



INVESTOR DAY

NEW YORK CITY 2019

INVESTOR DAY 2019

The customer summit experience



Matthew Kempler,
Vice President, Planning and Investor Relations
LivePerson

8:00 A.M. – 9:00 A.M.

TECHNOLOGY DEMOS

Maven, Conversation Builder, LiveEngage
And Apple Business Chat

9:00 A.M. – 9:05 A.M.

INVESTOR DAY OVERVIEW

Matthew Kempler, Vice President,
Planning and Investor Relations,
LivePerson

9:05 A.M. – 9:25 A.M.

THE FUTURE OF CONVERSATIONAL COMMERCE

Robert LoCascio, Founder and CEO,
LivePerson

9:25 A.M. – 10:30 A.M.

CUSTOMER AND PARTNER PRESENTATIONS

Mariam Reza, Enterprise Solutions
LivePerson

Aramark

Pavan Arora, Chief AI Officer

FINANCIAL FIRESIDE CHAT

Goldman Sachs

Jeff Kim, Vice President

GM Financial

Robert Beatty, EVP Customer Experience

Accenture Interactive

Mark Sherwin, Managing Director of CX

Sky UK

Tom Scott, Former Managing Director,
Customer Service Group

10:30 A.M. – 10:45 A.M.

CONNECTION BREAK

10:45 A.M. – 11:10 A.M.

MOVING TOWARD AN INTENT-DRIVEN ENTERPRISE

Alex Spinelli, Chief Technology Officer,
LivePerson

11:10 A.M. – 11:20 A.M.

Q&A

11:20 A.M. – 11:40 A.M.

ACCELERATED MOMENTUM IN ENTERPRISE

Manlio Carrelli, EVP, Enterprise Business Unit,
LivePerson

11:40 A.M. – 11:50 A.M.

ACCELERATED MOMENTUM IN COMMERCIAL

Avi Kedmi, EVP, Commercial Business Unit,
LivePerson

11:50 A.M. – 12:15 P.M.

CAPTURING THE TAM: TARGETING >20% GROWTH

Chris Greiner, Chief Financial Officer,
LivePerson

12:15 P.M. – 12:30 P.M.

Q&A

12:30 P.M. – 12:35 P.M.

CLOSING REMARKS

12:35 P.M. – 1:30 P.M.

LUNCH WITH LEADERS

Disclaimer

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Act"), and Section 21E of the Securities Exchange Act of 1934, as amended. You can generally identify forward-looking statements by our use of forward-looking terminology such as "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "might," "plan," "potential," "predict," "seek," "vision" or "should," or the negative thereof or other variations thereon or comparable terminology. In particular, statements about our preliminary estimated financial results for the fiscal years ending December 31, 2019 and 2020, our 3 to 5 year long-term growth model, conversational commerce growth, operating metric projections, expected headcount, and our expectations, beliefs, plans, strategies, objectives, prospects, assumptions or future events or performance contained in this presentation are forward-looking statements. These forward-looking statements involve risks, uncertainties and other factors that could cause actual results to differ materially from those projected.

Please refer to our filings with the Securities and Exchange Commission, particularly the "Risk Factors" included in our Annual Report on Form 10-K for the fiscal year ended December 31, 2018 and our Quarterly Report on Form 10-Q for the quarterly period ended March 31, 2019 for factors that could cause actual results to materially differ from those we project. Any forward-looking statement that we make in this presentation speaks only as of the date of such statement. Except as required by law, we do not undertake any obligation to update or revise, or to publicly announce any update or revision to, any of the forward-looking statements, whether as a result of new information, future events or otherwise, after the date of this presentation.

This presentation includes non-GAAP financial measures, which complement the financial statements of LivePerson, Inc. (the "Company") prepared in accordance with GAAP. These non-GAAP financial measures are not intended to supersede or replace the Company's GAAP results. The most directly comparable GAAP financial measures and a detailed reconciliation between GAAP and non-GAAP financial measures is included in the Appendix to this presentation. We have not presented a quantitative reconciliation of our long-term model for the forward-looking non-GAAP measures Adjusted EBITDA and Contribution Margin to their most directly comparable GAAP financial measures because it is impractical to forecast certain items without unreasonable efforts due to the uncertainty and inherent difficulty of predicting the occurrence and financial impact of such items as well as the periods in which such items may be recognized.

Our long-term growth targets contained in this presentation represent our goals and are not projections of future performance. The targets and projections contained in this presentation are forward-looking, are subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. Nothing in this presentation should be regarded as a representation by any person that these targets or projections will be achieved, and the Company undertakes no obligation to update this information.

We obtained market, industry and other data in this presentation from our own internal estimates and research, publicly available information about our competitors, industry and general publications and research, surveys and studies conducted by third parties. While we believe that the publicly available information about our competitors, publications, research, surveys and studies that we have used is reliable, we have not independently verified the information from third-party sources. While we believe our internal estimates and research are reliable and the market definitions are appropriate, neither such estimates and research nor these definitions have been verified by an independent source.

This presentation does not constitute an offer to sell or the solicitation of an offer to buy any security of the Company.

LIVEPERSON

The future of conversational commerce



Robert LoCascio,
Founder & Chief Executive Officer,
LivePerson

1997

The screenshot shows the SAS Customer Intelligence website. The header includes the SAS logo with the tagline "THE POWER TO KNOW" and "Providing software solutions since 1976". Navigation links include Home, Products & Solutions, Customer Success, Partners, Company, and Support & Training. The main content area features the title "SAS Customer Intelligence" and the subtitle "Integrated Marketing Management. More Revenue, Less Guesswork." Below this is a "Watch the Video" button. A secondary navigation bar includes Overview, Products, Industries, and Resources. The main content area is divided into sections for "Digital Marketing" and "Marketing Analytics". A live chat window is overlaid on the right side of the page, displaying a message: "Our Online Representatives are currently unavailable. Send us a message and we'll respond as soon as possible or check back for chat assistance during normal business hours (9:30am - 5pm ET). You may also reach us at (919) 727-0025, option 2 or by emailing us at mccenter@sas.com." The chat window includes input fields for "Your Name" and "Company", a "Submit" button, and a note: "Would you like someone from SAS to contact you? If yes, please provide either your email address or phone number *".




VEHICLES

SPECIAL OFFERS

DEALER INVENTORY

SHOPPING TOOLS

 BUILD YOUR OWN

Engineered to perform. Born to explore.

Introducing the first-ever 2020 Telluride. With a heart for adventure, technology to command the road less traveled, and comfort for up to eight occupants, it's no wonder the Telluride was named "Best in Show" by Cars.com at the 2019 Detroit Auto Show. The adventure can be yours with a starting MSRP of \$31,690¹, beginning in Spring 2019.²

Explore



LEARN MORE ABOUT TELLURIDE



THE ALL-NEW
2020 TELLURIDE

RECEIVE UPDATES



TRADE-IN
VALUE



PAYMENT
CALCULATOR



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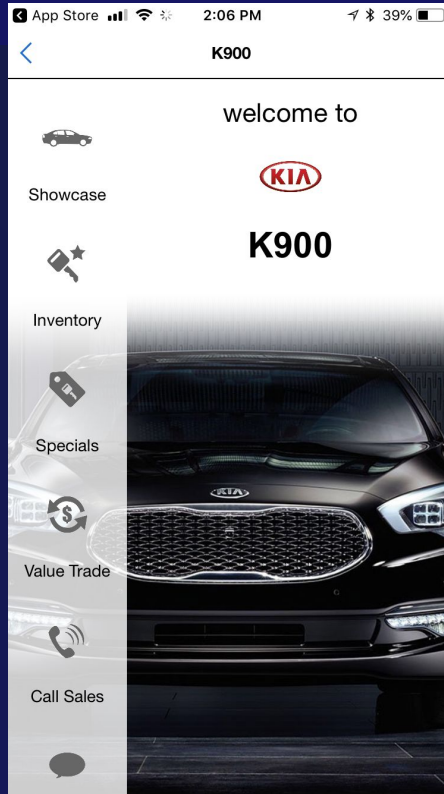
Let's chat!

Crossovers/ SUVs/ Minivan

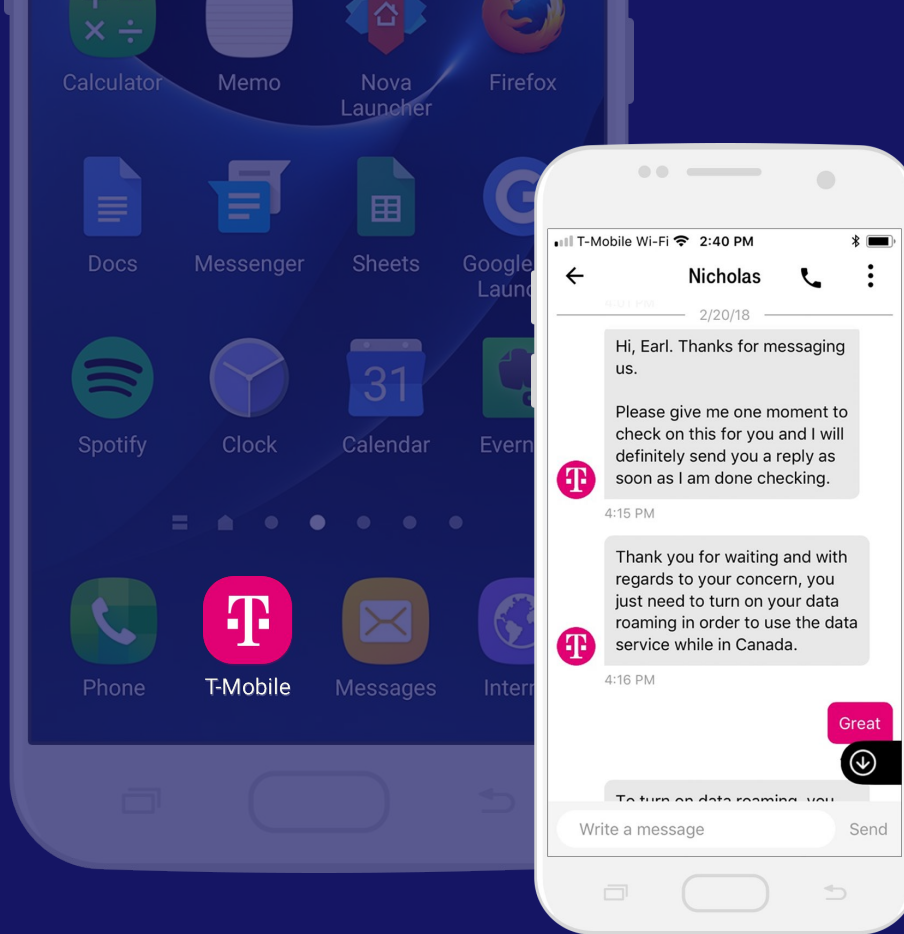
Sedans

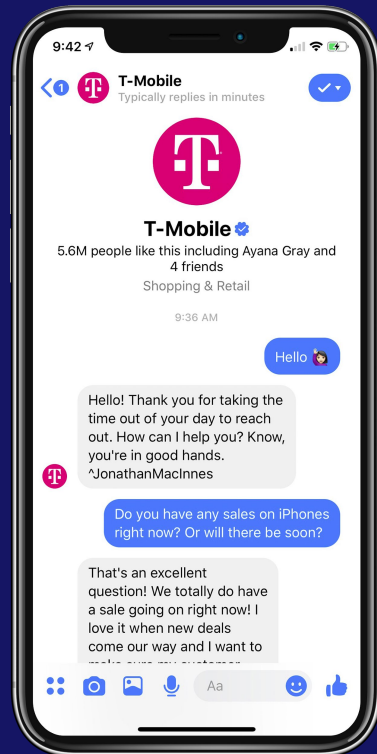
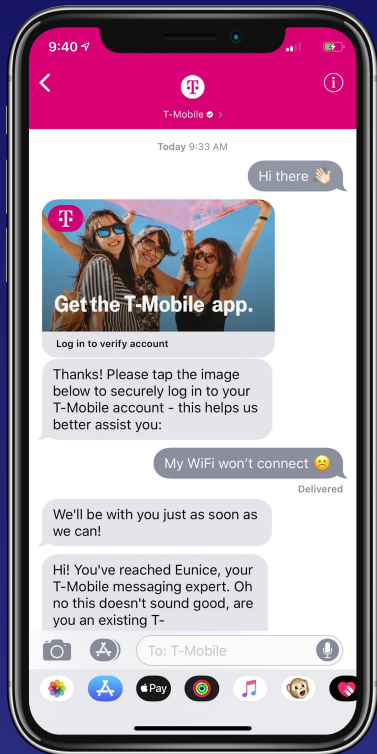
Hybrids & EV

Hatchbacks



T-Mobile





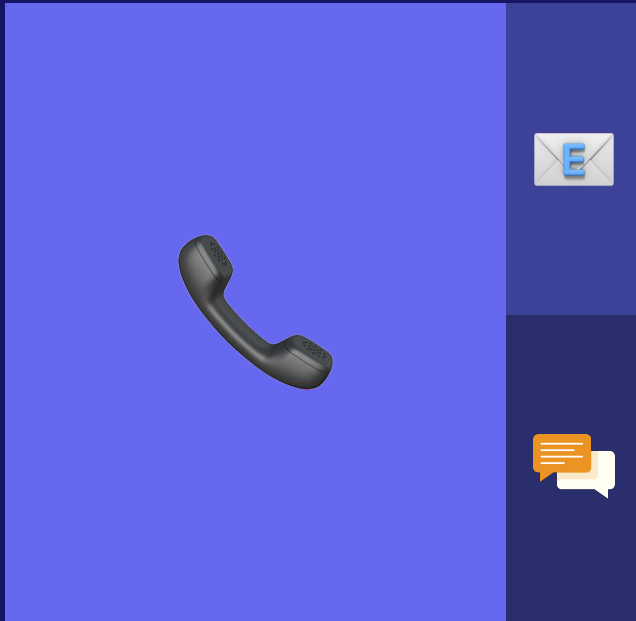
5 billion consumers are on messaging



Source: GSMA Intelligence

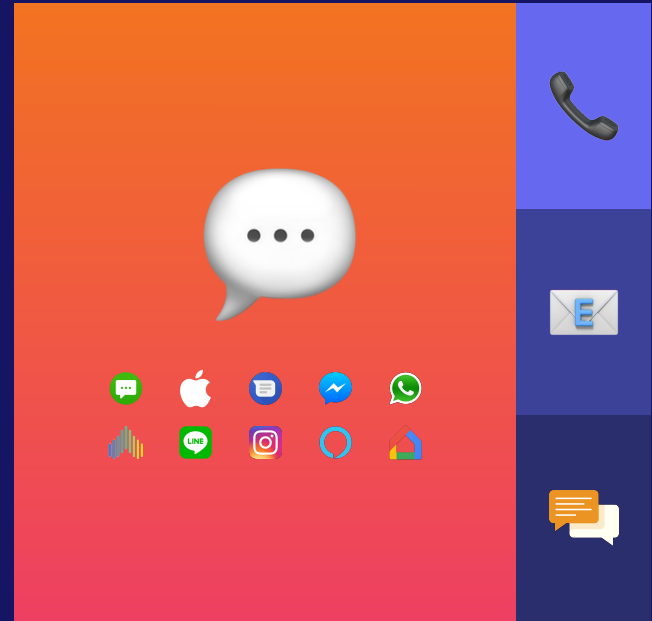
OMNICHANNEL EXPERIENCE

The past

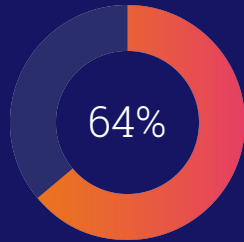


CONVERSATIONAL COMMERCE EXPERIENCE

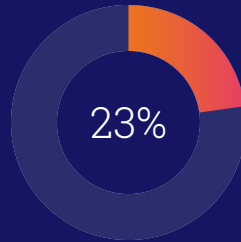
The present



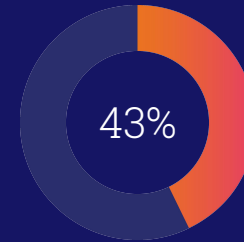
More than 200 leading brands on messaging



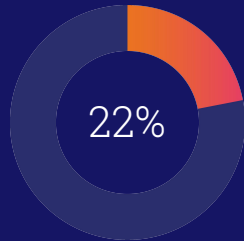
of Global
Fortune 500
telcos



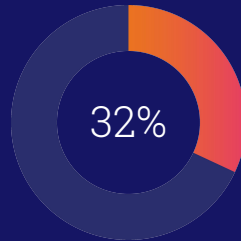
of Global
Fortune 500
retailers



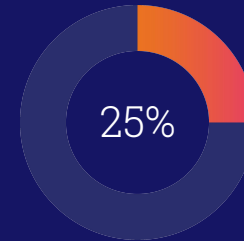
of Global
Fortune 500
airlines



of Forbes'
World's Most
Valuable
Brands are
customers
or partners

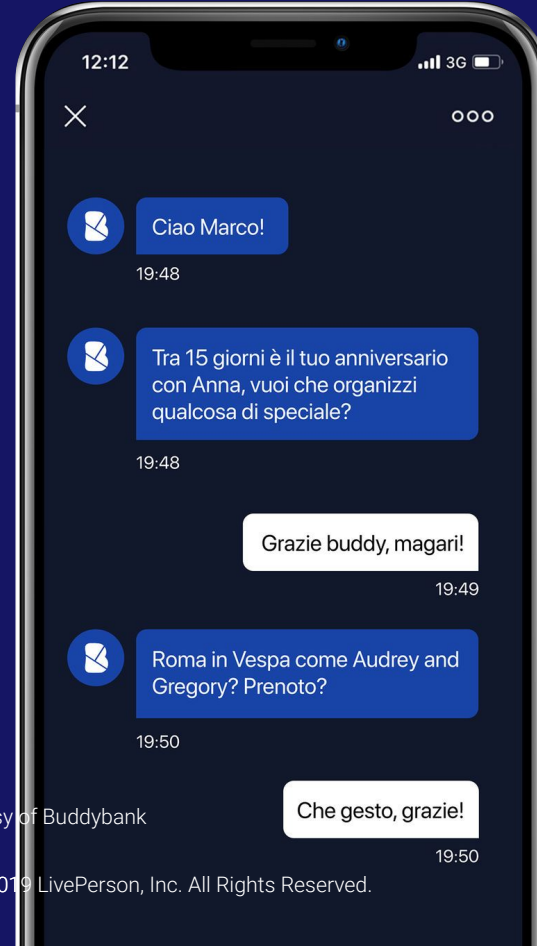


of Global
Fortune 500
banks

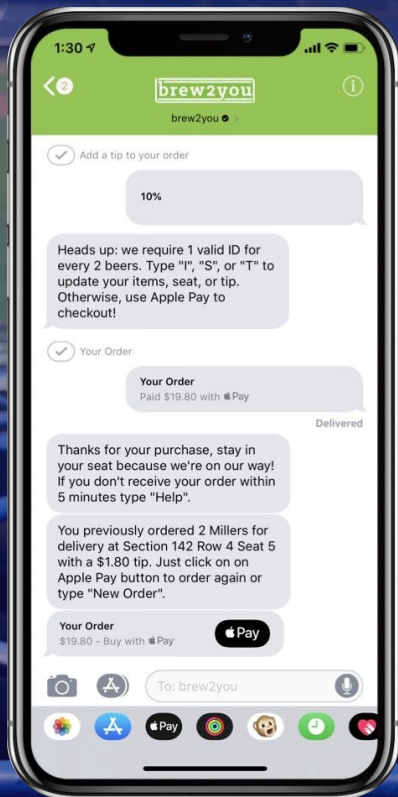


of Global
Fortune 500
auto brands

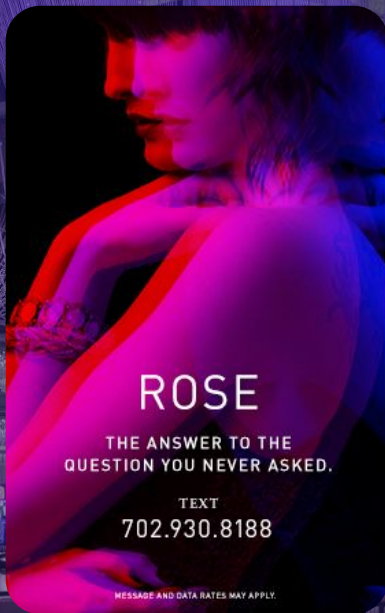
*All figures exclude China, a region where LivePerson does not operate.



