

ON24

Investor Presentation

Sharat Sharan

May 2023

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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.

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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.

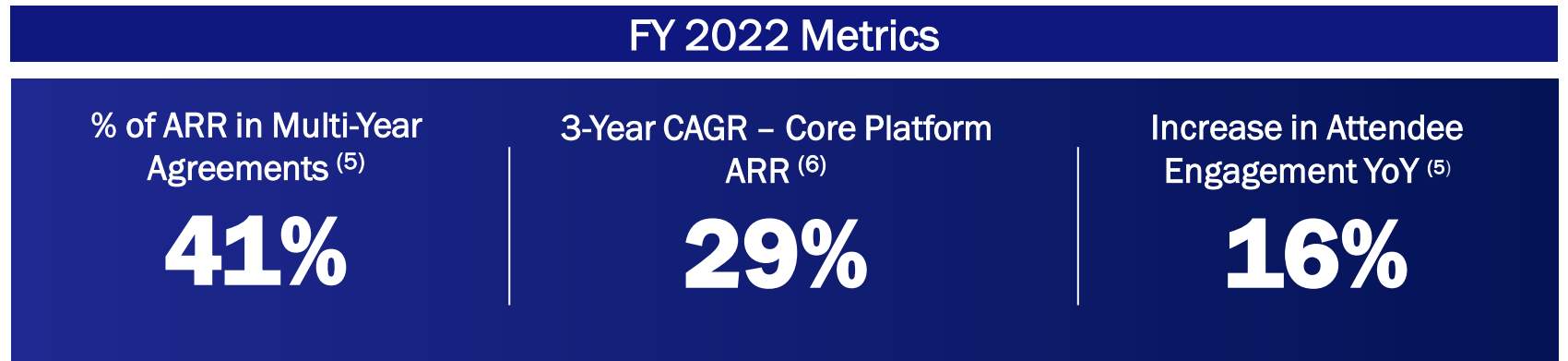
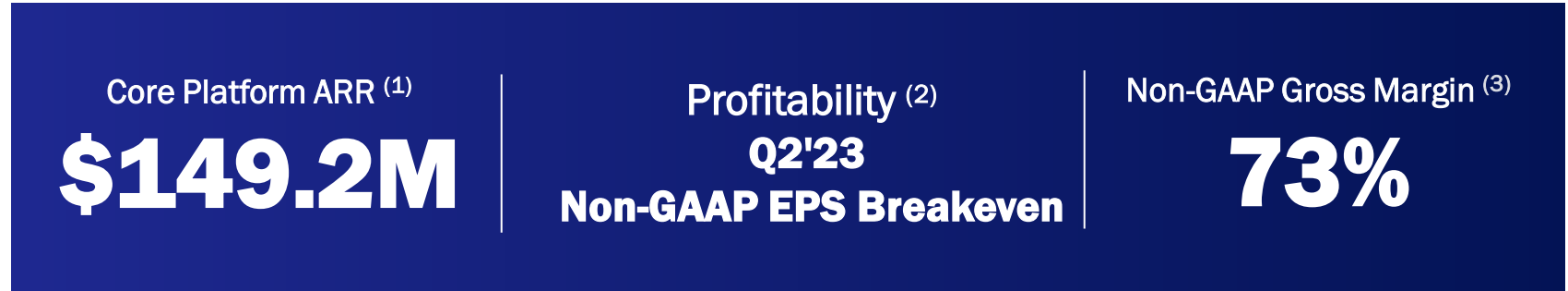
This presentation includes certain non-GAAP financial measures. These non-GAAP financial measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with U.S. GAAP. See the Appendix for a reconciliation of non-GAAP financial measures to the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



**Sales & Marketing
Digital Engagement
Platform**

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

ON24 Platform



Note: All figures as of March 31, 2023, 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) Guidance for the quarter ending June 30, 2023. (3) For the quarter ended March 31, 2023. (4) 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. (5) For the fiscal year ending December 31, 2022. (6) For the three-year period ended 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%

