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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. 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 periodic Form 10-K and Form 10-Q reports, for factors that could cause actual results to materially differ from those we project. The forward-looking statements contained in this presentation are made as of the date hereof and LivePerson, Inc. (the "Company") assumes no obligation to update such statements.

This presentation includes non-GAAP financial measures, which complement the Company's financial statements 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 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.
265 Billion yearly calls to 1-800 #s (at a cost of $1.3 trillion)

Source: IBM, April 2018: The US Contact Center Decision Makers’ Guide 2018-2019
Consumers have moved on to messaging in their personal lives and are seeking the same experience with their favorite brands.

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

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

90% of 1B WeChat users use the app for payments or purchases.

13M texts were sent every single minute in 2018.

Sources: Facebook Q3 2018 Earnings Call, Domo, eMarketer, Tencent 2018 Q3 results, Business Insider
Messaging impact and results have been incredible, but what can enhance the customer experience even further?

20% boost in customer satisfaction after making the switch to messaging.

2x uptick in employee efficiency. Moving to messaging also increases agent happiness.

20% increase in online sales conversions after implementing messaging.

50% decrease in agent attrition rates after making the switch to messaging.

Source: LivePerson data based on specific customer examples.
A successful **intents-driven** Conversational strategy puts you in a direct dialogue with your customers—**forever**—and you own all of it.
Conversational Cloud transforms brand’s communication with consumers

- **DISCOVER**
  Receive intents and provide a unified view

- **UNDERSTAND**
  Automatically classify and route intents

- **DESIGN**
  Fulfill intents through automations

- **SCALE**
  Supervise automations with human agents

- **CUSTOMIZE**
  Connect backend systems seamlessly

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**Conversation Builder**
- Greeting bot

**Intent Manager**
- Intent Analysis
  Intent = Add frequent flyer

**Conversation Orchestrator**
- Route to Frequent Flyer bot

**Conversation Builder**
- Frequent Flyer bot

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Hey

Thank you for contacting Bolt Airways. I’m your automated travel assistant. How can I help you?

I need to add a frequent flyer number to my upcoming flight.

I can help you add a frequent flyer number to your flight.

I see that you have a flight from JFK to SFO tomorrow at 7:00am, is that the flight you’re referring to?
LivePerson’s AI-powered Conversational Cloud

**Discover & Understand**
- Intent Manager:
  - Intent Builder
  - Intent Analyzer

**Design & Scale**
- Conversation Builder
- Conversation Manager
- Conversation Orchestrator

**Measure & Improve**
- Conversation Analytics:
  - Insights
  - Analytics Builder
  - Performance Dashboard

- **Connect** to consumer endpoints
- **Customize** with developer tools and APIs
- **Optimize** with expert services
- **Secure** with enterprise-grade reliability, compliance and security

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Automation and bots help businesses succeed with a brand’s currently existing resources

+33%
A major U.S. Airline experienced a +33% increase in customer satisfaction.

90%
A Japanese Telco saw containment rates of up to 90%, and a 2x uptick in agent efficiency.

+30%
A Hospitality brand saw a +30% increase in average spend with a branded concierge bot.
Performance Optimizer is a game changer

Leverages LivePerson’s expertise, AI and data to benchmark and improve Conversational KPIs

- Scorecard visualization of performance
- Set and track targets for Conversational KPIs
- Compare performance to industry benchmarks
- Segmentation along Lines of Business
- Identifies root cause of target underachievement
- Recommends course of action for improvement
We estimate a **$60B opportunity** in the Conversational Space. We are well positioned in key verticals and expanding into new target markets.

<table>
<thead>
<tr>
<th>Existing Verticals</th>
<th>New Verticals</th>
</tr>
</thead>
<tbody>
<tr>
<td>FiServ</td>
<td>Healthcare</td>
</tr>
<tr>
<td>Consumer and retail</td>
<td>Wholesale</td>
</tr>
<tr>
<td>Telco</td>
<td>Non-profit</td>
</tr>
<tr>
<td>Travel and hospitality</td>
<td>Government</td>
</tr>
<tr>
<td>High tech</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>Real estate</td>
<td>Professional services</td>
</tr>
<tr>
<td>Education</td>
<td>Other</td>
</tr>
</tbody>
</table>

Source: LivePerson proprietary go-to-market analysis
Our momentum and Conversational AI leadership has been recognized
Financial metrics hit record highs in Q3 as demand inflects

- Exceeds Q3 revenue and profit guidance and raises 2020 outlook:
  - Q3 revenue increased 26% YoY to $95M, exceeding guidance and marking the 2nd consecutive quarter of 25%-plus growth
  - Enterprise/mid-market ARPU increased nearly 30% year-over-year to a new record of approximately $425,000
  - Enterprise/mid-market revenue retention rate widely exceeded the high end of target range of 105% to 115%
  - Record contract signings in Q3 highlighted by 8 seven-figure deals
  - New logo demand regaining momentum, with signed annual contract values up more than 300% quarter over quarter, returning to pre-pandemic levels
  - Continued recovery in EMEA, with rebound to 15% YoY revenue growth and 50% quarter over quarter increase in contract signings
  - Record adjusted EBITDA of $15M exceeded guidance midpoint by $10M and reflects a 24 point YoY margin increase
  - Raises guidance for revenue growth in 2020 as leadership in Conversational AI drives strong momentum
  - Raises profit guidance as budgetary vigilance and steady internal automation adoption fuel margin improvements
  - Pivoted to free cash generation on YTD basis and increased cash balance $26M quarter over quarter to $199M

