boxWORKS¹⁷

Financial Analyst Day 2017
The Blueprint for the Future of Work

October 12, 2017

box WORKS 17

Intro & Safe Harbor

Stephanie Wakefield

VP, Investor Relations

Forward-Looking Statements and Non-GAAP Financial Measures

This presentation contains forward-looking statements relating to Box's future performance or its expectations that are based on current expectations, forecasts and assumptions and involve risks and uncertainties. These statements include, but are not limited to, statements regarding expected financial results for the third quarter and full fiscal year 2018 and beyond, the expected timing and financial profile of Box when it achieves $1 billion in revenue, its expectations regarding expansion of sales to existing customers, sales to new customers, future expenses, its ability to achieve positive free cash flow, timing of achieving non-GAAP profitability, expected gross and operating margins, future pricing of its products and services, the timing, availability and success of future products, services and product features, the benefits that Box may realize from its partnerships with third-parties, the impact the adoption of ASC 606 will have on Box's financial results, and the growth and overall size of the market for its products and services.

Box's actual results may differ materially from the forward-looking statements included in this presentation for a variety of reasons, including, but not limited to: adverse changes in general economic or market conditions; delays or reductions in information technology spending; factors related to Box's intensely competitive market, including but not limited to pricing pressures, industry consolidation, entry of new competitors and new applications and marketing initiatives by Box's current or future competitors; the development of the cloud content management market; risks associated with Box's ability to manage its growth effectively; Box's limited operating history, which makes it difficult to predict future results; the risk that Box's customers do not renew their subscriptions, expand their use of Box's services or purchase new features and product offerings; Box's ability to provide successful enhancements, new features and modifications to its services; actual or perceived security vulnerabilities in Box's services or any breaches of Box's security controls; and Box's ability to realize the anticipated benefits from its partnerships with third-parties. Further information on these and other factors that could affect the forward-looking statements Box makes in this presentation can be found in the documents that Box files with or furnishes to the US Securities and Exchange Commission, including its most recent Quarterly Report on Form 10-Q for the quarter ended July 31, 2017.

You should not rely on any forward-looking statements, and Box assumes no obligation, nor does it intend, to update these statements after the date this presentation is first given. All information in this presentation is as of October 12, 2017.

This presentation contains non-GAAP financial measures and key metrics relating to the company's performance. You can find the reconciliation of these measures to the nearest comparable GAAP measures in the appendix at the end of this presentation. Except as otherwise noted, all financial measures are presented on a non-GAAP basis.

Any unreleased services or features referenced in this presentation or other public statements by Box are not currently available and may not be delivered on time or at all. Customers who purchase Box products and services should make their purchase decisions based upon services and features that are currently available.

All growth rates represent year-over-year comparisons, except as otherwise noted.

BOX Financial Analyst Day '17 Agenda

Time	Topic	Speaker
Cloud Content Management (CCM)		
12:05 – 12:25	The Blueprint for the Future of Work	Aaron Levie, Co-founder and CEO
12:25 – 12:50	The Platform for the Future of Work	Jeetu Patel, Chief Product Officer
12:50 – 1:10	The Architecture for the Future of Work	Niall Wall, SVP, BD & Emerging Businesses
Seizing the CCM Opportunity		
1:10 – 1:30	Scaling for $1 Billion & Beyond	Stephanie Carullo, COO
1:30 – 2:00	Driving Long-Term Growth & Profitability	Dylan Smith, Co-founder and CFO
2:00 – 2:30	Q&A	Executive Team

Our mission is to power how the world works together

76K+
Customers

65%
Fortune 500

100K+
Developers

GAP

P&G

TOYOTA

EUROSTAR™

Spotify

flex
LIVE SMARTER

GE

LEGENDARY
PICTURES

Boston
Scientific

ebay™

Deloitte.

IBM

INTERNATIONAL
RESCUE
COMMITTEE

St.JosephHealth

KOMATSU

Coca-Cola

AIG

FOREST SERVICE
U.S
DEPARTMENT OF AGRICULTURE

Nationwide®

SHISEIDO

CISCO

airbnb

JAL JAPAN
AIRLINES

AstraZeneca

UBER

amazon
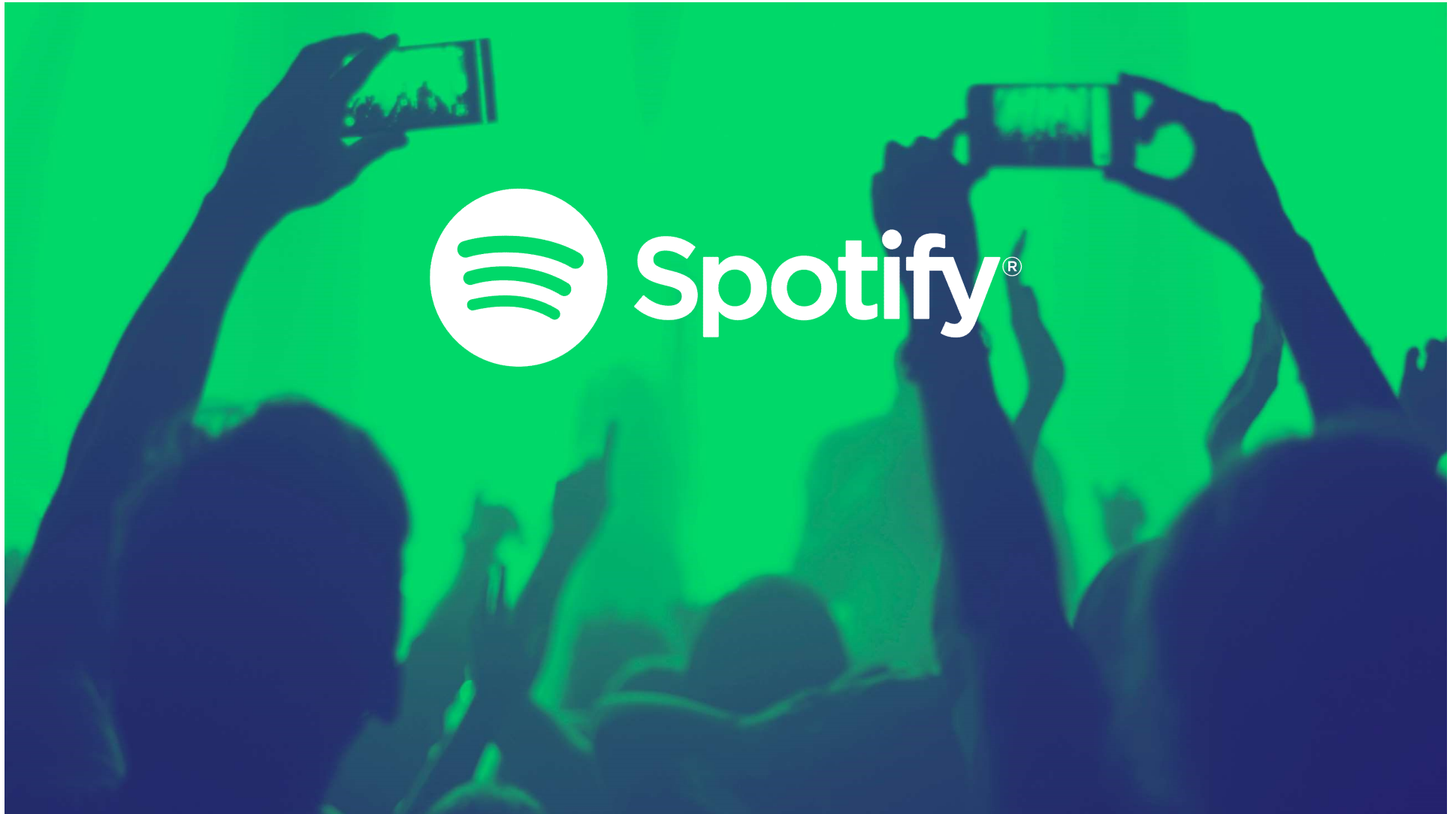
All of these organizations have embraced the digital age

Business in the digital age

/ Markets are changing
faster than ever

/ Competition is
more intense

/ Partner ecosystems
are in flux

/ All new threats
and regulations

We know that every company must become a digital business

Digital companies operate in fundamentally different ways

LEGACY | DIGITAL

Waterfall, asynchronous work	Agile, real-time work
Vertical integration	Extended enterprise
Guesswork and intuition	Data-driven decision making
Manual driven workflows	AI-powered experiences
Protecting the physical	Protecting the virtual

This is the future of work in the digital age

How we collaborate, manage, share, and secure our information is at the heart of digital

Outdated information technology and processes are holding enterprises back

90's ●━━━━━━━━━━━━━━━━━━━● 2010's

90's ●━━━━━━━━━━━━━━━━━━━━━━━━━━━━━● 2010's

File shares, email
and physical media

NetApp

EMC²

90's ● ━━━━ ✉ ━━━━ 🔒 ━━━━━━━━━━━━━ ● 2010's

File shares, email
and physical media

Enterprise content
management

NetApp™

documentum
by EMC

EMC²

OpenText™

90's ●——————————————————————————● 2010's

File shares, email
and physical media

Enterprise content
management

Enterprise file
sync and share

NetApp™

documentum
by EMC

Dropbox

EMC²

OPENTEXT™

Google Drive

90's
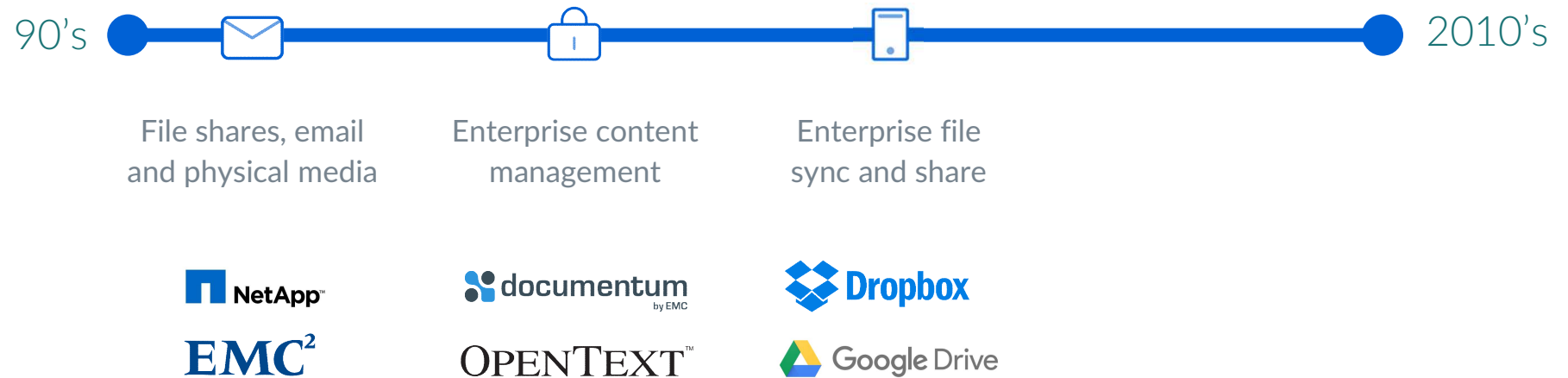
File shares, email and physical media

Enterprise content management

Enterprise file sync and share

Line-of-business apps & custom development

2010's

NetApp™

EMC²

documentum
by EMC

OPENTEXT™

Dropbox

Google Drive

amazon
web services

Microsoft Azure

Our work is fragmented

Our processes
are disconnected

Dropbox   NetApp   DocuSign

Email

SharePoint

Email

FTP

Email

Google Drive

slack

EMC²

INTRALINKS

Email

FTP

Email

salesforce

OPENTEXT

Email

documentum

OneDrive

FTP
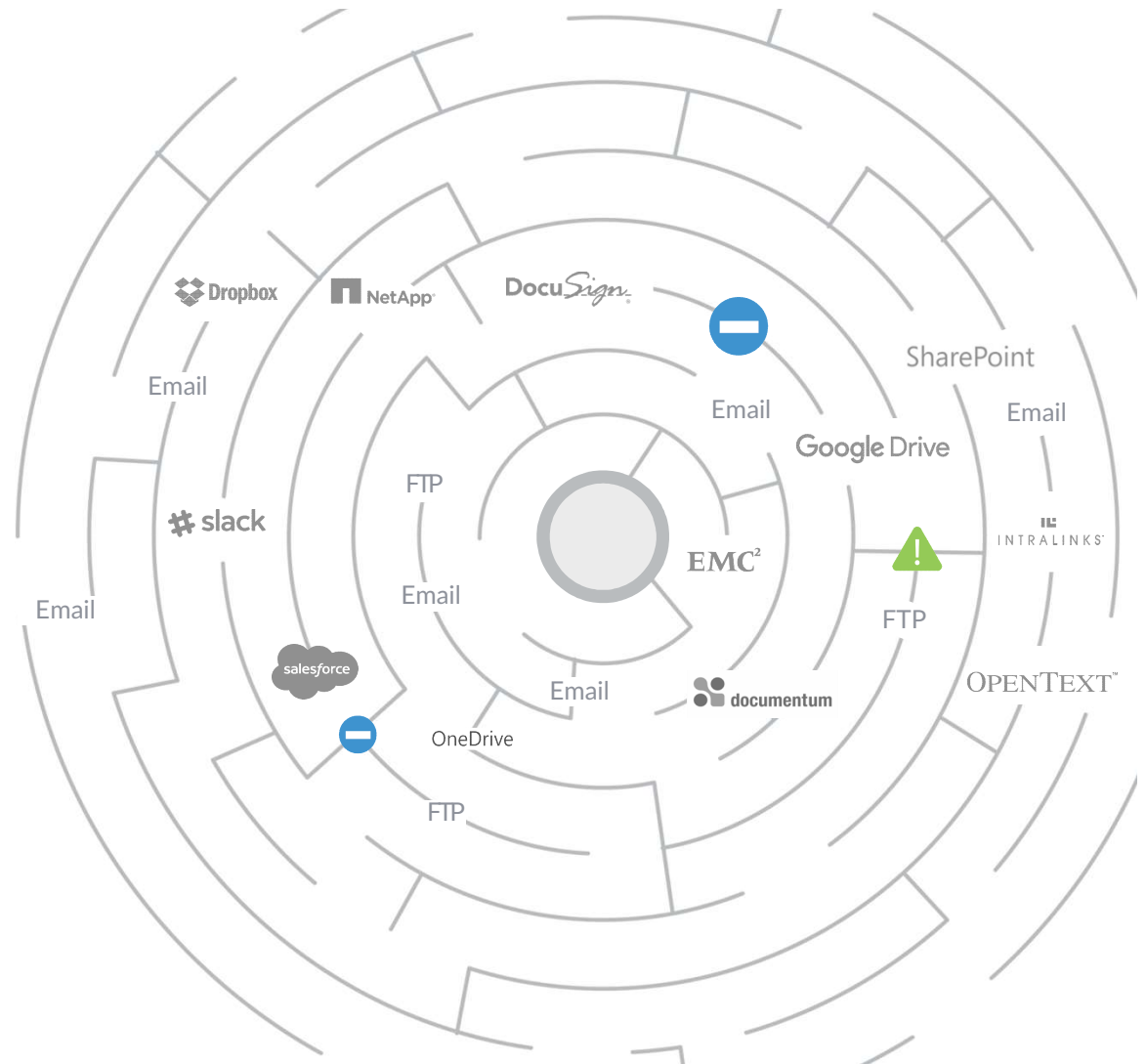
And our data is insecure
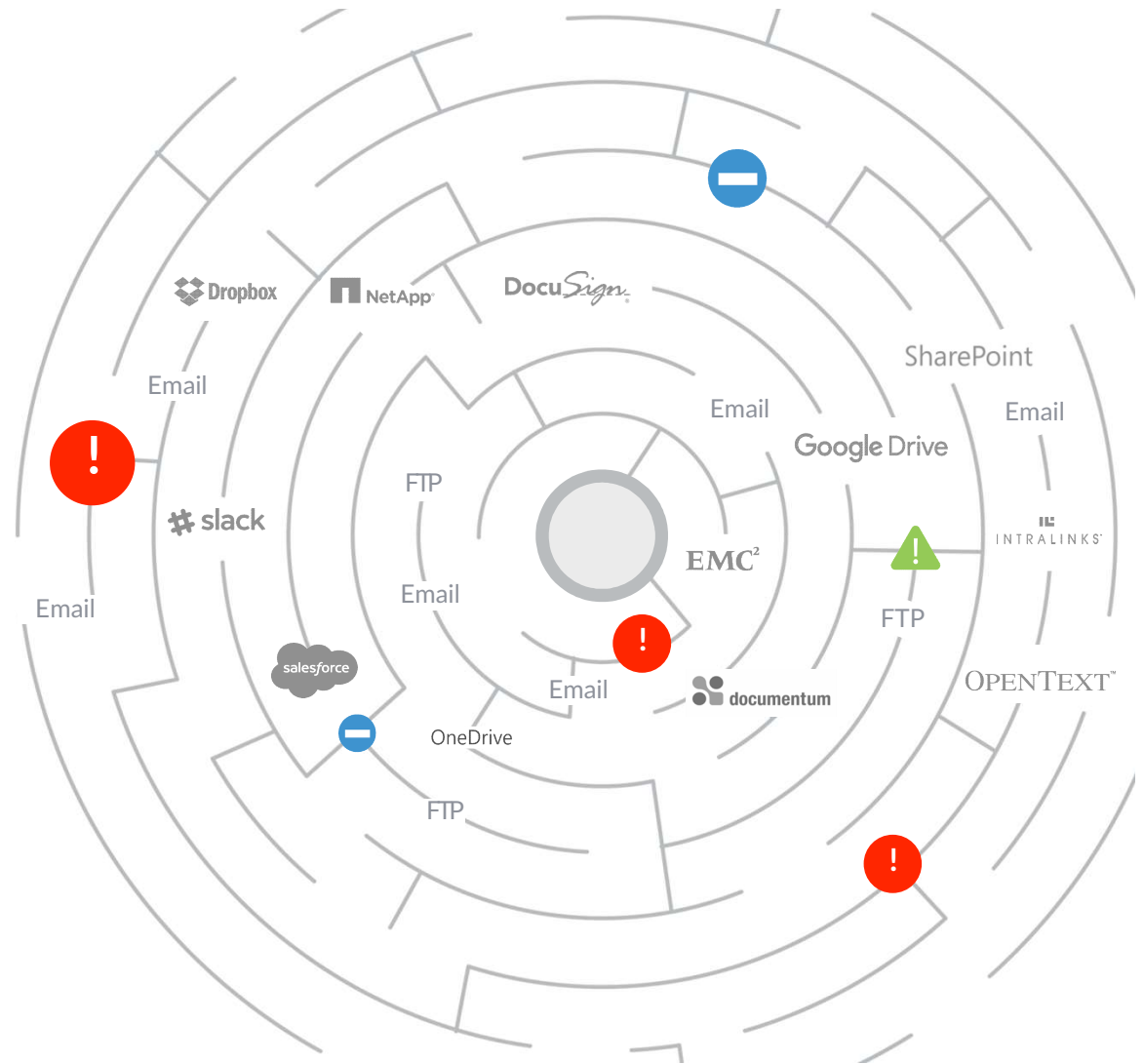
What if enterprises had one platform that helped them work in the digital age?

