



**September 2023**

# Safe Harbor Statement

This presentation may include statements that are not historical facts and are considered forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995, which are usually identified by the use of words such as “anticipate,” “believe,” “estimate,” “expect,” “intend,” “may,” “might,” “plan,” “project,” “will,” “would,” “should,” “could,” “can,” “predict,” “potential,” “target,” “explore,” “continue,” or the negative of these terms, and similar expressions intended to identify forward-looking statements. However, not all forward-looking statements contain these identifying words.

We intend these forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act and Section 21E of the Securities Exchange Act and are making this statement for purposes of complying with those safe harbor provisions.

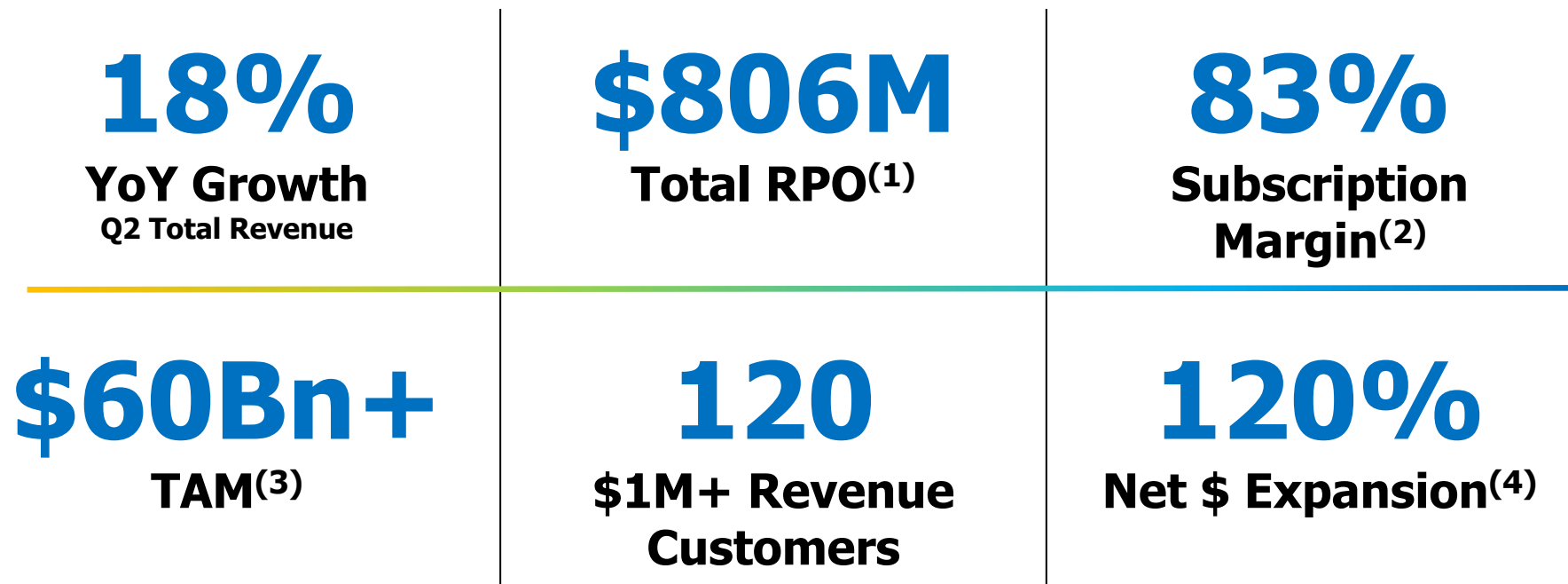
We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy and financial needs. These forward-looking statements include, but are not limited to, statements regarding our financial guidance for the third quarter and full year fiscal 2024, our market size and growth strategy, our estimated and projected costs, margins, revenue, expenditures and growth rates, our future results of operations or financial condition, our plans and objectives for future operations, growth, initiatives, or strategies. By their nature, these statements are subject to numerous uncertainties and risks, including factors beyond our control, that could cause actual results, performance or achievement to differ materially and adversely from those anticipated or implied in the statements, including: our rapid growth may not be indicative of our future growth; our revenue growth rate has fluctuated in prior periods; our ability to achieve or maintain profitability; we derive the substantial majority of our revenue from subscriptions to our Unified-CXM platform; our ability to manage our growth and organizational change; the market for Unified-CXM solutions is new and rapidly evolving; our ability to attract new customers in a manner that is cost-effective and assures customer success; our ability to attract and retain customers to use our products; our ability to drive customer subscription renewals and expand our sales to existing customers; our ability to effectively develop platform enhancements, introduce new products or keep pace with technological developments; the market in which we participate is new and rapidly evolving and our ability to compete effectively; our business and growth depend in part on the success of our strategic relationships with third parties; our ability to develop and maintain successful relationships with partners who provide access to data that enhances our Unified-CXM platform’s artificial intelligence capabilities; the majority of our customer base consists of large enterprises, and we currently generate a significant portion of our revenue from a relatively small number of enterprises; our investments in research and development; our ability to expand our sales and marketing capabilities; our sales cycle with enterprise and international clients can be long and unpredictable; certain of our results of operations and financial metrics may be difficult to predict; our ability to maintain data privacy and data security; we rely on third-party data centers and cloud computing providers; the sufficiency of our cash and cash equivalents to meet our liquidity needs; our ability to comply with modified or new laws and regulations applying to our business; our ability to successfully enter into new markets and manage our international expansion; the attraction and retention of qualified employees and key personnel; our ability to effectively manage our growth and future expenses and maintain our corporate culture; our ability to maintain, protect, and enhance our intellectual property rights; unstable market and economic conditions, including as a result of increases in inflation rates, higher interest rates, recent bank closures or instability, public health crises and geopolitical actions, such as war and terrorism or the perception that such hostilities may be imminent; and our ability to successfully defend litigation brought against us. Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are or will be discussed in our Annual Report on Form 10-Q for the quarter ended April 30, 2023, filed with the SEC on June 5, 2023, under the caption “Risk Factors,” and in other filings that we make from time to time with the SEC. Any forward-looking statements contained in this presentation are based on assumptions that we believe to be reasonable as of this date. Except as required by law, we assume no obligation to update these forward-looking statements.

This presentation and the accompanying oral presentation also contain estimates and other statistical data made by independent parties and by us relating to market size and growth and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. In addition, projections, assumptions, and estimates of our future performance and the future performance of the markets in which we compete are necessarily subject to a high degree of uncertainty and risk.

We use certain non-GAAP financial measures in this presentation, including non-GAAP gross profit and non-GAAP gross margin, non-GAAP operating income (loss) and non-GAAP operating margin, non-GAAP operating expense, non-GAAP net income (loss), non-GAAP net income (loss) per share and free cash flow. We define these non-GAAP financial measures as the respective GAAP measures, excluding, as applicable, stock-based compensation expense-related charges and amortization of acquired intangible assets. Non-GAAP financial measures are financial measures that are derived from the consolidated financial statements, but that are not presented in accordance with GAAP. We believe that these non-GAAP financial measures provide investors with useful supplementary information in evaluating our performance. Investors should consider these non-GAAP financial measures in addition to, and not as a substitute for, our financial performance measures prepared in accordance with GAAP. Further, our non-GAAP information may be different from the non-GAAP information provided by other companies. Please refer to the Appendix and to the tables in our earnings release for a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measures. We encourage investors to consider our GAAP results alongside our supplemental non-GAAP measures, and to review the reconciliation between GAAP results and non-GAAP measures that is included at the end of this presentation.



# Sprinklr at a Glance



Note: All financial and customer metrics above are as of or for the quarter ended July 31, 2023.

1) Remaining performance obligations ("RPO") represent contracted revenues that had not yet been recognized and include deferred revenues and amounts that will be invoiced and recognized in future periods.

