

EXASOL AGM 2021

Exasol

Annual General Meeting

June 30, 2021

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Topics for today

- **2020 & 2021 Financial Overview**
- **Growth strategy & early results**
- **Building the GTM foundation for 2021 & beyond**
- **Investing in innovation & differentiation**
- **Creating a compelling global brand**

2020 & 2021 Highlights

Stronger organization ready for a new era of sustainable growth



€92M gross proceeds via IPO and capital increase



New leadership team created



CSR & ISO Procedures introduced



Substantial headcount increase in key areas



Innovation accelerated and product improved



International footprint strengthened

2020: Met financial targets

+36.9% → €24.1M

ARR

+9.3% → €23.6M

Revenue

+67 in 2H20

Employees

+33 totaling → 195

Customers

Q1 2021: Solid start to FY2021

+37.3% → €25.3M

ARR

+26.7% → €6.1M

Revenue

+46 → 269 headcount

Employees

EUR 35M+ ↑ +45%

ARR Outlook

1. Build out go-to-market machine — 300+ employees by end of 2021
2. Rollout SaaS product to expand addressable market; prepare DWH Automation for market launch
3. Create a compelling global brand, increase awareness, continue to attract the best talent

2020 Financial Overview

by Michael Konrad, CFO

Strong ARR growth and balance sheet going into 2021

+36.9%

2020 ARR growth

(€7.4M)

Adjusted EBITDA

€69.5M

Cash & cash equivalents

58.8%

Equity ratio

EBITDA driven by investment for future growth and one-time expenses

in EUR M	2020	2019
EBITDA	(29.9)	(11.0)
Expenses for IPO and Capital Increase	5.7	1.2
Share-based remuneration	16.8	7.9
Adjusted EBITDA	(7.4)	(1.9)

- Extraordinary expenses totaled €22.5M
- Share-based remuneration expenses had no material impact on cash position

Annual Recurring Revenue Growth

focus going in to 2021

in EUR M	2020	2019	YoY
Revenue	23.6	21.6	9.3%
(Realized) Recurring Revenue	19.0	15.1	25.8%
Other Revenue	4.6	6.5	(29.2%)
<i>Adj. EBITDA</i>	<i>(€7.4)</i>	<i>(€1.9)</i>	
<i>Adj. Net Loss</i>	<i>(€11.8)</i>	<i>(€4.2)</i>	
Annual Recurring Revenue (Contracted)	24.1	17.6	36.9%
Net Revenue Retention (NRR)	113%	109%	

- **Transition** from perpetual license agreements towards subscription-based model
- **Revenue figure is GAAP-based:** (Realized) Recurring Revenue plus Other Revenue for the period 01 Jan 20 – 31 Dec 20, based on German GAAP accounting rules
- **Annual Recurring Revenue:** Value of the contractually agreed recurring revenue from term-based contracts (12 months annualized). All signed and existing contracts with a recurring revenue component that are in Exasol's books by 31 Dec 2020
- **ARR growth of 36.9%** driven by an increasing wallet share at existing customers (40% share) and by new customer wins (60%).
- **ARR performance** was still without tailwinds from the IPO proceeds due to sales cycles of >6 months

Why ARR is not the same as Revenue

Worth \$1.2M/year Or

\$100K / month

New annual contract

Signed in Jun 2020

Jul-Dec 2020

Delivered partial year

Delivered in **2020**

\$0.6M (\$100K x 6)

Revenue

Expected delivery in **2021**

\$1.2M (\$100K x 12)

ARR (end of 2020)

Growth strategy & early results

Beyond cloud-only hype at top US brands. Hybrid deployment remains an edge.

We're signing up global brands and winning competitive bids by selling to our core strengths.



5,500

Tableau Users on Exasol



100x

Faster Queries

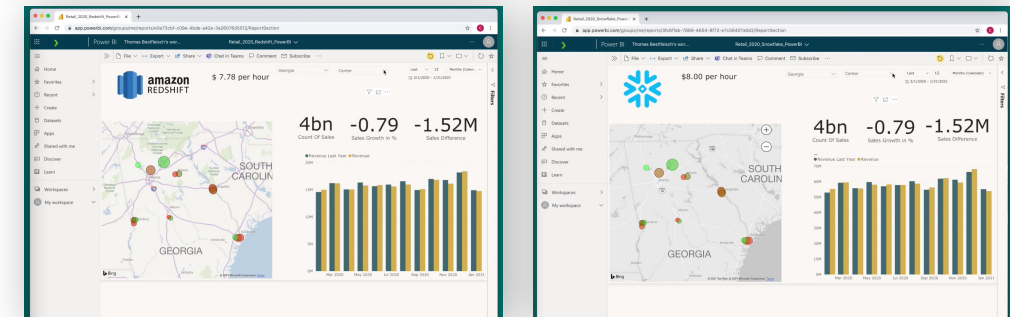
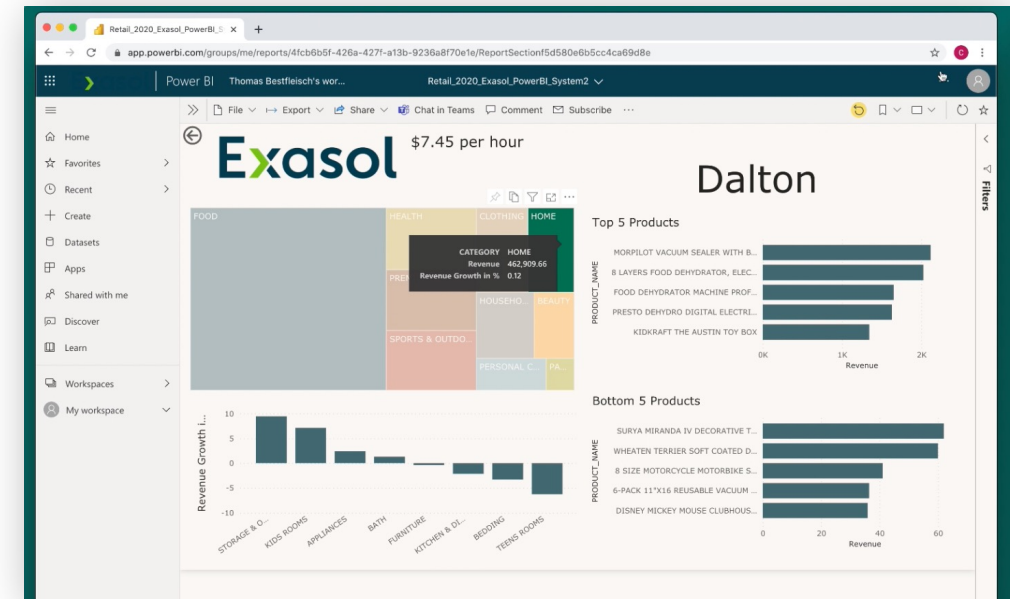
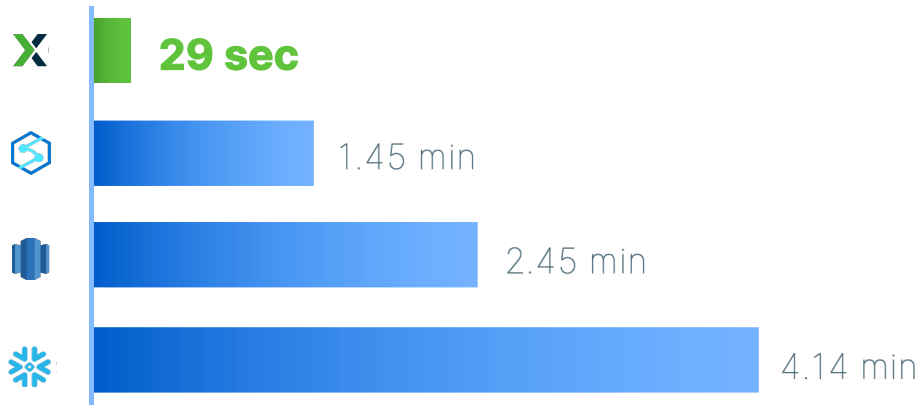


40%

Faster Predictive Apps

Showcasing performance remains strongest selling mechanism.

We go head-to-head with key competitors in our [Built for Speed performance demo](#)



Global companies want an On Premises answer too.

No one else can simultaneously meet their specific needs with the performance and infrastructure choice that Exasol can offer.

