Product and Technology Focused Financial Analyst Meeting at Accelerate 2023

Evergreen®

Value

Forward Looking Statements

This presentation contains projections and other “forward-looking” statements regarding future events or the future financial performance of Pure, including future operating results and Pure’s forward looking targets, 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 future period financial results, our technology and product strategy, such as our expectations around customer priorities, our ability to adjust to current macro conditions and expand market share, our sustainability goals and advantages, the timing and magnitude of large orders, the impact of inflation, economic or supply chain disruptions, demand for our products and subscription services, including Evergreen//One and storage for AI environments, our expectations regarding our product and technology differentiation, including our competitive advantages and //E product family, new customer acquisition, the continued success of the Portworx technology, and other statements regarding our products, business, operations and results. Additional risks, uncertainties and other factors are included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in our reports previously filed with the SEC, which are available on our website at investor.purestorage.com and on the SEC's website at www.sec.gov.

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



Agenda

01 **Perspective on Flash and Outcomes for Customers**

Charles Giancarlo, CEO

Agenda

02 **Purity Managed Direct Flash Modules**

John “Coz” Colgrove, Founder and Chief Visionary Officer

Agenda

03

All-Flash Everywhere

Amy Fowler, GM FlashBlade

Shawn Hansen, GM FlashArray

Agenda

04 **Our 4 Unique, Sustainable, Competitive Advantages**

Rob Lee, CTO

Agenda

05

Q & A Period

Charles, Coz, Amy, Shawn, Rob

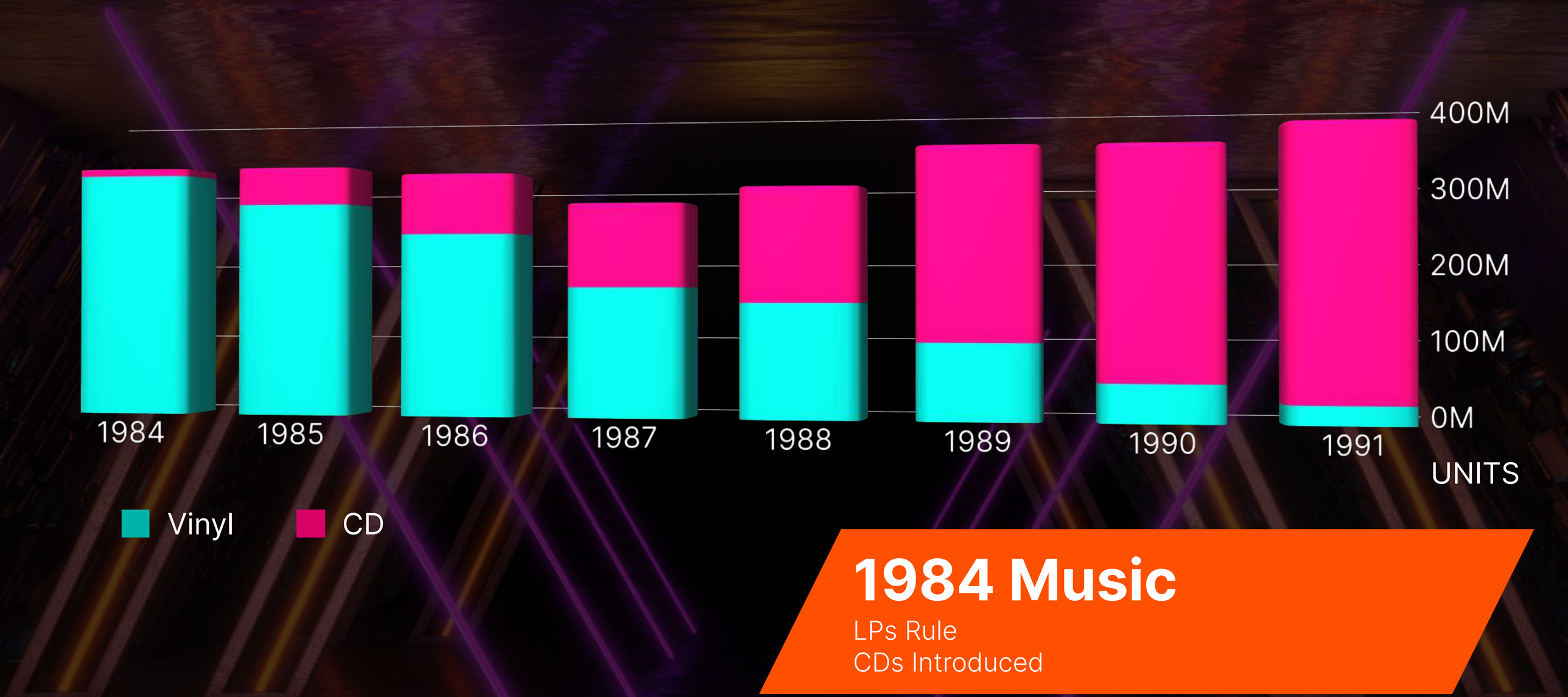
+ Kevan Krysler, CFO; Ajay Singh, CPO





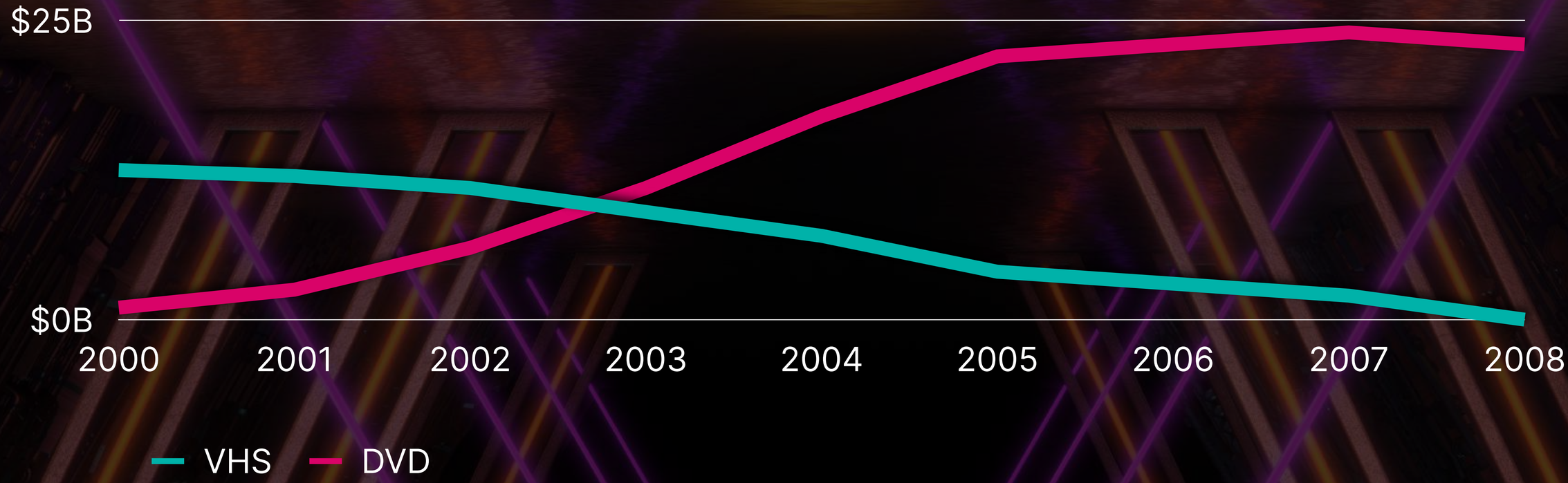
1984 bc

Before Color Photos...



