

Investor Presentation

October 30, 2024





This presentation includes express and implied forward-looking statements. All statements contained in this presentation other than statements of historical facts, including expectations of Confluent, Inc. ("we," "us," "our," or "Confluent") regarding our revenue, revenue mix, revenue growth, expenses and other results of operations; total customers; net dilution; operating margins and margin improvements, targeted or anticipated margin levels; future financial performance, business strategy and plans; potential market and growth opportunities; competitive position; technological or market trends; addressable market opportunity; ability for Confluent Cloud to provide lower total cost of ownership; the timing, anticipated benefits, and overall effectiveness of our transition to a consumption-oriented sales model; consumption growth rate and efficient growth; and our objectives for future operations, are forward-looking statements. The words "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," "seek," "plan," "project," "looking ahead," "look to," "move into," and similar expressions are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition. results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. Risks include, but are not limited to: (i) our limited operating history, including in uncertain macroeconomic environments, (ii) our ability to sustain and manage our rapid growth, (iii) our ability to increase consumption of our offering, including by existing customers and through the acquisition of new customers, including by addressing customer consumption preferences, successfully adding new features and functionality to our offering, and partnering with our customers to help them realize increased value in Confluent in an efficient and sustainable manner, (iv) our ability to successfully execute our go-to-market strategy and initiatives, including following the reorientation of our go-to-market strategy and model around customer consumption, (v) our ability to attract new customers and successfully ramp their consumption of our offering, as well as retain and sell additional features and services to our existing customers, (vi) uncertain macroeconomic conditions, including high inflation, high interest rates, bank failures, supply chain challenges, geopolitical events, recessionary risks, and exchange rate fluctuations, which have resulted and may continue to result in reduced consumption of Confluent Cloud, volatility in consumption, including due to customer focus on cloud cost controls and increased efficiency, customer pullback in information technology spending, lengthening of sales cycles, reduced contract sizes, generally increased scrutiny on IT spending from existing and potential customers, or customer preference for open source alternatives, as well as the potential need for cost efficiency measures, (vii) our ability to achieve profitability and improve margins annually, by our expected timelines or at all, (viii) the estimated addressable market opportunity for our offering, including our Flink offering and stream processing, and our ability to capture our share of that market opportunity, (ix) our ability to compete effectively in an increasingly competitive market, (x) our ability to attract, ramp, and retain highly qualified personnel, including following the reorientation of our go-to-market strategy and model around customer consumption, and the impacts of sales personnel attrition and levels of ramped capacity in our sales organization, (xi) breaches in our security measures, intentional or accidental cybersecurity incidents or unauthorized access to our platform, our data, or our customers' or other users' personal data, (xii) our reliance on third-party cloud-based infrastructure to host Confluent Cloud, (xiii) public sector budgetary cycles and funding reductions or delays, (xiv) our ability to accurately forecast our future performance, business and growth, and (xv) general market, political, economic, and business conditions. These risks are not exhaustive. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. You should not rely upon the forward-looking statements as predictions of future events. The future events and trends discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance, achievements or events and circumstances reflected in the forward-looking statements will occur. 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Confluent's Mission: Set Data in Motion

Founded in 2014 by the Original Creators of *Apache Kafka*

~\$60B Total Addressable Market¹

\$1B+ Total Revenue Run Rate²

		Q3'24
(\$)	Subscription Revenue	\$240M / +27% YoY
(\$)	Confluent Cloud Revenue	\$130M / +42% YoY
(\$)	Non-GAAP Operating Margin (OM)	6.3% / +12pts YoY
lill.	Dollar-Based Net Retention Rate	117%
2	Customers with ≥ \$100K in ARR	1,346 / +14% YoY

^{1.} TAM calculations performed by Confluent; source: Gartner, Forecast: Enterprise Infrastructure Software, Worldwide, 2020-2026, 2Q22 Update, June 2022; source: Gartner, Forecast: Enterprise Application Software, Worldwide, August 2022. 2. Calculated by extrapolating total revenue of \$250.2 million for the quarter ended September 30, 2024.



