

KeyBanc Capital Markets



May 11, 2025

Technology: Security, Data & AI Proprietary Survey

Snowflake Inc.

SNOW: F1Q Customer and Partner Survey; Overweight

We conducted our quarterly Snowflake survey of 15 customers and partners, several of whom we spoke with, to get an updated view on spend intentions, product traction, Iceberg adoption/implications, GenAI interest, and competitive dynamics. Overall, we view the survey as a slight downtick vs. our prior survey. We came away **incrementally positive** on: 1) improved uptake/feedback on Snowpark; 2) greater confidence that while some customers may optimize spend in a tighter macro, customers generally feel they are in a healthier usage state with Snowflake today vs. post-COVID; and 3) % citing Snowflake as more strategic than Databricks up ticked q/q. We came away **incrementally negative** on: 1) 40% of customers have recently limited, or plan to limit, spend in light of the macro; 2) early indications of Iceberg facilitating workload shifts away from Snowflake; and 3) Cortex/GenAI adoption remains early, despite continued high interest.

Our estimates are unchanged as we see offsetting positives and negatives in our survey, from peer results thus far in C1Q and our conversations with management. From our survey and customer conversations, we come away more positive on Snowpark adoption (~3% FY25 revenues), but offset by cortex and iceberg. Beyond the survey, consumption trends were softer from [CFLT](#) and modestly softer among enterprise customers for [DDOG](#); however, [Azure](#), including data/analytics, was strong, comments from Snowflake on consumption in our intra-quarter call were relatively positive, and we believe Snowflake's guidance does not assume much contribution from Cortex.

Key Investment Points

(=) **Spend.** Customer NTM spend intentions stable with prior survey at 11% y/y. While 40% of respondents noted efforts or plans to reduce/slow consumption in light of recent macroeconomic uncertainty, only one cited "meaningful efforts," and customer feedback indicates healthier consumption runrates today vs. post-COVID.

(= -) **Iceberg.** Customers still have yet to move data out of Snowflake as a result of adopting Iceberg Tables. Two respondents (up from one) indicated they expect Iceberg to drive fewer workloads to Snowflake.

(+) **Snowpark.** Data Engineering was cited as the #1 reason customers chose Snowflake over competitors, and Snowpark adoption increased significantly q/q. Feedback on Snowpark from customer conversations was also positive.

Estimates

FY ends1/31	F2025A	1Q26E	2Q26E	3Q26E	4Q26E	F2026E	F2027E
EPS (Net)	\$0.83	\$0.22	\$0.27	\$0.32	\$0.40	\$1.21	\$1.61
Revenue (M)	\$3,626.4	\$1,001.9	\$1,069.0	\$1,161.9	\$1,232.9	\$4,465.6	\$5,372.1
Cons. Revenue	--	\$1,006.5	\$1,067.7	\$1,163.0	\$1,231.6	\$4,467.4	\$5,473.0
Valuation							
EV/Sales	16.4x	--	--	--	--	13.3x	11.1x

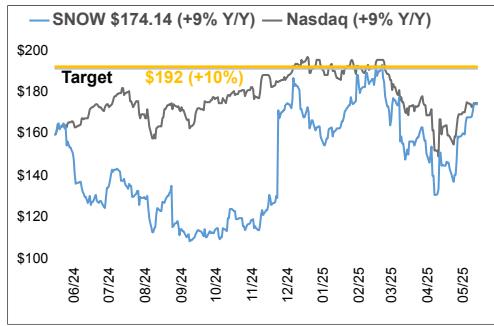
Sources: Company reports, Thomson Reuters, KeyBanc Capital Markets Inc.

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NYSE: SNOW

Rating:	Overweight
Price Target:	\$192.00
Price:	\$174.14



Sources: Company reports, Thomson Reuters, KeyBanc Capital Markets Inc.

Company Data

52-week range	\$107 - \$194
YTD Price % Chg.	12.8%
Market Cap. (M)	63,352.1
Shares Out. (M)	363.80
Enterprise Value (M)	59,504.4
Avg. Daily Volume (30D)	2,595,508.0
Total Debt (M)	\$3,846.0)
Minority interest	\$(1.8)
Net cash/market cap	6.1%

Sources: Company reports, Thomson Reuters, KeyBanc Capital Markets Inc.

This report is intended for keith.secon@snowflake.com. Unauthorized distribution prohibited.

For analyst certification and important disclosures, please refer to the Disclosure Appendix.