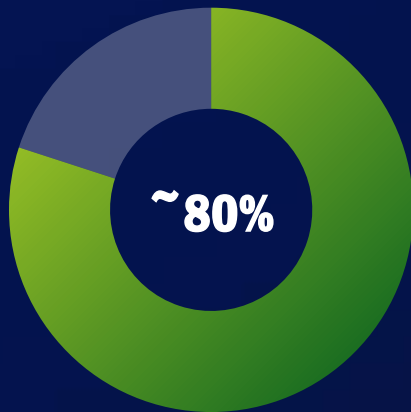
Increase in Average
Deal Size

How the ON24 Platform Works



Digital Re-engineering of B2B Go-to-market

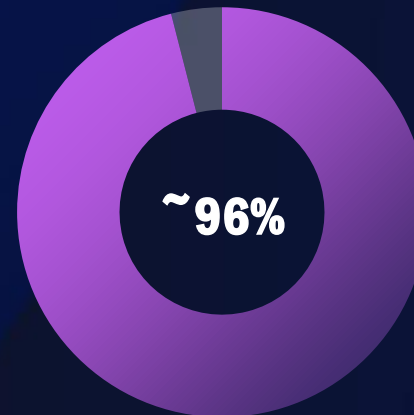
Go-To-Market



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

Gartner

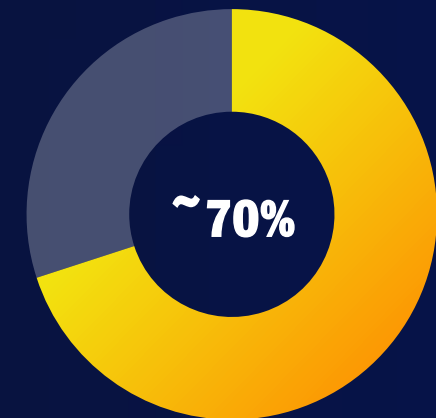
Business Transformation



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.⁽²⁾

McKinsey & Company

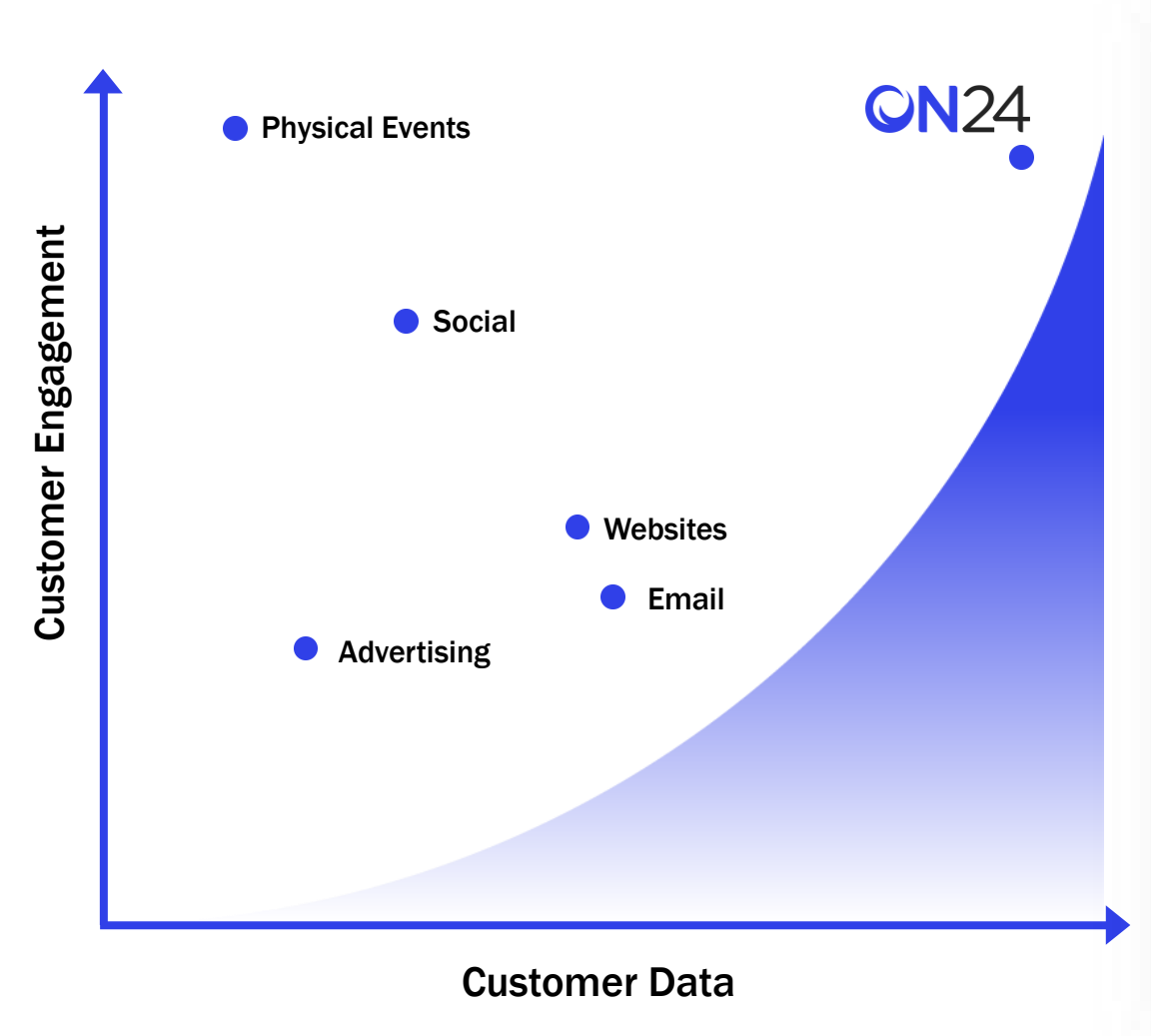
Self-Educated Buyer



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

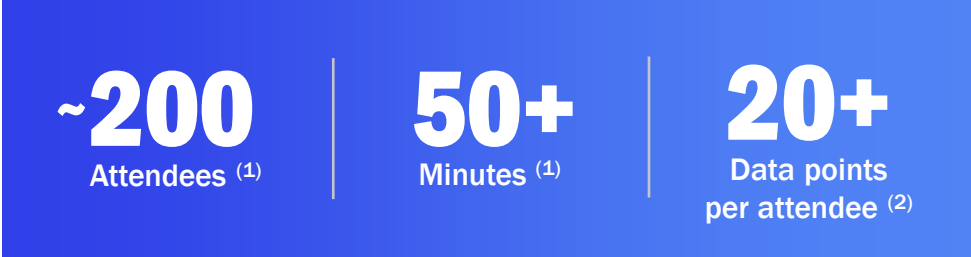
FORRESTER[®]