The Problems with Data at Rest and Legacy Movement Tools

Data at Rest

Legacy Data Movement Tools

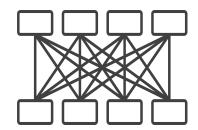
Databases

- Slow, daily batch processing
- Simple, static real-time queries



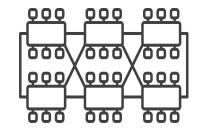
ETL/Data Integration

- Batch
- Expensive
- Time Consuming



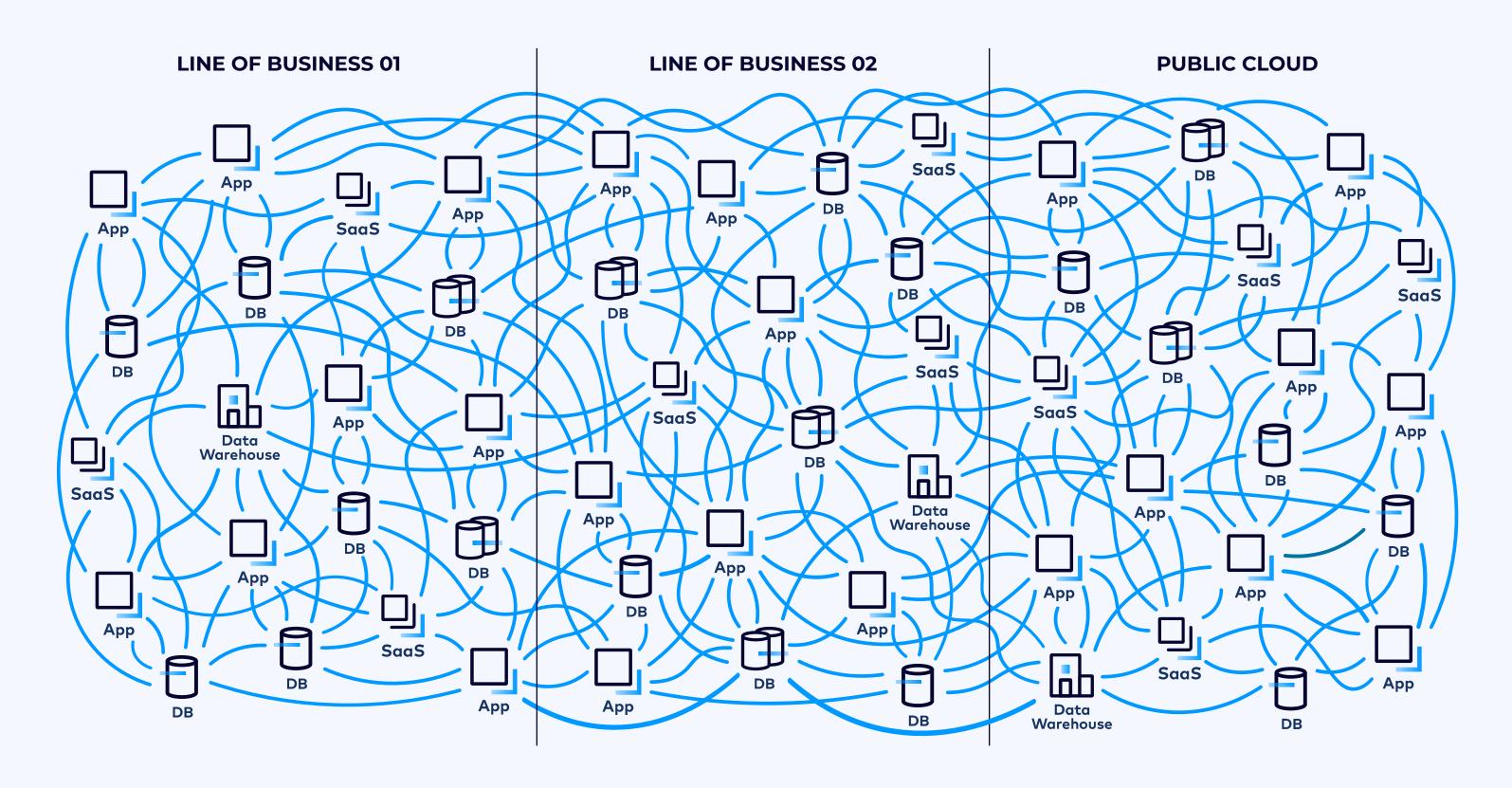
Messaging

- Difficult to Scale
- No Persistence
- Data Loss
- No Replay

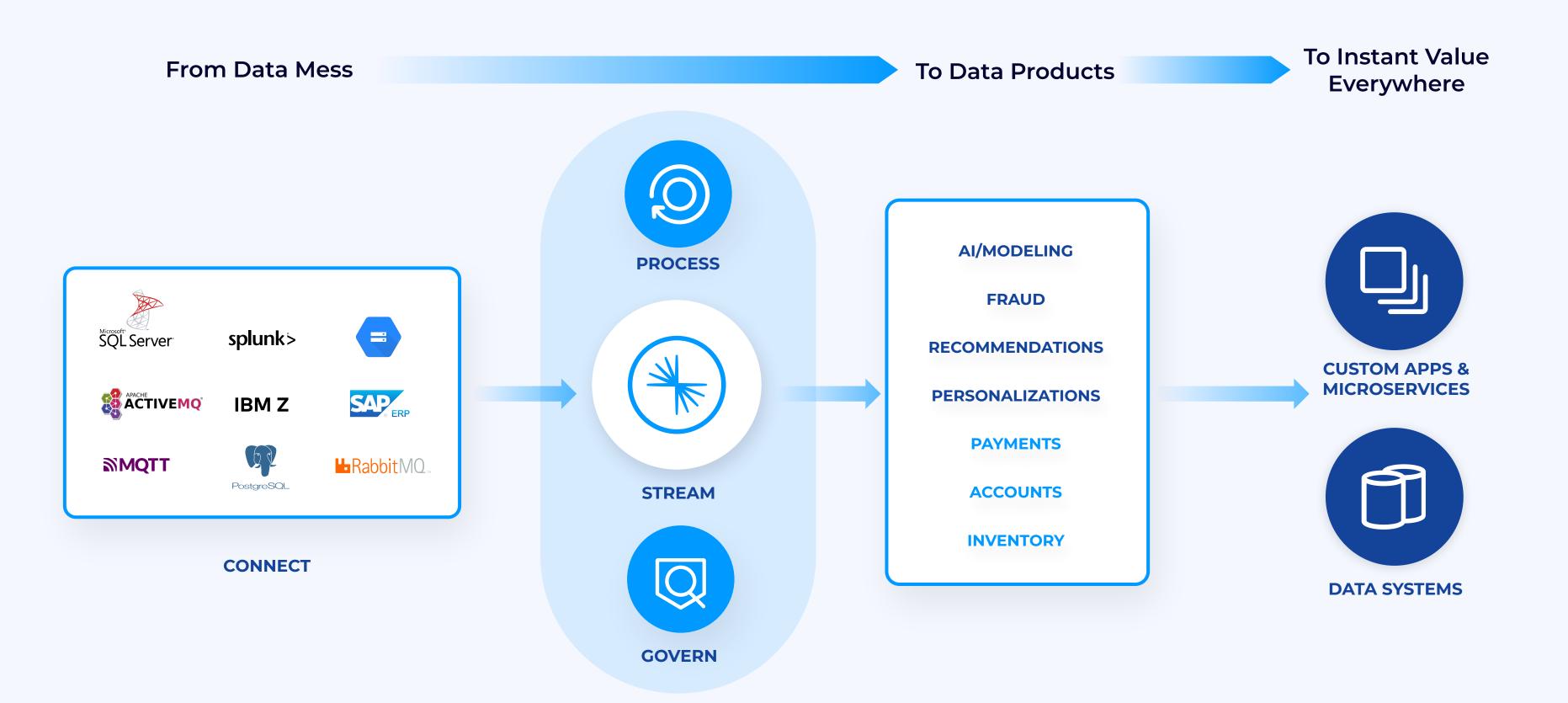




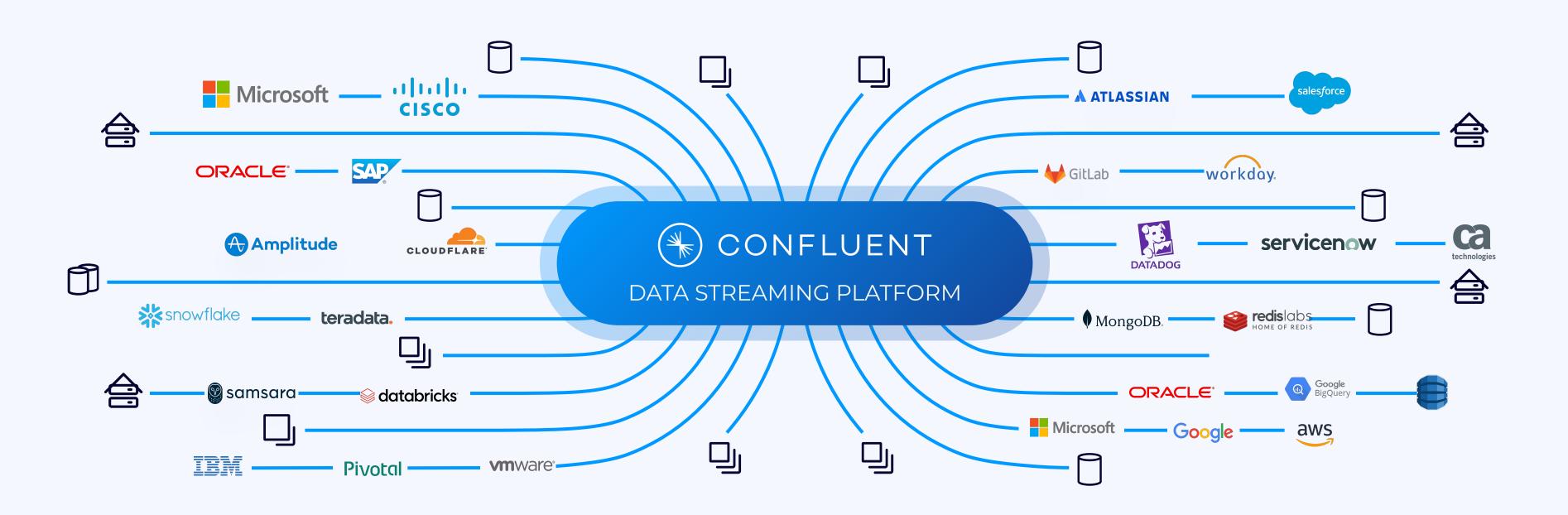
Databases Bring Point-in-Time Queries to Stored Data; This Leads to a Giant Mess in Data Architecture



A New Paradigm for Data in Motion: Data Streaming



From Giant Mess to Central Nervous System



Proven Success Across Industries













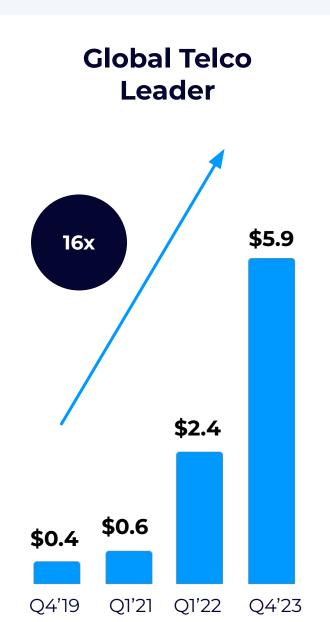




Customer Expansion Journey Case Studies

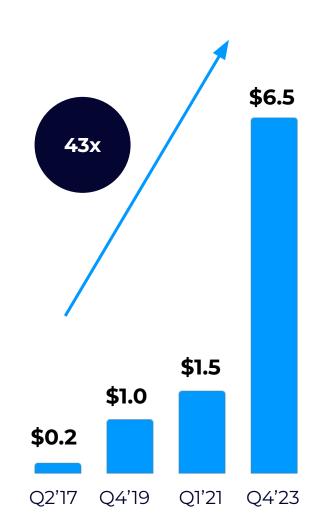


ARR \$ in millions



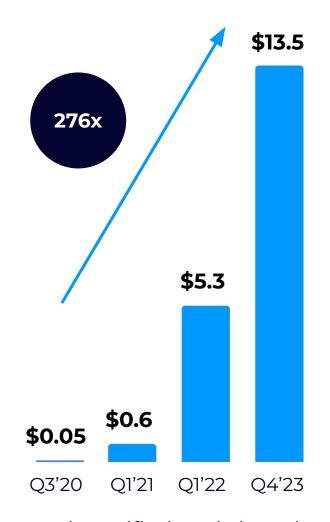
Built out an event portal to support 5G network monetization, billing, sales, security events, and more

Payment Card Provider



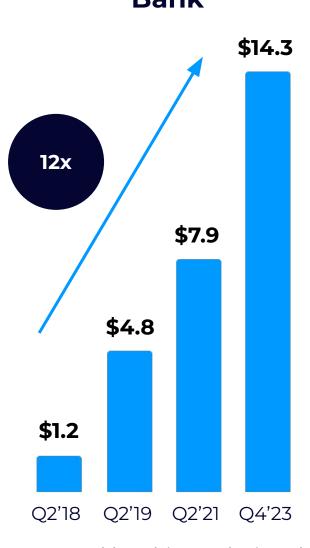
Secured the ability to continue doing business throughout the globe unlocked by Confluent with use cases including GDPR and mandate processing

Global Online Job Site



Created a unified, real-time data layer across the organization, enabling employer campaigns, sponsored jobs, and targeted searches





Improved banking relationship management, accelerated client onboarding, and enabled customized marketing programs for customers

Use Cases Across All Industries



Retail	Inventory Management	Personalized Promotions	Product Development & Introduction	Sentiment Analysis	Streaming Enterprise Messaging	Systems of Scale for High Traffic Periods
Healthcare	Connected Health Records	Data Confidentiality & Accessibility	Dynamic Staff Allocation Optimization	Integrated Treatment	Proactive Patient Care	Real-Time Monitoring
Finance & Banking	Early-On Fraud Detection	Capital Management	Market Risk Recognition & Investigation	Preventive Regulatory Scanning	Real-Time What-If Analysis	Trade Flow Monitoring
					Threat Detection	Traffic
Transportation	Advanced Navigation	Environmental Factor Processing	Fleet Management	Predictive Maintenance	& Real-Time Response	Distribution Optimization
Transportation Teleco					& Real-Time	Distribution

Why Confluent Wins





Product Differentiation

Cloud-native: Re-imagined Kafka for the Cloud

Complete: Enable developers to reliably & securely build next-gen apps faster

Everywhere: Be everywhere customers want to be



Customer Growth Go-To-Market Model

Product Led: Getting customers' hands on product early to qualify and deliver faster time-to value

Consumption Oriented: Customer health and actual usage are primary indicators for customer success

Purpose Built for Data in Motion Journey:

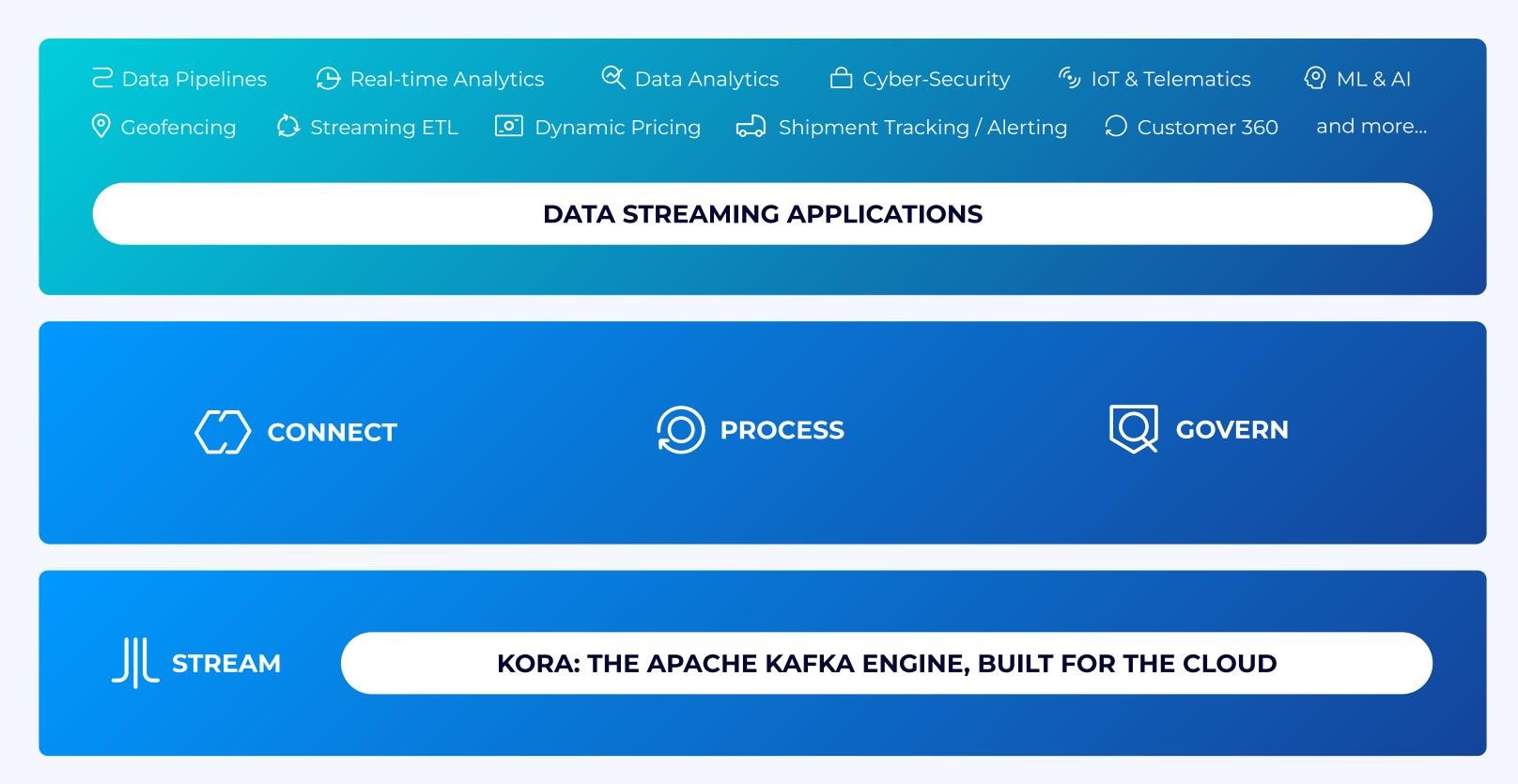
Targeted features and expertise from early stage to Central Nervous System





