April 2023
Investor Briefing

George Kurtz, Co-Founder and CEO
Mike Sentonas, President
Burt Podbere, Chief Financial Officer
Safe Harbor

This presentation includes express and implied “forward-looking statements”, including forward-looking statements 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 anticipated trends, growth rates, challenges in the macroeconomic environment, our estimates of market size and opportunity, strategic plans or objectives, our growth prospects, projections (including our long-term model), our product roadmap and future initiatives, and the performance and benefits of our products. 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. Such risks and uncertainties are described in the “Risk Factors” section of our most recent Form 10-K and subsequent filings with the Securities and Exchange Commission. 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.

Information in this presentation on new products, features, and functionality, including our expectations with respect to the development, release and timing thereof, is for informational purposes only and should not be relied upon.

Certain information contained in this presentation and statements made orally during this presentation relate to or are based on studies, publications, surveys and other data obtained from third-party sources and CrowdStrike’s own internal estimates and research. While CrowdStrike believes these third-party studies, publications, surveys and other data to be reliable as of the date of this presentation, it has not independently verified, and makes no representations as to the adequacy, fairness, accuracy or completeness of, any information obtained from third-party sources. In addition, no independent source has evaluated the reasonableness or accuracy of CrowdStrike’s internal estimates or research and no reliance should be made on any information or statements made in this presentation relating to or based on such internal estimates and research.
Use of Non-GAAP Financial Measures

In addition to our results determined in accordance with U.S. generally accepted accounting principles (“GAAP”), we believe non-GAAP measures used in this presentation, such as non-GAAP Gross Margins, Non-GAAP Operating Expenses and Free Cash Flow, are useful in evaluating our operating performance. We use such non-GAAP financial information to evaluate our ongoing operations and for internal planning and forecasting purposes. We believe that non-GAAP financial information, when taken collectively, may be helpful to investors because it provides consistency and comparability with past financial performance and facilitates period-to-period comparisons of operations, as these measures eliminate the effects of certain variables unrelated to our overall operating performance. Other companies, including companies in our industry, may calculate similarly titled non-GAAP measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial measures as tools for comparison. In addition, the utility of free cash flow as a measure of our financial performance and liquidity is limited as it does not represent the total increase or decrease in our cash balance for a given period.

Investors are encouraged to review the related GAAP financial measures and the reconciliation of these non-GAAP financial measures to their most directly comparable GAAP financial measures and not rely on any single financial measure to evaluate our business.

Please see the appendix included at the end of this presentation for a discussion of non-GAAP financial measures and a reconciliation of historical non-GAAP measures to historical GAAP measures.

Our Fiscal Year

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, 2018, 2019, 2020, 2021, 2022, 2023 and 2024 are referred to herein as fiscal 2018, 2019, 2020, 2021, 2022, 2023 and 2024 respectively.
The Modern XDR Platform

George Kurtz
Co-Founder and CEO
Cybersecurity history

1987 - Present

Legacy AV
- Reactive
- Poor protection
- Heavy agent

CrowdStrike's AI Revolution

Endpoint Detection & Response
- Proactive
- ThreatGraph database
- Deep data collection
- Smart filtering

Next-Gen AV
- Preventative
- AI-powered prevention
- Lightweight agent
- SaaS delivery

Modern XDR Platform
- Expansive & automated
- LogScale data platform
- AI-powered SOC
- Lightweight agent & agentless

Stop the breach

Microsoft
Symantec
McAfee
Trellix
CrowdStrike: Redefined modern security
Legacy AV is a commodity
Signature-Based Protection is a commodity
Stopping the Breach will never be a commodity
Falcon Platform

Modern XDR Platform

- Threat Intelligence
- Security & IT ops
- Identity Protection
- Cloud Security
- Observability

Managed Services
The Endpoint: Where productivity happens
Approximately **80%** of the most valuable security data collected comes from the **endpoint**.

Source: Company Estimate
90% of successful cyberattacks and 70% of successful data breaches originate at the endpoint.
The Adversary Attack Vector: For Identity

80% of attacks use compromised identities

71% of attacks are now malware-free

Source: CrowdStrike 2022 and 2023 Global Threat Report
The Adversary Attack Vector:
For Vulnerabilities

900+ Microsoft vulnerabilities in 2022

Source: cvedetails.com
The Endpoint

The most valuable real estate in all of security
Falcon Platform

Modern XDR Platform

- Threat Intelligence
- Observability
- Security & IT ops
- Cloud Security
- Identity Protection

Managed Services
Falcon Platform + partner ecosystem
CrowdStrike Ranked #1 with 17.7% market share in the July 2021 – June 2022 IDC Worldwide Modern Endpoint Security Market Shares Report

Largest year-over-year increases in revenue and market share

A Leader in the Gartner Magic Quadrant for Endpoint Protection Platforms (EPP)

Placing farthest to the right for Completeness of Vision

Sources and Disclaimers:
Gartner, Magic Quadrant for Endpoint Protection Platforms, Peter Firstbrook, Chris Silva, 31 December 2022.
Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.
Gartner and Magic Quadrant are registered trademarks and service marks of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved.
8 out of 10 times when an enterprise customer tests, they choose CrowdStrike over Microsoft.
Microsoft Problems:

Coverage
Complexity
Catastrophe
CROWDSTRIKE

Advanced AI

VS.

