SAFE HARBOR

This presentation contains forward-looking statements, including, among other things, statements regarding our growth prospects; our ability to attract and retain customers to use our platform; our ability to innovate and provide a superior customer experience; our ability to successfully expand in our existing markets and into new markets; and our ability to effectively manage our growth and future expenses. The words such as “may,” “should,” “will,” “believe,” “expect,” “anticipate,” “target,” “project,” and similar phrases that denote future expectation or intent regarding our financial results, operations and other matters are intended to identify forward-looking statements. You should not rely upon forward-looking statements as predictions of future events.

The outcome of the events described in these forward-looking statements is subject to known and unknown risks, uncertainties, and other factors that may cause our actual results, performance, or achievements to differ materially, including (i) adverse changes in general economic or market conditions; (ii) our ability to adapt our customer service platform to changing market dynamics and customer preferences or achieve increased market acceptance of our platform; (iii) our expectation that the future growth rate of our revenues will decline, and that as our costs increase, we may not be able to generate sufficient revenues to achieve or sustain profitability; (iv) our limited operating history, which makes it difficult to evaluate our prospects and future operating results; (v) our ability to effectively manage our growth and organizational change; (vi) our ability to compete effectively in the intensely competitive market in which we participate; (vii) the development of the market for software as a service business software applications; (viii) our ability to sell our live chat software as a standalone service and more fully integrate our live chat software with our customer service platform; (ix) breaches in our security measures or unauthorized access to our customers’ data; (x) service interruptions or performance problems associated with our technology and infrastructure; (xi) real or perceived errors, failures, or bugs in our products; (xii) our substantial reliance on our customers renewing their subscriptions and purchasing additional subscriptions from us; and (xiii) our ability to effectively expand our sales capabilities.

The forward-looking statements contained in this presentation are also subject to additional risks, uncertainties, and factors, including those more fully described in our filings with the Securities and Exchange Commission, including our Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on August 7, 2014. Further information on potential risks that could affect actual results will be included in the subsequent periodic and current reports and other filings that we make with the Securities and Exchange Commission from time to time.

Forward-looking statements represent our management’s beliefs and assumptions only as of the date such statements are made. We undertake no obligation to update any forward-looking statements made in this presentation to reflect events or circumstances after the date of this presentation or to reflect new information or the occurrence of unanticipated events, except as required by law.
BRINGING ORGANIZATIONS AND THEIR CUSTOMERS CLOSER TOGETHER
THE NEW AMPLIFIED VOICE OF THE INFORMED CUSTOMER HAS CHANGED THE DYNAMICS
CONSUMER EXPECTATIONS HAVE CHANGED DRAMATICALLY

INSTANT

TRANSPARENT

PERSONALIZED

UBIQUITOUS
ZENDESK EMERGES, A NEW GENERATION BEAUTIFULLY SIMPLE CUSTOMER SERVICE PLATFORM
LIFETIME VALUE + VOICE OF THE CUSTOMER = GROWTH
DEVELOPMENT PLATFORM

- Over 200 integrations & apps
- Broad developer ecosystem
- Channel for partners
- Product extensions
- Product experimentation
- Partner evaluation
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• High growth subscription revenue model
• Large and diversified global customer base
• Efficient customer acquisition model
• Proven land and expand growth strategy
ANNUAL REVENUE ($ in millions)

2011: $16
2012: $38
2013: $72

112% CAGR

QUARTERLY REVENUE ($ in millions)

2012:
- Q1: $7
- Q2: $9
- Q3: $10
- Q4: $12

2013:
- Q1: $14
- Q2: $16
- Q3: $19
- Q4: $23

2014:
- Q1: $25
- Q2: $30

+80%
LARGE GLOBAL AND LOYAL CUSTOMER BASE as of Q2 2014

45,740 CUSTOMER ACCOUNTS WORLDWIDE

REVENUE BY GEOGRAPHIC AREA
- US: 57%
- EMEA: 28%
- Other: 15%

KEY FACTS
- Annual Recurring Revenue Distribution from Accounts:
  - 100+ seats: 77%
  - Less than 100 seats: 23%

Annual dollar-based net expansion rate: 122%
ORGANIC AND VIRAL GROWTH MODEL

Percentage of qualified sales leads during Q2 2014

ORGANIC CUSTOMER ACQUISITION MODEL DRIVES

HIGH REVENUE GROWTH + EFFICIENT CUSTOMER ACQUISITION

32% Organic
68% Paid
IN SHORT...

• Leading transformation of the customer service software market
• Large, diversified and expanding addressable market
• High growth subscription business model
• Efficient customer acquisition and growth model
Annual Recurring Revenue (ARR) for a customer account is a legal and contractual determination made by assessing the contractual terms of each customer account, as of the date of determination, as to the revenue we expect to receive in the next annual period for that customer account, assuming no changes to the subscription and without taking into account one-time discounts, if any, that may be applicable to such subscription. Annual recurring revenue is not determined by reference to historical revenue, deferred revenue or any other GAAP financial measure over any period. It is forward-looking and contractually derived as of the date of determination.