The Confluent Data Streaming Platform

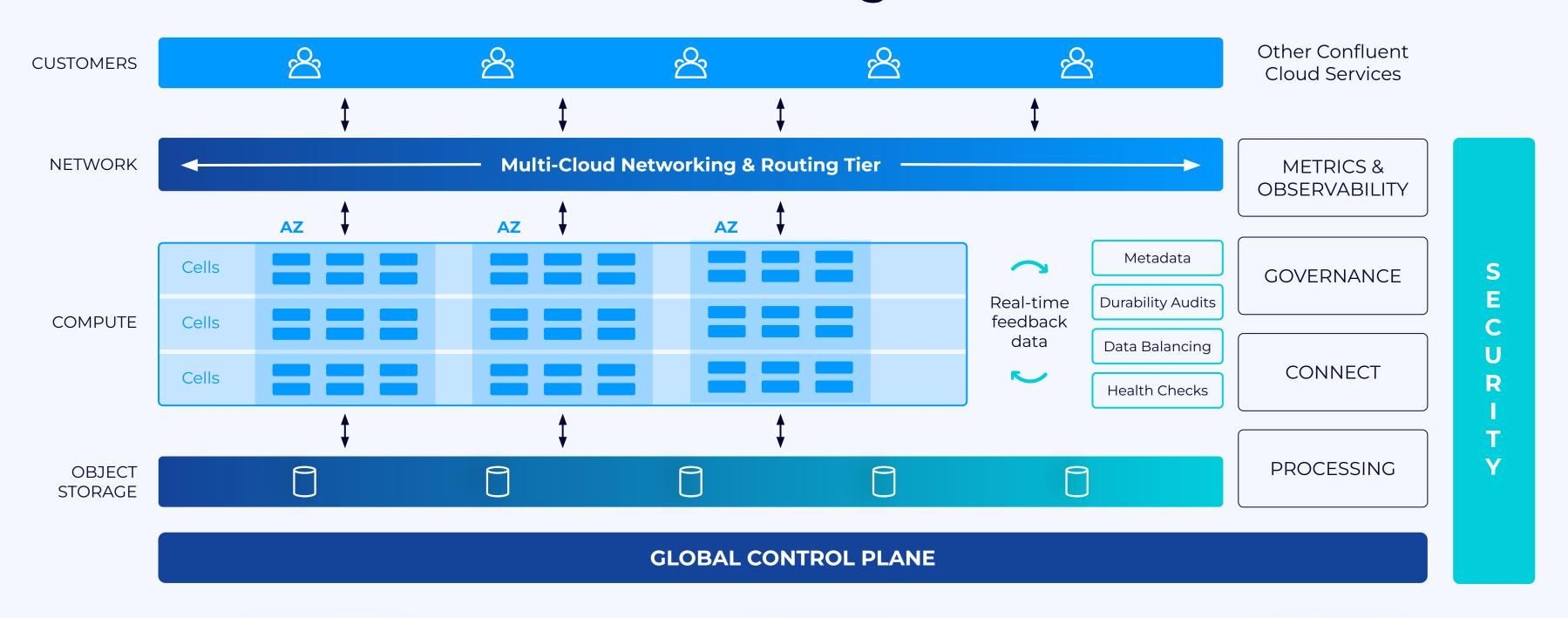
Stream + Connect + Process + Govern







Confluent's Cloud Advantage: Kora Architecture



30X ELASTICITY

Scale to handle GBps+ workloads and peak customer demands 30x faster without operational burden

10X RESILIENCY

Ensure high availability and offload Kafka ops with 99.99% uptime SLA, multi-AZ clusters, and no-touch Kafka patches

∞X STORAGE

Never worry about Kafka storage again with Intelligent Tiered Storage and Infinite Retention





Stronger Capabilities, With Up to 60% Lower TCO

HEADCOUNT

SAVINGS WITH CONFLUENT



Development & Operations Personnel

INFRASTRUCTURE

SAVINGS WITH CONFLUENT



Multi-tenancy



Elastic



Data Balancing



Networking & Replication

DEVELOPMENT & OPERATIONS

SAVINGS WITH CONFLUENT



Higher Utilization of Infrastructure



Software-driven Operations

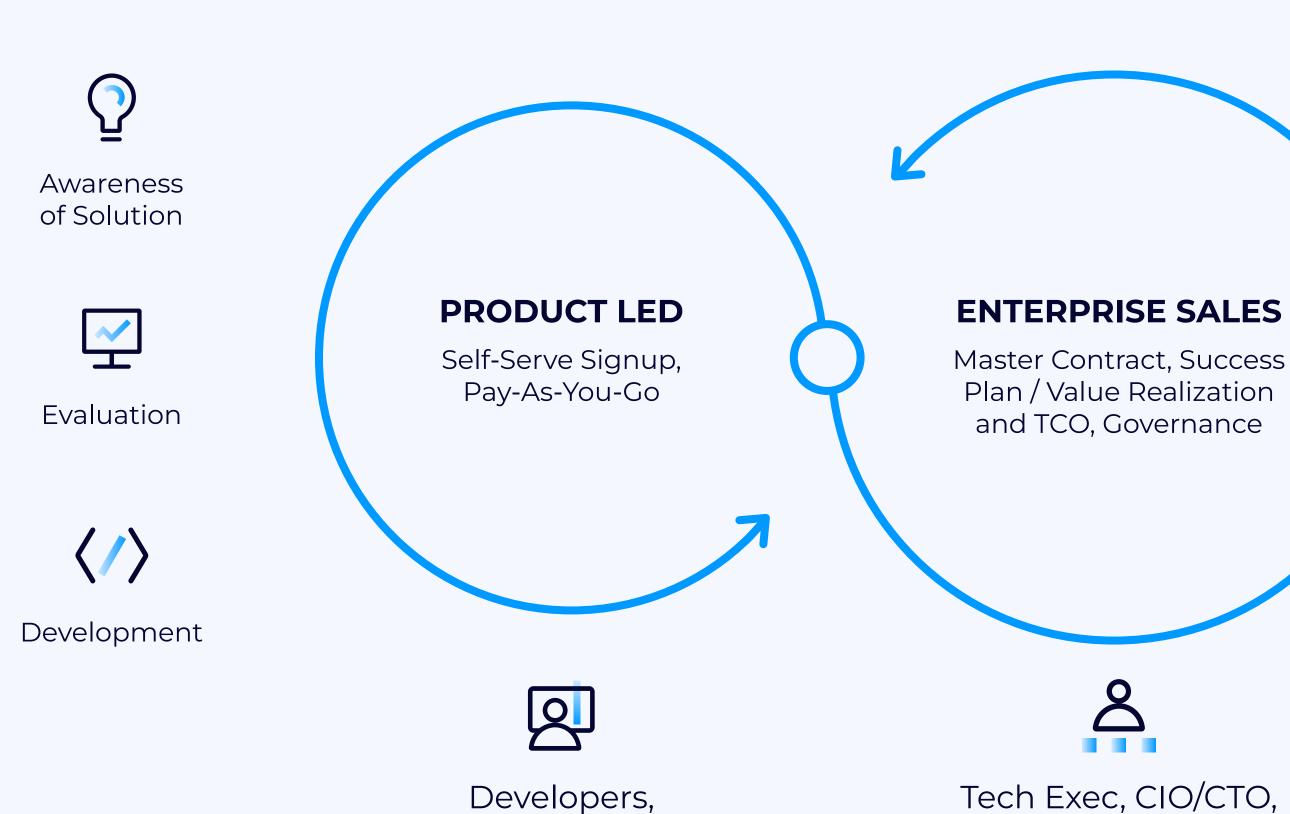


Real-time Monitoring & Validation





Product Led Complements Enterprise Sales GTM Motion



Architects, Operators



Mission Critical



Production



Central Nervous System

Tech Exec, CIO/CTO, Infosec/CISO

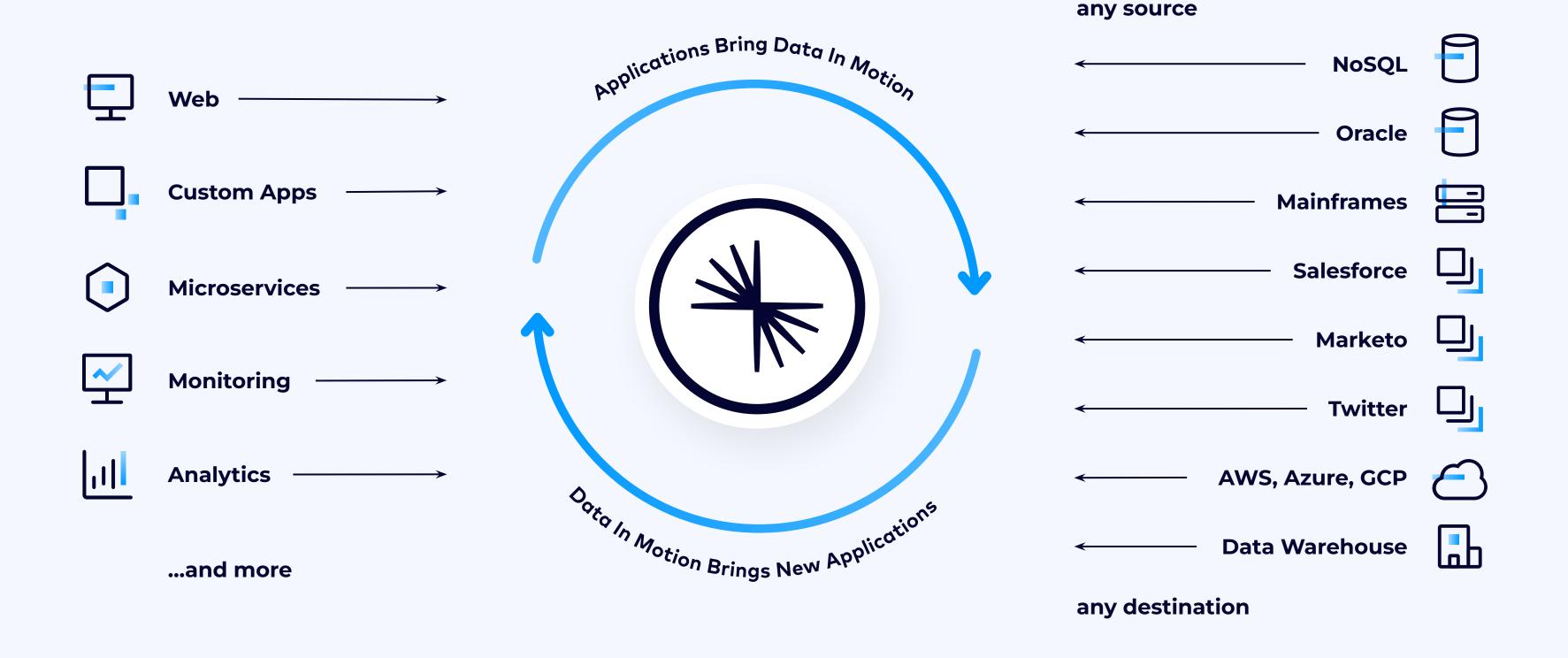


Data in Motion Journey



Network Effects Drive Further Expansion









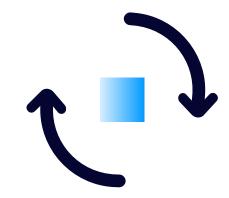
Our Powerful and Differentiated Cloud Consumption Model