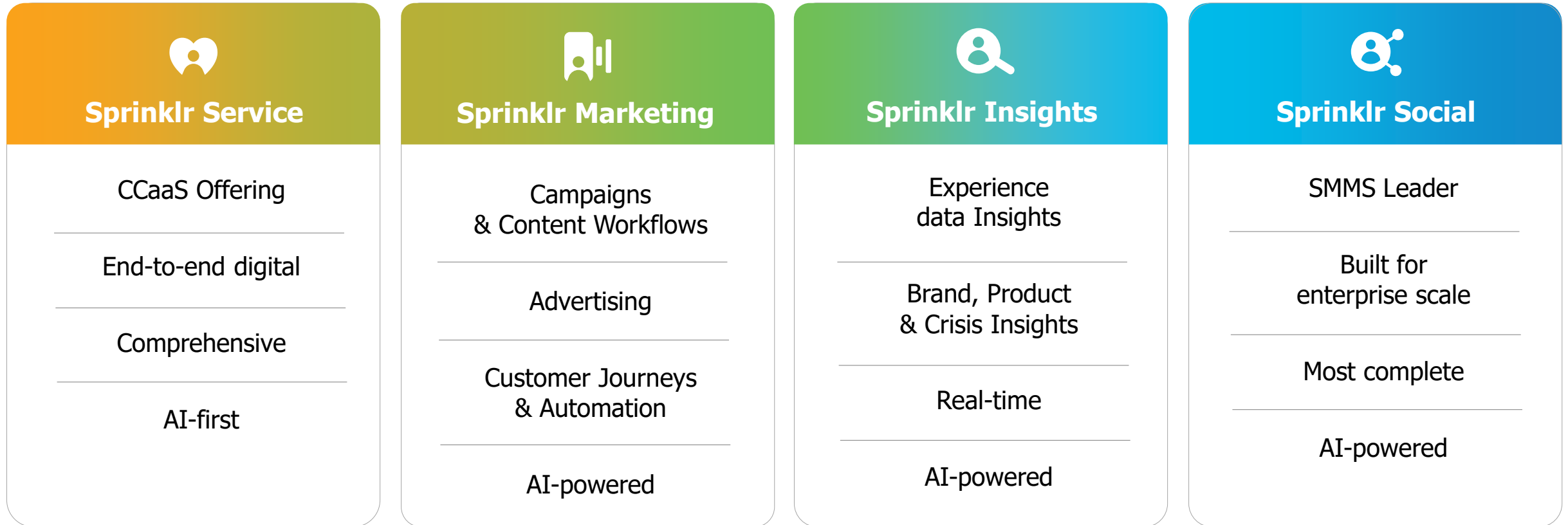
2) Subscription margin calculated as subscription revenue less non-GAAP subscription cost of revenue divided by subscription revenue for the quarter ended July 31, 2023.

3) Total addressable market ("TAM") calculated by multiplying our Average Selling Price ("ASP") by the number of companies with \$100M or more in revenue per independent data from S&P Global Market Intelligence.

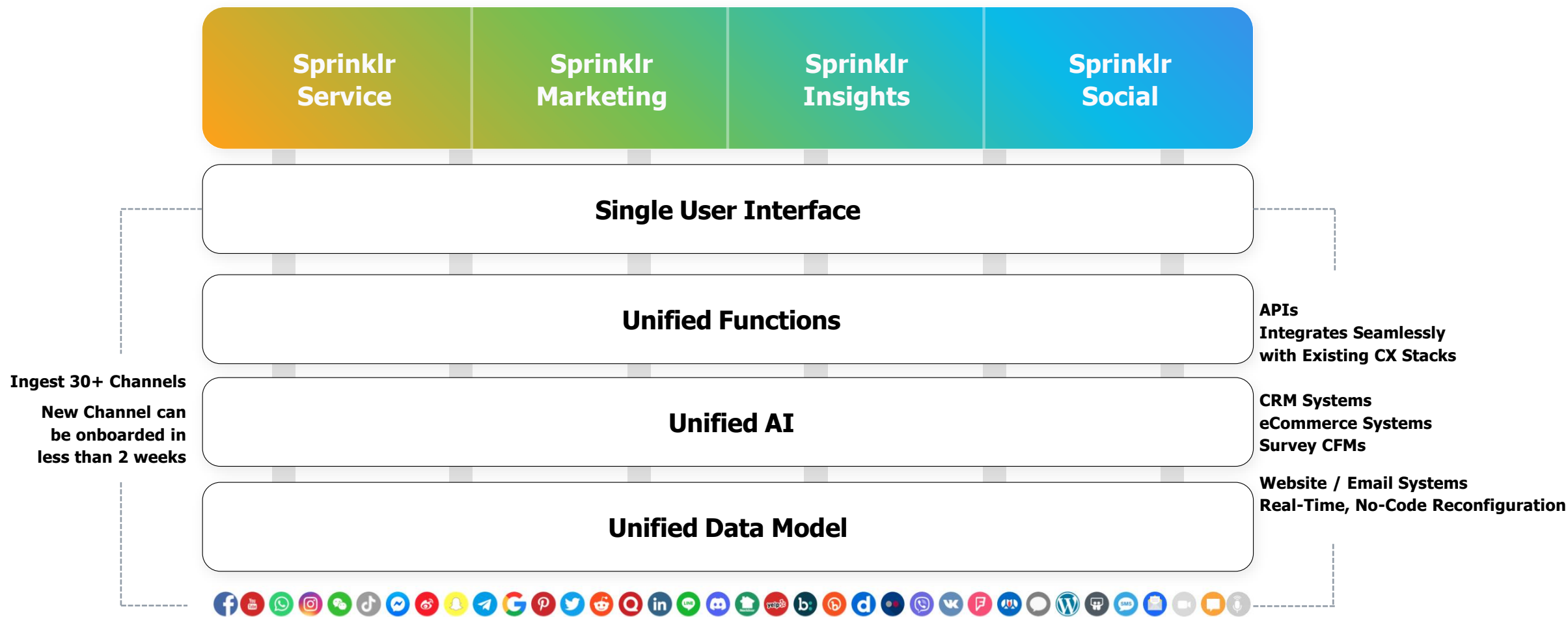
4) We calculate our net dollar expansion rate by dividing (1) subscription revenue in the trailing 12-month period from those customers who were on our platform during the prior 12-month period by (2) subscription revenue from the same customers in the prior 12-month period. This calculation is net of upsells, contraction, cancellation, or expansion during the period but excludes subscription revenue from new customers.



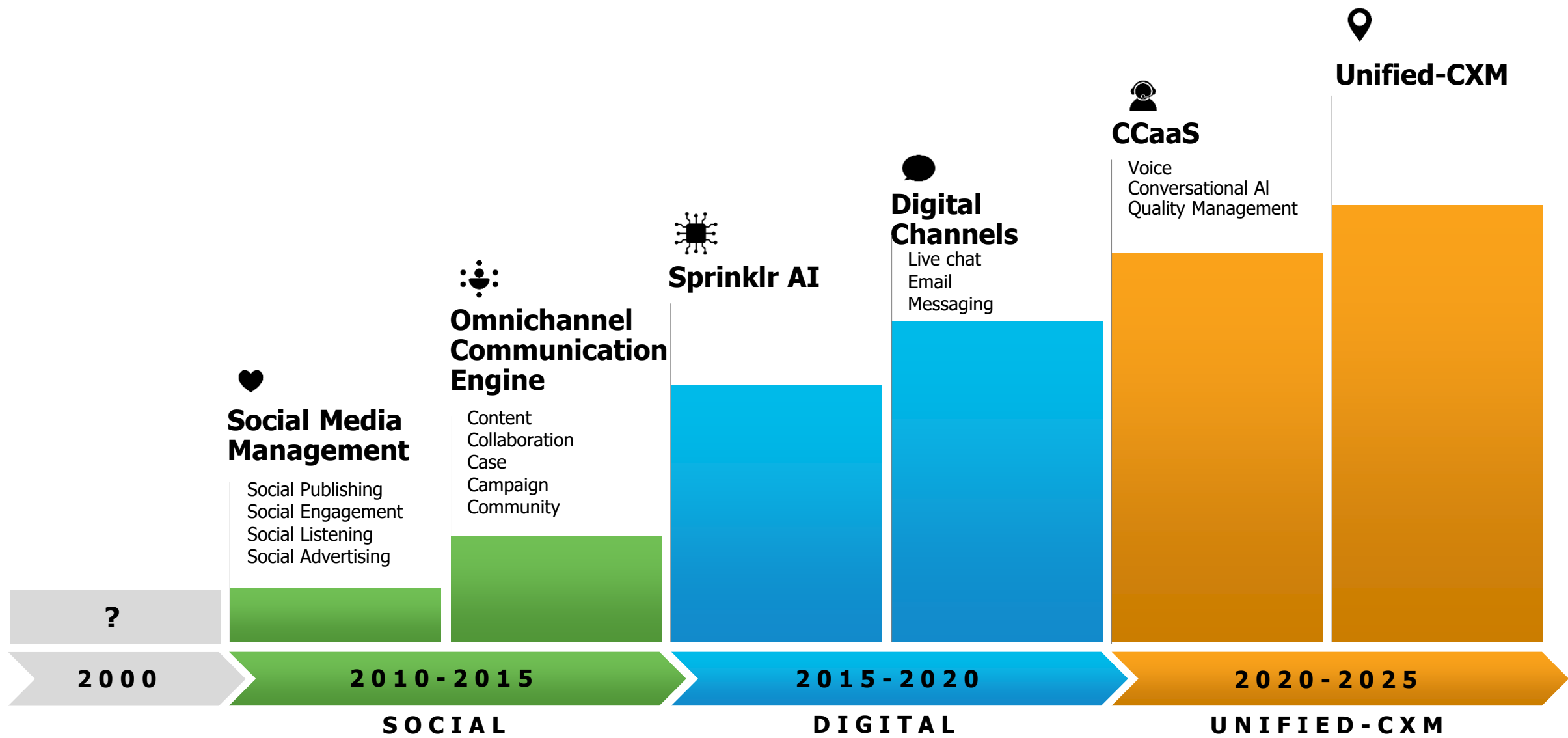
# Key Customer-Facing Functions: 4 Unified Product Suites