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Valuation**Snowflake Inc. (SNOW)**

Our \$192 price target based is on 12.9x FY27E EV/revenue of \$5,372M (0.63 EVRG) and 50x EV/FCF vs. the >20% growth group (excluding PLTR) at 10.9x (0.48 EVRG) and 47x EV/FCF. At \$174, SNOW trades at 13.9x FY26E EV/revenue and 55x FY26 FCF.

Investment Risks**Snowflake Inc. (SNOW)**

Risks that could impede the stock from achieving our price target include: 1) increased competition, including with public cloud vendors; 2) Snowflake may not be a meaningful GenAI beneficiary; 3) management turnover may present execution risk; 4) Snowflake may not successfully expand beyond core DW; 5) there may be continuous consumption headwinds; and 6) newer architectures (i.e., Iceberg tables) could erode storage revenue or cause compute workloads to move elsewhere.

Key Investment Points (cont'd)

(=) ~11% Spend Growth Expected NTM, Similar to Prior Survey; Some Signs of Efforts/Plans for Optimizing, but Customer Feedback Indicates Healthier Usage vs. Post-COVID (N=15). On average, customers and partners expect spend on Snowflake to increase ~11% over the NTM, consistent q/q. However, 40% of respondents noted efforts/plans to reduce or slow consumption in light of recent macroeconomic uncertainty. Of the six respondents that noted efforts/plans to do so, only one reported "meaningful efforts."

- One eight-figure customer (technology B2C) we spoke with cited dedicated teams tasked with ensuring spend stays flat through general optimizations (efforts to reduce inefficient queries), actively moving old/unused data out of Snowflake, and shifting some workloads to AWS via Iceberg tables. This same customer did note, however, that its usage of Snowflake today is healthier than three years ago, when cost control efforts were "really drastic."
- A \$1M+ customer (financials) noted that cost-savings efforts a few years ago have left its organization confident today that its Snowflake spend is already optimized; therefore, there are no recent initiatives/plans to reduce/slow spend.
- A <\$1M customer (financials) noted small growth this year and efforts to limit spend growth by keeping data in Azure blob storage (not iceberg), then only pulling the data into Snowflake when needed. However, this organization thinks spend would increase 50-100% in 2026 as it migrates its core banking app to a new provider, which will then allow the organization to run a significant amount of analytics inside the application, while at the same time, pulling data from outside the core application.

(=) Opportunity for On-Prem Migrations Consistent (N=15). Respondents indicated 54% of data warehouse workloads are in the cloud today (down from 62% in 4Q survey), and it is expected to increase to 77% LT (down from 84% in 4Q survey). The delta between current and LT cloud mix has remained consistent the past three surveys, at ~20%.

- A <\$1M customer is migrating its core banking platform from on-prem to cloud by the end of 2025, which is expected to drive a material increase in Snowflake spend in 2026.
- One \$1M+ customer is migrating its claims system from mainframe to a SaaS provider. With this, the customer will do reporting in Snowflake, as opposed to the mainframe, and significantly increase the volume of reporting/analytics.

(= / -) Snowflake Strategic Importance Strong, but Down from Prior Survey (N=15). 60% of respondents noted Snowflake's strategic importance has increased in the last six months, although down from 81% in our prior survey. Similar to our prior surveys, zero respondents noted Snowflake's strategic importance had lessened.

64% of respondents have not moved, nor have plans to move, workloads off of Snowflake to competitors. Of the four respondents who have moved workloads, or plan to, two cited Databricks and one cited each of Amazon and Microsoft.

- An eight-figure customer is moving deduplication and ad-hoc analysis to AWS.
- A \$1M+ financial services customer noted the business users will ramp their usage of ML in Databricks. And to do so, the business users want to move the data to iceberg to expose the data to Databricks.

- One <\$1M financial services customer noted it had looked at Fabric in the past, but because it is a small organization, it found Fabric usually meant more labor effort internally.

Data Engineering and Data Governance/Catalog Top Cited Reasons for Choosing Snowflake (N=15). 40% of respondents noted they, or their customers, chose Snowflake over alternative data warehouse vendors because of data engineering (up from #2) and data governance/catalog capabilities.

(+) Current Product Adoption:Snowpark Up Materially (N=15). Snowpark and Data Sharing were cited as the #1 most used products outside of Data Warehouse. Responses for those currently using Snowpark were up 28 points q/q. One customer we spoke with, who favored Databricks over Snowflake during our conversation in February, has since become more constructive on Snowflake after discovering Snowpark.

