



Investor Presentation

November 2022

Notice

Forward Looking Statements

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 adjusted EBITDA, a non-GAAP financial measure, which supplements the Company’s financial statements prepared in accordance with GAAP. This non-GAAP financial measure is not intended to supersede or replace the Company’s GAAP results. The most directly comparable GAAP financial measure and a detailed reconciliation between GAAP and non-GAAP financial measures is included in the Appendix to this presentation. The following forward-looking measures and the underlying assumptions involve significant known and unknown risks and uncertainties, and actual results may vary materially from these forward-looking measures. The Company does not present a quantitative reconciliation of the forward-looking non-GAAP financial measures adjusted EBITDA and adjusted EBITDA margin to the most directly comparable GAAP financial measures (or otherwise present such forward-looking GAAP measures) because it is impractical to forecast certain items without unreasonable efforts due to the uncertainty and inherent difficulty of predicting, within a reasonable range, the occurrence and financial impact of and the periods in which such items may be recognized. In particular, these non-GAAP financial measures exclude certain items, including amortization of purchased intangibles, stock-based compensation, depreciation, other litigation and consulting costs, restructuring costs, contingent earn-out adjustments, provision for (benefit from) income taxes, interest income (expense), and other expense (income), which depend on future events that are inherently uncertain. Depending on the size of these items, they could have a significant impact on the Company’s GAAP financial results. We obtained market, industry and other data in this presentation from our own internal estimates and research, publicly available information about industry and general publications and research, surveys and studies conducted by third parties. While we believe that the 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.



Burberry Video:

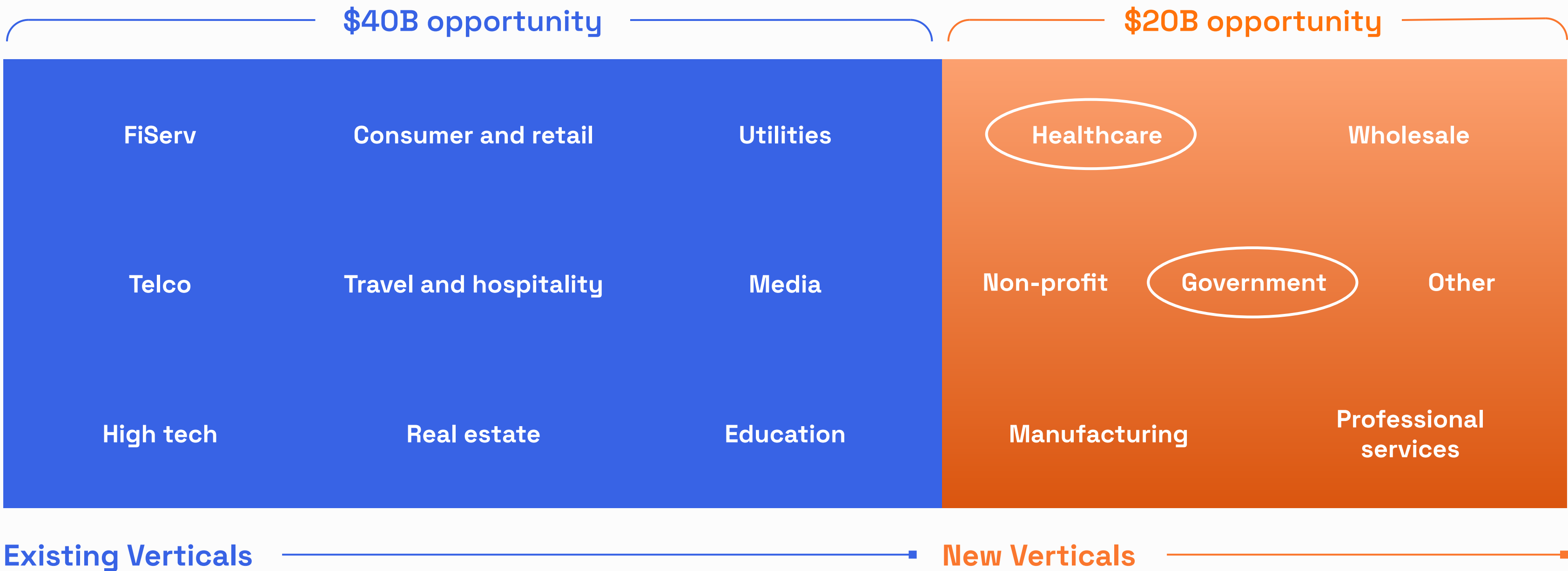
<https://vimeo.com/716920883/6d942a37b3>

Global Leader in Customer Engagement Solutions

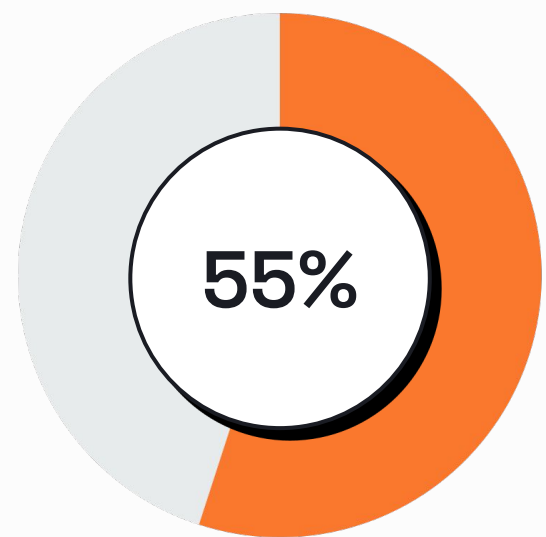
Well positioned for industry trends	<ul style="list-style-type: none">• Conversational AI is the fastest growing customer engagement solution for Commerce and Care• Consumers are driving a structural shift to digital shopping, prefer messaging for communication
Conversational AI leadership	<ul style="list-style-type: none">• Market leading AI-powered SaaS messaging platform with attractive customer base• Unique approach and AI technology have been validated and recognized
Sustainable competitive advantage	<ul style="list-style-type: none">• Robust NLU and data set with >1.8 Billion relevant conversations on platform• First mover advantage in Conversational AI technology for Conversational Commerce
Massive TAM opportunity	<ul style="list-style-type: none">• Significantly increased TAM driven by commerce, geography and market trends• ~\$5B in annual transaction value being supported on Conversational Cloud... and growing
Highly adaptable business model	<ul style="list-style-type: none">• Usage based model provides more transparency and visibility into revenue• Land and expand strategy drove revenue retention rate to exceed high end of target range

A \$60B and growing TAM in the Conversational Space.

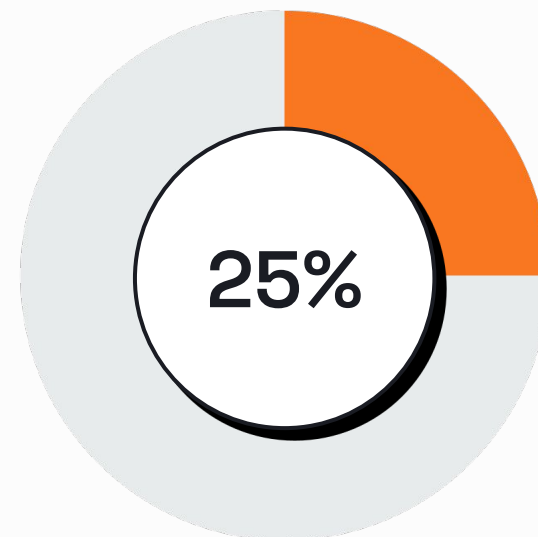
Well positioned in key verticals and **expanding into new target markets.**



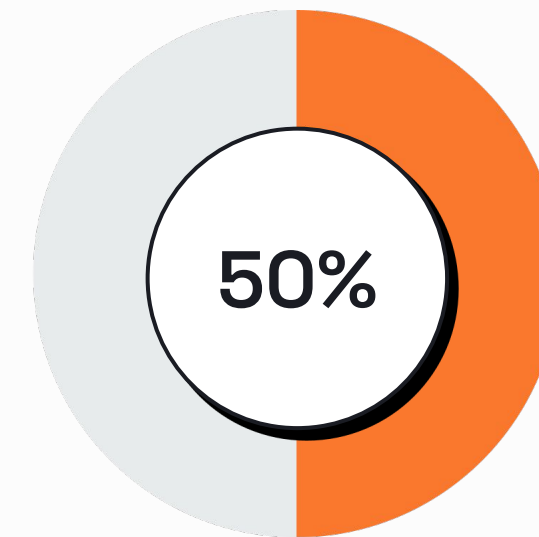
400+ of the world's leading brands depend on LivePerson for Messaging and Conversational AI



