



# CORPORATE OVERVIEW

MARCH 2021



This presentation includes express and implied “forward-looking statements”, including forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include all statements that are not historical facts, and in some cases, can be identified by terms such as “anticipate,” “believe,” “estimate,” “expect,” “intend,” “may,” “might,” “plan,” “project,” “will,” “would,” “should,” “could,” “can,” “predict,” “potential,” “continue,” or the negative of these terms, and similar expressions that concern our expectations, strategy, plans or intentions. Forward-looking statements contained in this presentation include, but are not limited to, statements concerning our future financial and operational performance, the performance of our technology and integration of new technologies, strategic plans or objectives, estimates of market size and opportunity, our growth prospects, and our long-term target model. By their nature, these statements are subject to numerous risks and uncertainties, 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. These and other risk factors are described in the “Risk Factors” section of our most recent Form 10-Q and/or Form 10-K filed with the Securities and Exchange Commission. You should not rely upon forward-looking statements as predictions of future events. Although our management believes that the expectations reflected in our statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances described in the forward-looking statements will be achieved or occur. Recipients are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date such statements are made and should not be construed as statements of fact. Except to the extent required by federal securities laws, we undertake no obligation to update these forward-looking statements to reflect events or circumstances after the date hereof, or to reflect the occurrence of unanticipated events.

Certain information contained in this presentation and statements made orally during this presentation relate to or are based on studies, publications, surveys and other data obtained from third-party sources and CrowdStrike’s own internal estimates and research. While CrowdStrike believes these third-party studies, publications, surveys and other data to be reliable as of the date of this presentation, it has not independently verified, and makes no representations as to the adequacy, fairness, accuracy or completeness of, any information obtained from third-party sources. In addition, no independent source has evaluated the reasonableness or accuracy of CrowdStrike’s internal estimates or research and no reliance should be made on any information or statements made in this presentation relating to or based on such internal estimates and research.

Our fiscal year end is January 31, and our fiscal quarters end on April 30, July 31, October 31, and January 31. Our fiscal years ended January 31, 2017, 2018, 2019, 2020, and 2021 are referred to herein as fiscal 2017, 2018, 2019, 2020, and 2021 respectively.

This presentation includes non-GAAP financial measures. These non-GAAP financial measures are in addition to, and not as a substitute for or superior to measures of financial performance prepared in accordance with GAAP. There are a number of limitations related to the use of these non-GAAP financial measures. For example, other companies may calculate similarly-titled non-GAAP financial measures differently. Refer to the Appendix for a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP measures.

The “Risk Factors” section of our most recent Form 10-Q and/or Form 10-K speaks only as of the date thereof. The forward-looking statements and market data in this presentation speak only as of the date hereof of the date specified. CrowdStrike Holdings, Inc. disclaims any obligation to update or correct such market data.



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OUR MISSION  
**We Stop Breaches**



# CATEGORY-DEFINING CLOUD PLATFORMS

CRM  
Cloud



1999

Service  
Management  
Cloud

servicenow®

2004

HR  
Cloud



2005

**Security  
Cloud**



**CROWDSTRIKE**

**2011**



# CROWDSTRIKE AT A GLANCE

## First Cloud-Native SaaS Endpoint Security Platform

### Exceptional Financial Profile



**\$1.05 Billion**

Annual Recurring Revenue



**75%**

ARR YoY Growth



**92%**

Subscription Revenue



**77%**

Subscription Revenue YoY Growth



**9,896**

Subscription Customers



**63%**

Subscription Customers with 4+ Modules



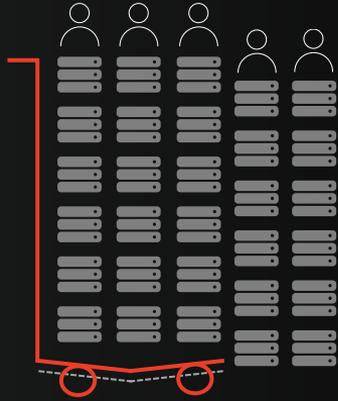
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# THE PROBLEM