It would...

/ Enable collaboration & processes
across the extended enterprise

/ Be secure & compliant for
every industry & geography

/ Integrate with the apps
we already work in

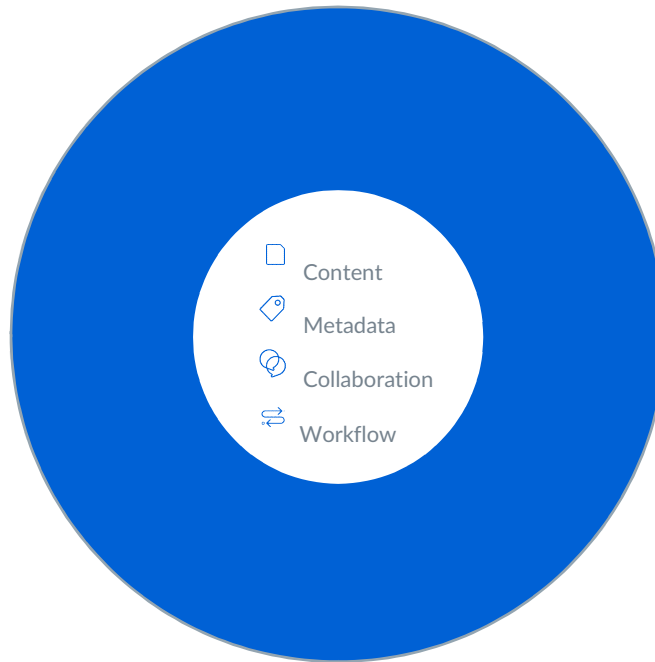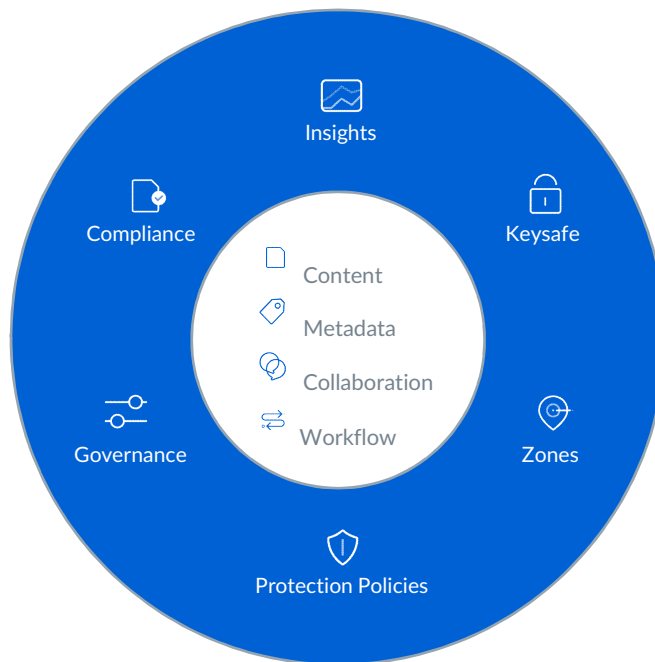/ Designed for the needs of
end users, developers and IT

This is Cloud Content Management

/ Enable collaboration & processes
across the extended enterprise

/ Be secure & compliant for
every industry & geography

/ Integrate with the apps
we already work in

/ Designed for the needs of
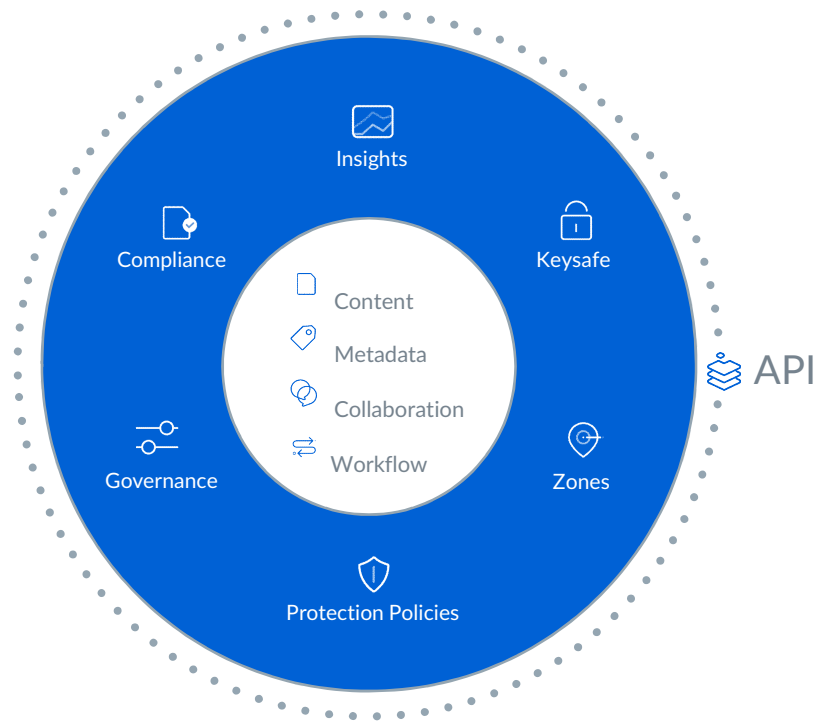end users, developers and IT
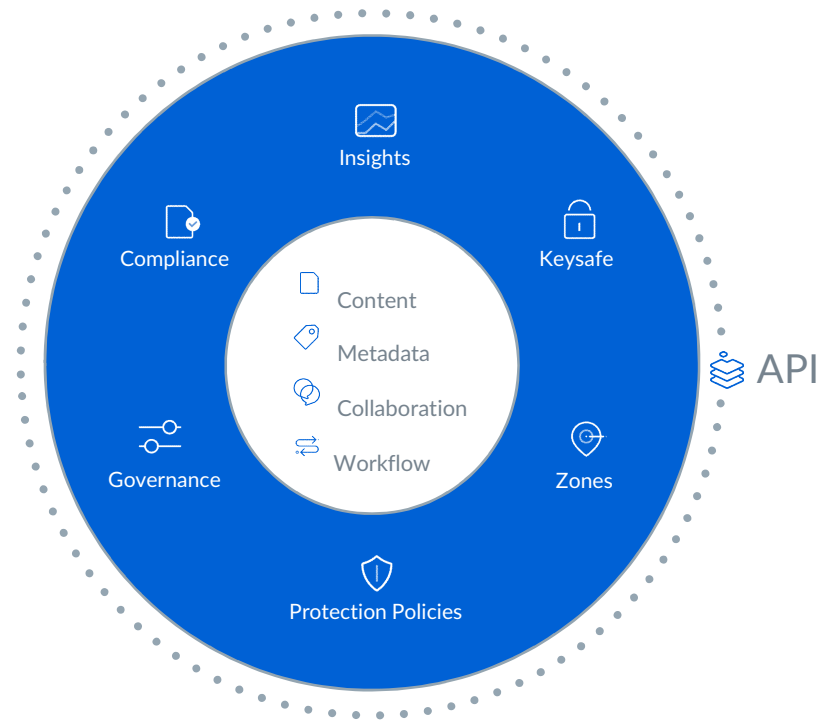
Content   Metadata   Collaboration   Workflow

Content

Metadata

Collaboration

Workflow

Insights

Keysafe

Compliance

Content

Metadata

Collaboration

Workflow

Governance

Zones

Protection Policies

Cloud Content Management from Box

CHALLENGERS

LEADERS

Microsoft

●box

Dropbox

Citrix

Google

Axway (Syncplicity)

Egnyte

BlackBerry

Accellion

Intralinks by Synchronoss

Thru

Cetra

HighQ

NICHE PLAYERS

VISIONARIES

1

Gartner.

1

Gartner.

Over the past year we've extended our enterprise capabilities even further

boxADMIN

box ADMIN

Search Admin Console

- Insights
- Users & Groups
- Content Manager
- Reports
- Automations
- Governance
- Enterprise Settings
- Account & Billing

← Back to my Account

Insights > Security Anamoly Detection

Report   Create Policy

QUARANTINED USERS
32
⚠ 2 Users flagged for security risk
Manage

DOWNLOADS

High Downloads

23 GB
▲ 25% in the last 90 days
Block Downloads | Encrypt Files

POLICIES
23
✓ 0 Current Violations
Manage Policies

📍 Geographic Activity   Last 90 Days

2 Suspicious Activites

Name	Email Address	Date	Action
Jake Thomas	jake@box.com	June 17, 2017	Downloaded 23 Folders

boxGOVERNANCE

Search Retention Policies

Insights
Users & Groups
Content Manager
Reports
Automations
Governance
Enterprise Settings
Account & Billing

Back to my Account

Retention   Legal Holds   Classification   Security

Retention > **Review Policy**   Step 3 of 3

Cancel   Start Policy

Retention Policy #243

Retention Policy Details   Edit

Name	Retention Policy #243
Description	To satisfy governance regulation.
Time Period	30 days
Notification	None

Applied To   Edit

Metadata Templates	23

HIPAA

FINRA

PCi

FedRAMP

BCRs

GxP

boxZONES

United States
San Francisco

US Federal Zone
Northwest US*

Canada
Montreal, Toronto*

Australia
Sydney, Melbourne*

Germany
Frankfurt, Madgenburg*

United Kingdom
London

Ireland
Dublin

Japan
Tokyo, Osaka*

Singapore

*Coming soon

boxADMIN   **box**INSIGHTS   **box**GOVERNANCE

boxZONES   **box**COMPLIANCE   **box** ▦ Microsoft

But we're just getting started

The next 5 years in content management
will be completely different from the last 25

Work
Smarter

/ Making collaboration more powerful in Box
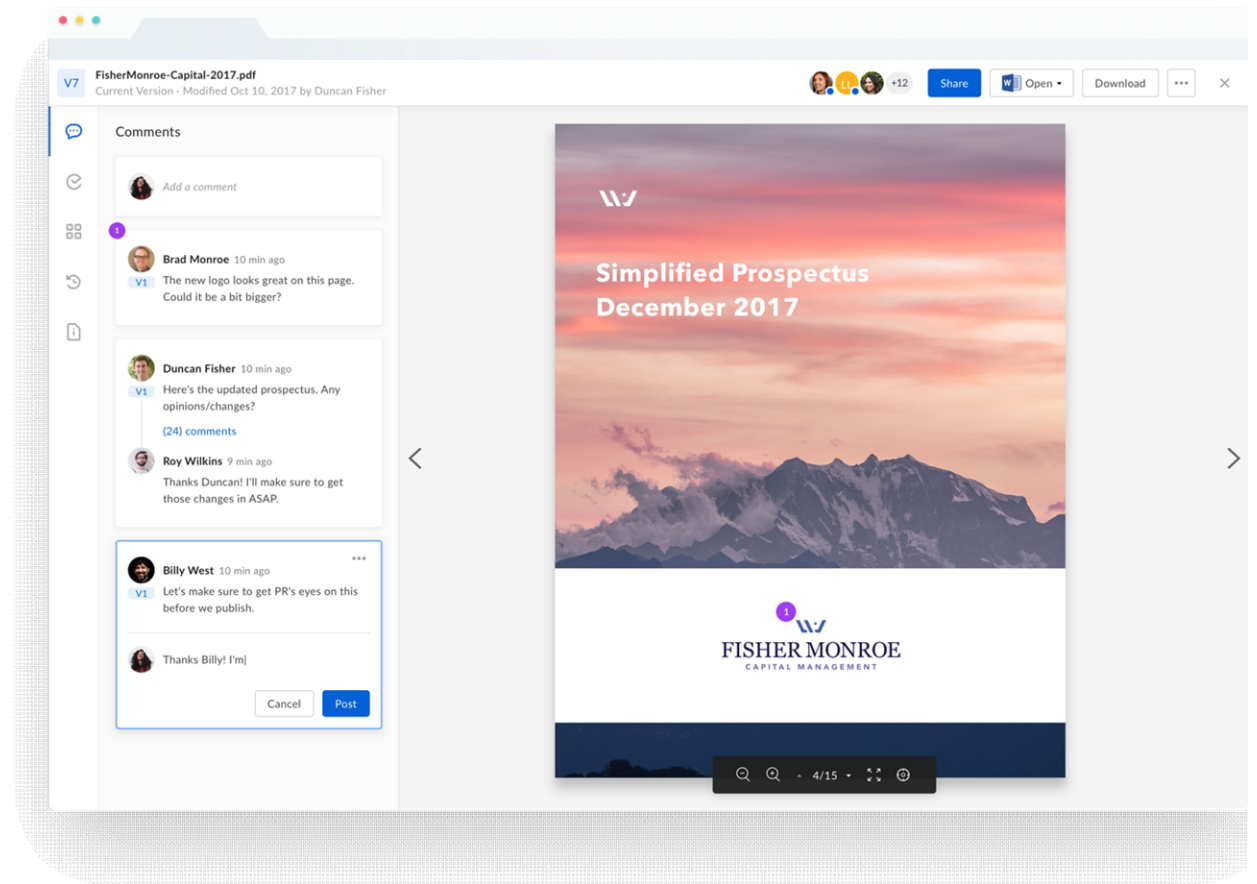
Simplifying business workflows

Bringing intelligence to your content

Work together

Real-time commenting, presence, visual version history, and much.

COLLABORATION

Updates to
Box Notes

Inbox, real-time presence,
differences, and much more.

Work
Smarter

Making collaboration more powerful in Box

/ **Simplifying business workflows**

Bringing intelligence to your content

Much of our day-to-day work is repeatable

Legal contract approvals   HR onboarding

Sales negotiation process   Marketing content review   Budget approvals

IT order requests   Compliance policy review

Workflow in the enterprise

Overly complicated workflow software that's hard to use and expensive

E-mail, spreadsheets and task software don't automate routine tasks

WORKFLOW

Box Relay

Automated workflow
accessible to the extended
enterprise and secured by Box.

