



2020 Third Quarter

2020 THIRD QUARTER EARNINGS

(Non-GAAP, other than total revenue and subscription revenue)

\$mm	Q3 2020	Q3 2019	Delta	LTM 9/30/20	LTM 9/30/19	Delta
Total Revenue	61.5	64.2	(4%)	257.7	236.8	9%
Subscription Revenue	42.0	38.6	9%	168.3	133.6	26%
Adjusted EBITDA	(6.2)	(2.2)	(4.0)	(28.0)	(10.5)	(17.5)
Free Cash Flow	(15.7)	3.0	(18.7)	(53.8)	2.2	(56.0)

Market Opportunity

With the rise of digital commerce, consumers have been trained to expect a more dynamic buying experience — they want the freedom to buy what they want, whenever they desire, and expect to move seamlessly across channels during the process.

The need for PROS AI solutions is more acute than ever as companies grapple with how to meet the real-time needs of today’s consumer.

Our algorithmic approach to generating personalized, dynamic offers, prices, and experiences to buyers can be accessed across our customers’ direct sales, online, mobile, and partner channels. This seamless experience is helping companies across industries rethink how they sell in the digital economy.

This market environment creates the backdrop for the \$30 billion estimated TAM opportunity that we see in front of us. We focus our go-to-market efforts on a subset of strategic industries and geographies in which we have a proven track record of success. We believe our market is highly underpenetrated and that we are well positioned to capture it.

Our Vision

To be the AI platform powering commerce in the digital economy

PROS Holdings, Inc. (NYSE: PRO) provides AI-powered solutions that optimize selling in the digital economy. PROS solutions bring intelligence to commerce by providing companies with predictive and prescriptive guidance that enables them to dynamically price, configure, and sell their products and services across all channels with speed, precision, and consistency. Our customers, who are leaders in their markets, benefit from decades of data science expertise infused into our industry solutions.

Highly Visible
SaaS Growth Model

\$250mm+

TOTAL REVENUE
LTM

26%

SUBSCRIPTION REVENUE
GROWTH LTM

86%

Q3 RECURRING REVENUE AS
A % OF TOTAL REVENUE

93%+

GROSS REVENUE RETENTION
RATE IN 2019



INVESTOR RELATIONS FACT SHEET

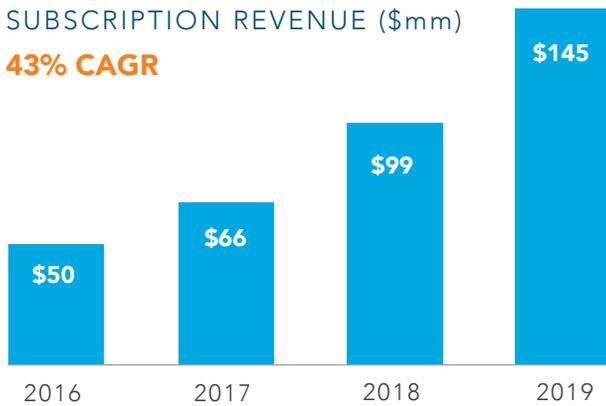
ANNUAL RECURRING REVENUE (\$mm)

22% CAGR



SUBSCRIPTION REVENUE (\$mm)

43% CAGR



NOTE:

As of 1/1/2020, license revenue and license cost of revenue are now combined with subscription revenue and subscription cost of revenue, respectively.

Globally Diversified Business

UNITED STATES

34%

of 2019 revenue

EUROPE

30%

of 2019 revenue

OTHER REGIONS

36%

of 2019 revenue

We Power Digital Commerce for Leading Businesses Across Strategic Industries

Automotive & Industrial

B2B Services

Cargo, Freight, & Logistics

Energy & Chemicals

Food & Consumables

Healthcare

Technology

Travel

PROS Solutions

Our AI solutions and science make it possible for companies to **provide fast, frictionless and personalized buying experiences** for their customers. The data science and AI embedded in our solutions provide our customers with predictive and prescriptive guidance on key business decisions that drive improved growth and profitability, including offer optimization, product mix optimization, demand forecasting, price optimization, cross-sell and upsell recommendations, attrition detection, product configuration recommendations, and willingness to pay.

Our software operates in large and complex information technology environments.

Our **high-performance software architecture supports real-time, high-volume transaction processing** and handles requirements of global enterprise customers who may need sub-second response times. We provide standardized configurations of our software based on the industries we serve and offer professional services to configure innovative solutions to meet the specific needs of each customer.

Further information about actual financial and non-financial performance and reconciliation between GAAP and non-GAAP results can be found along with this report under the "Financial Reports" section available at ir.pros.com. Included in this Fact Sheet are forward-looking statements including, but not limited to, those related to total addressable market and other financial projections. These predictions, estimates, and other forward-looking statements involve known and unknown risks and uncertainties that may cause actual results to differ materially from those expressed or implied in this Fact Sheet. We refer you to the documents we file with the Securities and Exchange Commission, which identify and discuss important factors that could cause actual results to differ materially from those discussed in these forward-looking statements. All statements included in these materials are based upon information known as of the date hereof, and PROS Holdings assumes no obligation to update any such statements, except as required by law. This Fact Sheet includes certain supplemental non-GAAP financial measures, that we believe are useful to investors as useful tools for assessing the comparability between periods as well as company by company. These non-GAAP financial measures should be considered in addition to, but not as a substitute for, our financial information and results prepared in accordance with U.S. GAAP included in our periodic filings made with the SEC.