

Investor Day at
CISCO *Live!*

Modernize Infrastructure

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Forward-Looking Statements

This presentation contains projections and other forward-looking statements regarding future events or the future financial performance of Cisco, including future operating results and Cisco's forward-looking targets. These projections and statements are only predictions. Actual events or results may differ materially from those in the projections or other forward-looking statements. In addition, Cisco's forward-looking targets do not represent projections or guidance for a particular period, but rather long-term financial targets management utilizes in managing the business and actual results for a particular period may differ materially. Please see Cisco's filings with the SEC, including its most recent reports on Form 10-K and Form 10-Q, for a discussion of important risk factors that could cause actual events or results to differ materially from those in the projections or other forward-looking statements.

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Non-GAAP measures for future periods would not include, when applicable, share-based compensation expense, amortization of acquisition-related intangible assets, acquisition related/divestiture costs, significant asset impairments and restructurings, significant litigation settlements and other contingencies, Russia-Ukraine war costs, gains and losses on equity investments, the income tax effects of the foregoing, significant tax matters, and other items that Cisco may exclude from time to time in the future.

Our opportunity

Massive TAM
that Cisco is positioned to capture

\$221B

by CY2027

Secular shifts
creating tailwinds for Cisco



AI



Cloud



Digital transformation



Access

Our differentiated strategy

The world needs Cisco secure connectivity

Accelerate
growth

AI, hyperscaler, and
rest of cloud

Propel
secure networking

Across the
global area network

Evolve
the customer model

From point solutions
to a platform

Accelerate growth

AI, hyperscaler, and
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Evolve the customer model

From point solutions
to a platform

Accelerate growth across AI, hyperscalers, rest of cloud

Hyperscalers¹

- AI²

TAM CY27	TAM CAGR CY25-27
\$20.5B	28%
\$8.8B	18%

Technology leadership

- 20 use cases in production, 25% in AI
- 17 design wins, 65% in AI
- 12 use cases in pipeline

Selling models

- Fully integrated systems
- Grey box
- Optics
- Optical
- Silicon

Enterprise and rest of cloud³

- AI²

TAM CY27	TAM CAGR CY25-27
\$64.9B	9%
\$9.8B	29%

- HyperFabric for AI
- Digital Experience Assurance
- Secure Connectivity: private to public cloud

Selling models

- Orchestration & automation
- Fully integrated systems
- Compute (GPU and x86)
- Optics
- Optical

1. Includes DC Switching (Managed, Fixed-Unmanaged, Infiniband) Silicon & Optics. Does not include Server, Storage, Software and Services
 2. Includes AI DC Switching (Mgd + Infiniband) and Direct Purchase Ethernet Optics
 3. Includes Enterprise Data Center and second-tier cloud providers. Numbers include Mgd DC Switching, x86 Blade Servers, Silicon & Optics, Cloud related M&O S/W, ComputeaaS

Technology leadership in hyperscaler and rest of cloud

Software



- **Top 3** code contributor
- Governing Board member

Systems

- Advanced cooling (liquid/immersion)
- High capacity and scale
- Rapid custom designs
- Circular design principles

Silicon

- 14 silicon variants in 4.5 years
- **2x performance** with Silicon One for AI job completion time

Optics

- Liquid immersion
- Silicon photonics
- Co-packaged Optics
- Linear-drive Pluggable Optics

Optical

- Digital Coherent ZR pluggables (400G-800G) **#1 market share**
- 1.2Tbps per wavelength for connectivity between data centers

Accelerate growth in AI data center: Cisco HyperFabric

The company that invented cloud management for networking is now bringing it to the data center



Cloud Management with automation and
simplified orchestration for the
on-premises AI data center

Accelerate growth

AI, hyperscaler, and
rest of cloud

Propel secure networking

Across the
global area network

Evolve the customer model

From point solutions
to a platform

Propel secure networking

Cisco Networking
Cloud Platform

+

Cisco Security
Cloud Platform

Hypershield: security infused into the network fabric

AI-native endpoint identification, behavioral analysis, and quarantining

End-to-end micro- and macro-segmentation (and multi-vendor)

