



NICE

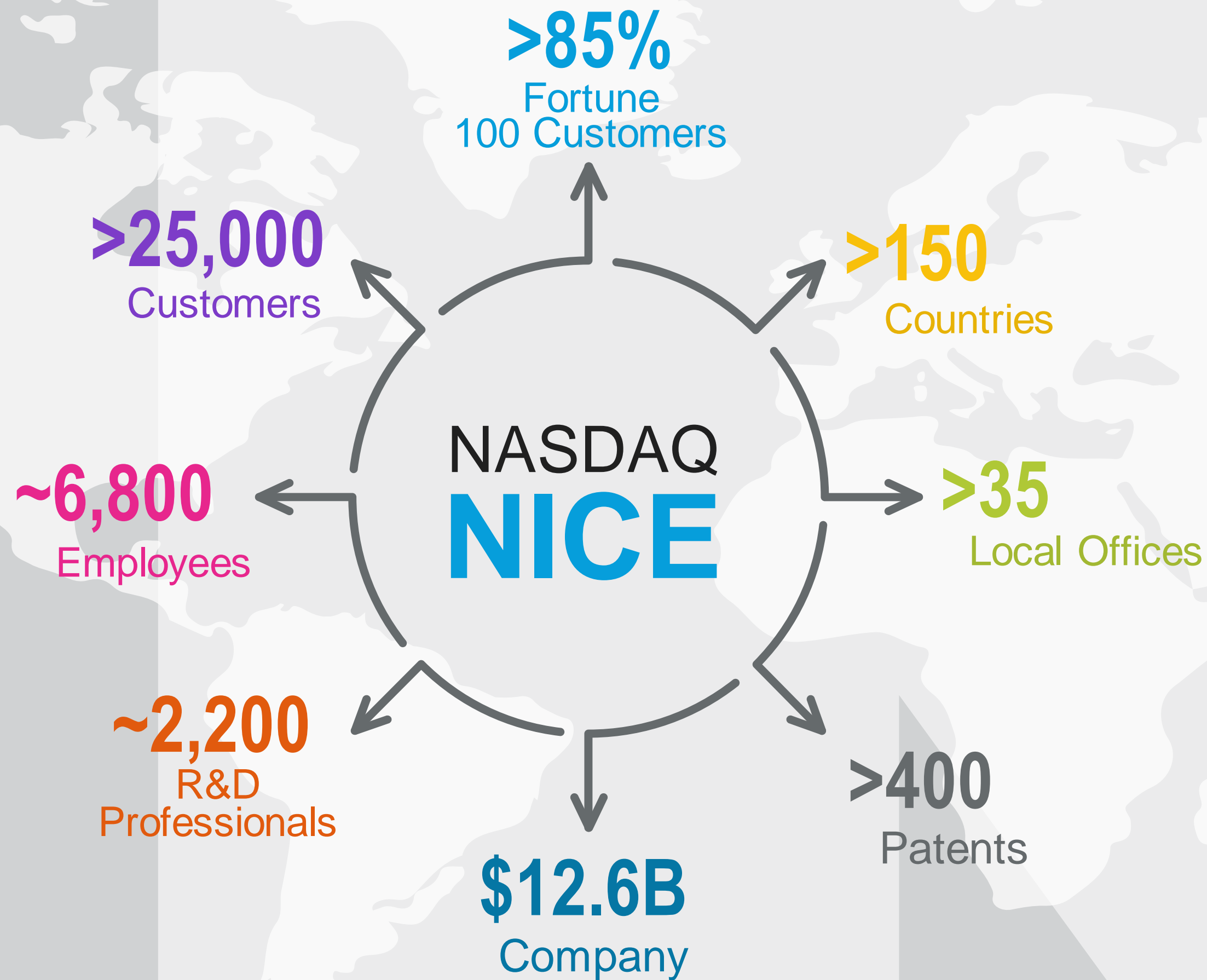
Investor PRESENTATION

August 2020

Forward Looking Statements Disclaimer

This presentation contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. In some cases, forward-looking statements may be identified by words such as “believe,” “expect,” “seek,” “may,” “will,” “intend,” “should,” “project,” “anticipate,” “plan,” and similar expressions. Forward-looking statements are based on the current beliefs, expectations and assumptions of the Company’s management regarding the future of the Company’s business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Examples of forward-looking statements include guidance regarding the Company’s revenue and earnings and the growth of our cloud business.

Forward looking statements are inherently subject to significant economic, competitive and other uncertainties and contingencies, many of which are beyond the control of management. The Company cautions that these statements are not guarantees of future performance, and investors should not place undue reliance on them. There are or will be important known and unknown factors and uncertainties that could cause actual results to differ materially from those expressed or implied in the forward-looking statements. These factors, include, but are not limited to, risks associated with changes in economic and business conditions, competition, successful execution of the Company’s growth strategy, success and growth of the Company’s cloud Software-as-a-Service business, difficulties in making additional acquisitions or effectively integrating acquired operations, products, technologies and personnel, the Company’s dependency on third-party cloud computing platform providers, hosting facilities and service partners, rapidly changing technology, cyber security attacks or other security breaches against the Company, privacy concerns and legislation impacting the Company’s business, changes in currency exchange rates and interest rates, the effects of additional tax liabilities resulting from our global operations and various other factors and uncertainties discussed in our filings with the U.S. Securities and Exchange Commission (the “SEC”). In addition, COVID-19 is contributing to a general slowdown in the global economy and may affect the Company’s business, results of operations, financial condition and our future strategic plans. At this time, the extent to which the COVID-19 may impact the Company’s financial condition or results of operations is uncertain. Furthermore, due to our subscription based business model, the effect of the COVID-19 may not be fully reflected in our results of operations until future periods, if at all. You are encouraged to carefully review the section entitled “Risk Factors” in our latest Annual Report on Form 20-F and our other filings with the SEC for additional information regarding these and other factors and uncertainties that could affect our future performance. The forward-looking statements contained in this presentation speak only as of the date hereof, and the Company undertakes no obligation to update or revise them, whether as a result of new information, future developments or otherwise, except as required by law.



