



Investor Presentation

June 2021

Forward-Looking Statements

Statements we make in this presentation may include statements which are not historical facts and are considered forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995, which are usually identified by the use of words such as “anticipate,” “believe,” “estimate,” “expect,” “intend,” “may,” “might,” “plan,” “project,” “would,” “outlook,” “seeks,” “should,” “will,” and variations of such words or similar expressions.

We intend these forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act and Section 21E of the Securities Exchange Act and are making this statement for purposes of complying with those safe harbor provisions.

These forward-looking statements include, but are not limited to, statements regarding our market size and growth strategy, our estimated and projected costs, margins, revenue, expenditures and growth rates, our future results of operations or financial condition, our plans and objectives for future operations, growth, initiatives, or strategies. Accordingly, actual results could differ materially or such uncertainties could cause adverse effects on our results. These statements may relate to our market size and growth strategy, our estimated and projected costs, margins, revenue, expenditures and growth rates, our future results of operations or financial condition, our plans and objectives for future operations, growth, initiatives, or strategies. By their nature, these statements are subject to numerous uncertainties and risks, including factors beyond our control, that could cause actual results, performance or achievement to differ materially and adversely from those anticipated or implied in the statements. These assumptions, uncertainties and risks include that, among others, our historical growth will not be indicative of our future growth, we may not be able to achieve or maintain profitability, our business may be harmed if growth is not managed, our business could be harmed by any significant disruptions or we may not be able to offer high quality customer support, our sales cycle can be long and unpredictable, the COVID-19 pandemic may impact our operations, and privacy, data protection and information security concerns and related foreign and domestic regulations can adversely affect our business. Further information on risks that could cause actual results to differ materially from our guidance can be found in the final prospectus for our initial public offering filed with the Securities and Exchange Commission. Any forward-looking statements contained in this presentation are based on assumptions that we believe to be reasonable as of this date. Except as required by law, we assume no obligation to update these forward-looking statements.

This presentation and the accompanying oral presentation also contain estimates and other statistical data made by independent parties and by us relating to market size and growth and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. In addition, projections, assumptions, and estimates of our future performance and the future performance of the markets in which we compete are necessarily subject to a high degree of uncertainty and risk.

In addition to the financials presented in accordance with U.S. generally accepted accounting principles (“GAAP”), this presentation includes the following non-GAAP metrics: non-GAAP gross profit, non-GAAP gross margin, non-GAAP operating expenses, non-GAAP operating income (loss) and Free Cash Flow. Non-GAAP financial measures are financial measures that are derived from the consolidated financial statements, but that are not presented in accordance with generally accepted accounting principles in the United States, or GAAP. We believe these non-GAAP financial measures provide investors with useful supplementary information in evaluating our performance. Investors should consider these non-GAAP financial measures in addition to, and not as a substitute for, our financial performance measures prepared in accordance with GAAP. Further, our non-GAAP information may be different from the non-GAAP information provided by other companies. We urge you not to rely on any single financial measure to evaluate our business. See the Appendix for a definition metrics, along with reconciliations to the nearest applicable GAAP measures.



Sprinklr provides a **unified** platform
for all **customer-facing functions** across **30+ channels**
purpose-built for the **Enterprise**

We call it **Unified-CXM**



Sprinklr – The Unified-CXM category leader

\$400M+
LTM Revenue¹

69
\$1M+ Revenue Customers

9 of the 10
most valuable brands

>50%
Of the Fortune 100

HQ in NYC with
2,469
Employees in 24 Countries

10B+
AI Predictions/Day

WELLINGTON
MANAGEMENT[®]

H&F

ICONIQ

Battery[▲]

¹ LTM revenue represents trailing 12-month total revenue for the period ending April 30, 2021



Global enterprise client focus

TECH & TELCO



SAMSUNG



ORACLE



MANUFACTURING & AUTOMOTIVE

SIEMENS

Panasonic



PHILIPS



FINANCIAL SERVICES



Nordea

CPG / RETAIL / FOOD



ESTÉE LAUDER



OTHER












HYATT™



1




































The way the world communicates has changed

TRADITIONAL

-  Newspaper
-  Radio
-  TV
-  Magazine
-  Email
-  Billboard
-  Direct Mail
-  Telephone
-  Web



MODERN

-      
 -      
 -      
 -      
 -    
 -    
 -   
- Social
- Messaging
- Live chat



2

The amount of experience data available publicly is unprecedented



STATISTA

4.6 billion people connected online globally

FORBES

2.5 quintillion bytes of data created each day

STATISTA

500 hours of video uploaded by YouTube users in one minute

STATISTA

41.7 million messages shared on WhatsApp each minute

INTERNET LIVE STATS

5 million+ blog posts written in a day

Notes:

1. 4.6 billion people connected globally per Statista as of January 2021
2. 500 hours of video uploaded by YouTube users in one minute per Statista as of May 2019
3. 41.7 million messages shared on WhatsApp each minute per Statista as of August 2020

2

Traditional systems are unable to manage experience data

EXPERIENCE DATA

Next-generation CXM

- Unbounded diversity
- Constantly moving
- Constantly changing
- Owned by the consumer

TRANSACTION DATA

Traditional CRM

- Filtered
- Sanitized
- Static
- Constrained

3

The expectations of connected customers have changed

TRADITIONAL CUSTOMER

- Trusts **brands**
- Accepts **generic** treatment
- Values **price**
- Was **forgiving**

MODERN CUSTOMER

- Trusts **each other**
- Expects **personalized attention**
- Values **experience**
- Demands **instant resolution**

