



1Q25 Investor Presentation

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This presentation also contains estimates and other statistical data made by third parties and by the Company relating to market size and growth and other data about the Company's industry. These estimates and other statistical data involve a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates and other statistical data. The Company has not independently verified the statistical and other industry data generated by third parties and contained in this presentation and, accordingly, it cannot guarantee their accuracy or completeness. In addition, expectations, assumptions, estimates and projections of the Company's future performance and the future performance of the markets in which the Company operates are necessarily subject to a high degree of uncertainty and risk.

The Company defines Annual Recurring Revenue ("ARR") as the annual recurring revenue of subscription agreements at a point in time based on the terms of customers' contracts, including certain premium services that are subject to contractual subscription terms and Plus customers that we expect to recur. ARR should be viewed independently of revenue, and does not represent the Company's GAAP revenue on an annualized basis, as it is an operating metric that can be impacted by contract start and end dates and renewal rates. ARR is also not intended to be a forecast of revenue. The Company calculates dollar-based net retention rate as of a period end by starting with the ARR from the cohort of all customers as of 12 months prior to such period-end (the "Prior Period ARR"). The Company then calculates the ARR from these same customers as of the current period-end (the "Current Period ARR"). Current Period ARR includes any expansion and is net of contraction or attrition over the last 12 months, but excludes ARR from new customers as well as any overage charges in the current period. The Company then divides the total Current Period ARR by the total Prior Period ARR to arrive at the dollar-based net retention rate ("NRR"). The Company then calculates the average of the trailing 12-month dollar-based net retention rates, to arrive at the dollar-based net retention rate ("NRR (TTM)").

This presentation also includes certain non-GAAP financial measures (including on a forward-looking basis) such as Free Cash Flow, Free Cash Flow Margin, non-GAAP Gross Profit, non-GAAP Gross Margin, non-GAAP Income (Loss) from Operations, non-GAAP Operating Margin, non-GAAP Sales and Marketing Expenses, non-GAAP Research and Development Expenses, non-GAAP General and Administrative Expenses, non-GAAP Net Income (Loss), and non-GAAP Net Income (Loss) Per Share. 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 versus their nearest GAAP equivalents. For example, other companies may calculate non-GAAP financial measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of the Company's non-GAAP financial measures as tools for comparison. The Company has provided a reconciliation of those historic measures to the most directly comparable GAAP measures, which is available in the appendix to this presentation.

Unless otherwise noted, all metrics are Non-GAAP. Gross margin, operating margin and free cash flow margin are calculated as gross profit, income from operations, and free cash flow, respectively, divided by total revenue. The Company defines free cash flow as net cash provided by (used in) operating activities, less cash used for purchases of property and equipment and capitalized internal-use software costs. A reconciliation of GAAP to Non-GAAP results is available in the appendix of this presentation.

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Amplitude at a Glance

1Q25 FINANCIALS

Revenue

\$80M

Increased by 10% Y/Y

ARR

\$320M

Increased by 12% Y/Y

Net Retention Rate

101%

Compared to 97% in 1Q24

Operating Loss (non-GAAP)⁽²⁾

(\$2.1)M

Compared to \$(2.1)M in 1Q24

Free Cash Flow

(\$9.2)M

Compared to \$(1.1)M 1Q24

Cash & Investments

\$284M

CUSTOMERS

617

\$100k+ ARR
Customers

~65%

% of ARR from
Enterprise
Customers⁽¹⁾

30%

Customers with
>1 Product

INTEGRATED PLATFORM

Leader in Digital Analytics

Session Replay • Activation
Guides & Surveys • Experimentation

Named A Leader in Forrester Wave
Feature Management &
Experimentation Solution

Named Best in Product Analytics by G2
in G2's Spring 2025 Report

PEOPLE

~750 Employees

All figures as of 3/31/2025 unless otherwise noted.

1) Enterprise is defined as customers with >1000 employees or >\$100M in revenue

2) Please refer to slide 2 for definitions of non-GAAP and to the appendix for reconciliation to GAAP.

