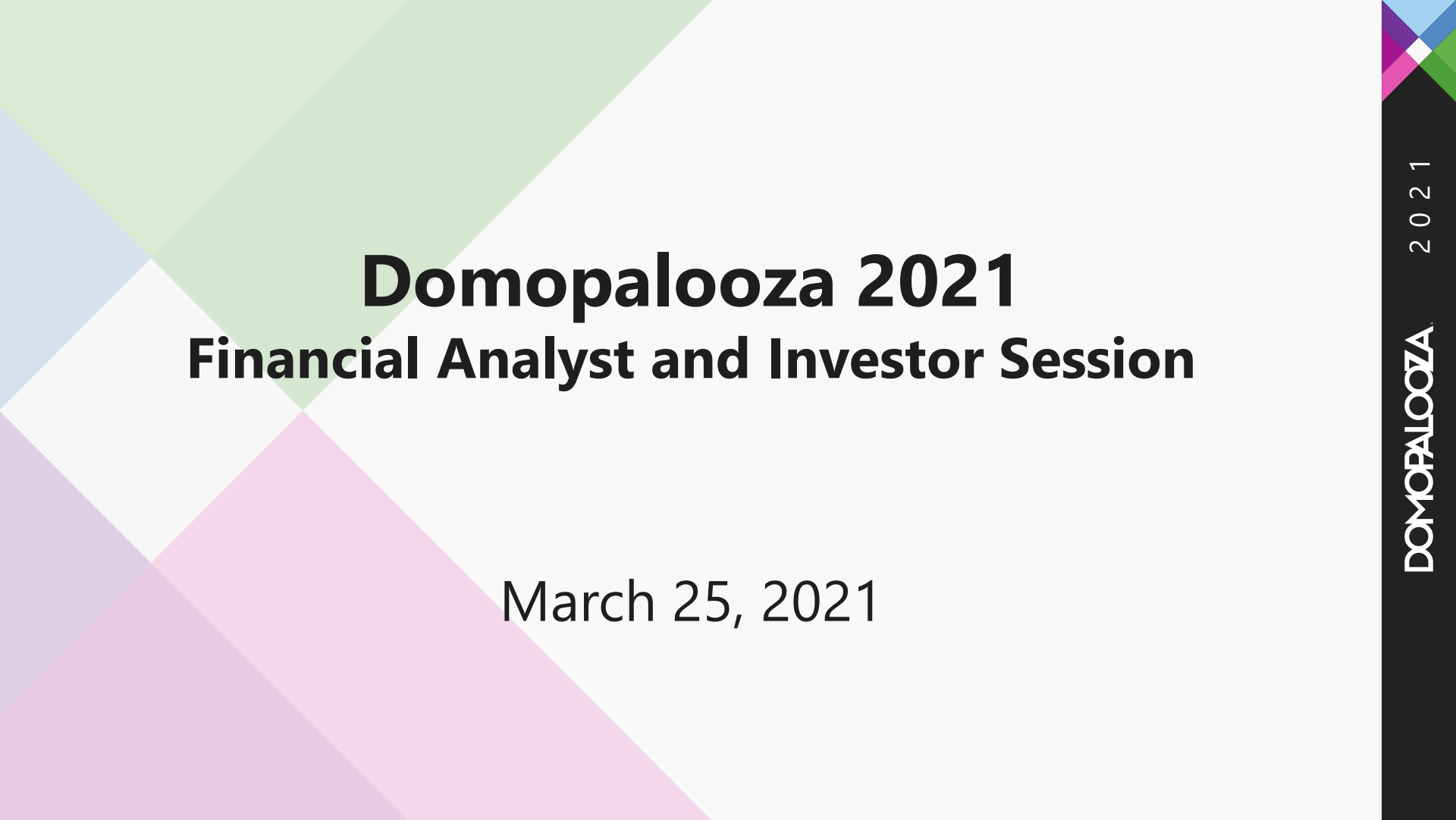




DOMO  
PALOOZA®

MODERN BI FOR ALL™



# **Domopalooza 2021**

## **Financial Analyst and Investor Session**

March 25, 2021

# 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 the COVID-19 outbreak, 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, 2020 and the Quarterly Reports on Form 10-Q filed in fiscal year ended January 31, 2021. 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