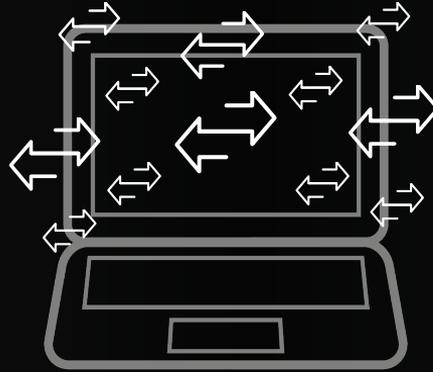
# OTHER SECURITY PRODUCTS ARE EXPENSIVE, COMPLEX, AND INEFFECTIVE

On-prem inflexibility



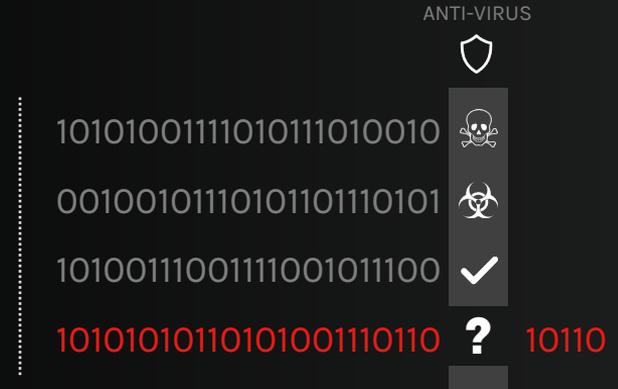
COST

Agent bloat



COMPLEXITY

Signatures miss new attacks



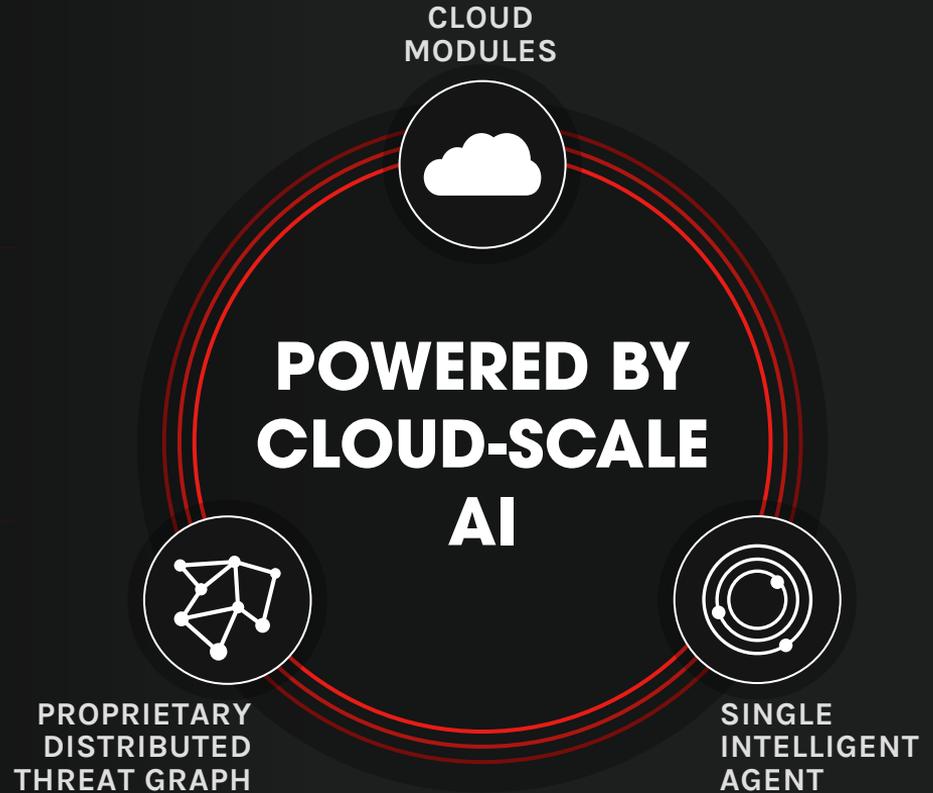
NO RESULTS

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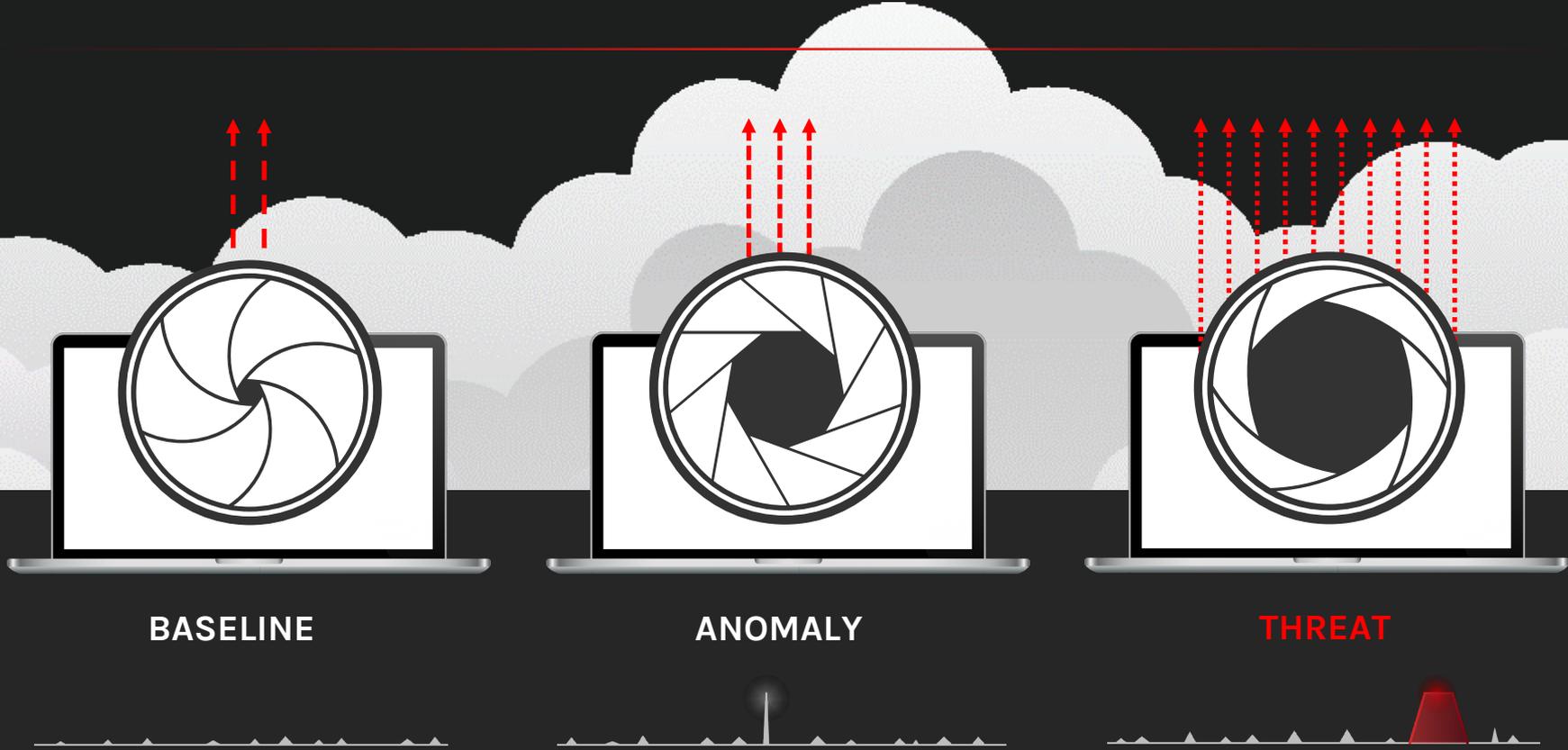
# OUR TECHNOLOGY



# OUR CLOUD-NATIVE PLATFORM ELEMENTS



# SMART FILTERING AGENT & HIGH FIDELITY DATA



BASELINE

ANOMALY

THREAT

U.S. Patent No. 9,043,903  
"Kernel-Level Security Agent"





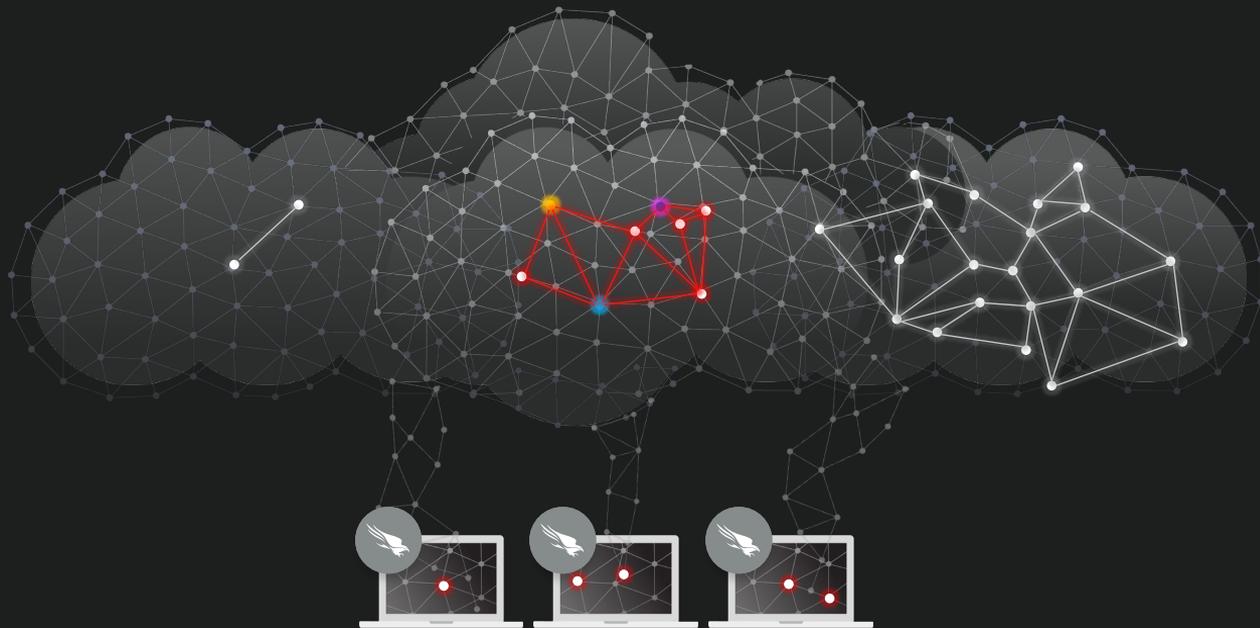
# PROPRIETARY DISTRIBUTED THREAT GRAPH™

Over 5 Trillion  
High-fidelity signals captured per  
week

AI-Powered

Local and Cloud  
ML Models

## Time-Based Analysis

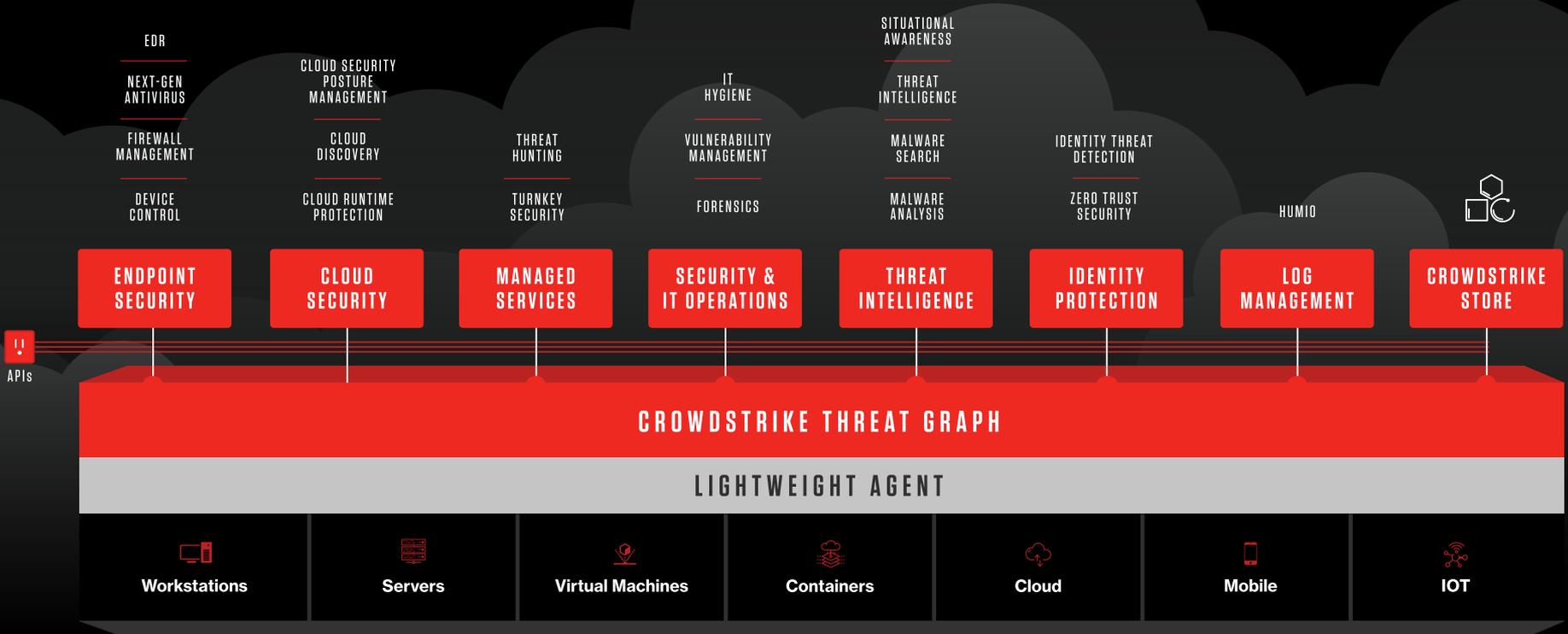


U.S. Patent No. 9,798,882

“Real-time model of states of monitored devices”



# CrowdStrike Falcon Platform: Defining the Security Cloud



The extensible CrowdStrike Falcon platform includes cloud modules, single lightweight agent, Threat Graph, and newly acquired technologies



# CLOUD-SCALE AI

**Our AI technology gets smarter  
as it consumes more data**

Continuous AI analytics on over 5 trillion  
high-fidelity signals streamed to Threat  
Graph per week