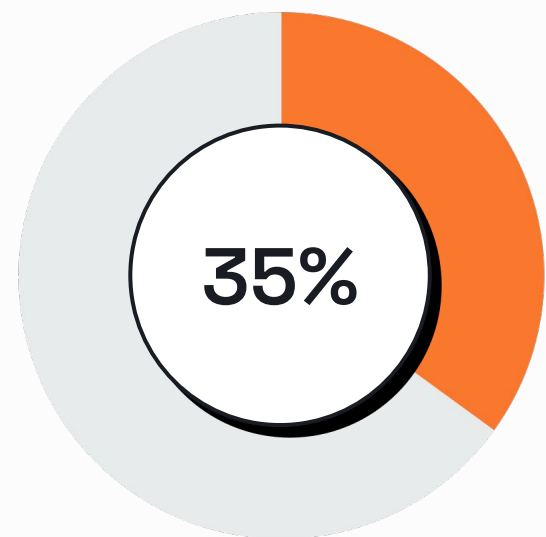
of Global
Fortune 500
telcos



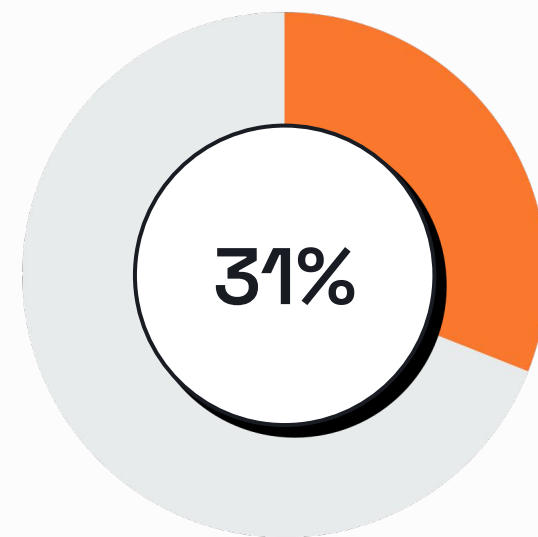
of Global
Fortune 500
retailers



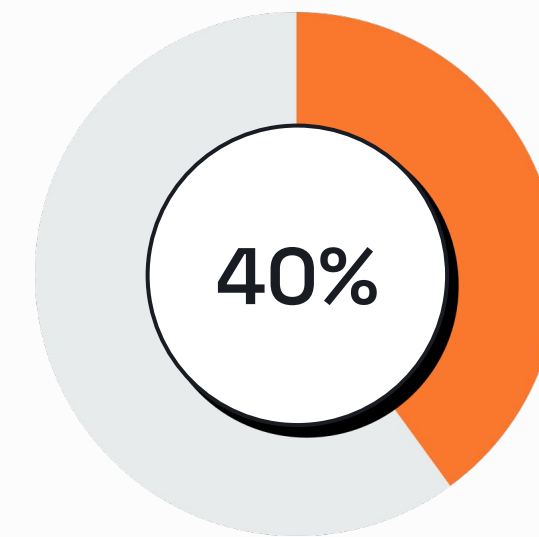
of Global
Fortune 500
airlines



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



of Global
Fortune 500
banks



of Global
Fortune 500
technology companies

Competitive Landscape: LivePerson makes it easy to build, manage, and optimize AI-powered Customer Engagement

	LivePerson	Amazon Connect	Genesys	Google CCAI	IBM Watson	Microsoft*	Salesforce*	Sprinklr	Twilio	Zendesk
Console to supervise bot conversations	✓	-	✓	-	✓	✓	✓	✓	-	-
AI-powered agent assistance	✓	✓	✓	✓	-	✓	✓	✓	-	✓
Pre-built vertical bot and intent templates	✓	-	-	-	✓	✓	-	-	-	-
Low code bot-building tools	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Omnichannel analytics with actionable real-time insights	✓	-	-	✓	✓	✓	✓	✓	-	-
Asynchronous Live Agent Messaging	✓	✓	✓	-	-	✓	✓	✓	✓	✓
Channel Breadth	✓	-	✓	✓	✓	✓	-	✓	✓	✓
Voice Automation	Early Access	✓	✓	✓	✓	✓	-	✓	✓	-

*Multiple business units



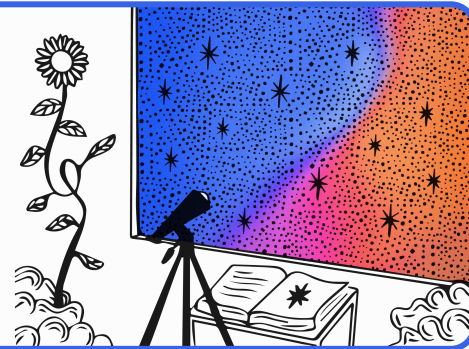
Curiously Human Experiences

Vision

We want to give every person a trusted and loving conversational AI that would help them fulfill their most important intentions around things like their health, finances, and relationships with the trusted brands.

Values & Principles

Dream big



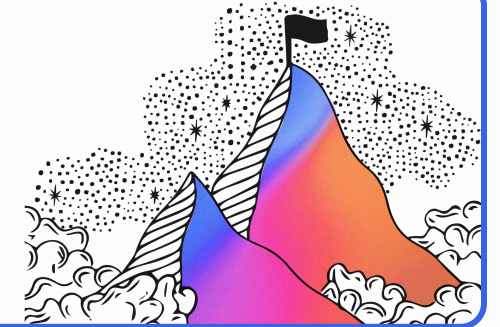
Help others



Pursue expertise



Own it



B2B2C Mission



We help brands create Curiously Human™ digital experiences.

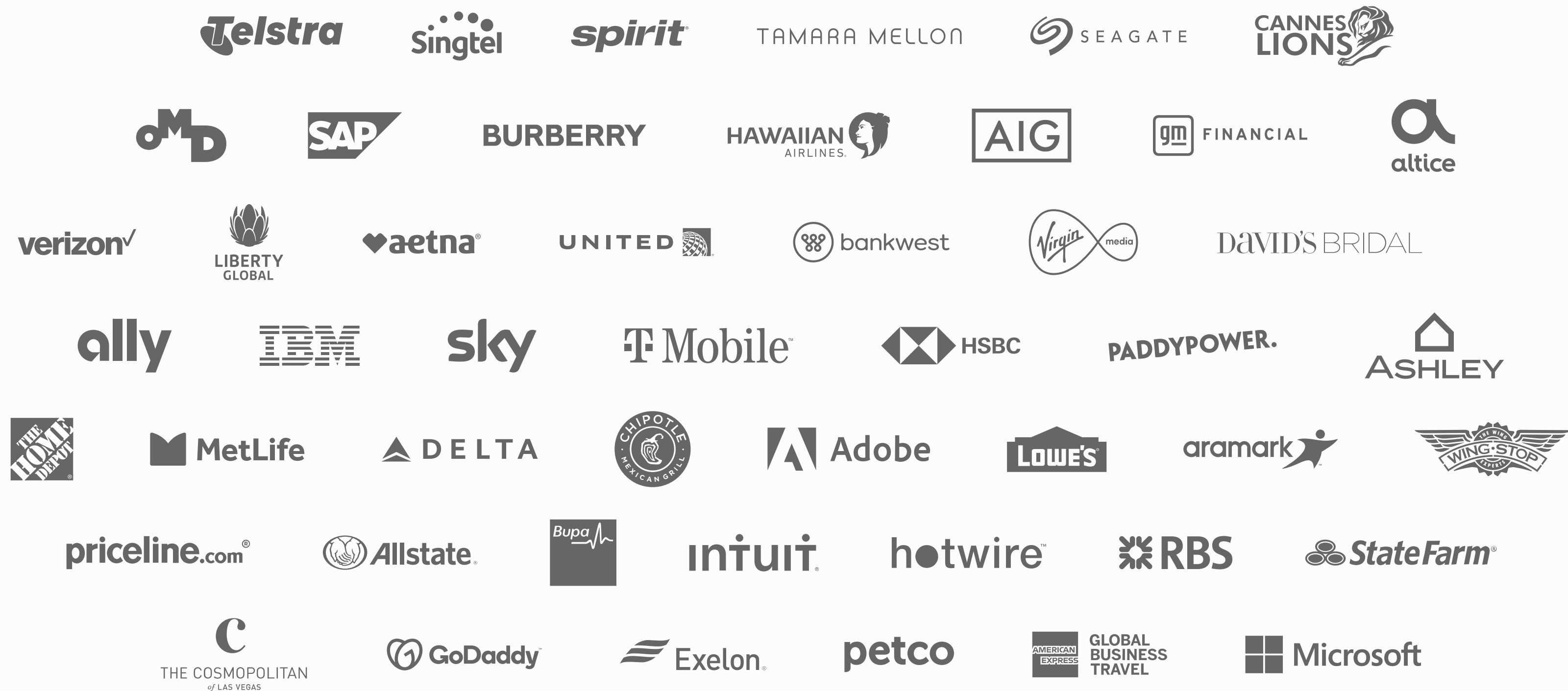
Goals

Leverageable Growth

Platform

- Self-Healing Automation
- Voice AI
- AI Healthcare: Testing Based Precision Medicine
- Maven-SMB Shopify Platform

