



CROWDSTRIKE

INVESTOR PRODUCT BRIEFING

GEORGE KURTZ, CO-FOUNDER AND CEO
AMOL KULKARNI, CHIEF PRODUCT OFFICER
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SAFE HARBOR

This presentation includes express and implied “forward-looking statements”, including forward-looking statement 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, 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 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.

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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, and 2020 are referred to herein as fiscal 2017, 2018, 2019, and 2020 respectively.

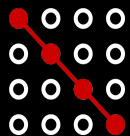


PLATFORM

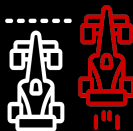
GEORGE KURTZ
CO-FOUNDER AND CEO



WE STOP BREACHES AND MUCH MORE



Reduce complexity



Gain efficiency and efficacy



Improve protection



Augment skills & experience



Enhance risk management



FRICITIONLESS

Driving friction out of the customer experience

Cloud Native

Automatically provides community immunity



Go-To-Market

Solve new security challenges with one click

Deployment

Easy roll-out for immediate value



FALCON PLATFORM

PROTECTS ALL WORKLOADS



CROWDSTRIKE  THREAT GRAPH

WINDOWS LINUX MAC ANDROID IOS

WORKSTATIONS

SERVERS

DATACENTERS

MOBILE
FALCON FOR MOBILE

CLOUD / CONTAINERS
FALCON FOR AWS

IOT

LIGHTWEIGHT AGENT



TRUE COST OF TRADITIONAL SECURITY



REQUIREMENTS

COST

ACQUIRING ENDPOINT SECURITY TECHNOLOGY



IMPLEMENTING, CONFIGURING AND TUNING



MANAGING, MAINTAINING AND UPDATING



MONITORING, TRIAGING AND ANALYZING ALERTS



RESPONDING TO AND REMEDIATING INCIDENTS

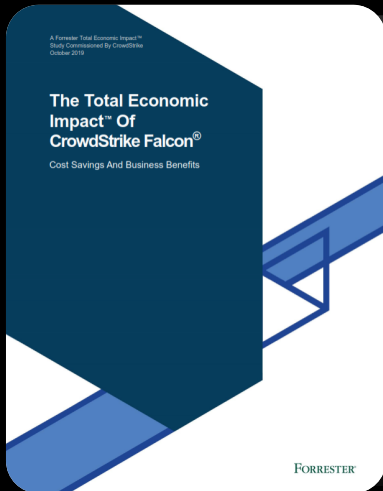


THE COST OF A DATA BREACH



FORRESTER TOTAL ECONOMIC IMPACT (TEI) STUDY

OF CROWDSTRIKE FALCON®



In October 2019
Forrester Research
was commissioned
to conduct an ROI
study of the
CrowdStrike
Falcon Platform