WEARESOCIAL

Spends on average **2.25 hours** on social everyday

AMERICAN EXPRESS

95% of customers tell others about a bad experience

ADLUCENT

71% of customers prefer personalized ads

GLADLY

68% of consumers are willing to pay more based on good customer service

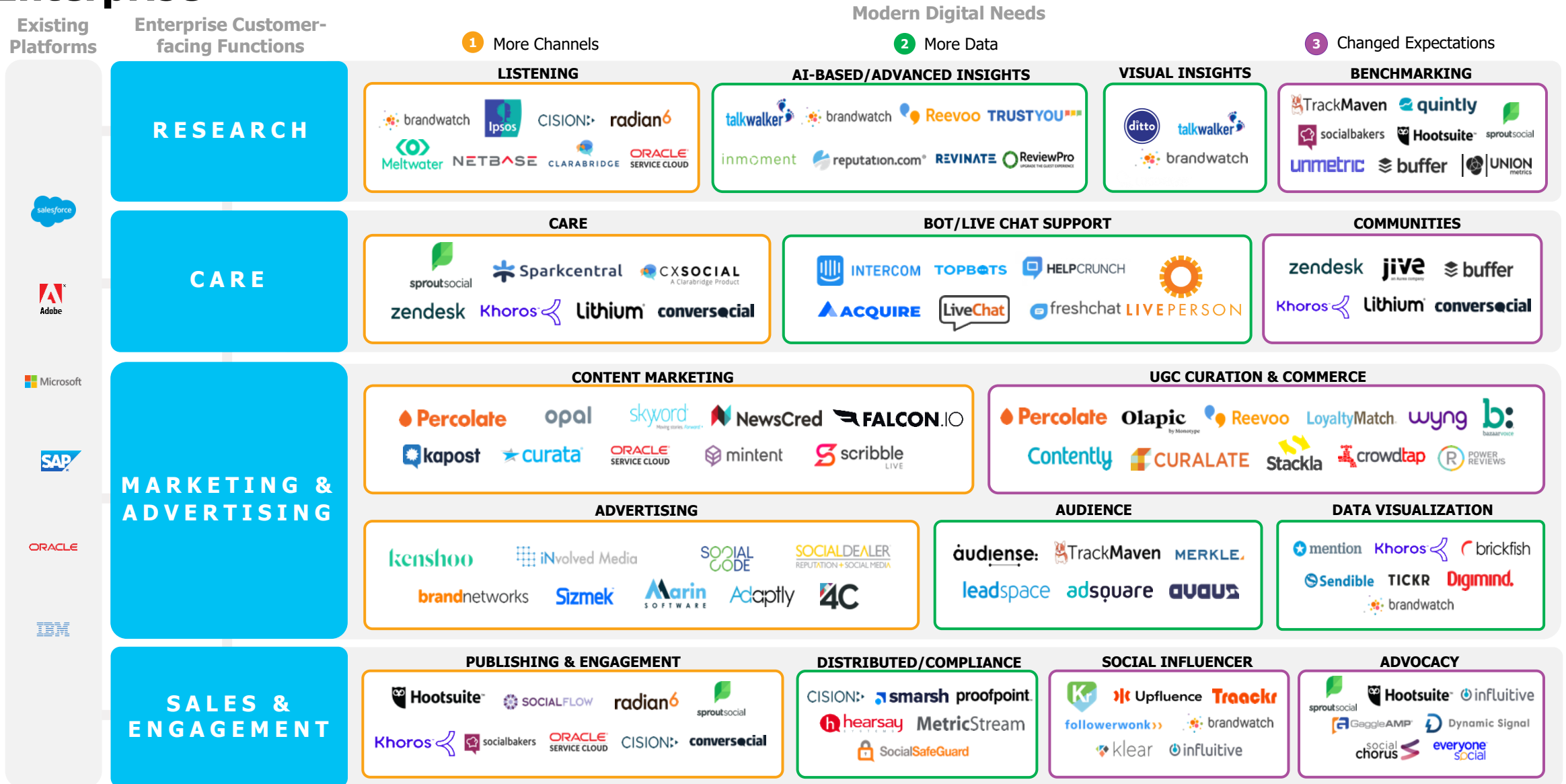
MCKINSEY

75% of online customers expect a reply within 5 minutes

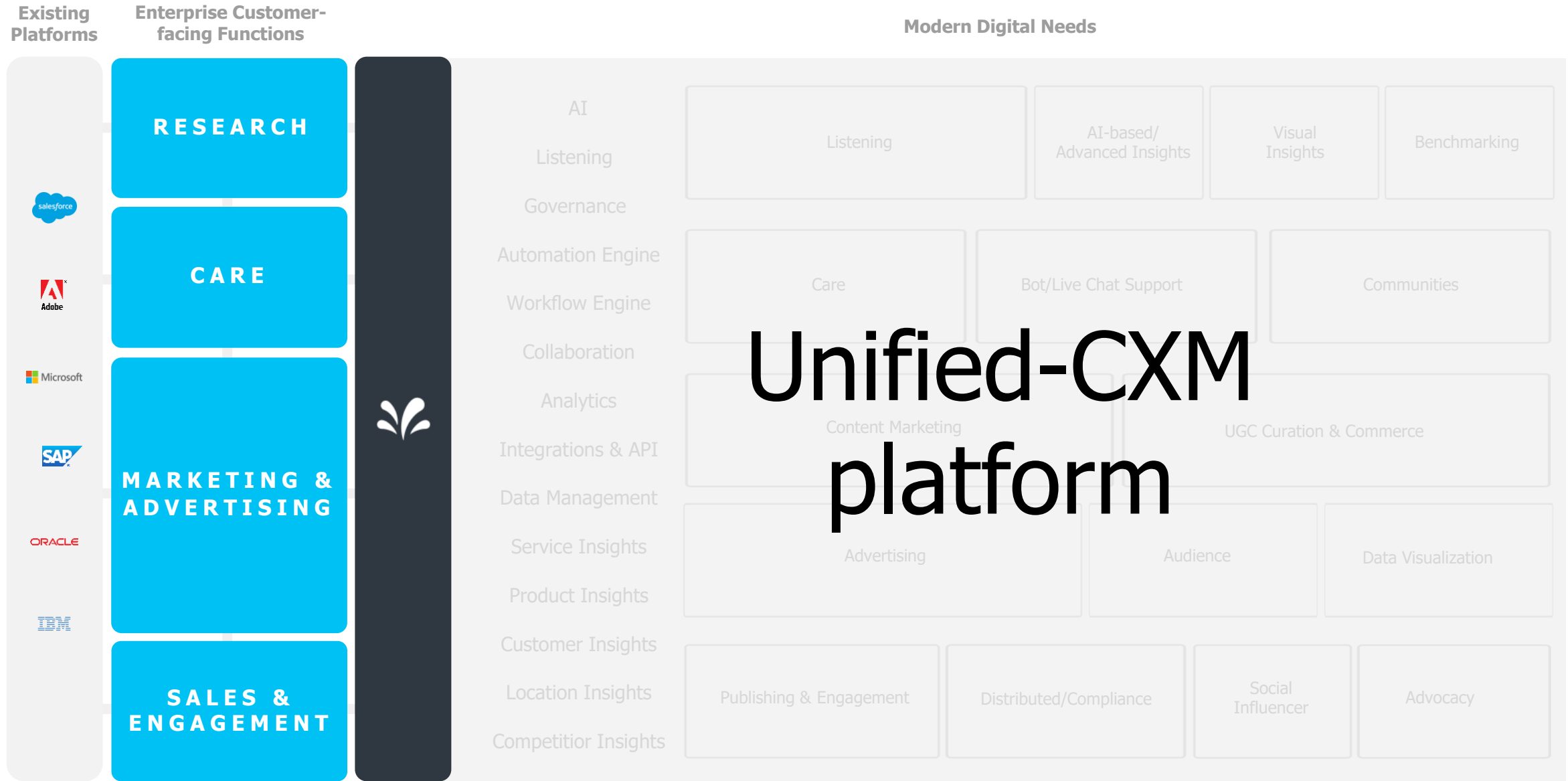
Notes:

1. Spends on average 2.25 hours on social everyday per the Digital Report for the full year 2020
2. 95% of customers tell others about a bad experience per American Express as of 2014
3. 71% of customers prefer personalized ads per Adlucent as of May 2016
4. 68% of consumers are willing to pay more based on good customer service per Gladly as of April 2018
5. 75% of online customers expect a reply within 5 minutes per McKinsey as of winter 2016

These shifts are creating new needs in Customer Facing Functions for the Enterprise



How Sprinklr fits in current CXM infrastructure



Point Solutions are unsustainable in the enterprise

POINT SOLUTION CHAOS

1. Redundant and Siloed

91 Point Solutions

on average are being used by organizations in Marketing alone

2. Expensive and Less Effective

\$10B spent annually

for **overlapping** SaaS functionality

3. Risky and Non-Compliant

94% of cloud apps are not "Enterprise-Ready"

Lack of IT involvement creates security, governance, and privacy vulnerabilities of organizations.



UNIFIED-CXM

1. Unified and Integrate-able

Replace point solution chaos

with a unified platform

2. Less Expensive and More Effective

Reduce waste

in licensing cost alone for global deployments

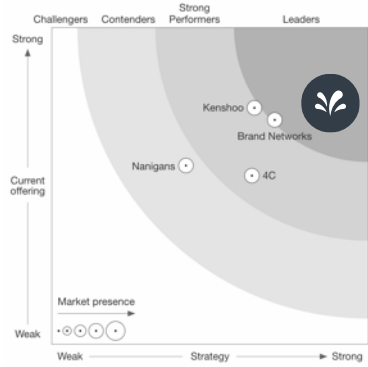
3. Secure and Compliant

GDPR, CCPA and more

Enterprise grade security and privacy compliance included



Sprinklr is a No-Compromise decision



Q3-2017

The Forrester Wave™:
**Content Marketing
Platforms, For B2C
Marketers**

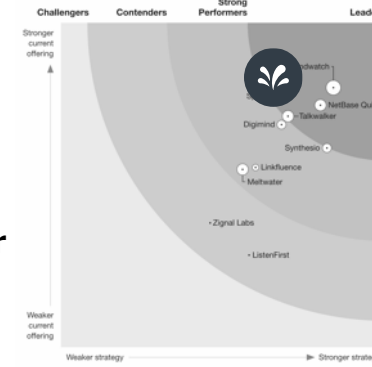
ONLY LEADER



Q4-2019

Gartner, Inc:
**Magic Quadrant for
Content Marketing
Platforms**

LEADER



Q4-2020

The Forrester Wave™:
**Sales Social
Engagement**

LEADER

ONLY LEADER

The Forrester Wave™:
**Social Advertising
Technology**



Q2-2019

ONLY LEADER

The Forrester Wave™:
Social Suites



Q1-2020

LEADER

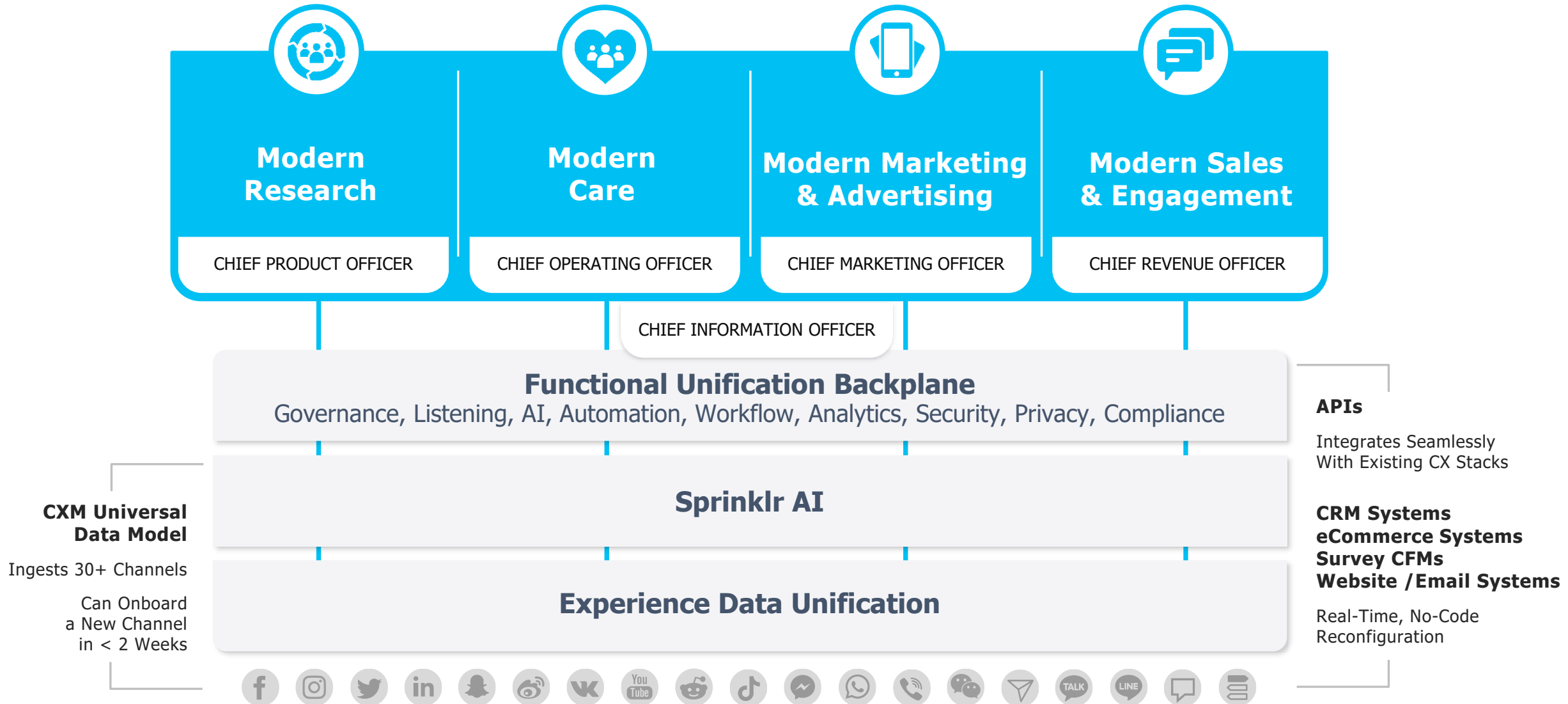
The Forrester Wave™:
**Social Listening
Platforms**



