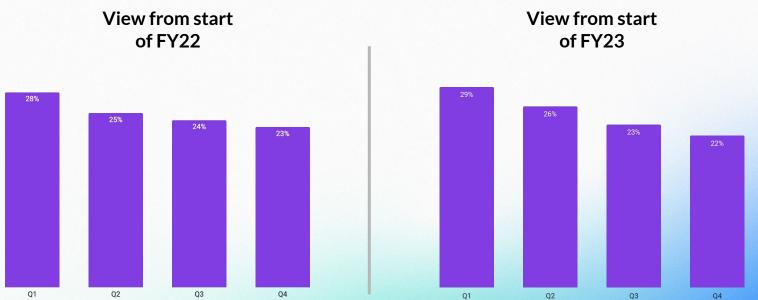






### Renewal seasonality persists





## Steady increase in Enterprise customers and wallet share





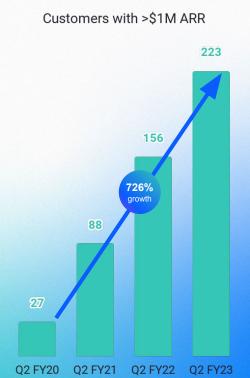
<sup>&</sup>lt;sup>1</sup>Annualized Revenue per Enterprise Customer is calculated by dividing the number of Enterprise customers by the revenue in the quarter attributed to Enterprise customers and multiplying that quotient by four.

### Higher growth in large accounts



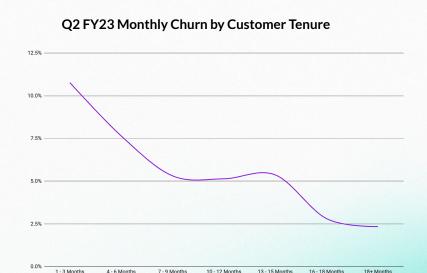


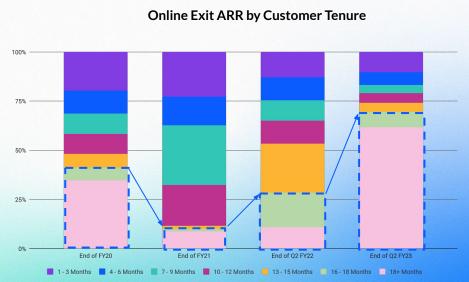




## Lengthening customer tenure provides stability in Online Channel



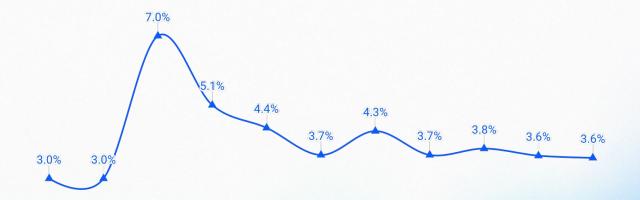




~70% of Online Exit ARR has a tenure of 16 or more months as of end of Q2 FY23

## Online average monthly churn rates approaching pre-pandemic levels





Q4 FY20 Q1 FY21 Q2 FY21 Q3 FY21 Q4 FY21 Q1 FY22 Q2 FY22 Q3 FY22 Q4 FY22 Q1 FY23 Q2 FY23

We will report this Online Average Monthly Churn metric on a quarterly basis going forward to provide greater insight into the performance of our Online business.

# Expanding data center footprint delivers reliability and operating leverage









**27** Co-located Data Centers<sup>1</sup>

+5 In last 12 months Partnerships with public cloud vendors

To ensure continuous, scalable and seamless connectivity globally

# FY23 FCF conversion impacted by cash taxes due to stock price volatility



| Impact on FCF <sup>1</sup> Conversion in bps (FCF % of Non-GAAP Operating Income)                         |                       |                           |                     |  |
|---|-----------------------|---------------------------|---------------------|--|
|   | FY22                  | FY23e                     | YoY                 |  |
| Estimated cash tax benefit / (burden) from difference in stock price between RSU grant date and vest date | ~300bps               | ~(500)bps                 | ~(800)bps           |  |
| Estimated cash tax benefit from employee exercise of options <sup>2</sup>                                 | ~800bps               | ~100bps                   | ~(700)bps           |  |
| Net Impact to FCF Conversion  | ~1,100 bps<br>Benefit | ~400 bps<br>Net<br>Burden | ~1500 bps<br>Burden |  |

