



# Investor Call on Q3 Trading Update

Aaron Auld (CEO), Jan-Dirk Henrich (CFO/COO)

Nov 4, 2021

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## Aaron Auld, CEO

- CEO at Exasol AG since July 2013
- Responsible for the strategic direction of the company, communications as well as key business relationships



## Jan-Dirk Henrich, CFO/COO

- CFO/COO at Exasol AG since September 2021
- Responsible for finance related departments including Accounting, Controlling, Legal/Compliance and Investor Relations as well as Human Resources and Internal IT

# Summary of key points

- Annual Recurring Revenue (ARR) of 28.2m EUR at end Q3, up 31% vs same quarter 2020
- Management now projecting 30-31m EUR ARR by end 2021 (vs. more than 35m EUR) and 100m EUR ARR by 2025 (vs. 2024)
- Key changes initiated to address lower than expected growth momentum
  - Revised organizational set-up with clear end-to-end ownership
  - Sharpened go-to-market focus under leadership of appointed CCO
  - Defined product roadmap to full platform independence and consumption based pricing ("Bridge to the Cloud")
- Revised investor relations cadence with quarterly webcasts & roadshows to update on progress

# Topics for today

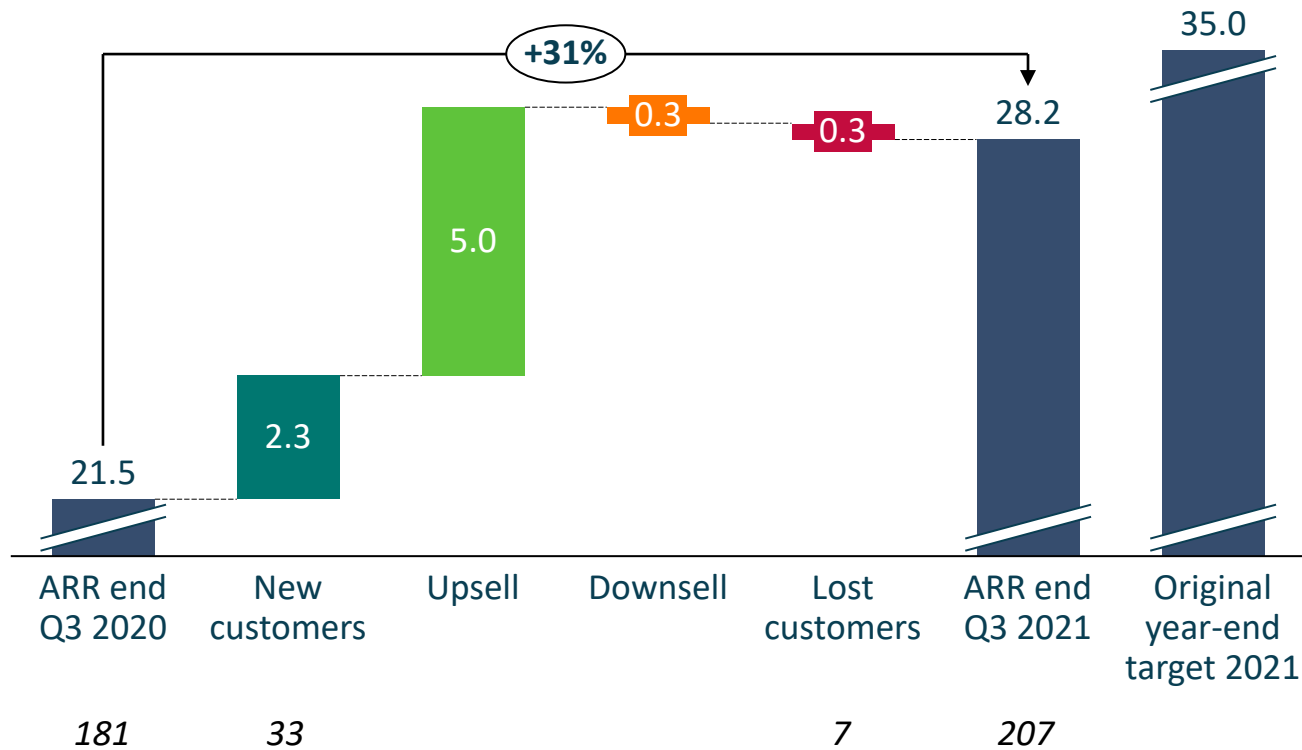
1. Q3 trading update and guidance
2. Key learnings 2021 and initiated changes
3. Financial calendar
4. Q&A

# Q3 trading update and guidance

Jan-Dirk Henrich (CFO/COO)

