

2021 FINANCIAL ANALYST DAY

Innovation Roadmap

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Chief Product Officer

September 28, 2021



FORWARD LOOKING STATEMENTS

AND NON-GAAP INFORMATION

This presentation contains projections and other “forward-looking” statements regarding future events or the future financial performance of Pure that are based on our beliefs and assumptions and on information currently available to us. Such forward-looking statements include statements concerning our possible or expected future financial or operating results, business strategies, product development plans, technical and business advantages, competitive position, industry trends and potential growth opportunities. Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “anticipate,” “believe,” “could,” “seek,” “estimate,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “should,” “will,” “would” or similar expressions and the negatives of those terms.

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Agenda

01 | Why Pure Wins

02 | Growth Initiatives

03 | Pure Storage Portfolio

04 | Key Takeaways



Why I Joined Pure



Why Pure Wins

- 1 1st Mover Advantage
- 2 Full Portfolio As-a-Service
- 3 The Team
- 4 Superior Software Based Technology



Uniquely Differentiated Technology Underpins Industry Disruption



Evergreen® Architecture



Software Based
DirectFlash™ Modules



Simplicity at Scale

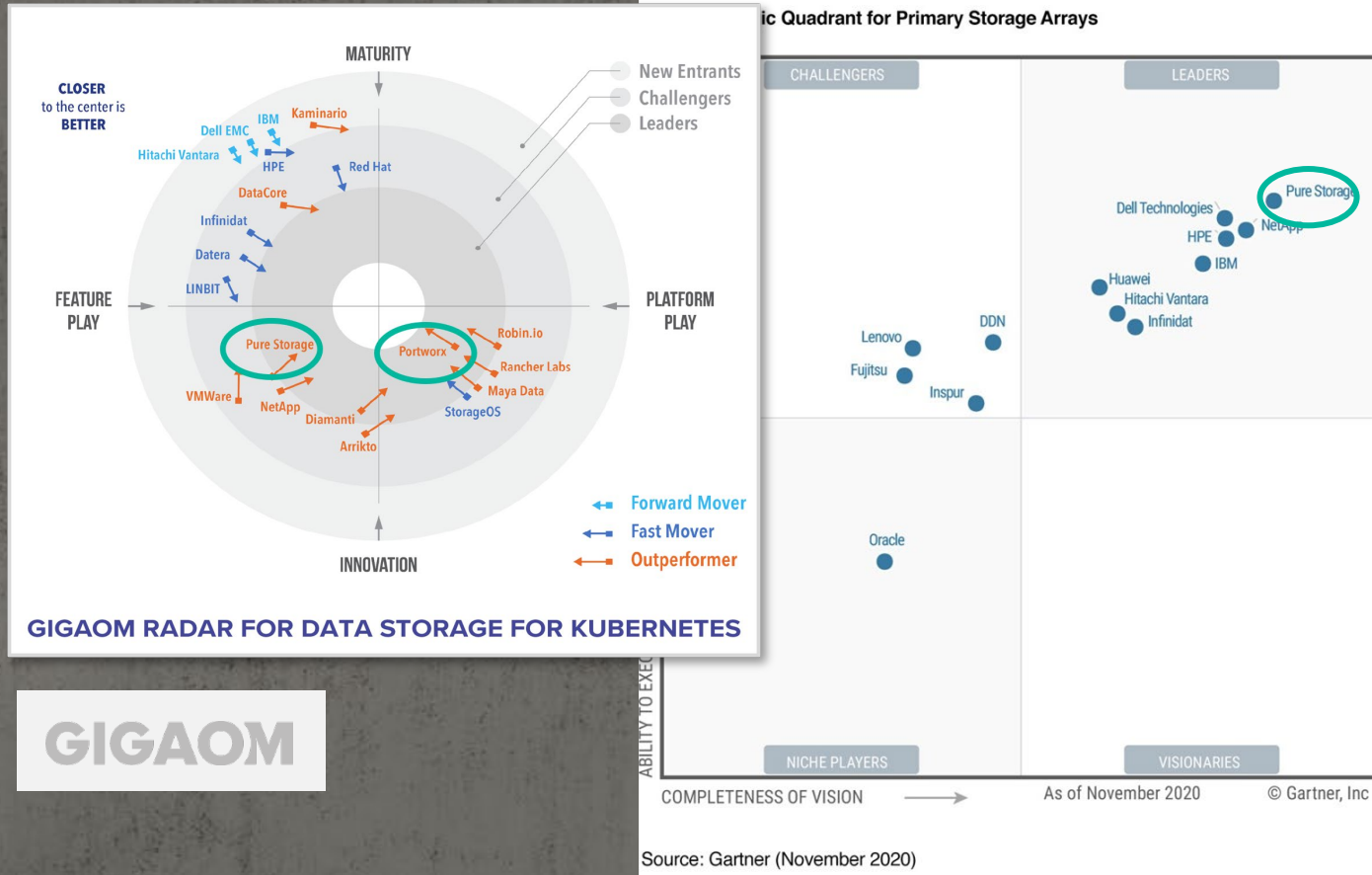


Pioneer in Kubernetes
Data Management

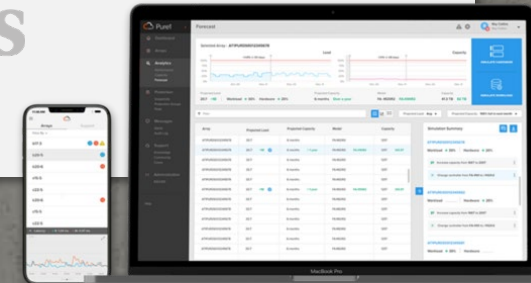


Don't Just Trust Us...