Content courtesy of Buddybank



Content courtesy of Aramark



ROSE

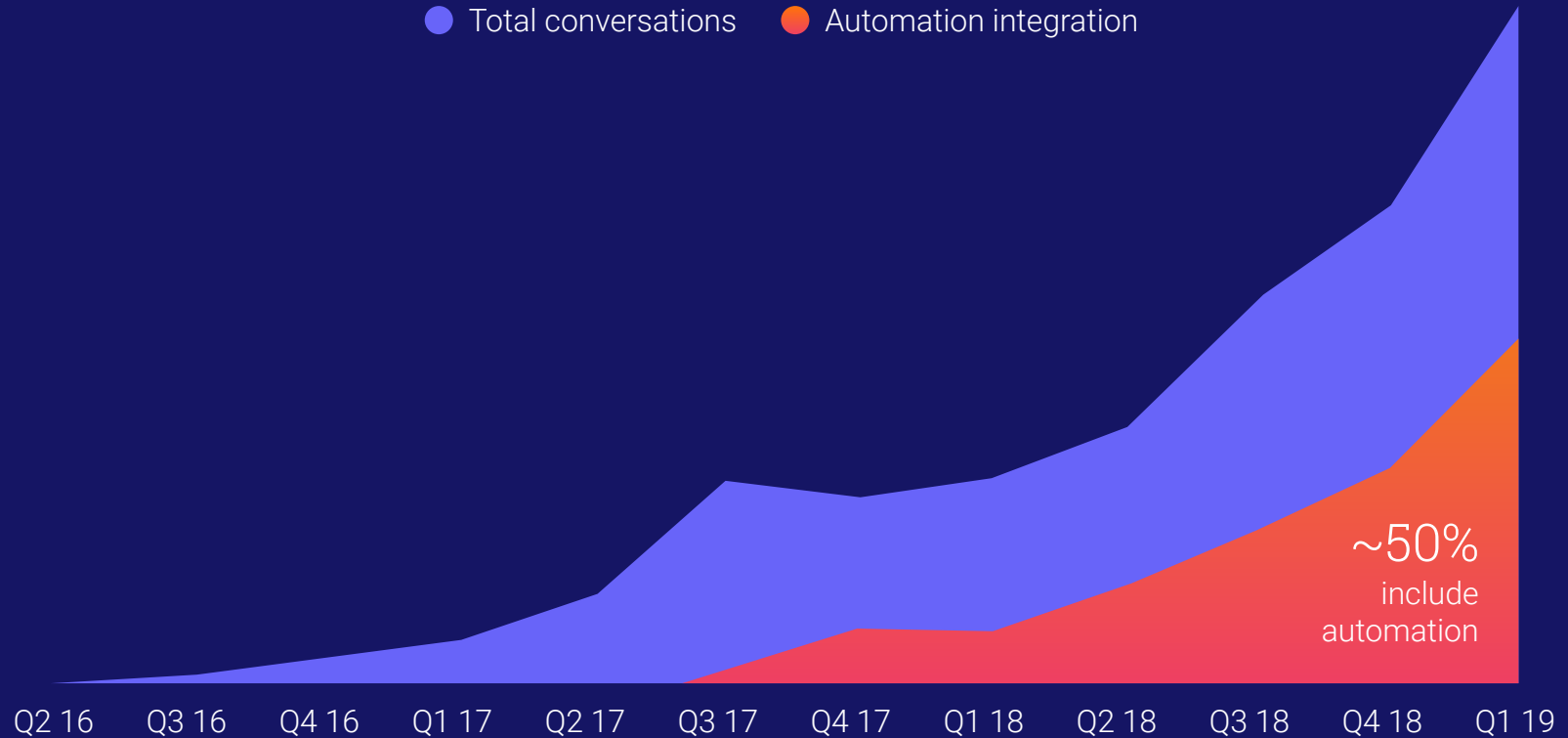
THE ANSWER TO THE
QUESTION YOU NEVER ASKED.

TEXT
702.930.8188

MESSAGE AND DATA RATES MAY APPLY.

Content courtesy of The Cosmopolitan Hotel

Exponential growth in conversations and automation



Democratizing AI

deepakchopra

0:55

Will AI be able to tell new stories?

DEEPAK CHOPRA'S

INFINITE POTENTIAL

SPECIAL GUEST:
ROBERT LOCASCIO

[LISTEN NOW](#)

Audio player controls: volume icon, mute icon, and progress bar.

SILICON VALLEY®





EQUAL.



Robert LoCascio
Founder and CEO
LivePerson



Arianna Huffington
Founder and CEO,
Thrive Global



Jimmy Wales
Founder,
Wikipedia



Baroness Lane Fox
Founder,
Doteveryone



Justine Cassell
Associate Dean for
Technology Strategy
and Impact, CMU

Miriam Vogel

Executive Director, EqualAI

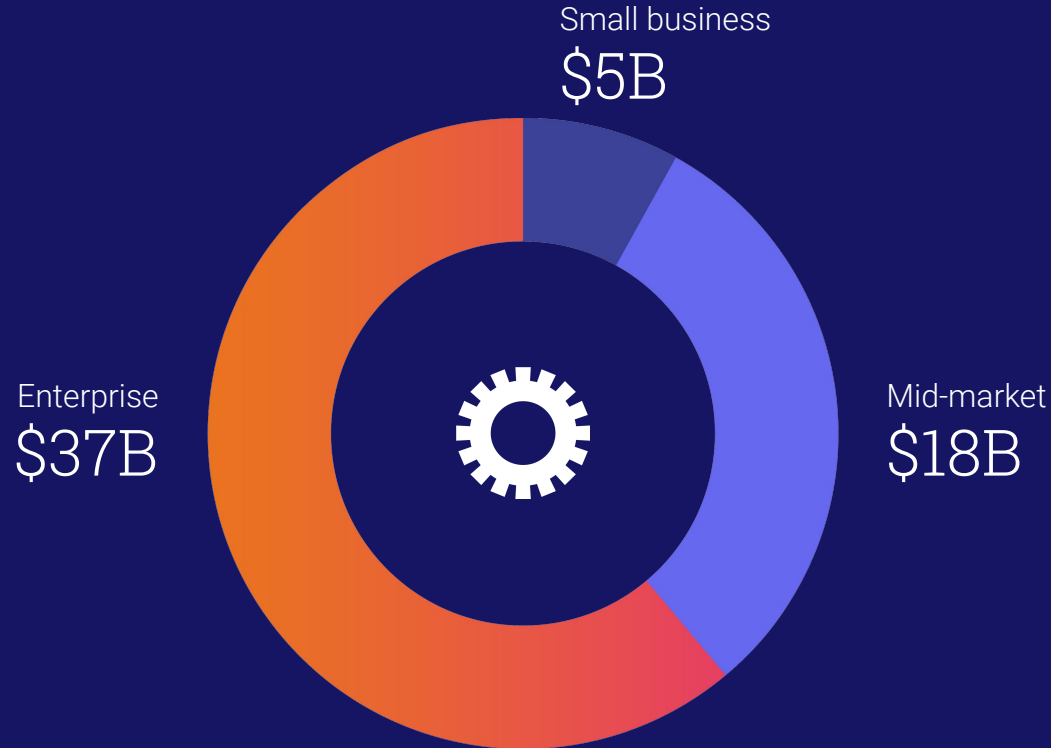
EQUAL







A \$60 billion Go-To-Market Opportunity



Source: Source: LivePerson proprietary go-to-market analysis



LIVEPERSON

Customer & partner presentations



Mariam Reza,
Vice President, Enterprise Business Solutions
LivePerson

ARAMARK

Conversational business messaging meets consumers where they are



Pavan Arora,
Chief AI Officer,
Aramark

A FORTUNE 200



GLOBAL LEADER

HEADQUARTERS IN PHILADELPHIA, PA

270,000
EMPLOYEES
WORLDWIDE



OPERATING IN
19 COUNTRIES

ON FOUR CONTINENTS

OUR IMPACT

CATER TO
100M
SPORTS FANS

OVER 5,400 
BUSINESS DINING LOCATIONS

OVER 170,000
REFRESHMENT SERVICES LOCATIONS


19 
NATIONAL AND STATE PARKS
ACROSS THE U.S., OVER
22 MILLION VISITORS A YEAR

OVER
2,000
HEALTHCARE FACILITIES

SERVE 38 TEAMS 
IN THE NBA, NFL, NHL, AND MLB

58 CONFERENCE
CENTERS

OVER 47,000
PUBLIC SAFETY AGENCIES
MORE THAN 500
CORRECTIONAL FACILITIES
IN NORTH AMERICA

OVER 160 OIL RIGS,
MINES, AND OTHER
REMOTE LOCATIONS 

1,500 COLLEGES,
UNIVERSITIES,
& K-12 SCHOOL
DISTRICTS

MANAGE
16 UNDERGROUND
CAFETERIAS
IN THE LARGEST UNDERGROUND COOPERATIVE IN THE WORLD

22 CONVENTION & CIVIC CENTERS
SERVING 3+
MILLION GUESTS

ROUTINELY SERVING HIGH-PROFILE EVENTS

NBA ALL-STAR GAME & JAM SESSION

SUPER BOWL & NFL DRAFT 

FIFA
WORLD CUP

OLYMPIC
GAMES 

MLS 
ALL-STAR GAMES

NHL STANLEY CUP
& WINTER
CLASSIC

MADE IN AMERICA
MUSIC FESTIVAL 

MLB WORLD
SERIES &
ALL-STAR
GAME &
FANFEST

NCAA ATHLETIC CHAMPIONSHIPS
& BOWL GAMES 

WORLD MEETING
OF FAMILIES
CONGRESS AND PAPAL VISIT

2016
REPUBLICAN & DEMOCRATIC
NATIONAL CONVENTION 

U.S. OPEN
TENNIS
CHAMPIONSHIPS

ASIAN GAMES AND PAN AMERICAN GAMES

OUR AWARDS AND RECOGNITION



KEY STATISTICS

SERVE NEARLY
2 BILLION
MEALS EACH YEAR
1 BILLION
CUPS OF COFFEE

MANAGE
800 MILLION
SQ. FT. OF CLIENT FACILITIES

MAINTAIN
1.7 MILLION
PIECES OF EQUIPMENT
WORTH MORE THAN
\$5 BILLION
IN HUNDREDS OF HOSPITALS

PROVIDE
RENTAL UNIFORMS &
DIRECT SALE PRODUCTS
TO UPWARDS OF
4 MILLION
CUSTOMERS

How do I
Kill the friction
and make
Uber for beer?



Now you can order a beer at a baseball game with a text — and it's a great example of how Apple is going after Facebook

BUSINESS INSIDER

Citizens Bank Park, home of the Philadelphia Phillies, is testing Business Chat with Aramark to handle beverage orders during games. Fans simply use their iPhone camera to scan a QR code on the back of their seats, taking them directly to a Business Chat conversation in Messages. From there, they can order drinks, pay quickly and securely with Apple Pay, and have them delivered directly to their seats without missing a moment of on-field play.

Luca Maestri, CFO, Apple
Q3 2018 EARNINGS CALL

MAD MONEY

Mad Money
26 februari om 11:03 · 🌐

Now we're talkin'! Here's how you can use LivePerson bots to order a brew directly to your seat at a Philadelphia Phillies game

19 11 keer gedeeld 3,6 d. weergaven

Aramark Sports @AramarkSports · 22 jul. 2018 🌐
ICYMI: fans in select seats at @Phillies games can now text to order beer & water to their seat with our new #brew2you pilot! Try it for yourself at today's double header! [businessinsider.com/apple-business...](#) #BeBold - bij Citizens Bank Park.

👤 Tweet verlaten

Have an iPhone?

NBC10 Philadelphia @NBCPhiladelphia · 20 jul. 2018 🌐
👤 Tweet verlaten

Brew2You: Phillies Fans Can Text 4 Beer Delivery at CBP
Now you can order a beer to be delivered to your seat and you don't even need to download another phone app to make it happen.
nbc10philadelphia.com

👤 4 📄 5 🗨️ 14 📧

Appetize @AppetizePOS · 1 mrt. 🌐
We just launched #Brew2You at @QuickenLoansArena this week! Now, Cavs fans can order beers to their seat so they never have to miss a minute of the game. Our partnership with @Aramark fuels fans to make their game-time experience top notch. #PointOfSale @cavs

👤 Tweet verlaten

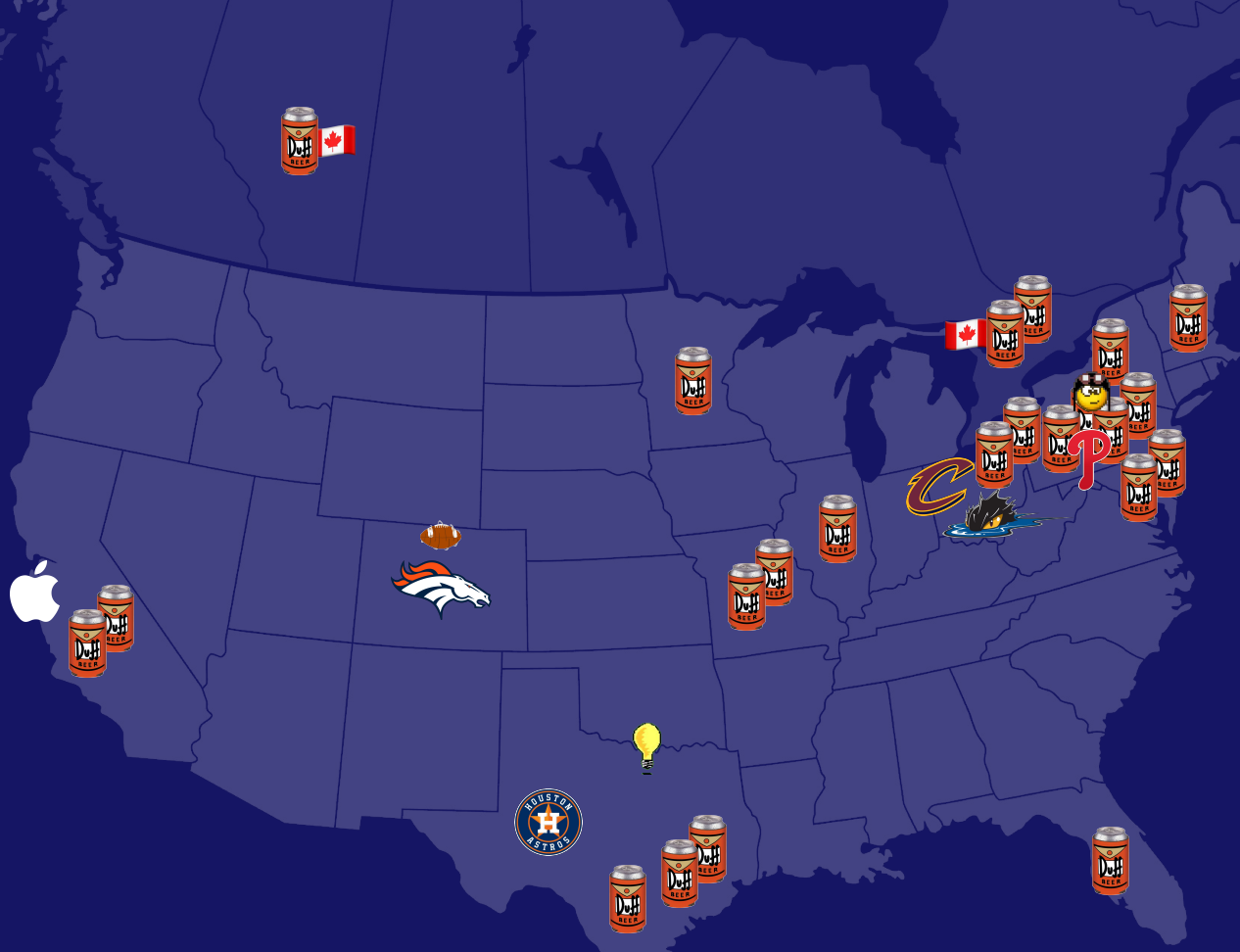
1. Open camera

TheQFoods @TheQFoods · 25 feb. 🌐
NEW #Brew2You program launches tonight! You can now order a cold beer to be delivered to you by simply scanning the QR code at your seat! Never miss a second of @Cavs action! Let us know if you try it! *Available in select sections only

👤 Tweet verlaten

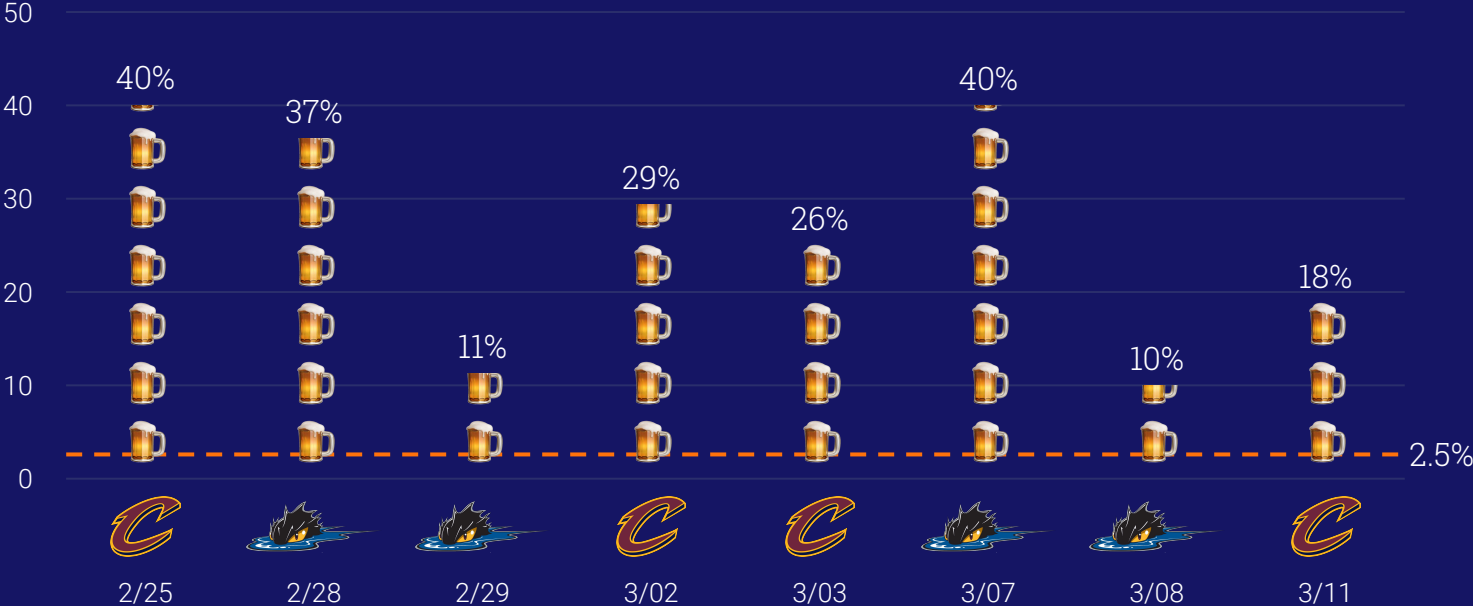
1. Open camera
2. Scan this QR code
3. Tap dropdown bubble
4. Text your order
5. Pay with Apple Pay

ORDER SUCCESS!



Messaging conversion rates slam dunk on apps

 Mobile app conversion rates



Source: Forrester Research, The State of Retailing Online, 2018















GM FINANCIAL & GOLDMAN SACHS

The future of conversational banking



Robert Beatty,
EVP, Customer Experience
GM Financial



Jeff Kim
Vice President,
Goldman Sachs

What business initiative or
pain point led you down the path
of Conversational Commerce?

What is the current state
of messaging and Conversational
Commerce at your brand?

What **capabilities** and **outcomes** were important to you when you selected a technology partner?

How has this **transformation** affected your employees at the **contact center**? From agents, to managers, and directors.

Lastly, where do you see
Conversational Commerce
headed over the next 5 years
within financial services?

ACCENTURE INTERACTIVE

The changing consumer experience



Mark Sherwin,
Managing Director of CX,
Accenture Interactive



Accenture's philosophy



Trends and meaningful experiences

A person is shown from the chest up, wearing a light-colored, patterned button-down shirt over a dark and light striped t-shirt. They are holding a dark smartphone with both hands, looking down at the screen. The entire image is overlaid with a semi-transparent blue gradient. Centered on the image is the text "Experience design in the service space" in a white, serif font.

Experience design in the service space

A blue-tinted background image showing two hands holding smartphones, one on the left and one on the right, with the screens facing each other. The text 'Conversational Commerce' is overlaid in the center in white.

Conversational Commerce



LIVEPERSON

+

accenture



SKY UK

A digital transformation



Tom Scott,
Former Managing Director, Customer Service Group
Sky UK

01

Opportunity

Messaging wins by a long shot



89% of people say messaging is the “most used” app



Just 8% of people use voice the most



By 2020, customer care is predicted to overtake product and price as the number one way for a business to differentiate itself.

Source: Walker

02

Deployment

Cost reduction

CX differentiation

Channel
replacement

Sales

Care

Force majeure

03

Lessons

Latent demand

Response time

Customer expectations

Design the service

Not like for like

Incremental volume

Integrated automation

Net workload

Staff engagement and retention



INVESTOR DAY

NEW YORK CITY 2019

Future of customer interaction and engagement

01

Game changer

02

Natural demand

03

Differentiate CX

04

Early adoption phase

05

Build capability

06

LivePerson delivering at scale

GLOBAL PRODUCT TECHNOLOGY

Moving toward an intent-driven enterprise



Alex Spinelli,
Chief Technology Officer,
LivePerson



SEE SOMETHING NEW, EVERY DAY.

