



# Investor Presentation

Sharat Sharan

February 2023

# Legal Disclaimer

This presentation contains forward-looking statements, which involve substantial risks and uncertainties. These statements may be preceded by, followed by or include the words “anticipate,” “estimate,” “expect,” “project,” “plan,” “intend,” “believe,” “may,” “will,” “should,” “can have,” “likely” and the negatives thereof and other words and terms of similar meaning. All statements other than statements of historical facts are forward-looking statements. These forward-looking statements include express or implied statements regarding our expected financial and operating results, our target operating model, the size of our market opportunity, the success of our new products and capabilities, the impact of COVID-19 and vaccines on the way people do business, and other statements regarding our ability to achieve our business strategies, growth, or other future events or conditions. Such statements are based on our current beliefs, expectations, and assumptions about future events or conditions, which are subject to inherent risks and uncertainties, including our ability to grow our revenue, attract new customers and expand sales to existing customers; fluctuation in our performance, our history of net losses and expected increases in our expenses; competition and technological development in our markets and any decline in demand for our solutions or generally in our markets; our ability to expand our sales and marketing capabilities and otherwise manage our growth; the impact of the COVID-19 pandemic; disruptions or other issues with our technology or third-party services; compliance with data privacy, import and export controls, customs, sanctions and other laws and regulations; intellectual property matters; and matters relating to our common stock, along with the other risks and uncertainties discussed in the filings we make from time to time with the Securities and Exchange Commission. Furthermore, new risks and uncertainties emerge from time to time, and it is not possible for us to predict all risks and uncertainties that could have an impact on the forward-looking statements contained in this presentation. Accordingly, you are cautioned not to place undue reliance on these forward-looking statements.

The information herein does not purport to be complete or to contain all relevant information. Statements contained herein are made as of the date of this presentation unless stated otherwise, and we undertake no obligation to update any statement after the date hereof, except as required by law.

Certain information contained in this presentation relates to or is based on market and industry data from publicly available industry publications, as well as the Company’s own internal estimates and research. While the Company believes these third-party sources to be reliable as of the date of this presentation, it has not independently verified, and makes no representation as to the adequacy, fairness, accuracy or completeness of, any information obtained from third-party sources. In addition, all of the market data included in this presentation involves a number of assumptions and limitations, including with respect to the COVID-19 pandemic, and there can be no guarantee as to the accuracy or reliability of such assumptions. Finally, while we believe our own internal research is reliable, such research has not been verified by any independent source.

This presentation includes certain non-GAAP financial measures. These non-GAAP financial measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with U.S. GAAP. See the Appendix for a reconciliation of non-GAAP financial measures to the most directly comparable GAAP measures.



**Sales & Marketing  
Digital Engagement  
Platform**

Portfolio of experience products that generate first-party data to drive revenue growth



# Platform

Core Platform ARR <sup>(1)</sup>  
**\$152.6M**

3-Year CAGR - Core Platform ARR <sup>(2)</sup>  
**29%**

Non-GAAP Gross Margin <sup>(2)</sup>  
**74%**

% of ARR in Multi-Year  
Agreements  
**41%**

Profitability <sup>(2)</sup>  
Q2'23  
**Non-GAAP EPS Breakeven**

Large TAM <sup>(3)</sup>  
**\$46B**

Customers >\$100K ARR  
**345**

Total Customers  
**1,990**

Increase in Attendee  
Engagement YoY <sup>(4)</sup>  
**16%**

Note: All figures as of December 31, 2022 unless otherwise noted. See appendix for GAAP financial measures and reconciliations. (1) Core Platform ARR is calculated as the sum of the annualized value of our subscription contracts as of the measurement date, including existing customers with expired contracts that we expect to be renewed. Our Core Platform ARR amounts exclude virtual conference, professional services, overages from subscription customers and Legacy revenue. (2) For the quarter ended December 31, 2022. (3) Estimated as of December 31, 2022; Source: 2019 US Census data for number of potentially addressable companies within each of the Enterprise, Mid-market and SMB categories in the United States. Includes firms in Educational Services, Finance and Insurance, Health Care and Social Assistance, Information, Management of Companies and Enterprises, Manufacturing, Other Services (except Public Administration), Professional, Scientific, and Technical Services, Real Estate and Rental and Leasing. (4) Fiscal year ending December 31, 2022.

# Leader in B2B Engagement Across Industries

## Technology

3 of 5  
Largest Global  
Tech Companies



## Manufacturing

3 of 5  
Largest Global  
Manufacturing Companies



## Financial Services

3 of 6  
Largest  
U.S. Banks



## Life Sciences

3 of 5  
Largest Global  
Healthcare Companies



## Professional Services



## Media & Info Technology



# Delivering Tangible ROI to Customers

**CLOUDERA**

**131%**

Increase in Revenue

abbvie

**200%**

Increase in Engaged  
Health Care Professionals

servicenow™

**#1**

Pipeline-Driving  
Channel



**135%**

Increase in  
Marketing Pipeline



**305%**

Increase in Pipeline



**45%**

Increase in Enabled  
Distribution Partners



**847%**

Increase in Pipeline



**7X**

Expansion in  
Client Reach

**ThermoFisher**  
SCIENTIFIC

**200%**

Exceeded SQL targets

**SAP SuccessFactors**

**10%**

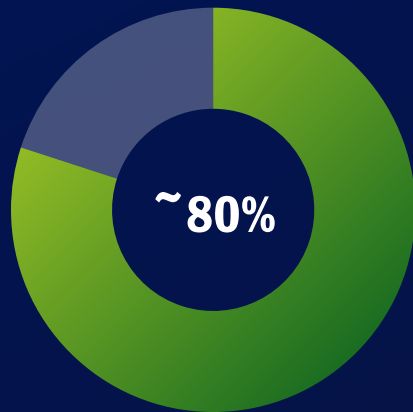
Increase in Average  
Deal Size

# How the ON24 Platform Works



# Digital Re-engineering of B2B Go-to-market

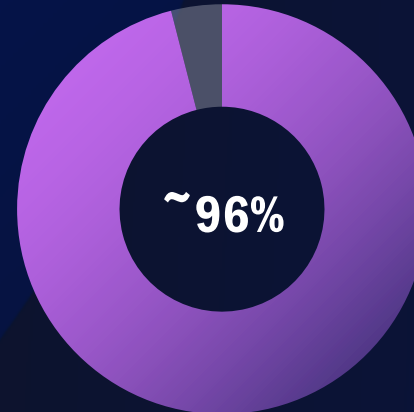
## Go-To-Market



By 2025, almost 80% of B2B sales interactions between suppliers and buyers will occur in digital channels.<sup>(1)</sup>