Serve mission-critical
workloads in
data infrastructure



Power revenue (frontend) and operational (backend) use cases



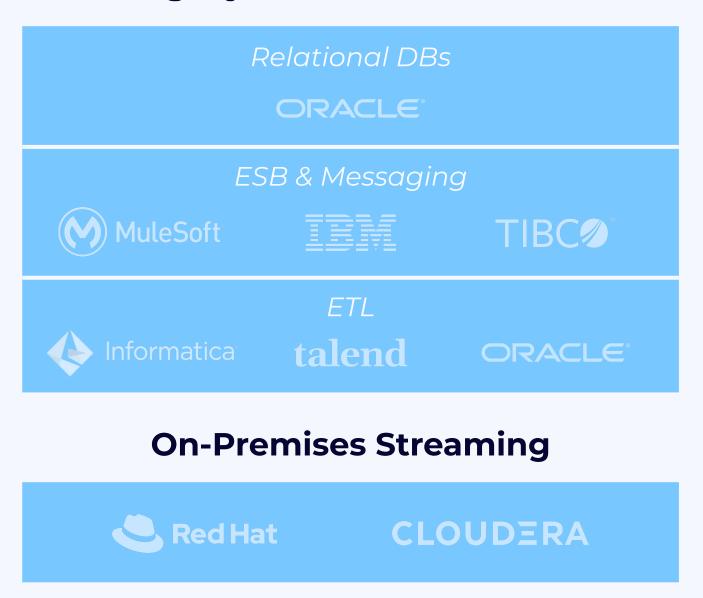
Expand seamlessly in the cloud with **strong network effects**



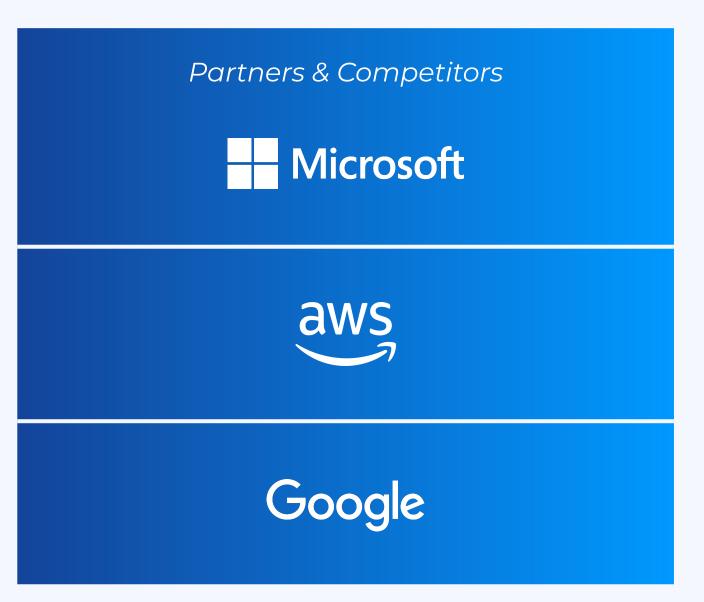
Moving up the stack with Flink and capitalizing on Cloud and Gen Al opportunities

Competitive Landscape

Legacy Data Infrastructure



Cloud Providers



Multiple Levers of Growth in a Large and Growing TAM



Easy and Frictionless Land with Cloud Pay-As-You-Go



Expand in

Underpenetrated Segments

(e.g. Commercial, Tech)



Enterprise-Wide Expansion via **Solutions Selling**



Grow and Harness our **Partner Ecosystem**



Continued
International Expansion



Productize Use Cases

Up-The-Stack

One Team, One Mission: Set Data in Motion





Jay Kreps
Co-Founder & CEO

Linked in



Jun Rao Co-Founder

Linked in



Erica SchultzPresident, Field Operations

New Relic. ORACLE



Stephanie Buscemi Chief Marketing Officer







Rohan Sivaram
Chief Financial Officer





Melanie Vinson Chief Legal Officer







Former EVP, CFO/COO at VMware

Board of Directors

Jay Kreps

Co-Founder & CEO of Confluent

Neha Narkhede
Co-Founder of Confluent

Matt Miller Sequoia Capital

Mike Volpi

Index Ventures

Greg Schott

Former CEO and Chairman at Mulesoft

Lara Caimi

President, Worldwide Field Operations at Samsara

Alyssa Henry
Former CEO at Square

Q3 2024





Rey Perez
Chief Customer Officer



Shaun Clowes Chief Product Officer



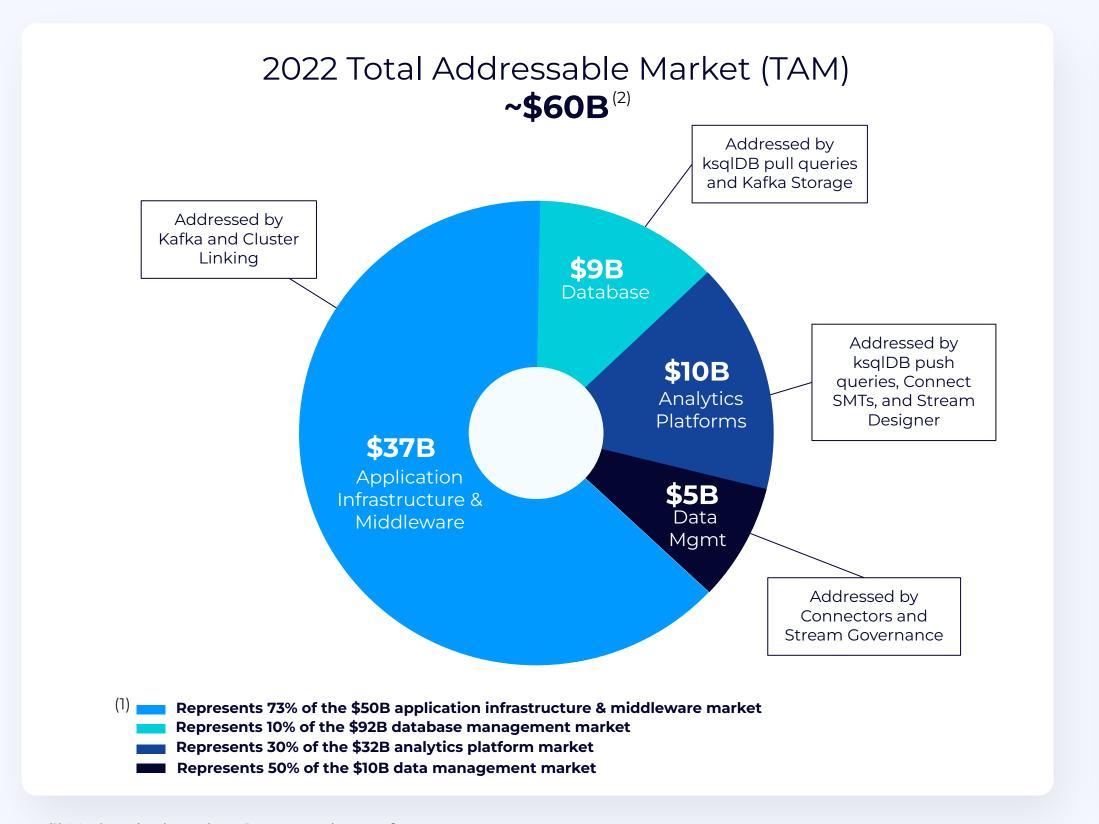


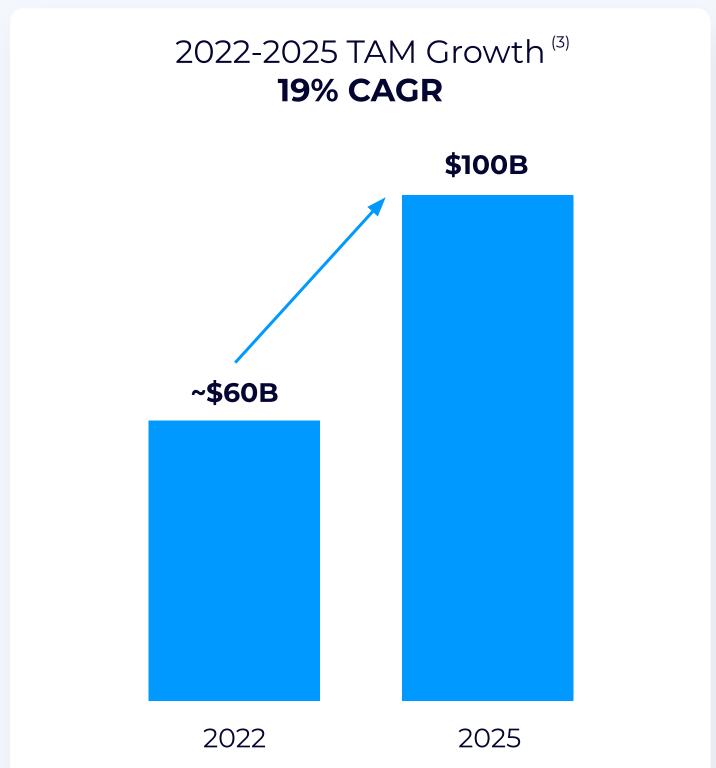
Colleen McCreary
Chief People Officer
credit karma Azynga