(am MT)

10:00-10:05	<b>Introduction and Review Agenda</b>
10:05-10:15	<b>Josh James Remarks</b>
10:15-10:35	<b>Go-to-Market Update</b>
10:35-10:50	<b>Product Update</b>
10:50-11:05	<b>Financial Discussion</b>
11:05-11:30	<b>Q&amp;A</b>

# MODERN BI FOR ALL™

**INTELLIGENT ACTION**



**DATA LITERACY**



**DATA AGILITY**



"With Domo in the marketing department we can see performance in real-time and optimize accordingly."

**April Weitzel**  
Senior Manager, Analytics,  
UPMC

**UPMC**  
LIFE CHANGING MEDICINE

"Using Domo, we can predict how much food will be ordered broken down to a recipe level to decide how much inventory we need."

**Cameron Davies**  
Chief Data Officer,  
Yum Brands

**Yum!**

"Domo allows us to sell more, but it also changes what we're selling."

**Paul Hepperla**  
VP Solution Strategy, Cold Chain,  
Emerson

**EMERSON**

"Domo saved us hundreds of hours' worth of work."

**Alex Long**  
Manager, Marketing Operations,  
Korn Ferry

**KORN FERRY**

"Domo is absolutely brilliant to be able to create the art of the possible."

**Kym Warner**  
CFO  
Harcourts

**Harcourts**

"With Domo, we met our goal of reducing the length-of-stay for patients, which is equivalent to millions of dollars in cost avoidance."

**Alejandra Marroquin Alvarez**  
Director of the Center for Innovation,  
Regional One Health

**Regional One Health**

"I can come up with insights all day, but it doesn't really matter unless there is a strategy to implement them and that's where Domo comes in."

**Dr. Joe Sutherland**  
Head of Data Science,  
Search Discovery

**SEARCH  
DISCOVERY**

"What I see in Modern BI is really self-serve analytics."

**Charles Larkin**  
Director of Data Analytics, Cold Chain,  
Emerson

**EMERSON**

"My one piece of advice for people to be successful with their data is to be a change agent within your organization."

**Mohammed Aaser**  
Chief Data Officer,  
McKinsey

**McKinsey  
& Company**

"Through Domo, we track customer service performance, productivity, automation performance, utilization rate, and many others in real-time."

**Gumarus William**  
Product Manager,  
Traveloka

**traveloka**

"The data connectors that Domo provided make building our data infrastructure a breeze."

**Asher Feldman**  
Director of Digital Operations  
and Analytics,  
NBC News Digital

**NBC NEWS**

"Bringing a new system into Domo is very exciting and the connectors make it easy."

**Kelsey McMahon**  
Marketing Analytics Manager,  
CME Group

**CME Group**

"If you're not listening to what your customers are saying, you're missing critical data to help drive your business forward."

**Sierra Duncan**  
Analyst,  
Disney Streaming Services

**Disney** streaming services

"We reduced from 20 manually entered spreadsheets and simplified into one Domo dashboard, reducing staffing, errors, stress, and increasing profits."

**James Grose**  
National Operations Manager,  
National Tiles

**national  
tiles**

"It took us two hours a day to pull together a report that is now completely automated by Domo and distributed to our team daily."