**Gartner**

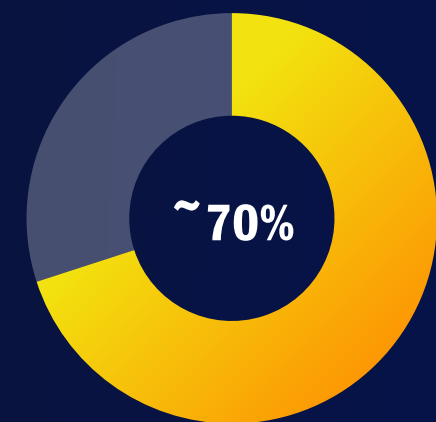
## Business Transformation



96% of B2B sales teams shifted their go-to-market model during COVID-19, and most B2B decision makers believe the new model is just as effective as, or more effective than, their prior model.<sup>(2)</sup>

**McKinsey & Company**

## Self-Educated Buyer

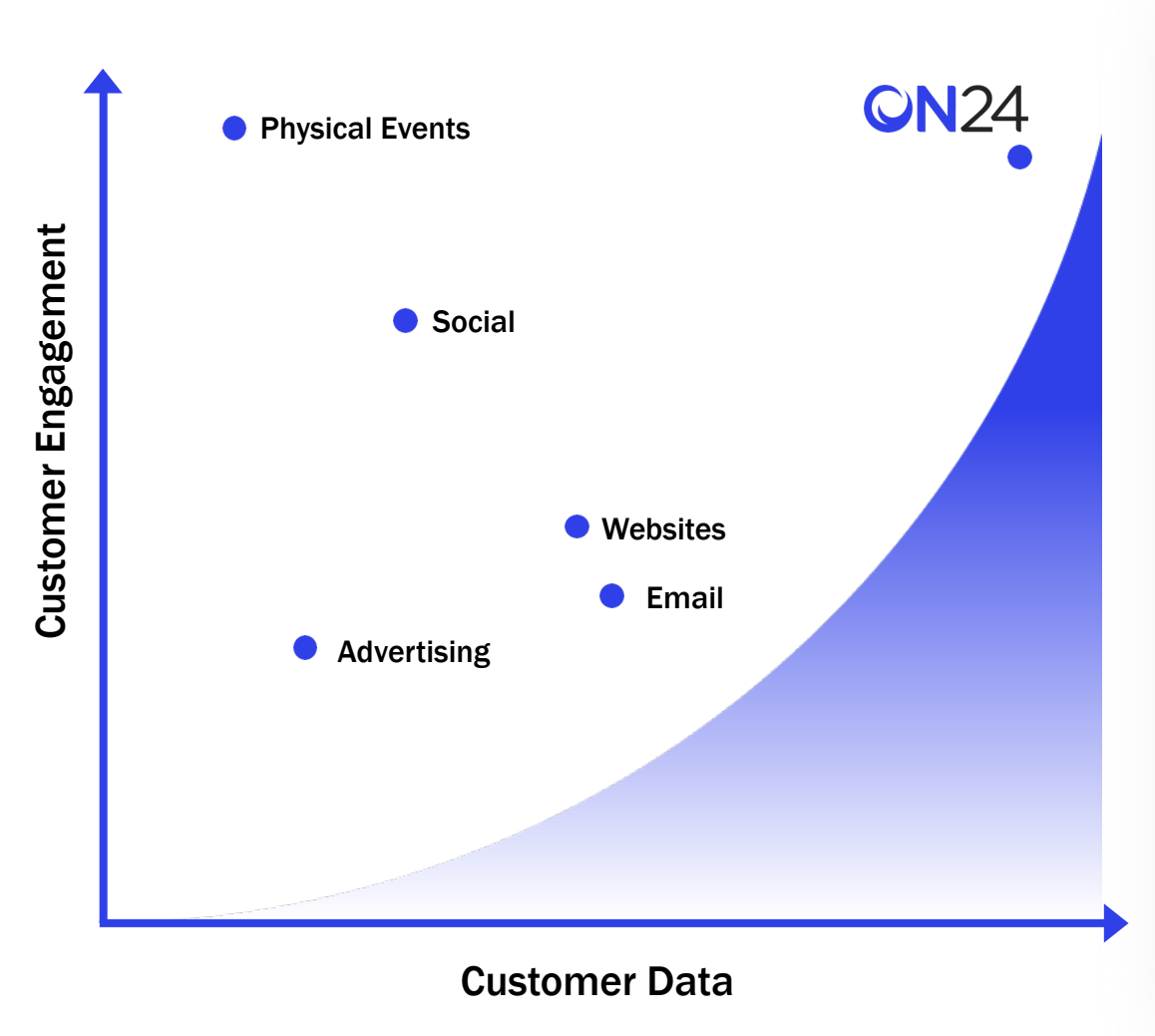


Nearly 70% of B2B buyers prefer to research online on their own.<sup>(3)</sup>

**FORRESTER®**

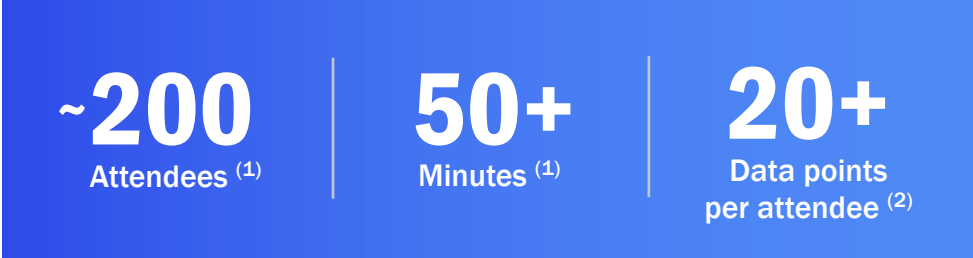


# The Era of Engagement Is Here

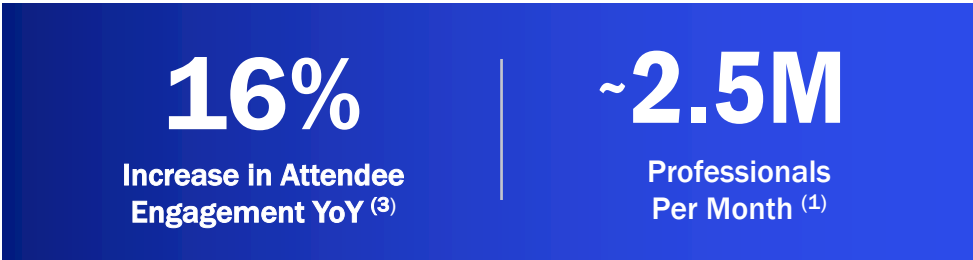


## The ON24 Multiplier Effect



Engagement of Average ON24 Live Experience



Engagement Across ON24 Network



# ON24 Data Advantage

Physical Event Analytics		Automated Marketing Analytics	
<b>NAME</b> Paula Price	<b>COMPANY</b> Metropolis	<b>NAME</b> Paula Price	<b>COMPANY</b> Metropolis
	<b>INDUSTRY</b> Financial Services		<b>INDUSTRY</b> Financial Services
	<b>ROLE</b> Director, Network Security		<b>ROLE</b> Director, Network Security
<b>ENGAGEMENT DATA</b>		<b>ENGAGEMENT DATA</b>	
✓ Attended event		✓ Click ✓ View ✓ Download	

