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# Q4 FY25 Investor Presentation



March 6, 2025

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This presentation also includes certain non-GAAP financial measures, which have not been prepared in accordance with generally accepted accounting principles in the United States ("GAAP"). These non-GAAP financial measures are in addition to, and not as a substitute for, or superior to, financial measures calculated in accordance with GAAP. There are a number of limitations related to the use of these non-GAAP financial measures versus their nearest GAAP equivalents. For example, other companies may calculate non-GAAP financial measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial measures as tools for comparison. Please see the Appendix for reconciliations of these non-GAAP financial measures to their nearest GAAP equivalents.

Our adjusted revenue is defined as revenue excluding the impact of an additional week of revenue recognition in Q4 FY24 by multiplying Q4 FY24 revenue by 13/14 and excluding the effect of foreign currency fluctuations. We believe the presentation of revenue and related growth rates adjusted for the additional week in Q4 FY24 and constant currency enables comparability across periods. Our non-GAAP gross profit is defined as gross profit excluding the effect of stock-based compensation expense-related charges, including the amortization of deferred stock-based compensation expense for capitalized software and employer taxes on employee equity transactions, included in cost of revenue and non-GAAP gross margin is defined as non-GAAP gross profit as a percentage of total revenue. We believe that non-GAAP gross profit and non-GAAP gross margin provide our management and investors consistency and comparability with our past financial performance and facilitate period-to-period comparisons of operations. We define non-GAAP sales and marketing expense, non-GAAP research and development expense, and non-GAAP general and administrative expense as sales and marketing expense, research and development expense, and general and administrative expense, respectively, excluding the effect of stock-based compensation expense-related charges, including employer taxes on employee equity transactions. Non-GAAP sales and marketing margin, non-GAAP research and development margin, and non-GAAP general and administrative margin are defined as non-GAAP sales and marketing expense, non-GAAP research and development expense, and non-GAAP general and administrative expense, respectively, as a percentage of total revenue. Non-GAAP operating income (loss) is defined as income (loss) from operations excluding the effect of stock-based compensation expense-related charges, including the amortization of deferred stock-based compensation expense for capitalized software and employer taxes on employee equity transactions, lease modification, impairment, and related charges, and legal settlements. Non-GAAP operating margin is defined as non-GAAP operating income (loss) as a percentage of total revenue. We believe that non-GAAP operating expenses and non-GAAP operating income (loss) provide our management and investors consistency and comparability with our past financial performance and facilitate period-to-period comparisons of operations. Free cash flow is defined as net cash provided by (used in) operating activities reduced by cash used for purchases of property and equipment. Free cash flow margin is calculated as free cash flow as a percentage of total revenue. Adjusted free cash flow is defined as free cash flow excluding the cash impact of non-recurring capital expenditures associated with the build-out of our corporate office facilities in San Francisco, California, net of tenant allowances, and legal settlements. Adjusted free cash flow margin is calculated as adjusted free cash flow as a percentage of total revenue. We believe that these measures are useful in evaluating liquidity and provide information to management and investors about our ability to fund future operating needs and strategic initiatives by excluding the impact of non-recurring events.

Other than with respect to revenue growth on a constant currency basis, a reconciliation of non-GAAP guidance financial measures to corresponding GAAP guidance financial measures is not available on a forward-looking basis without unreasonable effort due to the uncertainty and potential variability of expenses, such as stock-based compensation expense-related charges and timing of capital expenditures, that may be incurred in the future and cannot be reasonably determined or predicted at this time. It is important to note that these factors could be material to our results of operations computed in accordance with GAAP.

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# Q4 FY25
# Business Highlights



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## OUR MISSION

To increase the safety, efficiency, and sustainability of the operations that power the global economy

**$1.46B**

**FY25 ARR**

*32% Y/Y ARR Growth*

*33% Y/Y Adjusted ARR Growth [1]*

**2,506**

**$100K+ ARR CUSTOMERS**

*36% Y/Y Growth*

**$111M**

**FY25 ADJUSTED FREE CASH FLOW**

*9% Adjusted FCF Margin*

Figures as of Q4 FY25

Fiscal year ends on the Saturday closest to February 1

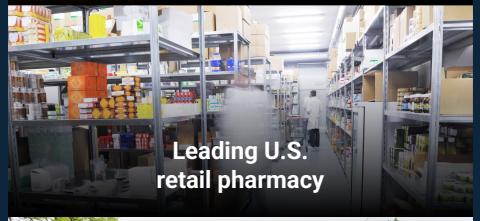
See Appendix for definitions and reconciliations, as applicable

[1] Adjusted ARR growth is ARR growth adjusted for Constant Currency. Refer to Appendix for definition

# Milestone Large Customer Quarter

## Fortune 500



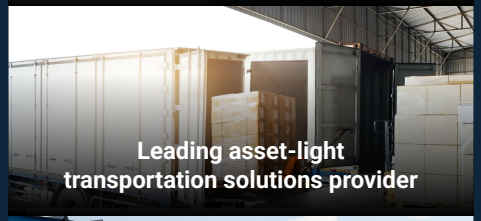







## Fortune 1000







## Other







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# Operating Smarter with Data

## Safety



- AI camera alerts
- Drowsiness detection
- Safety scoring
- Virtual driver coaching

## Fuel Savings



- Routing
- Fuel benchmarking
- EV suitability

## Asset Utilization




- Location tracking and alerts
- Utilization

## Maintenance



- Actionable alerts
- Proactive maintenance
- Diagnostics
- Vehicle inspection reports

## Frontline Workers



- Compliance
- Training
- Document digitization
- Step-by-step workflows
- Messaging

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# One of the Largest North American “Do-It-Yourself” Moving & Storage Operators

- ↓ 61% Reduction in safety events
- ↓ 82% Reduction in distracted driving events
- ↓ 47% Reduction in harsh events