# ARR development vs same quarter PY – By type

In EUR million, # of customers

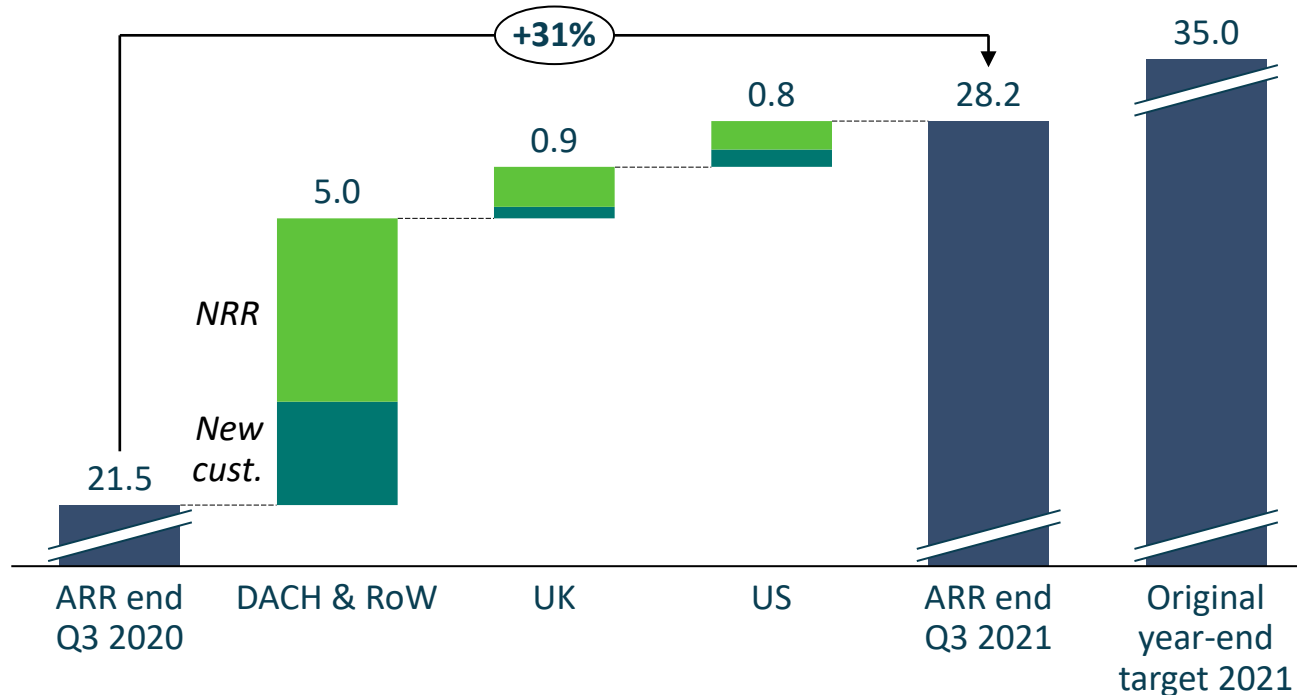


## Comments

- Strong and improving net upsell performance from existing customers
  - Gross ARR retention rate at 123% (vs. 122% in PY)
  - Net ARR retention rate at 120% (vs. 113% in PY)
  - Customer churn rate at 4% (vs. 9% in PY)
- Growth contribution from new customers lower than expected (11 ppt.)

# ARR development vs same quarter PY – By geography

In EUR million, # of customers



## Comments

- Unbroken strong momentum in core market DACH, supported by strong and increasing NRR rates
- US and UK likewise with similarly strong upsell performance
- Lower than anticipated new customer acquisition in US and UK in terms of total number and deal-sizes

<i>Customers end Q3 '21</i>	<i>143</i>	<i>33</i>	<i>31</i>	<i>207</i>
<i>Customers end Q3 '20</i>	<i>131</i>	<i>28</i>	<i>22</i>	<i>181</i>



# Continued ability to convert and upsell large-scale data players in key verticals

New customers since H1 2021 (examples)

+

Strong upsell performance of existing customers (examples)

