



Financial Analyst Day 2018

The Blueprint for the Future of Work

August 30, 2018



Intro & Safe Harbor

Alice Lopatto, Head of Investor Relations

Forward-Looking Statements and Non-GAAP Financial Measures

This presentation contains forward-looking statements that involve risks and uncertainties, including statements regarding Box's expectations regarding the size of its market opportunity, the demand for its products, its ability to scale its business and drive operating efficiencies, its ability to achieve its revenue target of \$1 billion in the coming years, financial performance upon achieving Box's long-term target operating model, expectations regarding its ability to achieve profitability on a quarterly or ongoing basis, the timing of recent and planned product introductions and enhancements, the short- and long-term success, market adoption, capabilities, and benefits of such product introductions and enhancements, international expansion, and the success of strategic partnerships, as well as expectations regarding the amount and timing of its revenue, billings, GAAP and non-GAAP earnings per share, the related components of GAAP and non-GAAP earnings per share, and weighted average basic and diluted outstanding share count expectations for Box's fiscal third quarter and full fiscal year 2019.

There are a significant number of factors that could cause actual results to differ materially from statements made in this press release, including: (1) adverse changes in general economic or market conditions; (2) delays or reductions in information technology spending; (3) factors related to Box's highly 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; (4) the development of the cloud content management market; (5) Box's ability to transition to a solution sales and services focus; (6) Box's limited operating history, which makes it difficult to predict future results; (7) the risk that Box's customers do not renew their subscriptions, expand their use of Box's services, or adopt new products offered by Box; (8) Box's ability to provide timely and successful enhancements, new features and modifications to its platform and services; (9) actual or perceived security vulnerabilities in Box's services or any breaches of Box's security controls; (10) Box's ability to realize the expected benefits of its third-party partnerships; and (11) changes in the global regulatory landscape. Further information on these and other factors that could affect the forward-looking statements we make in this presentation can be found in the documents that we file with or furnish to the US Securities and Exchange Commission, including Box's most recent Quarterly Report on Form 10-Q filed for the fiscal quarter ended April 30, 2018.

You should not rely on any forward-looking statements, and we assume no obligation, nor do we intend, to update them. All information in this presentation is as of August 30, 2018. This presentation contains non-GAAP financial measures and key metrics relating to the company's past and expected future performance. You can find the reconciliation of these measures to the nearest comparable GAAP financial measures in the appendix at the end of this presentation. You can also find information regarding our use of non-GAAP financial measures in our earnings release dated August 28, 2018.

Agenda

- 12:05 – 12:30 / The Blueprint for the Digital Workplace
Aaron Levie, Co-Founder and CEO
- 12:30 – 1:15 / Digital Transformation Brought to Life
*A discussion with our customers at Ameriprise,
Suntrust and Allstate*
Jeetu Patel, Chief Product Officer (host)
- 1:15 – 1:35 / Delivering Cloud Content Management with
Solution Selling
Stephanie Carullo, COO
- 1:35 – 2:05 / Driving Growth and Leverage in the Enterprise
Dylan Smith, Co-Founder and CFO
- 2:05 – 2:30 / Q&A
Executive Team



The Blueprint for the Digital Workplace

Aaron Levie, Co-Founder and CEO

Our mission is to power
how the world works together

87K

Customers

69%

Fortune 500





🔗 Marketing campaign collaboration

Streamlined the digital marketing workflow; displaced SharePoint and OneDrive by addressing usability issues and content fragmentation

👥 External and team collaboration

Launched to 22K employees in 200+ countries; used at all levels from exec and board to non-profit missions; eliminated 3-day provisioning lag for external sharing with SharePoint

📱 Mobile productivity

Leveraged Box's many integrations by deploying Box for EMM with AirWatch for all users globally, securing all content on one, centralized repository

☁ Securing a modern cloud stack

Unified business information across applications and integrated Box with other cloud and on-premise solutions, while meeting security requirements





■ Secure collaboration

Transformed speed of sharing content like case evidence across the force, improving productivity, which is especially critical for frontline teams

■ Moving content to the cloud for GDPR readiness

Met complex GDPR compliance standards by managing and storing content in European data centers with Box Zones

■ Field operations support

Provided a central online location for CCTV footage, making it easier to search and share valuable evidence without the need to travel to local authorities or manage physical media such as DVDs or USBs





■ Internal and external collaboration

Eliminated content sprawl and leveraged Box as a central repository to securely share and collaborate on financial documents, on any device

■ Modern records management

Reduced compliance risk by leveraging Box Governance, meeting FINRA compliance on retention and archiving of documents

■ Wealth management portal

Improved customer service by creating a customer portal that allows customers to login to their online account and access a secure content vault, seamlessly integrated into their account



■ Virtual data room

Leveraged Box to conduct secure M&A, replacing Intralinks, saving on costs while securing sensitive research data

■ Modern records management

Secured non-regulated content such as lab notebook images for 15K+ users in a HIPAA compliant environment

■ Sales productivity

Accelerated sales cycles by enabling sales teams to collaborate and access marketing collateral and increase productivity with mobile access anywhere, anytime



Digital transformation is challenging every organization



Employees expect a digital workplace

- Agile internal and external team collaboration
- Access to information anytime, anywhere on any device
- Support for work across a best-of-breed cloud stack



Businesses need to evolve in the digital age

- Accelerate process across the extended enterprise
- Deliver modern digital experiences for customers
- Automate processes and drive efficiency with AI

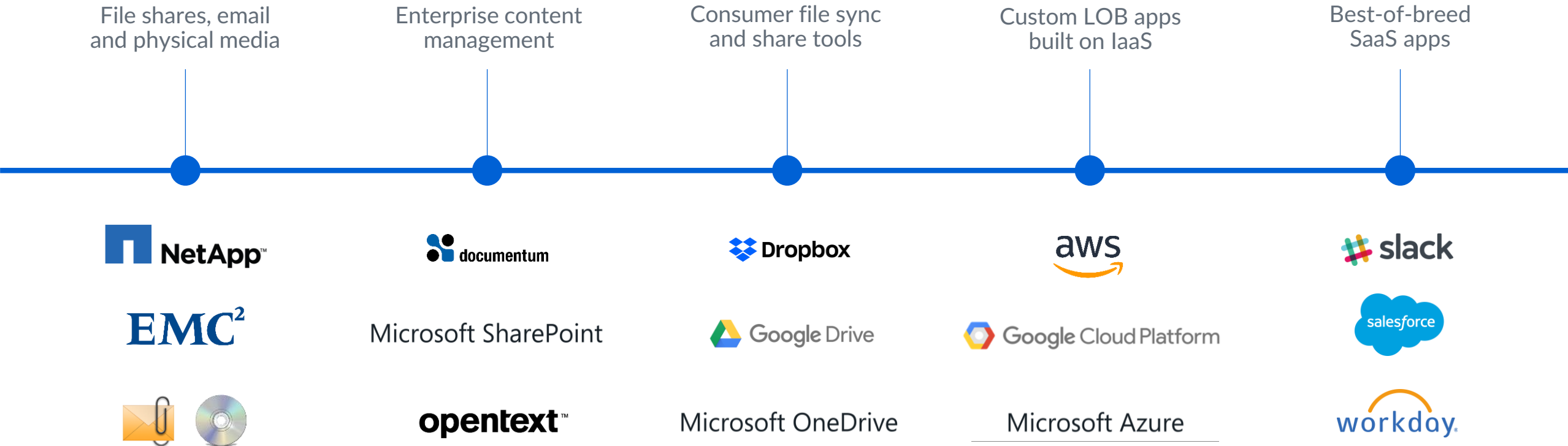


Cyber threats and regulations are constantly changing

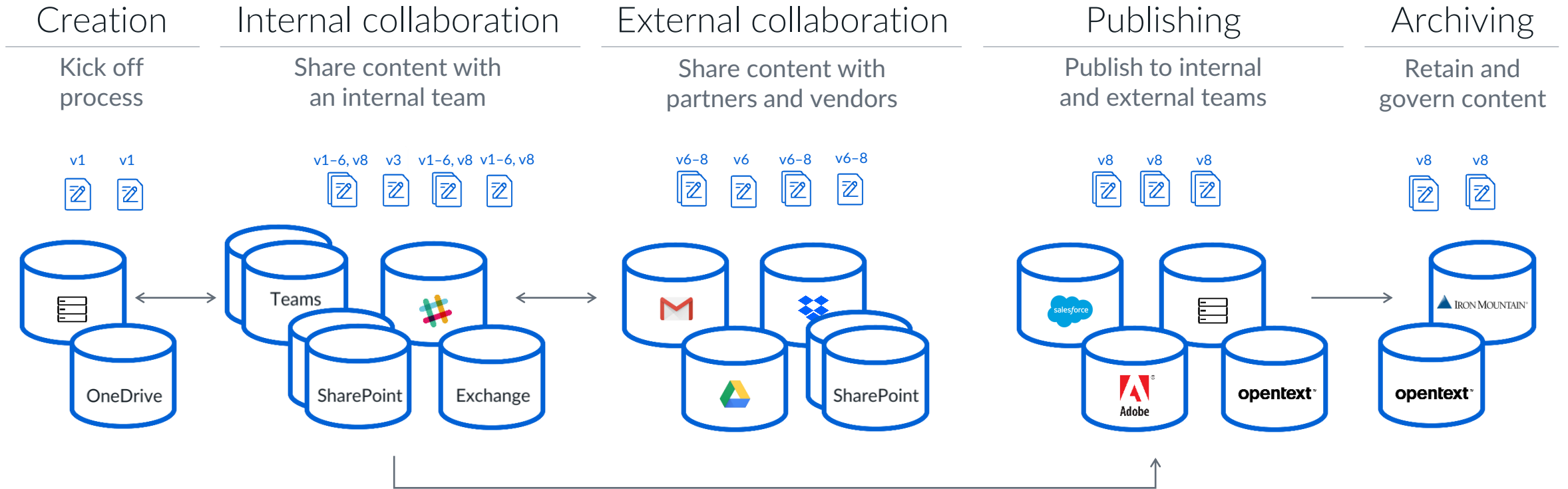
- Protect the flow of content across the extended enterprise
- Shadow IT creating security and compliance gaps
- Address complicated global regulations (e.g., GDPR)

How we collaborate and manage information
is at the center of digital transformation

Content fragmentation is holding us back



Creating inefficiencies in every business process



What if enterprises had one platform that worked
for all of their content and processes?

That's Cloud Content Management



Seamless and secure internal and external collaboration



Single source of truth of content for best-of-breed apps



Automated business workflows across the extended enterprise

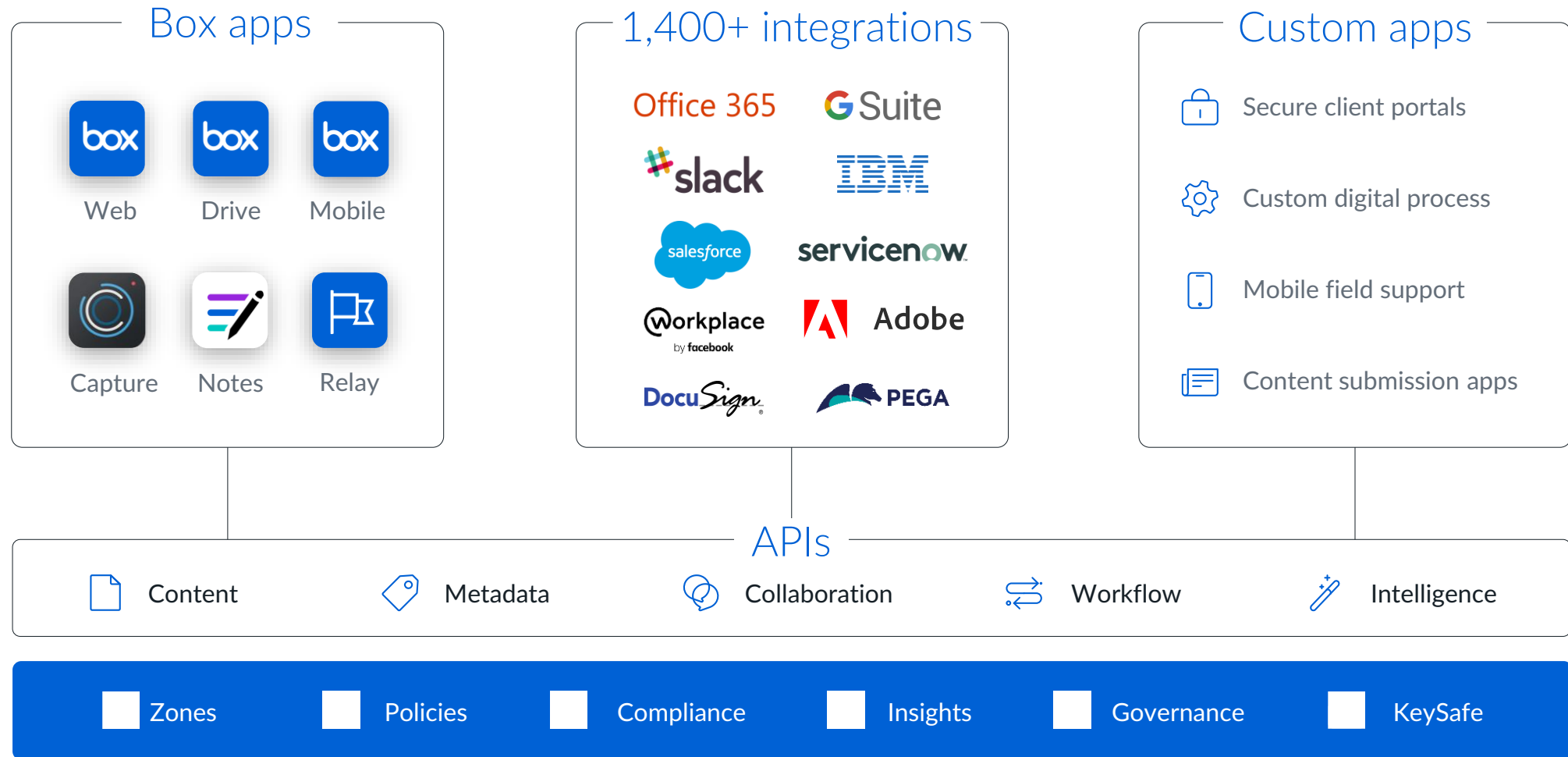


Advanced ML/AI technologies from all major vendors



Security and compliance for every industry and geo without sacrificing simplicity

Box delivers a unified best-of-breed content experience



Box is the recognized leader in content and collaboration

The **only** vendor with one platform across all content management use cases

Gartner

Content Collaboration Platforms
Content Services Platforms

Leader
Visionary

Forrester

ECM Business Content Services
EFSS Platform Cloud Solutions

Leader
Leader

Nucleus Research

ECM Value Matrix

Leader

Figure 1. Magic Quadrant for Content Collaboration Platforms



Source: Gartner (July 2018)

Gartner®

The most comprehensive cloud content management platform

box

OneDrive

SharePoint

Individual productivity on any device	✓	✓	
Team and departmental collaboration	✓		✓
Desktop access to content	✓	✓	✓
Single mobile experience for users for all use cases	✓		
Unified search for organization-wide content	✓		✓
Links, file info, metadata and policies stay with files	✓		✓
Integrations with best-of-breed productivity and SaaS	✓		✓
Centrally build, track and manage workflows	✓		✓
One view of all internally and externally shared content	✓		
IT ownership of content by default	✓		✓
Centralized audit logs and data for 7 years	✓		
Site-wide validation for GxP, FINRA, FedRAMP, etc.	✓		
Platform for custom app and integrations development	✓		

But we're just getting started

At BoxWorks, we're taken this vision even further to go after the \$45B+ market for content management and collaboration

A blue smartphone is shown at an angle, displaying a dark screen with several white and light blue icons. Above the phone, there are 3D floating icons: a bar chart with three orange bars, a pie chart with a light blue slice, a calendar icon, a document icon, and a green rectangular button. The background is a solid blue color.