250+ Customers in Beta

Box Relay slated to be generally available on

November 13th

Work
Smarter

Making collaboration more powerful in Box

Simplifying business workflows

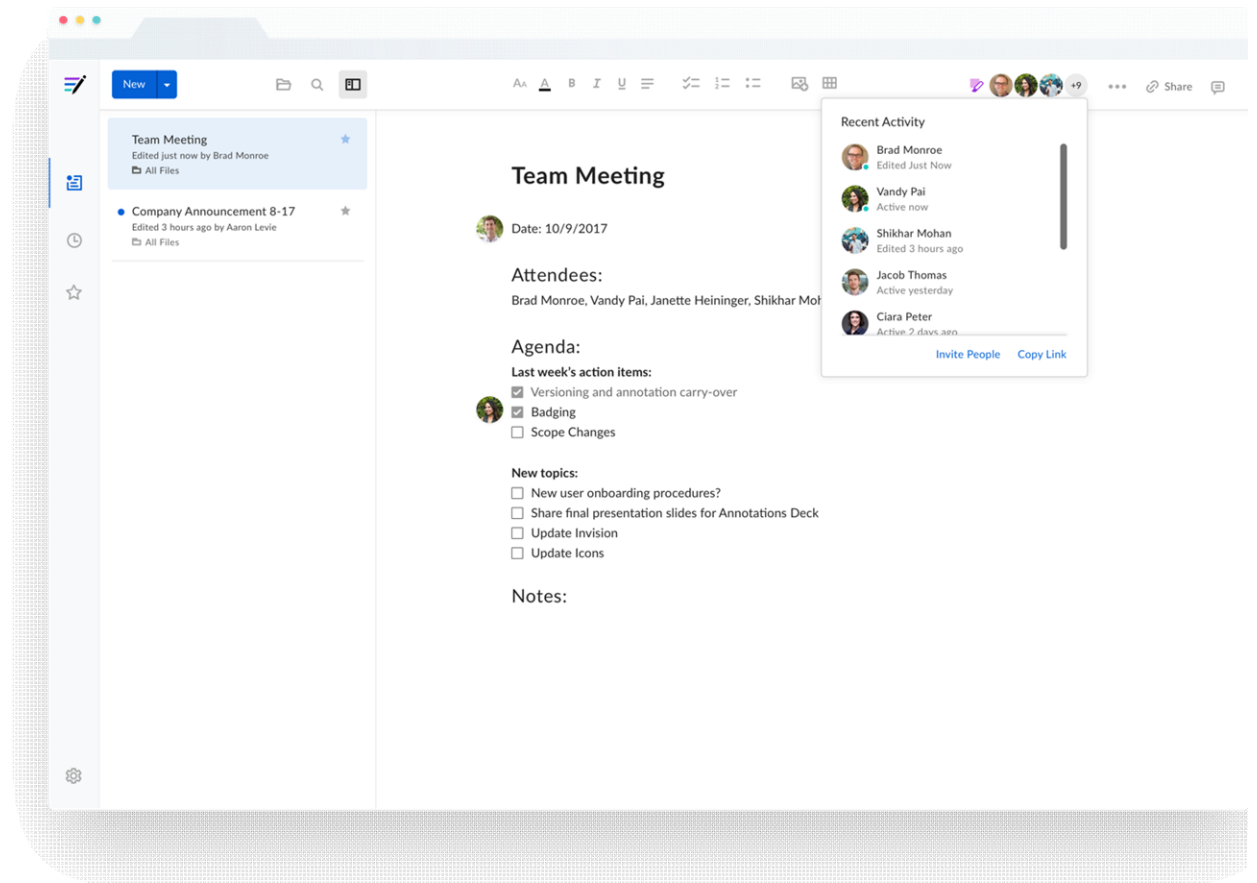/ Bringing intelligence to your content

Volume of
data in Box
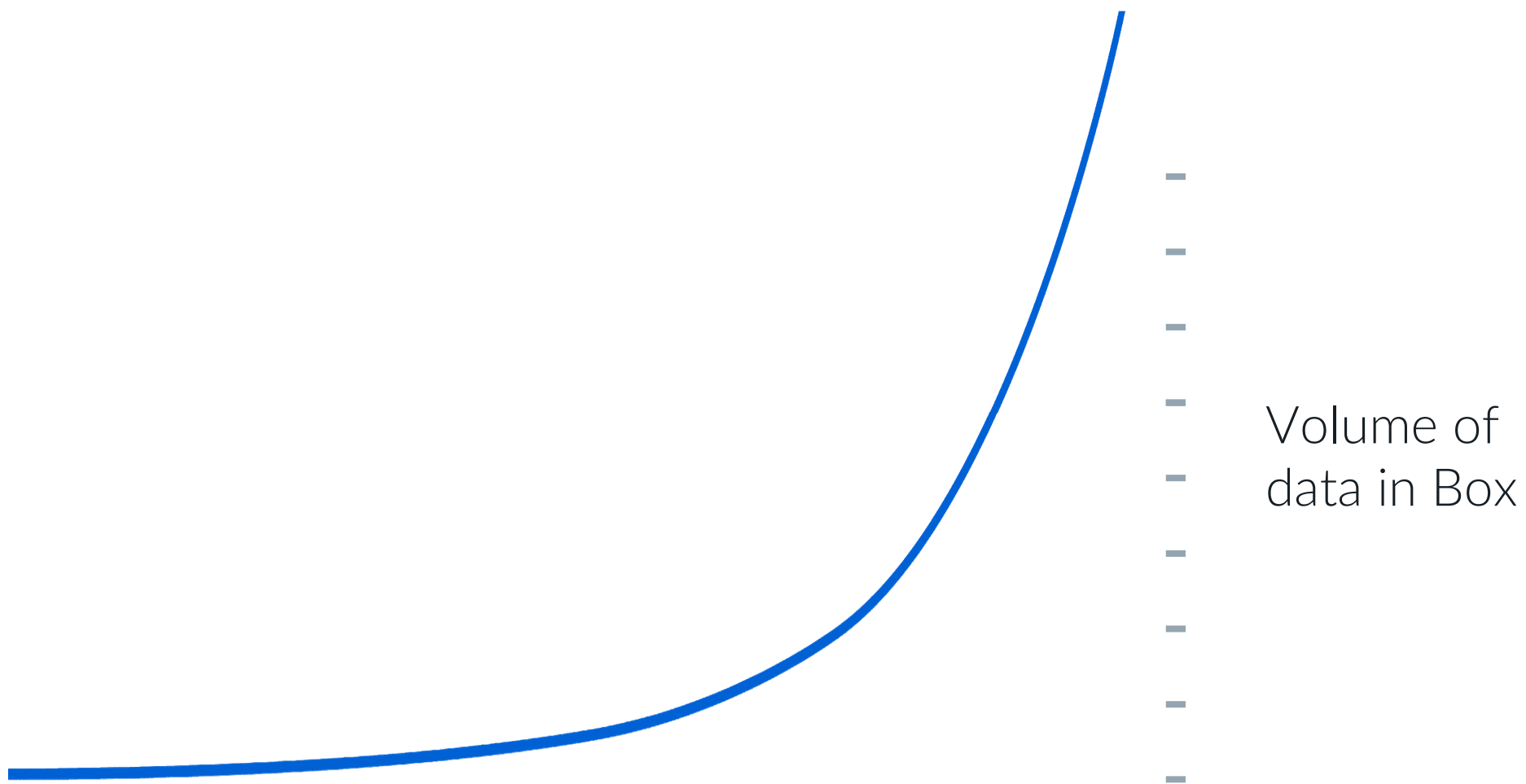
Traditionally, the more information you have
the harder it is to work with

> **"**
>
> I have tens of thousands of images. How can I find the picture of our new product line for my website?
>
> - Marketing team

> **"**
>
> I have to listen to hours of calls daily to ensure high quality customer service.
>
> - Customer service

> **"**
>
> I have to manually enter details about thousands of contracts in metadata, keeping me from getting my job done.
>
> - Legal department

Machine learning is the only way to solve this at scale

Human accuracy

95%
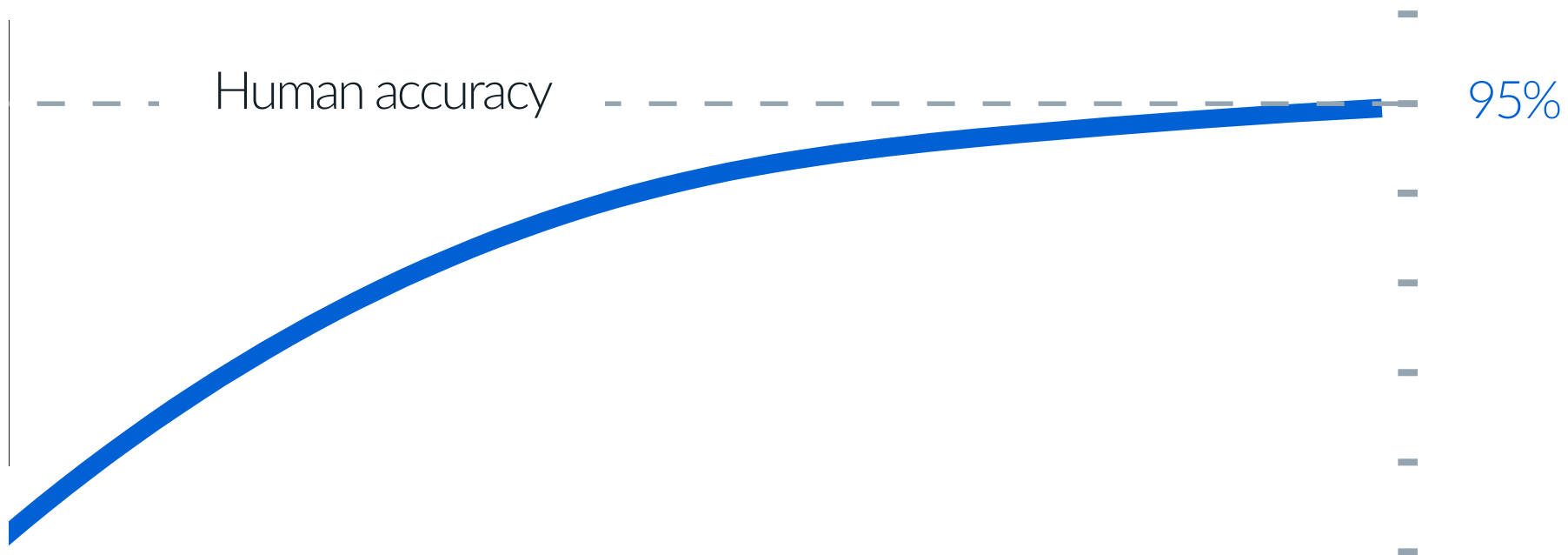
The challenge is that there is no easy way to bring these innovations to enterprise content

Until now

Intelligent technologies

IBM Watson
Microsoft Azure
Google Cloud Platform

Video indexing

Intelligent Security

Person detection

Text summarization

...

 Image Intelligence

 Audio Intelligence

 Video Intelligence

Skills Framework

box

BOX SKILLS

IMAGE INTELLIGENCE

Detects individual objects and
concepts in image files, captures text
through optical character recognition
(OCR), and automatically
adds keyword labels to images.

BOX SKILLS
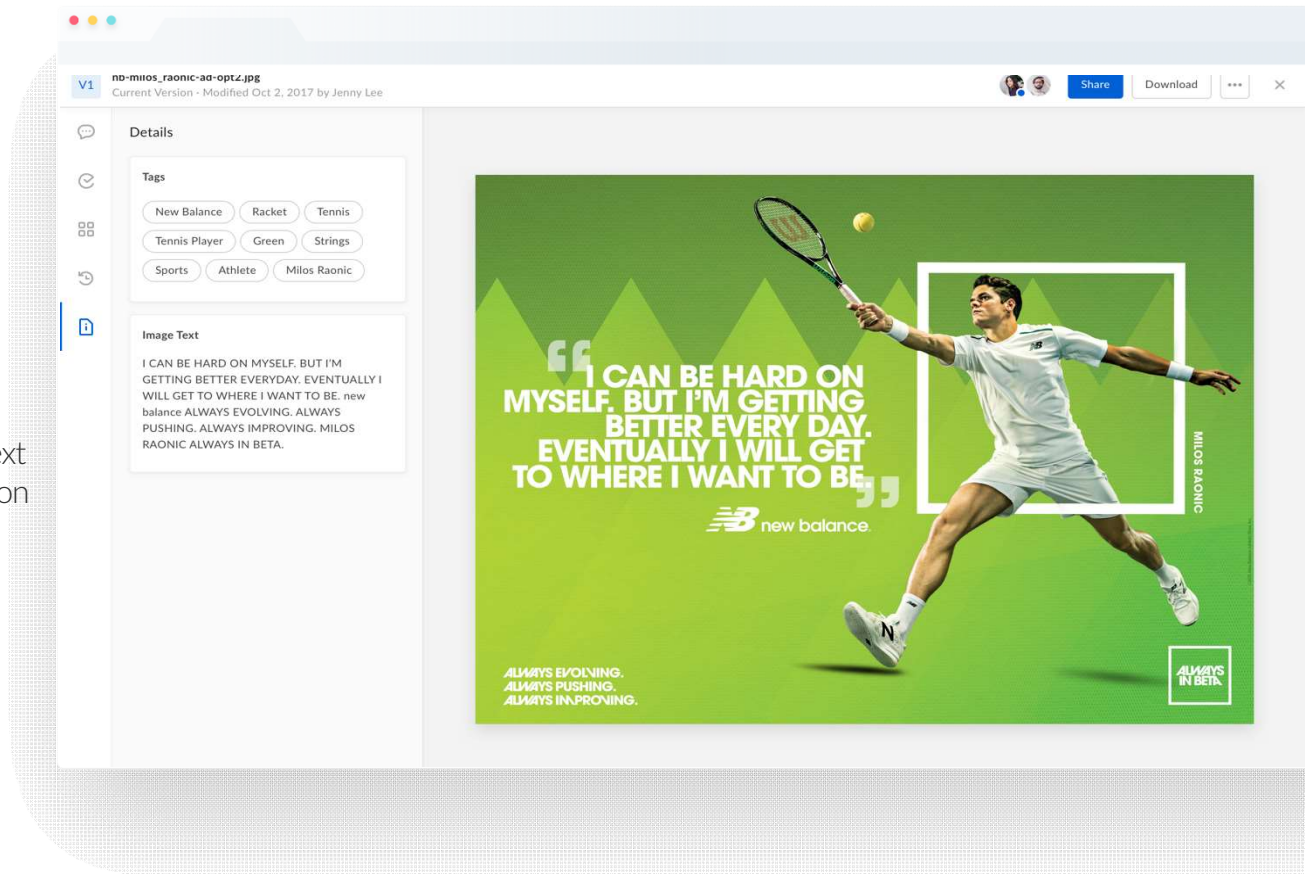
VIDEO INTELLIGENCE

Video analysis provides text transcription, topic detection and indexing, and facial recognition.
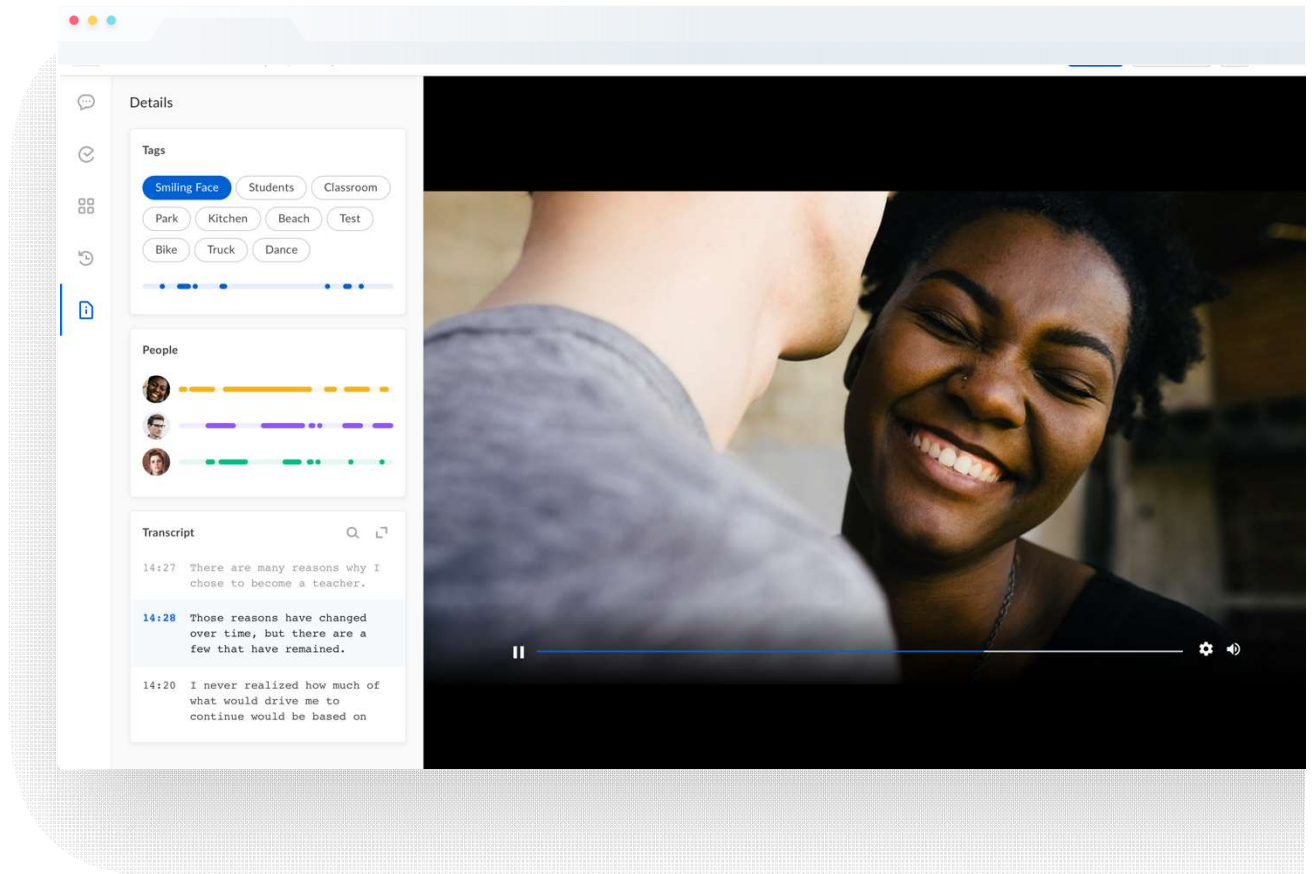
Intelligent technologies

IBM Watson
Microsoft Azure
Google Cloud Platform

Image recognition
Entity analysis
Topic extraction
Concept detection
Sentiment analysis
Image labels
Handwriting detection
Audio transcription
Video indexing
Intelligent Security
Person detection
Text summarization
...

Image Intelligence Skill

Audio Intelligence Skill

Video Intelligence Skill
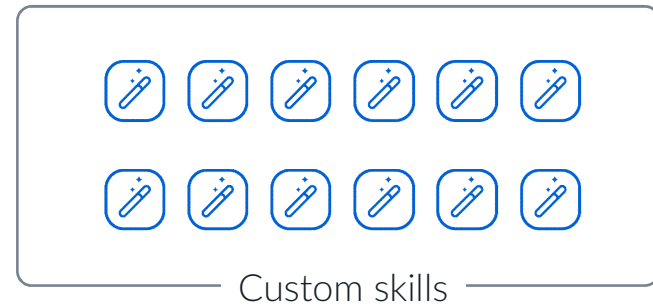
Custom skills

Box Skills Framework

box

BOX SKILLS KIT

CHAINED

The ability to chain multiple skills, for example combining IBM Watson Audio Transcription and topic detection with IBM Watson Sentiment Analysis.

BOX SKILLS KIT

CUSTOM

Leverage any third-party machine learning solution– like form extraction such as a legal contract – and extract it into a custom metadata card in Box that helps automate a process like employee onboarding or a loan application.

NDA.pdf
Current Version · Modified Jan 10, 2017 by Jane Smith

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Details

Description
Mutual Nondisclosure Agreement

IsDocumentSigned
True

Entity Company
Box

Entity Address
900 Jefferson Ave, Redwood City, CA, 94063

Person of Authority
Jane Smith

MUTUAL NONDISCLOSURE AGREEMENT

This Mutual Nondisclosure Agreement (the "Agreement"), as of the date specified below ("Effective Date") is made between Box, with its principal office at 900 Jefferson Ave, Redwood City, CA, 94063 ("Entity"), on behalf of itself and its affiliates, and Ephesoft, Inc., a California corporation with its principal office at 23041 Avenida de la Carlota, Suite 100, Laguna Hills, CA 92653 (the "Company"), on behalf of itself and its affiliates and shall be effective for a period of three (3) years beyond the Effective Date (the "Term").
Hereinafter, Entity and Company each may be referred to as a "party," and they may be referred to collectively as the "parties."

In consideration of the mutual covenants set forth in this Agreement and intending to be legally bound, the parties agree as follows:

1.   **Confidential Information.** "Confidential Information" means all information disclosed by either party (the "Disclosing Party") to the other party (the "Recipient") during the Term that is either (a) marked confidential, or (b) disclosed orally and described as confidential at the time of disclosure and which subsequently is set forth in writing, marked confidential, and sent to the Recipient within thirty (30) days following the oral disclosure; and all other information conveyed orally, which, by its very nature, a reasonable person would understand to be confidential. Any Confidential Information disclosed is provided "AS IS" and without any representation or warranty of any kind. Both parties agree that all Confidential Information received is and will remain the property of the Disclosing Party. No right or license, express or implied, under any patent, copyright, trade secret or other proprietary right is granted under this Agreement.

