Bringing Agreements to Life

Q2 FY25

docusign

Safe Harbor

This presentation contains "forward-looking" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are based on our management's beliefs and assumptions and on information currently available to management, and which statements involve substantial risk and uncertainties. All statements contained in this presentation other than statements of historical fact, including statements regarding our future operating results and financial position, our business strategy and plans, market growth and trends, objectives for future operations, and the impact of such assumptions on our financial condition and results of operations are forward-looking statements. Forward-looking statements in this presentation also include, among other things, statements on pages titled "Guidance" in this presentation and any other statements about expected financial metrics, such as revenue, billings, non-GAAP gross margin, non-GAAP operating margin, non-GAAP diluted weighted-average shares outstanding, and non-financial metrics, as well as statements related to our expectations regarding the benefits and rollout of the Docusign IAM platform. Forward-looking statements generally relate to future events or our future financial or operating performance. In some cases, you can identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential," or "continue" or the negative of these words or other similar terms or expressions that concern our expectations, strategy, plans or intentions.

Forward-looking statements contained in this presentation include, but are not limited to, statements about: our expectations regarding global macro-economic conditions, including the effects of inflation, volatile interest rates, and market volatility on the global economy; our ability to estimate the size and growth of our total addressable market; our ability to compete effectively in an evolving and competitive market; the impact of any data breaches, cyberattacks or other malicious activity on our technology systems; our ability to effectively sustain and manage our growth and future expenses and maintain or increase future profitability; our ability to attract new customers and maintain and expand our existing customer base; our ability to effectively implement and execute our restructuring plans; our ability to scale and update our platform to respond to customers' needs and rapid technological change, including our ability to successfully incorporate generative artificial intelligence into our existing and future products; our ability to successfully execute our go-to-market and sales strategy for our IAM platform; our ability to expand use cases within existing customers and vertical solutions; our ability to expand our operations and increase adoption of our platform internationally; our ability to strengthen and foster our relationships with developers; our ability to retain our direct sales force, customer success team and strategic partnerships around the world; our ability to identify targets for and execute potential acquisitions and to successfully integrate and realize the anticipated benefits of such acquisitions; our ability to maintain, protect and enhance our brand; the sufficiency of our cash, cash equivalents and capital resources to satisfy our liquidity needs; limitations on us due to obligations we have under our credit facility or other indebtedness; our ability to realize the anticipated benefits of our stock repurchase program; our failure or the failure of our software to comply with applicable industry standards, laws and regulations; our ability to maintain, protect and enhance our intellectual property; our ability to successfully defend litigation against us; our ability to attract large organizations as users; our ability to maintain our corporate culture; our ability to offer high-quality customer support; our ability to hire, retain and motivate qualified personnel, including executive level management; our ability to successfully manage and integrate executive management transitions; uncertainties regarding the impact of general economic and market conditions, including as a result of regional and global conflicts; our ability to successfully implement and maintain new and existing information technology systems, including our ERP system; and our ability to maintain proper and effective internal controls.

Additional risks and uncertainties that could affect our financial results are included in the sections titled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in our annual report on Form 10-K for the fiscal year ended January 31, 2024 filed on March 21, 2024, our quarterly report on Form 10-Q for the quarter ended July 31, 2024, which we expect to file on September 6, 2024 with the Securities and Exchange Commission (the "SEC"), and other filings that we make from time to time with the SEC. The forward-looking statements made in this presentation relate only to events as of the date on which such statements are made. We undertake no obligation to update any forward-looking statements after the date of this presentation or to conform such statements to actual results or revised expectations, except as required by law.

Non-GAAP financial measures and other key metrics

To supplement our consolidated financial statements, which are prepared and presented in accordance with GAAP, we use certain non-GAAP financial measures, as described below, to understand and evaluate our core operating performance. These non-GAAP financial measures, which may be different than similarly-titled measures used by other companies, are presented to enhance investors' overall understanding of our financial performance and should not be considered a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP.

We believe that these non-GAAP financial measures provide useful information about our financial performance, enhance the overall understanding of our past performance and future prospects, and allow for greater transparency with respect to important metrics used by our management for financial and operational decision-making. We present these non-GAAP measures to assist investors in seeing our financial performance using a management view, and because we believe that these measures provide an additional tool for investors to use in comparing our core financial performance over multiple periods with other companies in our industry. However, these non-GAAP measures are not intended to be considered in isolation from, a substitute for, or superior to our GAAP results.

Non-GAAP gross profit, non-GAAP gross margin, non-GAAP operating expenses, non-GAAP income from operations, non-GAAP operating margin, non-GAAP net income and non-GAAP net income per share: We define these non-GAAP financial measures as the respective GAAP measures, excluding expenses related to stock-based compensation, employer payroll tax on employee stock transactions, amortization of acquisition-related intangibles, amortization of debt discount and issuance costs, fair value adjustments to strategic investments, acquisition-related expenses, lease-related impairment and lease-related charges, restructuring and other related charges, as these costs are not reflective of ongoing operations and, as applicable, other special items. The amount of employer payroll tax-related items on employee stock transactions is dependent on our stock price and other factors that are beyond our control and do not correlate to the operation of the business.

When evaluating the performance of our business and making operating plans, we do not consider these items (for example, when considering the impact of equity award grants, we place a greater emphasis on overall stockholder dilution rather than the accounting charges associated with such grants). We believe it is useful to exclude these expenses in order to better understand the long-term performance of our core business and to facilitate comparison of our results to those of peer companies and over multiple periods. In addition to these exclusions, we subtract an assumed provision for income taxes to calculate non-GAAP net income. We utilize a fixed long-term projected tax rate in our computation of the non-GAAP income tax provision to provide better consistency across the reporting periods. For fiscal 2024 and fiscal 2025, we have determined the projected non-GAAP tax rate to be 20%.

Free cash flow: We define free cash flow as net cash provided by operating activities less purchases of property and equipment. We believe free cash flow is an important liquidity measure of the cash that is available (if any), after purchases of property and equipment, for operational expenses, investment in our business, and to make acquisitions. Free cash flow is useful to investors as a liquidity measure because it measures our ability to generate or use cash in excess of our capital investments in property and equipment. Once our business needs and obligations are met, cash can be used to maintain a strong balance sheet and invest in future growth.

