CLOUDERA

Q2 FY20 SUPPLEMENTAL MATERIALS

September 4, 2019

SAFE HARBOR STATEMENT

Statements in this press release that are not historical in nature are forward-looking statements that, within the meaning of the federal securities laws including the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, involve known and unknown risks and uncertainties. Words such as "may", "will", "expect", "intend", "plan", "believe", "seek", "could", "estimate", "judgment", "targeting", "should", "anticipate", "goal" and variations of these words and similar expressions, are also intended to identify forward-looking statements. The forward-looking statements in this press release address a variety of subjects, including statements about our short-term and long-term goals and targets, including expectations regarding the acceptance by our enterprise customers of enterprise data cloud and the Cloudera Data Platform, and our “Business Outlook” for our third quarter of fiscal 2020 and our full year fiscal 2020 operating results. Readers are cautioned that actual results could differ materially from those implied by such forward-looking statements due to a variety of factors, including global economic conditions, competitive pressures and pricing declines, intellectual property infringement claims, and other risks or uncertainties that are described under the caption “Risk Factors” in our Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission (SEC), and in our other SEC filings. You can obtain copies of the company’s SEC filings on the SEC’s website at www.sec.gov. Although we believe the expectations reflected in such forward-looking statements are based upon reasonable assumptions, we can give no assurances that our expectations will be attained. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

We report all financial information required in accordance with U.S. generally accepted accounting principles (GAAP). To supplement our unaudited condensed consolidated financial statements presented in accordance with GAAP, we use certain non-GAAP measures of financial performance. The presentation of these non-GAAP financial measures is not intended to be considered in isolation from, as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP, and may be different from non-GAAP financial measures used by other companies. In addition, these non-GAAP measures have limitations in that they do not reflect all of the amounts associated with the results of our operations as determined in accordance with GAAP.

We believe that these non-GAAP financial measures, when taken together with the corresponding GAAP financial measures, provide meaningful supplemental information regarding our performance by excluding certain items that may not be indicative of our core business, operating results or future outlook. Management uses, and believes that investors benefit from referring to, these non-GAAP financial measures in assessing our operating results, as well as when planning, forecasting and analyzing future periods. We use these non-GAAP financial measures in conjunction with traditional GAAP measures to communicate with our board of directors concerning our financial performance. These non-GAAP financial measures also facilitate comparisons of our performance to prior periods.

Annualized Recurring Revenue (“ARR”) is a performance metric, which we use to assess the health and trajectory of our business. ARR equals the annualized value of all recurring subscription contracts with active entitlements as of the end of the period, including pre-merger Hortonworks contracts. ARR does not reflect non-recurring partner revenue, subscription revenue with certain related parties, custom engineering and premium add-on support.

Please see the slides entitled GAAP to Non-GAAP Reconciliation at the end of this presentation for a reconciliation of each of these measures to the most directly comparable GAAP financial measure. This reconciliation can also be found in the earnings press release issued September 4, 2019, which is available on www.cloudera.com or on the “Investor Relations” section of our website.

Unless otherwise noted, the information in this presentation is as of July 31, 2019. Throughout this presentation, we have rounded numbers as appropriate.

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Q2 FY20 KEY HIGHLIGHTS

Total Revenue Subscription Revenue	$197M $164M
Annualized Recurring Revenue (ARR)	$682M, up 16% year-over-year
Customers with > $100K ARR [(1)]	953
Operating Cash Flow	-$33M (includes $13M of merger-related payments)
Cash, cash equivalents, marketable securities and restricted cash	$509M
Non-GAAP net loss per share	$0.02

[(1)] Q2 FY19 to Q1 FY20: 862, 904, 943, 929

Q3 FY20 & FY20 OUTLOOK

	Q3 FY20		FY20	
	Low	High	Low	High
ARR (Quarter-End)	$685M	$695M	$685M	$720M
ARR Y/Y Growth	*11%*	*12%*	*4%*	*9%*
Total Revenue	$187M	$190M	$765M	$775M
Subscription Revenue	$162M	$164M	$645M	$655M
OCF			($80M)	($65M)
Non-GAAP EPS	($0.08)	($0.06)	($0.28)	($0.24)
Weighted Average Share Count (1)	283	283	280	280

(1) Cloudera fully-diluted share count, TSM is 330M at end of Q2 FY20

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ANNUALIZED RECURRING REVENUE

	Q2 FY19	Q3 FY19	Q4 FY19	Q1 FY20	Q2 FY20
ARR	$589M	$619M	$659M	$672M	$682M
Y/Y Growth %					*+16%*

Annualized Recurring Revenue (ARR): Annualized value of all recurring subscription contracts with active entitlements as of the end of the period, including pre-merger Hortonworks contracts. ARR does not reflect non-recurring partner revenue, subscription revenue with certain related parties, custom engineering and premium add-on support