# Defining Architecture: Unified-CXM



# Conceived as a Platform. Vision for Unified-CXM.



# Core Differentiators. Competitive Moat.



## PLATFORM

True Omni-Channel  
Communications Engine

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Centralized Governance  
across Markets and Business Units

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Unified Front-Office  
Architecture across  
Customer-Facing Functions



## AI

Sophisticated, Proprietary  
and Customized AI Models

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Most Comprehensive  
Dataset for Training

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Five Years of Annotation,  
Optimization and Feedback for  
Experience Data



## CUSTOMER ROI

Increased Revenue

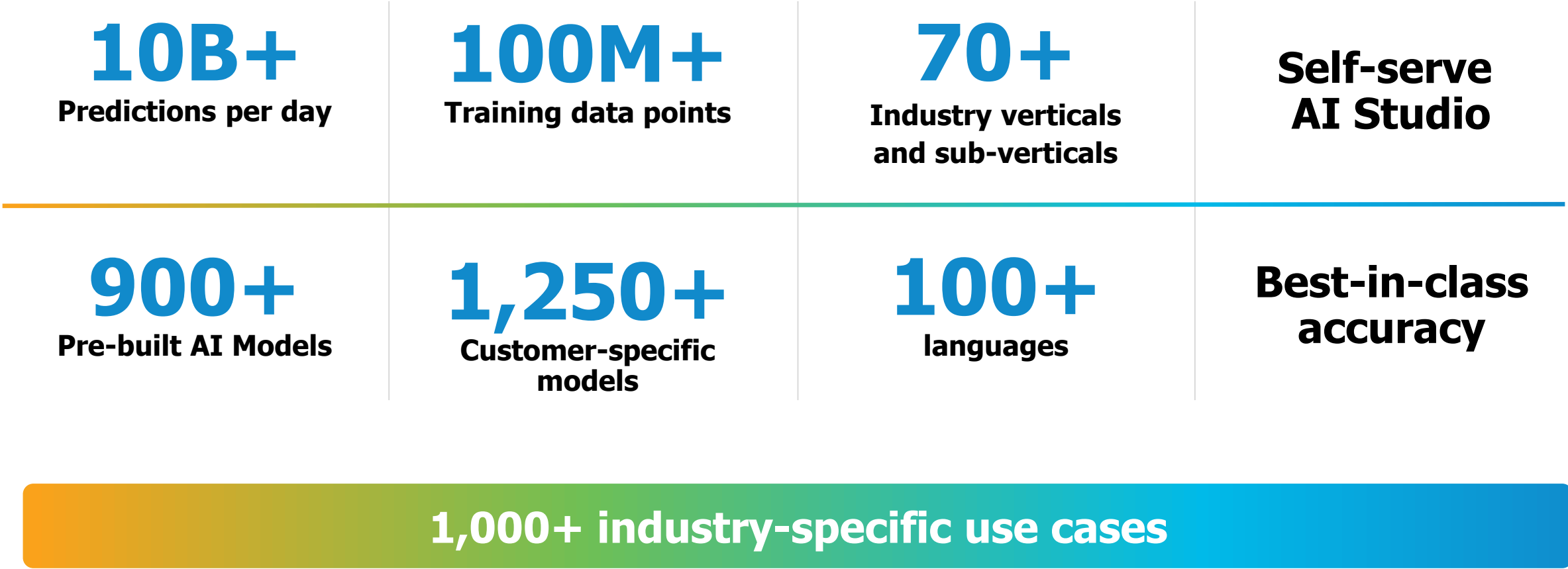
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Decreased Costs

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Mitigated Risks

# Sprinklr AI: The Fastest Way to Deploy AI Across the Front Office





# The Analysts View



Q4-2020

The Forrester Wave™:  
**Sales Social Engagement**

LEADER



Q3-2021

Forrester:  
**Contact Center As A Service Landscape**

LARGE >\$100M VENDOR



Q1-2023

Gartner, Inc:  
**Magic Quadrant for Content Marketing Platforms**

LEADER



Q1-2021

Q4-2022

Q1-2023

LEADER

The Forrester Wave™:  
**Social Listening Platforms**



LEADER

The Forrester Wave™:  
**Social Suites**

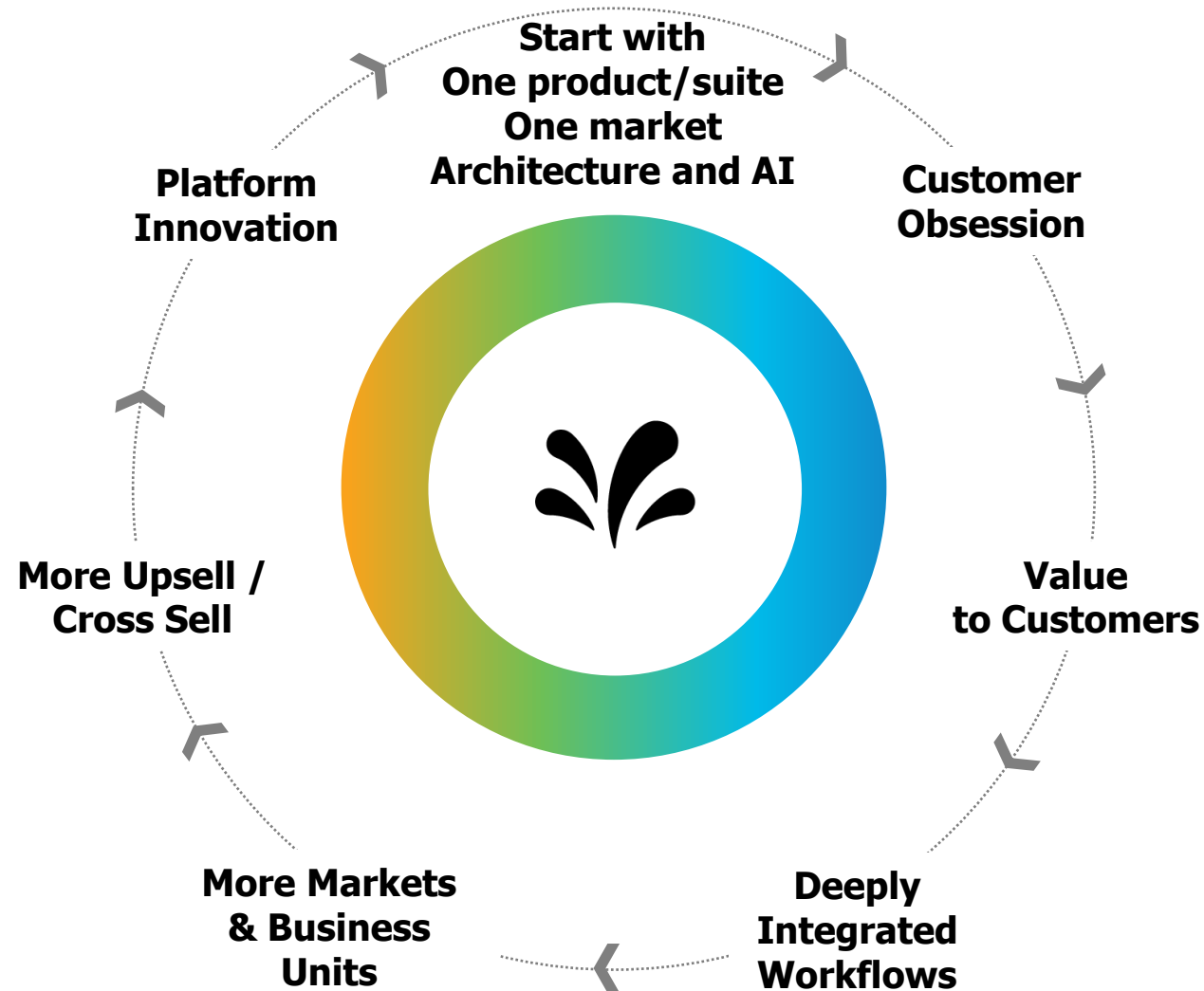
| LARGE - REGION      |                |   |   |
|---------------------|----------------|---|---|
| Avaya               | NA, EMEA       | Financial services<br>Healthcare<br>High-tech products        | Integrated unified communications (UC) and contact center (CC) solution |
| Amazon Web Services | NA             | Financial services<br>Healthcare<br>Telecommunications        | Standalone contact center as a service (CCaaS) solution                 |
| Five9               | NA, EMEA, APAC | Financial services<br>Healthcare                              | Standalone CCaaS solution   |
| Genesys             | NA, EMEA       | Financial services<br>Healthcare<br>Retail                    | Integrated UC and CC solution   |
| LiveVox             | NA             | Entertainment and leisure<br>Financial services<br>Retail     | Standalone CCaaS solution   |
| NICE                | NA             | Healthcare<br>Retail<br>Telecommunications                    | Standalone CCaaS solution   |
| Outigo              | EMEA           | Financial services<br>Government<br>Insurance                 | Standalone CCaaS solution   |
| Sprinklr            | NA, EMEA       | Consumer products<br>Financial services<br>High-tech products | Standalone CCaaS solution   |
| Talend              | NA, EMEA       | Financial services<br>Healthcare<br>Retail                    | Standalone CCaaS solution   |
| Vonage              | NA, EMEA       | Financial services<br>Healthcare                              | Integrated UC and CC solution   |