Billings: We define billings as total revenues plus the change in our contract liabilities and refund liability less contract assets and unbilled accounts receivable in a given period. Billings reflects sales to new customers plus subscription renewals and additional sales to existing customers. Only amounts invoiced to a customer in a given period are included in billings. We believe billings can be used to measure our periodic performance, when taking into consideration the timing aspects of customer renewals, which represents a large component of our business. Given that most of our customers pay in annual installments one year in advance, but we typically recognize a majority of the related revenue ratably over time, we use billings to measure and monitor our ability to provide our business with the working capital generated by upfront payments from our customers.

For a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measure, please see "Reconciliation of GAAP to Non-GAAP Financial Measures" at the end of this presentation.

At a glance

Market leadership

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World's #1 e-Signature solution

Customer base

1.60M[1]

Across all industries, segments, and geos

Large market opportunity[2]

$50B

TAM

Broader Docusign opportunity

(before and after signing)

Q2 FY25[3] performance

$736M

Total Revenue
(28% Int'l)
7% Y/Y growth

$725M

Billings
2% Y/Y growth

32%[4]

Operating Margin
(Non-GAAP)

$198M[5]

Free Cash Flow
27% FCF Margin

(1) As of July 31, 2024.
(2) Docusign estimate combining commissioned third-party research with internal customer count, pricing and spending data.
(3) For the fiscal quarter ended July 31, 2024.
(4) Please see Appendix slides for non-GAAP reconciliation.
(5) FCF calculated as Operating Cash Flow less CapEx. Please see Appendix for calculation.

Agreements power business

Sales

Sales Contracts
NDAs
SOWs

HR

Offer Letters
Background Checks
Company Policies

Service

Field Service
Change Orders
Work Agreements

Procurement

Vendor Contracts
Purchase Orders
Termination Letters

Marketing

Vendor Agreements
Sponsor Agreements
Influencer Agreements

Legal

Amendments
Affidavits
SEC Filings

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The Agreement Trap destroys value for your business

Sales

Sales velocity slows, deals slip, and revenue is lost

Procurement

Value erodes as terms, SLAs, and obligations remain buried in flat files

Legal

Teams struggle to keep pace and lurking risks go unidentified

HR

Top talent is lost at the finish line to more nimble competitors

18%

Companies spend an extra 18% of their time on agreements, resulting in 55 billion hours wasted globally each year

Source: Deloitte, May 2024; "Unlocking the Value of Agreement Management"

Our Solution

IAM

Unleashing the value of agreement data to power every company

docusign

Create

agreements in accessible, collaborative, & more automated ways

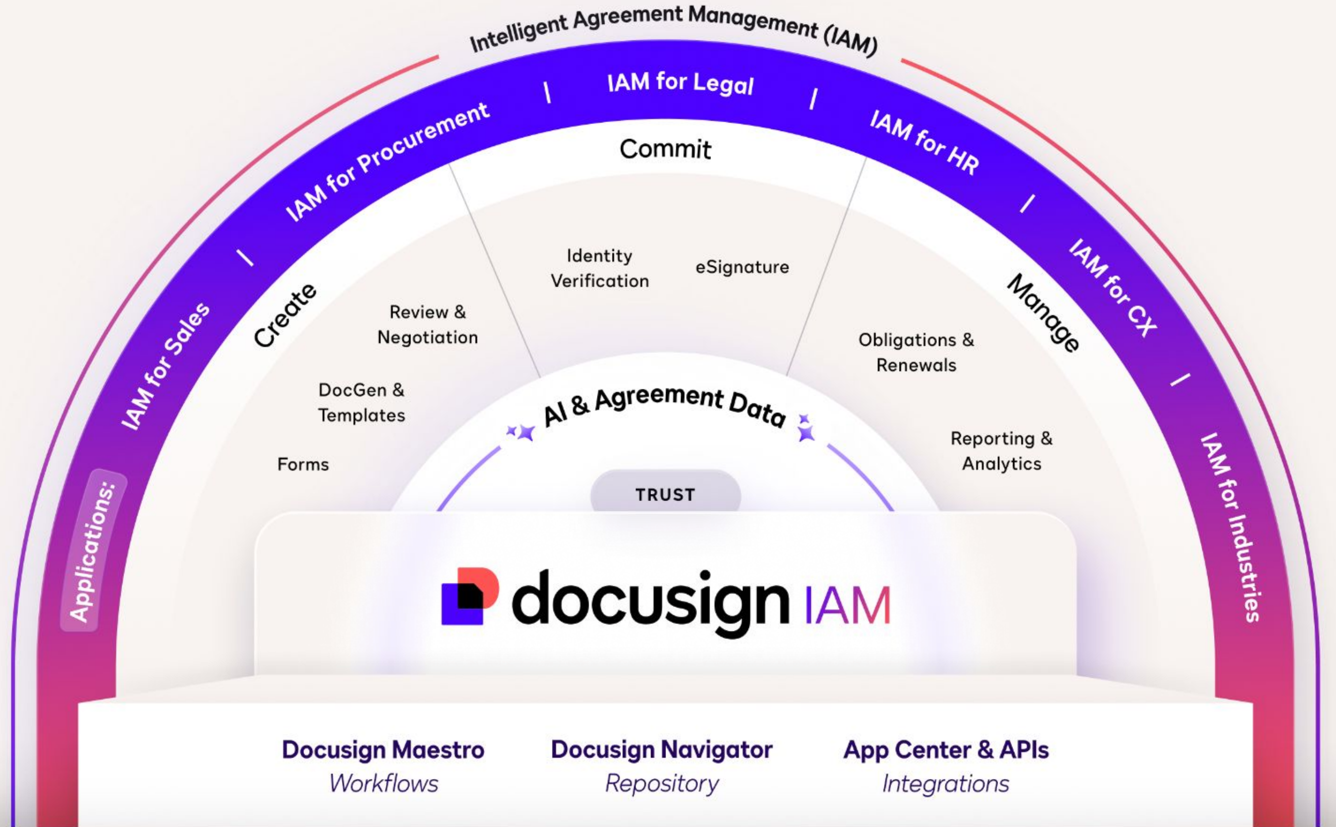
Commit

to agreements & relationships on a trusted platform

Manage

agreements seamlessly in ways that connect to your other systems

Docusign IAM Platform
Transform the way you agree



Market leader with large untapped opportunity

$50B

TAM[1]

