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 May 7, 2015. 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
AMPLIFIED VOICE OF INFORMED CONSUMERS DRIVES NEW PARADIGM

Social Networks

+ 

Informed Consumers

New Customer Service Paradigm

Amplified Voice
CUSTOMER EXPECTATIONS

INSTANT

TRANSPARENT

PERSONALIZED

UBIQUITOUS
ZENDESK EMERGES, A NEW-GENERATION BEAUTIFULLY SIMPLE CUSTOMER SERVICE PLATFORM
MEGA TREND: A SHIFT FROM EPISODIC TO LIFETIME RELATIONSHIP

THE OLD WAY

THE NEW WAY
LIFETIME VALUE + VOICE OF THE CUSTOMER = GROWTH
THE ZENDESK PLATFORM

SUPPORT
- Workflow
- SLA’s
- Automation

SELF-SERVICE
- Knowledge Base
- Community
- Portal

ENGAGEMENT
- Embedded
- Proactive
- Feedback & Surveys
- Satisfaction Rating

ORGANIZATION
- Insights
- KPI

CUSTOMER
- Web
- Facebook
- Twitter
- Email
- Chat
- Voice

TICKETS & USERS

INSIGHTS
- Analytics
- Dashboards
- Benchmarks

PLATFORM
- API
- Apps
- Marketplace
- Embeddables

ZENDESK BENCHMARK™
Built on Zendesk

Built with Zendesk
• 300+ public apps
• Open APIs foster private app development
• 4,500+ registered developers and growing
• Channel built to enable partners
EMBEDDABLES

Bring customer support directly to your customers
KIXEYE’S IN-GAME ENGAGEMENT; BUILT WITH ZENDESK

VIP player receives in-game chat and faster resolution for existing issues.

Kixeye’s gaming backend detects player presence while agents are working VIP ticket views.
<table>
<thead>
<tr>
<th>Segments</th>
<th>Zendesk Competitive Position</th>
<th>Competitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMB Customer Service</td>
<td>Market Leader</td>
<td>Basic tools</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="https://mail.google.com">Gmail</a> <a href="https://support.microsoft.com">Microsoft Excel 2010</a> <a href="https://freshdesk.com">Freshdesk</a> <a href="https://www.salesforce.com">Salesforce</a></td>
</tr>
<tr>
<td>Mid-Market / Enterprise</td>
<td>Market Disruptor</td>
<td></td>
</tr>
<tr>
<td>Customer Service</td>
<td></td>
<td><a href="https://www.servicecloud.com">Service Cloud</a> <a href="https://www.oracle.com/svccloud">Oracle Service Cloud</a> <a href="https://www.kana.com">Kana</a></td>
</tr>
<tr>
<td>Employee Service Desk</td>
<td>Market Alternative</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="https://www.bmc.com">BMC Software</a> <a href="https://atlassian.com">Atlassian</a> <a href="https://www.hp.com">HP</a> <a href="https://www.servicenow.com">Servicenow</a></td>
</tr>
</tbody>
</table>
• High growth subscription revenue model
• Large and diversified global customer base
• Proven land and expand growth strategy
• Capital efficient operating model
• Pricing model drives democratization
LARGE GLOBAL AND LOYAL CUSTOMER BASE (as of and for quarter ended March 31, 2015)

OVER 57,000 PAID CUSTOMER ACCOUNTS WORLDWIDE

REVENUE BY GEOGRAPHIC AREA

- US: 54%
- EMEA: 30%
- Other: 16%

KEY FACTS

Monthly Recurring Revenue Distribution from Accounts

- 100+ seats: 75%
- Less than 100 seats: 25%

Dollar-based net expansion rate: 120%
Total number of paid customer accounts excludes customer accounts on the low cost Starter Plan and includes paid customer accounts on the live chat software.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Customer Accounts on Customer Engagement Platform (approx.)</td>
<td>29,500</td>
<td>27,600</td>
<td>25,900</td>
<td>24,000</td>
<td>22,100</td>
</tr>
<tr>
<td>+ Paid Customer Accounts on Live Chat Platform (approx.)</td>
<td>27,500</td>
<td>24,900</td>
<td>22,500</td>
<td>20,100</td>
<td>17,800</td>
</tr>
<tr>
<td>= Approximate Number of Paid Customer Accounts</td>
<td><strong>57,000</strong></td>
<td><strong>52,500</strong></td>
<td><strong>48,400</strong></td>
<td><strong>44,100</strong></td>
<td><strong>39,900</strong></td>
</tr>
</tbody>
</table>
• Dollar-based net expansion rate excludes customer accounts on the low cost Starter Plan

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>120%</td>
<td>120%</td>
<td>121%</td>
<td>120%</td>
<td>121%</td>
<td></td>
</tr>
</tbody>
</table>

• Dollar-based net expansion rate does not currently incorporate live chat
Plans built for every team. Start with 30 days free.

**STARTER**
- $1 per agent / mo
- Billed annually or $2 month-to-month
- Try
- Buy
- Email ticketing
- Knowledge base
- 140+ pre-built apps

**REGULAR**
- $25 per agent / mo
- Billed annually or $29 month-to-month
- Try
- Buy
- Satisfaction surveys
- Communities
- Custom domain

**PLUS**
- $59 per agent / mo
- Billed annually or $69 month-to-month
- Try
- Buy
- Time tracking
- Custom reports & dashboards
- Internal knowledge base

**ENTERPRISE**
- $125 per agent / mo
- Billed annually or $139 month-to-month
- Try
- Buy
- Multiple ticket forms
- Unlimited self-service
- Success program

**ENTERPRISE ELITE**
- $195 per agent / mo
- Billed annually or $209 month-to-month
- Call
- Elite support
- Product training
- Uptime SLAs

[COMPARE OUR PLANS](#) or [START YOUR FREE TRIAL](#)
No hidden fees. We mean it!
Try our Premium plan free for 14 days. No credit card required.

**LITE**
Best for individuals

- **Free**
- 1 Agent Only

**BASIC**
Great for lean teams

- **$11.20** per agent/mo.

**ADVANCED**
Ideal for established teams

- **$20** per agent/mo.

**PREMIUM**
Perfect for industry leaders

- **$44** per agent/mo.

---

**Lite Features...**
- 1 Concurrent Chat
- Chat Rating
- 14-day Chat History

**Basic Features...**
- Unlimited Chats
- 2 Triggers
- 2 Departments
- Widget Customization

**Advanced Features...**
- Unlimited Triggers
- Unlimited Departments
- Operating Hours
- Chat Reports
- REST API

---

**Premium Features...**
- Widget Unbranding
- Agent Reports
- Real-Time Monitoring
- High Load Dashboard
- IP Access Restriction
- 24/7 Support
- Premium Features...
IN SHORT...

- Leading the transformation of the customer service market
- Beautifully simple philosophy core to business and platform
- Large, diversified and expanding addressable market
- High growth subscription business model
- Efficient customer acquisition and growth model
MONTHLY RECURRING REVENUE (MRR) for a paid customer account is a legal and contractual determination made by assessing the contractual terms of each paid customer account, as of the date of determination, as to the revenue we expect to receive in the next monthly period for that paid customer account, assuming no changes to the subscription and without taking into account one-time discounts or any platform usage above the subscription base, if any, that may be applicable to such subscription. Monthly 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.