



# Company Presentation

*Spring Conference, Frankfurt*

*May 2022*

# Topics for today

1. Investment Highlights
2. Strategy and Positioning
3. Performance Q1 2022
4. Outlook 2022

# Investment Highlights

# Investment Highlights

- Exasol is a true market disrupter in the multi billion-dollar Data Analytics market
- Market-leading cost/performance ratios based on hard-to-copy technology and maximum deployment flexibility for customers
- Uniquely positioned to help our customers in gaining insight from an ever-growing amount of data, across a multitude of sources, in ever shorter timeframes
- Constantly growing, global and big-name customer base with low churn
- Recurring revenue model with high gross profit margins and scalability

# Key Data

**225**  
*employees*

**> 90%**  
*subscription  
based  
revenue*

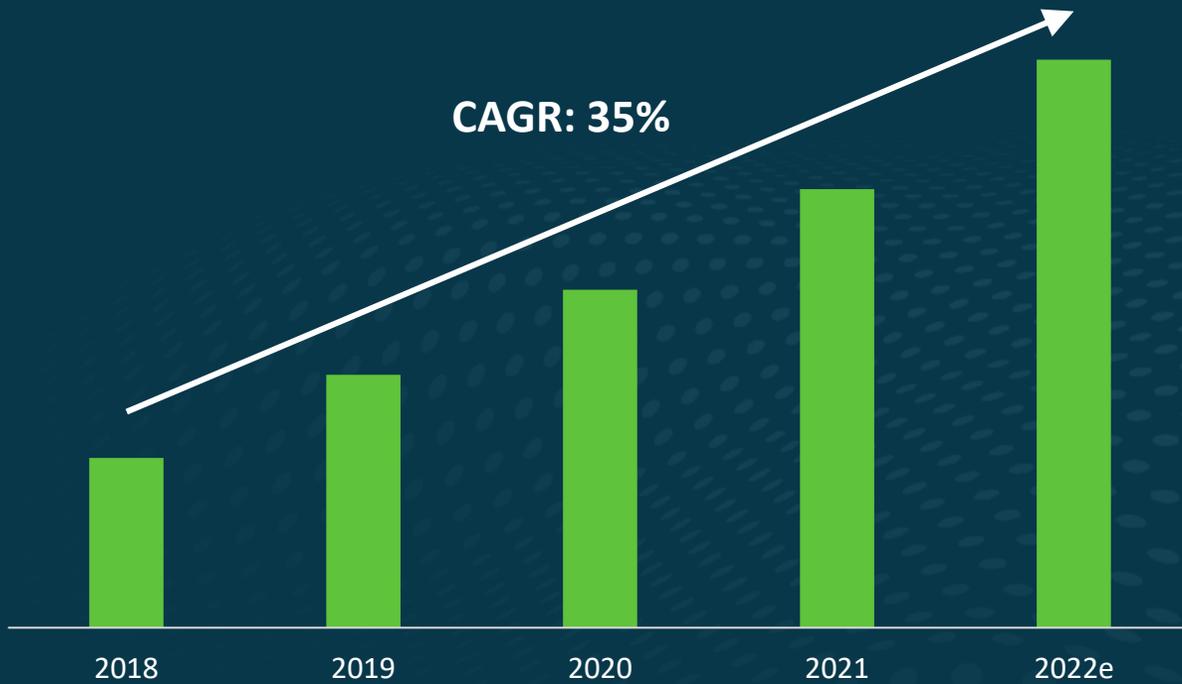
**121% NRR**  
*(Net revenue  
retention rate)*

**200+**  
*customers*

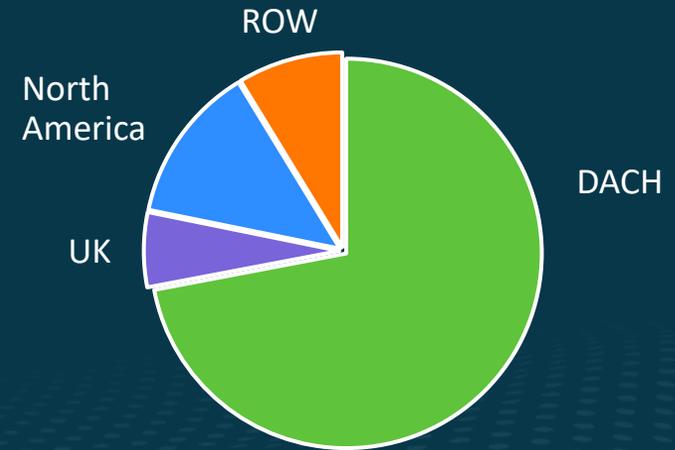
**31.5m EUR**  
*ARR as of  
Q1 2022*

# Track Record

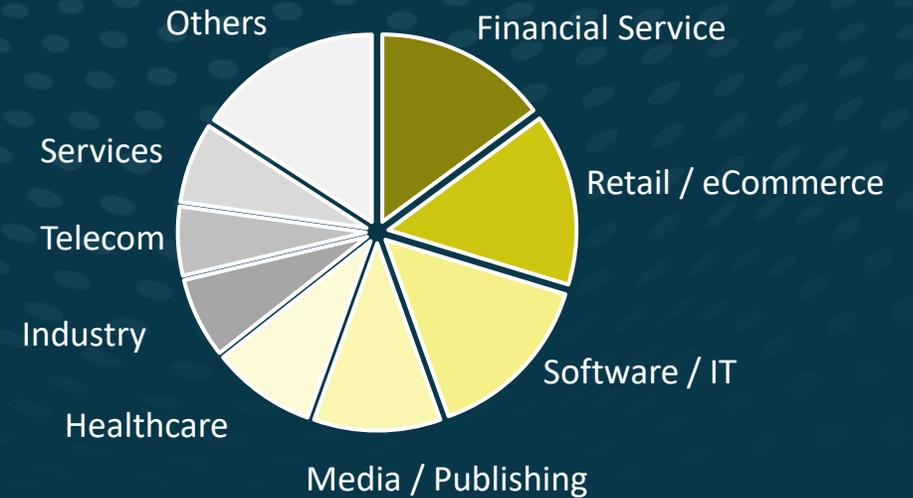
Steady organic ARR growth



### Revenue by Region (2021)



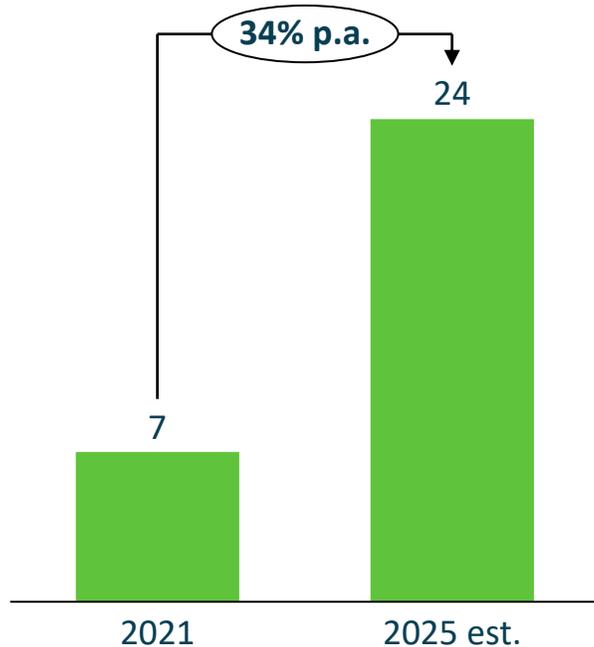
### Customer by Industry (2021)



