

2021 FINANCIAL ANALYST DAY

Go To Market

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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 and on the SEC's website at 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.

Why did I choose Pure?



Opportunity is in front of us

Top line/TAM

Innovation

Flexible Consumption Models

TAM Opportunity: \$60B+ Storage & STaaS

①	②	③	④	
Storage Subscription & as-a-Service Model	Delivering Hybrid Cloud Architecture for Modern Apps	Gaining Share in the Core (Block) All-Flash Market	Expanding Flash into Historical Disk Use Cases	
~\$14.8B → ~\$21.2B FY21 FY24	~\$7.0B → ~\$14B FY21 FY24	\$9.9B → \$14.5B FY21 FY24	\$4.2B → \$10.2B FY21 FY24	>\$60B in TAM by 2023
9% CAGR	19% CAGR	10% CAGR	25% CAGR	14.3% CAGR
Pioneering SaaS Model for Storage	K8s Data Leadership	Simplicity at Scale	Flash Leadership QLC	
Data Mgmt SaaS & SW Storage-attached services Storage & as-a-Service	SDS Controller Software Data Services Multi-Cloud Block STaaS	Core Block Storage AFA	Data Protection AFA File & Object AFA unstructured Data (DAS)	
Data Management Software & Services		Storage Infrastructure		



Pure's Sales Efficiency & Operating Rigor

KEY DRIVERS FOR IMPROVED SALES SPEND EFFICIENCY

Top Line Momentum

- Pure-as-a-Service
- Channel Leverage
- Customer re-buys
- Evergreen

Spending Efficiencies

- Sale Productivity Growth
- Compensation plans design
- Digital Initiatives
- Quota-setting

Headcount Optimization

- Span of Control
- Territory Assignment
- Balanced Performance
- Focus on Diversity

PROJECTED NON-GAAP SALES & MARKETING SPEND AS A % OF REVENUE:

FY21 – HIGH 30's



FY25 – 30



Modern Data Solutions

Accelerated Applications

Speed customer engagement and confidently support dynamic growth

Easily model workload needs and support mission-critical apps on VMs, containers or bare metal

Be ready for what's next with a future proof portfolio of software solutions



Cloud Native Agility

Seamlessly move workloads and unify investments no matter where they live

Empower innovation and test new business models with cloud-native container & K8s workloads support

Ensure a cloud experience everywhere with true as a service delivery



Business Resilience

Deliver enterprise uptime and return to normal business operations faster

Secure data from disruption or destruction to protect customers, suppliers and brand

Predict and proactively resolve potential issues with AI-driven analysis



AI/ML Simulation

Accelerate time to insight and speed time to market

Simplify delivery of AI pipelines used by data science teams to enhance and modernize digital business

Deliver massively parallel speed and scale without losing simplicity



Modern Architectures for Modern Application



portworx
by Pure Storage

The gold standard clout native Kubernetes storage



Evergreen

“Subscription to SW, innovation and modernization”



Pure as-a-Service

True aaS, cloud managed & cloud economics consumption model for our customers



Cloud Native



**Native in every PX
& PaaS GTM Strategy**

**Spearhead into new
account – differentiated**

**Universal PaaS
subscription**

**Built to
live anywhere**



Data Driven Workloads

Expanding Buyer Opportunities Across Industries and Horizontal Personas



AI/ML Simulation

- Autonomous Driving
- Industry 4.0 - Manufacturing
- Robotic Automation
- Semiconductor design automation (EDA)



Real-Time Analytics

- IT Operations
- CI/CD Application Testing
- Advanced Customer Service
- Fraud Detection and Citizen Protection



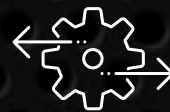
Data Science

- Algorithmic Trading Design
- Electronic imaging (PACS) diagnosis and research
- Lead Scoring – Know your Customer
- Life Science Research - Pharmaceutical Design



Data Security

- Security Incident & Event Management (Splunk, Elastic, etc.)
- Rapid Ransomware Recovery



Pure Delivers a True Modern Data Experience

MODERN



Data Exp



Application Exp



Customer Exp



Business Exp



Partners



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.