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01

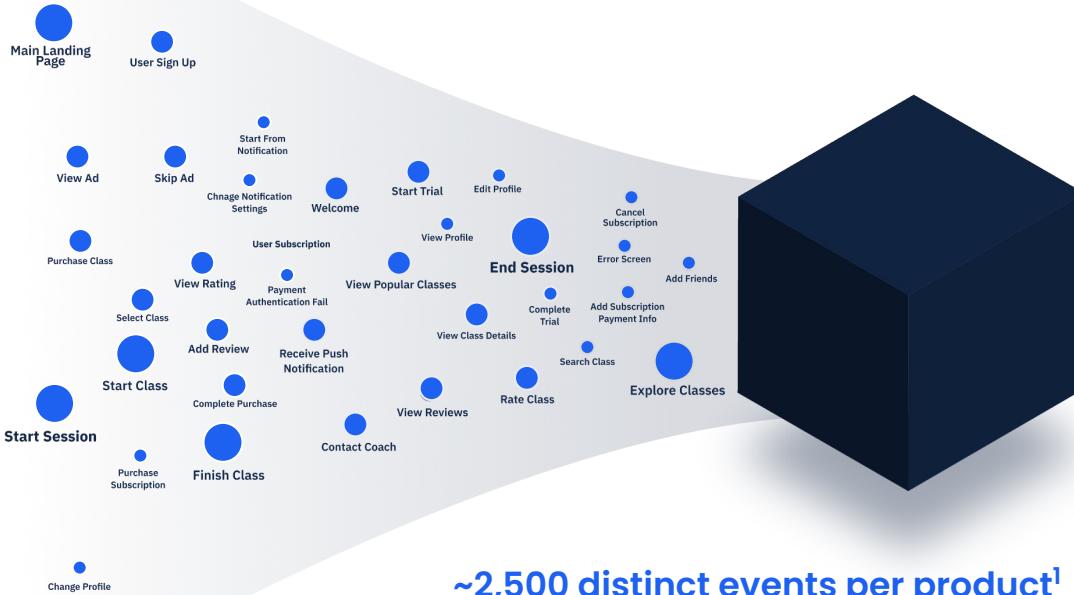
Amplitude 101

Digital Applications growing exponentially



of Digital Applications

The Problem



?

What generates more revenue — subscription or on-demand purchase and ads?

?

What is the LTV of subscribers vs. On-demand?

?

Where are users dropping off before subscription?

?

How do I improve start trial to complete trial rate?

?

What is my trial to subscription conversion?

¹Based on Top 100 Amplitude customers by event volume. Represents the average distinct events measured within each digital product among Top 100 Amplitude customers.

Build better products & experiences with Amplitude



Easily democratize your data

- AI-driven data governance
- Self-service data access
- Complete view of customer across sources

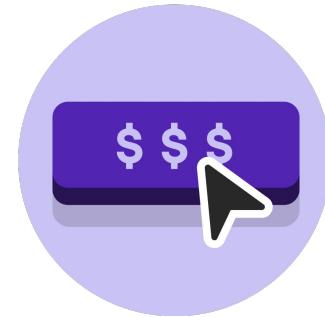
Enable teams with real-time, self-serve, trusted data.



Unlock full-journey, real-time insights

- Product & marketing analytics
- AI-infused session replays
- AI co-pilot to speed time to insights

Understand customer behavior using real-time, full-funnel data

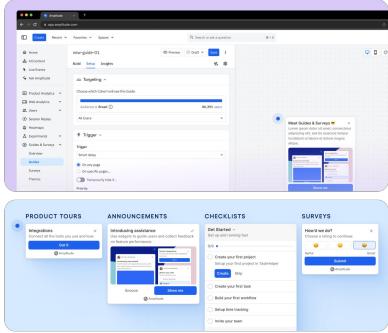


Turn insights into impact-FAST

- Smart guides & surveys
- No-code & Flag-based Experiments
- Easy targeting & activation

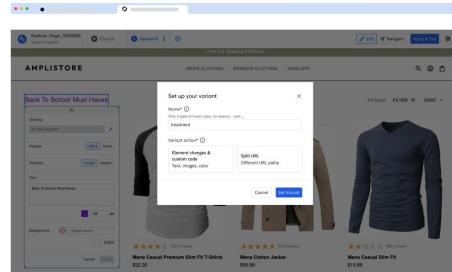
Experiment, guide and activate customers to drive engagement

Active insights FAST to engage customers



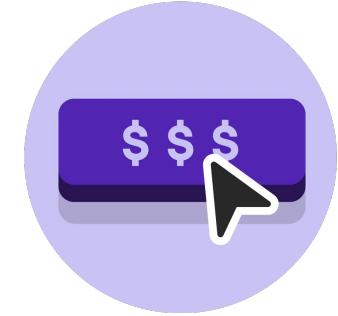
Leverage Smart Guides & Surveys

Engage users with insight-backed pop-ups to drive engagement & get feedback



Experiment & Optimize Everything

Run feature and web experiments self-serve to de-risk campaigns & product launches in one platform



Target & Personalize

Segment users based on behavior and personalize campaigns in a few simple clicks

Challenges

Product and Marketing convergence

Increased customer touchpoints makes it hard to get a complete view of customer journey