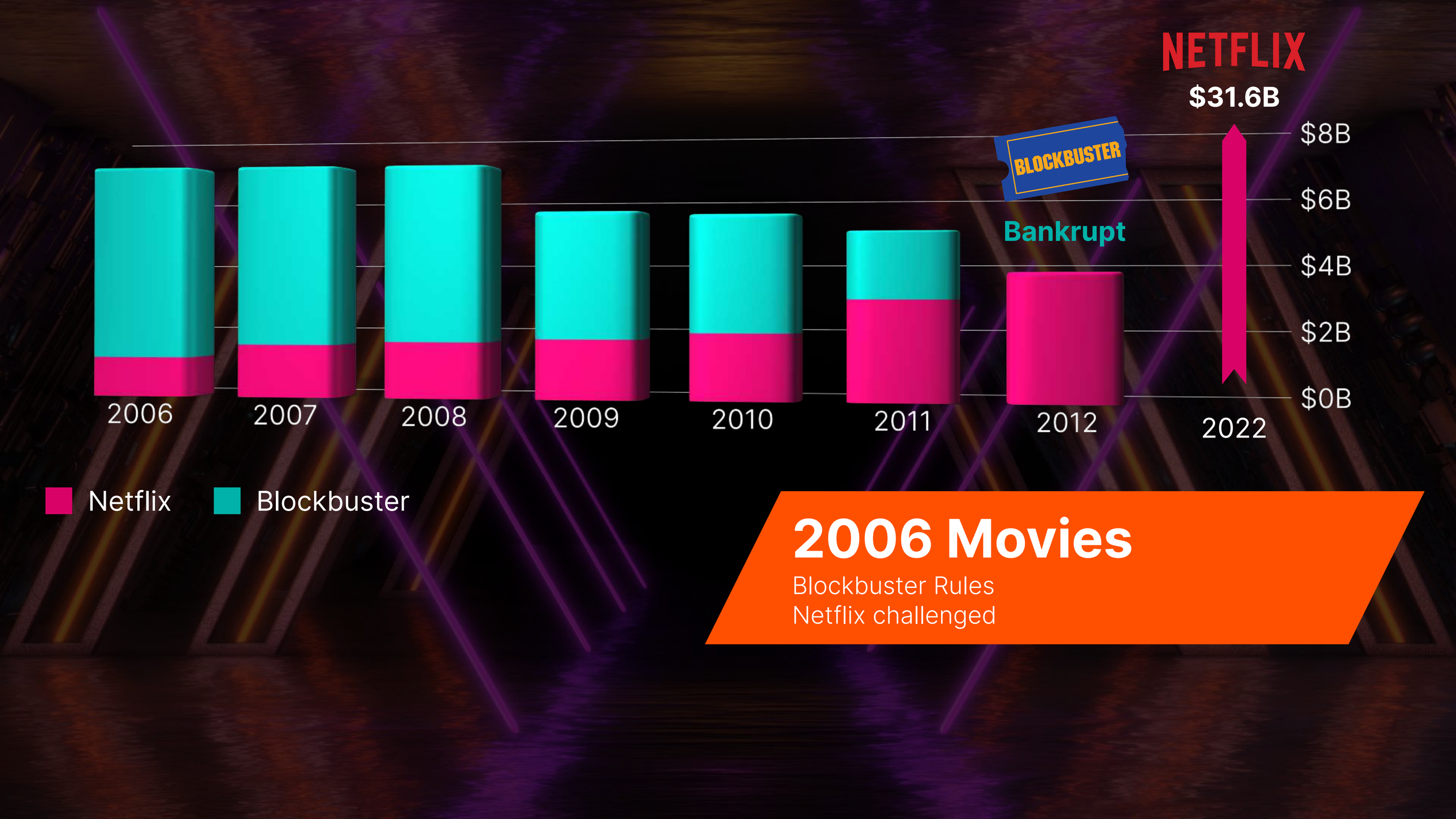
1984 Music

LPs Rule
CDs Introduced



2000 Movies

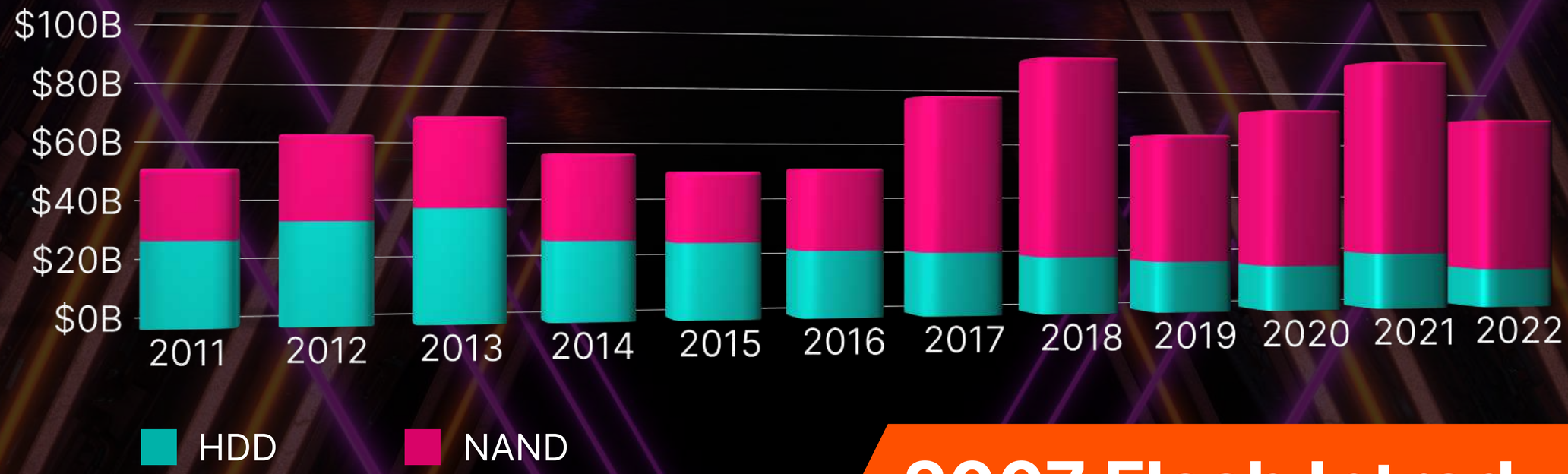
VHS Rules
DVDs Introduced 2000 - 2008



2006 Movies

Blockbuster Rules
Netflix challenged

Total HDD vs. NAND Flash Market



2007 Flash Introduced

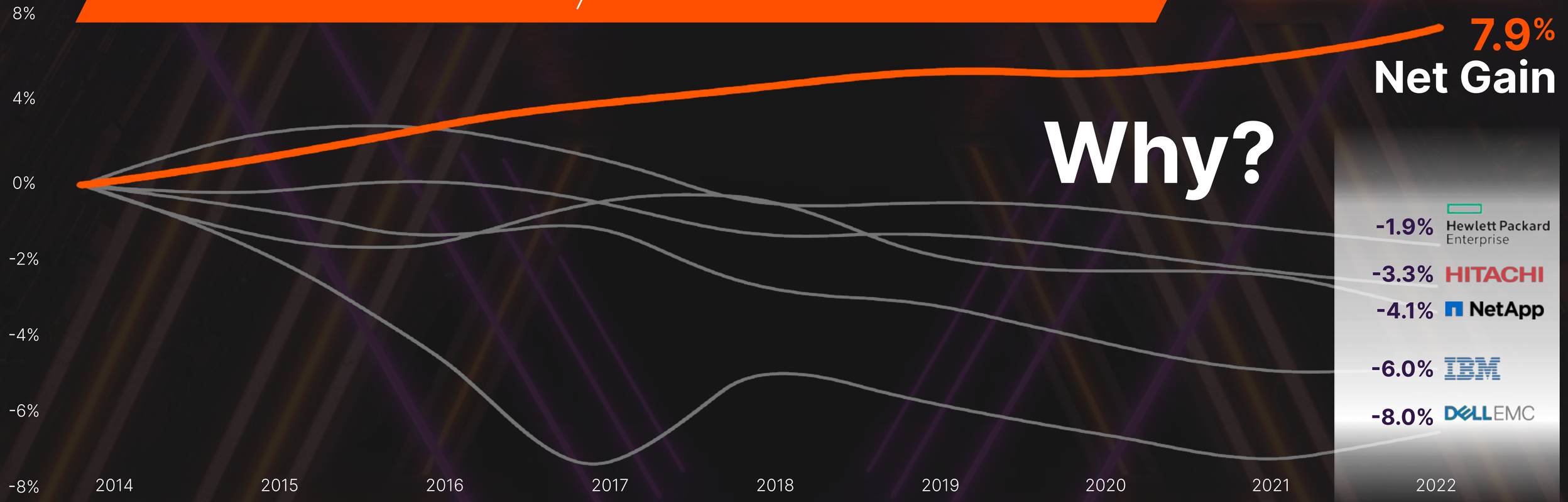
2010 HDDs Rule
2015 Flash Dominates


By 2028
No new HDDs sold

9 Year Storage Market Share*

IDC: Market Share Changes From 2014 Through 2022

PURESTORAGE®



We Deliver Outcomes

Driven by unique differentiation in native flash management, a modern SW architecture, and a focus on simplicity and management at scale

How?



2-5x*

More Power, Space Efficient

10x vs Hard Disk Systems



>10x

More Reliable

>10-30x Fewer Service Visits



5-10x

Less Labor to Operate

Automation-Driven Cloud Operating Model



50%+* Lower TCO



Most Consistent Product Line

1 Purity, 2 HW Architectures, 1 Management system