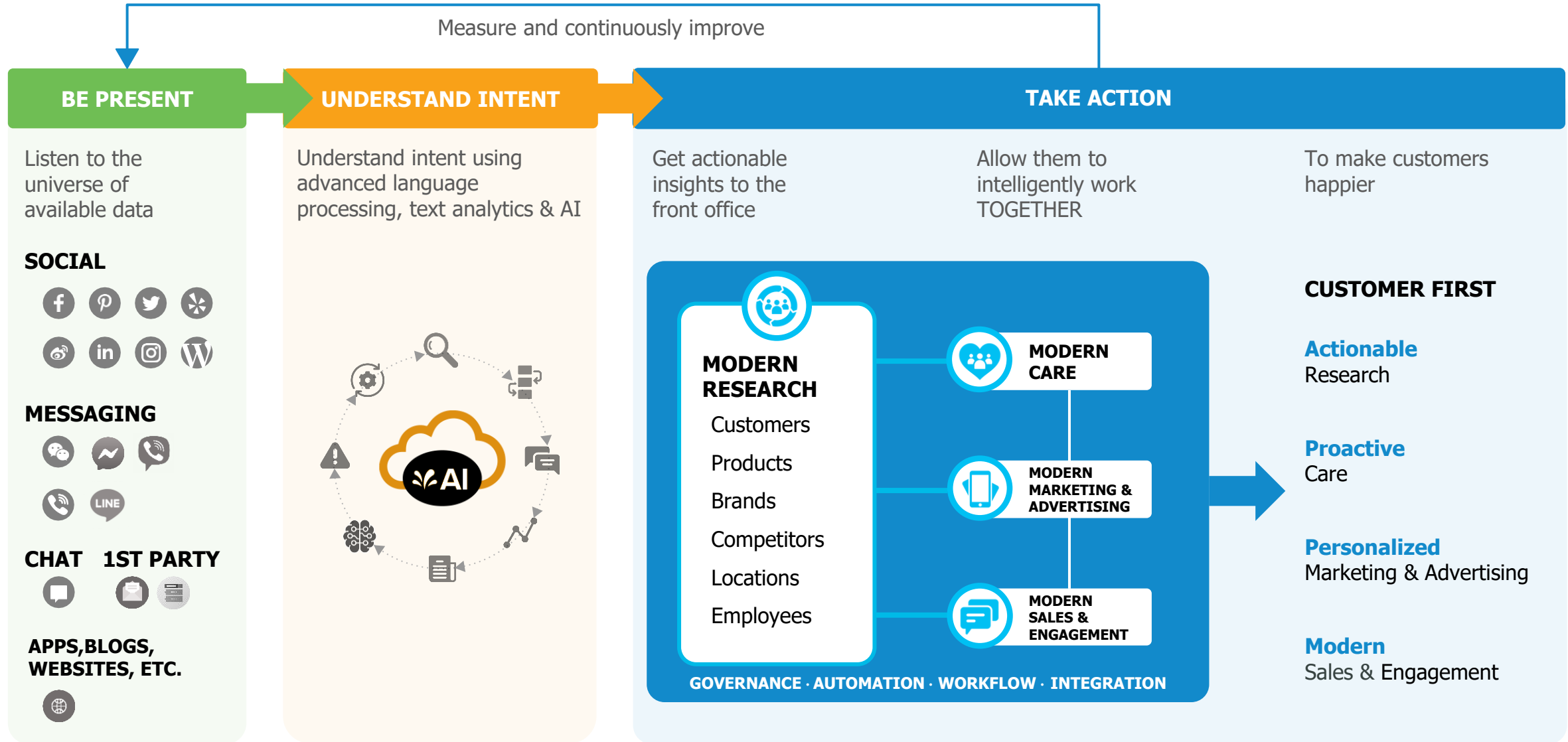
Q1-2021



The Unified-CXM Platform built for the enterprise



How we help large enterprises



AI for CXM scale

10B+

Predictions per day

100M+

Training data points

50M

Businesses & consumers
handled by AI per day

60+

Industry verticals and
sub-verticals

750+

Pre-built AI Models

500+

Customer-specific
models

50+

Global languages

**Best-in-class
accuracy**

4 Front-office Functions

(Research / Care / Marketing & Advertising / Sales & Engagement)

1,000+ industry specific use-cases supported



The Sprinklr Way

OUR VISION

To be the world's most loved enterprise software company, ever.

OUR MISSION

To enable every organization on the planet to make their customers happier.

CULTURAL ASPIRATIONS	CORE BELIEFS	CORE VALUES	LEADERSHIP EXPECTATIONS	OPERATING PRINCIPLES
<p>We are customer-obsessed.</p> <p>We treat employees like family.</p> <p>We do the right thing always and take extreme pride in who we are, what we build, and what we do.</p>	<p>People never forget how you make them feel. Be nice.</p> <p>Every human has the potential to be amazing. Keep learning.</p> <p>Helping others succeed makes us happy. Give back.</p>	<p>It's OK. Be fearless.</p> <p>Sprinkle, don't shout. Keep moving forward.</p> <p>Fix it, don't complain.</p> <p>Never, ever give up. Ever!</p> <p>Passionately, genuinely care.</p>	<p>Set high standards. Provide clear direction and be meritocratic.</p> <p>Own the culture — "The Sprinklr Way."</p> <p>Hire, develop, and enable a world-class team.</p> <p>Communicate to inspire and engage.</p> <p>Achieve outstanding results.</p>	<p>We have clearly defined outcomes for each team and individual.</p> <p>We are explicit with expected behavior and behavior gaps.</p> <p>We are explicit with required skills and skill gaps.</p> <p>We acknowledge our strengths and gaps.</p> <p>We build on our strengths and address gaps with a clear learning plan.</p>



Our world-class enterprise software leadership team



Ragy Thomas
Founder & CEO

20+ years of enterprise technology experience



Vivek Kundra
COO

20+ years of enterprise technology experience



Chris Lynch
CFO

20+ years of enterprise technology experience



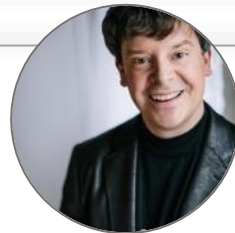
Pavitar Singh
CTO

15+ years of enterprise technology experience



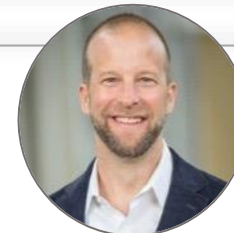
Luca Lazzaron
CRO

20+ years of enterprise technology experience



Grad Conn
CXO

20+ years of enterprise technology experience



Dan Haley
GC

10+ years of enterprise technology experience



Diane Adams
CHRO

20+ years of enterprise technology experience



Proven and effective Go-to-Market strategy

◆----- Direct Selling Model -----◆

GLOBAL STRATEGIC ACCOUNTS

Fortune 100
global companies and
\$1M+ customers

LARGE ENTERPRISE ACCOUNTS

\$1B+
in revenue

ENTERPRISE ACCOUNTS

\$100M – \$1B
in revenue

VERTICAL

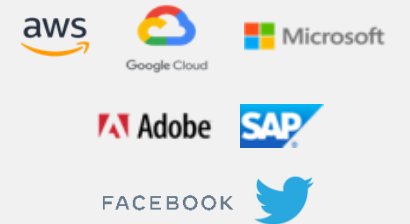
Public Sector

◆----- Partner Ecosystem -----◆

GLOBAL SYSTEMS INTEGRATORS

accenture Deloitte.