CUSTOMER ENGAGEMENT

CREATING

Extraordinary
Customer Experiences



This is
NICE

FINANCIAL CRIME & COMPLIANCE

OUTSMARTING

Financial Crime with
Intelligent Solutions

NICE TRANSFORMATION

• 2014

Mix of **product** and **projects** company

Suite of solutions

Primarily WFO

Lack of **scale** in **Analytics**

Emergence of CCaaS market

Predominantly **on-premise**

Limited TAM

Primarily **Fortune 1000**

Margins below enterprise software **benchmarks**

Direct

• 2020

Enterprise software company

Open cloud platform

Disrupting infrastructure

Undisputed **Analytics leader**

Leading CCaaS provider

Cloud scale

Large and fast growing TAM

Enterprise & midmarket

Enterprise software **margins**

Direct and indirect

**COMPLETE
OFFERING**

**MARKET
COVERAGE**

ECOSYSTEM

**CUSTOMER
BASE**



Today's CUSTOMER NEEDS

in Challenging Times



Today's CUSTOMER NEEDS

in Challenging Times



CXone @home

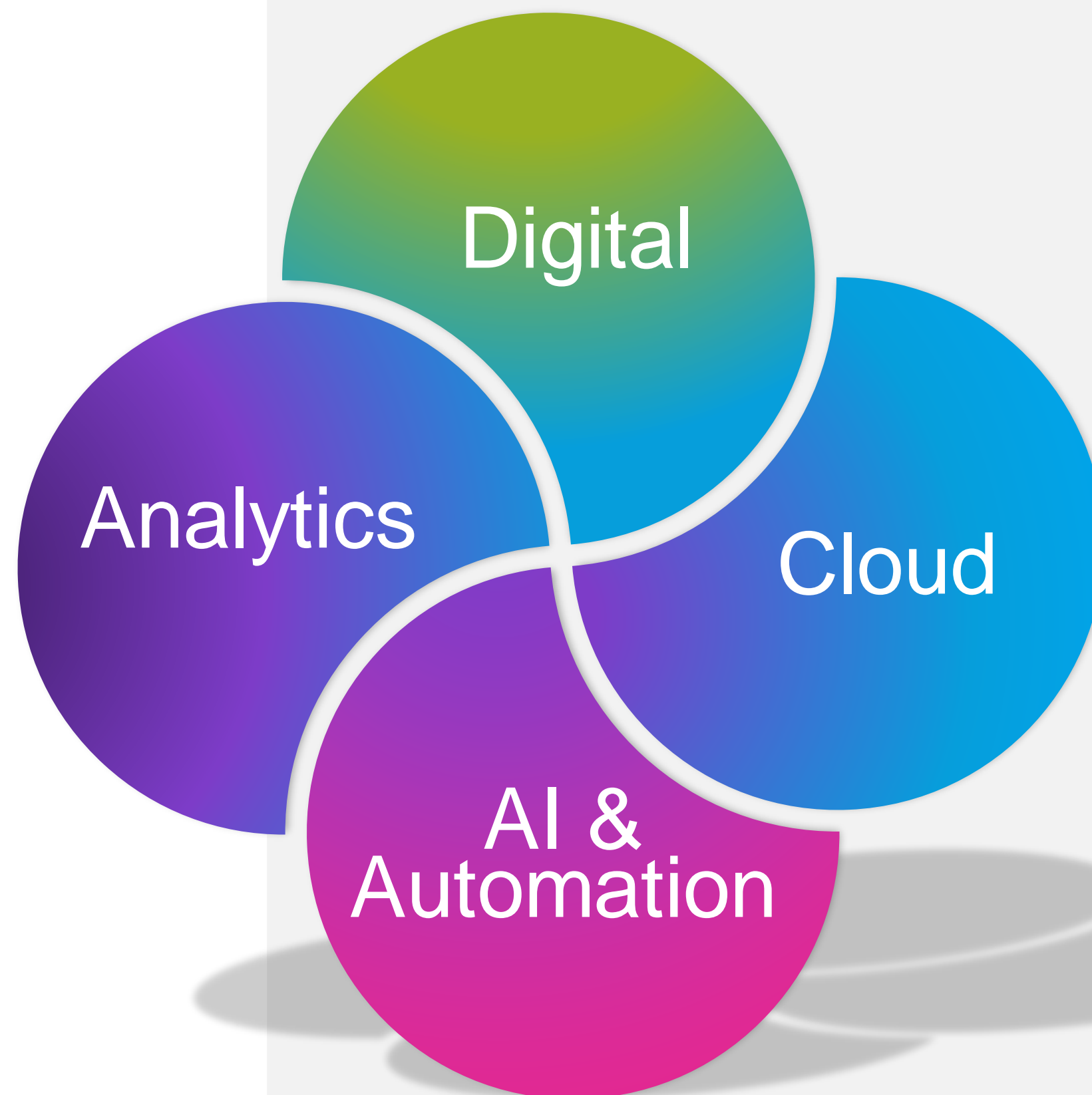
WEM @home

KYC X PRESS

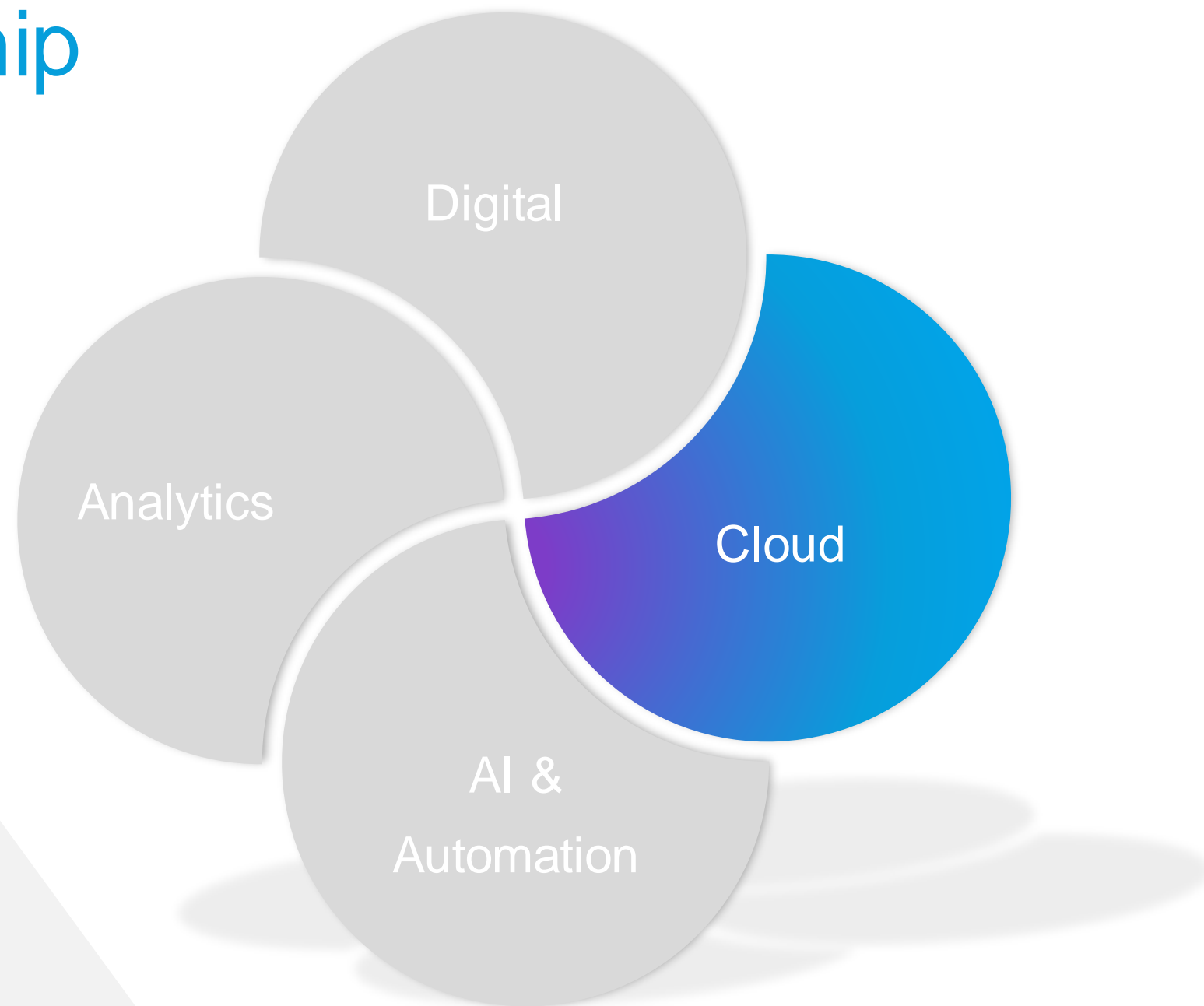
NICE - Investigate Xpress

Transforming
EXPERIENCES to be
EXTRAORDINARY
and TRUSTED

Our
**STRATEGIC
PILLARS**

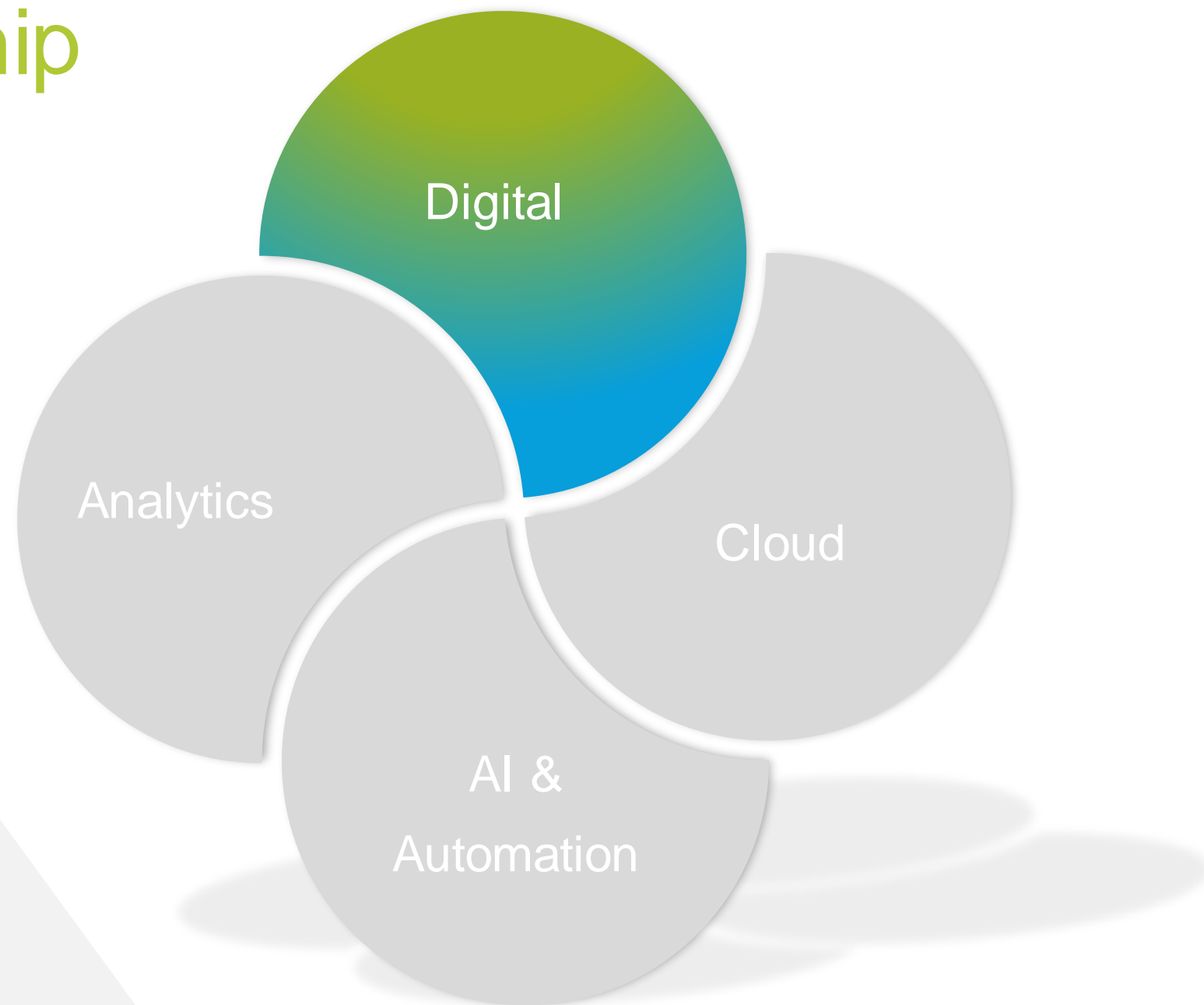


CLOUD Leadership



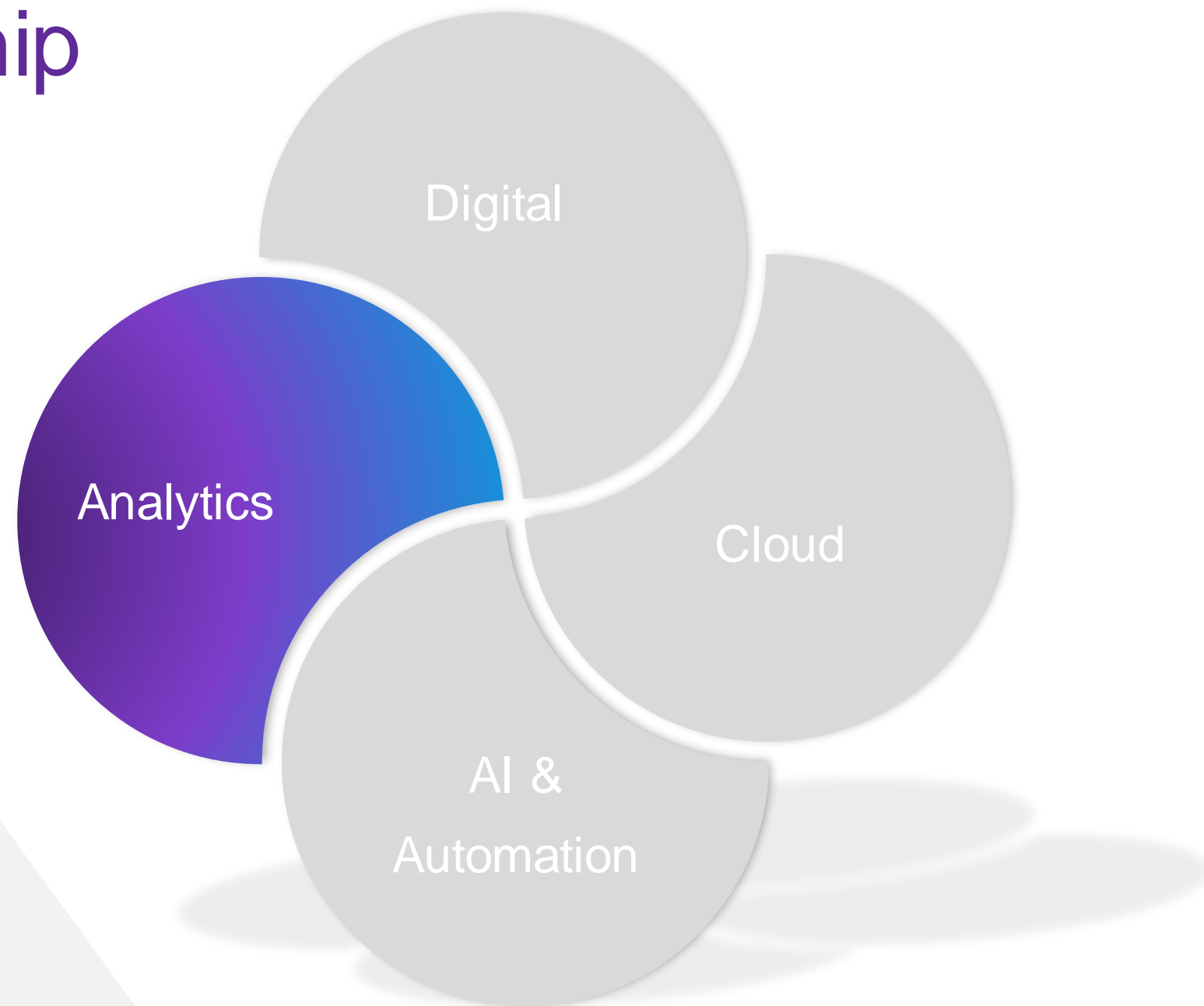
- Global CXone leadership across all market segments
- Cloudification of all relevant applications
- Cloudify Financial Crime & Compliance market with X-Sight
- A true cloud native solution eliminates painful upgrade cycles
- Flexible migration path