Trusted by the world's **most innovative** brands



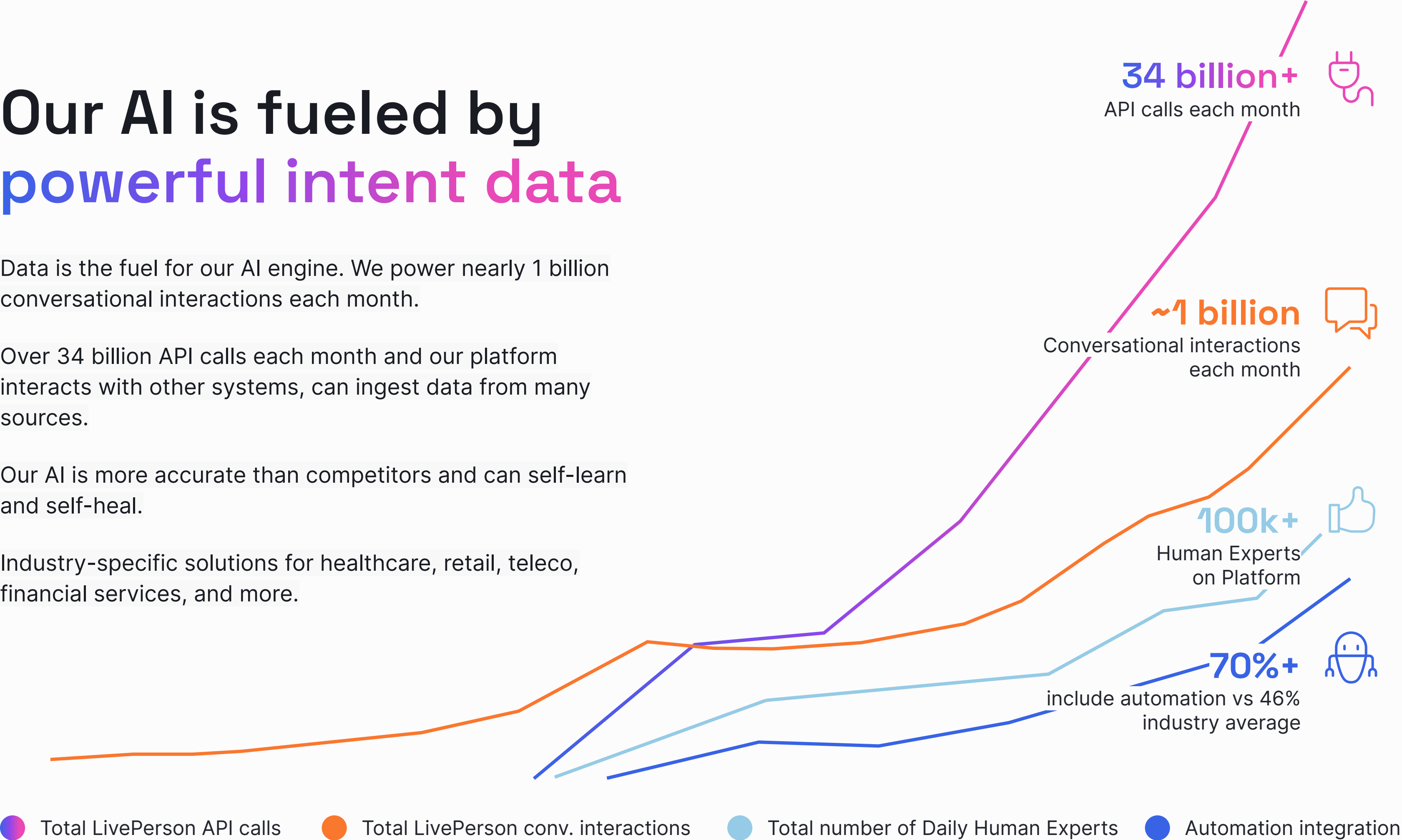
Our AI is fueled by powerful intent data

Data is the fuel for our AI engine. We power nearly 1 billion conversational interactions each month.

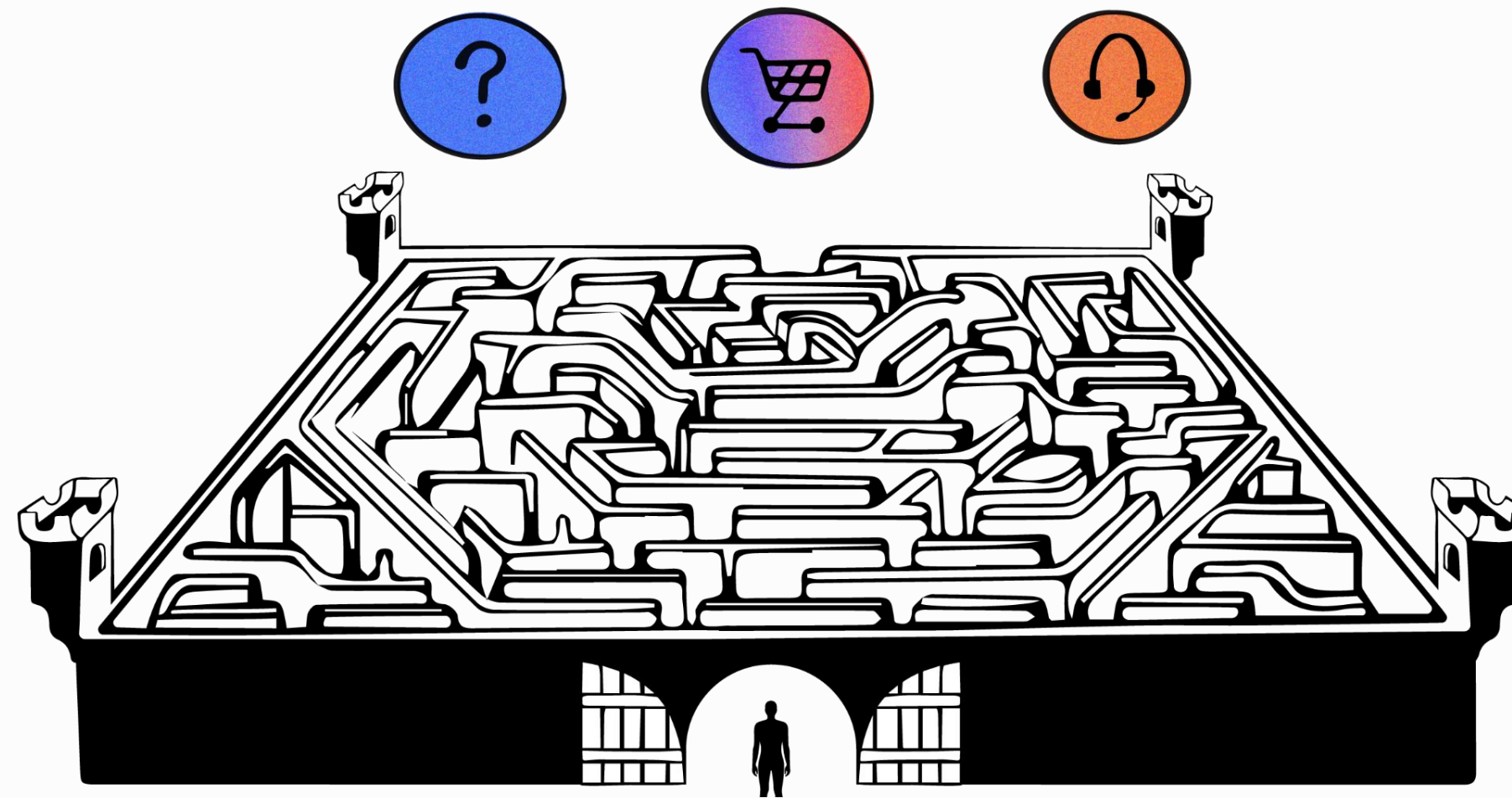
Over 34 billion API calls each month and our platform interacts with other systems, can ingest data from many sources.

Our AI is more accurate than competitors and can self-learn and self-heal.

Industry-specific solutions for healthcare, retail, teleco, financial services, and more.



What customers see:



the digital fortress

Our Conversational AI solutions drive **incredible outcomes**, with a more frictionless experience for brands

20%

boost in customer satisfaction.



2X

uptick in employee efficiency.



90%

automation containment rates.



UP TO **10X**

conversion rate versus traditional digital experiences.



50%

decrease in agent attrition rates.



Source: LivePerson



Conversational AI Cloud

Conversational AI solutions for
Customer Care, Commerce

Consumer &
Messaging
Channels

Agent &
Supervisor
Experience

Administrative
Experience

Integrations &
Developer
Experience

Reporting &
Analytics

Automations
and AI

Sentiment

ADD-ONS

Advanced AI &
Analytics

Proactive
Messaging

KEY 2022 RELEASES

Native LP Voice

CRM Integrations

Guided Flow

AI Workbench

Dynamic Actions



BELLA Health AI



Conversational Cloud



Voice AI
VoiceBase analytics
VoiceBase

- Voice Transcription
- Omnichannel Conversational Insights
- Powerful Query Language
- Pre-configured BI Dashboards
- Interactive Audio Player

ADD-ONS

- PCI/PII Redaction
- Call Categorization
- Predictive Analytics
- Fully-Hosted BI

KEY 2022 RELEASES

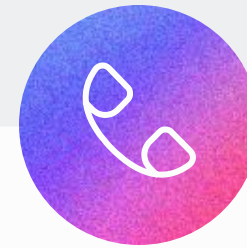
- Voicebase Online
- Additional Languages
- Real-Time Transcription APIs
- Tableau Online



BELLA Health AI



Conversational Cloud



Voice AI

Tenfold integrations



Advanced
Computer
Telephony
Integration (CTI)