Three customers are currently using **Cortex**, up from two in 4Q, with at least one having use cases in production. Of the three customers currently using Cortex, two noted they expect to spend 9%+ of their Snowflake bill on Cortex over the NTM (one responded "N/A").

(=) Most Interest in AI Products (Snowflake Intelligence; Cortex) (N=15). Snowflake Intelligence (60% of responses) was the #1 product respondents are interested in or planning to use in the future. Cortex responses fell 22 points q/q, though still #2 with 47% interested in using or planning to use. Dynamic tables up 21 points q/q. Snowpark down 25 points q/q, though likely a reflection of current adoption being higher.

(=) Interest in Using Snowflake for GenAI Still High (N=15). 60% of respondents noted that they, or their end customers, are interested in using/planning to use Snowflake for GenAI, down from 75% in our prior survey. Still, only one respondent noted that it is currently using Snowflake for GenAI use cases, consistent q/q. That customer noted a use case in which it prompt engineered Claude and LLama models to calculate financial ratios for lines of credit. Another customer who is early in exploring GenAI use cases noted "Snowflake is integral because that is where the data sits." A few use cases from customers that are experimenting/planning for GenAI use cases with Snowflake, include:

- Processing insurance policy documents (PDFs) and simplifying how claims analysts interact/interpret the data.
- Automating the collecting and processing of data for credit decisions.
 - "We spend a lot of time on large loans, capturing, processing, etc., all the data to go to credit committee. We can automate that collection of data and even the decisioning."
- Analyzing target audiences for marketing initiatives.

Of the two respondents that are not using/planning to use Snowflake for GenAI, one noted a preference for using the offerings of the public cloud vendors, and one cited a preference for using Databricks.

(= / -) Iceberg: Still Not Moving Data Out of Snowflake; Two Customers Shifting Workloads Away Via Iceberg (N=15). 20% of respondents noted they, or their end customers, have some adoption of Iceberg tables today (down from 69% in 4Q). Only two customers noted that they have meaningful adoption of Iceberg tables, consistent q/q. 40% anticipate using Iceberg tables to move data out of Snowflake, but consistent with last quarter, none have started doing so yet (N=5).

Two respondents now expect Iceberg to drive fewer incremental workloads/use cases to Snowflake (N=7), up from one in our prior survey. One respondent we spoke with (a digital native) is shifting deduplication tasks and analysis of ad-hoc tables from Snowflake to AWS via Iceberg tables/AWS Glue. That customer initially began experimenting with Polaris Catalog but found it to be less mature than AWS Glue.

Generally, our survey results align with our recent takeaway from attending [Iceberg Summit 2025](#) in SF: Iceberg adoption remains early stages aside from digital native/tech-forward companies.

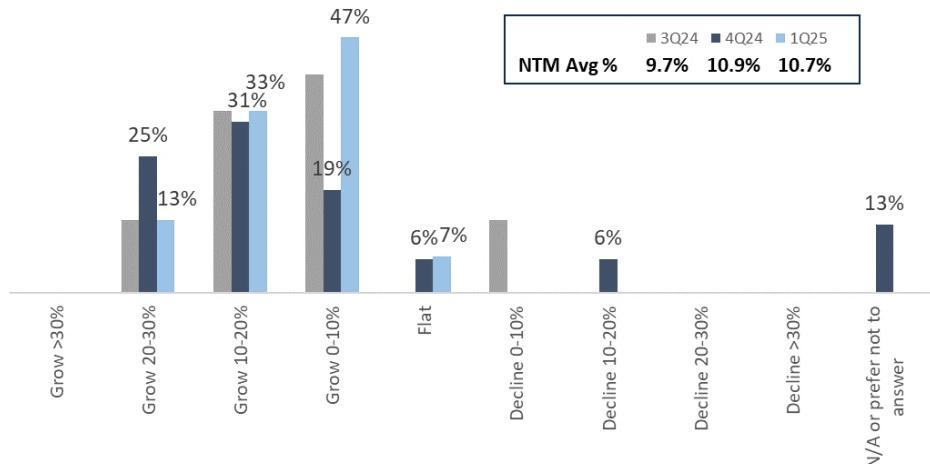
(+) 50% of Respondents View Databricks/Snowflake as Equally Strategic, but Snowflake Increased Q/Q (N=8). Eight respondents noted that they are also Databricks customers/partners. When asked which vendor they view as more strategic, 38% view Snowflake as more strategic, up from 30% last survey. 50% view them as equally strategic.