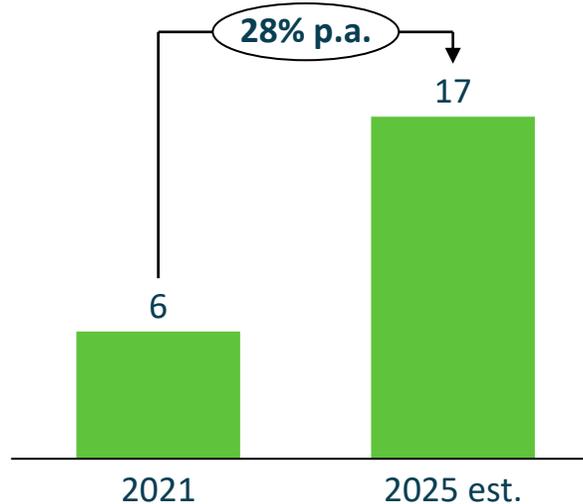
# Our addressable market

In EUR billion, in CAGR

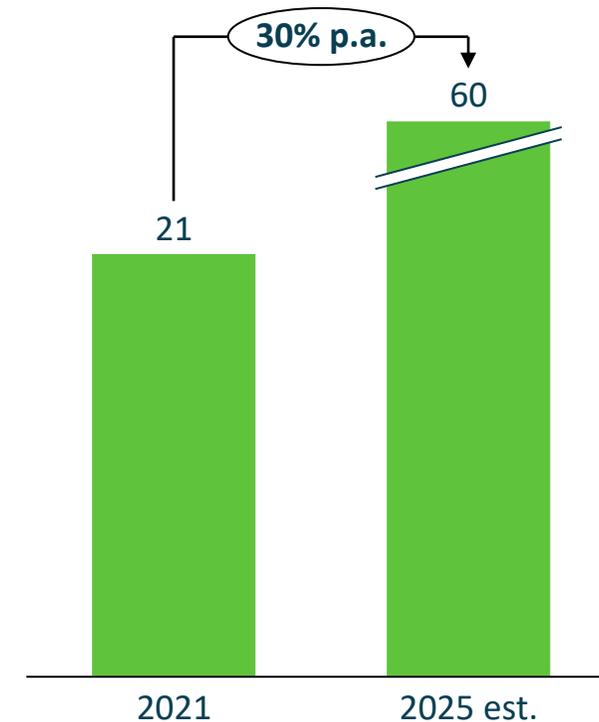
Analytics & AI



Data integration & orchestration



Data Management



Source: McKinsey & Company

# Strategy & Positioning



**EXASOL VISION**

**Be the performance analytics platform trusted by the world's most ambitious organizations.**

# Technology to Solution

*Dominate the  
high performance  
enterprise analytics  
market*

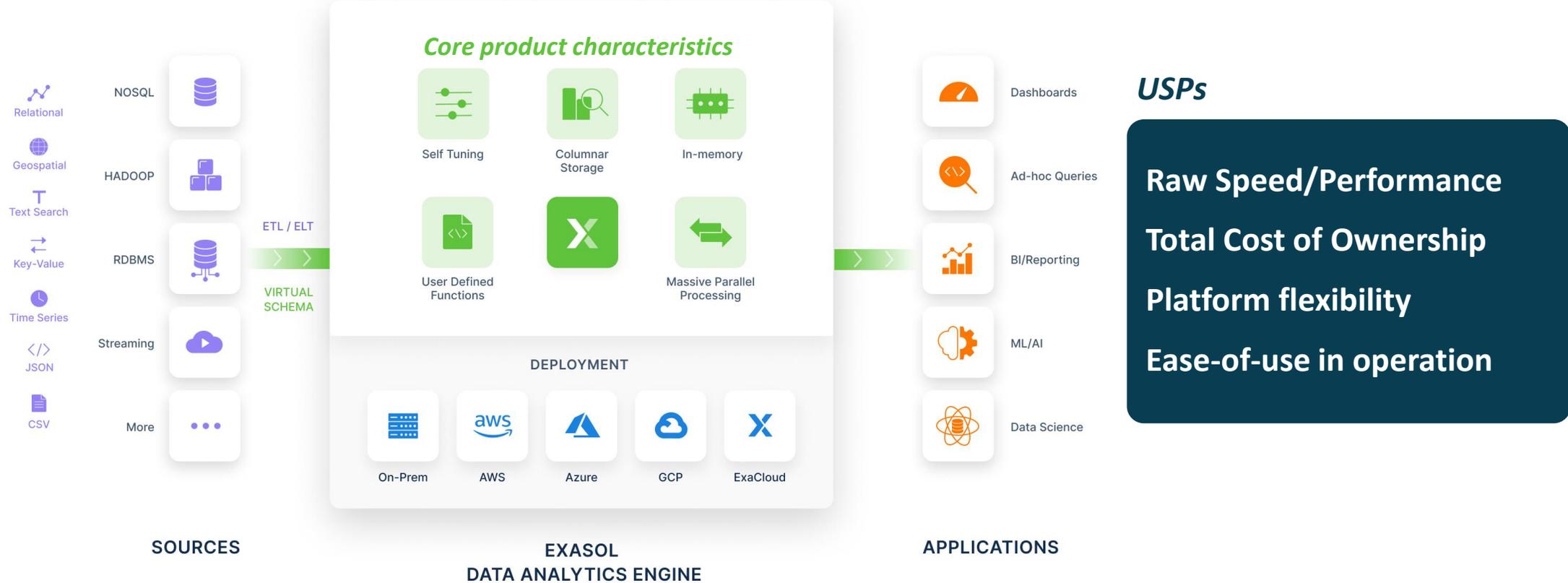
## Underlying strengths

- Industry-leading performance
- Superior cost vs performance
- Sustainable energy footprint
- Linear scalability
- Platform independence
- Ease of use

## Providing Solutions

- Provide bridge to the Cloud
- Self-service analytics platform
- Operationalized ML/AI
- End-to-end data solutions
- Data observability platform
- Automated DWH

# Our core product and advantages vs competition



# Exasol maintains top performance ratings across multiple independent benchmarks and reports



- Remains leader for vendor credibility and customer experience in 5 consecutive years
- Best in class across 20 measures
- 100% customer recommendation rate



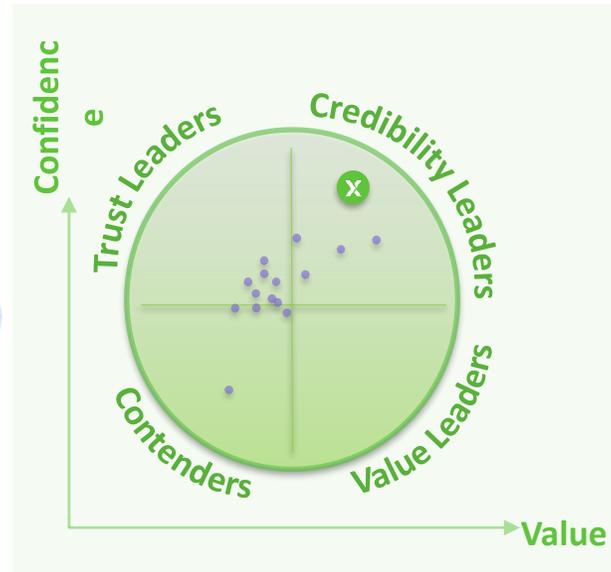
- New entrance in Magic Quadrant Report December 2021 as “Niche Player”
- Confirmation of our mission to be the analytics platform trusted by the world’s most ambitious organizations



- Increased number of top-rankings from 18 to 26 categories vs peer group “Analytical DB Products” and “DWH” Technologies”
- Best-in-class in 5 categories (vs 4 previously)
- 100% customer recommendation rate



- Moved from Contender to Strong Performer in the latest Forrester Wave™: Cloud Data Warehouse, Q1 2021