Workflow
Automation

Intelligent Agent
Desktop

Voice
Integrations

CRM/Ticketing
Integrations

ADD-ONS

Sandbox
Licensing

KEY 2022 RELEASES

Omnichannel
Experience

Agent Enabled AI

Digital Messaging

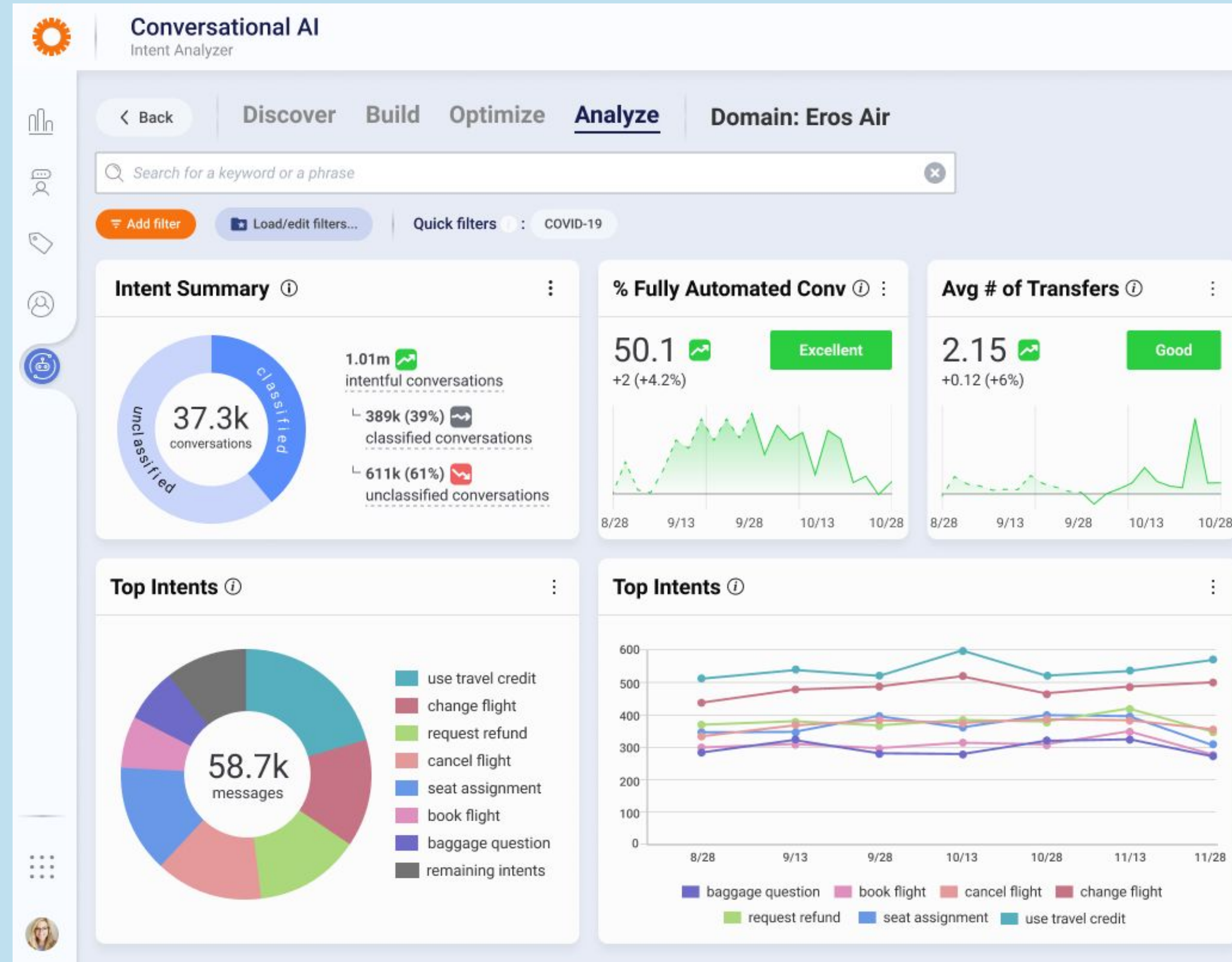
Call Recordings

Conversational
Analytics

Understand and act on customer intent

Identify intents to automate, improve conversation design, and personalize consumer journeys.

Our intent engine runs on our proprietary NLU, which is built on over a billion brand-to-consumer conversations and outperforms competitors according to accuracy and F-score.



DISCOVER + UNDERSTAND

DESIGN + BUILD

MANAGE + SCALE

MEASURE + IMPROVE

CUSTOMIZE + EXTEND

Easily build and customize AI-powered conversations

Build automated conversation flows to fulfill intents in hours versus months.

Define intent-based policies and routing.

LivePerson, Inc. Proprietary Information. © 2022 LivePerson, Inc. All Rights Reserved.

The screenshot displays the 'Conversational AI Conversation Builder' interface. The top navigation bar includes tabs for 'Back', 'HomeCo', 'Dialogs', 'Integrations', 'Global Functions', and 'Agent Connectors'. The left sidebar contains icons for various functions, with the 'Design Services' icon highlighted. The main content area is titled 'Design Services' and shows a list of dialog starters on the left: 'Welcome', 'Design Services' (expanded), 'Design services', 'Schedule appointment', 'FAQ', 'Fallback', and 'Goodbye'. The 'Design Services' dialog is selected, showing its configuration. It includes a search bar for 'Search Dialogs & Interactions'. The 'Design Services' dialog starter is configured with the following details:

- Dialog_starter_1**: Start this dialog when user message matches any of the following.
 - Pattern: `hi, hello, howdy, (hi|hello|hey)*`
 - + Intent
- Next action**: Go to: Next interaction

The 'Greeting' dialog starter is also visible, showing its configuration:

- Greeting**: Hi there! Thank you for choosing HomeCo. 🌟 I'm Homer, the virtual helper 🗨️ How can I assist you today?
- Next action**:
 - +Custom Rule
 - Design services: Go to: → Design services
 - Schedule appointment: Go to: → Schedule appointment

An 'Add Dialog' button is located at the bottom of the left sidebar.

DISCOVER + UNDERSTAND

DESIGN + BUILD

MANAGE + SCALE

MEASURE + IMPROVE

CUSTOMIZE + EXTEND

Manage conversations

Agents can hold multiple conversations and monitor bot interactions. Whether from the office, at home, or on-the-go, our cloud-based workspace makes it easy to manage everything conversational from desktop or mobile.

The screenshot displays the LivePerson Agent Workspace interface. At the top, a navigation bar includes a gear icon, the title 'Agent Workspace', and three status metrics: 42 OPEN, 90% CSAT, and 20 MCS. Below this, a sidebar on the left contains icons for various functions. The main area is divided into two sections. On the left, a list of conversations shows names like Trove Pierce, Marco Carrelli, Jenny Watson, Jenna Murphey, Tony Rossi, LaTiesha Titus, Avi Lalwani, Yue Fan, Nina Marrero, Christie Ranger, and May Line. The right section shows a detailed chat view for Trove Pierce, dated 5 June. The chat history includes a greeting from Mary S. and responses from Trove Pierce. A 'Deposit timing' card is visible in the chat, showing a relevance of 85% and a link to download the app. On the far right, a 'CONSUMER INFO' panel displays details for Trove Pierce, including visitor information, campaign details, and account information.

Agent Workspace
My Conversations

42 OPEN | 90% CSAT | 20 MCS

Trove Pierce
5 June

👋 Hello, I'm Mary. I'm looking into your transaction now. To confirm, the amount was \$5,000, correct?
Mary S. | 11:43

Yes. I transferred money into my account yesterday but it isn't available yet. Why?
Trove Pierce | 11:43

I took a look at that transaction and those funds have been placed on hold. They will be available tomorrow by end of day.
Mary S. | 11:43

Is there any way to make these transfers go quicker in the future?
Trove Pierce | 11:43

Deposit timing ^
Relevance: 85%
Deposit hold times are usually shorter if you use the app for transfers. You can download it using this link
Use Response

CONSUMER INFO

Consumer Info

Visitor	Trove Pierce
Campaign	Personal shoppers button - Website
City	New York
State	New York
Country	United States
IP Address	185.244.31.90