**Cloud**  
AI Models



**Local**  
AI Models



# WHY CLOUD NATIVE IS BETTER



**DATA ACCESS**

CONSTANT PROTECTION



**DATA ANALYSIS**

CONTINUOUS LEARNING



**DATA REUSE**

COLLECT ONCE, REUSE MANY



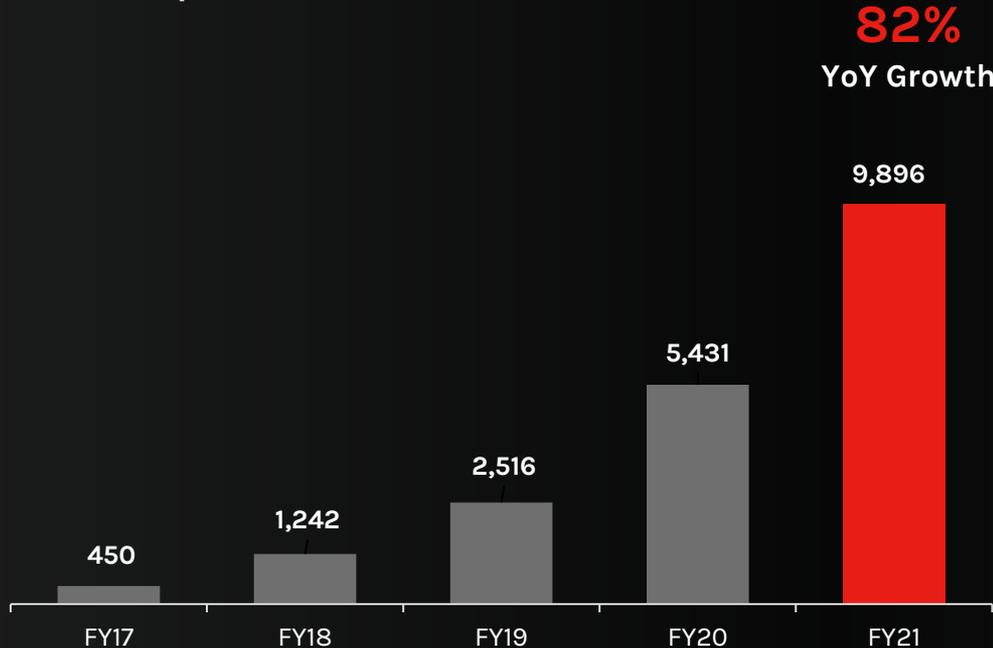
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# OUR CUSTOMERS



# RAPIDLY EXPANDING CUSTOMER BASE

## Subscription Customers



As of January 31, 2021

**58**  
of the Fortune 100

**177**  
of the Fortune 500

**12**  
of the top 20 banks



# LOW FRICTION GO-TO-MARKET

## PROVEN ENTERPRISE SALES MODEL

### DIRECT SALES + CHANNEL PARTNERS

Field Sales – Large Enterprise

Inside Sales – High Velocity Mid-Market & SMB

Strategic Verticalization – Government, Financials, Healthcare

Global Coverage – Americas, EMEA, Asia Pac, Japan

## SUPER-CHARGED WITH LOW FRICTION SELLING

### Trial-to-Pay

The screenshot shows the CrowdStrike website's trial sign-up process. On the left, there is a promotional text: "SEE WHAT YOUR CURRENT ANTIVIRUS IS MISSING" with "MISSING" in red. Below this, it says "Next Gen Antivirus | Fully Deployed in Minutes | Low Cost" and lists three benefits: "Better Protection", "Better Performance", and "Better Visibility". On the right, there is a "TRY IT FREE FOR 15 DAYS" form with fields for "First Name", "Last Name", "Business Email", and "Company Name", and a "Select Your Country" dropdown. A "START FREE TRIAL" button is at the bottom, with the note "No credit card required".

### In-App Trials

The screenshot shows the CrowdStrike Falcon Platform landing page. It features a large red graphic of a hand holding a white Falcon logo. The text reads: "FALCON PLATFORM" and "A complete cloud-native framework to protect endpoints with ease. Stop breaches and improve performance with the power of the cloud, artificial intelligence (AI) and an intelligent, lightweight agent."

### CrowdStrike Store

The screenshot shows the CrowdStrike Store website. The header includes "CROWDSTRIKE" and navigation links for "Products & Services", "Why CrowdStrike?", "Partners", "Company", "Resources", and "START FREE TRIAL". The main content area features the text "CROWDSTRIKE STORE" and "Take your security to the next level with access from CrowdStrike partners". A laptop displaying the CrowdStrike interface is shown on the right.



# CUSTOMER TESTIMONIALS

## NAVITAS

KEEPING 80,000  
STUDENTS AND  
STAFF PROTECTED



Click image for video

## VIRGIN HYPERLOOP ONE

SECURING A  
REVOLUTION IN  
PUBLIC TRANSIT



Click image for video

## MERCEDES AMG

EVERY  
SECOND  
COUNTS



Click image for video

## GLOBE TELECOM

ENSURING SECURITY  
ACROSS GLOBAL  
OPERATIONS



Click image for video

## MAGNA

SECURING GLOBAL  
AUTO PARTS  
MANUFACTURING



Click image for video

## STATE OF WYOMING

SECURING  
GOVERNMENT DATA IN  
THE COWBOY STATE



Click image for video

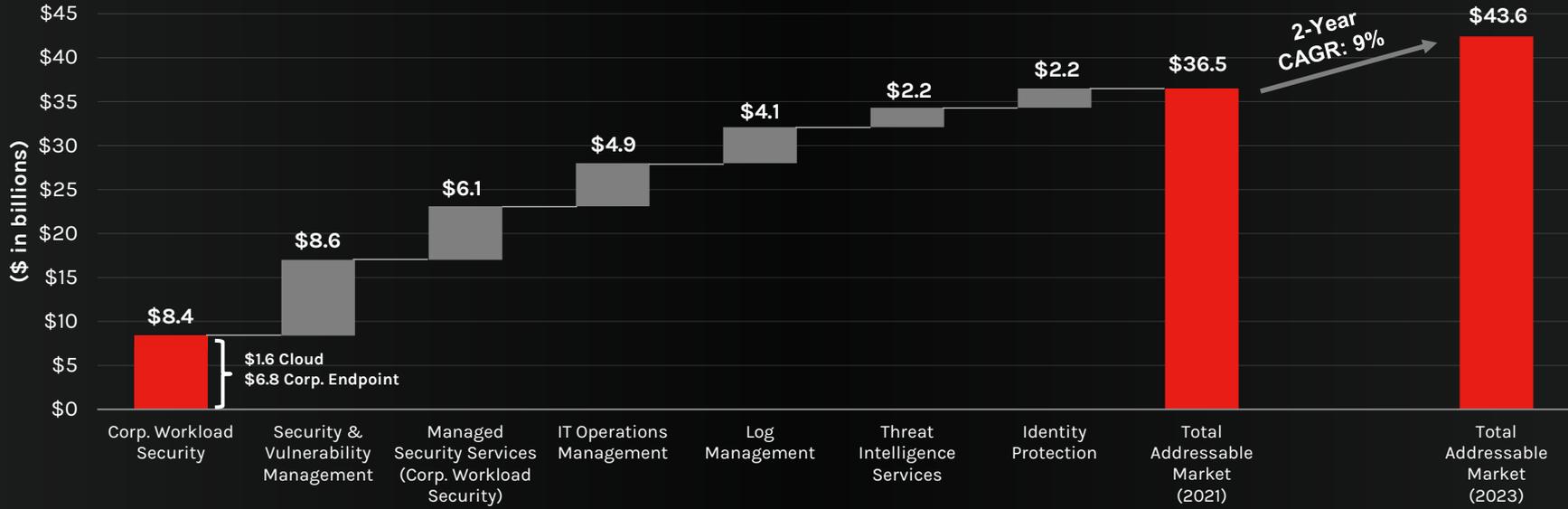


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# OUR GROWTH STRATEGY



# LARGE AND EXPANDING TAM



CrowdStrike  
Falcon Cloud  
Modules

Prevent  
Insight  
Device Control  
Firewall Management  
Cloud Workload Protection  
Horizon

Spotlight  
Forensics

Complete  
OverWatch

Discover  
Discover for  
Cloud and  
Containers

Humio

Falcon X  
Search  
Sandbox  
Falcon X Recon

Zero Trust  
Identity Threat Detection



# CLOUD WORKLOADS ARE UNDER PROTECTED

## CLOUD IT SPEND

2020

2023

IaaS and PaaS Vendor Revenue Estimate, IDC

\$106.4 BILLION

\$217.7 BILLION

## CLOUD SECURITY SPEND

Worldwide Hybrid Cloud Security Revenue Estimate, IDC

\$1.2 BILLION

\$2.0 BILLION

Cloud Security Spend as % of Cloud IT Spend

1.1%

0.9%

Insufficient Cloud  
Security Investment



# THE CLOUD SECURITY OPPORTUNITY

**IDC**

An organization should spend between 5% and 10% of its IT budget on security.