(=) All Partners Met Plan (N=4). For F1Q, four out of four partners finished in line with plan, not a material divergence from last quarter.

NTM Spend Intentions

How much do you expect your, or your end customers', annual Snowflake spend to change over the next year? (Customers and Partners)

Customer NTM spend intentions stable q/q at 11%

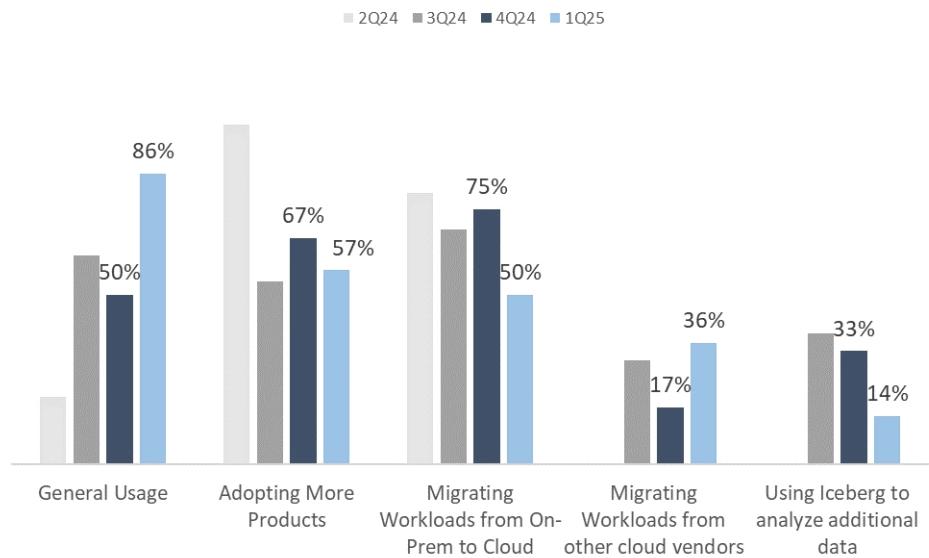


Source: KeyBanc Capital Markets Inc.

Note: 3Q24 N=15; 4Q24 N=16; 1Q25 N=15

What are the main reasons for increased spend with Snowflake? (Customers and Partners)

General usage was the #1 reason for spend growth. On-prem migrations fell q/q, though migrations from cloud competitors were up.



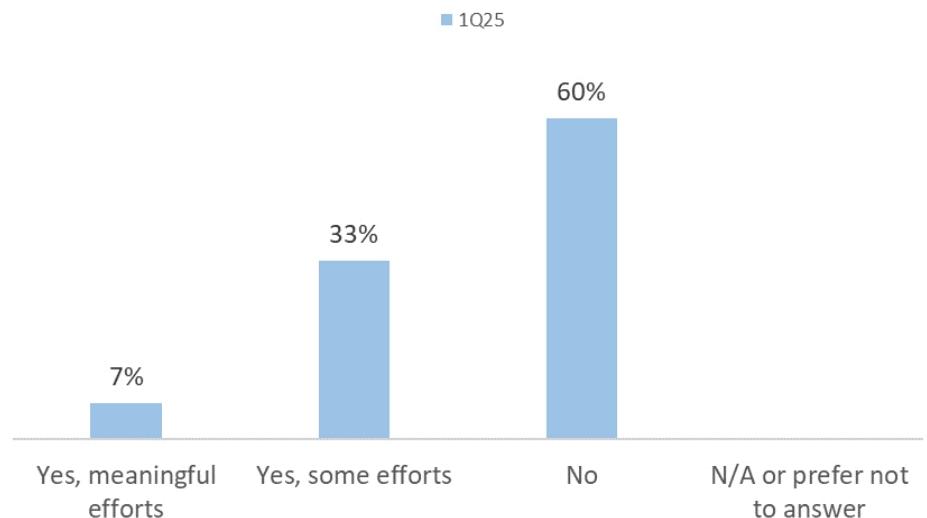
Source: KeyBanc Capital Markets Inc.

Note: 2Q24 N=5; 3Q24 N=13; 4Q24 N=12; 1Q25 N=14

Note: This question was only displayed to partners in 2Q24

As a result of recent macroeconomic uncertainty, have you or your customers recently taken, or plan to take, proactive measures to reduce or slow the growth of your Snowflake consumption/spend? (Customers and Partners)

Despite expected NTM spend steady vs. last survey, 40% of respondents have taken, or plan to take, proactive measures to reduce or slow consumption in light of macro uncertainty. Only one respondent (a customer) noted meaningful efforts to do so.



