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) 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
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
DUAL PLATFORM STRATEGIES

Built on Zendesk

Built with Zendesk
DEVELOPERS AND APPS

- Approx. 300 public apps
- Open APIs foster private app development
- 4,500+ registered developers and growing
- Channel built to enable partners
EMBEDDABLES EXTENDING ENGAGEMENT

EMBEDDABLES

Bring customer support directly to your customers

HELP
CHAT
TICKETS
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.
## COMPETITION

<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>Mid-Market / Enterprise Customer Service</td>
<td>Market Disruptor</td>
<td></td>
</tr>
<tr>
<td>Employee Service Desk</td>
<td>Market Alternative</td>
<td></td>
</tr>
</tbody>
</table>
GROWTH DRIVERS

- Drive organic growth through brand development
- Extend SMB market leadership
- Expand enterprise customer base
- Extend global customer footprint
- Introduce new products and features
- Broaden platform and partnerships
- Exploit data and analytics opportunity
• 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
**Key Accomplishments**

- **Zopim**: 40,000
- **Insights**: Jan 2014
- **Enterprise Elite**: Jul 2014
- **25 CTI Integrations**: NPS
- **Embeddables**: Jan 2015
- **Startupland**: Multi-currency
- **Premium Live Chat**: Present
- **ZEN**: 45%
- **Sexiest Startup**: “Crunchies”
- **Employee count**: 500
- **Customer accounts**: 800
- **Percentage of revenue from international Q4:14**: 45%
- **Office Openings**: San Francisco, Dublin, Manila, Madison, Melbourne, Virginia data center launch, Singapore, Philippines, France, Germany, China, India, Canada, Australia, Russia, Japan, Brazil, South Africa, Poland, Turkey, Chile, France, Germany, India, Indonesia, Malaysia, Netherlands, Philippines, Portugal, Korea, Mexico, Russia, Spain, Switzerland, Taiwan, Thailand, Turkey, United Kingdom, Vietnam, and more.
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: 25%
  - Less than 100 seats: 75%

Dollar-based net expansion rate: 120%
QUARTERLY REVENUE & OPERATING CASH FLOW ($ in millions)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Revenue (in millions)</th>
<th>Operating Cash Flow (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2013</td>
<td>$13</td>
<td>$25</td>
</tr>
<tr>
<td>Q2 2013</td>
<td>$13</td>
<td>$25</td>
</tr>
<tr>
<td>Q3 2013</td>
<td>$25</td>
<td>$25</td>
</tr>
<tr>
<td>Q4 2013</td>
<td>$25</td>
<td>$25</td>
</tr>
<tr>
<td>Q1 2014</td>
<td>$38</td>
<td>$25</td>
</tr>
<tr>
<td>Q2 2014</td>
<td>$38</td>
<td>$25</td>
</tr>
<tr>
<td>Q3 2014</td>
<td>$38</td>
<td>$25</td>
</tr>
<tr>
<td>Q4 2014</td>
<td>$38</td>
<td>$25</td>
</tr>
<tr>
<td>Q1 2015</td>
<td>$50</td>
<td>$25</td>
</tr>
</tbody>
</table>
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.

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</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>
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<tbody>
<tr>
<td></td>
<td>120%</td>
<td>120%</td>
<td>121%</td>
<td>120%</td>
<td>121%</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
- Email ticketing
- Knowledge base
- 140+ pre-built apps

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

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

**ENTERPRISE**
- $125 per agent / mo
- Billed annually or $139 month-to-month
- Multiple ticket forms
- Unlimited light agents
- Success program

**ENTERPRISE ELITE**
- $195 per agent / mo
- Billed annually
- No monthly pricing
- 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.
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.