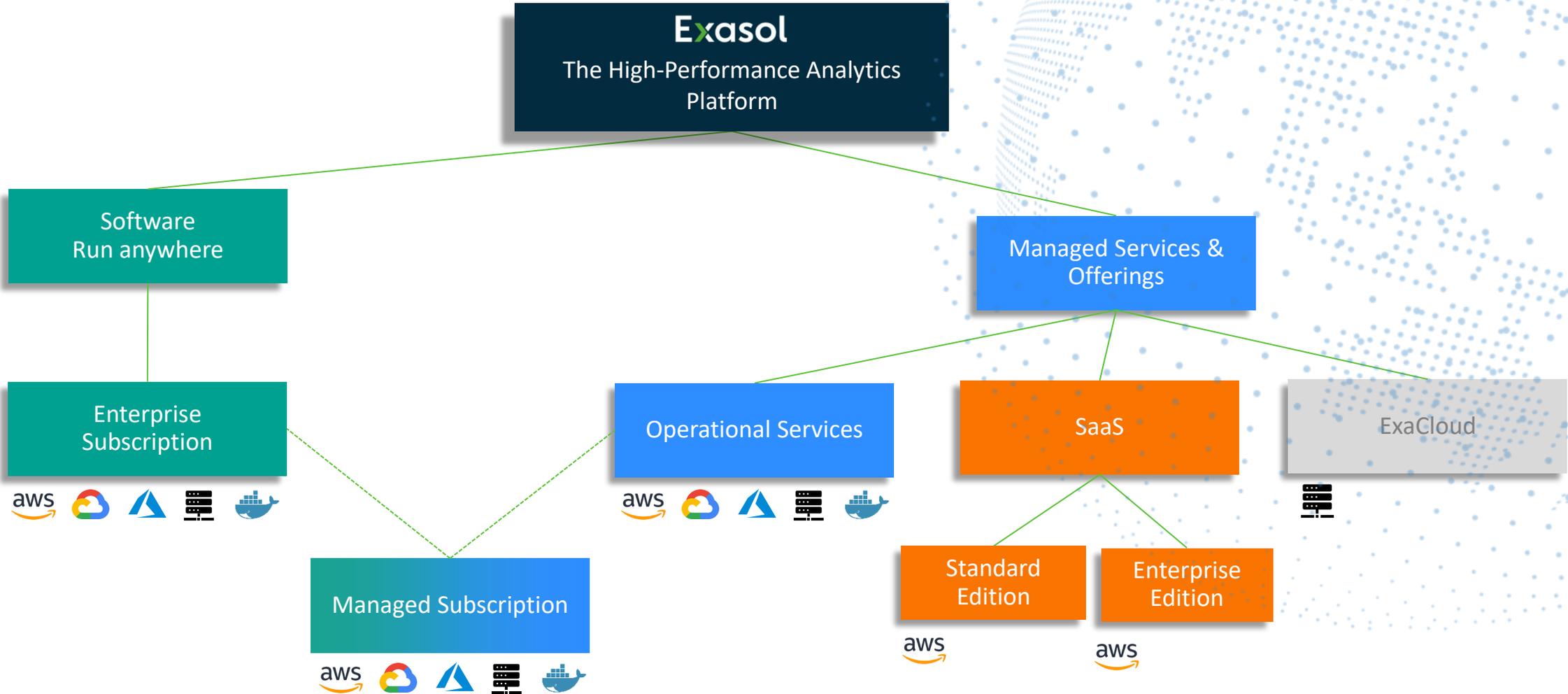
Dresner positioning of Exasol against competition

Price/kQphH in USD (30 TB)  
Cost per kQphH – lower is better



\*Converted from the original currency

# Exasol Bridge to the Cloud – Maximum Flexibility



# Details on SaaS product

## Exasol SaaS



### Insights in minutes

- Out-of-the-box experience
- Setup database cluster in minutes
- Easily import data via integrated capabilities or external tools
- Run queries instantly via Web-based worksheets



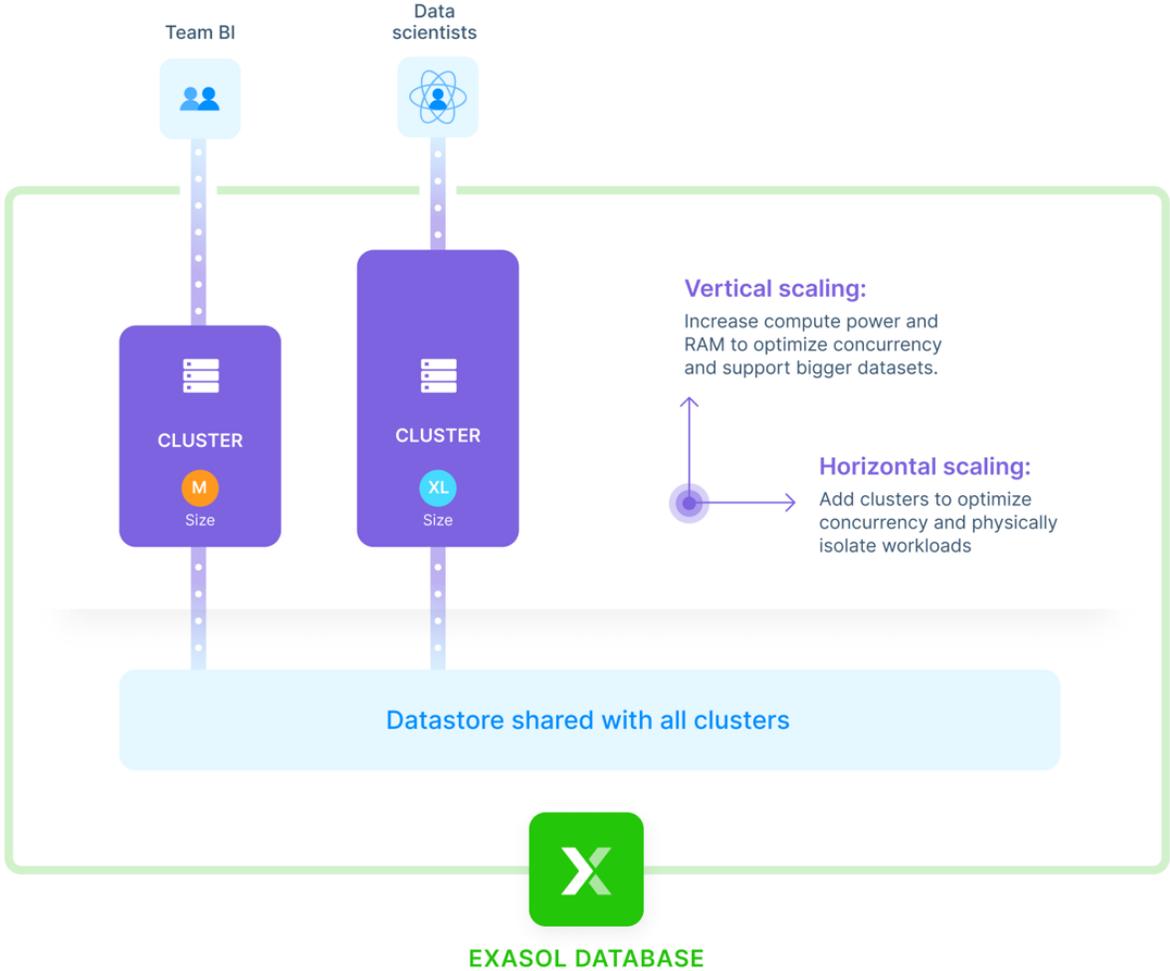
### Elastic scaling

- Scale up to increase compute power (Different cluster sizes XS – 3 XL)
- Scale out to isolate workloads with increased concurrency and separate workloads (multi-cluster)
- Only pay for what you use (OPEX over CAPEX)



### Fully Managed

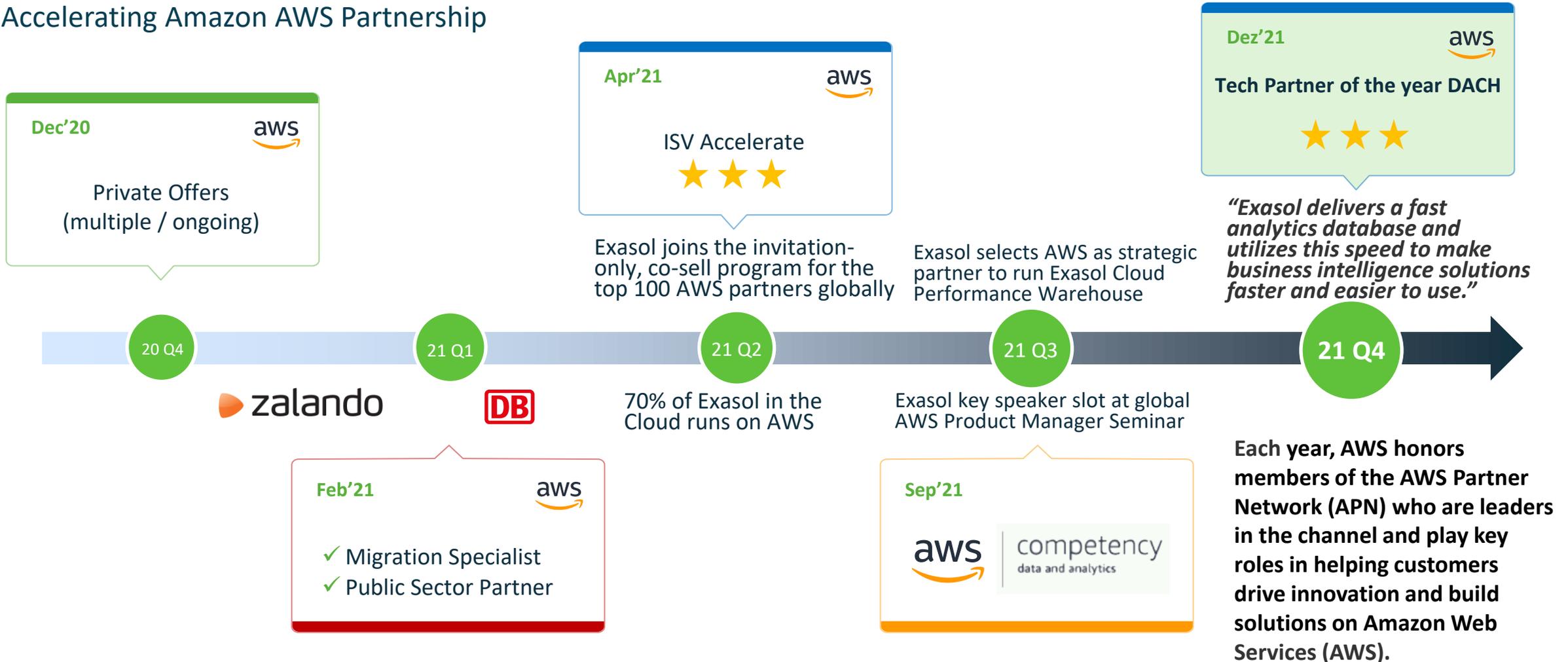
- Operated and administrated by Exasol
- Auto-patching, updating & backup