Products Are Never-Obsolete

Always-Improving, Non-Disruptively

**Typical Configurations*

World’s Most Consistent, Modern, Reliable Product Line.

Purity +



FlashArray

//X //XL //C //E

Azure aws

Cloud Block Store

FlashBlade

//S //E

Scale Up

Unified Block & File
Low Latency
High Performance to High Capacity

Direct to Flash

Block, File, Object On Prem and In Cloud
Consistent APIs Best data reduction
Highest Sustainability

Scale Out

File and Object High Throughput
High Performance to High Capacity

World's Most Consistent, Modern, Reliable Product Line.



Integrated SaaS Mgt

All Products
Predictive Support

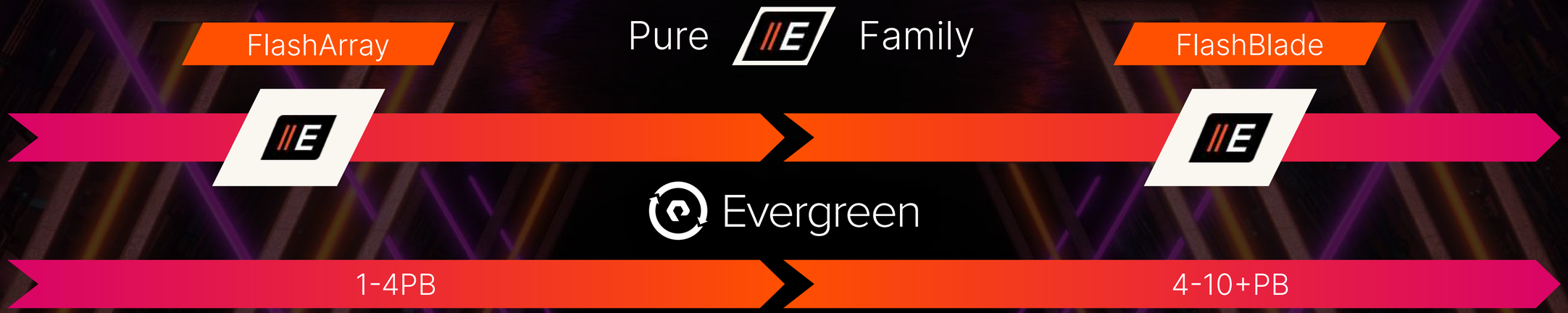
Cloud Native

Kubernetes Data Management
Supports all environments

Cloud Operating Model

and Subscription Services

Pure//E Family: Benefits of all-flash. Better economics than disk.



One-fifth the space and power | 10x-30x the reliability | 50% lower TCO of legacy | 85% less e-waste