The Era of Engagement Is Here

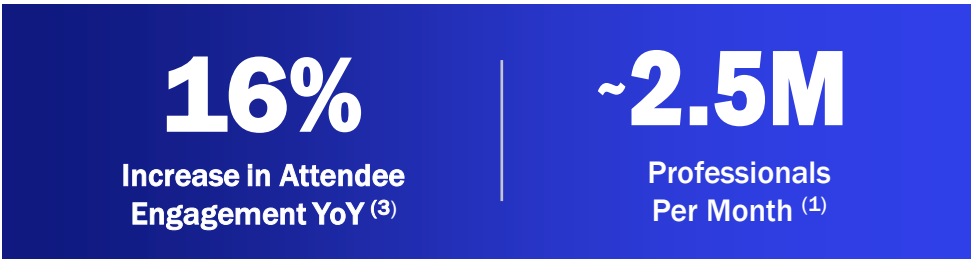


The ON24 Multiplier Effect

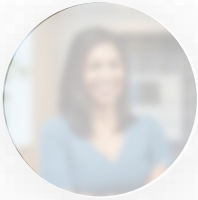

Engagement of Average ON24 Live Experience



Engagement Across ON24 Network



ON24 Data Advantage

Physical Event Analytics		Automated Marketing Analytics	
NAME Paula Price	COMPANY Metropolis	NAME Paula Price	COMPANY Metropolis
	INDUSTRY Financial Services		INDUSTRY Financial Services
	ROLE Director, Network Security		ROLE Director, Network Security
ENGAGEMENT DATA		ENGAGEMENT DATA	
✓ 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

Turn Engagement into Actionable Data with ON24

TARGET PERSONA



Paula Price

COMPANY
Metropolis

ROLE
Vice President,
Network Security

INDUSTRY
Financial
Services



LIVE EXPERIENCE

PERSONALIZED EXPERIENCE

ALWAYS-ON EXPERIENCE

LIVE EXPERIENCE

LIVE EXPERIENCE

Attends “TekTALKS” and signs up for CloudeTek 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 CloudeTek 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"; 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 a hand icon. The text "POWERED BY ON24" is visible in the bottom right corner.



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

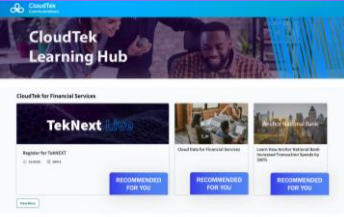
Hi Paula, welcome to your free trial!
 Check out the resources below to get you started off on the right foot.
 Have questions? Contact your Sales Rep, Marcus!

  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

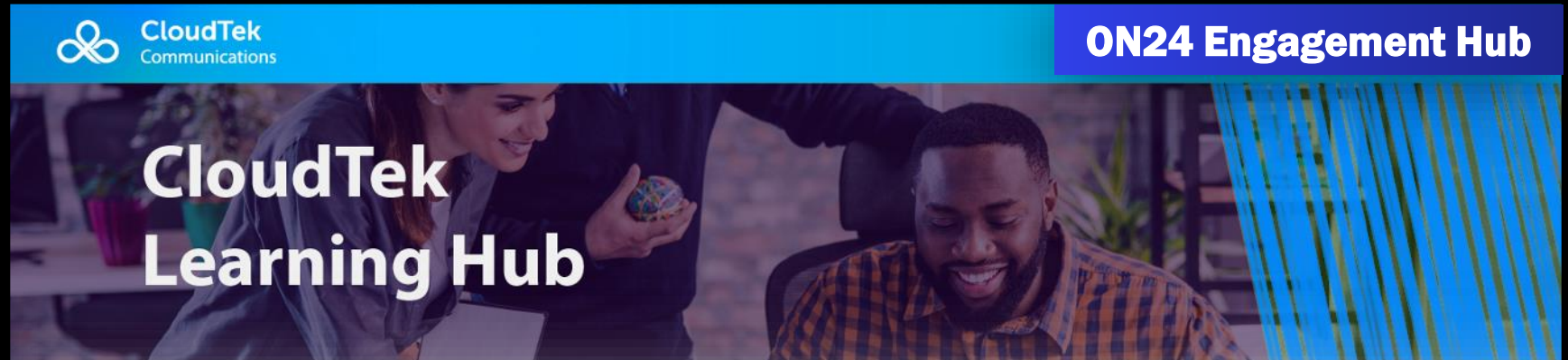
Visits CloudTek Learning Hub and registers for upcoming user conference, TekNEXT

Event Registration 

Minutes Engaged 

Resources Downloaded 

Videos Watched 



CloudTek Communications

ON24 Engagement Hub

CloudTek Learning Hub



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 Settings Users Hand Video Microphone Leave

CHAT **POLLS**

Metropolis X CloudTek Chat
2 Attendees

Thanks for chatting, Paula!

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

Great!

