PURE\//ACCELERATE 2018

INVESTOR SESSION
SAFE HARBOR

This presentation contains “forward-looking” statements that are based on our beliefs and assumptions and on information currently available to us. Such forward-looking statements include statements concerning our possible or expected future financial or operating results, business strategies, product development plans, technical and business advantages, competitive position, industry trends and potential growth opportunities. Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “anticipate,” “believe,” “could,” “seek,” “estimate,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “should,” “will,” “would” or similar expressions and the negatives of those terms.

Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to differ materially from any future results, performance or achievements expressed or implied by the forward-looking statements, including risks, uncertainties and other factors relating to our financial guidance, results and growth, our technological leadership and market opportunity, introduction of new functionality and products, product acceptance and our products and business model, customer spending priorities, our competitive position and industry dynamics, and relationships with third parties, including partners and customers. Additional risks, uncertainties and other factors are included under the captions “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations,” in our reports and registration statement previously filed with the SEC, which is available on our website at investor.purestorage.com and on the SEC’s website at www.sec.gov.

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

This presentation includes certain non-GAAP financial measures as defined by SEC rules. As required by Regulation G, we have provided reconciliations of those measures to the most directly comparable GAAP measures, which are available in the Appendix. We have not reconciled guidance for non-GAAP gross margin and non-GAAP operating margin to their most directly comparable GAAP measures because items such as stock-based compensation expense and payroll tax expense related to stock-based activities that impact these measures are not within our control and/or cannot be reasonably predicted. Accordingly, a reconciliation of the non-GAAP financial measure guidance to the corresponding GAAP measures is not available without unreasonable effort.
A DATA-CENTRIC FUTURE

CHARLIE GIANCARLO
CEO
Pure positioned for success

BIG OPPORTUNITY: DATA-CENTRIC FUTURE

DIFFERENTIATION AT OUR CORE

EXECUTING ON LONG-TERM GOALS
Data is top of mind for the C-suite and IT departments

C-SUITE DESIRES

86%  “Data is foundational to business decisions”

84%  “The speed of data interpretation is key”

IT DEPT ANXieties

78%  “The volume of data we have is a challenge”

81%  “Concerned with analyzing more data and greater speeds”
One Half of a Percent of Data is Analyzed Today

0.5%

Being able to mine your data is becoming a business imperative

NO COLD DATA
Data centers have evolved to accommodate compute, network & storage.

**1990s**
- MONOLITHIC, SCALE-UP
- LITTLE, RELIABLE STORAGE ISLANDS

**2000s**
- VIRTUALIZED
- PBs of SHARED FLASH STORAGE

**2010s**
- SCALE-OUT
- RELIABLE SHARED DATA SERVICES
Technology is propelling this change
Relationship between application and data has inverted over time

BIG COMPUTE
PERSISTENT

LITTLE STORAGE
DEDICATED

BIG STORAGE
SHARED

(LOTS OF)

LITTLE COMPUTE
STATELESS
Pure innovation creating a significant opportunity in the modern data center

DATA-CENTRIC ARCHITECTURE IS THE NEXT WAVE

1. **Complements** containers, services, lamdas
   KUBERNETES, VMWARE, OPENSHIFT

2. **Standardizes** and scales Infrastructure

3. Scale compute, data performance, & storage capacity independently

4. Share broadly: Snap instead of copy

5. Resilient & protected: storage does backup & DR, data services
Follow the lessons of the public cloud
Pure positioned for success

BIG OPPORTUNITY: DATA-CENTRIC FUTURE

DIFFERENTIATION AT OUR CORE

EXECUTING ON LONG-TERM GOALS
Differentiation at our core with a unique business model
Evergreen has pioneered a new way to purchase storage
Innovation gap widening across our portfolio of products
Customers continue to love us and we see it in our NPS and results.
Pure positioned for success

BIG OPPORTUNITY: DATA-CENTRIC FUTURE

DIFFERENTIATION AT OUR CORE

EXECUTING ON LONG-TERM GOALS
On track for >30% CAGR towards >$2B

* Based on mid-point of FY19 guidance
Excited about what we are going to share today

PRODUCT STRATEGY
MATT KIXMOELLER, VP Tech Strategy

ERA OF INTELLIGENCE
MATT BURR, GM FlashBlade

GTM UPDATE
DAVID HATFIELD, President

FINANCIAL OVERVIEW
TIM RIITTERS, Chief Financial Officer

CUSTOMER/PARTNER PANEL
KEVIN DELANE, VP Global Sales

EXECUTIVE Q&A
TOMORROW'S
DATA-CENTRIC
ARCHITECTURE

PRODUCT STRATEGY
MATT KIXMOELLER
VP, TECH STRATEGY
THE NEW WORLD OF DATA

ZBs  CORE/EDGE  THINGS  REAL-TIME  INTELLIGENCE
DATA STRATEGY?

- 10s of Products
- Complex, bespoke design
- Silos – difficult to share
- 3-5 year forklift refresh cycle
- Legacy disk performance
- Compliance & security difficult
- Constant data migration
- Expensive!
01 CONSOLIDATED + SIMPLIFIED
02 REAL-TIME
03 ON-DEMAND + SELF-DRIVING
04 MULTI-CLOUD
05 READY FOR TOMORROW
TODAY’S INNOVATION AGENDA

WHAT’S BEYOND AFA

DATA DELIVERED AS-A-SERVICE

ERA OF INTELLIGENCE
STORAGE HIERARCHY
CIRCA 2009

$/GB

COST

PERFORMANCE

FLASH

HYBRID

DISK

TAPE
STORAGE GOT FASTER, CHEAPER, AND SIMPLER

- Disk/Hybrid
- Tape
- All-Flash Array

$/GB vs. Cost vs. Performance Diagram
TWO CLASSIC STORAGE ARCHITECTURES

NETWORKED (SAN / NAS)
- VMs, DATABASES, SCALE-UP APPS
- ✓ SHARED
- ✓ RELIABLE
- ✓ RICH SOFTWARE
- × MIXED PERFORMANCE
- × COMPLEX
- × EXPENSIVE