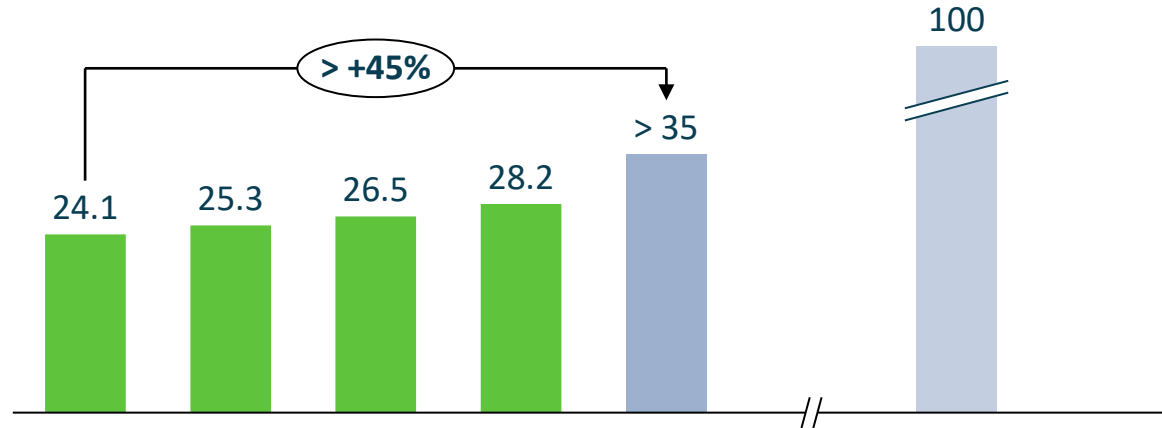
Financial services	Multinational banking Corp., UK 15bn USD rev./a
	Multinational insurance Corp., DACH 10bn EUR rev./a
	Multinational re-insurance Corp., DACH 24bn EUR rev./a
Transport & Logistics	Municipal transport authority, DACH 700m EUR rev./a, 1bn passenger rides/a
Energy	B2B energy retailer, Nordics > 40k customers

60 customers (> 30% of total) increased their business with Exasol in the past 12 months

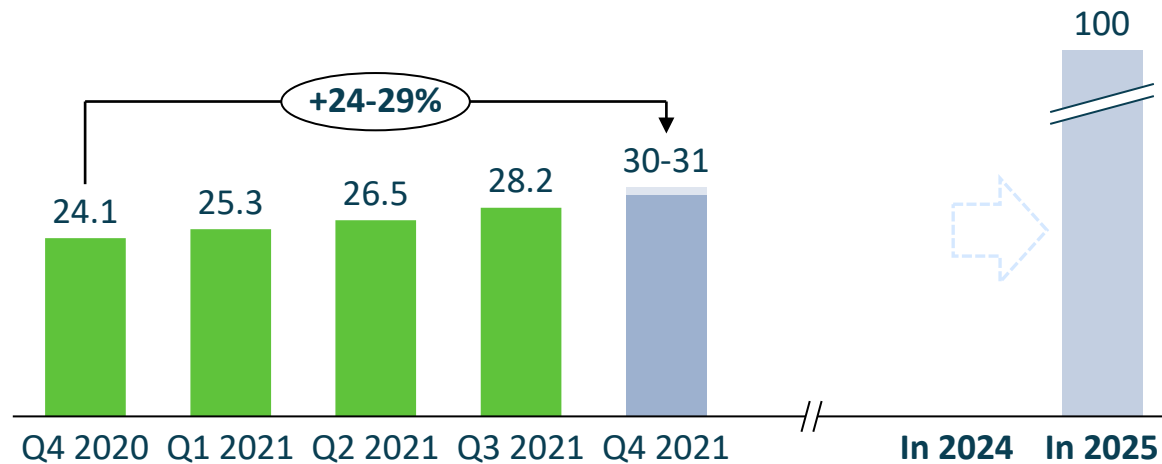
# ARR development in 2021 & revised guidance