# Exasol has been awarded “Tech Partner of the year” by AWS

## Accelerating Amazon AWS Partnership



# Where Exasol's strength matters

## otto group

Retail / E-Commerce  
 > 50k employees; >14bn EUR sales

## Helsana

Healthcare/Pharma  
 > 3k employees; >6bn EUR sales



Healthcare/Pharma  
 > 100k employees; >17bn EUR sales

### Impact

- 50% cost savings
- 1000's of concurrent users without loss of performance
- Connectivity and support across multiple programming languages and systems

- 70% reduced loading time
- Packet assembling reduced from 10 days lead-time to real-time
- x 4-10 times # of concurrent queries
- Reduced code deployment from 3 days to 5 hours

- 10bn lines of data analyzed in under 2 min
- > 1.500 concurrent users at unmitigated performance

### Experience

"Exasol's analytics database proved impressive. Primarily due to **an excellent price-performance ratio**: low cost combined with **exceptional performance and integration in Hadoop**"  
 Andreas Bonet – Product Owner

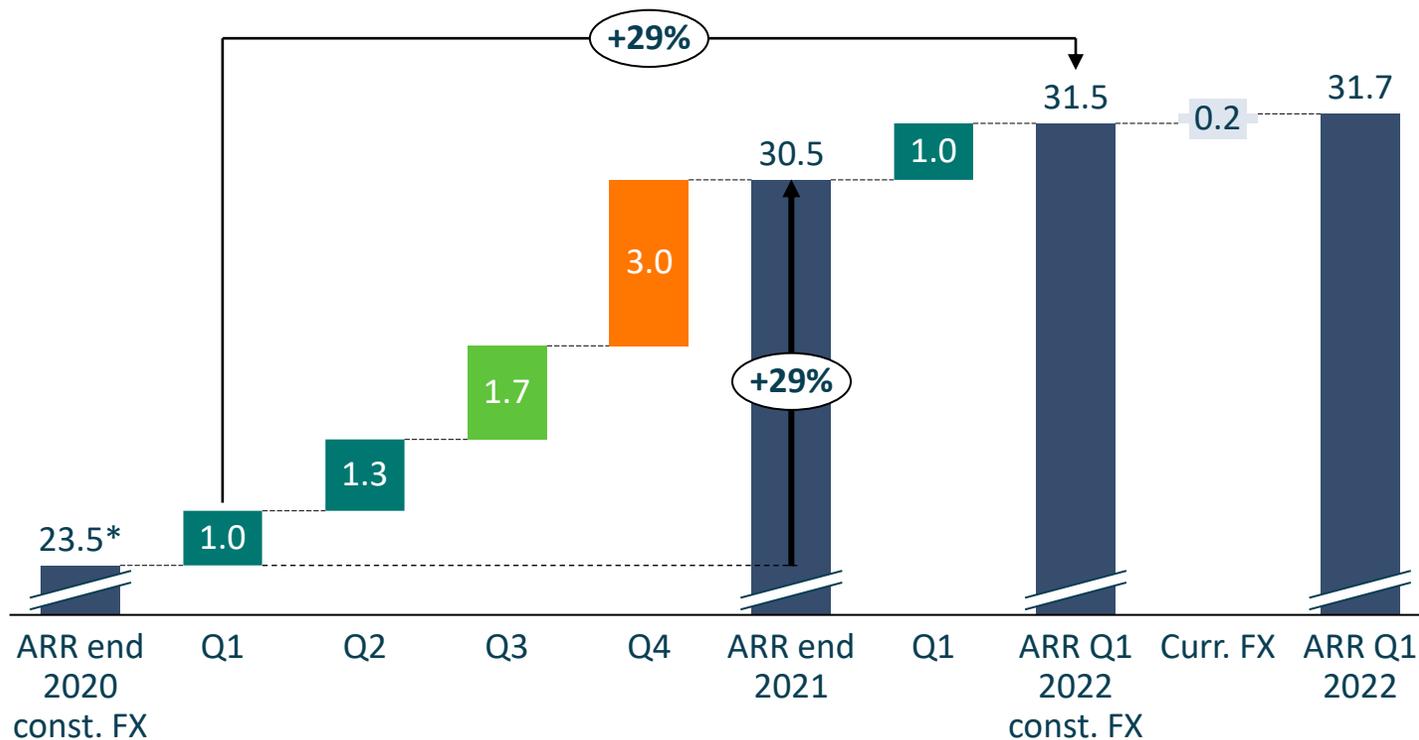
"In addition to the convincing **price/performance ration** and the **outstanding performance** of Exasol, we were impressed by the **objective approach** of the sales team . From the very beginning a very **cooperative partnership** was apparent."  
 Stefan Scheller – Manager BI & Analytics

"Exasol inspires us again and again. The **system runs extremely smoothly, practically maintains itself, does not degenerate and is always performant** - a real quantum leap from the previous database system."  
 Thomas Lober, Director CoE Business Intelligence

# Performance Q1 2022

# ARR development 2021/22

In EUR million, # of customers



### Comments

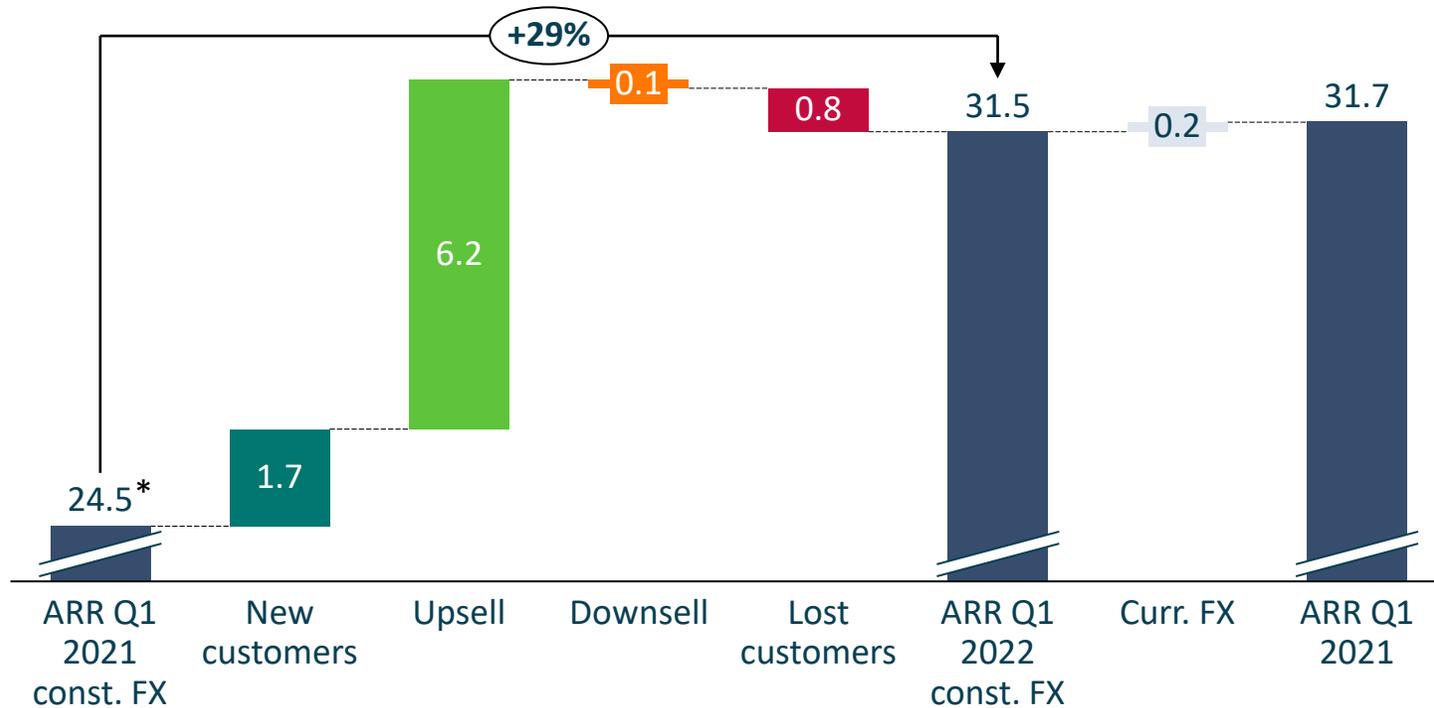
- Overall comparable Q1 performance vs 2021, with typical seasonal pattern
- 5 new customers added in Q1, 2 customers lost
- Net upselling still dominant growth driver in Q1, in line with historical pattern
- Impact of SaaS-Introduction expected to take shape in H2 2022