**Amy McManus**  
Chief Digital Officer,  
Hobo Bags

**HOB0**

2021

DOMOPALOOZA

# MODERN BI FOR ALL™



McKinsey  
& Company

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# Product Update



# Data Literacy: Analysis Capabilities

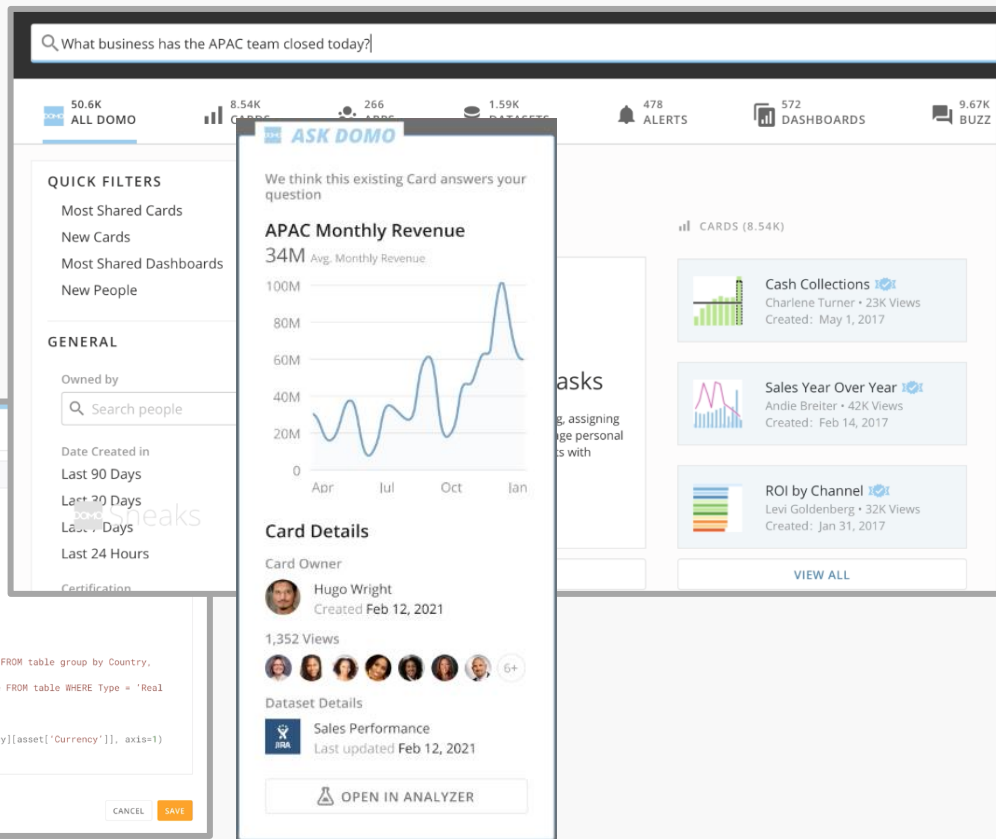
- Natural Language Query
- Dataset Views and Analyzer
- Code Engine

Code Engine

```
1 import codeengine
2
3 def getParameter(param):
4     return 'USD'
5
6 # Get value of 'Currency' function in parameter
7 currency = getParameter("Currency")
8
9 # Get Conversion Rate Table
10 conversion_table = codeengine.read_dataframe('Currency Conversion', query='SELECT * FROM table')
11 conversion_table = conversion_table.set_index('Currency')
12
13 # Get sum of asset values, grouped by Country and Currency
14 assets = codeengine.read_dataframe('assets', query='SELECT Country, Currency, SUM(Value) as Value FROM table group by Country, Currency')
15
16 # assets = codeengine.read_dataframe('assets', query='SELECT Country, Currency, SUM(Value) as Value FROM table WHERE Type = \'Real Estate\' group by Country, Currency')
17
18 # Apply conversion rate to asset values
19 assets['Converted Value'] = assets.apply(lambda asset: asset['Value'] * conversion_table[currency][asset['Currency']], axis=1)
20
21
22 codeengine.write_dataframe(assets)
```