ROI
316%



PRESENT
\$6.7M



PAYBACK
< 3 MONTHS



CATEGORY-DEFINING CLOUD PLATFORMS

CRM
Cloud



1999

Service
Management
Cloud



2004

HR
Cloud



2005

**Security
Cloud**



2011

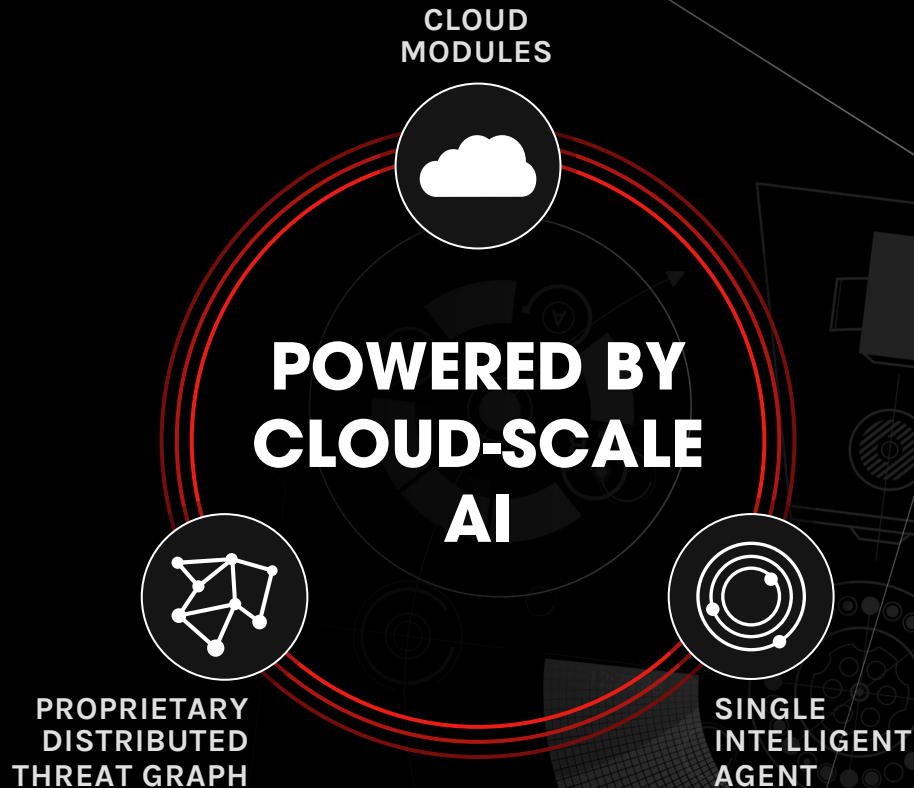


TECHNOLOGY

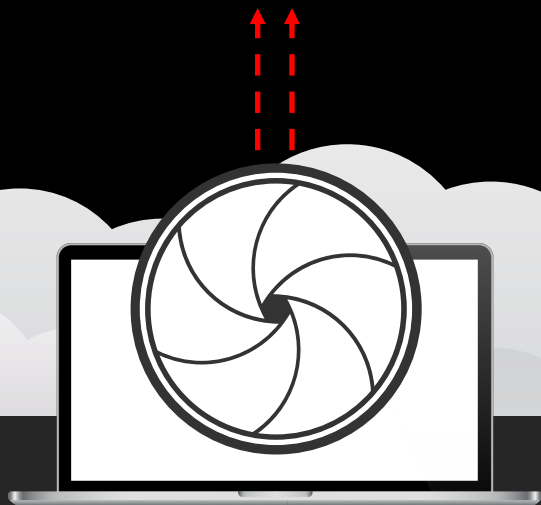
AMOL KULKARNI
CHIEF PRODUCT OFFICER



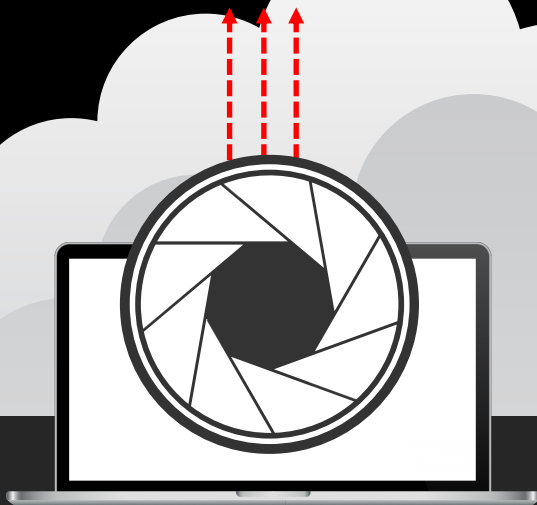
OUR CLOUD-NATIVE PLATFORM ELEMENTS



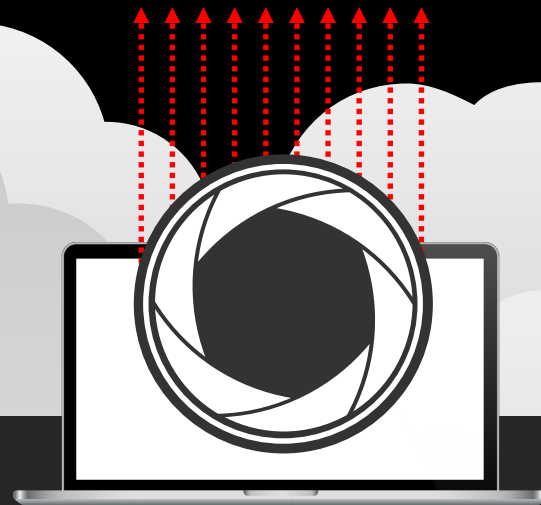
SMART FILTERING AGENT & HIGH-FIDELITY DATA