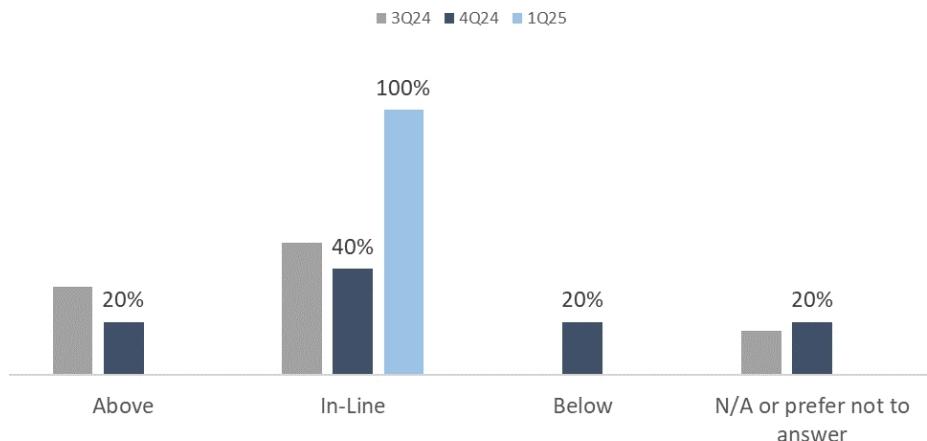
Source: KeyBanc Capital Markets Inc.

Note: 1Q25 N=15

Partner Meets/Beats

For the February/March/April period, was your Snowflake practice above, below, or in line with your expectations? (Partners)

Partner Meets/Beats about steady q/q , with four out of four partners in line with plan.



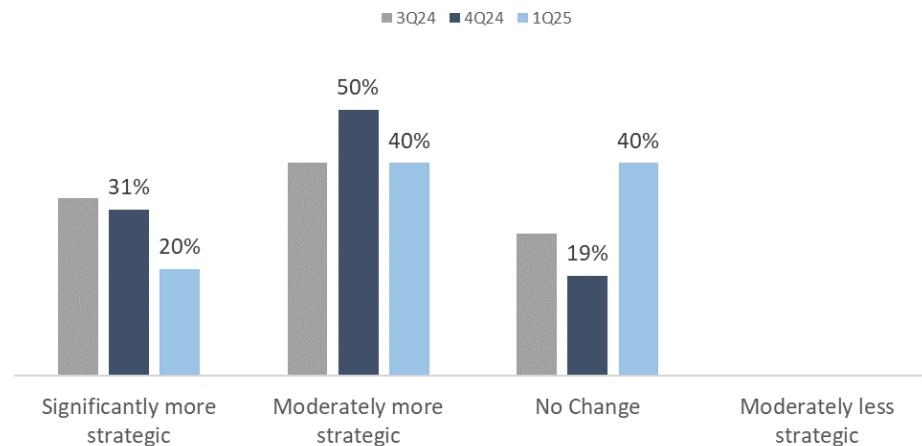
Source: KeyBanc Capital Markets Inc.

Note: 3Q24 N=6; 4Q24 N=5; 1Q25 N=4

Snowflake Strategic Importance

How has Snowflake's strategic importance changed in the last six months?
(Customers and Partners)

60% of respondents noted Snowflake's strategic importance has increased in the past six months, down from 70%+ in our prior two surveys.



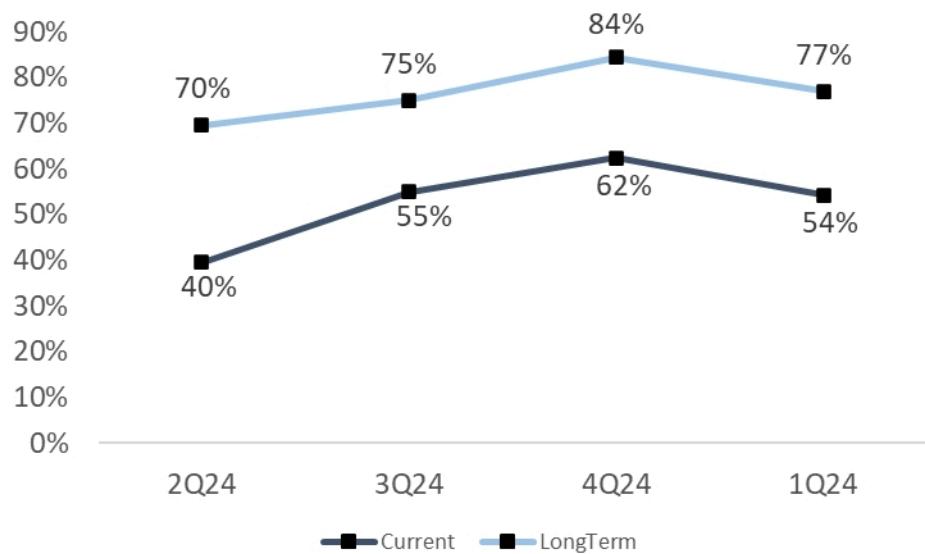
Source: KeyBanc Capital Markets Inc.