2.   **Nondisclosure and Use.** The parties agree that (a) the only permitted use of the Confidential Information by the Recipient will be to allow the parties to evaluate, discuss, finalize and implement a mutually agreeable business relationship between the parties (the "Purpose"); (b) each will use the same degree of care that it utilizes to protect its own information of a similar nature, but in any event not less than reasonable care and means; and (c) the Confidential Information may be disclosed only to employees, agents and contractors of

boxSKILLS

Explicitly opt-in   Secure and compliant   Frictionless

But there's also business insights to be found in
what's happening around the files in Box

This is Box Graph

All of these innovations are available in our platform

box PLATFORM

Content Services

- Files & Folders
- Search
- Collaboration & Sharing
- Users & Permission
- Preview
- Metadata

Enterprise Services

- Compliance
- Information Governance
- Encryption Key Management
- In-region Data Storage
- Data Protection Policies
- Insights & Analytics

box

Third-Party
Apps

Employee
Apps

External
Apps

box PLATFORM

Security
Services

Admin Automations
& Scripting

Back Office &
LOB Systems

Machine Learning
Services
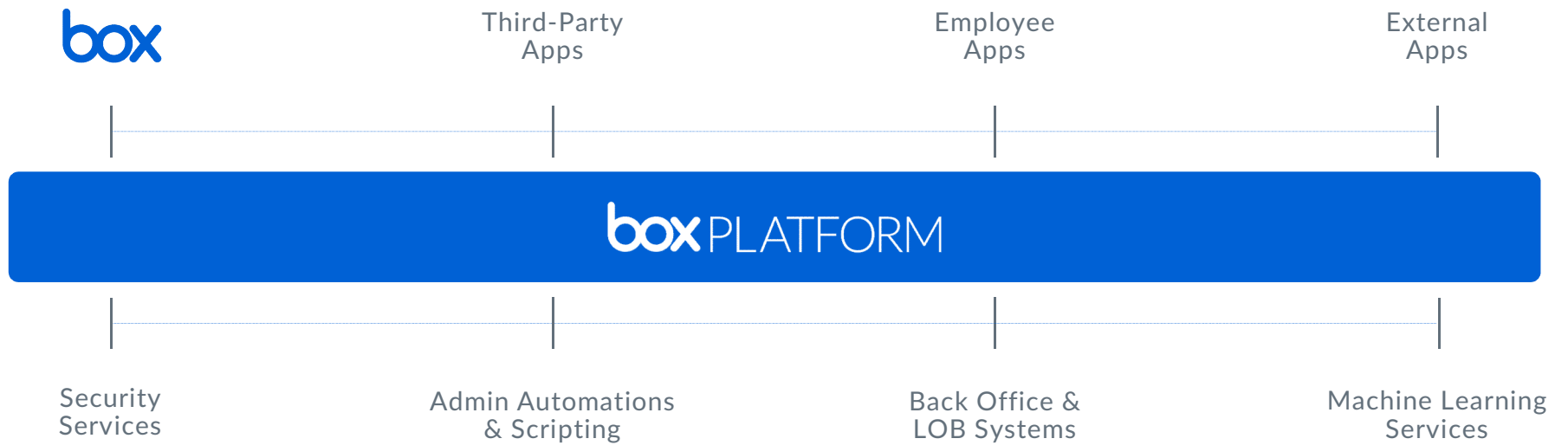
Cloud Content Management opens new use cases for Box.

| Rip & replace ECM | Competitive wins against ECM | Storage replacement | Expansion beyond EFSS |

Addressing $45B+ CCM Market
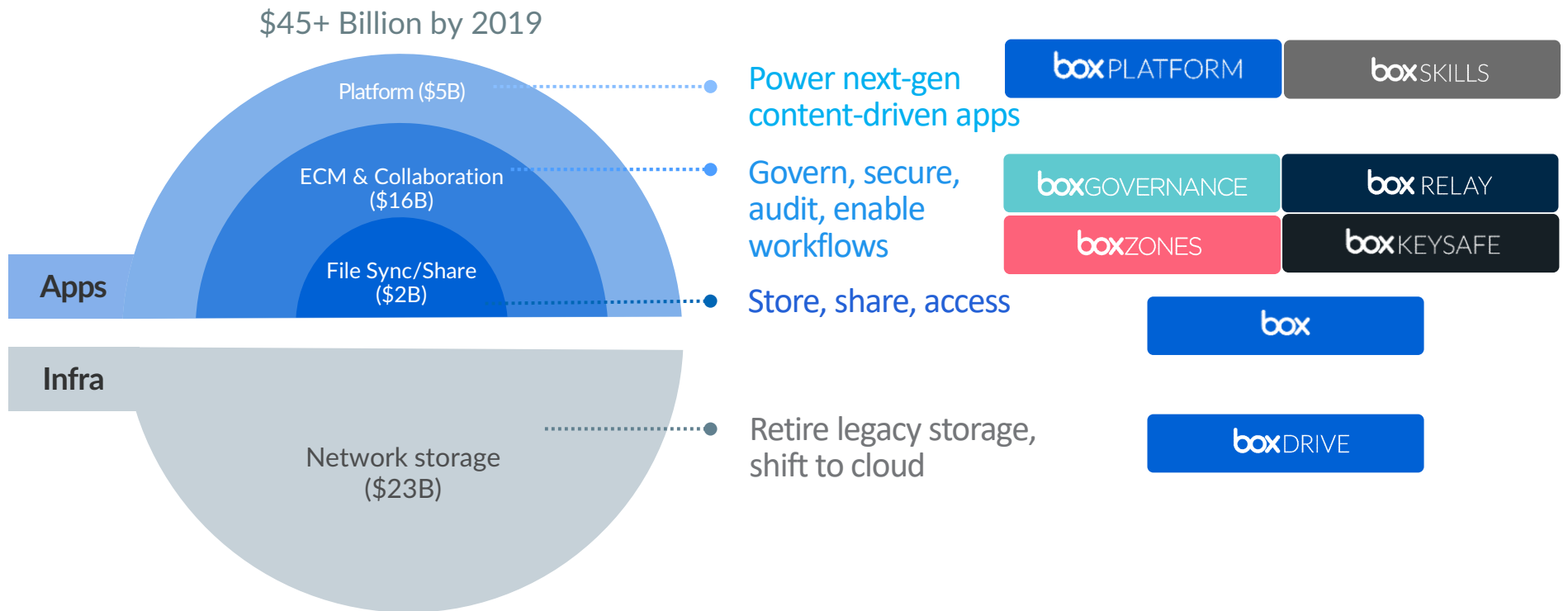
$45+ Billion by 2019

Platform ($5B) ...... • **Power next-gen content-driven apps**

ECM & Collaboration ($16B) ...... • **Govern, secure, audit, enable workflows**

File Sync/Share ($2B) ...... • **Store, share, access**

Apps

Infra

Network storage ($23B) ...... • Retire legacy storage, shift to cloud

box PLATFORM **box** SKILLS

box GOVERNANCE **box** RELAY

box ZONES **box** KEYSAFE

box

box DRIVE

Onset of the Next Cloud Wave

Initial wave of cloud refactored on-premise systems to cloud for cost reduction

- Oracle ERP ➜ Oracle Cloud
- Office ➜ Office 365

Current wave is NEW apps for digital transformation

- HCM ➜ Workday
- ECM ➜ Cloud Content Management

Cloud Spend ($B) — **Cloud as % of IT spend**
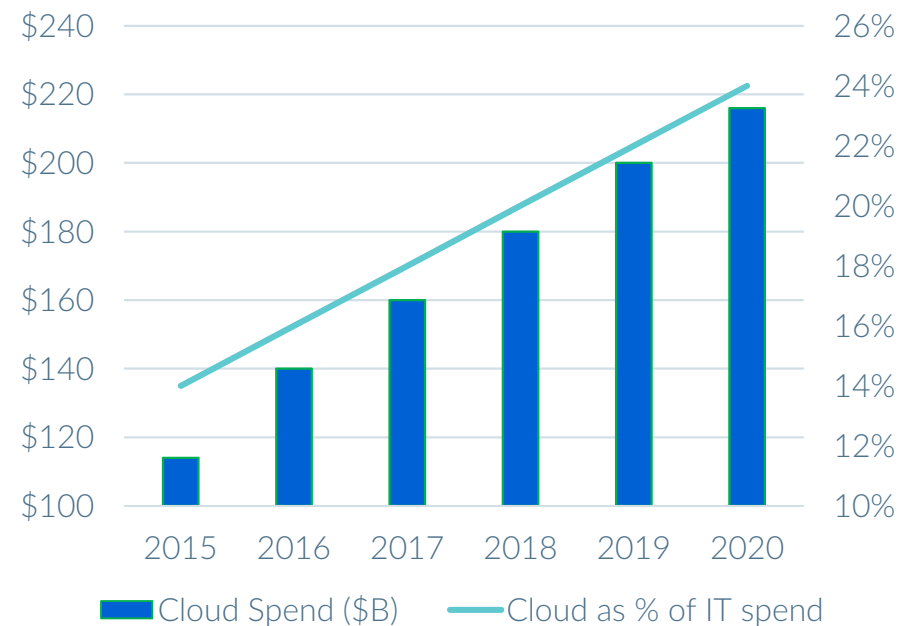
Source: Gartner Market Insight: Cloud Shift – The Transition of IT Spending from Traditional Systems to Cloud, 2016.

Box: Foundation for Digital Transformation

Box is in a unique position

- Large volumes of valuable data

- Ability to be able to use and learn from that data

- Frequent activity allowing to train systems at scale

Box a top 5 most deployed app
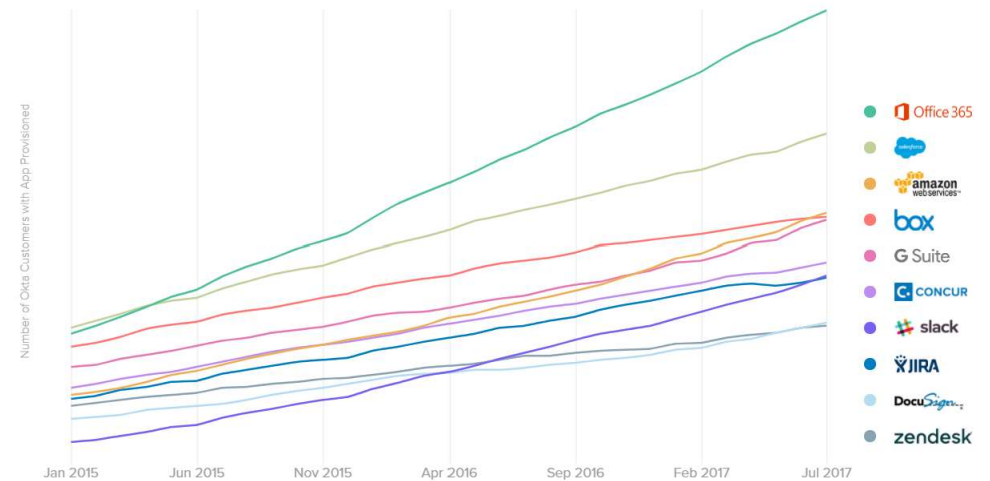
Source: Okta Businesses @ Work, July 2017.

Box's Unique Partner Value Proposition

Win, Win, Win
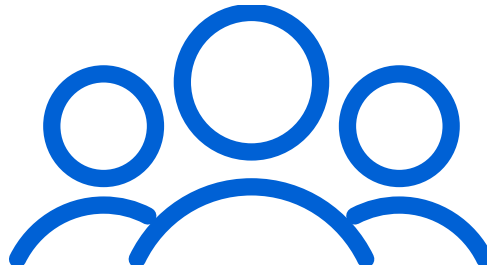
Customers

- Accelerated digital transformation

- Flexibility to deploy best-of-breed Analytics and AI/ML services via Box Skills

- Box Zones expansion allowing for industry and international regulatory compliance

- Enhanced performance

Win, Win, Win
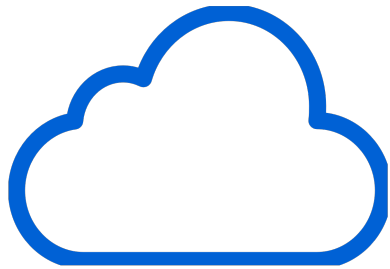
Public Cloud Providers

- Power next-generation of SaaS apps like Box

- Power new Cloud Content Management apps built on Box Platform

- Ability to sell differentiated and advanced offerings (e.g., Analytics, AI/ML) to customers

Win, Win, Win

- GTM reach through large partners co-selling Box globally

- Best-of-breed functionality to differentiate Box services

- Greater economies of scale and efficiencies in our operating model

Strategic Partnership: IBM®

GTM Reach

- Joint sales motion

- 1000s of IBM sales reps compensated on Box

- Strong lead generation, especially in international markets

- ~50 $100k+ deals in past 18 months

Joint Innovation

box RELAY
- Extending Cloud Content Management functionality

- Co-development of an entirely new user-driven workflow product

- GA on Nov 13th 2017

box SKILLS
- Watson powering Box Skills

- Additional Box Zones on IBM's international data centers coming in 2017

Strategic Partnership: Microsoft

Joint GTM

- Joint sales motion

- 1000s of Azure sales reps compensated on Box

- Relationship launched with sales training and enablement at Sales Kickoff, Ignite, etc.

- Starting pipeline build

Joint Innovation

- Extending Cloud Content Management functionality via integrations with Office 365, Teams, Flow, Outlook, SharePoint, Azure

box SKILLS
- Microsoft powering Box Skills

- Box Zones on Azure's international data centers coming in 2017

Innovation Partnerships

Google Cloud

- Core infrastructure to power Box

- GCP powering Box Skills

- GSuites integration Beta in 2017 and GA in 2018

amazon web services

- Core infrastructure to power Box

- Partnered on KeySafe solution

- Box Zones on AWS available in Europe, Asia, Canada, and Australia

Over 3,000 Partners Amplify Differentiation & Growth

Strategic Alliances

IBM

Microsoft

FUJITSU

Services Partners

accenture

aim consulting

Cognizant

cosi Consulting

JCS CONSULTING

KnowledgeLake — INNOVATION TO INSPIRE

MRC AN ECM COMPANY

MS MICRO STRATEGIES

neocol

Robots & Pencils — WE MAKE APPS™

RevUnit

Tech Mahindra

SMASHING BOXES — a new type of agency

Y MEDIA LABS

USDM Life Sciences

WORLDLINK — INSPIRED INTELLECT

Technology Partners

Adobe

amazon web services

Apple

cisco

DocuSign

Google

medidata

okta

netskope

SAP

salesforce

paloalto NETWORKS

slack

skyhigh

Symantec

Workplace by facebook

Reseller Partners

AT&T Business

Canon

carahsoft

CDW

CTC — Challenging Tomorrow's Changes

Insight

MACNICA

shi

softchoice

Telefónica

Telstra

Leveraging At-Scale Enterprise Experiences

25+ years

- In go-to-market leadership roles

- Developing deep enterprise and vertical experience

- Scaling global businesses

60 Day Observations – Building Blocks to Win

People

- Strong leadership team
- World-class inclusive culture
- Deep domain expertise

Business Foundation

- Clear vision & strategy
- Expanding customer base
- Enterprise infrastructure

Opportunity

- Massive $45B TAM
- Significant customer growth
- Differentiated technology

Enterprises are going through a digital transformation.

Cloud Content Management helps businesses revolutionize how they work.

Guiding Principles

Drive topline growth to $1B and beyond

Scale the business efficiently

Outcomes that Drive Growth & Efficiency

⬆ **ACV** ⬆ **Retention** ⬆ **New Logos** ⬇ **Acquisition Cost**

Driving Growth in Cloud Content Management
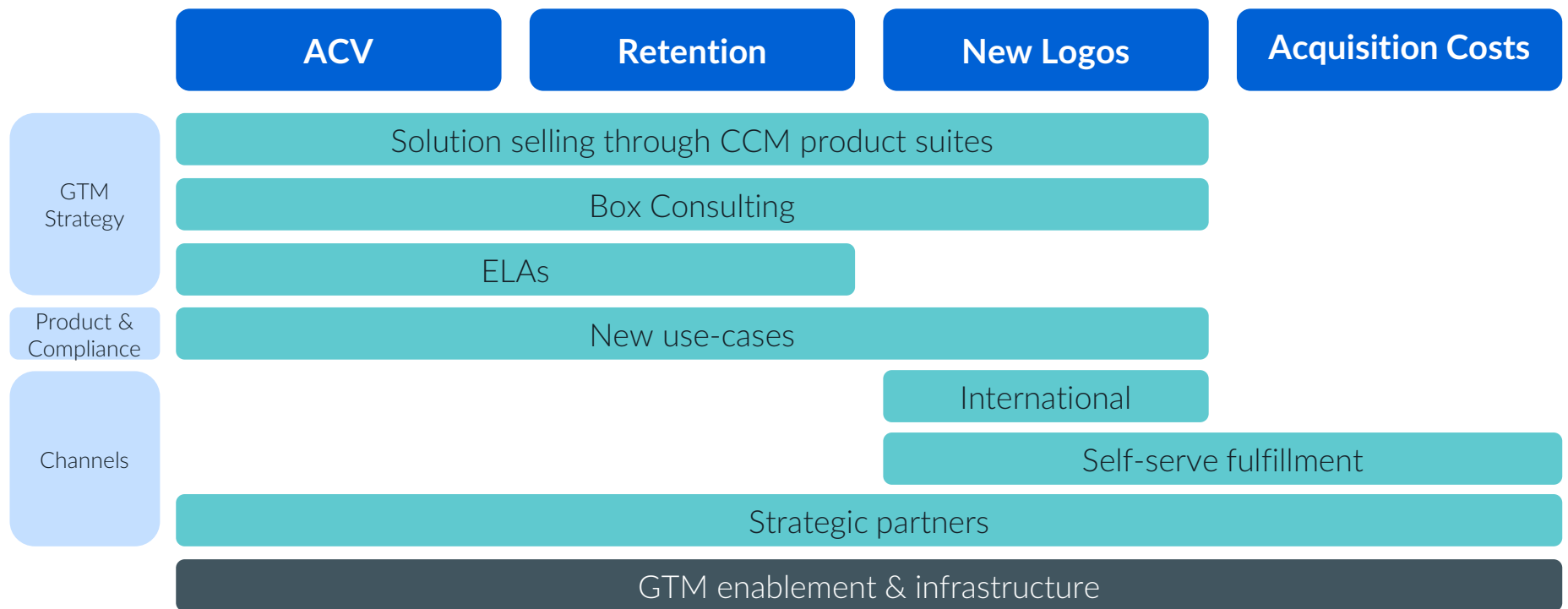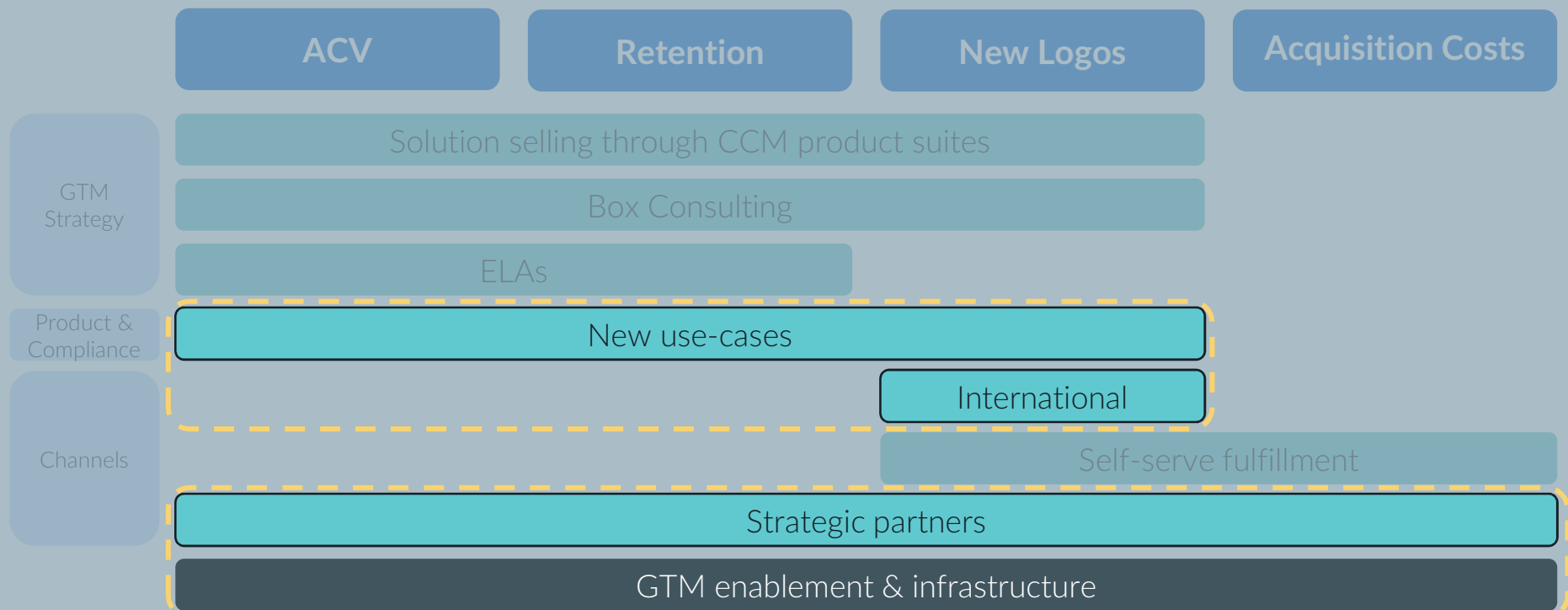
	ACV	**Retention**	**New Logos**	**Acquisition Costs**
GTM Strategy	Solution selling through CCM product suites			
	Box Consulting			
	ELAs			
Product & Compliance	New use-cases			
Channels			International	
			Self-serve fulfillment	
	Strategic partners			
	GTM enablement & infrastructure			