CHALLENGER

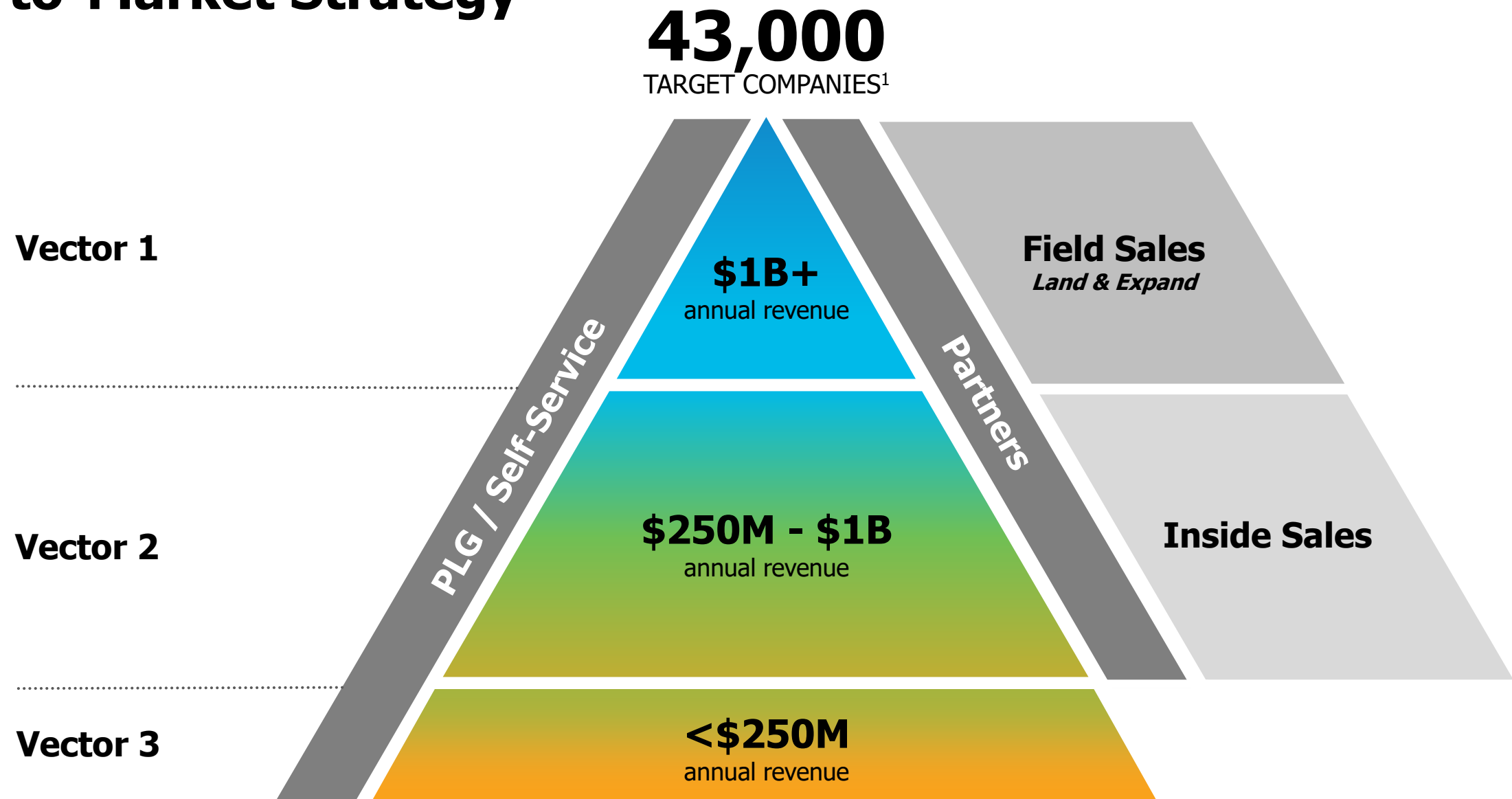
Gartner, Inc:  
**Magic Quadrant for Enterprise Conversational AI Platforms**