Leading Press/Analysts Validate Pure as a Leader



“
 ...Pure1 is the breadth and depth of its integrated capabilities. While other storage companies expose elements of this through various portals, Pure is leading the way in providing the integrated experience.”
Forbes



...And we are going to continue leading with new innovation



Announcing our new Storage Software & Services



Create and Manage Databases



Application Aware Backup and Restore



Schedule Backup Policies



Curated Templates for Database sizing



Fully API Driven

Pure Fusion & Portworx Data Services (PDS)



Infinite scale-out



Instant self-service provisioning



Intelligent workload management



Cloud operating model, anywhere

And the Portfolio has a Strong Roadmap of Upcoming Innovations

All Delivered Non-Disruptively....



**MODERN DATA
EXPERIENCE**

Modernize Applications

1. Container Backup Dominance
2. Container Data Services Dominance
3. Container Industry Verticalization

Modernize Operations

1. Obsolete ALL Storage Labor with "As-a-Service" SLAs
2. Expanded Hybrid & Multi-Cloud Services
3. Next Gen Multi-Layered Ransomware Protection

Modernize Infrastructure

1. Mainstreaming Unstructured Data with Object
2. Obsoleting Disk Completely
3. SaaS, MSP, & Hyperscaler Expansion



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01 | Why Pure Wins

02 | **Growth Initiatives**

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Four Growth Initiatives Backed by Differentiated Technology

Leader in EVERY space

①

Grow subscription and drive differentiation with as-a-Service/ Cloud Operating Model