eSign Addons + CLM

$25B

eSign

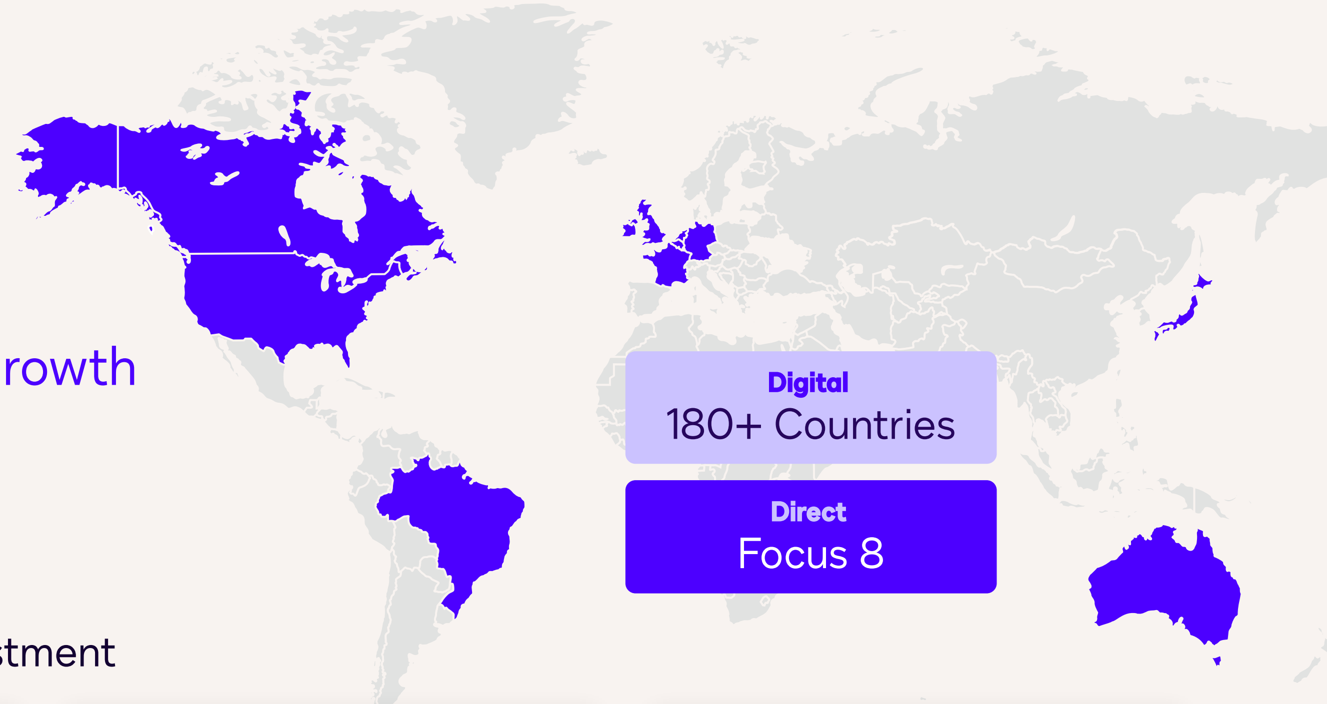
$25B

(1) Docusign estimate combining commissioned third-party research with internal customer count, pricing and spending data

Across all verticals

The world's leading brands trust Docusign

Investing in international growth



15% Y/Y Int'l revenue growth
(Q2FY25)[1]

28% of Total revenue
(Q2FY25)[1]

Market prioritization & investment

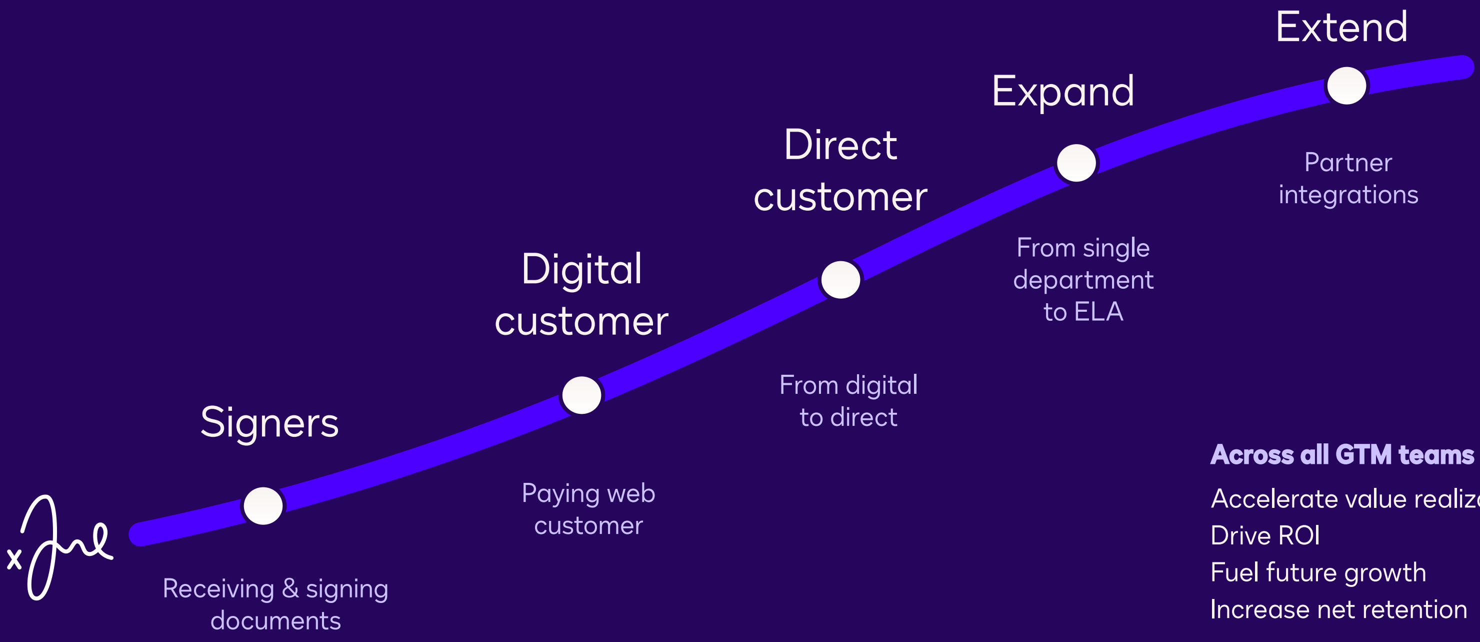
Tier 1: Market leader
Primary market focus for Direct GTM investment
Fully localized digital experience
Targeted investment in Resell partners

Tier 2: Seed and grow
High potential investment countries
Seed with targeted direct investments, localized sales & support through partner and digital

Tier 3: Digital & emerging
Digital First strategy
Indirect selling via key resellers

(1) For the fiscal quarter ended July 31, 2024 compared to same period a year ago.