• FORRESTER®

90%

of Fortune 1000 data workloads on-premises



54%

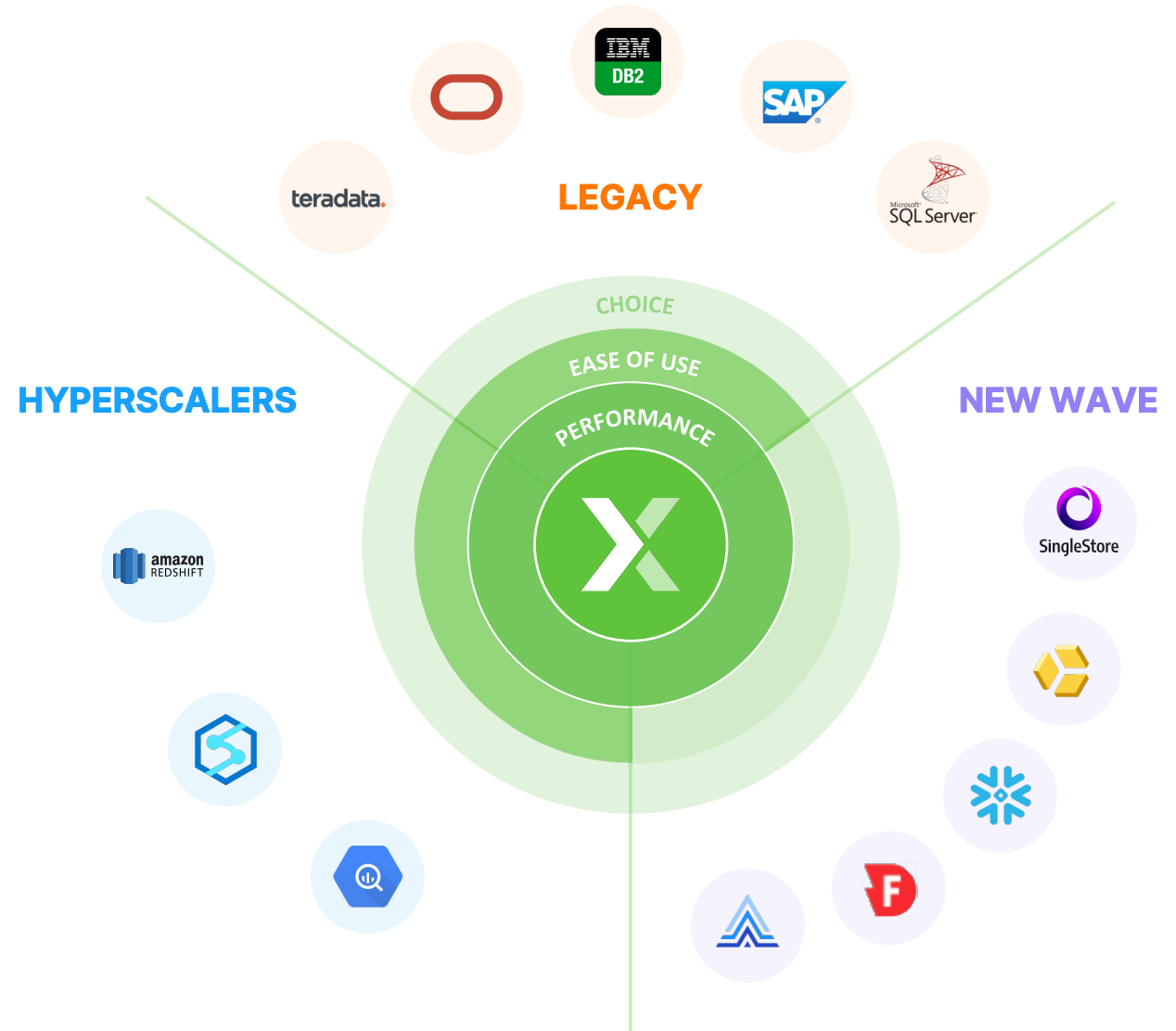
of data workloads in the Cloud by 2025

• Driven by

- Data sovereignty
- Customization flexibility
- Higher-value infrastructure
- Runaway costs

Competitor landscape

If you've invested millions into a solution, our competition wants you to leave it all behind. But we can extract value on legacy databases to make them more performant right away. This is unique to us, and we beat the competition on choice, performance, price, and automatic tuning — we're the fastest per dollar.



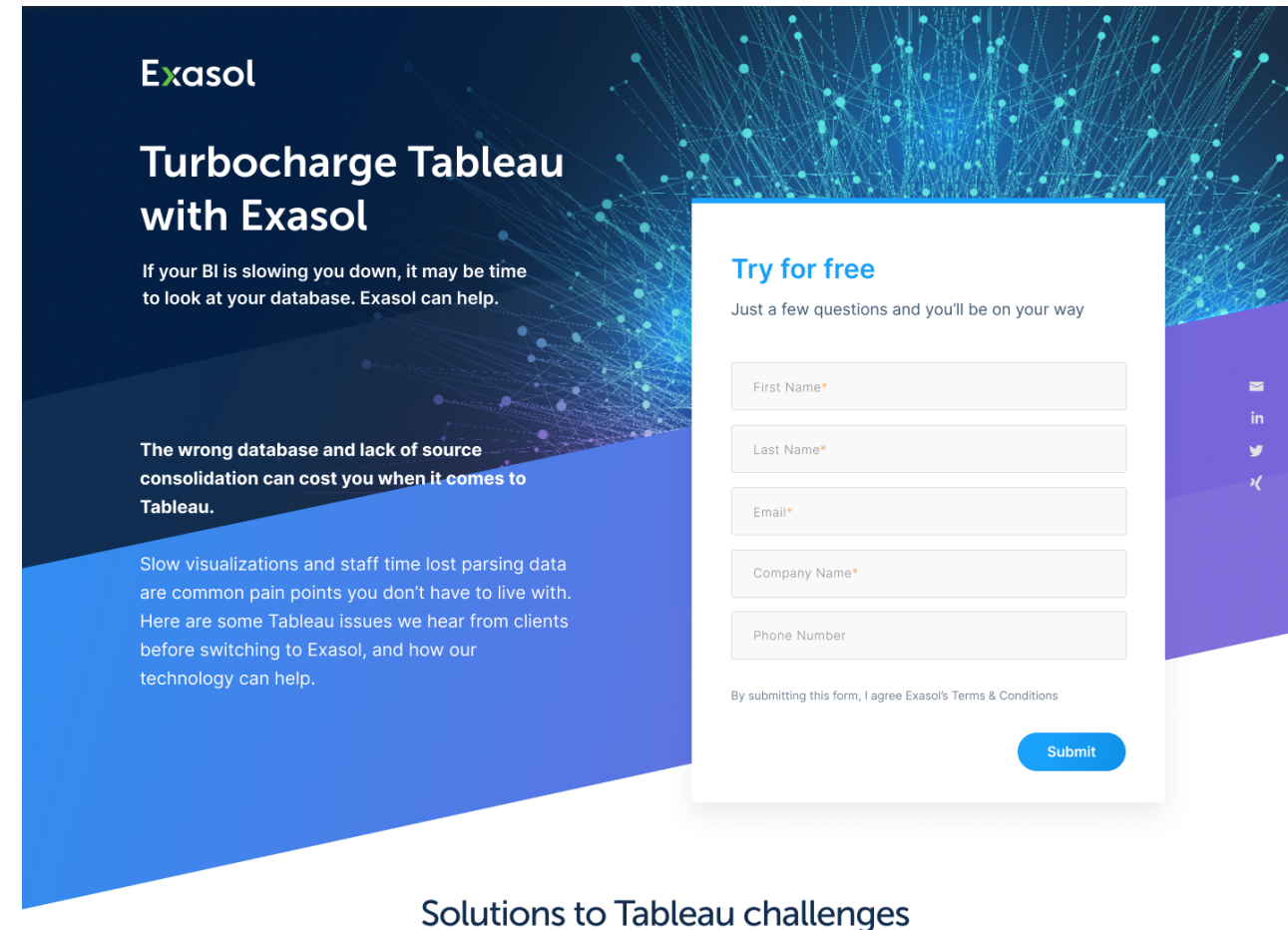
BI performance challenges are universal, and the way we enter is unique.

We have a unique GTM strategy for a widespread problem: poor BI performance that prohibits adoption of data and analytics. Our ability to solve for BI challenges allows us to get in the door — BI acceleration at any layer, at any scale.

This is the beginning of a customer's journey with Exasol.

Accelerate BI

Use Case
1



Exasol

Turbocharge Tableau with Exasol

If your BI is slowing you down, it may be time to look at your database. Exasol can help.

The wrong database and lack of source consolidation can cost you when it comes to Tableau.

Slow visualizations and staff time lost parsing data are common pain points you don't have to live with. Here are some Tableau issues we hear from clients before switching to Exasol, and how our technology can help.

Try for free

Just a few questions and you'll be on your way

First Name*

Last Name*

Email*

Company Name*

Phone Number

By submitting this form, I agree Exasol's Terms & Conditions

Submit

Solutions to Tableau challenges



Slow data loading meets MPP

Massively Parallel Processing (MPP) distributes data across a



Sluggish visualizations accelerated

Exasol in-memory algorithms process 100s of TBs of data in



Difficulty scaling to more users

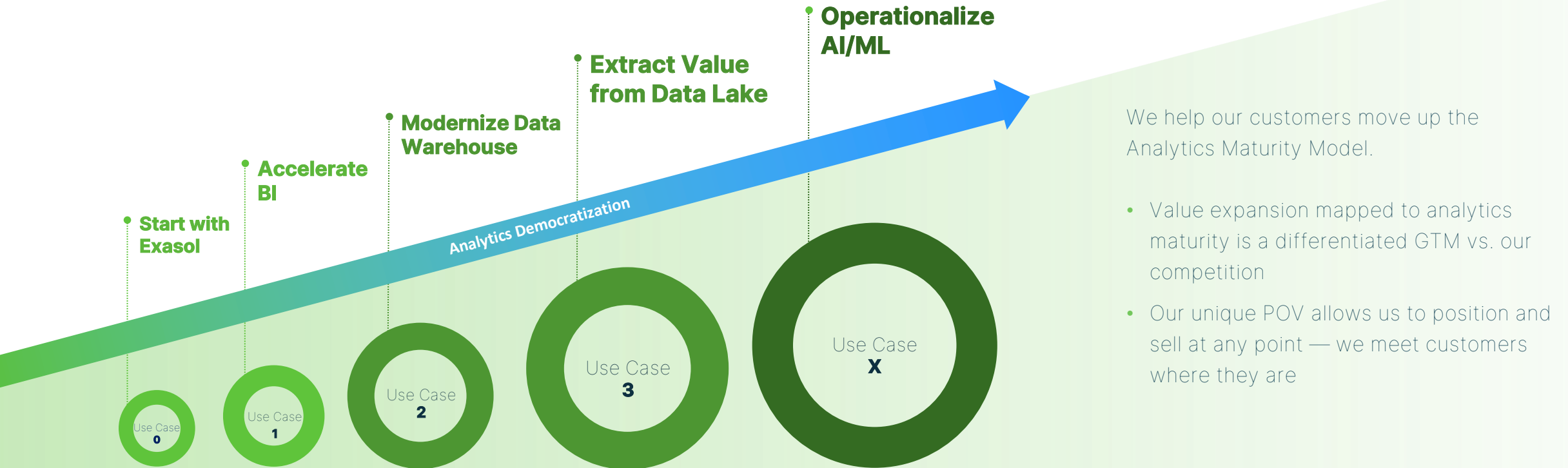
Auto-tuning and other ease of use features flatten the adoption



Inconsistencies in data governance

Centralized one tool for all analytical data processing needs

Solving these places us in a position to expand into additional use cases.