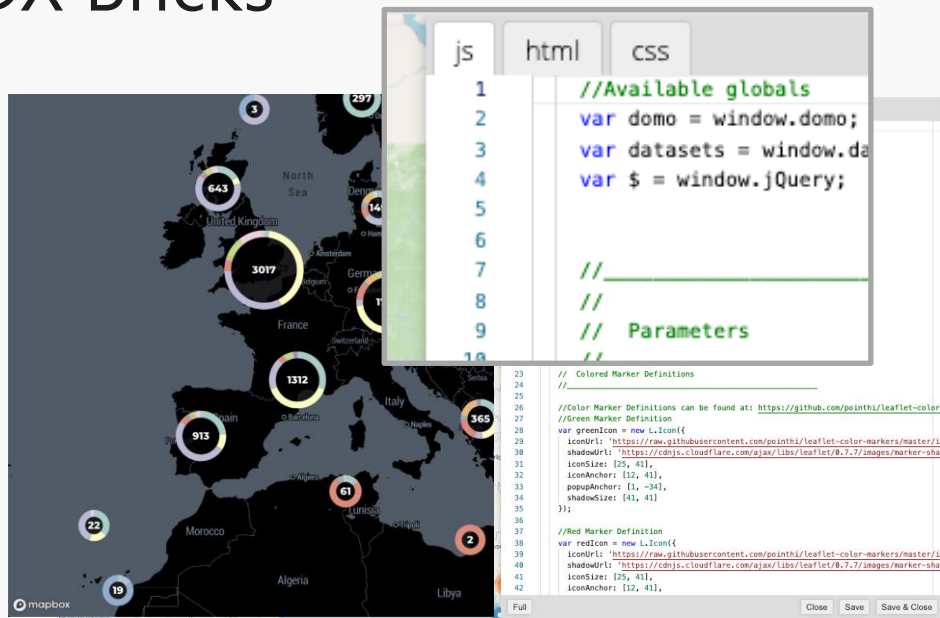
DEPLOY

CANCEL SAVE



# Intelligent Action: DDX Bricks

- Built-in editor
- Copy & paste code from the web
- Easy customization
- Scale to hundreds of custom cards
- Oh, so, easy...