## ON24 Prospect Analytics



**NAME**  
Paula Price

**INDUSTRY**  
Financial Services

**COMPANY**  
Metropolis

**ROLE**  
Network Security

### EVENT ANALYTICS

- ✓ Live Attended
- ✓ Live Minutes
- ✓ Sessions Viewed
- ✓ Sessions Duration
- ✓ Resources Viewed
- ✓ Location Visits
- ✓ Location Duration
- ✓ Networking Metrics
- ✓ Gamification Metrics

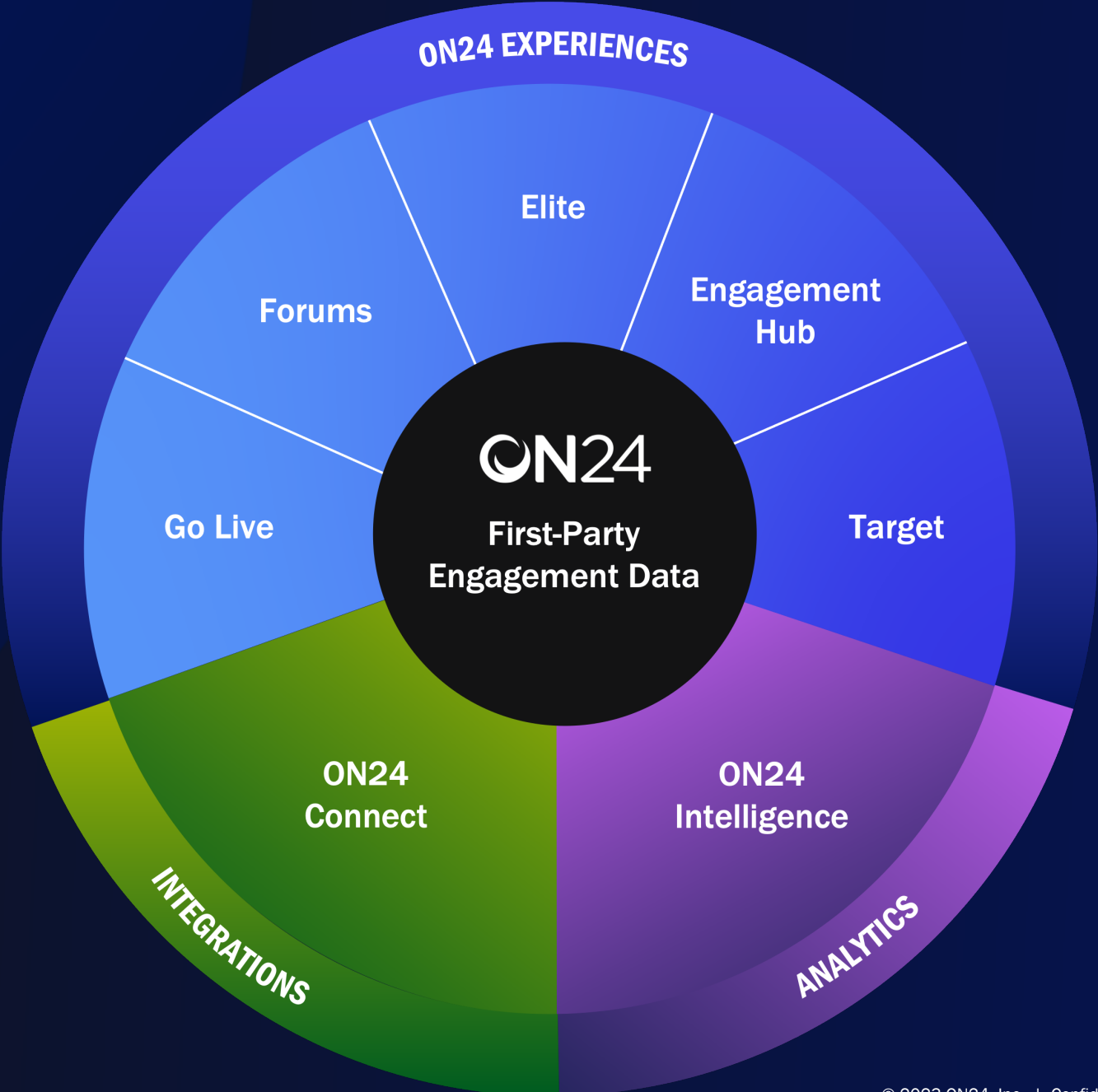
### SESSION ANALYTICS

- ✓ Polls Answered
- ✓ Surveys Answered
- ✓ Questions Asked
- ✓ Resources Viewed
- ✓ Live Attended
- ✓ Live Minutes
- ✓ Group Chat
- ✓ Social Shares
- ✓ Colleague Referrals
- ✓ CTAs Clicked

### BUYING SIGNALS

- ✓ Demos Booked
- ✓ Meetings Booked
- ✓ Free Trials Started
- ✓ Contact Requests
- ✓ Pricing Requests
- ✓ Chat with Sales

# Sales & Marketing Platform for Digital Engagement



# Our Use Cases



## Demand Generation

Nurture and convert high-quality leads



## Partner Enablement

Support partners, sales and employees in the field



## Member Enrollment

Recruit, activate and retain new and existing members



## Customer & Product Marketing

Increase customer lifetime value



## Live Professional Certification

Scale professional certification programs



## HCP Communications

Engage distributors, sales reps and HCPs

# TARGET PERSONA



**Paula Price**

**COMPANY**  
Metropolis

**ROLE**  
Vice President,  
Network Security

**INDUSTRY**  
Financial  
Services

**Turn  
Engagement  
into Actionable  
Data with ON24**



LIVE EXPERIENCE

PERSONALIZED EXPERIENCE

ALWAYS-ON EXPERIENCE

LIVE EXPERIENCE

LIVE EXPERIENCE

Attends “TekTALKS” and signs up for Cloudtek Free Trial

Engagement Tools

Buying Signals

Conversational Intelligence

Video Breakouts

1:1 Meetings

Personalization

Automated Captioning

The screenshot shows a virtual summit interface with a purple background. At the top left is the CloudTek Communications logo. The main title is "The Future of HealthTek Summit" with the subtitle "Creating Health Tech for All". The interface is divided into several sections: a "Slides" window on the left showing a slide titled "What Creating Health Tech for All means to you and Your Organization" by Tessa Grefenstette; a "Q&A" window below it with a text input field and a "Submit" button; and a "Media Player" window on the right showing a video of a smiling woman with glasses. The video player includes a progress bar, a volume icon, and a language selection menu with options for "Off", "日本語", and "English". At the bottom of the screen is a navigation bar with icons for video, chat, Q&A, help, menu, profile, and interaction. The bottom right corner features the text "POWERED BY ON24".



LIVE EXPERIENCE


PERSONALIZED EXPERIENCE

ALWAYS-ON EXPERIENCE

LIVE EXPERIENCE

LIVE EXPERIENCE

Visits page and requests sales meeting


Talk to Sales 

Subscribe to Content 

Minutes Engaged 



Resources Downloaded 

Videos Watched 





# CloudTek 4.0 Free Trial

Your Digital Transformation Starts Here


**Hi Paula, welcome to your free trial!**

Check out the resources below to get you started off on the right foot.  
Have questions? Contact your Sales Rep, Marcus!