Omni-channel experience throughout the customer journey



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From eSignature to Agreement Process

Across all GTM teams

Accelerate value realization
Drive ROI
Fuel future growth
Increase net retention

How customers buy from us

Prepaid Model

Multi-Factor Subscription Model

Volume Capacity
Pre-Set # of Envelopes

Seat Based
Contract per user

Add-on Functionality
Multiple levels of add-on functionality

Dollar Weighted Average Contract Length[1]

60%
≤12 month duration

40%
>12 month duration

(1) Rolling 4-quarter average through fiscal quarter ended July 31, 2024.

Docusign partner ecosystem

Comprehensive network of cloud, service, and reseller partners

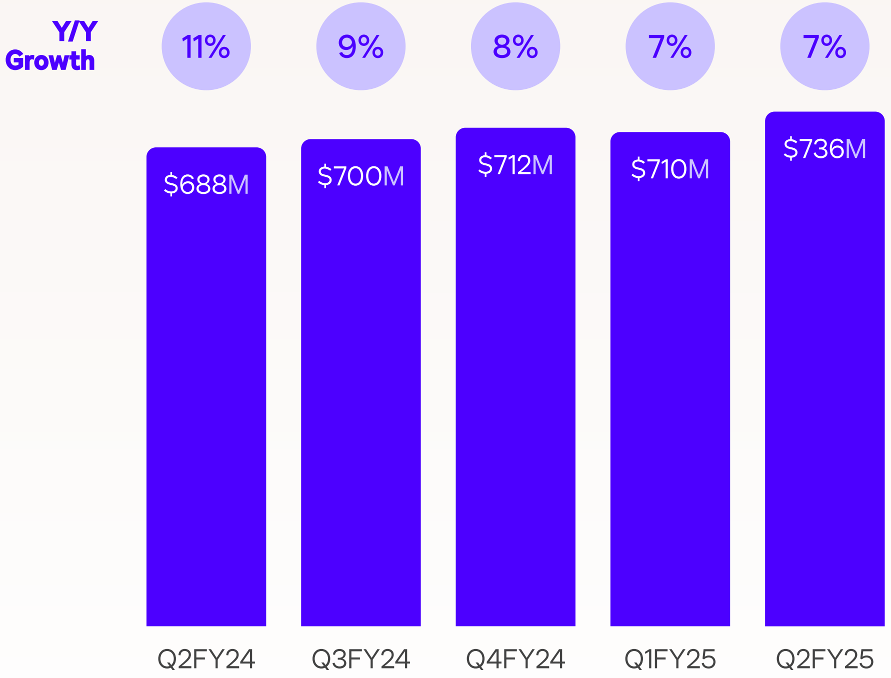
ISVs
(and 350+ more)

Systems Integrators
500+ certified professionals across 10+ global & regional SIs

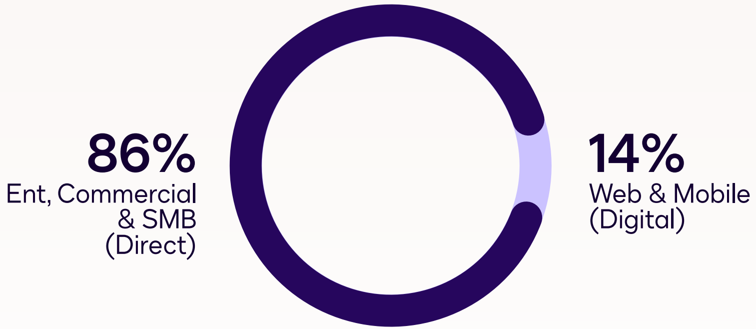
Resellers
140+ resellers extend our reach, helping customers agree in 40+ countries

Financial Review

Total revenue growth



Revenue Contribution[1]
Direct v. Digital



(1) Fiscal quarter ended July 31, 2024.

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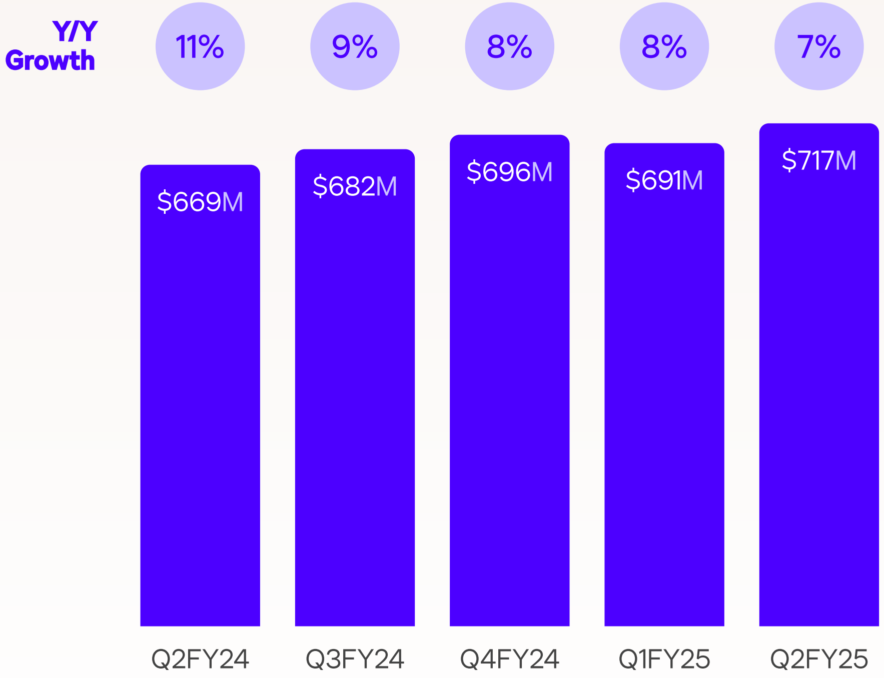
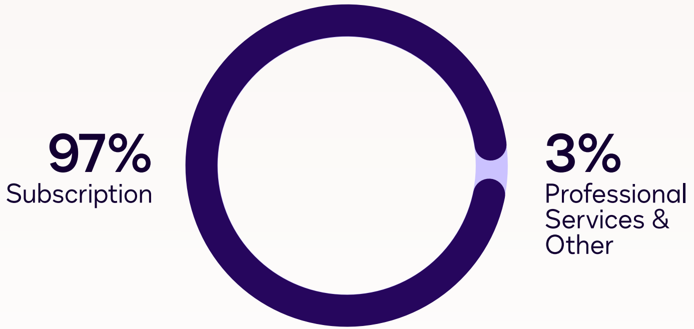
Subscription revenue growth