TAKE A LOOK



All ▾ wedding invitations



Support artisans

Deliver to **New York 10018** Your Amazon.com Today's Deals Gift Cards Whole Foods Registry Sell Help EN **Hello, Sign in Account & Lists** Orders Try Prime Cart

1-48 of over 30,000 results for "wedding invitations"

Sort by: Featured ▾

Amazon Prime

Prime

Delivery Day

Get It by Tomorrow

Eligible for Free Shipping

Free Shipping by Amazon

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Department

- Home & Kitchen
- Party Invitations
- Event & Party Supplies
- Home Décor Products
- Seasonal Décor
- Office Products
- Greeting Cards
- Card Stock Paper
- Blank Note Cards
- Arts, Crafts & Sewing
- Card Making Kits
- Decorative Craft Paper
- Apps & Games
- Self Improvement
- Toys & Games
- Kids' Party Invitations & Birthday Cards
- Handmade Products
- Handmade Home & Kitchen Products
- Handmade Confectionery
- See All 23 Departments

Avg. Customer Review

★★★★★ & Up

hadley designs

SPONSORED BY HADLEY DESIGNS

Charming Party Invitation Cards - Shop All Styles

[Shop now](#)



50 Red and White Summer BBQ Party Invitations for Children, Kids, Teens & Adults...

★★★★★ 12

prime



50 Hawaiian Luau Summer Swim Pool Party Invitations for Children, Kids, Teens & Adults...

★★★★★ 24

prime



50 Fill In Invitations, Wedding Invitations, Bridal Shower Invitations, Rehearsal Dinner, ...

★★★★★ 32

prime

Advertisement



graham

501 South Main Street #103
Alpharetta, GA 30009

Sponsored ⓘ

Script with Heart Return Address Stamp, Self Inking, Wedding Stamp, Personalized, Black Ink by PrettySweetParty

★★★★★ 18

\$24⁹⁷

FREE Shipping



Sponsored ⓘ

Dream Bulit Square Wedding Invitations Cards Fall Bridal, Baby Shower, Birthday Invitation Rehearsal Dinner Invites, Autumn... by Dream Built

★★★★★ 7

\$49⁹⁹



Sponsored ⓘ

PONATIA 20 PCS Laser Cut 3 Folds Square Wedding Invitations Cards for Wedding Invitations Birthday Engagement Greeting Invitations... by PONATIA

★★★★★ 4

\$29⁹⁹



Sponsored ⓘ

FEIYI 20 PCS 3 Folds Laser Cut Rose Shape Wedding Invitations Cards for Wedding Bridal Shower Engagement Birthday Graduation... by FEIYI

★★★★★ 2

\$30⁹⁹



Wishmade Laser Cut Handmade Wedding Invitations Cards White 50 Pieces Kit for Marriage Engagement for Birthday Bridal... by WISHMADE

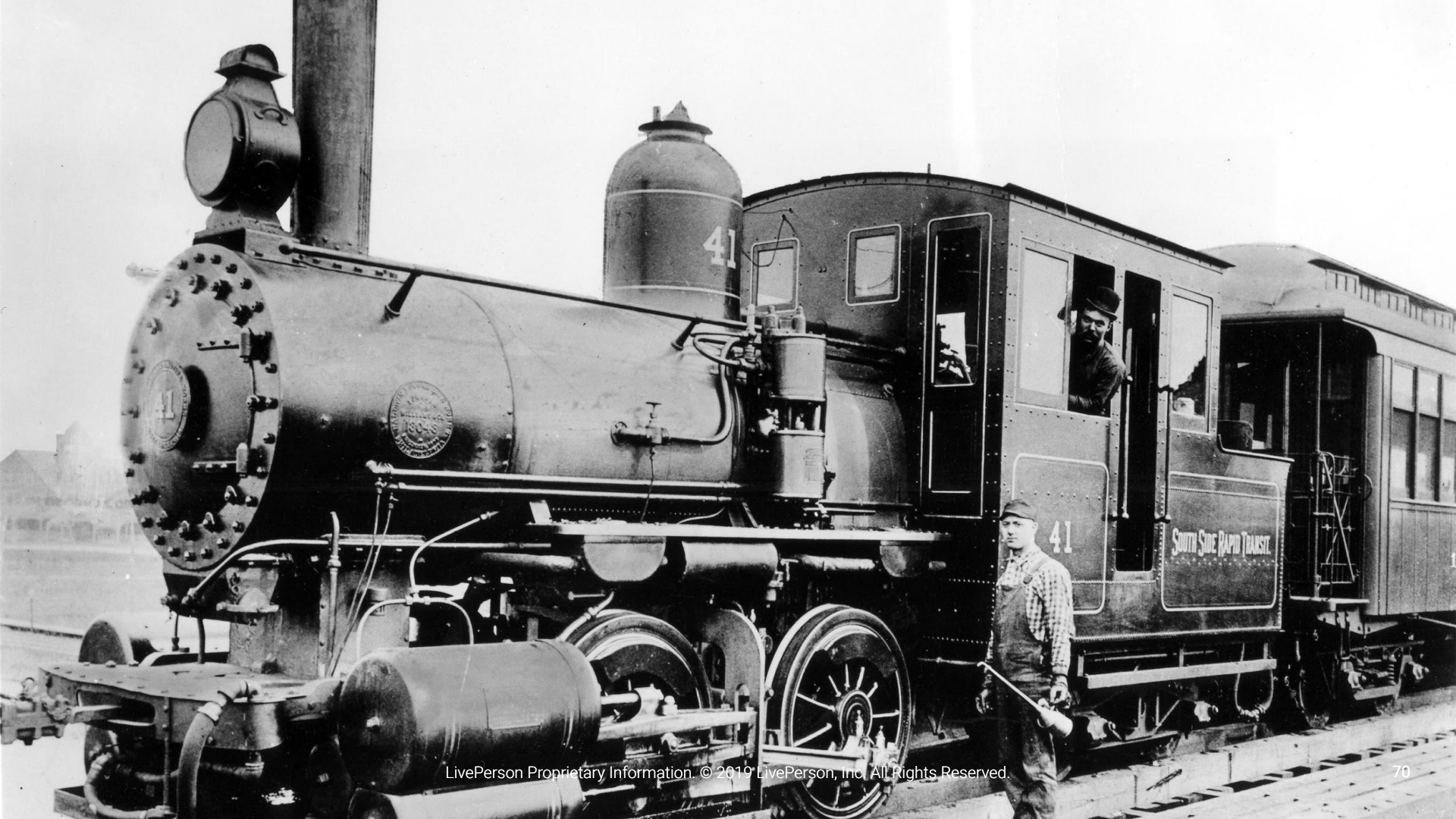
★★★★★ 24

\$51⁹⁹ (\$1.04/Count)

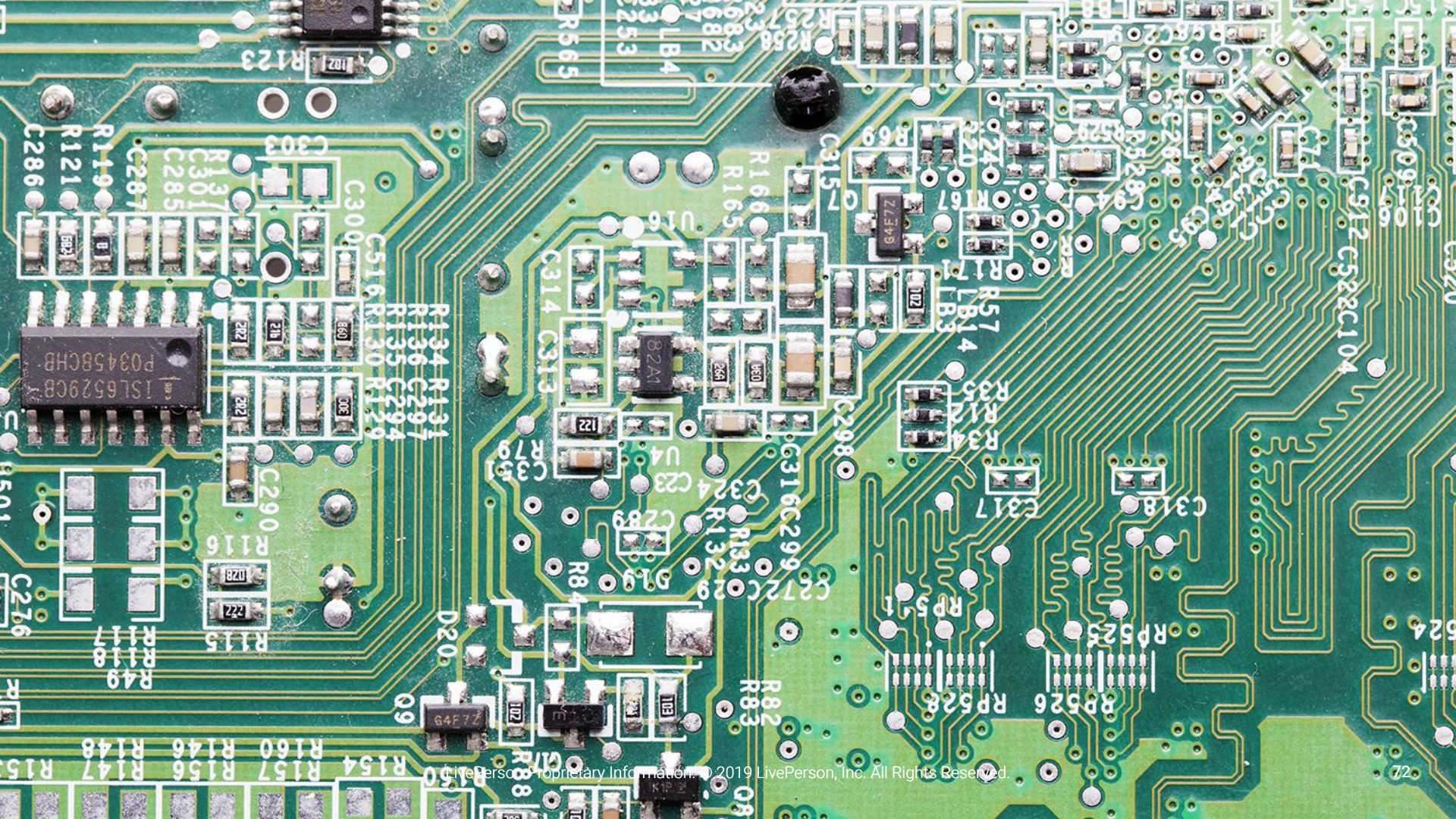
prime Get it as soon as Wed, May 6















How are brands managing
their business **today**?



🔍 Search reports and help

🏠 HOME

🏗️ CUSTOMIZATION

- Dashboards
- Custom Reports
- Saved Reports
- Custom Alerts

Reports

🕒 REAL-TIME

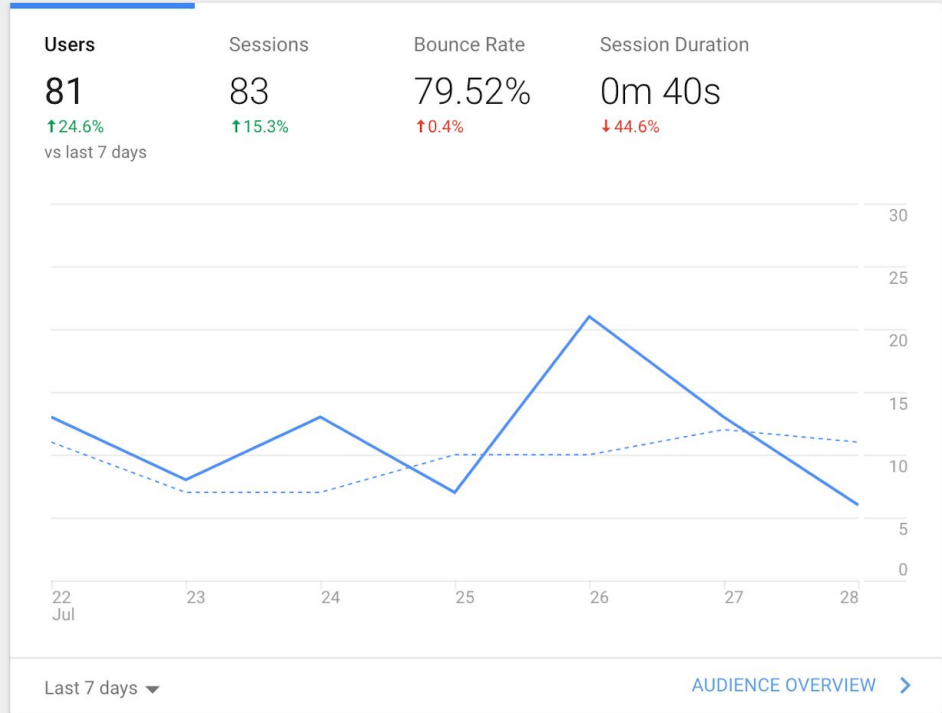
👤 AUDIENCE

🔗 ACQUISITION

📅 BEHAVIOR

🚩 CONVERSIONS

Google Analytics Home



Users right now

0

Page views per minute

Top Active Pages Users

There is no data for this view.

[REAL-TIME REPORT >](#)



2017-09-24

ALL VISITS

Dashboard

Visitors

Actions

Pages

Entry pages

Exit pages

Page titles

Site Search

Outlinks

Downloads

Events

Contents

Referrers

Ecommerce

Goals

Funnels

Conversion Attribution

Comparison

Pages

PAGE URL	PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. GENERATION TIME
blog	159	146	82%	00:00:52	79%	0.73s
web-analytics	47	27	17%	00:01:25	33%	0.39s
/index	41	34	34%	00:01:32	44%	0.6s
pricing	25	17	44%	00:03:52	53%	0.58s
contact	15	15	100%	00:00:59	67%	0.64s
tag-manager	14	11	50%	00:01:56	36%	0.54s
careers	8	5	50%	00:00:46	60%	0.55s
data-management-platform	7	6	100%	00:03:59	50%	0.56s
about	6	5	0%	00:00:18	60%	0.66s
content-personalization	5	4	0%	00:00:08	50%	0.63s
intranet-analytics	5	3	50%	00:03:35	67%	0.75s
integrations	4	3	0%	00:00:45	67%	0.61s
clients	4	3	0%	00:03:39	33%	0.45s
comparison	3	3	0%	00:08:11	0%	0.58s
gdpr-compliance	3	3	100%	00:00:00	100%	0.58s
/?ads_cmpid=757444283&ads_adid=35314027090&ads_matchtype=e&ads_net...	3	3	0%	00:00:21	0%	0.55s
opt-out	2	2	0%	00:01:06	100%	0.62s

Survey Overview

Surveys

12

Collectors

23

Responses

0.87K

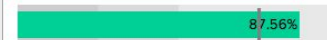
Partial Responses

113

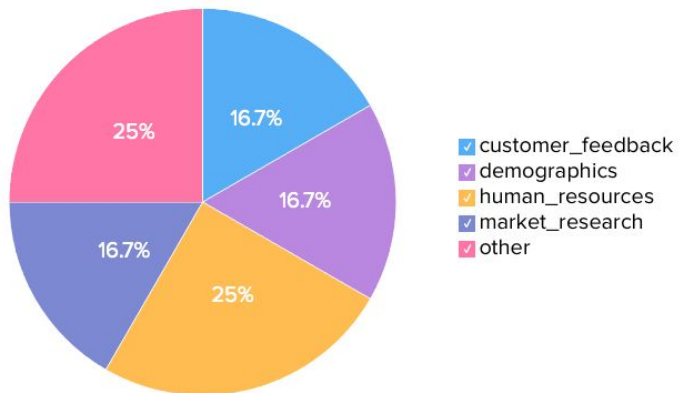
Avg Time Taken (mins)

5.04

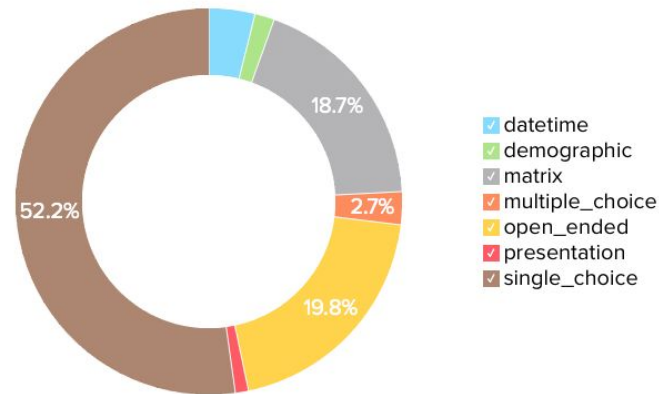
Survey Completion Rate



Surveys by Category



Question Type Distribution



Survey Summary

Surveys	Created Date ↓	Pages	Questions	Respondents	Completion Rate	Avg Time taken to complete (mins)
Customer Demographics Survey	2017-06-14	1	10	1 ●	100%	0.45
Customer Satisfaction Survey	2016-12-20	1	10	5 ●	60%	5.83
Customer Satisfaction Survey-II	2017-10-30	4	14	100 ●	89%	5.32
Employee Engagement Survey	2017-07-06	7	42	1 ●	0%	2.00

Do brands **understand** what
their consumers truly want?



100B  messages sent on
WhatsApp, Facebook
Messenger, and
Instagram every day

Source: Facebook Q3 2018 Earnings Call Transcript

12.9M  texts were sent
every minute
in 2018

Source: Domo

470M  new messaging users estimated to be added between 2018 and 2021

Source: eMarketer

90%



of 1 billion WeChat users
use WeChat for
payments or purchases

Source: Tencent 2018 Q3 Results, Business Insider, US Census Bureau



40%



of consumers spent more than planned because of personalized service

Source: Segment

80%



consumers more likely to do
business with you if their
experience is personalized

Source: Segment

intention

意图

Absicht

Intent

意圖

Intento

Πρόθεση

in·tent | \ in-'tent \

- ¹ A customer's desire to change something to do with your brand from state A to state B
- ² An ideal unit of management for understanding consumers