Microsoft

AV signature based
CROWDSTRIKE

1 Console
1 Agent
Lower TCO

VS.

Microsoft

Up to 9 Consoles
Multiple agents
Higher TCO
Microsoft Windows represents 95% of the compromised endpoints CrowdStrike remediates.

Source: CrowdStrike Incident Response data
When CrowdStrike’s IR team investigates a Microsoft customer that has been breached, 75%+ of the time Defender has been bypassed.
Signature AV = Breached
### Significant legacy share remains within the top 10:

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CROWDSTRIKE</strong></td>
<td>#1 17.7%</td>
</tr>
<tr>
<td>Other “Next-Gen” vendors in the top 10</td>
<td>7.4%</td>
</tr>
<tr>
<td>- VMware</td>
<td>4.6%</td>
</tr>
<tr>
<td>- SentinelOne</td>
<td>2.8%</td>
</tr>
<tr>
<td>Legacy signature-based vendors in the top 10</td>
<td>46.7%</td>
</tr>
<tr>
<td>- Microsoft</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

Source: IDC and company estimates. See appendix.
$20B
IDC Modern Endpoint Market
2026

Source: International Data Corporation’s Worldwide Security Spending Guide. (July 2022)
Falcon Platform

Modern XDR Platform

- Threat Intelligence
- Security & IT ops
- Identity Protection
- Cloud Security
- Observability

Managed Services
Falcon Platform

Current Portfolio:

$98B
CY25 TAM

Source: IDC and company estimates. See appendix.
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$158B
Potential TAM in CY26

Organic TAM growth
Product roadmap
Cloud Security
Managed Services
Identity Protection
Future initiatives
Cloud security opportunity

Source: IDC and company estimates. See appendix 33
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Technology Leadership

Michael Sentonas
President
We pioneered a new approach for modern security:
Unified protection across endpoint, workload, identity, and data
Falcon Platform
One agent to deliver all capabilities
Why customers choose CrowdStrike

Superior security outcomes

- MITRE
  Highest detection coverage

- SE Labs
  100% ransomware prevention

Easy to deploy and manage

- One agent for all environments & OSs
  No reboots, no downtime, and no manual tuning

Economic cost

- Consolidate tools
  Unify standalone agents to cut complexity & simplify operations
Falcon Identity Protection

Preempt Acquisition
FY21

Agent Integration

$100M+
FY23 Ending ARR
Where Falcon Identity Protection fits

Create

Create identities

Manage

Control access based on identity

Secure

Prevent attackers from abusing identity

Create

Manage

Secure

CrowdStrike Falcon Identity Protection
95% increase in cloud exploitation
Requirements of modern cloud security

Agent
Runtime protection
Built on our unified agent
Stop breaches

Agentless
Cloud security posture management & cloud infrastructure entitlement management
Extension of our agent
Prevent human error
Falcon
Cloud Security

CNAPP for continuous compliance & security

Unified agent & agentless protection
Falcon Surface Demo
Falcon Platform
Unified XDR capabilities delivered via one agent
“... good XDR lives and dies by the foundation of a good EDR.”

- Allie Mellen, Sr. Analyst, Forrester Research
CrowdStrike’s XDR is built on the richest EDR data
Extended across every attack surface

- Cloud
- Firewall
- Identity
- Network
- Web
- Email
- CASB

Rich EDR Telemetry
Supercharging the XDR revolution

Falcon LogScale: Answer any business or security question in real-time at an economical cost

Log everything

- Containers
- Telecoms
- Servers
- Desktops
- Storage
- Custom applications
- Online applications
- Online shopping cart
- Intrusion prevention
- Clickstream
- Process
- Parsing
- Validate input
- Timestamp

Ingest & digest

- Online services
- Networks
- Web services
- In memory
- Segment files
- Live queries

Answer anything

- Business
- Network
- Application
- Security
- Infrastructure
- IoT
- Public Cloud & Private Cloud

Log everything:
- Containers
- Telecoms
- Servers
- Desktops
- Storage
- Custom applications
- Online applications
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Ingest & digest:
- Online services
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- Segment files
- Live queries

Answer anything:
- Business
- Network
- Application
- Security
- Infrastructure
- IoT
- Public Cloud & Private Cloud
XDR Demo
Why customers choose CrowdStrike