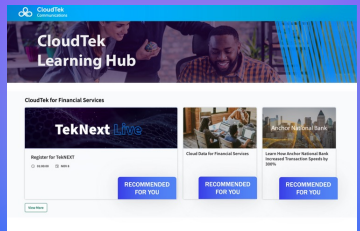



Hi! I am your Sales Rep, Marcus! Let me know if you have any questions.

Learn How Cloud Solutions Can Modernize Your Programs



Check out the CloudTek Learning Hub





LIVE EXPERIENCE


PERSONALIZED EXPERIENCE

ALWAYS-ON EXPERIENCE

LIVE EXPERIENCE

LIVE EXPERIENCE


Visits CloudTek Learning Hub and registers for upcoming user conference, TekNEXT


Event Registration 

Minutes Engaged 

Resources Downloaded 

Videos Watched 

 CloudTek Communications **ON24 Engagement Hub**



# CloudTek Learning Hub

### CloudTek for Financial Services



## TekNext Live

Register for TekNEXT


 01:00:00  NOV 8

**RECOMMENDED FOR YOU**



Cloud Data for Financial Services

**RECOMMENDED FOR YOU**



Anchor National Bank  
Learn How Anchor National Bank Increased Transaction Speeds by 300%

**RECOMMENDED FOR YOU**





LIVE EXPERIENCE

PERSONALIZED EXPERIENCE

ALWAYS-ON EXPERIENCE

LIVE EXPERIENCE

LIVE EXPERIENCE

Attends TekNEXT and meets with Sales Rep to discuss pricing

Get Pricing

Minutes Engaged

Resources Downloaded

Poll Answers

Sessions Watched

Booths Visited

CloudTek Communications

AGENDA MAIN STAGE EXHIBIT

**ON24 Go Live**

**TekNEXT**

Metropolis X CloudTek Chat **Leave**

**CHAT** **POLLS**

Metropolis X CloudTek Chat  
2 Attendees

Thanks for chatting, Paula!

I'll send over the documents we chatted about shortly.  
MH Marcus Hammer 8:51AM

Great!

Really looking forward to chatting again soon.  
PP Paula Price 9:05AM

Send a message



LIVE EXPERIENCE

PERSONALIZED EXPERIENCE

ALWAYS-ON EXPERIENCE

LIVE EXPERIENCE

LIVE EXPERIENCE

Participates in an onboarding session and meets other CloudTek customers.

Minutes Engaged

CTAs Clicked

Chats Messaged

Sessions Watched

CloudTek Communications

Welcome new CloudTek customers!

## ON24 Forums

### Onboarding Agenda

- 1 **Meet Your Support Team**  
Pretium lectus quam id leo in vitae turpis. Nisi quisque penatibus et magnis dis parturient montes nascetur. Fusce ut placerat orci nulla. In nisl nisi scelerisque eu.
- 2 **Platform Setup**  
Pretium lectus quam id leo in vitae turpis. Nisi quisque penatibus et magnis dis parturient montes nascetur. Fusce ut placerat orci nulla. In nisl nisi scelerisque eu. Felis imperdiet proin fermentum.
- 3 **Workshop: Your 1st Build**  
Pretium lectus quam id leo in vitae turpis. Nisi quisque penatibus et magnis dis parturient montes nascetur.

Attendee Chat

**Main Chat**

Hello from St. Louis! Excited to be here. 11:11AM

👍 3

Hi! Interested in learning about regional support. I have a team in APAC who will be users as well. 11:26AM

Send a message

Main Chat
Direct Chat
Attendees

## Jumpstart Your Journey!

Explore Training Resources

Access Training Hub

Powered by

# Prospect Engagement Profile



**Paula Price**  
VP, Network Security  
Metropolis



## Prospect Engagement Profile



**Paula Price**

Vice President of Network Security  
Metropolis

### Lifetime Activities

**HIGH** ▲  
Engagement Level

**IN MARKET**  
Buying Intent

**8hrs 17 mins**  
Total Engagement Time

**374**  
Total Touches

**13** ▲

Webinars Attended

**47**

Videos Watched

**9**

Documents Read

**3** ▲

Meeting Conversions

**1**

Free Trial Conversion

### Recommended Content

- The Future of Cyber Security in Hybrid Cloud Learning
- Using Big Data to Power Your Network
- Use our products like a PRO - Guide to Basic Features
- Introduction to CloudTek 4.0: December Release
- CloudTek Sky Series: The Great Migration
- TekNEXT User Conference

[Send Email to Paula Price](#)

### Business Interest

Cyber Security

Storage

Big Data

Cloud Migration

Digital Banking

IoT

Last Updated : 05/11/22

### Content Journey



# Prospect Engagement Profile



**Paula Price**  
VP, Network Security  
Metropolis



## Prospect Engagement Profile

### Lifetime Activities

**HIGH**   
Engagement Level

**IN MARKET**  
Buying Intent

**8hrs 17 mins**  
Total Engagement Time

**374**  
Total Touches

Webinars Attended

Videos Watched

Documents Read

Meeting Conversions

Free Trial Conversion

### Recommended Content

- The Future of Cyber Security in Hybrid Cloud Learning
- Using Big Data to Power Your Network
- Use our products like a PRO - Guide to Basic Features
- Introduction to CloudTek 4.0: December Release
- CloudTek Sky Series: The Great Migration
- TekNEXT User Conference

[Send Email to Paula Price](#)

### Business Interest

Cyber Security

Storage

Big Data

Cloud Migration

Digital Banking

IoT

Last Updated : 05/11/22

### Content Journey



# Prospect Engagement Profile



**Paula Price**  
VP, Network Security  
Metropolis



## Prospect Engagement Profile



**Paula Price**

Vice President of Network Security  
Metropolis

### Lifetime Activities

**HIGH** ▲  
Engagement Level

**IN MARKET**  
Buying Intent

**8hrs 17 mins**  
Total Engagement Time

**374**  
Total Touches

**13** ▲

Webinars Attended

**47**

Videos Watched

**9**

**3** ▲

Meeting Conversions

**3** ▲

**1**

Free Trial Conversion

**1**

### Recommended Content

- The Future of Cyber Security in Hybrid Cloud Learning
- Using Big Data to Power Your Network
- Use our products like a PRO - Guide to Basic Features
- Introduction to CloudTek 4.0: December Release
- CloudTek Sky Series: The Great Migration
- TekNEXT User Conference

[Send Email to Paula Price](#)