## Non-GAAP long-term model highlights focus on sustainable, profitable growth



|                   |                          | Previous LT<br>Profile <sup>1</sup> | Updated LT<br>Profile <sup>2</sup> |
|-------------------|--------------------------|-------------------------------------|------------------------------------|
| As a % of Revenue | Gross Profit             | ~80%                                | ~80%                               |
|                   | Research & Development   | ~10-12%                             | ~10-12%                            |
|                   | Sales & Marketing        | ~30-35%                             | ~30%                               |
|                   | General & Administrative | ~8-10%                              | ~8-10%                             |
|                   | Operating Profit         | ~25%                                | ~28-32%                            |

<sup>&</sup>lt;sup>1</sup>Provided at Analyst Day in October 2020.

<sup>&</sup>lt;sup>2</sup>This model is a framework and should not be considered guidance. As a framework this model includes certain assumptions including our mix of business, productivity gains and other assumptions that could be subject to change. All percentages are non-GAAP and exclude expenses associated with stock based compensation, amortization of acquired intangibles, acquisition related expenses, among other items.



### Dedicated to key financial priorities



Growth at scale



Robust free cash flow



Strong profitability





### Graeme Geddes

Head of Platform & Product Acceleration Zoom



### What will the future look like?

### zoom topia



Want the option to do business virtually



Want the option to get retail services virtually



Want the option to get financial services virtually



Want the option to join events virtually



Want the option to attend classes virtually



Want the option to receive government services virtually

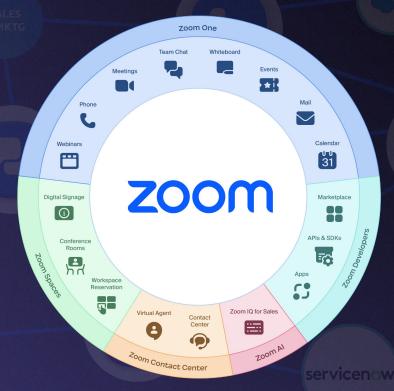


Want the option to attend doctors visits virtually



### The Zoom Platform

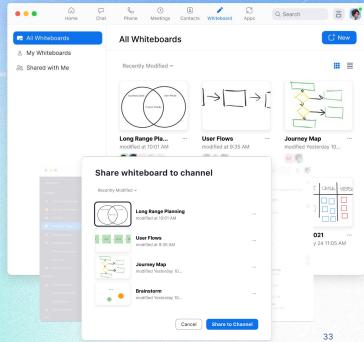




### zoom topia

One solution for team chat, phone, whiteboard, meetings, and more...







#### ...with cross-platform features that keep projects moving.







#### Before a Meeting

Send a co-worker a presentation for review via chat

#### Initiating a Meeting

Schedule a review call within the channel to make sure the proper people are invited

#### **During a Meeting**

Meet to collaborate virtually using whiteboard and chat to talk through edits

#### After a Meeting

Send the plan to update the presentation by sharing the whiteboard to your project channel