PP Really looking forward to chatting again soon.
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

The screenshot shows a virtual onboarding session for CloudTek Communications. The main content area features a welcome message, an onboarding agenda with three steps: 'Meet Your Support Team', 'Platform Setup', and 'Workshop: Your 1st Build'. Below the agenda is a 'Jumpstart Your Journey!' section with a link to 'Access Training Hub'. A video grid shows nine participants in a 3x3 layout. On the right, there is a chat window titled 'ON24 Forums' with a 'Main Chat' section. The chat contains two messages: 'Hello from St. Louis! Excited to be here.' and 'Hi! Interested in learning about regional support. I have a team in APAC who will be users as well.' The interface includes navigation icons at the bottom and a profile picture in the top right corner.

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

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

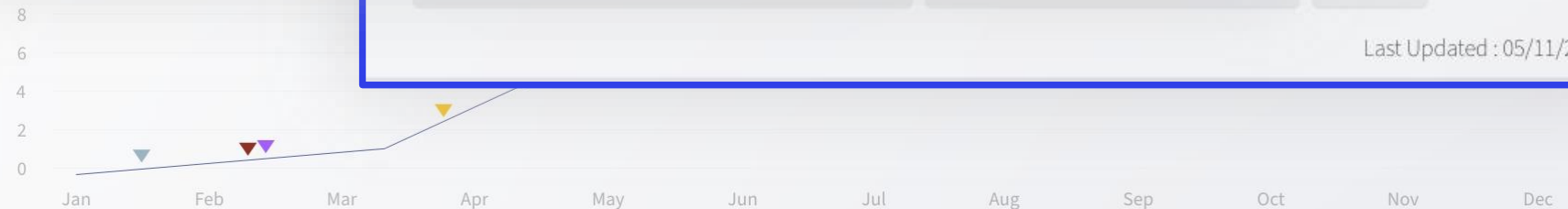
[Send Email to Paula Price](#)