Superior security outcomes

Easy to deploy and manage

Economic cost
Large school district upgrades from Microsoft Defender

The CrowdStrike difference: Stop Breaches

6k machines re-imaged due to missed attack

2-4 weeks of incident response

~20 min to triage each detection

0 productivity loss. Modern prevention
Superior security outcomes

0 incident response cost or wasted time
Superior security outcomes

<5 minutes to triage each detection, hours saved each week
Easier to operate

Source: CrowdStrike Business Value Program Analysis
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US state with multiple agencies trades-up from Microsoft Defender
CrowdStrike difference: avoid the hidden costs of Microsoft Defender

- **Endpoints**: 60k
- **Windows OS editions and versions**: Dozens
- **Windows estate**: 30% was out of support

**$6.4M** Projected savings over 3 years

**1 agent** for all OSs and versions
Easy to deploy and operate

**Safeguard** legacy OSs with the latest protections
Easy to deploy and manage

Source: CrowdStrike Business Value Program Analysis

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Growing our Opportunity Profitably at Scale

Burt Podbere
Chief Financial Officer
### FY23 at-a-glance

<table>
<thead>
<tr>
<th>Achieved</th>
<th>Surpassed</th>
<th>Delivered</th>
<th>Added</th>
</tr>
</thead>
<tbody>
<tr>
<td>$828M Net New ARR</td>
<td>$2.5B Ending ARR</td>
<td>$677M Free Cash Flow</td>
<td>6,694 Net New Subscription Customers</td>
</tr>
</tbody>
</table>

- **Achieved**
  - $828M Net New ARR

- **Surpassed**
  - $2.5B Ending ARR

- **Delivered**
  - $677M Free Cash Flow

- **Added**
  - 6,694 Net New Subscription Customers

- **Achieved Metrics**
  - 78% Non-GAAP Subscription Gross Margin
  - 15.9% Non-GAAP Operating Margin
  - 30% Free Cash Flow Margin
  - 85% Free Cash Flow Rule of 40
  - 1.1 Magic Number

All financial figures as of fiscal year ended January 31, 2023. See Appendix for definition of metrics and reconciliations of each non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP.
Growth to date

Ending ARR ($M)

<table>
<thead>
<tr>
<th>Year</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>$141</td>
<td>$313</td>
<td>$600</td>
<td>$1,050</td>
<td>$1,731</td>
<td>$2,560</td>
</tr>
</tbody>
</table>

5-year CAGR +79%

Total Revenue ($M)

<table>
<thead>
<tr>
<th>Year</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>$119</td>
<td>$250</td>
<td>$481</td>
<td>$874</td>
<td>$1,452</td>
<td>$2,241</td>
</tr>
</tbody>
</table>

5-year CAGR +80%

Subscription Revenue ($M)

<table>
<thead>
<tr>
<th>Year</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>$93</td>
<td>$219</td>
<td>$436</td>
<td>$805</td>
<td>$1,360</td>
<td>$2,112</td>
</tr>
</tbody>
</table>

5-year CAGR +87%

Professional Services Revenue ($M)

<table>
<thead>
<tr>
<th>Year</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>$26</td>
<td>$30</td>
<td>$45</td>
<td>$70</td>
<td>$92</td>
<td>$129</td>
</tr>
</tbody>
</table>

5-year CAGR +38%
Professional services contribution

<table>
<thead>
<tr>
<th>Year</th>
<th>Average subscription ARR derived from a customer for every $1 spent on initial incident response or proactive services</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY21</td>
<td>$5.51</td>
</tr>
<tr>
<td>FY22</td>
<td>$5.71</td>
</tr>
<tr>
<td>FY23</td>
<td>$6.07</td>
</tr>
</tbody>
</table>
ACHIEVING

$5 BILLION+ ARR
Glide path to $5B+ ARR

Minimum
Net New ARR required:* $828M X 3 ➔ $5B+
FY26 Ending ARR

Commentary:

1. FY24 assumes current macro headwinds lead to flat to very modestly up YoY Net New ARR
2. Net New ARR expected to resume YoY growth in FY25 assuming macro conditions remain consistent

*Illustrative calculation. Does not represent guidance or expectations.
Glide path to $5B+ ARR

<table>
<thead>
<tr>
<th>FY23 DBNR</th>
<th>FY24</th>
<th>FY25</th>
<th>FY26</th>
</tr>
</thead>
<tbody>
<tr>
<td>125.3%</td>
<td>117%</td>
<td>113%</td>
<td>110%</td>
</tr>
</tbody>
</table>

Minimum DBNR required* $5B+

FY26 Ending ARR

Commentary:

1. Expect FY24 DBNR to remain above benchmark of 120%
2. Above illustrative example carries over the FY23 ratio of new logo and expansion dollars into FY24 – FY26. As previously stated, we expect FY24 net new ARR to be more weighted to expansion dollars compared to FY23.
Growth Dynamics
Rapidly expanding customer base