3,037 employees as of Q3 2024

A New Data Category, A Large Market Opportunity





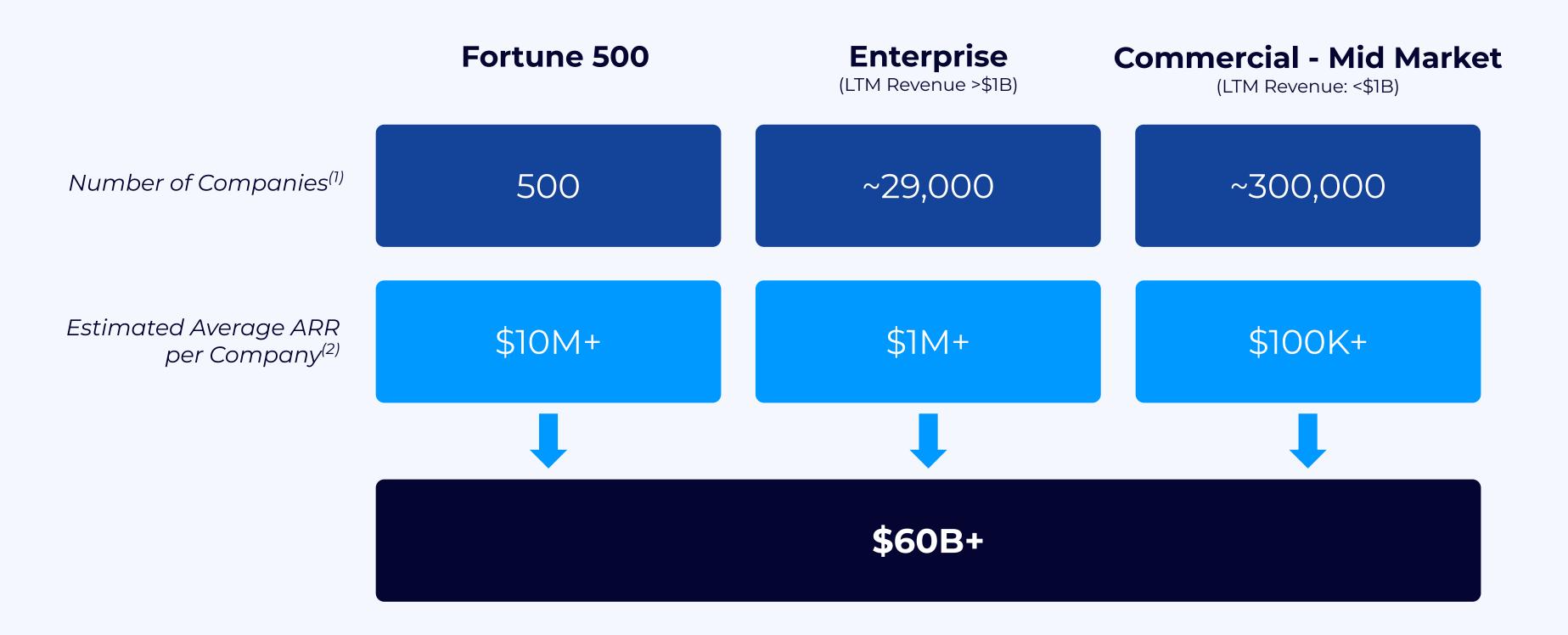
⁽¹⁾ Market size based on Gartner estimates from

⁻ Forecast: Enterprise Infrastructure Software, Worldwide, 2020-2026, 2Q22 Update. Published 30 June 2022. Arunasree Cheparthi et al.

⁻ Forecast Analysis: Enterprise Application Software, Worldwide. Published 3 August 2022. Amarendra et al.

⁽²⁾ Confluent product share based on internal analysis of use cases in each Gartner market category addressable with generally available Confluent products

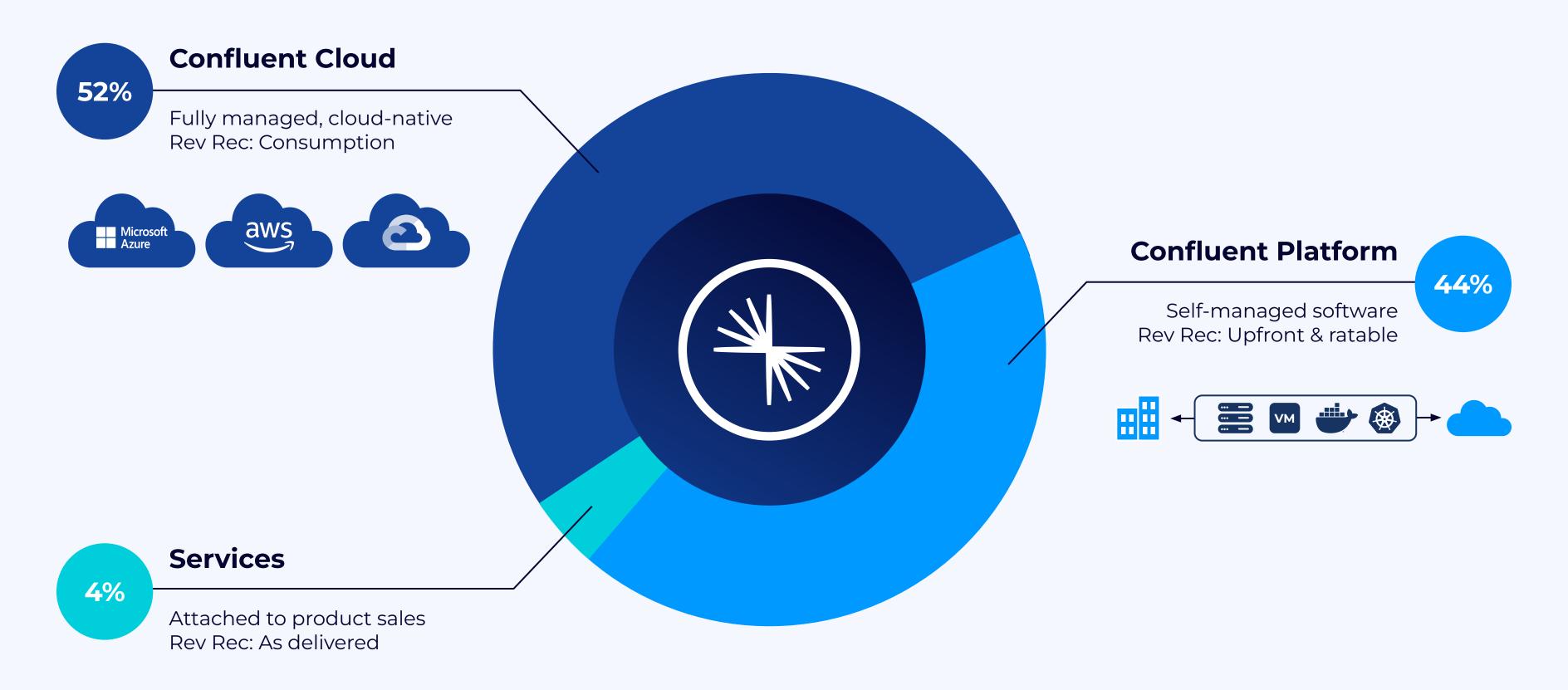
Bottoms-up View of Our 2022 Addressable Market



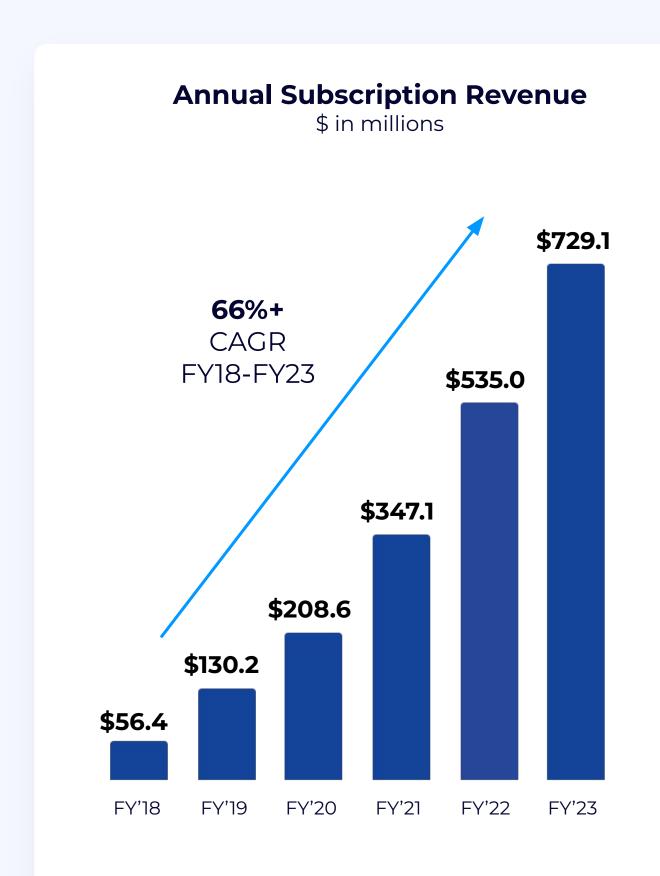
⁽¹⁾ Source: Capital IQ.