DIRECT-ATTACHED (DAS)
- SCALE-OUT APPS, ANALYTICS, CLOUD, HCI
- ✓ FAST
- ✓ SIMPLE
- ✓ CHEAP
- × UNRELIABLE
- × NO SOFTWARE
- × COMPLEX AT SCALE
NEW TECHNOLOGIES WILL ENABLE US TO RE-WIRE THE DATA CENTER

DIVERSE, FAST COMPUTE
- CPU
- GPU
- FPGA
- TPU

FAST, CONVERGED NETWORKS
- 100+ Gb/s Ethernet

OPTIMIZED PROTOCOLS
- NVMe-oF
- RoCE

DIVERSE, UBIQUITOUS SOLID STATE
- MLC
- QLC
- 3D TLC
- SCM
WHAT IF?

CLASSIC SAN APPS & VIRTUALIZATION

+ DRAMATICALLY FASTER
+ CONSOLIDATE
+ SHARE DATA

SCALE-OUT DAS APPLICATIONS

+ DECOUPLE STORAGE/COMPUTE
+ MAINTAIN PERFORMANCE
+ EFFICIENCY

< DATA-CENTRIC ARCHITECTURE >
FOLLOW THE LESSONS OF THE PUBLIC CLOUD

VM SERVICE

CONTAINER SERVICE

BARE METAL CPU SERVICE

GPU SERVICE

FAST, CONVERGED NETWORK

OBJECT SERVICE

BLOCK SERVICE

FILE SERVICE
Gartner identified this as a new category of storage

"The NVMe-oF protocol ... will help balance the performance and simplicity of direct-attached storage (DAS) with the scalability and manageability of shared storage."

NOTE: See Gartner Doc ID#G00323446, May 2017
BUT WHAT IF SHARED ACCELERATED STORAGE COULD GO MAINSTREAM?

INDUSTRY VIEW

$/GB

COST

PERFORMANCE

ALL-FLASH ARRAY

DISK/HYBRID

TAPE

SHARE ACCELERATED STORAGE

PURE'S VIEW

$/GB

COST

PERFORMANCE

SHARE ACCELERATED STORAGE

DISK/HYBRID

TAPE
TODAY YOUR INFRASTRUCTURE PROBABLY LOOKS SOMETHING LIKE THIS
SHARED ACCELERATED STORAGE
TRULY UNIFIES INFRASTRUCTURE

- **STANDARDIZES** INFRASTRUCTURE
- **SCALE** COMPUTE, STORAGE PERFORMANCE, & STORAGE CAPACITY **INDEPENDENTLY**
- **SHARE FLEXIBLY**: SNAP INSTEAD OF COPY
- **RESILIENT & SELF-PROTECTED**: LET STORAGE DO THE HA, BACKUP & DR WORK FOR ALL APPLICATIONS
- **SIMPLE**: TO DEPLOY ... MANAGE ... SCALE
AND WE’VE ALREADY LEAD THE WAY TO SHARED ACCELERATED STORAGE

2016: The world’s first AFA for File/Object Data, Analytics & AI

2017: The world’s first enterprise all-NVMe AFA
PURE’S BEEN INVESTING IN THIS TRANSFORMATION FROM DAY 1...

FLASH-OPTIMIZED INNOVATION

2012
SERIAL DISK-OPTIMIZED SOFTWARE

2015
RELY ON ENTERPRISE SAS SSDs
PARALLEL SOFTWARE ARCHITECTURE
NV-RAM IN CONTROLLERS

2017
KEEP RETROFITTING SAS SSDs
NVMe-OPTIMIZED CHASSIS & NV-RAM
PROGRAM TO RAW FLASH

2018
SERIAL SCSI (SAS) TO SSDs
DIRECTFLASH™ GLOBAL FTL
NVMe & NVMe-oF FLASH NETWORKING
NVMe WITH FULL SOFTWARE SERVICES

LEGACY RETROFIT AFA

ROAD TO SHARED ACCELERATED STORAGE

PurityFA

RELY ON SSDs TO MANAGE FLASH

KEEP RETROFITTING SAS SSDs

SERIAL SCSI (SAS) TO SSDs

KEEP RETROFITTING SAS SSDs

FLASHCARE + SATA SSDs

RELY ON SSDs TO MANAGE FLASH

RELY ON ENTERPRISE SAS SSDs

SERIAL DISK-OPTIMIZED SOFTWARE

NVMe-OPTIMIZED CHASSIS & NV-RAM

PROGRAM TO RAW FLASH

NVMe & NVMe-oF FLASH NETWORKING
NVMe WITH FULL SOFTWARE SERVICES

NVMe WITH FULL SOFTWARE SERVICES

RELY ON SSDs TO MANAGE FLASH

KEEP RETROFITTING SAS SSDs

SERIAL SCSI (SAS) TO SSDs

DIRECTFLASH™ GLOBAL FTL

NVMe & NVMe-oF FLASH NETWORKING

PROGRAM TO RAW FLASH

NVMe-OPTIMIZED CHASSIS & NV-RAM

FLASHCARE + SATA SSDs

PARALLEL SOFTWARE ARCHITECTURE

SERIAL DISK-OPTIMIZED SOFTWARE

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INTRODUCING THE NEW

FlashArray \( \mathbf{\text{\text{%}}} \text{X} \) FAMILY

SHARED ACCELERATED STORAGE FOR EVERY WORKLOAD
INTRODUCING THE NEW

FlashArray™/X FAMILY

SHARED ACCELERATED STORAGE FOR EVERY WORKLOAD

RE-DEFINES FAST
• 100% NVMe DIRECTFLASH™ ARCHITECTURE
• UP TO 2X FASTER THAN PREVIOUS GENERATION AFAs
• AS LOW AS 250 µs LATENCY
…WITH FULL DATA SERVICES