Our Customer Success team then jointly maps out an analytic maturity roadmap.



We're building out a world-class Customer Success motion.

Onboarding

Adoption

Retention

Expansion

Advocacy

Strategic Advisor

This has been a proven strategy with existing customers.

DACH



DAIMLERCHRYSLER



UK



US



Structured coaching for sales to engage strategically.

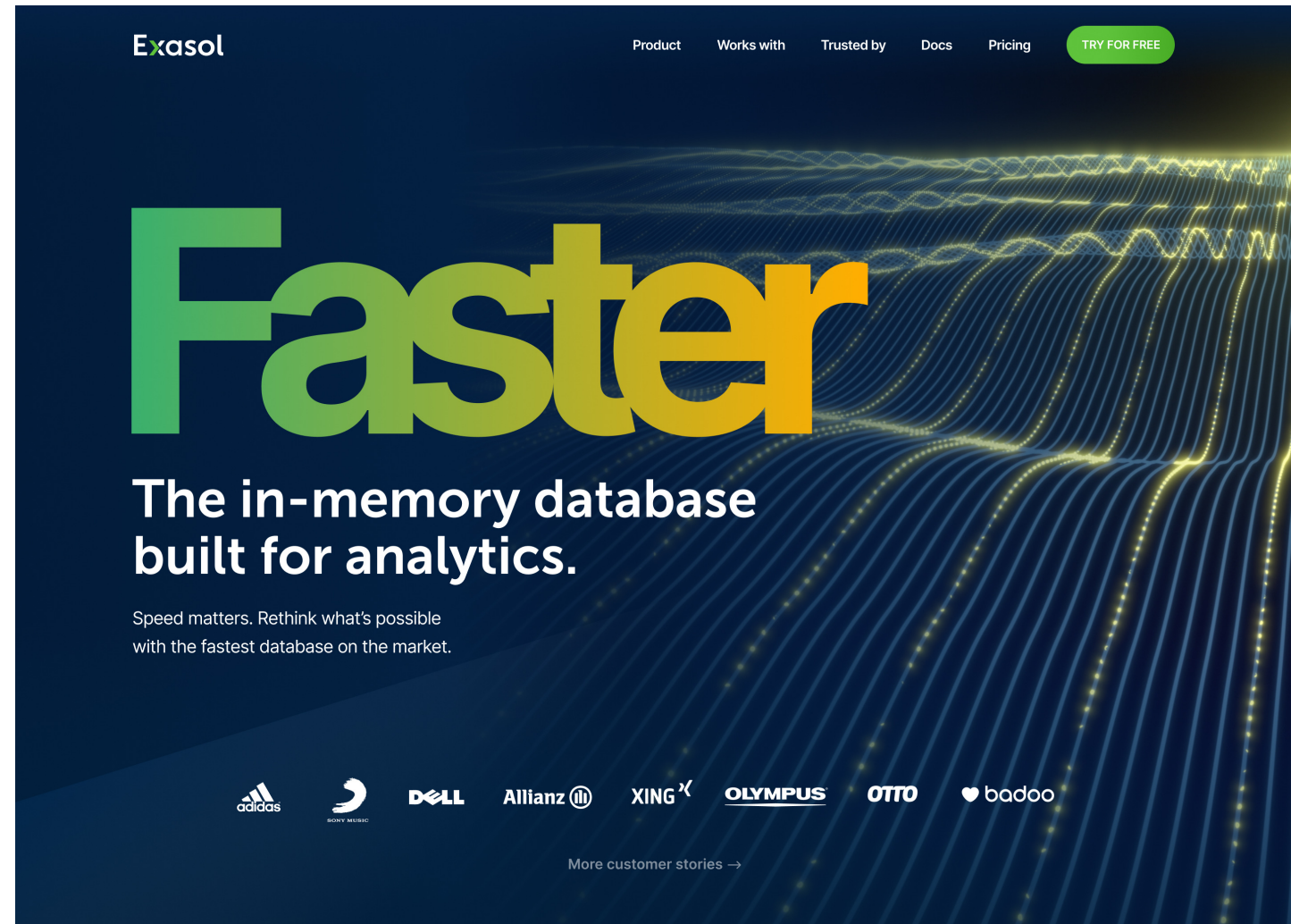
Sales academy. Monday school.
Sales portal.



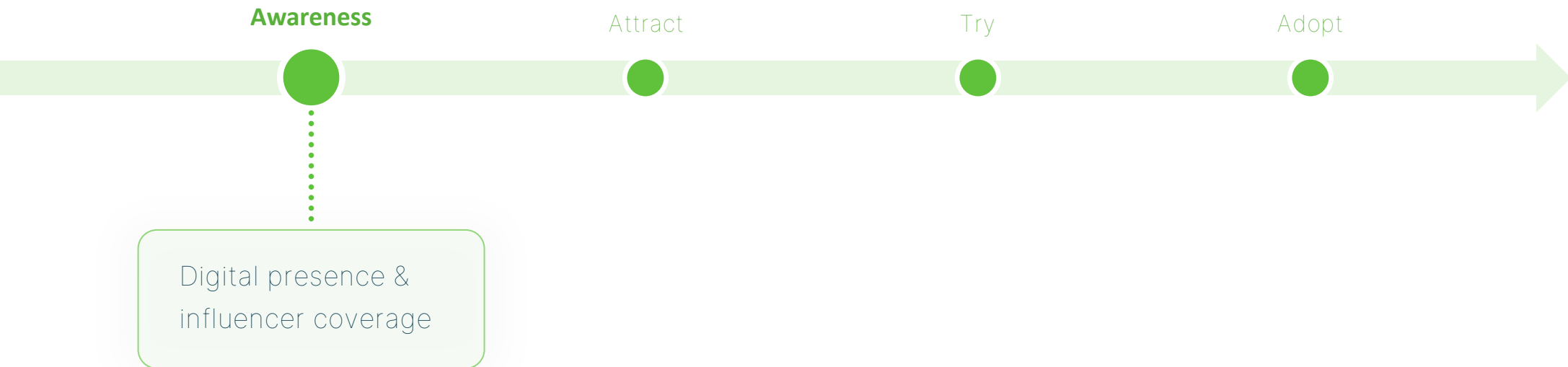
Building the GTM foundation for 2021 & beyond

Clarified positioning & brand refresh

New messaging consistent across all customer touchpoints, starting with our website, which re-launched in March 2021.



Seamless journey from awareness to adoption





Awareness

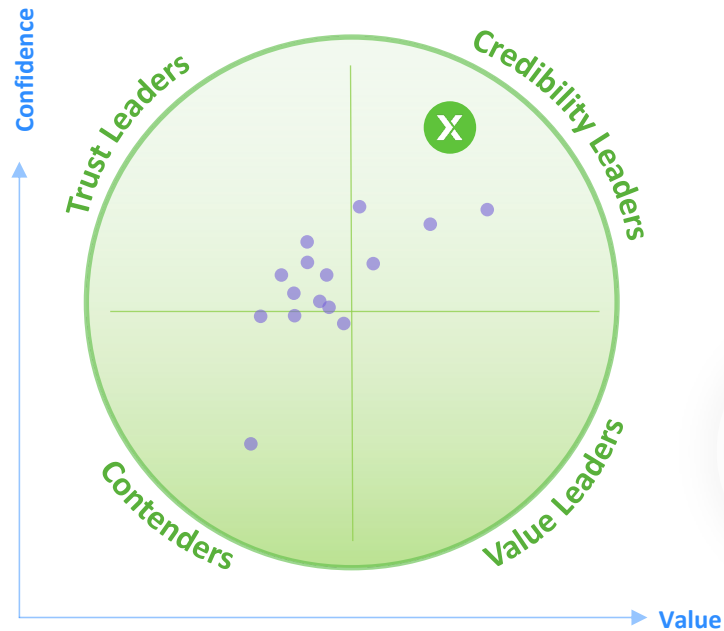
Solidifying market position via analyst validation

Maintained market position with Dresner and BARC, improved positions with Forrester, G2, and Gartner.

The Gartner logo, featuring the word "Gartner" in a bold, dark blue sans-serif font with a registered trademark symbol.The Forrester logo, consisting of the word "FORRESTER" in white capital letters inside a dark green oval.The Dresner Advisory Services logo, featuring a blue geometric pattern of interlocking squares above the text "DRESNER" and "ADVISORY SERVICES" in black.The BARC logo, featuring a stylized grey eye icon to the left of the text "BARC" in a bold, dark blue sans-serif font.