A tablet displaying a futuristic interface. The main screen shows a video player with a dark, industrial scene. Overlaid on the video are several interactive elements: a green button labeled 'Join on This Map Link' with a location pin icon; a white button labeled 'Action Movie'; a blue button labeled 'Joining Mars'; a blue button labeled 'Future'; a white button labeled 'Order Space'; a white button labeled 'Military'; and a white button labeled 'Space'. A red dashed line with circular markers is overlaid on the video. A white card with text is also visible: 'All the best & beautiful things in the world are temporary. Embrace it. Love it. Let it go.' The video player has a progress bar at the bottom showing 18:25 / 30:00.

DIGITAL WORKPLACE



Work from any device with first-class user experiences

Collaborate securely internally and externally

Boost productivity by leveraging best of breed solutions

Box sits at the center of how people work, so we must integrate deeply into all of the apps our customers use

Office 365



 Suite

@workplace

 slack



Introducing Box for G Suite, now in Beta



Gmail



Docs, Sheets, Slides



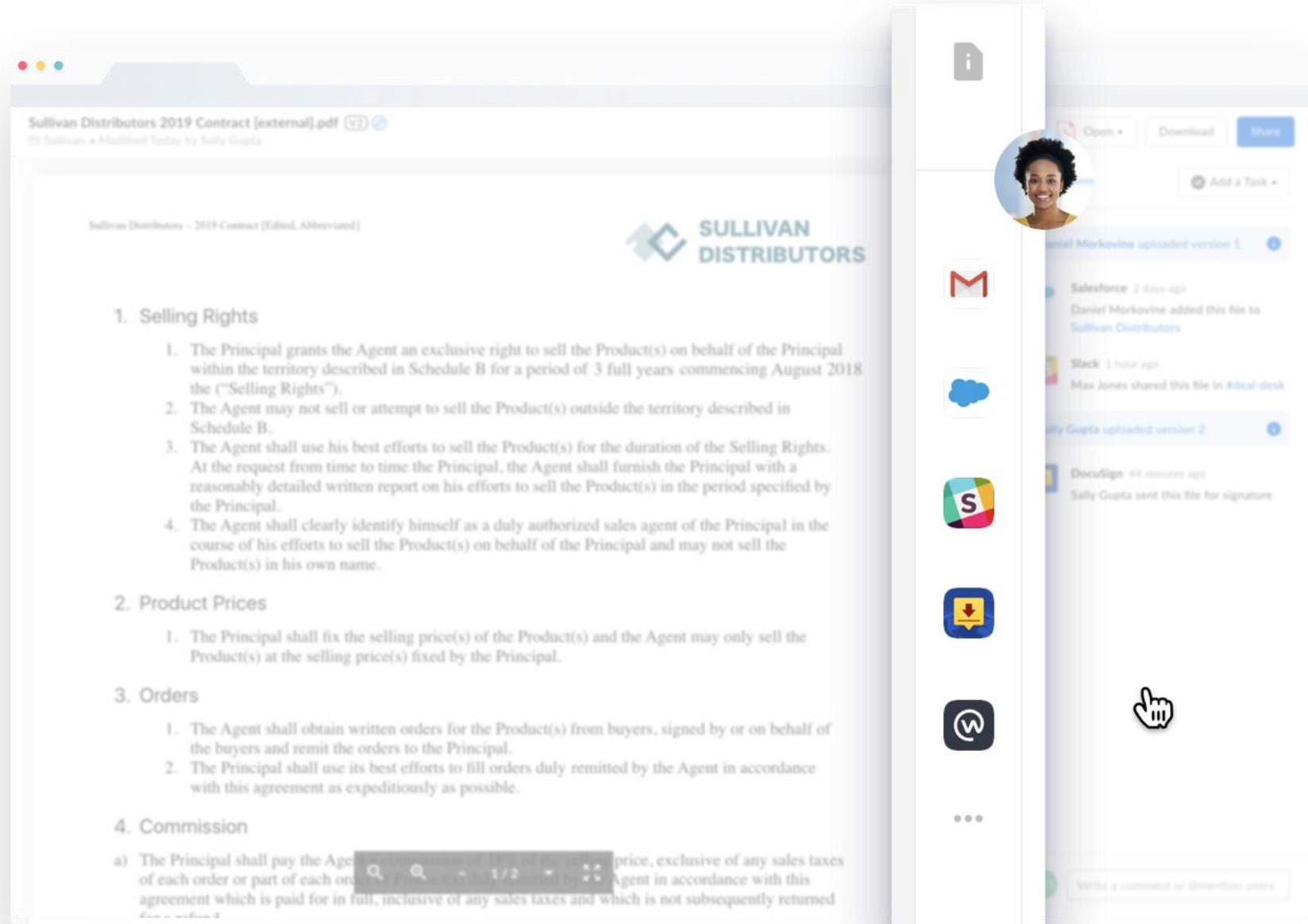
Hangouts Chat

Introducing the all new Activity Stream with Recommended Apps

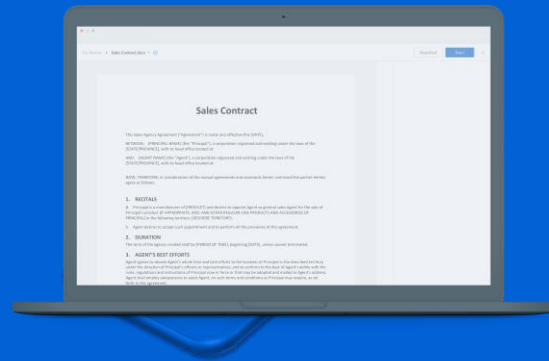
Unified view of
app activity

Deep links to your
content

Personalized app
recommendations



DIGITAL WORKPLACE



New Activity Stream
and Recommended Apps

Coming next year

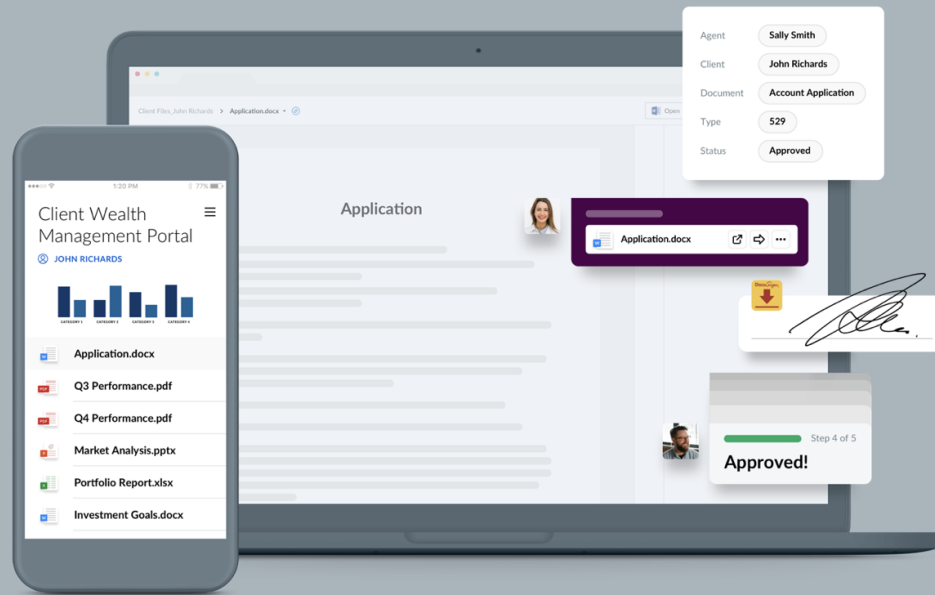
Box for G Suite
(beta)

Available now

Box Feed
(beta)

Available now

DIGITAL BUSINESS



Automate structured and collaborative work across the extended enterprise

Capture insights and intelligence from content

Deliver engaging new experiences to customers, suppliers and partners

Transformation requires that we digitize our business processes



We have a huge opportunity to bring automation to the collaborative work customers do everyday on Box



Weekly pipeline
forecast



Content
submission



Website
content review



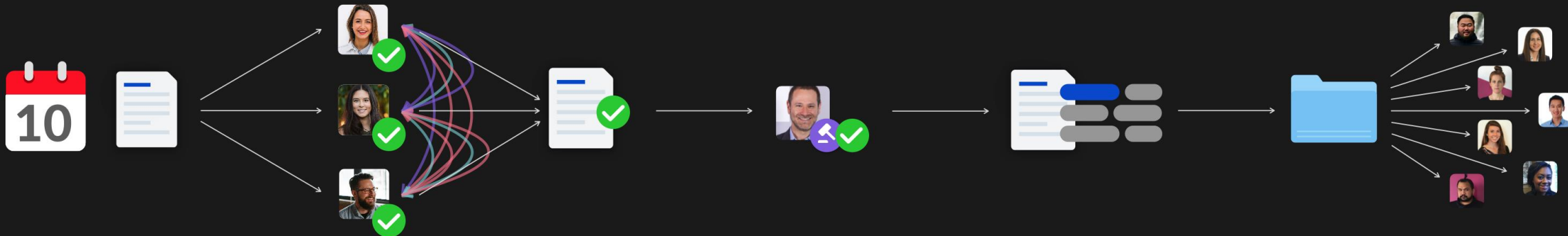
Sales training
deck review



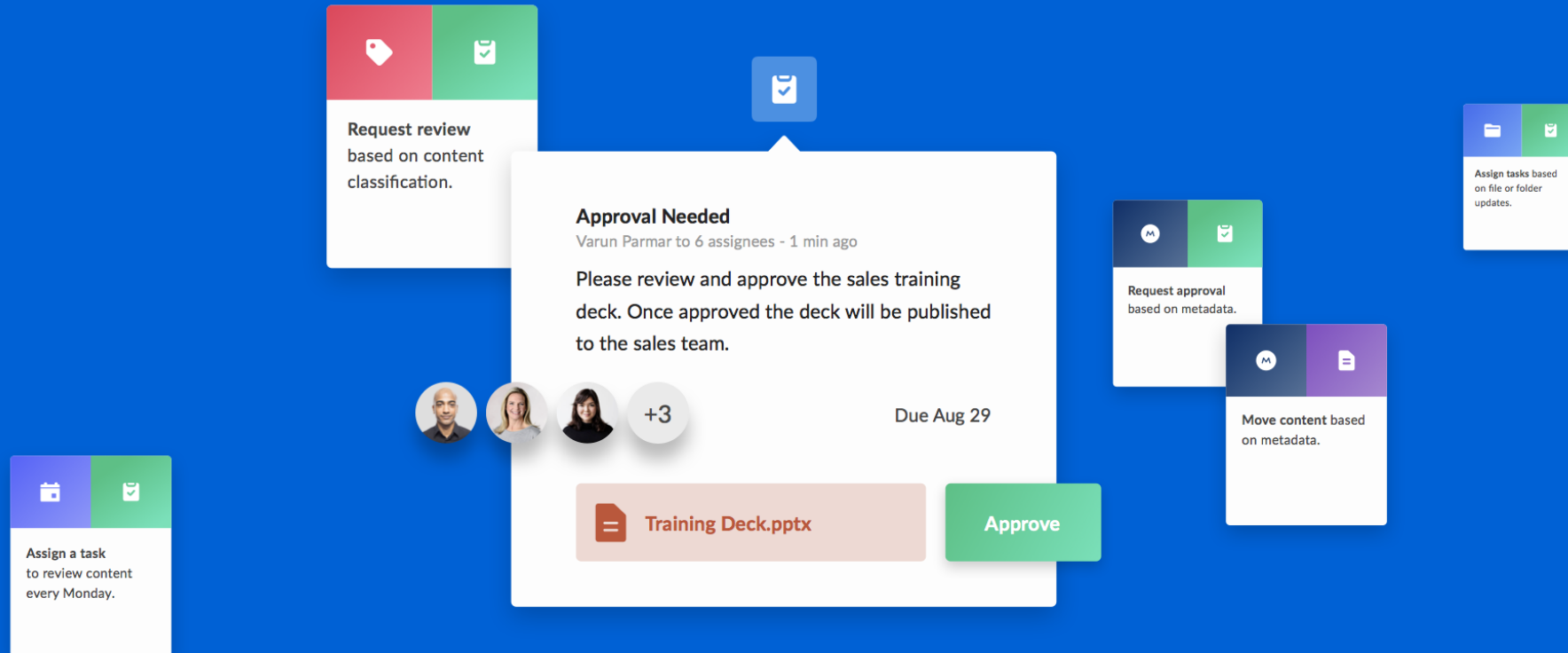
Document
redlining



Release
tracker



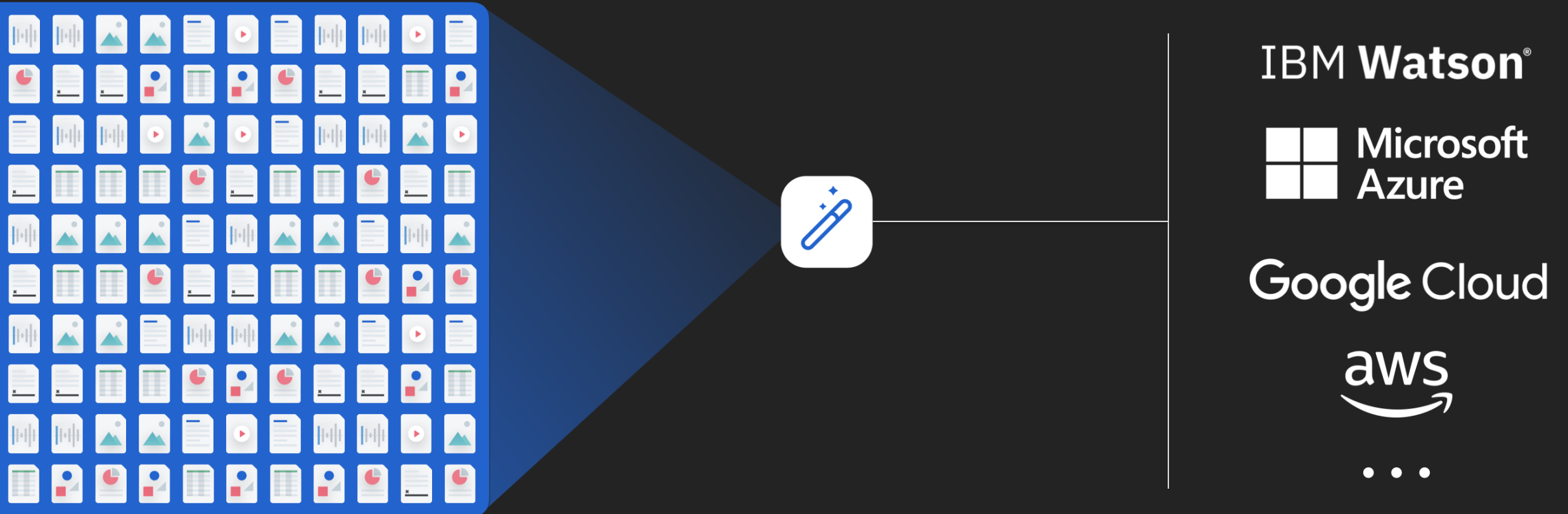
Introducing the new Automations and Tasks in Box



The winners in the digital age will be the companies that
extract the most value from their data

Most of our information is unstructured, and the only way to extract the insights we need at scale is using AI/ML

Box Skills enables customers to bring intelligence to content



Skills Kit lets you bring the full power of AI/ML to Box

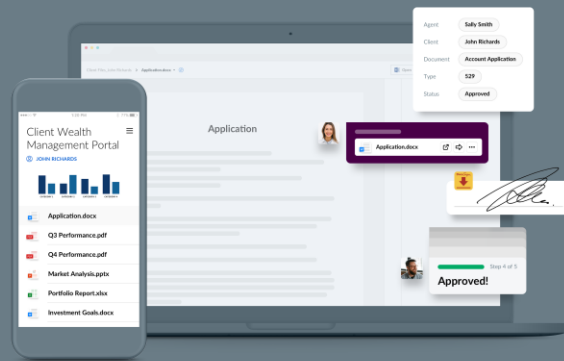


Easily integrate AI technologies with Box

Leverage any applicable AI provider

Easy-to-use APIs with documentation and samples

DIGITAL BUSINESS



New Automations
in Box

Coming next year

Box Skills Kit

GA this December

Custom Trained
AI Models

Coming next year

SECURITY & DATA PROTECTION



Implementing security and data protection calls
for a different approach in the digital age



Boundaries
are blurring



Attacks are gaining
sophistication




More access points
than ever

INTRODUCING



Intelligent security for the digital age

The background of the slide is a dark grey network graph. It consists of numerous nodes connected by thin, light grey lines. The nodes are represented by three types of icons: circular profile pictures of people, small laptop icons, and small square icons with the word 'APP' in various colors (purple, orange, green, blue, red, grey). The connections between these nodes form a dense, interconnected web across the entire slide.