Modernize Operations

②

Deliver Hybrid Cloud Architecture & Data Services for Modern Apps

Modernize Applications

③

Gain Share in the Core (Block) All-Flash Market via Innovation Leadership

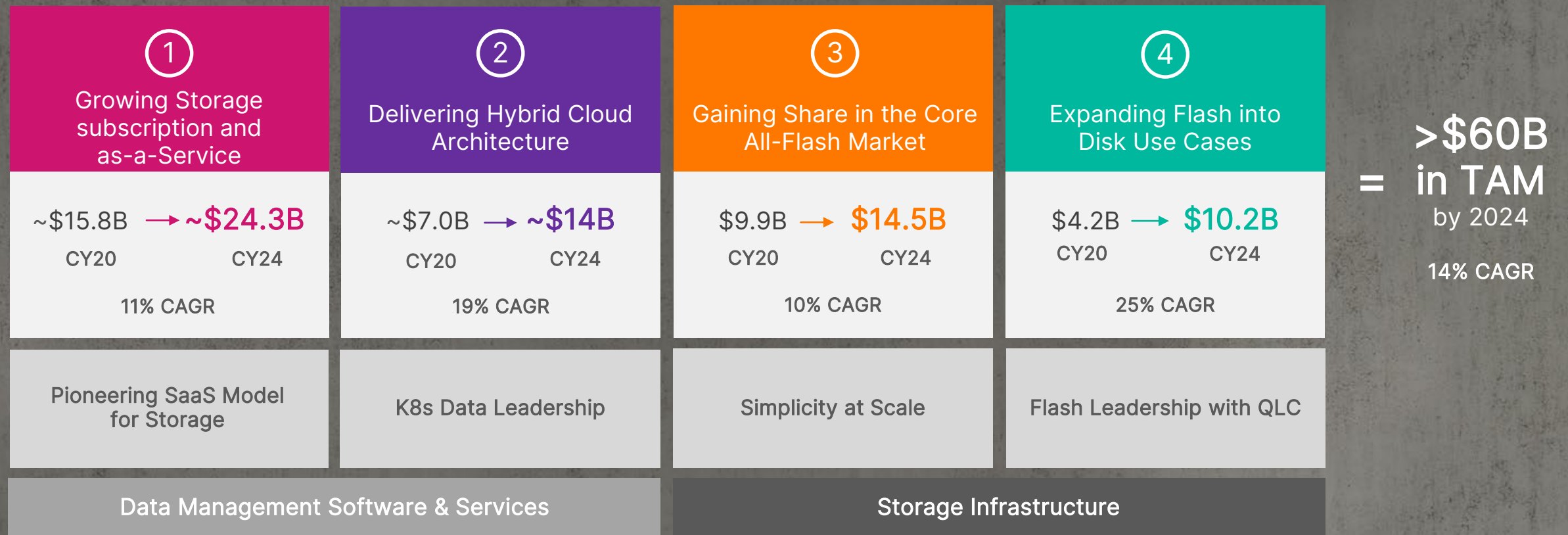
Modernize Infrastructure

④

Expand All-Flash into New Use Cases Served By Disk Today



TAM Opportunity: >\$60B+ Storage & STaaS



Taking Share in STaaS with 30% CAGR in a 10% growth market




①

Growing Storage subscription and as-a-Service

~\$15.8B → ~\$24.3B
CY20 CY24


11% CAGR



Business Model	Unique Technology	Customer or Pure Driven
 Pure as-a-Service	AI Ops Driven Service SLAs Adaptive Architecture The industry's only STaaS offering that gets better over time – and it's included!	Customer Runs Software Defined Storage-as-a-Service 1. Users Consumer Services via Purity & Pure1 Delivered APIs 2. Pure Fusion/PDS/Pure1 deliver services via invisible infrastructure
 EVERGREEN STORAGE	Purity SW Defined API	3. Evergreen continues to Modern Infrastructure
 portworx <small>by Pure Storage</small>		Pure Run & Managed SLAs to deliver Storage-as-a-Service