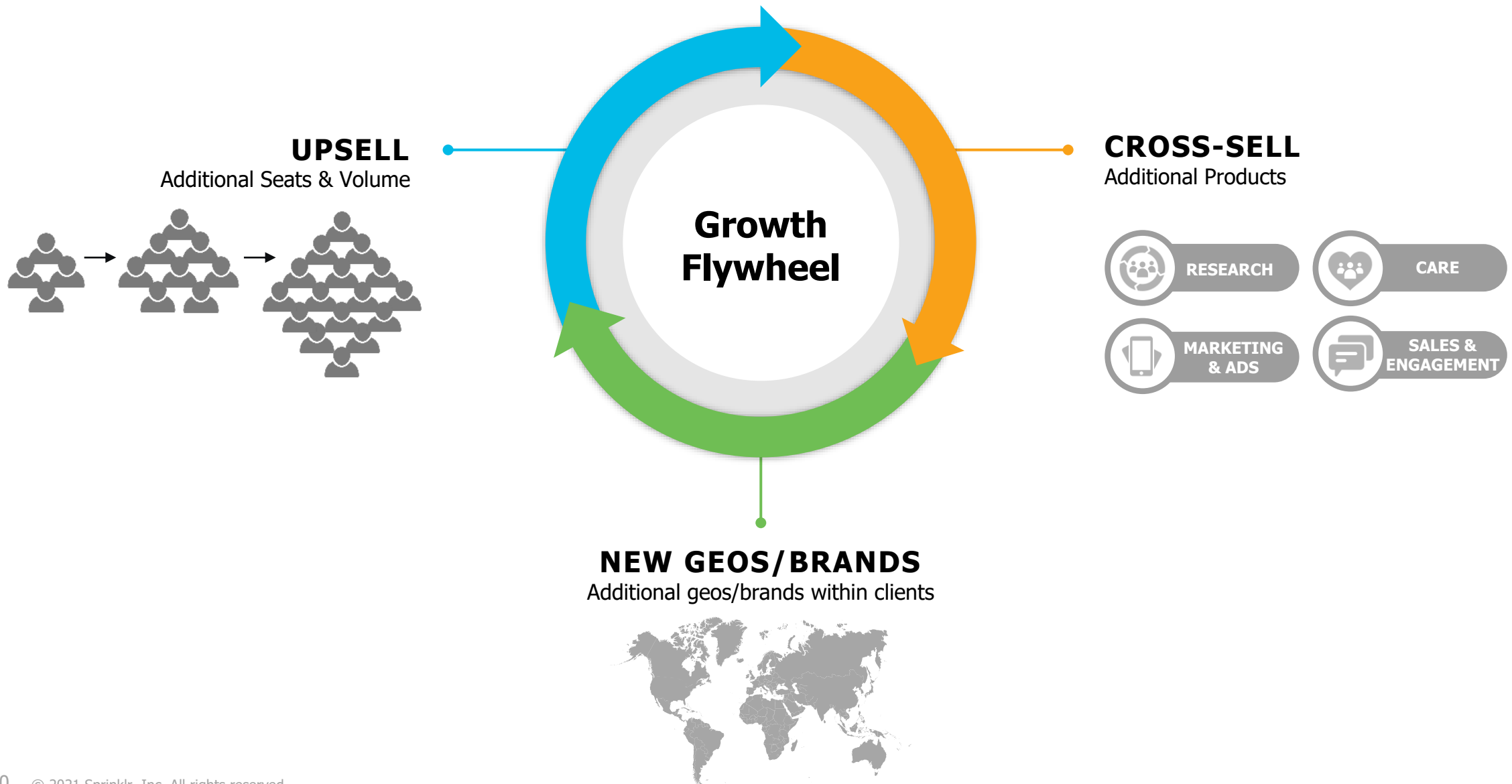
TECHNOLOGY



AGENCIES

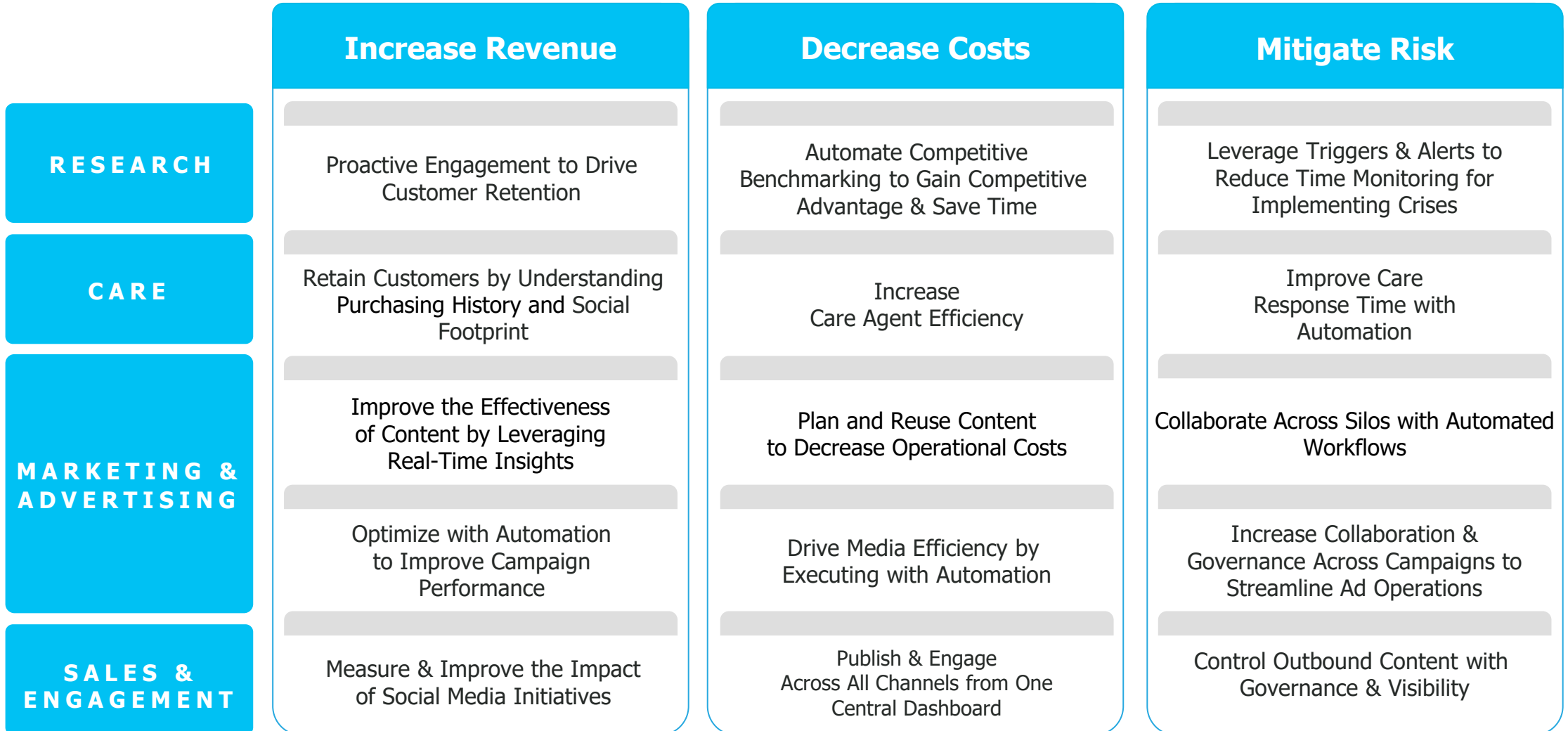


Our Land & Expand model fuels sustainable growth



Sprinklr increases revenue, reduces cost, and helps mitigate risk

... it pays for itself



How we solve point solution chaos

Client example at leading consumer electronics conglomerate



Leading Consumer Electronics Conglomerate

Unified-CXM: Selling, serving & retaining customers at scale

PRODUCTS

MODERN RESEARCH

5B+ mentions via 12 AI models to drive R&D and competitive insights

MODERN CARE

2,000+ agents addressing support issues in 45 countries

MODERN SALES & ENGAGEMENT

700+ agents driving online sales in 85 countries

OUTCOMES

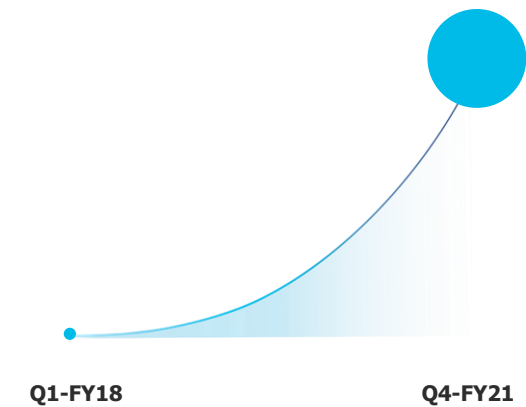
Handling **~12M cases** per year

80%+ faster response rate

Increased **CSAT 16%+**

REVENUE

10x+ Revenue Expansion



Building customer loyalty across global hotel properties

Improved care **response time by 34%** while increasing customer satisfaction

Monitored **COVID-19 trends to innovate** ahead of changing hospitality needs

700+ distributed hotel employees engaging local customers on one platform



JULIA VANDER PLOEG
SVP & Global Head of Digital
Hyatt

Consumers increasingly expect brands to participate in conversations around local, national, and global topics, so the ability to generate listening reports for various internal stakeholders quickly and efficiently via Sprinklr is critical for Hyatt.





Capturing customer data across modern channels to improve customer experience

Real-time analysis and insights into how P&G and its 65 brands are perceived around the world

Identifying **brand & corporate crises** and managing them in real-time

Single-source of truth with traditional and modern channels in one environment



DAMON JONES
Chief Communications Officer
Procter & Gamble

Sprinklr delivers – enabling us with daily insights ... to help steward important campaigns in the midst of dynamic political and social contexts.

Powerfully, that gave us the ability to understand, analyze, and communicate consistently with our values to connect with consumers and stakeholders effectively, mitigate risk and preserve brand reputation.



Why we win

Unified-CXM Platform

- Omni-Channel Capabilities
- AI-powered CXM Database
- Unified Front Office Architecture

Powerful AI

- Purpose Built for the Enterprise
- Sophisticated Models and Domain Expertise
- Actionable Insights Driven by Proprietary AI