Google Maps

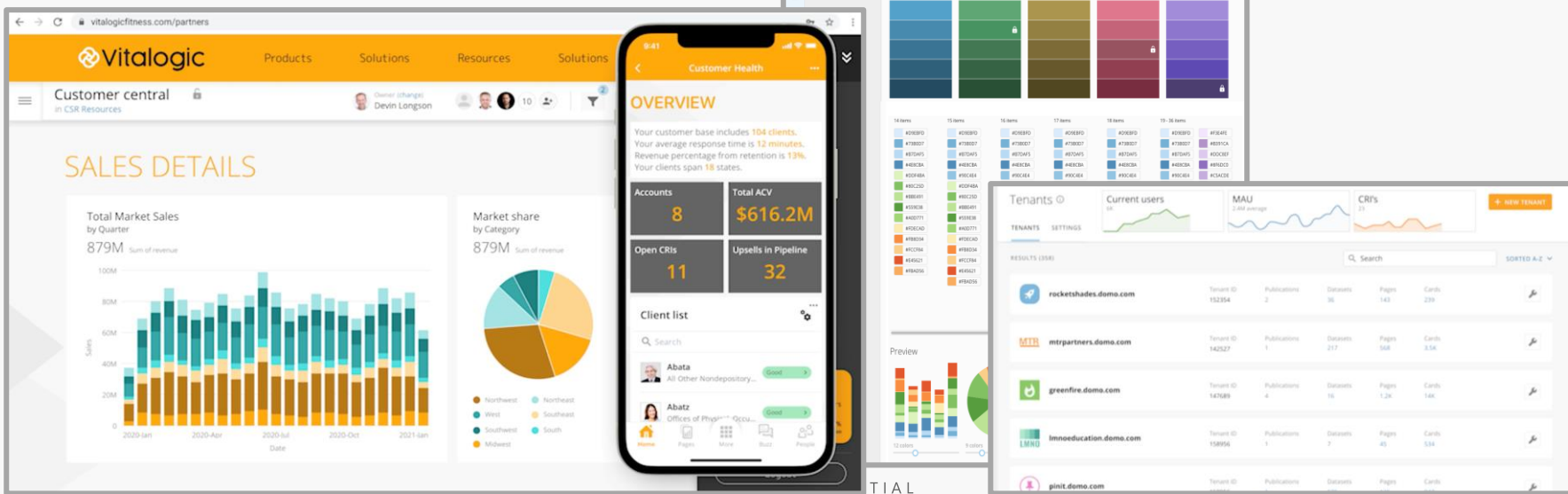


# Intelligent Action: Domo Everywhere

Full Analytic Embed  
Dynamic PDP  
Brand Kit

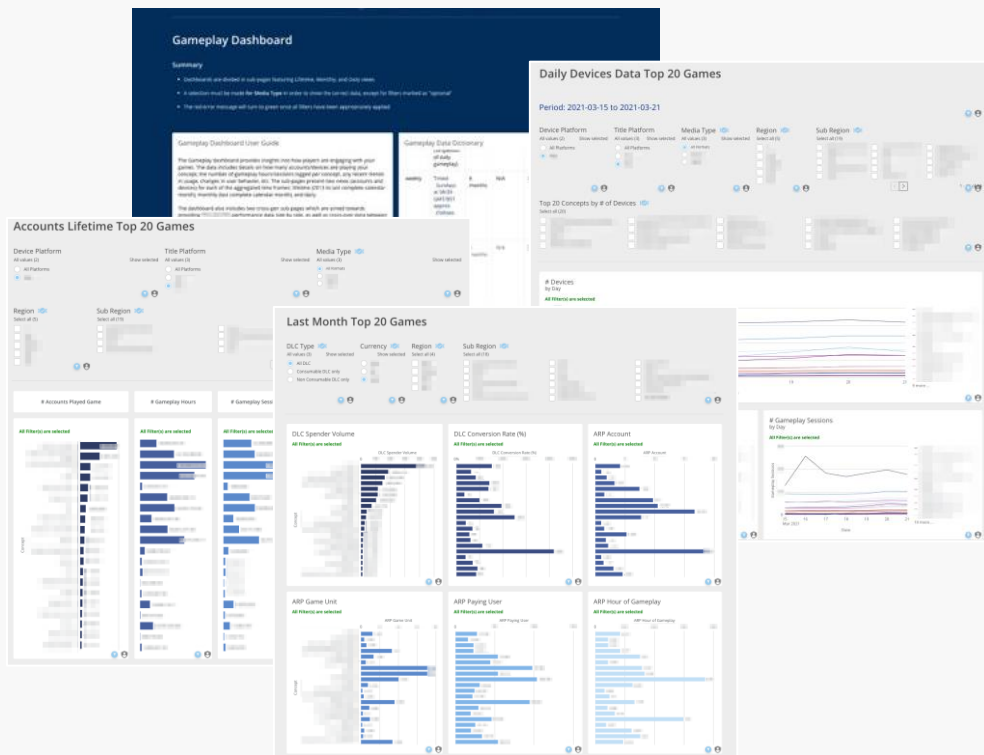
2021

DOMOPALOOZA



# Gameplay Analytics

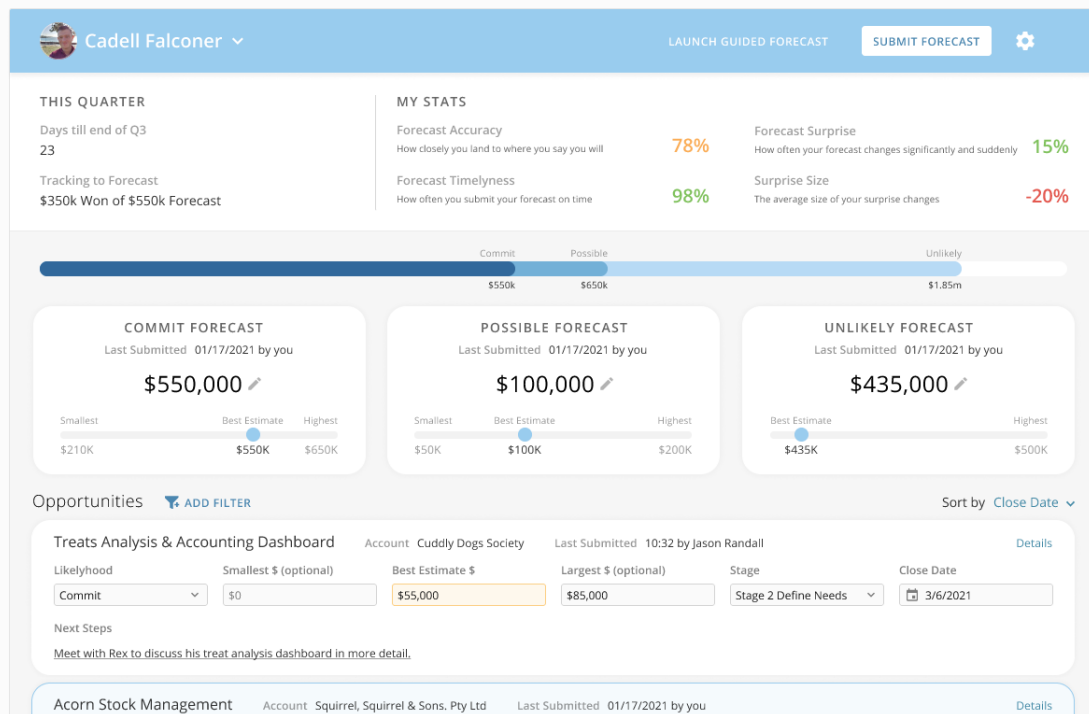
A global gaming company utilizes Domo Everywhere to share gameplay, usage and monetization data with video game developers, publishers and studios. Now, thousands of these partners around the globe can quickly access well-governed data to aid in building better games and a better gaming experience.