- Frank Dickson, IDC

## CLOUD SECURITY OPPORTUNITY

**\$6.1 BILLION**

**\$12.4 BILLION** →

**10X**

the 2020 market  
estimate for cloud  
security spend

5.7%

5.7%

## CLOUD IT SPEND

**2020**

**2023**

IaaS and PaaS Vendor Revenue Estimate, IDC

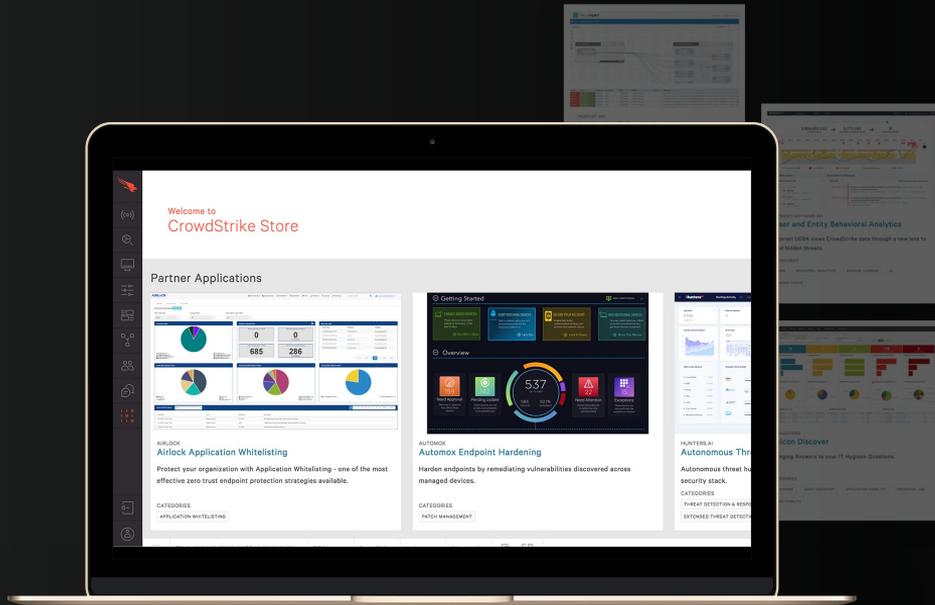
**\$106.4 BILLION**

**\$217.7 BILLION**



# THE CROWDSTRIKE STORE EXPANDING ECOSYSTEM

## CROWDSTRIKE STORE



## CUSTOM SERVICES & APIs



PaaS  
for the Endpoint



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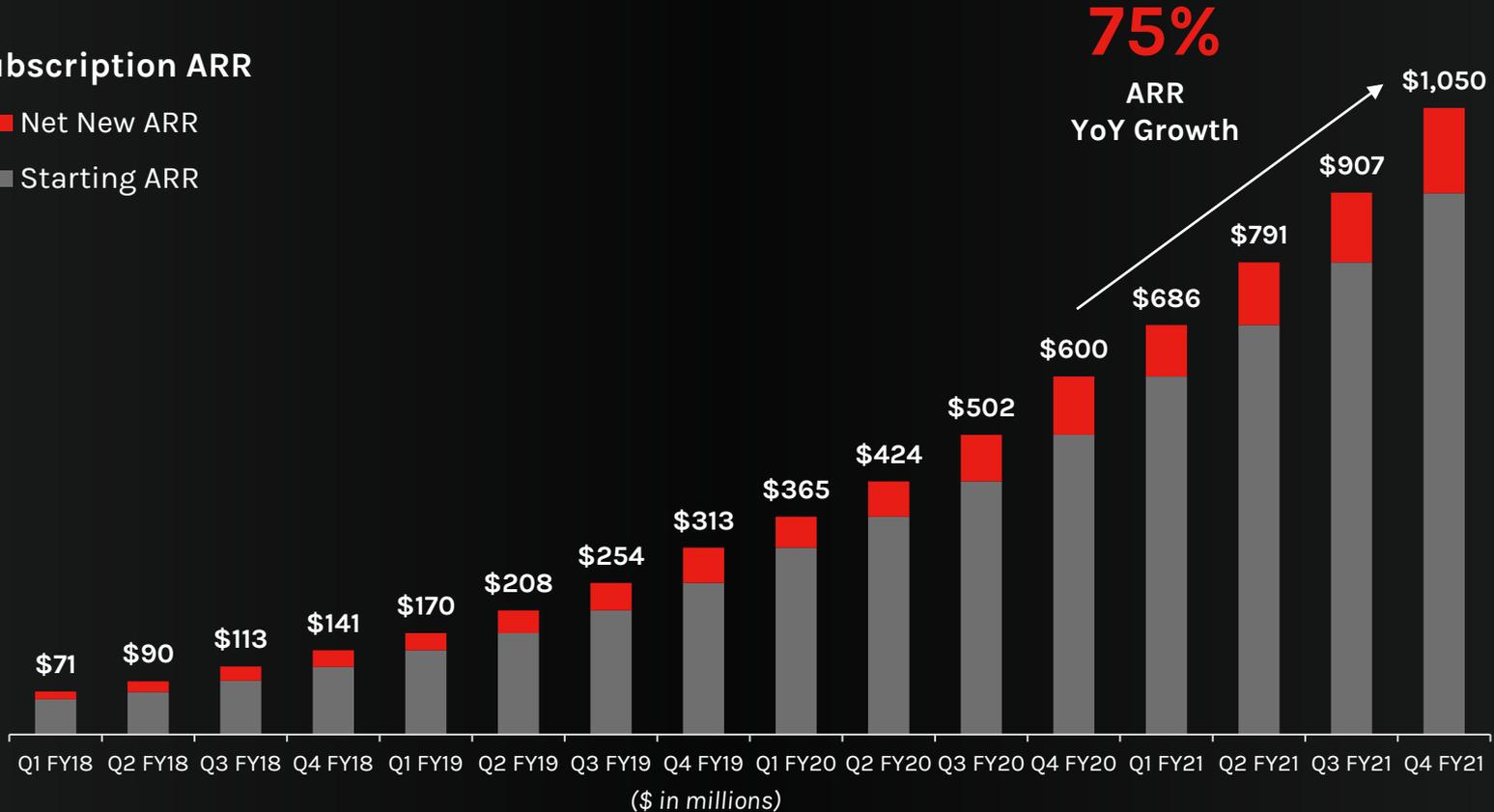
# FINANCIAL OVERVIEW