- LPSN is leading a structural shift in Conversational AI adoption:
  - Consumers are driving a massive structural shift to remote, digital engagement in the wake of the Covid pandemic
  - Brands are automating conversations at scale and introducing messaging to satisfy growing digital demand
  - Platform volumes are up nearly 50% since the pandemic started in February, led by a nearly 60% increase in AI-based conversations
  - Virtually every Enterprise customer is deploying AI on LivePerson’s platform; automations power two-thirds of messaging conversations
  - Nearly 50% of all messaging conversations powered by LivePerson AI are fully autonomous, delivering a powerful ROI for our customers by reducing wait times for consumers and the cost to serve those conversations
  - Signs first-of-its-kind, 360° partnership with Infosys, a global leader in next-generation digital services and consulting; will transform our cloud services and leverage our Conversational AI in the mission critical business processes of their clients
  - Launches Performance Optimizer, an AI-powered solution that showcases LivePerson’s expertise, AI and data moat, helping brands set Conversational Commerce KPIs, compare performance to industry benchmarks, and take targeted actions to improve outcomes
Positive Conversational AI leading indicators

Trends for key metrics point to sustained growth trajectory

Revenue retention rate above
Target range of

> 105% to 115%

Fifteenth consecutive quarter over 100%

Average revenue per user (ARPU)
~30% YtY Growth

Same customer usage growth YY

>10%

Fifteenth consecutive quarter over 10% threshold

*Note: Revenue retention rate measures the % of revenue retained at quarter end from full service customers that were either on Conversational Cloud or with LivePerson, respectively, at quarter end in the year ago period. ARPU is a measure of the average revenue per enterprise and midmarket customer over the trailing-twelve months.
Positive Conversational AI leading indicators

Trends for key metrics point to sustained growth trajectory

Full Service Brands with >1 Interaction Type
1 pts Improvement YtY

% Enterprise Customers using Messaging
16 pts Improvement YtY

% Enterprise Interactions with Messaging Automation
12 pts Improvement YtY
## Selected Pro Forma Guidance Measures

<table>
<thead>
<tr>
<th></th>
<th>4Q:20 Guidance</th>
<th>2020 Guidance</th>
<th>Previous 2020 Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$98.0 - $100.0</td>
<td>$362.5 - $364.5</td>
<td>$357.0 - $361.0</td>
</tr>
<tr>
<td>Gross Margin</td>
<td>71.5%</td>
<td>70.5%</td>
<td>~71%</td>
</tr>
<tr>
<td>GAAP Net Loss</td>
<td>$(23.9) - $(21.9)</td>
<td>$(118.2) - $(116.2)</td>
<td>$(102.4) - $(99.3)</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$9.3 - $11.3</td>
<td>$29.0 - $31.0</td>
<td>$16.0 - $19.0</td>
</tr>
<tr>
<td>Adjusted EBITDA Margin</td>
<td>9% - 11%</td>
<td>~8%</td>
<td>4% - 5%</td>
</tr>
</tbody>
</table>

- Raises guidance for 2020 revenue growth to a range of 24% to 25% from 22% to 24% previously. Q4 revenue guidance targets 3rd consecutive quarter of 25%-plus growth.
- Sees demand inflection as brands eagerly adopt Conversational AI and messaging in wake of voice call contact center disruption and consumer shift to digital commerce and care.
- Accelerating growth outlook reflects record Q3 contract signings, continued month over month build in conversation volumes, and a revenue run rate that is ahead of plan, balanced by respect for evolving macro uncertainties.
- Raises guidance for 2020 adjusted EBITDA to a range of $29.0M to $31.0M from $16.0M to $19.0M previously.
- Targets third consecutive quarter of double-digit adjusted EBITDA margins in Q4.
- Improving profitability and margins reflect powerful operating leverage tied to internal automation initiatives and healthy expense rigor, even as invests in growth drivers.
- Expects to exit 2020 with at least $190M of cash, $13M higher than the end of 2019, and $60M above initial plan of at least $130M.

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(1) Dollar amounts in millions. Adjusted EBITDA is a Non-GAAP financial measure. For a reconciliation of net loss to Adjusted EBITDA (loss), please see slide 17. For detailed current financial expectations, please see our Press Release issued on October 29, 2020.

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# Projected Non-GAAP adjusted EBITDA reconciliation

<table>
<thead>
<tr>
<th>Guidance</th>
<th>4Q:20E</th>
<th>2020E</th>
<th>Previous 2020 Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP net loss</td>
<td>$(23.9) - $(21.9)</td>
<td>$(118.2) - $(116.2)</td>
<td>$(102.4) - $(99.3)</td>
</tr>
<tr>
<td>Depreciation &amp; amortization</td>
<td>$6.7</td>
<td>$26.7</td>
<td>$26.9</td>
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<tr>
<td>Stock-based compensation</td>
<td>$19.2</td>
<td>$65.4</td>
<td>$62.4</td>
</tr>
<tr>
<td>Other non-recurring costs</td>
<td>$1.3</td>
<td>$38.3</td>
<td>$11.6</td>
</tr>
<tr>
<td>Provision for taxes</td>
<td>$1.6</td>
<td>$1.5</td>
<td>$2.7 - $2.6</td>
</tr>
<tr>
<td>Other (income) expense, net</td>
<td>$3.6</td>
<td>$15.3</td>
<td>$14.8</td>
</tr>
<tr>
<td>Adjusted EBITDA (loss)</td>
<td>$9.3 - $11.3</td>
<td>$29.0 - $31.0</td>
<td>$16.0 - $19.0</td>
</tr>
</tbody>
</table>

*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. Please see our press release issued October 29, 2020 for more information concerning the reconciliation of non-GAAP measures to the nearest applicable GAAP measure.