In EUR million

Previous guidance



Updated guidance

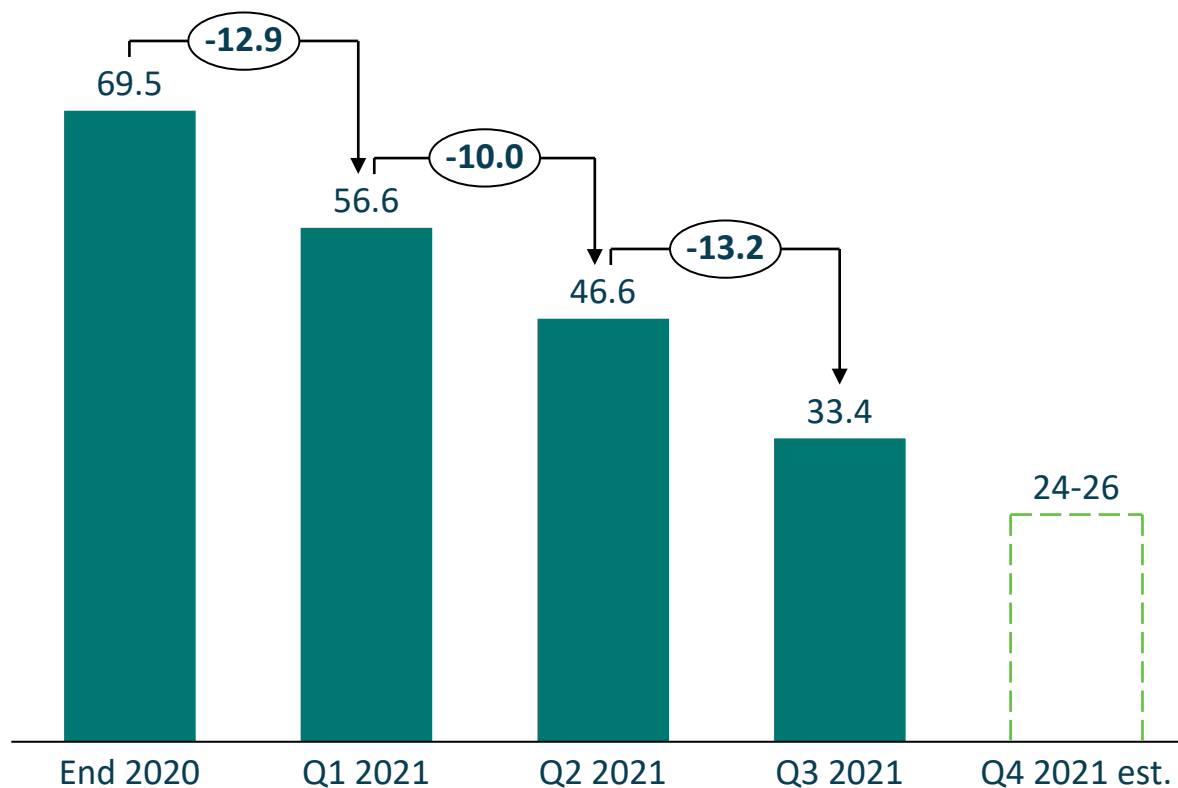


## Comments

- New logo acquisition not yet with desired momentum, particularly in US/UK
- Several larger new client or upsell projects delayed into 2022
- Lower momentum coming out of 2021 expected to delay 100m EUR ARR growth to 2025
- Guidance for 2022 to be provided in February with unaudited FY2021 results

# Development of liquid funds

In EUR million



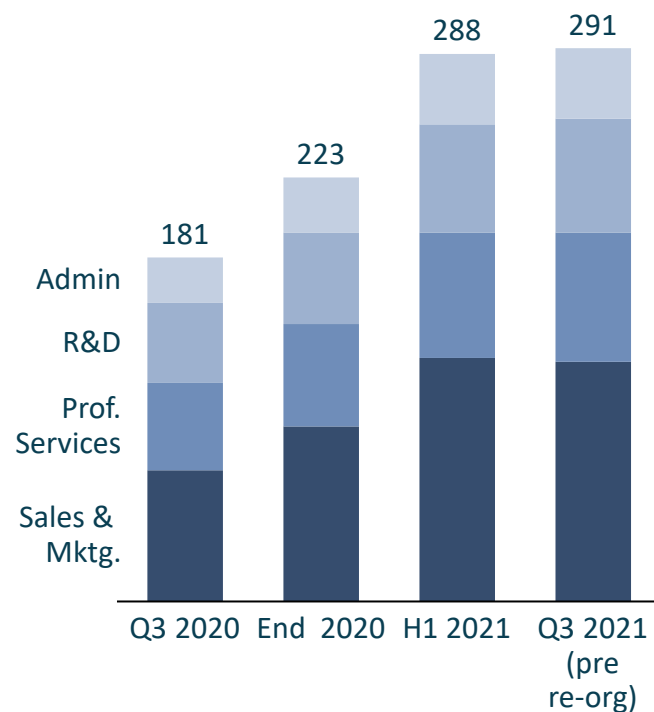
## Focus moving forward

- Review and re-allocation of non-performing investments
- Manage towards favourable growth/invest ratio in 2022
- Re-organization measures implemented in October with payback in 2021 and contribution to improved cash-burn in 2022