I need an inflatable unicorn 🦄

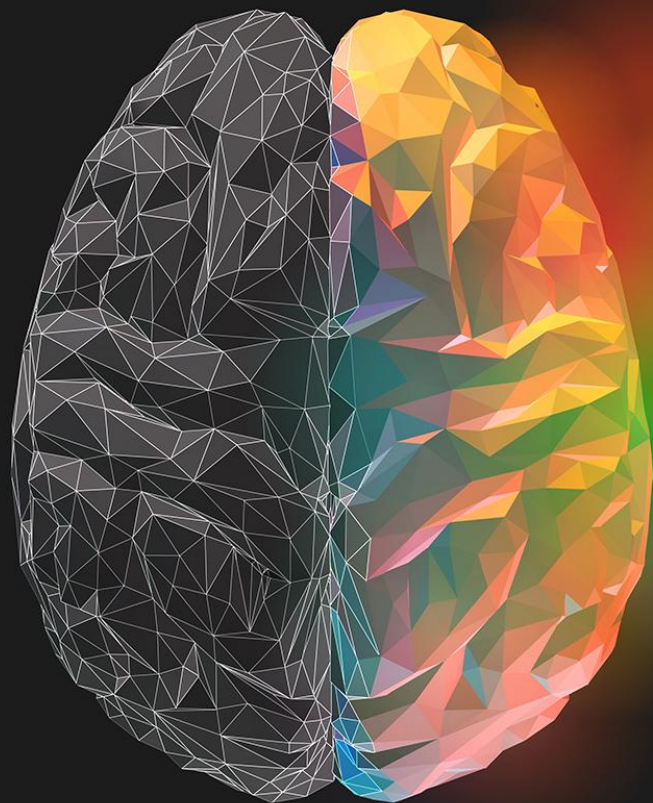
I need 4 bags of spätzle 🇩🇪

I need a loan to buy a food truck 🌮

I need new spelunking gear 🛠️

I need to send apology flowers 🌸

I need a coat for my labrador 🐕





Logical intent

Quoi

何

Was

What

什麼

Che Cosa



Όα

どこで

Woher

Where



哪裡

Dove

Όπου

Quando

いつ

Wann

When

什麼時候

Quando

Πότε





Emotional intent

Für Qui

誰のために

Für wen

For whom



為誰

Per chi

Πα Ποιος

Perché

なぜ

Warum

Why



為什麼

Perché

Πατι

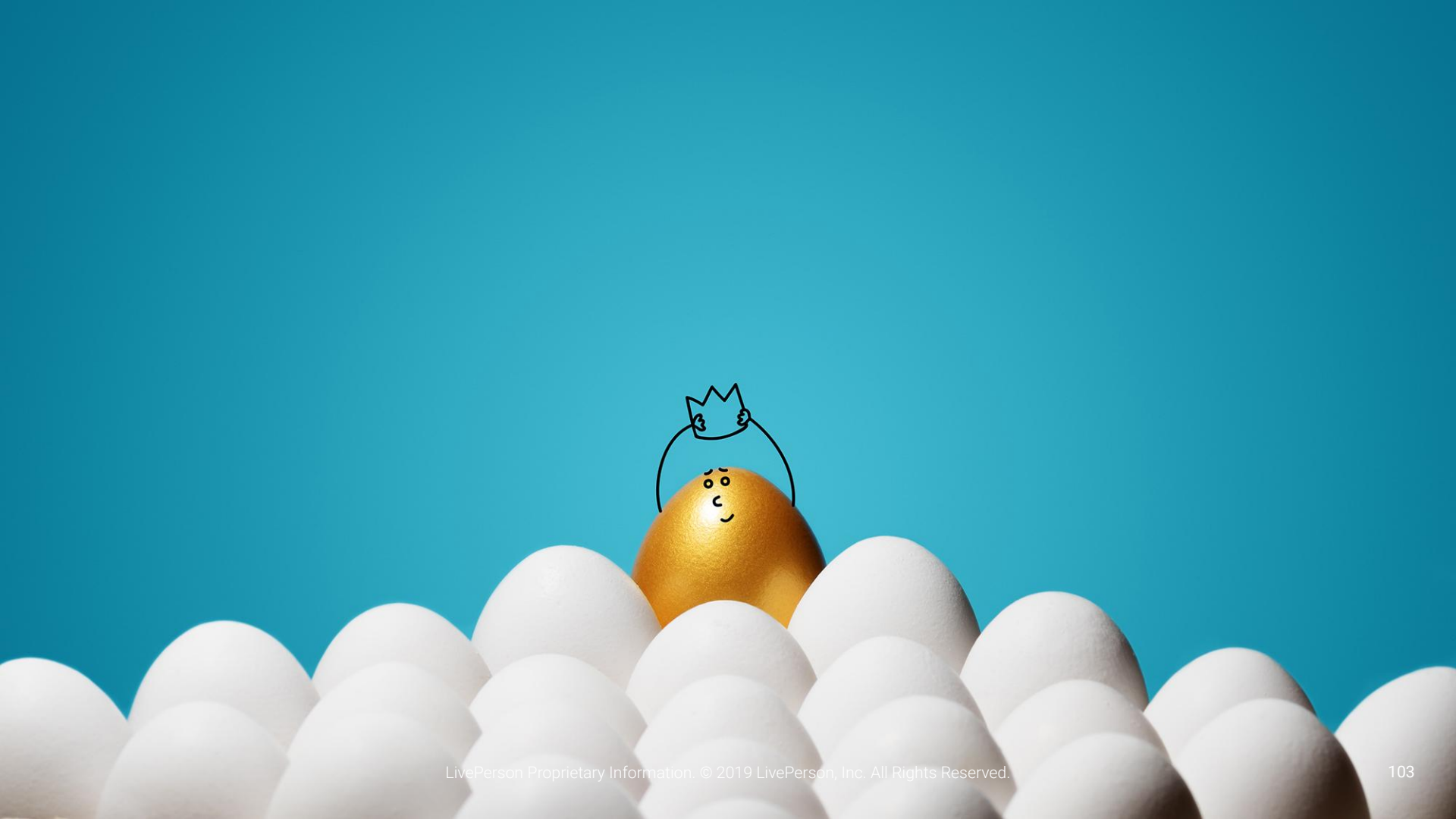
Why is being an
intent-driven enterprise
so important?











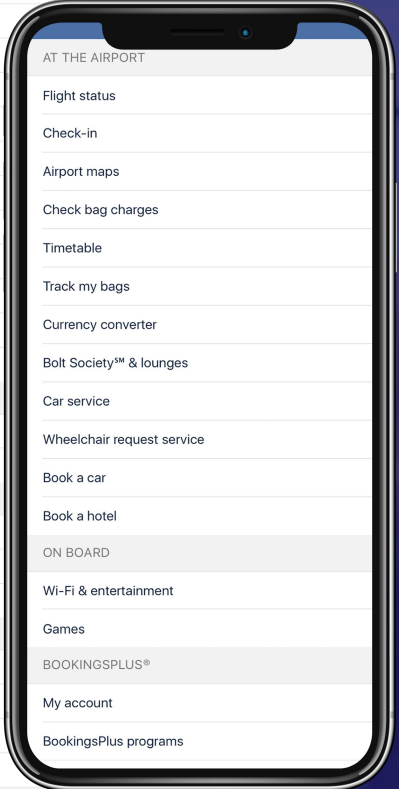
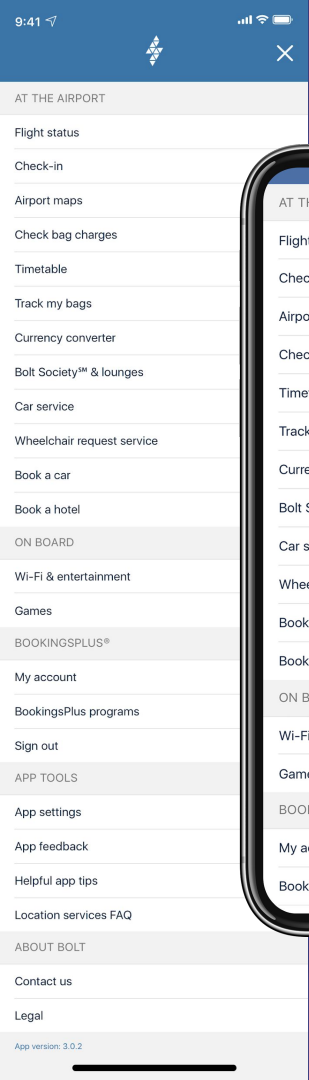
LIVEPERSON PRINCIPLE #2

We start from the **intent**.

The continuous consumer journey







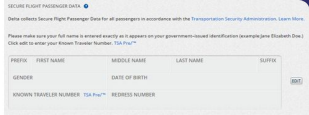
Bolt Airways

1. Click here and log in.
2. You should automatically be directed to the “Basic Info” section of **your** account.
3. Click Edit in the Secure Flight Passenger Data section. **Your** name should auto-populate.
4. Enter **your** Gender, Date of Birth and KTN.
5. Click “Save Changes.”

Sep 15, 2015

Update Your Airline Profiles with Your Know Traveler Number

<https://thepointsguy.com/.../update-your-airline-profiles-with-your-known-traveler-num...>



Site search Results

Search for:

Find

Your search for **how do I add known traveler number** found 390 results.

Travel Information - Flight Status & Information

168 pages

- [TSA Precheck Program® | Bolt Airways](#)
Learn more about TSA's expedited security screening program, TSA Precheck®.
- [Information About Children Traveling Alone | Bolt Airways](#)
View service charges, frequently asked questions and rules for unaccompanied minor travel as well as information about our Young Travelers Club.
- [FAQs About Children Traveling Alone | Bolt Airways](#)
View frequently asked questions about Bolt's policies for children traveling alone.
- [Check Bolt and Bolt Express Flight Status | Bolt Airways](#)
Use Bolt's flight status tools to keep up to date on your travel schedule. Check flight status, find your gate and access other flight information.
- [Mobile Tools and Apps | Bolt Airways](#)
Our app and mobile tools are your travel toolkit. You can book flights, check flight status, view Bookings Plus information and more.


BookingsPlus


43 pages

- [BookingsPlus X FAQ | Bolt Airways](#)
Find BookingsPlus X frequently asked questions.
- [Global Premier Upgrades | Bolt Airways](#)
Do you qualify for United Global Premier Upgrades? Learn more about these one-way, one-cabin upgrades, available to select BookingsPlus Premier members.
- [Award Accelerator Earns Extra Miles | Bolt Airways](#)
Earn award miles faster when you add the Award Accelerator or Premier Accelerator options to your reservation or buy Personal Miles. Here's how.
- [BookingsPlus Program Rules | Bolt Airways](#)
Learn the rules and regulation of Bolt's BookingsPlus program.
- [Premier qualifying dollar FAQs | Bolt Airways](#)
Find the answers to frequently asked question about Premier qualifying dollars (PQD). Learn how PQD affects

50,000 BONUS MILES

\$0 INTRO ANNUAL FEE





2X MILES

at restaurants
and hotel stays

[LEARN MORE](#)

Intent identified

{Prompting Bolt
Itinerary Update Bot}

Hey

Thank you for contacting Bolt Airways 

I'm Blake, your automated travel guru.

How can I help you?

I need to add my known traveler
number to my flight

Data detected

{Emotion=happy}

Okay! Tell me your KTN and I'll add it to your upcoming flight at 14:45 to Berlin.

FF394590

Your KTN has been added 





- Amazon Prime
- prime
- Delivery Day
 - Get it by Tomorrow
- Eligible for Free Shipping
 - Free Shipping by Amazon
 - All customers get FREE Shipping on orders over \$25 shipped by Amazon
- Department
 - Patio, Lawn & Garden
 - Garden Suncatchers
 - Indoor Gardening & Hydroponics
 - Gardening Gloves
 - Women's Fashion
 - Women's Necklaces
 - Women's Bracelets
 - Women's Gloves & Mittens
 - Women's Fashion Scarves
 - Kitchen & Dining
 - Glassware & Drinkware
 - Nutty Coffee Mugs
 - Cutting Boards
 - Mugs
 - Bar Coasters
 - Home & Kitchen
 - Home Decor Gift Packages
 - Decorative Boxes
 - Wall & Tabletop Picture Frames
 - Picture Frames
 - Collectible Figurines
 - Bed Throws
 - Beauty & Personal Care
 - Skin Care Sets & Kits
 - Bath Bombs
 - Aromatherapy Diffusers
 - Bath & Bathing Accessories
 - Bath Soaps
 - Bath & Shower Sets
 - See All 33 Departments
- Avg. Customer Review
 - ★★★★★ & Up
 - ★★★★☆ & Up
 - ★★★☆☆ & Up
 - ★★☆☆☆ & Up
- Brand
 - Ado Glo
 - Fellager



Looking for Amazon Gift Finder?
Find funny and unique gifts for men, women, teens, and kids.



Sponsored
Savvy Infusion Water Bottles - 24 or 32 Ounce Fruit Infuser Bottle - Featuring Unique Leak Proof Silicone Sealed Cap with Handle - Great Gift...
★★★★☆ > 3,070
\$15.95 ~~\$28.95~~
Save 5% with coupon
prime Get it as soon as Tomorrow, Mar 20
FREE Shipping on orders over \$25 shipped by Amazon



Sponsored
Funny Mug For Mom Dear Mom Thanks For Putting Up With A Bratty Child Love Your Favorite 11oz Coffee Mug Birthday Gifts Ideas For Mom...
★★★★☆ > 1
\$9.91
prime Get it as soon as Tomorrow, Mar 20
FREE Shipping on orders over \$25 shipped by Amazon



James Lawrence A Prayer for My Mom Wood Wall Art Frame Plaque | 8 inches x 16 inches
★★★★☆ > 290
\$29.99
prime Get it as soon as Tomorrow, Mar 20
FREE Shipping by Amazon
More Buying Choices
\$28.99 (4 new offers)



Funny Mom Gifts At Least You Don't Have Ugly Children Funny Gifts for Mom Gift Coffee Mug Tea Cup White
★★★★☆ > 338
\$13.99 ~~\$19.99~~
prime Get it as soon as Tomorrow, Mar 20
FREE Shipping on orders over \$25 shipped by Amazon



Chanasya Warm Hugs Positive Energy Healing Thoughts Super Soft Sherpa Microfiber Comfort Caring Violet Purple Gift Throw Blanket ...
★★★★☆ > 1,224
\$29.98
prime Get it as soon as Tomorrow, Mar 20
FREE Shipping by Amazon
More Buying Choices
\$27.91 (2 used & new offers)



Shiatsu Back Shoulder and Neck Massager with Heat - Electric Deep Tissue 4D Kneading Massage for Shoulder, Back and Neck - Best Gift...
★★★★☆ > 184
\$49.95
prime Get it as soon as Tomorrow, Mar 20
FREE Shipping by Amazon
More Buying Choices
\$47.00 (3 used & new offers)



Chasgo Solar Hummingbird Wind Chime Color Changing Solar Mobile Wind Chime Outdoor Mobile Hanging Patio Light
★★★★☆ > 97
\$16.99
prime Get it as soon as Tomorrow, Mar 20
FREE Shipping on orders over \$25 shipped by Amazon



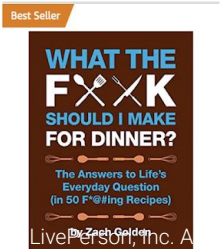
HOME SMILE Ceramic Ring Dish Decorative Trinket Plate -Remember



Gift for mom, White love you mom pears, Great handmade gift for



100% Natural Bamboo Cheese Board and Cutlery Set with Slide-out



What the F*ck Should I Make for Dinner?: The Answers to Life's



Willow Tree hand-painted sculpted figure, Close to me (26222)



Shiatsu Neck Back Massager Pillow with Heat - Deep Tissue Kneading



Likel Family Tree Picture Frame Display With 10 Hanging Picture

Your location: New York, NY



SORT BY: DEFAULT

MY LIST (0)

Sponsored

Show only

New items



Price

Up to \$25



\$25 - \$50



\$50 - \$90



Over \$90



to

\$

\$

GO

Category

Necklaces



Bracelets



Material

Silver



Gold



Rose Gold



Diamond



Cubic Zirconia



Stainless Steel



Silhouette

Pendant



Lariat



Department

Women



Unisex



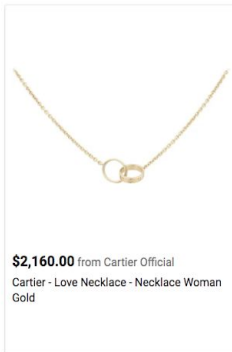
Kids



Girls



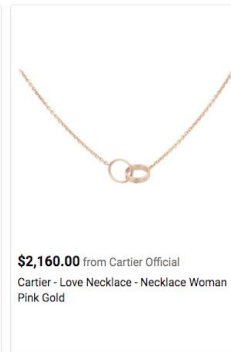
Pendant type



\$2,160.00 from Cartier Official
Cartier - Love Necklace - Necklace Woman Gold



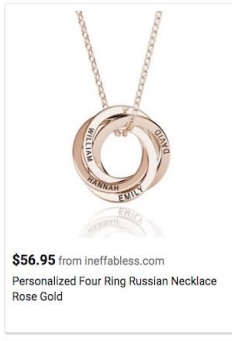
\$39.99 from Getnamenecklace
Personalized Infinity Family Name Necklace Sterling Silver



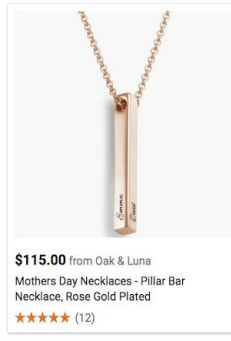
\$2,160.00 from Cartier Official
Cartier - Love Necklace - Necklace Woman Pink Gold



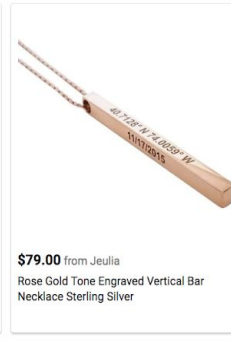
\$114.00 from Jewlr.com
10k White Gold Engravable 3-heart Necklace
★★★★★ (2)
More options



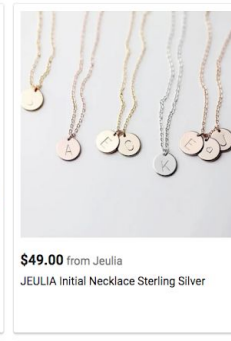
\$56.95 from ineffables.com
Personalized Four Ring Russian Necklace Rose Gold



\$115.00 from Oak & Luna
Mothers Day Necklaces - Pillar Bar Necklace, Rose Gold Plated
★★★★★ (12)



\$79.00 from Jeulia
Rose Gold Tone Engraved Vertical Bar Necklace Sterling Silver



\$49.00 from Jeulia
JEUJLIA Initial Necklace Sterling Silver






Intent identified

{Prompting Claudia's
Closet Gift Guide Bot;
Add to Mother's Day
promotions list}

Hey

Thank you for contacting Claudia's Closet 🛍️

I'm Harper, your automated personal shopper.

How can I help you today?

I'm looking for a gift for my mother-in-law

Data detected

{Apply price filter
to search}

Okay, got it!

Are you searching for a particular item?

I'm on a budget though so I
can't spend more than \$150

I think she would love a bold
statement necklace

Data detected

{Emotion=happy}

Here are our best-selling necklaces 🏆



CASSARAH STATEMENT NECKLACE

\$89.99

[Details](#)



ANELIE STATEMENT NECKLACE

\$129.99

[Details](#)



ANATALIA STATEMENT NECKLACE

\$109.99

[Details](#)

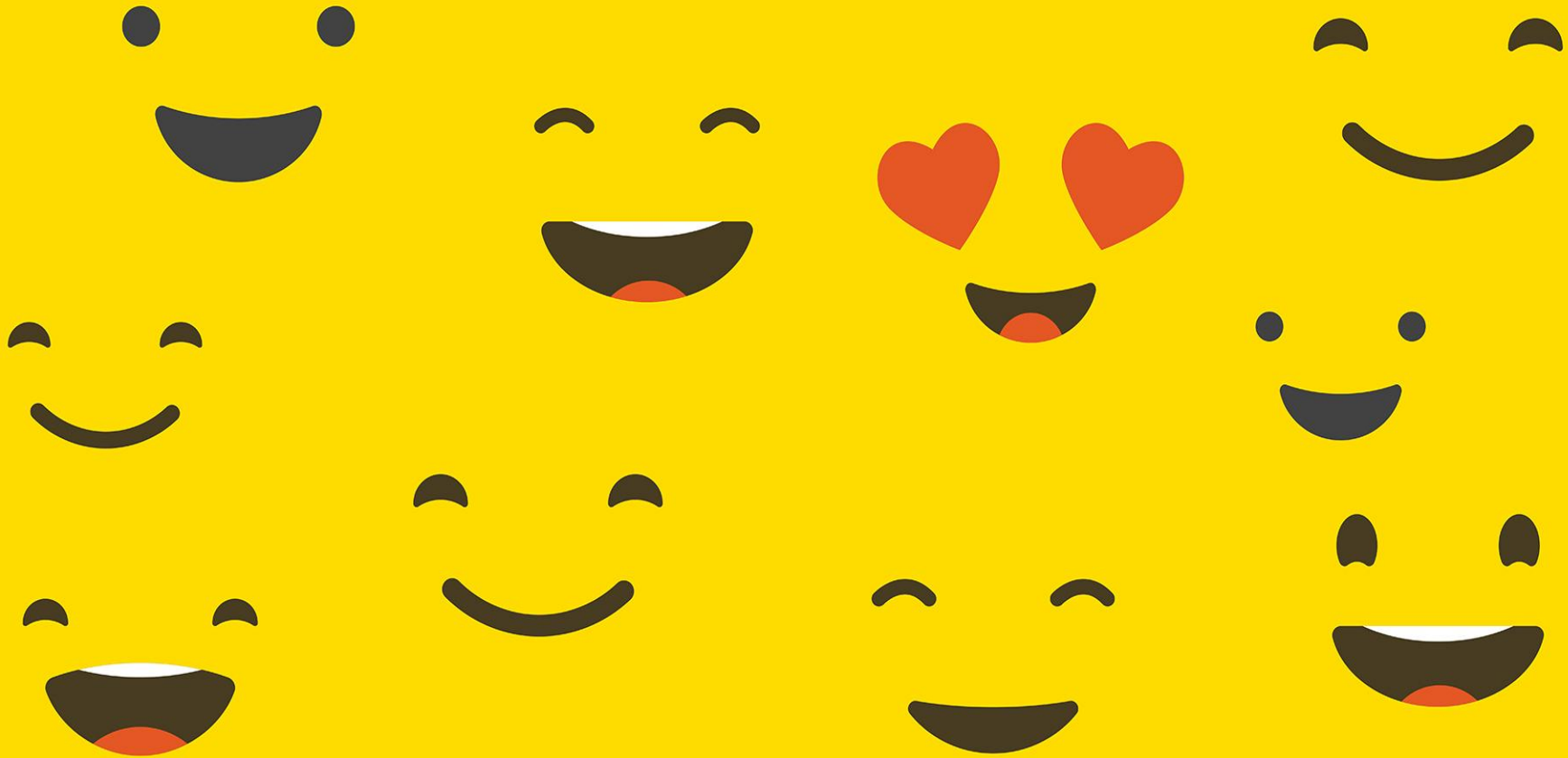


KEW STATEMENT COLLAR

\$149.99

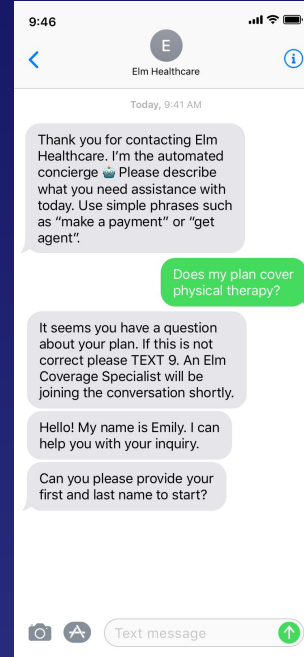
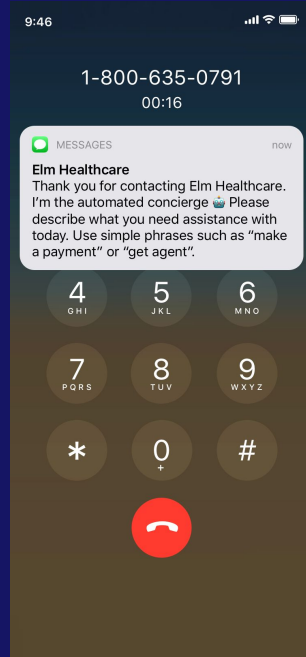
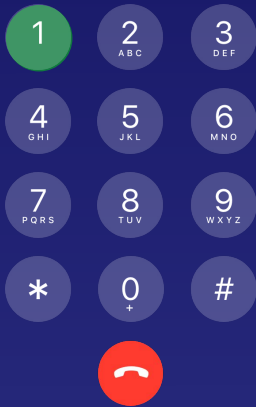
[Details](#)