1

Big Data

IoT

Last Updated : 05/11/22





Platform for AI/ML-Driven Personalization



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

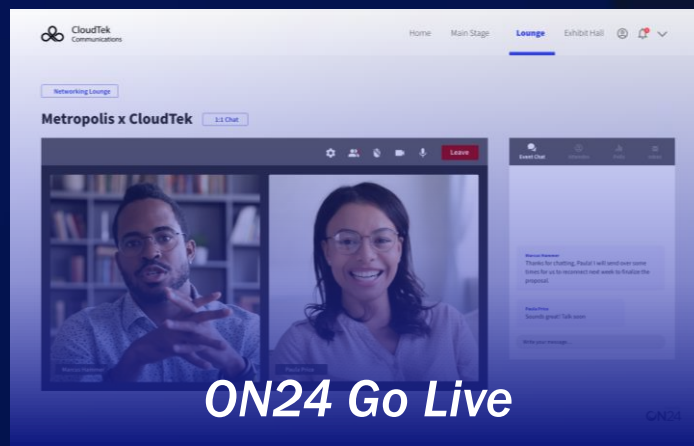
Last Updated : 05/11/22

Content Journey

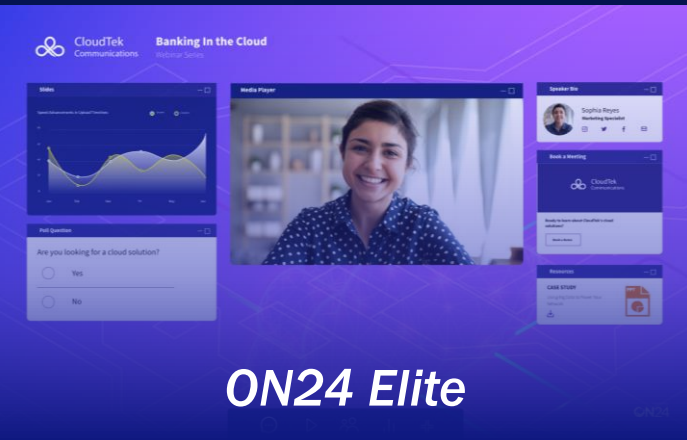




ON24 Forums



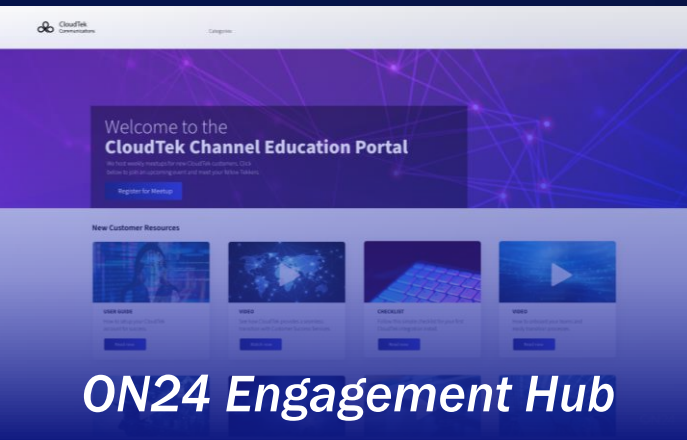
ON24 Go Live



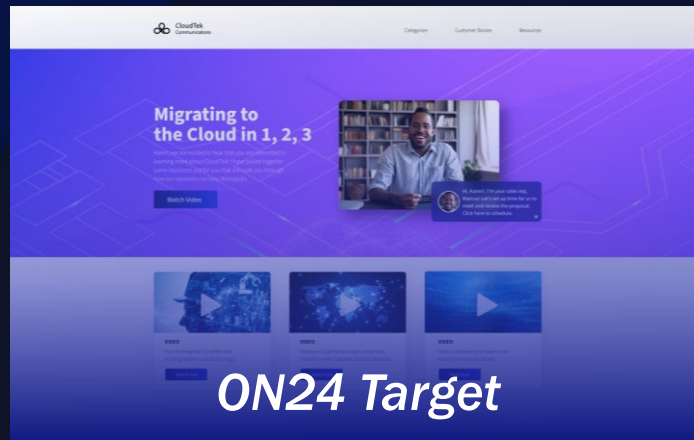
ON24 Elite



ON24 Breakouts



ON24 Engagement Hub



ON24 Target

6X
EXPERIENCES
=
6X
INSIGHTS



Marketer

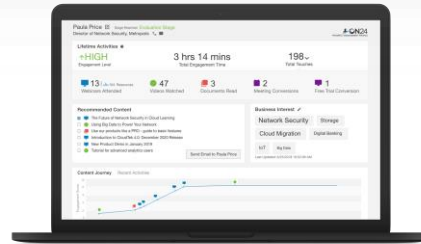


Sales

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)