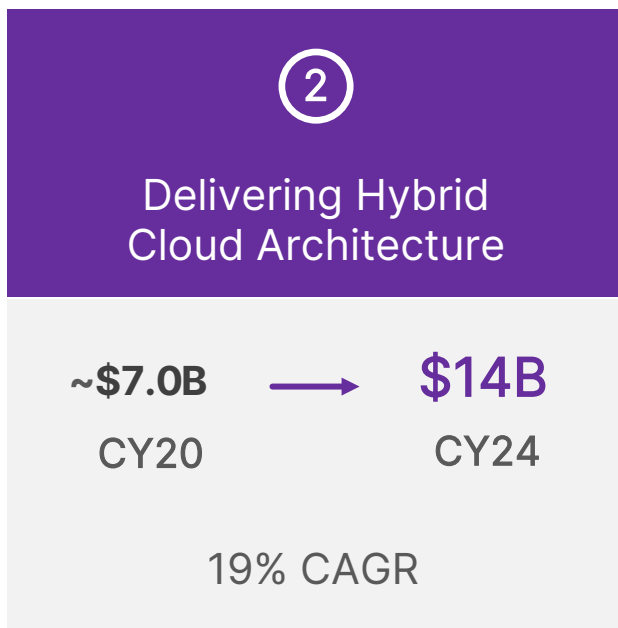


Evergreen is much more than support and Pure as-a-Service expands this further

Capabilities	Support	Evergreen	HyperScaler	 Pure as-a-Service
HW Warranty/ Service Warranty	✓	✓	✓	✓
Software Break-Fix & Patch	✓	✓	✓	✓
Constantly Modernizing SW & HW – Multi-generational lifespan	✗	✓	✓	✓
No Forklift Data Migrations	✗	✓	✓	✓
More Capacity & Performance without increasing costs	✗	✓	✓	✓
Non Disruptive Service Changes	✗	✓	✓	✓
Subscription Management	✗	✗	✓	✓
Managed SLAs for Performance, Capacity, and Availability based on AIOps	✗	✗	✗	✓
Cloud Workload Mobility	✗	✗	✗	✓



Modernizing Apps with Unique Technology: Portworx and Portworx Data Services



Enterprise Ready

Securely Run and Deploy Containers at Scale



Data Services Driven

PDS is a First Platform to Deliver Database-as-a-Service for any Kubernetes



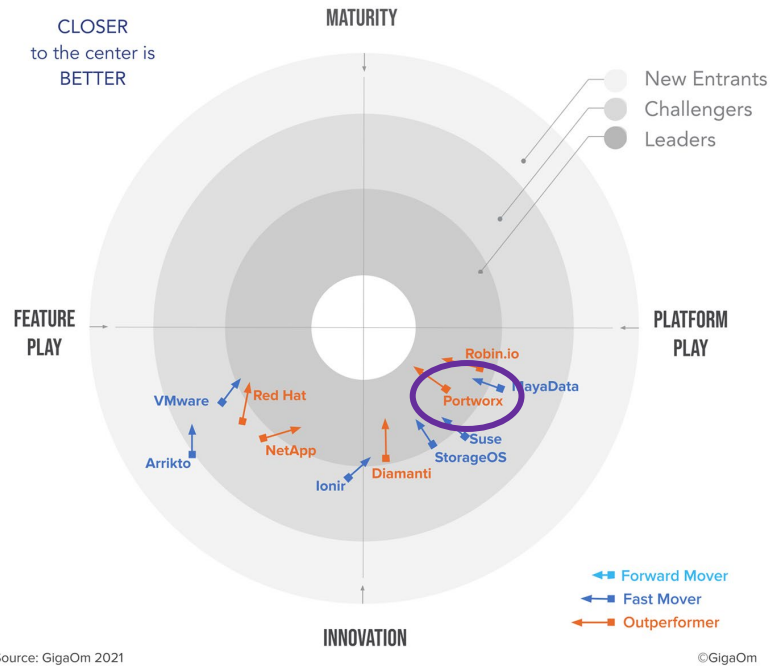
Available Anywhere

Self service Container Storage for any Kubernetes, on any Cloud, any Infrastructure at Any stage of Development