### **Cross Platform Innovation**



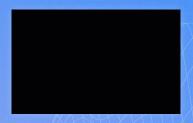


#### **Meeting & Call Transfer**

Seamlessly move between your app and a Zoom Room or Zoom Phone Hardware Device



Workspace Reservations
Find and reserve the workspace you need



Zoom Phone Hotdesking
Easily find and login to your hotdesking device



**Zoom Whiteboard** 

Extending the virtual whiteboard experience to physical spaces



**Zoom Kiosk** 

Connect every visitor with the right person



**Events on Zoom Rooms** 

Join Events from the room, space, or device of your choice







From



To





5x ARR 3-year term

# Top Law Firm on AmLaw 200



From



To







>\$1M ARR 5-year term

# Top Law Firm on AmLaw 100





То





















# Top Y Combinator Backed SaaS Company



From



To







>\$4M ARR 5-year term

# Fortune 500 Leading Financial Services Firm





To







>\$750k ARR 6-year term



# Inc 5000 Fastest Growing Companies



From



To



>\$250k ARR 6-year term

# National Apartment Industry Leader

## zoom topia











SIMPLICITY

**REACH** 

TIME TO VALUE

**EXTENSIBILITY** 

BUSINESS AGILITY

ZOOM





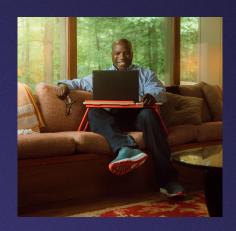


# Oded Gal

Chief Product Officer Zoom

#### Addressing Market Needs through Innovation





Connected Communications on a Single Platform



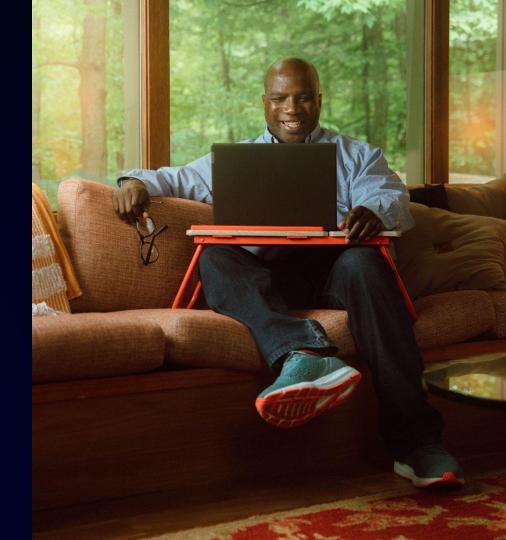
Enhanced Experiences Across the Entire Customer Journey



Build to Connect & Extend the Value of Zoom

zoomtopia

Connected
Communications
on a Single
Platform







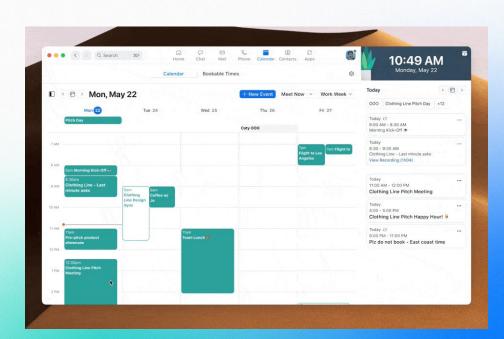
Bringing all your communications, collaboration, and scheduling together in a single app

Use our service, Google, or Microsoft within the client to:

- Efficiently communicate without losing focus
- Quickly access your communications
- Easily schedule and join meetings

#### Cross-platform capabilities:

- Share emails to Team Chat to keep all relevant conversations for a project in one place
- See who has joined the meeting before you attend
- Schedule a phone event from your calendar
- Coming soon add meeting attachments, presentations, and cloud recordings to calendar events for a single source





#### Client vs Service



## Zoom Mail Client BETA

The email experience in the Zoom app, designed to work seamlessly with Meetings,

Phone and Team Chat!

#### Zoom Calendar Client BETA

The calendar experience in the Zoom app - connecting your scheduling workflows to Zoom Meetings, Phone and Team Chat

## Zoom Mail Service BETA

Enables end-to-end email encryption for enhanced privacy for emails directly between active Zoom Mail Service users.

#### Zoom Calendar Service BETA

A calendar service with easy appointment booking that works seamlessly with Zoom Meetings, Phone, and Team Chat.

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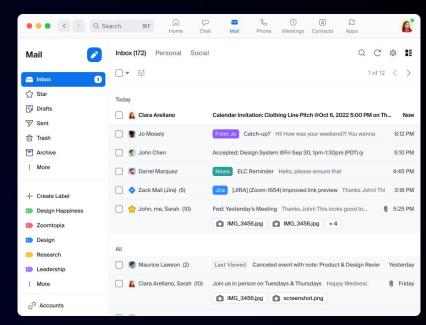
#### Zoom Mail & Calendar Service Beta

End-to-end encrypted email sent directly between active Zoom

Mail Service users

# Designed for SMBs who want an additional level of privacy

- <50 users with intellectual property or frequent sharing of sensitive information
- Self-service account creation using zmail.com or custom\* domain
- Appointment booking
- Easy access to meeting content within calendar



