Vision for the Box Content Cloud

Product Strategy Overview hosted by William Blair

Aaron Levie, CEO and Co-founder
June 23, 2021
Forward-looking statements & non-GAAP financial measures

This webcast presentation contains forward-looking statements that involve risks, uncertainties, and assumptions, including statements regarding Box's expectations regarding the size of its market opportunity, its leadership position in the cloud content management market, the demand for its products, the impact of its acquisitions on future Box product offerings, the benefits to its customers from completing acquisitions, the time needed to integrate acquired businesses into Box, the impact of the COVID-19 pandemic on its business, its ability to grow and scale its business and drive operating efficiencies, its ability to achieve revenue targets and billings expectations, its ability to achieve profitability on a quarterly or ongoing basis, its free cash flow, its ability to continue to grow unrecognized revenue and remaining performance obligations, the timing of recent and planned product introductions, enhancements and integrations, the short- and long-term success, market adoption and retention, capabilities, and benefits of such product introductions and enhancements, the success of strategic partnerships, its revenue, billings, gross margin, GAAP and non-GAAP net income (loss) per share, non-GAAP operating margins for future periods, the related components of GAAP and non-GAAP net income (loss) per share, weighted-average outstanding share count expectations for Box's fiscal second quarter and full fiscal year 2022, the KKR-led investment and achievement of its potential benefits, any potential repurchase of its common stock, whether, when, in what amount and by what method (whether by tender offer or otherwise) any such repurchase would be consummated, and the share price of any such repurchase.

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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 June 23, 2021.
Our mission is to power how the world works together
Our strategy for driving profitable growth at Box

- We are going after a large ~$50B+ market opportunity, with significant tailwinds
- We are building the leading Content Cloud that powers critical workflows across the enterprise
- We will go wider and deeper with our 100K+ customers through our land and expand motion
- We will drive significantly higher growth and operating margins to achieve Rule of 40 by FY24
Three megatrends are driving the future of work

**Work anywhere**
Work happens anywhere, anytime, from any app or device

**Digital-first**
Every customer, partner, and employee interaction is digital

**Secure**
Ransomware, cybersecurity threats, and compliance challenges increasing
These trends are redefining the $50B+ content market

**Work anywhere**
Simple, seamless access to content from any device and anywhere
Internal and external collaboration across any format must be seamless
Access across other cloud-based apps is an imperative

**Digital-first**
Digitization of paper-based content processes towards digital workflows
Low/no-code solutions are critical to power digital experiences for customers
Intelligence extracted from content will drive workflow automation

**Secure**
Content must be protected from insider threats, ransomware, and data loss
Content needs to be protected across a wide array of applications
Compliance and privacy must support global and industry-specific requirements
We need a new approach to content in the cloud

On-prem file servers
Centralized network storage

Enterprise content management
Lifecycle governance designed for admins, not end users

Enterprise file sync and share
Easy access and sharing designed for individual consumers

Cloud content management
One secure platform for the entire content journey, integrated into all your apps
Today, the content lifecycle is fragmented across systems

- **Publishing**
- **eSignature**
- **Collaboration**
- **Security**
- **Content Management**
- **File Storage**

- **Fragmented content leads to major security and compliance risks**
- **Users left with complicated IT stack driving down productivity and slowing critical workflows**
- **Enterprises spending on redundant technology driving up IT costs**
The Box Content Cloud powers the entire content lifecycle in a single integrated platform.
We are building the most extensive content platform

Integration:
- Salesforce
- Zoom
- Slack
- Microsoft Teams
- Google Workspace
- Office 365
- IBM
- ServiceNow
- Adobe
- DocuSign
- Cisco Webex
- Custom
  - LOB systems
  - Third-party apps
  - Employee apps
  - Customer apps

Permission:
- Files, folders, metadata
- Secure sharing
- Collaboration
- Workflow
- E-signature
- Search
- Analytics
- Intelligence

Security and compliance:
- Permissions
- PII scanning
- Classifications
- Threat detection
- Audit trails
- Governance
- Encryption
- Data residency

Security integrations: Splunk, Okta, Microsoft MIP, Palo Alto Networks, Mobile Iron, AirWatch

Scalable, cloud-native global infrastructure
That powers mission critical workflows across the enterprise
Protect your content
Frictionless security and compliance

Empower your people
Seamless collaboration and workflow

Connect your business
Integrated with all your applications
Frictionless security and compliance