Subscription customers

<table>
<thead>
<tr>
<th>Year</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net New Customers</td>
<td>1,242</td>
<td>2,516</td>
<td>5,431</td>
<td>9,896</td>
<td>16,325</td>
<td>23,019</td>
</tr>
<tr>
<td>Starting Customers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5-year CAGR +79%
Growing success with top accounts

Minimum ARR required to be a top account

Top 25 Customer
- FY18: $1.1M
- FY22: $4.6M
- FY23: $7.2M

Top 100 Customer
- FY18: $298K
- FY22: $2.2M
- FY23: $2.9M

Top 400 Customer
- FY18: $60K
- FY22: $775K
- FY23: $1.1M

7X 5-year Growth
10X 5-year Growth
18X 5-year Growth
Winning customers of all sizes

Customer count

Customers >$1M ARR
- FY18: 30
- FY22: 302
- FY23: 436

5-year CAGR +71%

Customers $100K to $1M ARR
- FY18: 262
- FY22: 2,482
- FY23: 3,553

5-year CAGR +68%

Customers <$100K ARR
- FY18: 950
- FY22: 13,541
- FY23: 19,030

5-year CAGR +82%
Growing customers of all sizes

**Ending ARR $**

- **Customers >$1M ARR**
  - FY18: $51M
  - FY22: $743M
  - FY23: $1,167M
  - 5-year CAGR: +87%

- **Customers $100K to $1M ARR**
  - FY18: $67M
  - FY22: $683M
  - FY23: $975M
  - 5-year CAGR: +71%

- **Customers <$100K ARR**
  - FY18: $23M
  - FY22: $305M
  - FY23: $417M
  - 5-year CAGR: +79%
Customers of all sizes adopting more modules

Average customer module count

**Avg. Module Count of Customers >$1M ARR**

<table>
<thead>
<tr>
<th>FY18</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.7</td>
<td>7.1</td>
<td>8.0</td>
</tr>
</tbody>
</table>

**Avg. Module Count of Customers $100K to $1M ARR**

<table>
<thead>
<tr>
<th>FY18</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.9</td>
<td>5.7</td>
<td>6.3</td>
</tr>
</tbody>
</table>

**Avg. Module Count of Customers <$100K ARR**

<table>
<thead>
<tr>
<th>FY18</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.6</td>
<td>4.5</td>
<td>4.7</td>
</tr>
</tbody>
</table>

Notes: Average module count of 10 for customers with more than $1M in ARR was stated in error on the March 7, 2023 earnings call. Average module counts exclude Falcon Go customers for all periods shown. See appendix for more information.

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Landing bigger

Average module count of new customers

FY18: 2.2
FY22: 4.7
FY23: 4.8

118% Growth Since FY18

Note: Average module count of new customers excludes Falcon Go customers for all periods shown. See appendix for more information.
Strong module adoption

% of subscription customers with multiple cloud modules

Note: Beginning in Q4 FY23, module adoption rates exclude Falcon Go customers. See appendix for the definition of module adoption rates and historical module adoption rates excluding Falcon Go customers.
Growth opportunities - Emerging modules

Emerging Modules

$339M ARR

>4,500 Customers adopted 2 or more emerging modules as of 4Q23

116% 4Q23 YoY ARR growth

Note: Emerging modules ARR represents ending ARR from Falcon Discover, Falcon Spotlight, Falcon Identity Threat Protection, Falcon Identity Threat Detection, and Falcon LogScale as of the quarter ended January 31, 2023.
Growth opportunities – Public cloud

$224M ARR

>7,000 Customers Deploying Falcon in the Public Cloud as of 4Q23

111% 4Q23 YoY ARR growth

Note: Public cloud deployments ARR represents ending ARR derived from CrowdStrike Falcon modules deployed in a public cloud environment as of the fiscal year ended January 31, 2023.
Falcon Platform + partner ecosystem
Partner case study

**Partner Background**
Largest privately-held global tech services provider

- $15B Revenue
- 1,000's Customers Globally
- >$200M Deals Closed in 1.5 Years

**Falcon Platform Practice Areas**
- Legacy AV replacement
- XDR cyber tool consolidation
- Identity & cloud security
- Logscale data projects
Strong customer retention & expansion

Dollar-based retention rates for subscription ARR (1-year prior cohort)

Gross Retention

Net Retention

120% Benchmark

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Large expansion opportunity:
Existing modules within existing customer base

FY22 Total Modern XDR Platform
Opportunity within Existing Customers $8.7B

FY23 Total Modern XDR Platform
Opportunity within Existing Customers $12.2B

FS22 Ending ARR $1.7B

Whitespace $7.0B

FY23 Ending ARR $2.6B

Whitespace $9.6B

“Total Opportunity within Existing Customers” figures assume all subscription customers as of the respective fiscal periods purchased all available platform modules during that fiscal period with consistent average sale prices and endpoint counts during such fiscal period.

