CLOUDERA

CORPORATE OVERVIEW

September 2020

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 2021 and our full year fiscal 2021 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 Annual Report on Form 10-K and our Quarterly Reports 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. ARR does not reflect non-recurring partner revenue, subscription revenue with certain related parties, custom engineering, remote operation and management services, or 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 2, 2020, 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, 2020. Throughout this presentation, we have rounded numbers as appropriate.

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INVESTMENT HIGHLIGHTS

$739M

Q2 FY21 ARR

12% Annualized Recurring Revenue (ARR) Y/Y Growth

89%

Gross Margin

Q2 FY21 Non-GAAP Subscription Gross Margin

1007

Customers

$100K+ Software ARR

14%

Operating Margin

Q2 FY21 Non-GAAP Operating Margin

- Large addressable market – big data, streaming, IoT, data warehouse, ML/AI
- Category leader with differentiated hybrid, multi-cloud solutions built for the enterprise
- Global, marquee customer base
- Strong recurring revenue, attractive margin profile and increasing operating income

Notes:

1. Annualized value of all recurring subscription contracts with active entitlements as of the end of the period. ARR does not reflect non-recurring partner revenue, subscription revenue with certain related parties, custom engineering, remote operation and management services, or premium add-on support.
2. Customers > $100K - Q419 to Q221: 944, 935, 951, 973, 1005, 1003, 1007

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CLOUDERA

THE ENTERPRISE DATA CLOUD COMPANY

We believe that data can make what is impossible today, possible tomorrow

We empower people to transform complex data into clear and actionable insights

We deliver cloud-native services to manage and secure the data lifecycle in any cloud or data center

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NEWS

Headlines

- CDP Private Cloud GA
- Cloudera appoints Chief Diversity Officer
- CDP on AWS Marketplace

Next up

- CDP Data Engineering on AWS
- CDP Operational Database on AWS
- Cloudera DataFlow on AWS

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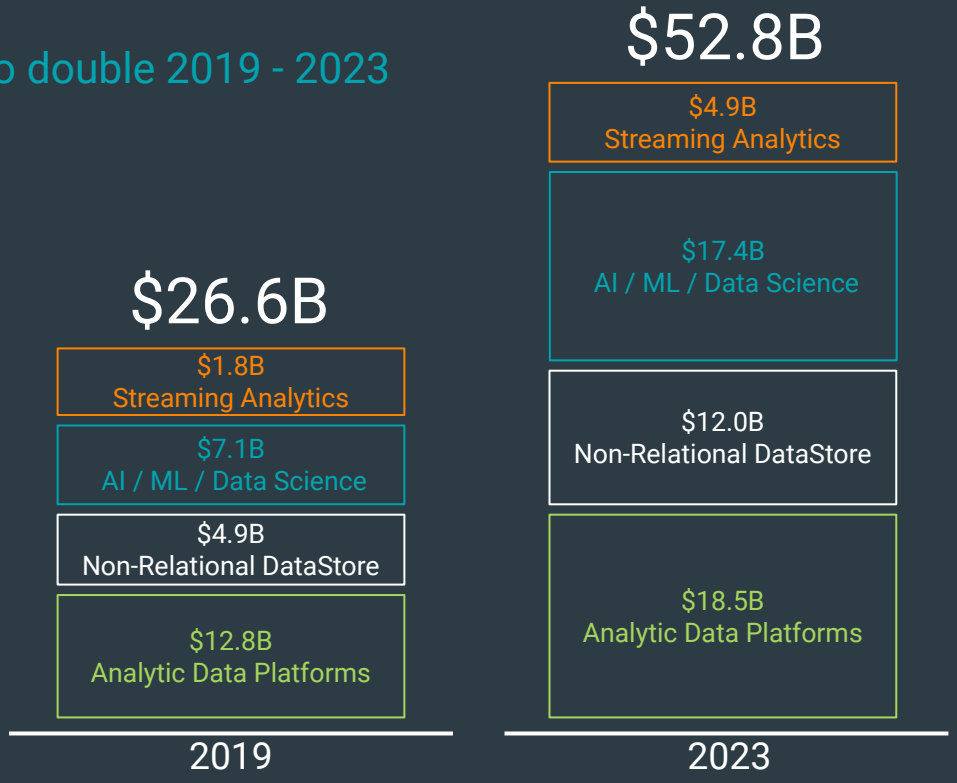
MARKET OPPORTUNITY

Projected to double 2019 - 2023



Outlook

- Public cloud share will increase from 25% to 50% of market for Big Data & Analytics
- Cloud deployments expected to grow 35% CAGR
- IOT opportunity excluded from analysis

Source: IDC 2019, management estimates

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MAJOR TECHNOLOGY SHIFTS UNDERWAY

Public cloud innovation driving technology changes in the datacenter

CLOUD EXPERIENCE

Easy to use, self-service, on-demand, elastic, consumption

COMPUTE & STORAGE

Separation in public and private clouds for increased performance

KUBERNETES & CONTAINERS

Adoption as standard operating environment for flexibility and agility

STREAMING & ML/AI

Multi-function analytics for the data-driven enterprise

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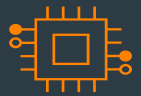
CONSIDERATIONS FOR DATA ARE EVOLVING

The *new* realities of managing data and workloads across clouds

Decade 1 On-prem and on the cloud		Decade 2 Enterprise data clouds - hybrid & multi
• Need to efficiently store & process data • Batch process “big data”	USE CASES	• Need to integrate the entire lifecycle • Industrialize data-driven decision making
• Co-locate compute and storage to use commodity hardware and avoid costly network transfers	 TECHNOLOGY INFRASTRUCTURE	• High performance analytics with remote disaggregated storage with memory and SSD caching
• Deploy software in months and quarters	USER EXPERIENCE	• Spin up services in minutes
• Network perimeter & physical access controls are the norm • Simplicity over robust mechanisms	PRIVACY, SECURITY & GOVERNANCE	• Security at the workload, data & metadata layer • Solutions for new regulations (GDPR)

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CRITICAL SUCCESS FACTORS TO ACHIEVE A BETTER ENTERPRISE DATA STRATEGY IN A MULTI-CLOUD ENVIRONMENT

Data may be the fuel that powers the modern enterprise, but it is only as useful as the ability to explore, analyze, and transform a deep well of information into intelligence and action. The most exciting organizations today bring an insight-driven approach to everything they do—from evolving their business models to embedding analytics capabilities across the organization and incentivizing corporate culture to become more galvanized by data and the interpretation of the story it tells.