Protect your content

Prevent leaks
- Access policy enforcement
- Classification
- Device & identity controls
- Watermarking
- Encryption key management

Detect threats
- Anomaly detection
- Malware scanning
- Monitoring & auditing

Ensure compliance
- Retention policy enforcement
- Legal holds and disposition
- Encryption & data residency
- Compliance certifications
- Auditable event stream
Smart Access
Built-in Data Leak Prevention (DLP) across file types

Threat Detection
Detect content-centric threats based on user behavior

Powered by context and machine learning
Malware deep scan
Q3, 2021

Improved detection with native deep scan

- File content inspection to detect advanced threats
- Richer insights on malware
- Additional flexibility to define content to be scanned
Box Governance

Content lifecycle management in the cloud

- Ensure proper retention and disposition of business content
- Set legal holds on content or individuals to reduce legal risk
- Maintain complete control with granular deletion settings
Industry certifications

2H, 2021

[Image of various industry certification logos]
Empower your people

Seamless collaboration and workflow

Access from anywhere
- Files, folders, metadata
- Search and preview (100+ file types)
- Any device (web, desktop, mobile)

Share with anyone
- Internal and external collaborations
- Permissions controls
- Download prevention
- Link expiration
- Access stats / reporting

Work together
- Real-time notes and annotations
- Task assignment
- File request
- E-signature
- Self-serve, no-code workflow
Box Sign

Native, fully integrated e-signatures in Box
Document preparation

Coming Soon

- All major file types (PDF, Office, Images* etc.)
- 4 standard fields: signature, date, checkbox and text (for name, initials, etc.)
- Adaptive tags that adjust automatically to document changes
- Reusable templates

*Fast follow to GA
E-sign workflows

Coming Soon

• Support for serial/parallel routing, or a combination
• Bulk send with unique invites
• Recipient permissions: sign, approve, copy, notify, and in-person
• Email reminders and deadline notifications
• Send copy of signed documents to anyone

COVID-19 DENTAL TREATMENT NOTICE AND ACKNOWLEDGEMENT OF RISK FORM

Our goal is to provide a safe environment for our patients and staff, and to advance the safety of our local community. This document provides information we ask you to acknowledge and understand regarding the COVID-19 virus.

The COVID-19 virus has a long incubation period. You or your healthcare providers may have the virus and not show symptoms but be highly contagious. Determining who is infected by COVID-19 is challenging and complicated due to limited availability of virus testing.

Due to the frequency and timing of visits by other dental patients, the characteristics of the virus, and the characteristics of dental procedures, there is an elevated risk of you contracting the virus simply by being in a dental office.

Dental procedures create water spray which is one way the disease is spread. The ultra-fine water spray can linger in the air for a long time, allowing transmission of the COVID-19 virus to those nearby.

You cannot wear a protective mask over your mouth to prevent infection during treatment as your healthcare providers need access to your mouth to render care. This leaves you vulnerable to COVID-19 transmission while receiving dental treatment.

I confirm that I have read the Notice above and understand and accept that there is an increased risk of contracting the COVID-19 virus in the dental office or with dental treatment. I understand and accept the additional risk of contracting COVID-19 from contact at this office. I acknowledge that I could contract the COVID-19 virus outside of this office in circumstances unrelated to my visit here.

I have read and understand the information stated above:

Print Patient Name: ____________________________ Date: ____________________________
Integrations and APIs

*Coming Soon*

- SFDC connector to initiate e-signatures directly from Salesforce
- Auto-populate contracts with standard and custom object fields in Salesforce
- Box Sign APIs to integrate, embed, and extend e-signatures into external applications
- Ability to listen to e-signature events via Box Sign APIs
Box Notes

Collaborate on projects and create team documentation
Typical Use-Cases

**Product**
- Product specification
- Product roadmap
- Remote brainstorming

**Engineering**
- Team wiki
- Technical specification
- Sprint retro guide

**Marketing**
- Product launch tracker
- Promotional campaign tracker
- Media list

**Human Resources**
- New hire onboarding
- Recruiting tracker
- Employee handbook

**Sales**
- Competitive analysis
- Battlecards
- Customer stories

**Customer Success**
- Call scripts
- Team directory
- Troubleshooting Guide
WFH Best Practices
It's a new world for all of us.