Note: 3Q24 N=15; 4Q24 N=16; 1Q25 N=15

Current and LT Cloud Data Warehouse Mix

What percent of data warehouse workloads is currently in the cloud and expected to be in the cloud LT? (Customers and Partners)

77% of data warehouse workloads are expected to be in the cloud LT, up from 54% today. The delta between current and LT mix has remained quite consistent.



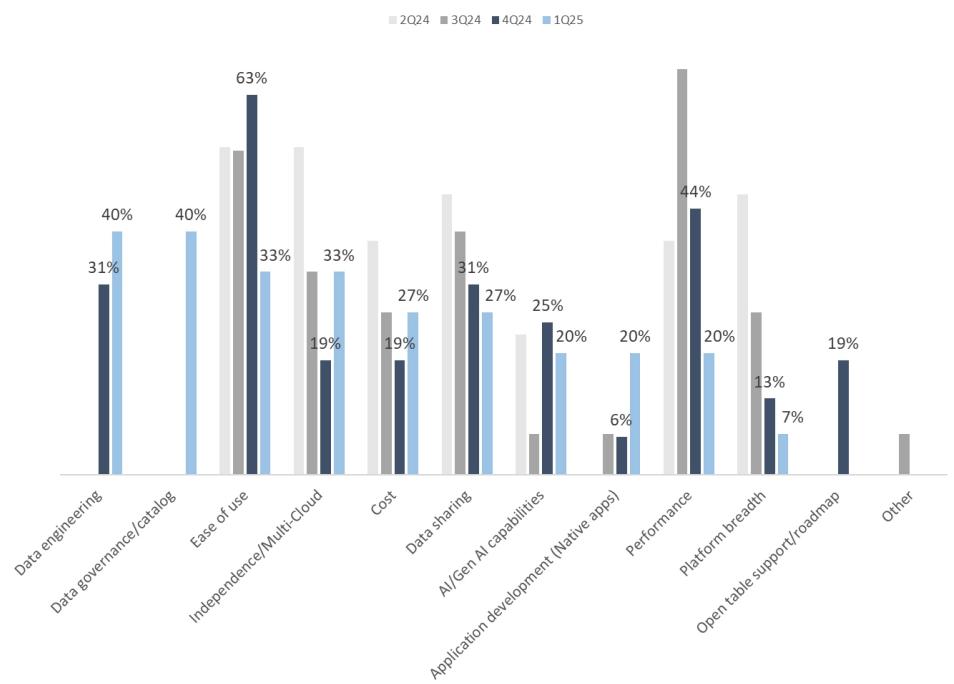
Source: KeyBanc Capital Markets Inc.

Note: 2Q24 N=13; 3Q24 N=15; 4Q24 N=15; 1Q25 N=15

Snowflake Competition

Differentiation/ What are the main reasons you or your customers chose Snowflake over competing data warehouse solutions? (Customers and Partners)

Data engineering and data governance/catalog cited as #1 reason for choosing Snowflake over competitors.