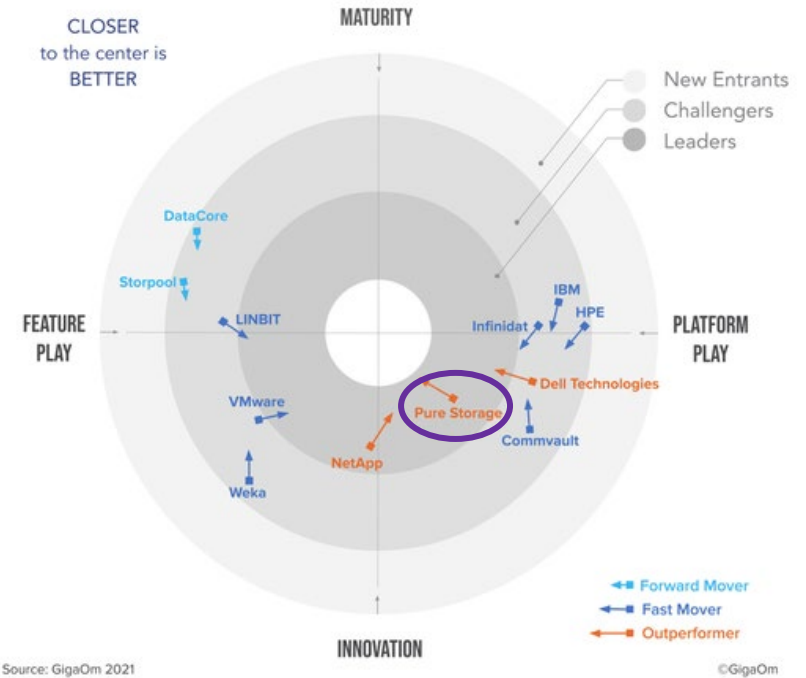
Pure Leads Modern Apps Storage for Developers and Enterprise Storage

Is the #1 Cloud Native Kubernetes Storage Platform



GIGAOM RADAR FOR CLOUD-NATIVE KUBERNETES STORAGE

Is the #1 Enterprise Kubernetes Storage Platform



GIGAOM RADAR FOR ENTERPRISE KUBERNETES STORAGE





+



Pure Cloud Block Store

+



Pure Fusion™

=

Winning
Modern
Application
Strategy



Delivering Simplicity at Scale From the Beginning

Figure 1: Magic Quadrant for Primary Storage Arrays

3

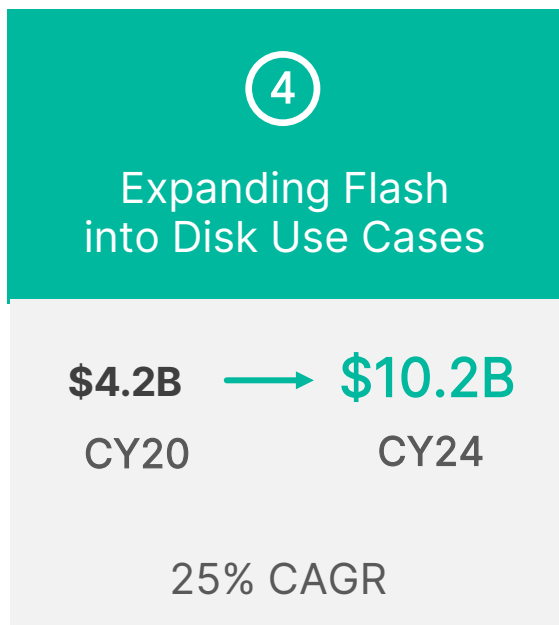
Gaining Share in the Core All-Flash Market