DIGITAL Leadership



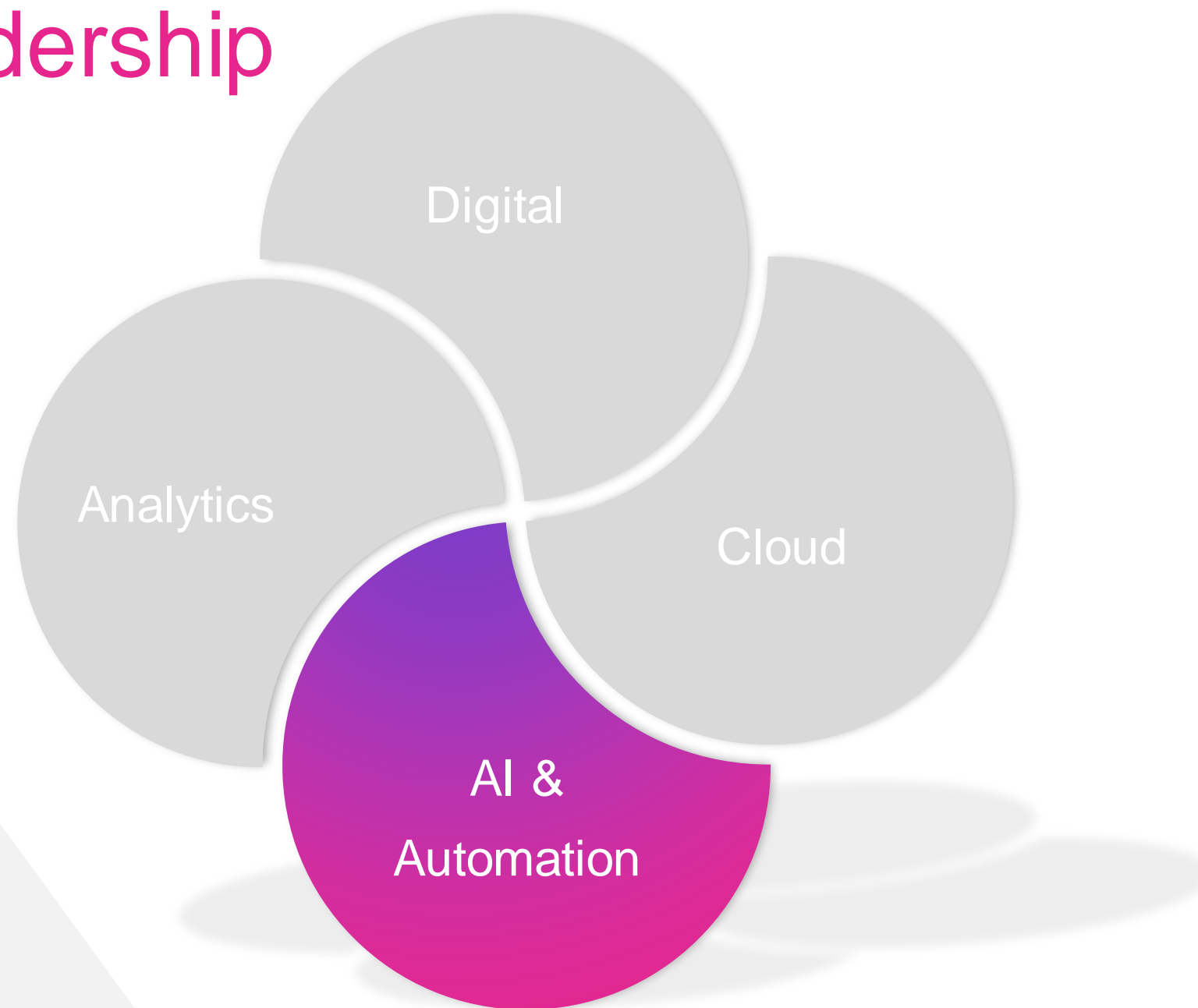
- Provide best digital engagement solutions
- Address digital transformation in all relevant products
- Assist FIs move to digital banking and digital currencies

ANALYTICS Leadership



- Analytics in all our solutions
- Unified Analytics suite
- Leverage Analytics for personalization for consumers & agents
- Advanced Analytics as Actimize competitive advantage
- Real-time Analytics

AUTOMATION & AI Leadership



- Leverage agent assets to work with and train conversational bots
- NEVA Attended Automation to make humans efficient and effective
- Create smarter internal processes such as AI-enabled routing, WFO, analytics and AI-identified automation opportunities
- Autonomous Financial Crime-machines assisted by humans
- Utilize our significant data assets to train AI



PLATFORM STRATEGY

CXone

X-Sight

NICE · Investigate

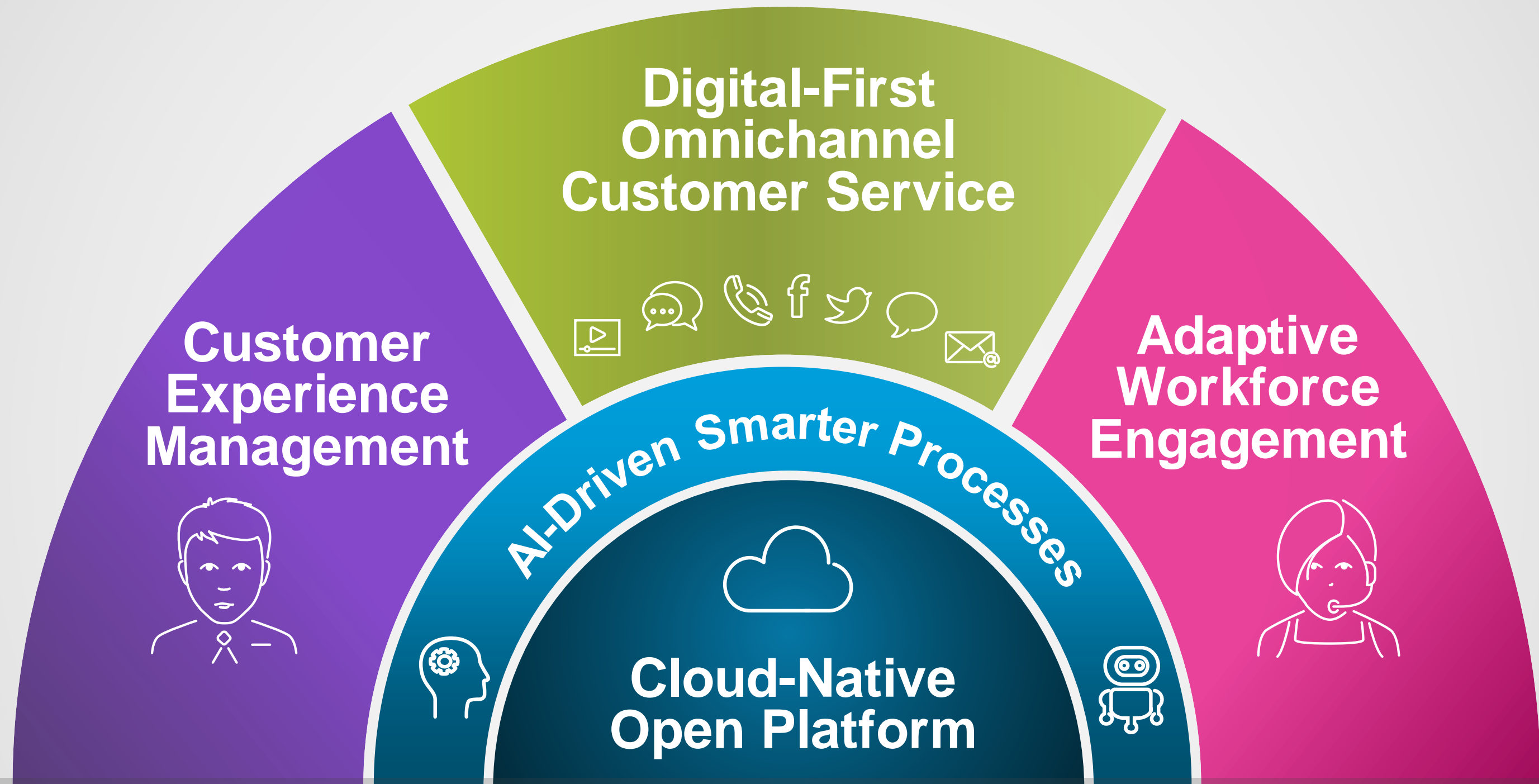
True, Native,
Open Cloud
Platform

Injected With
Analytics and AI

Covering All
Market
Segments

Large
Ecosystem

Organic and
Inorganic
Expansion

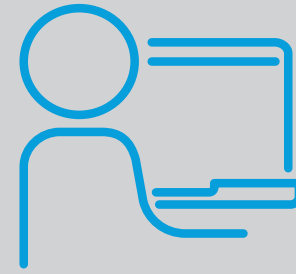
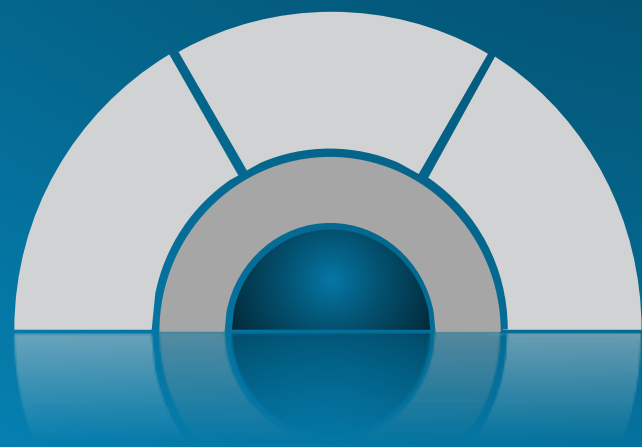


CXone NICE EXPERIENCE TRANSFORMATION

Most Complete, Unified, and Intelligent Cloud CX Platform

NICE inContact

CXone



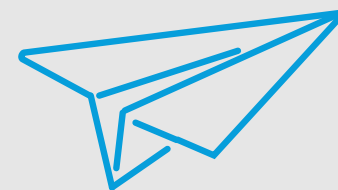
one experience

A single unified solution for employees and customers across centers



one cloud

Enterprise grade, secure, proven global cloud native platform built for multinational operations



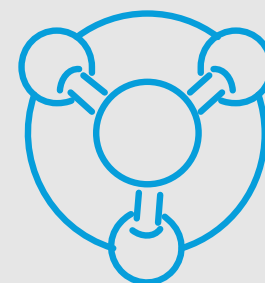
one destination

Fast onboarding of new capabilities and employees



one step ahead

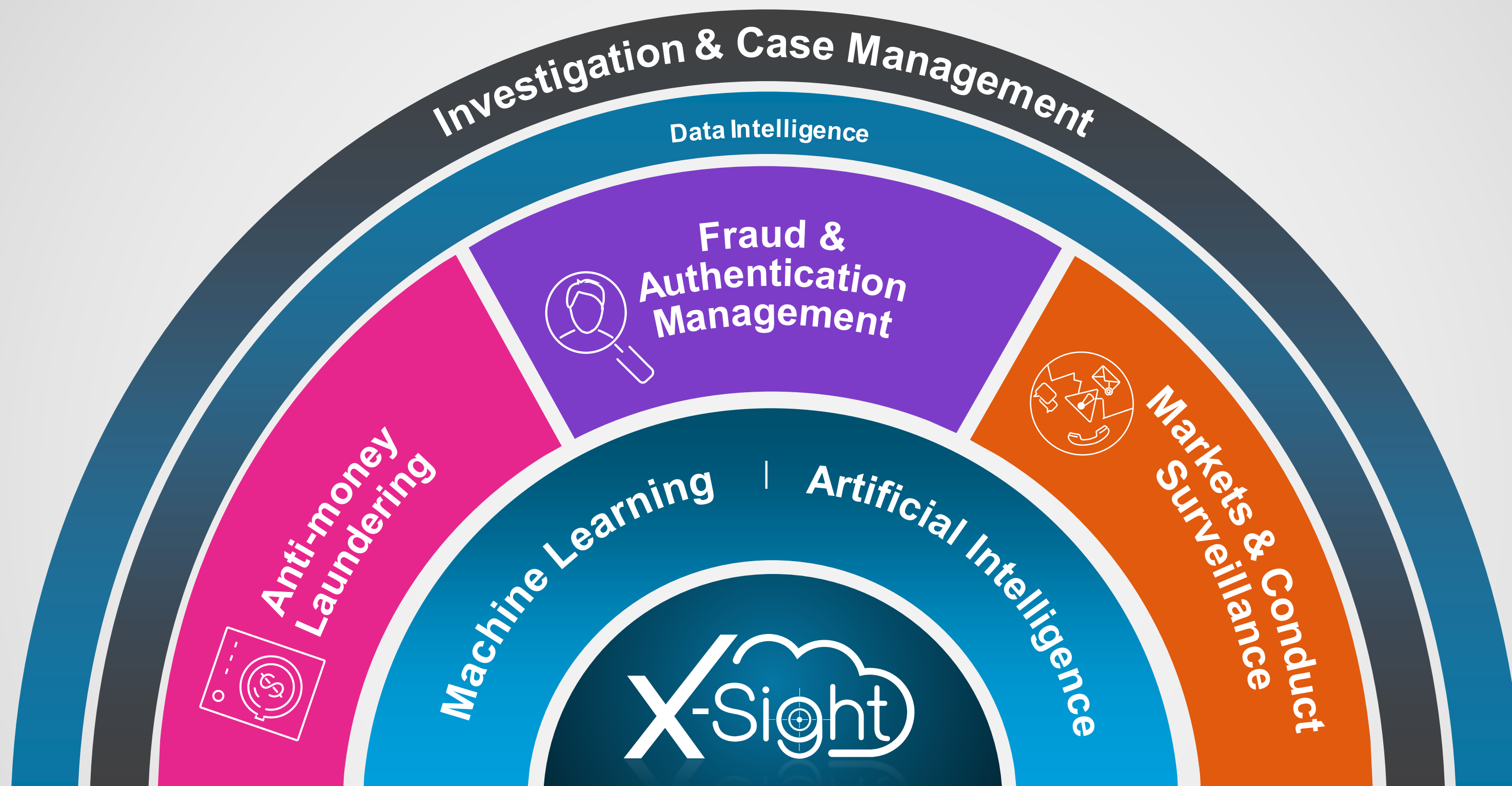
Predict and act on AI-powered insights to delight customers and engage employees