To achieve the promise of an enterprise data strategy, most organizations plan to increase dramatically their use of analytics and cognitive capabilities for everything from business intelligence (BI) to machine learning to artificial intelligence (AI). A Harvard Business Review Analytic Services survey of 185 global executives across a wide range of industries finds that the vast majority of executives (73%) believe that their data resources hold the key for creating business value—including 33% who give it the highest possible rating: 10 out of 10 in terms of importance. More than half (51%) plan to leverage multiple cloud providers to achieve this strategy.

"Our data platform is like electricity," says Mike Flynn, principal at PwC. "We want to make it super easy and super fast, for all of our teams around the world to plug into it."

The survey finds, however, that there are a number of challenges to realizing the full potential value of enterprise data that may be distributed across private, hybrid, and multiple public-cloud environments. Data silloes, data lock-in, and lack of interoperability are among the greatest strategic impediments that organizations face, according to respondent—all problems that can intensify without a strategy to manage data spread across multiple clouds.

HIGHLIGHTS

51%
PLAN TO LEVERAGE MULTIPLE CLOUD PROVIDERS AS PART OF THEIR DATA STRATEGY BUT ONLY 34% HAVE AN EFFECTIVE STRATEGY FOR MANAGING DATA IN THE CLOUD.

49%
PLAN TO BUILD MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE CAPABILITIES OVER THE NEXT THREE YEARS.

69%
OF EXECUTIVES SAY THEIR ORGANIZATION NEEDS A COMPREHENSIVE DATA STRATEGY IN ORDER TO MEET ITS STRATEGIC GOALS OVER THE NEXT THREE YEARS, YET ONLY 35% SAY THEIR ORGANIZATION'S ANALYTICS AND DATA MANAGEMENT CAPABILITIES ARE ON COURSE TO MEET THOSE GOALS.

DATA MANAGEMENT IS SPREAD ALL OVER

47% On-premises

32% Private cloud

26% Hybrid cloud

24% Multi cloud

21% Single cloud

Gartner recently warned that "Data and analytics leaders must prepare for the complexities of multi cloud and intercloud deployments to avoid potential performance issues… unplanned cost overruns and … difficulties with integration efforts."

HBR June 2019

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EMERGENCE OF CLOUD DATA ECOSYSTEMS (CDE)

Gartner on the data management & analytics market

Gartner Research

Cloud Data Ecosystems Emerge as the New Data and Analytics Battleground

Published: 29 January 2020

ID: G00465521

Analyst(s): Adam Ronthal, Donald Feinberg, Guido De Simoni, Ehtisham Zaidi

Summary

Data management in the cloud has shifted from a developer-oriented "some assembly required" focus to an enterprise-oriented solution-based focus. Data and analytics leaders must understand the implications and trade-offs to make informed strategic decisions for their data and analytics deployments.

- Shift from a developer focus to an enterprise solution focus for cloud deployments.
- Data integration, governance and metadata management differentiate competing cloud data ecosystems

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THE ENTERPRISE DATA CLOUD CATEGORY IS HERE

Customer demand is building – over 70% say they would consider adopting

- A single product or service that is a superset of multiple data management and analytics functions:
  - Ingest and integrate data
  - Store and process data, typically in a data warehouse
  - Analyze data, using BI, visualization or data science tools
- Aimed at data analysts, business analysts, data scientists *and* data management professionals and IT
- Multiple deployment types - on-prem, public cloud, multi-cloud

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ENTERPRISE DATA CLOUD DEFINED

Any Cloud

Data Lifecycle

CLOUDERA SDX

Secure & Governed

Open

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AN ENTERPRISE DATA CLOUD IS DIFFERENT THAN ANYTHING ENTERPRISES HAVE EVER EXPERIENCED

HYBRID & MULTI-CLOUD

Operates across all major public clouds and the private cloud with a public cloud experience everywhere

MULTI-FUNCTION ANALYTICS

Integrates data management and analytic experiences from the Edge to AI for data anywhere

SECURE & GOVERNED

Meets enterprise security, compliance, migration and metadata management needs across all environments

OPEN PLATFORM

Open source, open integrations, extensible, open to multiple data stores (S3, ADLS) & compute architectures

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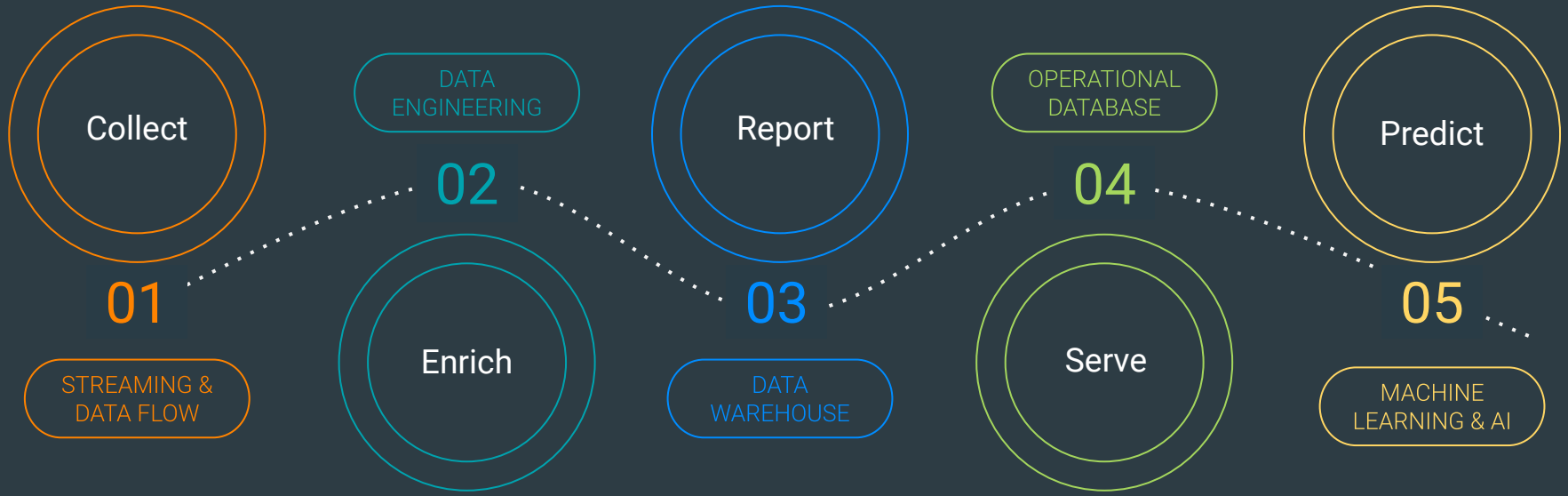
CLOUDERA - THE ENTERPRISE DATA CLOUD COMPANY