### **Zoom Spots**

Hybrid coworking spaces

## Bringing in-person and virtual teams together

- Video-enabled virtual coworking space, integrated within the Zoom platform
- Helps foster inclusive discussions
- Keeps colleagues connected on projects
- Brings fluid, organic interactions of in-person work to distributed, hybrid teams



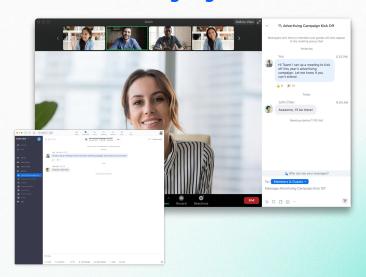






Tighter integrations across the Zoom platform for smart workflows

## In-Meetings Chat and Team Chat Coming together



## Zoom Phone PowerPack and Team Chat integration



### **Zoom Clips**

#### Asynchronous videos

#### Collaborate using video recordings

- Easily share video recordings and screen sharing with others
- Videos are shared and stored in the web portal for teammates to comment and engage
- Analytics to see how clips are performing





### Intelligent Director

Coming soon:

Display the best view of you

- Uses multiple cameras and AI to detect best view of participants
- Adjusts with the participants' movements for better collaboration









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Enhanced
Experiences Across
the Entire
Customer Journey



#### **Zoom Virtual Agent**

Automate customer interactions with self-service bot

Al-powered chatbot that understands customer questions and provides accurate answers quickly

#### **Benefits**

- Offer 24/7 self-service to customers
- Fewer queries to my contact center agents improves productivity, reduces burnout, shortens call volumes and wait times
- Seamless handoff to a contact center agent with chat history improves agent and customer experiences



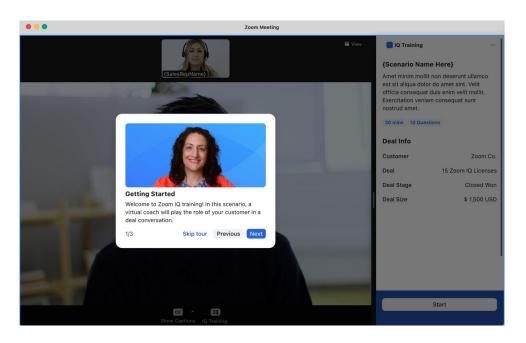


### **Zoom IQ for Sales Virtual Coach**



Gives sellers a place to practice so they're ready for game time

- Al-powered practice environment for sellers to practice their pitch
- Zoom IQ Virtual Coach will help sellers master product knowledge and perfect delivery for better connections and results
- Real-time tips on how to best answer customer questions and content suggestions

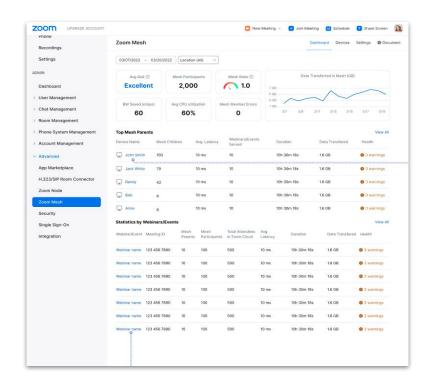




#### **zoom** topia

#### Improving bandwidth consumption for large events and webinars

- Native eCDN to optimize in-office bandwidth consumption for users within a shared network for large scale Zoom Events and Webinars
- Maintain consistent Zoom client experience while retaining access to client-dependent features like Q&A, chat, and polling



## zoomtopia

## **Build to Connect & Extend the Value** of Zoom































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MEETING PULSE

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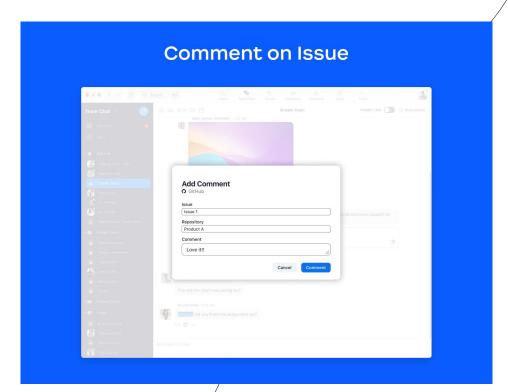
#### **New Apps for Zoom Team Chat**

Reduce app fatigue and work smarter with the ability to access your desired apps directly from Zoom Team Chat.