Cloud Migration

Digital Banking

IoT

Last Updated : 05/11/22

### Content Journey



# Prospect Engagement Profile



**Paula Price**  
VP, Network Security  
Metropolis



## Prospect Engagement Profile



**Paula Price**

Vice President of Network Security  
Metropolis

### Lifetime Activities

**HIGH** ▲  
Engagement Level

**IN MARKET**  
Buying Intent

**8hrs 17 mins**  
Total Engagement Time

**374**  
Total Touches

**13** ▲

Webinars Attended

**47**

Videos Watched

**9**

Documents Read

**3** ▲

Meeting Conversions

**1**

Free Trial Conversion

### Recommended Content

- The Future of Cyber Security in Hybr
- Using Big Data to Power Your Netwo
- Use our products like a PRO - Guide
- Introduction to CloudTek 4.0: Decem
- CloudTek Sky Series: The Great Migr
- TekNEXT User Conference

### Business Interest

Cyber Security

Storage

Big Data

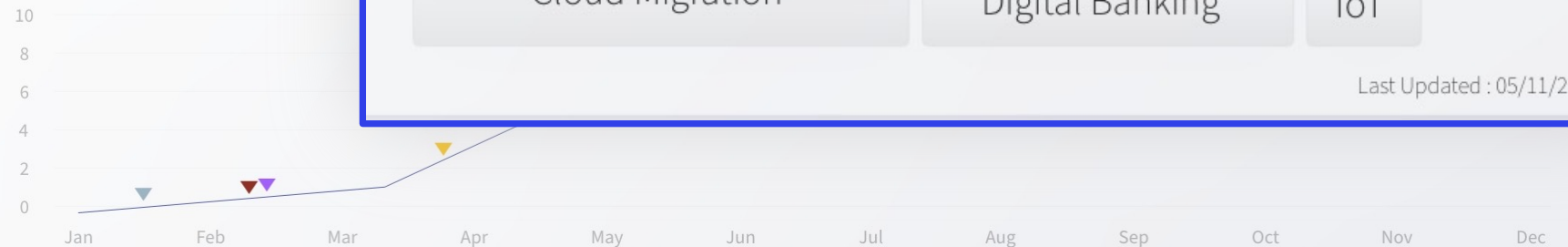
Cloud Migration

Digital Banking

IoT

Last Updated : 05/11/22

### Content Journey



# Prospect Engagement Profile



**Paula Price**  
VP, Network Security  
Metropolis



## Prospect Engagement Profile



**Paula Price**

Vice President of Network Security  
Metropolis

### Lifetime Activities

**HIGH** ▲  
Engagement Level

**IN MARKET**  
Buying Intent

**8hrs 17 mins**  
Total Engagement Time

**374**  
Total Touches

**13** ▲

**47**

**9**

**3** ▲

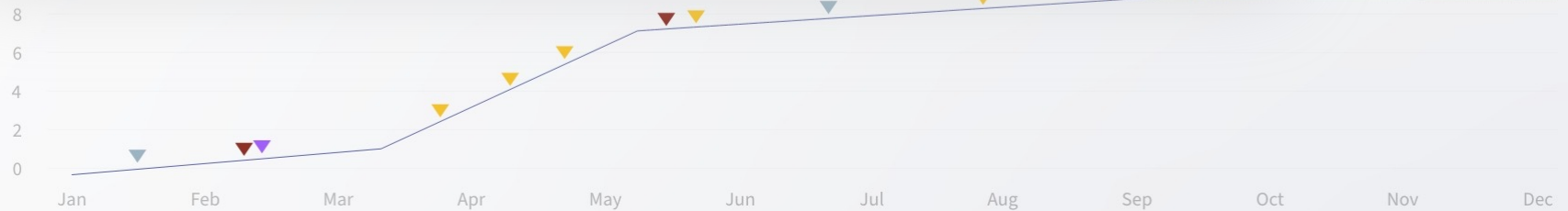
**1**

Free Trial Conversion

### Recommended Content

- The Future of Cyber Security in Hybrid Cloud Learning
- Using Big Data to Power Your Network
- Use our products like a PRO - Guide to Basic Features
- Introduction to CloudTek 4.0: December Release
- CloudTek Sky Series: The Great Migration
- TekNEXT User Conference

[Send Email to Paula Price](#)





# Platform for AI/ML-Driven Personalization

## ON24 Prospect Engagement Profile

**Paula Price**  
Vice President of Network Security  
Metropolis

**Lifetime Activities**  
HIGH ▲  
Engagement Level

**IN MARKET**  
Buying Intent

**8hrs 17 mins**  
Total Engagement Time

**374**  
Total Touches

**13** ▲  
Webinars Attended

**47**  
Videos Watched

**9**  
Documents Read

**3** ▲  
Meeting Conversions

**1**  
Free Trial Conversion

### Recommended Content

- The Future of Cyber Security in Hybrid Cloud Learning
- Using Big Data to Power Your Network
- Use our products like a PRO - Guide to Basic Features
- Introduction to CloudTek 4.0: December Release
- CloudTek Sky Series: The Great Migration
- TekNEXT User Conference

[Send Email to Paula Price](#)

### Business Interest

Cyber Security Storage Big Data

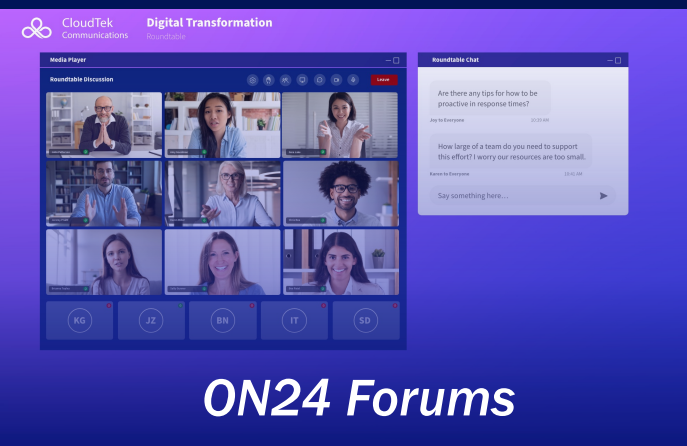
Cloud Migration Digital Banking IoT

Last Updated : 05/11/22

### Content Journey

Month	Engagement Score
Jan	0
Feb	1
Mar	1
Apr	3
May	6
Jun	8
Jul	8
Aug	9
Sep	9
Oct	9
Nov	9
Dec	9