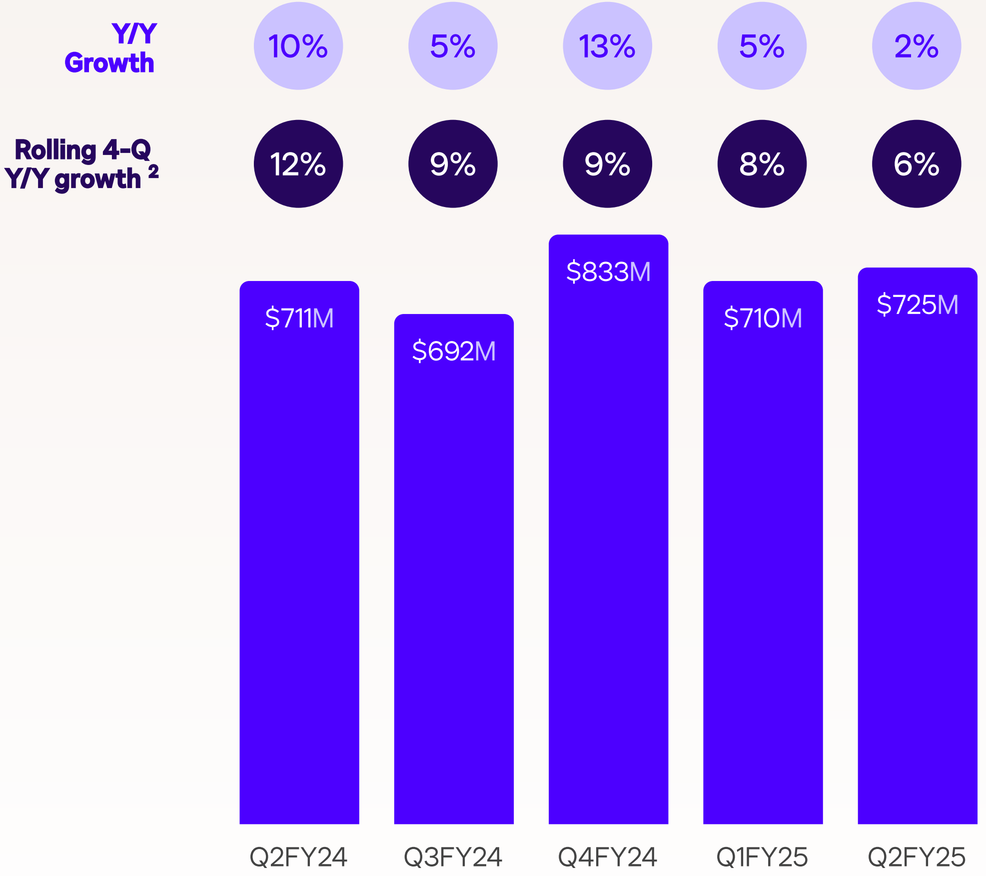
Revenue Contribution[1]

Subscription v.
Pro Serve and Other



(1) Fiscal quarter ended July 31, 2024.

Billings[1] growth



(1) Billings = total revenues plus the change in contract liabilities and refund liability less contract assets and unbilled accounts receivable in a given period. Please see Appendix for non-GAAP reconciliation.
(2) Rolling 4- quarter year over year growth rate is used to smooth out the quarterly variability in the billings number

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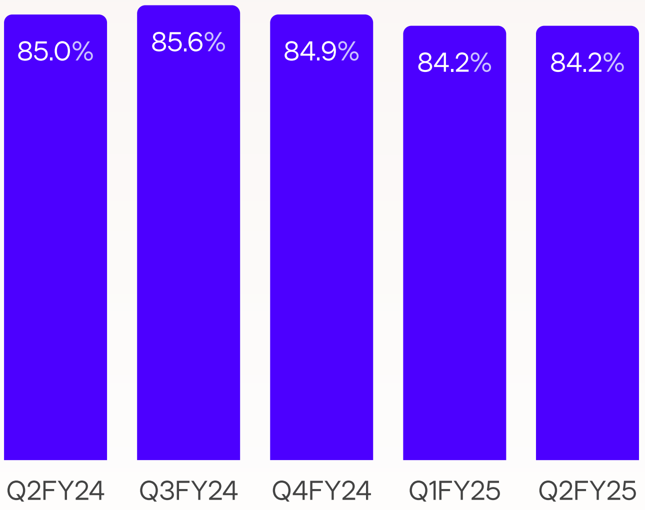
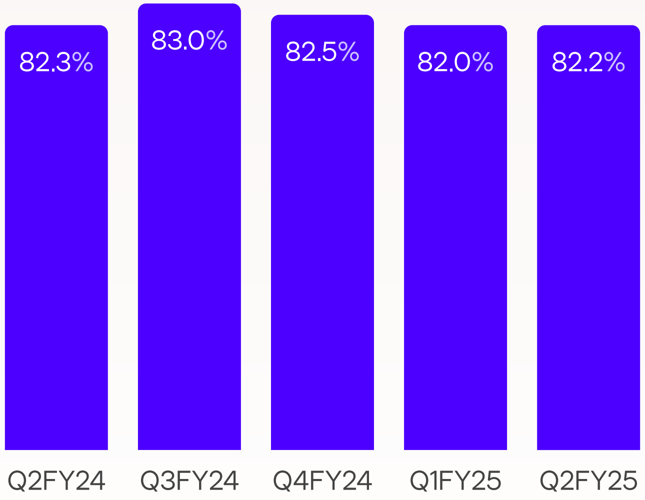
Healthy operating efficiency