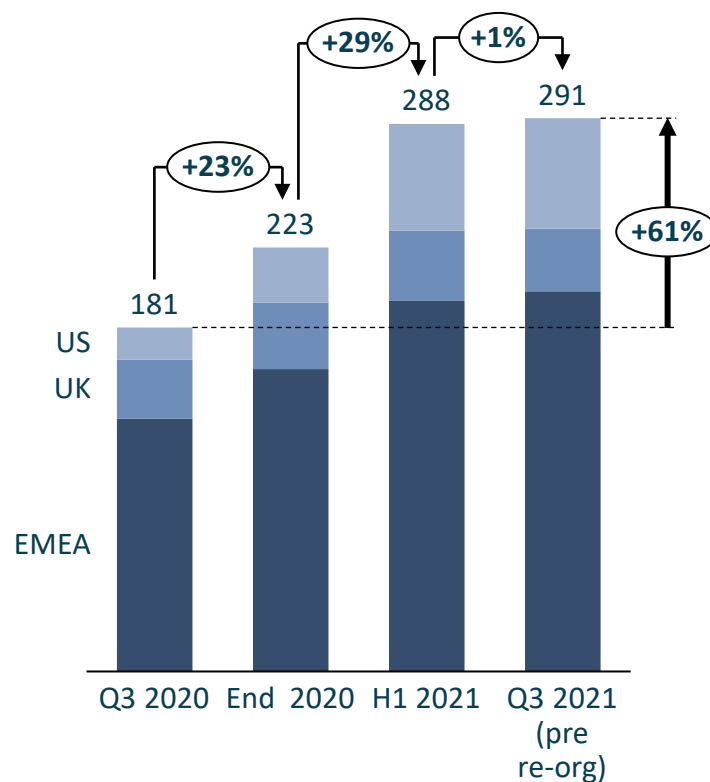
# Development of headcount

## In # of employees

By function



By geography



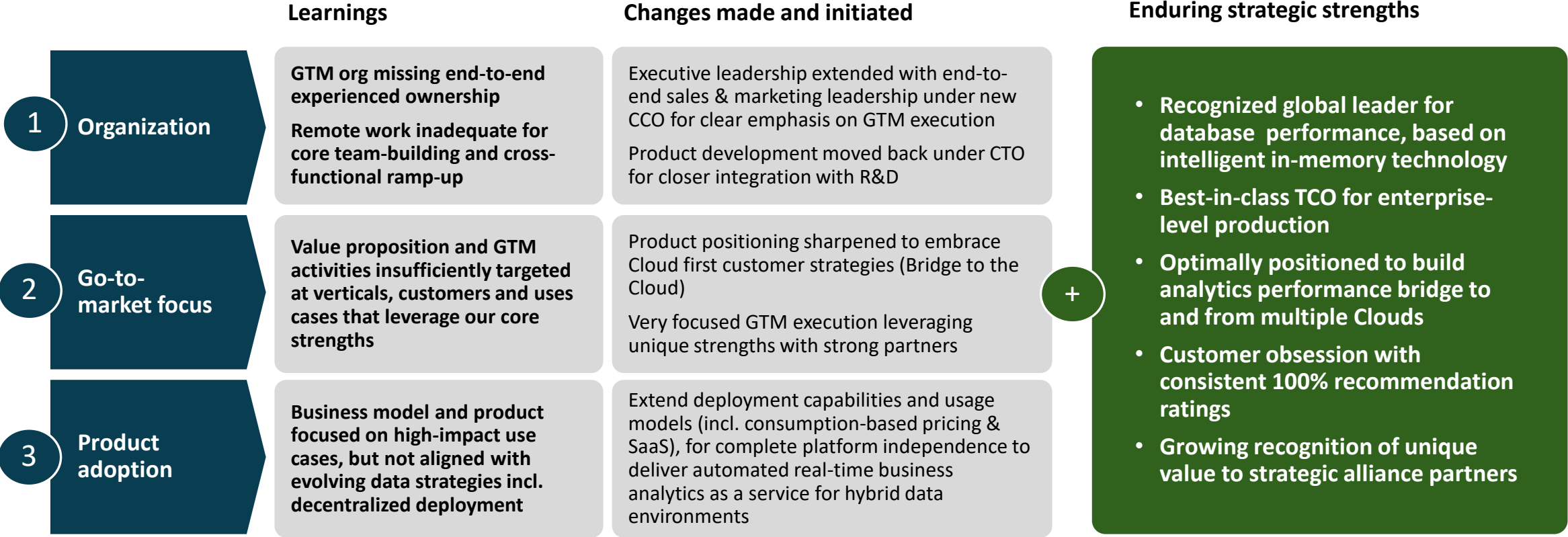
### Comments

- Headcount stable vs H1 2021
- Re-organization measures taken in October leading to overall reduction and structural shift to EMEA, lowering average personnel cost
- Re-organization in US dominantly affecting global functions, not local go-to-market functions driving business development in strategically important US market

# Key learnings 2021 and initiated changes

Aaron Auld (CEO)

# Learnings, initiated changes & strategic strengths



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



- Leader for vendor credibility and customer experience
- Best in class across a range of measures



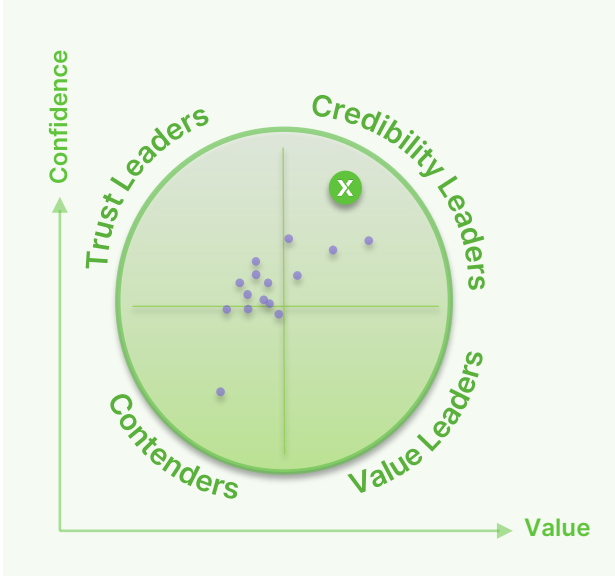
- 100% customer recommendation rate
- Increased number of top-rankings from 18 to 26 categories vs peer group “Analytical DB Products” and “DWH” Technologies”