The only way to solve this at scale is understanding the web
of content access activities across devices and apps

BETA



boxSHIELD

Coming later this year

Automatically apply restrictions

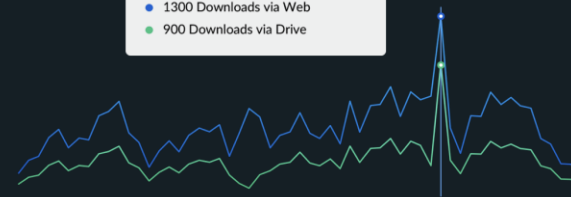
- ☒ External Collaboration
- ☐ Collaboration for Select Domains

- ☒ Box Drive Offline Access
- ☒ Box for Mobile Offline Access
- ☒ Download of Content from Webapp

Anomaly detection

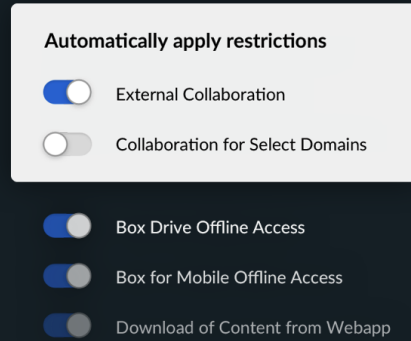
Unusually high download activity

- 1300 Downloads via Web
- 900 Downloads via Drive

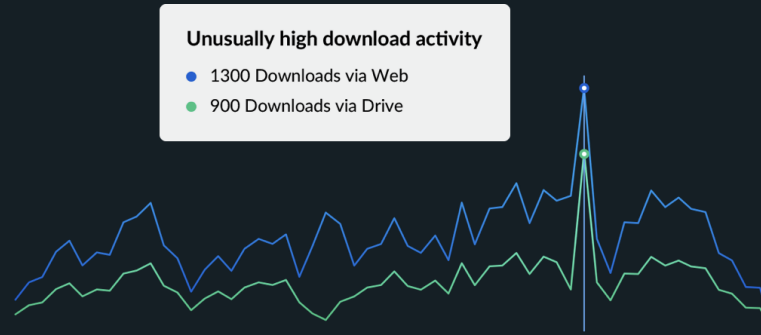


Smart access

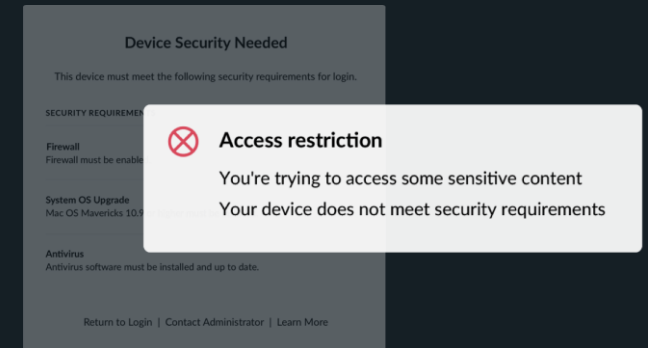
Introducing Box Shield



Smart access



Anomaly detection



Content firewall

We're delivering the most comprehensive platform for enterprises to manage all their content in the cloud



The Cloud Content Management Company



Digital Transformation Brought to Life

A discussion with our customers at
Ameriprise, SunTrust and Allstate

Jeetu Patel, Chief Product Officer



Scott Wilgenbusch

VP, Advisor and Service Technology
Ameriprise



Ken Meyer

SVP and CTO
SunTrust



Mike Antognoli

Senior Mobile Project Manager
Allstate



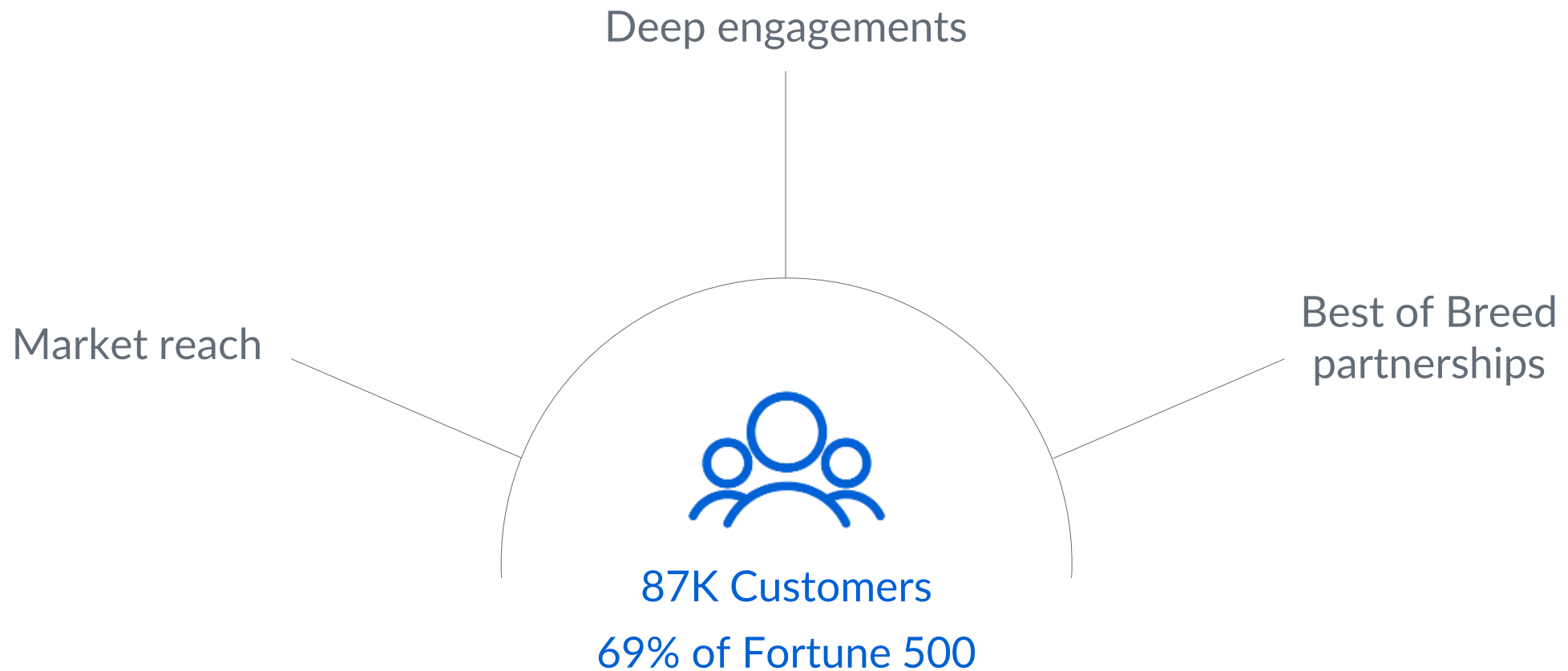
Delivering Cloud Content Management with Solution Selling

Stephanie Carullo, Chief Operating Officer, Box

Enterprises are embarking on a digital transformation

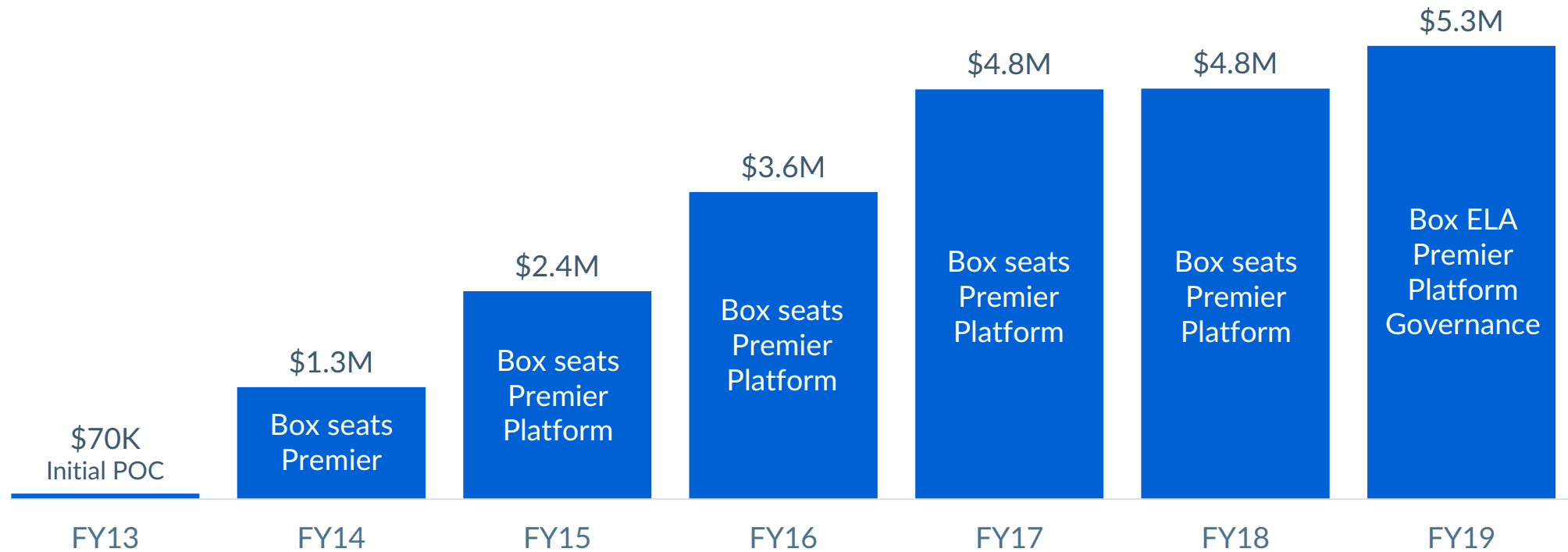
Cloud Content Management
is the enterprise solution that helps
businesses revolutionize how they work

Customers are at the center of our strategy and priorities



Profiling a Fortune 100 customer

Technology company



Box's evolution to solution selling

Four key pillars to reaccelerating growth

/ ACV

/ Retention

/ Reach

/ Efficiency

Box's evolution to solution selling

Four key pillars to reaccelerating growth

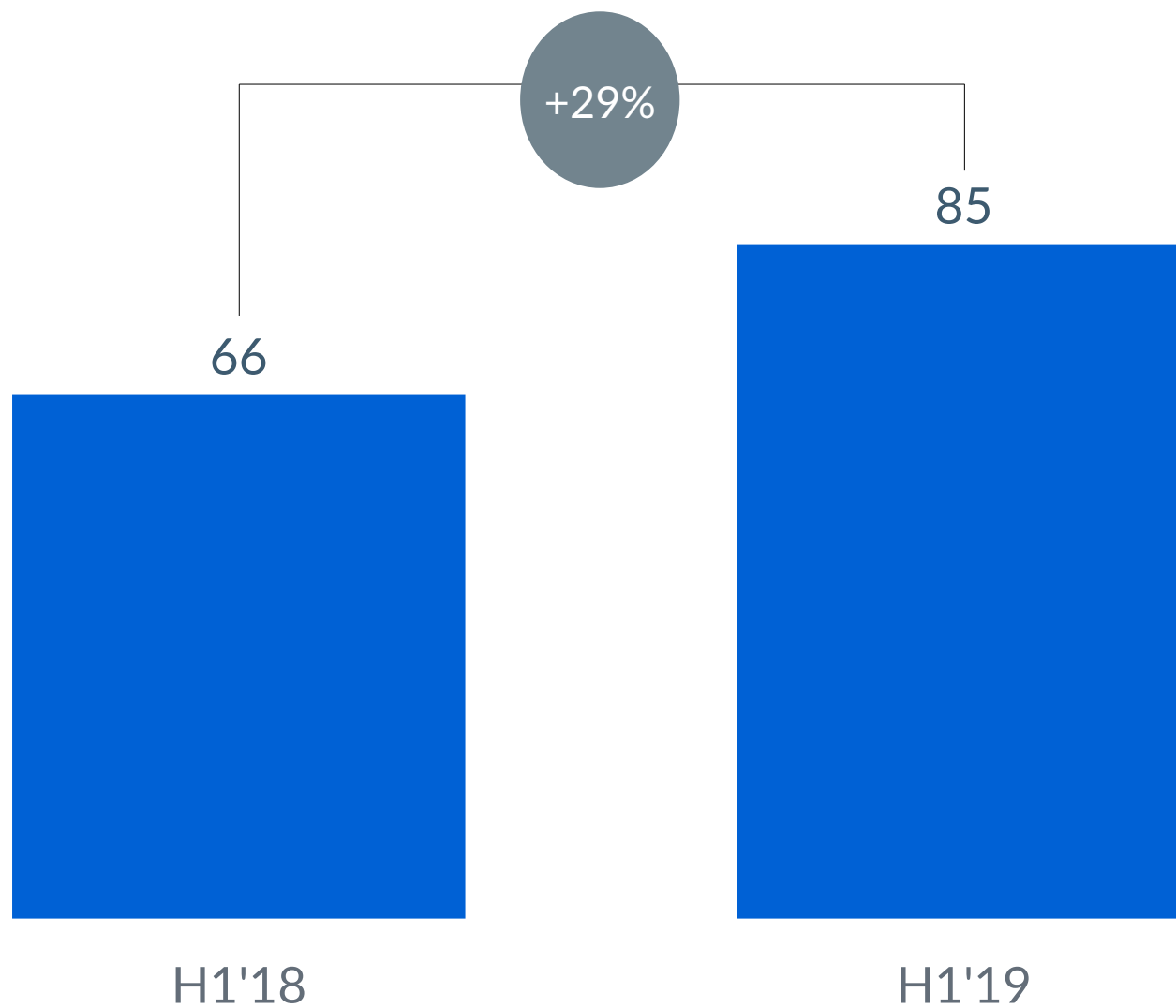
/ ACV

/ Retention

/ Reach

/ Efficiency

\$100K+ deals have grown 29% in FY19



FY19 focus areas driving ACV growth

/ Incentives and goals

Changed commission plans to accelerate new product sales. Added deal thresholds to drive \$100K, \$500K and \$1M deals

/ Pipeline development

Executed new pipeline model focused on deepening customer engagements and generating new logos