“Whitespace” figures representing the delta between Total Opportunity within Existing Customers and Ending ARR in a given fiscal year.
Investing in Profitable Growth at Scale
Gross margin dynamics

Gross margin expansion initiatives

1. Continued data center and public cloud workload optimization
2. Public cloud cost optimization as we scale
3. Ongoing infrastructure cost associated with LogScale integration

See Appendix for a reconciliation of each non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP.

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Increasing operating leverage

Non-GAAP Operating Expenses & Operating Income as % of Revenue

- Sales & Marketing
- Research & Development
- General & Administrative
- Operating Margin

Powerful Subscription Model has Driven Increased Operating Leverage

See Appendix for a reconciliation of each non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP.
Strong free cash flow

Free cash flow ($M)

<table>
<thead>
<tr>
<th>Year</th>
<th>Free Cash Flow ($M)</th>
<th>% Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY18</td>
<td>($88)</td>
<td>(74%)</td>
</tr>
<tr>
<td>FY19</td>
<td>($66)</td>
<td>(26%)</td>
</tr>
<tr>
<td>FY20</td>
<td>$12</td>
<td>3%</td>
</tr>
<tr>
<td>FY21</td>
<td>$293</td>
<td>33%</td>
</tr>
<tr>
<td>FY22</td>
<td>$442</td>
<td>30%</td>
</tr>
<tr>
<td>FY23</td>
<td>$677</td>
<td>30%</td>
</tr>
</tbody>
</table>

3-year CAGR: +284%
**Commentary:**

FY24 free cash flow margin target includes estimated full year impacts from billings duration and cash taxes, balanced by increased operating leverage, higher interest income and lower capital expenditure.

See Appendix for a reconciliation of each historical non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP.
Achieving the target model

<table>
<thead>
<tr>
<th>Current Target (% of Revenue)</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscription GM %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td>69%</td>
<td>75%</td>
<td>79%</td>
<td>79%</td>
<td>78%</td>
</tr>
<tr>
<td>S&amp;M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>87%</td>
<td>67%</td>
<td>50%</td>
<td>40%</td>
<td>36%</td>
<td>33%</td>
</tr>
<tr>
<td>R&amp;D</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>46%</td>
<td>31%</td>
<td>24%</td>
<td>20%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>G&amp;A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>14%</td>
<td>12%</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Operating Margin %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-100%</td>
<td>-46%</td>
<td>-14%</td>
<td>7%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Free Cash Flow %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-74%</td>
<td>-26%</td>
<td>3%</td>
<td>33%</td>
<td>30%</td>
<td>30%</td>
</tr>
</tbody>
</table>

*Year Expected to Maintain Target*, is defined as the fiscal year in which the company expects to achieve the target range during a given fiscal quarter within that year and remain within the target range prospectively on an annual basis. Target ranges do not include the impact of potential future M&A activity.

*Non-GAAP operating margin % target is expected to be achieved on a quarterly basis some time during fiscal year 2025.*

For fiscal years 2018 through 2023, see Appendix for a reconciliation of each non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP.
ACHIEVING $10 BILLION+ ARR
The winning formula

1. With LTM FCF Margin 30%+
2. With LTM Revenue Growth Rates >60%
3. Software Peer Group with >$1B LTM Revenue

Source: Based on publicly traded companies represented in database Public Comps. Segments used in analysis: High Growth SaaS, Mature SaaS, Vertical SaaS, B2B SaaS, Cybersecurity, Enterprise Software, UCaaS, and Top 10 SaaS (as such categories are defined by Public Comps) as of March 2022.
The winning formula

1. CrowdStrike
   - With LTM FCF Margin 30%+

2. Software Peer Group with
   - Growth Rates >50%
   - >$2B LTM Revenue

Q&A
# Modeling considerations

### Cash Flow
- Cash flow seasonality will typically trail net new ARR seasonality by one quarter
- Interest expense is paid out twice annually in Q1 and Q3, approximately $11 million per payment
- ESPP purchase occurs twice annually in Q2 & Q4, and while essentially neutral to cash on an annual basis, it will appear as a cash outflow in Q2 and Q4
- Assuming $129 million in interest income at the midpoint of FY24 guidance
- Assuming ~$32 million in cash outlay for income taxes in FY24, compared to $12 million in FY23

### Interest Expense
- Interest expense is accrued quarterly and paid out twice annually in Q1 and Q3, approximately $11 million per payment.
- Issuance cost amortization for both the Senior Notes and the revolving credit facility will be GAAP only charges. Interest expense on the Senior Notes and unused commitment fee for the revolver will be GAAP and non-GAAP

### Capital Expenditure
- Assuming capital expenditure in FY24 to be 6% – 8% of revenue

### Stock-Based Compensation
- Annual diluted weighted average shares outstanding count is expected increase less than 2% in FY24 and less than 3% in subsequent fiscal years

Note: All forward-looking estimates and assumptions are as of March 7, 2023.
CALCULATION OF METRICS

**Annual Recurring Revenue (ARR).** ARR is calculated as the annualized value of our customer subscription contracts as of the measurement date, assuming any contract that expires during the next 12 months is renewed on its existing terms. To the extent that we are negotiating a renewal with a customer after the expiration of the subscription, we continue to include that revenue in ARR if we are actively in discussion with such an organization for a new subscription or renewal, or until such organization notifies us that it is not renewing its subscription.

