

2021 FINANCIAL ANALYST DAY

# Vision and Strategy

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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.

Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to differ materially from any future results, performance or achievements expressed or implied by the forward-looking statements, including risks, uncertainties and other factors relating to our beliefs about financial results, our business targets, our shift to subscription, our momentum and growth potential, growth and market position, technological leadership and market opportunity, introduction of new functionality and products, demand for our products and subscription services, the success of the Portworx products, customer spending priorities, our competitive position and industry dynamics, pricing environment, global economic situation, and relationships with third parties, including partners, customers, suppliers and contract manufacturers and the duration and scope of the COVID-19 pandemic and related restrictions and its impact on our business, operating results, cash flows and/or financial condition. Additional risks, uncertainties and other factors are included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in our reports previously filed with the SEC, which are available on our website at [investor.purestorage.com](http://investor.purestorage.com) and on the SEC's website at [www.sec.gov](http://www.sec.gov).

Forward-looking statements represent our beliefs and assumptions only as of the date of this presentation. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

This presentation includes certain non-GAAP financial measures as defined by SEC rules. 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. Our presentation of non-GAAP financial measures may not be comparable to similar measures used by other companies, which may reduce the usefulness of our non-GAAP financial measures as tools for comparison. As required by Regulation G, please see Appendix for reconciliations of historical non-GAAP financial measures to their nearest GAAP equivalents. Reconciliations of our non-GAAP guidance measures and non-GAAP long-term target measures to their nearest GAAP equivalents are not available on a forward looking basis without unreasonable effort due to the uncertainty regarding, and the potential variability of, expenses that may be incurred in the future.

# Key Takeaways

1. Large growing **TAM**, accelerating market share gains through our broad solutions portfolio spanning both public and hybrid cloud environments
2. Disruptive **innovation** in hybrid cloud, cloud-native apps, unstructured data, and the replacement of disk with flash
3. **Subscription** growth with a service-centric cloud operating model
4. Substantial **growth** opportunity with enterprise, cloud, and hyperscaler customers
5. New **financial profile** for Pure Storage highlighting the strength of our subscription business, strong revenue growth and increasing profitability







# Simple Invisible Infrastructure



**Automation  
Infrastructure as code  
Cloud Management  
= Pure as-a-Service advantage**





# Portworx + Pure Cloud Block Store Make the cloud better

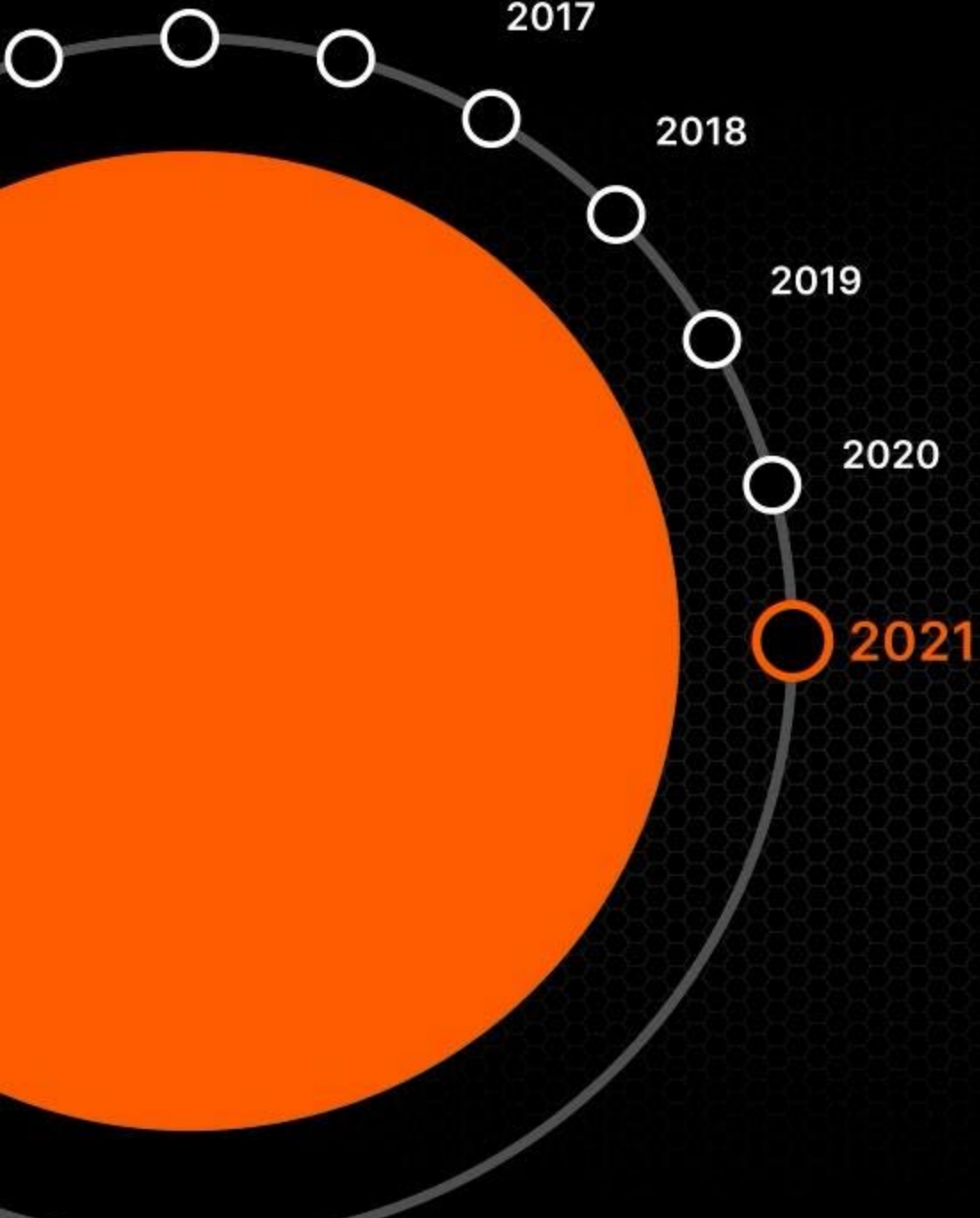
Modern operations &  
modern applications  
require **Modern Infrastructure**