These are amazing thank you 🙌

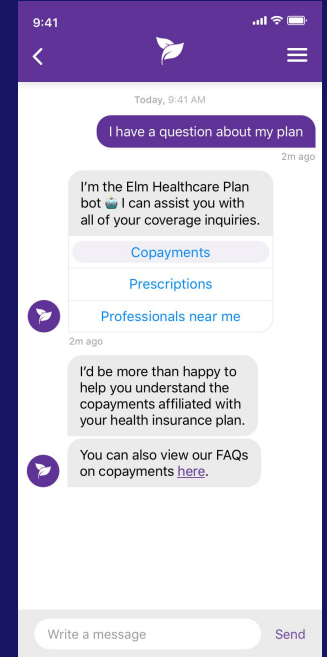




IVR to messaging

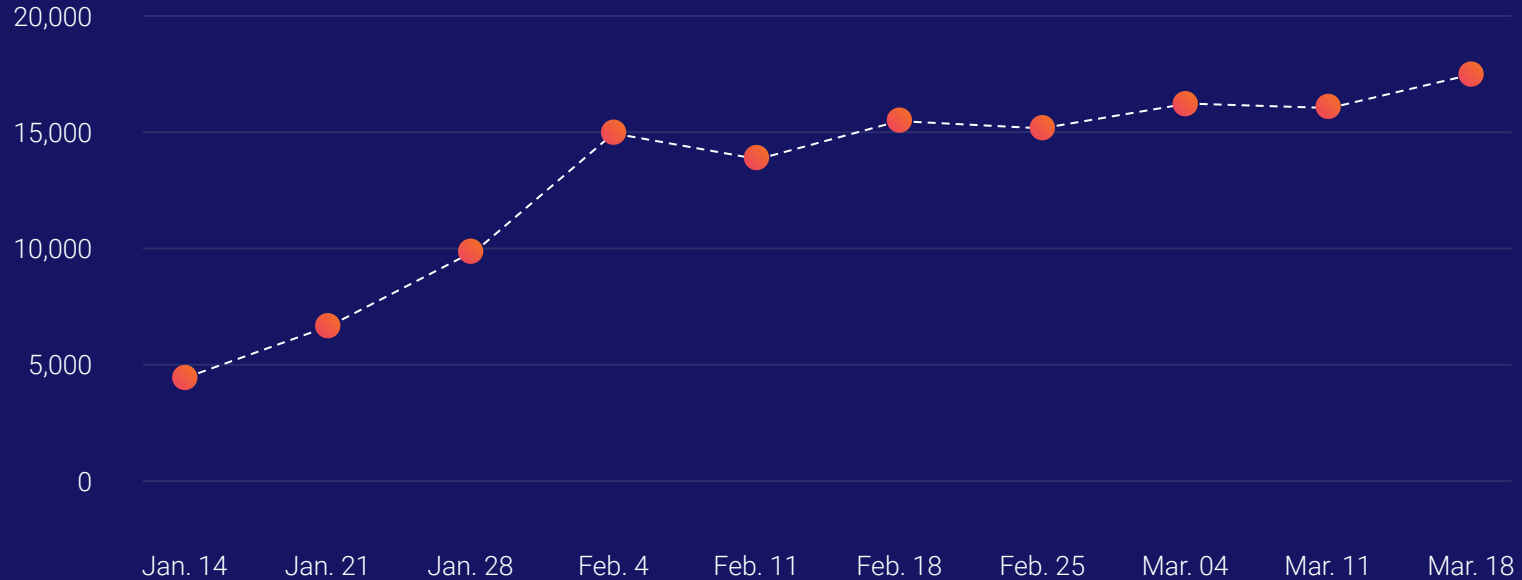


OR



45 days to 30% deflection from IVR

Number of opened conversations via IVR deflection



Source: LivePerson customer data

Conversational design is the new web design

Branding

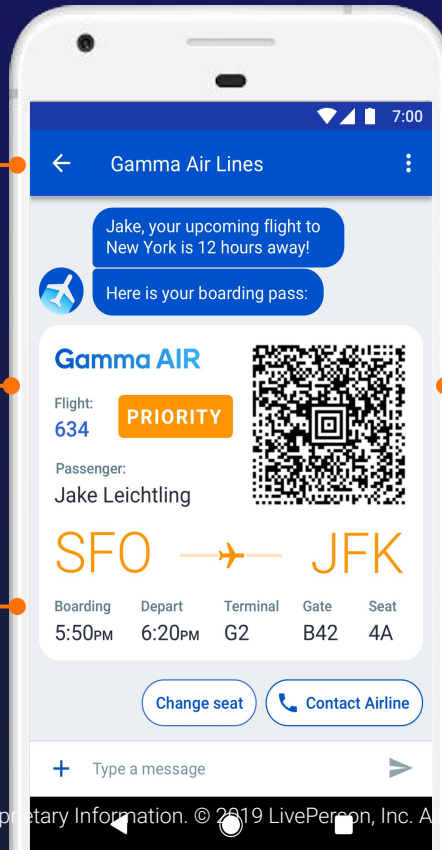
Name, logo, color, contact info

Rich media

Rich cards, carousels, images, videos, GIFs, QR codes

Suggested replies

Preprogrammed bespoke reply buttons by brand



Verified sender

Customers have peace of mind


True metrics

Callbacks for delivered, read, typing, taps

Suggested actions

Deep link, websites, locations, calendar events, and more

85% of customer interactions will be managed by automation in 2020



Source: Gartner

The Conversational Commerce platform

Consumers

SMS

Web and apps

Apple

Google

Facebook

WhatsApp

Alexa



Conversation
Builder



Conversation
Manager
(*LiveEngage*)



Conversation
Intelligence

Maven: LivePerson's AI engine

An open platform: 40+ APIs and SDKs

World class private cloud and managed services

Integrations

CRM

E-Commerce WFM

BI

Google

IBM Watson

Microsoft



Buy Shoes ⚙️

DIALOGS INTEGRATIONS GLOBAL FUNCTIONS VISUALIZE

INTERACTIONS

STATEMENTS

QUESTIONS

INTEGRATION

Hi I'm looking for a pair of shoes

Hi I will be happy to help you find your perfect shoe!

What style are you looking for?
- Boots
- Pumps
- Sandals

Type sample user answer here...

What color would you like?
- Black
- White
- Leopard

Type sample user answer here...

Shoe_Catalog

ADD IMAGE

Interaction Details

SETTINGS USER RESPONSE CODE

Next Step

Continue to next interaction

Meet Maven

The LivePerson AI engine

Maven is a continuously learning engine that orchestrates all conversational interactions to ensure the best outcomes.



Examines each conversational turn using consumer intent, historical context, personalized info, available agents and more.



Recommends the next action for the best outcome.



Makes human agents more efficient and orchestrates bots across an enterprise.