Scaling to $1 Billion and Beyond

/ New use-cases

International

Strategic partners

GTM enablement and infrastructure

Horizontal Offering Serves
Enterprises of All Sizes Globally

76,000+
customers

Size: SMB → Fortune 1000 → Multi-Nationals

Geo: North America → EMEA → APAC

Industry: NGO → Entertainment → FinServ

Leveraging Horizontal Platform for Vertical Plays

CCM capabilities, security, & compliance opens up new use-cases

	$ **Financial Services**	🏛 **Government**	🔬 **Life Sciences**
Key Differentiators	• Controls, audit, security & compliance (FINRA, TBA: GDPR) • CCM capabilities (Governance, KeySafe, Zones)	• Security & compliance (FedRAMP, CJIS, ITAR, TBA: GDPR) • Scalable and rapidly deployable	• Security & Compliance (HIPAA, TBA: GDPR, GxP) • Strategic partnerships (Medidata, Prolifiq)
Use Cases	• Loan origination • Custom-branded client portal • Mobile agent / advisory	• Digital citizen services • Consolidated, searchable, and shareable evidence cache • Modernizing ECM technologies	• Internal & external research collaboration • Integrated Sales Enablement • Third-party clinical applications
Customers	Scotiabank® · USAA®	METROPOLITAN POLICE · U.S. Forest Service, Department of Agriculture	AstraZeneca · Genentech (A Member of the Roche Group)

Scaling to $1 Billion and Beyond

New use-cases

International

Strategic partners

GTM enablement and infrastructure

Focused Effort on Serving International Markets
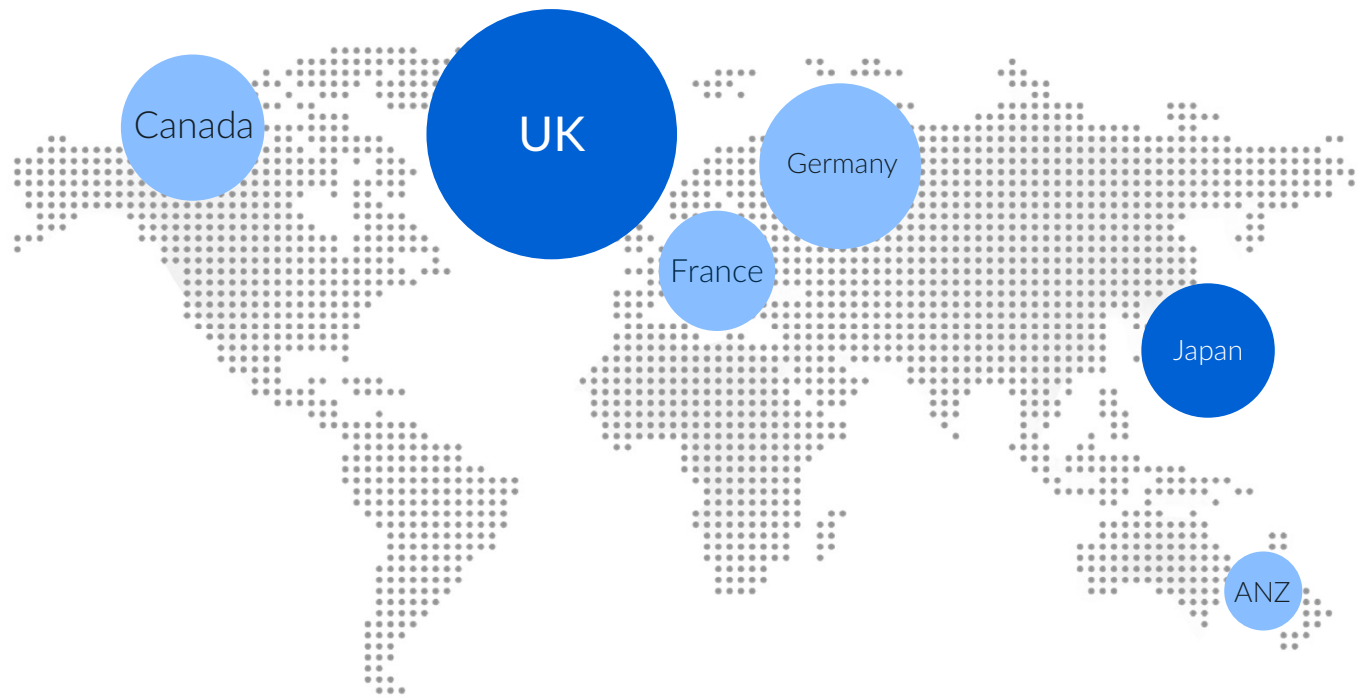
Scaling to $1 Billion and Beyond

New use-cases

International

/ **Strategic partners**

GTM enablement and infrastructure

Reach: New Logos & Pipeline

New **geographies**

New **industries**

At **scale**, the way customers want to buy
SaaS applications

Reach

box

AT&T carahsoft

CDW Insight

MACNICA shi

Telefónica Telstra
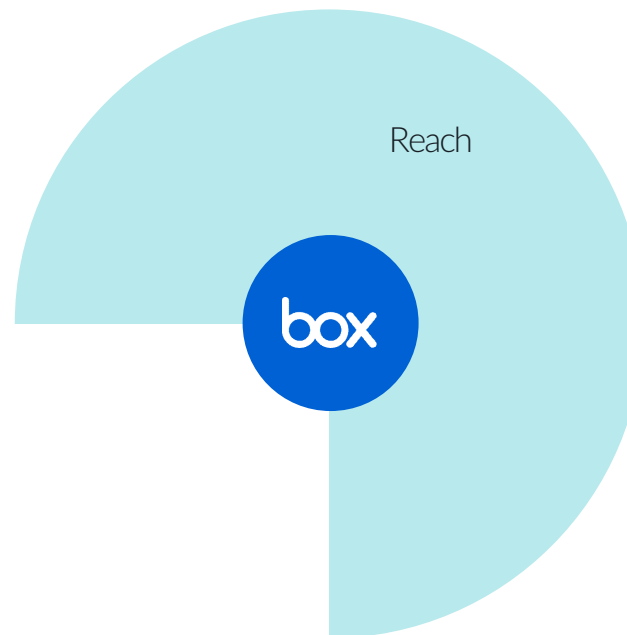
Depth: Integrations & Complex Use-Cases

One **secure** platform that works for all your content and applications

Partner solutions **accelerate** our CCM roadmap

Partner services deliver a **complete** CCM solution

Reach

box

Depth
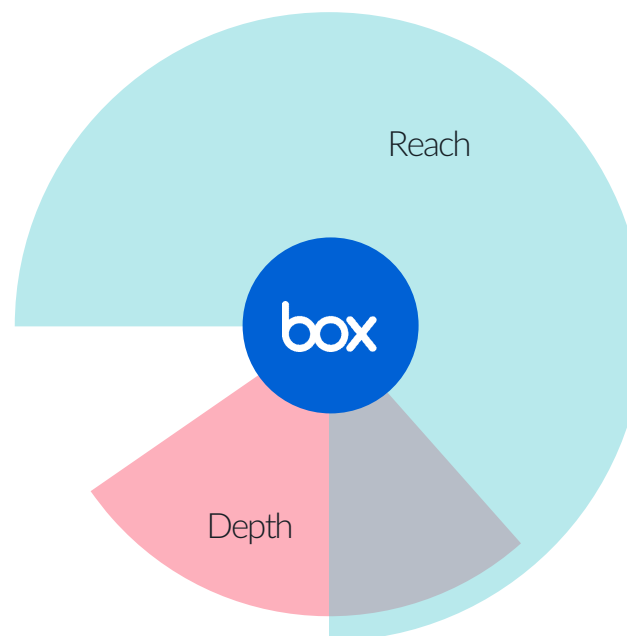
Adobe

DocuSign

G Suite

NINTEX

Office365

okta

PEGA

salesforce

SAP

slack

Differentiation: Cross-Sell & Long-Term Retention

Working with **innovators** in the cloud to bring intelligence to our customers' data

Developing new **business models** such as Platform OEM and Custom Skills with ISVs

Developing new **joint services** to accelerate digital transformation

Reach

Differentiation

Depth

box
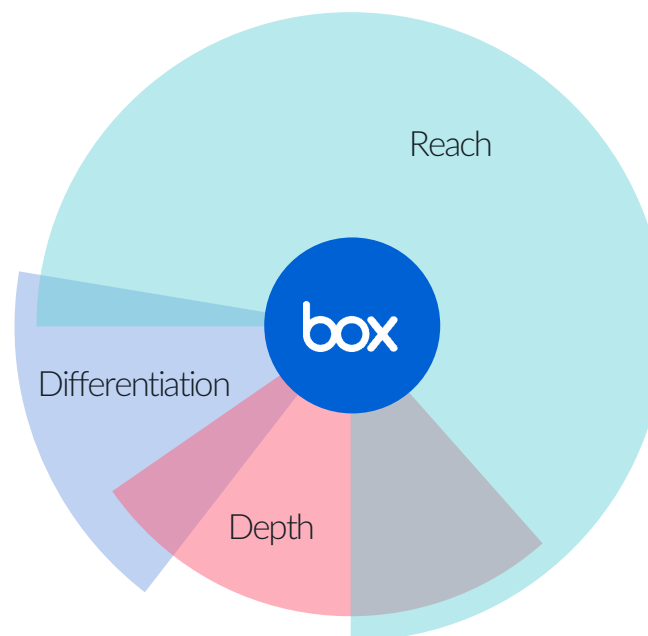
Google Cloud

Microsoft Azure

Watson

accenture

Cognizant

medidata

paloalto
NETWORKS

Scaling to $1 Billion and Beyond

New use-cases

International

Strategic partners

/ GTM enablement and infrastructure

Increasing Sales Rep Productivity with World-Class Enablement

Skills & Training

Integrated GTM solution selling

Revamped onboarding & readiness

Leader Coaching

In-depth leadership development program

Sales
Marketing
CS
Partners

Enablement Tools

Role-based playbooks and curriculums

Dynamic & standard asset delivery
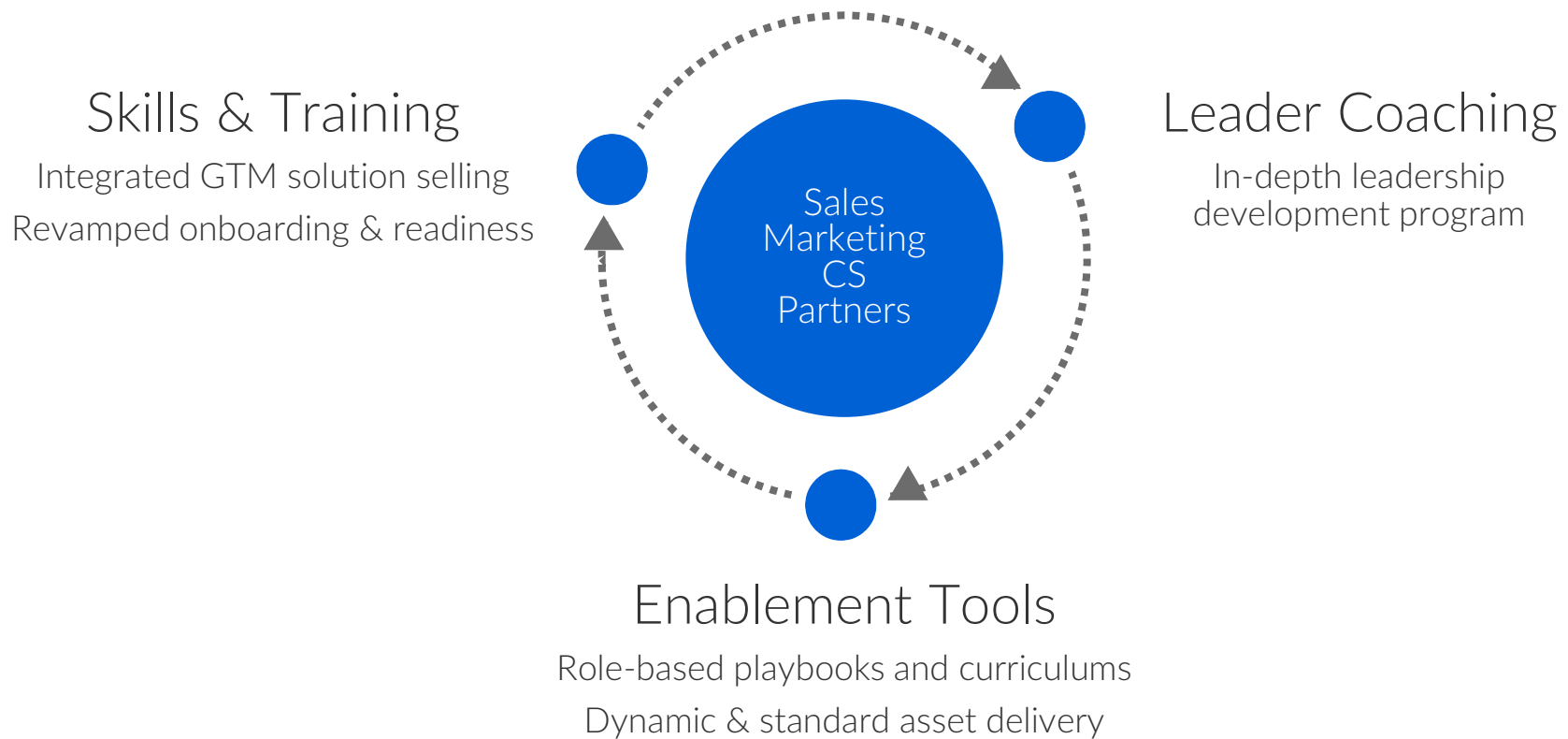
How it all comes together

Balance of Growth & Efficiency to Improve S&M Operating Leverage

The Outcomes:

⬆️ ACV

⬆️ Retention

⬆️ New logos

⬇️ Acquisition costs

Sales & Marketing as a % of Revenue

	Q2 FY16	Q3 FY16	Q4 FY16	Q1 FY17	Q2 FY17	Q3 FY17	Q4 FY17	Q1 FY18	Q2 FY18
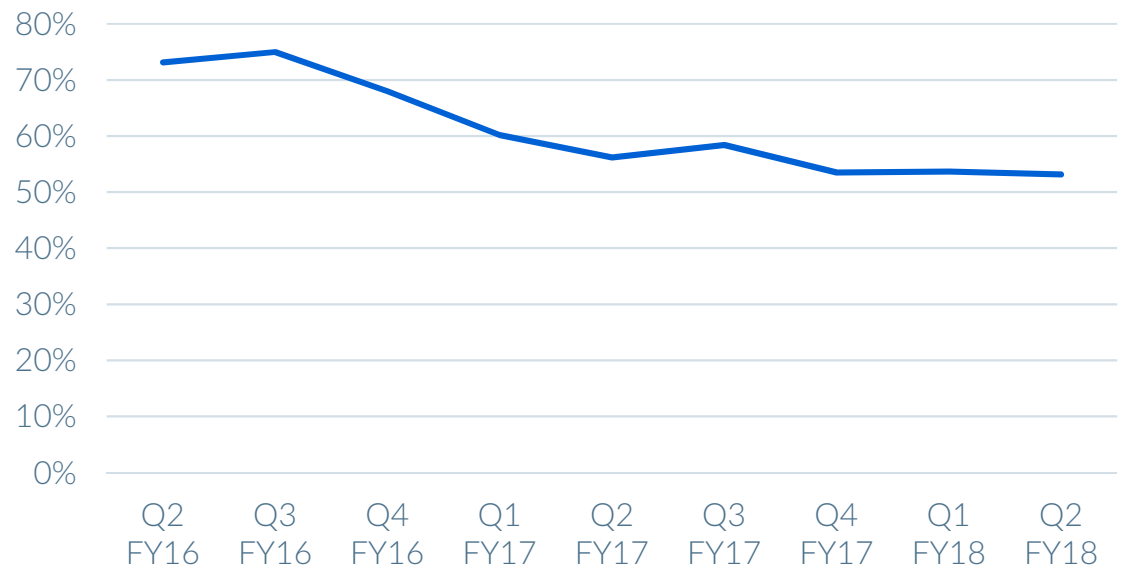
Note: Sales and marketing expenses by type as a percentage of revenue are presented on a non-GAAP basis and exclude stock-based compensation.