one ecosystem

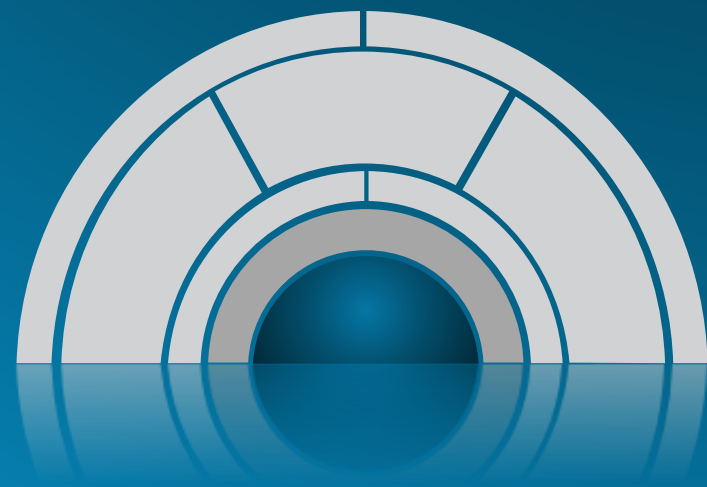
Open platform-as-a-service with hundreds of APIs to easily extend CXone

NICE inContact
CXexchange



FINANCIAL CRIME TRANSFORMATION

Financial Crime Risk Management Platform



Offers **choice in analytics**, powered by the security of the cloud, to **supercharge Actimize solutions**



Enables **smarter, faster decisions** throughout the customer lifecycle with the **power of data and analytics**