# RAPID GROWTH OF ARR

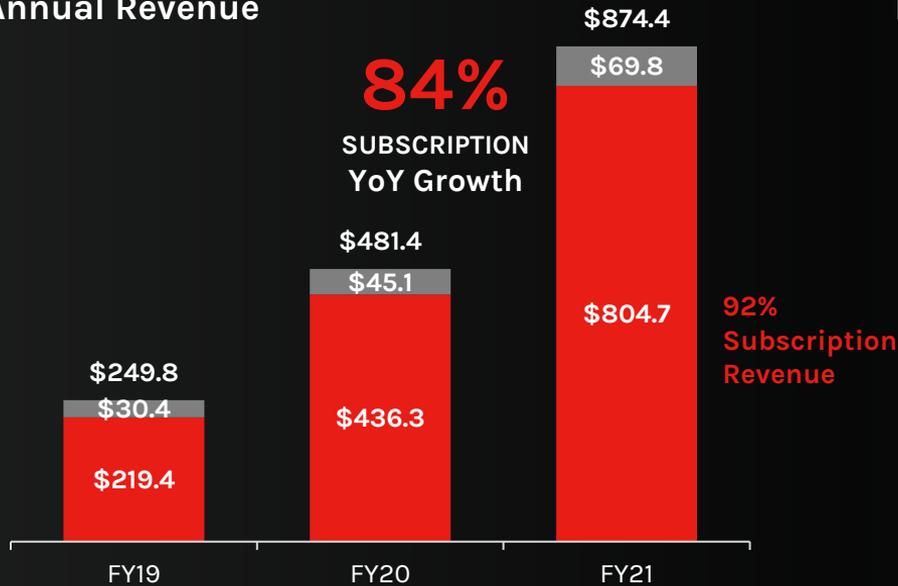
## Subscription ARR

- Net New ARR
- Starting ARR



# STRONG REVENUE GROWTH

## Annual Revenue

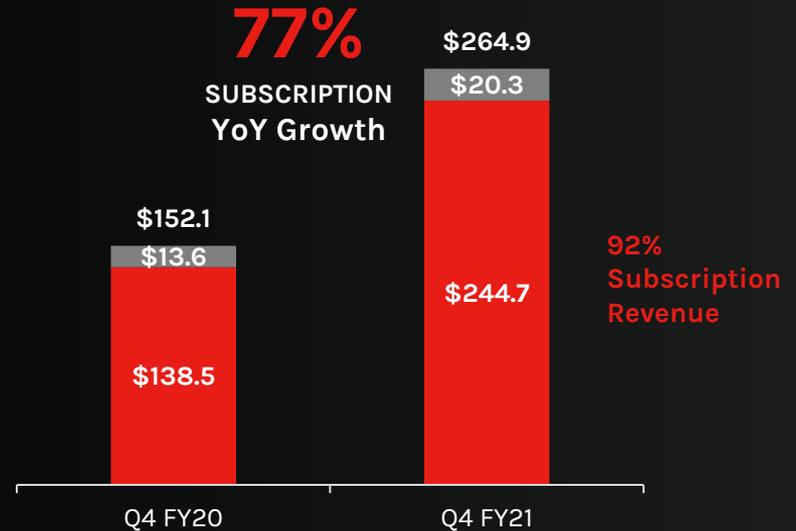


**84%**

SUBSCRIPTION  
YoY Growth

**92%**  
Subscription  
Revenue

## Fourth Quarter Revenue



**77%**

SUBSCRIPTION  
YoY Growth

**92%**  
Subscription  
Revenue

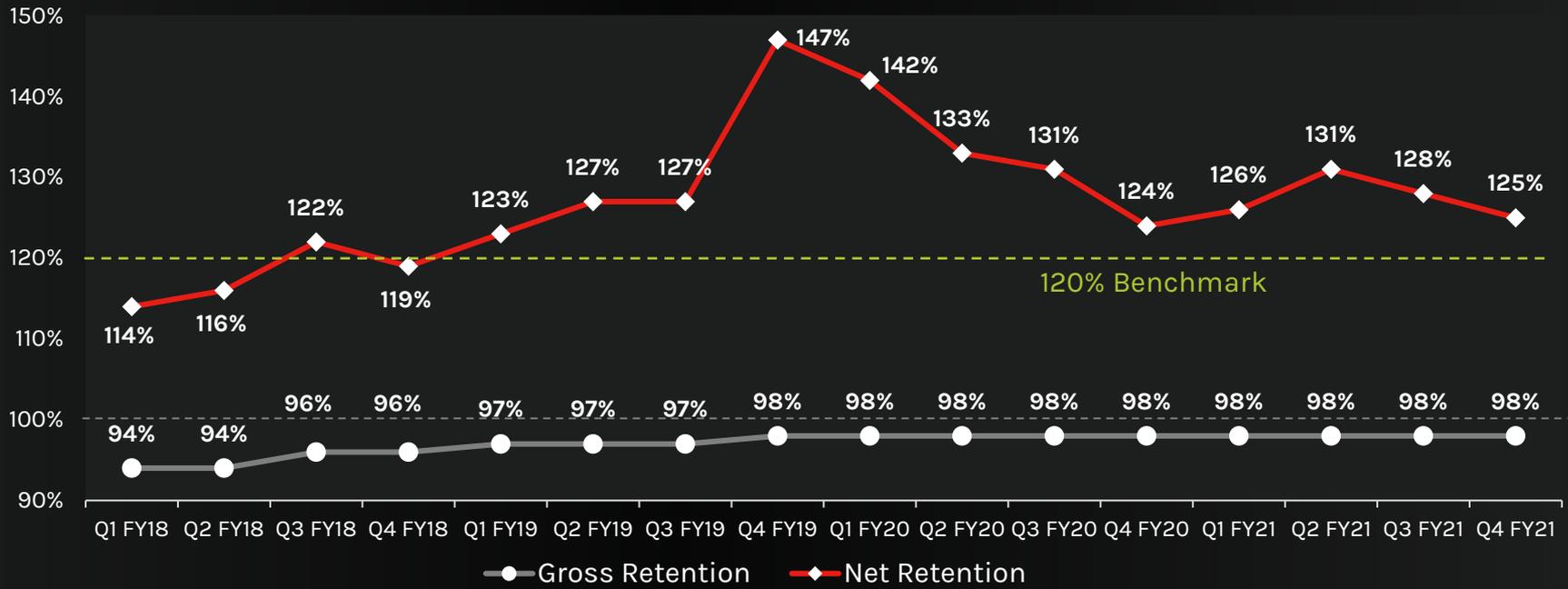
Subscription Professional Services

(\$ in millions)



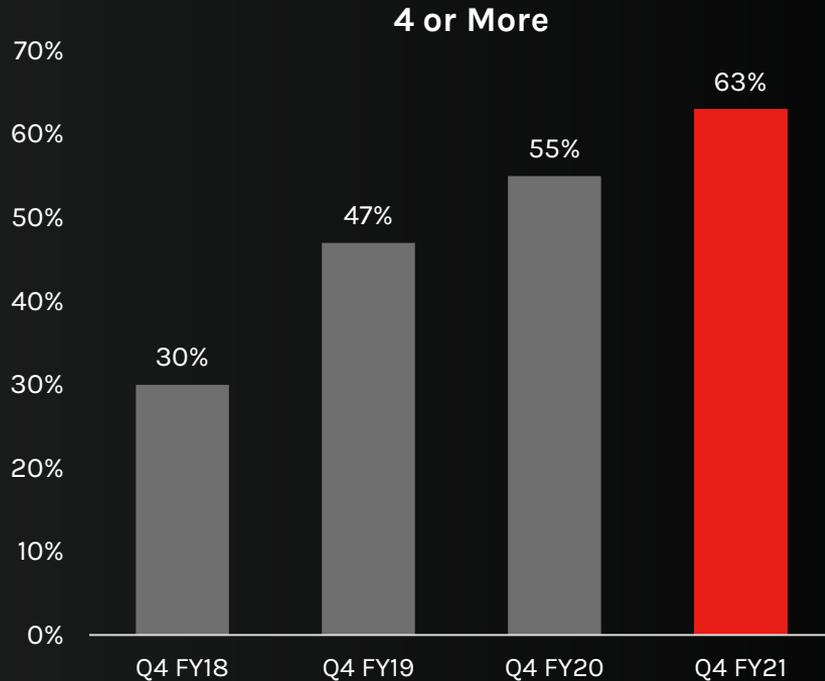
# STRONG CUSTOMER RETENTION & EXPANSION

Dollar-Based Retention Rates for Subscription ARR (1-Year Prior Cohort)



# THE POWER OF THE PLATFORM

## % of Subscription Customers with Multiple Cloud Module Subscriptions



### 5 or More

47%

### 6 or More

24%



# ATTRACTIVE UNIT ECONOMICS

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MAGIC NUMBER

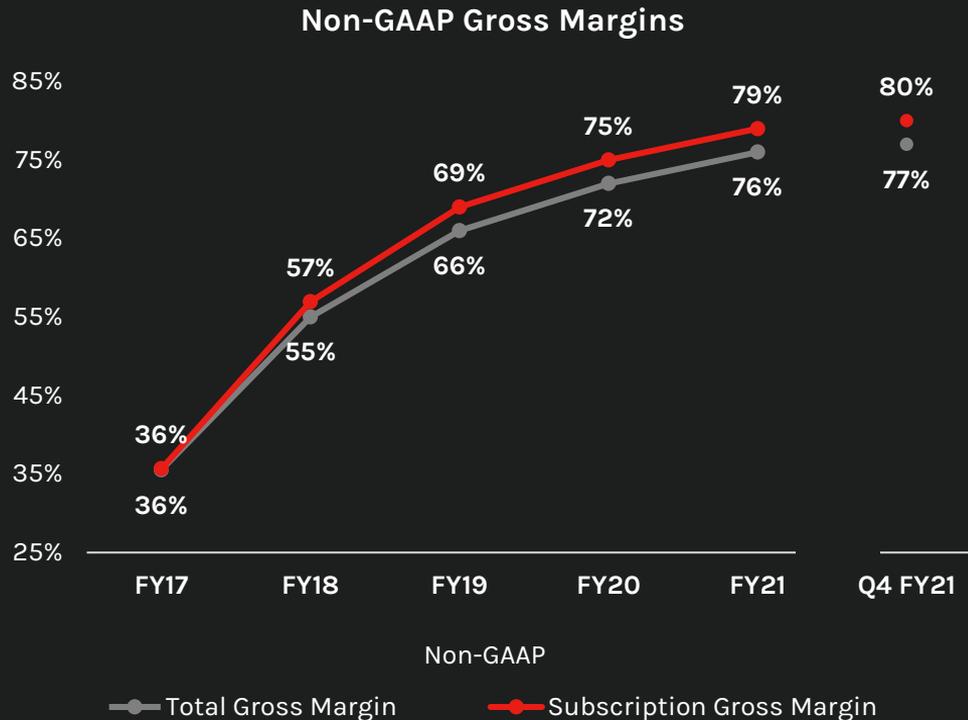
1.3

RULE OF 40

87%



# IMPROVED GROSS MARGINS

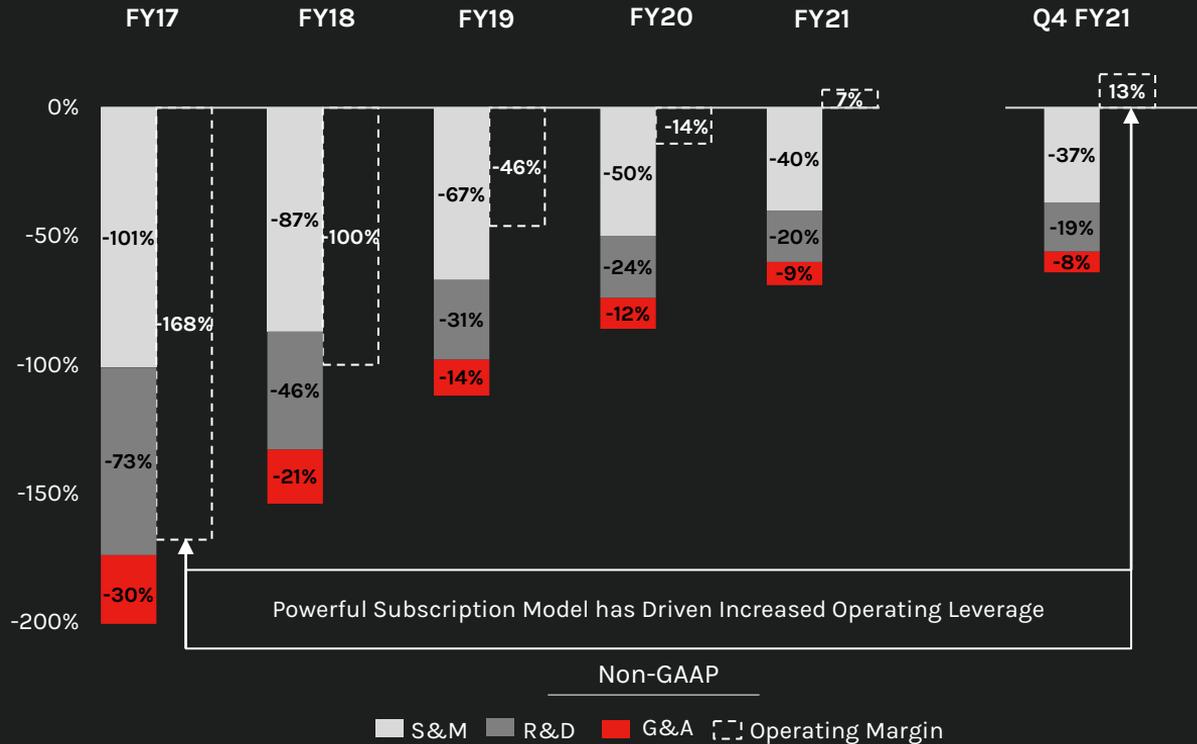


Note: Non-GAAP financial figures exclude stock-based compensation expense and the amortization of acquired intangible assets. See Appendix for a reconciliation of each non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP.