- Jira launched in Sept
- GitHub launching in Nov
- ServiceNow

#### Coming soon:

- Salesforce
- Google Drive
- Confluence
- Workday

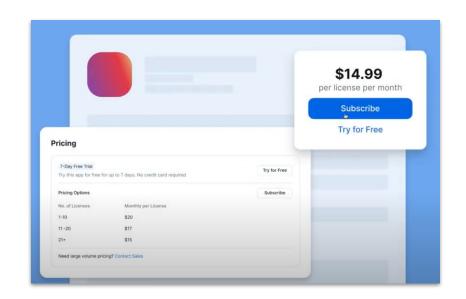


#### App Subscriptions on Marketplace



Monetization of apps with Zoom integrations

- Customers purchase paid versions of apps on marketplace.zoom.us
- Apps work with or within Zoom
- Revenue stream for developers
   (includes customers who build & list integrations on marketplace)
- Revenue share to Zoom

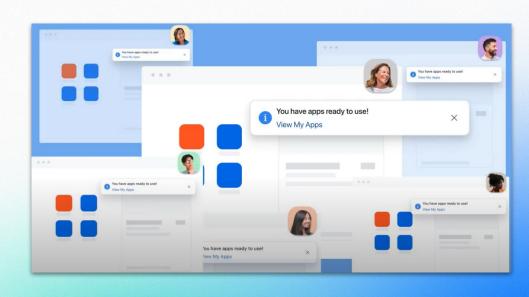


#### **Admin-Authorized Apps**

Enable apps across your organization faster

- Pre-authorized apps at account, group or user level
- Drives distribution & use of apps that work with Zoom
- Improved employee workflows
- More customer value derived from Zoom









# **Wendy Bergh**

GM, Online Business Zoom



179% Revenue CAGR FY 2019 → FY 2022





Product-Led Growth
Engage consumers and small
businesses with a delightful
self-service online
experience



Flywheel for Expansion
Leverage 24/7 global online
storefront to create a
flywheel for future
International & Enterprise
expansion

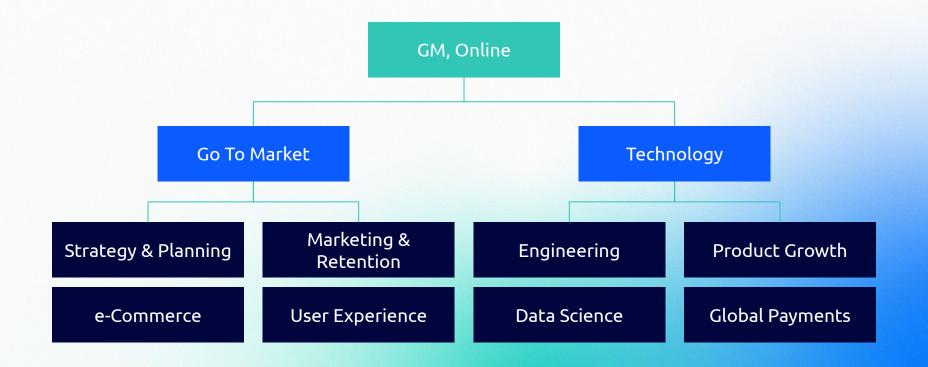


Highly Efficient
Highly efficient business
model that leverages
automation, localization,
and personalization to sell
at global scale





Dedicated team created to operate with speed & customer focus





Provide value at each stage of the customer journey



# Customer Acquisition

Organic Traffic
Free Basic Offering
Brand & Digital Marketing
Free Trials

# **Customer Monetization**

Free to Paid Upsell
Upsell Licenses & Products
New Offers & Features
Localized Pricing & Payments
Winbacks