Why we win

Data moat powering Maven



World class tech talent & data scientists



Innovations in AI, NLU, and the Tango



Messaging at scale



Enterprise readiness

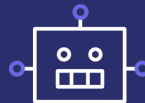


North star Roadmap to 2020

VERTICALIZED PLATFORM



Business transformation



Automation first & AI
empowered humans



Full consumer lifecycle



Developer/IT platform



Conversational design



Operational excellence

ENTERPRISE BUSINESS

Accelerated momentum in enterprise

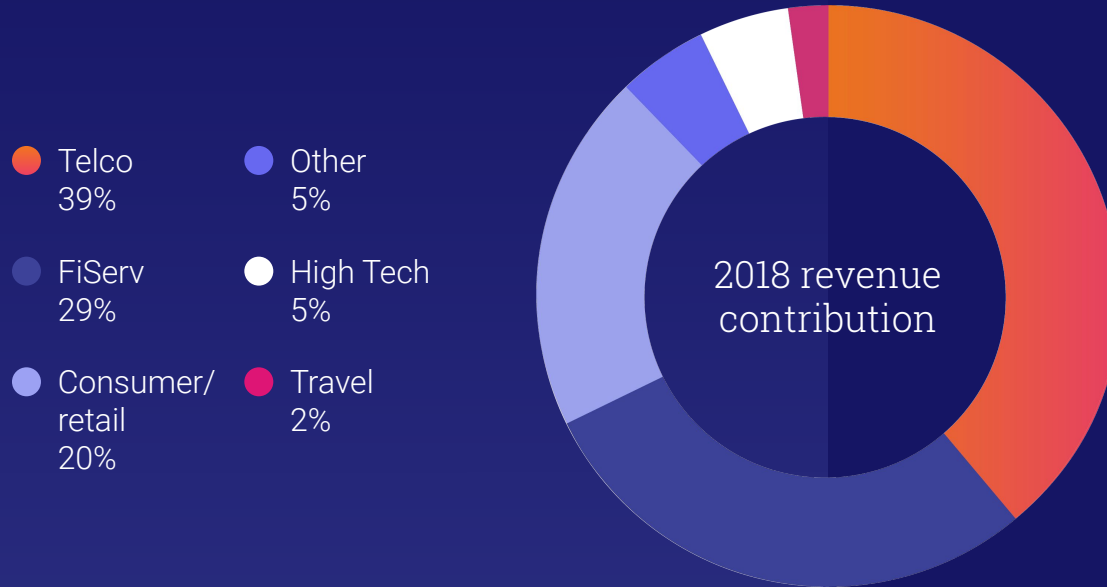


Manlio Carrelli,
EVP, Enterprise Business Unit,
LivePerson





Vertical focus drives strong adoption



New vertical targets



Healthcare



Quick service
restaurants

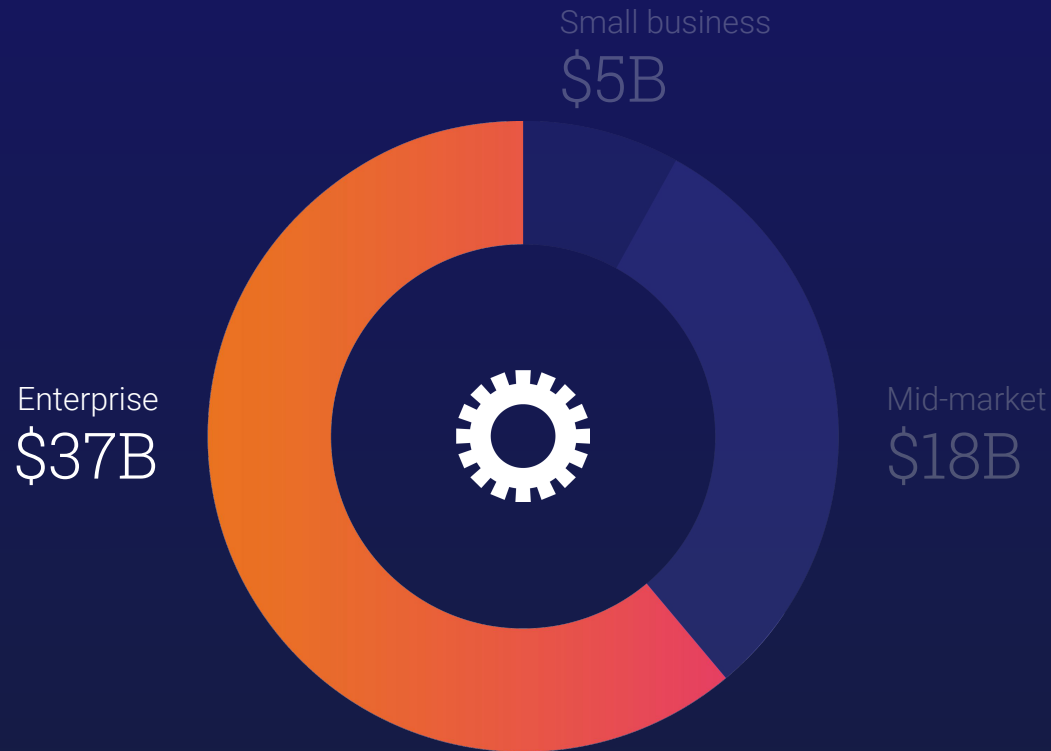


Public/utilities

Enterprise market segment defined



Targeting a \$37B go-to-market opportunity



Source: LivePerson proprietary go-to-market analysis

LiveEngage powers a compelling value proposition

Significant positive impact to operations compared to voice among early adopters



CSAT increases
by 20%



Messaging
agents are 2X
more efficient



Reduce labor
cost per
interaction by
50%



50% decrease
in agent
attrition rates

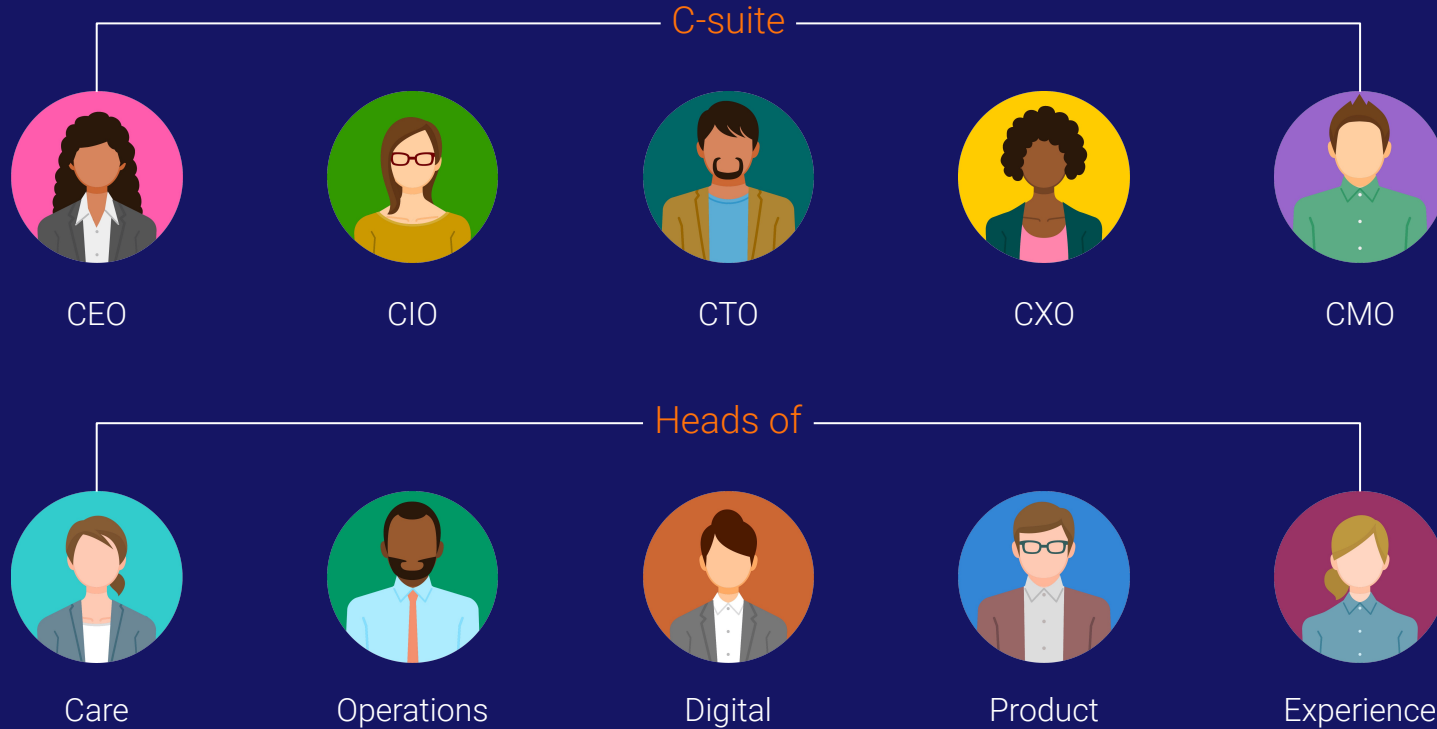


~20% increase
in online sales
conversions

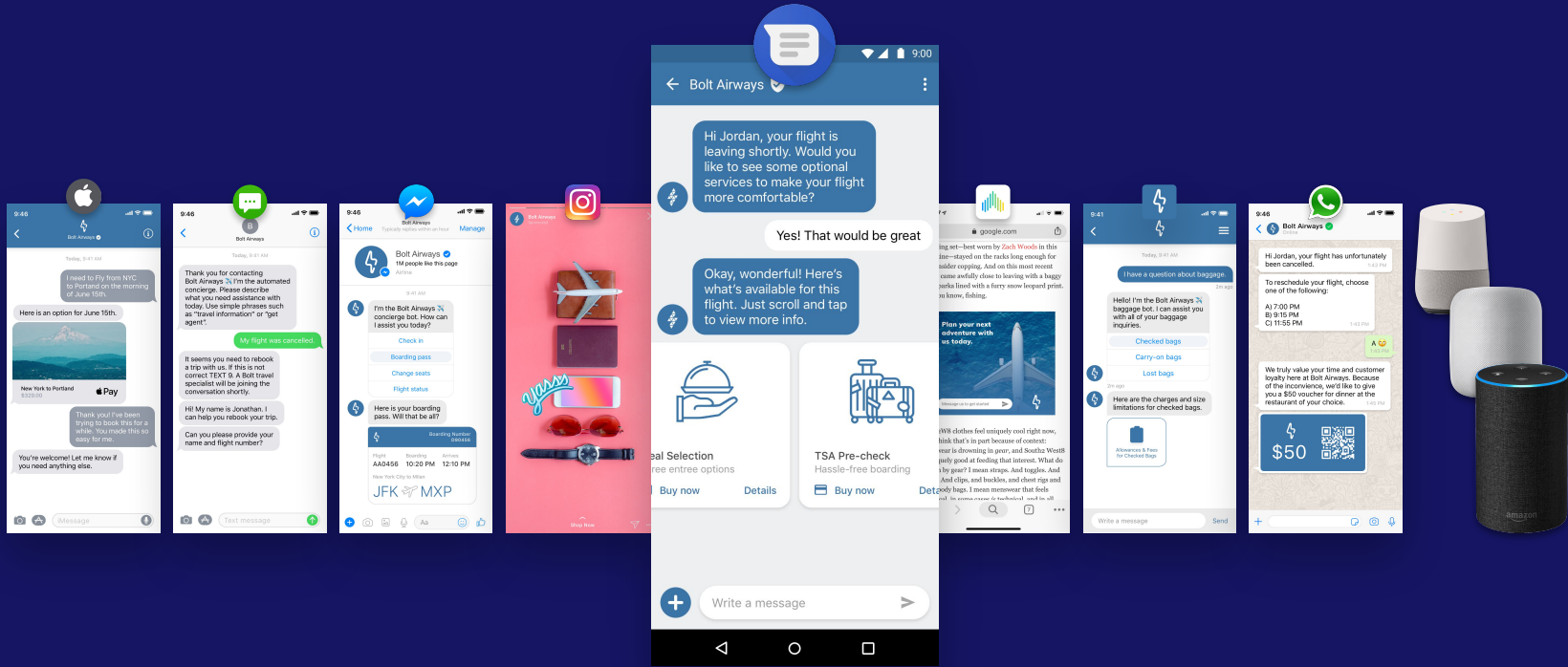


Increased
CSAT reduces
customer churn

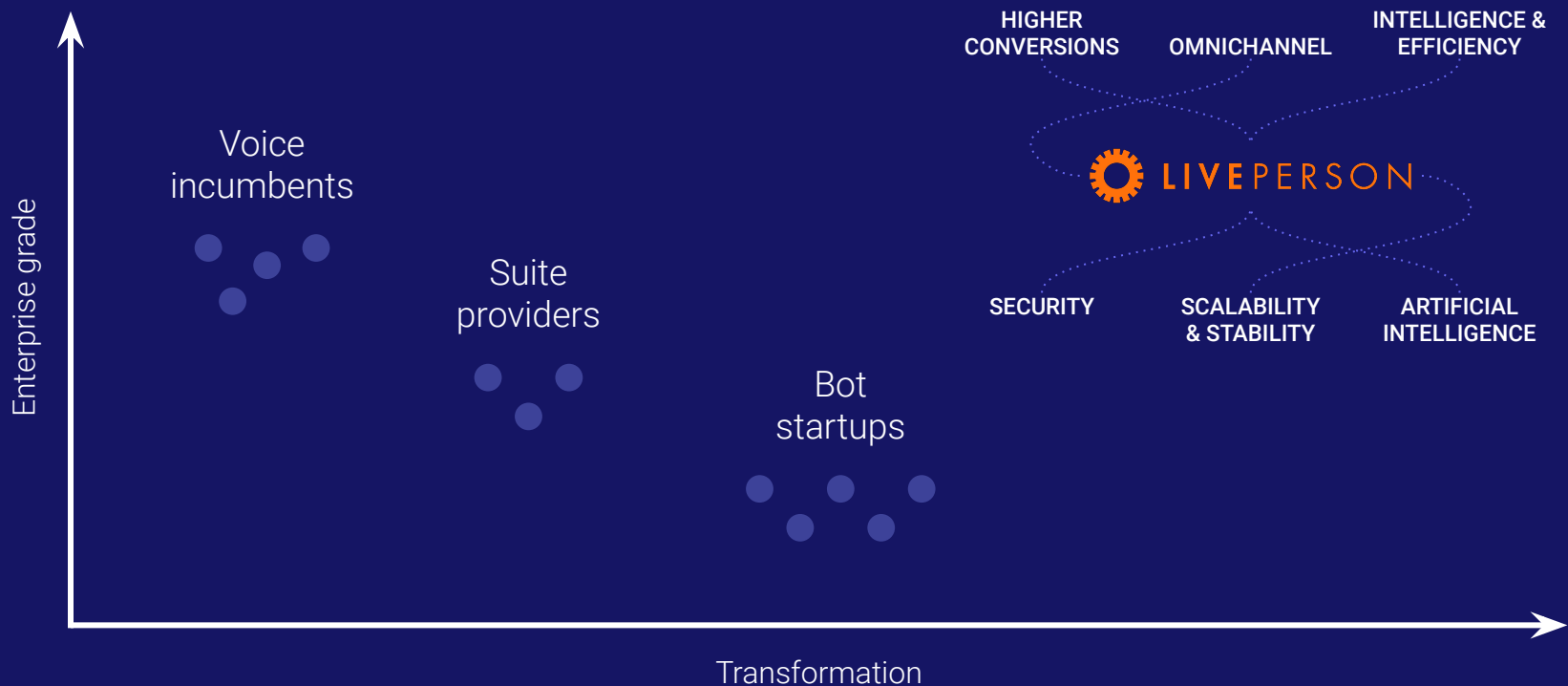
Key relationships and stakeholders



Conversational commerce



Why we win





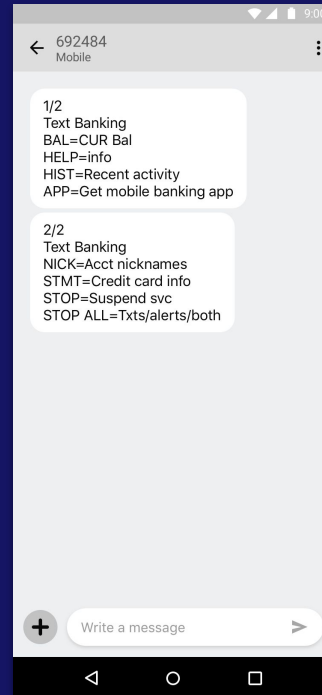
BANK

First bank live with Google Rich Business Messaging

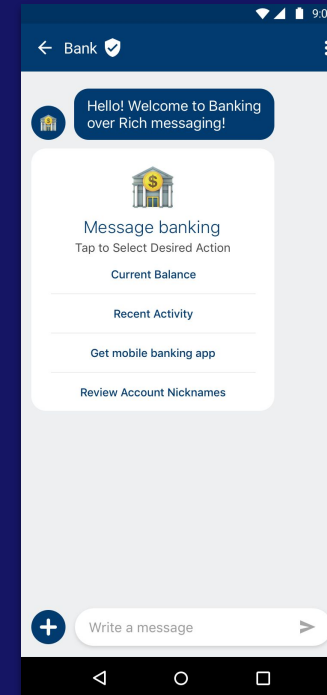
Account updates and activities

Improved experience for SMS customers

Rich interface including, branding, Cards, and tapping versus typing



SMS banking for customers

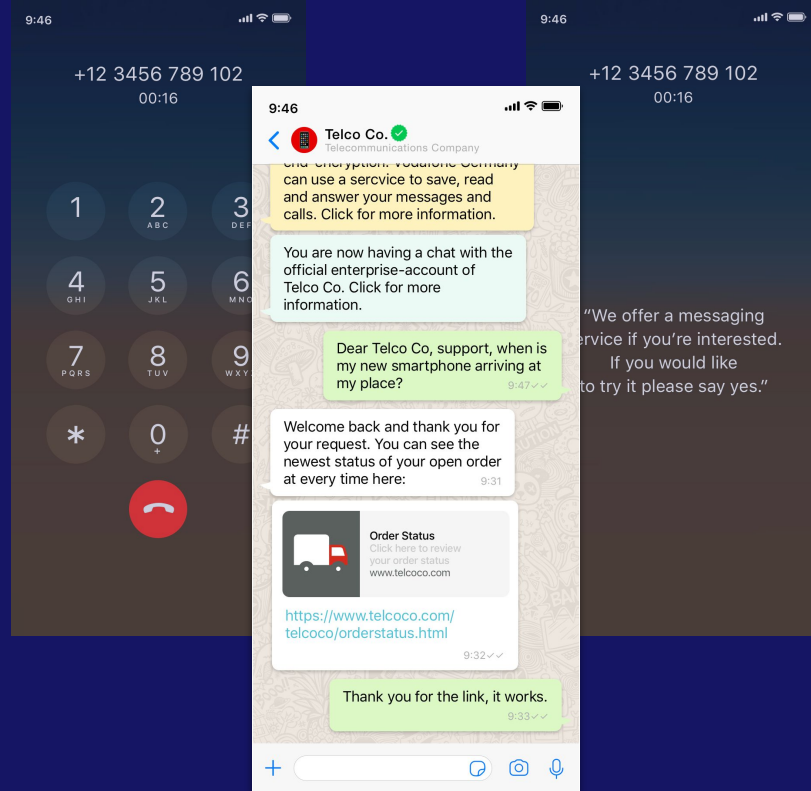


Google Rich Business messaging for customers



TELCO

First telco to go live with Conversational Commerce on WhatsApp





FIRSTS

HOME IMPROVEMENT RETAILER

One of the first brands to launch on Apple Business Chat

Going big with conversational commerce requires automation, like this summer's hit "BBQmaster" bot.

"BBQmaster"
daily sales

\$10.8K

"BBQmaster"
conversion rate

11.81%

Fully automated
conversations

75%

Source: LivePerson customer data

A recipe for 20%+ revenue growth

Leverage marketing events to accelerate and expand deals

Expand sales capacity to keep up with demand



Generate new pipeline via SDRs and Partners



Guide customers on their transformation and turn them into promoters



Note: See the Disclaimer included in this presentation for a discussion of our long-term financial model and the target contained in this slide.

LivePerson Proprietary Information. © 2019 LivePerson, Inc. All Rights Reserved.

LIVEPERSON
DALLAS
TEXAS 2019



Conversion rate from
marketing events

>40%



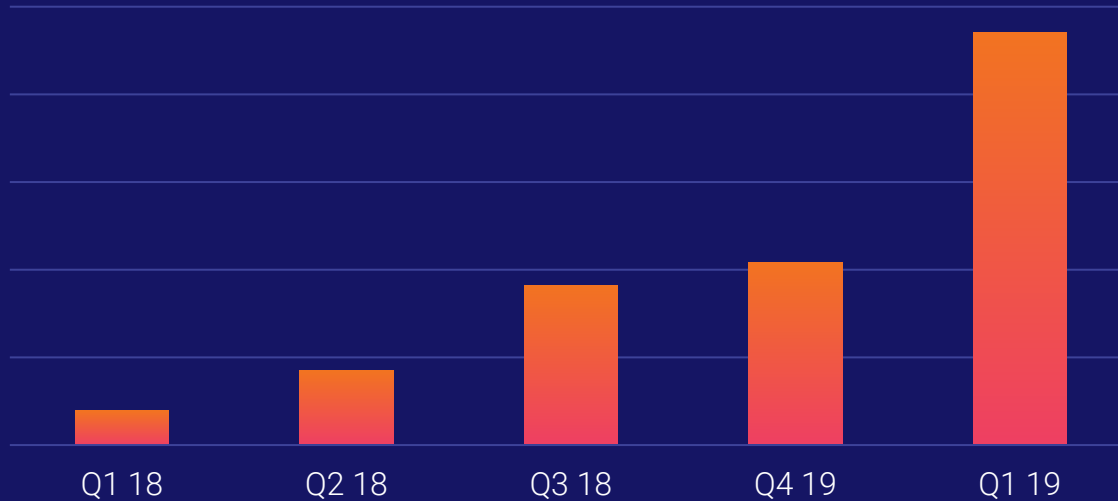
A proven transformation model

LivePerson's data-driven, expert guidance on how customers should progress along the conversational commerce journey provides unique value-added differentiation



Top of funnel investments fueling rapid pipeline growth

Pipeline Value via Sales Development Reps and Partner Managers



...leads to growth in ARPU and
better revenue retention

~\$900K

ARPU >25% YtY

~115%

Revenue retention rate

Note: Based on FY 2018 data.

Making substantial capacity investments across all regions

Quota carriers

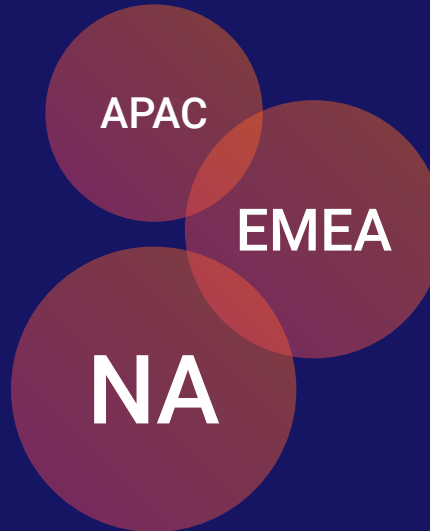
34

2018

59

2019E

Investment allocation



Pipeline generators

17

2018

48

2019E

Accelerating momentum YtY in 1Q 19

+50%

Growth in event attendance

+75%

Growth in pipeline value

+200%

New customer wins

+25%

Growth in ARPU

The most valuable brands choose LivePerson

Selected for our expertise in automation and enterprise-grade conversational platform that powers millions of efficient, high satisfaction, messaging conversations



World's **top 3 airlines**



World's 3rd most valuable **technology company**



World's largest **online travel company**



World's most valuable **apparel brand**



World's most valuable **automotive company**



World's largest **business travel agency**



World's most valuable **home improvement retailers**



World's largest **international cable company**



World's largest **restaurant chain**

COMMERCIAL BUSINESS

Accelerated momentum in commercial



Avi Kedmi,
EVP, Commercial Business Unit,
LivePerson

Commercial market segments defined

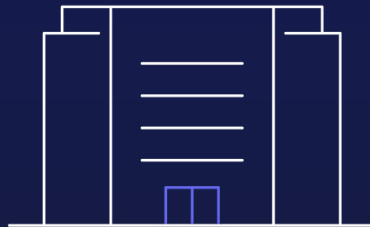
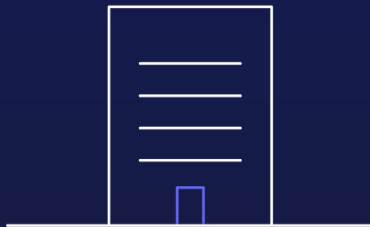
Sold directly and through channel partners

Small business
<250 employees

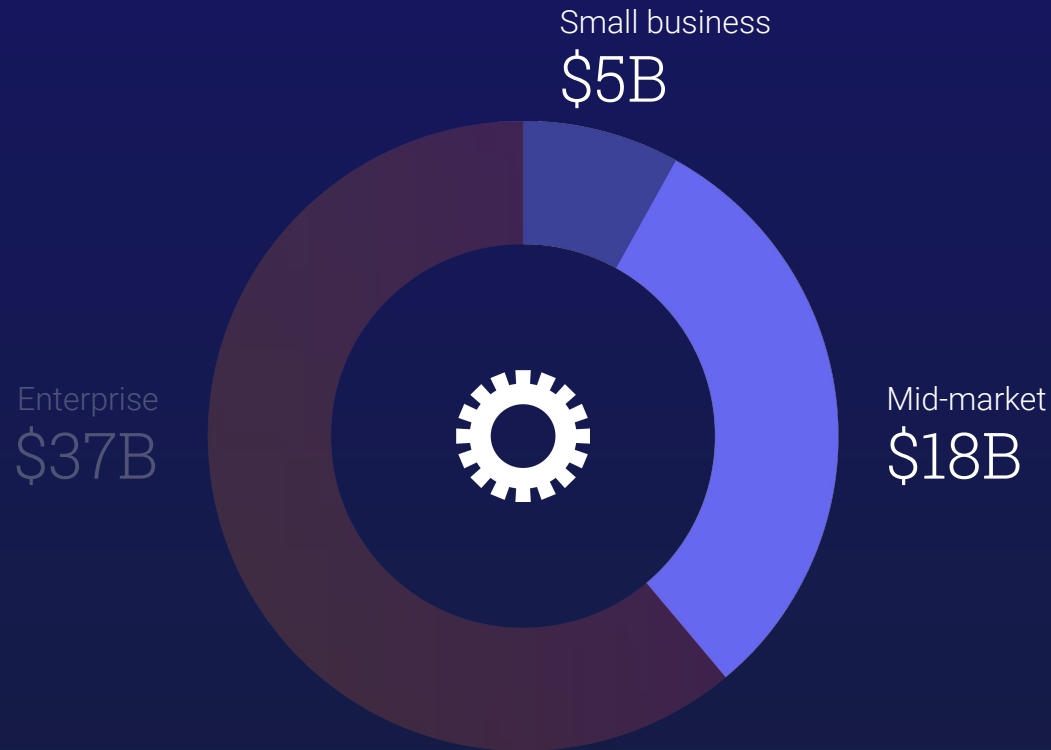
Mid-market
low touch
250-1K employees

Mid-market
high touch
1K-5K employees

Enterprise
5K+ employees



Targeting a \$23B go-to-market opportunity



Source: LivePerson proprietary go-to-market analysis

Go-to-market strategy overview

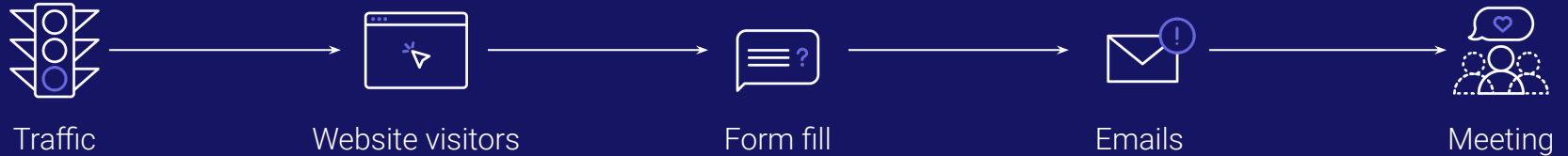
Market segment	Small business <250 employees	Mid-market low touch 250-1K employees	Mid-market high touch 1K-5K employees
Sales strategy	Transactional	Transactional & consultative	Consultative
Demand generation	Inbound entirely	Inbound, account based marketing & sales outreach	Account based marketing & sales outreach

VERTICAL FOCUS

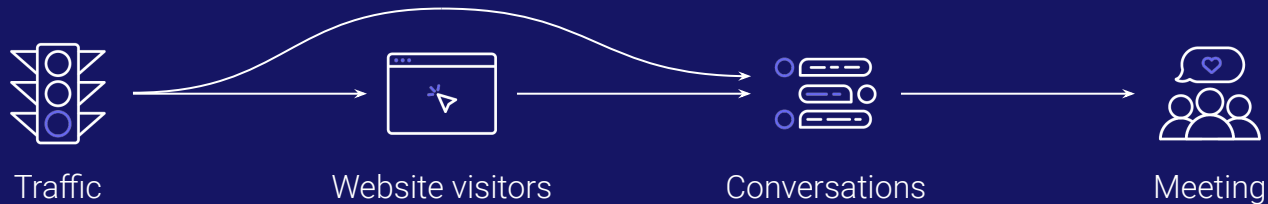
Retail, banking, insurance, education, travel & hospitality, telco, internet/software, automotive

Conversational demand gen powers the machine

TRADITIONAL DEMAND GEN LOW CLOSE RATES & LONG SALES CYCLES



CONVERSATIONAL DEMAND GEN 20% INCREASE IN CONVERSIONS & 30% FASTER SALES CYCLE



Expanding capacity across regions and customers

Quota carriers

16
2018

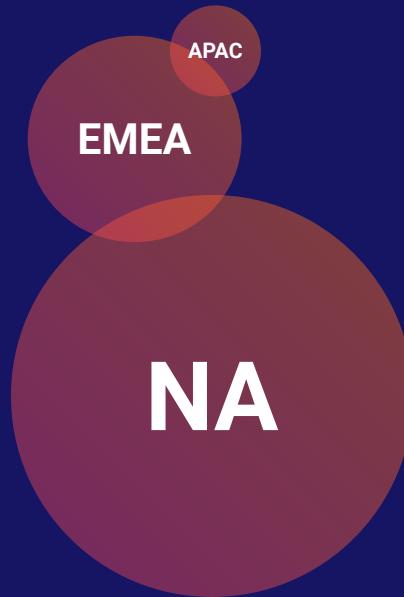
29
2019E

Inside sales

41
2018

48
2019E

Investment allocation



Pipeline generators

0
2018

9
2019E

Building a recipe for growth

~\$85K

Mid-market ARPU

~90%

Mid-market revenue retention rate

~\$10K

Small business ARPU

~80%

Small business revenue retention rate

Note: Based on FY 2018 data.

Messaging adoption is driving ARPU

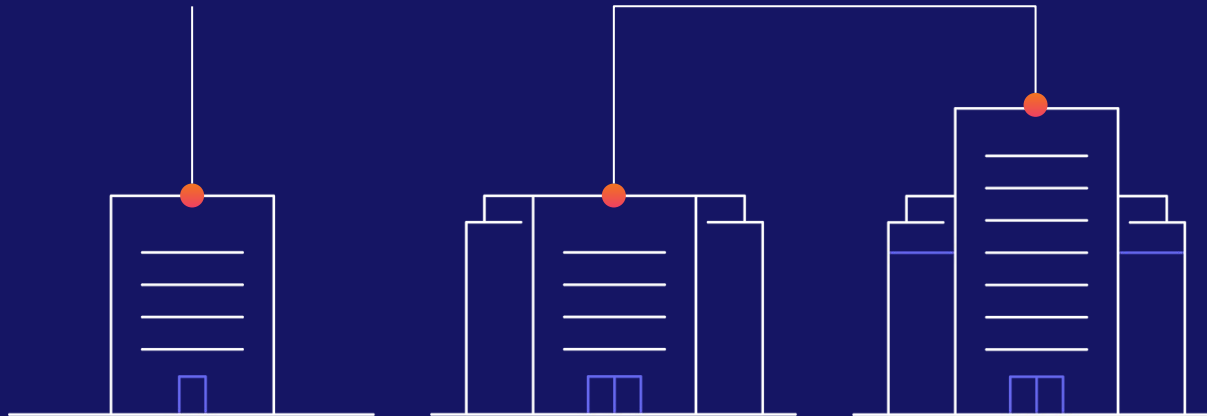
ARPU increases for messaging customers vs. chat customers

+275%

Small business*

+200%

Mid-market



Note: Based on December 2018 data.