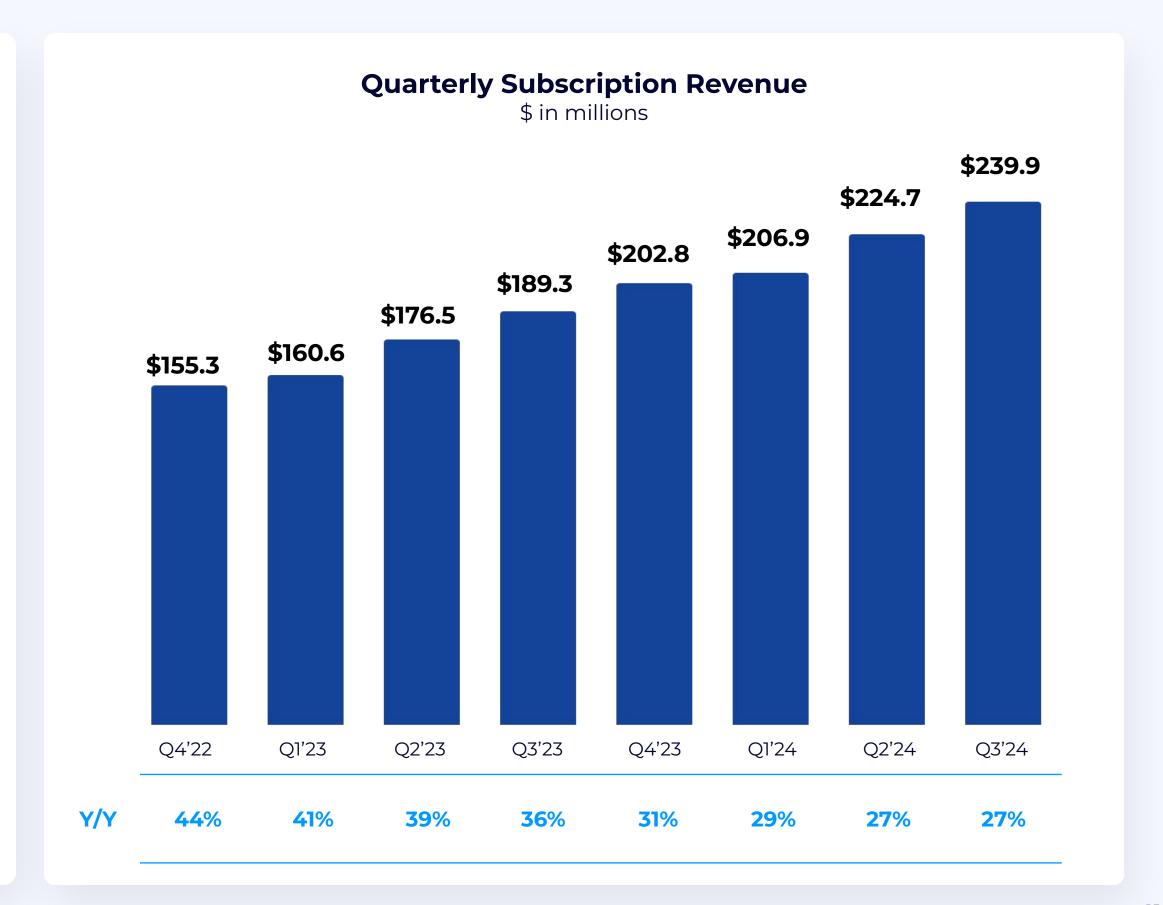
The Power of Our Hybrid Model





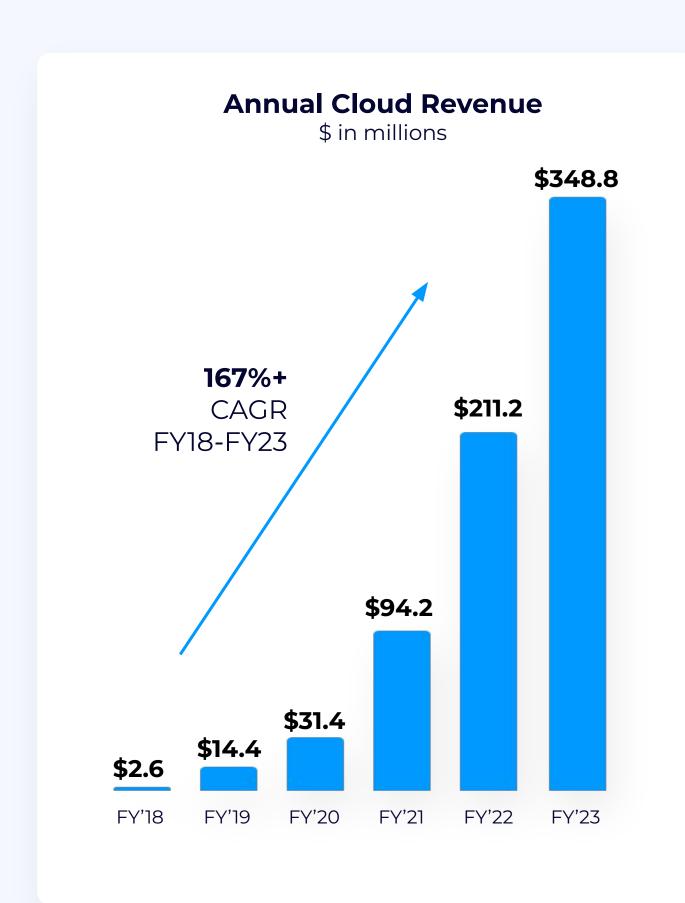
Subscription Revenue

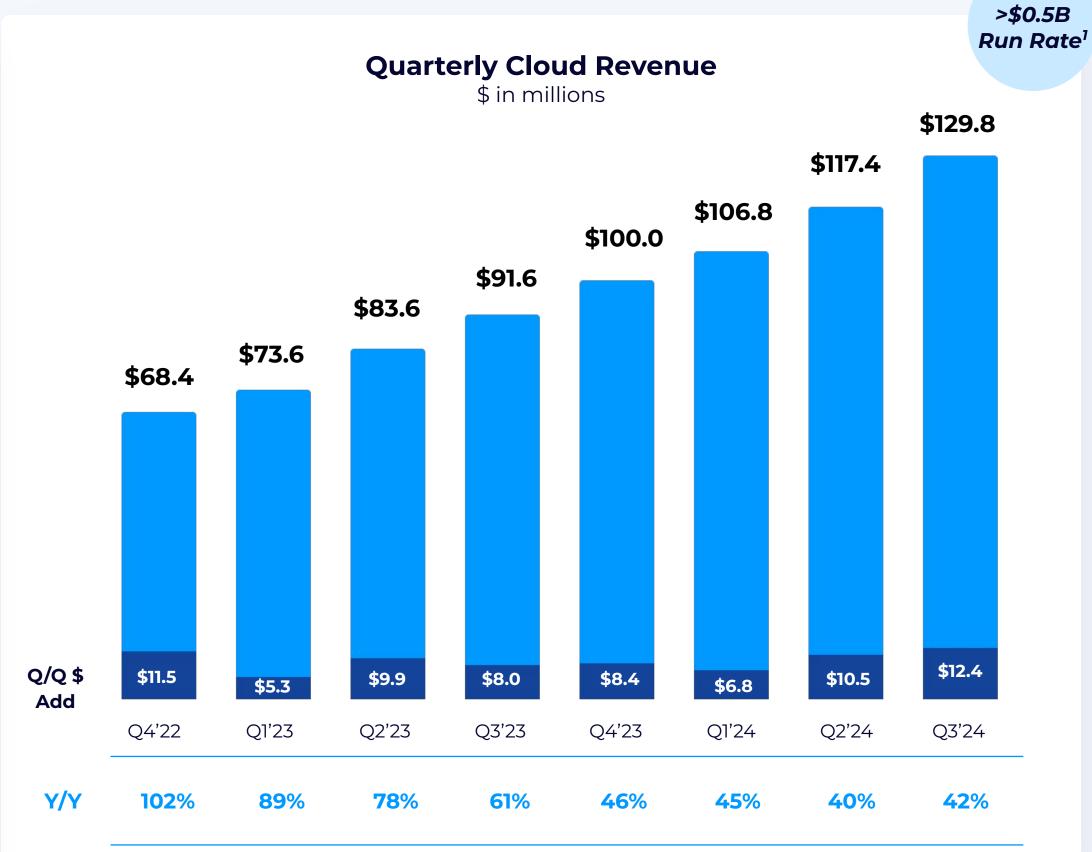




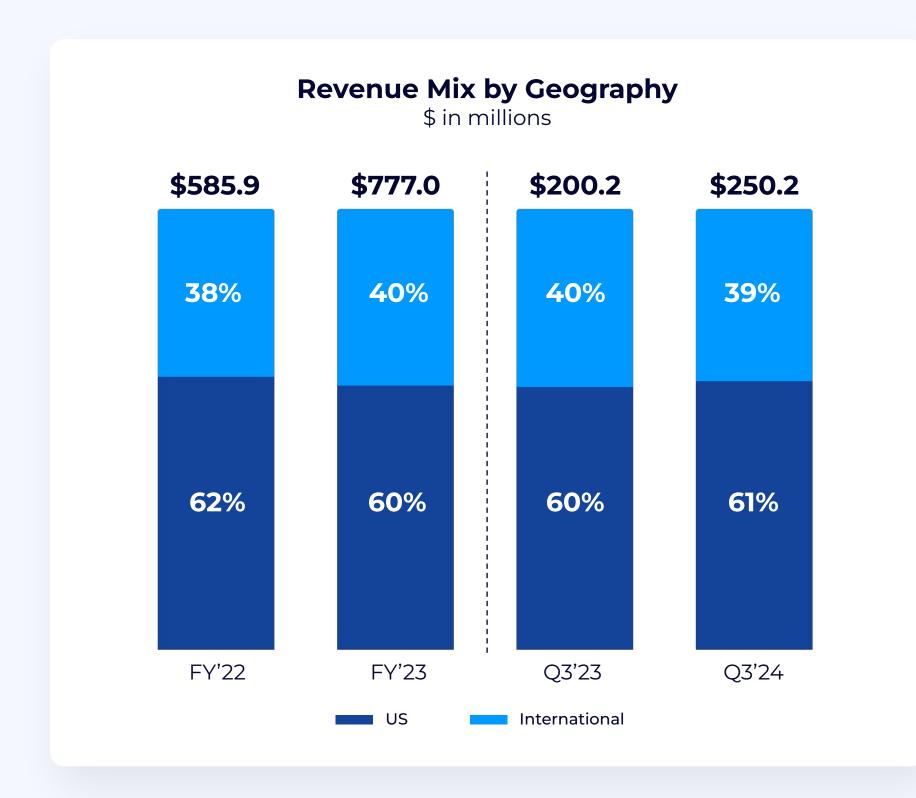
Confluent Cloud Revenue

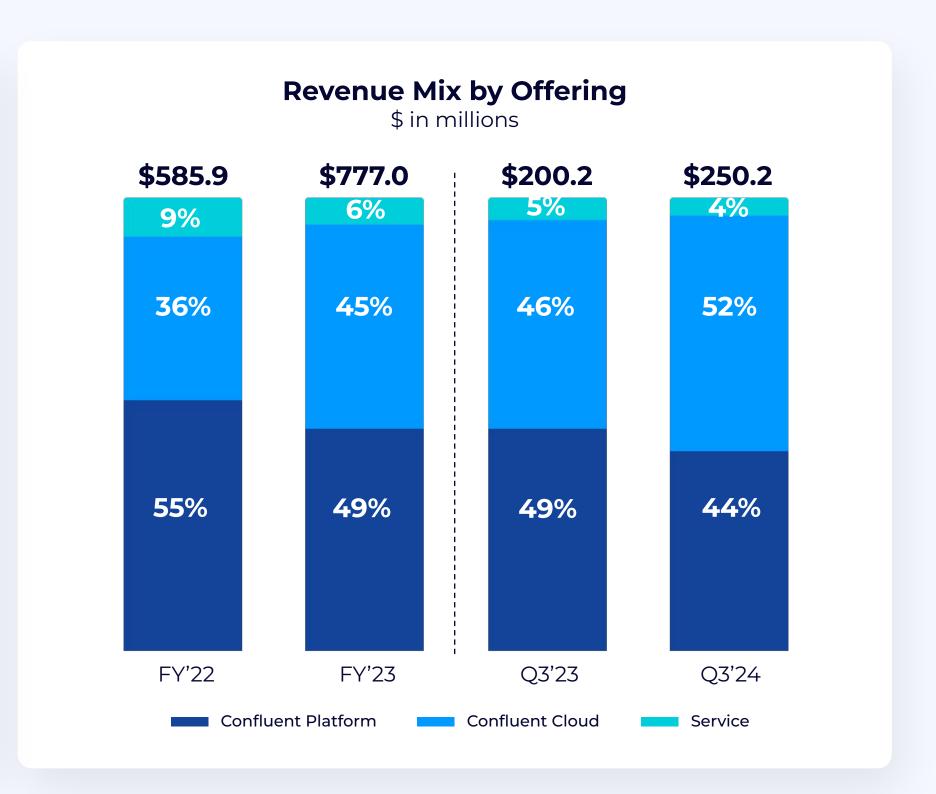




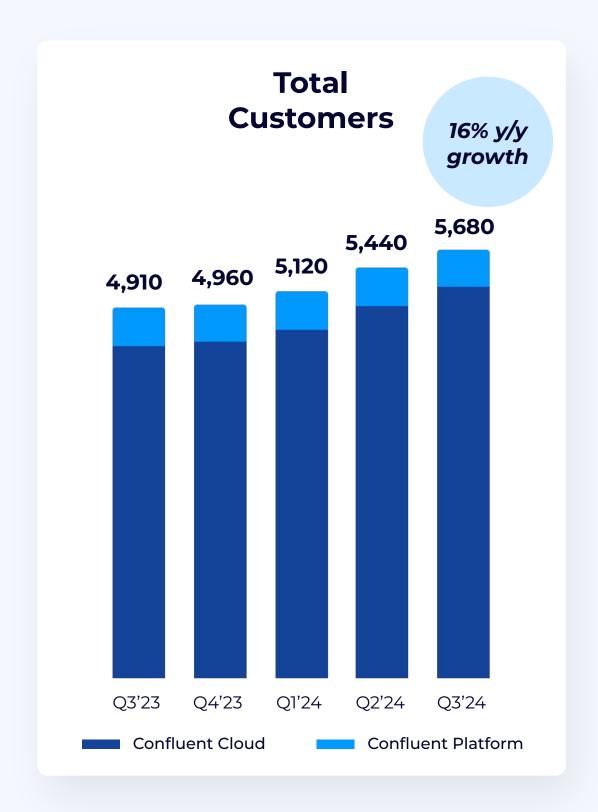


Revenue Mix by Geography and Offering