Customers 195 198 199 204 212 215

\* At comparable FX rates and methodology

# ARR growth Q1 2022 – By type

In EUR million, # of customers



### Comments

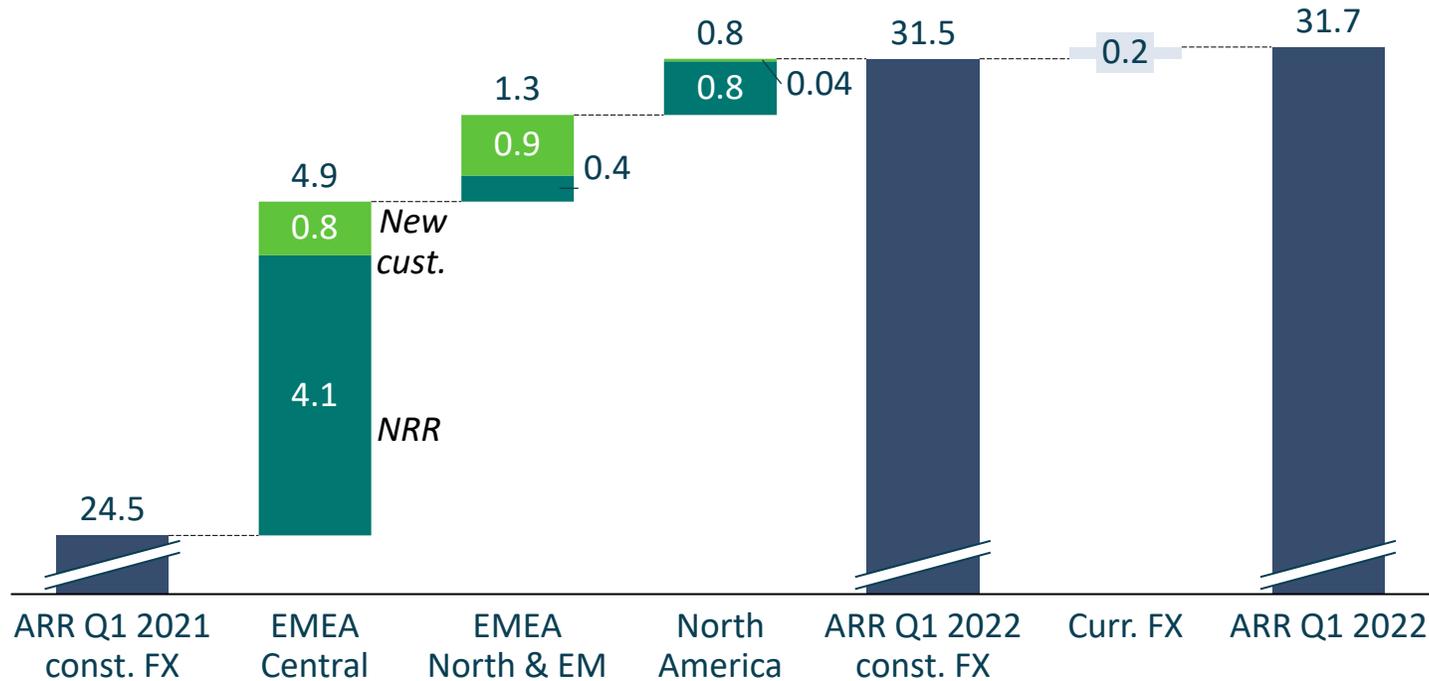
- Gross ARR retention rate at 125% (vs. 122% in PY)
- Net ARR retention rate at 121% (vs. 115% in PY)
- ARR churn rate at 4% (vs. 7% in PY)
- Customer churn rate at 5% (vs. 7% in PY)

| Customers | ARR Q1 2021 const. FX | New customers | Upsell | Downsell | Lost customers | ARR Q1 2022 const. FX | ARR Q1 2021 |
|-----------|-----------------------|---------------|--------|----------|----------------|-----------------------|-------------|
|           | 198                   | 26            | n/a    | n/a      | 9              | 215                   | 31.7        |

\* At comparable FX rates and methodology

# ARR growth Q1 2022 – By geography

In EUR million, # of customers



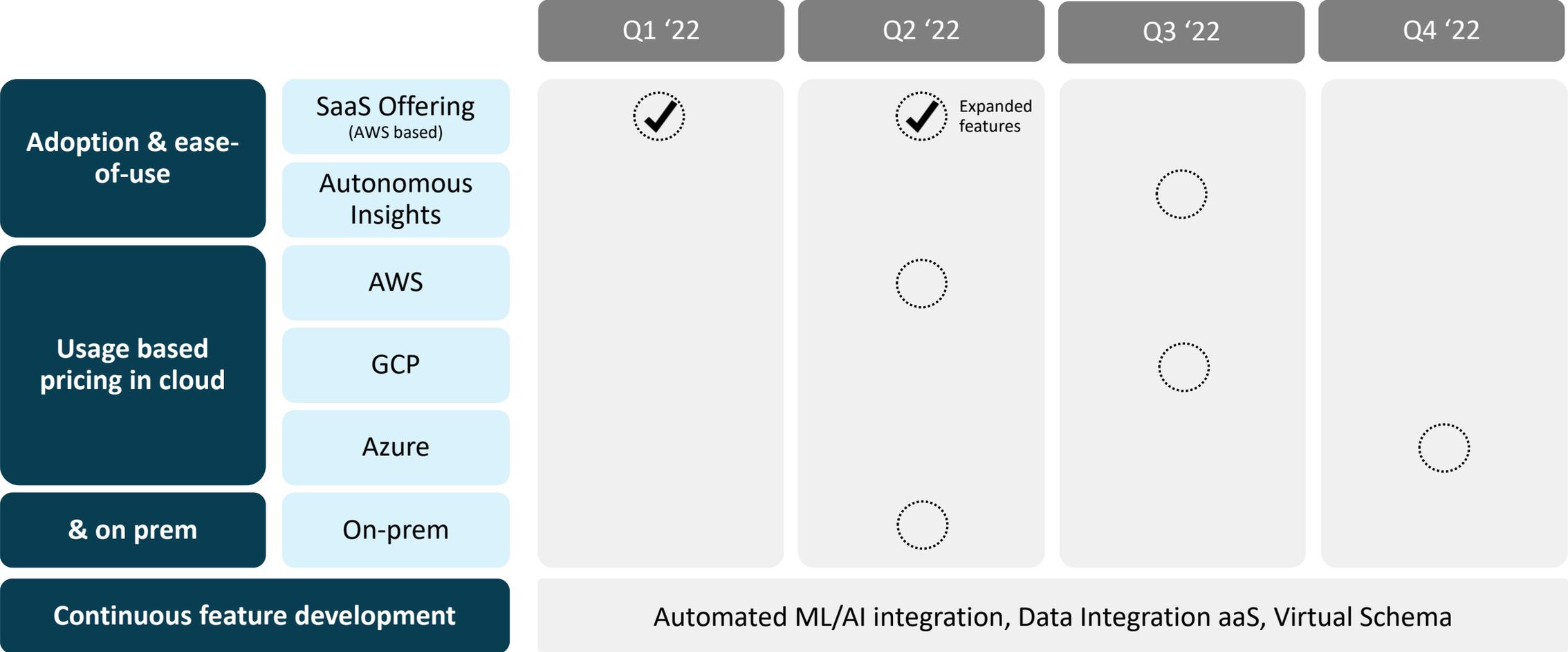
## Comments

- GTM activities steered in new regional divisions
- Central EMEA still dominant driver for growth, both in terms of upselling and new customers
- Significant new customer growth contribution by EMEA North and Emerging Markets already today
- Expansion of growth contribution from US market key focus of re-organized go-to-market efforts

|                        |            |           |           |            |
|------------------------|------------|-----------|-----------|------------|
| <b>Customers Q1'22</b> | <b>138</b> | <b>43</b> | <b>34</b> | <b>215</b> |
| <b>Won in L12M</b>     | <b>16</b>  | <b>8</b>  | <b>2</b>  | <b>26</b>  |
| <b>Lost in L12M</b>    | <b>-6</b>  | <b>-2</b> | <b>-1</b> | <b>-9</b>  |
| <b>Customers Q1'21</b> | <b>128</b> | <b>37</b> | <b>33</b> | <b>198</b> |

\* At comparable FX rates and methodology

# On track in delivering product roadmap



- Silent launch in Q1
- > 70 customer registrations
- 20 customers in active trials
- First pre-commit customers signed
- Broad Marketing Launch in Q2

# Exasol SaaS

The world's fastest analytics database, now as a fully managed service

Sign-up for a FREE trial \*

\*\$500 of free usage, trial duration 30 days. No credit card required.