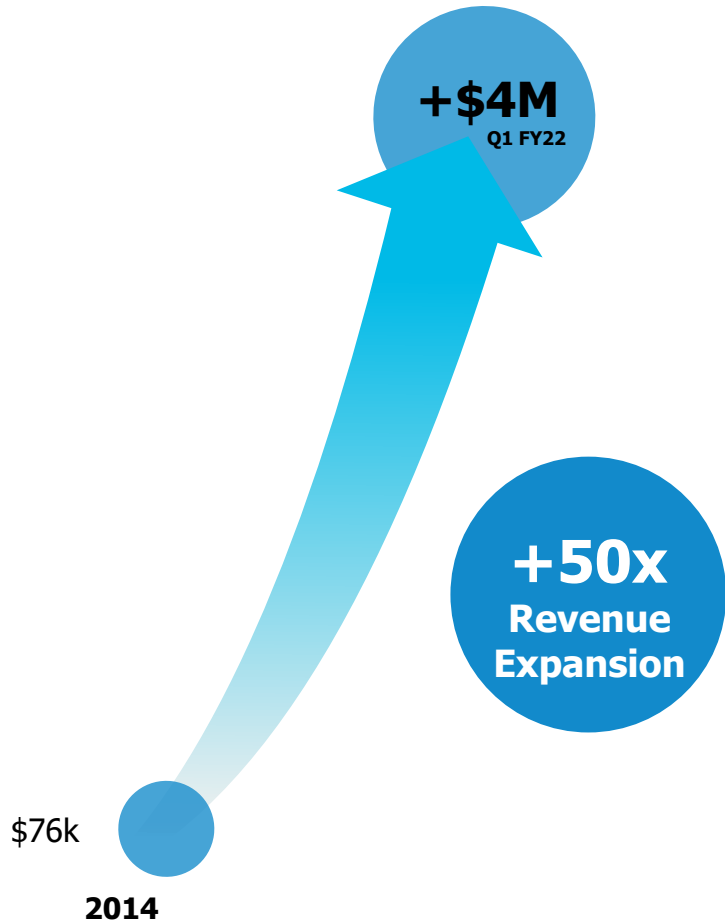
High ROI

- Increase Revenue
- Decrease Costs
- Mitigate Risks

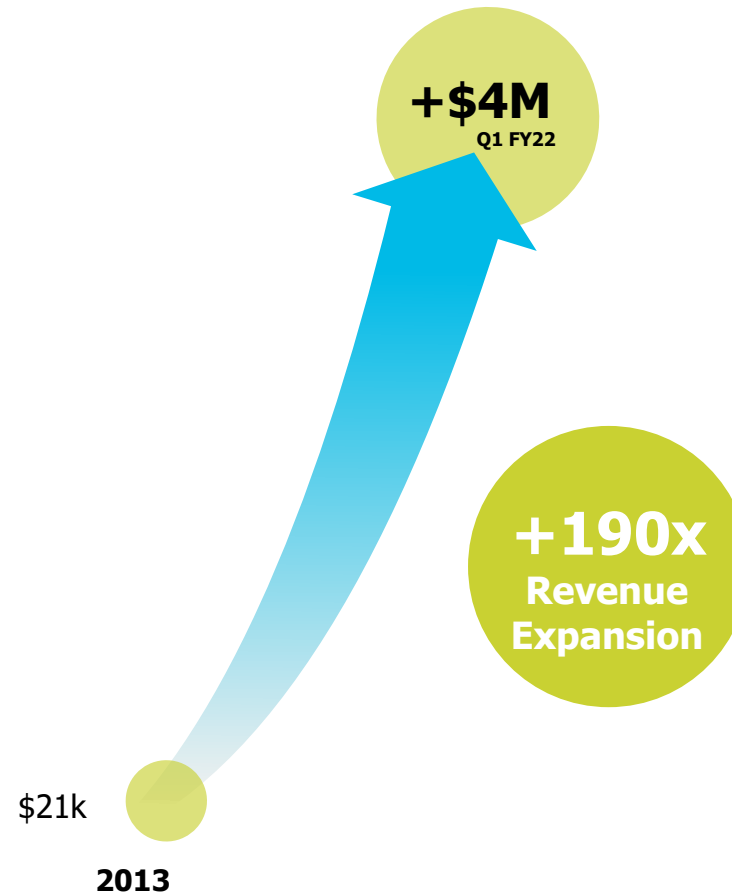


Proven ability to expand from single-product deployments to Unified-CXM platform adoption

Quick Service Restaurant



Financial Institution



Technology Company



Significant market opportunity

**Number of global companies
with >\$100M in revenue
(171k)**

X

**ASP for all customers
(\$300k)**

= \$51B

\$51B



Financial highlights

\$400M+
LTM Revenue²

88%
Subscription^{3,4}

79%
Subscription Margin^{3,4}

1,000+
Customers

114%
Net \$ Expansion⁵

FCF+^{1,6}

Notes:

1. All financial and customer metrics above are as of or for the quarter ended April 30, 2021, except for Free Cash Flow which was positive (+) for fiscal year 2020 and 2021

2. LTM revenue represents trailing 12-month total revenue for the period ending April 30, 2021

3. Subscription revenue consists of subscription fees from customers accessing the Company's cloud-based software platform and applications, as well as related customer support services

4. 88% subscription refers to subscription revenue mix for the trailing 12 month period ending April 30, 2021, 79% subscription margin calculated as subscription revenue less subscription cost of revenue divided by subscription revenue for the quarter ended April 30, 2021

5. We calculate our net dollar expansion rate by dividing (1) subscription revenue in the trailing 12-month period from those customers who were on our platform during the prior 12-month period by (2) subscription revenue from the same customers in the prior 12-month period

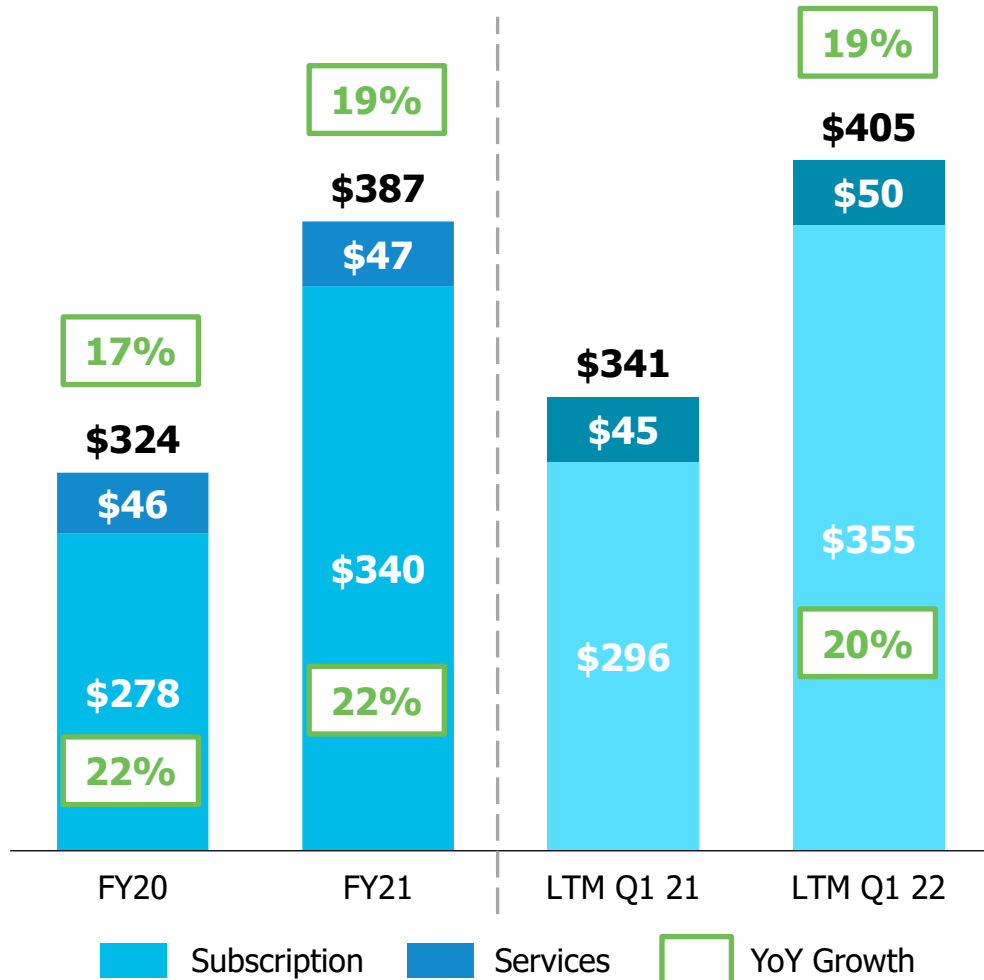
6. Free cash flow ("FCF") defined as net cash used in operating activities less cash used for purchases of property and equipment and capitalized internal-use software



Revenue

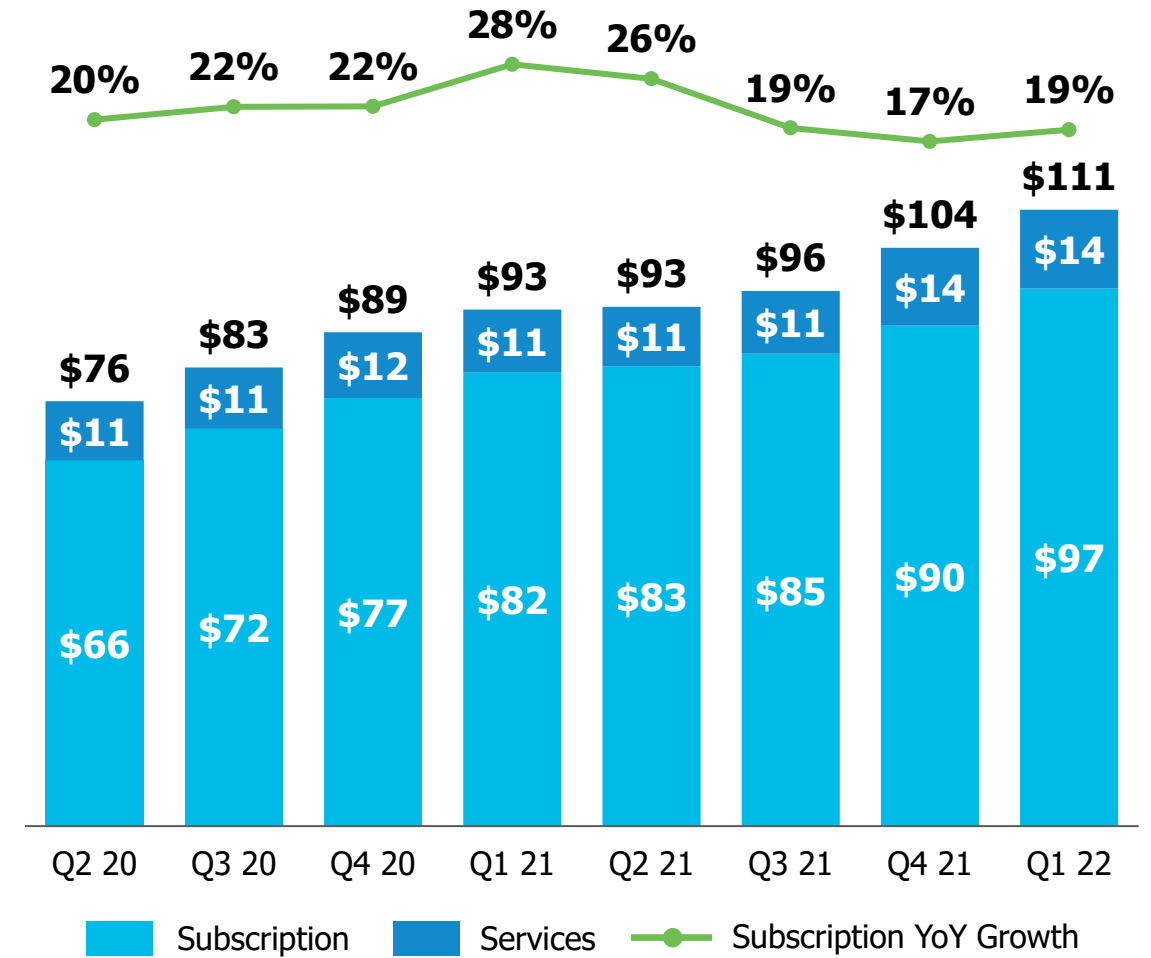
Annual Revenue

(\$M, %)