Cisco SSE + SD-WAN = SASE with integrated Digital Experience Assurance

Propel secure
networking with
Cisco Networking
Cloud Platform
innovation

APIs

500+ million daily API calls

98% renewal rate

2.4x more spend

Patents

22,890 patents in Cisco Networking

3,336 patents issued since 2021

Propel secure networking with AI-native capabilities

WAN insights

Predictive path recommendations

Internet insights

Internet weather map

Radio resource management

AI-native RF for Wi-Fi

Device identity

Auto-Detect and classify endpoints

Event detection

Automated detection, correlation, and action

Accelerate growth

AI, hyperscaler, and
rest of cloud

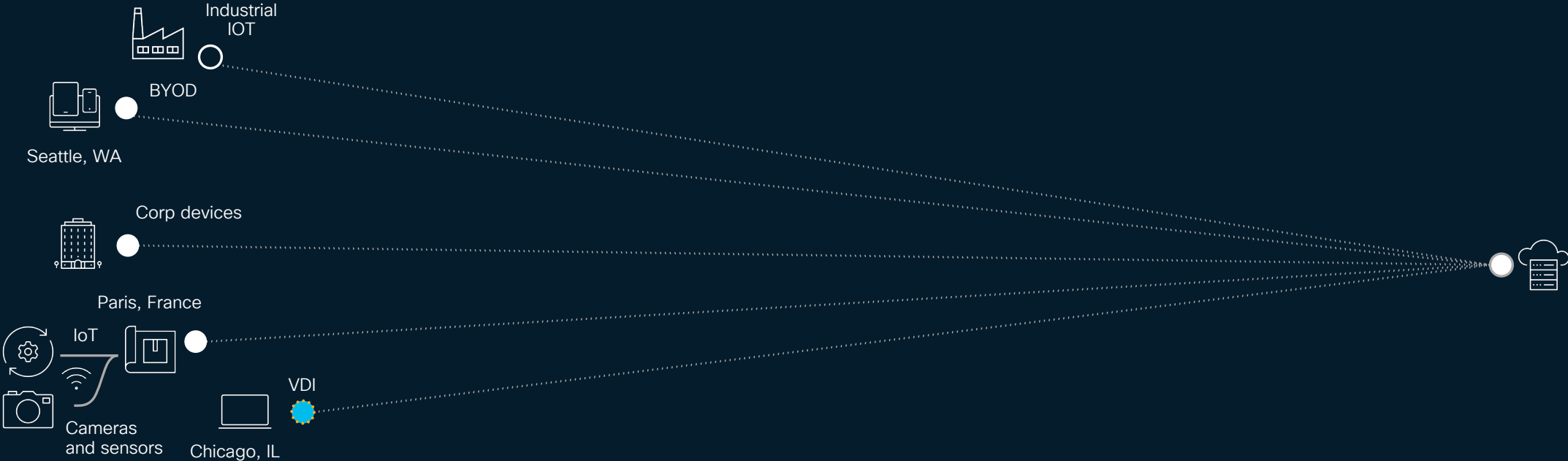
Propel secure networking

Across the
global area network

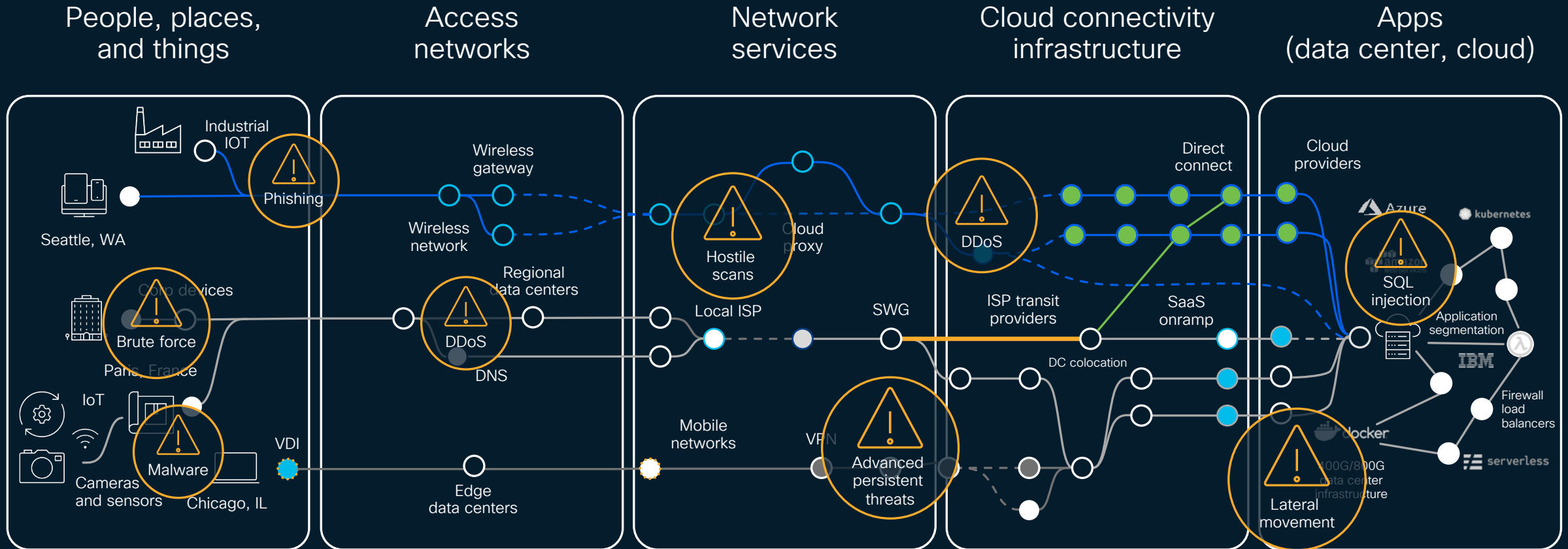
Evolve the customer model

From point solutions
to a platform

The experience users expect



But the reality is...



Digital resilience across the global area network

AI-native intelligence and automation

Networking

Security

Observability

Federated data layer

Usage | Synthetics | Endpoints | Devices | Events, logs, traces | Behaviors



Home



Branch/Campus



Data Center



Service Provider



Internet



Cloud/App

Owned infrastructure

Unowned infrastructure

Global area network

Digital Experience Assurance delivers digital resilience



Home



Branch/Campus



Data Center



Service Provider



Internet



Cloud/App

1B

endpoints

Continuous intelligence
on end user
digital experience

5B

daily synthetic
measurements

Pinpoint issues at the
endpoint, network, and
application layers

650B

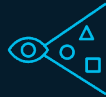
daily points of
measurement

Automated
workflows and
event remediation

Unparalleled global area network visibility



All networks and infrastructure: home, campus, branch, data center, internet, service provider, SaaS, public cloud



Custom view and understanding of what you own and don't own



Adding integrations, vantage points, and new points of measurement

Difference between a multi-hour outage and a momentary disruption

650 billion

points of measurement
daily

5 billion

synthetic measurements
daily

1 billion

endpoints of visibility

Unmatched data

500+ million

API calls per day
across all platforms