Manage and secure the data lifecycle in any cloud or datacenter



CLOUDERA SDX

SECURITY | GOVERNANCE | LINEAGE | MANAGEMENT | AUTOMATION

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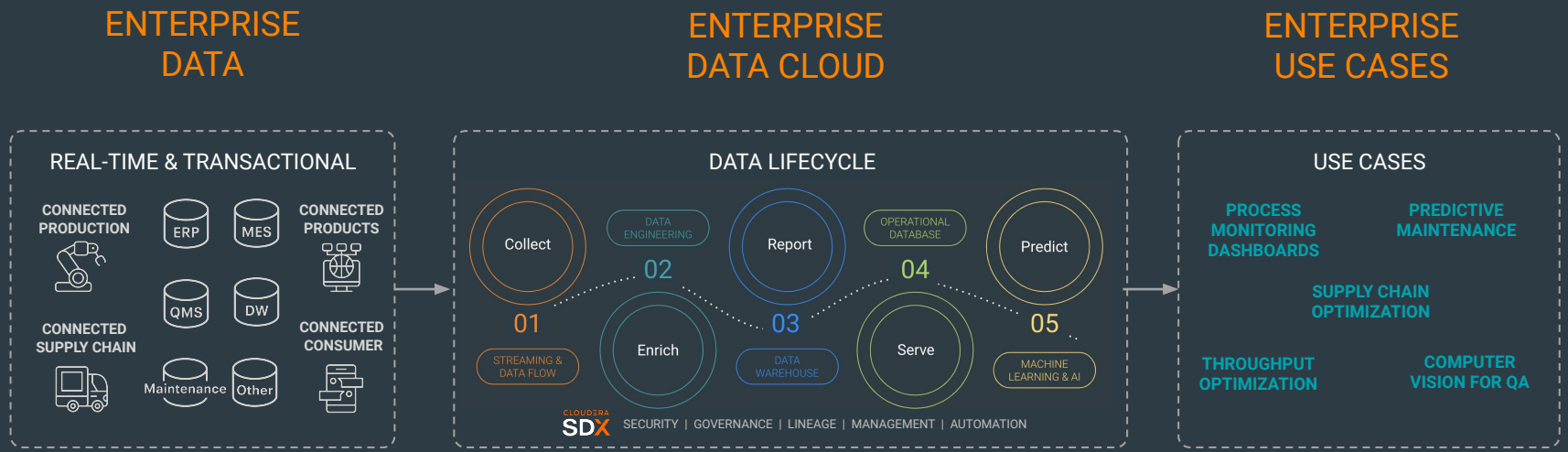
BUSINESS USE CASES REQUIRE THE *ENTIRE* DATA LIFECYCLE

An integrated lifecycle is *required* to use, manage and secure



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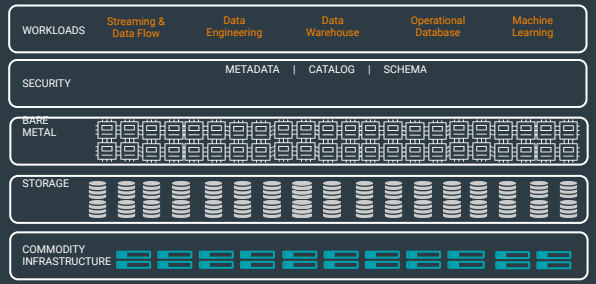
EVOLUTION TO THE *HYBRID* ARCHITECTURE

Disaggregated Storage/Compute + SaaS Experiences

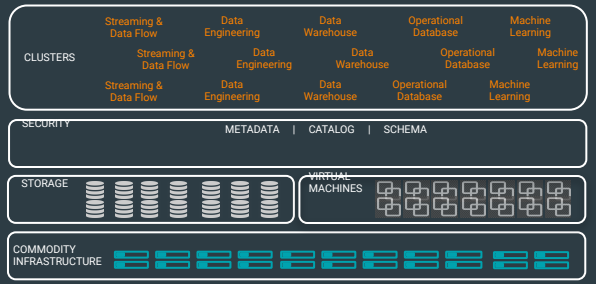
On Premise



Co-located Storage/Compute
Large, Shared Clusters
(CDH / HDP)

GEN 1

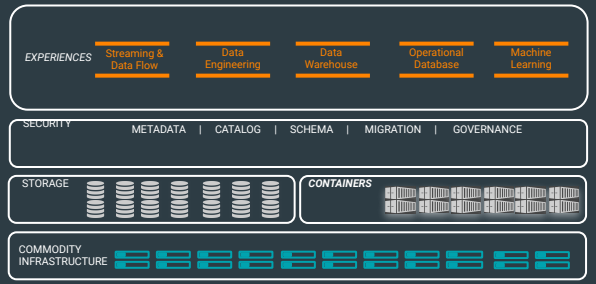
Public Cloud



Disaggregated Storage/Compute
Multiple Clusters
(EMR / HDInsight)

GEN 2

Multi-Public/Private/Hybrid Cloud



Disaggregated Storage/Compute
Multi-Tenant, Containerized "SaaS Experiences"
(CDP)

GEN 3

Evolution

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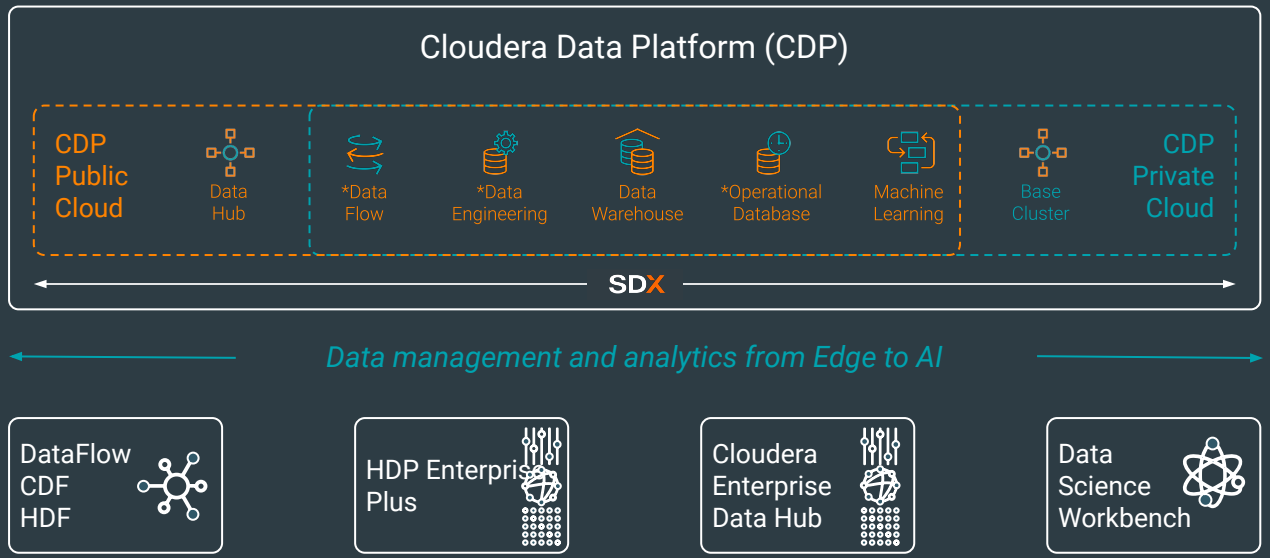
CLOUDERA PRODUCT PORTFOLIO