Results from initial pilot with customer



| ~200K | ~250K | 23K+ |
| --- | --- | --- |
| VEHICLES | PORTABLE STORAGE BOXES | RENTAL LOCATIONS |

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# Building One of the World's Largest Operational Data Sets

**14T+** DATA POINTS

50%+ Y/Y GROWTH

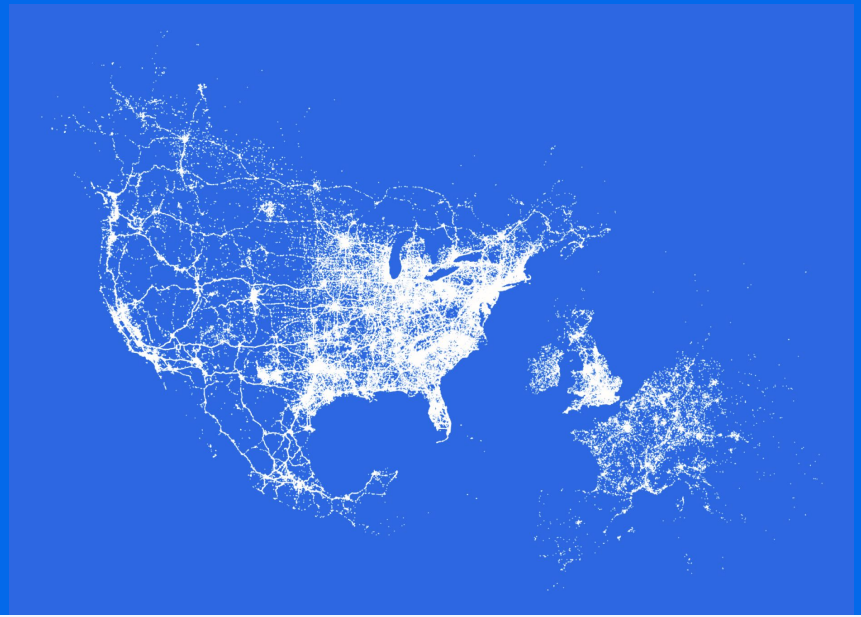
**80B+** MILES TRAVELED

25%+ Y/Y GROWTH

**120B+** API CALLS

50%+ Y/Y GROWTH

FY25 statistics



## With Samsara's help, our customers saw huge impact in FY25

| 250K+ | 300M+ | 3B+ |
|---|---|---|
| ACCIDENTS PREVENTED | WORKFLOWS DIGITIZED | POUNDS OF CO2 SAVED |

FY25 statistics based on internal estimates of customer improvements

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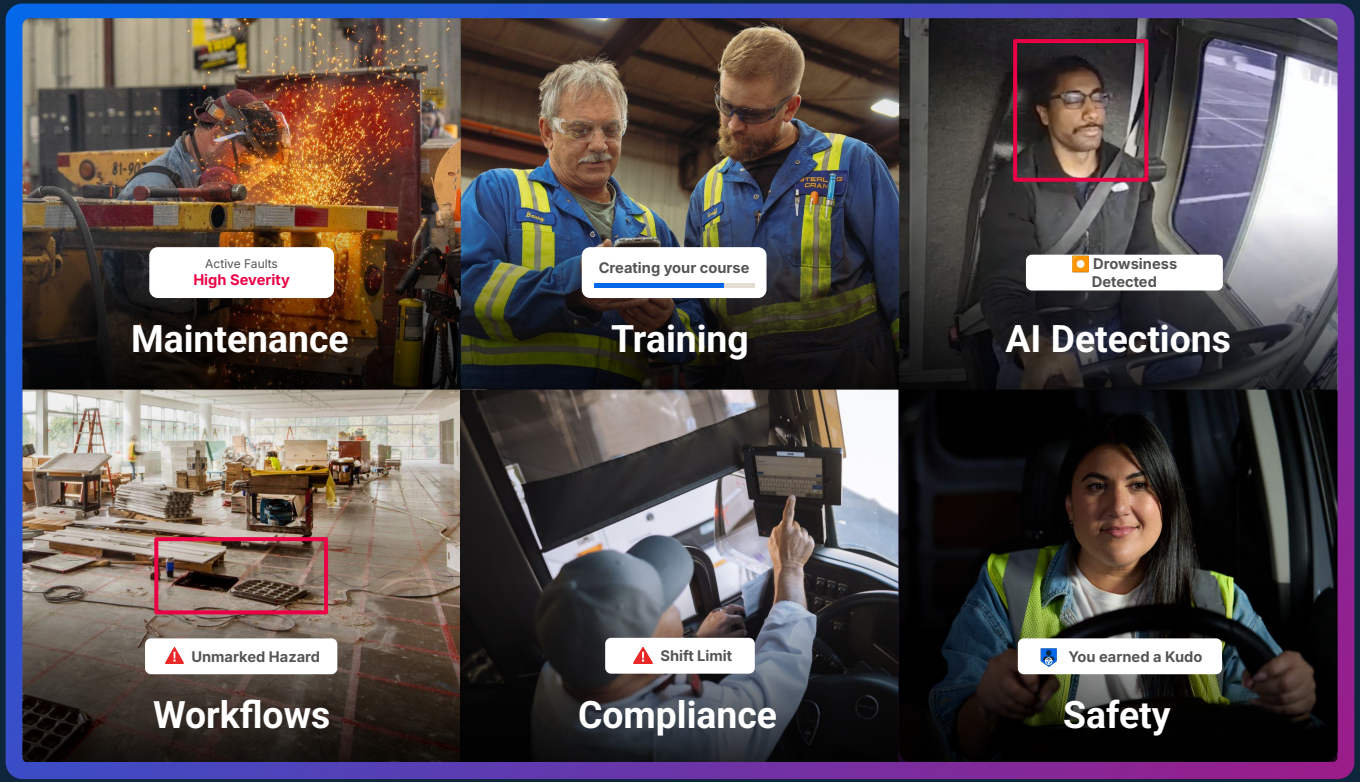
# Unleashing the Age of Intelligence