RE-DEFINES DENSE CONSOLIDATION
• 3PB EFFECTIVE IN 6U
• INDUSTRY’S BEST 10:1 AVERAGE TOTAL EFFICIENCY
(5:1 AVG. DATA REDUCTION)
• ALWAYS-ON QoS

RE-DEFINES SIMPLICITY AT SCALE
• 99.9999% AVAILABILITY
• FULL SOFTWARE SERVICES BUILT-IN
• API AUTOMATION & AI-DRIVEN CLOUD MANAGEMENT

ALWAYS EVERGREEN™
• MIX NVMe & SATA
• UPGRADE ONLINE FROM ANY FLASHARRAY
• NVMe-oF & FUTURE MEDIA READY

NOTES: All performance comparisons “up to”. //M70 running Purity version at GA used to represent “Previous Generation AFAs”, 2X faster claim based upon write bandwidth. //X running pre-GA Purity version. “Typical workloads” latency claims based upon both in-house synthetic testing and customer trials. Performance subject to change pending GA release and future software updates. 3PB Effective based upon 5:1 average data reduction, and does not include thin provisioning.
2017:

FlashArray \(\mathbb{X}\)

\(\mathbb{X}^{70}\)

\(\mathbb{X}^{10}\)

NOTE: /\(\mathbb{X}\)90 configured with 100% NVMe DirectFlash™ Modules. /\(\mathbb{X}\)10-20 have controllers capable of NVMe & SAS, and can use both SATA and NVMe drives but come configured with SATA flash by default. All /\(\mathbb{X}\) controllers are NVMe-of-ready.

SATA Flash

2018:

FlashArray \(\mathbb{X}\)

\(\mathbb{X}^{90}\)

\(\mathbb{X}^{70}\)

\(\mathbb{X}^{50}\)

\(\mathbb{X}^{20}\)

\(\mathbb{X}^{10}\)

/\(\mathbb{X}\) FAMILY:
DUAL-MODE
NVMe + SAS/SATA CONTROLLERS

PERFORMANCE + SCALE CONFIGS:
50TB TO 3PB EFFECTIVE
100% NVMe DirectFlash

ENTRY CONFIGS:
15TB TO 50TB EFFECTIVE
SAS/SATA Flash Modules,
NVMe-Upgradable in Place
FlashArray™

OUR SEVENTH GENERATION OF EVERGREEN, NON-DISRUPTIVE UPGRADES!

Evergreen™ Storage

FA-320  2012  128 GB
FA-420  2013  256 GB
FA-450  2014  512 GB
//M      2015  1 TB
//M R2   2016  1.9, 3.8, 7.6 TB
//M R2   2017  2.2, 9.1, 18.3 TB
//M R2   2018  2.2, 4.5, 9.1, 18.3 TB

128 GB  256 GB  512 GB  1 TB  1.9, 3.8, 7.6 TB  2.2, 9.1, 18.3 TB  2.2, 4.5, 9.1, 18.3 TB

NVMe JOURNEY
//X VS Competitor Offering

90% LESS SPACE &
40% LESS FLASH
TO DELIVER 3PB
OF STORAGE

3 PB EFFECTIVE

3,200 TB
EFFECTIVE

5:1
AVERAGE DATA REDUCTION

6U

878 TB
RAW

RAID + OVERHEAD

640 TB
USABLE

1,475 TB
RAW

A Competitor’s Offering

3,250 TB
EFFECTIVE

3:1
AVERAGE DATA REDUCTION

58U IN AN 84U RACK

RAID6 + OVERHEAD

1,083 TB
USABLE

640 TB
USABLE

NOTE: Based upon publicly-available data as of May, 2018. PowerMax configured as RAID6.
FlashArray™ is priced for mainstream adoption

- **$/GB**
- **COST**
- **TIME**

**10X!**

**$0 PREMIUM**

For //X over //M on like effective capacity

**NOTE:** Calculated based upon effective GBs
TODAY’S INNOVATION AGENDA

WHAT’S BEYOND AFA

DATA DELIVERED AS A SERVICE

ERA OF INTELLIGENCE
VIRTUALIZE AND CONTAINERIZE

AUTOMATE AND ORCHESTRATE

CONSUME ON-DEMAND
AUTOMATE AND ORCHESTRATE

...ON EVERY CLOUD PLATFORM

VMWARE SDDC

OPEN AUTOMATION

PRE-BUILT OPEN FULL-STACK AUTOMATION TOOLKITS

OPENSHIFT PaaS

CONTAINER-BASED PaaS REFERENCE ARCHITECTURE

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Note: Expected GA in Q3, 2018. Delivery dates and features subject to change.
BUT WHY CAN’T I CONSUME LIKE THE CLOUD?

CAPEX → Evergreen™ Storage

OPEX → LEASE
INTRODUCING EVERGREEN STORAGE SERVICE

YOUR CLOUD STORAGE, ON DEMAND

PAY-PER-USED GB

TERMS AS SHORT AS 12 MONTHS

ONBOARDED IN DAYS

TRUE OPEX²

ALWAYS Evergreen™

BETTER-TAN-CLOUD ECONOMICS

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1) Typical time from order to fully functional service.
2) OPEX treatment is subject to customer’s auditor review.
ES2 DELIVERS FLEXIBILITY

Place your data on **OPEX** or **CAPEX** storage resources – as needed

Experiment on-prem with **OPEX** and convert to **CAPEX** when ready to commit

Run **HYBRID** to own your own data while leveraging public cloud compute

Enjoy **ENTERPRISE CLASS** storage services, with **CLOUD FLEXIBILITY**
TODAY’S INNOVATION AGENDA