Interested in pre-purchase pricing?

Contact us today

Details on Exasol SaaS pricing

Elastic Consumption

Pay As You Go (PAYG)

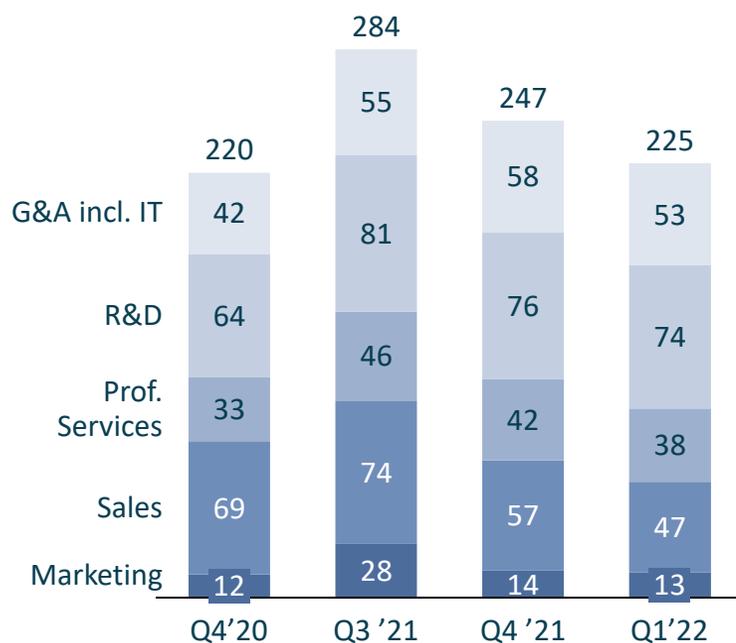
Planned Consumption

Prepaid Credits

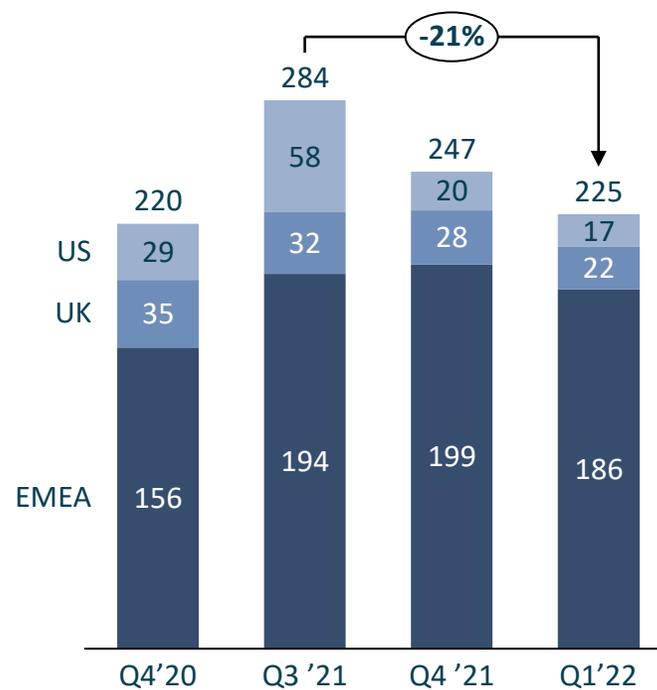
# Headcount development by quarter

In # of people

By function



By location



## Comments

- Major re-organization in Q4 2021 focused on U.S. and UK organizations
- Final re-organization measures completed in Q1 2022 with focus on Central EMEA
- Personnel baseline for growth plans in 2022/23 established

# P&L 2021/22 by quarter

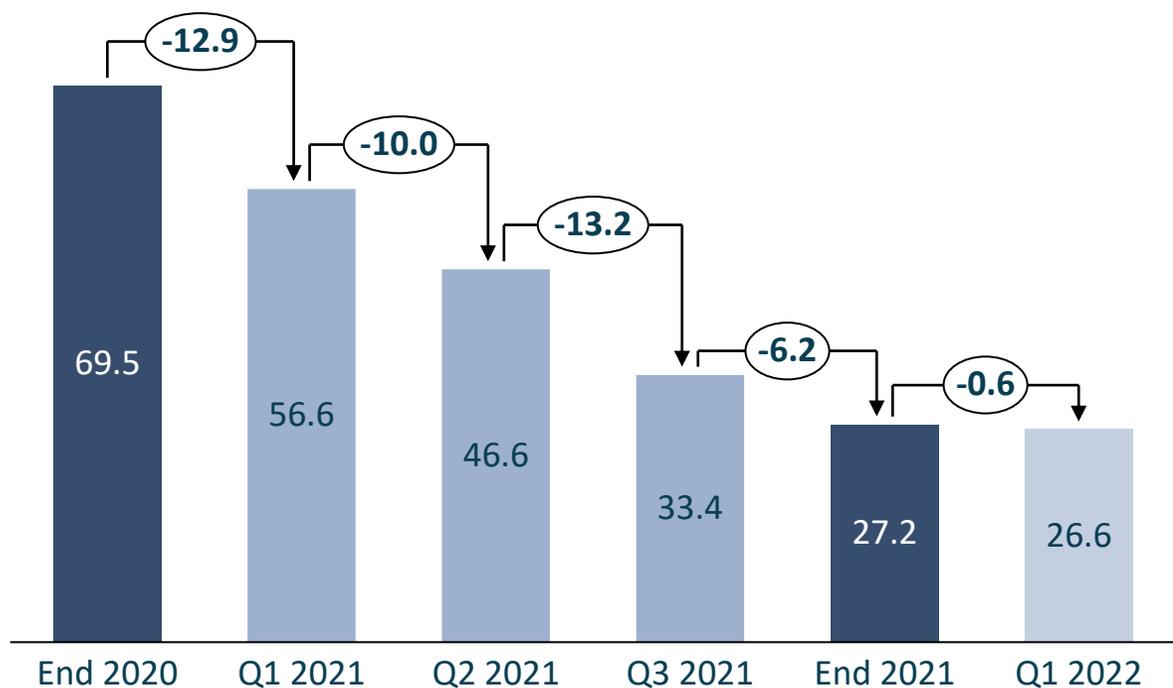
In EUR million, in percent

|                                   | Q1 2021      | Q2 2021      | Q3 2021      | Q4 2021      | Q1 2022      | Q122 vs Q121 | Q122 vs Q421 |
|-----------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Revenue</b>                    | <b>6.1</b>   | <b>6.9</b>   | <b>6.3</b>   | <b>8.1</b>   | <b>7.7</b>   | <b>+25%</b>  | <b>-5%</b>   |
| <b>Gross Profit</b>               | <b>6.4</b>   | <b>6.1</b>   | <b>6.4</b>   | <b>7.6</b>   | <b>7.2</b>   | <b>+12%</b>  | <b>-5%</b>   |
| Personnel expenses (adj.)         | -6.6         | -10.6        | -9.7         | -10.9        | -7.6         | +12%         | -30%         |
| Training and Recruiting           | -0.5         | -0.7         | -0.4         | -0.3         | -0.1         | -75%         | -53%         |
| Marketing                         | -2.1         | -3.0         | -3.4         | -2.4         | -1.7         | -21%         | -30%         |
| IT infrastructure                 | -0.4         | -0.4         | -0.4         | -0.3         | -0.3         | -19%         | -12%         |
| Others (adj.)                     | -1.0         | -1.6         | -1.3         | -2.2         | -1.2         | +25%         | -43%         |
| <b>Total Costs (adj.)</b>         | <b>-10.7</b> | <b>-16.2</b> | <b>-15.1</b> | <b>-16.1</b> | <b>-11.0</b> | <b>+1%</b>   | <b>-32%</b>  |
| <b>EBITDA (adj.)</b>              | <b>-4.5</b>  | <b>-9.9</b>  | <b>-8.7</b>  | <b>-8.6</b>  | <b>-3.8</b>  | <b>+15%</b>  | <b>+56%</b>  |
| <b>EBITDA (adj. w/o own work)</b> | <b>-5.1</b>  | <b>-10.4</b> | <b>-9.2</b>  | <b>-9.0</b>  | <b>-3.8</b>  | <b>+26%</b>  | <b>+58%</b>  |