Pure’s 4 Unique, Sustainable Competitive Advantages

Direct-to-Flash Management

Efficiency / Reliability / Longevity

Evergreen Lifecycle

Never obsolete / Never disruptive



Highly Consistent Portfolio

Purity / DFMs / Pure1 / Scale Up and Scale Out

Cloud Operating Model

Pools of Storage / Managed as a Fleet / Orchestrated, available as-a-service

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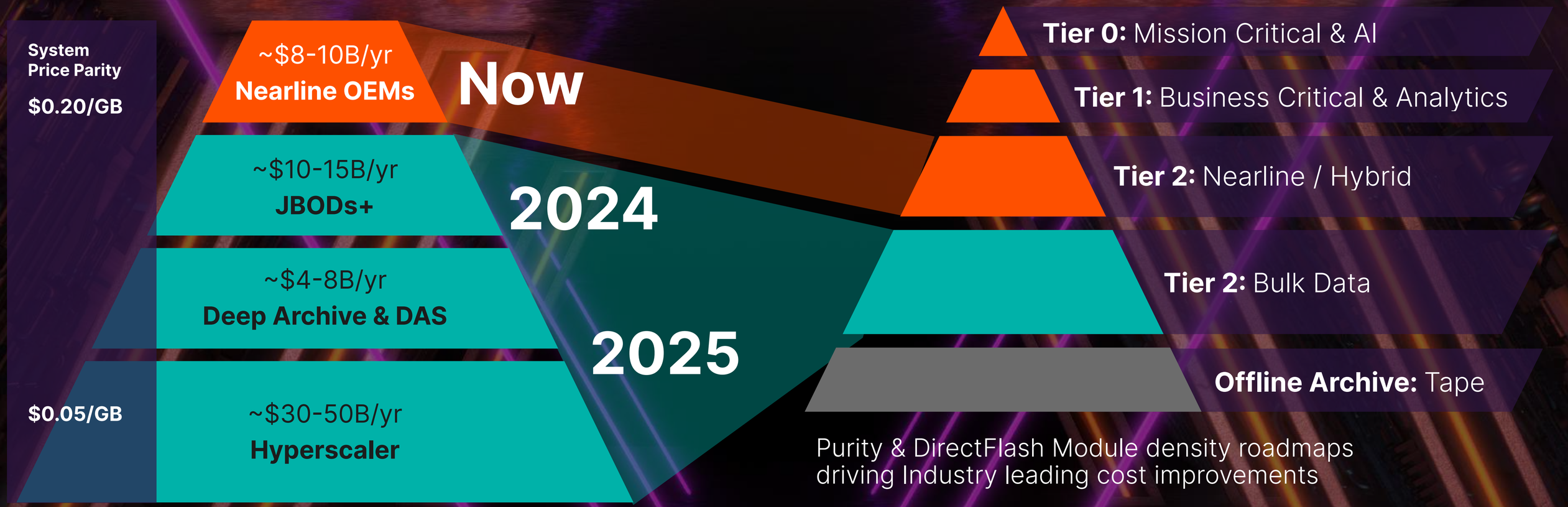
Cloud Operating Model

Pools of Storage / Managed as a Fleet / Orchestrated, available as-a-service





Pure Flash Price Advance vs. Hard Disk Systems

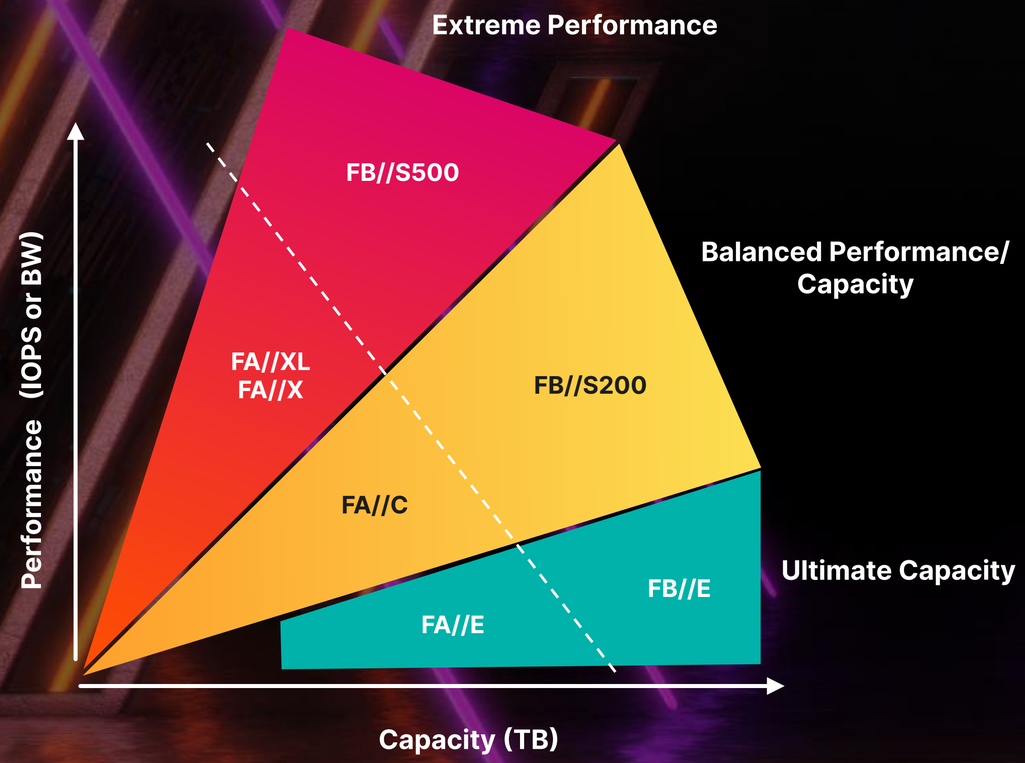


Purity & DirectFlash Module density roadmaps driving Industry leading cost improvements