Increasing security, governance, compliance requirements

Slow and inflexible tools

Self Service Integrated



Goals

Drive Customer Acquisition

Increase Digital Product Adoption

Improve Customer Retention

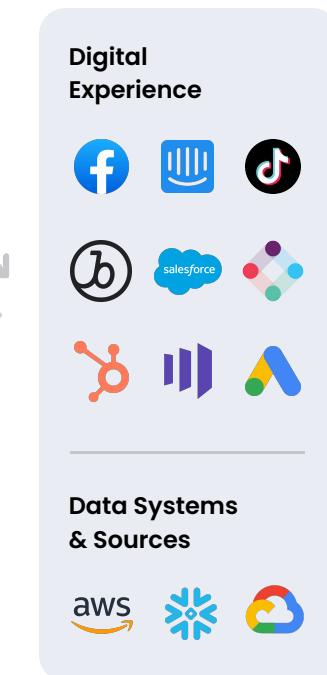
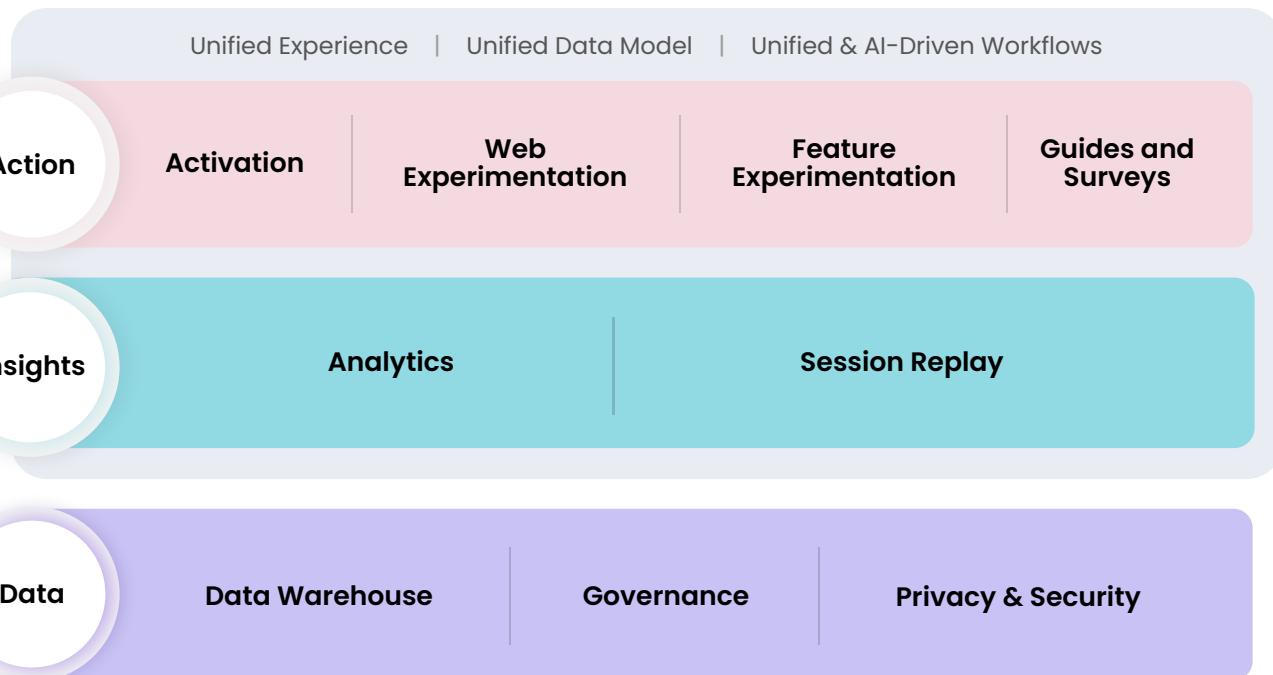
Reduce Errors