Awareness

Best in class, Dresner 2021 report. Top-ranked in 2020 Barc study





Awareness

**Earned brand credibility through thought leadership.
63% increase in tier-1 business press coverage.**

Bloomberg

Forbes

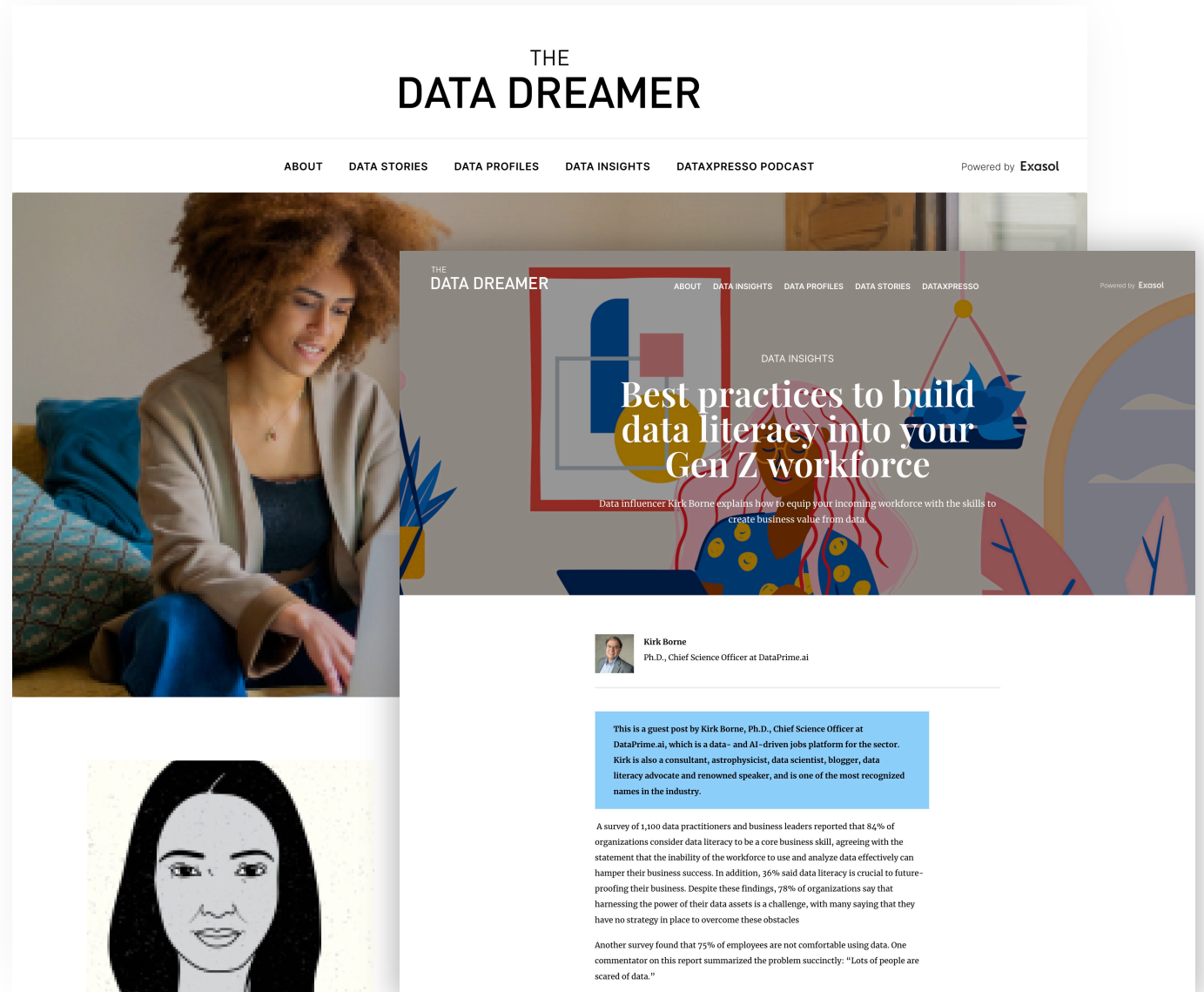


| Handelsblatt

Awareness

Thought-leading via fostering the data community

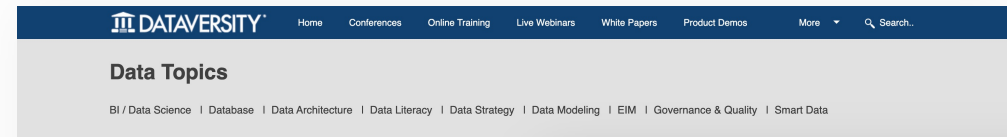
New brand platform launched in March.



Awareness

Framing the data future narrative

Analytics Maturity Model in the press.



Analytics Democratization: Start with a Maturity Roadmap

By Rishi Diwan on May 24, 2021



Click to learn more about author [Rishi Diwan](#).

Nestled between multi-experience AR/VR and human augmentation on Gartner's top 10 strategic tech trends for 2020, data democratization isn't the top kids will be asking about when you pick them up from school – but it may be the most undervalued.

Data democratization is a fancy term for the most common question a company faces: Who gets access to data, and what can they do with it?

Accessibility and speed – no matter a user's location or expertise – are critical for ambitious organizations, but today's knowledge workers need access to *analytic* insights, not just data. Therefore, I prefer the term "analytics democratization."

As the pandemic has sent millions of workers into home offices, our reliance on a centralized IT function is changing too. Analytics democratization enables members of your team to find and analyze data to make impactful, data-driven decisions – without expert assistance.

OK, So You've Got the Data – Now What?

If data is accessible to an average user – not just your [data scientists](#) – that's fine and good. If what they can do with the data that makes data democratization both interesting and powerful.

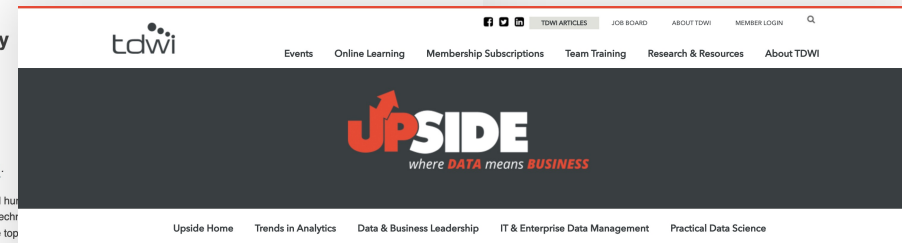
Wherever your organization lands on the spectrum of democratization, some level of culture shift is usually required for the change to be meaningful. Is data stored in silos created by internal dynamics? How is external data used (or not) to give a complete picture of the analytics problem or business problem you're trying to solve? With data, you don't know what you don't know – or, you often know how data can help you – until you get access to it.

But providing access is step 1. What happens next is where things get interesting, but the potential pitfalls get realer too. If you're going to spend the capital to make culture changes about who gets access to data and when, it's good to have a strategy to make sure the juice is worth the squeeze. Here are some best practices:

1. Write up your analytics maturity roadmap. Begin with an overall look at your Data Strategy: how does analytics help you run your business now, and how will analytics help you adapt and innovate as you move up in analytics maturity?

2. Develop an employee education process. Data Strategy will look different to different teams depending on skill level and function. Your employees will need to expand their thinking on what's possible in a given role, how they can contribute to the success of the company using data, even without a Data Science or analytics background – and you'll want a formal way to support your team's [Data Literacy](#). You may even set up a Data Center of Excellence or Data Academy like Airbnb, who [developed an in-house Data University](#) and curriculum for its employees.

3. Prioritize infrastructure changes, if necessary. Check your roadmap. Will moving to a new infrastructure help you on the journey? Think about simplicity of management and cost but also timelines to support the needs of the business.



The Future Is Bespoke: Why Data Is a Medium for Creativity in this New World

Can data be the new canvas upon which stories of innovation and exemplary adaptation will be drawn?

By Rishi Diwan
April 26, 2021

The pandemic and subsequent move to remote work has put pressure on data to solve complex organizational and business challenges faster than ever before—from digital transformation and boosting online sales to creating new products and improving operational efficiencies. As data volumes continue to explode, the time window to act on insights continues to shorten. To remain competitive, organizations must act more quickly relying more than ever before on quality data while embracing innovation from applying artificial intelligence (AI) and machine learning (ML).

No two organizations are the same, of course. Each faces unique challenges and has access to unique opportunities. What they do share are common constraints around data, especially around volume and performance, placing limits on broad-based access and creativity which, in turn, limits their ability to approach problem-solving and decision-making in a tailored way.

If it seems overwhelming, there is a silver lining. Innovations in the data and analytics landscape are unleashing creativity more effectively by lifting these technical constraints, demystifying analytics, and enabling collaboration on creative solutions that are tailored to each problem or challenge. When the power of creativity is harnessed, organizations will be able to move away from a one-size-fits-all approach to data analytics and towards a future in which creative, bespoke solutions to their (analytics) problems are possible.

For Further Reading:

[Creating an Analytics Literacy Program](#)

[How We Applied a DevOps Mindset to Manage Our People Data](#)

[Why Data Literacy is Critical to Higher Satisfaction and Productivity](#)



Explore by Topic

Advanced Analytics
Artificial Intelligence (AI) and Machine Learning
Big Data
Cloud
Data Governance and Compliance
Data Lakes and Data Storage
Data Management
Data Quality
IoT
Leading-Edge Analytics
Security and Privacy
Self-Service Business Intelligence
Staffing, Roles, and Careers