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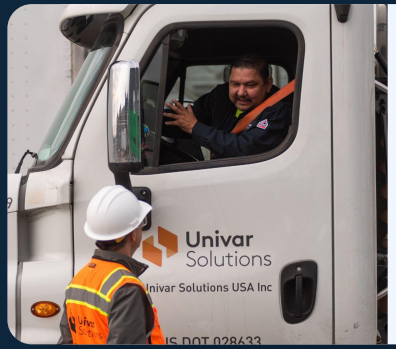
# Fueling the Next Decade of Growth



01

**Early in Digitizing a Massive Market**



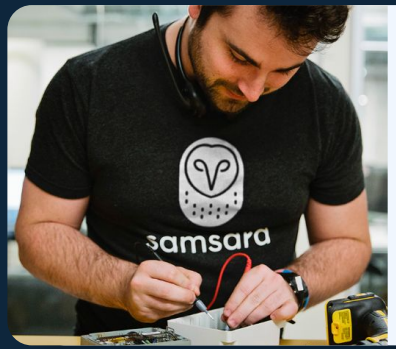

02

**Strong Enterprise Momentum**



03

**Expanding our Multi-Product Platform**




04

**Investing in Our People and Culture**

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# Thank you for a fantastic FY25!



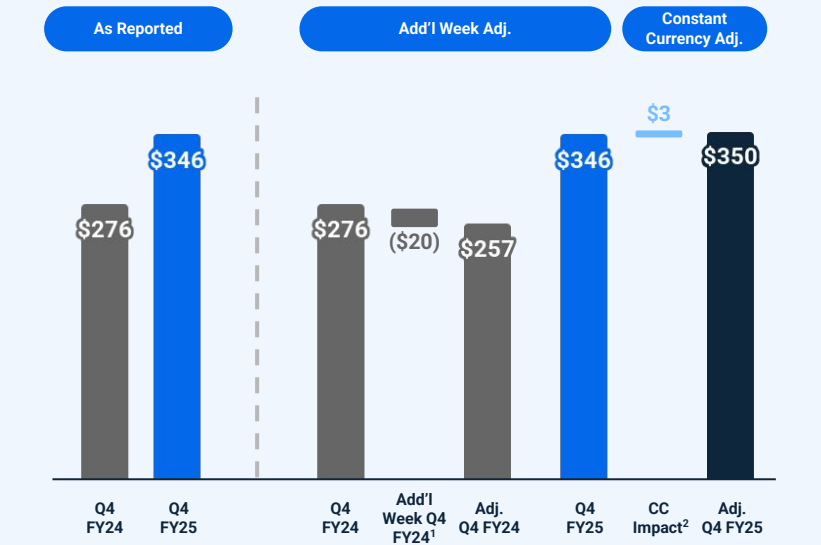




# Q4 FY25
# Financial Highlights

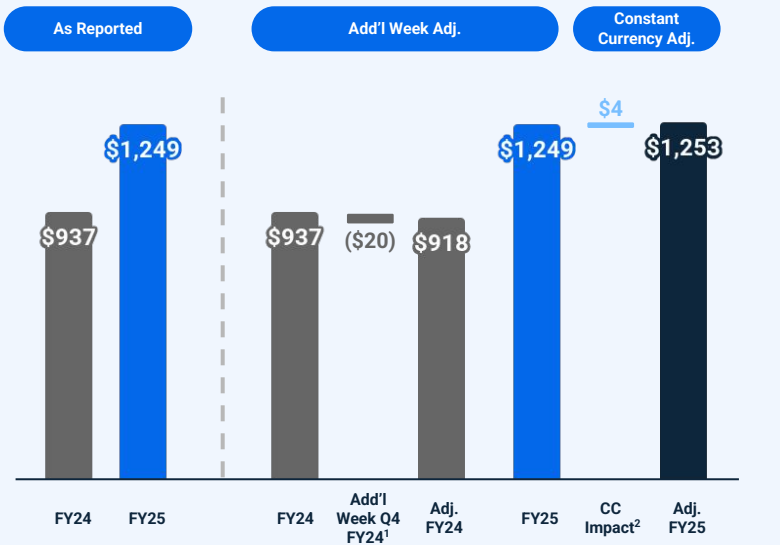
# Rapid Growth at Scale: Revenue

## Q4 FY25 Revenue ($M)




| Y/Y Growth | 25% | | | 35% | 36% |
|---|---|---|---|---|---|

## FY25 Revenue ($M)




| Y/Y Growth | 33% | | | 36% | 37% |
|---|---|---|---|---|---|

Fiscal year ends on the Saturday closest to February 1. See Appendix for definitions and reconciliations of GAAP to non-GAAP financial measures

[1] Q4 FY24 was a 14-week fiscal quarter instead of a typical 13-week fiscal quarter. The extra week resulted in approximately $20M (1/14 x $276M) of additional Q4 FY24 revenue. Removing the impact of the additional week of Q4 FY24 revenue enables comparability across periods.

[2] Constant Currency impact is calculated by converting current period results for contracts denominated in currencies other than U.S. dollars into U.S. dollars using the average exchange rates in effect from the comparative period rather than the actual exchange rates to U.S. dollars in effect during the current period.