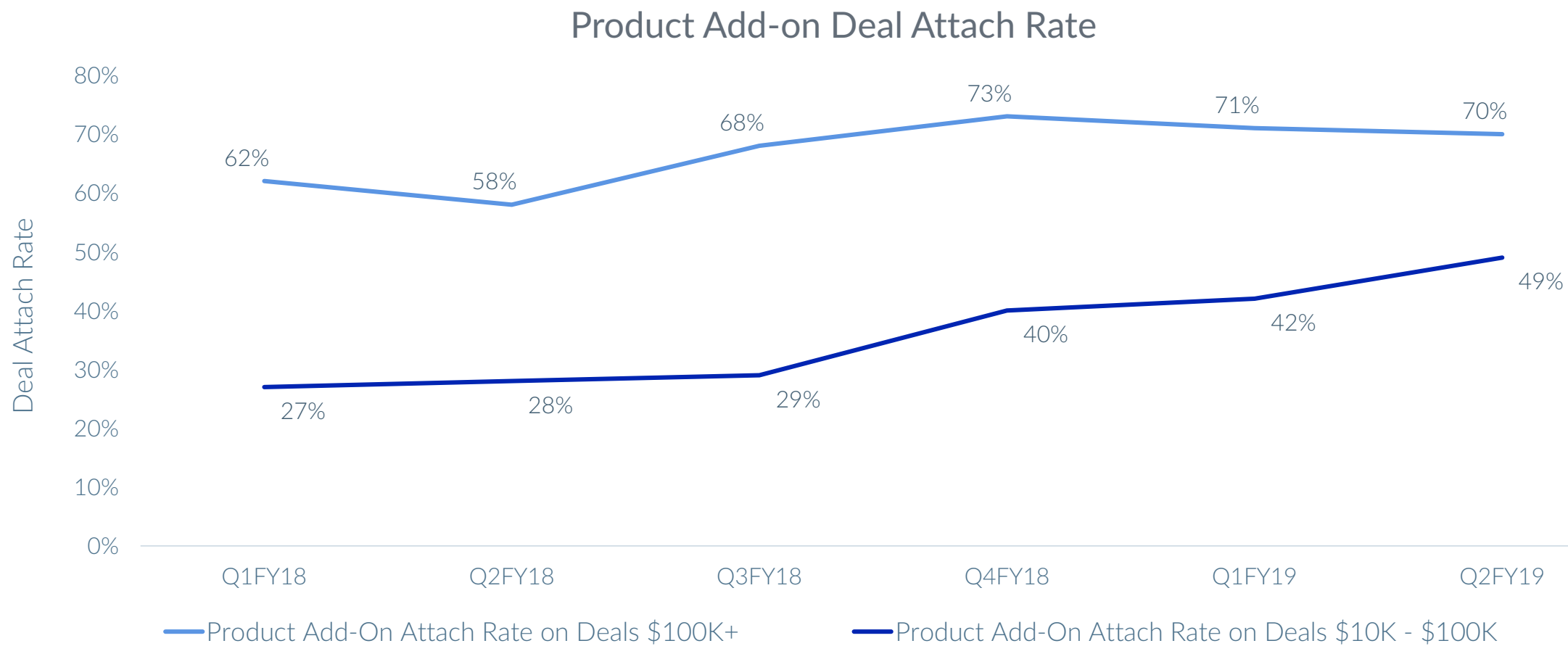
/ Sales specialist overlays

Added product specialists to drive deeper use-cases and product add-ons

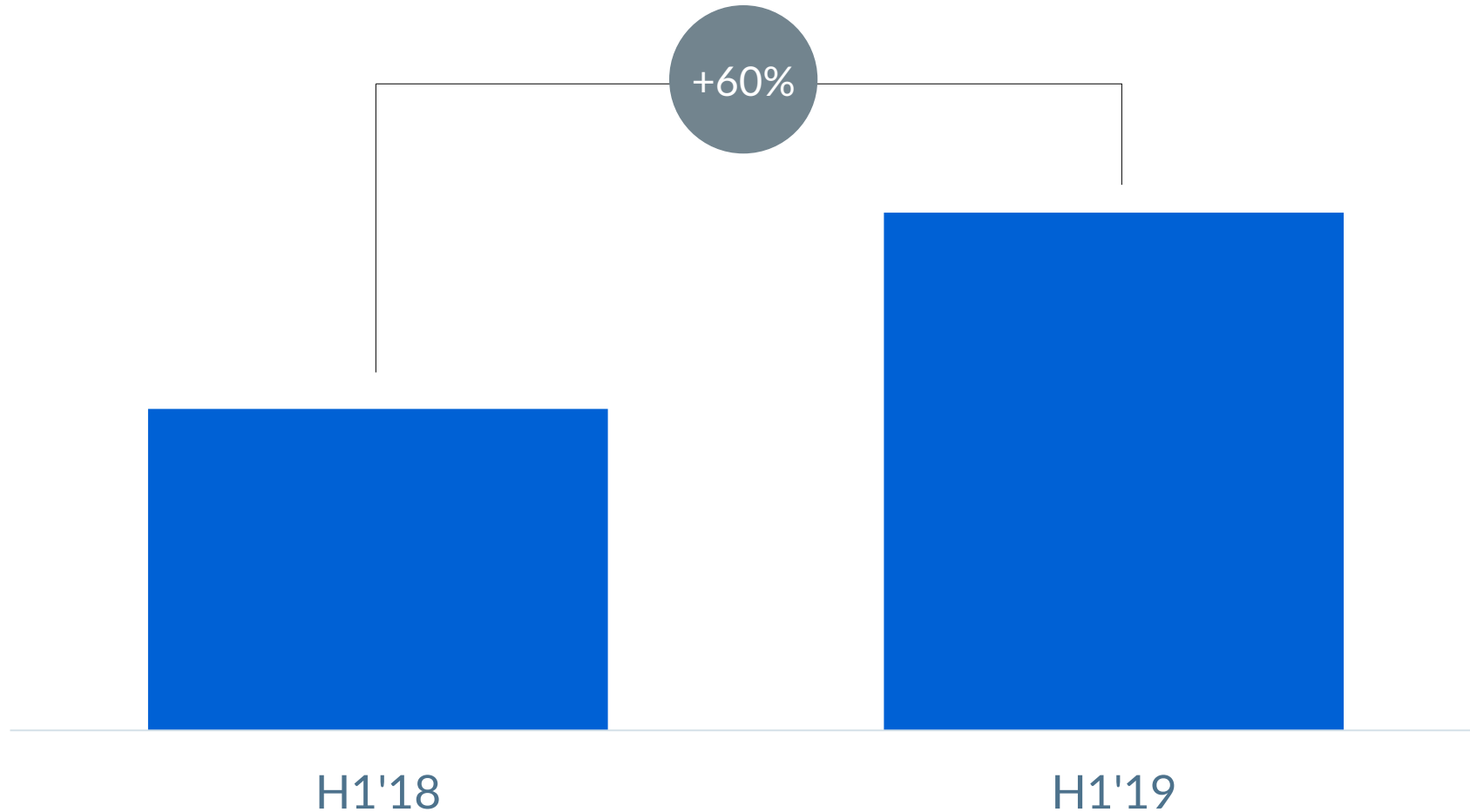
/ Executive programs

Expanded executive briefings, strategy sessions, and partnership discussions

Product add-ons are a key driver for ACV



Product add-on bookings grew 60% in H1 FY19



Box's evolution to solution selling

Four key pillars to reaccelerating growth

/ ACV

/ Retention

/ Reach

/ Efficiency

Driving deep partnerships with customers key to retention

Box Consulting engagements increasing

5,000+ total completed engagements 700+ engagements in H1 FY19 driving implementation, change management, and digital transformation

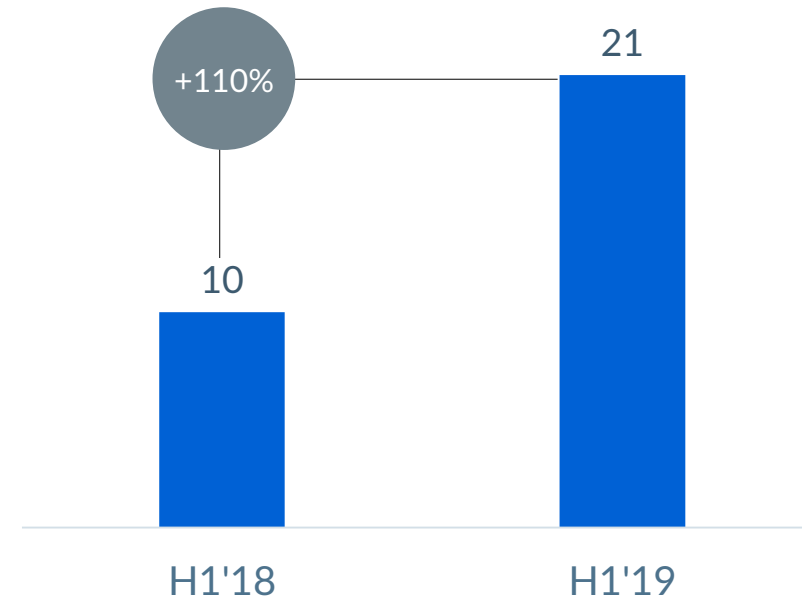
New offerings in market

Box Transform and Box Shuttle offerings designed to aid customers on their digital transformation journey

