



Investor Presentation

Third Quarter Fiscal 2021



Safe Harbor and Statement Regarding Use of Non-GAAP Financial Measures

Other than statements of historical fact, all information contained in this presentation, including statements regarding our future operating results and financial position, our business strategy and plans, product, service, and technology offerings, market growth and trends, and objectives for future operations, are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. In some cases, you can identify forward-looking statements by terminology such as “may”, “will”, “should”, “plan”, “predict”, “expect”, “estimate”, “anticipate”, “intend”, “goal”, “strategy”, “believe,” and similar expressions and variations thereof. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described under the heading “Risk Factors” and elsewhere in our Form 10-Q that will be filed for the third quarter ended October 31, 2020 and other filings and reports we make with the Securities and Exchange Commission (“SEC”) from time to time, including our final prospectus dated September 15, 2020 and filed with the SEC pursuant to Rule 424(b)(4) on September 16, 2020. Moreover, we operate in a very competitive and rapidly changing environment, and new risks emerge from time to time. It is not possible for us to predict all risks, nor can we assess the effect of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties, and assumptions, the future events and trends discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements.

You should not rely on forward-looking statements as predictions of future events. The events and circumstances reflected in the forward-looking statements may not be achieved or occur. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, performance, or events and circumstances reflected in the forward-looking statements will be achieved or occur. These forward-looking statements speak only as of the date of this presentation and we undertake no obligation to revise or update any forward-looking statements to reflect events or circumstances after the date hereof.

This presentation contains statistical data, estimates, and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. While we believe the industry and market data included in this presentation are reliable and are based on reasonable assumptions, these data involve many assumptions and limitations, and you are cautioned not to give undue weight to these estimates. We have not independently verified the accuracy or completeness of the data contained in these industry publications and other publicly available information.

The trademarks included herein are the property of the owners thereof and are used for reference purposes only. Such use should not be construed as an endorsement of such products or services.

This presentation also includes certain non-GAAP financial measures, which have not been prepared in accordance with generally accepted accounting principles in the United States (GAAP). These non-GAAP financial measures are in addition to, and not as a substitute for, or superior to, financial measures calculated 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 our non-GAAP financial measures as tools for comparison. Please see the appendix for reconciliations of these non-GAAP financial measures to their nearest GAAP equivalents and for the calculation of certain other financial metrics.

Our non-GAAP product gross profit and operating income (loss) measures exclude the effect of stock-based compensation expense-related charges, including employer payroll tax-related items on employee stock transactions, amortization of acquired intangibles, and acquisition and other related adjustments. We believe the presentation of operating results that exclude these non-cash or non-recurring items provides useful supplemental information to investors and facilitates the analysis of our operating results and comparison of operating results across reporting periods.

Free cash flow is defined as net cash provided by (used in) operating activities reduced by purchases of property and equipment and capitalized internal-use software development costs. Adjusted free cash flow is defined as free cash flow plus cash paid on employer payroll tax-related items on employee stock transactions. Free cash flow margin and adjusted free cash flow margin are calculated as free cash flow or adjusted free cash flow as a percentage of revenue. We believe these measures provide useful supplemental information to investors because they are indicators of the strength and performance of our core business operations.