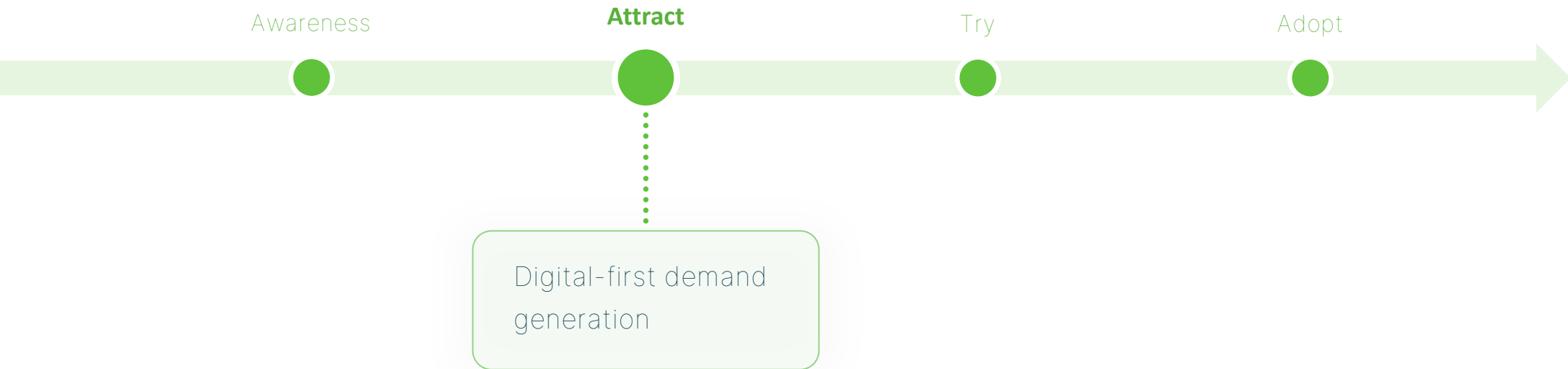
FEATURED CONTRIBUTORS



View all | Become a contributor



Seamless journey from awareness to adoption





71% of B2B buyers start online

According to Google B2B Marketing Maturity Study

• **20%**

Higher revenue in average delivered by digital marketing

• **30%**

More cost effective than other marketing methods

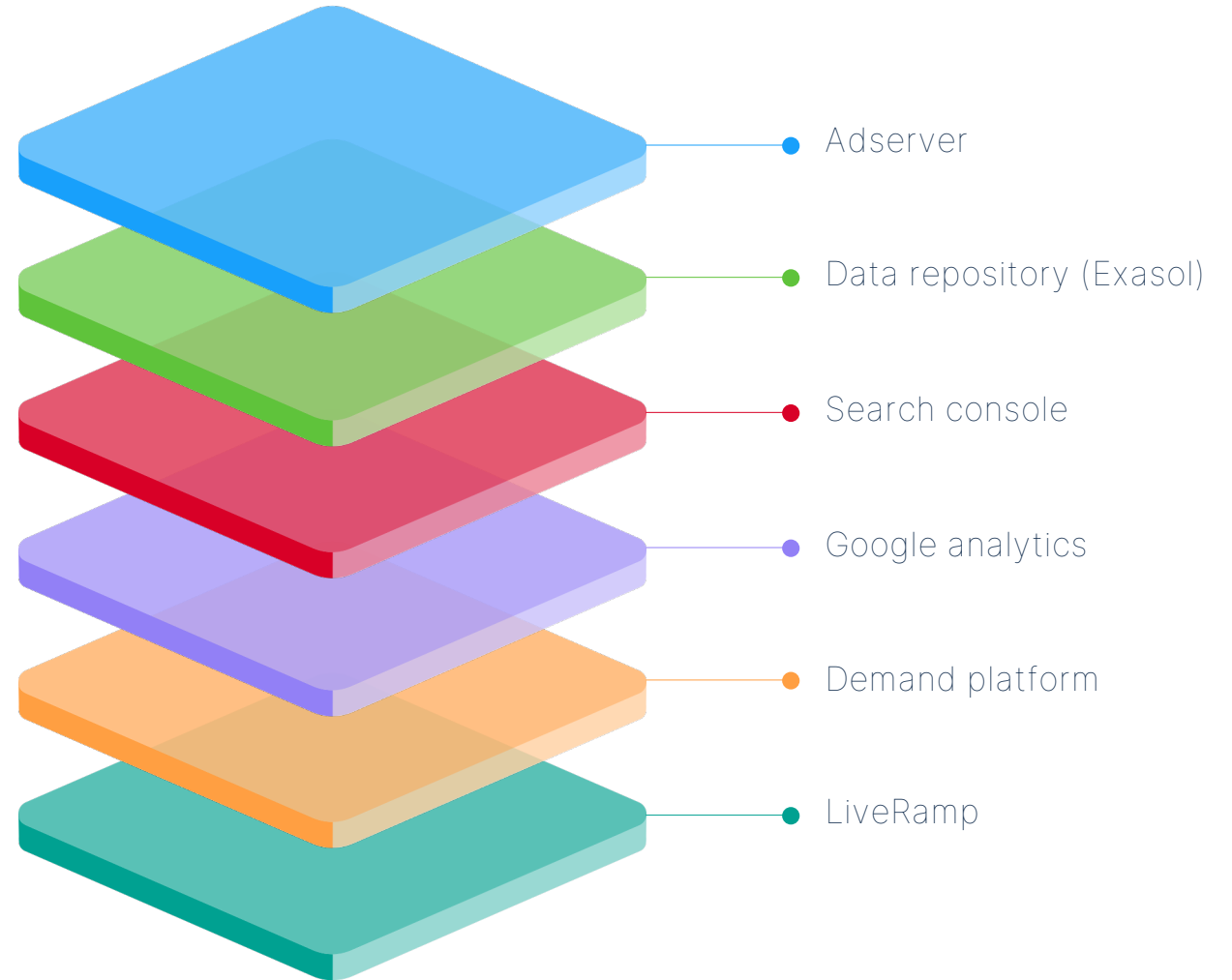
• **2x**

Digital investments vs sales team investments ROI

Attract

A strong foundation: web ads tech stack

jellyfish

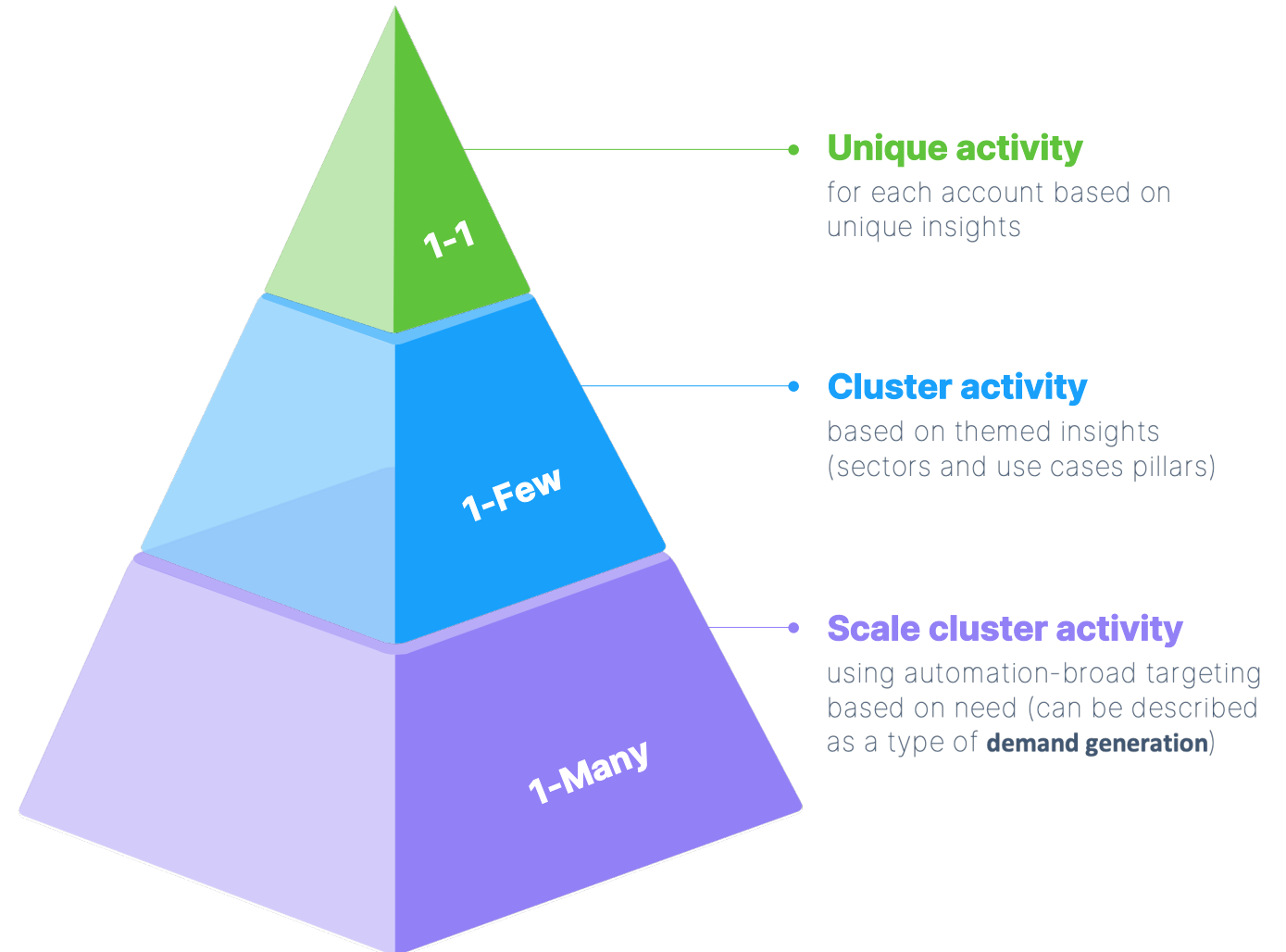




Attract

Multi-pronged demand-gen strategy

- Digital
- ABM
- Roundtables
- SDRs



Thought-leader roundtable series led by our very own Chief Data Officer, Peter Jackson.



Exasol

Virtual roundtable

How do you create the culture to fully leverage the benefits of data and analytics in Financial Services?

November
12
10 AM BST

Register

Already have a BrightTALK account? Log In

Work Email*

First Name*

Last Name*

Phone Number

Job Title*

Select level

Password*

Submit

By clicking "Proceed" or using BrightTALK, you confirm you intend to interact with and disclose personal information to the organizations on BrightTALK, and you have read, understood and agree to our User agreement, Privacy policy and the use of cookies.

Exclusive virtual roundtable

Join us for a bespoke session with Peter Jackson,
Group Director – Data Sciences at Legal & General and
Narinder Patti, Exasol's Financial Services Data Lead.

1

What is the culture required, what does it look like?

2

What are the most important steps to establishing this culture?


3

What are the biggest blockers to establishing this culture?

4

How do you measure success?
How do you tell that the culture has taken root?

Hosted by



Peter Jackson, Group Director – Data Science at Legal & General

Peter was Chief Data Officer at Southern Water and prior to that Head of Data at The Pensions Regulator (TPR). Before joining TPR Peter spent 17

Webinar

Data Culture Virtual Roundtable Hosted By Tableau & Exasol

July
01
10 AM BST

Join us for a bespoke session with industry thought-leaders.