**Dollar-Based Net Retention Rate.** Our dollar-based net retention rate compares our ARR from a set of subscription customers against the same metric for those subscription customers from the prior year. Our dollar-based net retention rate reflects customer renewals, expansion, contraction and churn, and excludes revenue from our incident response and proactive services. We calculate our dollar-based net retention rate as of period end by starting with the ARR from all subscription customers as of 12 months prior to such period end, or Prior Period ARR. We then divide the total Current Period ARR by the total Prior Period ARR to arrive at our dollar-based retention rate.

**Dollar-Based Gross Retention Rate.** We calculate our dollar-based gross retention rate as of the period end by starting with the ARR from all subscription customers as of 12 months prior to such period, or Prior Period ARR. We then deduct from the Prior Period ARR any ARR from subscription customers who are no longer customers as of the current period, or Current Period Remaining ARR. We then divide the total Current Period Remaining ARR by the total Prior Period ARR to arrive at our dollar-based gross retention rate, which is the percentage of ARR from all subscription customers as of the year prior that is not lost to customer churn.

**Gross Churn.** Our dollar-based gross churn rate is equal to 1 - Dollar-Based Gross Retention Rate.

**Magic Number** is calculated by performing the following calculation for the most recent four quarters and taking the average: annualizing the difference between a quarter’s Subscription Revenue and the prior quarter’s Subscription Revenue, and then dividing the resulting number by the previous quarter’s Non-GAAP Sales & Marketing Expense. Magic Number = Average of previous four quarters: ((Quarter GAAP Subscription Revenue – Prior Quarter GAAP Subscription Revenue) x 4) / Prior Quarter Non-GAAP Sales & Marketing Expense.

**Non-GAAP Operating Income Rule of 40.** Non-GAAP operating income rule of 40 is calculated by taking the Current Quarter Total Revenue YoY Growth Rate + Current Quarter Non-GAAP Operating Margin.

**Free Cash Flow Rule of 40.** Free cash flow rule of 40 is calculated by taking the Current Quarter Total Revenue YoY Growth Rate + Current Quarter Free Cash Flow Margin.

**Module Adoption Rates.** Beginning in the fourth quarter of fiscal 2023, module adoption rates are calculated by taking the total number of customers with five or more, six or more, and seven or more modules, respectively, divided by the total number of subscription customers (excluding Falcon Go customers). Falcon Go customers are defined as customers who have subscribed with the Falcon Go bundle, a package designed for organizations with 100 endpoints or less. There is no impact to periods prior to the second quarter of fiscal 2023. Subscription customers (excluding Falcon Go customers) adoption rates were as follows:

<table>
<thead>
<tr>
<th></th>
<th>Q2 FY23</th>
<th>Q3 FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five or more modules</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>Six or more modules</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>Seven or more modules</td>
<td>20%</td>
<td>21%</td>
</tr>
</tbody>
</table>
REPORTS

Reports used for TAM data:

With Current Portfolio in CY23 and CY25:

- International Data Corporation’s Worldwide Security Spending Guide. (July 2023)
- International Data Corporation, Market Forecast – Worldwide Client Endpoint Management Software Forecast, 2023–2025. (June 2023)

Potential TAM in CY26:

- Company estimate
EXPLANATION OF NON-GAAP FINANCIAL MEASURES

*Non-GAAP Subscription Gross Profit and Non-GAAP Subscription Gross Margin*

We define non-GAAP subscription gross profit and non-GAAP subscription gross margin as GAAP subscription gross profit and GAAP subscription gross margin, respectively, excluding stock-based compensation expense and amortization of acquired intangible assets.

*Non-GAAP Income (Loss) from Operations*

We define non-GAAP income (loss) from operations as GAAP loss from operations excluding stock-based compensation expense, amortization of acquired intangible assets (including purchased patents), acquisition-related expenses, mark-to-market adjustments on deferred compensation liabilities, and legal reserve and settlement charges.

*Non-GAAP Net Income (Loss) Attributable to CrowdStrike*

We define non-GAAP net income (loss) attributable to CrowdStrike as GAAP net loss attributable to CrowdStrike excluding stock-based compensation expense, amortization of acquired intangible assets (including purchased patents), acquisition-related expenses, amortization of debt issuance costs and discount, mark-to-market adjustments on deferred compensation liabilities, legal reserve and settlement charges, losses (gains) on strategic investments, gains on deferred compensation assets, and the tax costs for intellectual property integration relating to acquisitions.
Appendix (cont’d)

Non-GAAP Net Income per Share Attributable to CrowdStrike Common Stockholders, Basic and Diluted

We define non-GAAP net income per share attributable to CrowdStrike common stockholders, as non-GAAP net income attributable to CrowdStrike divided by the weighted-average shares outstanding, which includes the dilutive effect of potentially diluted common stock equivalents outstanding during the period.