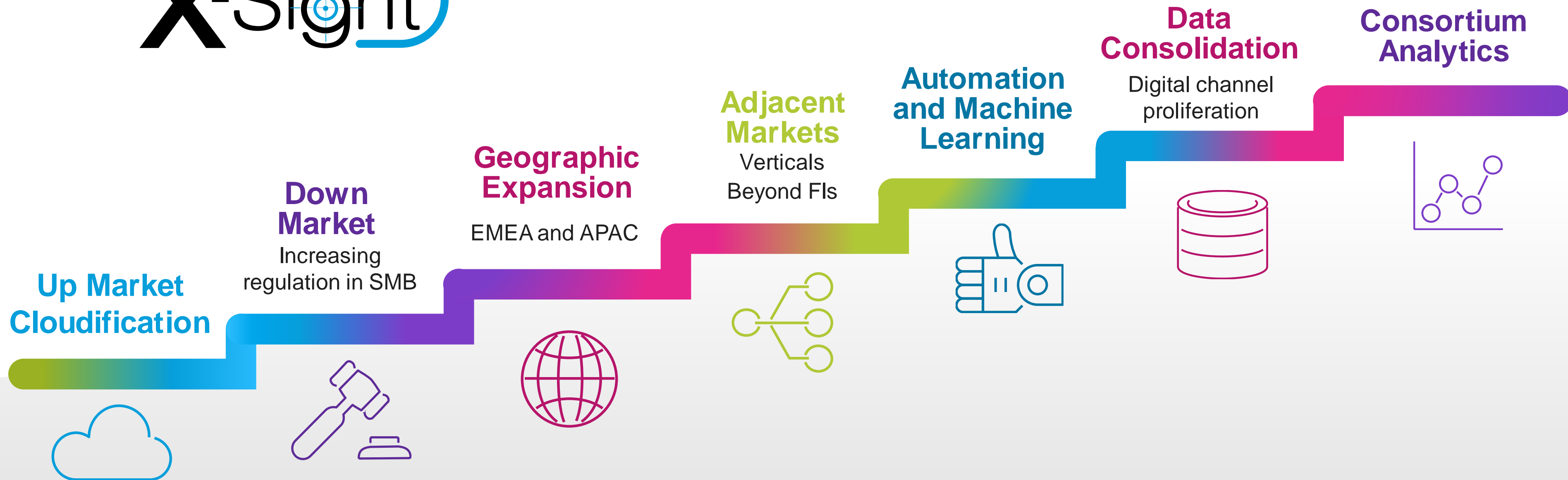


Powers the **first** financial crime and compliance ecosystem

GROWTH OPPORTUNITIES for CXone

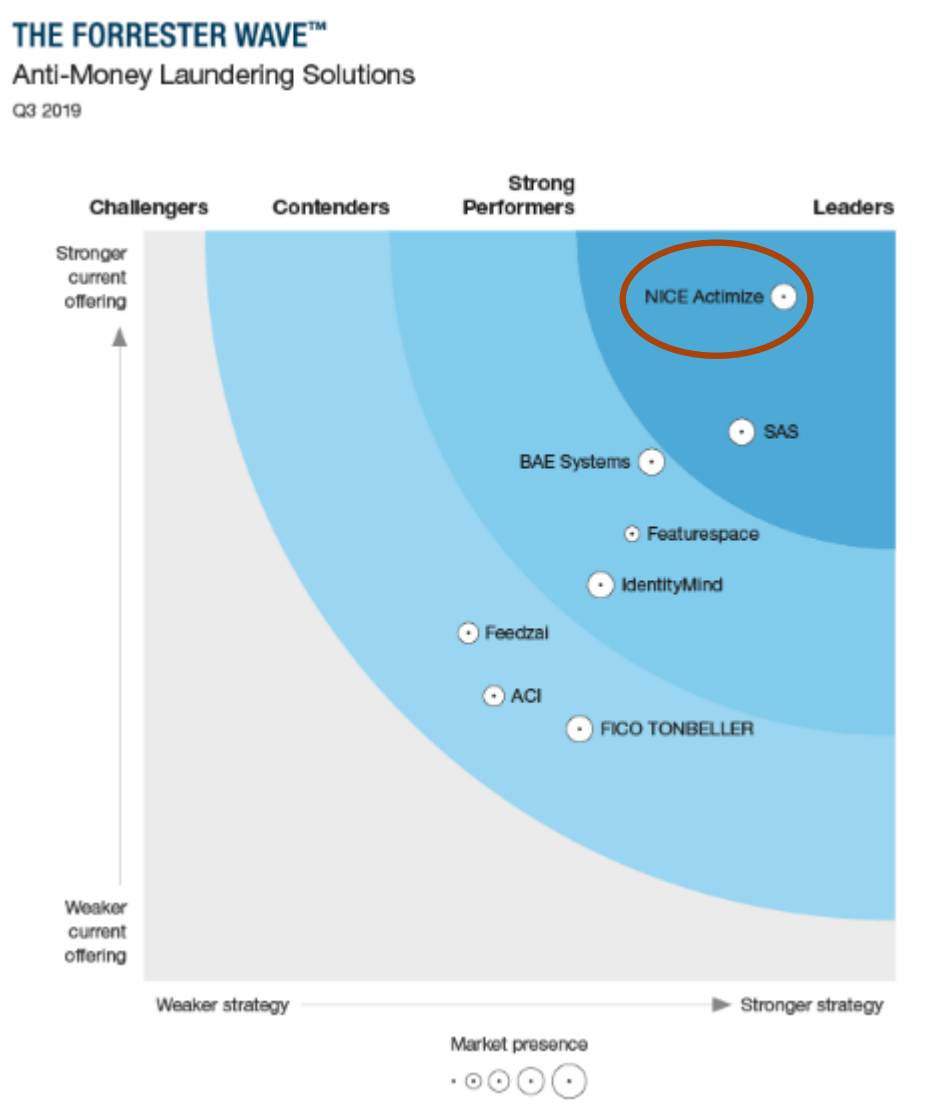


GROWTH OPPORTUNITIES for **X-Sight**



NICE Market Leadership

FORRESTER®

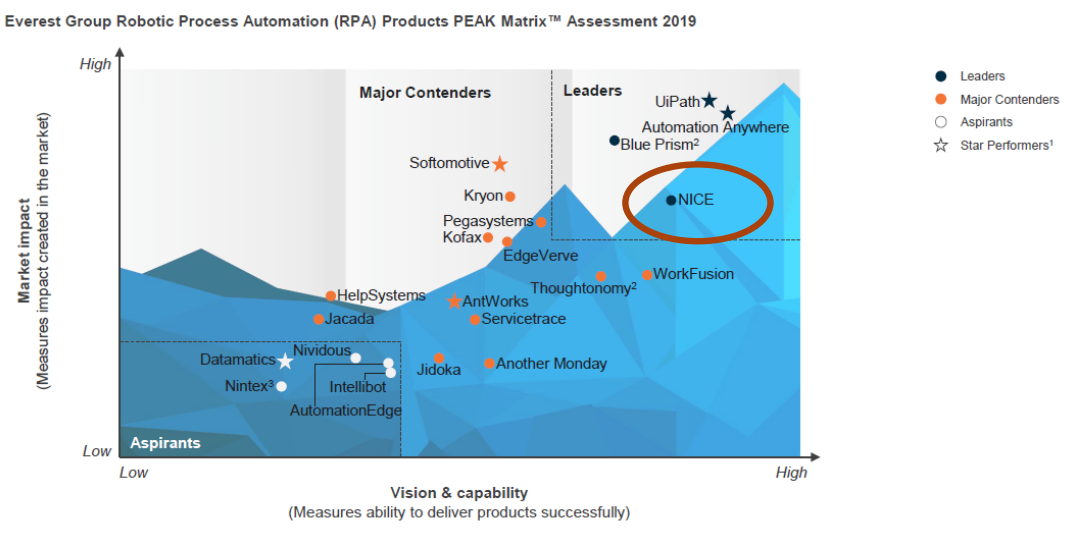


Gartner®

Figure 1. Magic Quadrant for Workforce Engagement Management

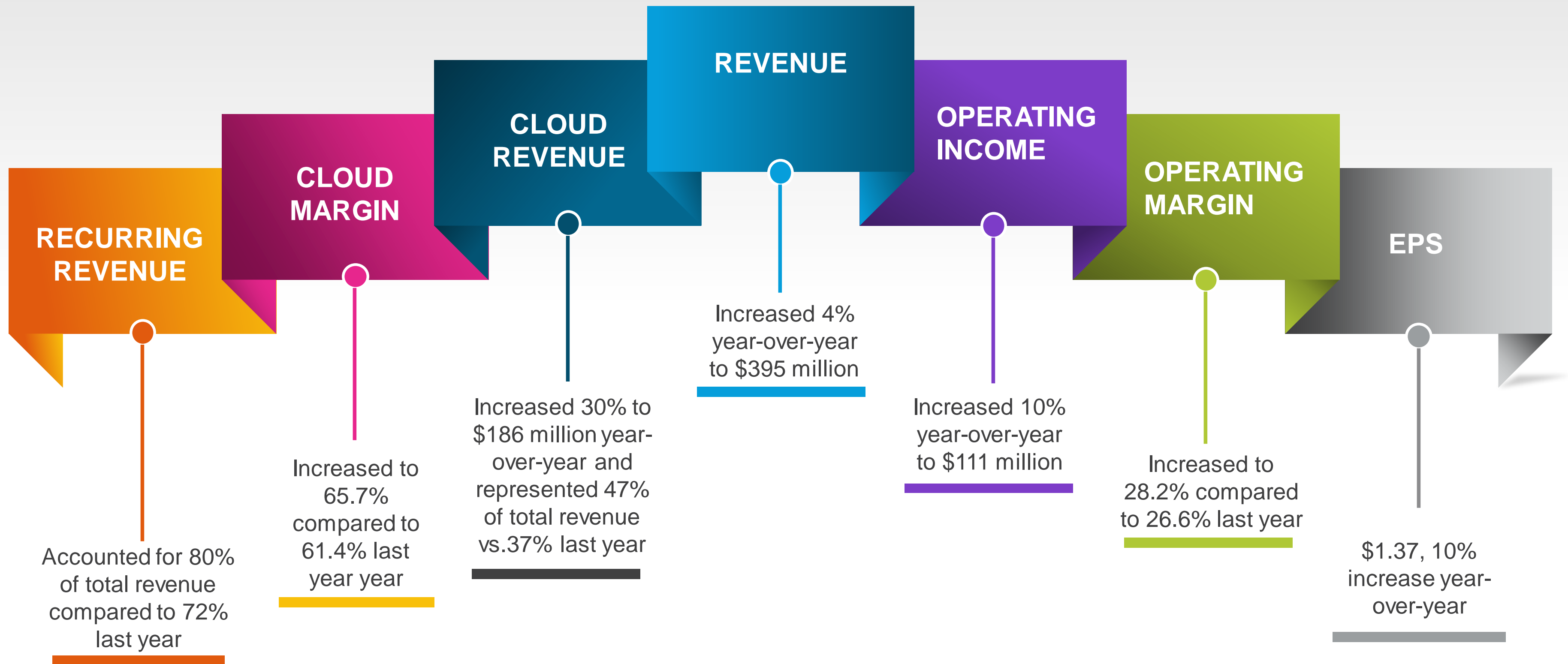


Everest Group
RESEARCH



Q2 2020

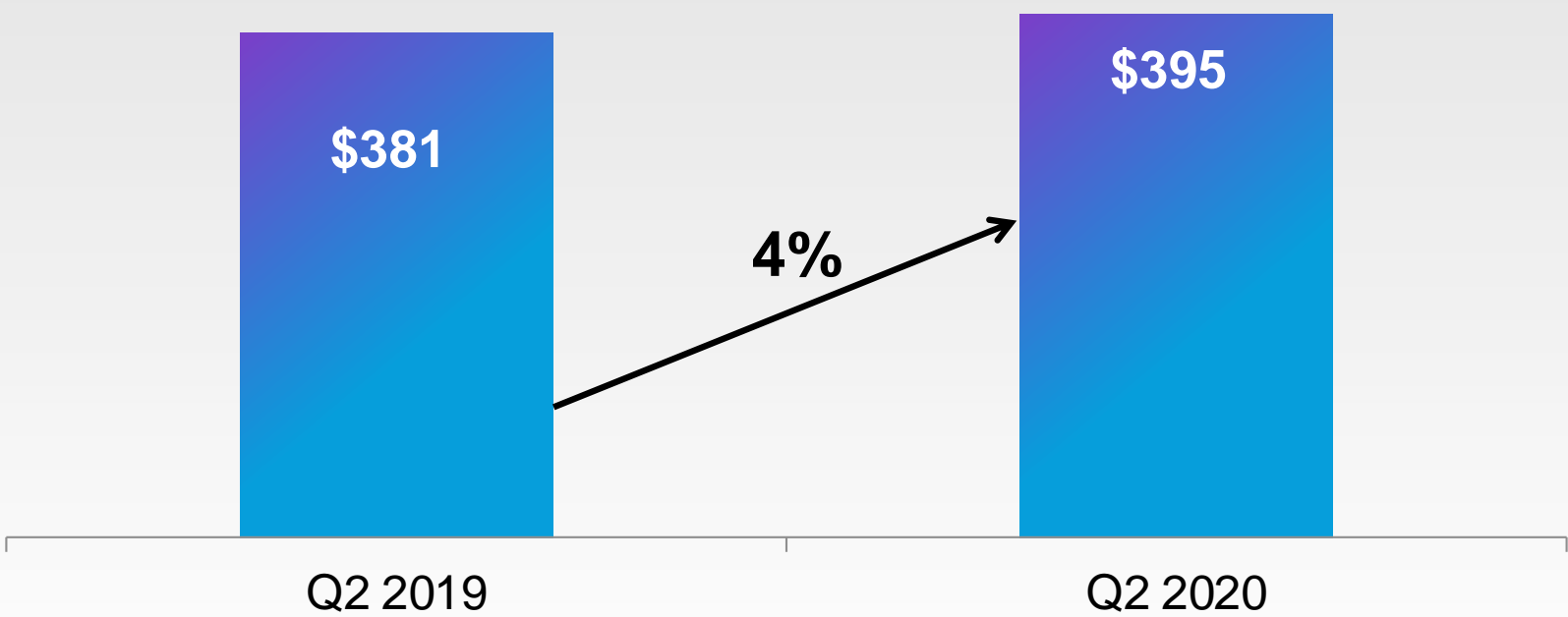
Highlights*



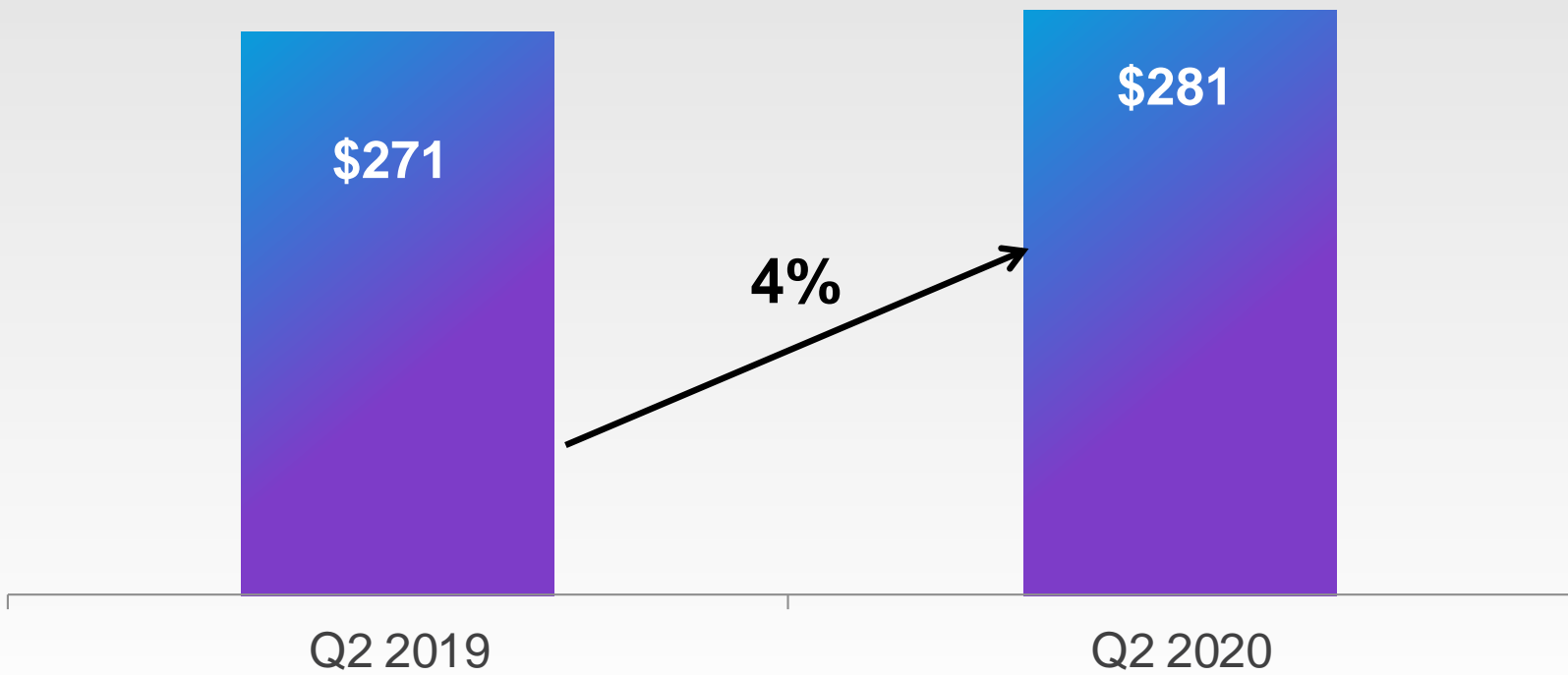
* All numbers are Non-GAAP

Strong Results Q2 2020*

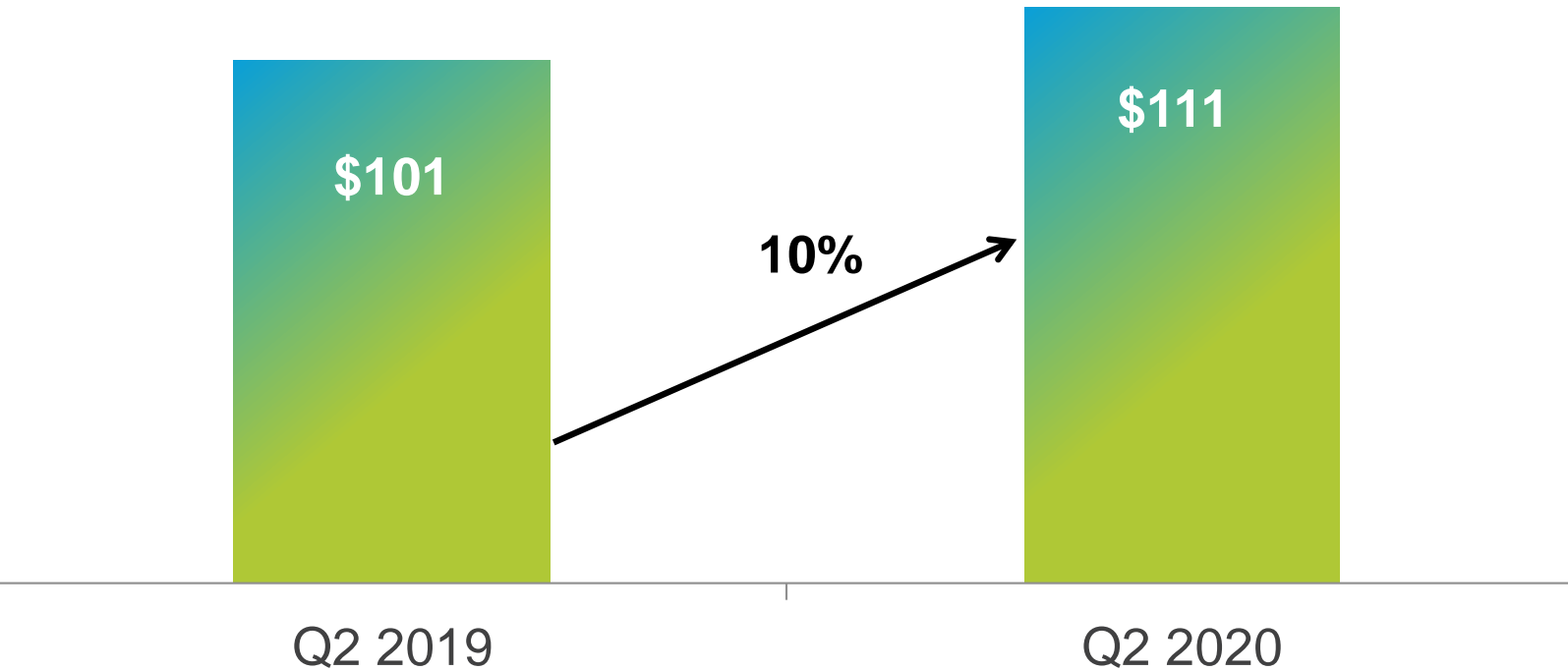
REVENUE (\$M)