Join Tableau's EMEA Field CTO, Francois Zimmermann, and Exasol's Chief Data and Analytics Officer, Peter Jackson.

We'll also be talking with industry leaders and data and analytics professionals from leading organizations, exploring what it takes to build a data culture, and how such a culture can help leverage the full benefits of data and analytics.

1

What is the impact of having a data culture?

2

What are the most important steps to establishing this culture? What are the biggest blockers?

3

How does technology play a role in either supporting a data culture or hindering one?

4

How do you measure success?
How can you tell that the culture has taken roots?



Attract

Deliver leads now and build to scale in FY2022

Building to scale

Phase

1

Build global marketing foundation **(80%)**

Phase

2

Rev up and tune the operational marketing engine **(WIP)**

Phase

3

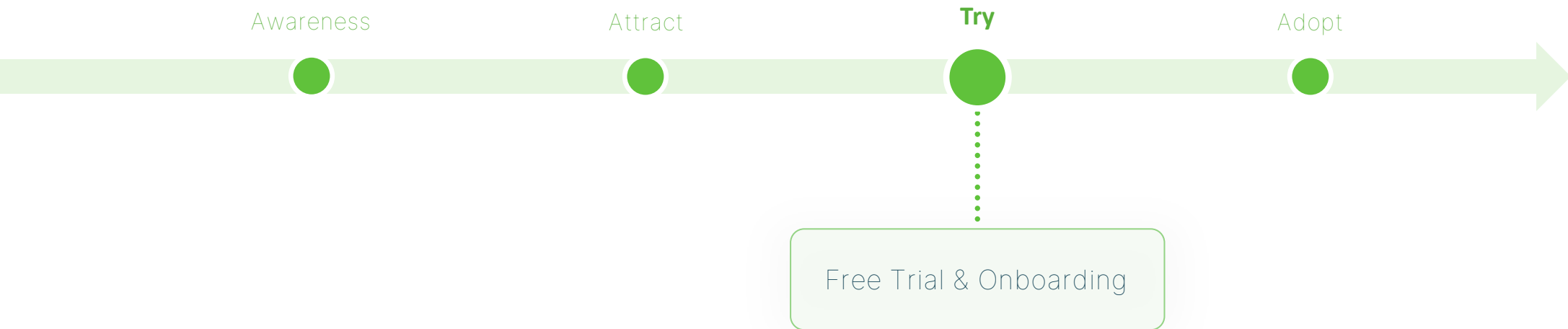
Full steam ahead in 2022 **(kickoff in Q4)**

Delivering leads now

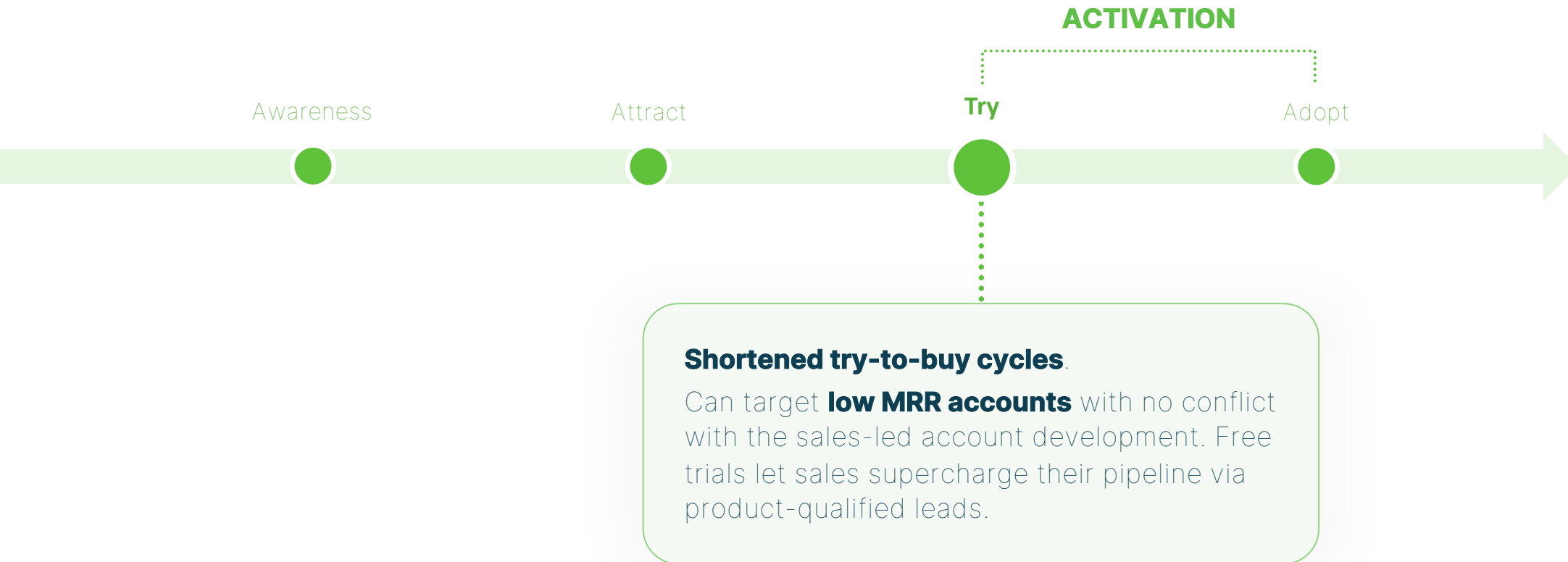


Evergreen + focused campaigns (BI Acceleration) + Industry Focus [Retail, FSI, Utilities, Healthcare] + Field Marketing / Events [CDO Summer School, EURO20] + Partners

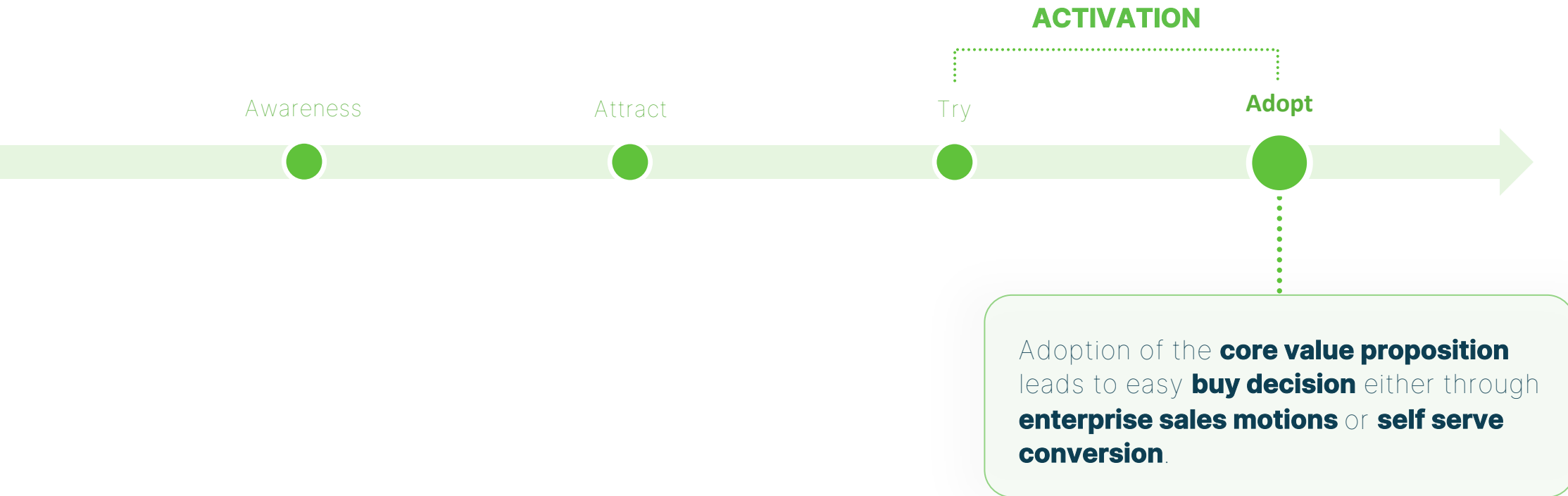
Seamless journey from awareness to adoption



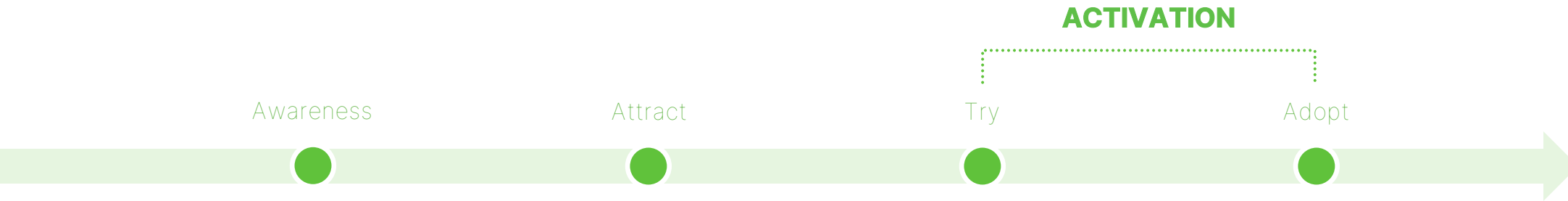
Product-led growth fuels self-serve activation



Product-led growth fuels self-serve activation



Product-led growth fuels self-serve activation



**Industry
Success
Stories**

Expand via robust partner ecosystem



Growing technology alliance ecosystem



Strong GTM collaboration with select alliances



Cloud alliances

Hybrid deployment demand fueling stronger AWS-Exasol partnership, and legacy migration success on GCP.



AWS



Azure



Google Cloud

System integrators

100+ local and global collaborative GTM Solution Partners scale demand gen with repeatable assets that can be leveraged easily.