Market sizing based on Pure Storage analysis, and IDC & Gartner market data

Pure DirectFlash™ Storage Portfolio

Able to Satisfy the Full Range of Enterprise Storage Needs

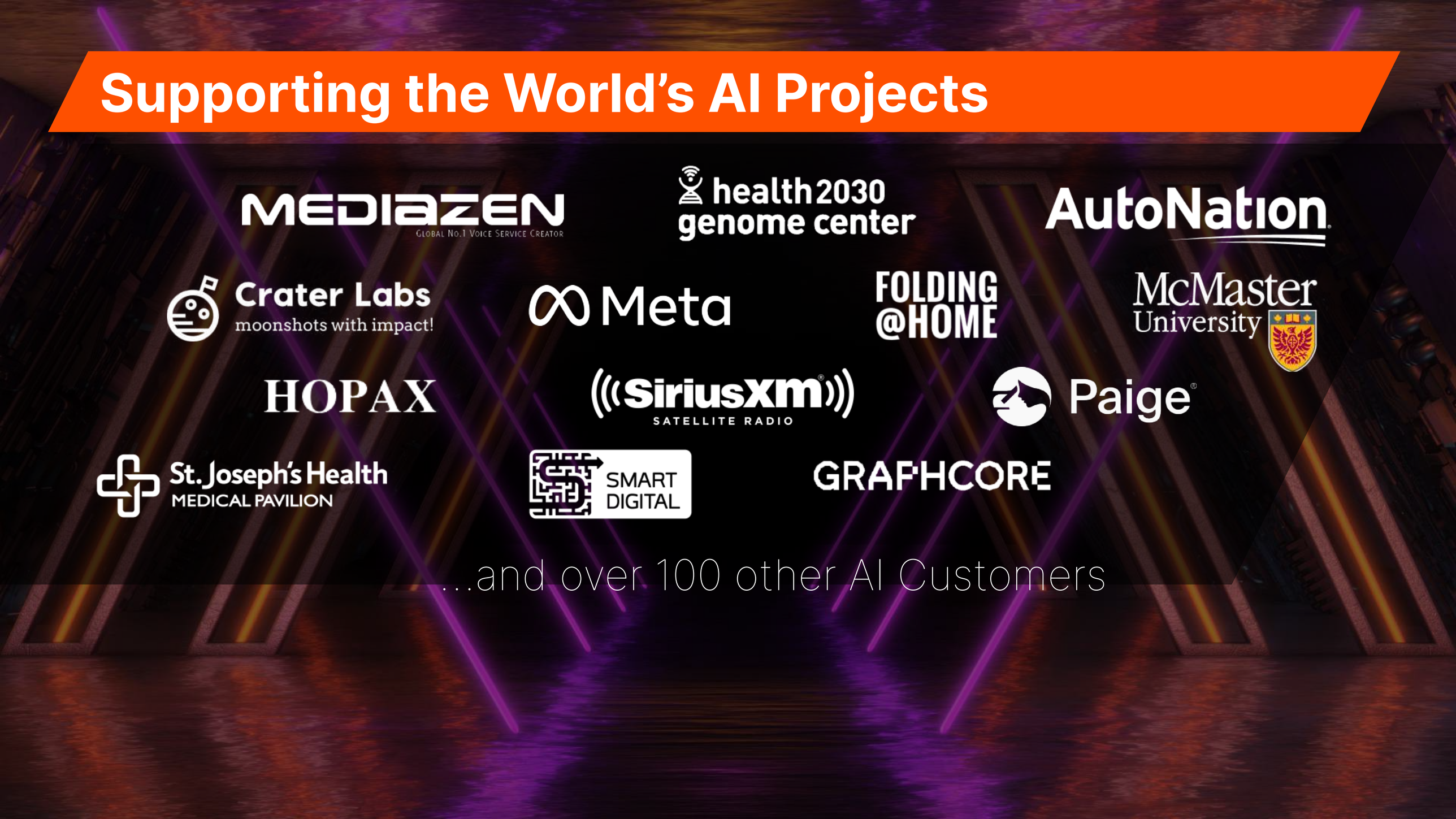


Block

File

Object

Supporting the World's AI Projects



...and over 100 other AI Customers

The Data Center Sustainability Challenge

1-2% Consumed by Data Centres

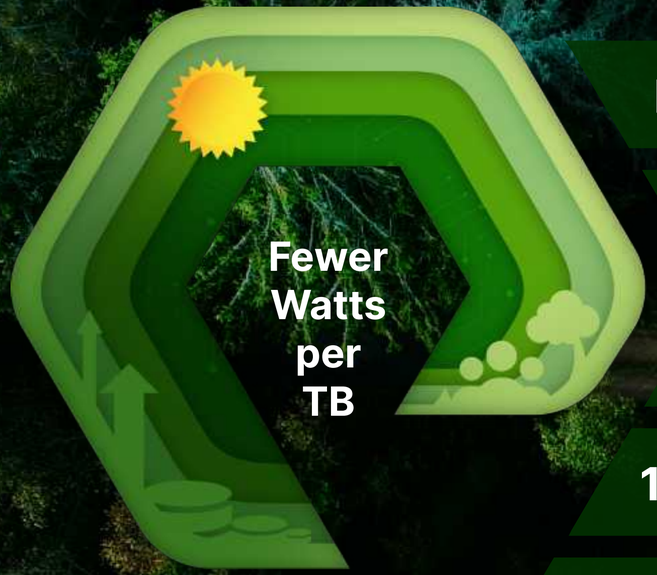
20-25% From Storage

Pure flash storage consumes 80% less power





Bring The All Flash Green Data Center to Life



Less than One-Fifth The Power*

Up to **85%** Less E-Waste

50% Lower Operational Cost

10-30x The Reliability

Less than One-Fifth The Space*

* vs. Existing HDD Systems (up to 1/5th vs. competitive All Flash Systems)