Managing the entire data lifecycle for all data across edge, private, public & hybrid cloud



* Expected to be available in FY21

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CLOUDERA DATA PLATFORM

CDP manages and secures the data lifecycle in any cloud or datacenter

SECURE THE DATA CLOUD

Ensure consistent data security, governance, lineage and control, optimized for any cloud

OUTPERFORM SHADOW IT

Deliver cloud native data services and agility the business wants without putting the business at risk

ENABLE CLOUD EVERYWHERE

Accelerate adoption of cloud native data services for private, hybrid and public cloud

CONNECT THE DATA LIFECYCLE

Collect, enrich, report, serve and model enterprise data for any business use case in any cloud

BUILD AN AI FACTORY

Industrialize AI to automate, secure and standardize data-driven decision making

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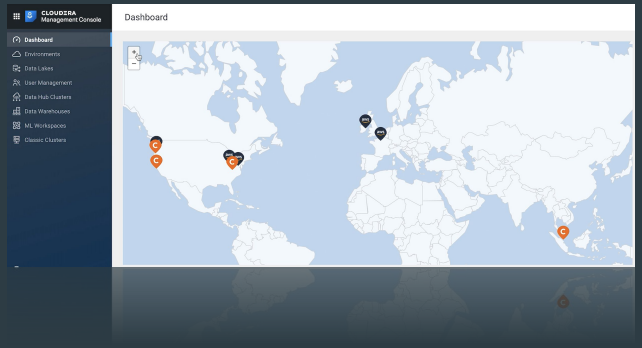
CLOUDERA DATA PLATFORM

THE POWER OF "AND"



- Private and public cloud
- Multi-cloud and multi-function
- Simple to use and secure by design
- Manual and automated
- Open and extensible
- For data engineers and data scientists

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CLOUDERA DATA PLATFORM

- View one pane of glass across hybrid and multi-clouds
- Scale to petabytes of data and 1,000s of diverse users
- Control cloud costs with auto scale, suspend and resume
- Optimize workloads based on analytics and machine learning
- Inspect data lineage across clouds and clusters

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CLOUDERA DATA PLATFORM

An Enterprise Data Cloud for any data, anywhere, from the Edge to AI

CONTROL PLANE

- Single-pane of glass
- View and manage across public and private cloud
- Manage upgrades from current HDP and CDH platforms

EXPERIENCES

- 5 analytic workloads
- Containerized services
- Easy, self-service consumption
- Faster expansions

OPEN SOURCE

- Complete, familiar open source software
- For IT & complex requirements
- Flexibility, control and customization
- Protects renewals

SDX

- One model for security, governance & metadata
- Different users and workloads work on same data
- Key for de-coupled compute & storage

MULTI & HYBRID

- 2 public clouds, private and hybrid
- Support the clouds customers want
- Workload portability
- Expands market

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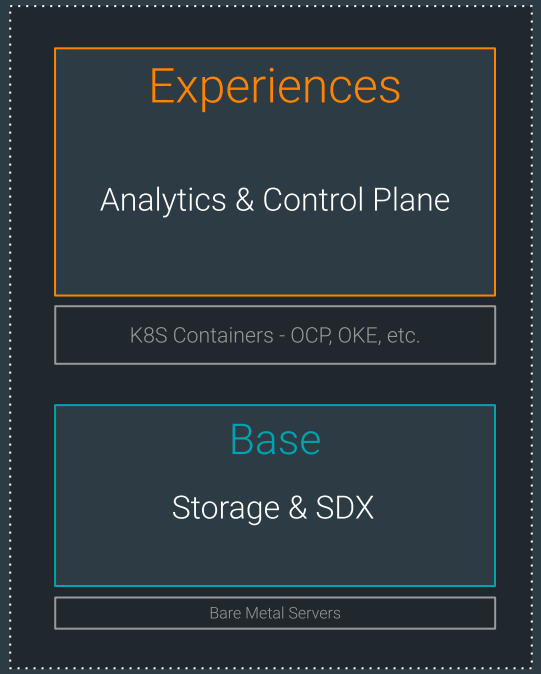
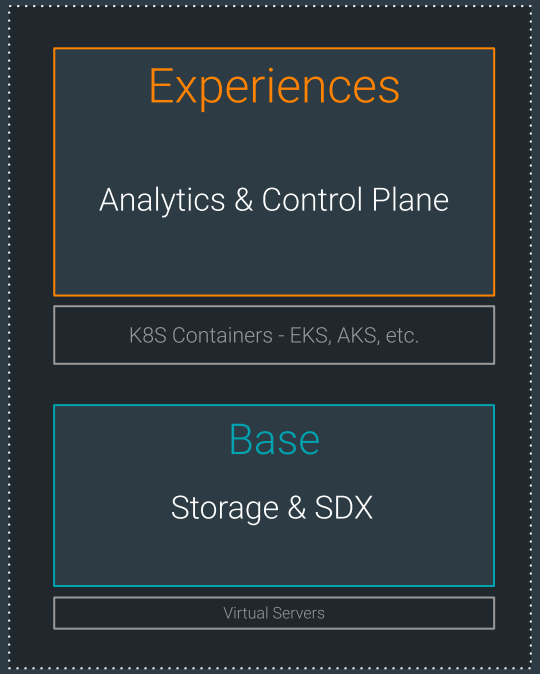
ONE PLATFORM – TWO FORM FACTORS

Common architecture, operations and analytics experiences for private and public cloud