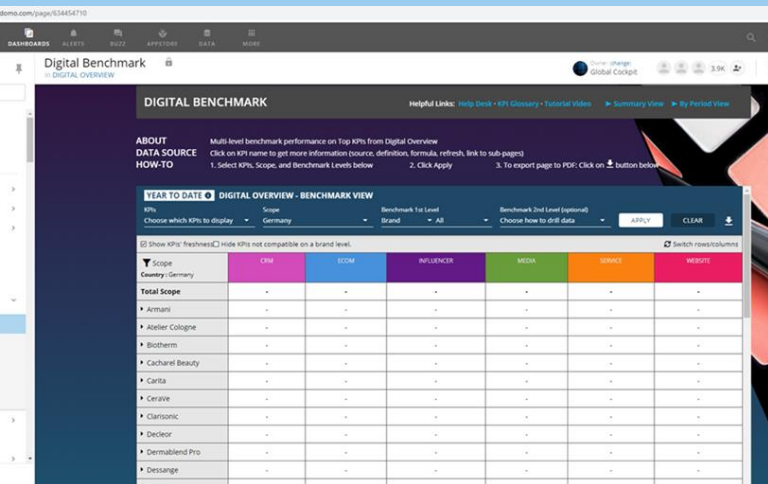
# Apps and Solutions

# Sales Forecasting

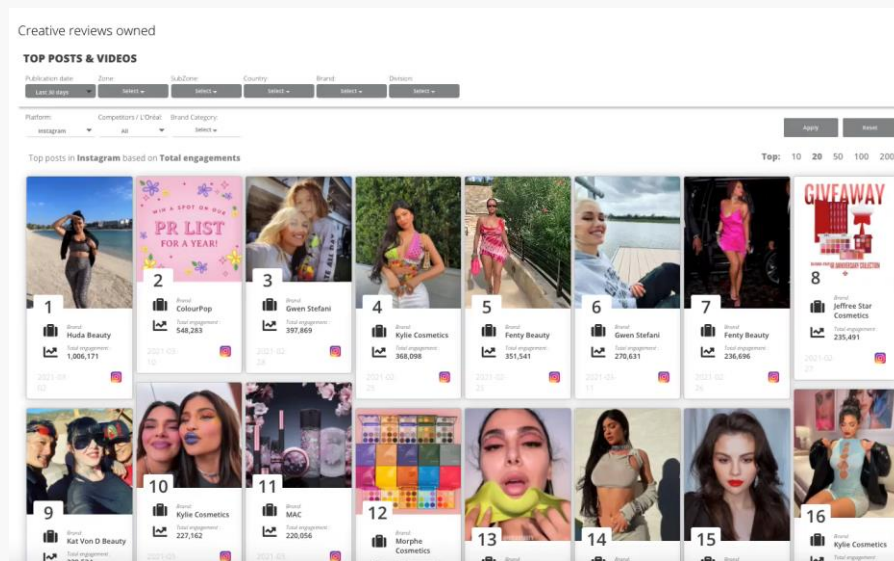
A large enterprise company uses intelligent apps and AI to look at current sales and sales velocity to forecast sales performance quarterly. The Sales Forecasting App leverages ML prediction and human validation to tune forecast accuracy. The highly configurable interface allows businesses to forecast based on their needs. Deep insights into individual performance are tightly integrated to allow sales team leadership even more control of their plan.

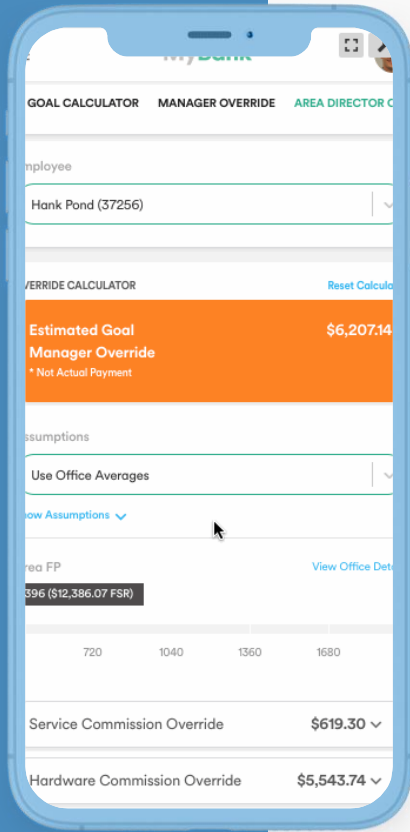


# Social Media Performance



A large CPG company has built an intelligent app to measure global brand performance by aggregating cross-platform social media and executing real-time comparison against competitors for over 200 brands. This high-value app provides “KPI self service” to the end user so they can mine exactly the data they need with many dimensions and the ability to pivot, switching rows and columns then export as an easy-to-use table.





# Commission Transparency

A national home automation provider with a large door-to-door sales force now has visibility to their commission attainment on an hourly basis – which allows them to create and drive real-time incentive programs with their sales teams. With features like goal setting, clarity into how much and when commissions are paid, and customizable individual incentive programs the app provides the transparency this company needs to help drive performance and retention.