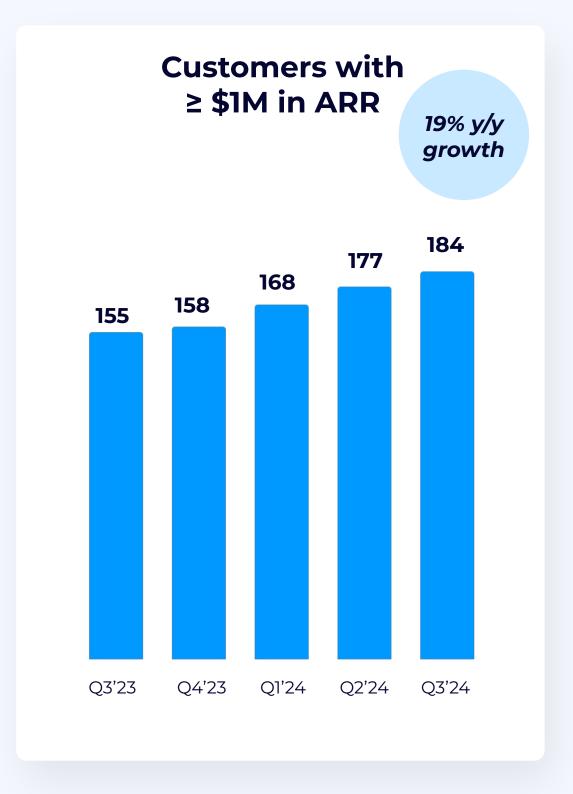




Customers

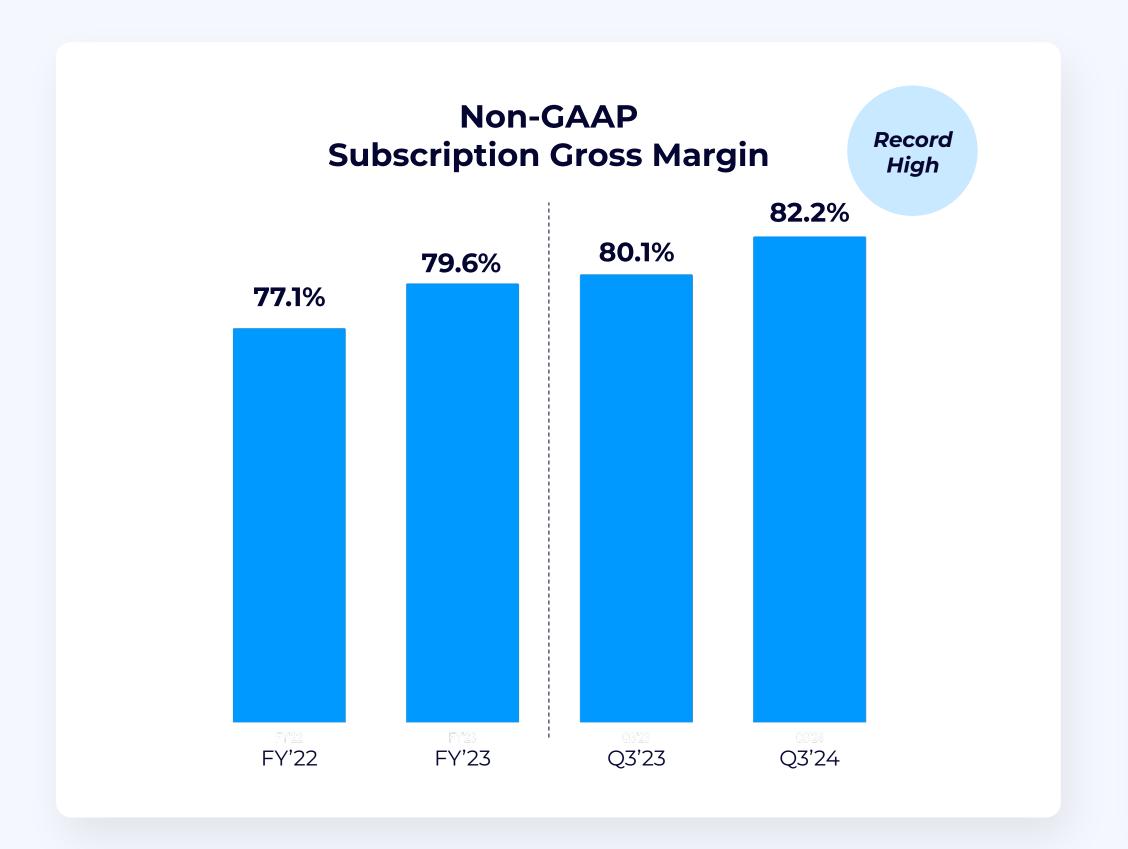






Non-GAAP Subscription Gross Margin



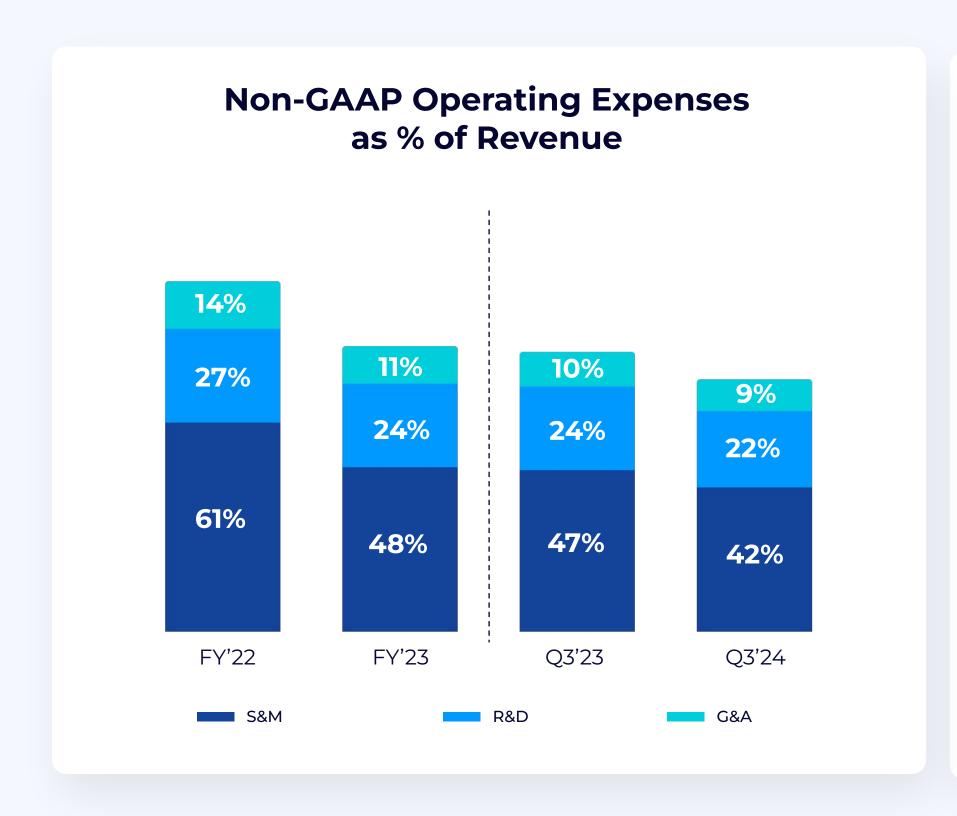


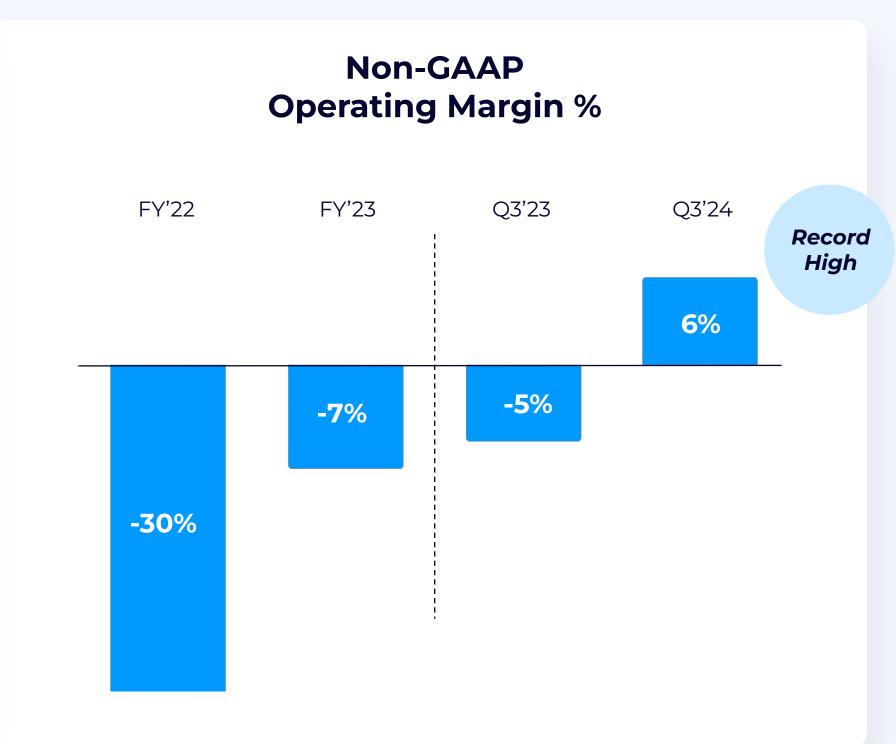
Margin Drivers

- Healthy margins for Confluent Platform Revenue
- Growing
 Confluent Cloud
 revenue mix
- Improving Cloud hosting costs due to scale and optimization

