Investor and Financial Analyst Session
Forms of Disclaimer for Forward-Looking Statements

Note on Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical fact contained in this presentation, are forward-looking statements, including, but not limited to, statements regarding Domo’s business plans and product roadmap. In some cases, you can identify forward-looking statements by the following words: “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “intend,” “may,” “ongoing,” “plan,” “potential,” “predict,” “project,” “should,” “will,” “would” or the negative of these terms or other comparable terminology, although not all forward-looking statements contain these words.

Forward-looking statements are based on information available at the time those statements are made and/or management’s good faith beliefs and assumptions as of that time with respect to future events, and are subject to risks and uncertainties. If any of these risks or uncertainties materialize or if any assumptions prove incorrect, actual performance or results may differ materially from those expressed in or suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to, risks to our business related to our ability to innovate and develop features on the product roadmap and general economic conditions in the markets we serve. Additional risks and uncertainties are described in greater detail under the heading “Risk Factors” in our annual reports on Form 10-K and our most recently quarterly report on Form 10-Q, filed with the U.S. Securities and Exchange Commission, and our other filings with the SEC. Forward-looking statements should not be read as a guarantee of future performance or results, and they will not necessarily be accurate indications of the times at, or by which, such performance or results will be achieved, if at all. Except as required by law, we do not undertake any obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments or otherwise.

Our historical results are not necessarily indicative of our future results. The data in this presentation are not intended to replace our consolidated financial statements and related notes, and are qualified in their entirety by the consolidated financial statements and related notes included in our Annual Report on Form 10-K for the fiscal year ended January 31, 2023 and the Quarterly Reports on Form 10-Q filed in fiscal year ended January 31, 2023. The information in this presentation is accurate only as of the date hereof, and our business, financial condition, results of operations and prospects may have changed since such date. We undertake no obligation to update the information included in the attached presentation.
Agenda

10:00-10:10  Josh James Introduction—Josh James, CEO/Founder
10:10-10:25  Domo Go-to-Market Spotlight—Wendy Steinle, CMO
10:25-10:35  Sales GTM Update—Jeff Skousen, CRO
10:35-10:45  Product Roadmap—Ben Schein, SVP, Product & Data Curiosity
10:45-11:00  Financial Discussion—David Jolley, CFO
11:00-11:15  Q&A and Close
Josh James

CEO/Founder
Get Back to Growth
Data Experiences that Drive Business Impact

Angeline Ho
SEPHORA

Shawn Chavis
Constellium

Dr. Reginald Coopwood
Regional One Health
Actionable Data for Everyone
Domo Go-To-Market Spotlight

Marketing Strategy, Messaging and Community
MARKETING BUSINESS OBJECTIVE: Drive new **ACV growth** and support **retention**.

OUR WHAT

**ACV GROWTH PATHS**

**GAIN CUSTOMERS &**

**RETAIN & EXPAND CUSTOMER SPEND**

New Logo ACV | Renew & Cross-sell
The “stuff” of Marketing is our HOW

The path to growth and retention spans the full marketing-to-sales-to-satisfied-customer journey.
Domo OPPORTUNITIES!

Build Brand Perception
Market Awareness & Understanding

Feed the Funnel
GTM Segment Relevance: Corporate & Enterprise

Accelerate the Close
S3+ to Close Conversion

Drive Adoption & Advocacy
Community Vibrance

Retain, Cross-sell/Upsell
Account Expansion
FY24 Marketing Strategy

STRATEGY: Re-introduce Domo as the bridge to exponential business impact, backed by customer truth. Connect and stand out by making data human.

GTM
• Message for Ent & Corp
• Target Persona → use case
• Break down barriers with IT

MESSAGING
• Talk value over features
• Connect through the audience lens

CUSTOMERS & CONVERSATIONS
• Lead with customers as storytellers
• Create conversations between customers, prospects and Domo experts

In all Things: Use the lens of “for real people, by real people.”
“Domo does so much, it’s hard to explain.”
A good problem to have.
Domo Messaging Objective

Clarify the “what” of Domo, compel with the “why” and stand out with the “how.”
WHAT WE ARE

A Data Experience Platform
WHY WE DO WHAT WE DO

Put data to work for everyone so they can multiply their impact on the business

• So **companies** can foster a data-driven culture of curiosity that powers business impact
• So **business professionals** can go from occasional data observers to business impact owners
• So **IT** can better support business needs for agile data access while maintaining security and governance
HOW WE DO IT

Domo is a cloud-native data experience platform innovator that puts data to work for everyone.