- Best-in-class in 5 categories (vs 4 previously)
- 100% customer recommendation rate
- Favorable market position
- Updated evaluation expected in November

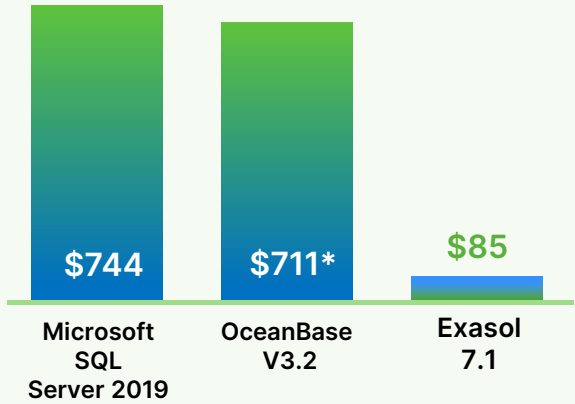


- Moved from Contender to Strong Performer in the latest Forrester Wave™: Cloud Data Warehouse, Q1 2021



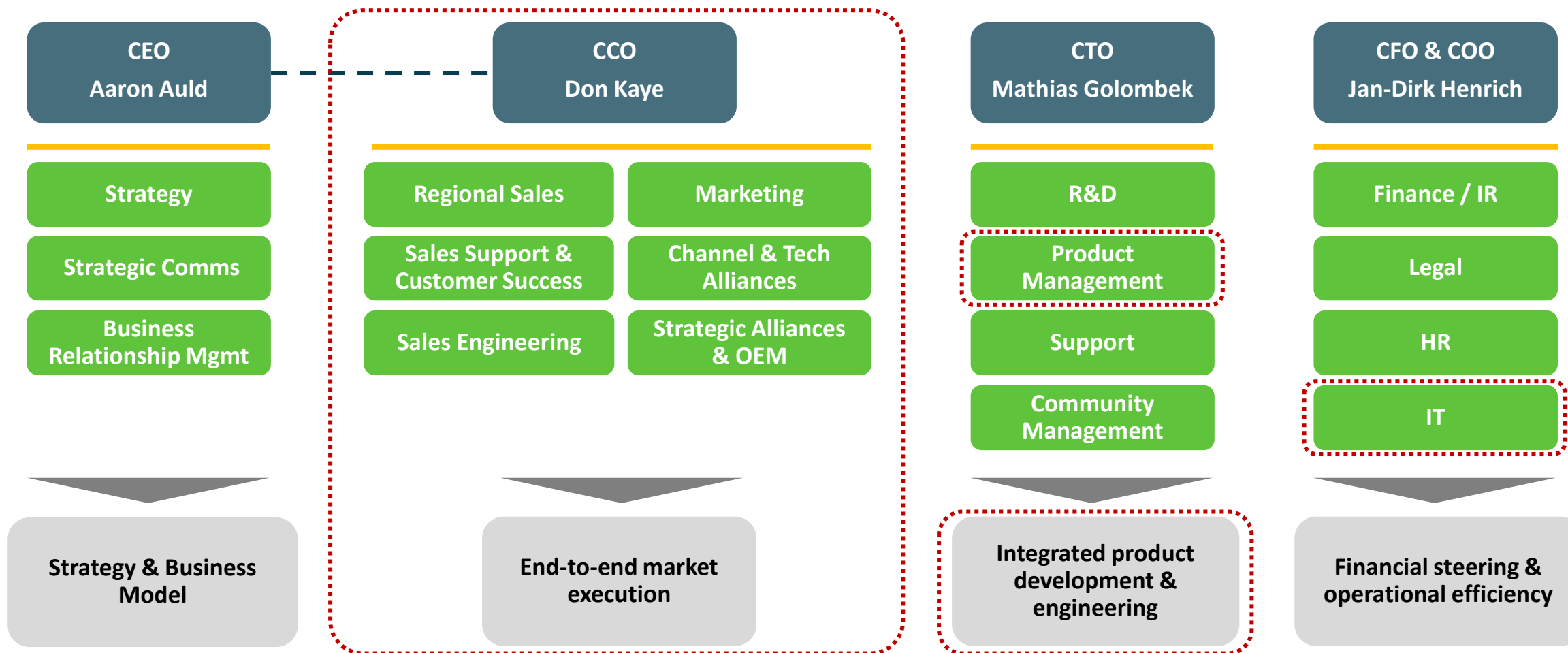
Dresner positioning of Exasol against competition

