Forward-looking Statements

This presentation contains projections and other forward-looking statements regarding future events or the future financial performance of Cisco, including future operating results. These projections and statements are only predictions. Actual events or results may differ materially from those in the projections or other forward-looking statements. Please see Cisco’s filings with the SEC, including its most recent filing on Form 10-K, for a discussion of important risk factors that could cause actual events or results to differ materially from those in the projections or other forward-looking statements.

GAAP Reconciliation

During this presentation references to financial measures of Cisco will include references to non-GAAP financial measures. Cisco provides a reconciliation between GAAP and non-GAAP financial information on the Cisco Investor Relations website https://investor.cisco.com/financial-information/financial-results/default.aspx
Drive growth by leading key market transitions
KEY FOCUS AREAS

Continue transforming our go-to-market and reach new buyers
Reimagine their applications

Secure their enterprise

Power hybrid work

Transform their infrastructure
Reimagine their applications
FY22 CUSTOMER PRIORITIES

Reimagine their applications

NEW BUYERS

- App Developers
- DevOps
Power hybrid work
FY22 CUSTOMER PRIORITIES

Power
hybrid work

NEW BUYERS

CHRO
Facilities Managers
Secure their enterprise
FY22 CUSTOMER PRIORITIES

**Secure**
their enterprise

NEW BUYERS

- CISO
- SecOps
Transform their infrastructure
Transform their infrastructure
Reimagine their applications
Secure their enterprise
Power hybrid work
Transform their infrastructure

CUSTOMER NEEDS

Flexibility
Simplicity
Minimum time to value
Investment Areas
Enterprise Agreements

Multiple technologies, services, and partners in one agreement

Shift investments between portfolios as needs change
New Routes to Market

- Marketplaces
- Managed Services
- Digital & @Scale
CX & Services
Portfolio

Success Tracks
CX Cloud
Marketing Acceleration

- Reimagining Cisco.com
- Sponsorships
- New Marketing Campaigns
Transforming Our Teams
New Compensation Structure
Doubling down on recurring
Moving all Services to Annual
Higher payouts for multi-year deals + overachievers

Recruiting & Training Software Talent

Piloting Solution-Based Sellers

Evolving Tools to Accelerate Software & Lifecycle Selling
HOW WE WIN

Scale

~90% of Cisco’s overall bookings through Partners
Forward-looking Statements

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Thank you