Non-GAAP gross margin[1]

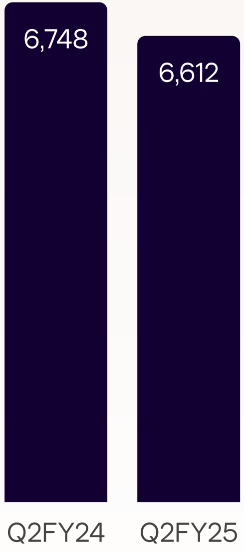
SUBSCRIPTION GROSS MARGIN



TOTAL GROSS MARGIN



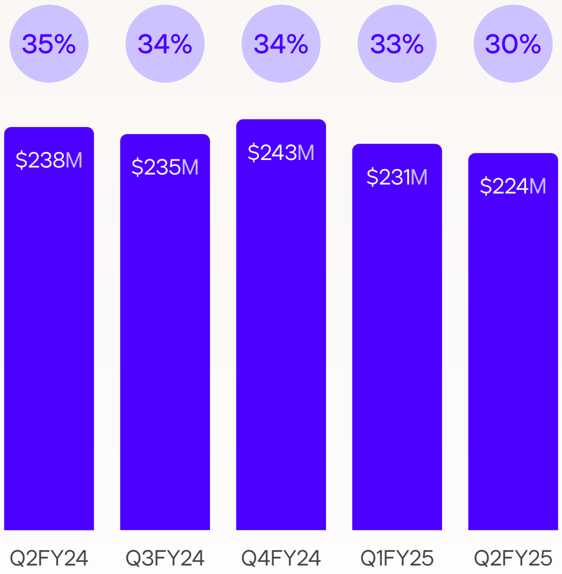
Headcount[2]



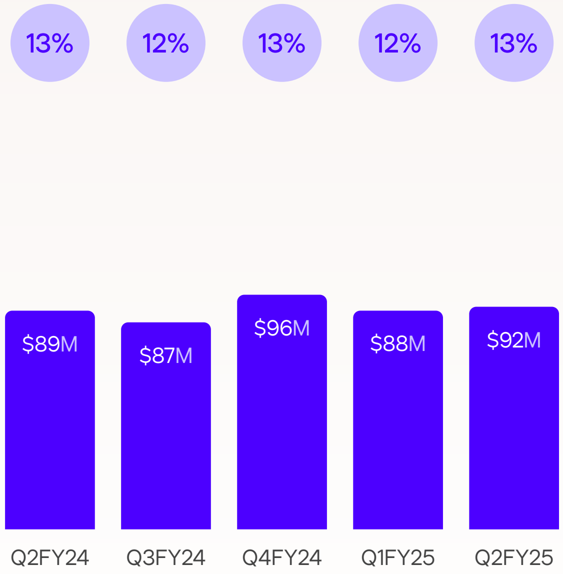
(1) Margins are as % of total revenue. Please see Appendix for GAAP to non-GAAP reconciliation.
(2) As of July 31, 2023 and 2024.

Operating expenses as a % of revenue

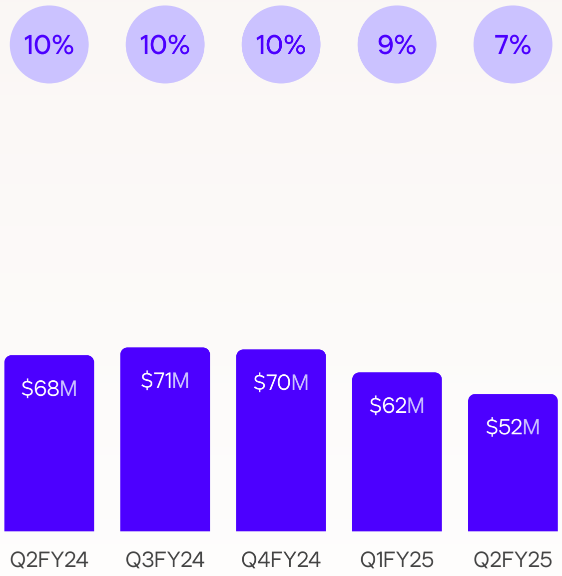
Non-GAAP S&M[1]



Non-GAAP R&D[1]