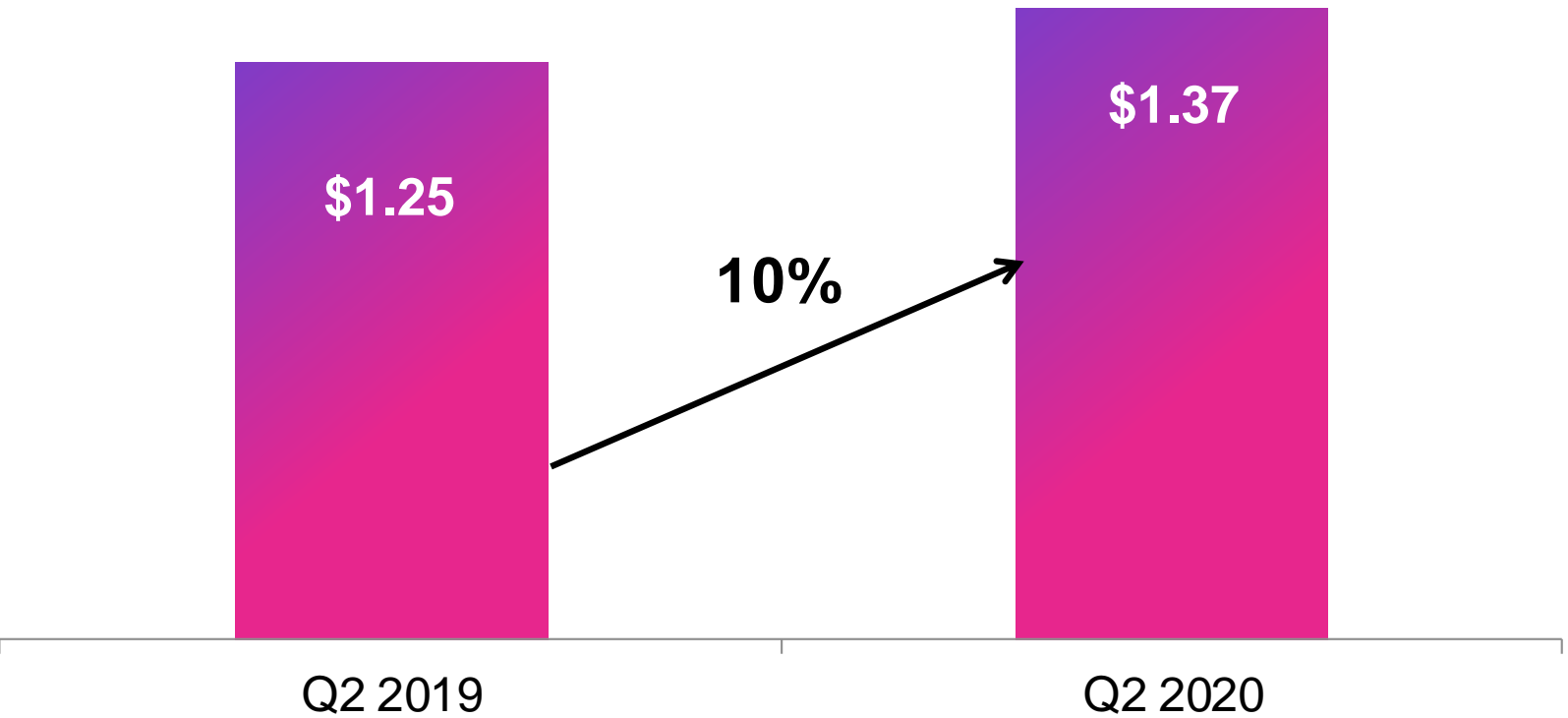
GROSS PROFIT (\$M)



OPERATING INCOME (\$M)