US	UK	GLOBAL	DACH/CEE	BENELUX/ FRANCE/SPAIN	CIS/MEA	
 	 	 <th>NORDICS</th> 	NORDICS	 	 	

Solution partners

Solution partners using Exasol to deliver innovative high-performance analytics solutions.



Investing in product innovation & differentiation

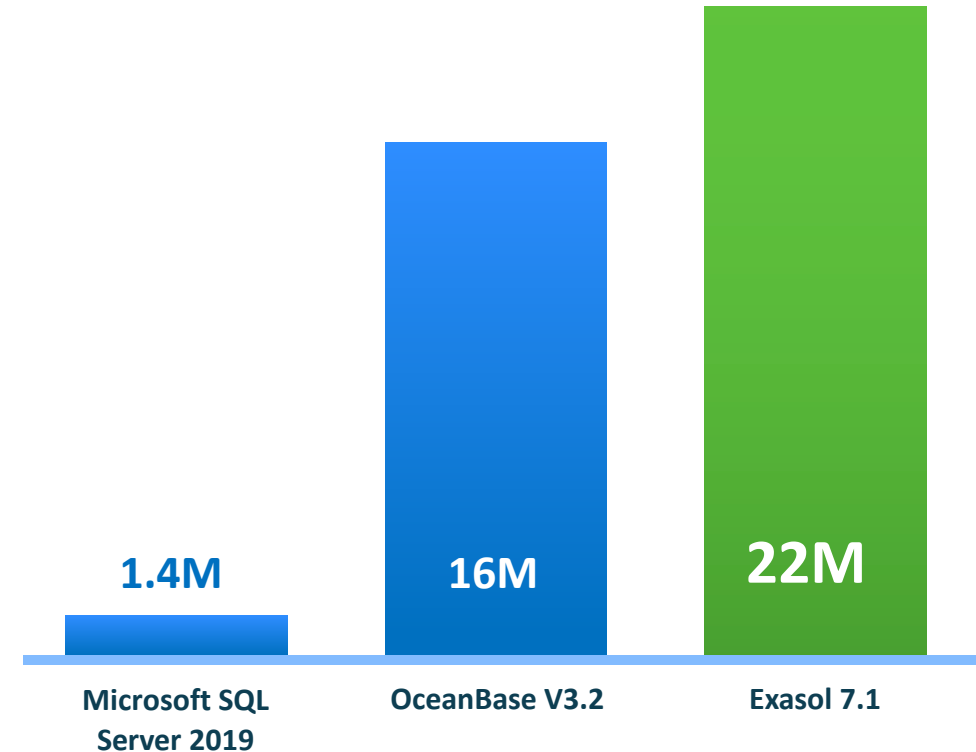
Fastest analytics database ...again

TPC-H 2021 (V3) RESULT for 10 TB, 30 TB, 100 TB

showed breaking results for all benchmark sizes.
The more data you have, the more performance matters.

Query per hour Performance (30 TB)

Higher is better performance

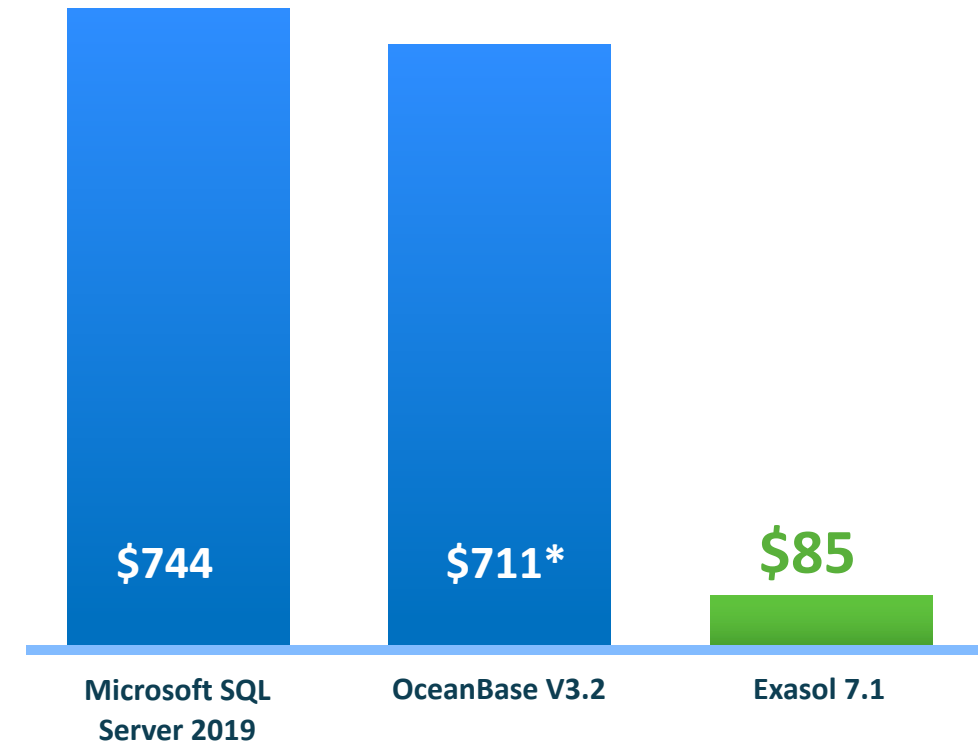


Fastest analytics database...again

Comparison holds up even when you look at cost.
With SQL Server, you need to spend 9x the money
to get 1/10 performance.

Price/kQphH in USD (30 TB)

Cost per kQphH – lower is better

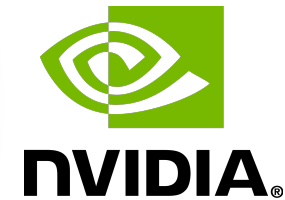


*Converted from the original currency.

Faster. Matters. Investing in innovation.

GPU vs. CPU as part of NVIDIA inception program

As the TPC-H results showed, we're leading on performance and cost/performance ratios by a huge margin thanks to continuous optimization.



SaaS launching in Q3. Exasol... accelerated.

We're building the best possible experience for our customers. Key innovations include decoupled compute, and insights in minutes after signing up.