CDP Private Cloud





CDP Public Cloud

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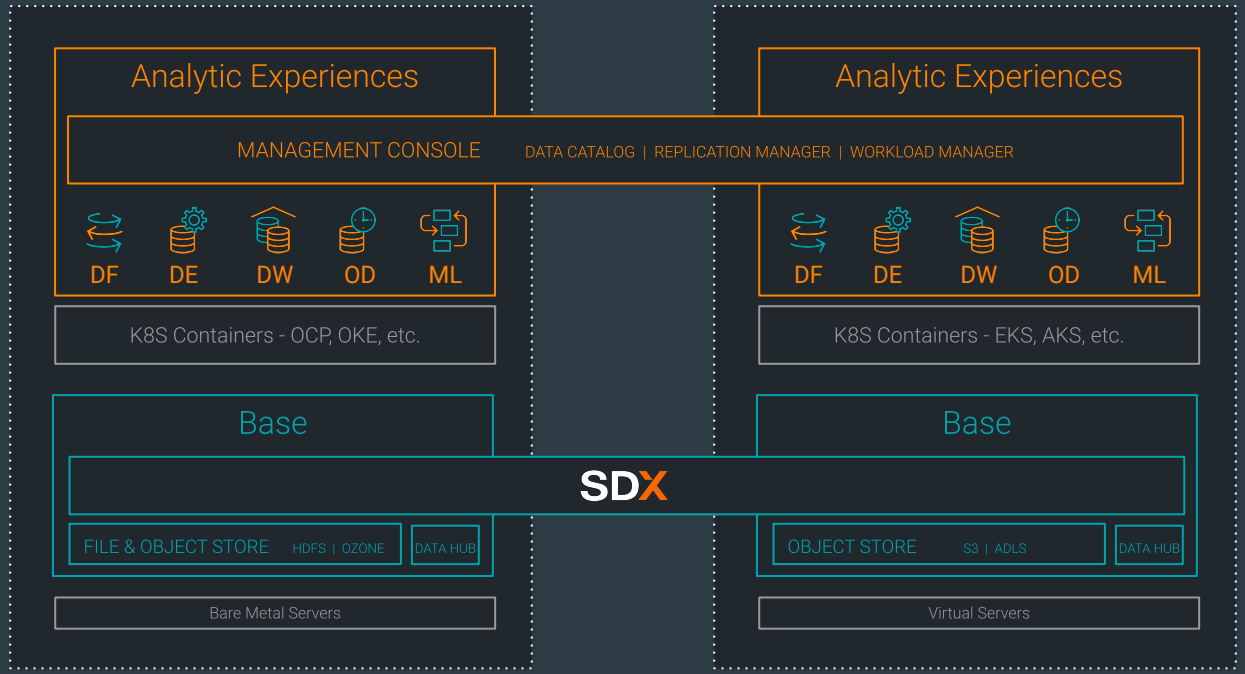
CDP HYBRID CLOUD

Consistent operations and analytics experiences across private and public clouds

CDP Private Cloud



CDP Public Cloud

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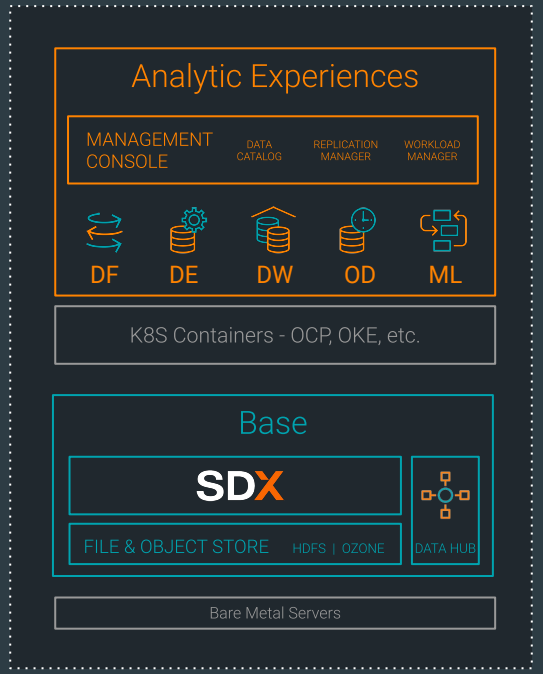
CDP PRIVATE CLOUD

Cloud-native architecture with containerized Experiences and Base cluster foundation

Admin and user experience is consistent across CDP Private & CDP Public for true hybrid cloud

CDP Private Cloud



Analytic Experiences

- Ideal for new apps, bursty workloads and demanding users
- Easier to operate, 10x faster
- ~50% less data center infrastructure
- Better analytics user experience, outperforms shadow IT

Base

- Storage management and SDX for CDP Private Cloud
- Supports existing apps and traditional workloads with best of HDP and CDH
- First step in transition for HDP and CDH environments

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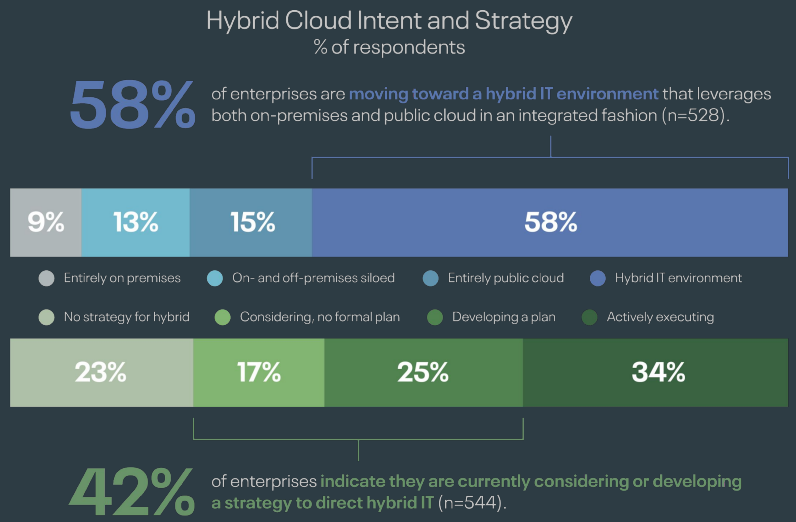
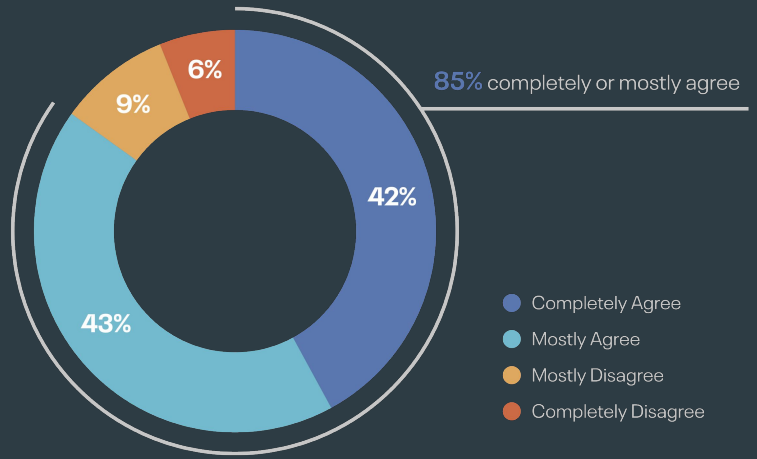
HYBRID IS STRATEGIC AND PRACTICAL FOR ENTERPRISES

451 Research, now a part of S&P Global Market Intelligence

The Future is Hybrid—for Most



Importance of Data Platform Support for Hybrid Cloud



451 Research, Voice of the Enterprise: Data & Analytics, Data Platforms, 2020
451 Research, Voice of the Enterprise: Cloud, Hosting & Managed Services, Vendor Evaluations, 2019

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ENTERPRISES ARE EMBRACING PRIVATE CLOUD

IDC Research - Cloud Growth, Migration, and Repatriation Continue to Gain Momentum

67%
of enterprise workloads run on public and private cloud implementations

84%
of enterprises report repatriating some workloads from public cloud

52%
of repatriated workloads move to private clouds

"As enterprise customers gain cloud expertise they're placing investments in private cloud solutions for increased security, compliance, performance, control and cost savings. Private clouds often act as a stepping-stone in the hybrid cloud journey."