Executive Visibility Into Health of The Product/Experience

Speed
Open & Flexible

Amplitude

Digital Analytics Platform



Customers across the globe are partnering with us

RETAIL



FINANCE



INDUSTRIAL



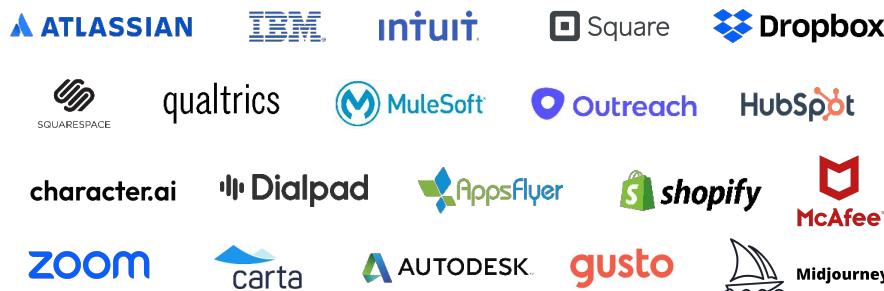
CONSUMER



WELLNESS



SOFTWARE



MEDIA & TELECOM



02

Financial Review

Financial Priorities



**Accelerate
Net New ARR**



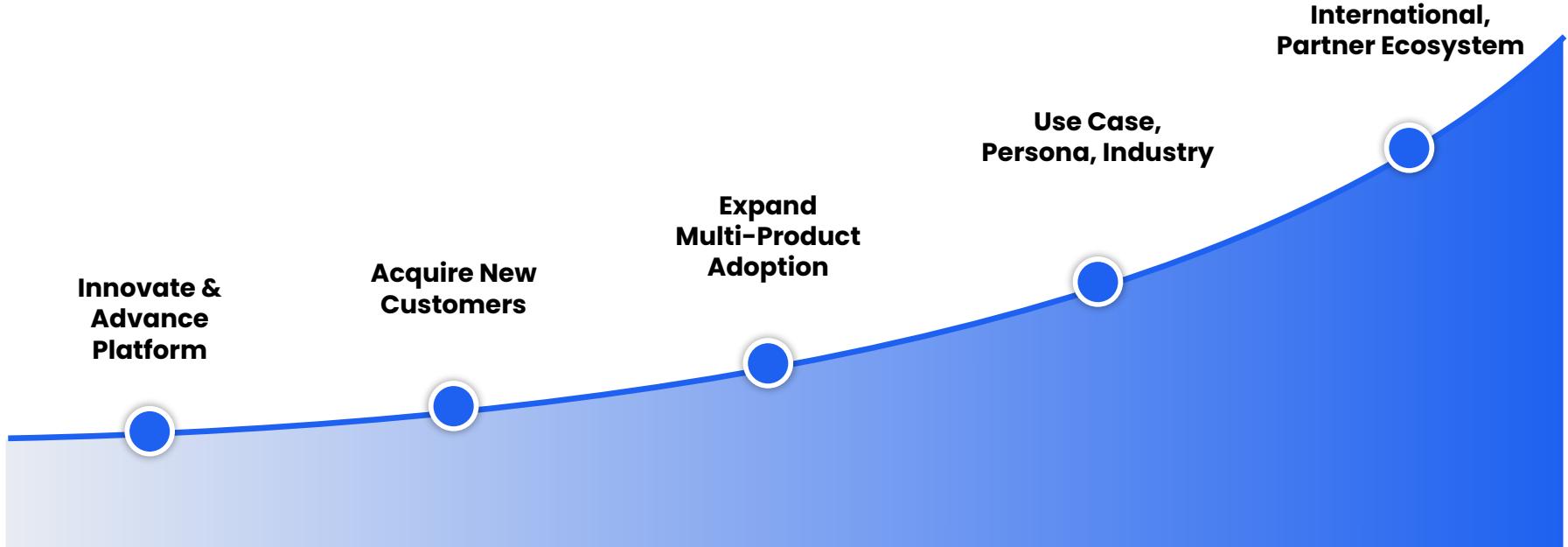
**Platform
Consolidation**



**Growth +
Leverage**

Our Strategy

We have multiple growth drivers



1Q25 Financial Results Highlights

Revenue

\$80.0M

Increased by 10% Y/Y

ARR

\$320M

Increased by 12% Y/Y