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



\*Converted from the original currency

# 1 New Org-structure focused on end-to-end ownership





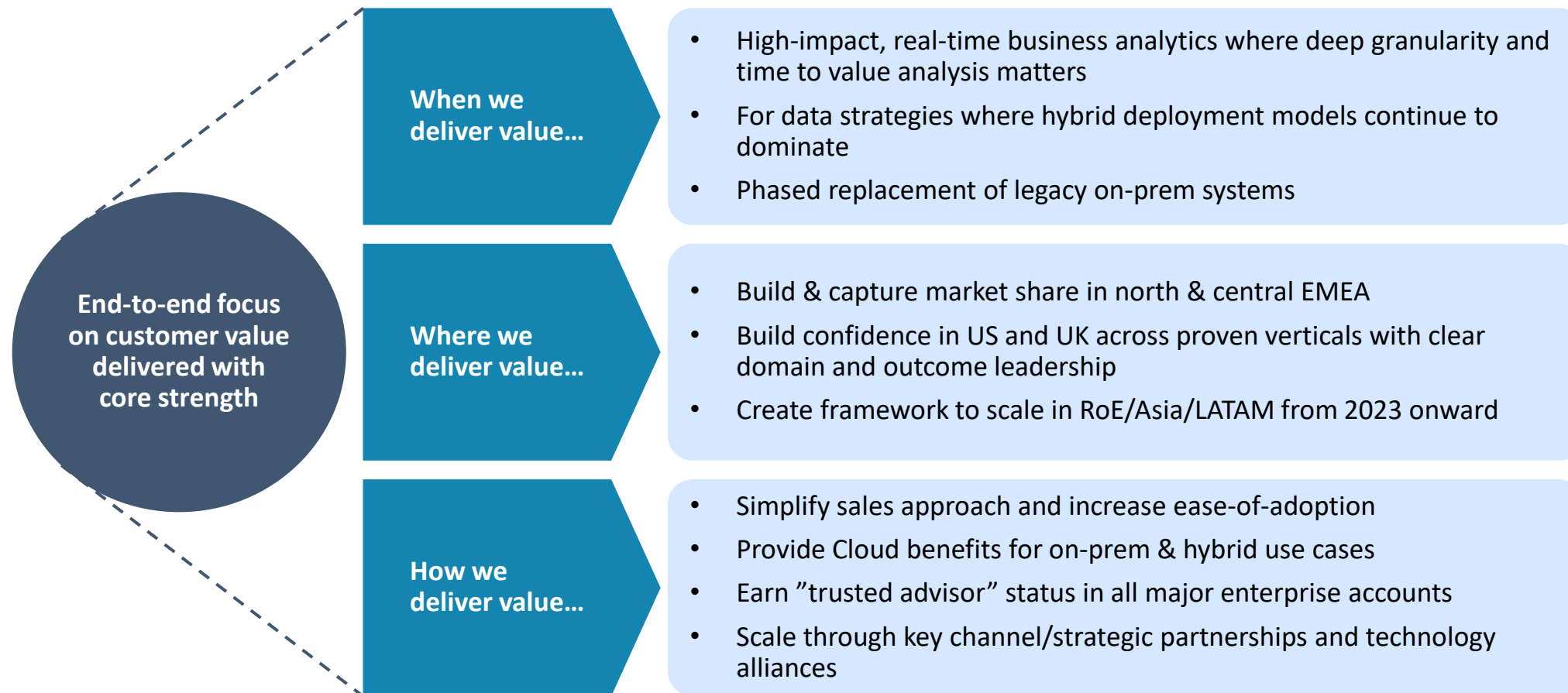
## 2 CCO appointed to extended leadership team



### Donald (Don) Kaye, CCO

- CCO at Exasol AG since mid October 2021
- End-to-end responsibility for Marketing, Global Sales & Pre-Sales, Channel/Strategic Partners and Alliances, Customer Success
- Extensive experience in leading go-to-market activities in software & services in both large-scale corporations (Apple, Microsoft, Kaspersky) and emerging players (Ground Labs, Connectix)