Quarterly Revenue

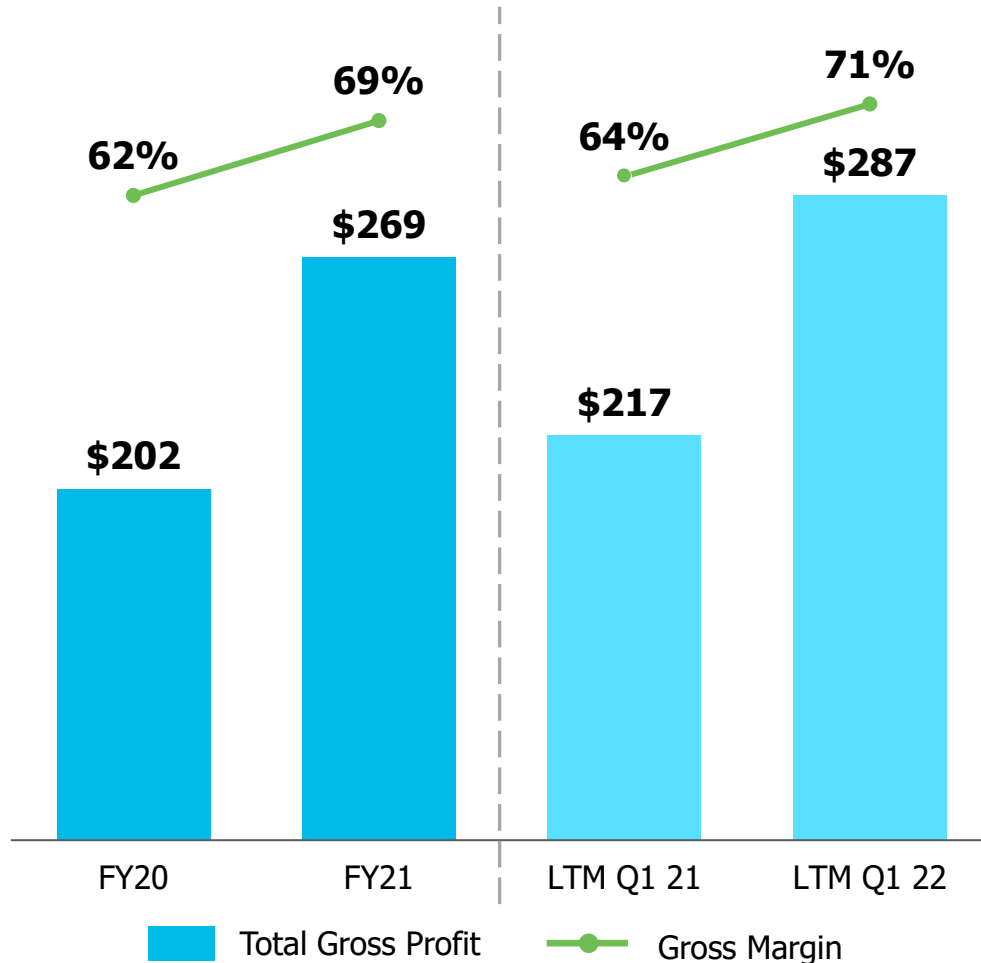
(\$M, %)



Gross Profit & Margins

Total Gross Profit & Margins

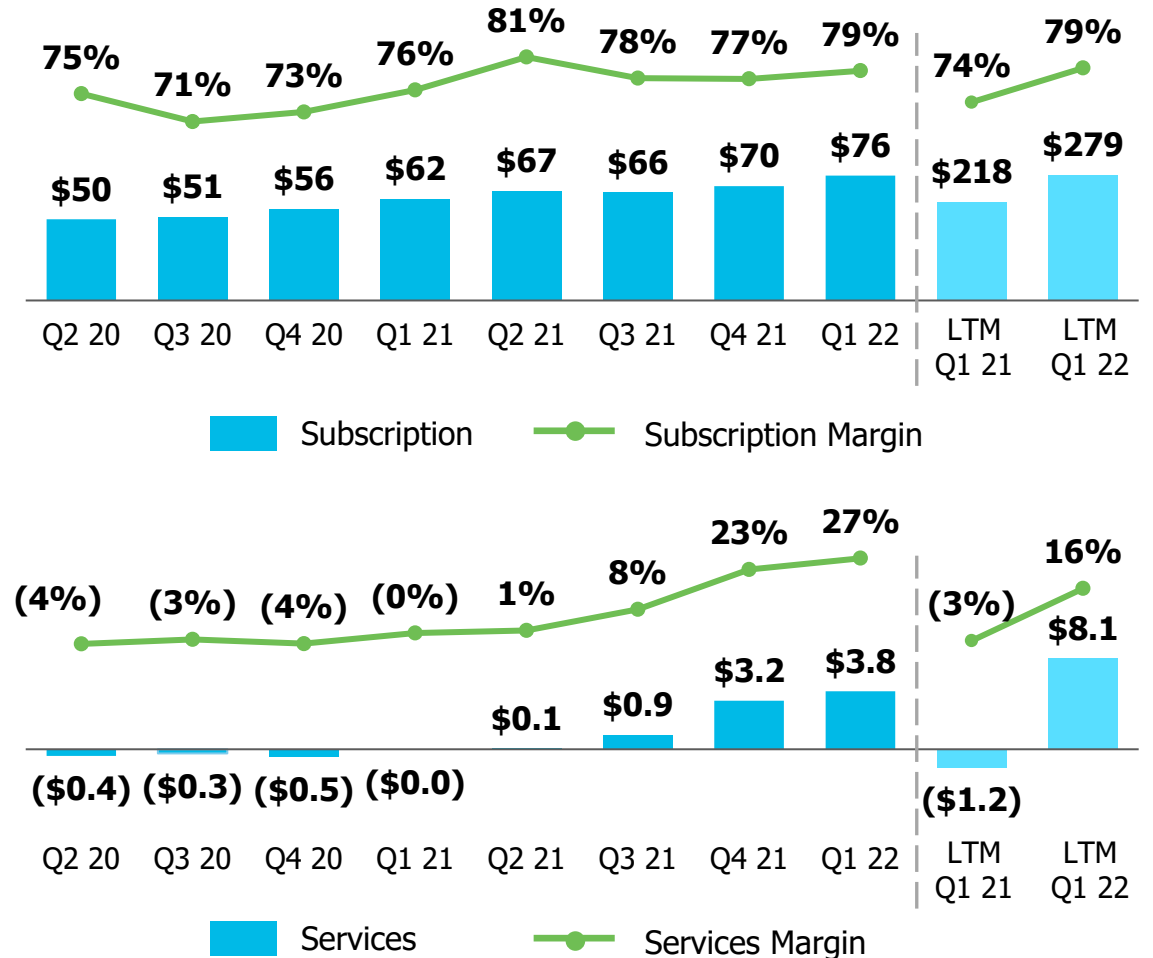
(\$M, %)



Non-GAAP

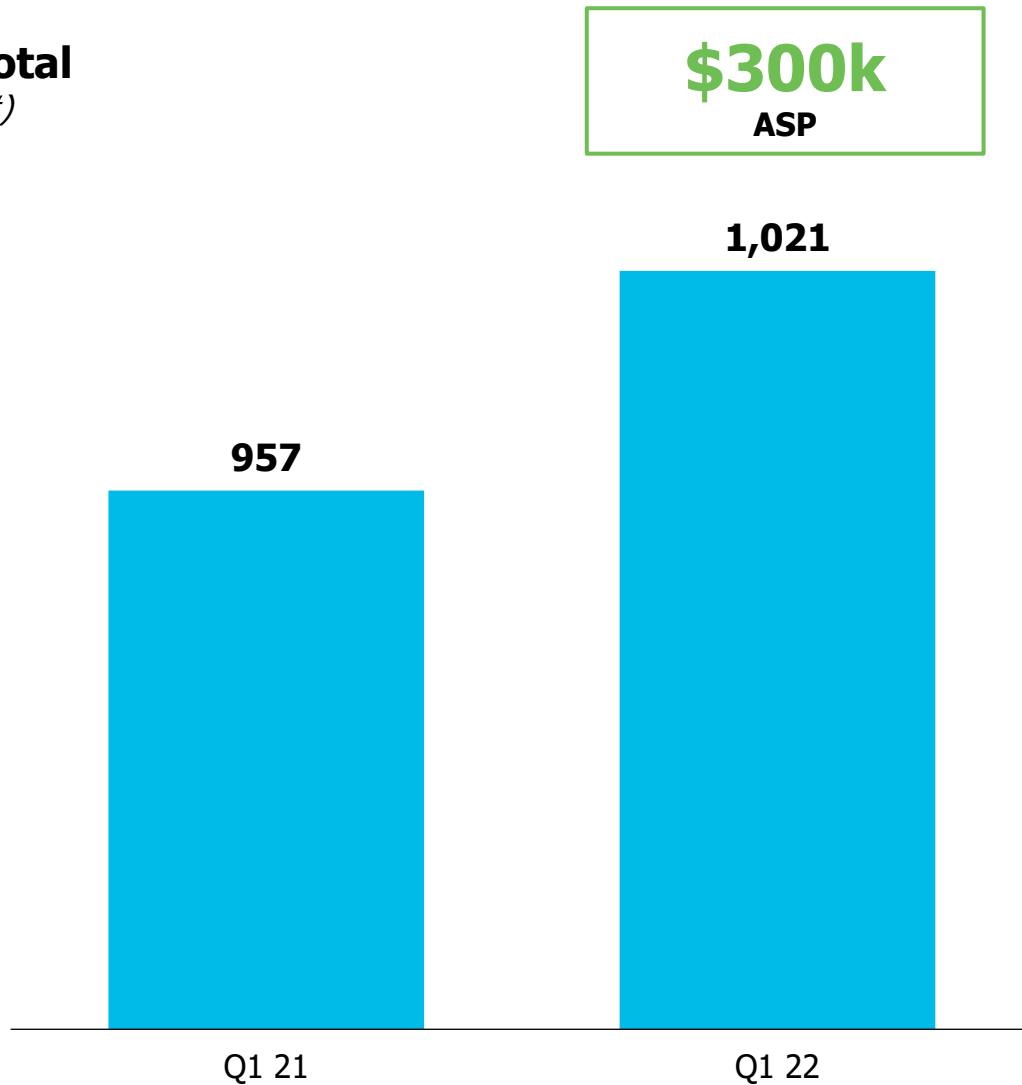
Quarterly Gross Profit & Margins

(\$M, %)