ON24 Forums



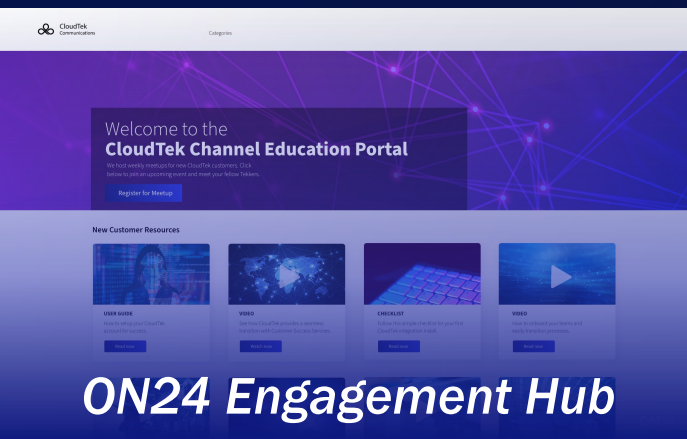
ON24 Go Live



ON24 Elite



ON24 Breakouts



ON24 Engagement Hub



ON24 Target

6X  
EXPERIENCES  
=  
6X  
INSIGHTS



Marketer

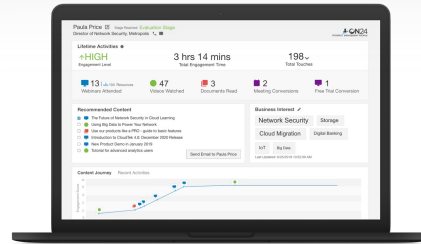


Sales

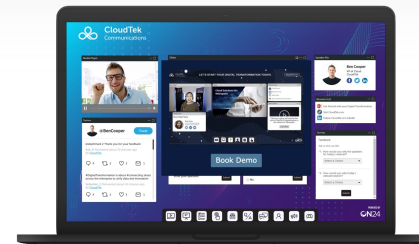
## Real-time, Deep Integrations With CRM & Marketing Automation Platforms



Flexible Audience Registration



Engagement Data & 360° Prospect View



Real-time Buying Signals



Business Intelligence

ON24 Rest API

# ON24 Connect: Large Ecosystem of 3rd Party Integrations

# Platform for Enterprise Scale



**Enterprise Scale  
& Reliability**



**Security &  
Compliance**



**Accessibility  
& Captioning**



**Live Global  
Support**

# Unifying Engagement & Data



# Massive Global TAM

US Market TAM = \$23B

International TAM = \$23B

Average  
Spend  
Potential

×

**Enterprise**

(2,000+ Employees)

**Mid-Market**

(200-1,999 employees)

**SMB**

(50-199 employees)

+

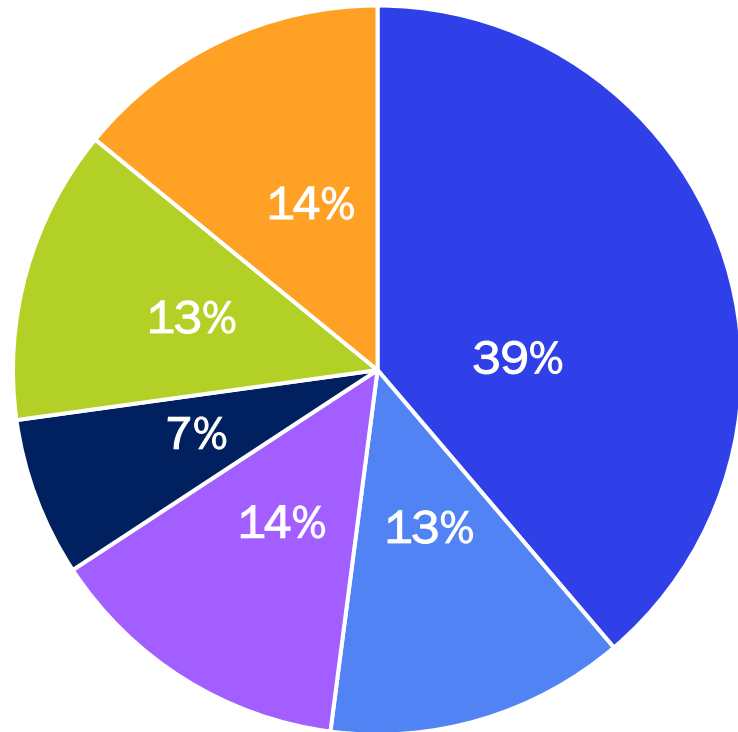
**International  
Markets**

~1x of US Market

= **\$46B**

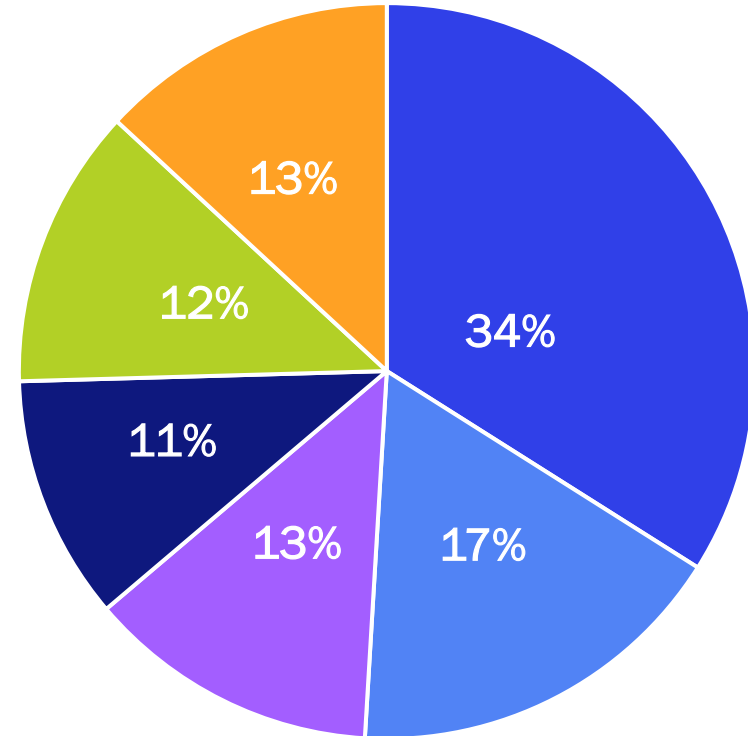
# Momentum in Emerging Verticals

2019 Core Platform ARR by Vertical



- Technology
- Professional Services
- Manufacturing
- Financial Services
- Life Sciences
- Other

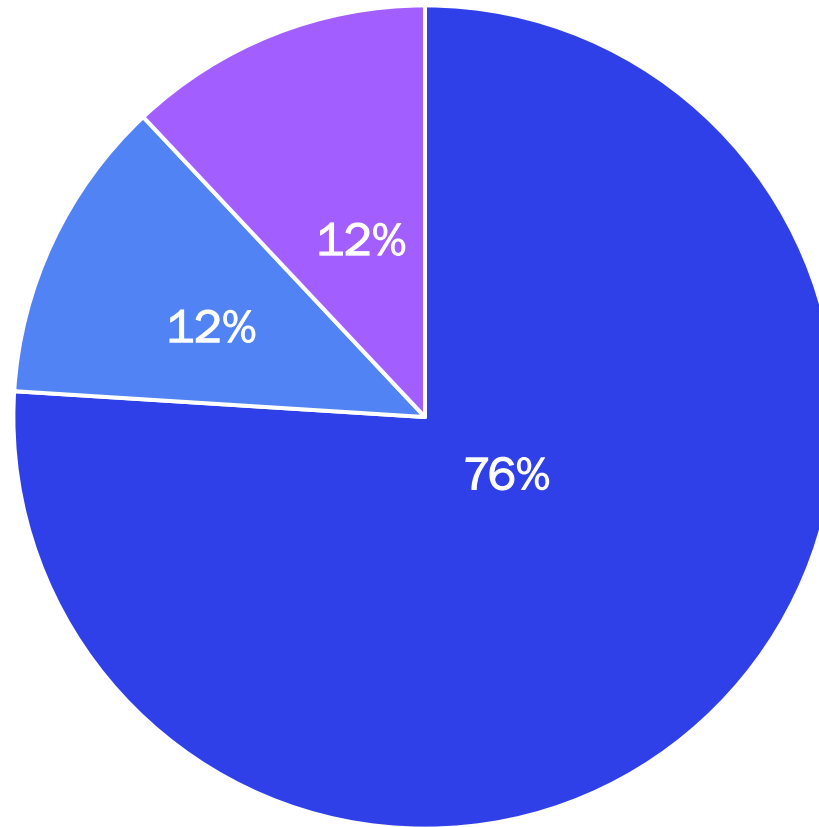
2022 Core Platform ARR by Vertical



- Technology
- Professional Services
- Manufacturing
- Financial Services
- Life Sciences
- Other