Structural changes to increase attach rates

Built Box Consulting into FY19 comp plans, and added sales specialists

\$100K+ Box Consulting Deals



Box's evolution to solution selling

Four key pillars to reaccelerating growth

/ ACV

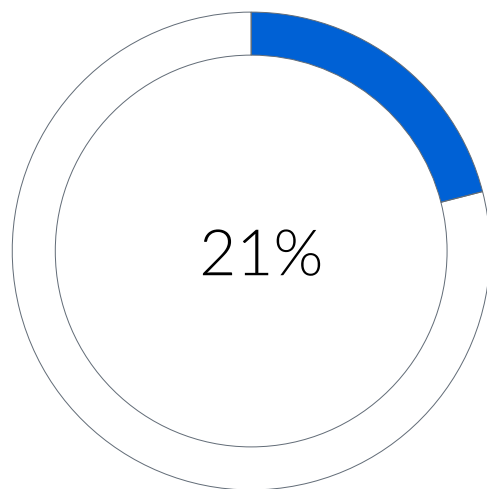
/ Retention

/ Reach

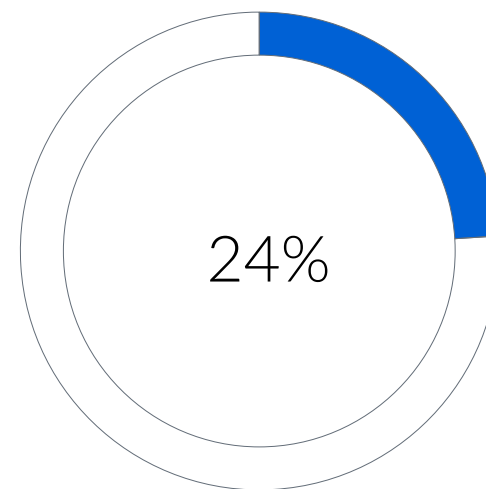
/ Efficiency

International markets are key growth drivers for Box

Non-US markets now represent 24% of total revenue



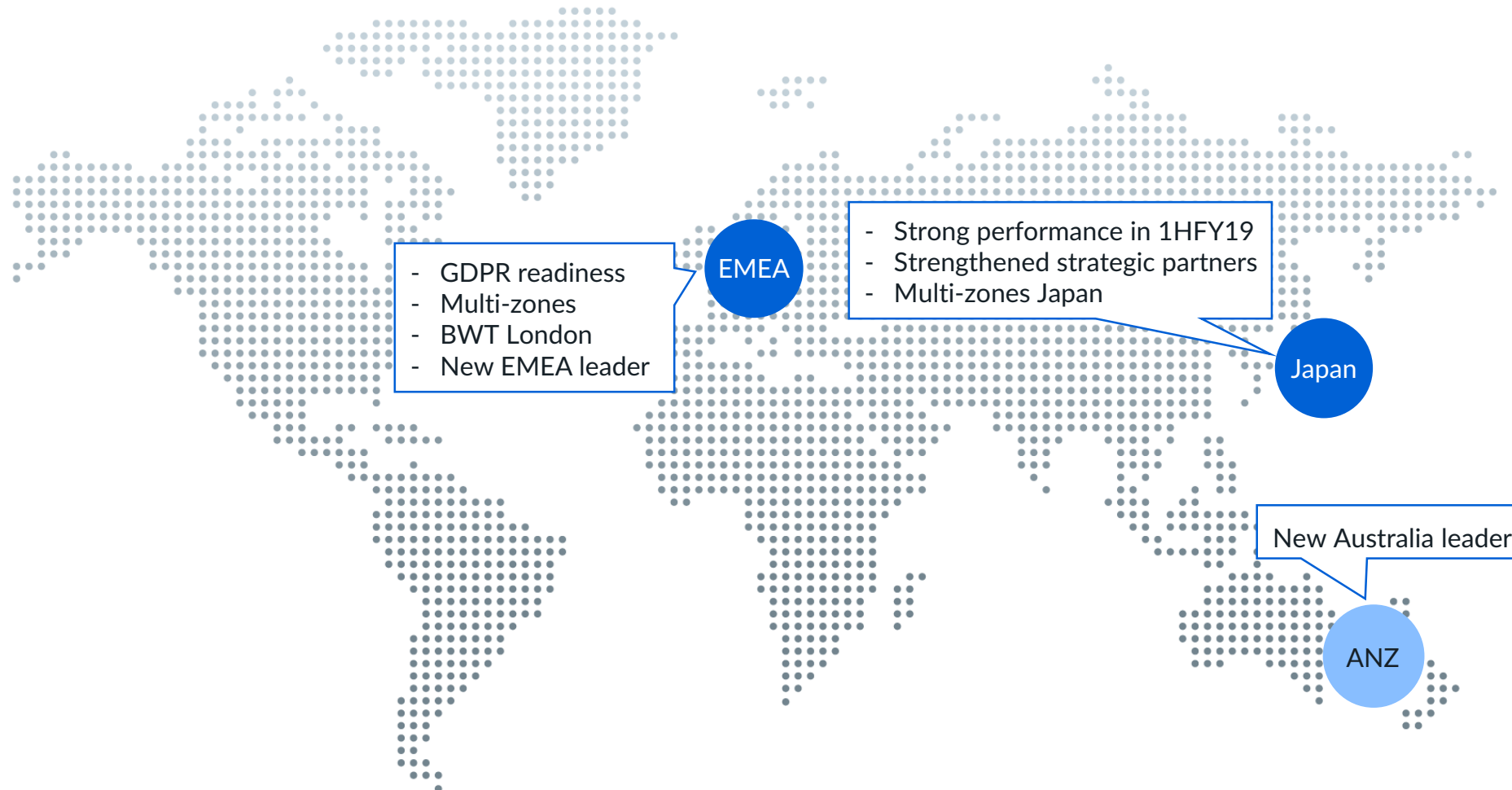
Q2FY18



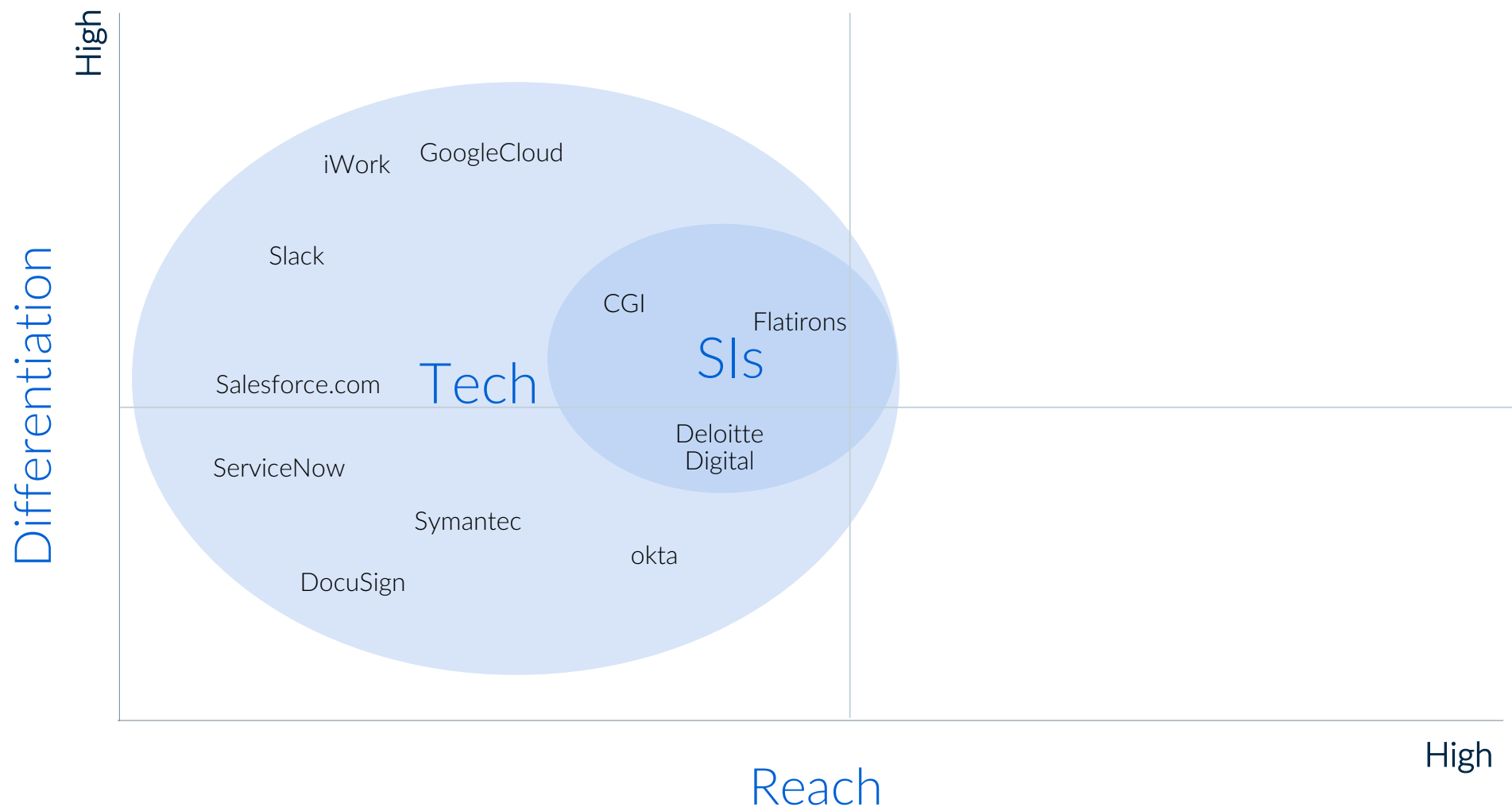
Q2FY19

Poised to drive even more growth internationally

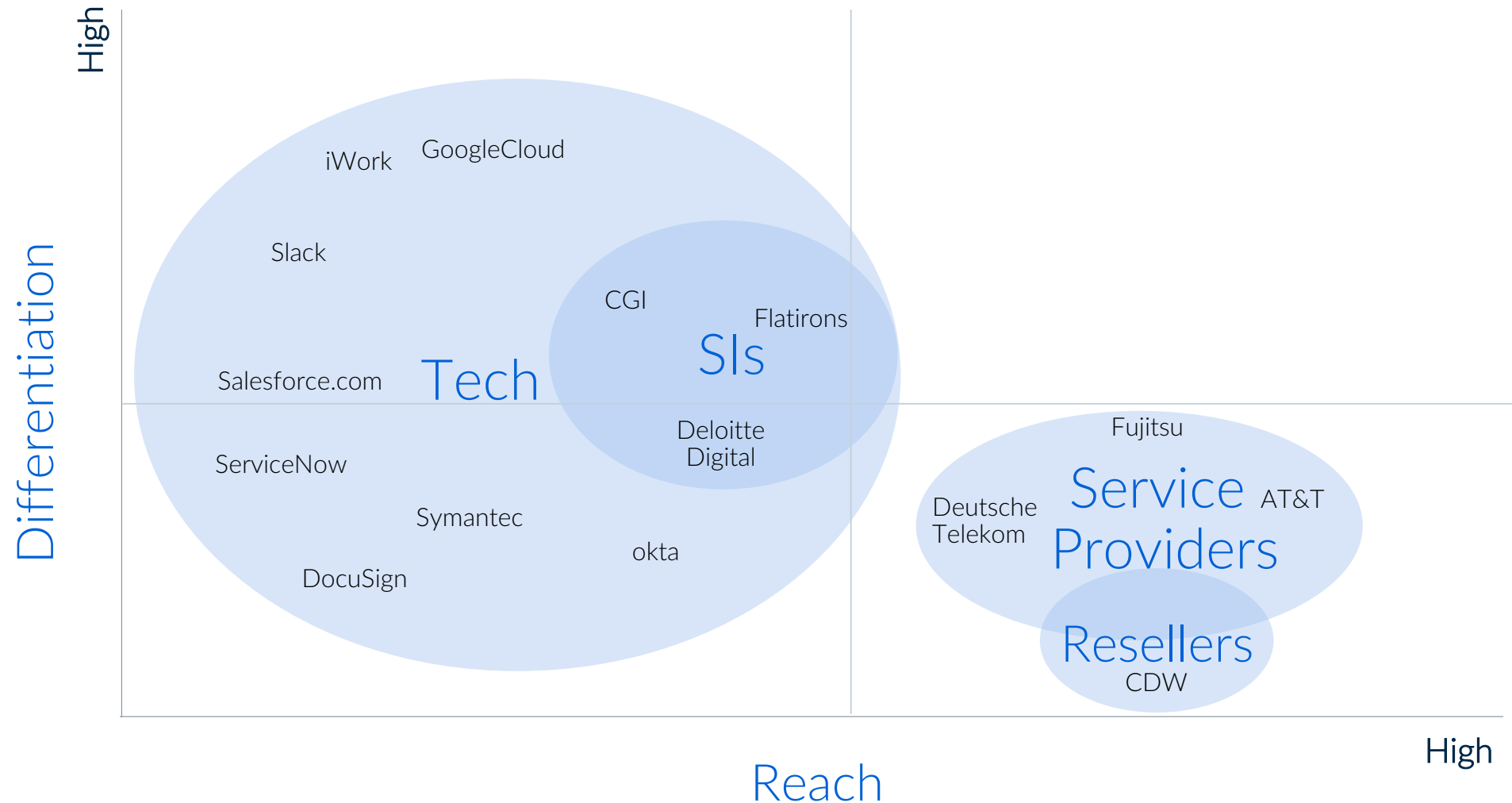
New leadership, global product offerings, and strong compliance story lay solid foundation



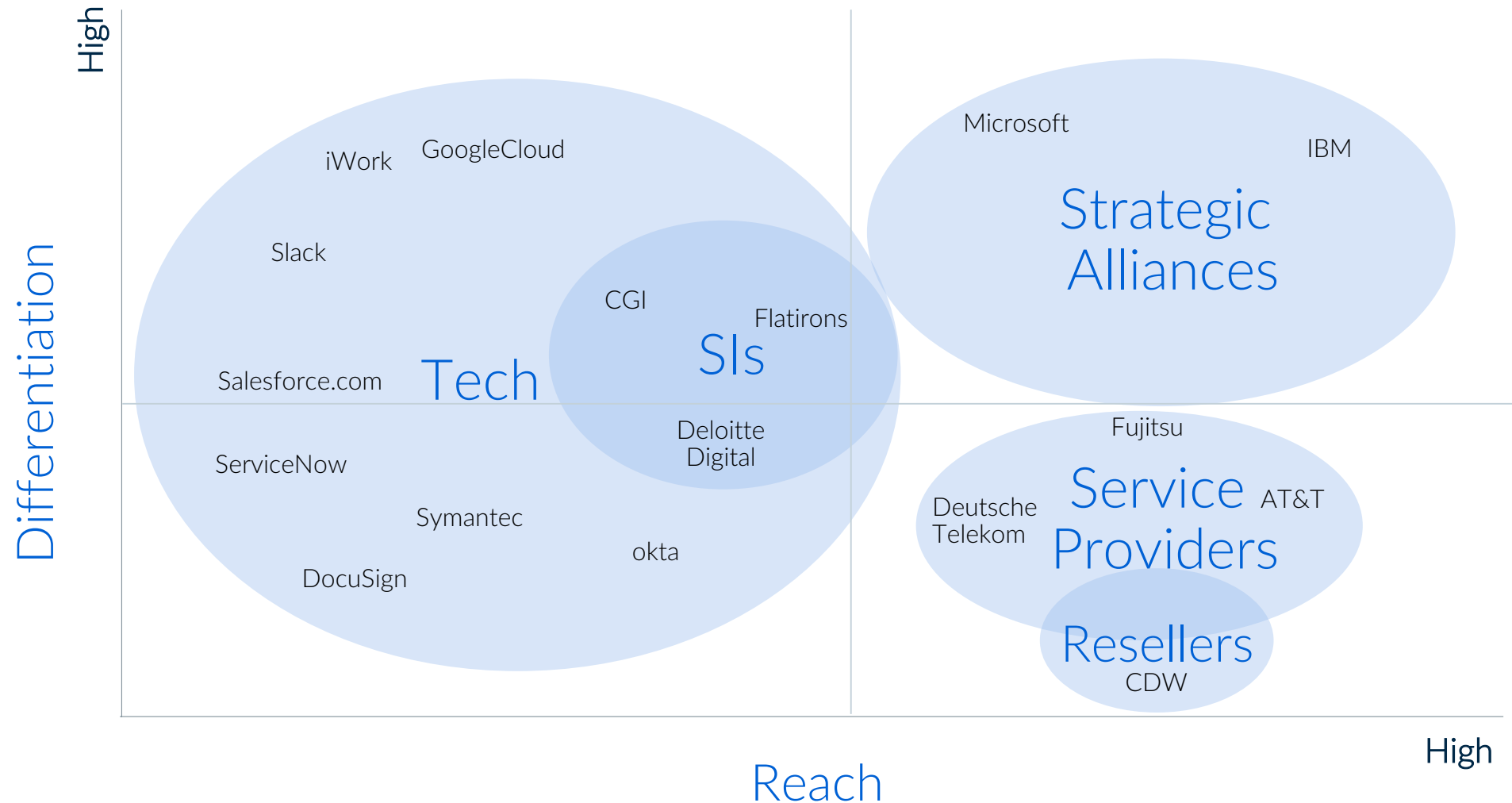
Extending reach and differentiation with the partner ecosystem



Extending reach and differentiation with the partner ecosystem



Extending reach and differentiation with the partner ecosystem



Distribution and technology partners are a key growth driver

Extending Box's **reach** with partners:

- 40% of bookings influenced by partners
- 32% YoY growth in H1
- SI and ISV drive success with Line of Business and Industry Solution plays

Extending Box's **differentiation** with partners:

- 1400+ integrations
- Native integration with key productivity suites: O365, G Suite, iWork and Quip
- Box Skills framework is designed to work with IBM, Microsoft, and Google



Office 365



Box's evolution to solution selling

Four key pillars to reaccelerating growth

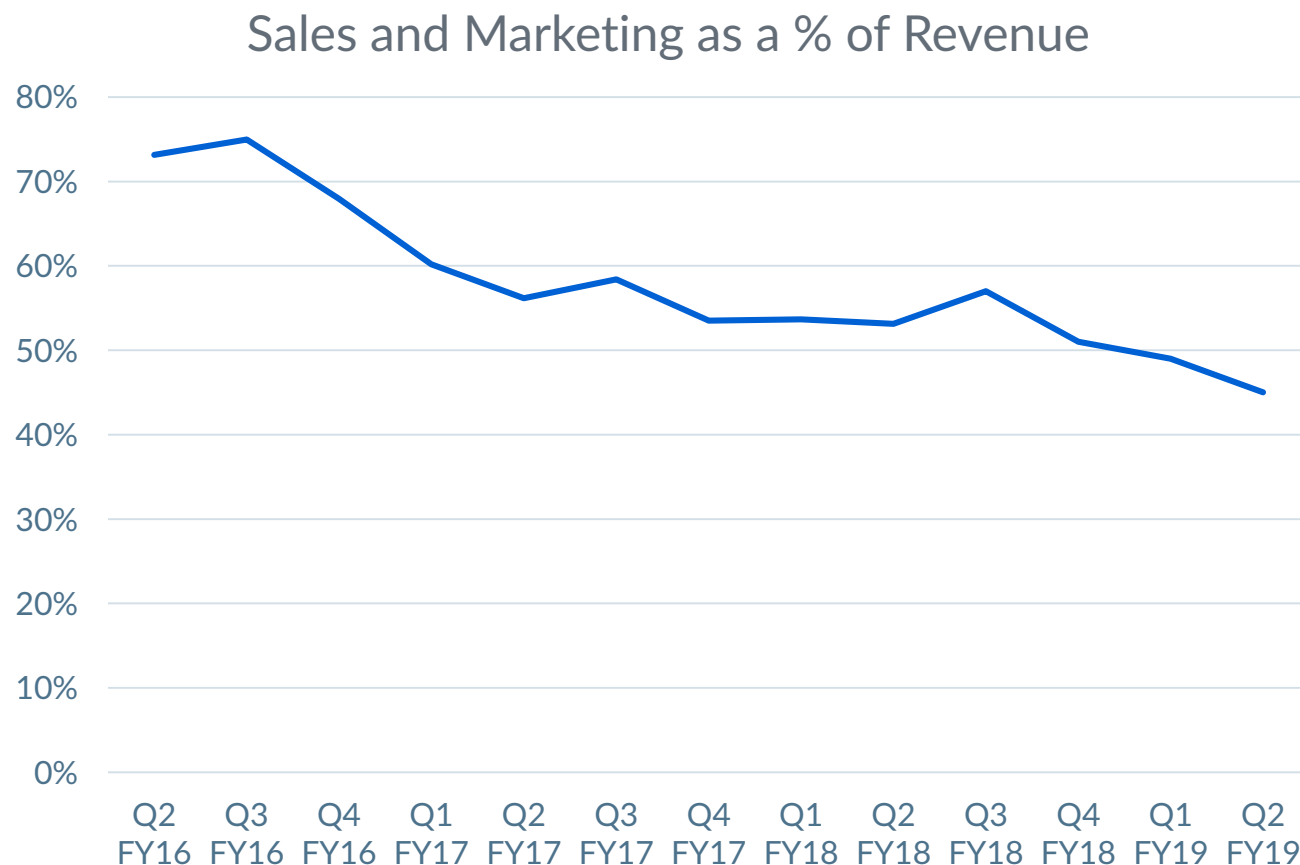
/ ACV

/ Retention

/ Reach

/ Efficiency

GTM execution continues to drive better S&M efficiency

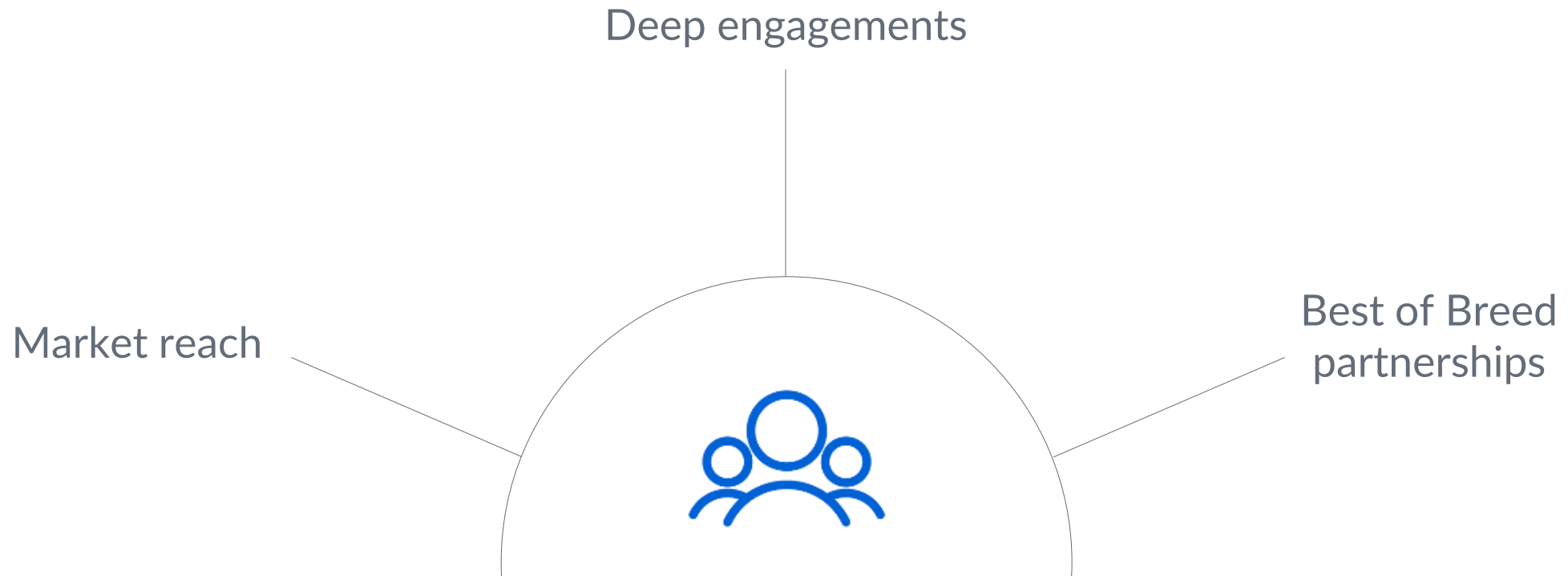


Key productivity drivers:

- Pipeline coverage and conversion
- Big deal thresholds
- Product add-on attach rates
- Box Consulting attach rates
- Partner influenced deals

Note: Sales and marketing expenses by type as a percentage of revenue are presented on a non-GAAP basis and exclude stock-based compensation.