Account Info

Recent Activity

BTC → Account (...2324)
\$4,000.00

DISCOVER + UNDERSTAND

DESIGN + BUILD

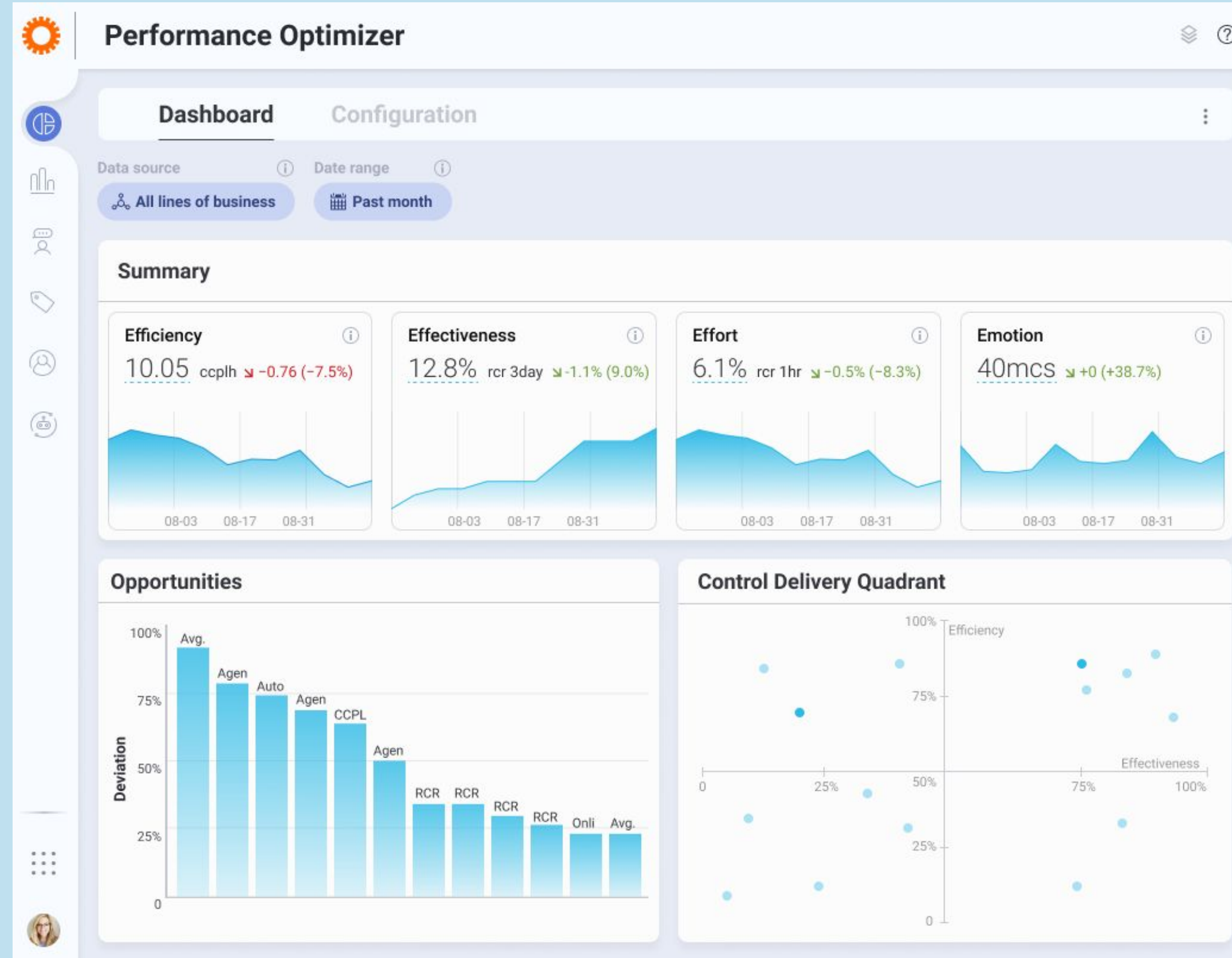
MANAGE + SCALE

MEASURE + IMPROVE

CUSTOMIZE + EXTEND

Benchmark and fine-tune conversational operations

Measure operational KPIs with AI-driven insights, and benchmark against industry groups.



DISCOVER + UNDERSTAND

DESIGN + BUILD

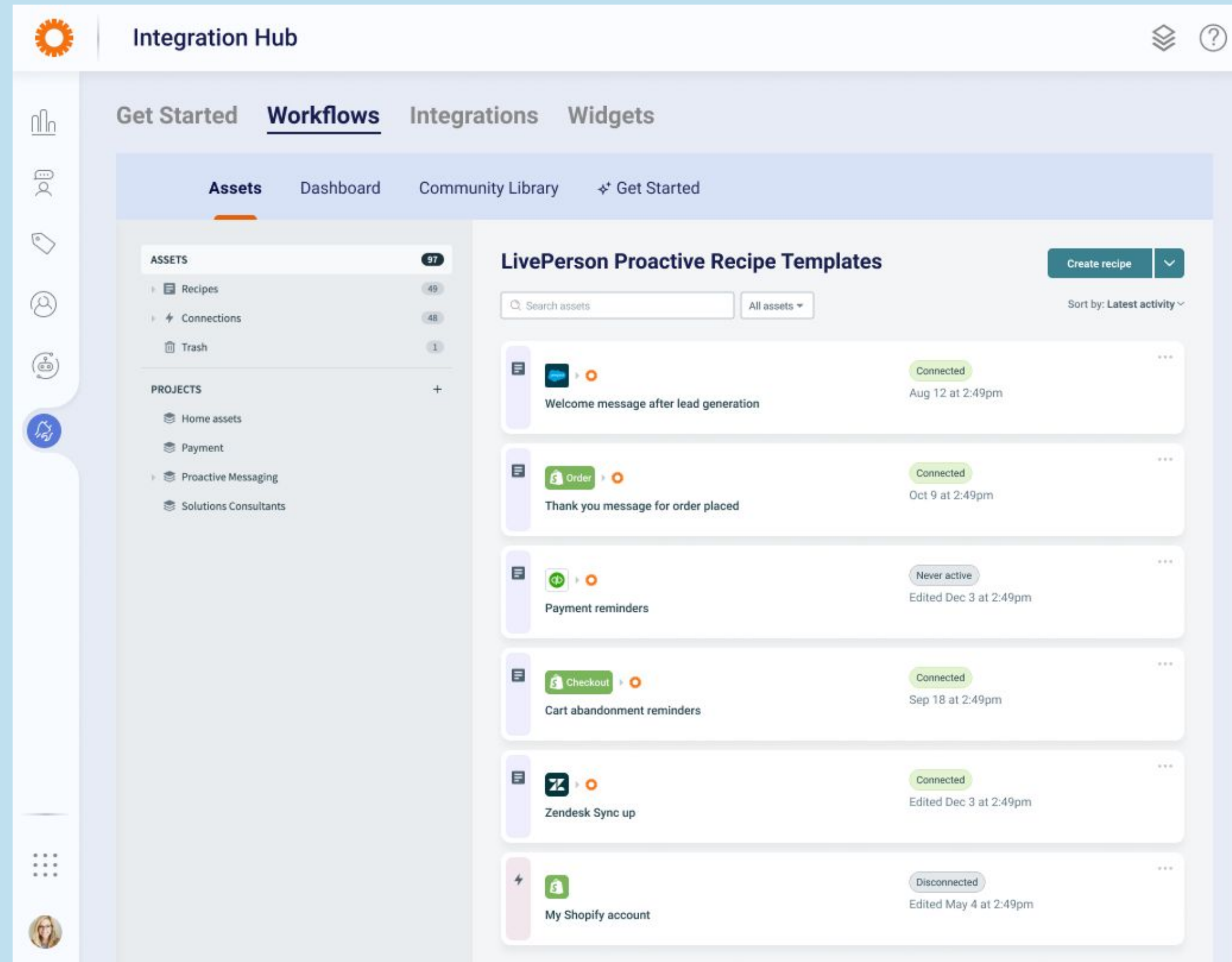
MANAGE + SCALE

MEASURE + IMPROVE

CUSTOMIZE + EXTEND

Easily read from and write to your existing systems of record

The Conversational Cloud is open, and integrates with backend systems through our integration hub.



WildHealth Acquisition

- In February 2022, we acquired **WildHealth, Inc.**, a US-based precision medicine company
- WildHealth has positioned itself on the cutting edge of precision medicine through its rich, **AI-based healthcare data platform, Clarity**, which uses machine learning algorithms in a secure and compliant way to gather consumer health insights
- We intend to leverage the acquisition to **accelerate our technology-driven healthcare offerings** by combining Clarity with our Conversational AI to **enable B2B healthcare brands to scale and personalize patient engagement**
- Healthcare is our **third largest vertical** today, following telecommunications and banking. We work with **four of the five largest insurance providers** in the U.S., a **leading consumer health solutions company**, and other major players in the space
- This platform is intended to **underpin our overall healthcare offering** so that insurance companies and other medical professionals, who are key clients and prospects for us in the B2B healthcare vertical, can **use our core conversational AI platform to scale patient interactions**
- The **leadership and vertical IP** that we acquired through WildHealth will help us better service the healthcare space, setting us on a path to become the best AI platform for healthcare providers and insurance carriers so that they can **improve patient engagement through AI**

Third Quarter Business Highlights



Financial Update

- Third quarter results demonstrate continued progress on profitable growth strategy
- 3Q22 Revenue of \$129.6M, representing 9.5% YoY growth
- Adjusted EBITDA¹ of \$9.1M, above the high end of guidance by \$4.8M
- Operating expenses of \$120.5M, a \$17.6M improvement sequentially



Go-to-market Update

- Signed 29 new logo wins in Q3, down 22% YoY
- Dollar bookings on new logos in Q3, up 20% YoY
- Continued success in land-and-expand strategy with customer base, signing seven 7-figure deals
- WildHealth has continued to perform above expectations

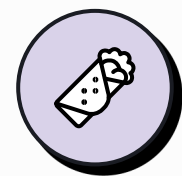


Product Update

- Conversational Cloud messaging volume growth of 25% YoY
- AI-based messaging volume up 11% YoY
- Anticipating Q1 launch of v.1 of the LivePerson App Marketplace

¹For a reconciliation between GAAP and non-GAAP financial measures, please see the Appendix to this presentation or our Press Release issued on November 7, 2022.

Notable Wins of the Quarter



Fortune 500 Fast-Casual Restaurant Chain

This deal highlights the power of LivePerson's combination of a best-in-class AI cloud platform with expertise and professional services.

This Brand leverages a customer facing concierge bot to support its 3,000+ U.S. restaurant locations, helping them deliver Curiously Human-feeling and personalized experiences on a national scale.