Seizing the
CCM
Opportunity

Strong foundation

Catalysts for growth

Compelling economics

Path to $1 billion

First Half Fiscal 2018 Financial Highlights

~30% revenue & billings growth, improved EPS and cash flow

	1HFY'18	1HFY'17	Y/Y Growth
Revenue	$240M	$186M	29%
Billings	$239M	$183M	31%
Deferred Revenue	$241M	$183M	32%
GAAP EPS	(60¢)	(61¢)	1¢
Non-GAAP EPS	(24¢)	(32¢)	8¢
Cash Flow from Operations	($1.0M)	($9M)	$8M
Free Cash Flow	($11M)	($24M)	$13M

Note: Non-GAAP EPS and Free Cash Flow are non-GAAP financial measures. Reconciliations to the nearest GAAP financial measures can be found in the Appendix of this presentation).

Progressing Against Key Initiatives

Revenue breakdown as of Q2FY'18

Enterprise Focus

10%
32%
58%
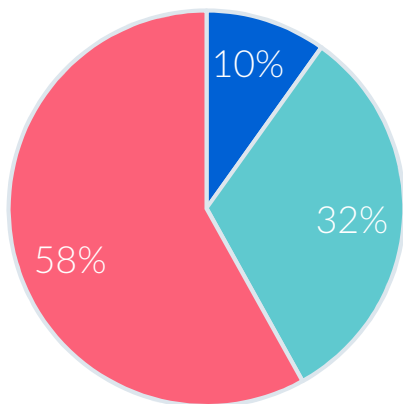
- Online 0-25
- Commercial 26-2000
- Enterprise >2000

International Expansion

21%
79%
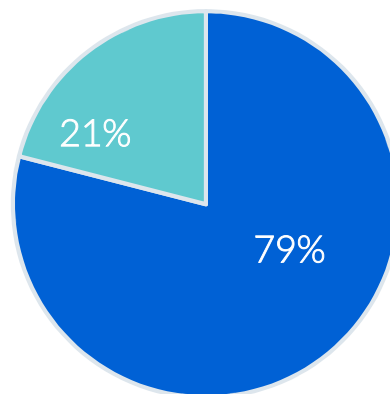
- US Revenue
- Non-US Revenue

Horizontal Platform
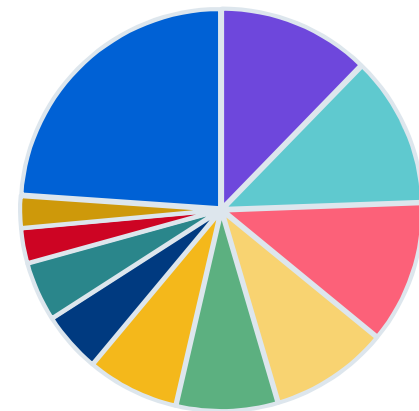
- Healthcare & Life Sciences
- Professional Services
- Financial Services
- Retail & Consumer Goods
- Industrial Goods & Automotive
- Technology
- Media & Entertainment
- Arch., Eng., & Construction
- Education
- Public Sector
- Other

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/ Catalysts for growth

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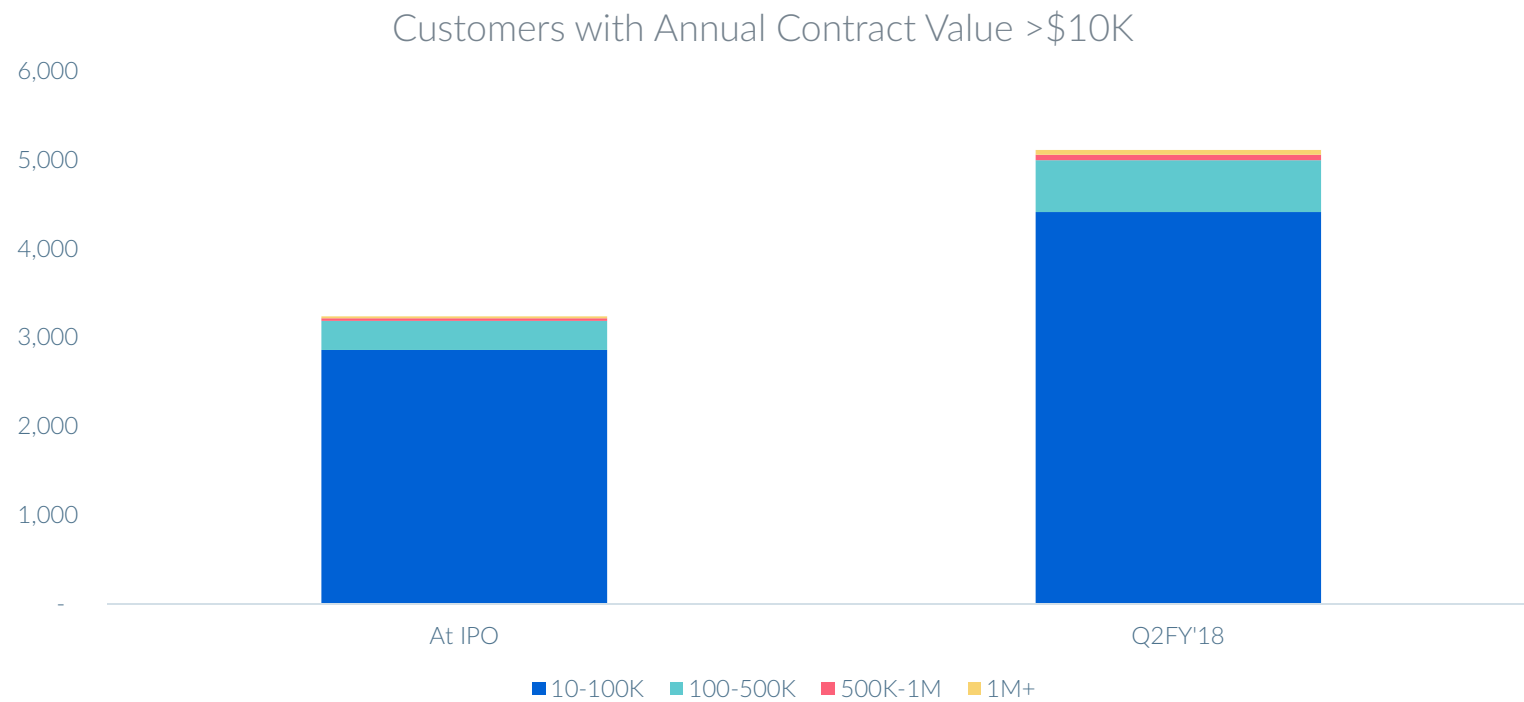# Catalysts for Growth In Cloud Content Management

Seat Growth
17% annual
expansion rate

New Products
Well positioned to
address $45B+ market

Strategic Partnerships
Key partners expand
technology and distribution

International Expansion
Data residency + compliance
open new markets

Seat Expansion Driving $1M Sales

Note: Excludes FY12 since it only consisted of Jan 2012 as Box transitioned its fiscal calendar

Years with purchase
Year the customer exceeded $1M of total contract value

New Products Accelerating Initial Deal Sizes

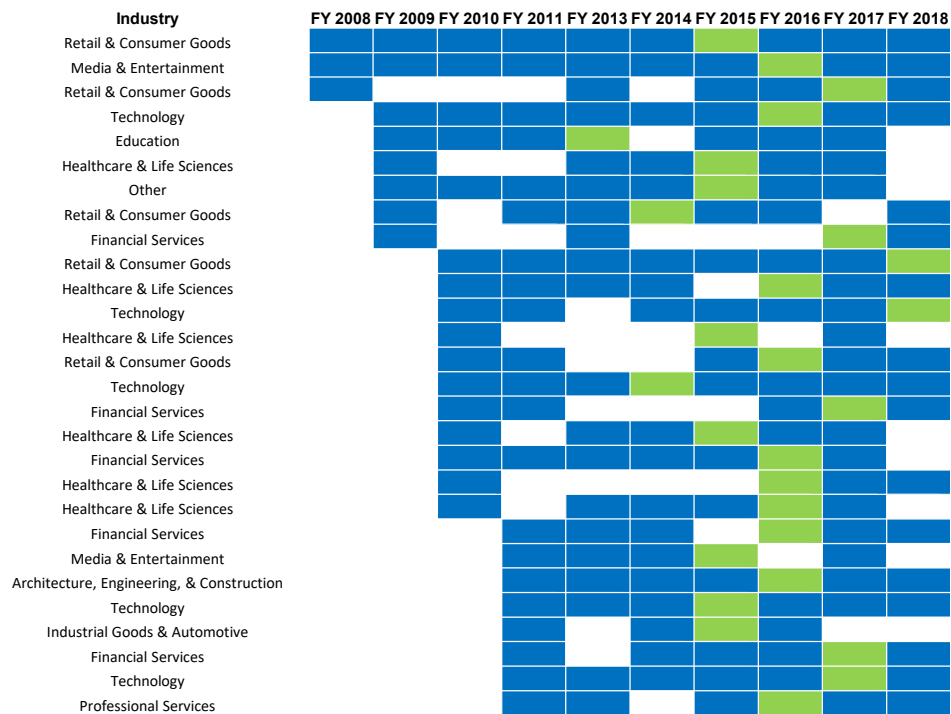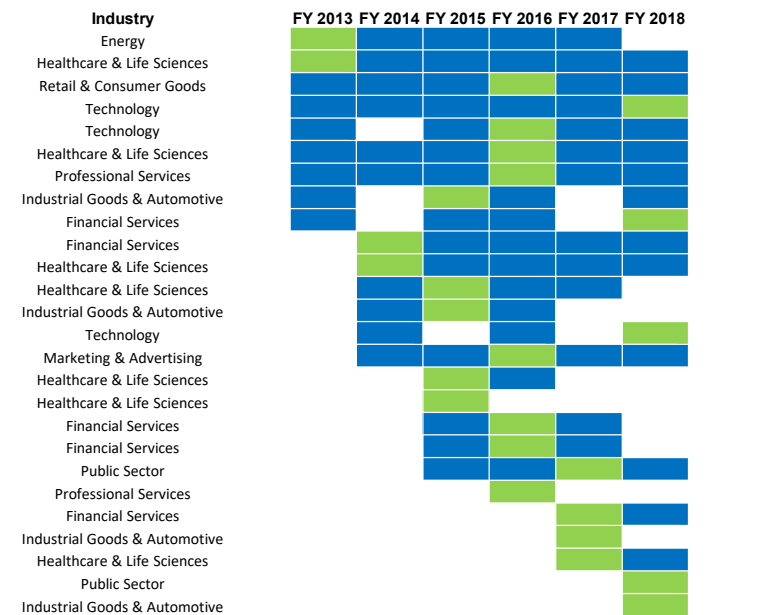| Industry	FY 2008	FY 2009	FY 2010	FY 2011	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Retail & Consumer Goods										
Media & Entertainment										
Retail & Consumer Goods										
Technology										
Education										
Healthcare & Life Sciences										
Other										
Retail & Consumer Goods										
Financial Services										
Retail & Consumer Goods										
Healthcare & Life Sciences										
Technology										
Healthcare & Life Sciences										
Retail & Consumer Goods										
Technology										
Financial Services										
Healthcare & Life Sciences										
Financial Services										
Healthcare & Life Sciences										
Healthcare & Life Sciences										
Financial Services										
Media & Entertainment										
Architecture, Engineering, & Construction										
Technology										
Industrial Goods & Automotive										
Financial Services										
Technology										
Professional Services										

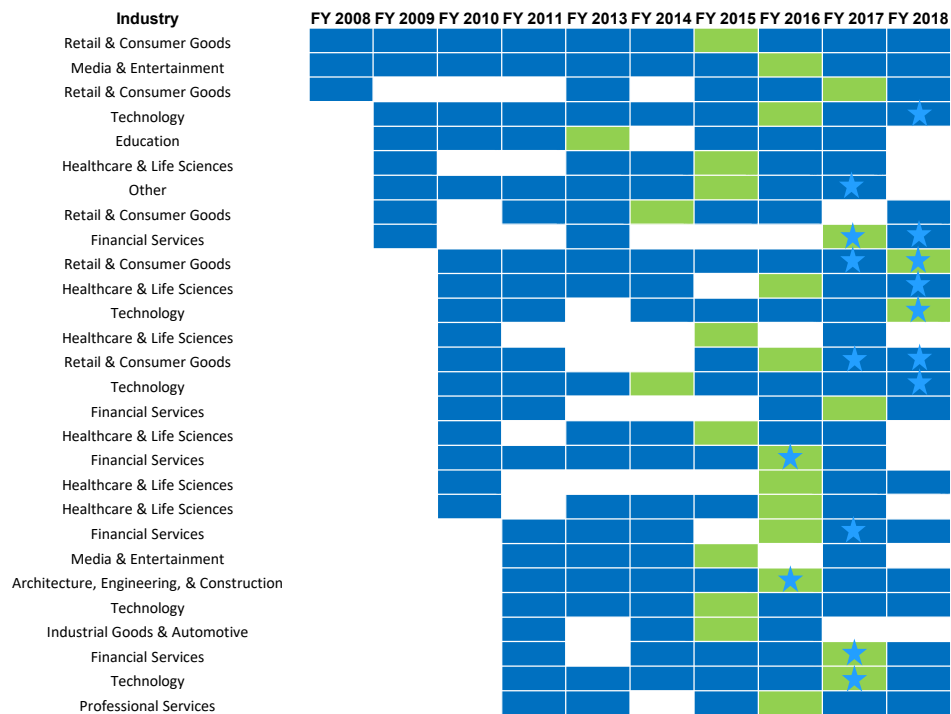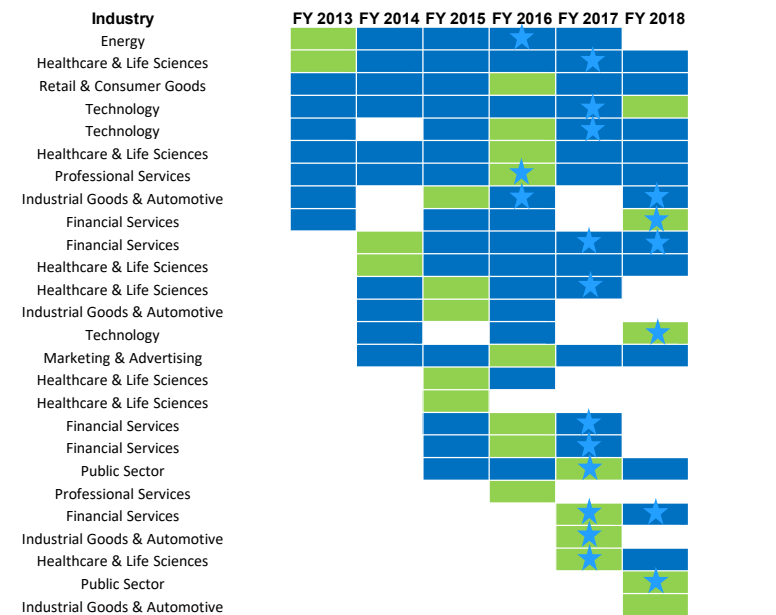| Industry	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Energy						
Healthcare & Life Sciences						
Retail & Consumer Goods						
Technology						
Technology						
Healthcare & Life Sciences						
Professional Services						
Industrial Goods & Automotive						
Financial Services						
Financial Services						
Healthcare & Life Sciences						
Healthcare & Life Sciences						
Industrial Goods & Automotive						
Technology						
Marketing & Advertising						
Healthcare & Life Sciences						
Healthcare & Life Sciences						
Financial Services						
Financial Services						
Public Sector						
Professional Services						
Financial Services						
Industrial Goods & Automotive						
Healthcare & Life Sciences						
Public Sector						
Industrial Goods & Automotive						