\$9.9B → **\$14.5B**
 CY20 CY24

10% CAGR



Growth Opportunity: Flash Economics + Unstructured Data



Market Conditions

Sustainability
Data Use
Challenges

Modern Apps

Growth Drivers

Flash Economics



Unstructured
Data Growth



**Hyperscaler
& SaaS
Opportunity**

Unique Technology

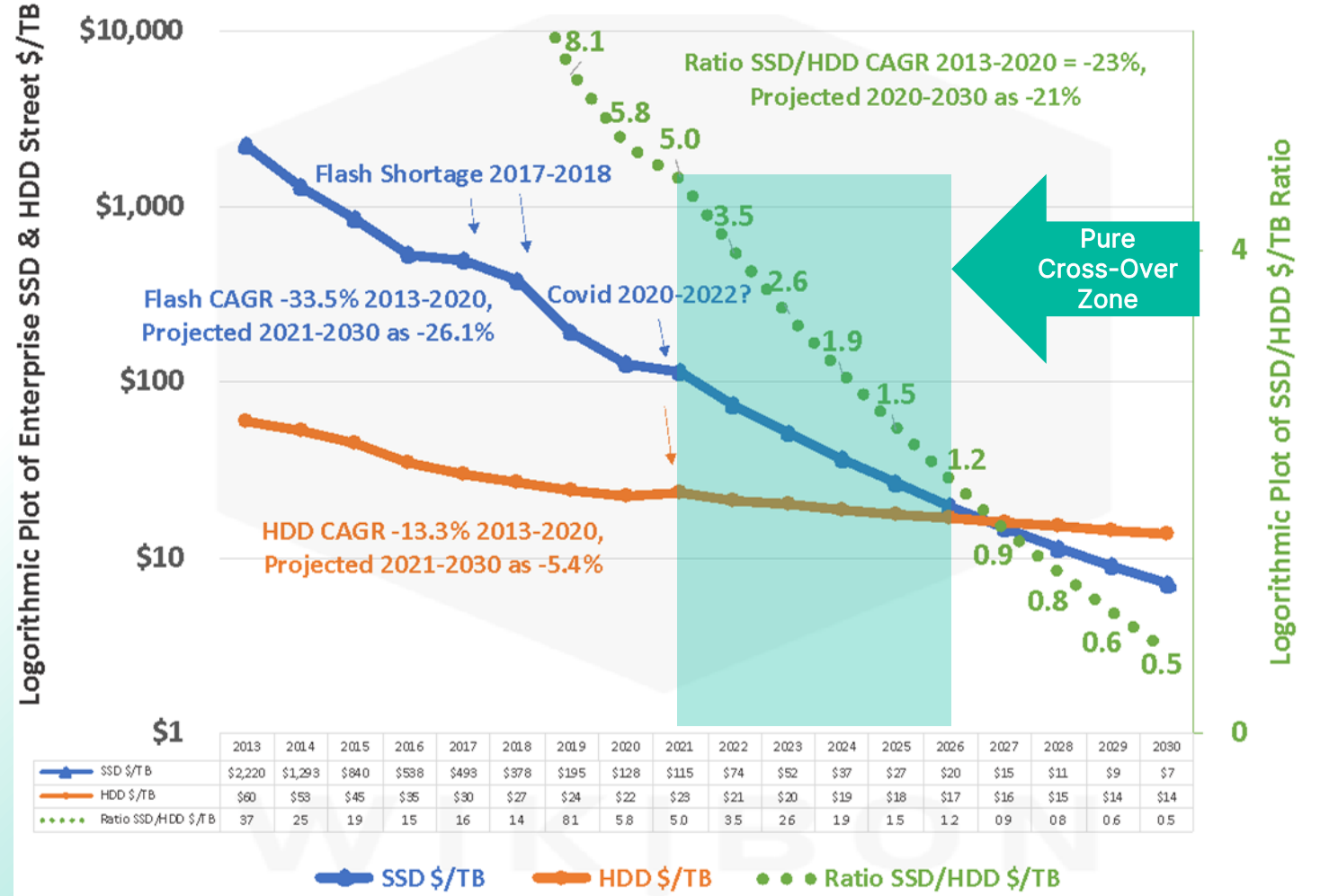
Small to Large
QLC & DFM

Simplicity at Scale
SaaSifying with
Evergreen



SSD to HDD Economics Inflection point

SSD is Cheaper than HDD in after 2026



Source: © Wikibon, 2021. The 2021-2030 Enterprise Street Prices are Projected by Wikibon using Wright's Law