# IMPROVED OPERATING LEVERAGE

Non-GAAP Operating Expenses as % of Revenue



# LONG-TERM TARGET OPERATING MODEL

Non-GAAP Measures

Target % of Revenue

**Subscription Gross Margin**

75-80%+

**S&M**

30-35%

**R&D**

15-20%

**G&A**

7-9%

**Operating Margin**

20%+

*Note: Non-GAAP financial figures exclude stock-based compensation expense and the amortization of acquired intangible assets. The company has not reconciled any of the non-GAAP measures referenced above to the most comparable GAAP measure in its long-term target non-GAAP operating model because certain items are out of the company's control and/or cannot be reasonably predicted. Accordingly, a reconciliation is not available without unreasonable effort.*



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# APPENDIX



# APPENDIX

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## CALCULATION OF METRICS

**Annual Recurring Revenue (ARR).** ARR is calculated as the annualized value of our customer subscription contracts as of the measurement date, assuming any contract that expires during the next 12 months is renewed on its existing terms. To the extent that we are negotiating a renewal with a customer after the expiration of the subscription, we continue to include that revenue in ARR if we are actively in discussion with such an organization for a new subscription or renewal, or until such organization notifies us that it is not renewing its subscription.

**Dollar-Based Net Retention Rate.** Our dollar-based net retention rate compares our ARR from a set of subscription customers against the same metric for those subscription customers from the prior year. Our dollar-based net retention rate reflects customer renewals, expansion, contraction and churn, and excludes revenue from our incident response and proactive services. We calculate our dollar-based net retention rate as of period end by starting with the ARR from all subscription customers as of 12 months prior to such period end, or Prior Period ARR. We then calculate the ARR from these same subscription customers as of the current period end, or Current Period ARR. Current Period ARR includes any expansion and is net of contraction or churn over the trailing 12 months but excludes revenue from new subscription customers in the current period. We then divide the total Current Period ARR by the total Prior Period ARR to arrive at our dollar-based retention rate.

**Dollar-Based Gross Retention Rate.** We calculate our dollar-based gross retention rate as of the period end by starting with the ARR from all subscription customers as of 12 months prior to such period, or Prior Period ARR. We then deduct from the Prior Period ARR any ARR from subscription customers who are no longer customers as of the current period end, or Current Period Remaining ARR. We then divide the total Current Period Remaining ARR by the total Prior Period ARR to arrive at our dollar-based gross retention rate, which is the percentage of ARR from all subscription customers as of the year prior that is not lost to customer churn.

**Gross Churn.** Our dollar-based gross churn rate is equal to  $1 - \text{Dollar-Based Gross Retention Rate}$ .



# APPENDIX (CONT'D)

**Magic Number** is calculated by performing the following calculation for the most recent four quarters and taking the average: annualizing the difference between a quarter's Subscription Revenue and the prior quarter's Subscription Revenue, and then dividing the resulting number by the previous quarter's Non-GAAP Sales & Marketing Expense.  $\text{Magic Number} = \text{Average of previous four quarters: } ((\text{Quarter GAAP Subscription Revenue} - \text{Prior Quarter GAAP Subscription Revenue}) \times 4) / \text{Prior Quarter Non-GAAP Sales \& Marketing Expense}$ .

**Rule of 40** = Current Quarter Total Revenue YoY Growth Rate + Current Quarter Non-GAAP Operating Margin.

## REPORTS

Reports used for data shown in the chart titled "Large and Expanding TAM":

- International Data Corporation, *Market Forecast – Worldwide Corporate Endpoint Security Forecast, 2020-2024*, August 2020.
- International Data Corporation, *Market Forecast – Hybrid Cloud Workload Security Forecast, 2020-2024: Inhibited Growth Is the Reality of COVID-19*, July 2020.
- International Data Corporation, *Market Forecast – Worldwide Cybersecurity Analytics, Intelligence, Response, and Orchestration Forecast, 2019-2023: Finding and Mitigating the Adversary*, December 2019.
- International Data Corporation, *Market Forecast – Worldwide and U.S. Comprehensive Security Services Forecast, 2019-2023*, May 2019.
- International Data Corporation, *Market Forecast – Worldwide Client Endpoint Management Software Forecast, 2020-2024*, June 2020.
- International Data Corporation, *Market Forecast – Worldwide Threat Intelligence Security Services Forecast, 2019-2023*, September 2019.
- International Data Corporation, *Market Forecast – Worldwide Identity Forecast, 2020-2024: Know Thy User*, June 2020.
- International Data Corporation, *Market Forecast – Worldwide IT Operations Analytics Software Forecast, 2020-2024: November 2020*.

Reports used for data shown in the charts titled "Cloud Workloads are Under Protected" and "The Cloud Security Opportunity":

- International Data Corporation, *Semiannual Public Cloud Services: 2019H2 Forecast Release*, May 2020
- International Data Corporation, *Market Forecast – Hybrid Cloud Workload Security Forecast, 2020-2024: Inhibited Growth Is the Reality of COVID-19*, July 2020.
- CSO Online, *How Much Should You Spend on Security?*, August 2019
- The company's estimate of cloud security spend as a percentage of IT spend is intended to be an illustrative example of the potential market opportunity if cloud workloads were to be fully secured in the future. This figure is based on IDC's recommended range as well as observed historical spending ratios for traditional security spend.



# APPENDIX (CONT'D)

## **EXPLANATION OF NON-GAAP FINANCIAL MEASURES**

In addition to our results determined in accordance with U.S. generally accepted accounting principles (“GAAP”), we believe the following non-GAAP measures are useful in evaluating our operating performance. We use the following non-GAAP financial information to evaluate our ongoing operations and for internal planning and forecasting purposes. We believe that non-GAAP financial information, when taken collectively, may be helpful to investors because it provides consistency and comparability with past financial performance. However, non-GAAP financial information is presented for supplemental informational purposes only, has limitations as an analytical tool, and should not be considered in isolation or as a substitute for financial information presented in accordance with GAAP.

Other companies, including companies in our industry, may calculate similarly titled non-GAAP measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial measures as tools for comparison. In addition, the utility of free cash flow as a measure of our financial performance and liquidity is limited as it does not represent the total increase or decrease in our cash balance for a given period.

Investors are encouraged to review the related GAAP financial measures and the reconciliation of these non-GAAP financial measures to their most directly comparable GAAP financial measures and not rely on any single financial measure to evaluate our business.

### ***Non-GAAP Subscription Gross Profit and Non-GAAP Subscription Gross Margin***

We define non-GAAP subscription gross profit and non-GAAP subscription gross margin as GAAP subscription gross profit and GAAP subscription gross margin, respectively, excluding stock-based compensation expense and amortization of acquired intangible assets. We believe non-GAAP subscription gross profit and non-GAAP subscription gross margin provide our management and investors consistency and comparability with our past financial performance and facilitate period-to-period comparisons of operations, as these measures eliminate the effects of certain variables unrelated to our overall operating performance.

### ***Non-GAAP Income (Loss) from Operations***

We define non-GAAP income (loss) from operations as GAAP loss from operations excluding stock-based compensation expense, amortization of acquired intangible assets, and acquisition-related expenses. We believe non-GAAP income (loss) from operations provides our management and investors consistency and comparability with our past financial performance and facilitates period-to-period comparisons of operations, as this metric generally eliminates the effects of certain variables unrelated to our overall operating performance.



# APPENDIX (CONT'D)

## **Non-GAAP Net Income (Loss)**

We define non-GAAP net income (loss) as GAAP income (loss) excluding stock-based compensation expense, amortization of acquired intangible assets, acquisition-related expenses, amortization of debt issuance costs and discount, and gain or loss on the settlement of lawsuits. We believe non-GAAP income (loss) provides our management and investors consistency and comparability with our past financial performance and facilitates period-to-period comparisons, as this metric generally eliminates the effects of certain variables unrelated to our overall performance.

## **Non-GAAP Net Income (Loss) per Share Attributable to Common Stockholders, Basic and Diluted**

We define non-GAAP net income (loss) per share attributable to common stockholders, as non-GAAP net loss divided by the weighted-average shares outstanding, which includes the dilutive effect of potentially diluted common stock equivalents outstanding during the period. We may periodically incur charges or receive payments in connection with litigation settlements. We exclude these charges and payments received from non-GAAP net income (loss) when associated with a significant settlement because we do not believe they are reflective of ongoing business and operating results.

## **Free Cash Flow**

Free cash flow is a non-GAAP financial measure that we define as net cash provided by (used in) operating activities less purchases of property and equipment and capitalized internal-use software. We monitor free cash flow as one measure of our overall business performance, which enables us to analyze our future performance without the effects of non-cash items and allow us to better understand the cash needs of our business. While we believe that free cash flow is useful in evaluating our business, free cash flow is a non-GAAP financial measure that has limitations as an analytical tool, and free cash flow should not be considered as an alternative to, or substitute for, net cash provided by (used in) operating activities in accordance with GAAP. The utility of free cash flow as a measure of our liquidity is further limited as it does not represent the total increase or decrease in our cash balance for any given period. In addition, other companies, including companies in our industry, may calculate free cash flow differently or not at all, which reduces the usefulness of free cash flow as a tool for comparison.