# **Customer Retention**

New Offers & Features

Mix Shift to Annual

Save Programs

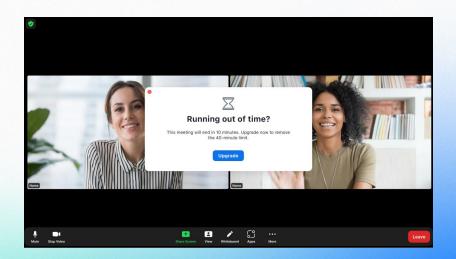
Reduce Churn

## Differentiating Free From Paid

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#### Monetizing the Free Base

- Our Basic free offer helps people around the world stay connected
- The Basic free offer has played a critical role in building our global brand and driving exponential growth
- Historically as part of the Basic free offer, we provided unlimited 40 min group meetings
   & unlimited 1:1 meetings up to 30 hours
- In May, we instituted a 40-minute time limit to 1:1 meetings for free Basic users, similar to the current limit on free group meetings



# The Change to 1:1 Meetings Drove Free to Paid Conversion of Older Tenured Free Base



Free Users Upgraded to Paid by User Tenure



### Increase International Expansion

Drive upgrades & retention with more localized payment options





Localized Currency
12 Countries

Make it easy for customers to understand pricing in their local currency



Localized Pricing
3 Countries

Pricing that is set to drive demand in-line with local purchasing power



Localized Payments
6 Payment Options

Accept localized payments specific to certain regions or countries

**Enabled In-App Purchases on Android and iOS** 

## Powering In Product Marketing

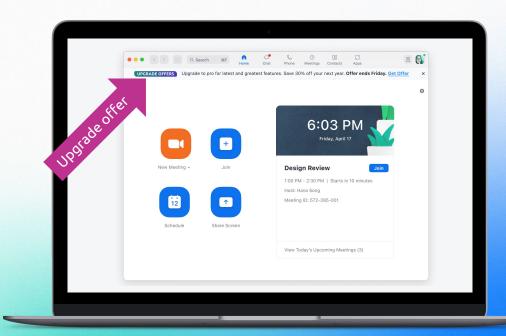
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Drive Upsell and Cross-Sell with Engaged Users

Delivering personalized value-add content and offers to engaged audiences

#### Recent campaigns include:

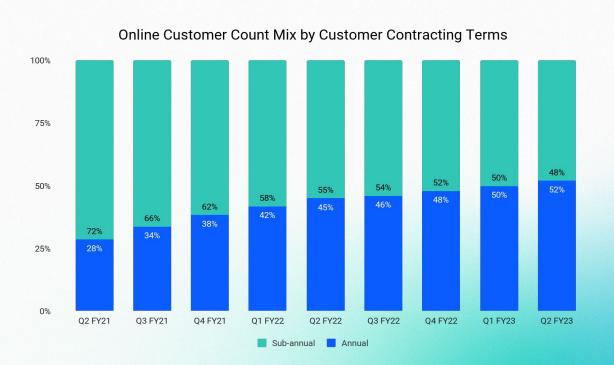
- Monetization Offers
  - Free to Zoom One Pro Upsell Offers
  - Zoom One Pro to Phone Cross-Sell Offers
- Value-Add Content
  - Learn How to Use Team Chat Webinar
  - Awareness of Whiteboard Feature



## Shifting Contract Mix to Annual

Lead with Annual Offers Across Key Customer Touchpoints







### Adding Value with Essential Apps



New Feature to Drive Upgrades & Retain Existing Customers

- Coming Soon! Our new Essential Apps included with Zoom One Pro, Business & Business Plus Online plans provide valuable ways to run and grow businesses.
- Example Essential Apps:
  - Sesh provides visual agendas to keep meetings on track and increase participation
  - Twine, Funtivity and Welo enable new ways to host team activities and workshops to increase engagement
  - Warmly and Gondola deliver better ways to sell to and support customers

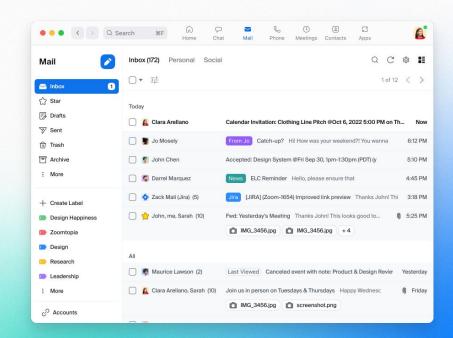






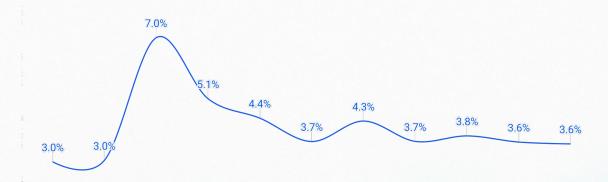
New Features Drive Upgrades & Retain Existing Customers