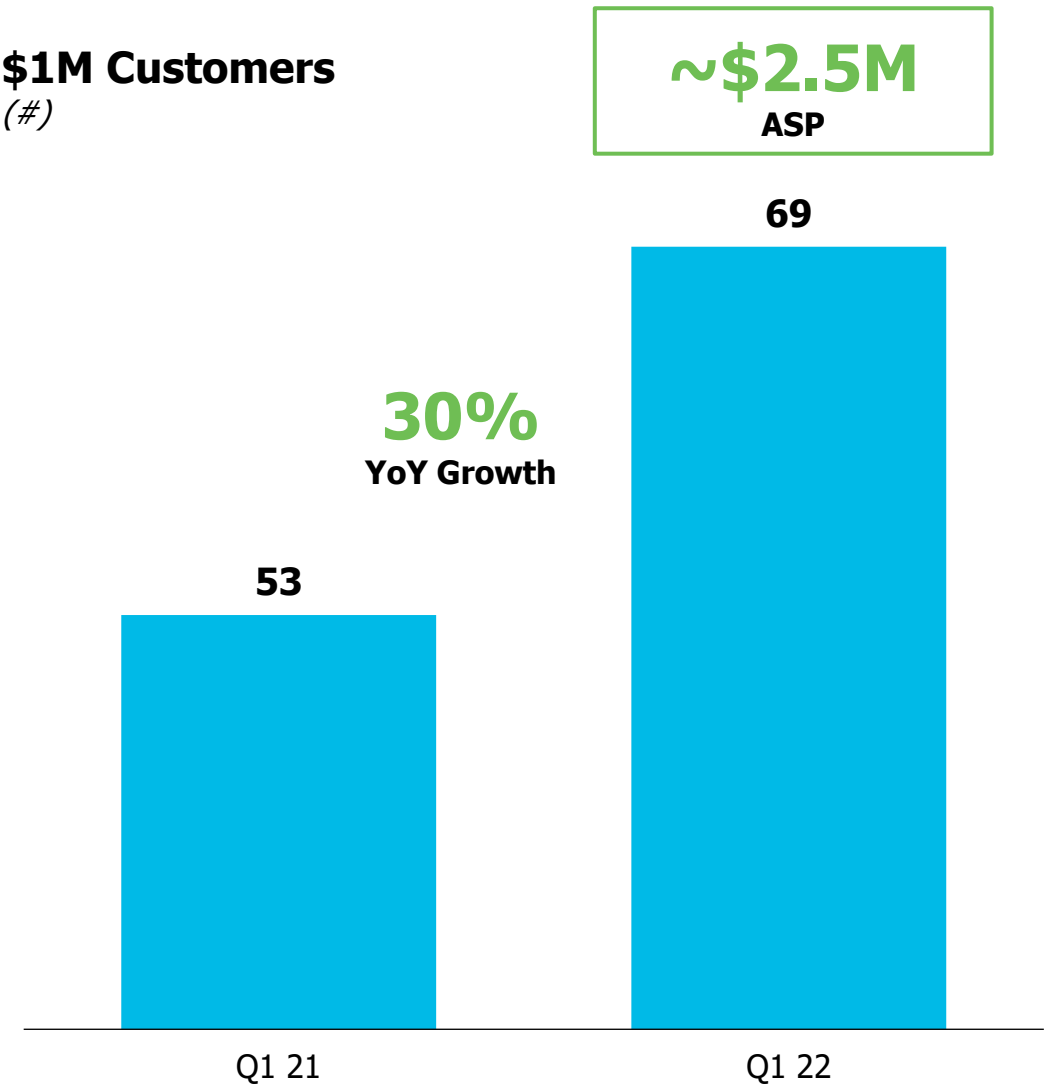


Customers

Total
(#)

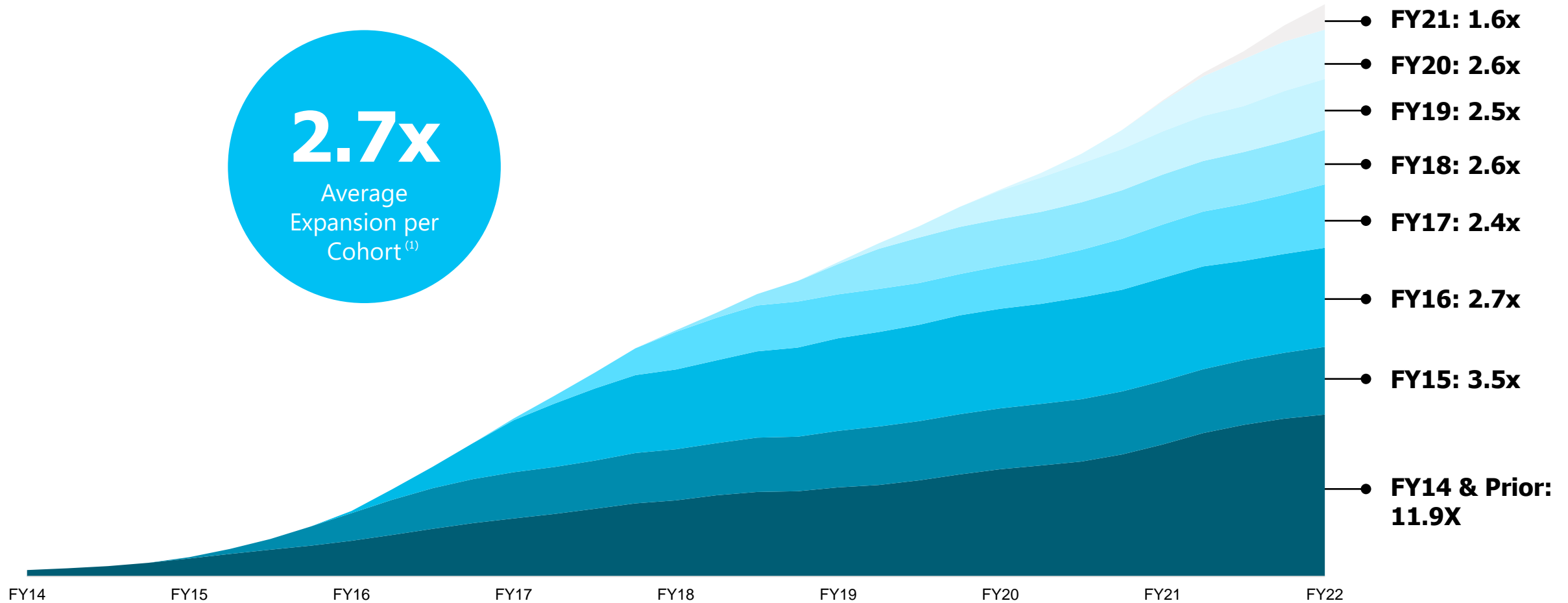


\$1M Customers
(#)