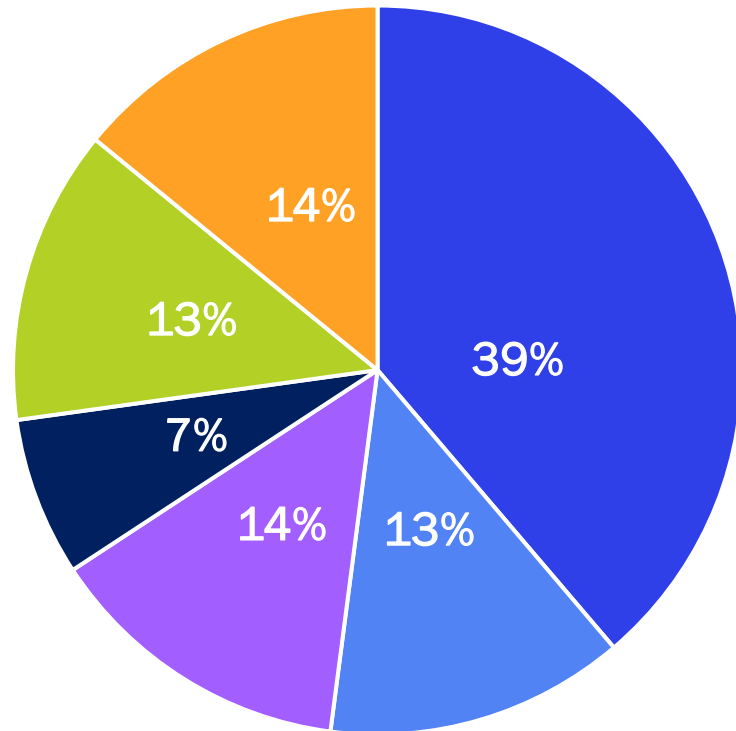
+

International Markets
~1x of US Market

= **\$46B**

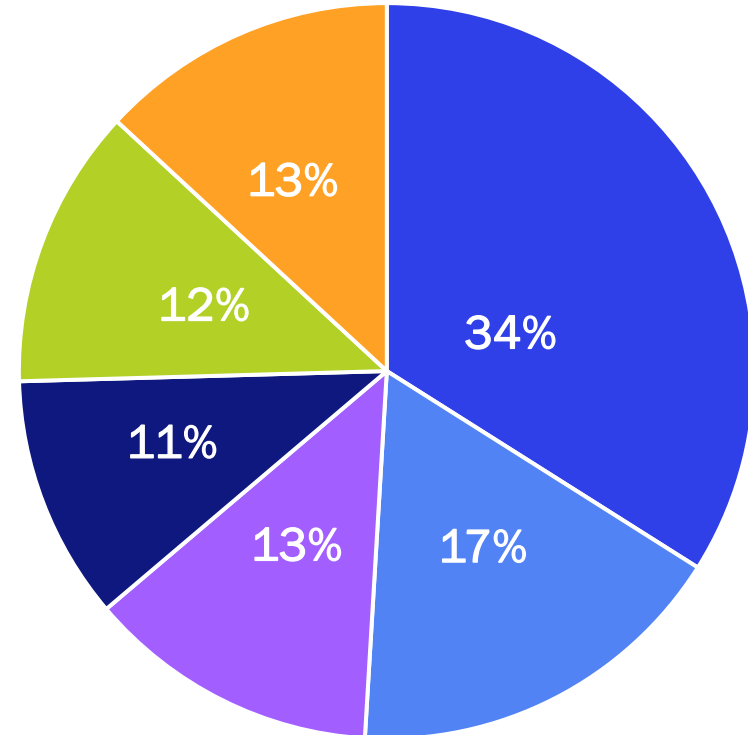
Momentum in Emerging Verticals

2019 Core Platform ARR by Vertical



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

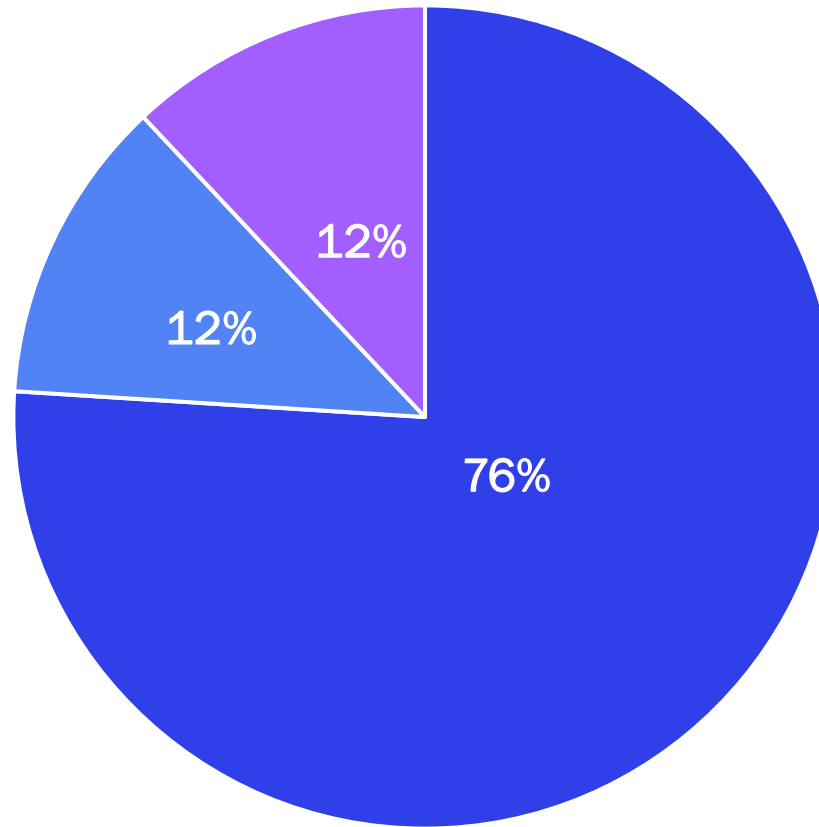
2022 Core Platform ARR by Vertical



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

Focused on >1K-employee Companies

% of FY22 Core Platform ARR



■ >1000-employee companies

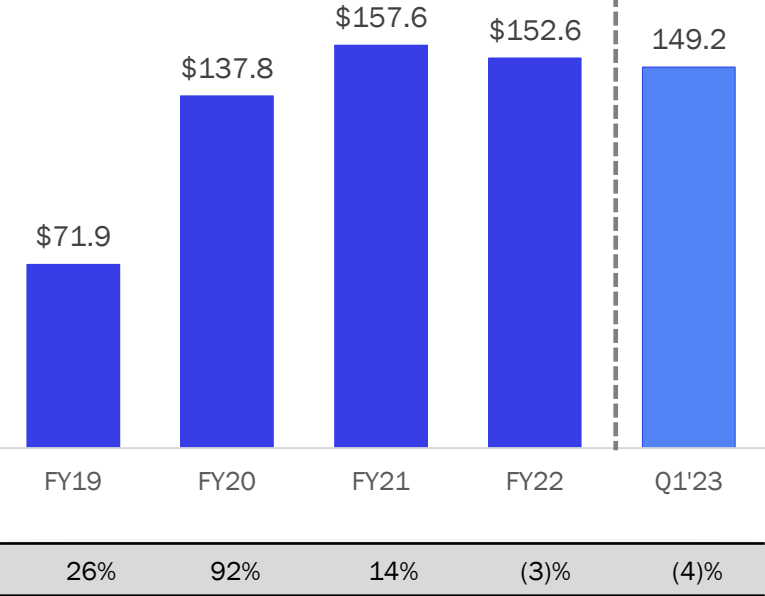
■ 250-999-employee companies

■ <250-employee companies

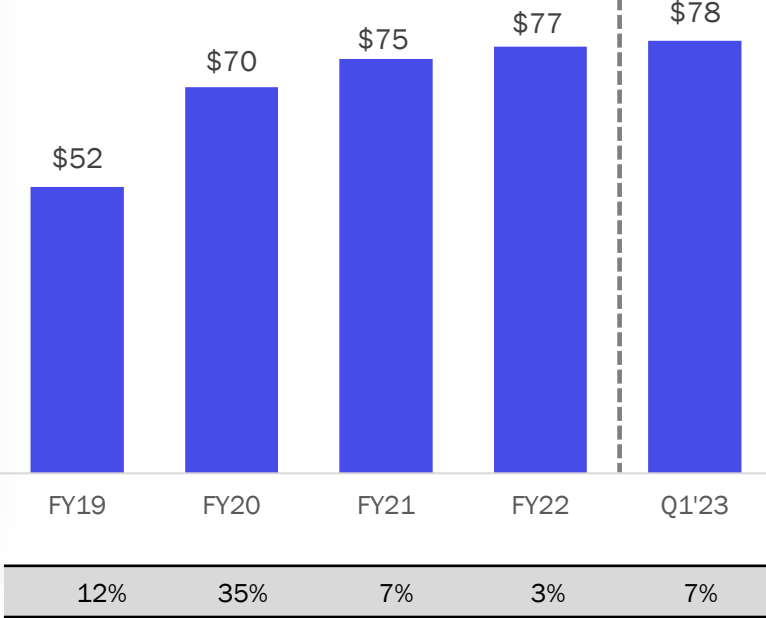
Topline Growth

Core Platform ARR¹ (\$M)