Driving Efficient Growth

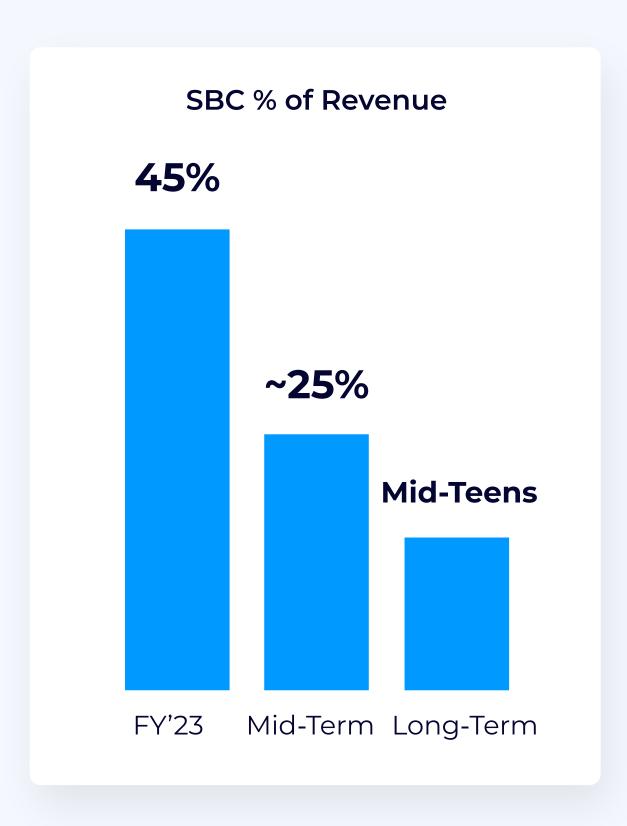


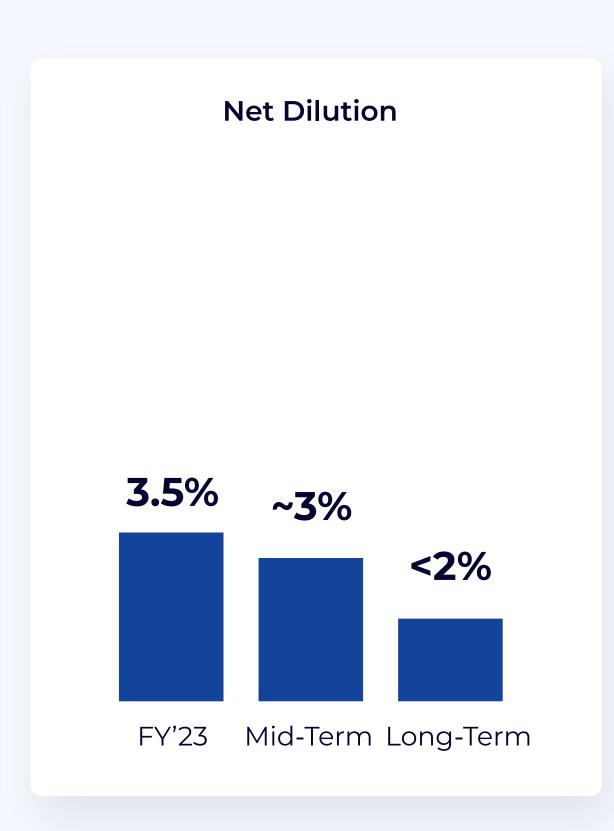






Focus on Managing Net Dilution





Net dilution Calculation

 (Shares granted - shares forfeited) / WASO

Drivers

- SBC is a lagging indicator
- Final tranches of pre-IPO options recognized in SBC through 1H FY25
- FY'24 net dilution target of ~3%
- Focus managing net dilution LT below 2% and SBC % of revenue mid-teens

Key Takeaways





Category Creating Company Founded by the Creators of Kafka



~\$60 Billion Total Addressable Market¹



Strong Growth and Long-Term Margin Profile



Expansion
Driven by
Network Effects



Positioned to Capitalize on the Large and Growing Shift to Cloud



Seasoned Management Team with Track Record of Execution

Definitions



Annual Recurring Revenue (ARR):

We define ARR as (1) with respect to Confluent Platform customers, the amount of revenue to which our customers are contractually committed over the following 12 months assuming no increases or reductions in their subscriptions, and (2) with respect to Confluent Cloud customers, the amount of revenue that we expect to recognize from such customers over the following 12 months, calculated by annualizing actual consumption of Confluent Cloud in the last three months of the applicable period, assuming no increases or reductions in usage rate. Services arrangements are excluded from the calculation of ARR.

Dollar-Based Net Retention Rate:

We calculate our dollar-based net retention rate (NRR) as of a period end by starting with the ARR from the cohort of all customers as of 12 months prior to such period end ("Prior Period Value"). We then calculate the ARR from these same customers as of the current period end ("Current Period Value"), and divide the Current Period Value by the Prior Period Value to arrive at our dollar-based NRR. The dollar-based NRR includes the effect, on a dollar-weighted value basis, of our Confluent Platform subscriptions that expand, renew, contract, or attrit. The dollar-based NRR also includes the effect of annualizing actual consumption of Confluent Cloud in the last three months of the applicable period, but excludes ARR from new customers in the current period. Our dollar-based NRR is subject to adjustments for acquisitions, consolidations, spin-offs, and other market activity.

Total Customers:

Represent the total number of customers at the end of each period. For purposes of determining our customer count, we treat all affiliated entities with the same parent organization as a single customer and include pay-as-you-go customers. Our customer count is subject to adjustments for acquisitions, consolidations, spin-offs, and other market activity.

Customers with \$100,000 or greater in ARR:

Represent the number of customers that contributed \$100,000 or more in ARR as of period end.

Customers with \$1,000,000 or greater in ARR:

Represent the number of customers that contributed \$1,000,000 or more in ARR as of period end.



GAAP to Non-GAAP Reconciliations

(in thousands, except percentages)

nousands, except percentages)	FY'22	FY'23	Q3'23	Q3'24
Subscription revenue	\$535,009	\$729,112	\$189,270	\$239,851
Subscription gross profit on a GAAP basis	\$388,685	\$553,108	\$145,166	\$187,689
Subscription gross margin on a GAAP basis	72.7%	75.9%	76.7%	78.3%
Add: Stock-based compensation-related charges ⁽¹⁾	23,705	26,487	6,350	8,999
Add: Amortization of acquired intangibles	-	564	129	585
Non-GAAP subscription gross profit	\$412,390	\$580,159	\$151,645	\$197,273
Non-GAAP subscription gross margin	77.1%	79.6%	80.1%	82.2%
	FY'22	FY'23	Q3'23	Q3'24
Total revenue	\$585,944	\$776,952	\$200,181	\$250,199
Research and development (R&D) expense on a GAAP basis	\$264,041	\$348,752	\$91,237	\$102,720
R&D expense as a % of total revenue on a GAAP basis	45.1%	44.9%	45.6%	41.1%
Less: Stock-based compensation-related charges ⁽¹⁾	104,131	143,846	38,464	42,259
Less: Acquisition-related expenses	-	19,203	3,841	5,870
Non-GAAP R&D expense	\$159,910	\$185,703	\$48,932	\$54,591
Non-GAAP R&D expense as a % of total revenue	27.3%	23.9%	24.4%	21.8%
	FY'22	FY'23	Q3'23	Q3'24
Total revenue	\$585,944	\$776,952	\$200,181	\$250,199
Sales and marketing (S&M) expense on a GAAP basis	\$456,452	\$504,929	\$128,624	\$137,968
S&M expense as a % of total revenue on a GAAP basis	77.9%	65.0%	64.3%	55.1%
Less: Stock-based compensation-related charges ⁽¹⁾	101,851	128,448	33,095	33,639
Less: Acquisition-related expenses	-	4,304	1,076	-
Non-GAAP S&M expense	\$354,601	\$372,177	\$94,453	\$104,329
Non-GAAP S&M expense as a % of total revenue	60.5%	47.9%	47.2%	41.7%

⁽¹⁾ Represents stock-based compensation expense, employer taxes on employee stock transactions, and amortization of stock-based compensation capitalized in internal-use software. We began excluding amortization of stock-based compensation capitalized in internal-use software from our non-GAAP measures starting with the quarter ended March 31, 2024. The amounts of amortization of stock-based compensation capitalized in internal-use software were immaterial in both current and prior periods.

GAAP to Non-GAAP Reconciliations

*

(in thousands, except percentages)

	FY'22	FY'23	Q3'23	Q3'24
Total revenue	\$585,944	\$776,952	\$200,181	\$250,199
General and administrative (G&A) expense on a GAAP basis	\$125,710	\$137,520	\$31,874	\$39,471
G&A expense as a % of total revenue on a GAAP basis	21.5%	17.7%	15.9%	15.8%
Less: Stock-based compensation-related charges ⁽¹⁾	45,122	50,595	11,333	14,599
Less: Acquisition-related expenses	1,104	1,640	148	1,169
Non-GAAP G&A expense	\$79,484	\$85,285	\$20,393	\$23,703
Non-GAAP G&A expense as a % of total revenue	13.6%	11.0%	10.2%	9.5%

FY'22	FY'23	Q3'23	Q3'24
\$585,944	\$776,952	\$200,181	\$250,199
(\$462,674)	(\$478,773)	(\$108,632)	(\$93,663)
(79.0%)	(61.6%)	(54.3%)	(37.4%)
284,666	360,864	91,987	101,837
-	564	129	585
1,104	25,147	5,065	7,039
-	34,854	529	-
(\$176,904)	(\$57,344)	(\$10,922)	\$15,798
(30.2%)	(7.4%)	(5.5%)	6.3%
	\$585,944 (\$462,674) (79.0%) 284,666 - 1,104 - (\$176,904)	\$585,944 \$776,952 (\$462,674) (\$478,773) (79.0%) (61.6%) 284,666 360,864 - 564 1,104 25,147 - 34,854 (\$176,904) (\$57,344)	\$585,944 \$776,952 \$200,181 (\$462,674) (\$478,773) (\$108,632) (79.0%) (61.6%) (54.3%) 284,666 360,864 91,987 - 564 129 1,104 25,147 5,065 - 34,854 529 (\$176,904) (\$57,344) (\$10,922)

⁽¹⁾ Represents stock-based compensation expense, employer taxes on employee stock transactions, and amortization of stock-based compensation capitalized in internal-use software. We began excluding amortization of stock-based compensation capitalized in internal-use software from our non-GAAP measures starting with the quarter ended March 31, 2024. The amounts of amortization of stock-based compensation capitalized in internal-use software were immaterial in both current and prior periods.