WHAT’S BEYOND AFA

DATA DELIVERED AS-A-SERVICE

ERA OF INTELLIGENCE
PURE ENABLING THE ERA OF INTELLIGENCE

DATA HUB FOR DATA-FIRST WORLD

WORLDS FIRST MODERN FILE & OBJECT

LEADERSHIP IN AI INDUSTRY
NO COLD DATA
GREATEST ADVANCEMENTS ALWAYS NEED FUEL

- TRAINS
  - STEAM

- AUTOMOBILES
  - FOSSIL FUEL

- COMPUTERS
  - ELECTRICITY

AI

DATA
DATA IS THE MODERN FUEL, YET STUCK IN SILOS

DATA WAREHOUSE IN APPLIANCES

DATA LAKE IN DAS

DATA PIPELINE IN CLOUD

AI DATA PIPELINE ON FLASH
SET DATA FREE WITH DATA HUB
FLASHBLADE KEY USE CASES

RAPID RESTORE
DATA WAREHOUSE
SEMICONDUCTOR DESIGN
MODERN ANALYTICS
AI
FLASHBLADE KEY USE CASES

RAPID RESTORE

DATA WAREHOUSE

SEMICONDUCTOR DESIGN

MODERN ANALYTICS

AI
ARTIFICIAL INTELLIGENCE: FLASHBLADE POSITIONED WELL

Storage TAM for AI

- Early Success in Burgeoning Market
- Industry Ecosystem Partners & Advocates
- File and Object in Same Platform Significant Advantage
- Pushes Performance Beyond Limits of Legacy Storage

Source: IDC 2018
AIRI
INDUSTRY’S FIRST AI-READY INFRASTRUCTURE
BRINGING WORLD-CLASS AI INFRASTRUCTURE IN REACH OF NEW DATA SCIENCE TEAMS
Pure Storage FlashBlade is about 10 times faster out of the box, with no specific tuning or effort. It enabled us to boost our GPU from about 20% average utilization to close to 100% utilization.

Jeremy Barnes
Chief Architect
FLASHBLADE KEY USE CASES

RAPID RESTORE

DATA WAREHOUSE

SEMICONDUCTOR DESIGN

MODERN ANALYTICS

AI
10-20x FASTER FOR MODERN ANALYTICS
FOR INDUSTRY LEADING HEDGE FUND

Our quants want to test a model, get the results, and then test another one— all day long. So a 10-20X improvement in performance is a game-changer when it comes to creating a time-to-market advantage for us.

Gary Collier, co-CTO, Man AHL
FLASHBLADE KEY USE CASES

RAPID RESTORE

DATA WAREHOUSE

SEMICONDUCTOR DESIGN

MODERN ANALYTICS

AI
THREE FLAWS WITH TRADITIONAL DATA WAREHOUSE

PERFORMANCE NOT KEEPING UP WITH DATA

42% CAGR Data Growth

15% CAGR Appliance Performance

PRICING EXTORTIONS & OVER-PROVISIONING

$10K’s per Core

Fixed Appliance Design
Pay for Compute when Need Storage
Pay for Storage when Need Compute

Pay 3x for Storage for Protection

$10K’s per HDD/SDD

INFLEXIBLE APPLIANCES BUILT FOR SINGLE WORKLOAD
UP TO 8X FASTER FOR LEADING TELECOM IN ASIA

<table>
<thead>
<tr>
<th></th>
<th>LEGACY EXADATA</th>
<th>FLASHBLADE</th>
<th>BENEFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>DB ANALYSIS</td>
<td>9.3 Hours</td>
<td>3 Hours</td>
<td>3x Faster</td>
</tr>
<tr>
<td>BACKUP</td>
<td>16 Hours</td>
<td>2 Hours</td>
<td>8x Faster</td>
</tr>
<tr>
<td>RESTORE</td>
<td>24 Hours</td>
<td>3 Hours</td>
<td>8x Faster</td>
</tr>
<tr>
<td>EFFECTIVE DATA SIZE</td>
<td>9.9 TB</td>
<td>3.7 TB</td>
<td>2.7:1 Reduction in Capacity</td>
</tr>
</tbody>
</table>
INTRODUCING NEW FLASHSTACK

MODERNIZING ORACLE DATA WAREHOUSE

Industry-Leading Performance for Oracle Database

Fully Integrated, Validated by Cisco & Pure Storage

Extensible to Modern Analytics & AI
FLASHBLADE KEY USE CASES

RAPID RESTORE

DATA WAREHOUSE

SEMICONDUCTOR DESIGN

MODERN ANALYTICS

AI
PITFALLS WITH EXISTING BACKUP SOLUTIONS

SLOW RESTORE EXPERIENCE
LACKS PERFORMANCE WHEN YOU MOST NEED IT

“...The database in this case is ~6TB in size... I canceled it after about 24 hours. It was at ~2% complete.”

If You Thought Database Restores Were Slow, Try Restoring From an EMC Data Domain

Published On: 2015-03-20
By: Denny Cherry

Recently I did something which I haven’t had to do for a VERY long time, restore a database off of an EMC Data Domain. Thankfully I wasn’t restoring a failed production system, I was restoring to a replacement production system, so I was getting log shipping setup.

https://www.dcac.co/syndication/if-you-thought-database-restores-were-slow-try-restoring-from-an-emc-data-domain
FROM 30 HOURS TO 30 MINUTES
LEADING SaaS COMPANY STANDARDIZES BACKUP & RESTORE ON FLASHBLADE

OLD ARCHITECTURE

3RU Servers
$45k per Server
6 SSDs per Server (3 for DB storage, 3 for fast recovery)

ARCHITECTURE TODAY

1RU Servers
$10k per Server
2 SSDs per Server for DB
Backup to FlashBlade
3x More Customers per Rack

38 Hours for Full Recovery

0.5 Hours for Full Recovery

Cross Rack Backup via MySQL dump
WE’RE JUST GETTING STARTED
Leading Customers Across a Range of Industries
ERA OF INTELLIGENCE