Customers are at the center of our strategy and priorities





Driving Growth and Leverage in the Enterprise

Dylan Smith, Chief Financial Officer

First Half Fiscal Year 2019 Financial Highlights

	1HFY'19 under ASC 606*	1HFY'18 under ASC 605	Y/Y Growth (ASC 606 to ASC 605)	Y/Y Growth (ASC 605 to ASC 605)*
Revenue	\$289M	\$240M	20%	22%
Billings	\$280M	\$239M	17%	17%
Deferred Revenue	\$302M	\$241M	25%	27%
GAAP EPS**	(54¢)	(60¢)	7¢	3¢
Non-GAAP EPS	(12¢)	(24¢)	12¢	9¢
Cash Flow from Operations***	\$17M	(\$1M)	\$18M	\$18M
Free Cash Flow***	(\$3M)	(\$11M)	\$8M	\$8M

* Box adopted the new revenue recognition standard ASC 606 beginning with its fiscal year 2019 using the modified retrospective transition method. This presentation includes additional information of financial results for the six months ended July 31, 2018 under ASC 605 for comparison to the prior year.

** Due to rounding, numbers presented may not add up precisely to totals provided.

*** Adjusted to reflect the application of ASU 2016-18

Note: Non-GAAP EPS and Free Cash Flow shown on a non-GAAP basis (reconciliations to the GAAP basis can be found in the Appendix of this presentation).

Driving Growth and Leverage in the Enterprise

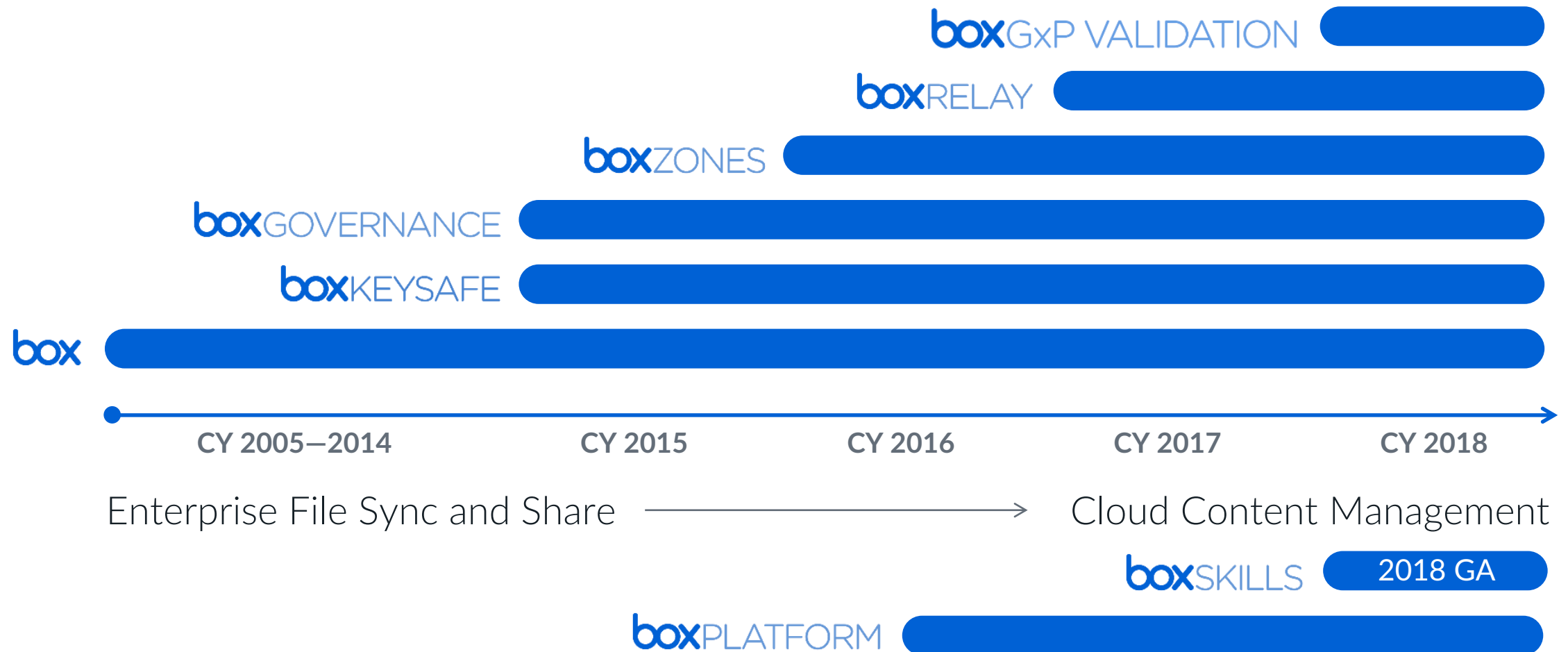
- Cloud Content Management traction
- Strong customer economics
- Driving leverage
- Path to \$1 billion

Driving Growth and Leverage in the Enterprise

- Cloud Content Management traction
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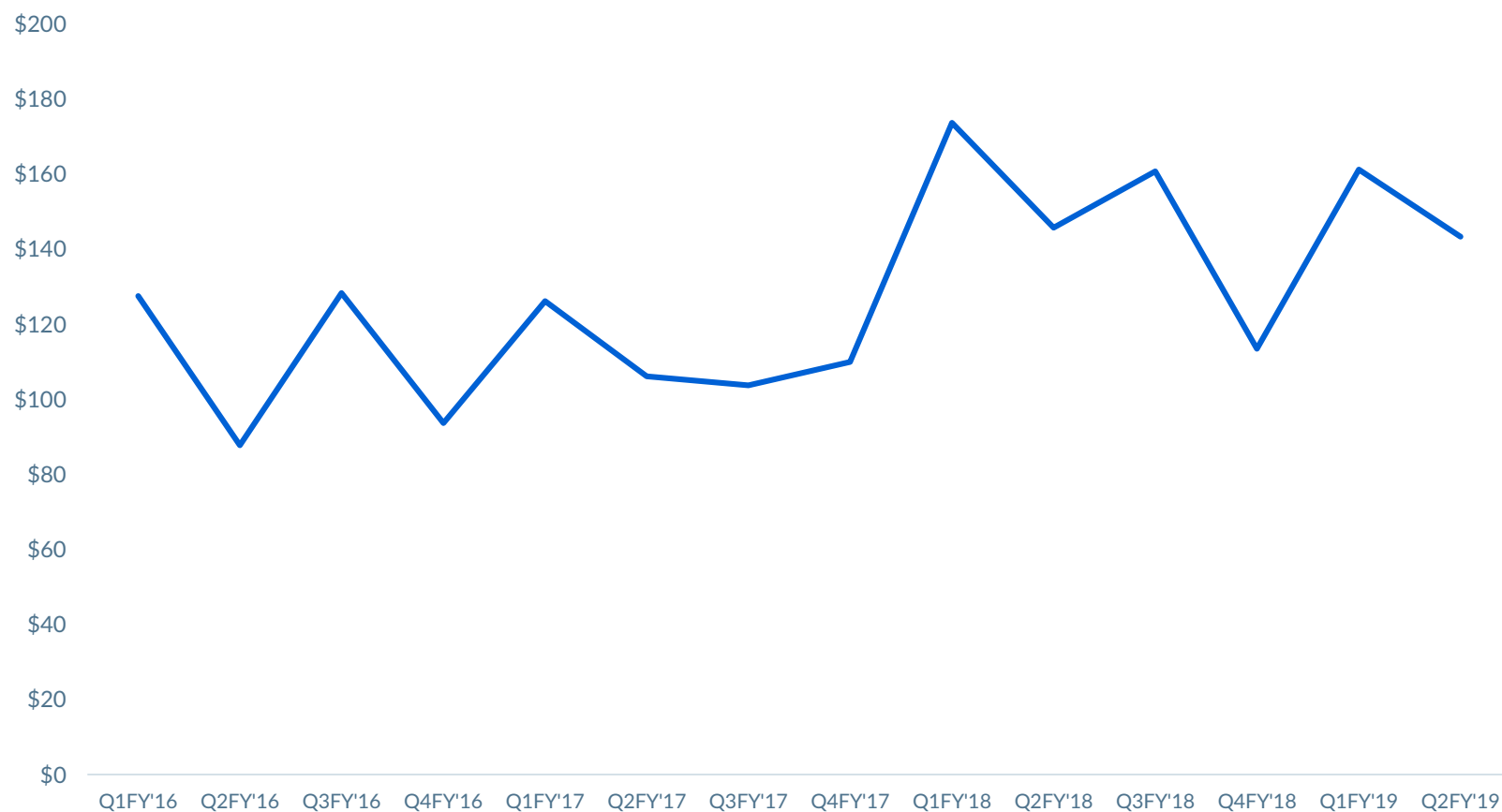
Expanding Revenue-Generating Products

30-40% Uplift Per Product



CCM Solution Sales Command Higher Pricing

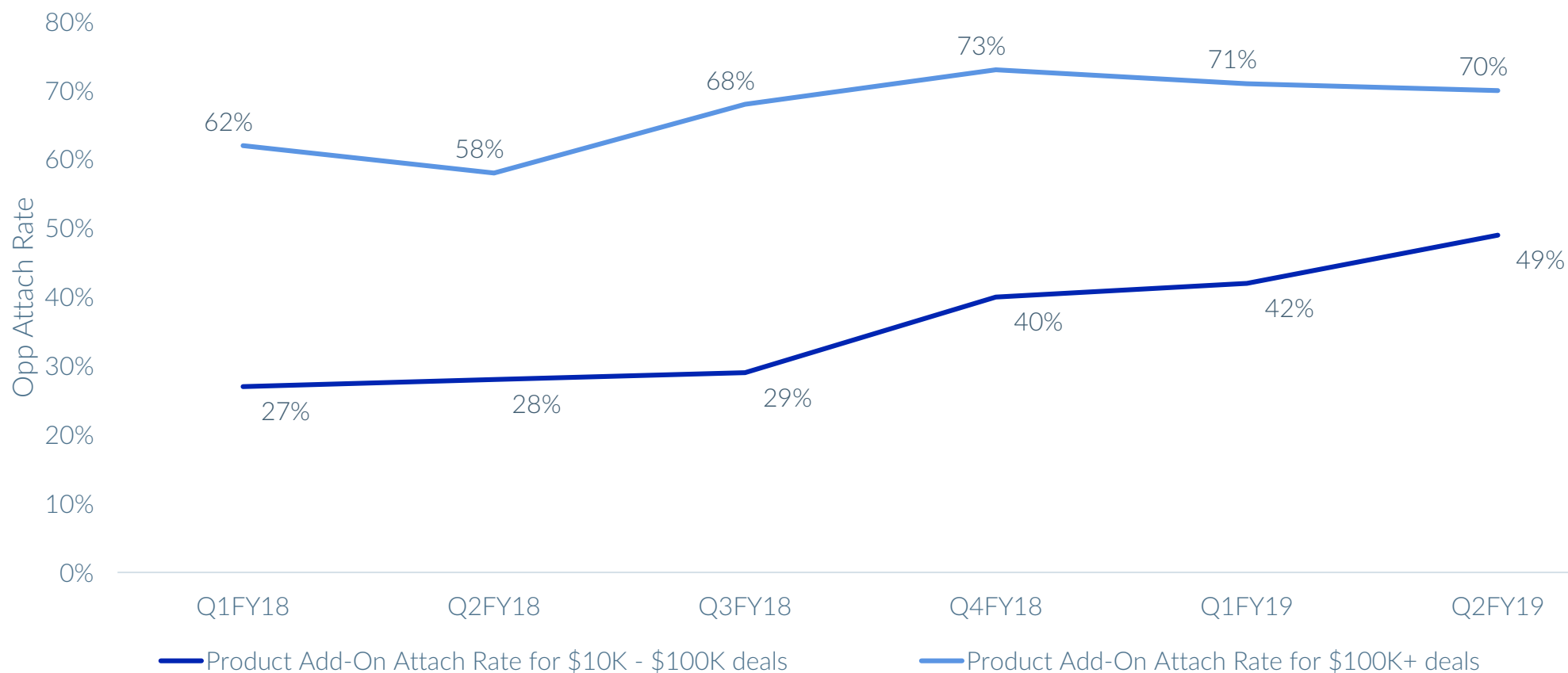
30% growth in price per seat in 1H vs 2 years ago



Note: Revenue Breakdown as of Q2FY19. Excludes ELAs and Education

Higher New Product Attach Rates Driving Higher ACVs

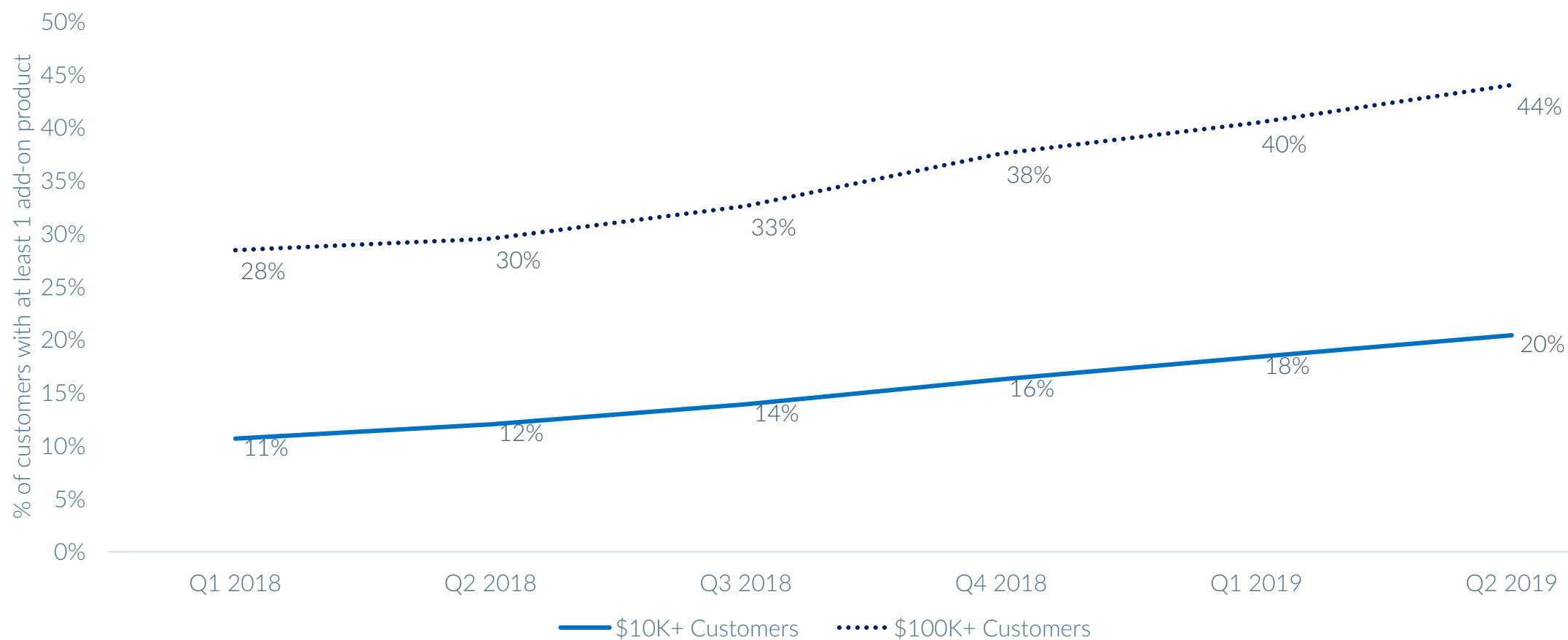
Add-on product attach rates for deals in a quarter



Note: Revenue Breakdown as of Q2FY19

Higher New Product Attach Rates Driving Higher ACVs

Cumulative add-on product attach rates



Driving Growth and Leverage in the Enterprise

- Cloud Content Management traction
- Strong customer economics
- Driving leverage
- Path to \$1 billion