Dollar-Based Net Retention

101%

Compared to 97% 1Q '24

Non-GAAP Operating Loss

(\$2.1)M

Net New ARR

\$8M

Compared to \$4M in 1Q '24

Cash & Investments

\$284M

Free Cash Flow

(\$9.2)M

Customers >\$100,000 ARR

617

Increase of 18% Y/Y

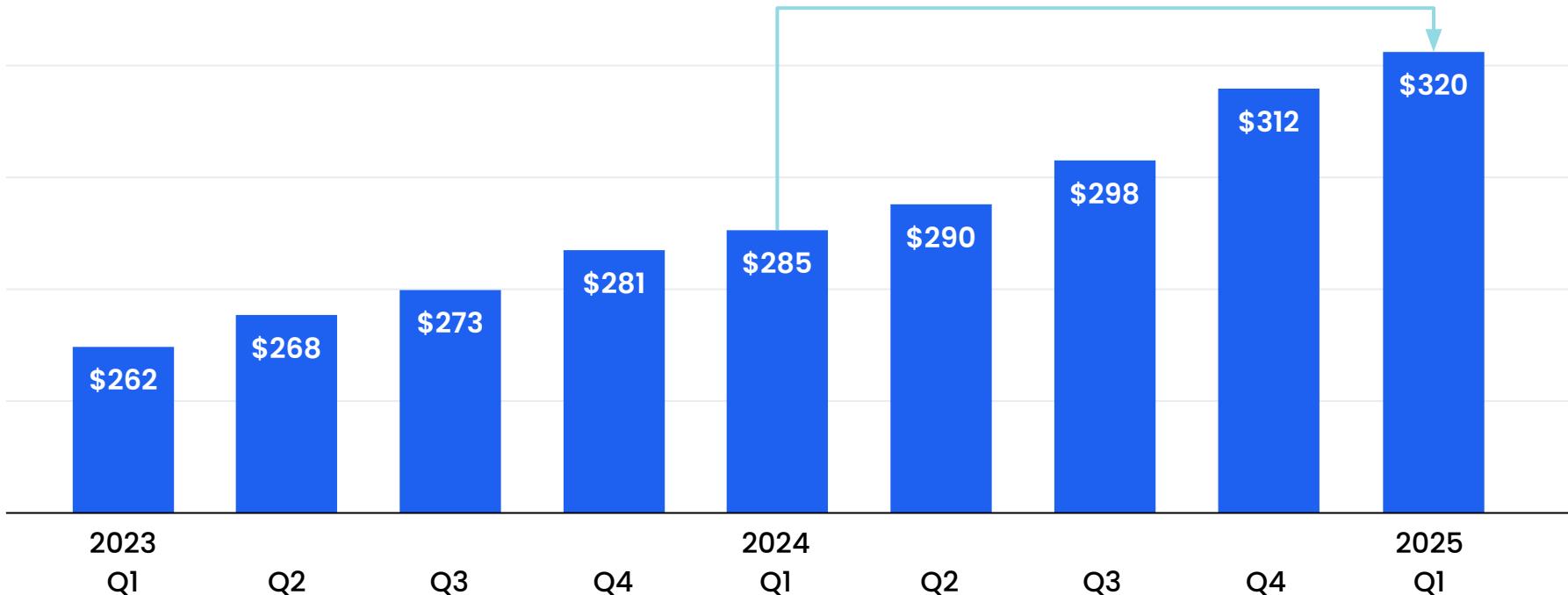
Multi-Product Customers

30%

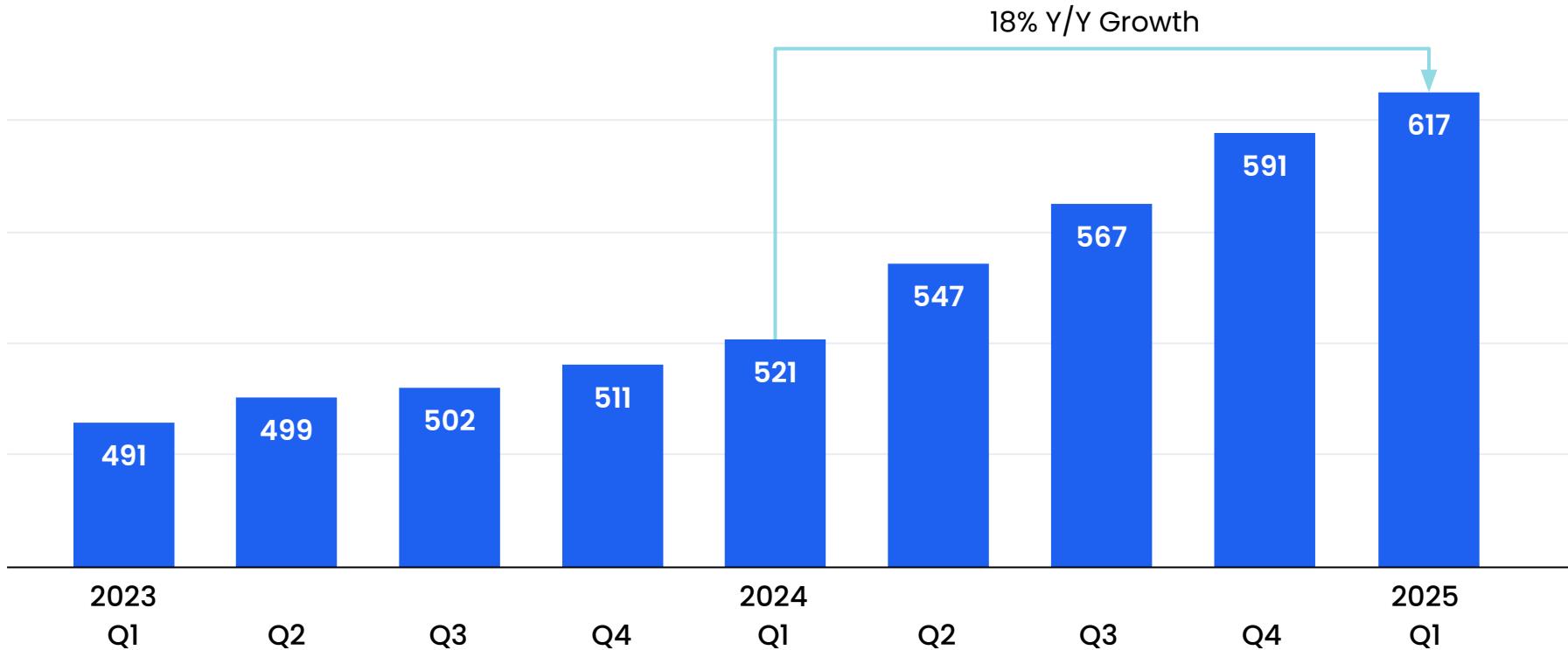
Annual Recurring Revenue

\$ in Ms

12% Y/Y Growth



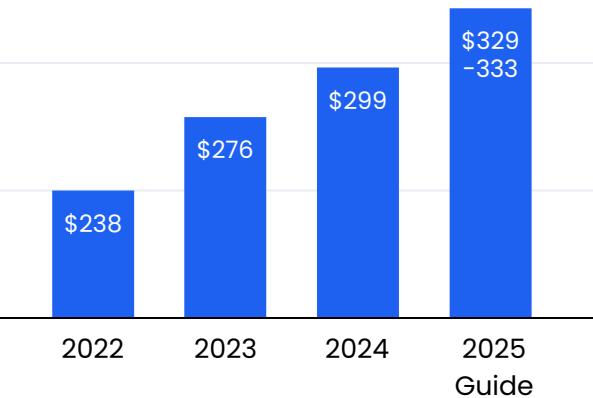
Customers with >\$100k in ARR



Revenue Growth

\$ in Ms

Annual Revenue

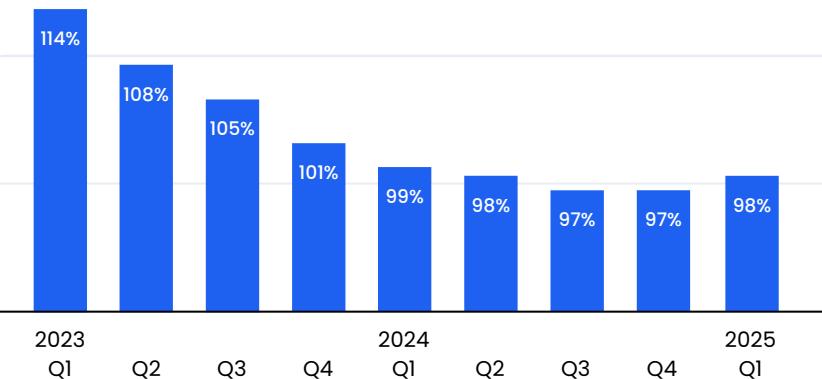


Quarterly Revenue



Dollar-Based Net Retention

NRR (TTM)