DATA CLOUD
Content Vector & Network Effects

CLOUD DATA PLATFORM
Workload & User Expansion

CLOUD DATA WAREHOUSE
Superior Performance

**CLOUD NATIVE
ARCHITECTURE**

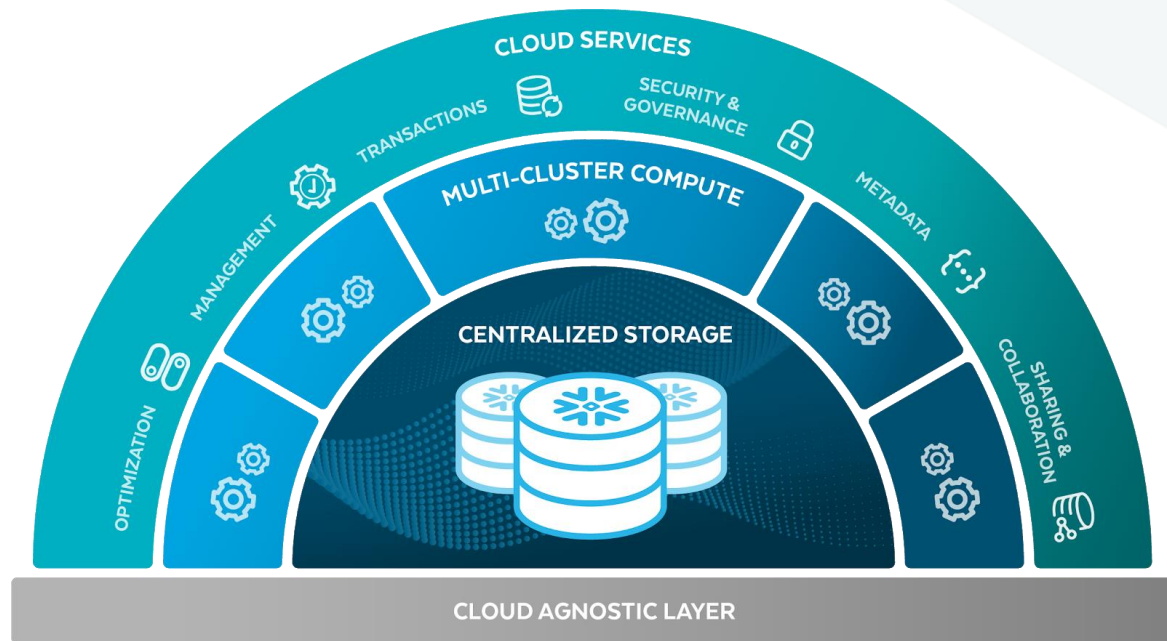
2014 2019 2020

RISE OF THE DATA CLOUD



A CLOUD NATIVE ARCHITECTURE IS REQUIRED

SNOWFLAKE'S ARCHITECTURE



SNOWFLAKE'S PLATFORM

DATA SOURCES

OLTP DATABASES

ENTERPRISE
APPLICATIONS

THIRD-PARTY

WEB/LOG DATA

IoT



DATA CONSUMERS

DATA MONETIZATION

OPERATIONAL
REPORTING

AD HOC ANALYSIS

REAL-TIME ANALYTICS

GOOGLE CLOUD

AWS

AZURE

GROWING MARKET OPPORTUNITY

DATA
WAREHOUSE

\$14B



CLOUD DATA
PLATFORM¹

~\$81B



DATA
CLOUD

¹ Based on the Company's own estimate as of January 31, 2020.

EXPANDING ECOSYSTEM



Q3 FINANCIAL HIGHLIGHTS

Rapid Growth
at Scale

115%

YOY PRODUCT REVENUE GROWTH

Significant Expansion
with Existing Customers

162%

NET REVENUE RETENTION

Strong Large
Customer Momentum

65

\$1M+ PRODUCT REVENUE CUSTOMERS

Improving Product
Gross Margin

70%

NON-GAAP PRODUCT GROSS MARGIN

Note: Fiscal year ends January 31. All figures are as of Q3 FY21 and, other than product revenue, are presented on a non-GAAP basis. Please see the appendix for reconciliations of these non-GAAP financial measures to their nearest GAAP equivalents and for the calculation of certain other financial metrics.

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WE ARE NOT A SAAS MODEL

- 93% of revenue is consumption-based¹
- Revenue recognized variably only as consumption occurs
- In many cases, rollover of unused capacity permitted
- Contract durations increasing along with larger customer commitments
- Primarily billed annually in advance with some on-demand in arrears
- Seeing a shift to quarterly in advance and monthly in arrears billing for largest enterprises

¹ For the nine months ended October 31, 2020.



WE FOCUS ON PRODUCT REVENUE AND RPO

Product Revenue

Why it matters:

Substantial majority of our revenue

Customers have flexibility in timing of consumption

What is and isn't reflected:

- + Contracted capacity consumed including excess in period and rollover from prior periods
- + On-demand capacity consumed
- Contracted customers who have yet to consume

Remaining Performance Obligations (RPO)

Why it matters:

Represents contracted future revenue not yet recognized

What is and isn't reflected:

- + Deferred revenue
- + Committed unbilled backlog
- On-demand arrangements and certain time and material contracts billed in arrears

Billings

Why it's less relevant:

Billings reflect the timing of the cash flows negotiated with our customers

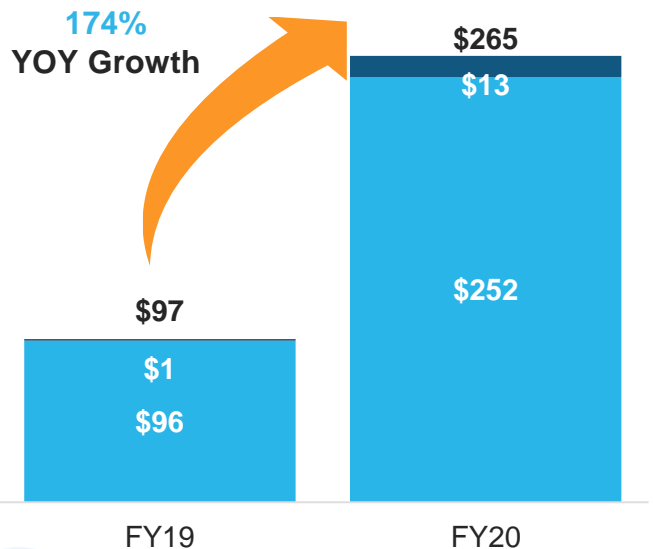
We have customers who may negotiate to pay upfront and others in installments, but the key metrics are how customers utilize the product (Revenue) and the commitments they make to lock into Snowflake (RPO)

Evolving billing terms (annual, quarterly, monthly in arrears)

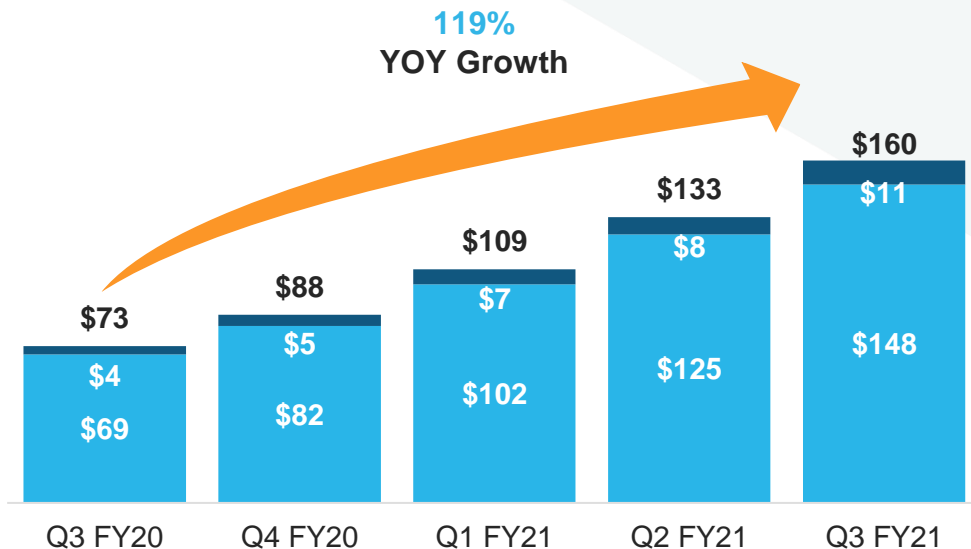


STRONG COMBINATION OF SCALE & GROWTH

ANNUAL REVENUE (MILLIONS)