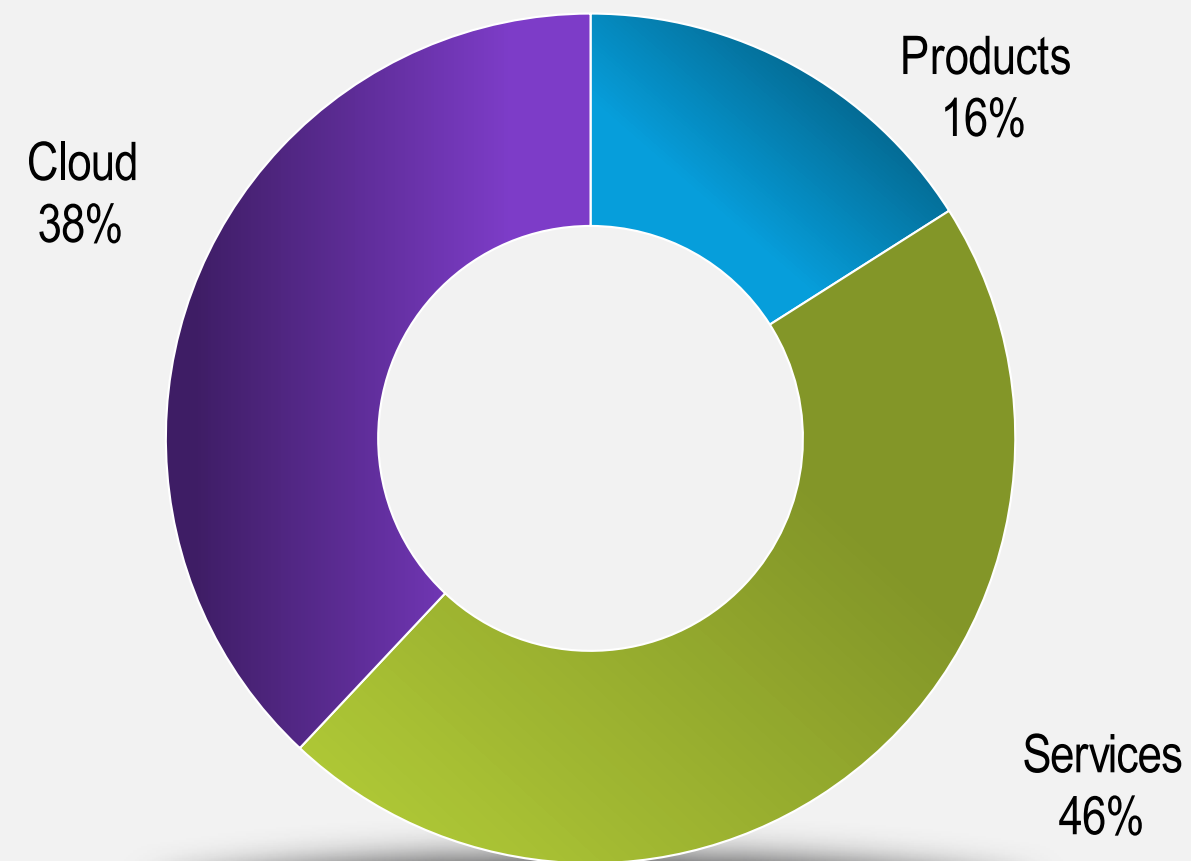
EARNINGS PER SHARE



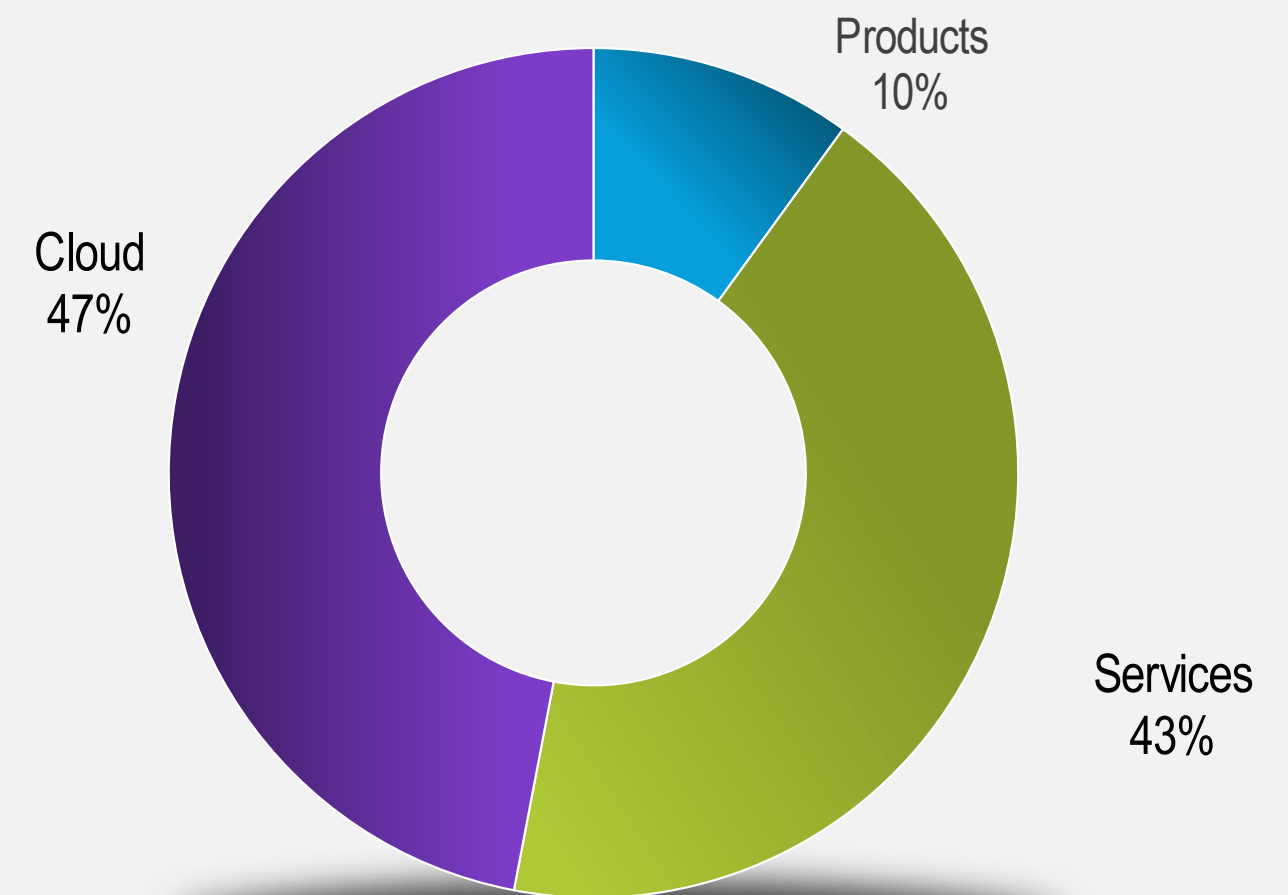
* All numbers are Non-GAAP

Business Model (% Total Revenue)*

Q2 2019



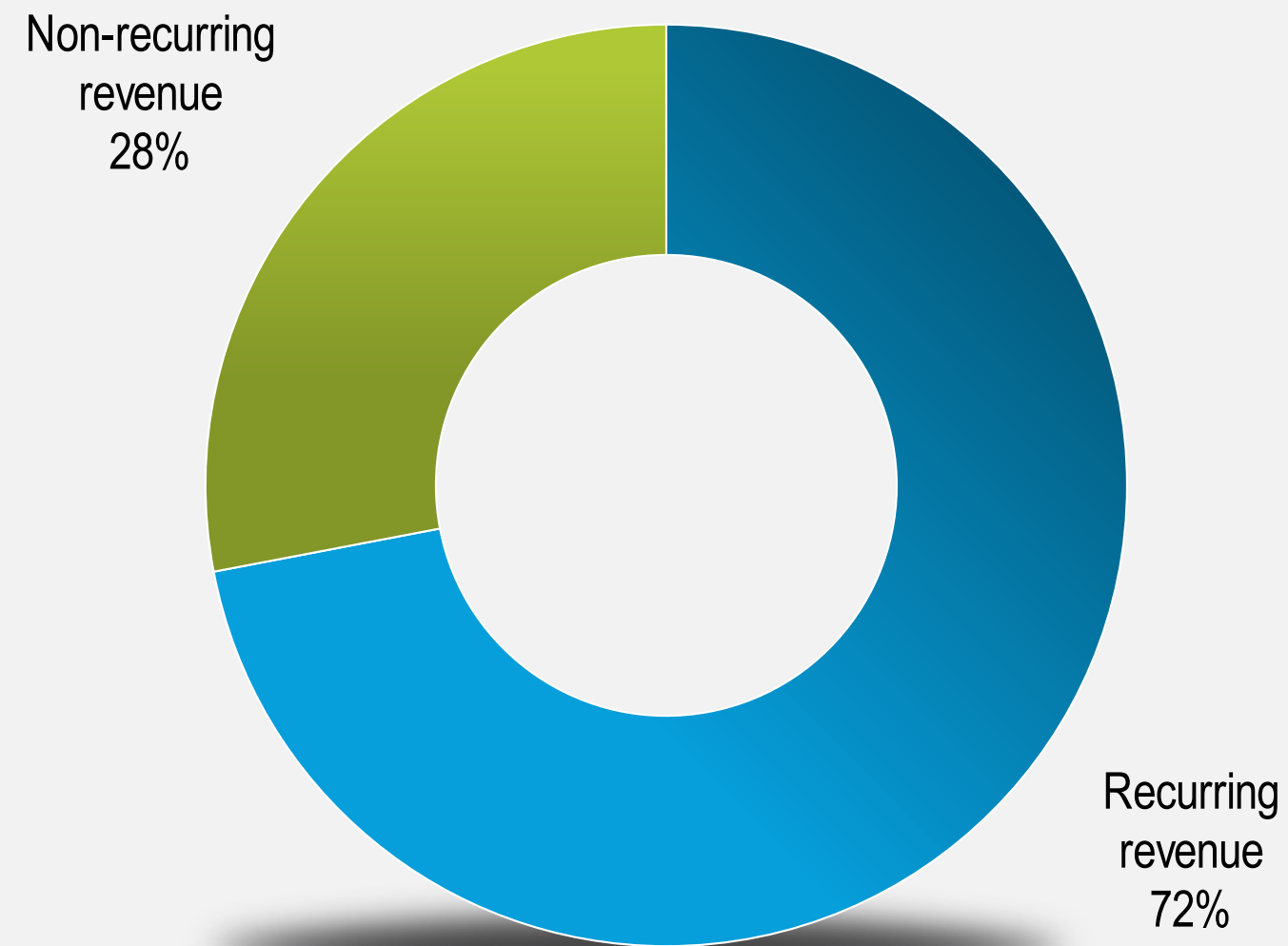
Q2 2020



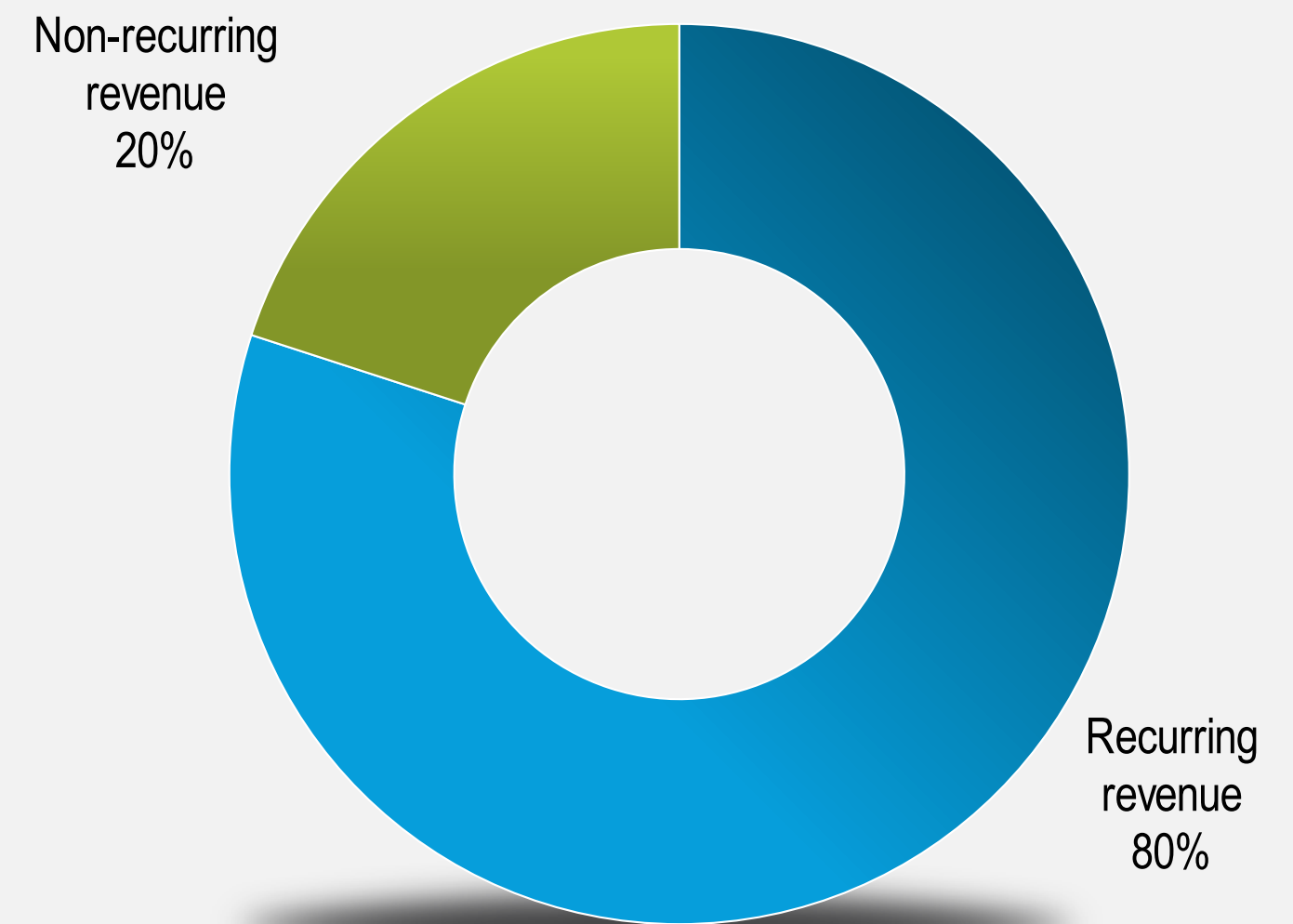
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Business Model (% Total Revenue)*