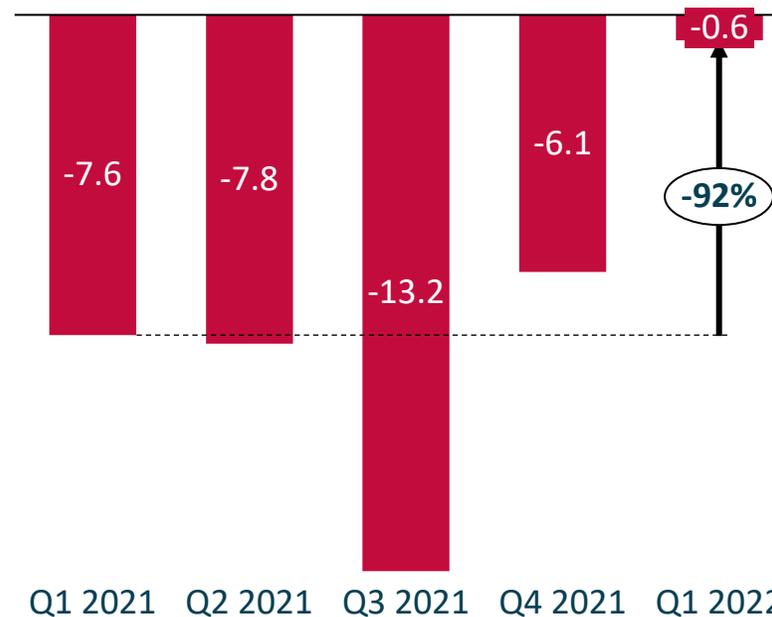
# Change in Liquid Funds by quarter

In EUR million

Liquid Funds\*



Changes in liquid funds excluding XO\*\*



\* incl. short term financial assets

\*\* excl. effects from pre-IPO stock programs and costs of equity increase

# Outlook 2022

# Financial outlook 2022: Stable growth at significantly improved operating leverage

|                         | 2021     | 2022   | 2023-25  |
|-------------------------|----------|--|--|
| ARR/AAC*                | 30.5 m€  | 38.5 to 40.0 m€<br><i>(at constant currency)</i> | <ul style="list-style-type: none"> <li>100m EUR ARR/AAC* in the course of 2025 without further equity injection</li> </ul> |
| Adj. EBITDA**           | -31.6 m€ | -14 to -16 m€                                    | <ul style="list-style-type: none"> <li>Stable growth in 2022/23 with acceleration in 2024/25</li> </ul>                    |
| Liquid Funds (year end) | 27.2 m€  | 10 to 12 m€                                      | <ul style="list-style-type: none"> <li>Operating cashflow break even in the course of 2023</li> </ul>                      |

Incl. 2.7 m€ of XO cash-out for pre IPO stock programs

\* Average Annual Revenue (Subscriptions) / Average Annual Consumption (Consumption based pricing)

\*\* Excluding effects from pre IPO stock programs

# Financial calendar 2022

|      |   |   |
|------|---|---|
| 2022 | February 16   | FY 2021 Preliminary Results (unaudited)<br><i>Webcast &amp; Roadshow</i>    |
|      | May 18  | FY 2021 (audited) & Q1 2022 trading update<br><i>Webcast &amp; Roadshow</i> |
|      | June 1  | Virtual Capital Markets Day 2022  |
|      | July 6  | Annual General Meeting  |
|      | August 17   | H1 2022 report<br><i>Webcast &amp; Roadshow</i>                             |
|      | November 16   | Q3 2022 trading update<br><i>Webcast &amp; Roadshow</i>                     |
|      | Spring Conference (May 23 +24) + Equity Forum (Nov. 28 + 29) + 1 to 2 tbd |   |

# Capital Markets Day 2022

You are cordially invited to our first Capital Markets Day 2022

## Key Data

- **Date:** June 1, 2022, 14 CEST
- **Speakers:** Aaron Auld (CEO), Donald Kaye (CCO), Mathias Golombek (CTO), Jan-Dirk Henrich (CFO)
- **Duration:** appr. 2,5h
- **Format:** virtual

## Agenda

- **Trusted by the world's most ambitious organizations– Update on Group Strategy**  
Presentation Aaron Auld, CEO
- **Executing Growth – Our Go-to-market approach**  
Presentation Donald Kaye, CCO
- **Why performance matters - Product Roadmap**  
Presentation Mathias Golombek, CTO
- **From the CFOs desk – mid-term targets, revenue and earnings potentials**  
Presentation Jan-Dirk Henrich, CFO
- **Q&A and wrap up**

# Upcoming change in Supervisory Board

Two members will resign after the next AGM (July 6, 2022)  
 Board will be extended to 6 members with different expertise and background to expand diversity and competency profile  
 Therefore 4 independent candidates will be up for election  
 Two existing positions will be unchanged (elected until 2026)

## Resigning Supervisory Board members

Prof. Jochen Tschunke

- \_ Member of the Supervisory Board since 2008
- \_ Chairman since 2008

Dr. Knud Klingler

- \_ Member of the Supervisory Board since 2008

## New candidates

## Expertise

Candidate #1

IFRS  
 Capital Markets  
 Controlling

Candidate #2

Software Industry  
 Sales  
 HR / Cultural transformation

Candidate #3

Software Industry  
 Strategy / Growth  
 Sales

Candidate #4

General Management  
 Turnaround management  
 Audit

# ISS ESG rating updated



## Key findings by ISS ESG

- Social and Employee related topics as well as Environmental Management get consistent high ratings
- Improvement potentials in governance and sustainability reporting

## Actions initiated to further improve rating:

- Further improve governance (competency profile and diversity of supervisory board, transparency on management compensation)
- Increase transparency on sustainability through dedicated sustainability report

The Exasol logo is positioned in the top-left corner. It features the word "Exasol" in a white, sans-serif font. The letter "x" is highlighted in a vibrant green color. The background of the slide is a dark blue gradient with a series of glowing, wavy lines in shades of green and yellow that create a sense of depth and movement, resembling a digital or data landscape.

Exasol

Thank You

## Contact

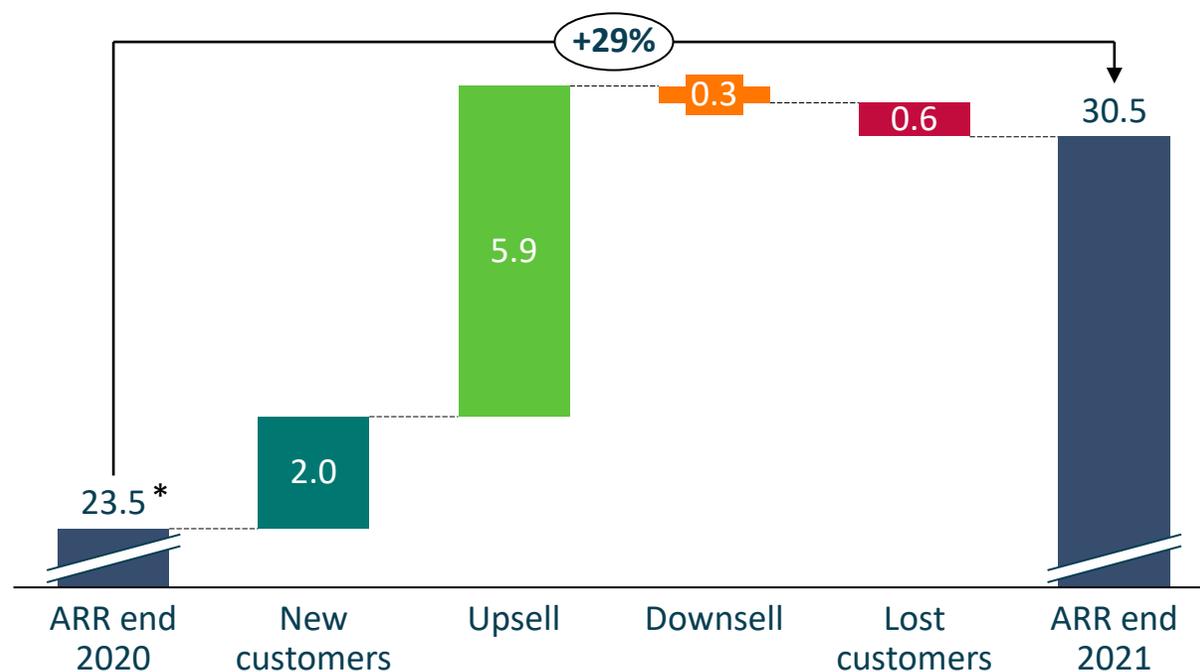
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# Appendix – Financial Results 2021 FY