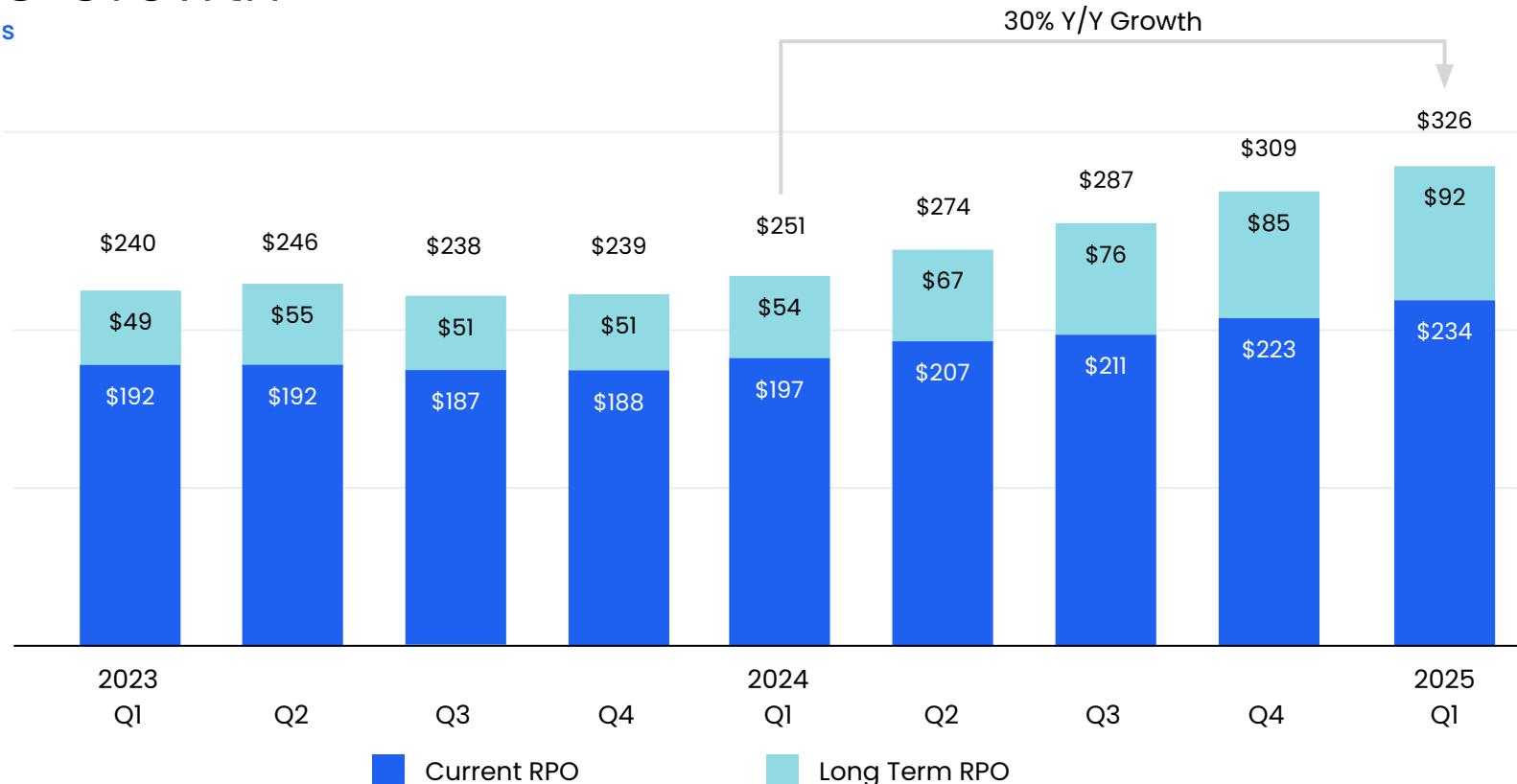


NRR (in Qtr)