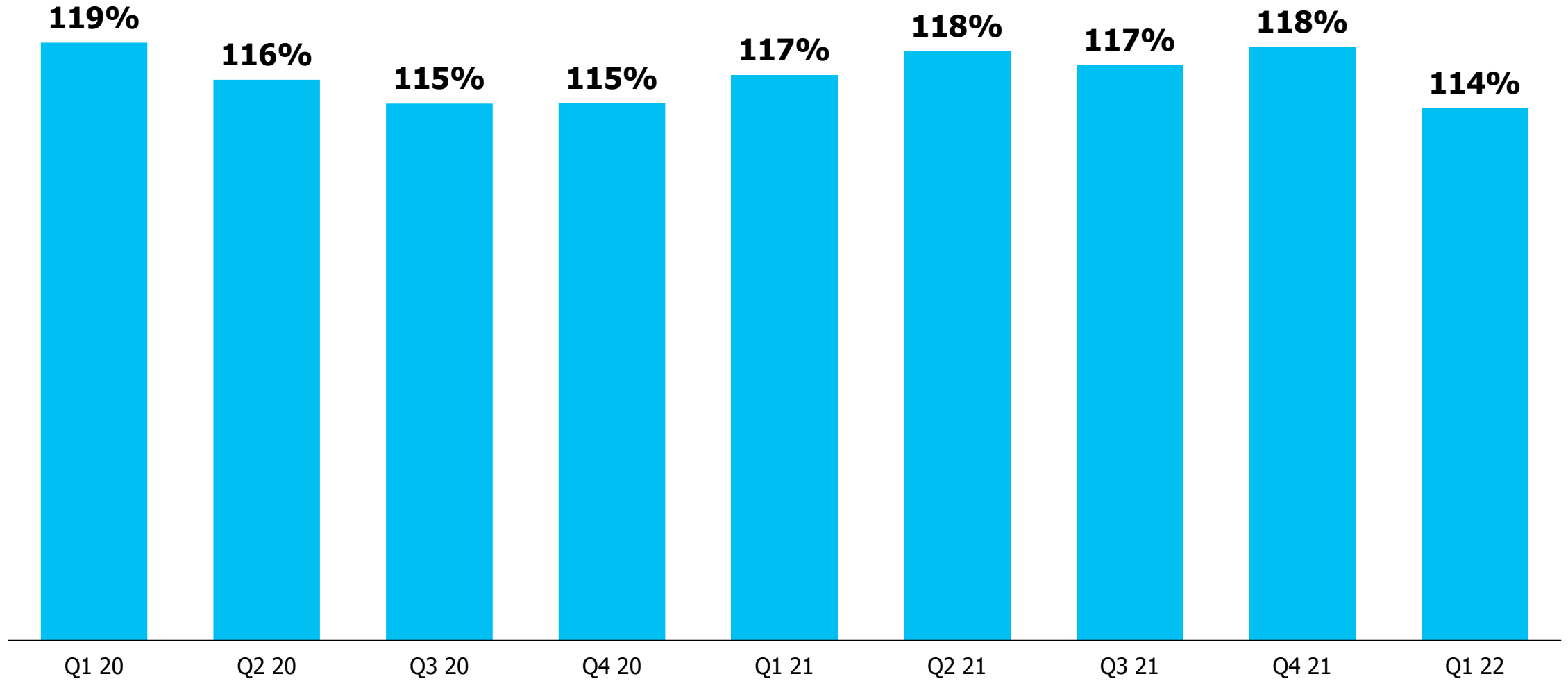


Customer Cohort Expansion

Trailing 12 Month Subscription Revenue by Cohort

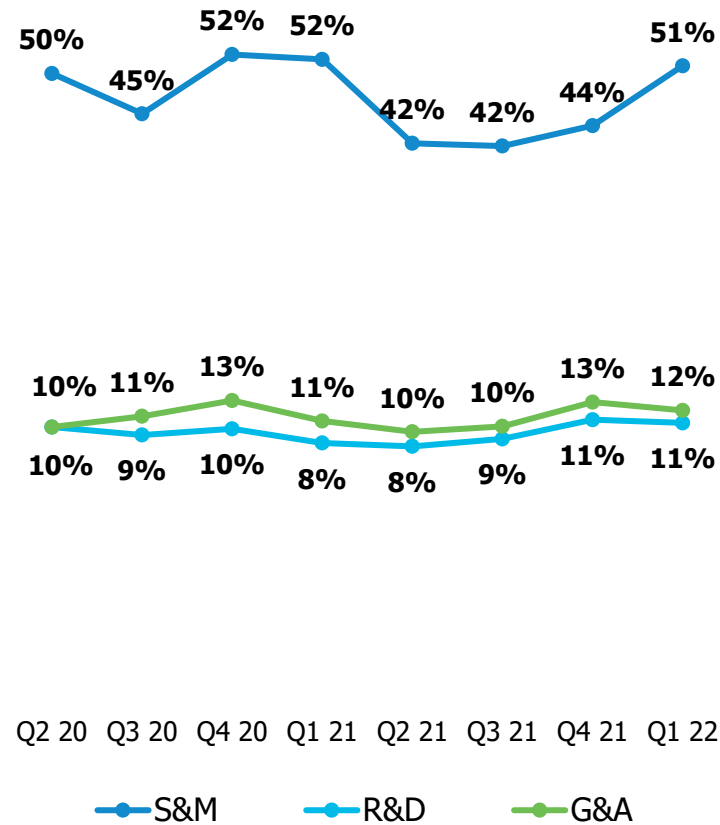


Net Dollar Expansion

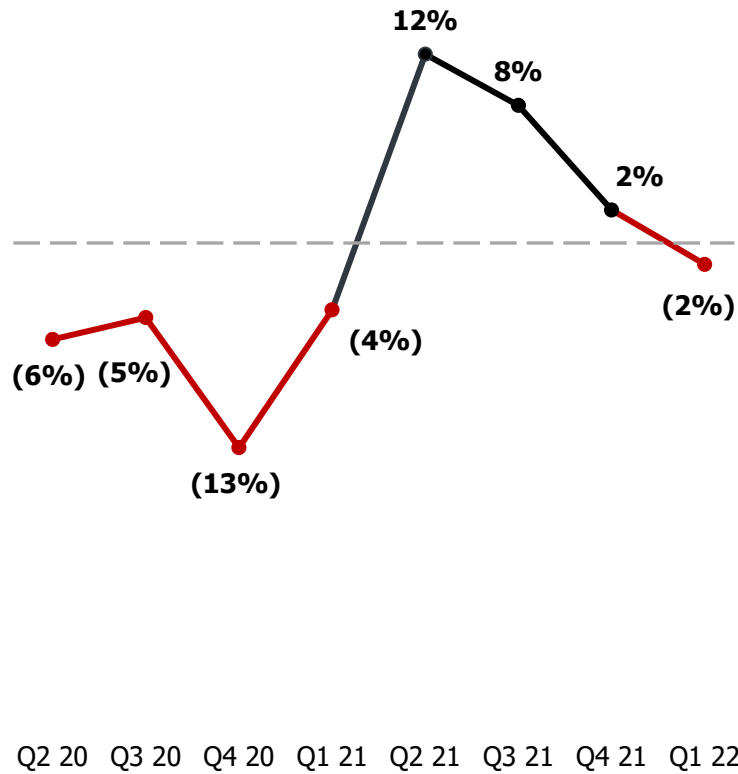


Margins & Profitability

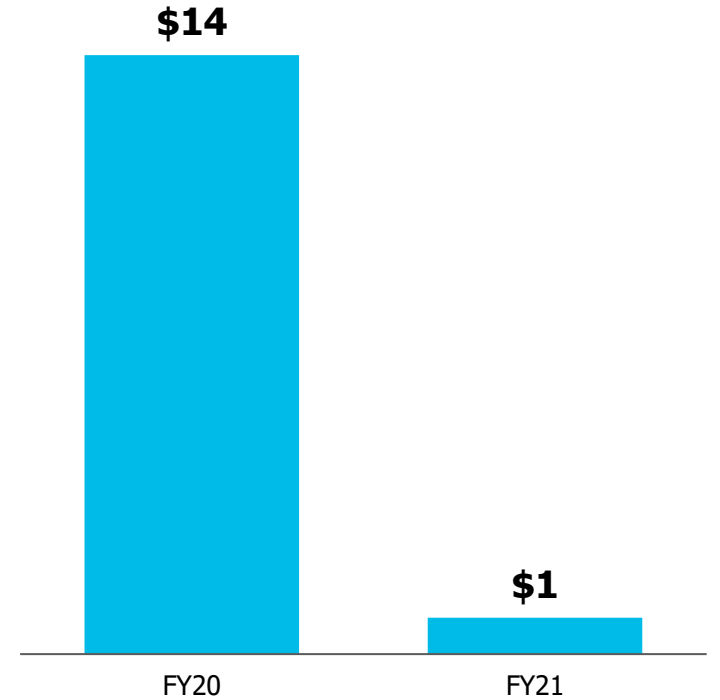
Operating Expenses (% of Revenue)



Operating Margin (% of Revenue)



Annual Free Cash Flow (\$M)



Non-GAAP



Target Long-Term Margin Framework

All Non-GAAP

	Long-Term Target
Subscription Gross Margin	80 – 85%
Gross Margin	75 – 80%
S&M	34 – 36%
R&D	13 – 15%
G&A	8 – 9%
Operating Margin	20%+
Free Cash Flow Margin	25%+



Key takeaways

- ✓ Solve mission critical problem
- ✓ Unified-CXM platform built on AI
- ✓ Validation by premier global brands
- ✓ Significant market opportunity
- ✓ Attractive financial model
- ✓ World class management team





Appendix

GAAP to Non-GAAP Reconciliation

\$ in 000s

	FY20	FY 21	Three Months Ended April 30, 2020	Three Months Ended April 30, 2021	LTM Ending April 30, 2021
Non-GAAP gross profit:					
Gross profit	\$201,118	\$264,848	\$61,526	\$79,271	\$282,594
Stock-based compensation expense	512	3,670	342	663	3,991
Total non-GAAP gross profit	\$201,630	\$268,518	\$61,868	\$79,934	\$286,584
<i>Non-GAAP gross margin</i>	<i>62%</i>	<i>69%</i>	<i>67%</i>	<i>72%</i>	<i>71%</i>



GAAP to Non-GAAP Reconciliation

\$ in 000s

	FY20	FY 21	Three Months Ended April 30, 2020	Three Months Ended April 30, 2021	LTM Ending April 30, 2021
Adjusted operating income (loss):					
GAAP Loss from operations	(\$34,895)	(\$28,791)	(\$7,901)	(\$10,702)	(\$31,591)
Stock-based compensation expense	10,166	45,069	3,561	8,906	50,413
Amortization of acquired intangible assets	203	626	305	82	404
Total adjusted operating income/(loss)	(\$24,526)	\$16,904	(\$4,035)	(\$1,713)	\$19,226
<i>Non-GAAP operating margin</i>	<i>(8%)</i>	<i>4%</i>	<i>(4%)</i>	<i>(2%)</i>	<i>5%</i>



GAAP to Non-GAAP Reconciliation

\$ in 000s

	FY20	FY 21	Three Months Ended April 30, 2020	Three Months Ended April 30, 2021	LTM Ending April 30, 2021
Non-GAAP net loss:					
Net loss attributable to Sprinklr, Inc.	(\$39,120)	(\$41,184)	(\$11,207)	(\$14,697)	(\$44,674)
Stock-based compensation expense	10,166	45,069	3,561	8,906	50,413
Amortization of acquired intangible assets	203	626	304	82	404
Non-GAAP net income (loss)	(\$28,751)	\$4,510	(\$7,341)	(\$5,709)	\$6,143



Free Cash Flow Reconciliation

\$ in 000s

	FY20	FY 21	Three Months Ended April 30, 2020	Three Months Ended April 30, 2021	LTM Ending April 30, 2021
Free cash flow:					
Net cash provided by (used in) operating activities	\$18,966	\$7,311	\$27,590	\$(10,401)	\$(30,679)
Purchase of property and equipment	(2,633)	(2,701)	(772)	(1,164)	(3,093)
Capitalized internal-use software	(2,533)	(3,783)	(719)	(1,034)	(4,098)
Free cash flow	\$13,800	\$827	\$26,099	(\$12,599)	(\$37,870)
<i>Free cash flow margin</i>	<i>4%</i>	<i>0%</i>	<i>28%</i>	<i>(11%)</i>	<i>(9%)</i>





Thank you