*Excludes automotive

Accelerating momentum YtY in 1Q19

+110%

Growth in leads generated

+200%

Growth in pipeline value

+60%

New logos acquired

+20%

Growth in international revenue

Rapidly expanding our partner ecosystem



BPOs



Digital agencies



System integrators



VARs & MSPs

+300%

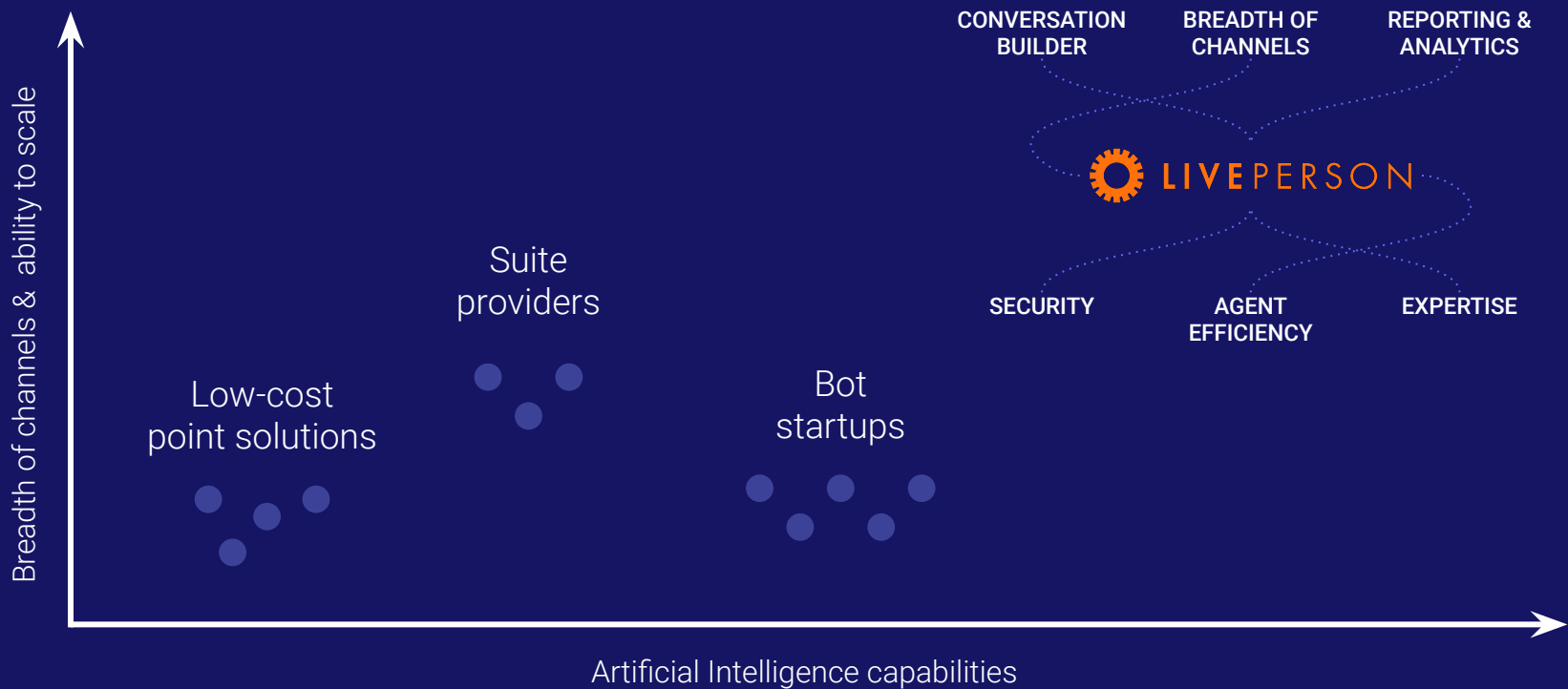
Growth in partner count

+185%

Growth in partner contract value

Note: Based on FY 2018 data.

Why we win



FINANCIALS

Capturing the TAM: Targeting >20% revenue growth



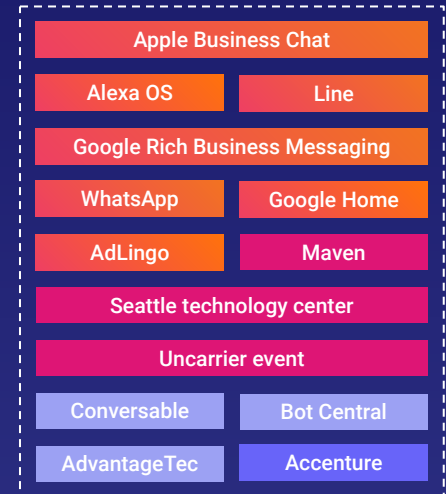
Chris Greiner,
Chief Financial Officer,
LivePerson

The accelerating adoption of Conversational Commerce...

■ Milestones
 ■ Capabilities added
 ■ Acquisitions
 ■ New partner
🗨️ Enterprise messaging adoption
 🤖 Automation integration
 💰 ARPU

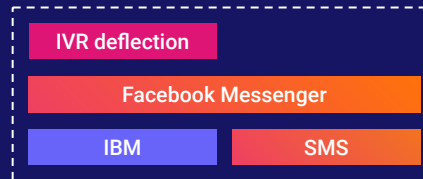
2018

🗨️ 40%
 🤖 50%
 💰 \$285K



2017

🗨️ 20%
 🤖 25%
 💰 \$220K

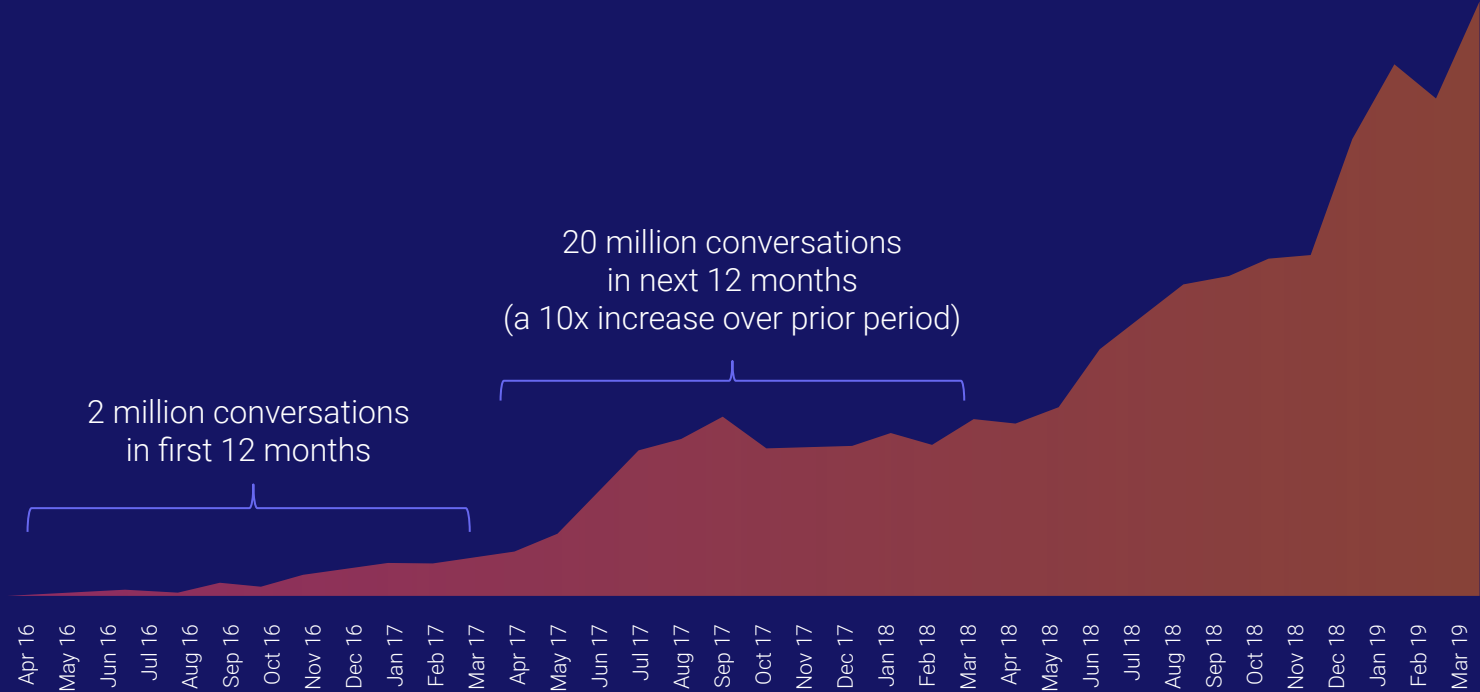


2016

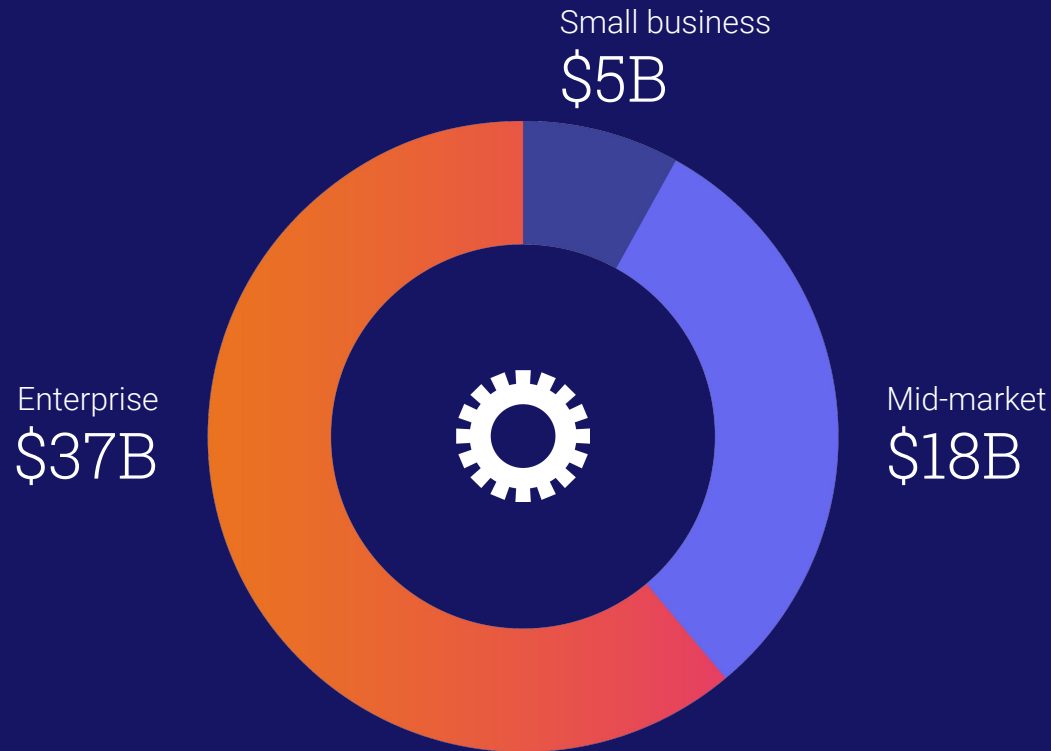
🗨️ 2%
 🤖 0%
 💰 \$205K



...is driving an exponential growth of messaging conversations on our platform, which in turn...



...fuels a \$60 billion go-to-market opportunity



Source: LivePerson proprietary go-to-market analysis

We are focused on four strategies to capture the \$60B go-to-market opportunity



A \$2B go-to-market opportunity for existing customers on conversational care



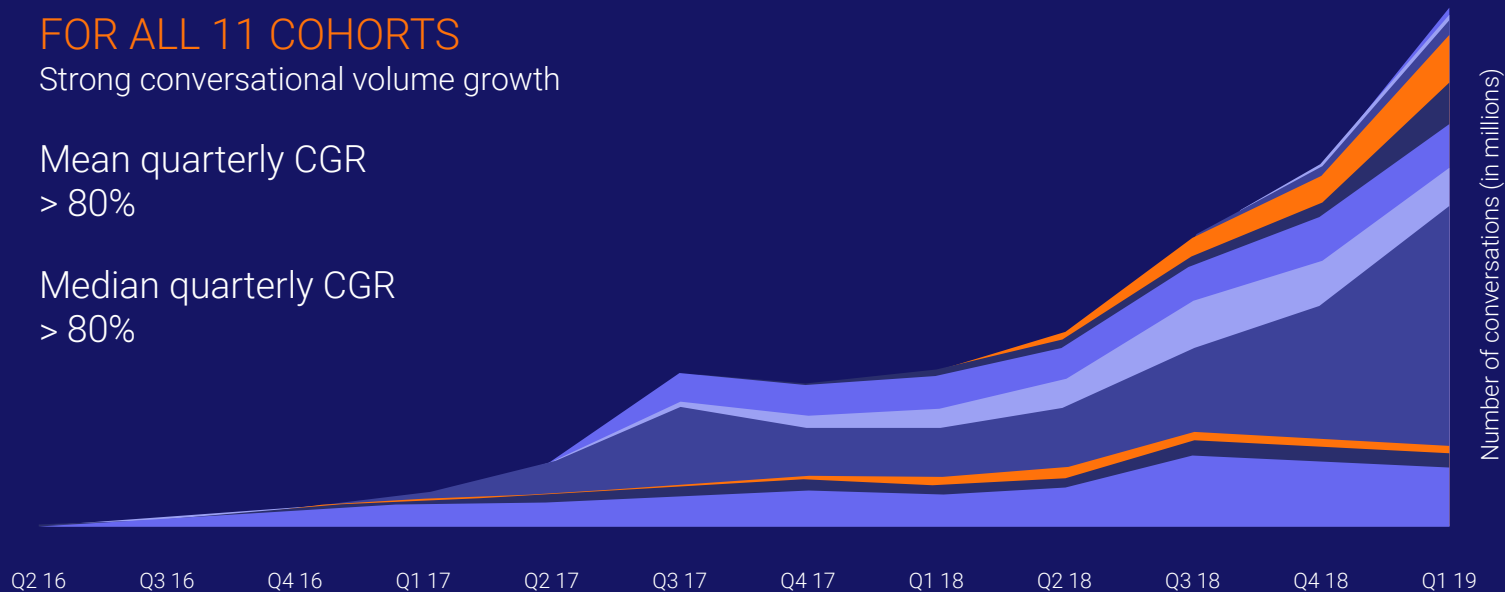
Our existing clients have scaled efficiently and generated powerful operating leverage on the platform

FOR ALL 11 COHORTS

Strong conversational volume growth

Mean quarterly CGR
> 80%

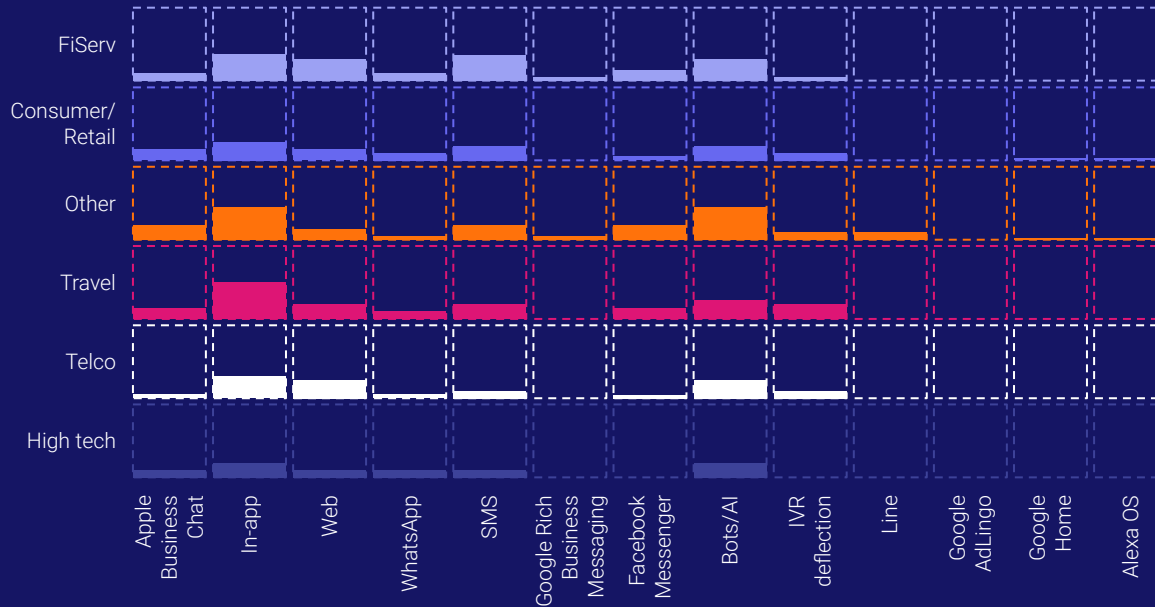
Median quarterly CGR
> 80%



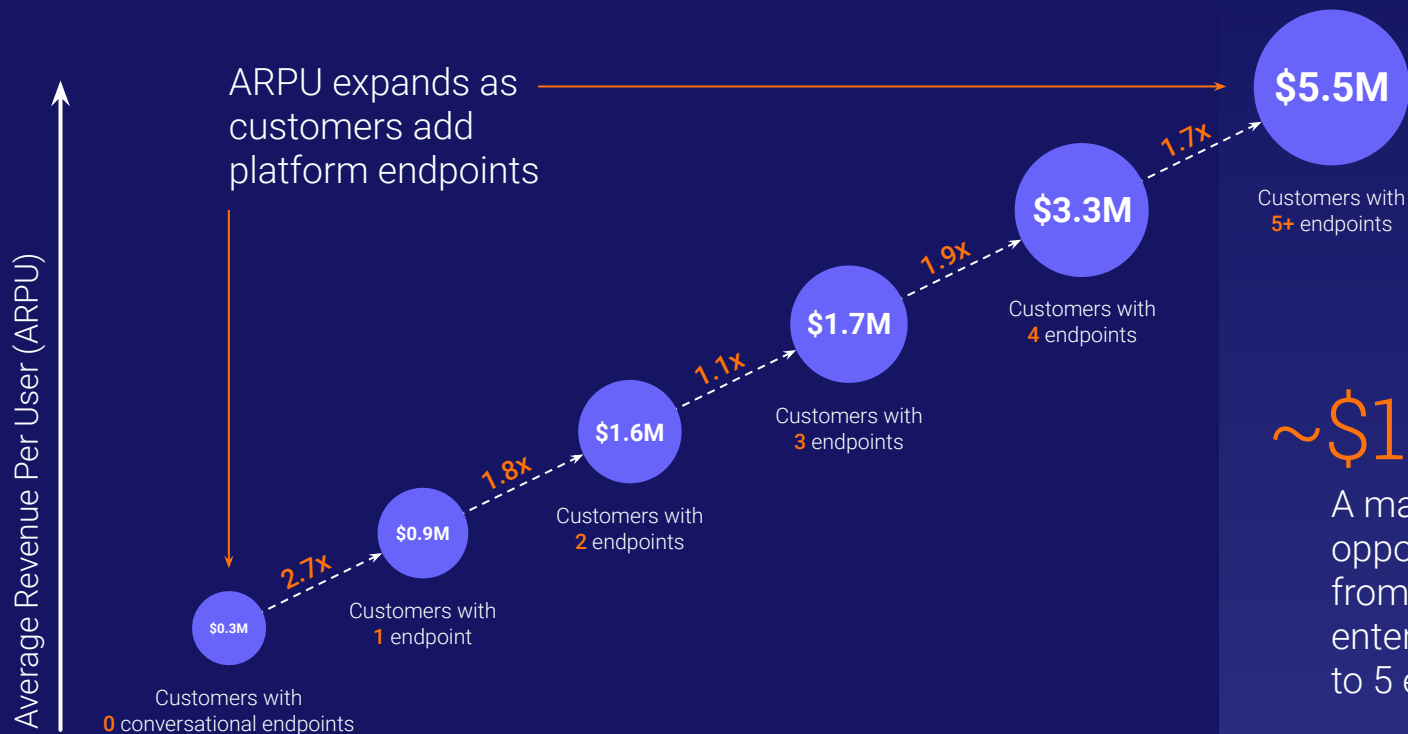
CGR: Compounded growth rate

We will drive adoption of conversational care across messaging solutions...

Relative penetration of platform capabilities by vertical in enterprise



...fueling higher average revenue per customer



Note: Based on FY 2018 data.

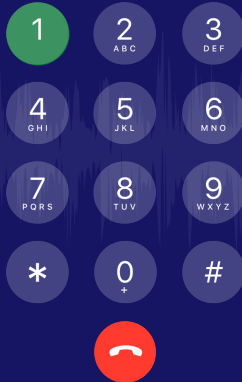
~\$1B

A massive revenue opportunity solely from bringing each enterprise customer to 5 endpoints

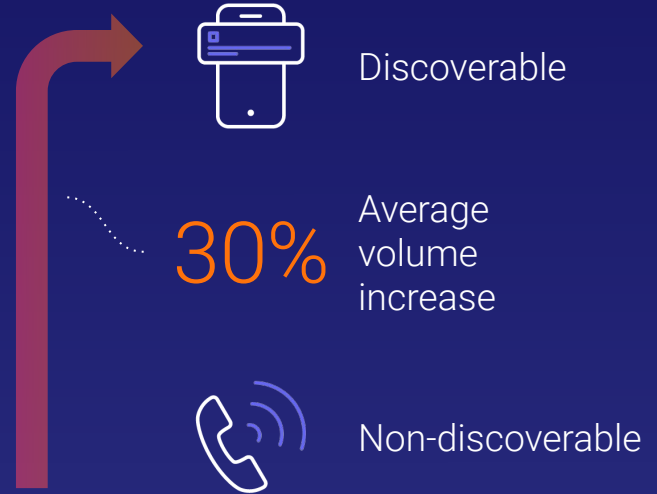
Messaging discoverability drives usage growth

10% — 30%

of voice switches through IVR deflection just by making it available



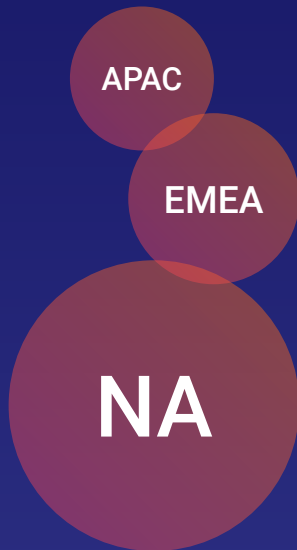
"To get faster service, press 1 to receive a text message to discuss your inquiry."