With dashboards and apps that go from easy self-service to custom pro-code options, Domo delivers intuitive experiences underpinned by data science and a secure data foundation that connects with existing cloud and legacy systems.

Domo is the first to finally unify IT’s need for security and governance with business users’ need for speed, visibility and action. With Domo, companies get agile data experiences that spark bold curiosity and power exponential business impact.
People Say...

“[The message] resonates, definitely from my own experience. Dig deeper on various personas to make it crisp for each.”

Domo CAB Customer

“I love it. Lately I’ve come to think of Domo as an Intranet... it has become that hub and a full-on experience where I can put a one-stop shop of navigation...”

Domo Customer

“I think the messaging/positioning is spot on. Captures the value of the platform, ecosystem, and putting data to work. Also, mirrors our experience with Domo.”

Domo CAB Customer

“[With the “experience” positioning,] Domo is pushing the boundaries on what I thought will fit in my enterprise. It’s exciting...”

Domo Customer

“I like the shift in messaging and think it will help customers and prospective customers understand how you differentiate.”

Domo CAB Customer

“Puts data to work for everyone’ resonates with me. You could easily label Domo as simply a BI platform, but the new messaging also captures the broader scope of capabilities and innovation that is involved with Domo.”

Domo CAB Customer
A single, global, customer-centric program where passionate members are **enabled**, **supported**, and **recognized** as they invest in growing and sharing their Domo skills with others in the community.
Domo Community Future State

Domo Central

- Discussion Forum
- Educational Support
- Events
- Resource Documentation
- UGC Content
- University Outreach
- Advocacy
- Domo for Good
- Product Feedback
- CAB
- BETA
- DEVELOPERS
Community Response

1,300 +1,600% Peak Unique Visitors

87,000 +285% Page Views Wed – Fri Domopalooza Week

17,000 +450% Weekly Avg Searches

Our Domo Central community hub launch has unleashed tremendous interest from customers and prospects in connecting, learning, getting answers and sharing insight.

“Domo helps me make magic happen. I really believe that!”

Elliott Leonard
Domo Community Member of the Year
Sales GTM Update
Product Roadmap
Ben Schein

SVP, Product & Data Curiosity
Our roadmap forward: remove the friction stopping exponential creation of business impact

Unlock new data
- Make it easy to expose new data to Domo

Create content
- Make it easy to build new content and enrich data

Drive action
- Connect data and content to action

Find & Use
- Find what you need, when and where you need it (securely and responsibly)

Expand impact
- Share content and data with others
Roadmap Themes 2023-2024

Unlock new data
- Cloud Amplifier
- APIs

Create content
- App Studio
- Developer Ecosystem
- Brand Kit

Drive action
- App Studio
- Workflows

Find & Use
- Smart Navigation / Discovery
- Data Model
- NLQ/GPT/LLM

Expand impact
- Appstore
- Domo Everywhere
- Advanced Quickstarts / Recipes
Announced at Domopalooza

/ Available Now
MS Office Add-ins
New Chart Types
  Tables: (easy calculations, rankings, % of total, and more)
  Recursive Sankey, Slope, Variance, and more
New Domo Bricks
Cloud Amplifier
  Snowflake: read and write
  Dremio: read
  Workbench support
Jupyter Workspaces
Pramana Shift NLQ App
Governance: Custom attributes for dynamic groups
Domo Everywhere: enhanced governance and scale
Variables

/ Available In Beta
Domo Everywhere: Brand Kit for emails
Cloud Amplifier
  Big Query: Read
  DataBricks: Read
  Redshift: Read
Workflows (including Code Engine, Forms, and Queues)
Magic ETL: Subset and Partition Processing
DomoStats Cards report
DomoStats Card Loads report

/ Coming Soon
Cloud Amplifier
  OAuth Integrations
Snowflake + Adrenaline Flows
Redshift Write
Domo App Studio
Financial Discussion
David Jolley