## 2 Clear go-to-market focus



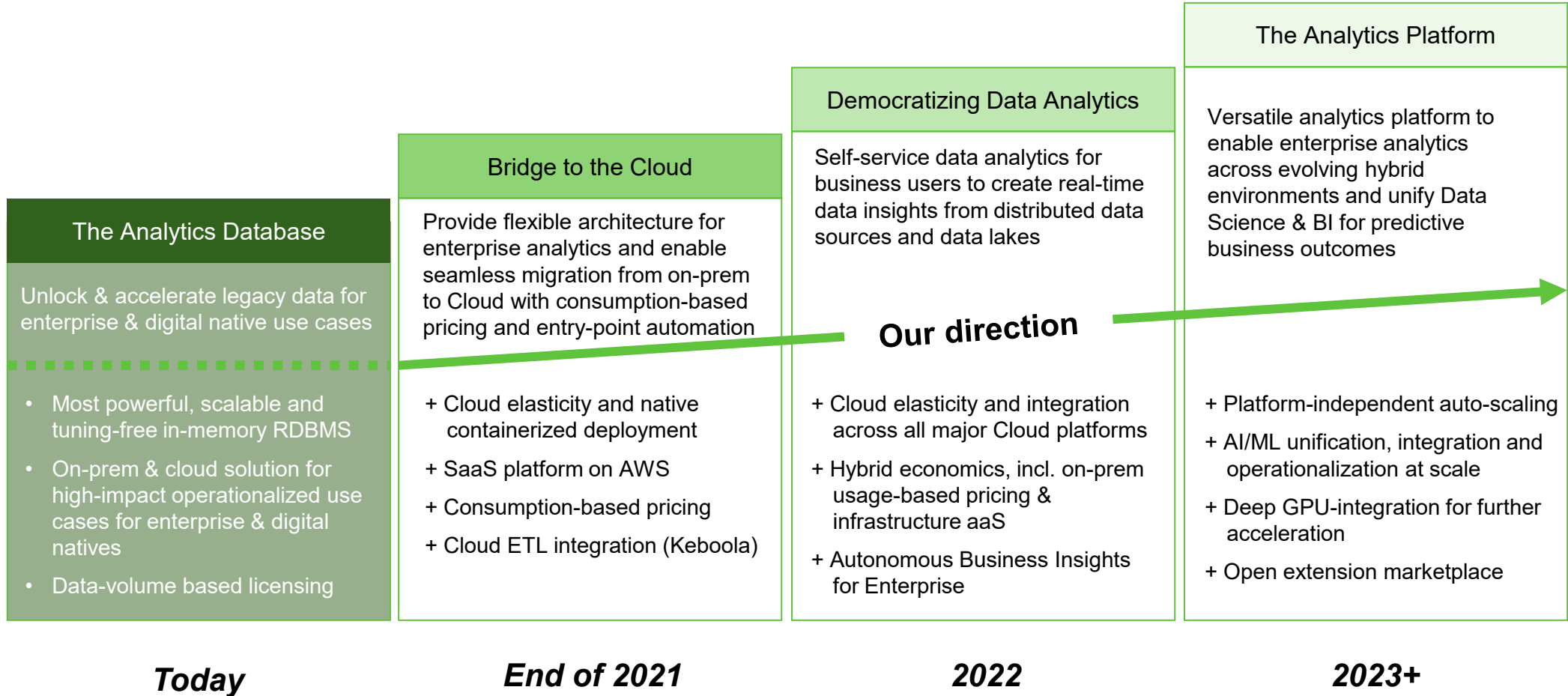


VISION

EXASOL VISION

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

# 3 Unique value proposition



### 3 Product milestones 2021/2022

	Alpha	Preview/Beta	General Availability
SaaS Offering	Jun 21 ✓	Oct 21 ✓	Dec 21
Version 8.0	2020 ✓	2021 ✓	Q1/22
AWS Elasticity *	Mar 21 ✓	Q4 21	Q1 22
GCP Elasticity *	Q4/21	Q1/22	Q2/22
Azure Elasticity *	Q1/22	Q2/22	Q3/22
Autonomous Insights	Q1/22	Q2/22	Q3 22



\* Elasticity: Separation of compute & storage for scaling up and down easily. Running in own customer cloud-account

# Financial calendar

Jan-Dirk Henrich (CFO/COO)

# Financial calendar – increased cadence & immediacy

## 2021

Nov 4-12

**Q3 Trading Update**

*Webcast & Roadshow*

Nov 24

**Deutsche Börse Equity Forum**

*Conference*

### Key IR/Reporting changes

- In 2022
  - Dedicated & experienced IR Head
  - Quarterly roadshows & webcasts (recorded & published)
  - Reduced gap between closing & results/trading updates
  - Increased transparency on core KPIs & ESG
- In 2023
  - Switch to IFRS with Annual Report 2022

## 2022

Mid February

**FY2021 results update** (unaudited figures)

*Webcast & Roadshow*

Early May

**Q1 trading update & FY 2021** (audited)

*Webcast & Roadshow*

Early June

**General Assembly**

*Physical or virtual tbd.*

Mid August

**HY 2022 results update**

*Webcast & Roadshow*

Early November

**Q3 trading update**

*Webcast & Roadshow*

**+ 2-3 conferences tbd**

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 complex, glowing pattern of light blue and yellow-green lines that resemble a digital signal or data stream, creating a sense of depth and movement.

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Thank You



# Q&A