# Growth Flywheel: Powered by Architecture, AI and Customer Obsession



# Go-to-Market Strategy



<sup>1</sup> Companies based on Sprinklr estimates and industry research

# Select Q2 FY 24 Customer Wins



LVMH



EMAAR

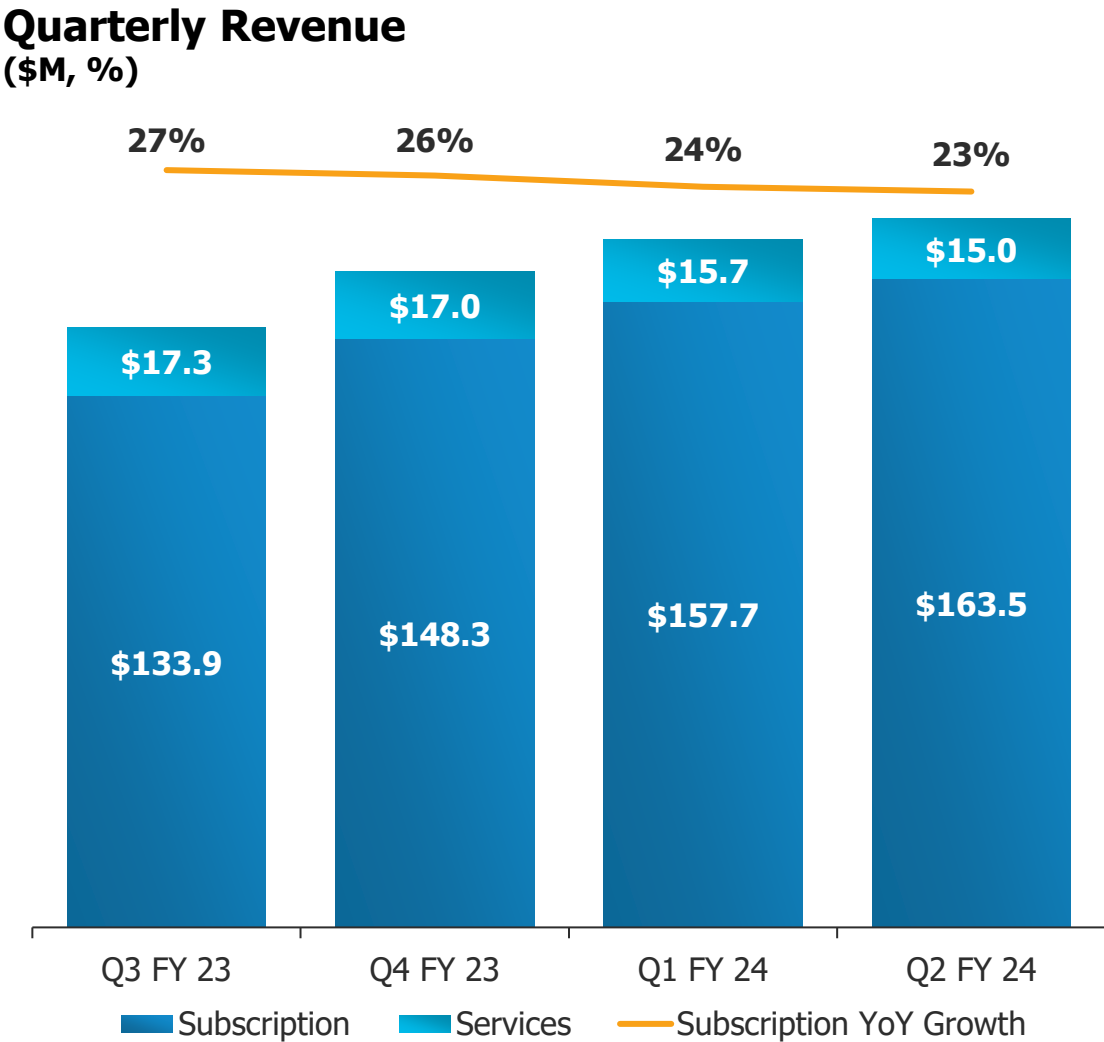
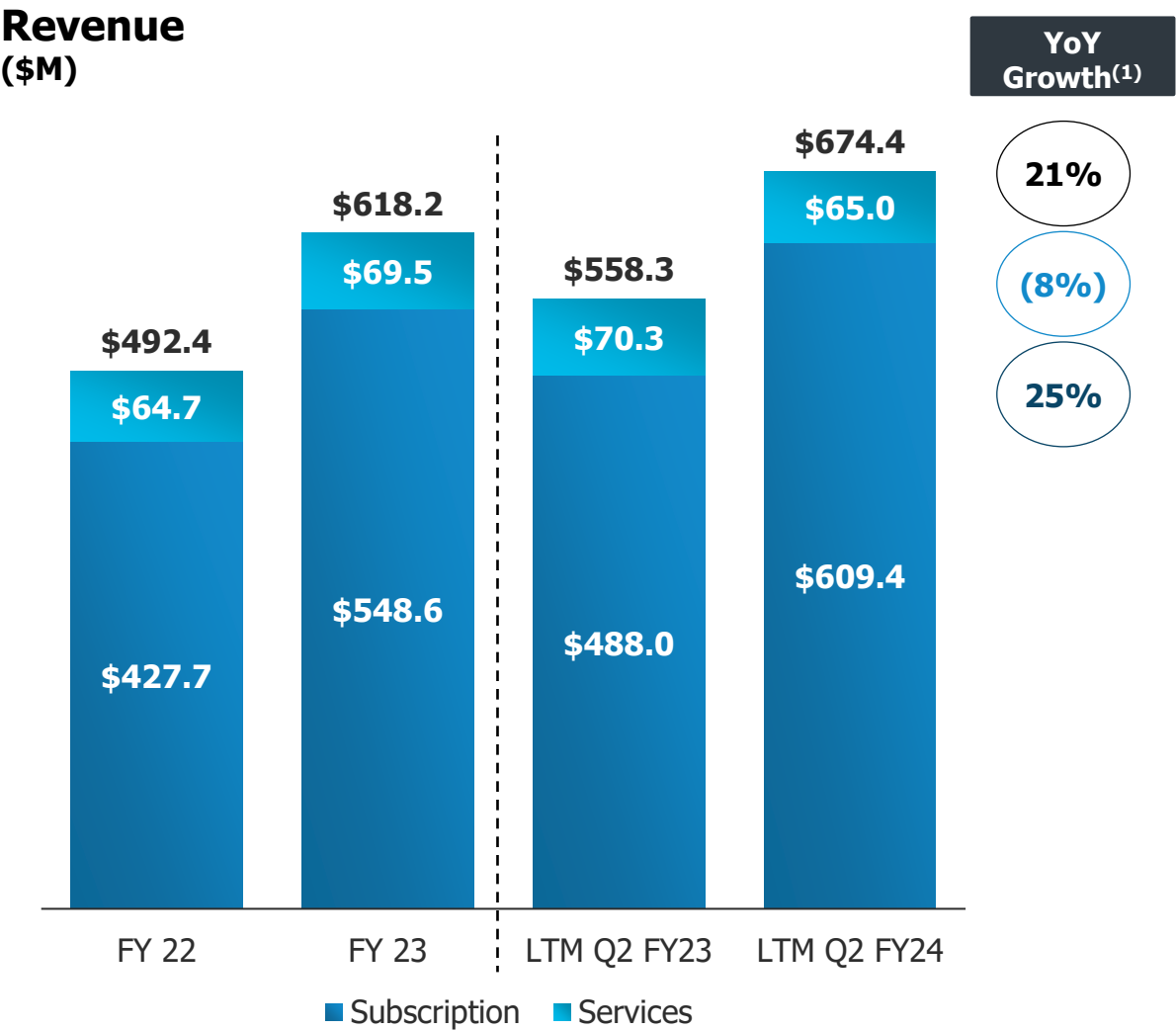
OMNI  HOTELS®