IDC, Cloud Growth, Migration, and Repatriation Continue to Gain Momentum, Michelle Bailey, Chris Kanthan, March 2020
IDC, Cloud Pulse 1020: Survey Findings, Doc # US46396720, May 2020

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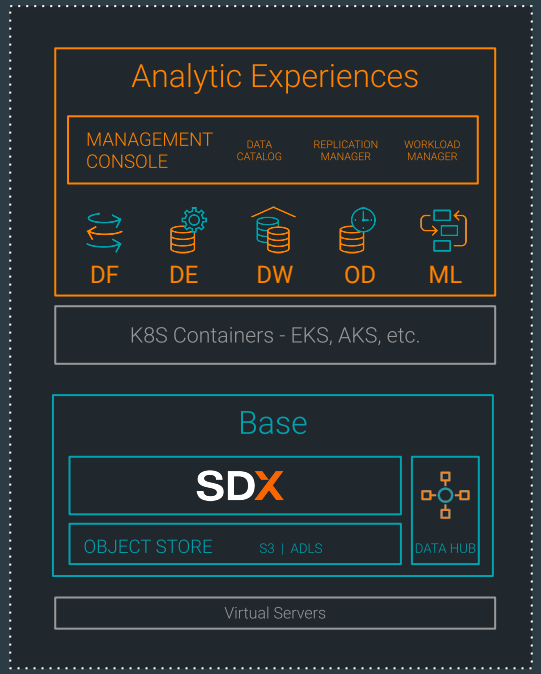
CDP PUBLIC CLOUD

Cloud-native architecture with containerized Experiences and Base cluster foundation

Admin and user experience is consistent across CDP Private & CDP Public for true hybrid cloud

CDP Public Cloud



Analytic Experiences

- Ideal for new apps, bursty workloads and demanding users
- Easier to operate, 10x faster
- Auto scale, suspend and resume
- Better analytics user experience, outperforms shadow IT

Base

- Storage management and SDX for Analytic Experiences
- Supports existing apps and traditional workloads with Data Hub
- Data Hub offers cluster management for Flow, Streaming, Data Engineering, Data Warehouse & Operational Database

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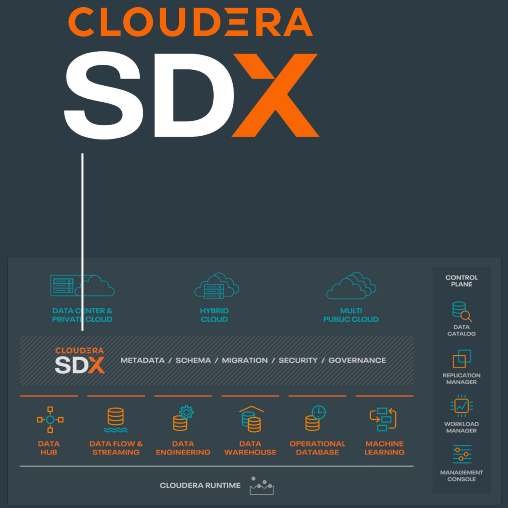
CLOUDERA SHARED DATA EXPERIENCE

Common security, governance and metadata management from the Edge to AI



Security: protects sensitive data with consistent controls for both transient and recurring workloads

Governance: enables safe self-service access to all relevant data and increases compliance

Catalog: defines and preserves structure and business context of data for new applications and partner solutions

Data lifecycle: aggregates a single copy of all data, provides disaster recovery and data migration services

Simplifies development and deployment of multi-function applications in the cloud without sacrificing centralized security, governance, and metadata management

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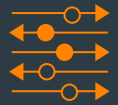
CLOUDERA DATAFLOW

Real-time streaming analytics and data management

EDGE MANAGEMENT

Edge data collection, routing and monitoring, featuring MiNiFi



FLOW MANAGEMENT

Enterprise data ingestion, transformation and enrichment, featuring Apache NiFi

STREAM MANAGEMENT

Real-time stream processing, messaging & replication at IoT scale, featuring Apache Kafka

STREAMING ANALYTICS

Predictive analytics and real-time insights, featuring Apache Flink

Simplifies building streaming apps with analytics for the real-time data lifecycle

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CLOUDERA DATA WAREHOUSE

Cloud data warehouse with a scale-up architecture that handles 50PB and 1,000+ users

CDP Public Cloud DW experience

- Cloud-native service
- Runs on AWS or Azure container services
- Single-service cluster (Impala or Hive LLAP)
- Auto: resume / suspend / resize (scale)
- Shared data and catalog with other CDP experiences

CDP Private Cloud DW experience

- Cloud-native service
- Runs in Red Hat OCP containers
- Single-service cluster (Impala or Hive LLAP)
- Auto: resume / suspend / resize (scale)
- Shared data and catalog with other CDP experiences

CDP Public Cloud Data Hub

- Distro form-factor
- Deployed on AWS or Azure VMs via control plane
- Pre-configured cluster definition (Data Mart) with Hue, Impala
- Multi-tenant service model
- Shared data and catalog with other CDP experiences

CDP Private Cloud Base cluster

- Distro form-factor
- Deployed to bare metal
- Cloudera Manager driven install & operations
- Multi-tenant service model
- Best of both CDH/HDP (Formerly CDP Data Center)

Top use cases: optimize EDW, Operations & Events (IoT) DW, and Research & Discovery DW