CFO
### Q1FY24 and FY24 Guidance

<table>
<thead>
<tr>
<th></th>
<th>1QFY24</th>
<th>FY2024</th>
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<tbody>
<tr>
<td>Billings</td>
<td>~$69M</td>
<td>~$335-$353M</td>
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<tr>
<td>Growth y/y</td>
<td>-5%</td>
<td>4-9%</td>
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<tr>
<td>Revenue</td>
<td>$78.5M-$79.5M</td>
<td>$323M-$330M</td>
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<tr>
<td>Growth y/y</td>
<td>5-7%</td>
<td>5-7%</td>
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<tr>
<td>Non-GAAP Operating Margin</td>
<td>“negative”</td>
<td>“slightly positive”</td>
</tr>
<tr>
<td>Non-GAAP Net Loss per Share</td>
<td>($0.15)-($0.19)</td>
<td>($0.27)-($0.39)</td>
</tr>
<tr>
<td>Cash Flow from Operations</td>
<td>“positive”</td>
<td>“positive”</td>
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</tbody>
</table>

Note: Other than revenue, amounts are presented on a non-GAAP basis and are as of March 6, 2023. We have not reconciled guidance for non-GAAP metrics to their most directly comparable GAAP measures because such items that impact these measures are not within our control or cannot be reasonably predicted.
Ramped Sales Capacity (1QFY23A-4QFY24E)
Some Enterprise Customer Metrics

• 19 of our 20 largest customers are enterprise customers

• On average, the ARR from our largest customers have expanded from over 5x to well over 10x on average since the initial contract, depending on the cohort

• ~50% of our ARR comes from our enterprise customers

• We have 27 customers paying us over $1 million per year, which is up 30% year-over-year
ARR Growth Customers >$1M

Note: Other than revenue, amounts are presented on a non-GAAP basis and are as of January 31, 2023. We have not reconciled non-GAAP metrics to their most directly comparable GAAP measures because such items that impact these measures are not within our control or cannot be reasonably predicted.
Large Customer Expansion Example (ARR)

Note: Other than revenue, amounts are presented on a non-GAAP basis and are as of January 31, 2023. We have not reconciled non-GAAP metrics to their most directly comparable GAAP measures because such items that impact these measures are not within our control or cannot be reasonably predicted.
# Selected Key Metrics Since IPO (Q2FY19-Q4FY23)

<table>
<thead>
<tr>
<th>Metric</th>
<th>@IPO</th>
<th>Current</th>
<th>Growth</th>
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<tbody>
<tr>
<td>Billings (1)</td>
<td>$145M</td>
<td>$324M</td>
<td>21%</td>
</tr>
<tr>
<td>Revenue (1)</td>
<td>$125M</td>
<td>$309M</td>
<td>23%</td>
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<tr>
<td>Subscription Revenue (1)</td>
<td>$102M</td>
<td>$271M</td>
<td>25%</td>
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<tr>
<td>Subscription Gross Margin (2)</td>
<td>71%</td>
<td>86%</td>
<td>15pp</td>
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<tr>
<td>ARR (2)</td>
<td>$121M</td>
<td>$289M</td>
<td>21%</td>
</tr>
<tr>
<td>Non-GAAP OM% (2)</td>
<td>-97%</td>
<td>3%</td>
<td>100pp</td>
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<tr>
<td>Rule of 40 (3)</td>
<td>-65%</td>
<td>18%</td>
<td>82pp</td>
</tr>
<tr>
<td>Operating Cash Flow (2)</td>
<td>($36M)</td>
<td>($3)</td>
<td>nm</td>
</tr>
<tr>
<td>Customer Count (2)</td>
<td>~1,500</td>
<td>~2,500</td>
<td>12%</td>
</tr>
<tr>
<td>Employees (2)</td>
<td>801</td>
<td>967</td>
<td>4%</td>
</tr>
</tbody>
</table>

1. Represents LTM amount and average growth. 2. Represents amount in quarter and CAGR, unless percentage points (PP). 3. Defined as revenue growth rate plus non-GAAP OM%.

Note: Other than revenue, amounts are presented on a non-GAAP basis and are as of July 31, 2018 and January 31, 2023. We have not reconciled non-GAAP metrics to their most directly comparable GAAP measures because such items that impact these measures are not within our control or cannot be reasonably predicted.