# GAAP INCOME STATEMENT

CROWDSTRIKE HOLDINGS, INC.  
Condensed Consolidated Statements of Operations  
(in thousands, except per share data)  
(unaudited)

	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21
<b>Revenue</b>								
Subscription	\$ 85,990	\$ 97,575	\$ 114,221	\$ 138,537	\$ 162,222	\$ 184,256	\$ 213,530	\$ 244,662
Professional services	10,087	10,533	10,898	13,572	15,856	14,715	18,930	20,267
<b>Total revenue</b>	<u>96,077</u>	<u>108,108</u>	<u>125,119</u>	<u>152,109</u>	<u>178,078</u>	<u>198,971</u>	<u>232,460</u>	<u>264,929</u>
<b>Cost of revenue</b>								
Subscription	23,691	24,946	29,221	34,616	37,244	44,037	49,583	54,348
Professional services	5,582	6,636	8,134	8,801	9,651	10,354	11,944	12,384
<b>Total cost of revenue</b>	<u>29,273</u>	<u>31,582</u>	<u>37,355</u>	<u>43,417</u>	<u>46,895</u>	<u>54,391</u>	<u>61,527</u>	<u>66,732</u>
<b>Gross profit</b>								
Subscription	62,299	72,629	85,000	103,921	124,978	140,219	163,947	190,314
Professional services	4,505	3,897	2,764	4,771	6,205	4,361	6,986	7,883
<b>Total gross profit</b>	<u>66,804</u>	<u>76,526</u>	<u>87,764</u>	<u>108,692</u>	<u>131,183</u>	<u>144,580</u>	<u>170,933</u>	<u>198,197</u>
<b>Operating expenses</b>								
Sales and marketing	56,843	65,274	68,675	75,803	88,138	95,127	105,602	112,449
Research and development	23,875	31,630	35,992	38,691	40,578	50,483	57,539	66,070
General and administrative	11,861	30,261	21,615	25,331	25,043	28,961	31,951	35,481
<b>Total operating expenses</b>	<u>92,579</u>	<u>127,165</u>	<u>126,282</u>	<u>139,825</u>	<u>153,759</u>	<u>174,571</u>	<u>195,092</u>	<u>214,000</u>
<b>Loss from operations</b>	<u>(25,775)</u>	<u>(50,639)</u>	<u>(38,518)</u>	<u>(31,133)</u>	<u>(22,576)</u>	<u>(29,991)</u>	<u>(24,159)</u>	<u>(15,803)</u>
Interest expense	(1)	(164)	(132)	(145)	(143)	(174)	(193)	(1,049)
Other income (expense), net	394	(451)	3,579	3,203	4,533	732	272	682
<b>Loss before provision for income taxes</b>	<u>(25,382)</u>	<u>(51,254)</u>	<u>(35,071)</u>	<u>(28,075)</u>	<u>(18,186)</u>	<u>(29,433)</u>	<u>(24,080)</u>	<u>(16,170)</u>
Provision for income taxes	595	635	434	333	1,036	441	451	2,832
<b>Net loss</b>	<u>\$ (25,977)</u>	<u>\$ (51,889)</u>	<u>\$ (35,505)</u>	<u>\$ (28,408)</u>	<u>\$ (19,222)</u>	<u>\$ (29,874)</u>	<u>\$ (24,531)</u>	<u>\$ (19,002)</u>
Net loss attributable to Class A and Class B common stockholders, basic and diluted	<u>\$ (0.55)</u>	<u>\$ (0.40)</u>	<u>\$ (0.17)</u>	<u>\$ (0.14)</u>	<u>\$ (0.09)</u>	<u>\$ (0.14)</u>	<u>\$ (0.11)</u>	<u>\$ (0.09)</u>
Weighted-average shares used in computing net loss per share attributable to Class A and Class B common stockholders, basic and diluted	<u>47,205</u>	<u>130,091</u>	<u>204,096</u>	<u>207,565</u>	<u>213,129</u>	<u>216,695</u>	<u>219,401</u>	<u>221,700</u>



# GAAP TO NON-GAAP RECONCILIATION

CROWDSTRIKE HOLDINGS, INC.  
Statements of Operations: GAAP to Non-GAAP Reconciliations  
(in thousands, except per share data)  
(unaudited)

	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21
GAAP cost of revenue	\$ 29,273	\$ 31,582	\$ 37,355	\$ 43,417	\$ 46,895	\$ 54,391	\$ 61,527	\$ 66,732
Less:								
Stock based compensation expense	368	1,877	2,450	3,017	2,966	4,060	4,777	5,907
Amortization of acquired intangible assets	104	97	61	61	62	63	272	660
Non-GAAP cost of revenue	\$ 28,801	\$ 29,608	\$ 34,844	\$ 40,339	\$ 43,867	\$ 50,268	\$ 56,478	\$ 60,165
GAAP subscription gross profit	\$ 62,299	\$ 72,629	\$ 85,000	\$ 103,921	\$ 124,978	\$ 140,219	\$ 163,947	\$ 190,314
Add:								
Stock based compensation expense	265	1,233	1,666	2,062	1,995	2,635	3,226	3,849
Amortization of acquired intangible assets	104	97	61	61	62	63	272	660
Non-GAAP subscription gross profit	\$ 62,668	\$ 73,959	\$ 86,727	\$ 106,044	\$ 127,035	\$ 142,917	\$ 167,445	\$ 194,823
GAAP professional services gross profit	\$ 4,505	\$ 3,897	\$ 2,764	\$ 4,771	\$ 6,205	\$ 4,361	\$ 6,986	\$ 7,883
Add:								
Stock based compensation expense	103	644	784	955	971	1,425	1,551	2,058
Non-GAAP professional services gross profit	\$ 4,608	\$ 4,541	\$ 3,548	\$ 5,726	\$ 7,176	\$ 5,786	\$ 8,537	\$ 9,941
GAAP Sales and marketing operating expenses	\$ 56,843	\$ 65,274	\$ 68,675	\$ 75,803	\$ 88,138	\$ 95,127	\$ 105,602	\$ 112,449
Less:								
Stock based compensation expense	1,518	6,638	7,355	8,408	8,687	13,603	12,811	15,456
Amortization of acquired intangible assets	30	32	30	31	31	31	91	209
Non-GAAP sales and marketing operating expenses	\$ 55,295	\$ 58,604	\$ 61,290	\$ 67,364	\$ 79,420	\$ 81,493	\$ 92,700	\$ 96,784
GAAP research and development operating expenses	\$ 23,875	\$ 31,630	\$ 35,992	\$ 38,691	\$ 40,578	\$ 50,483	\$ 57,539	\$ 66,070
Less:								
Stock based compensation expense	681	4,976	4,696	5,050	4,900	9,029	11,771	14,574
Amortization of acquired intangible assets	11	10	10	10	10	10	9	—
Non-GAAP research and development operating expenses	\$ 23,183	\$ 26,644	\$ 31,286	\$ 33,631	\$ 35,668	\$ 41,444	\$ 45,759	\$ 51,496
GAAP general and administrative operating expenses	\$ 11,861	\$ 30,261	\$ 21,615	\$ 25,331	\$ 25,043	\$ 28,961	\$ 31,951	\$ 35,481
Less:								
Stock based compensation expense	1,185	16,368	7,465	7,888	7,085	11,021	11,251	11,777
Acquisition-related expenses	—	—	—	—	—	—	2,119	1,639
Non-GAAP general and administrative operating expenses	\$ 10,676	\$ 13,893	\$ 14,150	\$ 17,443	\$ 17,958	\$ 17,940	\$ 18,581	\$ 22,065
GAAP loss from operations	\$ (25,775)	\$ (50,639)	\$ (38,518)	\$ (31,133)	\$ (22,576)	\$ (29,991)	\$ (24,159)	\$ (15,803)
Add:								
Stock based compensation expense	3,752	29,859	21,966	24,363	23,638	37,713	40,610	47,714
Amortization of acquired intangible assets	145	139	101	102	103	104	372	869
Acquisition-related expenses	—	—	—	—	—	—	2,119	1,639
Non-GAAP income (loss) from operations	\$ (21,878)	\$ (20,641)	\$ (16,451)	\$ (6,668)	\$ 1,165	\$ 7,826	\$ 18,942	\$ 34,419



# GAAP TO NON-GAAP RECONCILIATION (CONT'D)

**CROWDSTRIKE HOLDINGS, INC.**  
**Statements of Operations: GAAP to Non-GAAP Reconciliations (continued)**  
(in thousands, except per share data)  
(unaudited)