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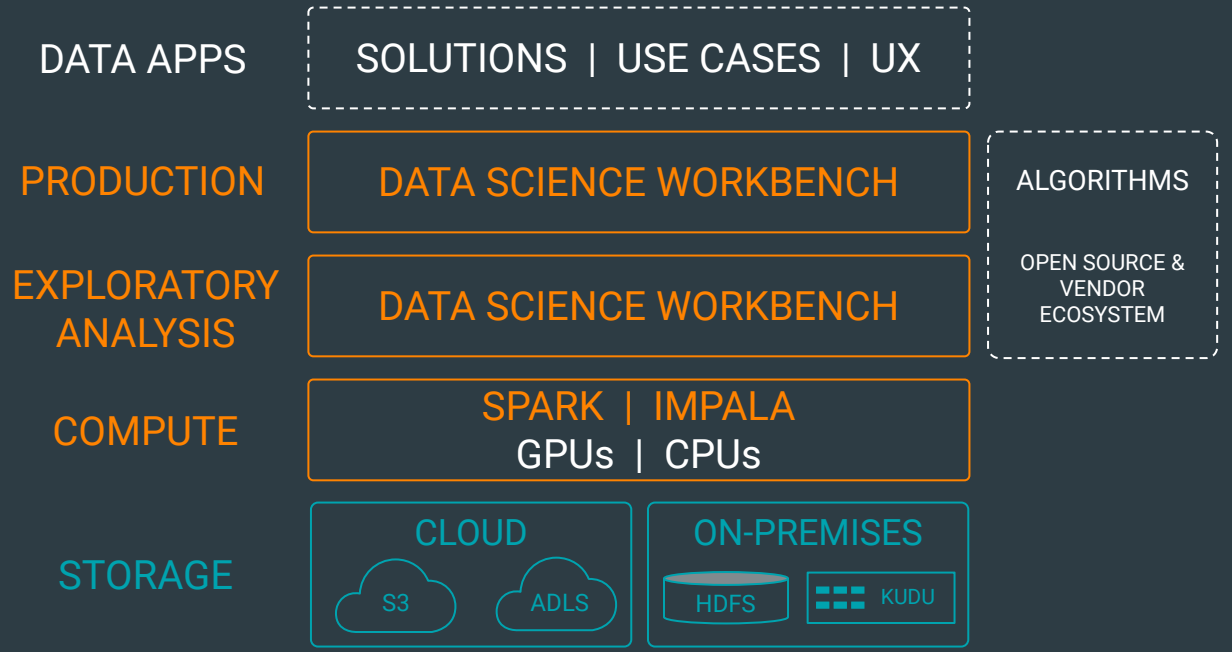
MACHINE LEARNING FOR THE ENTERPRISE

- Open platform
- Open algorithms
- Team collaboration
- Enterprise ready
- Runs anywhere



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HOW CLOUDERA HELPS CUSTOMERS INDUSTRIALIZE AI

Our platform accelerates AI development at scale, anywhere

DEVELOP

Make **teams** more productive

Explore data

Develop reports, pipelines, models

Collaborate with peers

TRAIN

Scale **resources** efficiently

Train models

Tune parameters

Track performance

DEPLOY

Manage **pipelines + models**

Deploy models

Automate pipelines

Monitor performance

MANAGE

Run anywhere with a common **architecture**

Manage access and resources

Scale cost with usage

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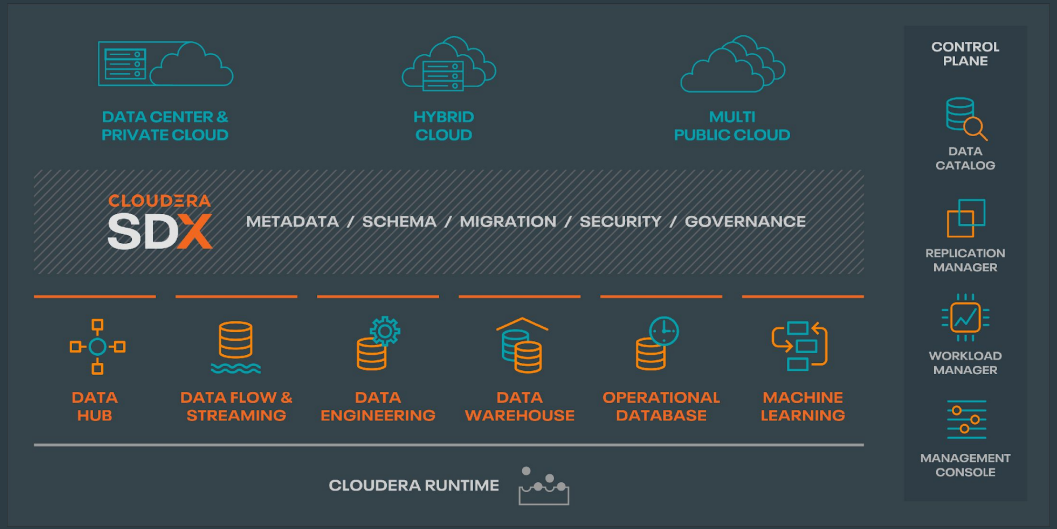
WE DELIVER AN ENTERPRISE DATA CLOUD FOR ANY DATA ANYWHERE, FROM THE EDGE TO AI

EDGE TO AI

Enterprise grade
Secure, performant and compliant

Scalable
Elastic, cost-effective and lower TCO

Runs anywhere
Public cloud, on-premises, multi, hybrid



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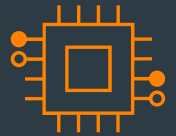
LEADING IN TOP INDUSTRIES

8/10	10/10	40+	10/10	9/10	8/10
TOP GLOBAL	TOP GLOBAL	GOVERNMENT	TOP GLOBAL	TOP GLOBAL	TOP GLOBAL
					
BANKING	TELCO	PUBLIC	AUTOMOTIVE	PHARMA	TECHNOLOGY

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KEY INDUSTRY VERTICALS & USE CASES

	BANKING	TECHNOLOGY	TELCO	HEALTHCARE / PHARMA	MANUFACTURING
USE CASES	• Fraud detection • Anti-money laundering • Spend analytics	• Customer analytics • Threat detection • Predictive support	• Churn analysis • Customer care • Network optimization	• Patient care (IoT) • Genomics research • Regulatory compliance	• Predictive maintenance (IoT) • Supply chain optimization • Remote monitoring
CUSTOMERS	• Barclays • Bank of America • Citi	• Cisco • Intel • NetApp	• Comcast • British Telecom • Bharti Airtel	• GlaxoSmithKline • Symphony Health • Sharp Healthcare	• Navistar • Faurecia • Sikorsky