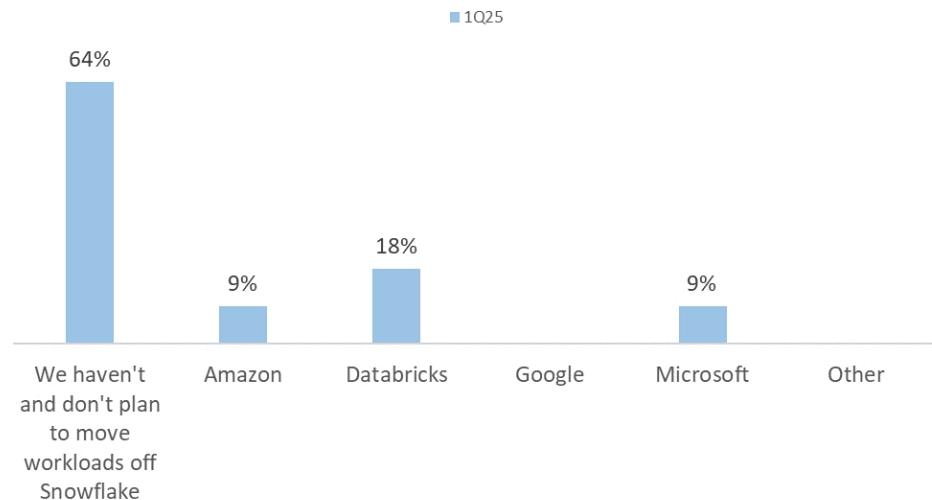
Source: KeyBanc Capital Markets Inc.

Note: 2Q24 N=13; 3Q24 N=15; 4Q24 N=16; 1Q25 N=15

Note: Data engineering and Open table support/roadmap added in 4Q24; data governance/catalog added in 1Q25.

Have you recently moved, or do you have plans to move, workloads from Snowflake to any of the below cloud competitors? (Customers)

A majority of customers have not recently moved, or plan to move, workloads off of Snowflake to competitors. Of the four respondents who have moved workloads, or plan to, two cited Databricks and one cited each of Amazon and Microsoft.



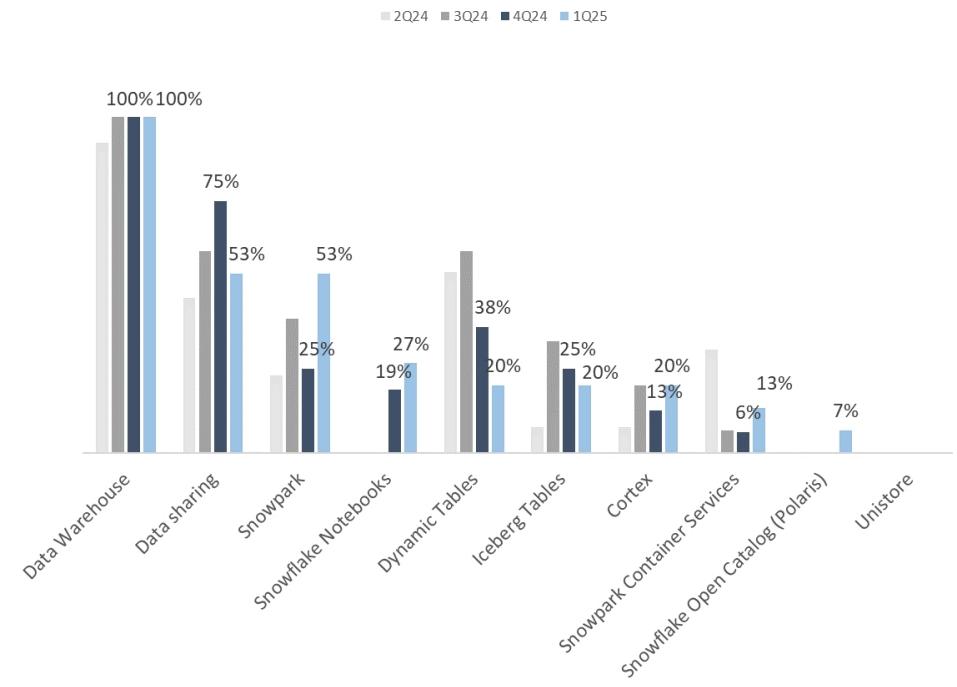
Source: KeyBanc Capital Markets Inc.

Note: 1Q25 N=11

Current Product Adoption

Which products do you or the majority of your customers currently use? (Customers and Partners)

Data sharing and Snowpark are currently the most used products outside of data warehouse. Snowpark saw the biggest increase in adoption q/q.



Source: KeyBanc Capital Markets Inc.