Pure’s 4 Unique, Sustainable Competitive Advantages

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Highly Consistent Portfolio

Purity / DFMs / Pure1 / Scale Up and Scale Out

Cloud Operating Model

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Leveraging Purity Across the Winning Portfolio

The Unified Block and File Platform

FlashArray



Scale-up architecture

For workloads that need the lowest latencies

The Unified File and Object Platform

FlashBlade



Scale-up architecture

For the highest performance file and object workloads

Pure//E Family: Benefits of all-flash. Better economics than disk.



One-fifth the space and power | 10x-30x the reliability | 50% lower TCO of legacy | 85% less e-waste

Storage platform of choice for any AI use case

AI training environments or Applications leveraging AI

Healthcare/ Life Sciences	Financial services	Public sector/Federal	Mainstream enterprises	Automotive/ Manufacturing
Radiology, Imaging	**Quantitative trading**	**Defense/security, Image analysis**	**Predictive modeling, Image analysis**	**Autonomous driving**

“Why Pure” as described by customers

REDUCTION IN TRAINING TIME | **FUTURE SCALABILITY** | **USER EXPERIENCE** | **EASE OF OPERATIONS** | **SUSTAINABILITY**

Purity brings premium storage to the cloud

Fortune 500
Health Care Provider

Reduces Cloud Storage
Costs by 50%

w/ Cloud Block Store



Premium Features
5:1+ Data Reduction
Snapshots
Enterprise Resiliency



Pure’s 4 Unique, Sustainable Competitive Advantages

Direct-to-Flash Management

Evergreen Lifecycle



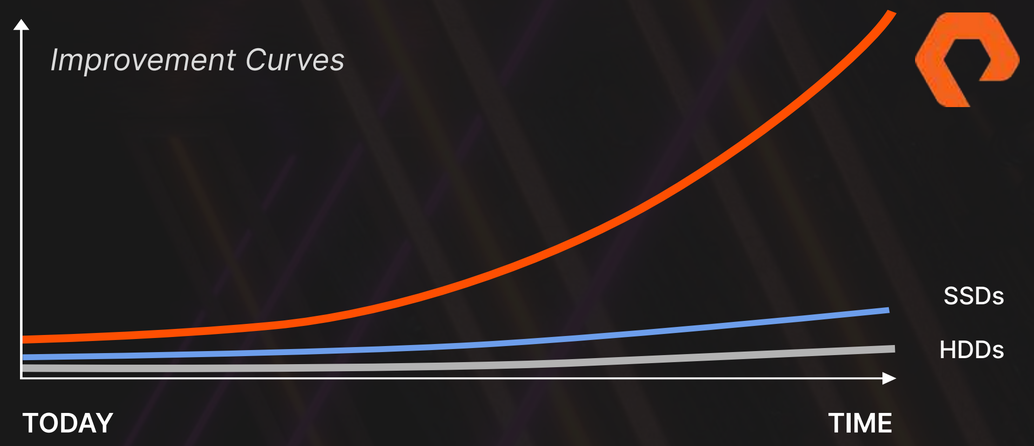
Highly Consistent Portfolio

Cloud Operating Model

Hard drives are done. SSDs are not the answer. Software is the Difference.



FLASH MANAGEMENT
I/O SCHEDULING
DATA PLACEMENT
GARBAGE COLLECTION
WEAR LEVELLING
LOGICAL ADDR MAPPING
BLOCK REMAPPING
DATA-PROTECTION
...



Purity creates significant **efficiency, performance, reliability, and density** advantages

Pure’s 4 Unique, Sustainable Competitive Advantages

Direct-to-Flash Management

Evergreen Lifecycle



Highly Consistent Portfolio

Cloud Operating Model

Highly Consistent Portfolio

COMMON PURITY SOFTWARE

Block

VM / VVOLs

File Object HTTPS

Purity

DATA SERVICES

REDUCE: Deduplication & Compression
ASSURE: Availability, Encryption
PROTECT: Snapshots, Replication

GLOBAL FLASH MANAGEMENT

DirectFlash MODULE

FlashArray

FlashBlade

Pure Cloud Block Store™

Rest APIs

EXTENSIBILITY

OPEN APIs

CLOUD AUTOMATION & CONNECTORS

OPEN METRICS

Pure1™

MANAGE

CLOUD MANAGEMENT
ANALYTICS

GLOBAL INSIGHT

PREDICTIVE SUPPORT
24×7 RESPONSE

Pure Fusion

AUTOMATE

POLICY-BASED MGMT
INFRA-AS-CODE

VIRTUALIZE

POOLS OF STORAGE
FLEXIBLE PLACEMENT



Pure’s 4 Unique, Sustainable Competitive Advantages

Direct-to-Flash Management

Evergreen Lifecycle



Highly Consistent Portfolio

Cloud Operating Model

Delivering the Cloud Operating Model

Run like the Cloud



Fully Automated API-Driven Management



Management of Single Pool of Resources



Private Cloud Building Blocks

- Deliver cloud-like experience for storage, everywhere
- Manage Storage as a Service by Policy, not by HW
- Automate and Optimize - Virtualize Storage Access
- Creates a network-effect for Data Storage

Run in the Cloud | **Build for the Cloud** | **Power the Cloud**

Giving Customers the Flexibility, Management, and Consumption Models of the Cloud

Pure’s 4 Unique, Sustainable Competitive Advantages

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Evergreen Lifecycle



Highly Consistent Portfolio

Cloud Operating Model

What would 5PB look like?