Free Cash Flow

Free cash flow is a non-GAAP financial measure that we define as net cash provided by (used in) operating activities less purchases of property and equipment, capitalized internal-use software and website development costs, and purchases of deferred compensation investments. We monitor free cash flow as one measure of our overall business performance, which enables us to analyze our future performance without the effects of non-cash items and allow us to better understand the cash needs of our business. While we believe that free cash flow is useful in evaluating our business, free cash flow is a non-GAAP financial measure that has limitations as an analytical tool, and free cash flow should not be considered as an alternative to, or substitute for, net cash provided by (used in) operating activities in accordance with GAAP. The utility of free cash flow as a measure of our liquidity is further limited as it does not represent the total increase or decrease in our cash balance for any given period. In addition, other companies, including companies in our industry, may calculate free cash flow differently or not at all, which reduces the usefulness of free cash flow as a tool for comparison.
## GAAP to Non-GAAP reconciliations

**CROWDSTRIKE HOLDINGS, INC.**

**Statements of Operations: GAAP to Non-GAAP Reconciliations (continued)**

### (in thousands)

<table>
<thead>
<tr>
<th></th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subscription</td>
<td>$ 92,568</td>
<td>$ 219,401</td>
<td>$ 426,323</td>
<td>$ 804,670</td>
<td>$ 1,259,537</td>
<td>$ 2,111,660</td>
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<tr>
<td>Professional services</td>
<td>26,184</td>
<td>30,423</td>
<td>45,050</td>
<td>69,768</td>
<td>92,057</td>
<td>129,576</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>$ 118,752</td>
<td>$ 249,824</td>
<td>$ 481,373</td>
<td>$ 874,438</td>
<td>$ 1,461,594</td>
<td>$ 2,241,236</td>
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<tr>
<td><strong>GAAP subscription gross profit</strong></td>
<td>$ 52,711</td>
<td>$ 190,193</td>
<td>$ 323,849</td>
<td>$ 619,458</td>
<td>$ 1,037,633</td>
<td>$ 1,599,976</td>
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<tr>
<td>Stock based compensation expense</td>
<td>89</td>
<td>689</td>
<td>5,226</td>
<td>11,705</td>
<td>22,044</td>
<td>32,091</td>
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<tr>
<td>Amortization of acquired intangible assets</td>
<td>297</td>
<td>127</td>
<td>323</td>
<td>1,057</td>
<td>10,758</td>
<td>53,907</td>
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<tr>
<td><strong>Non-GAAP subscription gross profit</strong></td>
<td>$ 53,087</td>
<td>$ 151,209</td>
<td>$ 329,398</td>
<td>$ 632,220</td>
<td>$ 1,040,435</td>
<td>$ 1,645,974</td>
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<tr>
<td><strong>GAAP professional services gross profit</strong></td>
<td>$ 11,555</td>
<td>$ 12,393</td>
<td>$ 15,937</td>
<td>$ 25,435</td>
<td>$ 30,740</td>
<td>$ 40,029</td>
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<td>Stock based compensation expense</td>
<td>252</td>
<td>205</td>
<td>2,486</td>
<td>6,005</td>
<td>10,050</td>
<td>15,692</td>
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<tr>
<td><strong>Non-GAAP professional services gross profit</strong></td>
<td>$ 11,807</td>
<td>$ 12,598</td>
<td>$ 18,423</td>
<td>$ 31,440</td>
<td>$ 40,790</td>
<td>$ 55,721</td>
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<tr>
<td><strong>GAAP Sales and marketing operating expenses</strong></td>
<td>$ 104,277</td>
<td>$ 172,682</td>
<td>$ 266,595</td>
<td>$ 401,136</td>
<td>$ 616,546</td>
<td>$ 904,409</td>
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<tr>
<td>Stock based compensation expense</td>
<td>(1,386)</td>
<td>(5,175)</td>
<td>(23,919)</td>
<td>(50,557)</td>
<td>(69,334)</td>
<td>(151,919)</td>
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<tr>
<td>Amortization of acquired intangible assets</td>
<td>(21)</td>
<td>(143)</td>
<td>(123)</td>
<td>(362)</td>
<td>(2,117)</td>
<td>(2,557)</td>
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<td><strong>Non-GAAP sales and marketing operating expenses</strong></td>
<td>$ 102,870</td>
<td>$ 167,364</td>
<td>$ 242,553</td>
<td>$ 350,397</td>
<td>$ 524,795</td>
<td>$ 749,553</td>
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<tr>
<td><strong>GAAP research and development operating expenses</strong></td>
<td>$ 58,887</td>
<td>$ 84,551</td>
<td>$ 130,188</td>
<td>$ 214,670</td>
<td>$ 371,283</td>