BASELINE



ANOMALY



THREAT

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



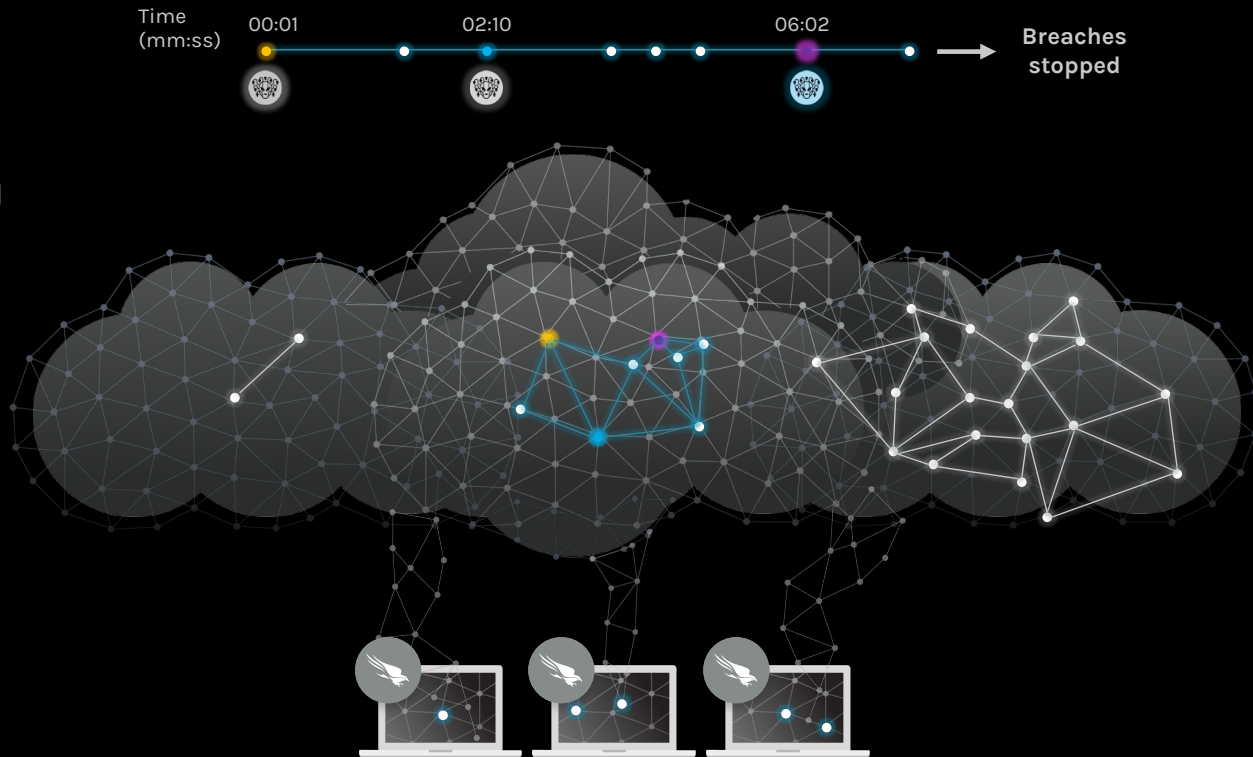
PROPRIETARY DISTRIBUTED THREAT GRAPH™

3 Trillion
events captured per week

AI-Powered

Local and Cloud
ML Models