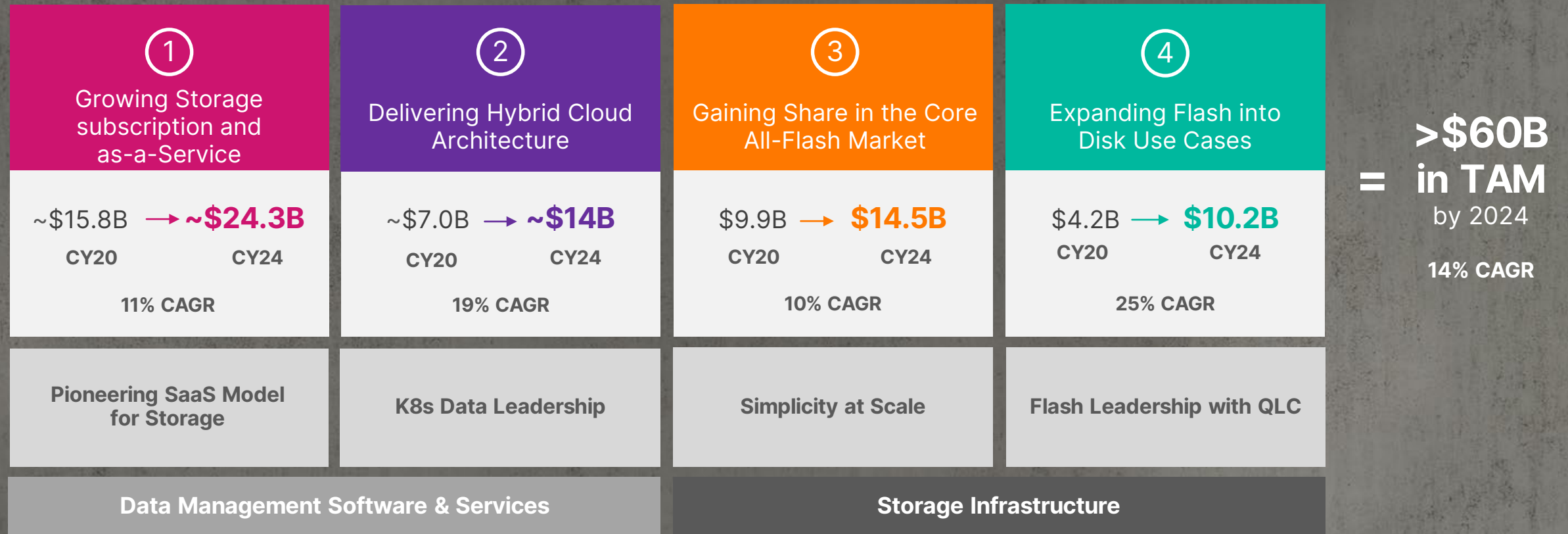
# Pure's QLC brings the power of flash to all workloads





# 2021 Pure Fusion

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



# Pure ESG Focus

- Climate and Environment
- DE&I
- Talent Recruitment, Retention & Development
- Data Security & Privacy
- Ethical Business Practices



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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.