Large Online Marketplace for Resale Luxury Goods

Key offerings: LivePerson provides our conversational cloud for their customer service and consignor relations LOB's

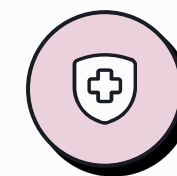
Use cases: Web Messaging, IVR Deflection, ABC, SMS, Google Business Message



A Fortune 100 Insurance Company

Key offerings: Increased usage by also adding new lines of business as Claims division drives more automation

Use cases: Proactive messaging for Roadside assistance, where the policyholders can contact for help, view status, interact with a bot, or escalate to a human. Web messaging for Agency holders.



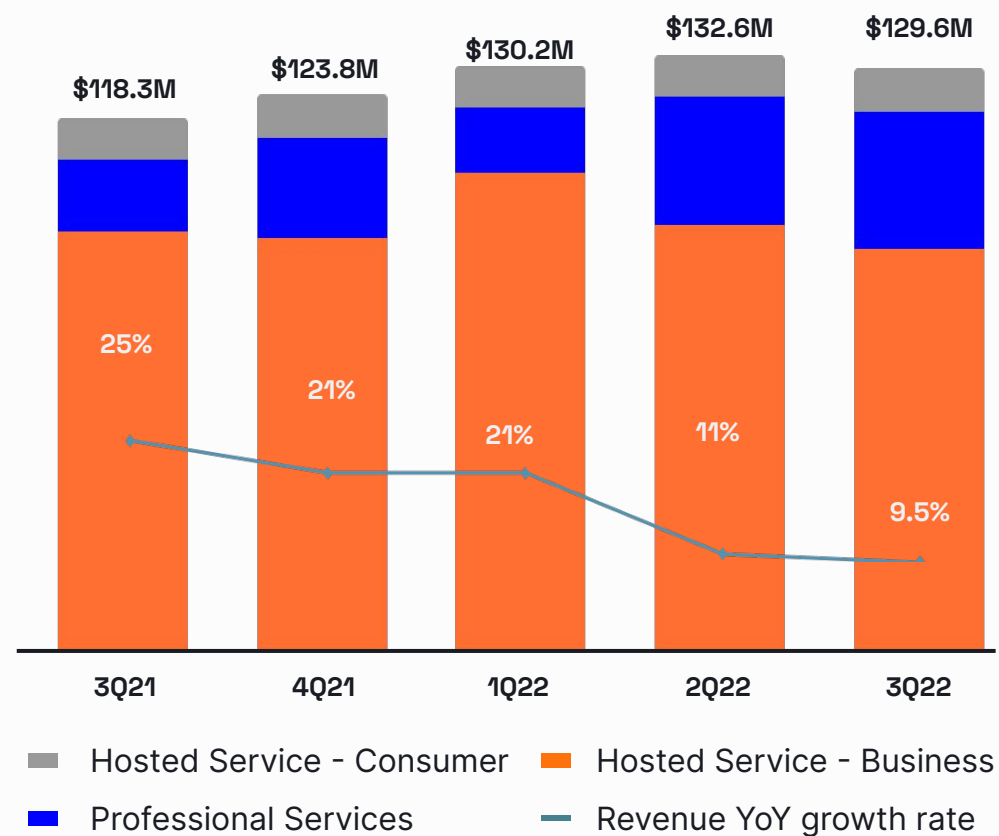
A Fortune 20 Healthcare Payor

Key offerings: Deploying LP in an additional six lines of business, introducing additional messaging options (InApp, Apple Business Chat, Google Business Message) outside of just web messaging in all lines of business.

Use cases: Web Messaging, InApp, ABC and Google Business Message

Third Quarter Financial & Operational Highlights

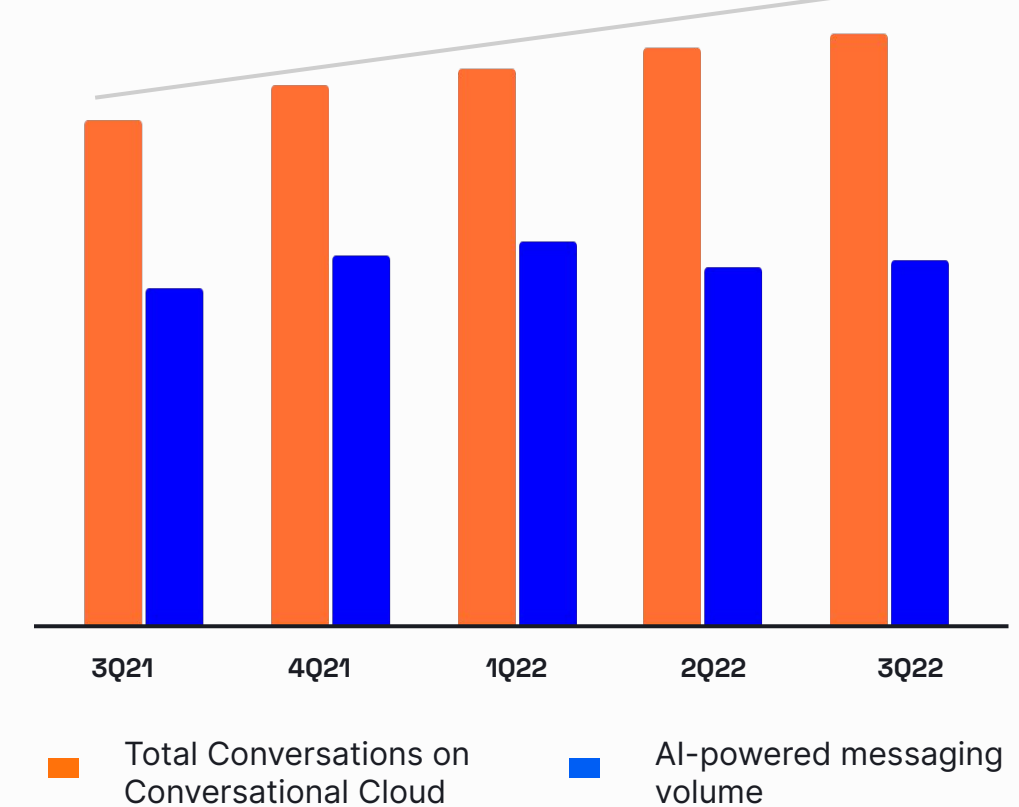
Quarterly Revenue



- 29 New Logo Wins, down 22% YoY
- Dollar Bookings on New Logo Wins, up 20% YoY
- Seven 7-figure deals
- Signed several accelerated renewals/upsells