SimpliSafe®

vueling<sup>®</sup>

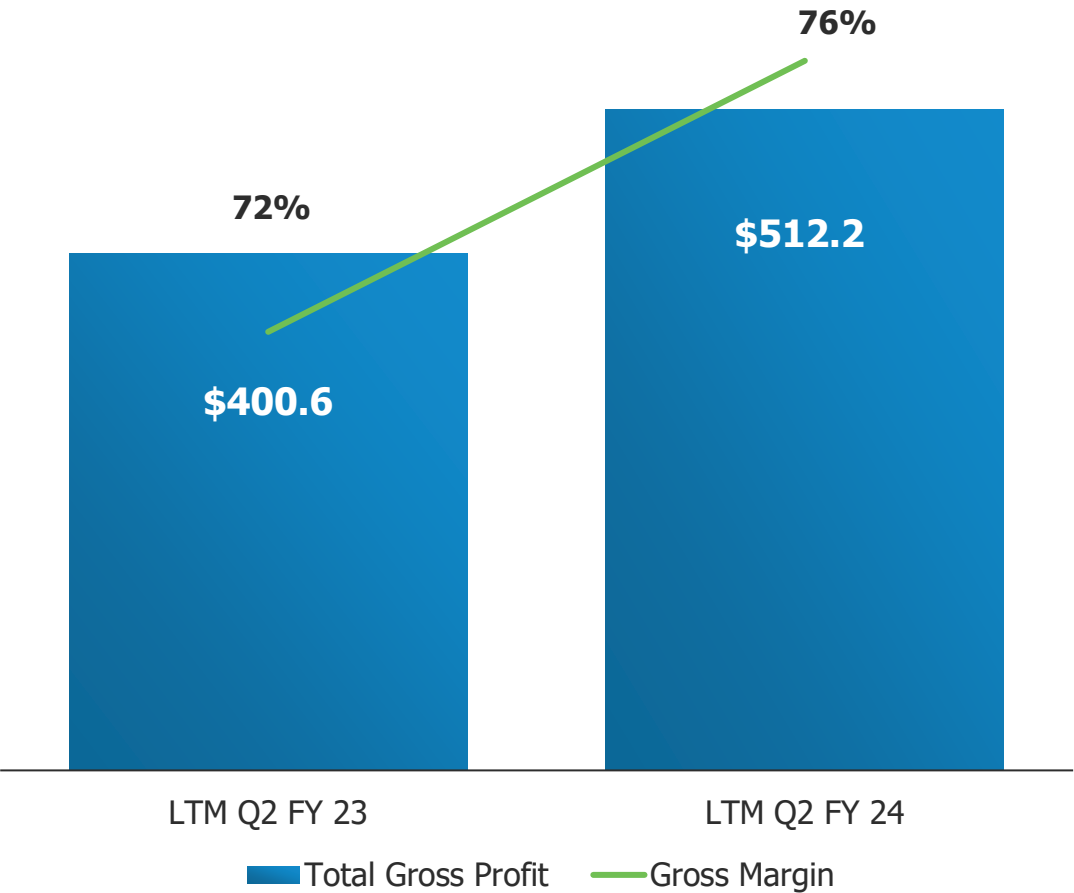
# Revenue at Scale



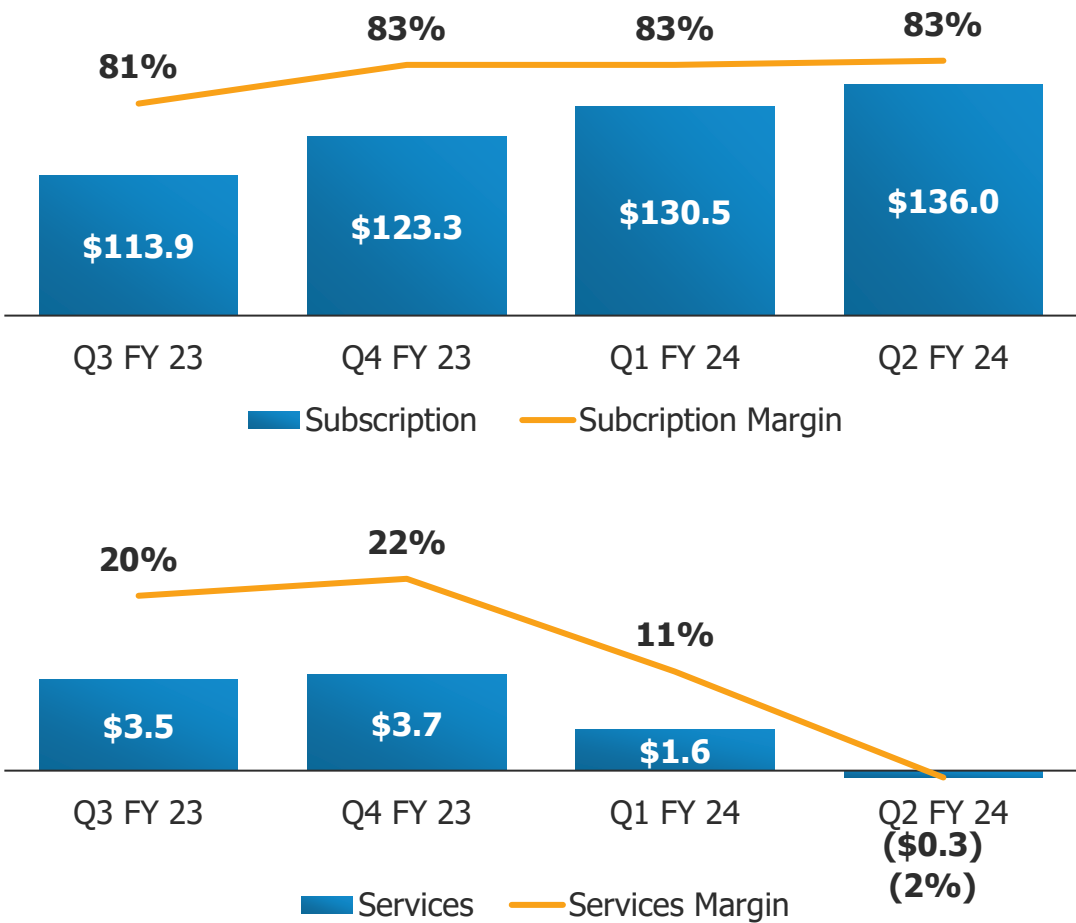
(1) For the trailing twelve months ended July 31, 2023

# Attractive Margin Profile

Total Gross Profit & Margins<sup>(1)</sup>  
(\$M, %)



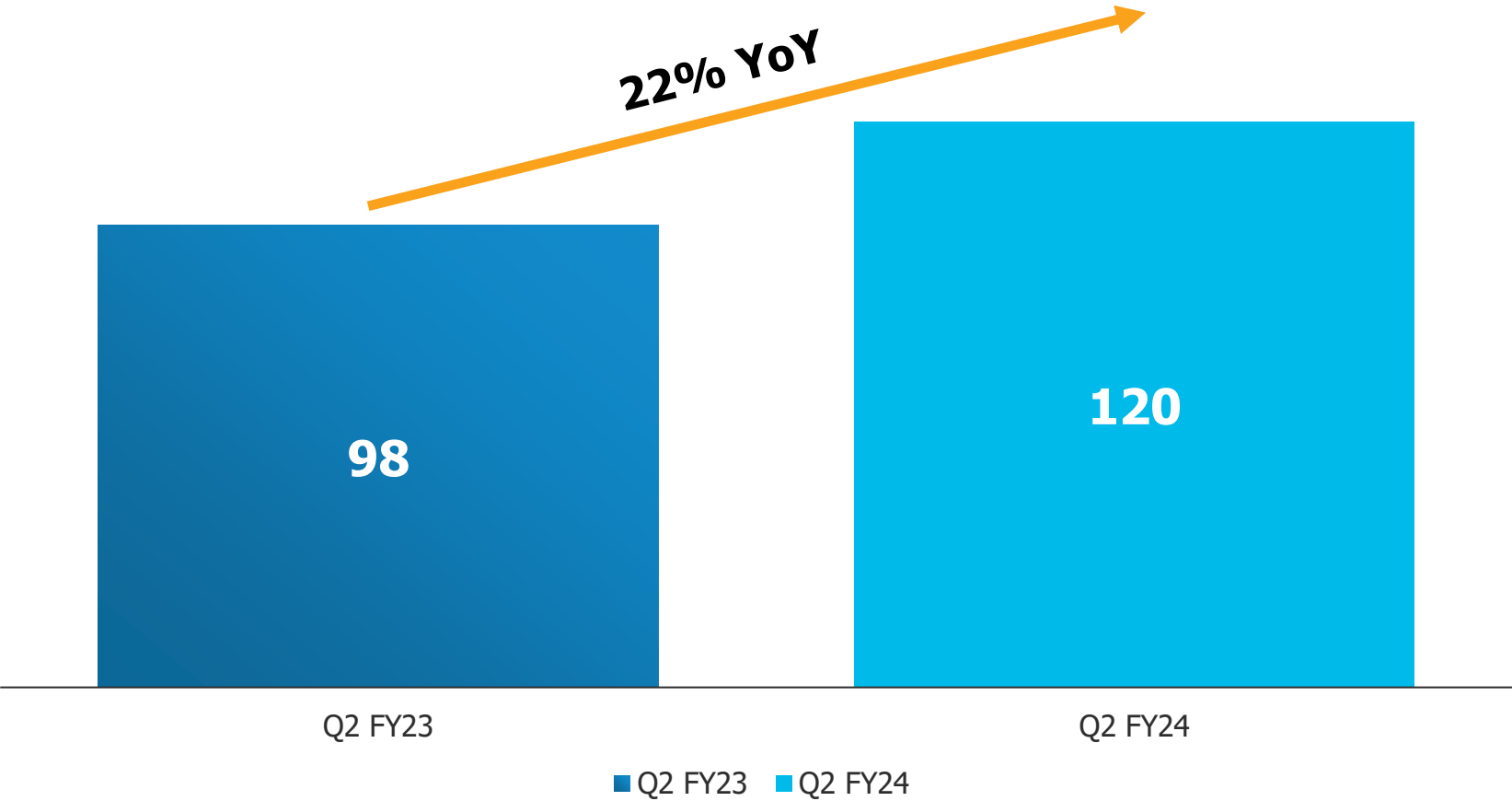
Quarterly Gross Profit & Margins  
(\$M, %)



Note: Figures represented here are non-GAAP financial measures. Please reference the supplementary materials for reconciliation of GAAP to Non-GAAP financial measures.  
(1) Includes employer payroll tax related to stock-based compensation expense for the LTM ended July 31, 2023, and July 31, 2022.