3-Year CAGR³ – 29%

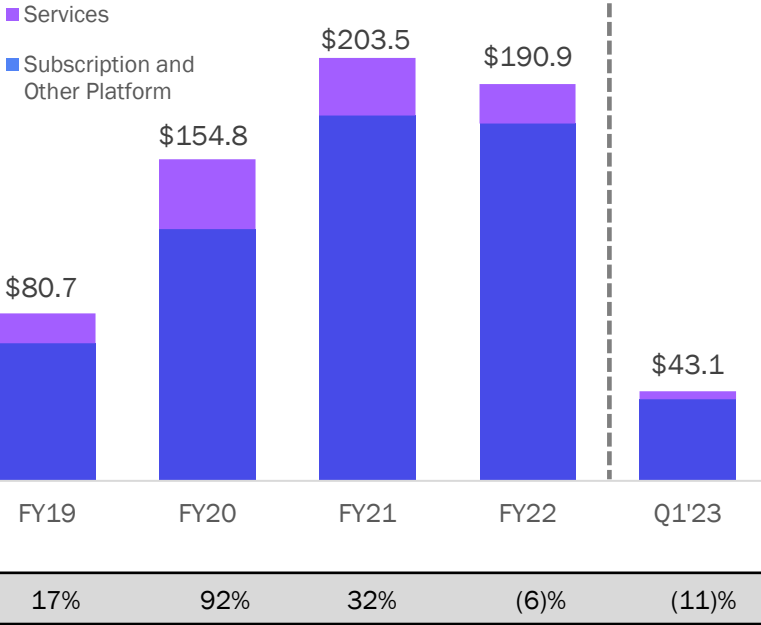


Average Core Platform ARR per Customer (\$K)



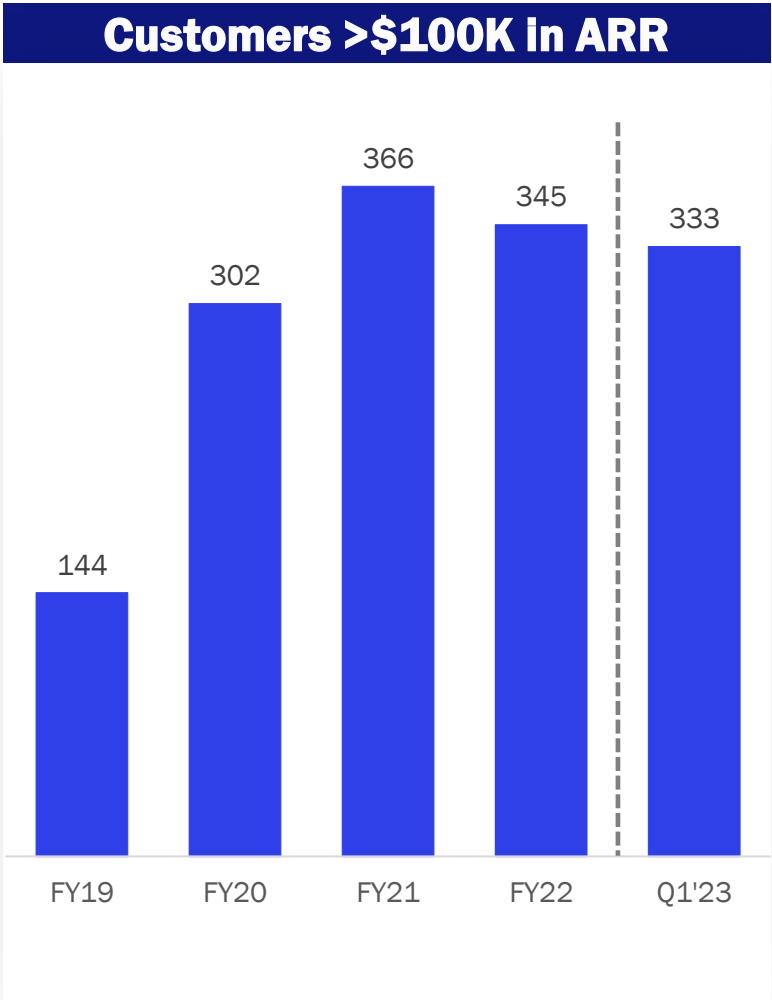
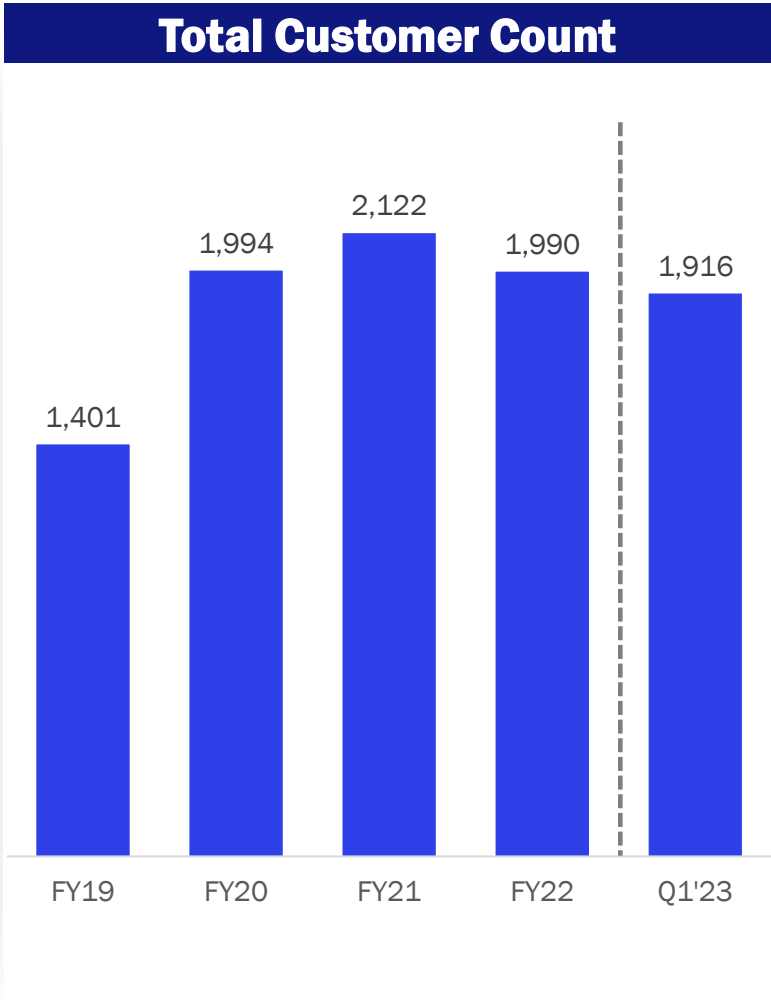
Total Revenue² (\$M)