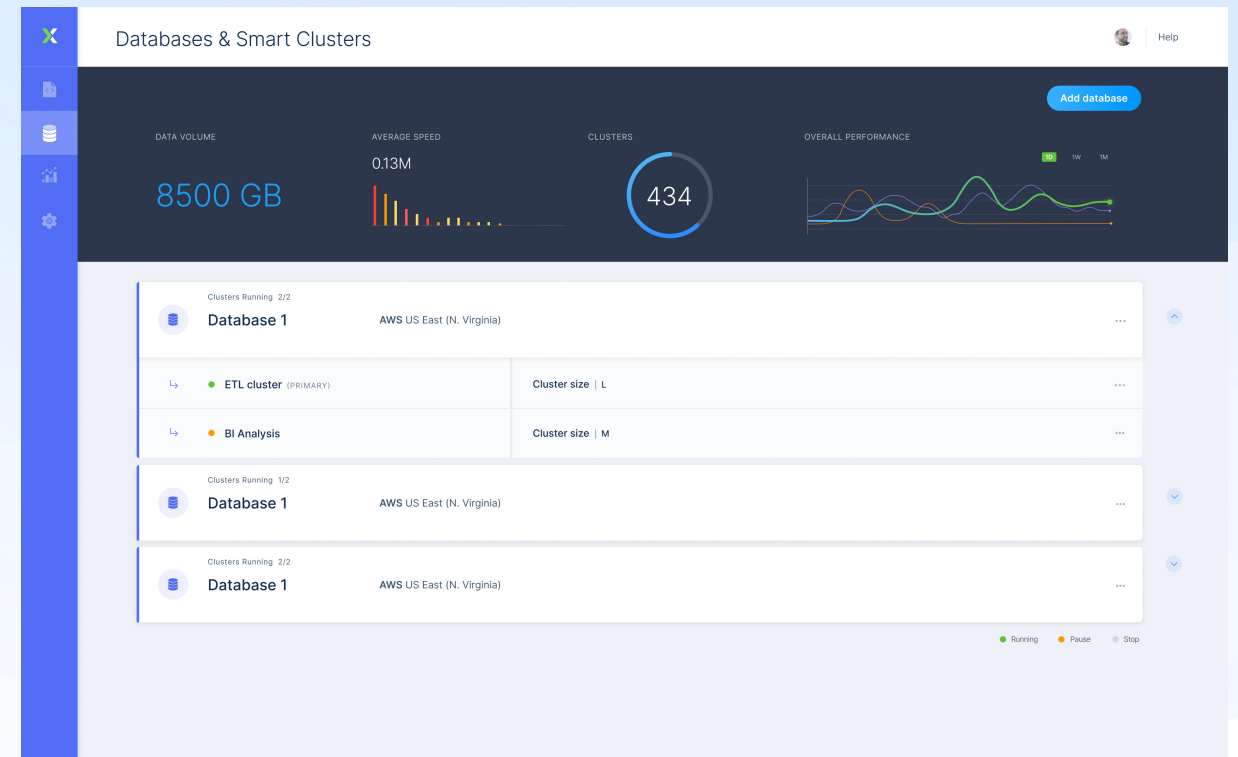
Decoupled compute



Elastic scaling



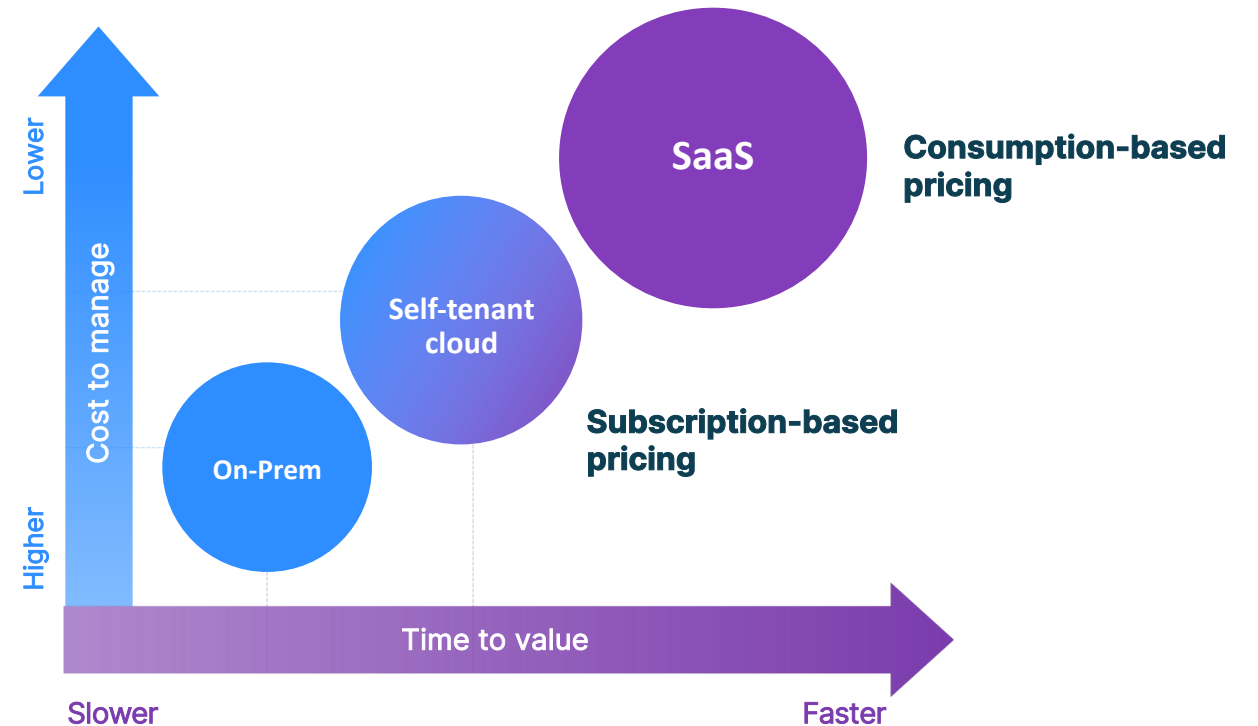
Insights in minutes



Expand addressable market. Flexible pricing options.

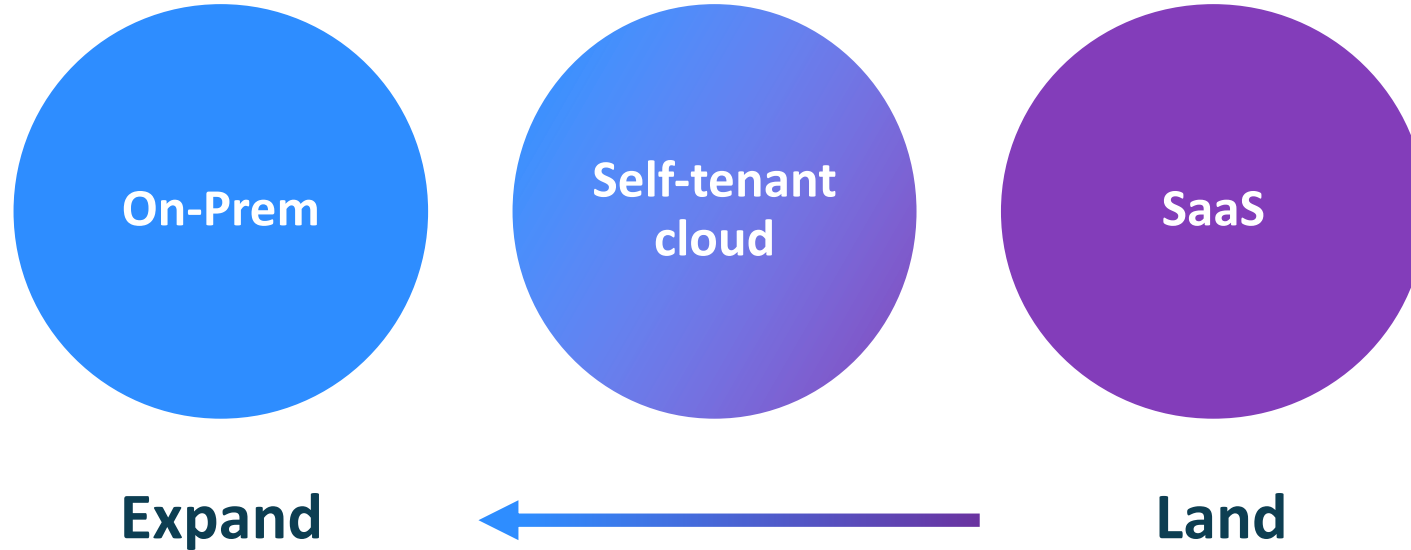
Lower time to value and cost to manage.

As data becomes “always on,” organizations save money by using data only in part. But that’s not a sustainable core data strategy. It all comes down to performance and what it costs.



Expand addressable market. Flexible pricing options.

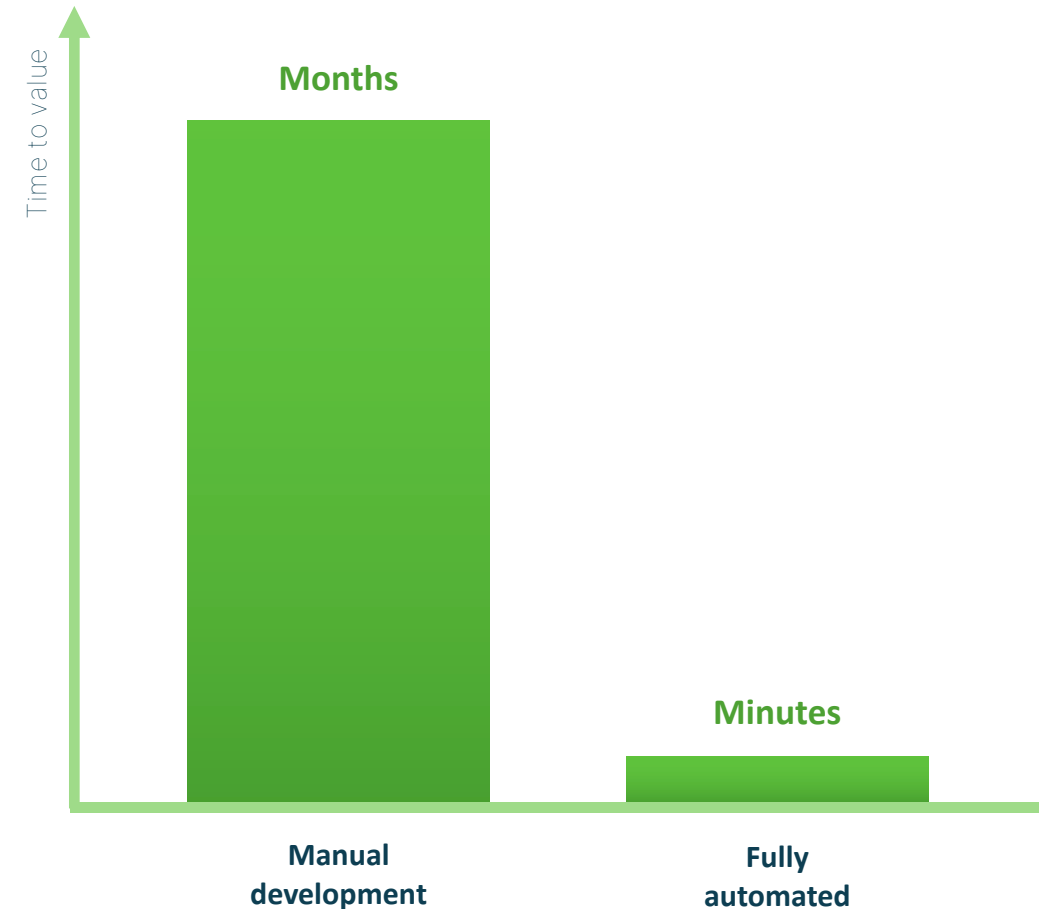
Can offer consumption-based pricing when needed,
expanding our addressable market.



Accelerate data warehouses with new automation product

Extend value advantage & expand use cases

First solution on market to fully automate creation of a data warehouse.



Technology investment areas to extend the capabilities of our analytics platform



- **Data Integration**

Extend data integration & Change Data Capture tool support



- **Machine Learning**

Native Integration with Machine Learning platforms



- **Data Governance**

Data cataloging, lineage, IAM tools to drive enterprise readiness

One Team. One Company.

Leadership Team



Mathias Golombek
CTO



Rishi Diwan
CPO



Deborah Thomas
CCO



Jan-Dirk Henrich
CFO



Wendy Kano
CMO



Peter Jackson
CDO



Thomas Siekmann
CIO

Stay true to our vision, mission, & values

MISSION

Accelerate insights from the world's data

VISION

Be the analytics platform trusted by the world's most ambitious organizations



Extraordinary Customer Experiences



All for One, One For All



Every Voice Counts



Always Learning



Bring It!



Hearts and Minds

Corporate Social Responsibility

We want to continue to attract talent who have the same passions we do.

- Green Team
- 2019 Carbon Neutrality stamp
- Diversity & Inclusion Team
- D&I trainings for all staff
- Updated Code of Conduct



A soccer team in white jerseys and dark shorts is celebrating a victory on a field. They are huddled together, with one player in the center raising his arm in triumph. The background shows a blurred crowd in a stadium. The image has a blue tint and a diagonal white line running from the bottom left to the top right.

Faster. Wins.

A soccer team in white jerseys and black shorts is celebrating a goal. One player is jumping in the air with his arms raised. The background is a blurred stadium with spectators. The image has a blue and green color gradient overlay.

Exasol

Thank you