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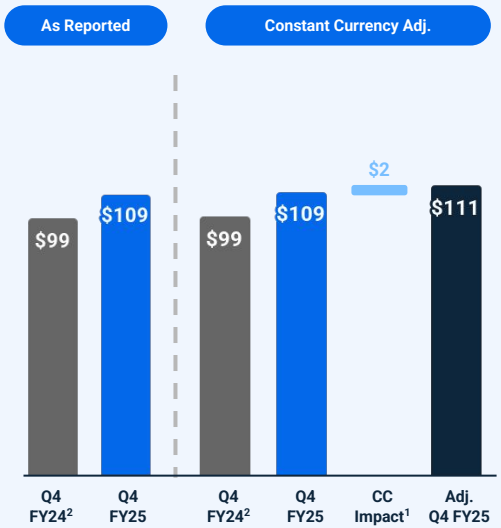
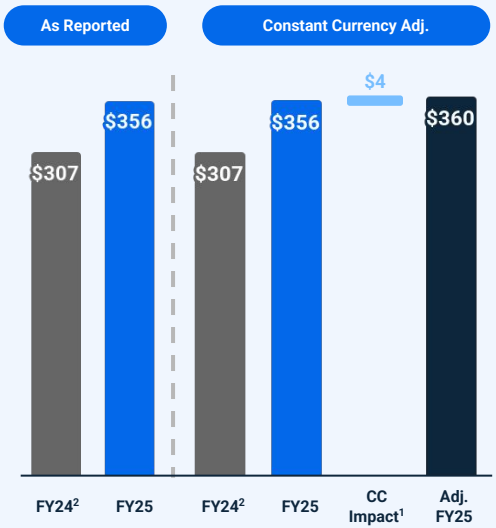
# Rapid Growth at Scale: ARR

## Q4 FY25 Net New ARR ($M)

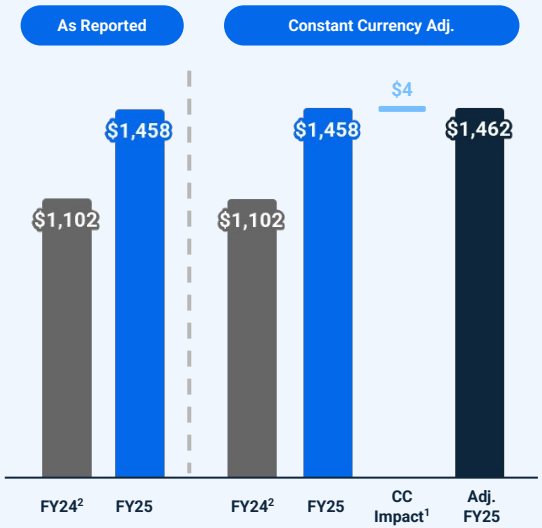



## FY25 Net New ARR ($M)




| Y/Y Growth | 10% | 12% | 16% | 17% |
|---|---|---|---|---|

## Ending ARR ($M)




| Y/Y Growth | 32% | 33% |
|---|---|---|

Fiscal year ends on the Saturday closest to February 1. See Appendix for definitions

[1] Constant Currency impact is calculated by converting current period results for contracts denominated in currencies other than U.S. dollars into U.S. dollars using the average exchange rates in effect from the comparative period rather than the actual exchange rates to U.S. dollars in effect during the current period.

[2] Adjusted net new ARR and adjusted ARR only include the impact of constant currency and do not include the impact of an additional week during Q4 FY24. Note that Q4 FY24 was a 14-week fiscal quarter instead of a typical 13-week fiscal quarter. It is difficult to quantify the potential impact of the additional week to Q4 FY24 net new ARR (and thus not included in adjusted net new ARR). However, one approach to evaluate the potential impact is to remove one week or $7M (1/14 x $99M), which would result in $92M of Q4 FY24 net new ARR.

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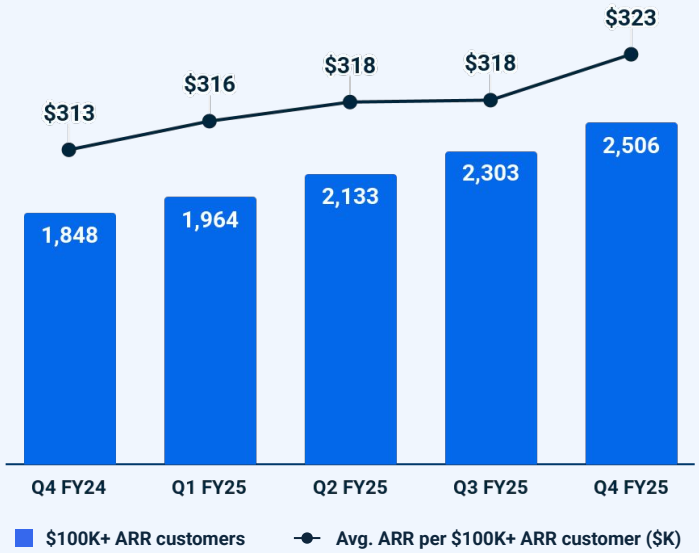
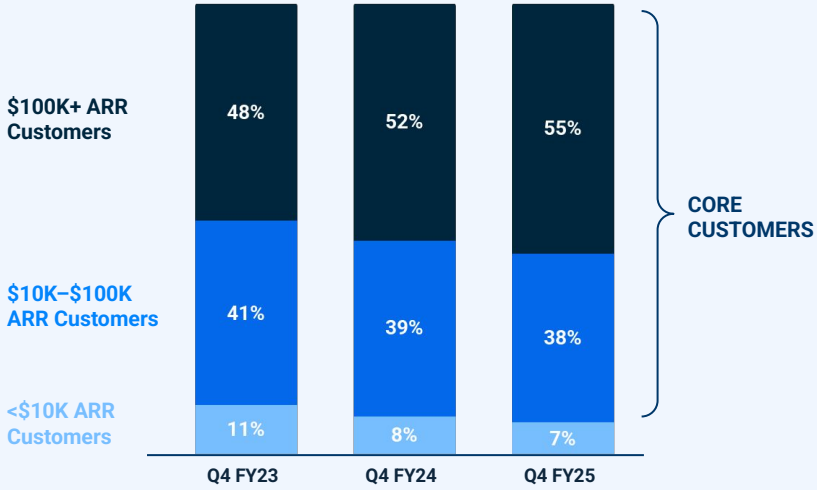
# Large Customer Momentum