Time-Based Analysis



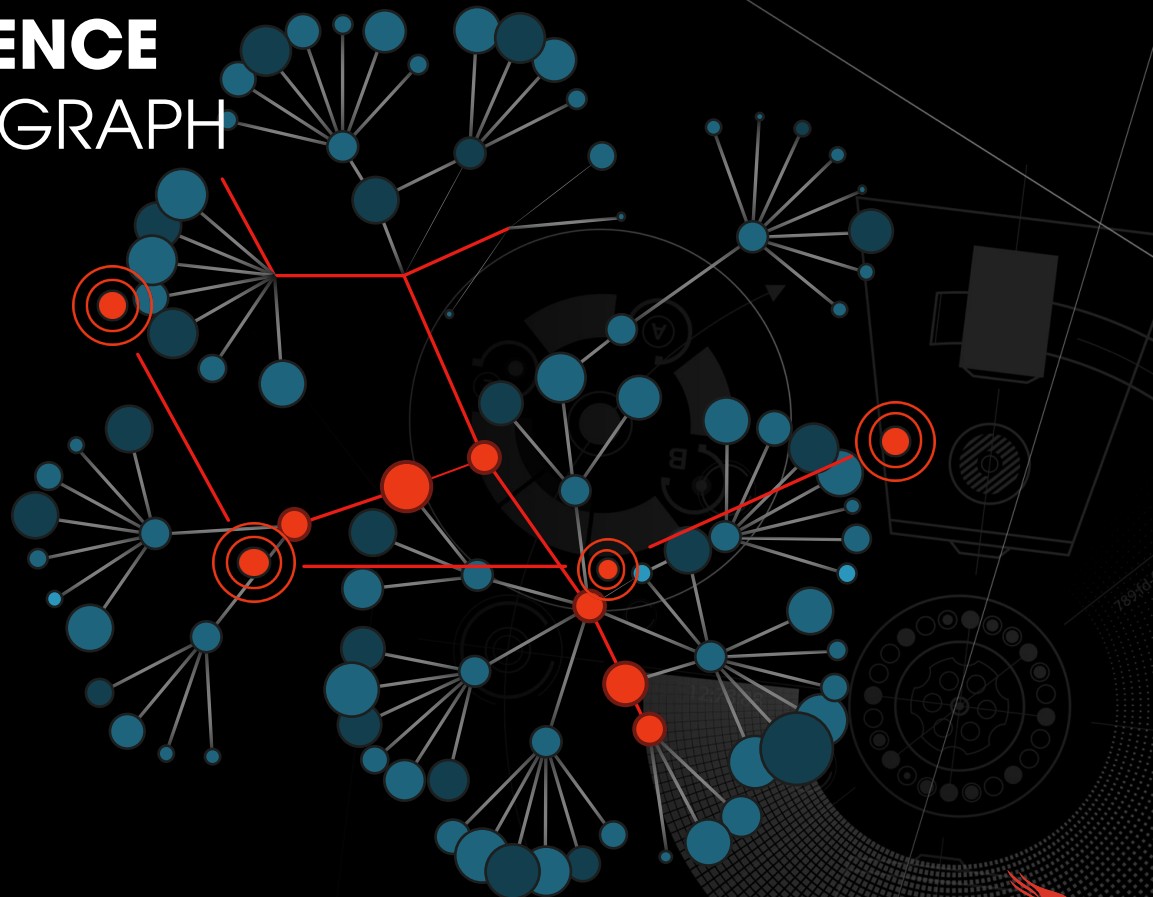
ARTIFICIAL INTELLIGENCE POWERED BY THREAT GRAPH

Larger Data Set ->
More Effective AI

Low False Positives

Predictive -> No signatures

Exponential Data Moat
Growth



INDICATORS OF ATTACK (IOA)