Best-In-Class Net Retention Rate

Higher expansion and lower churn for customers with add-on products

12%

Net expansion¹
Continued growth within
existing customers

4.5%

Churn²
Product stickiness

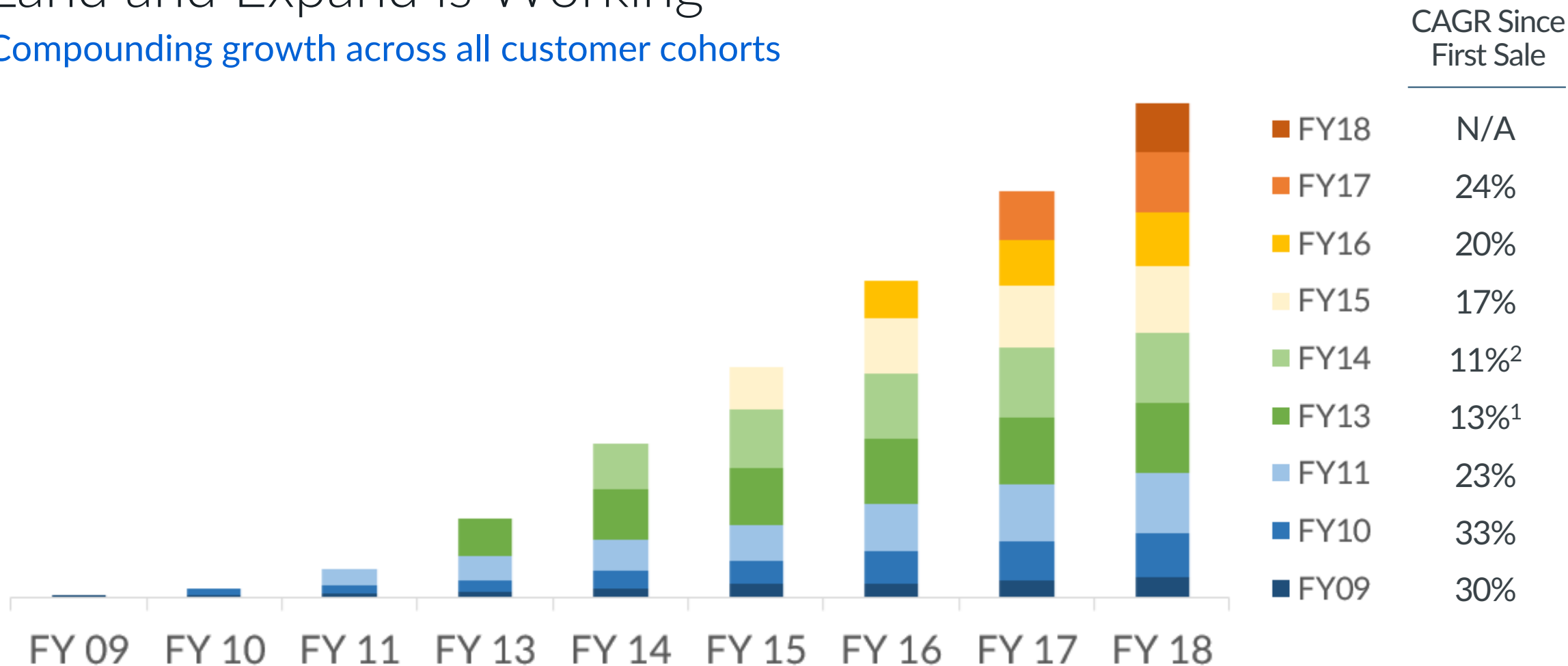
108%

Net Retention³
Best-in-class

1. Net expansion defined as the net increase in Total Account Value ("TAV") from our existing customers, who had \$5K+ in TAV 12 months ago.
2. Churn is rounded to the nearest half percentage point.
3. Net Retention rate defined as the net % of Total Account Value ("TAV") retained from existing customers, including expansion. This metric is calculated by dividing current TAV of customers who 12 months ago had \$5K+ in TAV by their TAV 12 months ago.

Land and Expand is Working

Compounding growth across all customer cohorts



1) FY 2013's lower CAGR due to \$3M initial deal with Schneider, Box's largest deal at the time, causing future upsells to be smaller percentage-wise.

2) FY 2014's lower CAGR due to 3 customers with initial deals > \$1M, causing future upsells to be smaller percentage-wise.

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

Seat Expansion Driving \$1M Sales

Industry	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Retail & Consumer Goods							
Media & Entertainment							
Retail & Consumer Goods							
Professional Services							
Technology							
Education							
Healthcare & Life Sciences							
Professional Services							
Financial Services							
Technology							
Retail & Consumer Goods							
Healthcare & Life Sciences							
Technology							
Healthcare & Life Sciences							
Technology							
Financial Services							
Healthcare & Life Sciences							
Financial Services							
Healthcare & Life Sciences							
Healthcare & Life Sciences							
Financial Services							
Media & Entertainment							
Technology							
Industrial Goods & Automotive							
Technology							
Financial Services							
Technology							
Professional Services							
Energy							
Healthcare & Life Sciences							

Industry	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Retail & Consumer Goods							
Technology							
Technology							
Healthcare & Life Sciences							
Professional Services							
Industrial Goods & Automotive							
Financial Services							
Financial Services							
Healthcare & Life Sciences							
Industrial Goods & Automotive							
Healthcare & Life Sciences							
Marketing & Advertising							
Healthcare & Life Sciences							
Healthcare & Life Sciences							
Financial Services							
Financial Services							
Public Sector							
Industrial Goods & Automotive							
Industrial Goods & Automotive							
Financial Services							
Industrial Goods & Automotive							
Professional Services							
Healthcare & Life Sciences							
Technology							
Public Sector							
Industrial Goods & Automotive							
Financial Services							
Industrial Goods & Automotive							
Retail & Consumer Goods							
Financial Services							

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 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Retail & Consumer Goods							
Media & Entertainment							
Retail & Consumer Goods						★	★
Professional Services							
Technology						★	
Education							
Healthcare & Life Sciences							
Professional Services					★		★
Financial Services					★		
Technology							
Retail & Consumer Goods					★	★	
Healthcare & Life Sciences					★	★	
Technology							★
Healthcare & Life Sciences							
Technology					★	★	★
Financial Services							
Healthcare & Life Sciences							
Financial Services				★		★	
Healthcare & Life Sciences							
Healthcare & Life Sciences							
Financial Services					★		★
Media & Entertainment							
Technology						★	
Industrial Goods & Automotive							
Technology						★	
Financial Services					★		
Technology					★		
Professional Services							
Energy				★			
Healthcare & Life Sciences					★		★

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

Industry	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Retail & Consumer Goods							
Technology					★		★
Technology					★		★
Healthcare & Life Sciences							
Professional Services				★			
Industrial Goods & Automotive				★		★	
Financial Services							★
Financial Services					★	★	
Healthcare & Life Sciences					★		
Industrial Goods & Automotive							
Healthcare & Life Sciences							★
Marketing & Advertising							
Healthcare & Life Sciences							
Healthcare & Life Sciences							
Financial Services					★		
Financial Services					★	★	
Public Sector					★		
Industrial Goods & Automotive							
Industrial Goods & Automotive							★
Financial Services					★		
Industrial Goods & Automotive					★		★
Professional Services					★		
Healthcare & Life Sciences					★		
Technology							
Public Sector						★	
Industrial Goods & Automotive							
Financial Services						★	
Industrial Goods & Automotive							
Retail & Consumer Goods							★
Financial Services							★

 Years with purchase
 Year the customer exceeded \$1M of total contract value
 Sale included new products

Driving Growth and Leverage in the Enterprise

- Cloud Content Management traction
- Strong customer economics
- Driving leverage
- Path to \$1 billion

Inherent Business Model Leverage

Improved cost efficiency for landing customers, recoup costs within 20 months



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

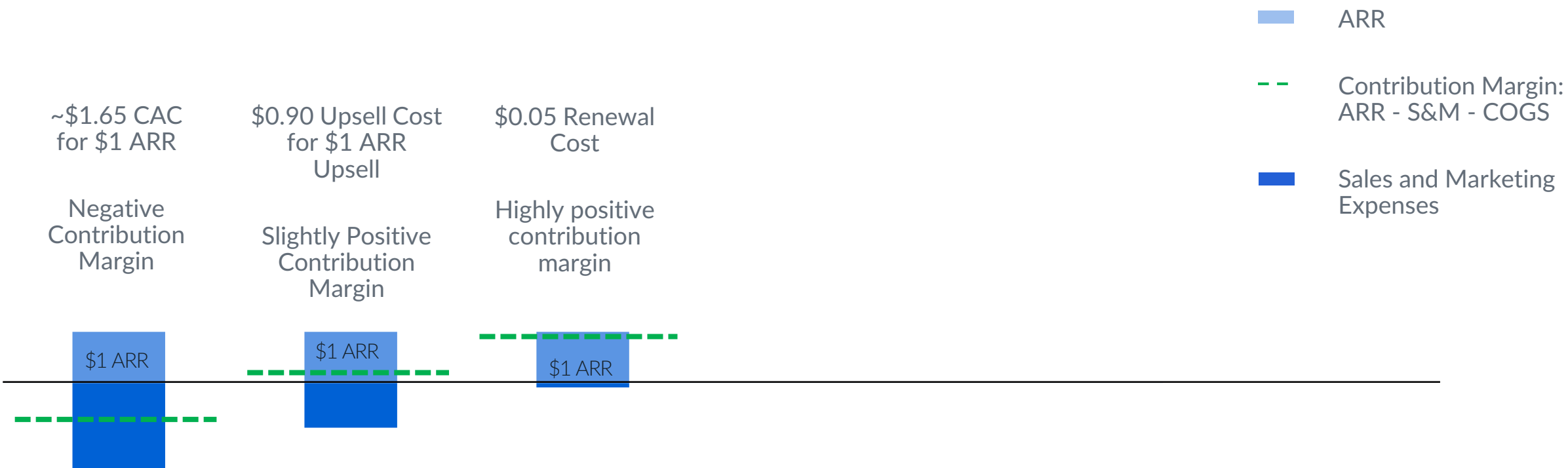
Customer expansion drives more efficient growth



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

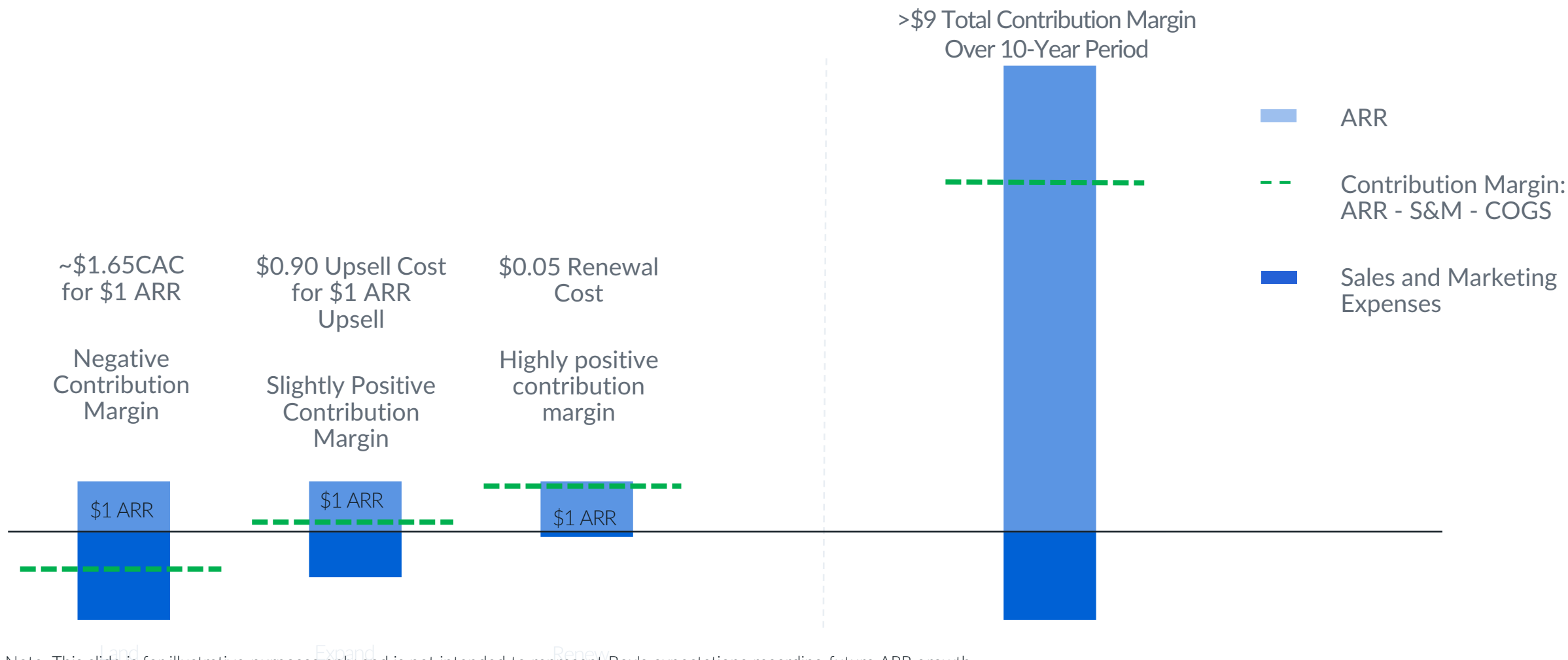
Growing renewal base is highly profitable



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

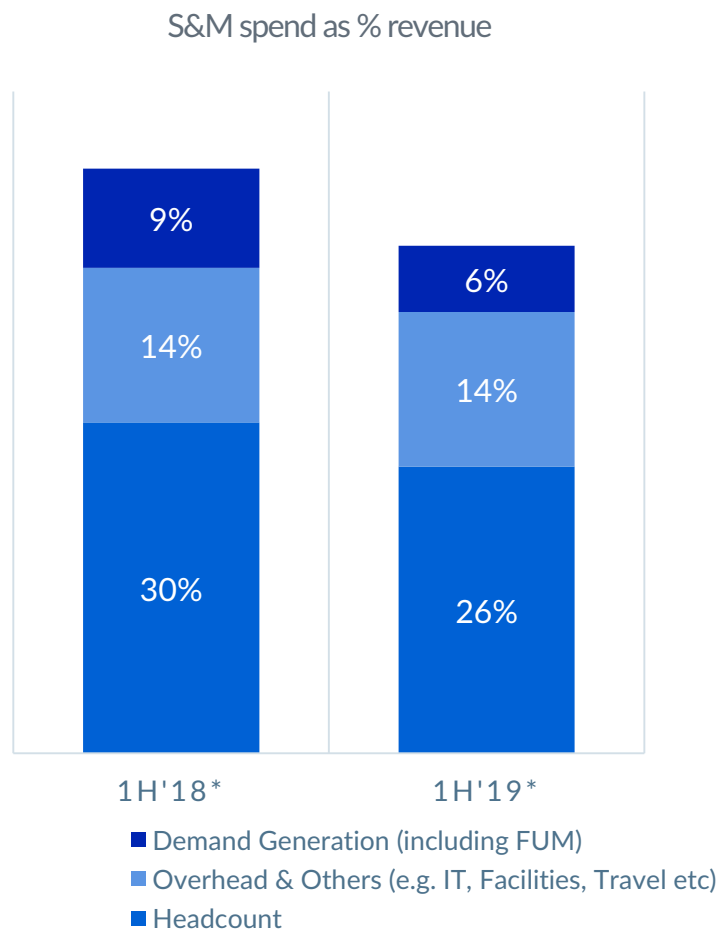
Compounding effect drives >\$9 CLTV over 10 years



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

Driving Significant S&M Operating Leverage

1H'19 S&M as a % of revenue improved 6 points YoY to 47%



Inherent Business Model Leverage

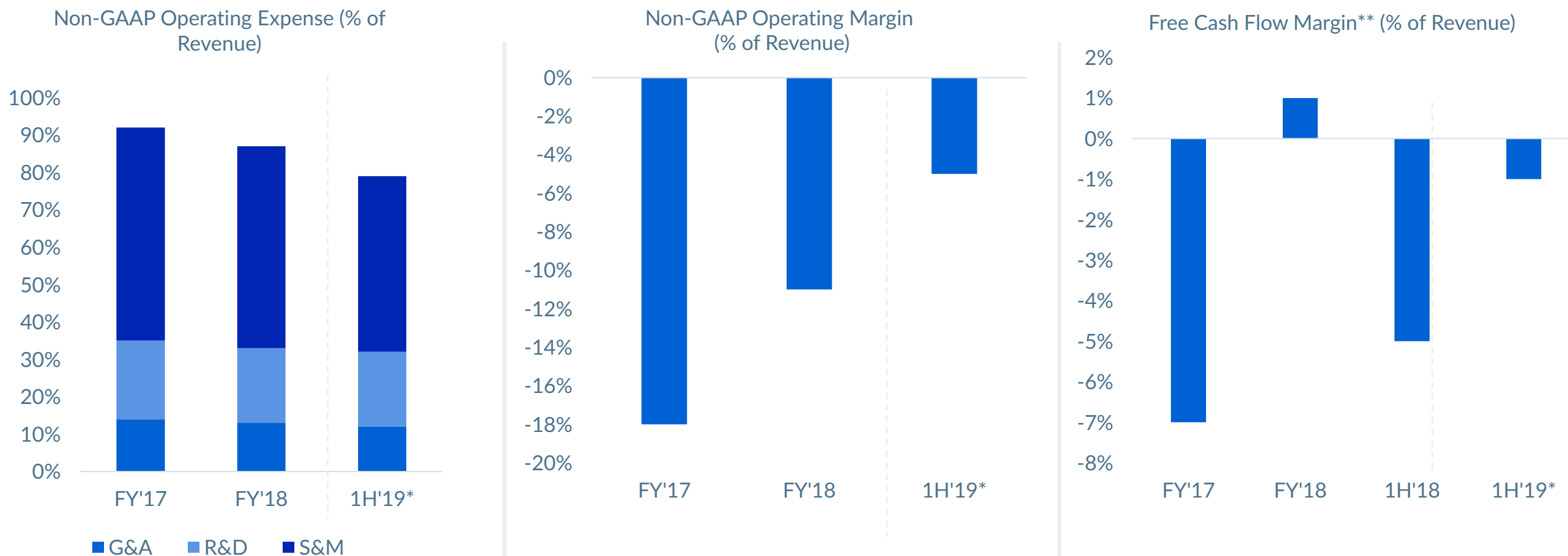
- Lower cost of customer expansion and renewals
- Average AE tenure increases as they ramp
- Scale drives free user marketing leverage

Focus Areas

- Improving AE productivity through CCM solution selling
- Driving lead-to-close efficiencies
- Leveraging partners to enhance sales efficiency

Steadily Progressing Toward Profitability

Converging on positive operating margin; significant improvement on free cash flow margin



* Box adopted the new revenue recognition standard ASC 606 beginning with its fiscal year 2019 using the modified retrospective transition method. The reported results for fiscal year 2019 reflect the application of ASC 606 while the reported results for fiscal years 2017 and 2018 are not adjusted and continue to be reported under the prior revenue recognition standard ASC 605.