## $100K+ ARR Customers




## ARR Mix




Fiscal year ends on the Saturday closest to February 1
See Appendix for definitions

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# Land and Expand Strength

## NEW CUSTOMERS

**1,000+**
new core customers added

**90**
$100K+ ARR customers added from lands

**9 of Top-10**
new customer transactions included 2+ products

## CUSTOMER EXPANSIONS

**14 of Top-20**
customers expanded

**113**
$100K+ ARR customers added from expansions

**7 of Top-10**
expansion transactions included 2+ products

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# Continued Success in New Frontiers

## INTERNATIONAL MOMENTUM



**17%**

net new ACV mix from non-US geographies in Q4

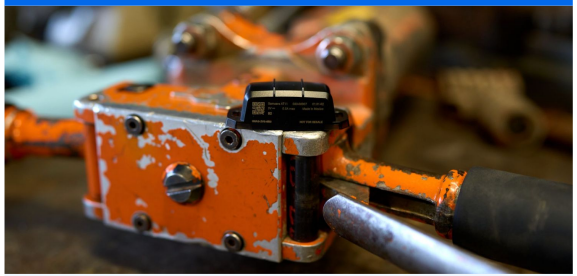
## END MARKET DIVERSITY



**6th**

consecutive quarter construction contributed the highest net new ACV mix

## EMERGING PRODUCTS



**15%**

of net new ACV from emerging products, the highest mix in last 10 quarters

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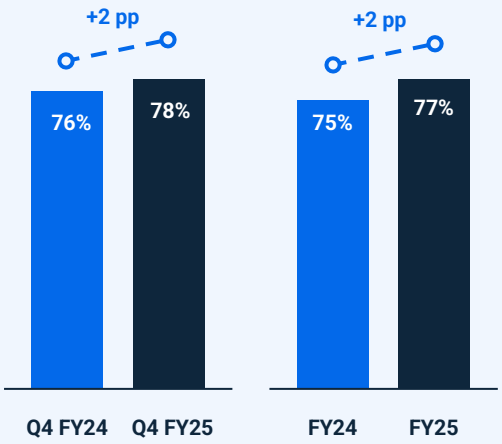
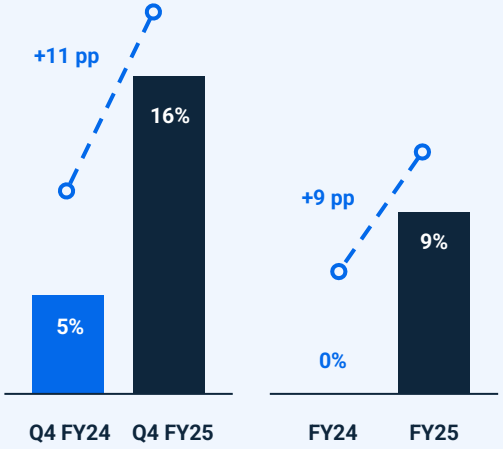
# Improving Operating Efficiency

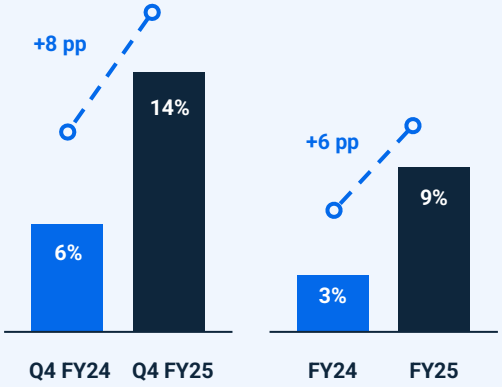
## Non-GAAP Gross Margin




## Non-GAAP Operating Margin




## Adj. Free Cash Flow Margin

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Fiscal year ends on the Saturday closest to February 1
See Appendix for reconciliation to GAAP financial measures

# Financial Guidance

| | Q1 FY26 | FY26 |
|---|---|---|
| **Total Revenue**<br>*Y/Y Revenue Growth*<br>*Y/Y Revenue Growth (Constant Currency)[1]* | $350 million - $352 million<br>*25% growth*<br>*26% - 27% growth* | $1.523 billion - $1.533 billion<br>*22% - 23% growth*<br>*23% - 24% growth* |
| **Non-GAAP Operating Margin %[2]** | 7% | 11% |
| **Non-GAAP EPS[2]** | $0.05 - $0.06 | $0.32 - $0.34 |