PROCESS
EXECUTES



PROCESS DELETES
BACKUPS



PROCESS CALLS
ENCRYPTION
ROUTINE

PROCESS
ENUMERATES
FILE SYSTEM



INDICATORS OF ATTACK

Code Execution, Persistence,
Stealth, Command Control,
Lateral Movement

PROACTIVE INDICATORS OF ATTACK

VS

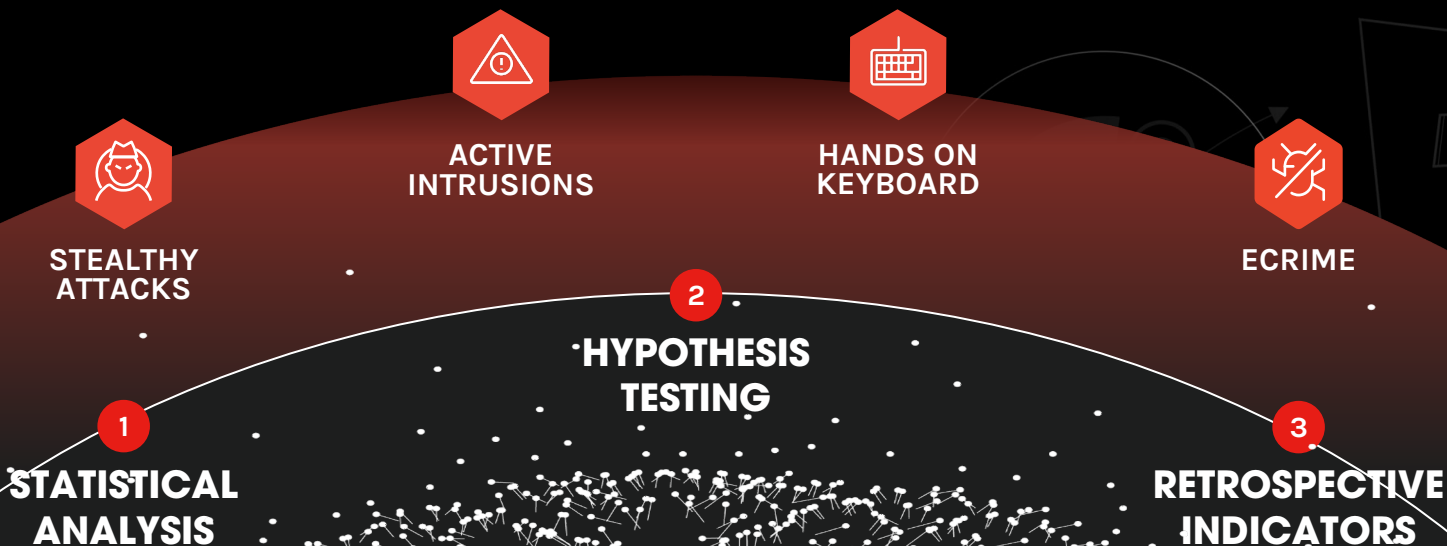
REACTIVE INDICATORS OF COMPROMISE

IOCs

Malware, Signatures, Exploits,
Vulnerabilities, IP Addresses



WHAT IS THREAT HUNTING?



VISIBILITY ACROSS WORKLOADS



WORKSTATIONS



SERVERS



DATACENTER



CLOUD



CONTAINERS



MOBILE



IOT



DEMONSTRATION

ELIA ZAITSEV

VP AMERICAS, SALES ENGINEERING



TODAY'S SECURITY CAN'T KEEP UP

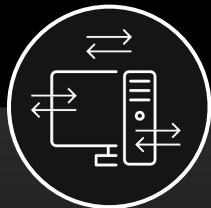


LIMITED DEPLOYMENTS

Unprotected critical assets

Extended dwell time

Miss root cause



AGENT BLOAT

4.9X more disk space

10X more RAM

Inferior user experience



INEFFICIENT MANAGEMENT

Threats recur

Slow and unreliable improvement



DEMONSTRATION

ELIA ZAITSEV

VP AMERICAS, SALES ENGINEERING



STOPPING BREACHES WITH NEXT-GEN WORKFLOWS

MANAGE

IMPLEMENT
CONFIGURE
TUNE

RESPOND

CONTAIN
REMEDiate



PREVENT

BLOCK THREATS

MONITOR

DETECT
PRIORITIZE
INVESTIGATE



WHY CROWDSTRIKE?



**BETTER
PROTECTION**

**COMMUNITY
IMMUNITY**

**REDUCE
COMPLEXITY**

**IMMEDIATE
VALUE**



CROWDSTRIKE

THANK YOU