<td>$ 608,364</td>
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<td>Stock based compensation expense</td>
<td>(3,429)</td>
<td>(7,815)</td>
<td>(15,403)</td>
<td>(40,274)</td>
<td>(102,027)</td>
<td>(174,718)</td>
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<tr>
<td>Amortization of acquired intangible assets</td>
<td>(120)</td>
<td>(113)</td>
<td>(40)</td>
<td>(29)</td>
<td>—</td>
<td>—</td>
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<tr>
<td><strong>Non-GAAP research and development operating expenses</strong></td>
<td>$ 55,138</td>
<td>$ 76,593</td>
<td>$ 114,744</td>
<td>$ 174,367</td>
<td>$ 269,256</td>
<td>$ 433,853</td>
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<tr>
<td><strong>GAAP general and administrative operating expenses</strong></td>
<td>$ 32,542</td>
<td>$ 42,217</td>
<td>$ 89,068</td>
<td>$ 121,436</td>
<td>$ 223,092</td>
<td>$ 374,344</td>
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<td>Stock based compensation expense</td>
<td>(7,187)</td>
<td>(6,621)</td>
<td>(32,906)</td>
<td>(41,134)</td>
<td>(86,397)</td>
<td>(152,099)</td>
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<td>Acquisition related expenses</td>
<td>(167)</td>
<td>(141)</td>
<td>(2,758)</td>
<td>(6,369)</td>
<td>(26,644)</td>
<td>—</td>
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<tr>
<td>Amortization of acquired intangible assets</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>(101)</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Legal reserve and settlement charges</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>(9,500)</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td><strong>Non-GAAP general and administrative operating expenses</strong></td>
<td>$ 25,188</td>
<td>$ 35,596</td>
<td>$ 56,162</td>
<td>$ 76,544</td>
<td>$ 120,999</td>
<td>$ 162,487</td>
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<td><strong>GAAP loss from operations</strong></td>
<td>$ (131,440)</td>
<td>$ (136,864)</td>
<td>$ (146,065)</td>
<td>$ (92,529)</td>
<td>$ (142,448)</td>
<td>$ (190,112)</td>
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<td>Stock based compensation expense</td>
<td>12,343</td>
<td>20,505</td>
<td>79,940</td>
<td>149,675</td>
<td>309,952</td>
<td>526,504</td>
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<tr>
<td>Amortization of acquired intangible assets</td>
<td>628</td>
<td>583</td>
<td>487</td>
<td>1,448</td>
<td>12,902</td>
<td>16,565</td>
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<tr>
<td>Acquisition related expenses</td>
<td>167</td>
<td>3,756</td>
<td>6,369</td>
<td>2,664</td>
<td>—</td>
<td>—</td>
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<tr>
<td>Mark-to-market adjustments on deferred compensation liabilities</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
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<td>—</td>
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<tr>
<td>Legal reserve and settlement charges</td>
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<td>—</td>
<td>—</td>
<td>9,500</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td><strong>Non-GAAP income (loss) from operations</strong></td>
<td>$ (118,102)</td>
<td>$ (115,776)</td>
<td>$ (65,638)</td>
<td>$ (62,352)</td>
<td>$ 186,075</td>
<td>$ 255,662</td>
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</tbody>
</table>
## Free cash flow reconciliation

**CROWDSTRIKE HOLDINGS, INC.**  
Free Cash Flow Reconciliation  
(in thousands)  
(unaudited)

<table>
<thead>
<tr>
<th></th>
<th>FY 18</th>
<th>FY 19</th>
<th>FY 20</th>
<th>FY 21</th>
<th>FY 22</th>
<th>FY 23</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP net cash provided by (used in) operating activities</td>
<td>$(58,766)</td>
<td>$(22,968)</td>
<td>$99,943</td>
<td>$356,566</td>
<td>$574,784</td>
<td>$941,007</td>
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<tr>
<td>Purchases of property and equipment</td>
<td>(22,906)</td>
<td>(35,851)</td>
<td>(80,198)</td>
<td>(52,799)</td>
<td>(112,143)</td>
<td>(235,019)</td>
</tr>
<tr>
<td>Capitalized internal-use software and website development</td>
<td>(6,542)</td>
<td>(6,794)</td>
<td>(7,289)</td>
<td>(10,864)</td>
<td>(20,866)</td>
<td>(29,095)</td>
</tr>
<tr>
<td>Purchases of deferred compensation investments</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>(64)</td>
</tr>
<tr>
<td>Free cash flow</td>
<td>$(88,214)</td>
<td>$(65,613)</td>
<td>$12,456</td>
<td>$292,903</td>
<td>$441,775</td>
<td>$676,829</td>
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