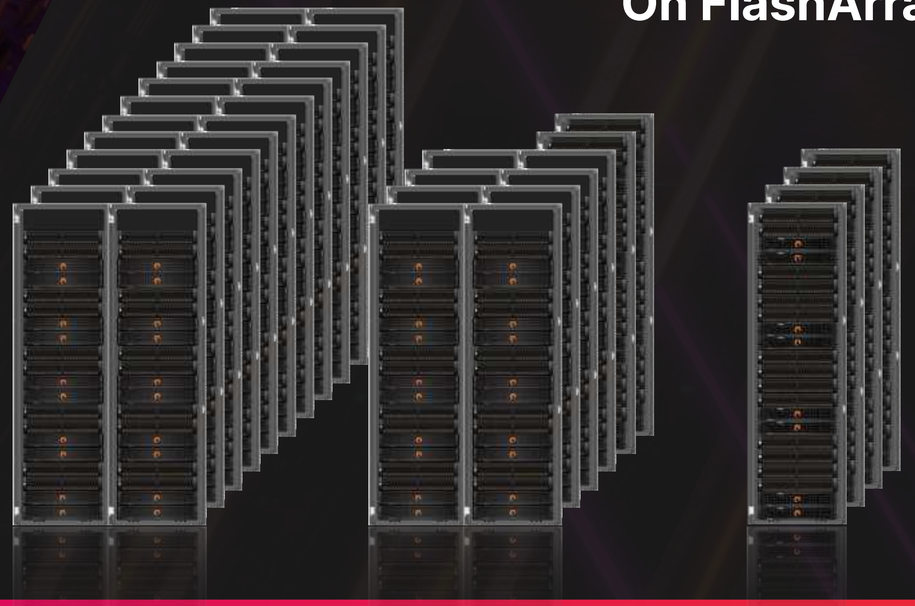
On FlashArray//X

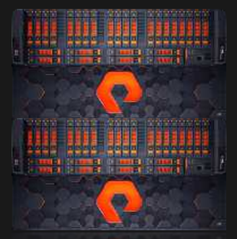
Evergreen improves customer arrays over time, without disruption

>100 New Software Features

>500x Lower Space & Power

>30x More Performance









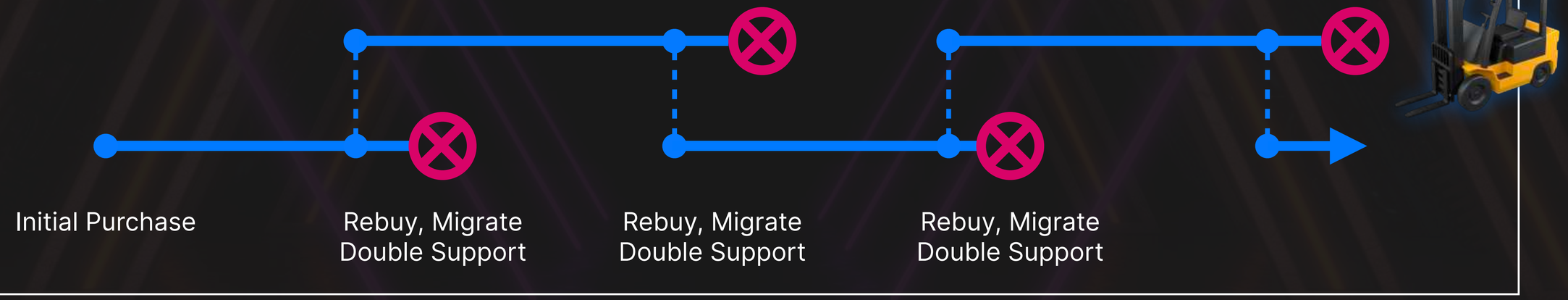
Future Efficiencies

2012 2014 2016 2018 2020 Today 2025

Continuous Evergreen Customer Journey

Our Products are always modernized, Non-Disruptively without planned downtime.
One purchase, which improves with future innovation.

vs. Our Competitions' Forklift Migrations



Continuous Evergreen Customer Journey

Evergreen Delivers Modernization, Efficiency and New Innovation

Evergreen



Hardware

Purity

Snapshots | Replication | ActiveCluster | vVols | File Services | CloudSnap | SafeMode | NVMe/TCP

Software

Software NDU

Initial Purchase

Full Non-Disruptive Upgrade (NDU)

Full NDU & Capacity Consolidation

Expansion

Full NDU & Capacity Consolidation

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Question & Answer Period

Paul, Kevan, Rob, Coz, Charles, Amy, Shawn, Ajay