Source: LivePerson customer data 2017 and 2018

We are adding more sales and technical delivery capacity to go deeper and wider

Investment allocation



Client partners and technical experts

141
2018

197
2019E

Investment allocation



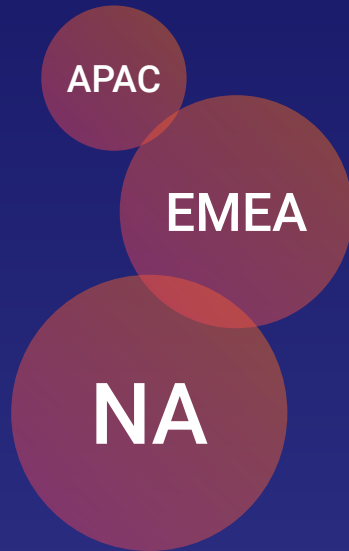
An estimated \$24B go-to-market opportunity for bringing care to new customers

\$60B opportunity breakdown by strategy



We are adding more sales capacity to address rapidly rising demand from prospects

Investment allocation



Hunters & pipeline generators

54
2018

130
2019E

Investment allocation



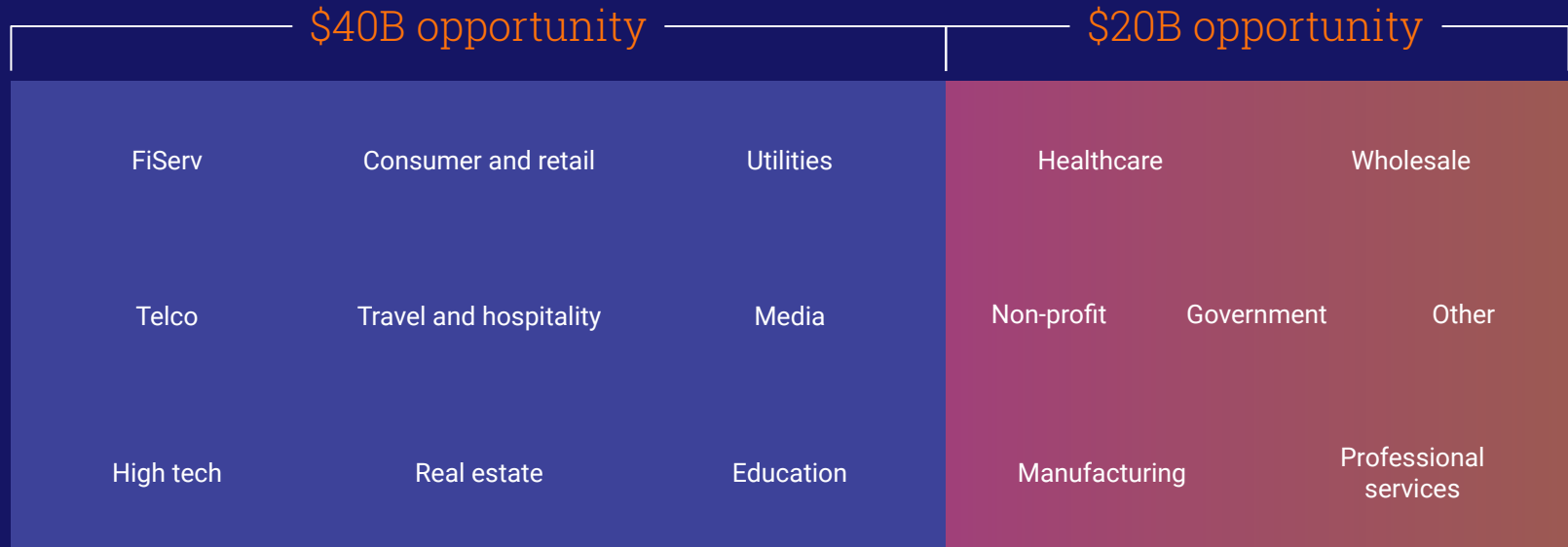
Expansion into new regions unlocks \$5B of new customer opportunities

● Existing markets ● New markets

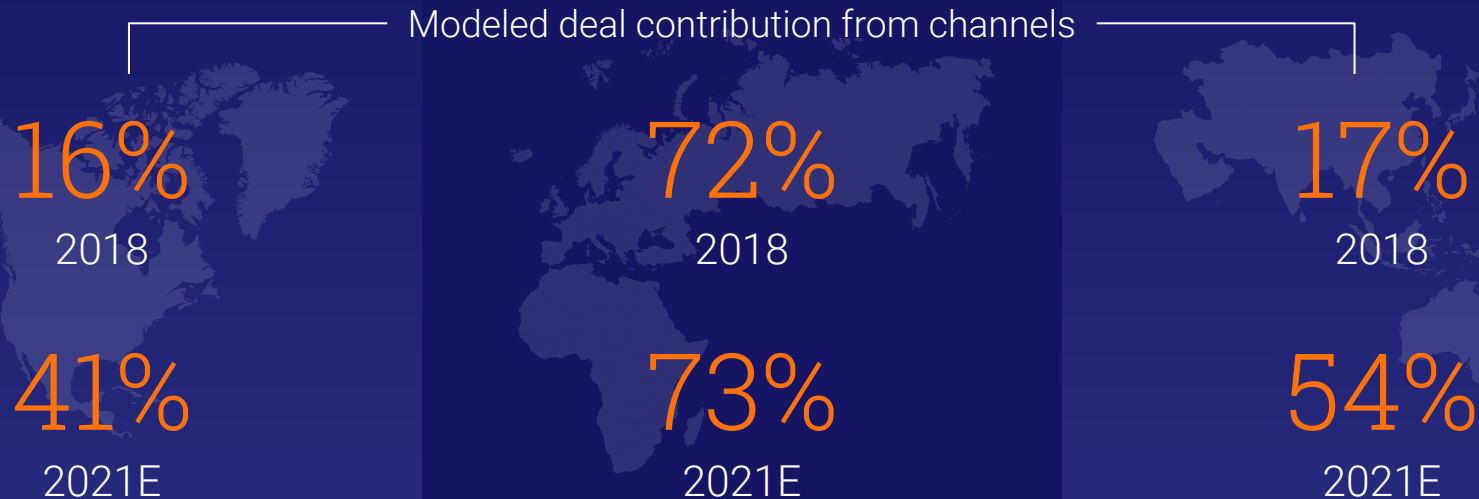


Source: LivePerson proprietary go-to-market opportunity analysis

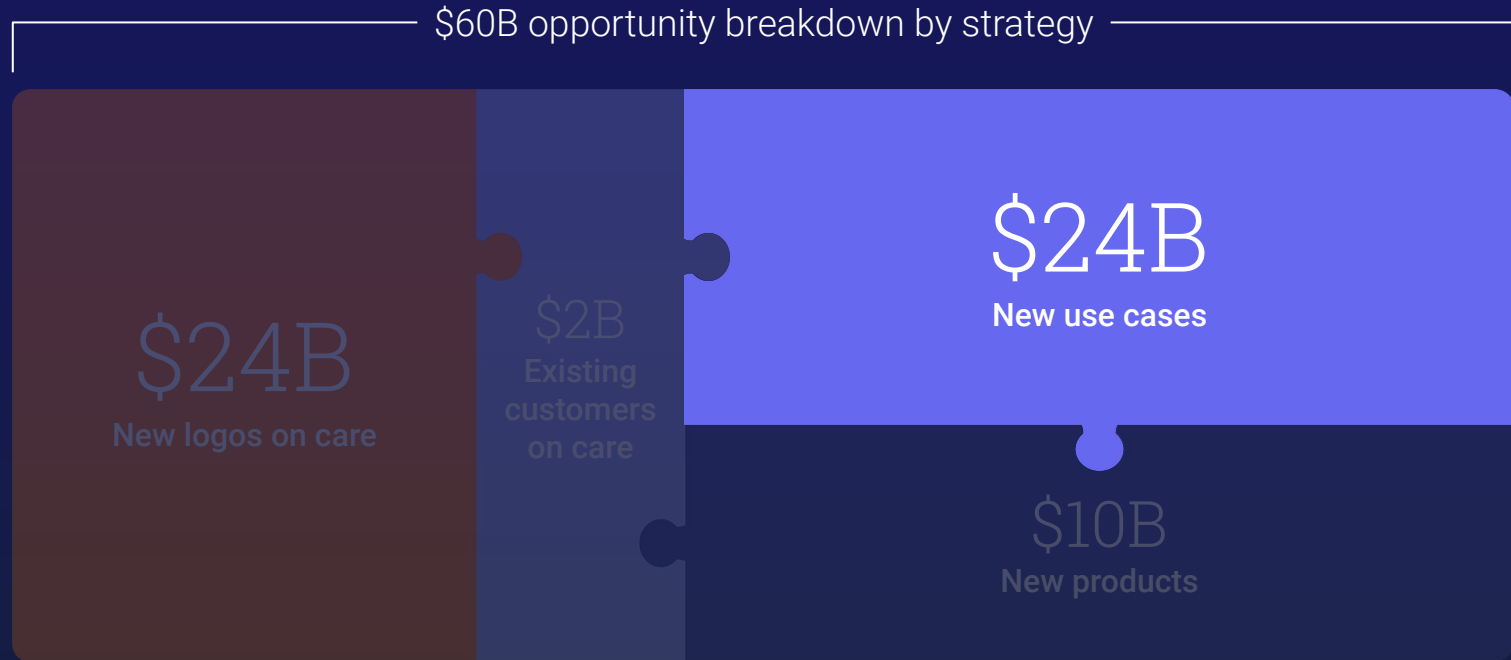
We will go deeper in existing verticals and expand into new markets like healthcare



Our expanding partner ecosystem provides incremental selling power



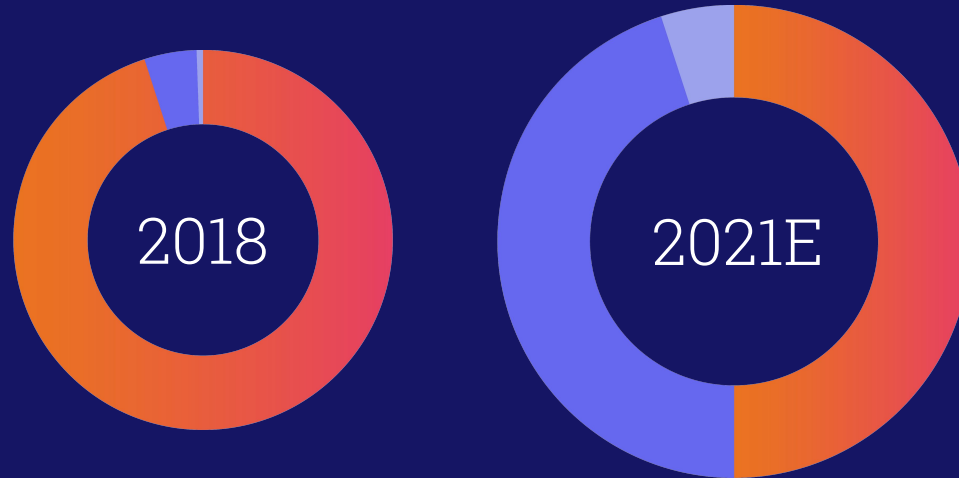
New use cases comprise an estimated \$24B go-to-market opportunity



Customers are rapidly adopting new use cases on the platform

Significant diversification beyond care use cases

● Care ● Sales & marketing ● Brick and mortar

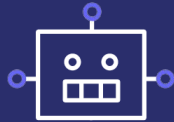


Note: Based on LivePerson estimates.

New products comprise an estimated \$10B go-to-market opportunity



Investment in innovation brings to market new platform offerings



Automation

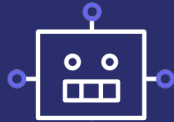


Gainshare



New endpoints

We allocate our capital to areas that build upon our strengths in Conversational Commerce



Automation



Use cases



Industry/vertical
expertise

Over the long-term, we expect the business to achieve the Rule of 40



(1) Please refer to the reconciliation of Adjusted EBITDA in the Appendix.

(2) See the Disclaimer included in this presentation for a discussion of our long-term financial model and the targets and projections contained in this slide.

Long-term model targets greater than 25% revenue growth

	2017 ⁽¹⁾	2018 ⁽¹⁾	2019E ⁽¹⁾	2020E ⁽²⁾⁽³⁾	3 to 5 years ⁽³⁾
Revenue growth/(decline)	(2%)	14%	14% - 17%	At least 20%	25%+

Measurements

Gross margin	73%	75%	74%	74% - 76%	≥ 75%
S&M % of revenue	42%	41%	43%	40% - 42%	< 38%
R&D % of revenue	18%	22%	30%	29% - 31%	< 27%
G&A % of revenue ⁽⁴⁾	16%	16%	16%	14% - 16%	< 14%
Adj. EBITDA margin	8%	8%	4% - 5%	7% - 10%	≥ 15%

1) Please refer to the reconciliation of adjusted EBITDA in the appendix.

2) See the Disclaimer included in this presentation for a discussion of our long-term financial model and the targets and projections contained in this slide.

3) We have not presented a quantitative reconciliation of our long-term model for the forward-looking non-GAAP measures Adjusted EBITDA and Contribution Margin to their most directly comparable GAAP financial measures because it is impractical to forecast certain items without unreasonable efforts due to the uncertainty and inherent difficulty of predicting the occurrence and financial impact of such items as well as the periods in which such items may be recognized.

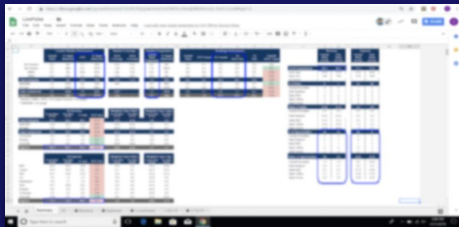
4) G&A excludes one-time items.

Our management systems are increasingly data-driven

Weekly LivePulse Reporting

The 12 Diamonds

Lowest common denominator



Employee A Employee B Employee C Employee D Employee E



Customer A Customer B Customer C Customer D Customer E

Key takeaways

\$60B TAM poised for transformation



Multiple paths to 20%+ revenue growth target



Market leading platform and blue-chip customers



Leverageable usage-driven model



Sustainable competitive advantage



Experienced management with focus on execution



LIVEPERSON

Closing remarks



Robert LoCascio,
Founder & Chief Executive Officer,
LivePerson

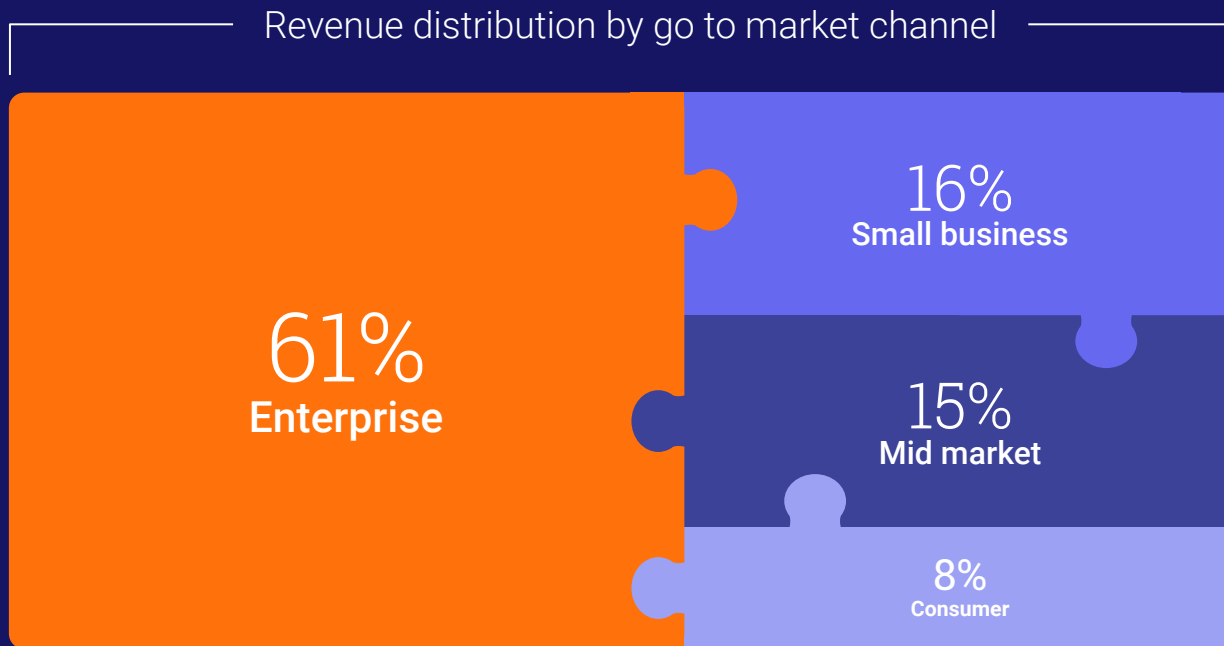


INVESTOR DAY

NEW YORK CITY 2019

Appendix

Our platform scales seamlessly to the needs of customers...



Note: Based on FY 2018 data.

...and our go-to-market reach is global and growing.

Revenue distribution by geography

62%

North America

29%

EMEA

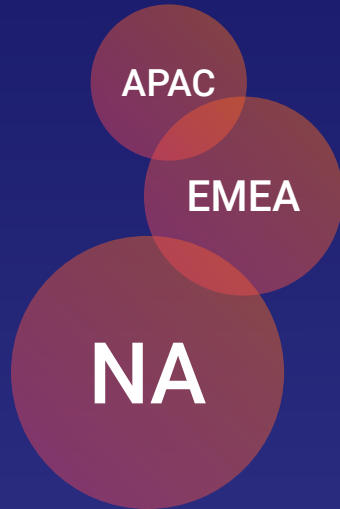
10%

APAC

Note: Based on FY 2018 data. Totals may not sum to 100% due to rounding

We are increasing sales capacity to rapidly address the accelerating opportunity...

Investment allocation

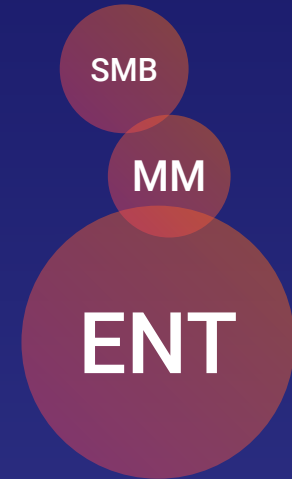


Quota carriers & pipeline generators

101
2018

192
2019E

Investment allocation



Non-GAAP adjusted EBITDA reconciliation

Guidance	2017	2018	2019E
GAAP net loss	\$(18.2)	\$(25.0)	\$(57.6) - \$(52.0)
Depreciation & amortization	\$17.1	\$17.0	\$19.5
Stock-based compensation	\$8.9	\$14.8	\$34.0
Other non-recurring costs	~\$10.2	~\$11.0	~\$7.8
Provision for taxes	\$0.5	\$0.9	\$6.2 - \$5.6
Other (income) expense, net	\$(0.1)	\$0.5	\$0.0
Adjusted EBITDA	\$18.4	\$19.1	\$10.0 – \$15.0

Note: Dollar amounts in millions. Certain items may not total due to rounding. Adjusted EBITDA is a Non-GAAP financial measure. Adjusted EBITDA excludes provision for (benefit from) income taxes, other (income)/expense, net, depreciation and amortization, stock-based compensation, restructuring costs, acquisition costs and other costs. The presentation of this financial information is not intended to be considered in isolation or as a substitute for, or superior to, the financial information prepared and presented in accordance with U.S. GAAP. See select non-gaap definitions slide.

Select non-GAAP definitions

Stock-based compensation

Represents costs related to stock-based compensation associated with certain employees' participation in the 2009 Stock Incentive Plan and the 2018 Inducement Plan.

Other non-recurring costs

Primarily represents IP litigation, consulting costs, restructuring costs, and acquisition costs..

Restructuring costs

Represents severance and associated costs related to resource reallocation for the Company's platform transformation as well as wind-down costs to focus on areas of high-growth potential.

Acquisition costs

Represents costs incurred for certain acquisitions including: Conversable, Inc. (2018); and AdvantageTec, Inc. (2018).

Other (income) expense, net

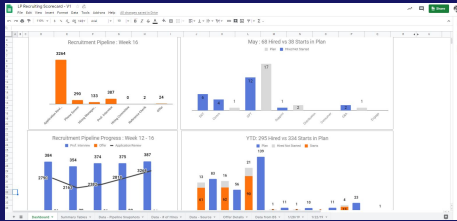
Primarily consists of interest income on cash and cash equivalents, investment income and financial (expense) income which is a result of currency rate

Our management systems are increasingly data-driven

Weekly LivePulse Reporting

The 12 Diamonds

Lowest common denominator



Category	Value 1	Value 2	Value 3	Value 4	Value 5
...



Employee A Employee B Employee C Employee D Employee E



Customer A Customer B Customer C Customer D Customer E