# ARR development 2021

In EUR million, # of customers



|           |     |    |     |     |   |     |
|-----------|-----|----|-----|-----|---|-----|
| Customers | 195 | 26 | n/a | n/a | 9 | 212 |
|-----------|-----|----|-----|-----|---|-----|

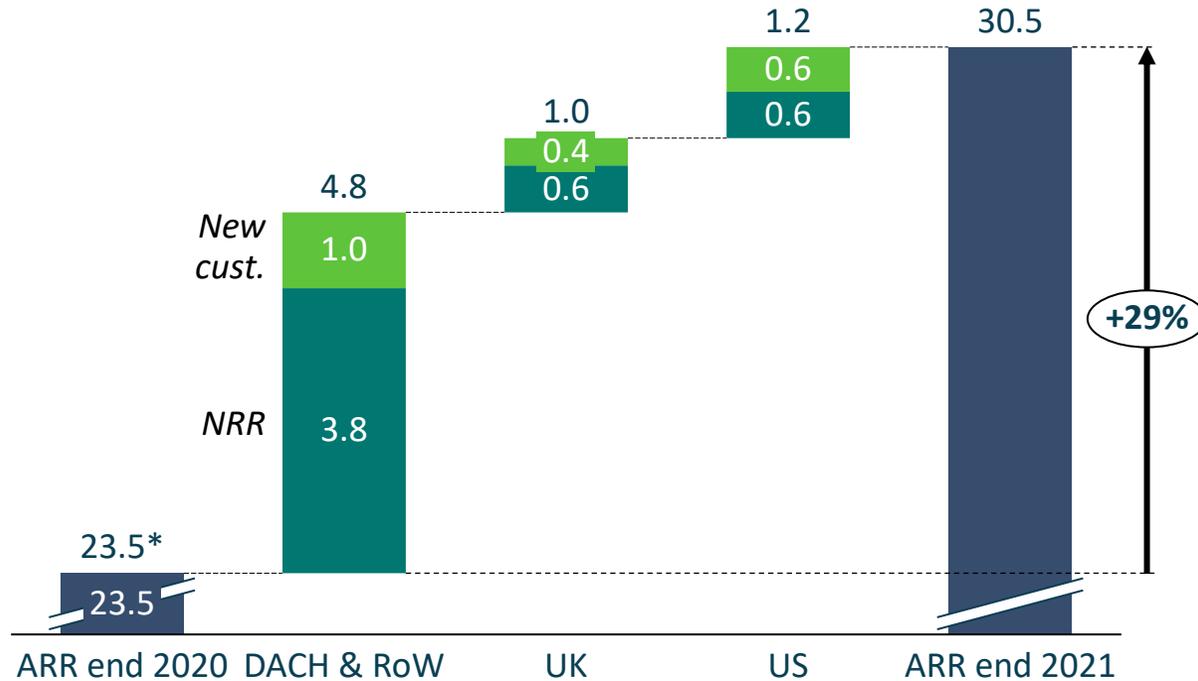
## Comments

- Gross ARR retention rate at 125% (vs. 122% in PY)
- Net ARR retention rate at 121% (vs. 115% in PY)
- ARR churn rate at 4% (vs. 7% in PY)
- Customer churn rate at 5% (vs. 7% in PY)

\* At comparable FX rates and methodology

# ARR development – By geography

In EUR million, # of customers



## Comments

- DACH region continues to be the strongest growth driver for overall ARR increase, supported by strong NRR rates
- US and UK successfully increased their customer base in 2021, with several new large accounts converted, bearing upselling potential for the future
- But: new customer acquisition in US and UK in terms of total number was lower than originally planned

|                          |            |           |           |            |
|--------------------------|------------|-----------|-----------|------------|
| <b>Customers end '21</b> | <b>146</b> | <b>34</b> | <b>32</b> | <b>212</b> |
| <b>Won in '21</b>        | <b>15</b>  | <b>5</b>  | <b>6</b>  | <b>26</b>  |
| <b>Lost in '21</b>       | <b>-5</b>  | <b>-3</b> | <b>-1</b> | <b>-9</b>  |
| <b>Customers end '20</b> | <b>136</b> | <b>32</b> | <b>27</b> | <b>195</b> |

\* At comparable FX rates and methodology

# P&L Adjustments

In EUR million

|                        | 2021<br>(rep.) | 2020<br>(rep.) | Adjustments<br>2021 | Adjustments<br>2020 | 2021<br>(adj.) | 2020<br>(adj.) |
|------------------------|----------------|----------------|---------------------|---------------------|----------------|----------------|
| Revenue                | 27.5           | 23.6           | -                   | -                   | 27.5           | 23.6           |
| Gross Profit           | 26.5           | 22.3           | -                   | -                   | 26.5           | 22.3           |
| Personnel expenses     | -39.3          | -37.3          | +1.5                | +15.6               | -37.8          | -21.7          |
| Other income / expense | -12.9          | -15.0          | -7.4                | +5.7                | -20.3          | -9.3           |
| <b>EBITDA</b>          | <b>-25.7</b>   | <b>-30.0</b>   | <b>-5.9</b>         | <b>+21.3</b>        | <b>-31.6</b>   | <b>-8.7</b>    |
| EBIT                   | -28.5          | -34.1          | -5.9                | +21.3               | -34.4          | -12.8          |
| EBT                    | -28.5          | -34.3          | -5.9                | +21.3               | -34.4          | -13.1          |
| Net income             | -29.3          | -34.3          | -5.9                | +21.3               | -35.2          | -13.0          |

## Adjusted effects

- Costs for IPO and equity increase in 2020
- IPO-related Stock Appreciation Rights (SAR) for employees
- IPO-related Stock Appreciation Rights (SAR) for board members

# Results 2021 FY – Quarter-by-Quarter

In EUR million, in percent

Incl. 1.2 m€ severance payments

|                           | Q1 2021      | Q2 2021      | Q3 2021      | Q4 2021      | FY 2021      | FY 2020      | Δ%              |
|---------------------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------|
| <b>Revenue</b>            | <b>6.1</b>   | <b>6.9</b>   | <b>6.3</b>   | <b>8.1</b>   | <b>27.5</b>  | <b>23.6</b>  | <b>16.5</b>     |
| <b>Gross Profit</b>       | <b>6.4</b>   | <b>6.1</b>   | <b>6.4</b>   | <b>7.7</b>   | <b>26.5</b>  | <b>22.3</b>  | <b>19.0</b>     |
| Personnel expenses (adj.) | -6.8         | -10.4        | -9.7         | -10.5        | -37.8        | -21.7        | 72.4            |
| Training and Recruiting   | -0.5         | -0.7         | -0.4         | -0.3         | -1.9         | -1.3         | 46.8            |
| Marketing                 | -2.1         | -3.0         | -3.4         | -2.4         | -10.9        | -3.7         | >100            |
| IT infrastructure         | -0.4         | -0.4         | -0.4         | -0.3         | -1.4         | -1.3         | 8.5             |
| Others (adj.)             | -1.0         | -1.6         | -1.3         | -2.0         | -6.0         | -3.0         | 93.5            |
| <b>Total Costs (adj.)</b> | <b>-10.9</b> | <b>-16.0</b> | <b>-15.1</b> | <b>-15.6</b> | <b>-58.1</b> | <b>-31.0</b> | <b>&gt;100</b>  |
| <b>EBITDA (adj.)</b>      | <b>-4.5</b>  | <b>-9.9</b>  | <b>-8.7</b>  | <b>-8.6</b>  | <b>-31.6</b> | <b>-8.7</b>  | <b>&gt;-100</b> |

# EBITDA to cashflow reconciliation

In EUR million