	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21
GAAP net loss	\$ (25,977)	\$ (51,889)	\$ (35,505)	\$ (28,408)	\$ (19,222)	\$ (29,874)	\$ (24,531)	\$ (19,002)
Add:								
Stock based compensation expense	3,752	29,859	21,966	24,363	23,638	37,713	40,610	47,714
Amortization of acquired intangible assets	145	139	101	102	103	104	372	869
Acquisition-related expenses	—	—	—	—	—	—	2,119	1,639
Amortization of debt issuance costs and discount	—	—	—	—	—	—	—	347
Provision for income taxes <sup>(1)</sup>	—	—	—	—	—	—	—	—
Less:								
Gain on settlement of lawsuit	—	1,250	—	—	—	—	—	—
Non-GAAP net income (loss)	<u>\$ (22,080)</u>	<u>\$ (23,141)</u>	<u>\$ (13,438)</u>	<u>\$ (3,943)</u>	<u>\$ 4,519</u>	<u>\$ 7,943</u>	<u>\$ 18,570</u>	<u>\$ 31,567</u>
Weighted-average shares used in computing basic net income (loss) per share (GAAP and Non-GAAP)	<u>47,205</u>	<u>130,091</u>	<u>204,096</u>	<u>207,565</u>	<u>213,129</u>	<u>216,695</u>	<u>219,401</u>	<u>221,700</u>
GAAP basic net loss per share	<u>\$ (0.55)</u>	<u>\$ (0.40)</u>	<u>\$ (0.17)</u>	<u>\$ (0.14)</u>	<u>\$ (0.09)</u>	<u>\$ (0.14)</u>	<u>\$ (0.11)</u>	<u>\$ (0.09)</u>
Non-GAAP basic net income (loss) per share	<u>\$ (0.47)</u>	<u>\$ (0.18)</u>	<u>\$ (0.07)</u>	<u>\$ (0.02)</u>	<u>\$ 0.02</u>	<u>\$ 0.04</u>	<u>\$ 0.08</u>	<u>\$ 0.14</u>
GAAP diluted loss per common share	<u>\$ (0.55)</u>	<u>\$ (0.40)</u>	<u>\$ (0.17)</u>	<u>\$ (0.14)</u>	<u>\$ (0.09)</u>	<u>\$ (0.14)</u>	<u>\$ (0.11)</u>	<u>\$ (0.09)</u>
Stock-based compensation	0.08	0.23	0.11	0.12	0.10	0.16	0.17	0.20
Amortization of acquired intangible assets	—	—	—	—	—	—	—	—
Acquisition-related expenses	—	—	—	—	—	—	0.01	0.01
Amortization of debt issuance costs	—	—	—	—	—	—	—	—
Gain on settlement of lawsuit	—	(0.01)	—	—	—	—	—	—
Provision for income taxes <sup>(1)</sup>	—	—	—	—	—	—	—	—
Adjustment to fully diluted earnings per share <sup>(2)</sup>	—	—	(0.01)	—	0.01	0.01	0.01	0.01
Non-GAAP diluted income (loss) per common share	<u>\$ (0.47)</u>	<u>\$ (0.18)</u>	<u>\$ (0.07)</u>	<u>\$ (0.02)</u>	<u>\$ 0.02</u>	<u>\$ 0.03</u>	<u>\$ 0.08</u>	<u>\$ 0.13</u>
Weighted-average shares used in diluted earnings per common share calculation:								
GAAP	47,205	130,091	204,096	207,565	213,129	216,695	219,401	221,700
Non-GAAP	<u>47,205</u>	<u>130,091</u>	<u>204,096</u>	<u>207,565</u>	<u>229,796</u>	<u>233,169</u>	<u>234,626</u>	<u>236,883</u>

(1) We use our GAAP provision for income taxes for the purpose of determining our non-GAAP income tax expense. The difference between our GAAP and non-GAAP income tax expense represents the excess tax of stock-based compensation expense recognized in foreign jurisdictions. The income tax benefit related to stock-based compensation expense included in the GAAP provision for income taxes was not material for all periods presented.

(2) For periods in which we had diluted non-GAAP net income per share, the sum of the impact of individual reconciling items may not total to diluted Non-GAAP net income per share because the basic share counts used to calculate GAAP net loss per share differ from the diluted share counts used to calculate non-GAAP net income per share and because of rounding differences. The GAAP net loss per share calculation uses a lower share count as it excludes dilutive shares which are included in calculating the non-GAAP net income per share.



# GAAP TO NON-GAAP RECONCILIATION (CONT'D)

CROWDSTRIKE HOLDINGS, INC.  
Statements of Operations: GAAP to Non-GAAP Reconciliations (continued)  
(in thousands, except per share data)  
(unaudited)

	FY17	FY18	FY19	FY20	FY21
GAAP cost of revenue	\$ 34,006	\$ 54,486	\$ 87,238	\$ 141,627	\$ 229,545
Less:					
Stock based compensation expense	91	341	894	7,712	17,710
Amortization of acquired intangible assets	97	287	327	323	1,057
Non-GAAP cost of revenue	<u>\$ 33,818</u>	<u>\$ 53,858</u>	<u>\$ 86,017</u>	<u>\$ 133,592</u>	<u>\$ 210,778</u>
GAAP subscription gross profit	\$ 13,517	\$ 52,711	\$ 150,193	\$ 323,849	\$ 619,458
Add:					
Stock based compensation expense	50	89	689	5,226	11,705
Amortization of acquired intangible assets	97	287	327	323	1,057
Non-GAAP subscription gross profit	<u>\$ 13,664</u>	<u>\$ 53,087</u>	<u>\$ 151,209</u>	<u>\$ 329,398</u>	<u>\$ 632,220</u>
GAAP professional services gross profit	\$ 5,222	\$ 11,555	\$ 12,393	\$ 15,937	\$ 25,435
Add:					
Stock based compensation expense	41	252	205	2,486	6,005
Non-GAAP professional services gross profit	<u>\$ 5,263</u>	<u>\$ 11,807</u>	<u>\$ 12,598</u>	<u>\$ 18,423</u>	<u>\$ 31,440</u>
GAAP Sales and marketing operating expenses	\$ 53,748	\$ 104,277	\$ 172,682	\$ 266,595	\$ 401,316
Less:					
Stock based compensation expense	638	1,386	5,175	23,919	50,557
Amortization of acquired intangible assets	—	21	143	123	362
Non-GAAP sales and marketing operating expenses	<u>\$ 53,110</u>	<u>\$ 102,870</u>	<u>\$ 167,364</u>	<u>\$ 242,553</u>	<u>\$ 350,397</u>
GAAP research and development operating expenses	\$ 39,145	\$ 58,887	\$ 84,551	\$ 130,188	\$ 214,670
Less:					
Stock based compensation expense	561	3,429	7,815	15,403	40,274
Amortization of acquired intangible assets	—	320	113	41	29
Non-GAAP research and development operating expenses	<u>\$ 38,584</u>	<u>\$ 55,138</u>	<u>\$ 76,623</u>	<u>\$ 114,744</u>	<u>\$ 174,367</u>
GAAP general and administrative operating expenses	\$ 16,402	\$ 32,542	\$ 42,217	\$ 89,068	\$ 121,436
Less:					
Stock based compensation expense	704	7,187	6,621	32,906	41,134
Acquisition-related expenses	—	167	—	—	3,758
Non-GAAP general and administrative operating expenses	<u>\$ 15,698</u>	<u>\$ 25,188</u>	<u>\$ 35,596</u>	<u>\$ 56,162</u>	<u>\$ 76,544</u>
GAAP loss from operations	\$ (90,556)	\$ (131,440)	\$ (136,864)	\$ (146,065)	\$ (92,529)
Add:					
Stock based compensation expense	1,994	12,343	20,505	79,840	149,675
Amortization of acquired intangible assets	—	628	583	487	1,448
Acquisition-related expenses	97	167	—	—	3,758
Non-GAAP income (loss) from operations	<u>\$ (88,465)</u>	<u>\$ (118,302)</u>	<u>\$ (115,776)</u>	<u>\$ (65,638)</u>	<u>\$ 62,352</u>



# SUPPLEMENTAL DISCLOSURE - ADDITIONAL METRICS

## CROWDSTRIKE HOLDINGS, INC.

### Additional Metrics

(In thousands, except percentages and customer count)  
(unaudited)

	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21
Annual recurring revenue	\$ 364,648	\$ 423,780	\$ 501,721	\$ 600,456	\$ 686,125	\$ 790,583	\$ 907,391	\$ 1,050,051
Year-over-year growth	114%	104%	97%	92%	88%	87%	81%	75%
Deferred revenue	\$ 315,212	\$ 369,762	\$ 447,639	\$ 571,168	\$ 635,973	\$ 689,840	\$ 762,674	\$ 911,895
Backlog	70,366	85,206	129,527	192,785	181,495	235,629	310,471	448,157
Remaining performance obligations	<u>\$ 385,578</u>	<u>\$ 454,968</u>	<u>\$ 577,166</u>	<u>\$ 763,953</u>	<u>\$ 817,468</u>	<u>\$ 925,469</u>	<u>\$ 1,073,145</u>	<u>\$ 1,360,052</u>
Subscription customer count	3,059	3,789	4,561	5,431	6,261	7,230	8,416	9,896
Year-over-year growth	105%	111%	112%	116%	105%	91%	85%	82%
Free cash flow reconciliation								
GAAP net cash provided by (used in) operating activities	\$ 1,415	\$ (6,214)	\$ 38,635	\$ 66,107	\$ 98,577	\$ 55,025	\$ 88,501	\$ 114,463
Less: Purchases of property and equipment	(15,541)	(21,618)	(29,689)	(13,350)	(9,694)	(20,640)	(9,911)	(12,554)
Less: Capitalized internal-use software	(1,984)	(1,326)	(1,898)	(2,081)	(1,882)	(1,968)	(2,495)	(4,519)
Free cash flow	<u>\$ (16,110)</u>	<u>\$ (29,158)</u>	<u>\$ 7,048</u>	<u>\$ 50,676</u>	<u>\$ 87,001</u>	<u>\$ 32,417</u>	<u>\$ 76,095</u>	<u>\$ 97,390</u>
Geographic breakdown of total revenue:								
United States	75%	74%	74%	73%	73%	71%	72%	71%
International	25%	26%	26%	27%	27%	29%	28%	29%
Non-GAAP gross margin	70%	73%	72%	73%	75%	75%	76%	77%
Non-GAAP subscription gross margin	73%	76%	76%	77%	78%	78%	78%	80%
Non-GAAP operating expenses	\$ 89,154	\$ 99,141	\$ 106,726	\$ 118,438	\$ 133,046	\$ 140,877	\$ 157,040	\$ 170,345
Non-GAAP operating expenses as a percentage of revenue	93%	92%	85%	78%	75%	71%	68%	64%
Non-GAAP operating margin	(23)%	(19)%	(13)%	(4)%	1%	4%	8%	13%



 **CROWDSTRIKE**