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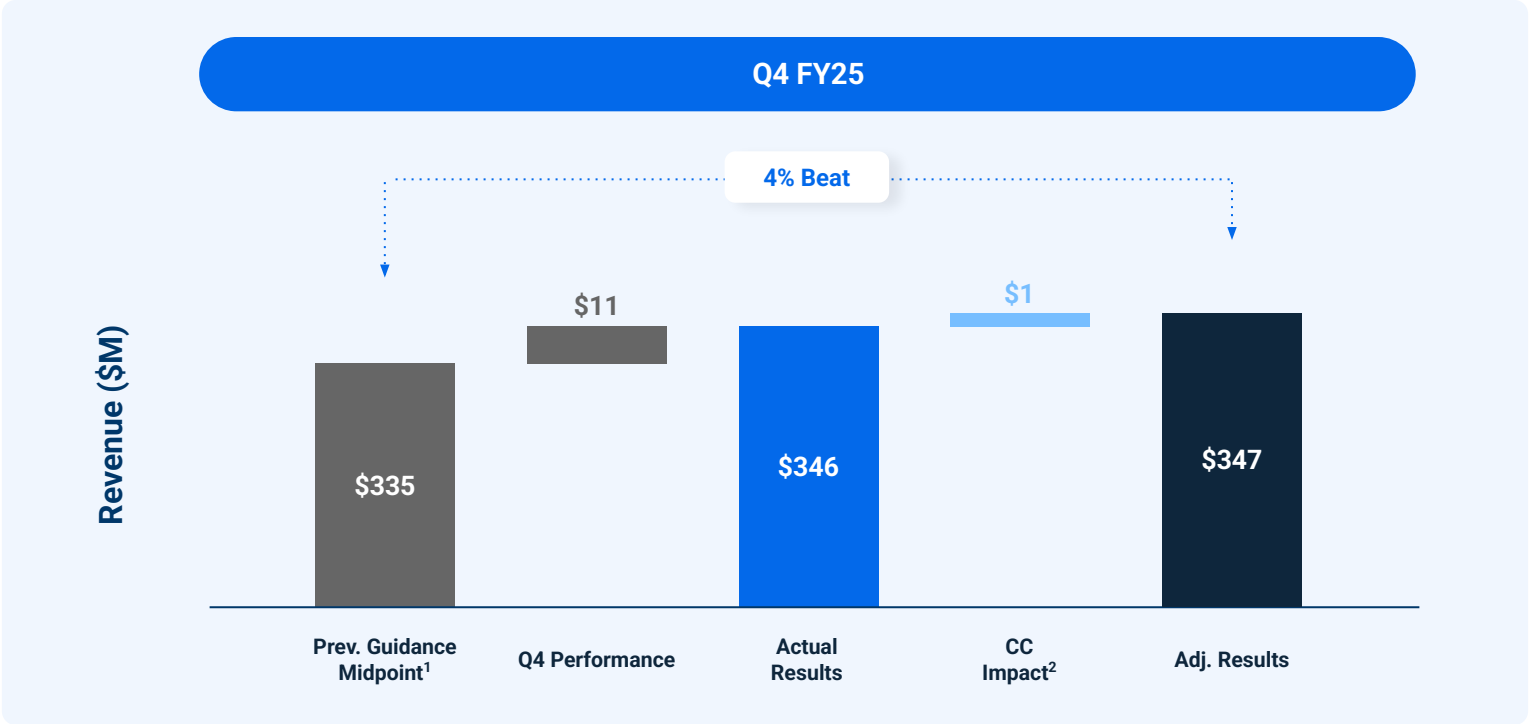
Fiscal year ends on the Saturday closest to February 1

[1] Currency impact on total revenue growth is calculated by applying the average exchange rates in effect during the comparison period, rather than the exchange rates for the guidance period. Constant Currency impact to revenue guidance is expected to be approximately $5M for Q1 FY26 and approximately $11M for FY26

[2] See Disclaimer and Statement Regarding Use of Non-GAAP Measures and Appendix for information regarding reconciliations to GAAP financial measures

# CC Impact on Actual Results

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Fiscal year ends on the Saturday closest to February 1. See Appendix for definitions and reconciliations of GAAP to non-GAAP financial measures

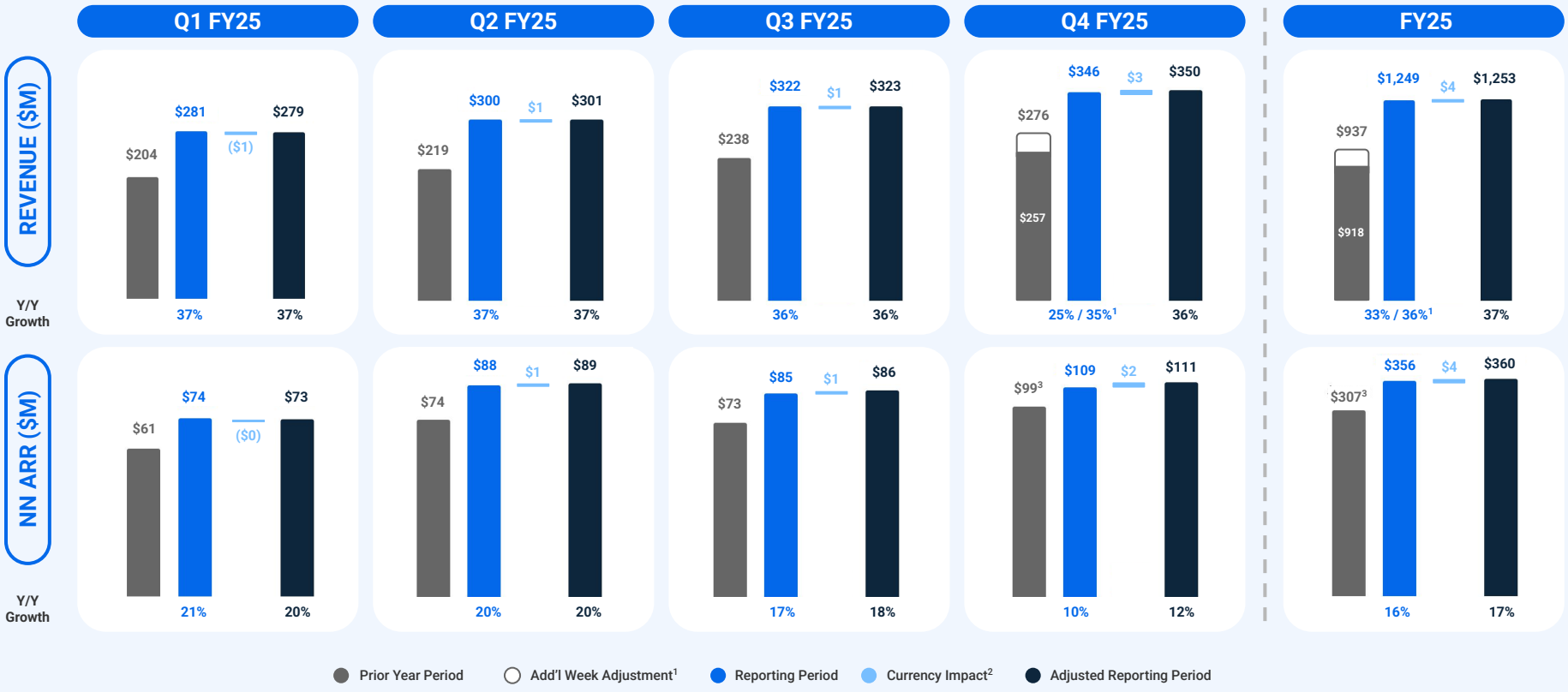
[1] Refers to previously issued financial guidance dated 12/05/24