QUARTERLY REVENUE (MILLIONS)



■ Product Revenue

■ Professional Services and Other Revenue

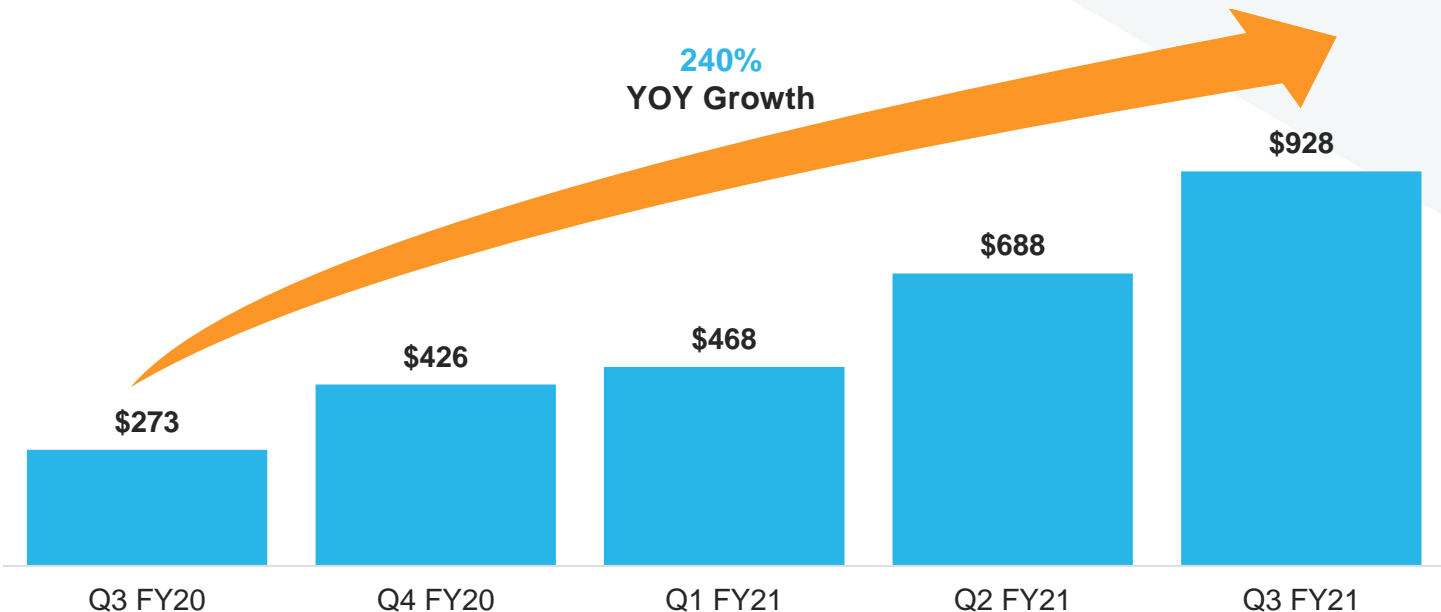
Note: Fiscal year ends January 31. Numbers are rounded for presentation purposes.

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SIGNIFICANT CUSTOMER COMMITMENTS

REMAINING PERFORMANCE OBLIGATIONS¹ (MILLIONS)



Note: Fiscal year ends January 31. Numbers are rounded for presentation purposes.

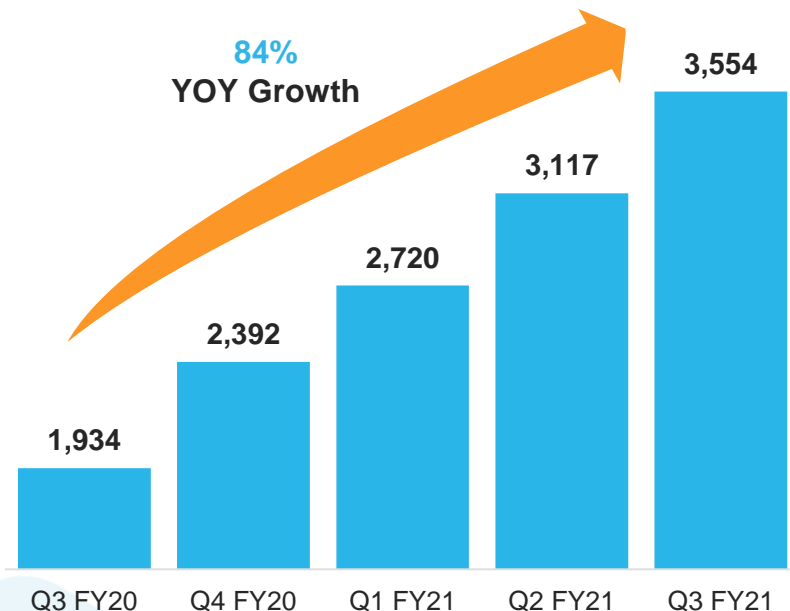
¹ Represents the amount of contracted future revenue that has not yet been recognized, including both deferred revenue and non-cancelable contracted amounts that will be invoiced and recognized as revenue in future periods. RPO excludes performance obligations from on-demand arrangements and certain time and materials contracts that are billed in arrears.