** Box adopted ASU 2016-18, Restricted Cash, beginning with its fiscal year 2019. The reported results for all periods presented reflect the application of ASU 2016-18.

Note: Non-GAAP Operating Expense, Non-GAAP Operating Margin and Free Cash Flow Margin are non-GAAP financial measures. A reconciliation to the nearest GAAP measures can be found in the Appendix to this presentation.

Driving Growth and Leverage in the Enterprise

- Cloud Content Management traction
- Strong customer economics
- Driving leverage
- Path to \$1 billion

Key Growth Drivers

Evolution to solution selling



Add-on
products



Deeper customer
engagements



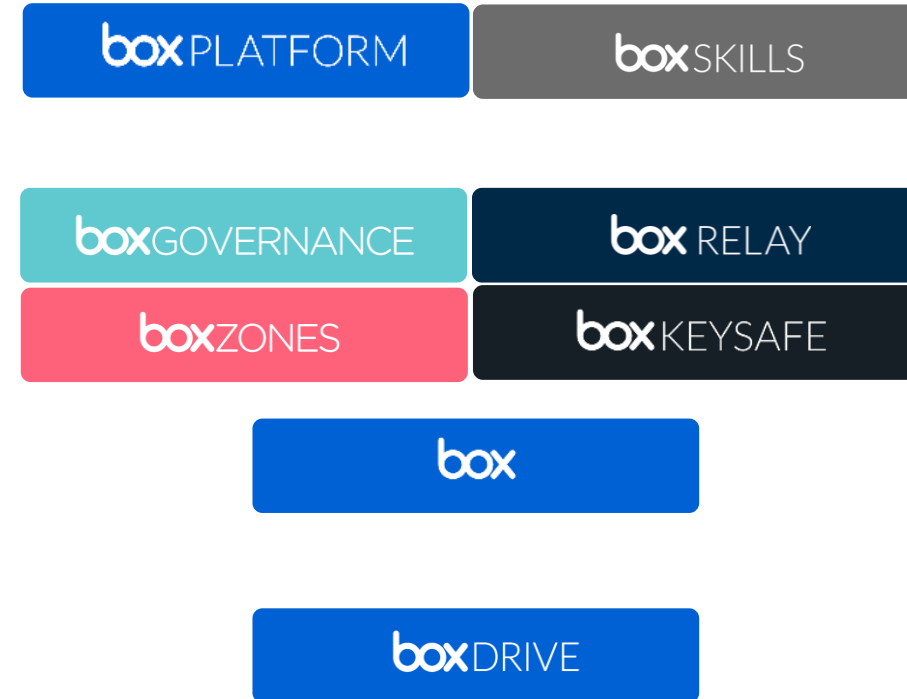
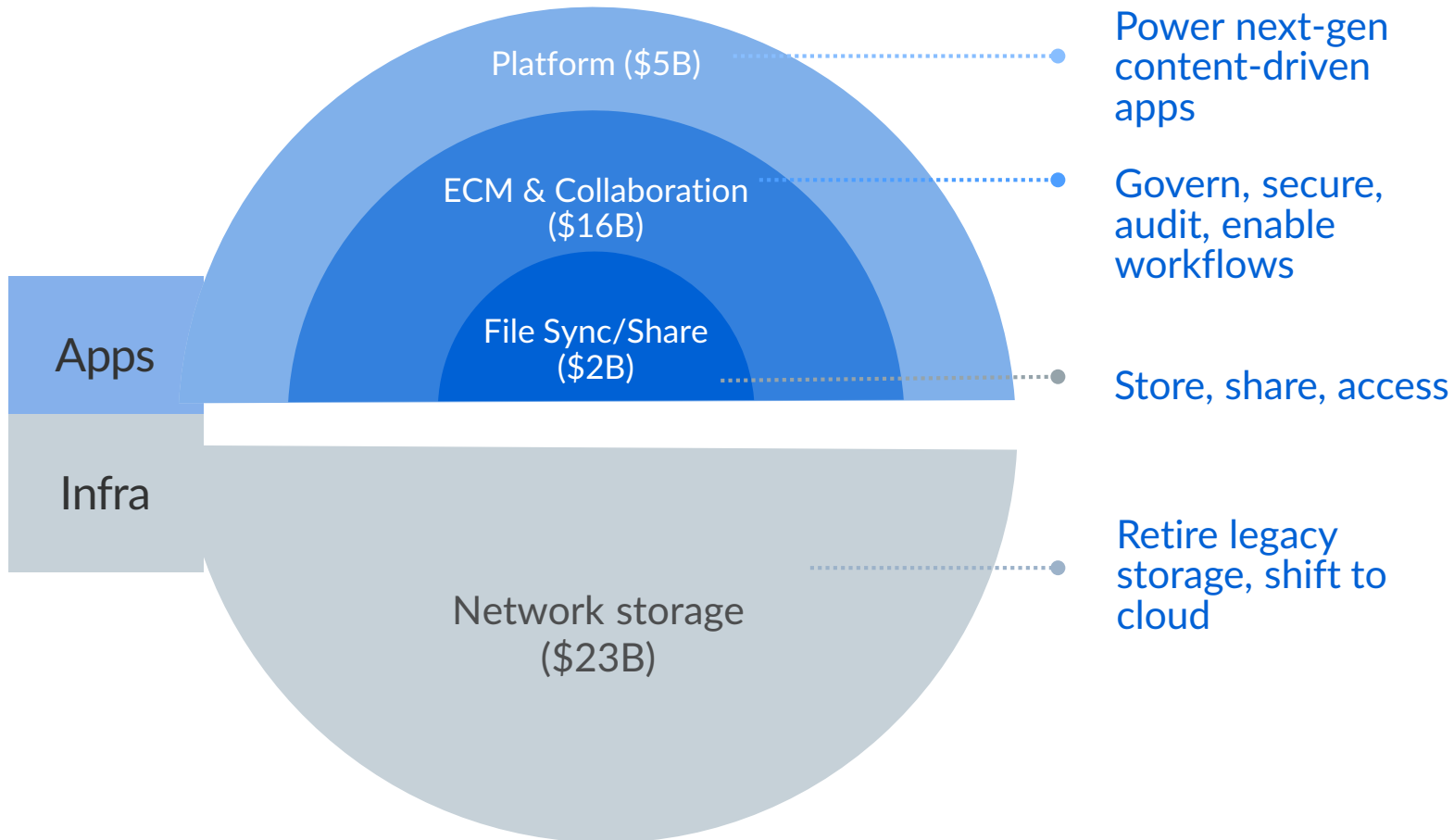
Strategic
partnerships



International
expansion

Addressing \$45B+ CCM Market

\$45+ billion by 2019



Source: IDC Worldwide Forecasts for File Sync & Share, Storage for Public & Private Cloud, Content Management Software, Content Collaboration Software, Team Collaboration Applications, BPM Software, Gartner Public Cloud Services Worldwide, 2013-2019 and management estimates for platform.

Target Model at \$1B+ Revenue in FY22

Capturing market opportunity while driving operational leverage

	FY17*	FY18*	1HFY'19*	Key Drivers	At \$1B+ in FY22
Gross Margin	75%	75%	74%	Scale into expanded data center footprint	~75%
S&M as a % of revenue	57%	54%	47%	Drive business model leverage & rep productivity	~37%
R&D as a % of revenue	21%	20%	20%	Continue to innovate on world class products	~18%
G&A as a % of revenue	14%	13%	12%	Focus on operational excellence	~9%
Operating Margin	(18%)	(11%)	(5%)	Manage spend & benefit from economies of scale	~11%
Free Cash Flow Margin**	(7%)	1%	(1%)	Scale infrastructure via public cloud & leasing	~17%

* Box adopted the new revenue recognition standard ASC 606 beginning with its fiscal year 2019 using the modified retrospective transition method. The reported results for fiscal year 2019 reflect the application of ASC 606 while the reported results for fiscal years 2017 and 2018 are not adjusted and continue to be reported under the prior revenue recognition standard ASC 605.

** Box adopted ASU 2016-18, Restricted Cash, beginning with its fiscal year 2019. The reported results for all periods presented reflect the application of ASU 2016-18.

Note: Gross Margin, S&M as a % of revenue, R&D as a % of revenue, G&A as a % of revenue, Non-GAAP Operating Margin, and Free Cash Flow Margin are non-GAAP financial measures. A reconciliation to the nearest GAAP measures can be found in the Appendix to this presentation.

Key investment takeaways

- / Powering cloud content management for enterprises is a large and robust market opportunity with a long runway for growth
- / Unique and differentiated product offering includes a neutral platform that delivers a single source of truth and best of breed applications, advanced enterprise security and is positioned for artificial intelligence.
- / Improved GTM execution to support solution sales is driving higher ACVs and pricing power and stronger customer retention
- / Inherent business model leverage, with best-in-class renewal rate and strong customer lifetime value

Executive Q&A



Aaron Levie

Co-founder and CEO, Box



Dylan Smith

Co-founder and CFO, Box



Stephanie Carullo

Chief Operating Officer, Box



Jeetu Patel

Chief Product Officer, Box



Appendix

GAAP Revenue to Billings Reconciliation

<i>(\$ in thousands)</i>	1H FY'18*	1H FY'19**
GAAP revenue	\$240,163	\$288,729
Deferred revenue, end of period	240,839	301,517
Less: deferred revenue, beginning of period	(241,984)	(311,109)***
Contract assets, beginning of period****	-	582
Less: contract assets, end of period****	-	(157)
Billings	\$239,018	\$279,562

* As reported under ASC 605

** As reported under ASC 606

*** Balance as of February 1, 2018 upon the adoption of ASC 606

**** Updated as a result of our adoption of ASC 606

GAAP to Non-GAAP Reconciliation – Earnings per Share

	1H FY'18*	1H FY'19**
GAAP EPS	(\$0.60)	(\$0.54)
Stock-based compensation	0.36	0.42
Intangible assets amortization	-	-
Non-GAAP EPS	(\$0.24)	(\$0.12)
Weighted average shares outstanding, basic and diluted (in thousands)	132,237	139,639

* As reported under ASC 605

** As reported under ASC 606

GAAP to Non-GAAP Reconciliation – Free Cash Flow*

<i>(\$ in thousands)</i>	FY17**	<i>As a % of revenue</i>	1HFY17**	<i>As a % of revenue</i>	FY17**	<i>As a % of revenue</i>	1HFY'18**	<i>As a % of revenue</i>	1HFY'19* **	<i>As a % of revenue</i>
Net cash (used in) provided by operating activities****	(\$2,389)	(1%)	(\$9,111)	-5%	(\$2,389)	(1%)	(\$1,220)	(1%)	\$17,173	6%
Less: purchases of property and equipment	(14,956)		(11,747)		(14,956)		(1,797)		(7,366)	
Less: payments of capital lease obligations	(8,675)		(3,261)		(8,675)		(7,912)		(12,902)	
Free cash flow	(\$26,020)	(7%)	(\$24,119)	-13%	(\$26,020)	(7%)	(\$10,929)	(5%)	(\$3,095)	(1%)

* Box adopted ASU 2016-18, Restricted Cash, beginning with its fiscal year 2019. The reported results for all periods presented reflect the application of ASU 2016-18

** As reported under ASC 605

*** As reported under ASC 606

****For fiscal year 2018, cash flows provided by operating activities decreased by \$26.4 million due to the adoption of ASU 2016-18. Of the \$26.4 million, we had previously excluded the impact of the \$25.0 million release of restricted cash for Non-GAAP purposes.

GAAP to Non-GAAP Reconciliation – Gross Margin

<i>(\$ in thousands)</i>	FY17*	<i>As a % of revenue</i>	FY18*	<i>As a % of revenue</i>	1H FY'19**	<i>As a % of revenue</i>
GAAP gross margin	\$286,475	72%	\$370,894	73%	\$207,056	72%
Add: stock-based compensation	7,882		10,742		6,682	
Add: intangible assets amortization	3,197		365		-	
Non-GAAP gross margin	\$297,554	75%	\$382,001	75%	\$213,738	74%

* As reported under ASC 605

** As reported under ASC 606

GAAP to Non-GAAP Reconciliation – Operating Expenses

<i>(\$ in thousands)</i>	FY17*	<i>As a % of revenue</i>	FY18*	<i>As a % of revenue</i>	1HFY'19**	<i>As a % of revenue</i>
GAAP research and development	\$115,928	29%	\$136,791	27%	\$80,078	28%
Less: stock-based compensation	(30,796)		(37,733)		(21,625)	
Non-GAAP research and development	\$85,132	21%	\$99,058	20%	\$58,453	20%
GAAP sales and marketing	\$253,020	63%	\$303,319	60%	\$153,982	53%
Less: stock-based compensation	(26,142)		(31,742)		(17,993)	
Less: intangible assets amortization	-		-		(9)	
Non-GAAP sales and marketing	\$226,878	57%	\$271,577	54%	\$135,980	47%
GAAP general and administrative	\$68,182	17%	\$84,805	17%	\$46,075	16%
Less: stock-based compensation	(13,552)		(17,268)		(10,996)	
Less: intangible assets amortization	(155)		(154)		(15)	
Less: expenses related to a legal verdict	1,664		-		-	
Non-GAAP general and administrative	\$56,139	14%	\$67,383	13%	\$35,064	12%

* As reported under ASC 605

** As reported under ASC 606

GAAP to Non-GAAP Reconciliation – Operating Margin

<i>(\$ in thousands)</i>	FY17*	<i>As a % of revenue</i>	FY18*	<i>As a % of revenue</i>	1HFY'19**	<i>As a % of revenue</i>
GAAP operating margin	(\$150,655)	(38%)	(\$154,021)	(30%)	(\$73,079)	(25%)
Add: stock-based compensation	78,372		97,485		57,296	
Add: intangible assets amortization	3,352		519		24	
Add: expenses related to a legal verdict	(1,664)		-		-	
Non-GAAP operating margin	(\$70,595)	(18%)	(\$56,017)	(11%)	(\$15,759)	(5%)

* As reported under ASC 605

** As reported under ASC 606