Conversational Cloud Conversations

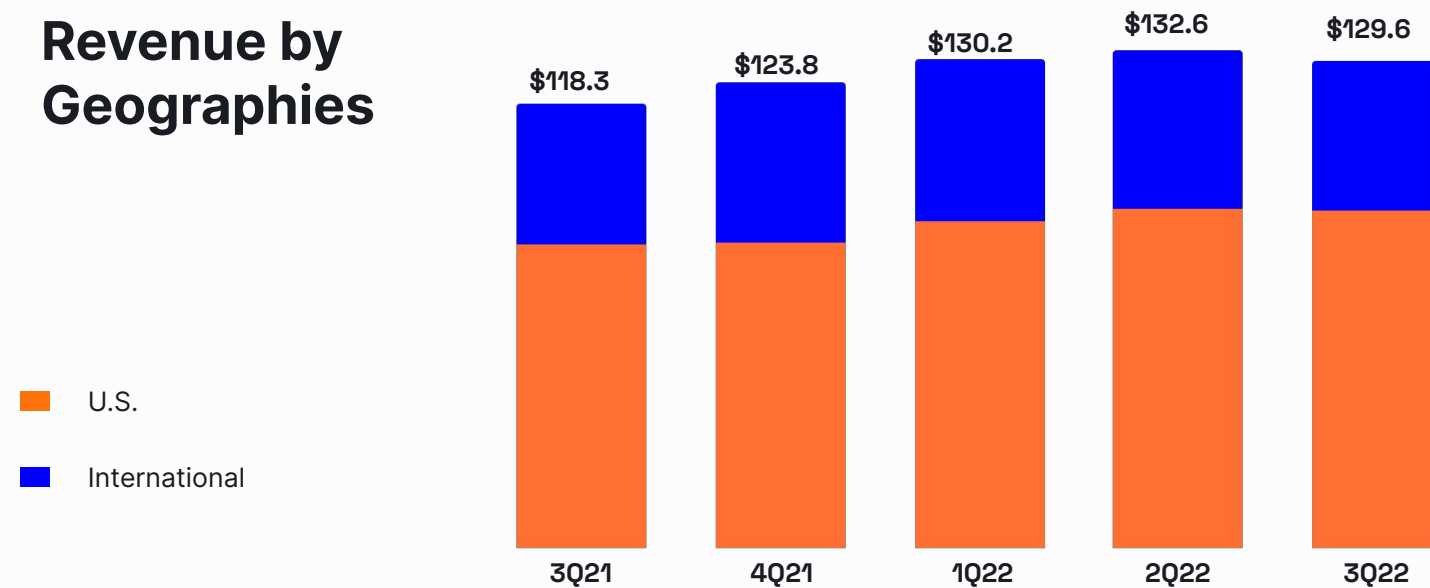
~25% YoY growth



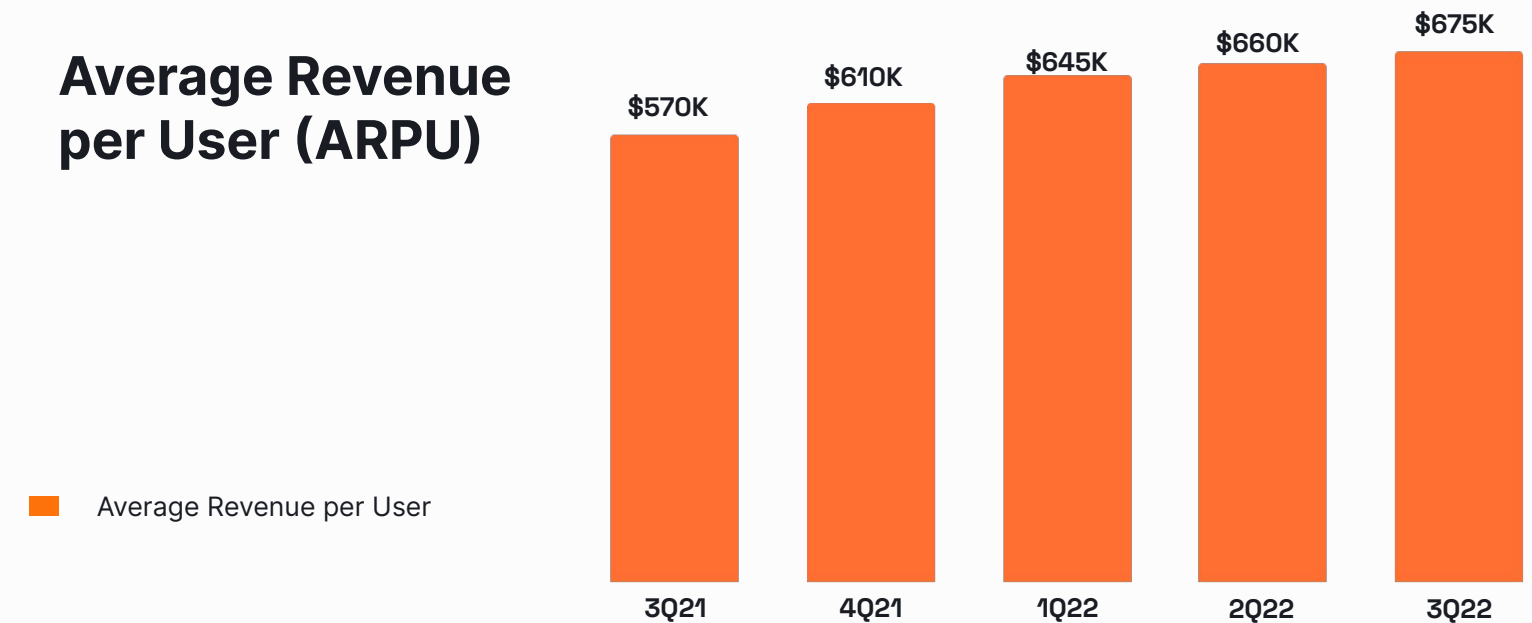
- Conversational Cloud volume increased 25% YoY
- Continued increase in automation with AI-powered messaging volume on the Conversational Cloud increasing 11% YoY

Third Quarter Financial & Operational Highlights (cont'd)

Revenue by Geographies



Average Revenue per User (ARPU)

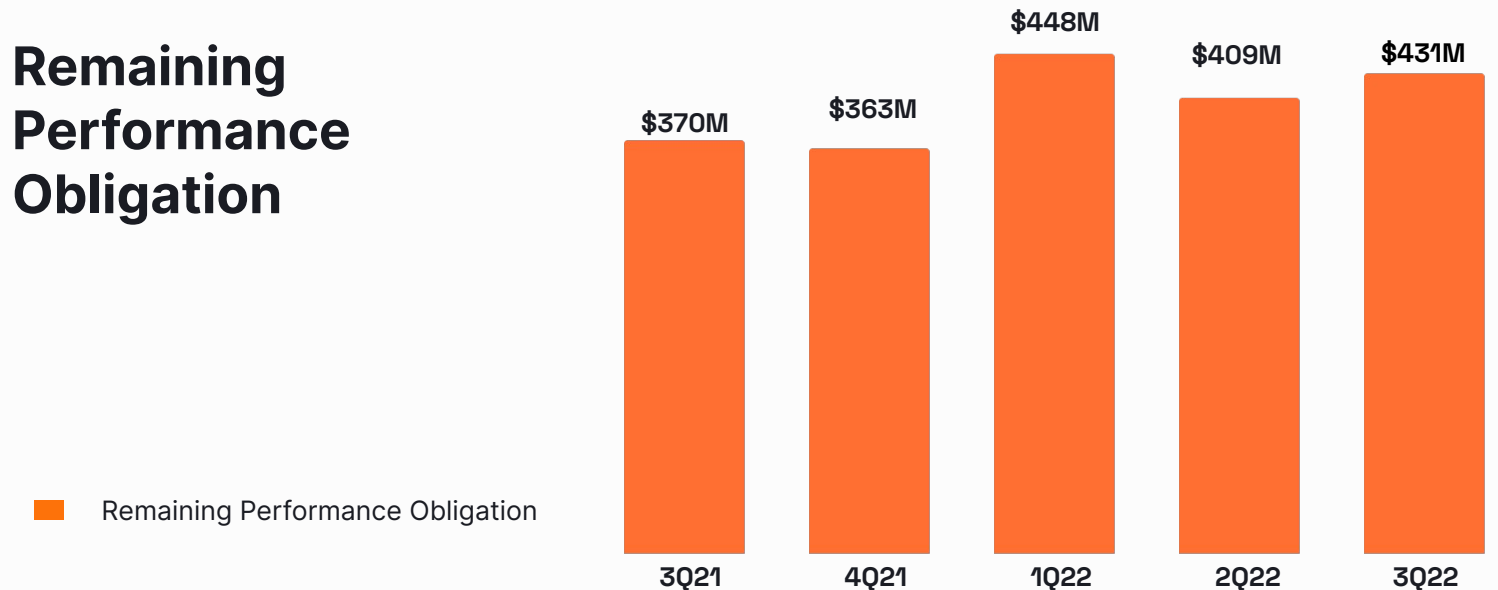


Revenue Retention Rate

Just below target range[†] of
105% - 115%

[†]Still above 100%

Remaining Performance Obligation



Note: Revenue retention rate measures the percentage of revenue retained at quarter end from customers vs. 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.

Selected Pro Forma Guidance Measures⁽¹⁾

- FY22 and 4Q22 Revenue guidance range primarily driven by accelerated renewals and upsells in Q3 and strong performance by WildHealth
- FY22 and 4Q22 Non-GAAP Gross Margin range of 72% to 74%
- Maintaining FY22 adjusted EBITDA guidance of \$1.0 - \$10.0 million

	4Q22 Guidance	2022 Guidance	2022 Prior Guidance
Revenue	\$124.5 - \$128.7	\$517 - \$521	\$507.1 - \$518.3
YoY revenue growth	1% - 4%	10% - 11%	8% - 10.4%
Non-GAAP Gross Margin	72% - 74%	72% - 74%	72% - 74%
Adjusted EBITDA	\$14.9 - \$24.0	\$1.0 - \$10.0	\$1.0 - \$10.0
Adjusted EBITDA Margin	12% - 19%	0% - 2%	0% - 2%

(1) Dollar amounts in millions. Adjusted EBITDA and Non-GAAP Gross Margin are Non-GAAP financial measures. For detailed current financial expectations, please see our Press Release issued on November 7, 2022.

APPENDIX

Reconciliation of Adjusted EBITDA

3Q22

GAAP net loss	\$(43,248)
Amortization of purchased intangibles and finance leases	\$5,731
Stock-based compensation	\$31,940
Contingent earn-out adjustments	\$(8,568)
Restructuring costs	\$7,111
Depreciation	\$7,063
Other litigation and consulting costs	\$4,772
Provision for income taxes	\$249
Acquisition costs	\$1,002
Interest income, net	\$(401)
Other expense, net	\$3,454
Adjusted EBITDA	\$9,105

Note:

Dollar amounts in thousands. Certain items may not total due to rounding. Adjusted EBITDA is a Non-GAAP financial measure. Adjusted EBITDA excludes amortization of purchased intangibles, stock-based compensation, contingent earn-out adjustments, restructuring costs, depreciation, other litigation and consulting costs, benefit from income taxes, acquisition costs, interest expense, net, and other income, net. 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 November 7, 2022 for more information concerning the reconciliation of non-GAAP measures to the nearest applicable GAAP measure.



Analyst Reports



Aragon Report

“LivePerson provides a conversational AI platform for ecommerce and customer care solutions with focus on retail, healthcare, financial services, telecommunications, automotive, and travel. LivePerson enables users to design intelligent chatbots and process automation through its no-code drag-and-drop Conversation Builder, including integrating to back-end systems, scheduling tools, inventory management, order placement, payments, and more.”