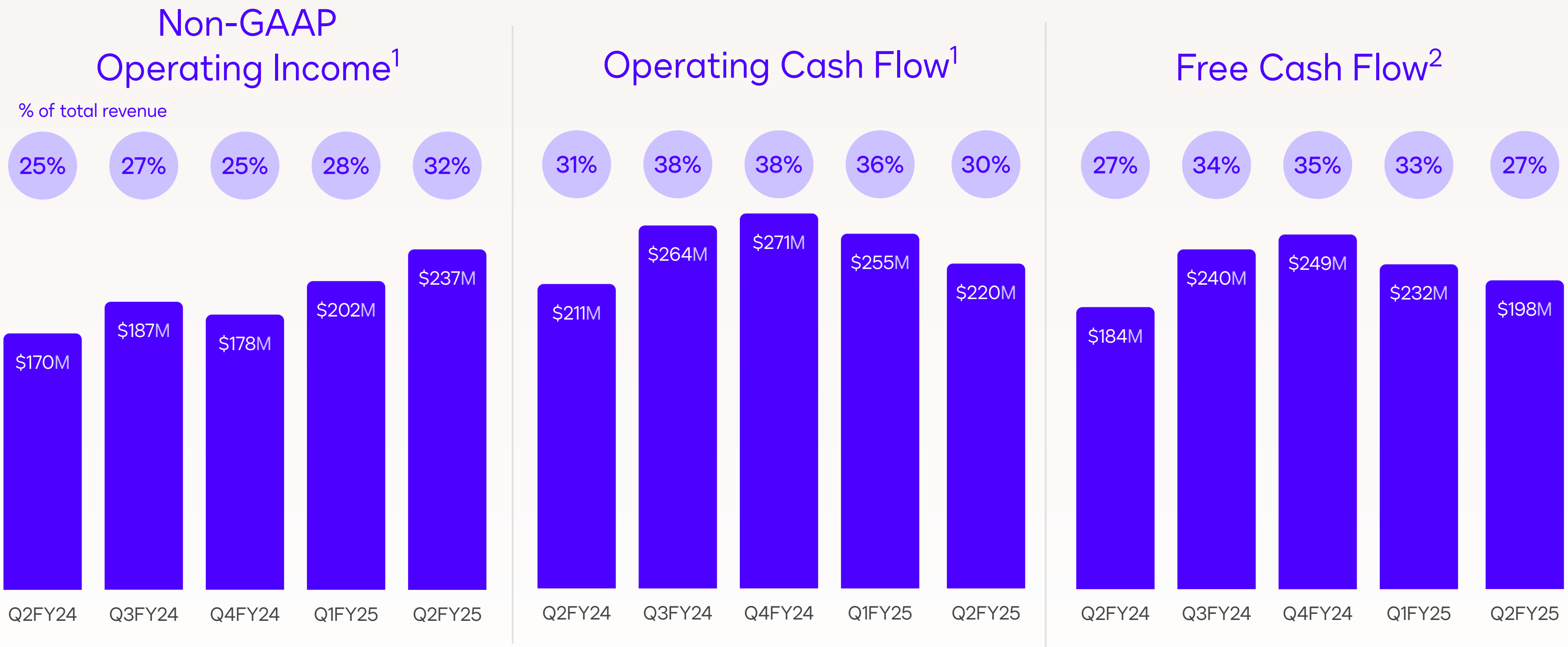


Non-GAAP G&A[1]



(1) Please see Appendix slides for non-GAAP reconciliation.

Operating leverage and cash flow



(1) Please see Appendix slides for non-GAAP reconciliation.
(2) FCF calculated as Operating Cash Flow less CapEx. Please see Appendix for calculation.

Q3 FY25 guidance

	Q3 FY25[1]
Total revenue	\$743M - \$747M
Subscription revenue	\$722M - \$726M
Billings	\$710M - \$720M
Non-GAAP gross margin	81.0% - 82.0%
Non-GAAP operating margin	28.5% - 29.5%
Non-GAAP diluted weighted-average shares outstanding	206M - 211M

(1) Revenue, billings, and share count in millions. Margins are as % of total revenue.

FY25 guidance

	FY25[1]
Total revenue	\$2,940M - \$2,952M
Subscription revenue	\$2,864M - \$2,876M
Billings	\$2,990M - \$3,030M
Non-GAAP gross margin	81.0% - 82.0%
Non-GAAP operating margin	29.0% - 29.5%
Non-GAAP diluted weighted-average shares outstanding	206M - 211M

(1) Revenue, billings, and share count in millions. Margins are as % of total revenue.

Appendix

Financial & operational metrics

Financial Metrics (in $ M)	Q2FY24	Q3FY24	Q4FY24	Q1FY25	Q2FY25
Revenue	$688	$700	$712	$710	$736
% Y/Y Change	*11%*	*9%*	*8%*	*7%*	*7%*
Subscription Revenue	$669	$682	$696	$691	$717
% Y/Y Change	*11%*	*9%*	*8%*	*8%*	*7%*
International Revenue	$180	$185	$196	$197	$207
% Y/Y Change	*17%*	*18%*	*19%*	*17%*	*15%*
Billings	$711	$692	$833	$710	$725
% Y/Y Change	*10%*	*5%*	*13%*	*5%*	*2%*
Rolling 4-Qtr % Y/Y Change[1]	*12%*	*9%*	*9%*	*8%*	*6%*
Non-GAAP Operating Income	$170	$187	$178	$202	$237
Non-GAAP Operating Margin (%)	*25%*	*27%*	*25%*	*28%*	*32%*
Non-GAAP Free Cash Flow	$184	$240	$249	$232	$198
Free Cash Flow Margin	*27%*	*34%*	*35%*	*33%*	*27%*

Operational Metrics	Q2FY24	Q3FY24	Q4FY24	Q1FY25	Q2FY25
Total Customers	1.44M	1.47M	1.51M	1.56M	1.60M
% Y/Y Change	*12%*	*11%*	*11%*	*11%*	*11%*
Enterprise & Commercial Customers[2]	226k	233k	242k	248k	253k
% Y/Y Change	*18%*	*15%*	*15%*	*13%*	*12%*
Customers >$300k ACV[3]	1,047	1,051	1,060	1,059	1,066
% Y/Y Change	*6%*	*-%*	*(2)%*	*-%*	*2%*
Dollar Net Retention[4]	102%	100%	98%	99%	99%

(1) Rolling 4- quarter year over year growth rate is used to smooth out the quarterly variability in the billings number.
(2) Comprised of customers who were not acquired through our Digital channel.
(3) ACV = Annualized Contract Value
(4) Compares the annual recurring revenue, or ARR, for active subscription contracts from Direct customers at two period end dates. To calculate our dollar-based net retention rate at the end of the base year (e.g., July 31, 2024), we first identify customers thatwere customers at the end of the prior year (e.g., July 31, 2023) and then divide the ARR attributed to those customers at the end of the base year by the ARR attributed to those same customers at the end of the prior year. The quotient obtained from this calculation isthe dollar-based net retention rate. For clarity, we do not include customers serviced via our digital channel in this metric.