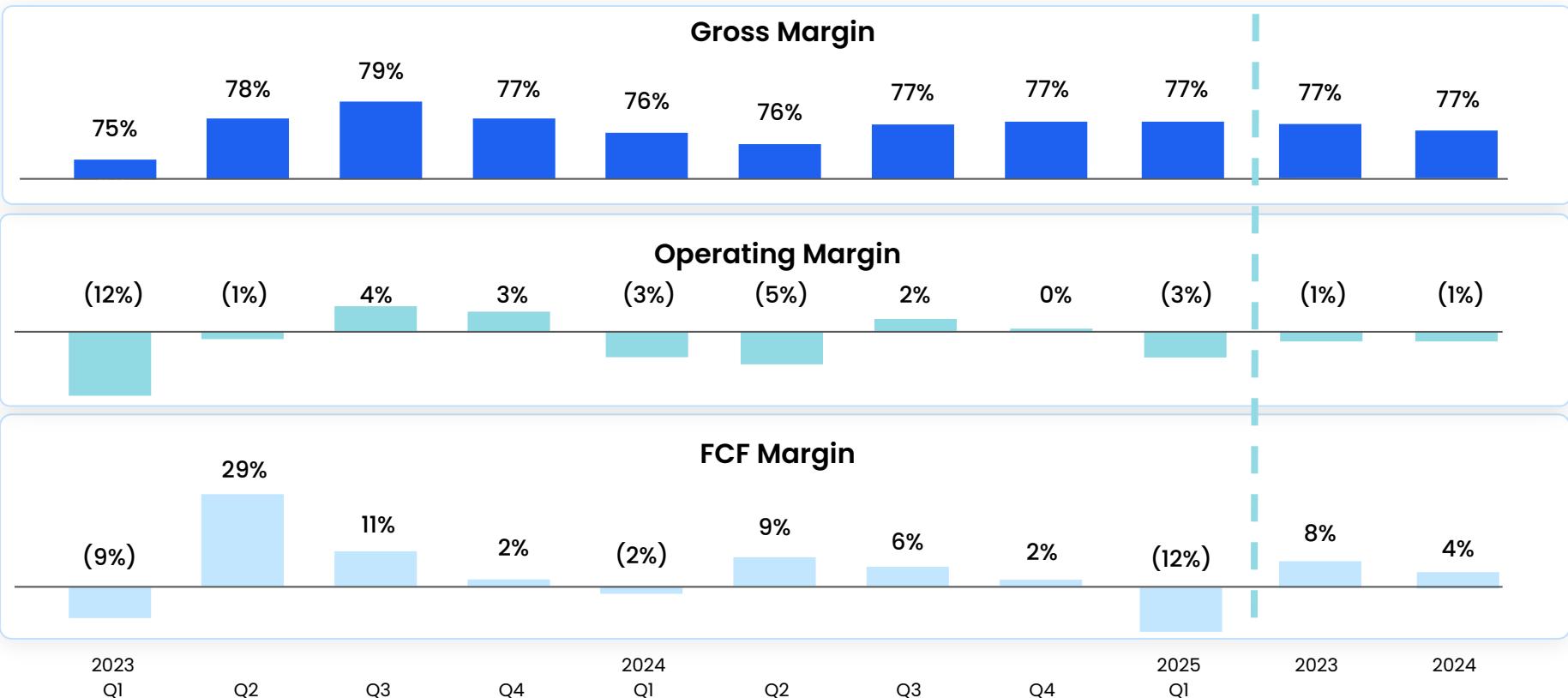
RPO Growth

\$ in Ms



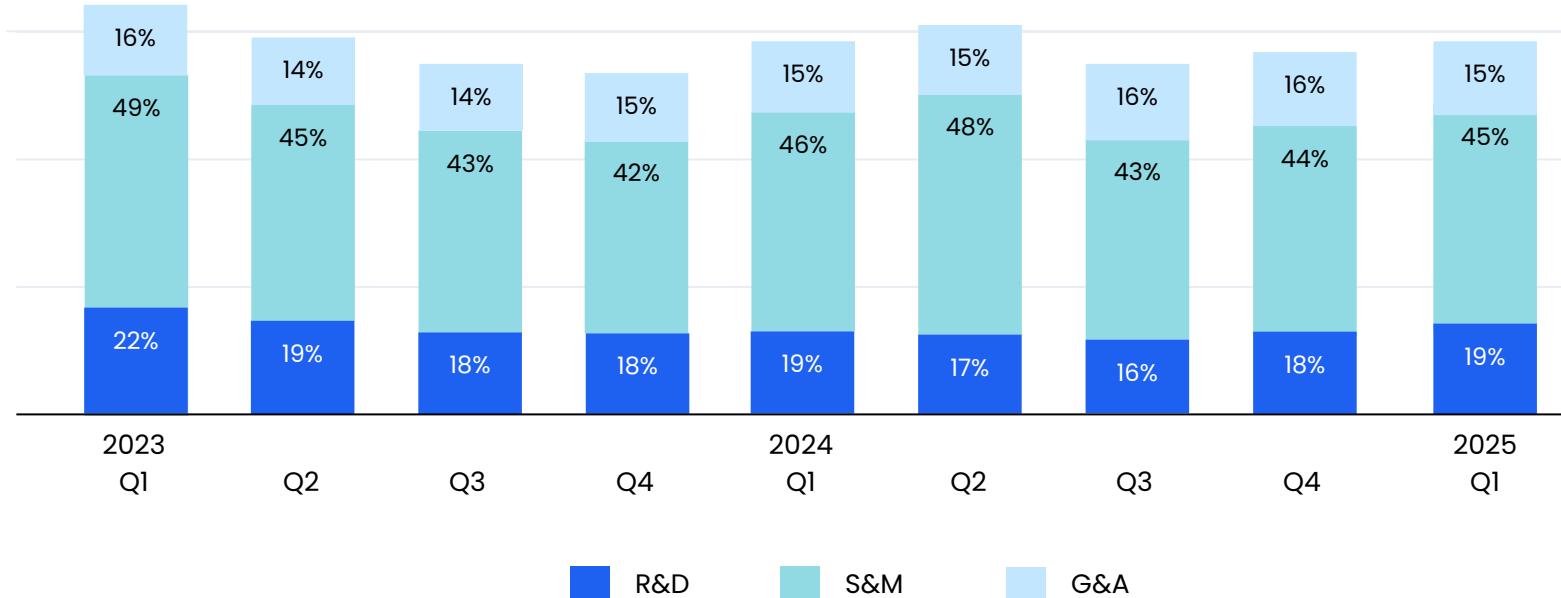
Margin Progression

(Non-GAAP)



Growth Plus Leverage

(Non-GAAP), Expenses as a % of Total Revenue



Guidance

	Q2 2025	FY 2025
Revenue	\$80.3 - \$82.3M	\$329.0 - \$333.0M
<i>% Growth Y/Y</i>	10% to 12% Y/Y	10% to 11% Y/Y
Non-GAAP Operating Income (Loss)	\$(2.9) - \$(0.9)M	\$0.0 - \$5.0M
Non-GAAP Net Income (Loss) Per Share	\$(0.01) - \$0.01	\$0.05 - \$0.10
Weighted Average Shares Outstanding	132.1M / 138.7M basic / diluted shares	140.9M diluted shares

An outlook for GAAP income (loss) from operations, GAAP net income (loss), and GAAP net income (loss) per share, and a reconciliation to GAAP income (loss) from operations, GAAP net income (loss), and GAAP net income (loss) per share has not been provided as the quantification of certain items included in the calculation of GAAP income (loss) from operations, GAAP net income (loss) and GAAP net income (loss) per share cannot be reasonably calculated or predicted at this time without unreasonable efforts. For example, the non-GAAP adjustment for stock-based compensation expense requires additional inputs such as the number and value of awards granted that are not currently ascertainable, and the non-GAAP adjustment for amortization of acquired intangible assets depends on the timing and value of intangible assets acquired that cannot be accurately forecasted.