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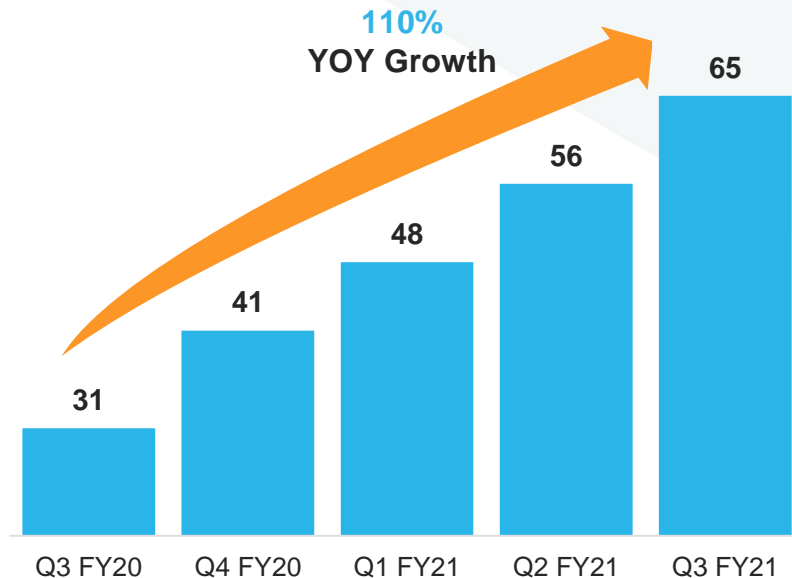


LARGE CUSTOMER MOMENTUM

TOTAL CUSTOMERS¹



CUSTOMERS OVER \$1M PRODUCT REVENUE²



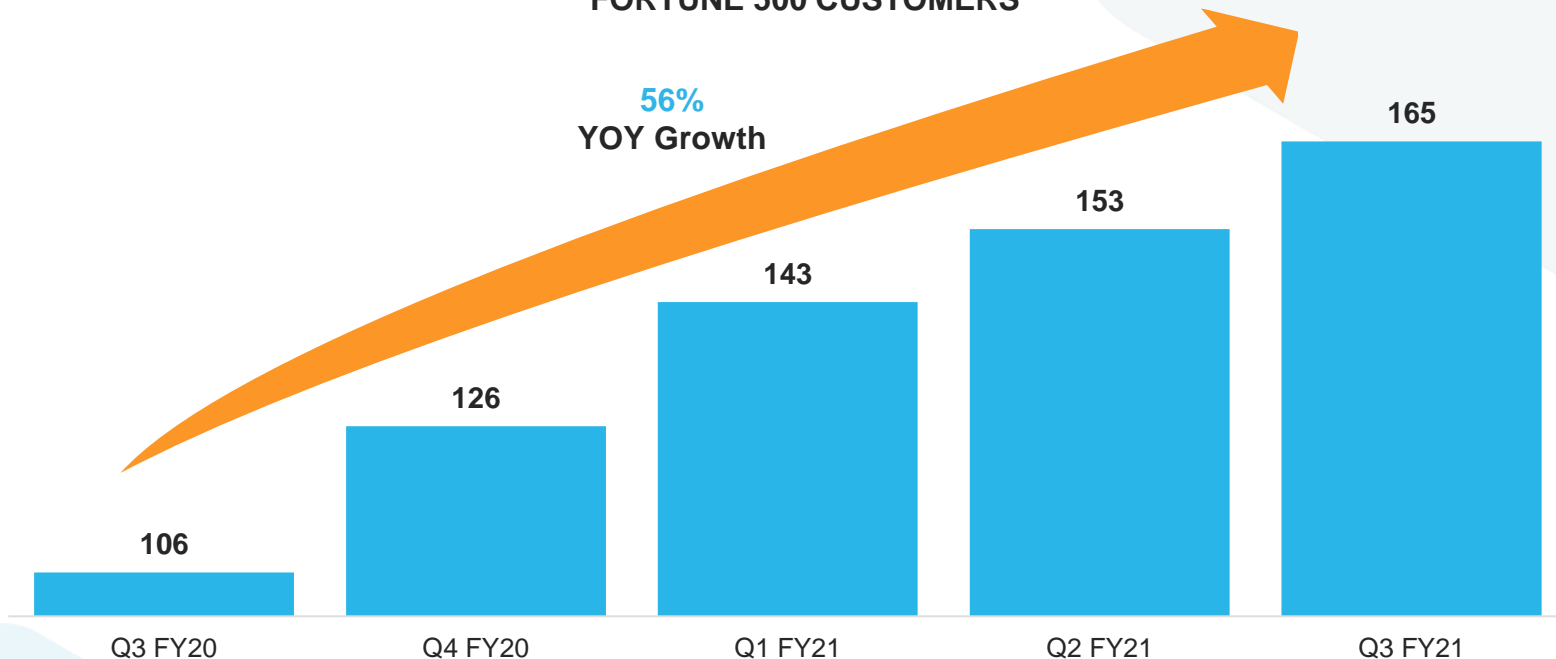
Note: Fiscal year ends January 31.

¹ We count the total number of customers at the end of each period. For purposes of determining our customer count, we treat each customer account that has a corresponding capacity contract as a unique customer, and a single organization with multiple divisions, segments, or subsidiaries may be counted as multiple customers. Our customer count is subject to adjustments for acquisitions, consolidations, spin-offs, and other market activity. ² Customers with greater than \$1 million in trailing 12-month product revenue contribution as of the corresponding period end date.