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GAAP to Non-GAAP gross profit reconciliation

Gross Profit (in $ thousands)	Three Months Ended July 31, 2024	Three Months Ended July 31, 2023	Six Months Ended July 31, 2024	Six Months Ended July 31, 2023
GAAP gross profit	580,562	542,105	1,140,756	1,067,006
Add: Stock-based compensation	20,591	20,367	39,474	38,454
Add: Amortization of acquisition-related intangibles	3,067	2,314	5,137	4,717
Add: Employer payroll tax on employee stock transactions	816	713	1,839	1,387
Add: Lease-related impairment and lease-related charges	—	292	—	721
Non-GAAP gross profit	605,036	565,791	1,187,206	1,112,285
GAAP gross margin	78.9%	78.8%	78.9%	79.1%
Non-GAAP gross margin	82.2%	82.3%	82.0%	82.4%

Subscription Gross Profit (in $ thousands)	Three Months Ended July 31, 2024	Three Months Ended July 31, 2023	Six Months Ended July 31, 2024	Six Months Ended July 31, 2023
GAAP subscription revenue	717,366	669,367	1,408,849	1,308,674
Less: GAAP subscription cost of revenue	132,372	116,185	258,974	225,127
GAAP subscription gross profit	584,994	553,182	1,149,875	1,083,547
Add: Stock-based compensation	15,593	13,081	29,774	24,438
Add: Amortization of acquisition-related intangibles	3,067	2,314	5,137	4,717
Add: Employer payroll tax on employee stock transactions	595	465	1,387	930
Add: Lease-related impairment and lease-related charges	—	206	—	505
Non-GAAP subscription gross profit	604,249	569,248	1,186,173	1,114,137
GAAP subscription gross margin	81.5%	82.6%	81.6%	82.8%
Non-GAAP subscription gross margin	84.2%	85.0%	84.2%	85.1%

GAAP to Non-GAAP operating income and free cash flow reconciliation

Operating Income (in $ thousands)	Three Months Ended July 31, 2024	Three Months Ended July 31, 2023	Six Months Ended July 31, 2024	Six Months Ended July 31, 2023
GAAP income from operations	57,801	6,612	80,429	1,961
Add: Stock-based compensation	164,448	151,673	302,324	291,425
Add: Amortization of acquisition-related intangibles	6,180	4,944	10,879	9,976
Add: Employer payroll tax on employee stock transactions	4,772	4,046	11,176	8,230
Add: Acquisition-related expenses	3,358	—	4,716	—
Add: Restructuring and other related charges	597	811	29,721	29,583
Add: Lease-related impairment and lease-related charges	—	1,784	—	4,460
Non-GAAP income from operations	237,156	169,870	439,245	345,635
GAAP operating margin	7.9%	1.0%	5.6%	0.1%
Non-GAAP operating margin	32.2%	24.7%	30.4%	25.6%

Free Cash Flow (in $ thousands)	Three Months Ended July 31, 2024	Three Months Ended July 31, 2023	Six Months Ended July 31, 2024	Six Months Ended July 31, 2023
Net cash provided by operating activities	220,208	211,016	475,034	444,651
Less: Purchases of property and equipment	(22,280)	(27,379)	(45,033)	(46,436)
Non-GAAP free cash flow	197,928	183,637	430,001	398,215
Free cash flow margin	27%	27%	30%	30%
Net cash used in investing activities	(176,110)	(64,723)	(236,887)	(56,911)
Net cash used in financing activities	(239,068)	(69,347)	(408,942)	(90,251)

GAAP to Non-GAAP operating expenses reconciliation

	Three Months Ended July 31,		Six Months Ended July 31,	
Sales & Marketing (in $ thousands)	2024	2023	2024	2023
GAAP sales and marketing	287,464	294,838	569,108	575,443
Less: Stock-based compensation	(58,778)	(51,563)	(105,049)	(96,889)
Less: Amortization of acquisition-related intangibles	(3,113)	(2,630)	(5,742)	(5,259)
Less: Employer payroll tax on employee stock transactions	(1,595)	(1,400)	(3,733)	(3,070)
Less: Lease-related impairment and lease-related charges	—	(815)	—	(2,171)
Non-GAAP sales and marketing	223,978	238,430	454,584	468,054
GAAP sales and marketing as a percentage of revenue	39.1%	42.9%	39.4%	42.7%
Non-GAAP sales and marketing as a percentage of revenue	30.4%	34.7%	31.4%	34.7%
Research & Development (in $ thousands)	2024	2023	2024	2023
GAAP research and development	147,571	135,960	281,891	251,324
Less: Stock-based compensation	(53,430)	(45,151)	(97,632)	(81,148)
Less: Employer payroll tax on employee stock transactions	(1,754)	(1,387)	(4,319)	(2,795)
Less: Lease-related impairment and lease-related charges	—	(381)	—	(873)
Non-GAAP research and development	92,387	89,041	179,940	166,508
GAAP research and development as a percentage of revenue	20.0%	19.8%	19.5%	18.6%
Non-GAAP research and development as a percentage of revenue	12.6%	12.9%	12.4%	12.3%
General & Administrative (in $ thousands)	2024	2023	2024	2023
GAAP general and administrative	87,129	103,884	179,607	208,695
Less: Stock-based compensation	(31,649)	(34,592)	(60,169)	(74,934)
Less: Employer payroll tax on employee stock transactions	(607)	(546)	(1,285)	(978)
Less: Acquisition-related expenses	(3,358)	—	(4,716)	—
Less: Lease-related impairment and lease-related charges	—	(296)	—	(695)
Non-GAAP general and administrative	51,515	68,450	113,437	132,088
GAAP general and administrative as a percentage of revenue	11.8%	15.1%	12.4%	15.4%
Non-GAAP general and administrative as a percentage of revenue	7.0%	10.0%	7.8%	9.8%

Computation of billings

Computation of Billings (in $ thousands)	Three Months Ended July 31, 2024	Three Months Ended July 31, 2023	Six Months Ended July 31, 2024	Six Months Ended July 31, 2023
Revenue	736,027	687,687	1,445,667	1,349,075
Add: Contract liabilities and refund liability, end of period	1,334,461	1,233,894	1,334,461	1,233,894
Less: Contract liabilities and refund liability, beginning of period	(1,340,680)	(1,210,965)	(1,343,792)	(1,191,269)
Add: Contract assets and unbilled accounts receivable, beginning of period	17,179	22,936	20,189	16,615
Less: Contract assets and unbilled accounts receivable, end of period	(17,461)	(22,358)	(17,461)	(22,358)
Add: Contract assets and unbilled accounts receivable by acquisitions	53	—	53	—
Less: Contract liabilities and refund liability contributed by acquisitions	(5,071)	—	(5,071)	—
Non-GAAP billings	724,508	711,194	1,434,046	1,385,957

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