DATA HUB FOR DATA-FIRST WORLD

WORLD'S FIRST MODERN FILE & OBJECT

LEADERSHIP IN AI INDUSTRY
GO TO MARKET 2018 HEADLINES

SALES EXECUTION
UPMARKET BIAS

PARTNER ECOSYSTEM
INDEPENDENCE & LEVERAGE

DIFFERENTIATED MODEL
PORTFOLIO SELLING MOTION
SOLID MOMENTUM IN MARKETS THAT MATTER

Number of Customers

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Total Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1'FY15</td>
<td>&gt;300</td>
</tr>
<tr>
<td>Q1'FY16</td>
<td>&gt;850</td>
</tr>
<tr>
<td>Q1'FY17</td>
<td>&gt;1,950</td>
</tr>
<tr>
<td>Q1'FY18</td>
<td>&gt;3,350</td>
</tr>
<tr>
<td>Q1'FY19</td>
<td>&gt;4,800</td>
</tr>
</tbody>
</table>

Fortune 500
- >30%

Top 20 SaaS
- 35%

Customer Growth
- ~45% y/y

Rev from Cloud
- >30%
SOLID MOMENTUM IN GLOBAL COMPANIES WITH ROOM TO GROW

Total G2000 Growth

- Q1'FY15: >75
- Q1'FY16: >150
- Q1'FY17: >200
- Q1'FY18: >300
- Q1'FY19: >400

G2000 Penetration

- >20%
CUSTOMERS MAKING LARGER INVESTMENTS WITH PURE

- FY14: 60% Y/Y
- FY15: 90% Y/Y
- FY16: 60% Y/Y
- FY17: 90% Y/Y
- FY18: 90% Y/Y

Number of Million Dollar Customers at EOY

- FY14: 10%
- FY15: 20%
- FY16: 40%
- FY17: 60%
- FY18: 90%

Million Dollar Deals
PRODUCTIVITY CONTINUES POSITIVE TREND AND STILL IN EARLY INNINGS

New Cohorts Continue to Ramp Well

<table>
<thead>
<tr>
<th>Target Model</th>
<th>Sales Break Even</th>
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<tbody>
<tr>
<td>3 MONTHS</td>
<td>Pre FY17 Cohorts</td>
</tr>
<tr>
<td>15 MONTHS</td>
<td>FY17-19 Cohorts</td>
</tr>
<tr>
<td>36 MONTHS</td>
<td></td>
</tr>
</tbody>
</table>

~50% of Sales Force has <15 Months Tenure

Q1’18

- ~60%
  - Sales Teams <15 months

Q1’19

- ~50%
GO TO MARKET 2018 HEADLINES

SALES EXECUTION
UPMARKET BIAS

PARTNER ECOSYSTEM
INDEPENDENCE & LEVERAGE

DIFFERENTIATED MODEL
PORTFOLIO SELLING MOTION
WHY PARTNERS CHOOSE TO LEAD WITH PURE

GREAT MARKET AND PURE DIFFERENTIATED

INNOVATION ENGINE

100% PARTNER CENTRIC

55% TCO

BUSINESS MODEL

CUSTOMER EXPERIENCE

DIFFERENTIATED

TECHNOLOGY

NPS 83.7
BEST IN B2B
Satmetrix Certified

4X GARTNER MQ LEADER
PARTNER CENTRIC REACH AND GLOBAL EXPANSION IN KEY MARKETS

>4,200 Channel AE’s & SE’s
>1,100 Sales & Marketing
>30 Countries Globally

3 Key Growth Markets
1. Top 1000 Cloud & SaaS
2. Next-gen Use Cases
PURE INTEGRATED INTO BROAD TECHNOLOGY ECOSYSTEM

STRATEGIC GTM

CLOUD INTEGRATION

AUTOMATION

INFRASTRUCTURE

APPLICATIONS

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GO TO MARKET 2018 HEADLINES

SALES EXECUTION
UPMARKET BIAS

PARTNER ECOSYSTEM
INDEPENDENCE & LEVERAGE

DIFFERENTIATED MODEL
PORTFOLIO SELLING MOTION
EVERGREEN REVOLUTIONIZED HOW ENTERPRISES PURCHASE STORAGE

ACQUIRE
- DEPLOY ONCE & UPGRADE IN PLACE

RUN
- EVERGREEN SUPPORT SUBSCRIPTION

UPGRADE
- NO DOWNTIME, DATA-MIGRATION, OR FORKLIFT
- UPGRADE CONTROLLERS
- MODERNIZE FLASH MEDIA
- INCREASE CAPACITY
- INCREASE DENSITY

Evergreen Storage™ ES2
ES2 enabling another industry first - Cloud Storage on Demand

**ES2**

**EVERGREEN STORAGE SERVICE**

- Pay-per-used GB
- Terms as short as 12 months
- Onboarded in days
- True OPEX* FASB’19
- Always better-than-cloud economics

* OPEX treatment is subject to customer’s auditor review
EXCITED ABOUT THE PRODUCT CYCLE WE’RE ENTERING

• Democratization of NVMe - Another Product Cycle Pure has Led
• FB for AI, Next Gen analytics, HDFS and Rapid Restore
• FlashStack and AIRI converged growth: expansion with Cisco
• Pure1 and Evergreen = investment protection and consistent customer experience
GO TO MARKET 2018 HEADLINES

SALES EXECUTION
UPMARKET BIAS

PARTNER ECOSYSTEM
INDEPENDENCE & LEVERAGE

DIFFERENTIATED MODEL
PORTFOLIO SELLING MOTION
FINANCIAL UPDATE

TIM RIITTERS
CFO
FINANCIAL UPDATE

BY THE NUMBERS

SAAS LIKE EXPANSION

LOOKING FORWARD
QUARTERLY REVIEW: Q1 FY19

Large Opportunity Ahead

- $35b TAM Opportunity
- >$1b Revenue in FY18

Q1’19 statistics

- Q1’FY19 Revenue: $256m (+40% y/y)
- Gross Margin: 66.3%
- Operating Margin: -6%