# Large Customer Momentum

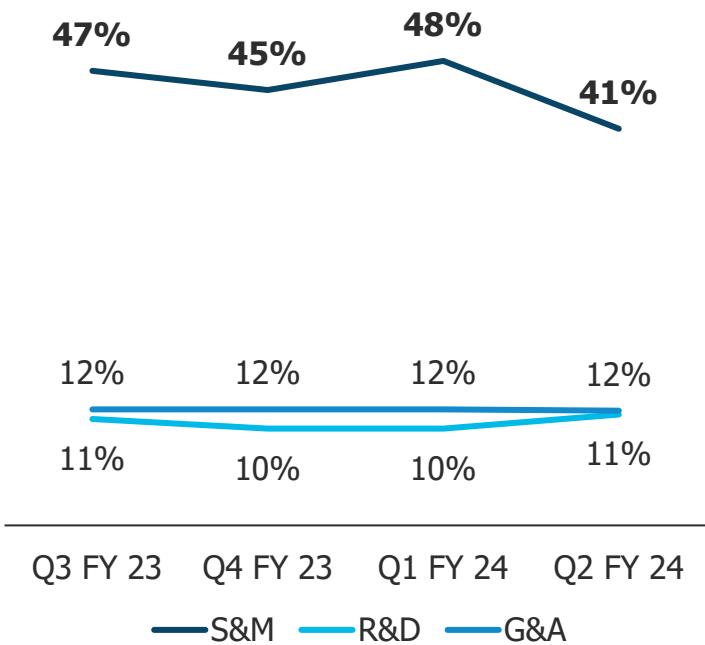
\$1M Customers  
(#)



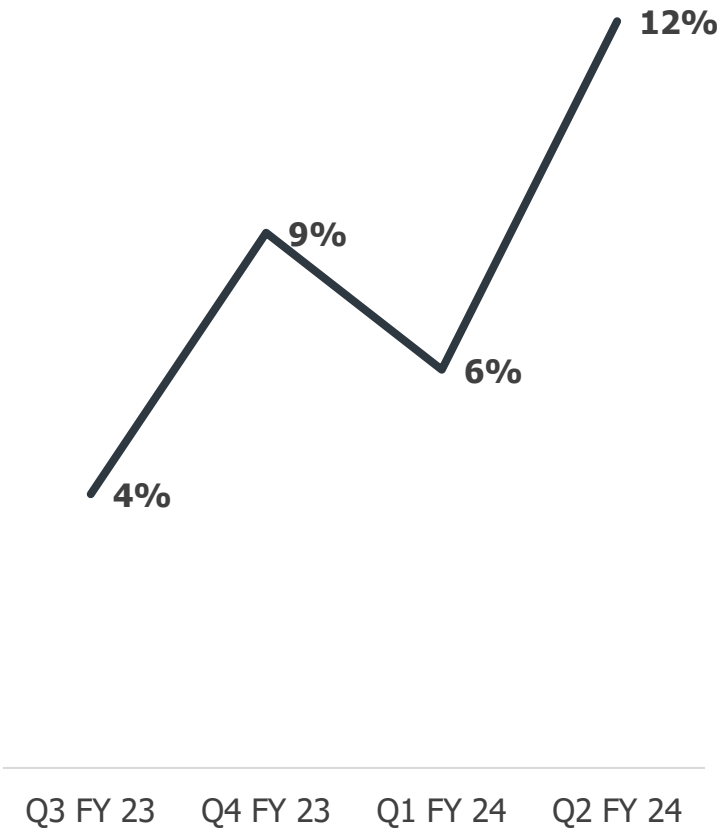
Note: The customer counts based on active customers for the respective periods. \$1M+ customer count includes customers with trailing 12-month subscription revenue greater than or equal to \$1 million.

# Investing for Efficient Growth

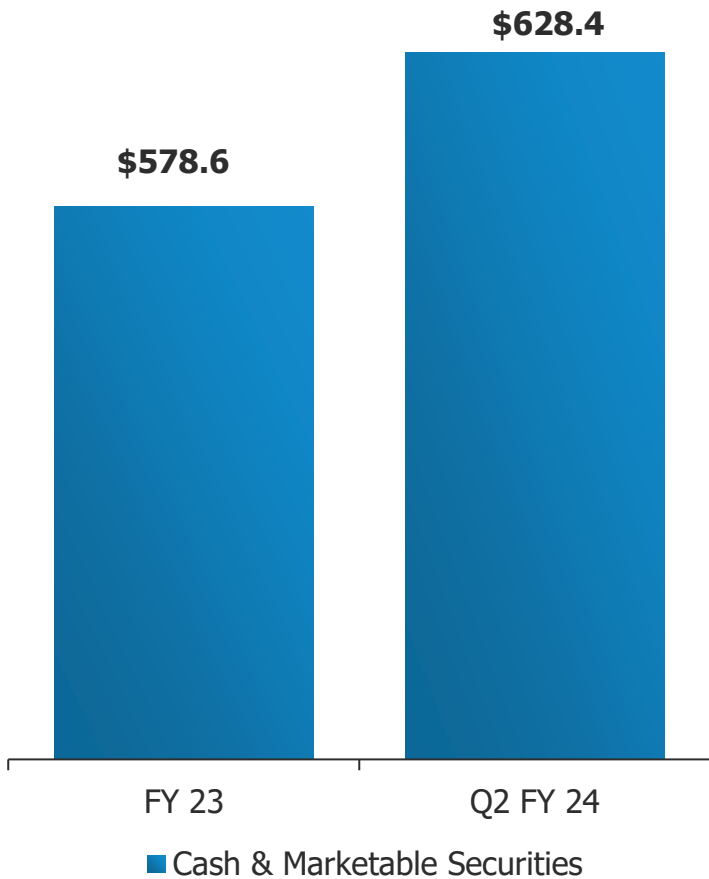
Operating Expenses  
(% of Revenue)



Operating Margin<sup>(1)</sup>  
(% of Revenue)



Cash & Marketable Securities  
(\$M)



Note: Figures represented here are non-GAAP financial measures.  
1) Includes \$0.9 million of employer payroll tax related to stock-based compensation expense for the three months ended July 31, 2023.



# Guidance Summary

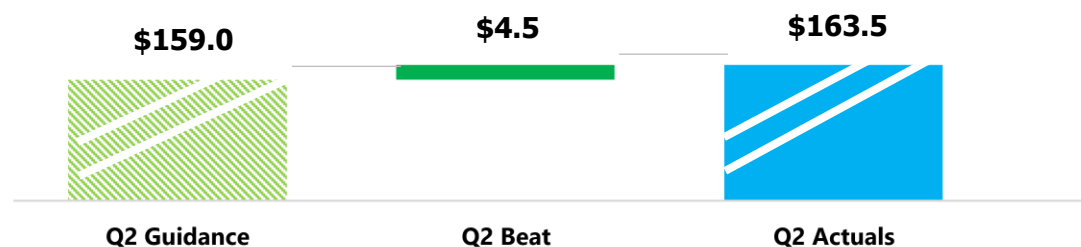
| Q3 FY 2024                    | Guidance        | Increase YoY at Midpoint |
|-------------------------------|-----------------|--------------------------|
| Subscription Revenue          | \$164M – \$166M | 18%                      |
| Total Revenue                 | \$179M – \$181M | 14%                      |
| Non-GAAP Operating Income     | \$15M – \$17M   | N/M                      |
| Non-GAAP Net Income per share | \$0.06 – \$0.07 | N/M                      |

| Full-Year Fiscal 2024         | Guidance        | Increase YoY at Midpoint |
|-------------------------------|-----------------|--------------------------|
| Subscription Revenue          | \$658M – \$660M | 20%                      |
| Total Revenue                 | \$719M – \$721M | 16%                      |
| Non-GAAP Operating Income     | \$65M – \$67M   | N/M                      |
| Non-GAAP Net Income per share | \$0.30 – \$0.31 | N/M                      |

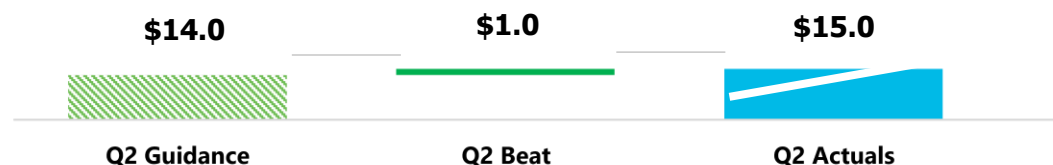
Note: Non-GAAP net income per share assumes 274 million basic weighted average shares outstanding for Q3 FY2024 and 273 million basic weighted average shares outstanding for the full year FY 24.