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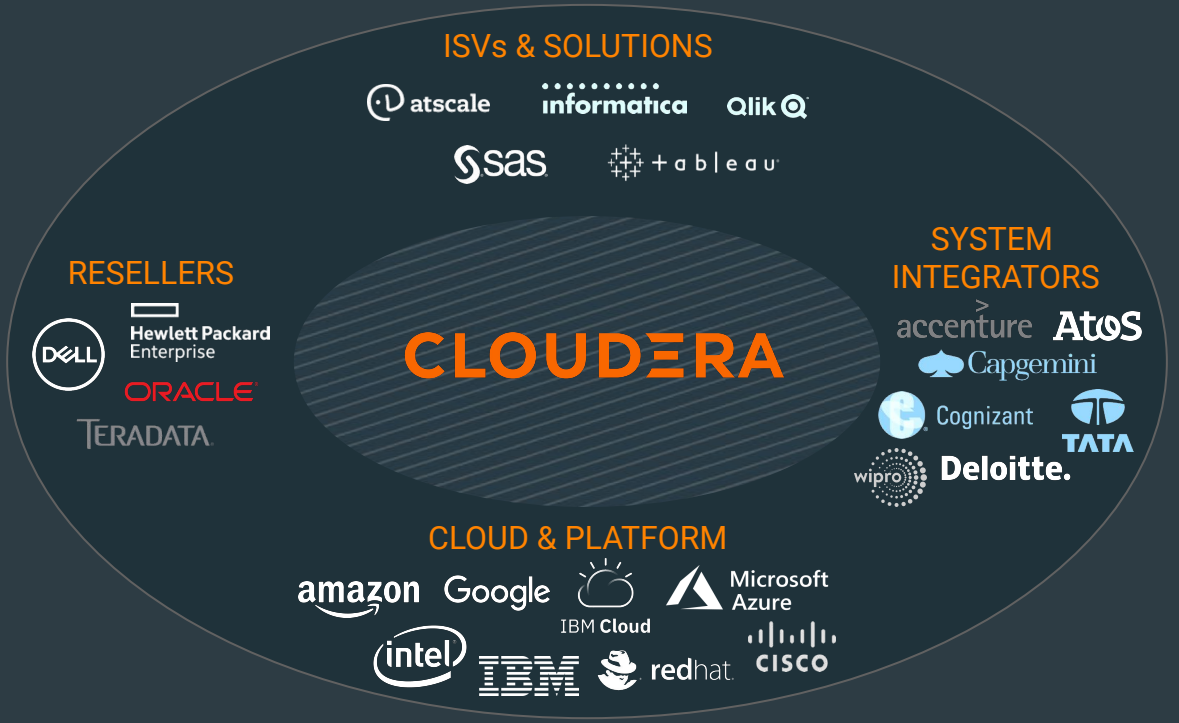
PARTNER ECOSYSTEM

Strategic partnerships for:

- Expanded reach
- Integrated solutions
- Broader technical & industry expertise



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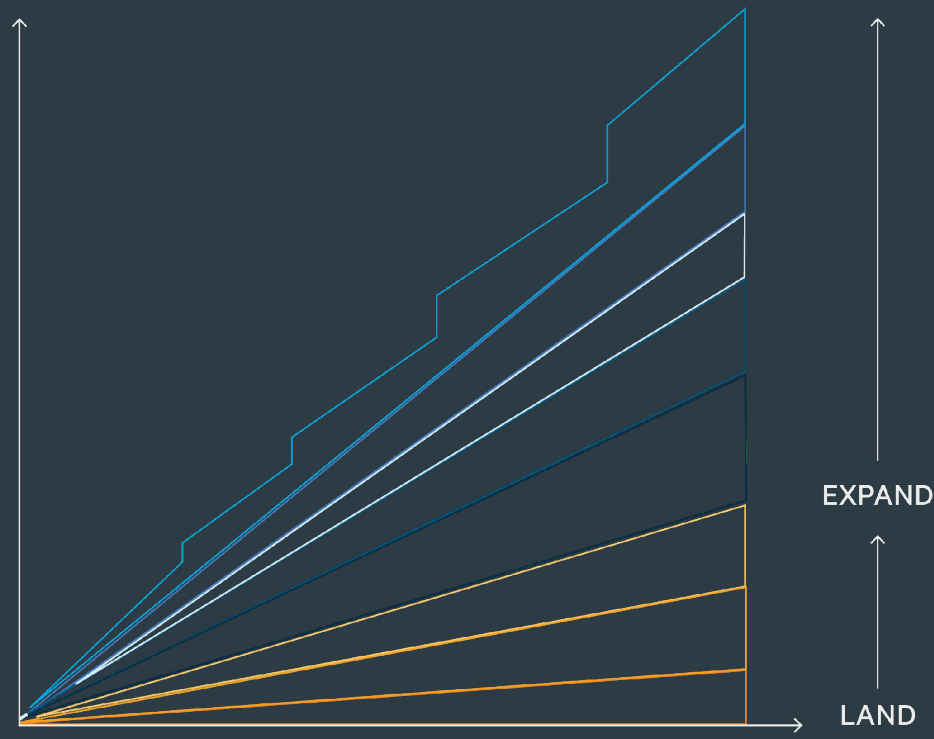
BENEFITTING FROM MULTIPLE GROWTH VECTORS



- New use cases
- New products
- Cloud
- Partner leverage
- Explosion of data
- International growth
- New logos
- OSS market seeding

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CLOUDERA LEADERSHIP TEAM

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Cloudera, Inc.
Three Months Ended July 31, 2020
GAAP Results Reconciled to Non-GAAP Results
(in thousands, except percentage and per share amounts)
(unaudited)

	GAAP	Stock-based compensation expense	Amortization of acquired intangible assets	Non-GAAP
Cost of revenue- Subscription	$ 27,929	$ (3,684)	$ (3,080)	$ 21,165
Subscription gross margin	*85 %*	*2 %*	*2 %*	*89 %*
Cost of revenue- Services	21,710	(3,004)	—	18,706
Services gross margin	*5 %*	*13 %*	*— %*	*18 %*
Gross profit	164,697	6,688	3,080	174,465
Total gross margin	*77 %*	*3 %*	*1 %*	*81 %*
Research and development	62,304	(17,057)	—	45,247
Sales and marketing	105,760	(14,031)	(16,596)	75,133
General and administrative	33,167	(8,841)	—	24,326
(Loss) income from operations	(36,534)	46,617	19,676	29,759
Operating margin	*(17) %*	*22 %*	*9 %*	*14 %*
Net loss	(35,997)	46,617	19,676	30,296
Net loss per share, basic	(0.12)	0.15	0.07	0.10
Net loss per share, diluted [(1)]	$ (0.12)	$ 0.15	$ 0.07	$ 0.10

(1) See below for a reconciliation of weighted-average shares outstanding used to calculate non-GAAP net loss per share

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

	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.
GAAP weighted-average shares reconciled to non-GAAP weighted-average shares
(in thousands)
(unaudited)

	Three Months Ended July 31,	
	2020	**2019**
GAAP weighted-average shares, basic	300,103	276,778
Effect of dilutive securities:		
Stock options, unvested restricted stock units and ESPP	12,592	—
Non-GAAP weighted-average shares, diluted [(1)]	312,695	276,778

(1) Non-GAAP weighted-average shares, diluted is intended to represent the weighted-average shares on a diluted basis for purposes of calculating Non-GAAP net income per share.