260+ million

mobile IoT connected
endpoints

29 million

devices sending
telemetry

100+ million

connected cars

And for those of you here today...

**What we inferred
about your critical
digital experiences
in just one week:**

100% of you rely on cloud services for video collaboration

9 of you were impacted by a CRM* disruption that lasted 4+ hours and impacted thousands of users, all caused by a third-party DNS provider

64% of you rely on SharePoint
41% of you rely on Salesforce

5 of you were impacted by DDOS provider outage, with one of your websites impacted for 7+ hours

Cisco can identify issues across the owned and unowned infrastructure, on any network, anywhere

Evolve the customer model: land and expand

Cameras, sensors,
collaboration devices, Spaces

Cameras, sensors,
Contact Center

Industrial hardened devices,
cameras, sensors

Safety,
security, analytics

AI-native campus

AI-native branch

AI-native industry

Connected vehicles

Observability, now with Digital Experience Assurance

Security

Networking platform

Enterprise connectivity

Data center connectivity

Cloud connectivity

Evolve the customer model with top accounts

Growth in franchise motion among top 2,000 customers

90% of top customers have 5+ franchises

20% of top customers have 9+ franchises

For each additional franchise, average ARR spend increases **~1.3X**

Land and expand in motion



Self Esteem Brands

350 gyms equipped; enterprise agreement for 1,800 more

Meraki networking backbone, smart cameras, custom analytics

Keep gyms open **24/7** with minimal staffing during off-hours

APIs work with a custom application to detect tailgaters



Hilton Hotels

500,000 devices deployed at 3,500 hotels

Assurance on the unified platform

75% fewer Wi-Fi complaints to the front desk, **90%** fewer trouble tickets, and **10x** faster guest Wi-Fi



Bosch

Five-year Whole Portfolio Agreement (WPA)

From **2,000 contracts to one**

One contract for switching, routing, data center, assurance, security, collaboration, and services

Expanded to the SD-WAN franchise after the WPA

Driving sustained differentiation and growth



Accelerate growth



Propel secure networking



Evolve the platform

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