# Guidance Bridge

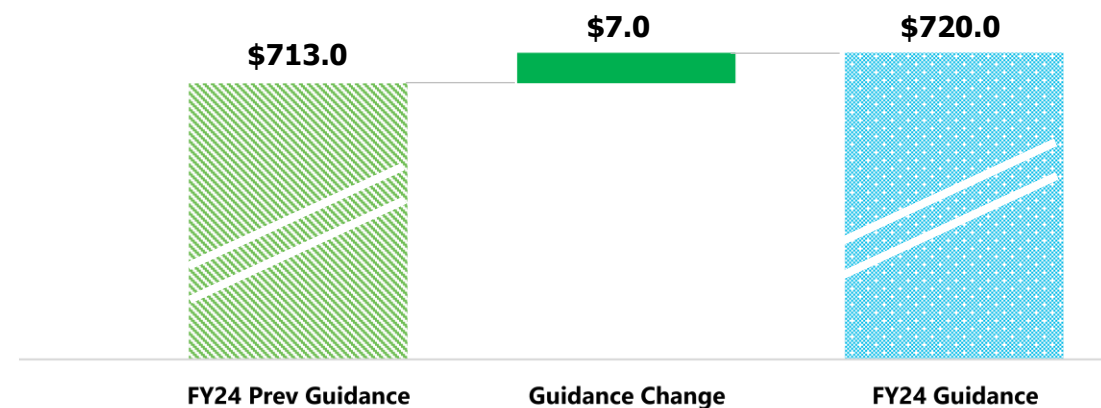
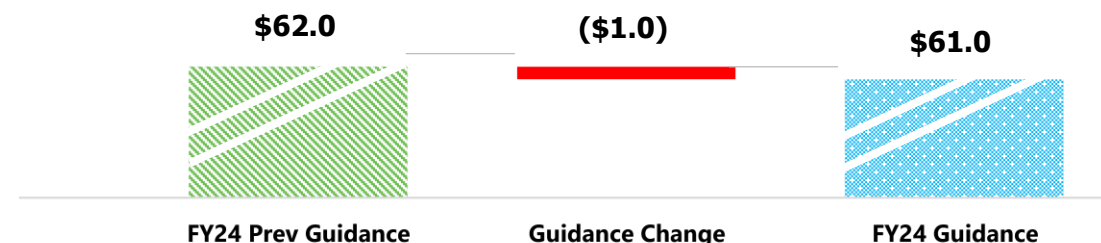
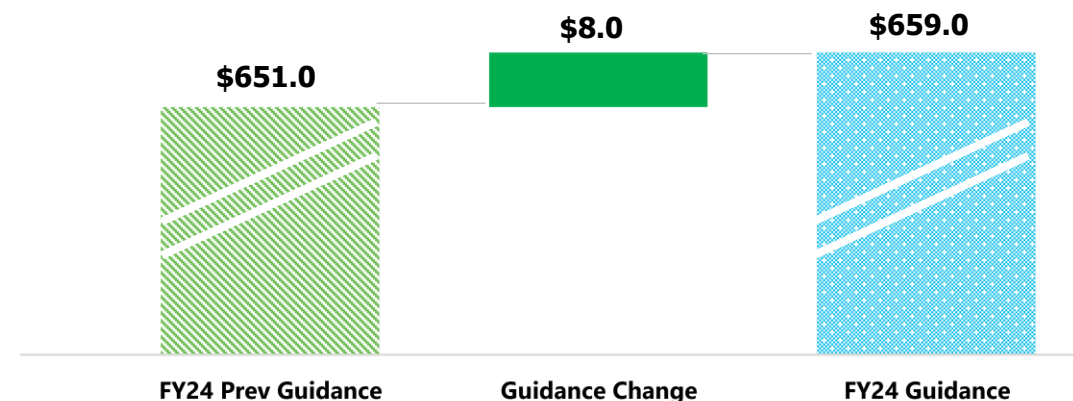
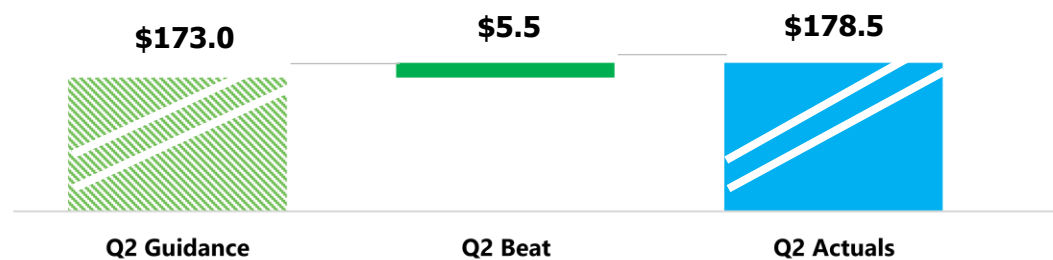
## Subscription Revenue



## PS Revenue



## Total Revenue





# Appendix

# GAAP to Non-GAAP Reconciliation

| (\$K)                                     | Three Months Ended<br>July 31, 2023 | Three Months Ended<br>July 31, 2022 |
|---|-------------------------------------|-------------------------------------|
| Non-GAAP subscription gross profit:       |                                     |                                     |
| Subscription gross profit                 | \$135,669                           | \$107,673                           |
| Stock-based compensation expense          | 290                                 | 389                                 |
| <b>Non-GAAP subscription gross profit</b> | <b>\$135,959</b>                    | <b>\$108,062</b>                    |
| <i>Non-GAAP subscription gross margin</i> | <i>83%</i>                          | <i>81%</i>                          |

# GAAP to Non-GAAP Reconciliation (Cont'd)

| (\$K)  | Three Months Ended<br>July 31, 2023 | Three Months Ended<br>July 31, 2022 |
|--|-------------------------------------|-------------------------------------|
| Non-GAAP professional services gross profit:       |                                     |                                     |
| Professional services gross profit                 | (\$671)                             | \$798                               |
| Stock-based compensation expense                   | 405                                 | 779                                 |
| <b>Non-GAAP professional services gross profit</b> | <b>(\$266)</b>                      | <b>\$1,577</b>                      |
| <i>Non-GAAP professional services gross margin</i> | <i>(2%)</i>                         | <i>9%</i>                           |

# GAAP to Non-GAAP Reconciliation (Cont'd)

| (\$K)   | Three Months Ended<br>July 31, 2023 | Three Months Ended<br>July 31, 2022 |
|---|-------------------------------------|-------------------------------------|
| Non-GAAP operating expense:                                     |                                     |                                     |
| GAAP operating expense  | \$129,509                           | \$130,146                           |
| Stock-based compensation expense-related charges <sup>(1)</sup> | 15,724                              | 16,615                              |
| Amortization of acquired intangible assets                      | 50                                  | 133                                 |
| <b>Non-GAAP operating expense</b>                               | <b>\$113,735</b>                    | <b>\$113,398</b>                    |

<sup>1</sup> Includes \$0.9 million and \$0.4 million of employer payroll tax related to stock-based compensation expense for the three months ended July 31, 2023, and July 31, 2022, respectively.

# Free Cash Flow Reconciliation

| (\$K)   | Three Months Ended<br>July 31, 2023 | Three Months Ended<br>July 31, 2022 |
|---|-------------------------------------|-------------------------------------|
| Free cash flow:                                     |                                     |                                     |
| Net cash provided by (used in) operating activities | \$14,574                            | \$5,884                             |
| Purchases of property and equipment                 | (2,788)                             | (1,714)                             |
| Capitalized internal-use software                   | (3,061)                             | (2,728)                             |
| <b>Free cash flow</b>                               | <b>\$8,725</b>                      | <b>\$1,442</b>                      |
| <i>Free cash flow margin</i>                        | <i>5%</i>                           | <i>1%</i>                           |

# TTM Revenue and Calculated Billings Summary

| (\$K)          | Q3 FY 23 A | Q4 FY 23 A | Q1 FY 24 A | Q2 FY 24 A | TTM       |
|----------------|------------|------------|------------|------------|-----------|
| Total Revenue  | \$157,251  | \$165,331  | \$173,363  | \$178,465  | \$674,410 |
| % of Total     | 23%        | 25%        | 26%        | 26%        | 100%      |
| Total Billings | \$138,444  | \$232,169  | \$170,540  | \$179,209  | \$720,362 |
| % of Total     | 19%        | 32%        | 24%        | 25%        | 100%      |



# RPO and cRPO Summary

| (\$M)     | Q3 FY 23 A | Q4 FY 23 A | Q1 FY 24 A | Q2 FY 24 A |
|-----------|------------|------------|------------|------------|
| Total RPO | \$576.7    | \$719.5    | \$708.1    | \$806.4    |
| cRPO      | \$412.7    | \$485.2    | \$478.8    | \$510.4    |

# Thank You