LANDING STRATEGIC CUSTOMERS

FORTUNE 500 CUSTOMERS



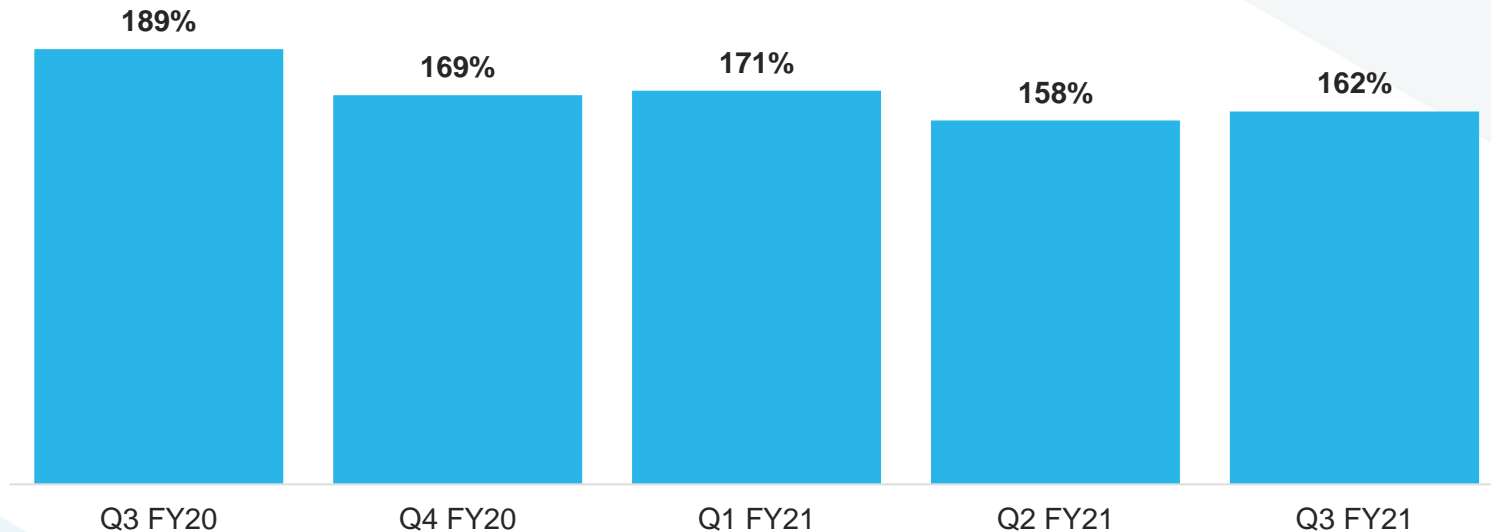
Note: Our Fortune 500 customer count is subject to adjustments for annual updates to the Fortune 500 list by Fortune, as well as acquisitions, consolidations, spin-offs, and other market activity with respect to such customers. The Fortune 500 customer count for the three months ended July 31, 2020 has been restated to reflect these adjustments.

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WORLD-CLASS RETENTION RATE

DOLLAR-BASED NET REVENUE RETENTION RATE¹



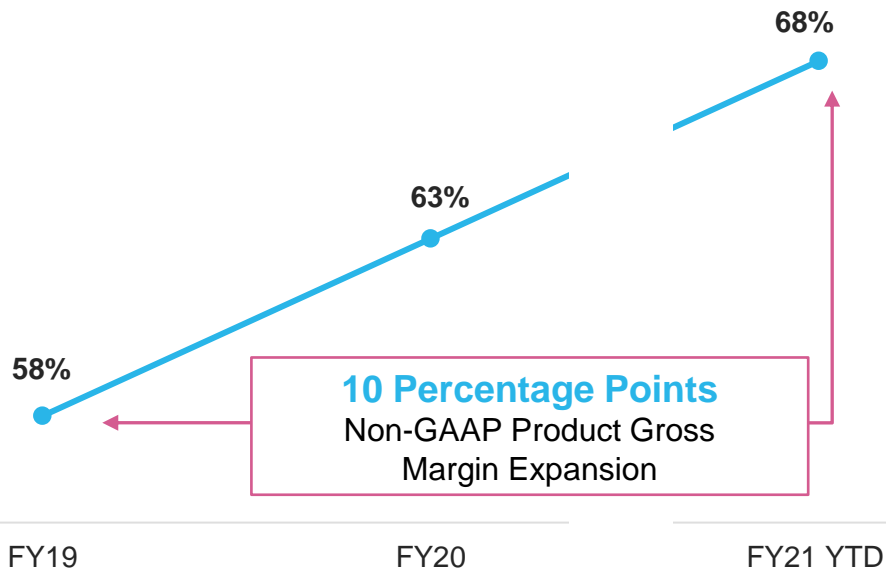
Note: Fiscal year ends January 31.

¹ To calculate this metric for any given period, we first specify a measurement period consisting of the trailing two years from the corresponding period end. Next, we define as our measurement cohort the population of customers under capacity contracts that used our platform at any point in the first month of the first year of the measurement period. We then calculate the net revenue retention rate for that period as the quotient obtained by dividing the product revenue from this cohort in the second year of the measurement period by the product revenue from this cohort in the first year of the measurement period. Any customer in the cohort that did not use our platform in the second year remains in the calculation and contributes zero product revenue in the second year. Our net revenue retention rate is subject to adjustments for acquisitions, consolidations, spin-offs, and other market activity.



IMPROVING PRODUCT GROSS MARGIN

NON-GAAP PRODUCT GROSS MARGIN¹



Expansion Drivers

- Cloud agreement pricing
- Scale
- Better discipline over discounting

Note: Fiscal year ends January 31. FY21 YTD represents the nine-month period ended October 31, 2020. Numbers are rounded for presentation purposes.