3-Year CAGR⁴ – 33%



(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 product, professional services, overages from subscription customers and Legacy revenue. (2) Excludes Legacy Revenue. (3) 3-Year ARR CAGR is measured from December 31, 2019 to December 31, 2022. (4) 3-Year Revenue CAGR is measured from December 31, 2019 fiscal year to December 31, 2022 fiscal year.

Customer Metrics



Target Operating Model

% of Revenue	FY20	FY21	FY22	Q1'23	Target Model
Non-GAAP Gross Margin	79%	78%	75%	73%	78% - 80%
Operating Expenses					
Sales & Marketing	38%	47%	49%	47%	35% - 36%
Research & Development	12%	15%	19%	19%	14% - 15%
General & Administrative	13%	15%	17%	17%	8% - 9%
Non-GAAP Operating Margin	16%	1%	(10)%	(10)%	~20%

Appendix

GAAP to Non-GAAP Gross Profit Reconciliation

Total Gross Profit

(\$M)	2020	2021	2022	Q1'23
GAAP Gross Profit	\$123.6	\$156.2	\$138.1	\$29.9
Add: Stock-based Compensation Expense	\$0.2	\$2.3	\$4.1	\$0.9
Restructuring Costs	—	—	\$0.4	\$0.8
Non-GAAP Gross Profit	\$123.8	\$158.5	\$142.5	\$31.6
% Margin	79%	78%	75%	73%

GAAP to Non-GAAP Operating Expense Reconciliation

Sales and Marketing

(\$M)	2020	2021	2022	Q1'23
GAAP Sales and Marketing	\$60.6	\$104.1	\$109.6	\$24.4
Deduct:				
Stock-based Compensation Expense	\$1.1	\$8.8	\$14.3	\$3.1
Restructuring Costs	—	—	\$1.1	\$1.2
Non-GAAP Sales and Marketing	\$59.6	\$95.3	\$94.1	\$20.1

Research and Development

(\$M)	2020	2021	2022	Q1'23
GAAP Research and Development	\$19.3	\$34.8	\$44.1	\$11.1
Deduct:				
Stock-based Compensation Expense	\$0.4	\$4.4	\$8.0	\$2.0
Amortization of acquired intangible asset	—	—	\$0.1	\$0.8
Restructuring Costs	—	—	\$0.4	\$0.1
Non-GAAP Research and Development	\$18.9	\$30.4	\$35.6	\$8.2

General and Administrative

(\$M)	2020	2021	2022	Q1'23
GAAP General and Administrative	\$21.9	\$40.9	\$44.0	\$14.3
Deduct:				
Stock-based Compensation Expense	\$1.3	\$10.2	\$12.2	\$4.1
Restructuring Costs	—	—	\$0.0	\$0.2
Costs Related to Shareholder Activism	—	—	—	\$2.4
Non-GAAP General and Administrative	\$20.5	\$30.8	\$31.7	\$7.5

GAAP to Non-GAAP Operating Income Reconciliation

(\$M)	2020	2021	2022	Q1'23
GAAP Operating Income / (Loss)	\$21.8	\$(23.6)	\$(59.6)	\$(19.9)
Add:				
Stock-based Compensation Expense	\$2.9	\$25.7	\$38.5	\$10.1
Restructuring Costs	--	--	\$1.7	\$3.1
Amortization of Acquired Intangible Asset	--	--	\$0.4	\$0.1
Costs Related to Shareholder Activism				\$2.4
Non-GAAP Operating Income / (Loss)	\$24.8	\$2.1	\$(18.9)	\$(4.2)
<i>% Margin</i>	16%	1%	(10)%	(10)%