Large Opportunity Ahead
### +40% Y/Y Revenue Growth - Strong Start to FY19

#### Product Revenue (Millions)

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<thead>
<tr>
<th>FY17 Q1</th>
<th>FY17 Q2</th>
<th>FY17 Q3</th>
<th>FY17 Q4</th>
<th>FY18 Q1</th>
<th>FY18 Q2</th>
<th>FY18 Q3</th>
<th>FY18 Q4</th>
<th>FY19 Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>$141</td>
<td>$168</td>
<td>$199</td>
<td>$232</td>
<td>$183</td>
<td>$225</td>
<td>$278</td>
<td>$340</td>
<td>$256</td>
</tr>
</tbody>
</table>

#### Support Subscription Revenue (Millions)

<table>
<thead>
<tr>
<th>FY17 Q1</th>
<th>FY17 Q2</th>
<th>FY17 Q3</th>
<th>FY17 Q4</th>
<th>FY18 Q1</th>
<th>FY18 Q2</th>
<th>FY18 Q3</th>
<th>FY18 Q4</th>
<th>FY19 Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>$116</td>
<td>$138</td>
<td>$167</td>
<td>$194</td>
<td>$143</td>
<td>$180</td>
<td>$284</td>
<td>$195</td>
<td></td>
</tr>
</tbody>
</table>

*FY19 Revenue Guidance at Midpoint*
SOFTWARE DRIVING INDUSTRY LEADING GROSS MARGINS

LONG-TERM GM TARGET RANGE

Non-GAAP Gross Profit (Millions)

<table>
<thead>
<tr>
<th>FY17 Q1</th>
<th>FY17 Q2</th>
<th>FY17 Q3</th>
<th>FY17 Q4</th>
<th>FY18 Q1</th>
<th>FY18 Q2</th>
<th>FY18 Q3</th>
<th>FY18 Q4</th>
<th>FY19 Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>$95</td>
<td>$113</td>
<td>$131</td>
<td>$154</td>
<td>$121</td>
<td>$151</td>
<td>$184</td>
<td>$225</td>
<td>$170</td>
</tr>
</tbody>
</table>

$493 $682 $874

FY17 FY18 FY19*

*FY19 Gross Margin at Guidance Midpoint

Please see GAAP to Non-GAAP Reconciliation in Appendix.
**CONSISTENT LEVERAGE IMPROVEMENTS, WITH FY19 PROFITABILITY**

<table>
<thead>
<tr>
<th>FY17 Q1</th>
<th>FY17 Q2</th>
<th>FY17 Q3</th>
<th>FY17 Q4</th>
<th>FY18 Q1</th>
<th>FY18 Q2</th>
<th>FY18 Q3</th>
<th>FY18 Q4</th>
<th>FY19 Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>$(37)</td>
<td>$(21)</td>
<td>$(14)</td>
<td>$(1)</td>
<td>$10</td>
<td>$(25)</td>
<td>$(23)</td>
<td>$(15)</td>
<td>$(25)</td>
</tr>
<tr>
<td>-26.0%</td>
<td>-12.8%</td>
<td>-7.1%</td>
<td>-13.9%</td>
<td>8.7%</td>
<td>-10.3%</td>
<td>-6.0%</td>
<td>2.0%</td>
<td></td>
</tr>
</tbody>
</table>

Non-GAAP Operating Income (Loss) (Millions)

*FY19 Operating Profit and Margin at Guidance Midpoint

Please see GAAP to Non-GAAP Reconciliation in Appendix.
### QUARTERLY AND ANNUAL GUIDANCE

<table>
<thead>
<tr>
<th></th>
<th>Q2FY19</th>
<th>FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>$296 to $304</td>
<td>$1,320 to $1,370</td>
</tr>
<tr>
<td><strong>Gross margin (1)</strong></td>
<td>63.5% to 66.5%</td>
<td>63.5% to 66.5%</td>
</tr>
<tr>
<td><strong>Operating margin (1)</strong></td>
<td>-7% to -3%</td>
<td>0% to 4%</td>
</tr>
</tbody>
</table>

(1) We have not reconciled guidance for non-GAAP gross margin and non-GAAP operating margin to their most directly comparable GAAP measures because items such as stock-based compensation expense and payroll tax expense related to stock-based activities that impact these measures are not within our control and/or cannot be reasonably predicted. Accordingly, a reconciliation of the non-GAAP financial measure guidance to the corresponding GAAP measures is not available without unreasonable effort.
ES2 – A NEW COMPELLING PURCHASE OPTION

- Lifetime value – Benefits customer and Pure
- Economics – Delivering higher margins
- Visibility – More predictable and sticky business

Current Program Expectations Already Included in FY19 Guidance
STRONG & STRENGTHENING REPEAT MOMENTUM

Repeat Purchase Accelerating Overtime

All Cohorts Contributing Well

45% Y/Y Avg Growth Among All Cohorts

Repeat purchase multiple

FY18 COHORT FY17 COHORT FY16 COHORT FY15 COHORT FY14 COHORT FY13 COHORT

FY17 FY18
STRONG AND FREQUENT REPEATS

| FISCAL QUARTER | Q2'13 | Q3'13 | Q4'13 | Q1'14 | Q2'14 | Q3'14 | Q4'14 | Q1'15 | Q2'15 | Q3'15 | Q4'15 | Q1'16 | Q2'16 | Q3'16 | Q4'16 | Q1'17 | Q2'17 | Q3'17 | Q4'17 | Q1'18 | Q2'18 | Q3'18 | Q4'18 | Q1'19 |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Customer 1     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 2     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 3     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 4     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 5     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 6     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 7     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 8     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 9     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 10    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 11    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 12    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 13    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 14    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 15    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 16    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 17    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 18    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 19    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 20    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 21    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 22    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 23    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 24    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Customer 25    |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |