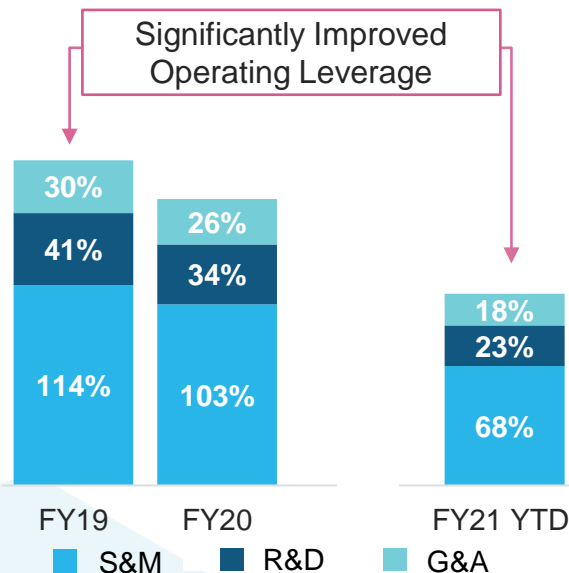
¹ Please see the appendix for reconciliations of these non-GAAP financial measures to their nearest GAAP equivalents and for the calculation of certain other financial metrics.

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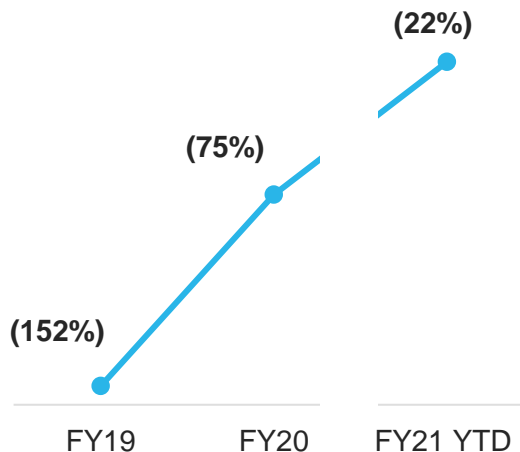


OPERATING LEVERAGE WHILE INVESTING IN GROWTH

NON-GAAP OPERATING EXPENSES
AS % OF REVENUE¹



ADJUSTED FREE CASH FLOW
AS % OF REVENUE¹



Leverage Drivers

- Larger renewal mix leading to lower commissions
- Larger customer relationships
- Economies of scale in R&D and G&A

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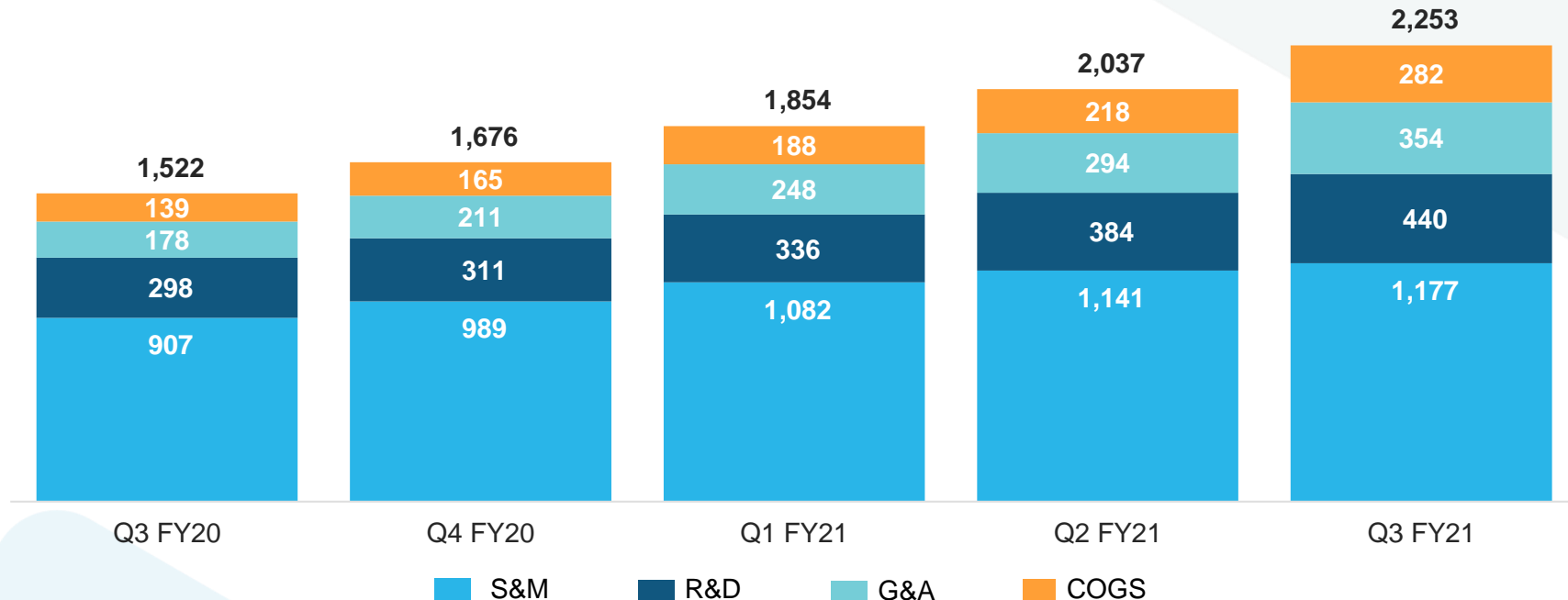
¹ Non-GAAP financial measures. Please see the appendix for reconciliations of these non-GAAP financial measures to their nearest GAAP equivalents and for the calculation of certain other financial metrics.