Note: Excludes FY12 since it only consisted of Jan 2012 as Box transitioned its fiscal calendar
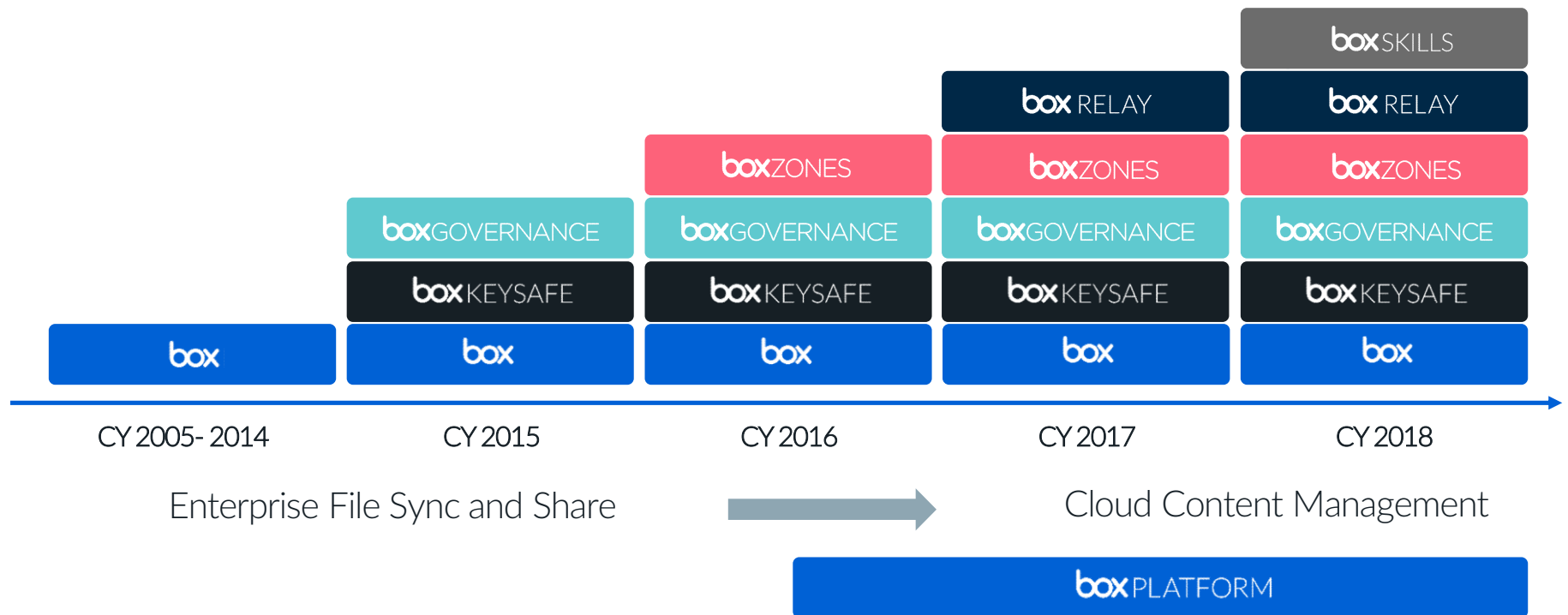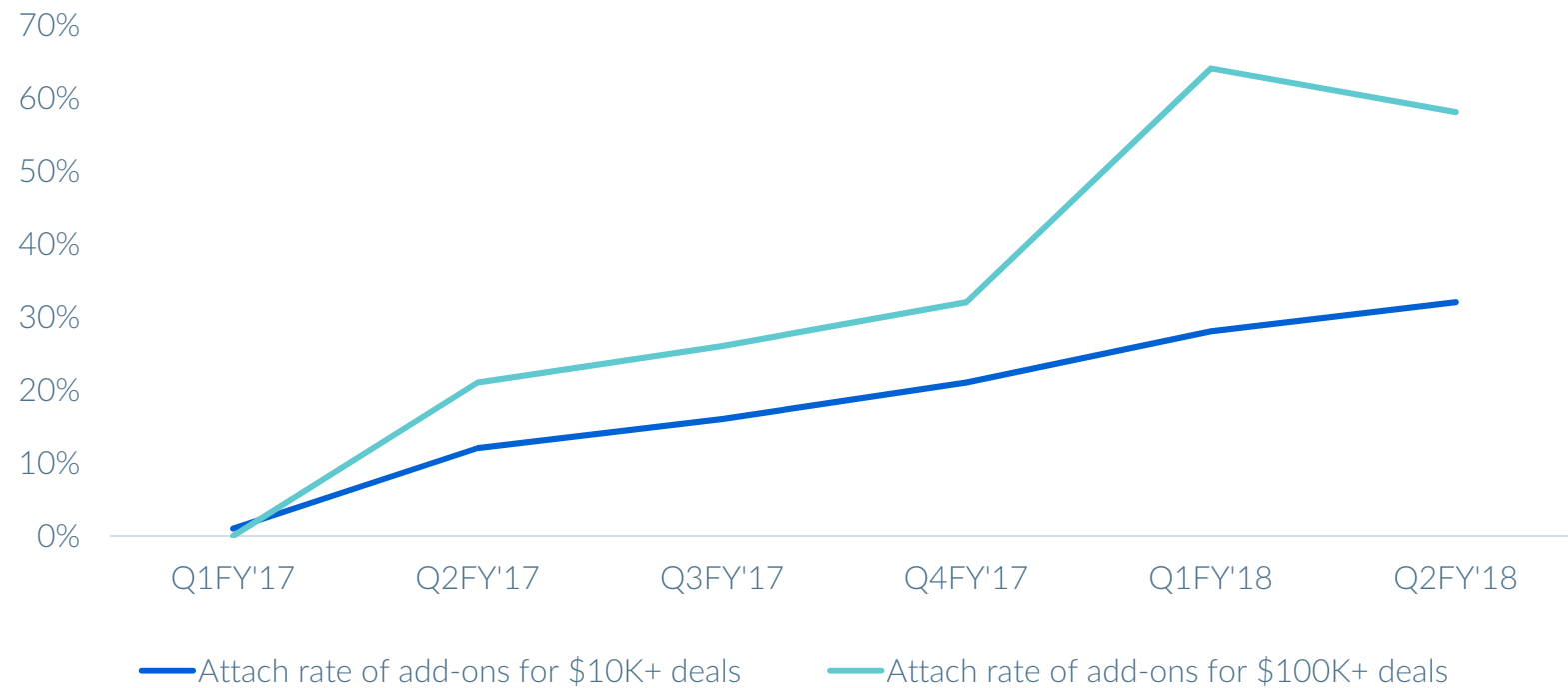
- Years with purchase
- Year the customer exceeded $1M of total contract value
- ★ Sale included new products

Expanding Revenue-Generating Products

New products add 20-30% pricing uplift

				boxSKILLS
			boxRELAY	boxRELAY
		boxZONES	boxZONES	boxZONES
	boxGOVERNANCE	boxGOVERNANCE	boxGOVERNANCE	boxGOVERNANCE
	boxKEYSAFE	boxKEYSAFE	boxKEYSAFE	boxKEYSAFE
box	box	box	box	box
CY 2005- 2014	CY 2015	CY 2016	CY 2017	CY 2018

Enterprise File Sync and Share ⟶ Cloud Content Management

boxPLATFORM

Higher Attach Rates Driving Higher ACVs

Attach rate of add-ons for $10K+ deals

Attach rate of add-ons for $100K+ deals

CCM Solution Sales Command Higher Pricing

Price Per Seat*

- Rising to >$100/user/yr in FY18

- Seasonality in price per seat driven by large deal volumes

- Each new product adds 20-30% to core price, providing pricing upside as they gain traction
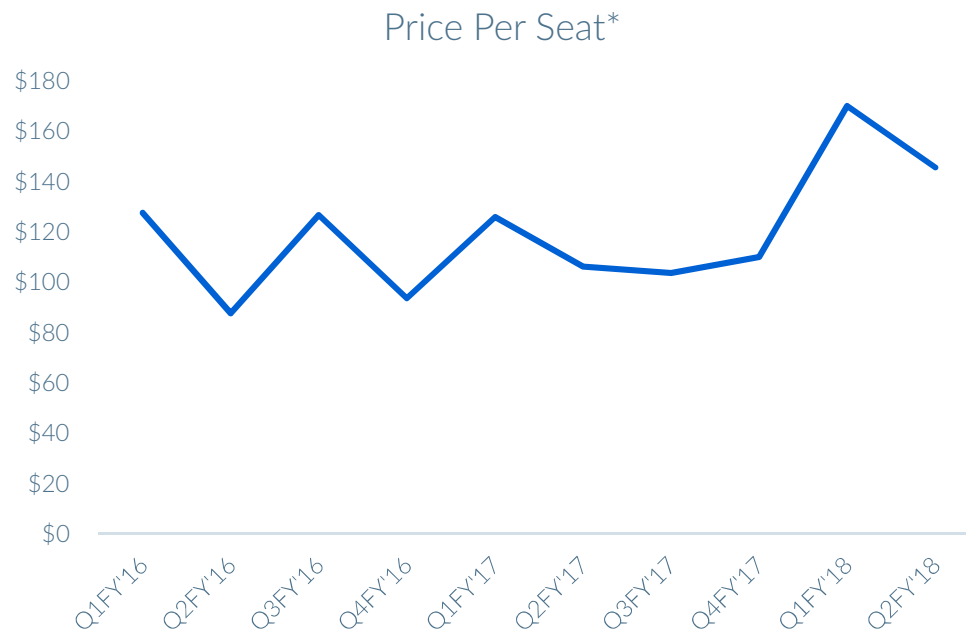
*excludes enterprise license agreements and sales to universities

Seizing the
CCM
Opportunity

Strong foundation

Catalysts for growth

/ **Compelling economics**

Path to $1 billion

Best-in-Class Retention Rate

3.5%

Churn [1]

Product stickiness

17%

Net Expansion [2]

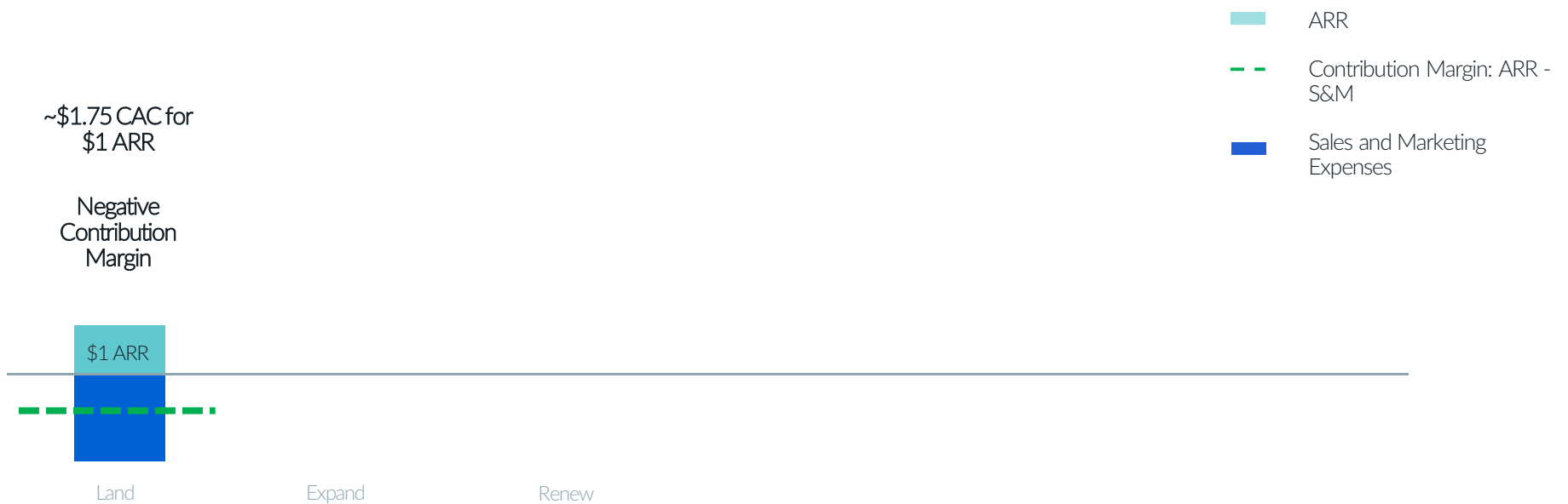Continued growth within existing customers

113%

Retention Rate [3]

Still best-in-class, despite new customer focus

1. Churn is rounded to the nearest half percentage point.
2. Net expansion defined as the net increase in Total Account Value ("TAV") value from our existing customers, who contributed $5K+ in TAV 12 months ago.
3. Retention rate defined as the net % of TAV retained from existing customers, including expansion. This metric is calculated by dividing current TAV of customers who 12 months ago contributed $5K+ in TAV by their TAV 12 months ago.
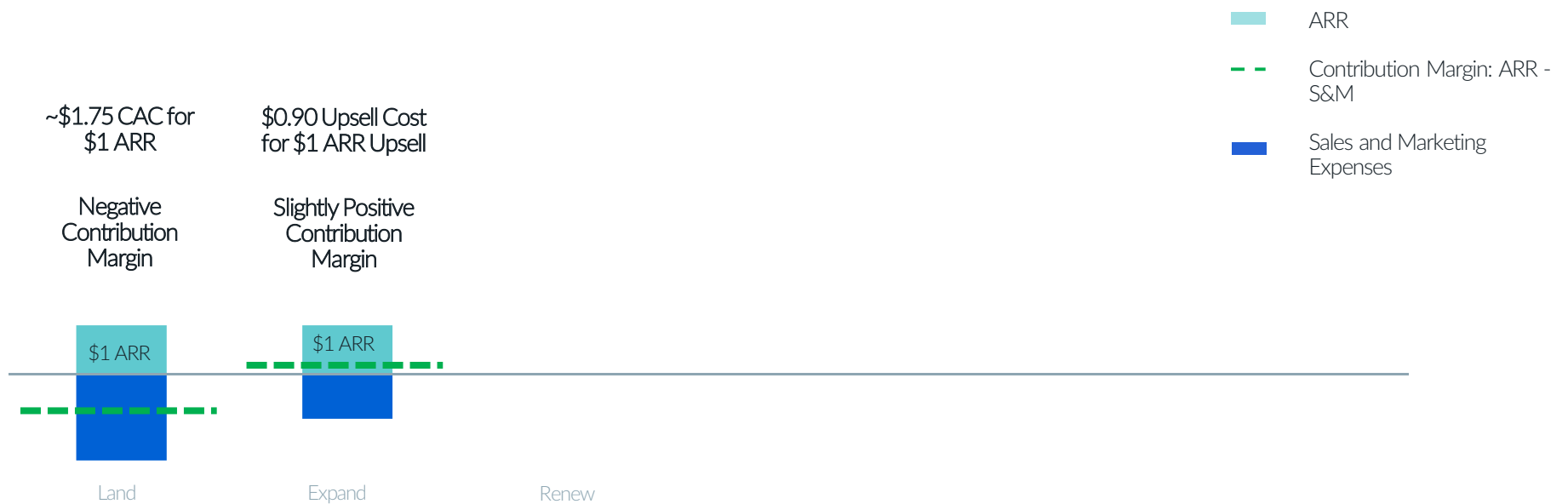
Inherent Business Model Leverage
Investing in new logo acquisition; recoup costs in ~21 months

ARR

- - Contribution Margin: ARR - S&M

Sales and Marketing Expenses

~$1.75 CAC for $1 ARR

Negative Contribution Margin

$1 ARR

Land   Expand   Renew

Note: This slide is for illustrative purposes only and is not intended to represent Box's expectations regarding future ARR growth.

Inherent Business Model Leverage
Customer expansion drives more efficient growth

ARR

- - - Contribution Margin: ARR - S&M

Sales and Marketing Expenses

~$1.75 CAC for $1 ARR

$0.90 Upsell Cost for $1 ARR Upsell

Negative Contribution Margin

Slightly Positive Contribution Margin

$1 ARR

$1 ARR

Land   Expand   Renew

Note: This slide is for illustrative purposes only and is not intended to represent Box's expectations regarding future ARR growth.

Compounding Effect Drives >$9 CLTV Over 10 Years

Note: This slide is for illustrative purposes only and is not intended to represent Box's expectations regarding future ARR growth.

Seizing the
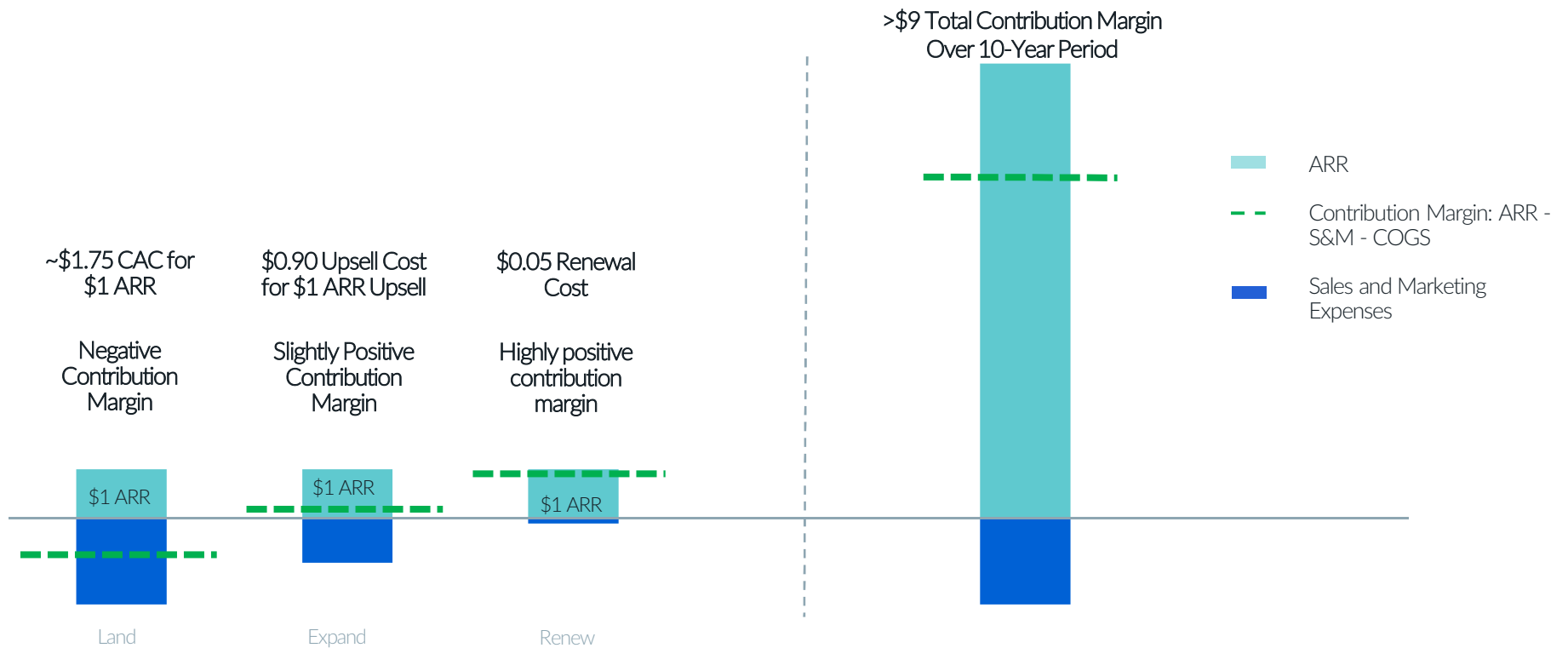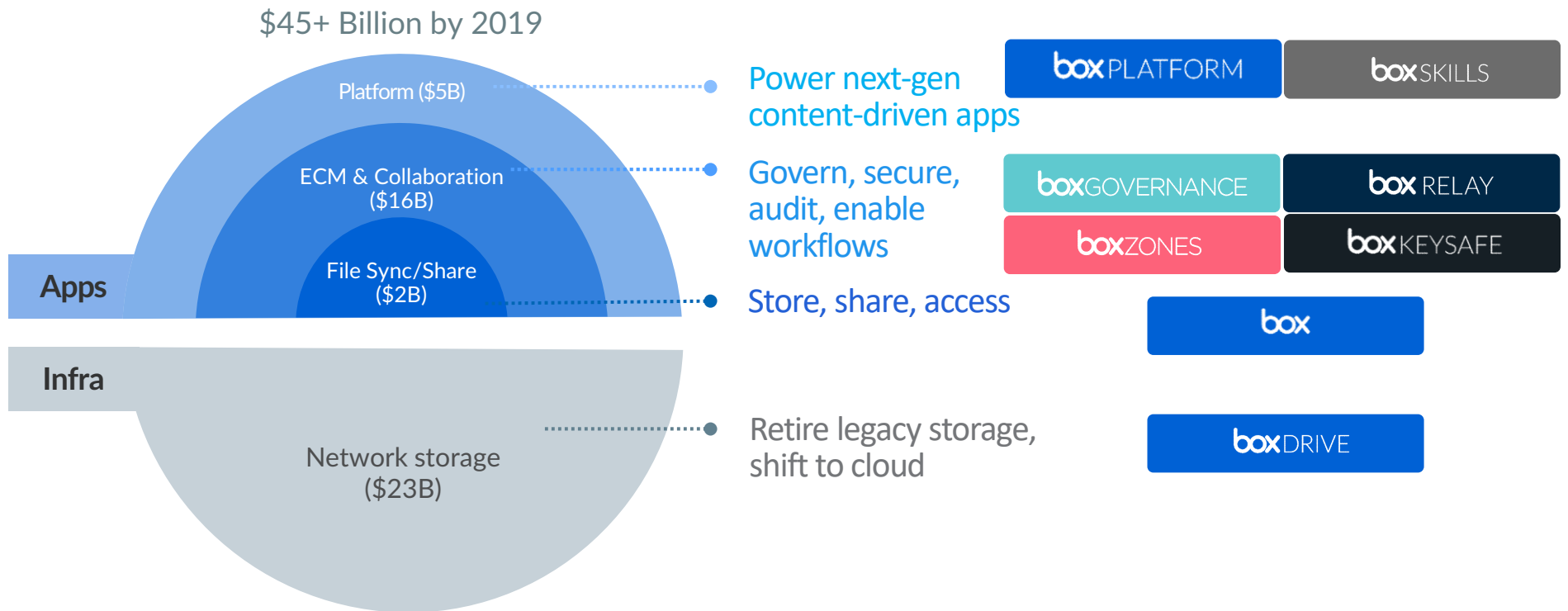CCM
Opportunity