[2] GAAP subscription revenues included in our previous guidance is based on the 11/2/24 exchange rates for contracts denominated in currencies other than US Dollar. Constant currency impact in Q4 2025 and FY25 represent the impact of the difference between the actual average foreign exchange rates in the period used to calculate our Q4 2025 and FY25 actual results and the foreign exchange rates as of 11/2/24 assumed in our previously issued guidance dated 12/5/24

# Q&A

# Appendix

# Adjusted FY25 Revenue and Net New ARR

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[2] Constant Currency impact is calculated by converting current period results for contracts denominated in currencies other than U.S. dollars into U.S. dollars using the average exchange rates in effect from the comparative period rather than the actual exchange rates to U.S. dollars in effect during the current period.

[3] Note that Q4 FY24 was a 14-week fiscal quarter instead of a typical 13-week fiscal quarter. It is difficult to quantify the potential impact of the additional week to Q4 FY24 net new ARR (and thus not included in adjusted net new ARR). However, one approach to evaluate the potential impact is to remove one week or $7M (1/14 x $99M), which would result in $92M of Q4 FY24 net new ARR.

Note: Figures (other than %'s) in $000's

# GAAP to Non-GAAP Reconciliations

| | FY23 | FY24 | FY25 | Q4 FY24 | Q4 FY25 |
|---|---|---|---|---|---|
| GAAP revenue | $652,545 | $937,385 | $1,249,199 | $276,274 | $346,290 |
| *Less: Additional week in Q4 FY24* | *$0* | *$19,734* | *$0* | *$19,734* | *$0* |
| *Add: Constant currency adjustment* | *$0* | *$0* | *$4,259* | *$0* | *$3,355* |
| Adjusted revenue | $652,545 | $917,651 | $1,253,458 | $256,540 | $349,645 |
| *Y/Y Revenue Growth* | *52%* | *44%* | *33%* | *48%* | *25%* |
| *Y/Y Adjusted Revenue Growth* | *52%* | *41%* | *37%* | *37%* | *36%* |
| GAAP gross profit | $469,889 | $690,353 | $950,878 | $207,250 | $265,986 |
| *GAAP gross margin* | *72%* | *74%* | *76%* | *75%* | *77%* |
| *Add: Stock-based compensation expense-related charges* | *$9,466* | *$12,725* | *$15,349* | *$3,418* | *$3,765* |
| Non-GAAP gross profit | $479,355 | $703,078 | $966,227 | $210,668 | $269,751 |
| *Non-GAAP gross margin* | *73%* | *75%* | *77%* | *76%* | *78%* |

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Fiscal year ends on the Saturday closest to February 1

# GAAP to Non-GAAP Reconciliations

Note: Figures (other than %'s) in $000's

| | FY23 | FY24 | FY25 | Q4 FY24 | Q4 FY25 |
|---|---|---|---|---|---|
| **GAAP S&M expense** | **$370,098** | **$486,649** | **$601,648** | **$133,006** | **$152,653** |
| *GAAP S&M margin (% of total revenue)* | *57%* | *52%* | *48%* | *48%* | *44%* |
| ***Less: Stock-based compensation expense-related charges*** | ***($54,072)*** | ***($75,203)*** | ***($90,471)*** | ***($19,893)*** | ***($23,628)*** |
| Non-GAAP S&M expense | $316,026 | $411,446 | $511,177 | $113,113 | $129,025 |
| *Non-GAAP S&M margin (% of total revenue)* | *48%* | *44%* | *41%* | *41%* | *37%* |
| **GAAP R&D expense** | **$187,405** | **$258,581** | **$299,716** | **$73,426** | **$73,277** |
| *GAAP R&D margin (% of total revenue)* | *29%* | *28%* | *24%* | *27%* | *21%* |
| ***Less: Stock-based compensation expense-related charges*** | ***($64,184)*** | ***($95,220)*** | ***($107,250)*** | ***($26,504)*** | ***($25,174)*** |
| Non-GAAP R&D expense | $123,221 | $163,361 | $192,466 | $46,922 | $48,103 |
| *Non-GAAP R&D margin (% of total revenue)* | *19%* | *17%* | *15%* | *17%* | *14%* |
| **GAAP G&A expense** | **$170,785** | **$195,043** | **$234,609** | **$55,155** | **$57,199** |
| *GAAP G&A margin (% of total revenue)* | *26%* | *21%* | *19%* | *20%* | *17%* |
| ***Less: Stock-based compensation expense-related charges*** | ***($53,702)*** | ***($68,042)*** | ***($85,577)*** | ***($18,020)*** | ***($20,501)*** |
| Non-GAAP G&A expense | $117,083 | $127,001 | $149,032 | $37,135 | $36,698 |
| *Non-GAAP G&A margin (% of total revenue)* | *18%* | *14%* | *12%* | *13%* | *11%* |