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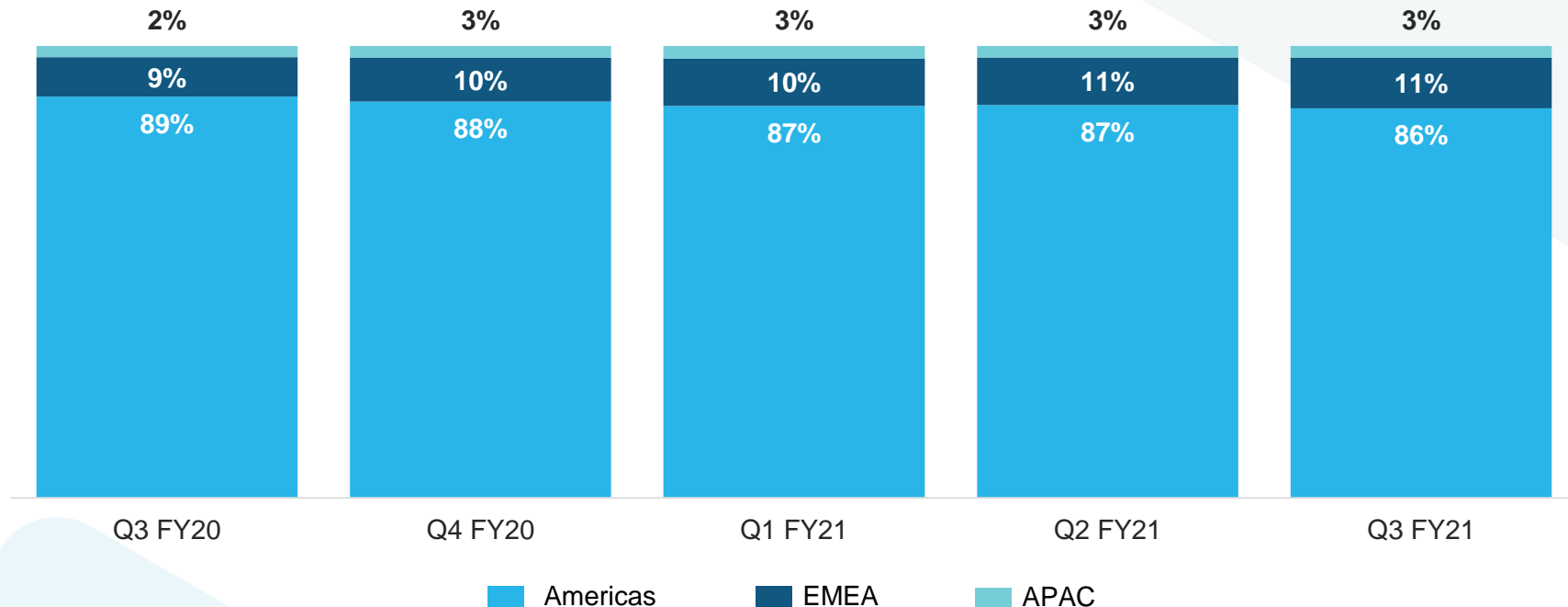
HIRING TO ADDRESS OUR OPPORTUNITY

EMPLOYEE HEADCOUNT BY FUNCTION



EXPANDING INTERNATIONALLY

REVENUE MIX BY GEOGRAPHY



Note: Numbers are rounded for presentation purposes.

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FISCAL 2021 GUIDANCE

% OF REVENUE	FY19	FY20	FY21 YTD	FY21 GUIDANCE MIDPOINT
YOY PRODUCT REVENUE GROWTH	NA	164%	121%	114%
NON-GAAP PRODUCT GROSS PROFIT ¹	58%	63%	68%	68%
NON-GAAP OPERATING LOSS ¹	(136)%	(105)%	(45)%	(40)%
NON-GAAP ADJUSTED FREE CASH FLOW ¹	(152)%	(75)%	(22)%	(18)%

Note: Fiscal year ends January 31. FY21 YTD represents the nine-month period ended October 31, 2020. Numbers are rounded for presentation purposes.

¹ Non-GAAP financial measures. Please see the appendix for reconciliations of these non-GAAP financial measures to their nearest GAAP equivalents and for the calculation of certain other financial metrics for historical periods.

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APPENDIX



GAAP TO NON-GAAP RECONCILIATIONS

PRODUCT GROSS PROFIT AND SALES & MARKETING

	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	FY19	FY20	FY21 YTD
Product revenue	\$ 69,213	\$ 82,432	\$ 101,817	\$ 125,216	\$ 148,473	\$95,683	\$252,229	\$375,506
Professional service and other revenue	3,799	5,260	6,998	7,929	11,151	983	12,519	26,078
Revenue	\$ 73,012	\$ 87,692	\$ 108,815	\$ 133,145	\$ 159,624	\$96,666	\$264,748	\$401,584
Gross Profit								
GAAP product gross profit	\$ 44,567	\$ 53,655	\$ 66,284	\$ 82,500	\$ 96,657	\$54,108	\$155,607	\$245,441
GAAP product gross margin	64 %	65 %	65 %	66 %	65 %	57%	62%	65%
Add: Stock-based compensation expense-related charges	384	472	615	613	7,325	992	1,919	8,553
Add: Amortization of acquired intangibles	282	281	282	281	567	-	849	1,130
Non-GAAP product gross profit	\$ 45,233	\$ 54,408	\$ 67,181	\$ 83,394	\$ 104,549	\$55,100	\$158,375	\$255,124
Non-GAAP product gross margin	65 %	66 %	66 %	67 %	70 %	58%	63%	68%
Sales & Marketing								
GAAP S&M expense	\$ 75,668	\$ 80,444	\$ 97,877	\$ 92,663	\$ 134,727	\$125,642	\$293,577	\$325,267
GAAP S&M expense as a % of revenue	104 %	92 %	90 %	70 %	84 %	130%	111%	81%
Less: Stock-based compensation expense-related charges	(4,813)	(5,424)	(6,391)	(5,371)	(40,337)	(15,869)	(20,922)	(52,099)
Less: Amortization of acquired intangibles	(16)	(16)	(11)	(1)	-	(16)	(58)	(12)
Non-GAAP S&M expense	\$ 70,839	\$ 75,004	\$ 91,475	\$ 87,291	\$ 94,390	\$109,757	\$272,597	\$273,156
Non-GAAP S&M expense as a % of revenue	98 %	86 %	84 %	65 %	59 %	114%	103%	68%

Note: Fiscal year ends January 31. FY21 YTD represents the nine-month period ended October 31, 2020. \$ in thousands. Numbers are rounded for presentation purposes.