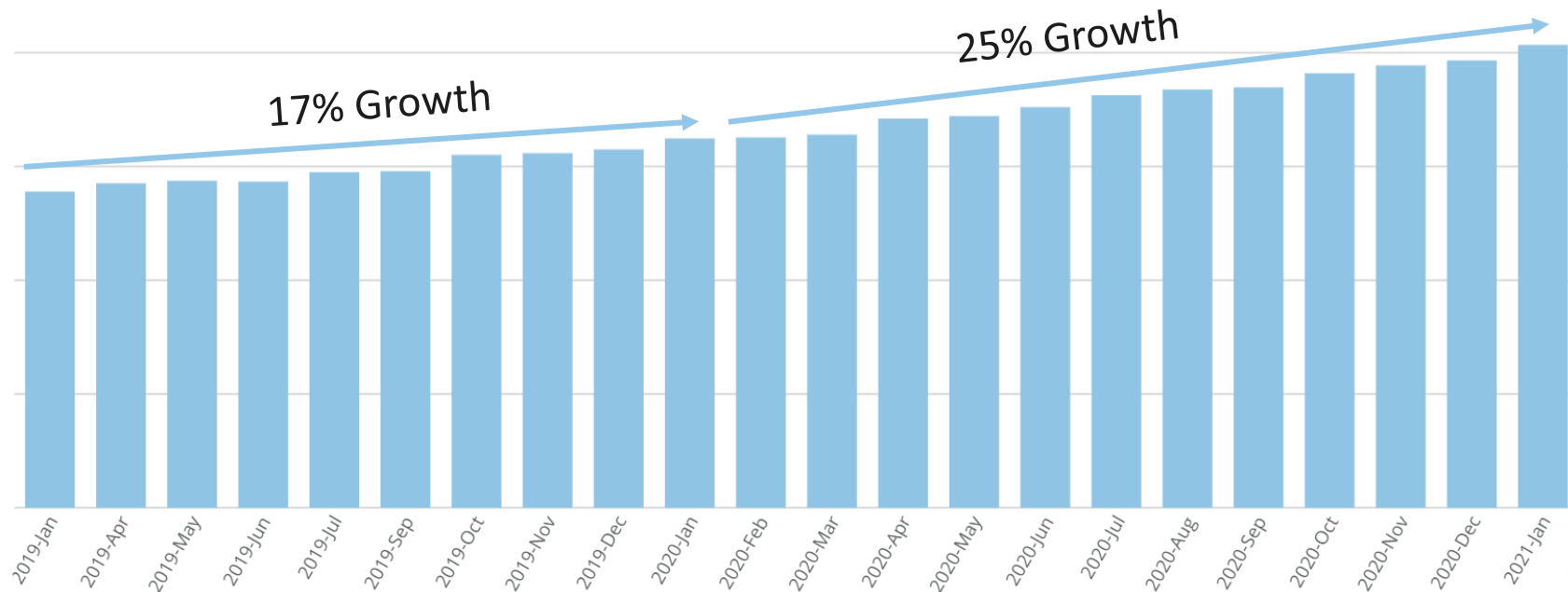


# Financial Discussion

# Domo Growth Goal

Exceed \$500 million in  
billings by FY End 2025 (4 years)  
(20%+ sustained growth)

# Good momentum in ARR which is the underpinning of billings growth



# Growth Drivers

Driver	Metric	Progress Made	Target to Get to 20%+
Sales Effectiveness	Sales Productivity	< \$800K in FY20 to >\$900K in FY21	Add 20%+ more sales reps per year
Renewal Stream	Retention	83% in FY18 to 88% in FY21	88% to 92%
Power of the Platform	New Revenue Sources	Domo Everywhere, Intelligent Apps, Crisis Command Center, Data Science	Continue to develop new revenue sources
Market Positioning Improvement	Gartner MQ Movement	Niche to Challenger	Move from Challenger to Leader
Marquee Customers	Number of Customers >\$1 million in ARR	Over 20 (up 10 in FY21)	Over 50
Partner Contribution	Partner Sourced New Business	Less than 5% of new recurring business in FY21	Greater than 15% of new business
Brand Awareness	Organic Lead Generation	Organic SAL up 29% in FY21	30%+ SAL growth with an emphasis on >\$250M businesses
Upsell Opportunity	Customer Count/NPS Score	2,000+ customers/20+% NPS score	3,000+ /NPS>30
Spending	S&M Efficiency <sup>(1)</sup>	44% improvement FY19-FY21	Incremental improvement
CIO/BI Group Adoption	Deals Sold into BI	100% improvement in FY21, 30% of deals	Balanced growth in BI and line-of-business deals

(1) Defined as increase in subscription revenue divided by total sales and marketing spend



Thank you

# Q & A