Quarter of Initial Purchase
Repeat Purchase
FINANCIAL UPDATE

BY THE NUMBERS

SAAS LIKE EXPANSION

LOOKING FORWARD
ON TRACK FOR >$2B, AND INCREASING PROFITABILITY

* Based on mid-point of FY19 guidance

HIGHER REVENUE GROWTH = LOWER RATE LEVERAGE
(BUT MORE PROFIT DOLLARS)

FY21 PROFIT RANGE 6% - 10% (unchanged)
LONG-TERM TARGET OPERATING MODEL

($ in Millions, Non-GAAP)

<table>
<thead>
<tr>
<th></th>
<th>Q1FY19</th>
<th>TARGET MODEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Margin</td>
<td>66.3%</td>
<td>63-68%</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>22.0%</td>
<td>15-20%</td>
</tr>
<tr>
<td>S&amp;M</td>
<td>42.0%</td>
<td>25-30%</td>
</tr>
<tr>
<td>G&amp;A</td>
<td>8.3%</td>
<td>5-7%</td>
</tr>
<tr>
<td>Operating Margin</td>
<td>-6.0%</td>
<td>15-20%</td>
</tr>
</tbody>
</table>

Please see GAAP to Non-GAAP Reconciliation in Appendix.
CUSTOMER/PARTNER PANEL

INVESTOR SESSION

KEITH MARTIN
SERVICE NOW
DIRECTOR OF CLOUD ENGINEERING

LEO BODDEN
NEW YORK PRESBYTERIAN HOSPITAL
CTO

TONY PAIKEDAY
NVIDIA
DIRECTOR PRODUCT MARKETING FOR
DEEP LEARNING
## REVENUE – 606 TO 605 RECONCILIATIONS

<table>
<thead>
<tr>
<th>($ in Millions)</th>
<th>Fiscal Quarter</th>
<th>Full Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q1 FY17</td>
<td>Q2 FY17</td>
</tr>
<tr>
<td>Product revenue - ASC 606</td>
<td>$115.5</td>
<td>$122.3</td>
</tr>
<tr>
<td>Less: ASC 606 adoption impact</td>
<td>-3.8</td>
<td>-2.1</td>
</tr>
<tr>
<td>Product revenue - As previously reported under ASC 605</td>
<td>$111.7</td>
<td>$130.9</td>
</tr>
<tr>
<td>Support subscription revenue - ASC 606</td>
<td>$25.5</td>
<td>$29.2</td>
</tr>
<tr>
<td>Less: ASC 606 adoption impact</td>
<td>2.7</td>
<td>2.1</td>
</tr>
<tr>
<td>Support subscription revenue - As previously reported under ASC 605</td>
<td>$22.8</td>
<td>$27.1</td>
</tr>
<tr>
<td>Total revenue - ASC 606</td>
<td>$141.0</td>
<td>$157.5</td>
</tr>
<tr>
<td>Less: ASC 606 adoption impact</td>
<td>-11.1</td>
<td>-1.0</td>
</tr>
<tr>
<td>Total revenue - As previously reported under ASC 605</td>
<td>$139.9</td>
<td>$156.5</td>
</tr>
</tbody>
</table>