# Focused on >1K-employee Companies

% of FY22 Core Platform ARR



■ >1000-employee companies

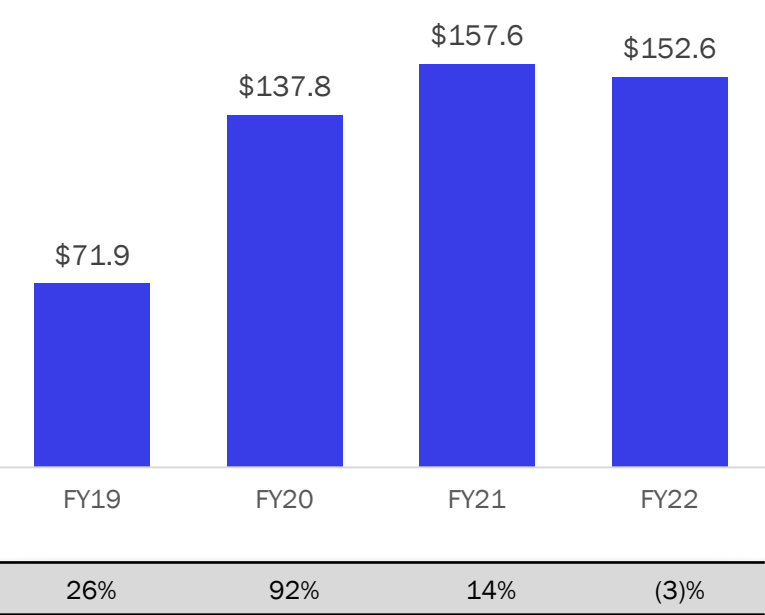
■ 250-999-employee companies

■ <250-employee companies

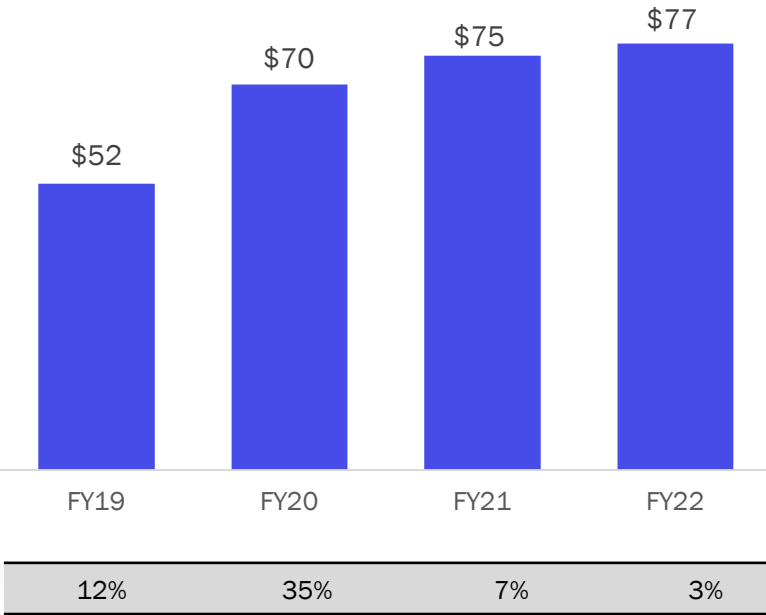
# Topline Growth

## Core Platform ARR<sup>1</sup> (\$M)

3-Year CAGR<sup>3</sup> – 29%

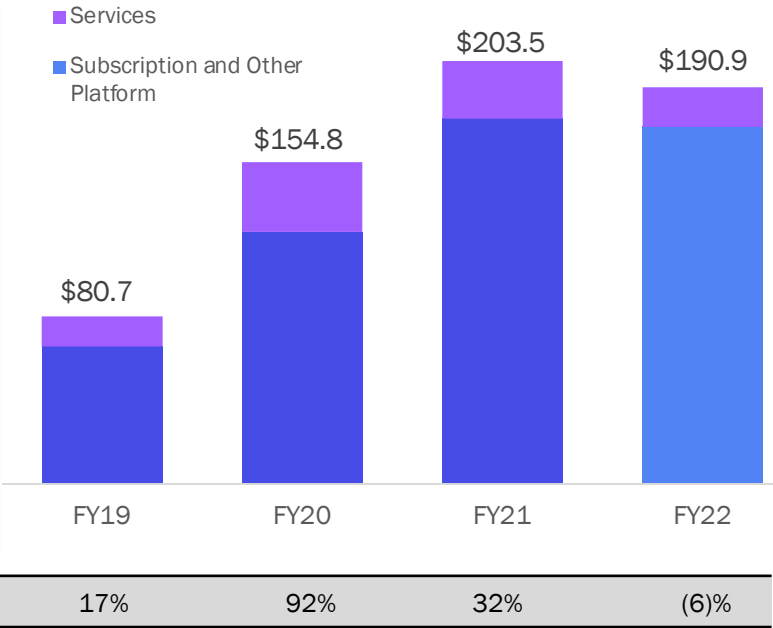


## Average Core Platform ARR per Customer (\$K)



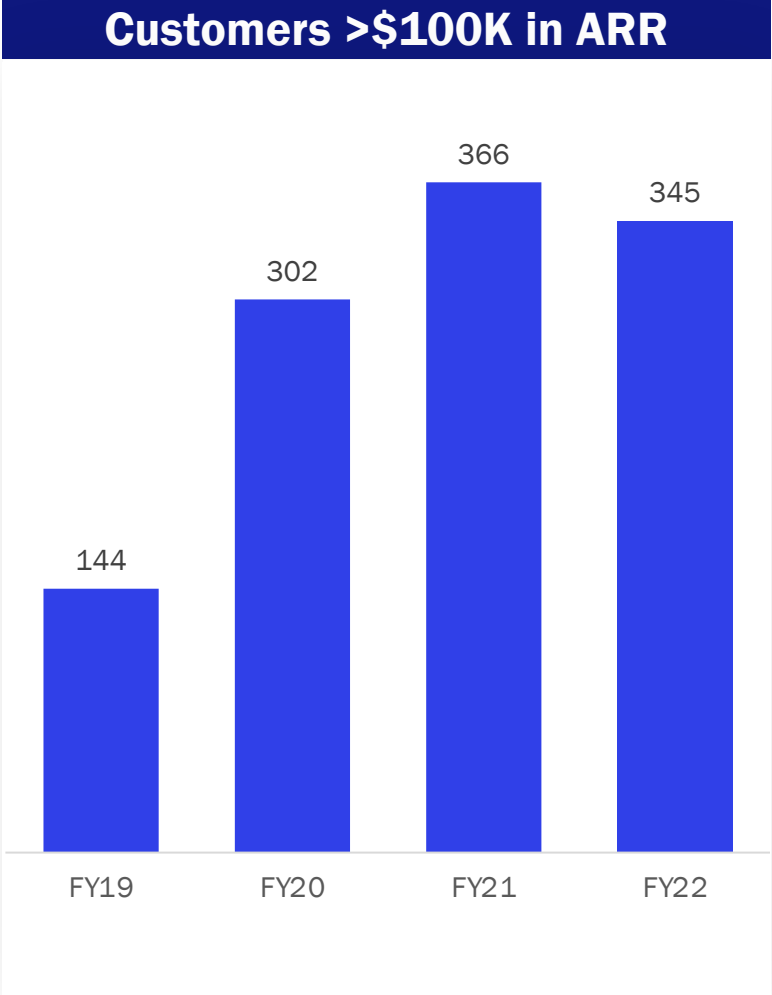
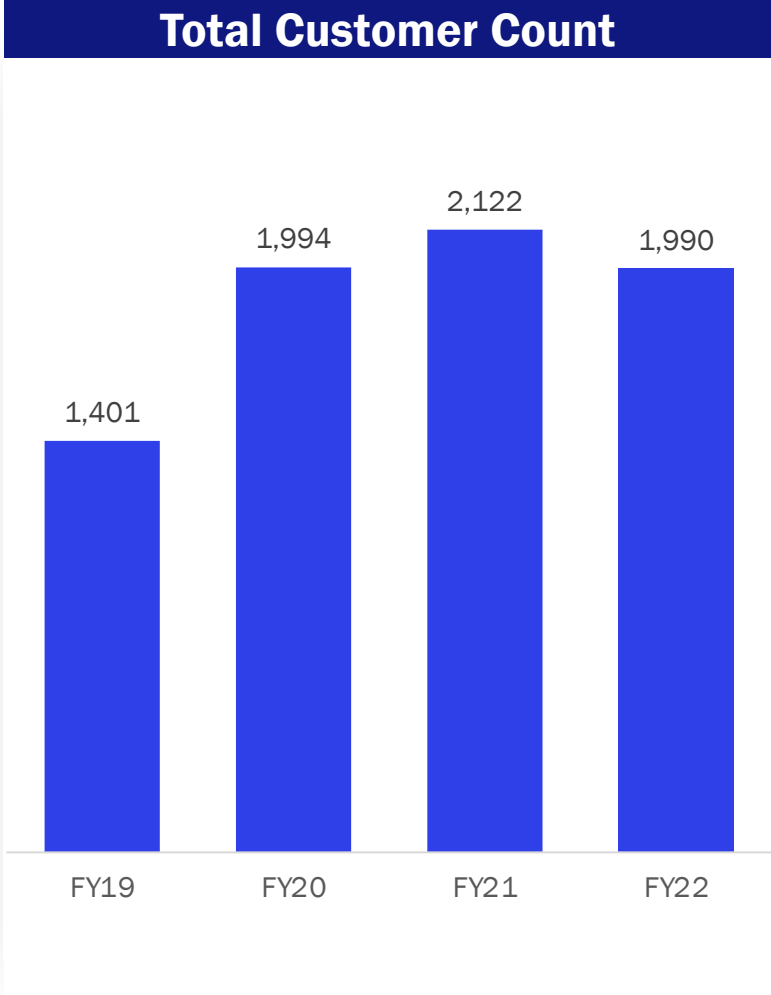
## Total Revenue<sup>2</sup> (\$M)

3-Year CAGR<sup>4</sup> – 33%





# Customer Metrics



# Target Operating Model

% of Revenue	FY20	FY21	FY22	Target Model
Non-GAAP Gross Margin	79%	78%	75%	78% - 80%
<b>Operating Expenses</b>				
Sales & Marketing	38%	47%	49%	35% - 36%
Research & Development	12%	15%	19%	14% - 15%
General & Administrative	13%	15%	17%	8% - 9%
Non-GAAP Operating Margin	16%	1%	(10%)	~20%

# Appendix

# GAAP to Non-GAAP Gross Profit Reconciliation

## Total Gross Profit

(\$M)	2020	2021	2022
GAAP Gross Profit	\$123.6	\$156.2	\$138.1
Add: Stock-based Compensation Expense	\$0.2	\$2.3	\$4.1
Restructuring Costs	—	—	\$0.4
<b>Non-GAAP Gross Profit</b>	<b>\$123.8</b>	<b>\$158.5</b>	<b>\$142.5</b>
<b>% Margin</b>	<b>79%</b>	<b>78%</b>	<b>75%</b>