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GAAP TO NON-GAAP RECONCILIATIONS

RESEARCH & DEVELOPMENT AND GENERAL & ADMINISTRATIVE

	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	FY19	FY20	FY21 YTD
Product revenue	\$ 69,213	\$ 82,432	\$ 101,817	\$ 125,216	\$ 148,473	\$95,683	\$252,229	\$375,506
Professional service and other revenue	3,799	5,260	6,998	7,929	11,151	983	12,519	26,078
Revenue	\$ 73,012	\$ 87,692	\$ 108,815	\$ 133,145	\$ 159,624	\$96,666	\$264,748	\$401,584
Research & Development								
GAAP R&D expense	\$ 27,669	\$ 29,709	\$ 33,278	\$ 36,533	\$ 74,138	\$68,681	\$105,160	\$143,949
GAAP R&D expense as a % of revenue	38 %	34 %	30 %	27 %	46 %	71%	40%	36%
Less: Stock-based compensation expense-related charges	(4,417)	(4,929)	(5,942)	(5,166)	(39,406)	(29,033)	(15,786)	(50,514)
Non-GAAP R&D expense	\$ 23,252	\$ 24,780	\$ 27,336	\$ 31,367	\$ 34,732	\$39,648	\$89,374	\$93,435
Non-GAAP R&D expense as a % of revenue	32 %	28 %	24 %	24 %	22 %	41%	34%	23%
General & Administrative								
GAAP G&A expense	\$ 30,318	\$ 28,129	\$ 31,506	\$ 31,186	\$ 53,532	\$36,055	\$107,542	\$116,224
GAAP G&A expense as a % of revenue	42 %	32 %	29 %	23 %	34 %	37%	41%	29%
Less: Stock-based compensation expense-related charges	(12,919)	(9,758)	(9,897)	(6,840)	(27,197)	(6,995)	(38,257)	(43,934)
Less: Amortization of acquired intangibles	-	-	(103)	(305)	(309)	-	-	(717)
Less: Acquisition and other related adjustments	-	-	-	(252)	-	-	(328)	(252)
Non-GAAP G&A expense	\$ 17,399	\$ 18,371	\$ 21,506	\$ 23,789	\$ 26,026	\$29,060	\$68,957	\$71,321
Non-GAAP G&A expense as a % of revenue	24 %	21 %	20 %	18 %	16 %	30%	26%	18%

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GAAP TO NON-GAAP RECONCILIATIONS

OPERATING LOSS, FREE CASH FLOW, AND ADJUSTED FREE CASH FLOW

	Q3 FY20	Q4 FY20	Q1 FY21	Q2 FY21	Q3 FY21	FY19	FY20	FY21 YTD
Product revenue	\$ 69,213	\$ 82,432	\$ 101,817	\$ 125,216	\$ 148,473	\$95,683	\$252,229	\$375,506
Professional service and other revenue	3,799	5,260	6,998	7,929	11,151	983	12,519	26,078
Revenue	\$ 73,012	\$ 87,692	\$ 108,815	\$ 133,145	\$ 159,624	\$96,666	\$264,748	\$401,584
Operating Loss								
GAAP operating loss	\$(90,132)	\$(85,112)	\$(96,403)	\$(77,683)	\$(169,454)	\$(185,465)	\$(358,088)	\$(343,540)
GAAP operating loss as a % of revenue	(124)%	(97)%	(88)%	(58)%	(106)%	(192)%	(136)%	(86)%
Add: Stock-based compensation expense-related charges	22,982	21,079	23,464	18,570	120,468	53,810	78,616	162,502
Add: Amortization of acquired intangibles	298	297	396	587	876	16	907	1,859
Add: Acquisition and other related adjustments	-	-	-	252	-	-	328	252
Non-GAAP operating loss	\$(66,852)	\$(63,736)	\$(72,543)	\$(58,274)	\$(48,110)	\$(131,639)	\$(278,237)	\$(178,927)
Non-GAAP operating loss as a % of revenue	(93)%	(73)%	(66)%	(44)%	(30)%	(136)%	(105)%	(45)%
Non-GAAP Free Cash Flow and Adjusted Free Cash Flow								
GAAP net cash used in operating activities	\$(23,750)	\$(42,792)	\$(6,592)	\$(38,685)	\$(19,754)	\$(143,982)	\$(176,558)	\$(65,031)
Less: purchases of property and equipment	(3,157)	(4,079)	(2,033)	(4,715)	(17,270)	(2,058)	(18,583)	(24,018)
Less: capitalized internal-use software development costs	(1,319)	(1,325)	(2,189)	(981)	(844)	(1,958)	(4,265)	(4,014)
Non-GAAP free cash flow	\$(28,226)	\$(48,196)	\$(10,814)	\$(44,381)	\$(37,868)	\$(147,998)	\$(199,406)	\$(93,063)
Non-GAAP free cash flow as a % of revenue	(39)%	(55)%	(10)%	(33)%	(24)%	(153)%	(75)%	(23)%
Add: cash paid for employer payroll tax-related items on employee stock transactions	24	105	3,019	365	812	1,071	217	4,196
Non-GAAP adjusted free cash flow	\$(28,202)	\$(48,091)	\$(7,795)	\$(44,016)	\$(37,056)	\$(146,927)	\$(199,189)	\$(88,867)
Non-GAAP adjusted free cash flow as a % of revenue	(39)%	(55)%	(7)%	(33)%	(23)%	(152)%	(75)%	(22)%

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