© 2018 PURE STORAGE INC.
## Revenue – 606 to 605 Reconciliations

<table>
<thead>
<tr>
<th>$ In Millions</th>
<th>Q1 FY17</th>
<th>Q2 FY17</th>
<th>Q3 FY17</th>
<th>Q4 FY17</th>
<th>Q1 FY18</th>
<th>Q2 FY18</th>
<th>Q3 FY18</th>
<th>Q4 FY18</th>
<th>Q1 FY19</th>
<th>Q2 FY19</th>
<th>Q3 FY19</th>
<th>Q4 FY19</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product gross margin (GAAP)</strong> - ASC 606</td>
<td>$28.4</td>
<td>$28.5</td>
<td>$28.6</td>
<td>$28.7</td>
<td>$28.8</td>
<td>$28.9</td>
<td>$29.0</td>
<td>$29.1</td>
<td>$29.2</td>
<td>$29.3</td>
<td>$29.4</td>
<td>$29.5</td>
<td>$42.0</td>
<td>$42.1</td>
<td>$42.2</td>
</tr>
<tr>
<td><strong>Add SBC</strong></td>
<td>0.1</td>
<td>0.2</td>
<td>0.3</td>
<td>0.4</td>
<td>0.5</td>
<td>0.6</td>
<td>0.7</td>
<td>0.8</td>
<td>0.9</td>
<td>1.0</td>
<td>1.1</td>
<td>1.2</td>
<td>0.5</td>
<td>0.6</td>
<td>0.7</td>
</tr>
<tr>
<td><strong>Add Payroll tax related to stock-based activities</strong></td>
<td>-0.1</td>
<td>-0.2</td>
<td>-0.3</td>
<td>-0.4</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
<td>-0.8</td>
<td>-0.9</td>
<td>-1.0</td>
<td>-1.1</td>
<td>-1.2</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
</tr>
<tr>
<td><strong>Product gross margin (non-GAAP)</strong> - ASC 605</td>
<td>$28.5</td>
<td>$28.6</td>
<td>$28.7</td>
<td>$28.8</td>
<td>$28.9</td>
<td>$29.0</td>
<td>$29.1</td>
<td>$29.2</td>
<td>$29.3</td>
<td>$29.4</td>
<td>$29.5</td>
<td>$29.6</td>
<td>$39.5</td>
<td>$39.6</td>
<td>$39.7</td>
</tr>
<tr>
<td><strong>Less: ASC 605 adoption impact</strong></td>
<td>-0.2</td>
<td>-0.3</td>
<td>-0.4</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
<td>-0.8</td>
<td>-0.9</td>
<td>-1.0</td>
<td>-1.1</td>
<td>-1.2</td>
<td>-1.3</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
</tr>
<tr>
<td><strong>Product gross margin (non-GAAP)</strong> - As previously reported under ASC 605</td>
<td>$28.3</td>
<td>$28.4</td>
<td>$28.5</td>
<td>$28.6</td>
<td>$28.7</td>
<td>$28.8</td>
<td>$28.9</td>
<td>$29.0</td>
<td>$29.1</td>
<td>$29.2</td>
<td>$29.3</td>
<td>$29.4</td>
<td>$39.0</td>
<td>$39.1</td>
<td>$39.2</td>
</tr>
<tr>
<td><strong>Support subscription gross margin (GAAP)</strong> - ASC 606</td>
<td>$12.5</td>
<td>$12.6</td>
<td>$12.7</td>
<td>$12.8</td>
<td>$12.9</td>
<td>$13.0</td>
<td>$13.1</td>
<td>$13.2</td>
<td>$13.3</td>
<td>$13.4</td>
<td>$13.5</td>
<td>$13.6</td>
<td>$26.6</td>
<td>$26.7</td>
<td>$26.8</td>
</tr>
<tr>
<td><strong>Add SBC</strong></td>
<td>0.1</td>
<td>0.2</td>
<td>0.3</td>
<td>0.4</td>
<td>0.5</td>
<td>0.6</td>
<td>0.7</td>
<td>0.8</td>
<td>0.9</td>
<td>1.0</td>
<td>1.1</td>
<td>1.2</td>
<td>0.5</td>
<td>0.6</td>
<td>0.7</td>
</tr>
<tr>
<td><strong>Add Payroll tax related to stock-based activities</strong></td>
<td>-0.1</td>
<td>-0.2</td>
<td>-0.3</td>
<td>-0.4</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
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<td>-1.1</td>
<td>-1.2</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
</tr>
<tr>
<td><strong>Support subscription gross margin (non-GAAP)</strong> - ASC 605</td>
<td>$12.4</td>
<td>$12.5</td>
<td>$12.6</td>
<td>$12.7</td>
<td>$12.8</td>
<td>$12.9</td>
<td>$13.0</td>
<td>$13.1</td>
<td>$13.2</td>
<td>$13.3</td>
<td>$13.4</td>
<td>$13.5</td>
<td>$26.1</td>
<td>$26.2</td>
<td>$26.3</td>
</tr>
<tr>
<td><strong>Less: ASC 605 adoption impact</strong></td>
<td>-0.2</td>
<td>-0.3</td>
<td>-0.4</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
<td>-0.8</td>
<td>-0.9</td>
<td>-1.0</td>
<td>-1.1</td>
<td>-1.2</td>
<td>-1.3</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
</tr>
<tr>
<td><strong>Support subscription gross margin (non-GAAP)</strong> - As previously reported under ASC 605</td>
<td>$12.2</td>
<td>$12.3</td>
<td>$12.4</td>
<td>$12.5</td>
<td>$12.6</td>
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<td>$13.3</td>
<td>$25.6</td>
<td>$25.7</td>
<td>$25.8</td>
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<tr>
<td><strong>Total gross margin (GAAP)</strong> - ASC 606</td>
<td>$40.9</td>
<td>$41.0</td>
<td>$41.1</td>
<td>$41.2</td>
<td>$41.3</td>
<td>$41.4</td>
<td>$41.5</td>
<td>$41.6</td>
<td>$41.7</td>
<td>$41.8</td>
<td>$41.9</td>
<td>$42.0</td>
<td>$65.6</td>
<td>$65.7</td>
<td>$65.8</td>
</tr>
<tr>
<td><strong>Add SBC</strong></td>
<td>0.1</td>
<td>0.2</td>
<td>0.3</td>
<td>0.4</td>
<td>0.5</td>
<td>0.6</td>
<td>0.7</td>
<td>0.8</td>
<td>0.9</td>
<td>1.0</td>
<td>1.1</td>
<td>1.2</td>
<td>0.5</td>
<td>0.6</td>
<td>0.7</td>
</tr>
<tr>
<td><strong>Add Payroll tax related to stock-based activities</strong></td>
<td>-0.1</td>
<td>-0.2</td>
<td>-0.3</td>
<td>-0.4</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
<td>-0.8</td>
<td>-0.9</td>
<td>-1.0</td>
<td>-1.1</td>
<td>-1.2</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
</tr>
<tr>
<td><strong>Total gross margin (non-GAAP)</strong> - ASC 605</td>
<td>$41.0</td>
<td>$41.1</td>
<td>$41.2</td>
<td>$41.3</td>
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<td>$41.5</td>
<td>$41.6</td>
<td>$41.7</td>
<td>$41.8</td>
<td>$41.9</td>
<td>$42.0</td>
<td>$42.1</td>
<td>$65.1</td>
<td>$65.2</td>
<td>$65.3</td>
</tr>
<tr>
<td><strong>Less: ASC 605 adoption impact</strong></td>
<td>-0.2</td>
<td>-0.3</td>
<td>-0.4</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
<td>-0.8</td>
<td>-0.9</td>
<td>-1.0</td>
<td>-1.1</td>
<td>-1.2</td>
<td>-1.3</td>
<td>-0.5</td>
<td>-0.6</td>
<td>-0.7</td>
</tr>
<tr>
<td><strong>Total gross margin (non-GAAP)</strong> - As previously reported under ASC 605</td>
<td>$39.8</td>
<td>$39.9</td>
<td>$40.0</td>
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© 2018 Pure Storage Inc.
## REVENUE – 606 TO 605 RECONCILIATIONS

| Fiscal Quarter | Q1 2017 | Q1 2018 | Q1 2019 | Q2 2017 | Q2 2018 | Q2 2019 | Q3 2017 | Q3 2018 | Q3 2019 | Q4 2017 | Q4 2018 | Q4 2019 | Full Year | Total Revenue
<table>
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<tbody>
<tr>
<td><strong>Total Revenue</strong></td>
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<td>$2,881.2M</td>
<td>$3,088.3M</td>
<td>$2,706.0M</td>
<td>$2,915.6M</td>
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<td>$3,081.5M</td>
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<td>$3,064.9M</td>
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