# GAAP to Non-GAAP Operating Expense Reconciliation

## Sales and Marketing

(\$M)	2020	2021	2022
GAAP Sales and Marketing	\$60.6	\$104.1	\$109.6
Deduct:			
Stock-based Compensation Expense	\$1.1	\$8.8	\$14.3
Restructuring Costs	—	—	\$1.1
<b>Non-GAAP Sales and Marketing</b>	<b>\$59.6</b>	<b>\$95.3</b>	<b>\$94.1</b>

## Research and Development

(\$M)	2020	2021	2022
GAAP Research and Development	\$19.3	\$34.8	\$44.1
Deduct:			
Stock-based Compensation Expense	\$0.4	\$4.4	\$8.0
Amortization of acquired intangible asset	—	—	\$0.1
Restructuring Costs	—	—	\$0.4
<b>Non-GAAP Research and Development</b>	<b>\$18.9</b>	<b>\$30.4</b>	<b>\$35.6</b>

## General and Administrative

(\$M)	2020	2021	2022
GAAP General and Administrative	\$21.9	\$40.9	\$44.0
Deduct:			
Stock-based Compensation Expense	\$1.3	\$10.2	\$12.2
Restructuring Costs	—	—	\$0.0
<b>Non-GAAP General and Administrative</b>	<b>\$20.5</b>	<b>\$30.8</b>	<b>\$31.7</b>

# GAAP to Non-GAAP Operating Income Reconciliation

(\$M)	2020	2021	2022
GAAP Operating Income / (Loss)	\$21.8	\$(23.6)	\$(59.6)
Add:			
Stock-based compensation expense	\$2.9	\$25.7	\$38.5
Restructuring costs	--	--	\$1.7
Amortization of acquired intangible asset	--	--	\$0.4
Non-GAAP Operating Income / (Loss)	\$24.8	\$2.1	\$(18.9)
<i>% Margin</i>	16%	1%	(10)%