- New! We're announcing a Zoom Mail & Calendar Beta
- Zoom Mail & Calendar Client Beta will be available to free & paid customers
- Zoom Mail & Calendar Service Beta will be available first to Zoom Pro, Business and Business+ customers in the U.S. and Canada



# Online Monthly Average Churn Approaching Pre-Pandemic Levels





Q4 FY20 Q1 FY21 Q2 FY21 Q3 FY21 Q4 FY21 Q1 FY22 Q2 FY22 Q3 FY22 Q4 FY22 Q1 FY23 Q2 FY23

#### **Churn Reducing Initiatives**

- Reduced Involuntary Churn
- Drove Mix Shift to Annual
- Added Value with New Features, Including Whiteboard
- Optimized Save Offers & Launched Pause Plan





#### Transitioning customers from Online to Enterprise

- Online is the easiest and fastest way to get started on Zoom, but at a certain point our direct business enables larger upsells for key accounts
- Online has transitioned tens of thousands of accounts to the Enterprise business, which has resulted on average in 500%+ ARR expansion of these accounts
- Unique product mixes and PLG signals allow us to identify when and which customers would benefit from talking to our AEs

500%+
ARR Expansion





# Lunch Break

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#### **Customer Panel**

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Ryan Azus

Chief Revenue Officer, Zoom

Jill Porubovic

VP of Global IT, Take-two Interactive

Julio Pereira

Senior IT Director, World Fuel Services

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Founder & CEO, Zoom



**Kelly Steckelberg** 

CFO, Zoom



**Greg Tomb** 

President, Zoom



## Thanks!

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# **Appendix**

### **GAAP** to Non-GAAP Reconciliation



| (\$ in Thousands)  | O2 FY22     | O2 FY23     | H1 FY22     | H1 FY23     |
|--|-------------|-------------|-------------|-------------|
| Gross Profit   |             |             |             |             |
| Total Revenue  | \$1,021,495 | \$1,099,458 | \$1,977,732 | \$2,173,258 |
| GAAP Gross Profit  | \$760.239   | \$825.847   | \$1,451,482 | \$1.637.826 |
| (+) Stock-based compensation expense and related payroll taxes | \$17,557    | \$38,576    | \$32,201    | \$70,174    |
| (+) Acquisition-related expense                                | \$754       | \$3,058     | \$1,446     | \$3,849     |
| Non-GAAP Gross Profit  | \$778,550   | \$867,481   | \$1,485,129 | \$1,711,849 |
| GAAP Gross Margin  | 74.4%       | 75.1%       | 73.4%       | 75.4%       |
| Non-GAAP Gross Margin  | 76.2%       | 78.9%       | 75.1%       | 78.8%       |
| R&D Expenses   |             |             |             |             |
| GAAP R&D   | \$82,311    | \$172,564   | \$147,486   | \$316,855   |
| (-) Stock-based compensation expense and related payroll taxes | \$(24,067)  | \$(70,496)  | \$(45,253)  | \$(126,790) |
| (-) Acquisition-related expense                                | \$(4,155)   | \$(4,287)   | \$(6,747)   | \$(7,382)   |
| Non-GAAP R&D   | \$54,089    | \$97,781    | \$95,486    | \$182,683   |
| S&M Expenses   |             |             |             |             |
| GAAP S&M   | \$271,179   | \$400,474   | \$516,846   | \$763,257   |
| (-) Stock-based compensation expense and related payroll taxes | \$(60,146)  | \$(113,983) | \$(114,896) | \$(209,630) |
| (-) Acquisition-related expenses                               | -           | \$(776)     | -           | \$(776)     |
| Non-GAAP S&M   | \$211,033   | \$285,715   | \$401,950   | \$552,851   |
| G&A Expenses   |             |             |             |             |
| GAAP G&A   | \$112,146   | \$131,066   | \$266,235   | \$248,906   |
| (-) Stock-based compensation expense and related payroll taxes | \$(14,972)  | \$(39,537)  | \$(28,767)  | \$(68,860)  |
| (-) Litigation settlements, net                                | -           | -           | \$(66,916)  | \$4,226     |
| (-) Acquisition-related expense                                | \$(8,411)   | \$(1,276)   | \$(8,411)   | \$(1,324)   |
| Non-GAAP G&A   | \$88,763    | \$90,253    | \$162,141   | \$182,948   |