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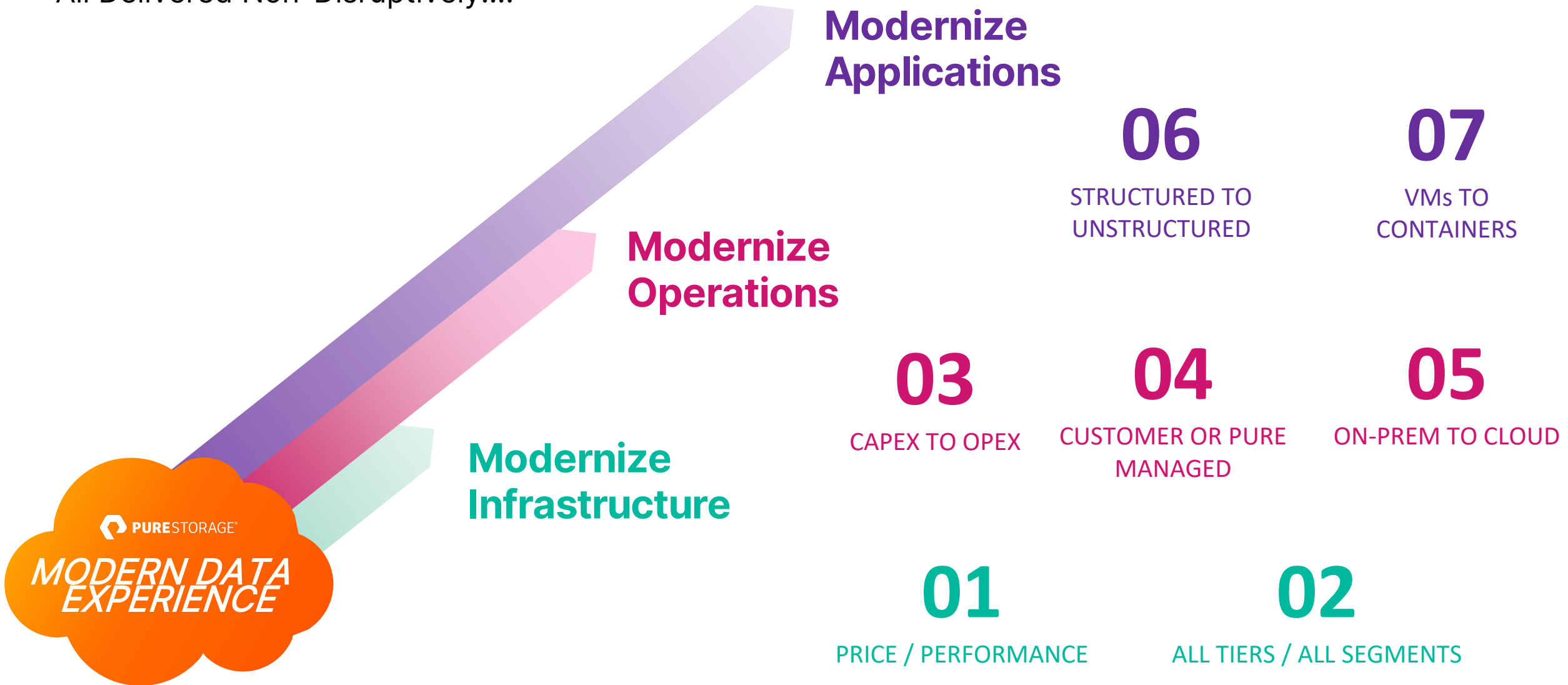
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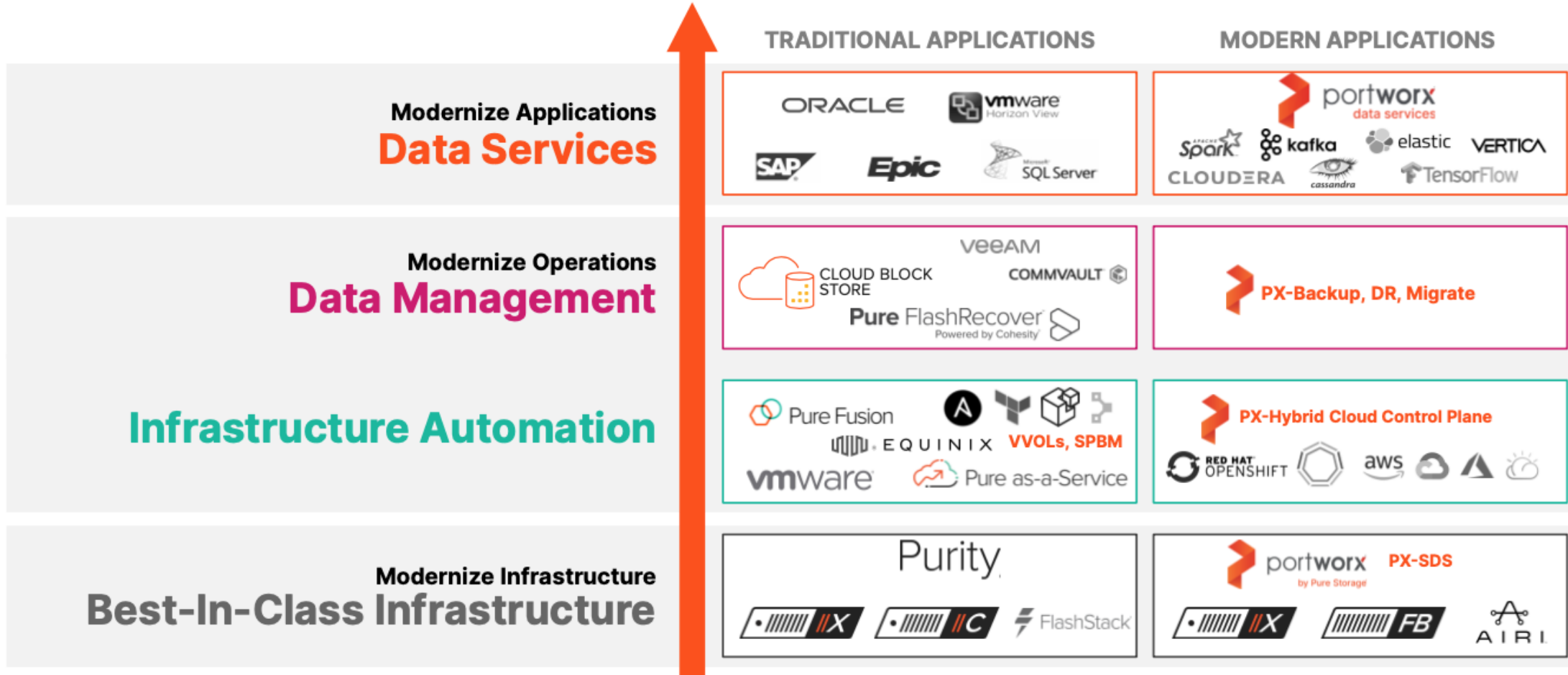


Top 7 Reasons Why We Win as a Portfolio...

All Delivered Non-Disruptively....



Tomorrow's Modern Storage and Data Services Requirements



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Appendix

Explanation of Market TAM

Market TAM - Pure Storage's TAM estimates are based on third party analyst reports and forecasts and include actual and predicted spend for IT, storage hardware and software, storage as a service, and container ecosystem spend, in combination with Pure Storage's assumptions and experience about which segments of these markets are addressable by Pure Storage's products and services. The underlying market data and other statistical information were obtained from sources believed to be reliable and are utilized in good faith, though Pure Storage has not independently verified the information and makes no representation or warranty, express or implied, as to its accuracy or completeness. Such analyst estimates are subject to change and actual results may differ materially due to a variety of factors, including those listed in Pure Storage's SEC filings, such as business and economic conditions.