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# GAAP to Non-GAAP Reconciliations

Note: Figures (other than %'s) in $000's

| | FY23 | FY24 | FY25 | Q4 FY24 | Q4 FY25 |
|---|---|---|---|---|---|
| GAAP operating loss | ($259,455) | ($323,347) | ($189,973) | ($123,002) | ($18,412) |
| *GAAP operating margin* | *(40%)* | *(34%)* | *(15%)* | *(45%)* | *(5%)* |
| ***Add: Stock-based compensation expense-related charges*** | ***$181,424*** | ***$251,190*** | ***$298,647*** | ***$67,835*** | ***$73,068*** |
| ***Add: Lease modification, impairment, and related charges*** | ***$1,056*** | ***$4,762*** | ***$4,028*** | ***$0*** | ***$419*** |
| ***Add: Legal settlement*** | ***$0*** | ***$68,665*** | ***$850*** | ***$68,665*** | ***$850*** |
| Non-GAAP operating income (loss) | ($76,975) | $1,270 | $113,552 | $13,498 | $55,925 |
| *Non-GAAP operating margin* | *(12%)* | *0%* | *9%* | *5%* | *16%* |
| Net cash provided by (used in) operating activities | ($103,021) | ($11,815) | $131,659 | ($41,878) | $53,859 |
| *Net cash provided by (used in) operating activities margin* | *(16%)* | *(1%)* | *11%* | *(15%)* | *16%* |
| ***Add: Purchases of property and equipment*** | *($33,240)* | *($10,953)* | *($20,177)* | *($2,095)* | *($5,347)* |
| Free cash flow | ($136,261) | ($22,768) | $111,482 | ($43,973) | $48,512 |
| *Free cash flow margin* | *(21%)* | *(2%)* | *9%* | *(16%)* | *14%* |
| ***Less: Purchases of property and equipment for build-out of corporate office facilities, net of tenant allowances*** | ***$26,227*** | ***($10,179)*** | ***$0*** | ***$0*** | ***$0*** |
| ***Less: Legal settlement*** | ***$0*** | ***$60,000*** | ***$0*** | ***$60,000*** | ***$0*** |
| Adjusted free cash flow | ($110,034) | $27,053 | $111,482 | $16,027 | $48,512 |
| *Adjusted free cash flow margin* | *(17%)* | *3%* | *9%* | *6%* | *14%* |

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# Definitions / Methodology

**Annual Contract Value (ACV)**
We define ACV as the annualized value of a customer's total contract value for Samsara products as of the measurement date.

**Net New ACV (NN ACV)**
Net New ACV is calculated as the incremental annual contract value, through upsells, cross-sells or new business, that is recognized in a given reporting period and was not present as of the beginning of the reporting period.

**Annual Recurring Revenue (ARR)**
We define ARR as the annualized value of subscription contracts that have commenced revenue recognition as of the measurement date.

**Net New ARR (NN ARR)**
Net New ARR is calculated as the difference between the annualized value of subscription contracts that have commenced revenue recognition as of the end of the reporting period and the annualized value of subscription contracts that have commenced revenue recognition as of the end of the prior reporting period.

**Constant Currency (CC)**
Constant Currency is a framework for assessing how our underlying business performed excluding the effect of foreign exchange rate fluctuations. To present this information, current period results for customer contracts denominated in currencies other than U.S. dollars are converted into U.S. dollars using the average currency exchange rates in effect from the comparative period rather than the actual currency exchange rates to U.S. dollars in effect during the current period. For ARR, customer contracts denominated in currencies other than the U.S. dollar are translated into U.S. dollars based on the currency exchange rate as of the day of the effective date of the contract.

**Adjusted ARR / Adjusted ARR Growth**
We define adjusted ARR and adjusted ARR growth as ARR and ARR growth adjusted for Constant Currency.

**Adjusted Net New ARR / Adjusted Net New ARR Growth**
We define adjusted net new ARR and adjusted net new ARR growth as net new ARR and net new ARR growth adjusted for Constant Currency.

**Adjusted Revenue / Adjusted Revenue Growth**
We define adjusted revenue as revenue excluding the effect of an additional week in Q4 FY24 and adjusted for Constant Currency. We calculate the effect of an additional week in Q4 FY24 by multiplying Q4 FY24 by 13/14 to remove the impact of an additional week of revenue recognition (because Q4 FY24 was a 14-week fiscal quarter instead of a typical 13-week fiscal quarter). Adjusted revenue growth is defined as the percentage increase in adjusted revenue over a given period.

**Customer**
We define a customer as an entity that has an ARR of greater than $1,000 at the end of a reporting period.

**Core Customer**
We define a core customer as an entity that has an ARR of greater than $10,000 at the end of a reporting period.

**Large Customer**
We define a large customer as an entity that has an ARR of greater than $100,000 at the end of a reporting period.

**Dollar-Based Net Retention Rate**
We calculate our dollar-based net retention rate as of a period end by starting with the ARR from the specified cohort of customers as of 12 months prior to such period-end, or the Prior Period ARR. We then calculate the ARR from these same customers as of the current period-end, or the Current Period ARR. Current Period ARR includes any expansion, and is net of contraction or attrition over the last 12 months, but excludes ARR from new customers in the current period, as well as any ARR associated with paid trials. We then divide the total Current Period ARR by the total Prior Period ARR to arrive at the point-in-time dollar-based net retention rate. We then calculate the weighted average of the trailing 12-month point-in-time dollar-based net retention rates to arrive at the dollar-based net retention rate.

In calculating the dollar-based net retention rate for core customers and for $100K+ ARR customers, we look at the cohort of customers with a Prior Period ARR greater than $0 who have met or exceeded $10,000 ARR in the case of core customers, or $100,000 ARR in the case of $100K+ ARR customers, during their lifetime as a Samsara customer.

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