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/ Path to $1 billion

Addressing $45B+ CCM Market

$45+ Billion by 2019

Platform ($5B)

ECM & Collaboration ($16B)

File Sync/Share ($2B)

Apps

Infra

Network storage ($23B)

Power next-gen content-driven apps

Govern, secure, audit, enable workflows

Store, share, access

Retire legacy storage, shift to cloud

box PLATFORM

box SKILLS

box GOVERNANCE

box RELAY

box ZONES

box KEYSAFE

box

box DRIVE

ECM Market Breakdown

Functional Segment Forecast 2017 ($B)
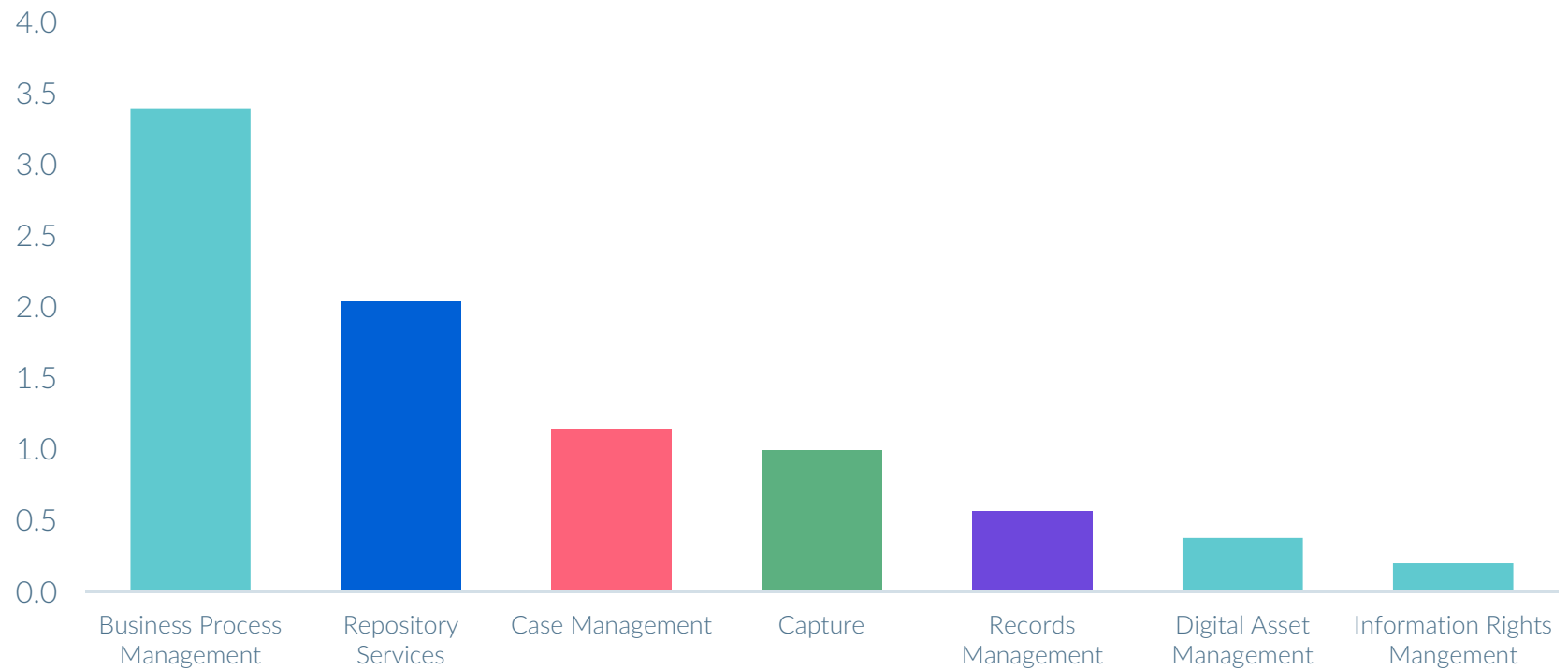
Source: IDC Multi-Market Forecast Data

Motions in Place to Drive S&M Efficiency
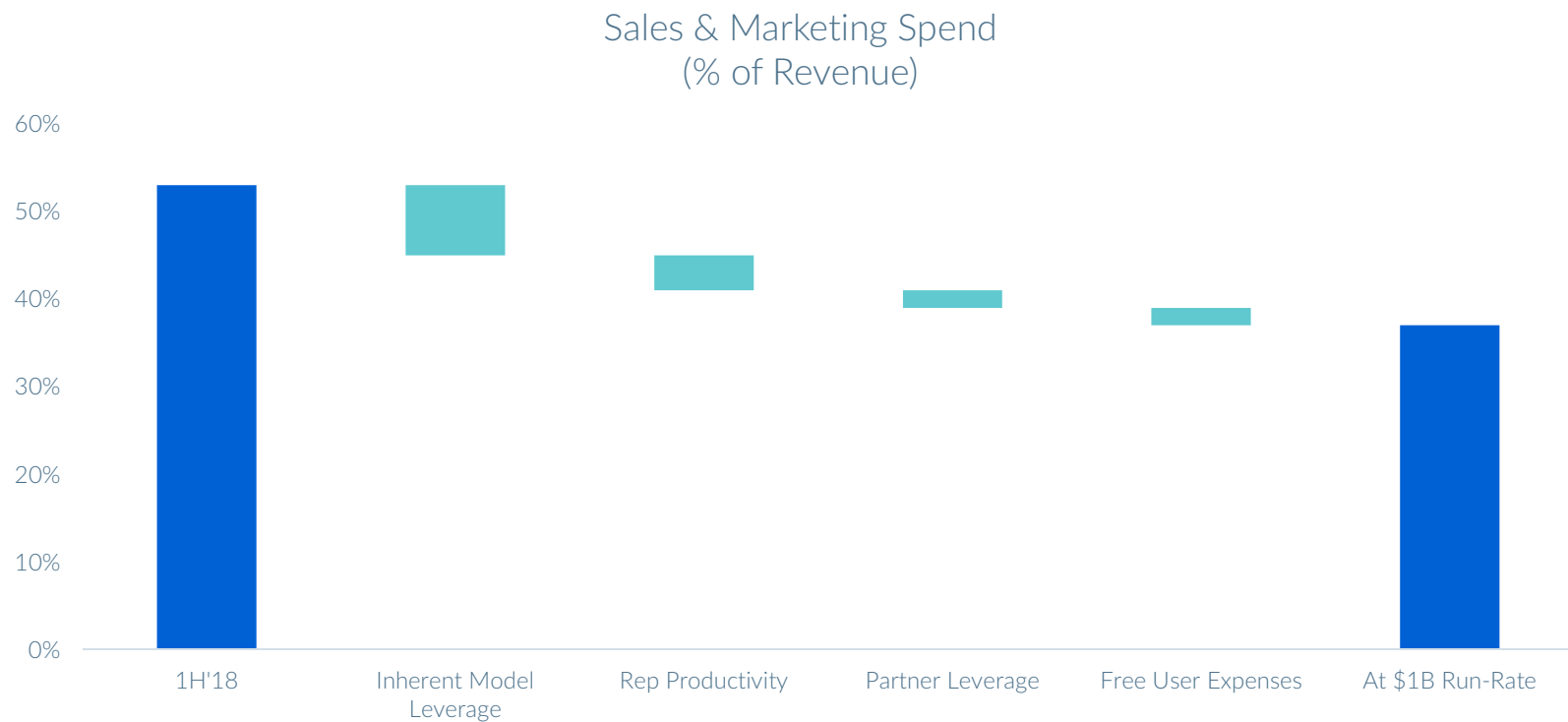
Sales & Marketing Spend
(% of Revenue)

Steadily Progressing Toward Profitability

Converging on positive operating margin
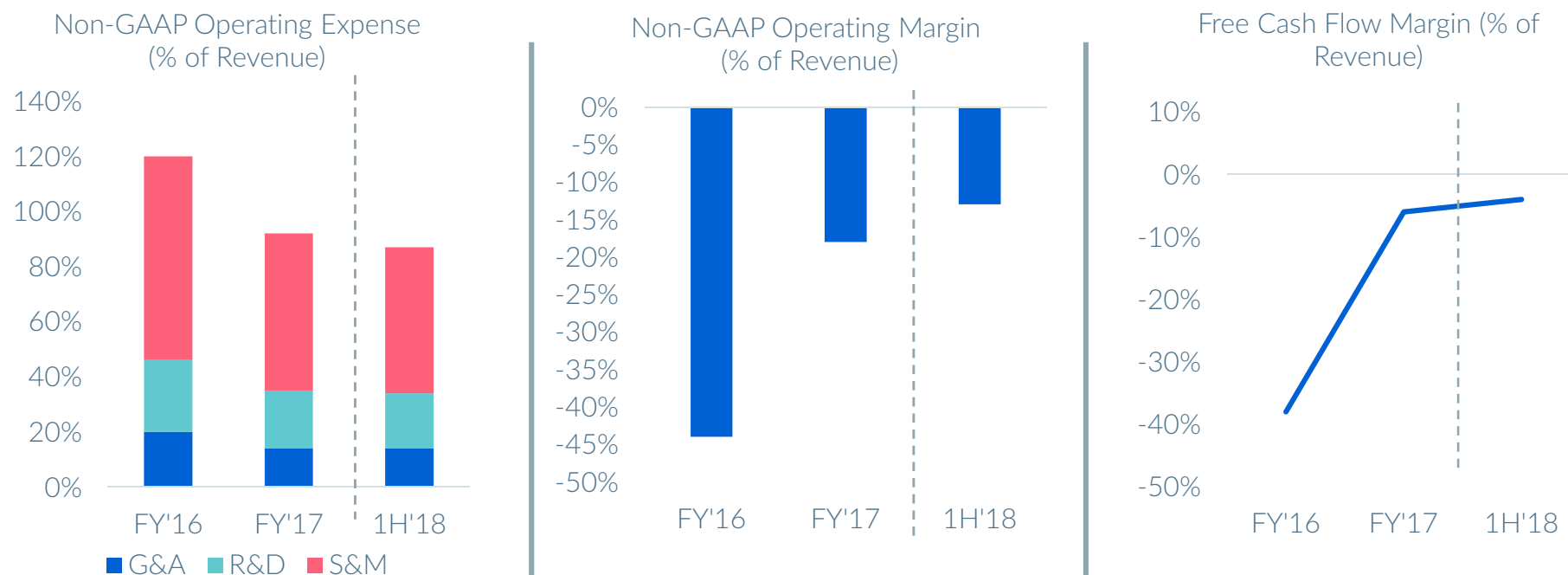
Non-GAAP Operating Expense (% of Revenue)

■ G&A ■ R&D ■ S&M

Non-GAAP Operating Margin (% of Revenue)

Free Cash Flow Margin (% of Revenue)

ASC 606 Revenue Recognition Impact

- Adopt in FY'19

- Apply based on Modified Retrospective method

  - Requires dual reporting for FY'19 under existing and new standard

- Financial impact upon adoption

  - Expect some benefit to operating margin in the short term

  - Primarily driven from the effect of capitalizing more commissions over a longer term

Target Model at ~$1B Revenue

Goal of $1B annual run rate by Q3 FY21; first non-GAAP profitable quarter in FY19

	FY16	FY17	1HFY'18	Key Drivers	At ~$1B
Gross Margin	75%	75%	75%	Scale into expanded data center footprint	~75%
S&M as a % of revenue	74%	57%	53%	Drive business model leverage & rep productivity	~37%
R&D as a % of revenue	26%	21%	20%	Continue to innovate on world class products	~18%
G&A as a % of revenue	20%	14%	14%	Focus on operational excellence	~9%
Operating Margin	(44%)	(18%)	(13%)	Manage spend & benefit from economies of scale	~11%
Free Cash Flow Margin	(38%)	(6%)	(4%)	Scale infrastructure via public cloud & leasing	~17%

Note: Gross Margin, S&M as a % of revenue, R&D as a % of revenue, G&A as a % of revenue, operating margin and free cash flow margin are presented on a non-GAAP basis.

Seizing the Cloud Content Management Opportunity

Box is uniquely positioned to grasp a huge market

Product Differentiation	New Product Offerings	Cloud & Public Cloud Infrastructure	Strategic Partnerships	Compelling Economics
Content is the center of gravity; innovations further market leadership	New products drive upsell opportunity and expand addressable market	Box as Content Platform extends opportunity to new multi-billion dollar greenfield market	World-class ecosystem broadens technology and sales distribution	Inherent business model leverage with strong customer economics

Aaron Levie
CEO

Jeetu Patel
CPO

Niall Wall
SVP, BD & Emerging Businesses

Stephanie Carullo
COO

Dylan Smith
CFO

GAAP Revenue to Billings Reconciliation

($ in thousands)	1HFY17	1HFY18
GAAP revenue	$185,868	$240,163
Deferred revenue, end of period	183,004	240,839
Less: deferred revenue, beginning of period	(186,413)	(241,984)
Billings	$182,459	$239,018

GAAP to Non-GAAP Reconciliation – Earnings per Share

	1HFY17	1HFY18
GAAP EPS	($0.61)	($0.60)
Stock-based compensation	0.28	0.36
Intangible assets amortization	0.02	-
Expenses related to a legal verdict	(0.01)	-
Non-GAAP EPS	($0.32)	($0.24)

GAAP to Non-GAAP Reconciliation – Free Cash Flow

($ in thousands)	FY16	As a % of revenue	FY17	As a % of revenue	1HFY17	As a % of Revenue	1HFY18	As a % of revenue
GAAP net cash (used in) operating activities	($66,321)	(22%)	($1,218)	(-%)	($9,110)	(5%)	($982)	(0%)
Add: restricted cash used to guarantee a letter of credit for Redwood City HQ	25,000		-		-		-	
Less: purchases of property and equipment	(72,939)		(14,956)		(11,747)		(1,797)	
Less: payments of capital lease obligations	(2,036)		(8,675)		(3,261)		(7,912)	
Free cash flow	($116,296)	(38%)	($24,849)	(6%)	($24,118)	(13%)	($10,691)	(4%)

GAAP to Non-GAAP Reconciliation – Operating Expenses

($ in thousands)	FY16	As a % of revenue	FY17	As a % of revenue	1HFY18	As a % of revenue
GAAP research and development	$102,500	34%	$115,928	29%	$67,576	28%
Less: stock-based compensation	(24,696)		(30,796)		(18,714)	
Non-GAAP research and development	$77,804	26%	$85,132	21%	$48,862	20%
GAAP sales and marketing	$242,184	80%	$253,020	63%	$143,934	60%
Less: stock-based compensation	(19,530)		(26,142)		(15,674)	
Non-GAAP sales and marketing	$222,654	74%	$226,878	57%	$128,260	53%
GAAP general and administrative	$71,923	24%	$68,182	17%	$42,127	18%
Less: stock-based compensation	(10,614)		(13,552)		(7,494)	
Less: intangible assets amortization	(154)		(155)		(77)	
Less: expenses related to a legal verdict	(1,586)		1,664		-	
Non-GAAP general and administrative	$59,569	20%	$56,139	14%	$34,556	14%

GAAP to Non-GAAP Reconciliation – Operating Margin

($ in thousands)	FY16	As a % of revenue	FY17	As a % of revenue	1HFY18	As a % of revenue
GAAP operating margin	($201,003)	(66%)	$(150,655)	(38%)	($78,975)	(33%)
Add: stock-based compensation	59,504		78,372		47,013	
Add: intangible assets amortization	5,597		3,352		442	
Add: expenses related to a legal verdict	1,586		(1,664)		-	
Non-GAAP operating margin	($134,316)	(44%)	$(70,595)	(18%)	($31,520)	(13%)

GAAP to Non-GAAP Reconciliation – Gross Margin

($ in thousands)	FY16	As a % of revenue	FY17	As a % of revenue	1HFY18	As a % of revenue
GAAP gross margin	$215,604	71%	$286,475	72%	$174,662	73%
Add: stock-based compensation	4,664		7,882		5,131	
Add: intangible assets amortization	5,443		3,197		365	
Non-GAAP gross margin	$225,711	75%	$297,554	75%	180,158	75%