Note: Q3 FY20 to Q4 FY20 expected trends
Total deferred revenue: Q3: $429M - $432M, Q4: $478M - $488M
Total contract liabilities: Q3: $439M - $442M, Q4: $488M - $498M

ONE-TIME MERGER-RELATED SPENDING

FY20 spending is primarily driven by non-recurring costs for employee-related termination and retention and third party fees associated with integrating the systems and processes of the two companies

	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	FY20
Merger-Related Expense	$25M	$13M	$9M	$8M	$55M
Merger-Related Payments	$25M	$13M	$7M	$15M	$60M

FY20 PURCHASE ACCOUNTING ADJUSTMENTS

Under merger purchase accounting, assets and liabilities of the acquired business are based on their fair values at the time of the merger

This results in a write-down of deferred revenue and deferred commissions balance sheet accounts, causing future revenue and sales commission expenses to be less than if the merger had not occured

The impact on Cloudera's financial statements for FY20 is:

	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	FY20
Revenue "Haircut"	$21M	$18M	$14M	$11M	$63M
Commissions "Haircut"	$8M	$7M	$7M	$7M	$29M

Note: Services revenue haircut for FY20 is $2M

BILLINGS DURATION IMPACT

Hortonworks typically billed multi-year deals upfront. Cloudera's typical practice is to bill annually regardless of contract duration (average billings duration for Hortonworks was 19 months; average billings duration for Cloudera is 13 months)

Given Cloudera's sizable post-merger cash balance and strong expected future cash flow, we have adopted Cloudera's pre-merger billings practices, which we estimate will have a billings duration of 13 months

The adoption of Cloudera's billing practices will reduce billings and cash flow by approximately $112M as compared to each company's standalone practices:

	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	FY20
Billings duration change impact to billings and cash flow (estimated)	$18M	$26M	$25M	$42M	$112M

Note: Cloudera has integrated its operations in FY20 and does not track Hortonworks billings. This analysis assumes FY20 billings attributed to "standalone" Hortonworks based on the FY19 mix of HDP/CLDR bookings

CLOUDERA

Cloudera, Inc.
Three Months Ended July 31, 2019
GAAP Results Reconciled to Non-GAAP Results
(in thousands, except per share amounts)
(unaudited)

(in thousands)	GAAP	Stock-based compensation expense	Amortization of acquired intangible assets	Non-GAAP
Cost of revenue- Subscription	$ 29,075	$ (4,189)	$ (2,687)	$ 22,199
Subscription gross margin	*82 %*	*3%*	*2%*	*86 %*
Cost of revenue- Services	28,055	(4,196)	—	23,859
Services gross margin	*14 %*	*13%*	*—%*	*27 %*
Gross profit	139,581	8,385	2,687	150,653
Total gross margin	*71 %*	*4%*	*1%*	*77 %*
Research and development	65,742	(18,453)	—	47,289
Sales and marketing	112,491	(15,435)	(17,250)	79,806
General and administrative	50,445	(19,460)	—	30,985
Loss from operations	(89,097)	61,733	19,937	(7,427)
Operating margin	*(45)%*	*31%*	*10%*	*(4)%*
Net loss	(87,043)	61,733	19,937	(5,373)
Net loss per share, basic and diluted	$ (0.31)	$ 0.22	$ 0.07	$ (0.02)

Cloudera, Inc.
Year Ended January 31, 2019
GAAP Results Reconciled to Non-GAAP Results
(in thousands, except per share amounts)
(unaudited)

(in thousands)	GAAP	Stock-based compensation expense	Amortization of acquired intangible assets	Non-GAAP
Cost of revenue- Subscription	$ 63,329	$ (9,959)	$ (3,251)	$ 50,119
Subscription gross margin	*84 %*	*2%*	*1%*	*88 %*
Cost of revenue- Services	72,785	(11,492)	—	61,293
Services gross margin	*1 %*	*16%*	*—%*	*17 %*
Gross profit	343,827	21,451	3,251	368,529
Total gross margin	*72 %*	*4%*	*1%*	*77 %*
Research and development	173,814	(41,430)	—	132,384
Sales and marketing	253,164	(27,918)	(5,878)	219,368
General and administrative	110,613	(26,566)	—	84,047
Loss from operations	(193,764)	117,365	9,129	(67,270)
Operating margin	*(40)%*	*24%*	*2%*	*(14)%*
Net Loss	(192,649)	117,365	9,129	(66,155)
Net loss per share, basic and diluted	$ (1.21)	$ 0.73	$ 0.06	$ (0.41)