Q2 2019



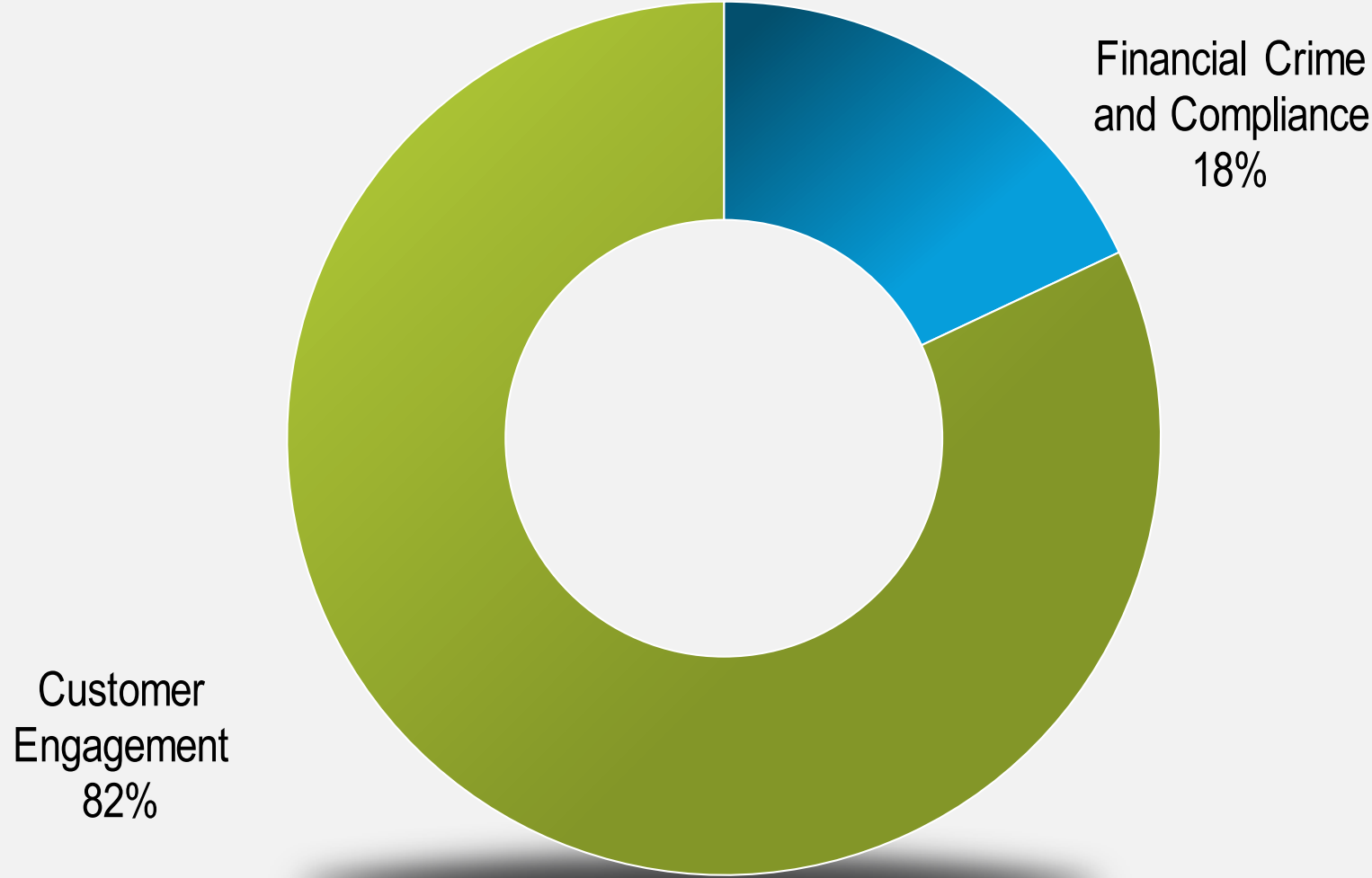
Q2 2020



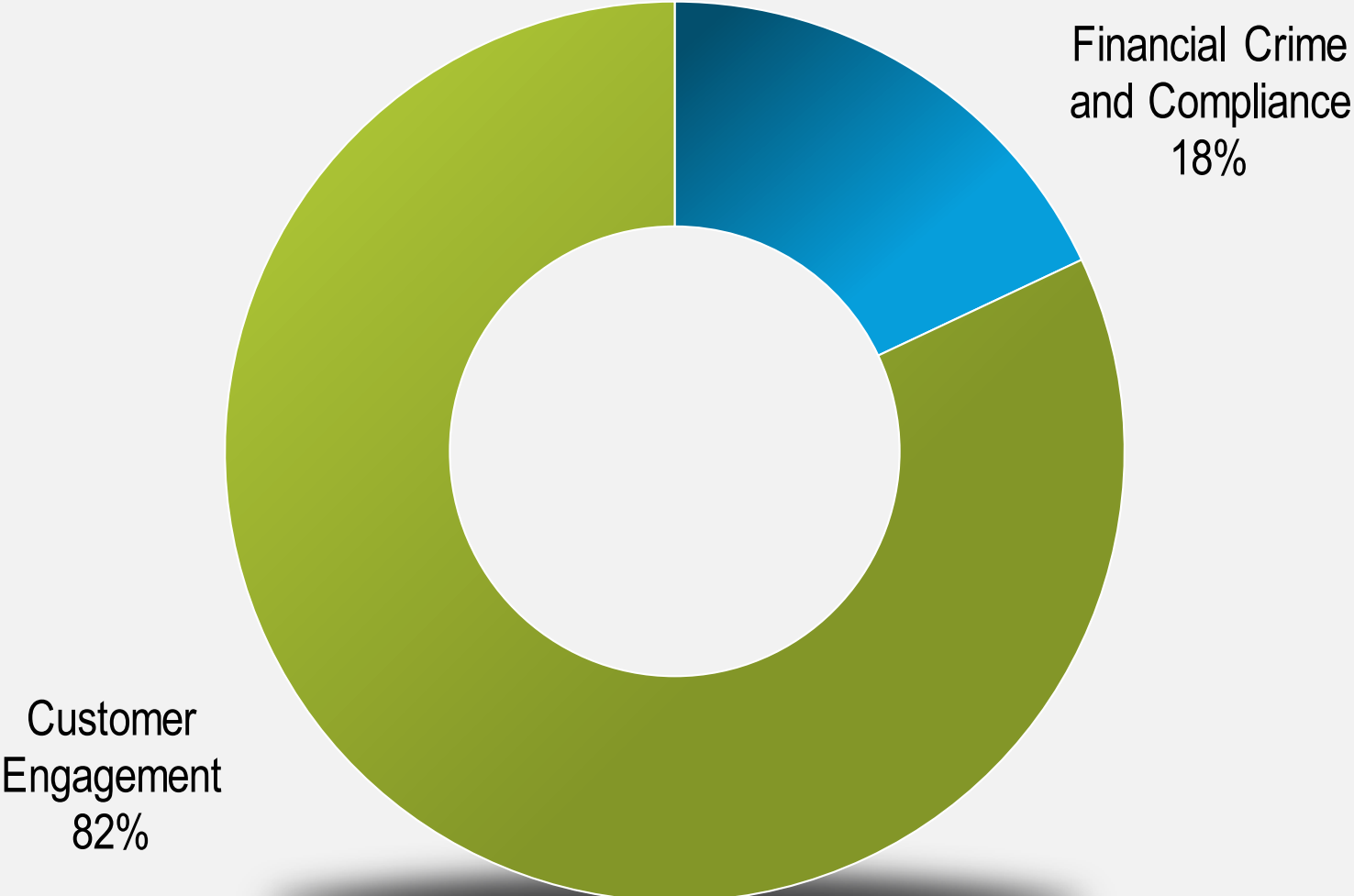
* All numbers are Non-GAAP

Business Units Breakdown (% of Revenue)*

Q2 2019



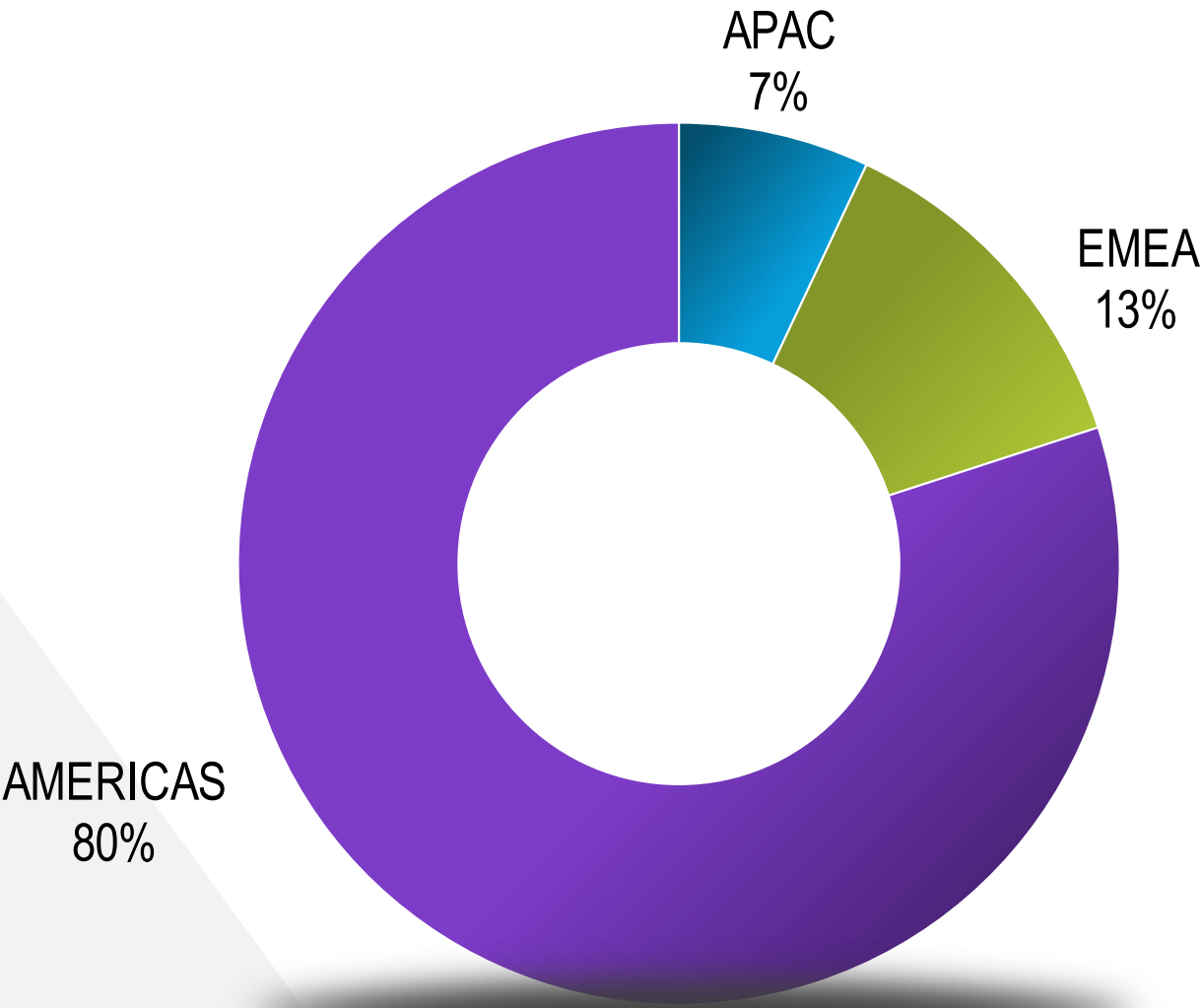
Q2 2020



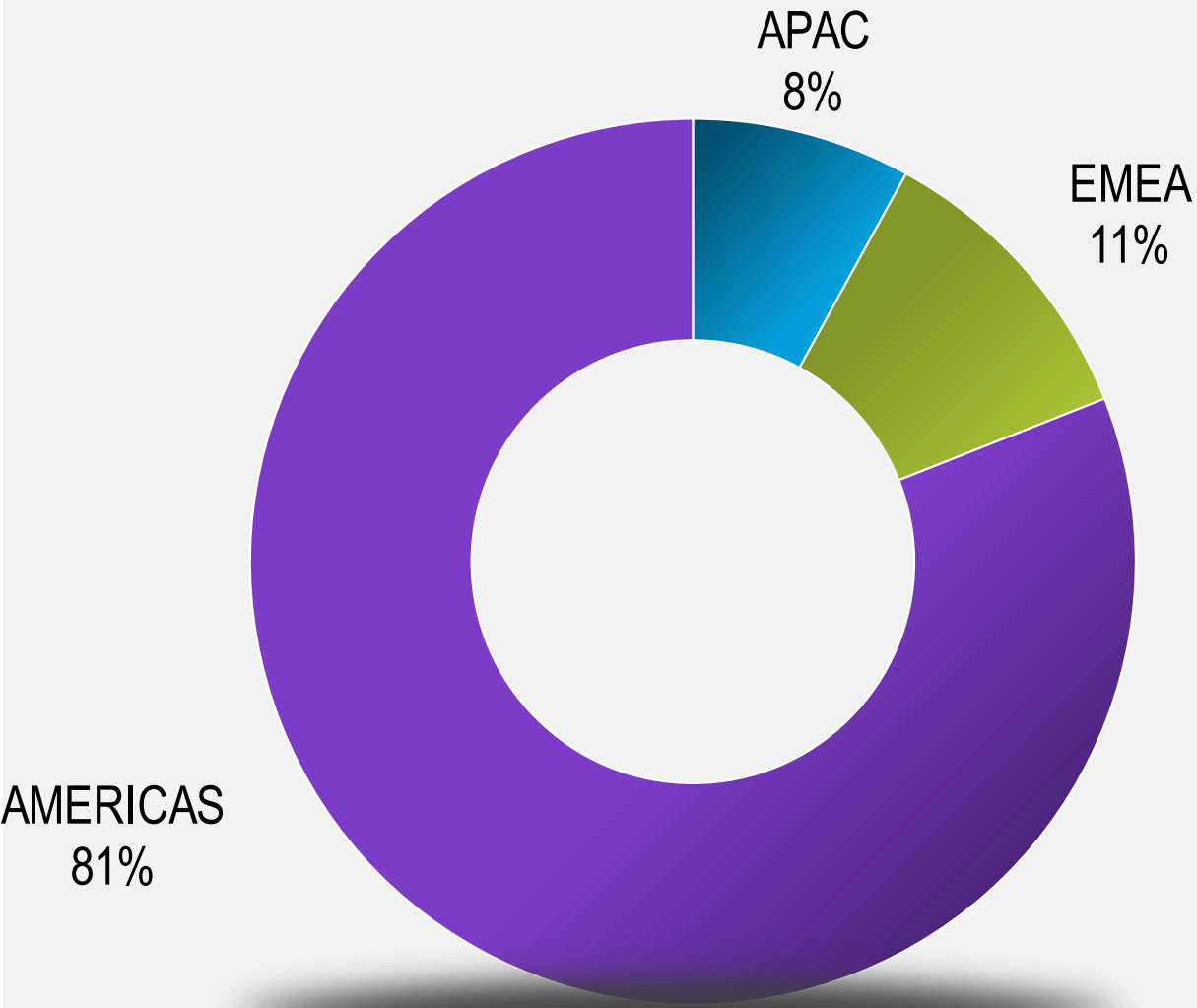
* All numbers are Non-GAAP

Global Presence (% of Revenue)*

Q2 2019



Q2 2020



* All numbers are Non-GAAP



Thank You

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