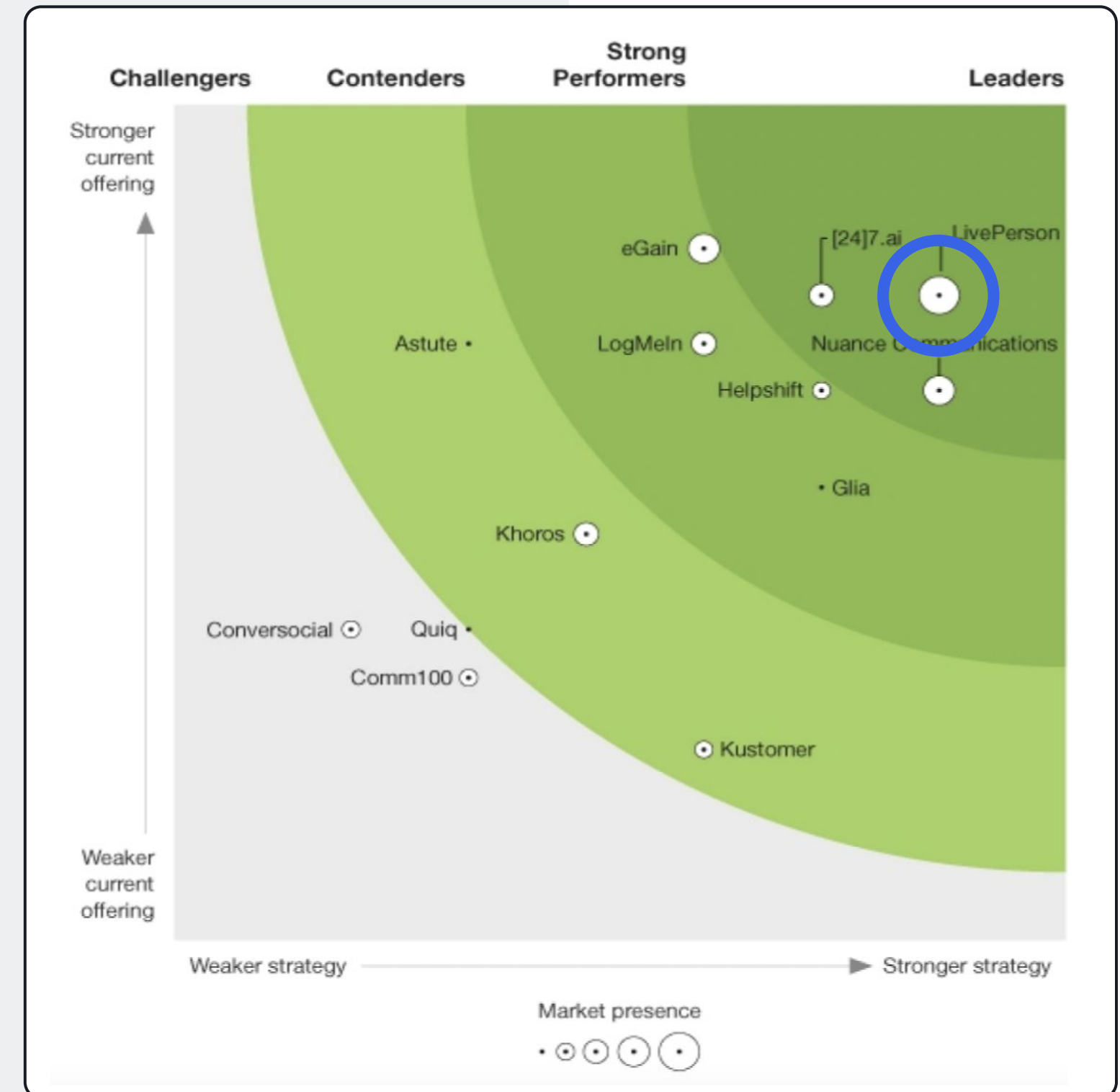


FORRESTER®

Forrester New Wave

“LivePerson offers technology, adoption, and optimization services – and thought leadership – that allow enterprises to **deflect calls and modernize engagement** modalities.”

OVERALL LEADER
out of 13
Vendors for Digital-First
Customer Service Solutions



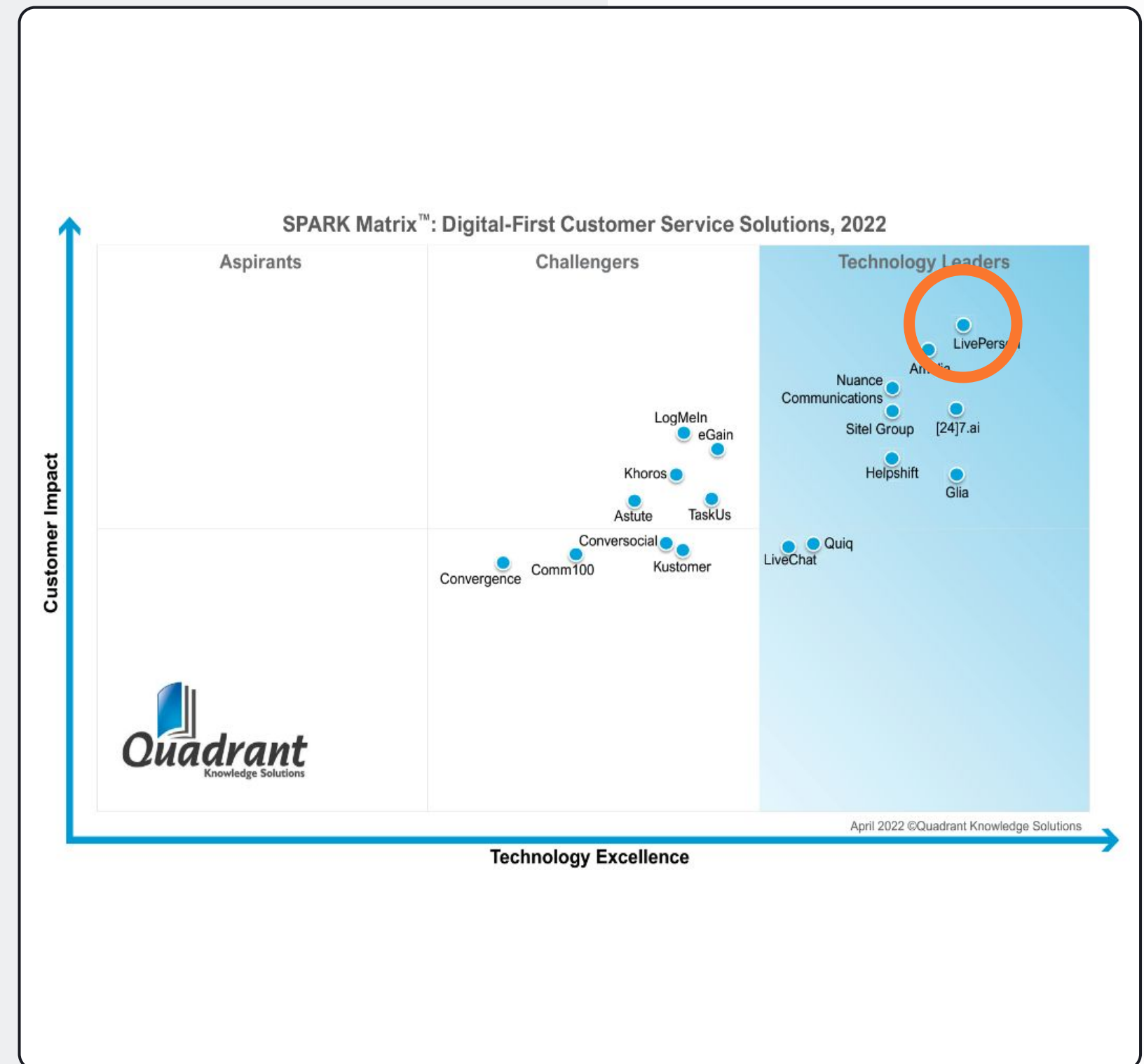
Quadrant SPARK Matrix

“LivePerson offers a true chat & messaging platform where the company’s natural language processing (NLP) **AI engine understands customer intent & behaviors in the natural flow of conversations**, while its machine learning (ML) models understand intent and automatically correct and create personalized and automated customer interactions.”

RANKED

1 out of 19

Vendors for Digital-First Customer Service Solutions in 2022




Gartner®

Gartner Report

How Should my Organization Leverage WhatsApp API for Rich Conversations?

Leveraging WhatsApp Business API can:

- Help cultivate long-term relationships with your customers
- Shift call volume in your favor & reduce the rings
- Send promotions, offers & campaigns at scale
- Capitalize on offline ad spend with conversational CTAs
- Learn more about WhatsApp API can do for your business here.



WhatsApp

“Organizations can secure a ready-to-go SaaS solution that combines [WhatsApp Business API](#) with [other offered messaging channels](#) — voice, SMS, webchat and Apple Business Chat. SaaS vendors offer [out-of-the-box simplicity](#) compared to their customized CPaaS counterparts.”



SPONSORED BY LIVEPERSON

IDC Report

Unifying the Contact Center to Transform the Customer and Employee Experience

International Data Corporation (IDC) is a premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,200 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries.

“[LivePerson’s] platform offers a suite of products and services that are intended to **help companies save time and operational costs** for customer care and commerce.”

“Unifying the Contact Center to Transform the Customer and Employee Experience”



A history of technological excellence



**Forbes: Best Chatbot for
Omnichannel Messaging**



**Fast Company:
#1 Most Innovative AI
Company in the World**



**VentureBeat: Winner,
AI Innovation Award**



**American Business Awards:
Best Contact Center Solution**



**Digiday: Best E-Commerce
Technology**



**Business Intelligence Group:
Sales and Marketing Product
of the Year**