GAAP to Non-GAAP Reconciliation

GAAP to Non-GAAP Reconciliation

AMPLITUDE, INC.
Reconciliation of GAAP to Non-GAAP Data
 (In thousands, except percentages and per share amounts)
 (unaudited)

	Three Months Ended March 31,	
	2025	2024
Reconciliation of gross profit and gross margin		
GAAP gross profit	\$ 59,749	\$ 53,735
Plus: stock-based compensation expense and related employer payroll taxes	1,267	1,474
Plus: amortization of acquired intangible assets	182	270
Non-GAAP gross profit	<u>\$ 61,198</u>	<u>\$ 55,479</u>
GAAP gross margin	74.7%	74.0%
Non-GAAP adjustments	1.8%	2.4%
Non-GAAP gross margin	<u>76.5%</u>	<u>76.4%</u>
Reconciliation of operating loss and operating margin		
GAAP loss from operations	\$ (24,198)	\$ (24,705)
Plus: stock-based compensation expense and related employer payroll taxes	21,777	22,313
Plus: amortization of acquired intangible assets	304	313
Non-GAAP income (loss) from operations	<u>\$ (2,117)</u>	<u>\$ (2,079)</u>
GAAP operating margin	(30.3%)	(34.0%)
Non-GAAP adjustments	27.6%	31.2%
Non-GAAP operating margin	<u>(2.6%)</u>	<u>(2.9%)</u>
Reconciliation of net income (loss)		
GAAP net income (loss)	\$ (22,231)	\$ (21,460)
Plus: stock-based compensation expense and related employer payroll taxes	21,777	22,313
Plus: amortization of acquired intangible assets	304	313
Less: income tax effect of non-GAAP adjustments	—	(142)
Non-GAAP net income (loss)	<u>\$ (150)</u>	<u>\$ 1,024</u>
Reconciliation of net income (loss) per share		
GAAP net income (loss) per share, basic	\$ (0.17)	\$ (0.18)
Non-GAAP adjustments to net income (loss)	0.17	0.19
Non-GAAP net income (loss) per share, basic	<u>\$ (0.00)</u>	<u>\$ 0.01</u>
Non-GAAP net income (loss) per share, diluted	<u>\$ (0.00)</u>	<u>\$ 0.01</u>
Weighted-average shares used in GAAP and non-GAAP per share calculation, basic	129,696	120,826
Weighted-average shares used in GAAP and non-GAAP per share calculation, diluted ⁽¹⁾	129,696	130,886

Note: Certain figures may not sum due to rounding

(1) For the three months ended March 31, 2024, the weighted average shares used in the GAAP per share calculation excludes 10.0 million shares as the effect is anti-dilutive in the period.



GAAP to Non-GAAP Reconciliation

AMPLITUDE, INC.
Reconciliation of GAAP to Non-GAAP Data
(In thousands, except percentages and per share amounts)
(unaudited)

	Three Months Ended March 31,	
	2025	2024
Reconciliation of operating expenses		
GAAP research and development	\$ 23,533	\$ 22,953
Less: stock-based compensation expense and related employer payroll taxes	(8,079)	(9,532)
Non-GAAP research and development	<u>\$ 15,454</u>	<u>\$ 13,421</u>
GAAP research and development as percentage of revenue	29.4%	31.6%
Non-GAAP research and development as percentage of revenue	19.3%	18.5%
GAAP sales and marketing	\$ 44,146	\$ 40,817
Less: stock-based compensation expense and related employer payroll taxes	(8,158)	(7,253)
Less: amortization of acquired intangible assets	(122)	(43)
Non-GAAP sales and marketing	<u>\$ 35,866</u>	<u>\$ 33,521</u>
GAAP sales and marketing as percentage of revenue	55.2%	56.2%
Non-GAAP sales and marketing as percentage of revenue	44.9%	46.2%
GAAP general and administrative	\$ 16,268	\$ 14,670
Less: stock-based compensation expense and related employer payroll taxes	(4,273)	(4,054)
Non-GAAP general and administrative	<u>\$ 11,995</u>	<u>\$ 10,616</u>
GAAP general and administrative as percentage of revenue	20.3%	20.2%
Non-GAAP general and administrative as percentage of revenue	15.0%	14.6%

Note: Certain figures may not sum due to rounding

GAAP Cash Flows from Operating Activities to Free Cash Flow

AMPLITUDE, INC.
Reconciliation of GAAP Cash Flows from Operations to Free Cash Flow
(In thousands, except percentages)
(unaudited)

	Three Months Ended March 31,	
	2025	2024
Net cash provided by (used in) operating activities	\$ (8,022)	\$ (48)
Less:		
Purchases of property and equipment	(439)	(357)
Capitalization of internal-use software costs	(765)	(733)
Free cash flow	\$ (9,226)	\$ (1,138)
Net cash provided by (used in) operating activities margin	(10.0%)	(0.1%)
Non-GAAP adjustments	(1.5%)	(1.5%)
Free cash flow margin	(11.5%)	(1.6%)

Note: Certain figures may not sum due to rounding