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Follow a Routine
Designate a Work Area
**Shut Down in the Evening**
Pack up Your Work
Schedule Breaks
Dress the Part
Share Your Schedule
Use Collaboration Tools
Get up and Move
Practice Patience and Compassion

**Follow a Routine**
Mimic your in-office work schedule as close as possible, no matter where you're working.

**Designate a Work Area**
Have a designated area to get work done, separate from where you relax.

**Shut Down in the Evening**
Just because you can work later, doesn't mean you should. Maintain a healthy work-life balance.

**Pack up Your Work**
An easy way to shut off? If you don't have an office, pack up your workstation and put it out of sight every night.

**Schedule Breaks**
Coffee breaks and lunch breaks are still allowed when you're working from home.

**Dress the Part**
Try to wear something that buttons or zips each day. It'll put you in a better mindset to get shit done.

**Share Your Schedule**
Your family and roommates need to know when it is and is not appropriate to disturb you.

**Use Collaboration Tools**
Tools like Slack, Asana, Zoom and Kustomer can keep you connected no matter where you are in

**Get up and Move**
Need to stretch your legs? Practice some yoga? It's not only good for your body, but also your...
ACME Return to Office Handbook

TABLE OF CONTENTS
Employee Checklist
Employee Forms
Return to Work Timelines
Return to Office - Message from Leadership

Employee Checklist
- Review Return to Office Video
- Review Vaccine Options
- Sign Employee COVID Safety Acknowledgement Form

Employee Forms
In order to return to the office, there are a few forms each employee will need to review the COVID Safety materials, and sign the Safety Acknowledgement Form below.

Employee COVID Safety Acknowledgement Form.pdf

Return to Work Timelines

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<th>Employee Org</th>
<th>Return Date Range</th>
<th>People Partner</th>
<th>Status</th>
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<td>Aug 1 - Aug 14</td>
<td>Abayo Stevens</td>
<td>CONFIRMED</td>
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<tr>
<td>Ops</td>
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<td>Abbie Wilson</td>
<td>CONFIRMED</td>
</tr>
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</table>
Integrated with all your applications

Connect your business

Power communication
- Zoom
- Microsoft Teams
- Slack

Enable productivity
- Microsoft Office 365
- Google Workspace
- Adobe

Centralize business content
- Salesforce
- ServiceNow
- AutoCAD
- 1,500+ additional apps
- Custom-built apps
Enables seamless and secure internal and external collaboration beyond Office 365 use-cases

Enables secure content management across Microsoft and non-Microsoft IT stack (Salesforce, ServiceNow, etc.)

Simplifies security, compliance and administration of Microsoft and non-Microsoft file types (Video, Images, Google Docs, Acrobat, Autodesk, etc.)

Lowers IT costs by eliminating legacy ECM and other content-centric apps (VDR, DAM, Sales Portal, etc.)

Tens of thousands of enterprises have deployed Box with Office 365
Box integrations across Microsoft

- **Box for Microsoft Teams**: Get all the core Box functionality while collaborating in Microsoft Teams GA
- **Box Connector for Microsoft Graph**: Search for Box content across Microsoft applications Private beta
Box for ServiceNow

Store sensitive legal content securely in Box

- Automatically save content to Box when using ServiceNow Legal Service Delivery
- Apply comprehensive security controls to all ServiceNow Legal Service Delivery content saved in Box
Box Platform
Extend the power of Box with APIs

- Best-in-class documentation to accelerate developer activation
- Simplified developer experiences to build, deploy and manage apps
- Pre-packaged developer tool to reduce time to production
This is just a fraction of the innovation happening...
Our pricing and packaging strategy is drive seat expansion, improve price per seat, and increase net retention.

- **Add value to core offering**: Improve customer retention and seat expansion by bringing innovation to a larger set of users.
- **Increase plan differentiation**: Align advanced features to customer value, improving price per seat.
- **Bring add-ons to more customers**: Simplify our sales motion and ability to bring add-on products to customers through Suites and more.
Our GTM strategy is to drive the widest penetration of Box

**Land**

*Drive seat growth* by going wider within customers by selling the Box Content Cloud enterprise-wide

**Adopt**

*Drive higher price per seat* by going deeper in accounts and powering higher-value use-cases and selling Box Suites and multi product plans

**Expand**

**Retain**

*Improve net retention* through broader product adoption and increasing stickiness of the Box platform
Thanks!