### **GAAP** to Non-GAAP Reconciliation



| (\$ in Thousands except EPS)  | Q2 FY22     | Q2 FY23     | H1 FY22     | H1 FY23     |
|---|-------------|-------------|-------------|-------------|
| Operating Profit  |             |             |             |             |
| Total Revenue   | \$1,021,495 | \$1,099,458 | \$1,977,732 | \$2,173,258 |
| GAAP Operating Profit   | \$294,603   | \$121,743   | \$520,915   | \$308,808   |
| (+) Stock-based compensation expense and related payroll taxes      | \$116,742   | \$262,592   | \$221,117   | \$475,454   |
| (+) Litigation settlements, net                                     | -           | -           | \$66,916    | \$(4,226)   |
| (+) Acquisition-related expense                                     | \$13,320    | \$9,397     | \$16,604    | \$13,331    |
| Non-GAAP Operating Profit   | \$424,665   | \$393,732   | \$825,552   | \$793,367   |
| GAAP Operating Margin   | 28.8%       | 11.1%       | 26.3%       | 14.2%       |
| Non-GAAP Operating Margin   | 41.6%       | 35.8%       | 41.7%       | 36.5%       |
| Net Income  |             |             |             |             |
| GAAP net income attributable to common stockholders                 | \$316,930   | \$45,746    | \$544,306   | \$159,389   |
| (+) Stock-based compensation expense and related payroll taxes      | \$116,742   | \$262,592   | \$221,117   | \$475,454   |
| (+) Litigation settlements, net                                     | -           | -           | \$66,916    | \$(4,226)   |
| (+) Acquisition-related expenses                                    | \$13,320    | \$9,397     | \$16,604    | \$13,331    |
| (+) Undistributed earnings attributable to participating securities | \$154       | \$4         | \$309       | \$19        |
| (+) (Gains) losses on strategic investments                         | \$(32,076)  | \$34,712    | \$(32,076)  | \$71,116    |
| (-) Tax effects on non-GAAP adjustments                             | -           | \$(28,966)  | -           | \$(75,812)  |
| Non-GAAP net income   | \$415,070   | \$323,485   | \$817,176   | \$639,271   |
| Earnings Per Share  |             |             |             |             |
| GAAP net income per share -diluted                                  | \$1.04      | \$0.15      | \$1.78      | \$0.52      |
| Non-GAAP net income per share -diluted                              | \$1.36      | \$1.05      | \$2.67      | \$2.08      |
| Weighted Average Shares   |             |             |             |             |
| GAAP and Non-GAAP weighted-average –diluted                         | 305,861,051 | 307,160,840 | 305,652,628 | 306,902,964 |

#### **GAAP to Non-GAAP Reconciliation**



| (\$ in Thousands)                                   | Q2 FY22     | Q2 FY23     | H1 FY22       | H1 FY23     |
|---|-------------|-------------|---------------|-------------|
| Free Cash Flow                                      |             |             |               |             |
| Cash Flow from Operations                           | \$468,012   | \$257,209   | \$1,001,314   | \$783,360   |
| (-) Purchases of PPE                                | \$(12,975)  | \$(27,832)  | \$(92,049)    | \$(52,870)  |
| Free Cash Flow                                      | \$455,037   | \$229,377   | \$909,265     | \$730,490   |
| Net Cash Used in Investing Activities               | \$(144,204) | \$(466,027) | \$(1,364,182) | \$(508,361) |
| Net Cash Provided by (Used in) Financing Activities | \$71,383    | \$(255,578) | \$65,104      | \$(388,821) |