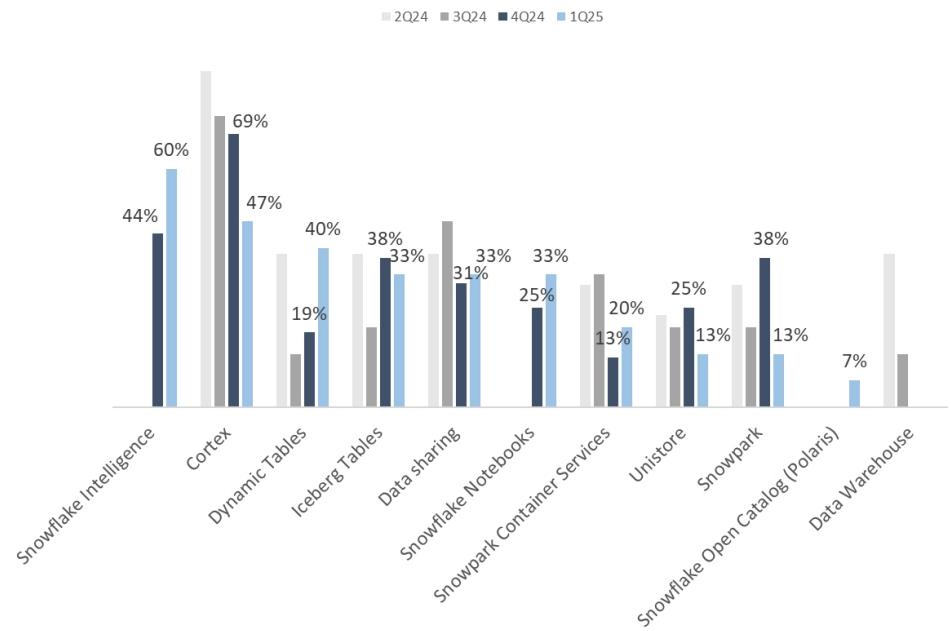
Note: 2Q24 N=13; 3Q24 N=15; 4Q24 N=16; 1Q25 N=15

Note: Snowflake Notebooks added in 4Q24; Snowflake Open Catalog (Polaris) added in 1Q25

Most Desired Products

Which products are you or your customers most interested in using or planning to use in the future? (Customers and Partners)

Snowflake Intelligence surpassed **Cortex** as the #1 product customers are interested in using, up from #2. **Snowpark** saw a large decline q/q, though may be a result of current adoption moving higher. **Dynamic tables** up materially q/q.



Source: KeyBanc Capital Markets Inc.

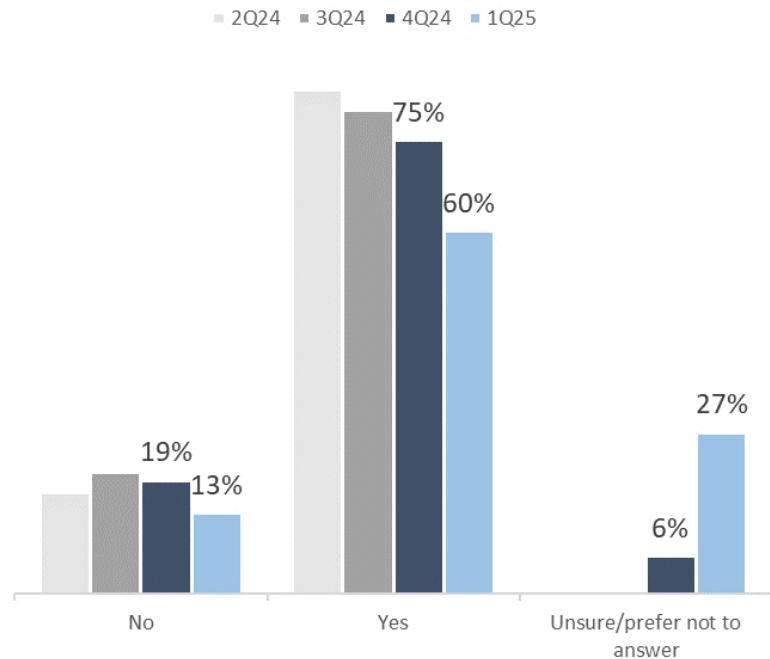
Note: 2Q24 N=13; 3Q24 N=15; 4Q24 N=16; 1Q25 N=15

Note: Snowflake Intelligence and Snowflake Notebooks added in 4Q24; Snowflake Open Catalog (Polaris) added in 1Q25.

GenAI Plans

Are you or your customers using or planning to use Snowflake for GenAI use cases?
(Customers and Partners)

60% of customers are using or plan to use Snowflake for GenAI use cases, down from 75% last quarter. However, the decline was due to an increase in those who selected "unsure." One customer is currently using Snowflake for GenAI use cases, consistent with our prior survey.



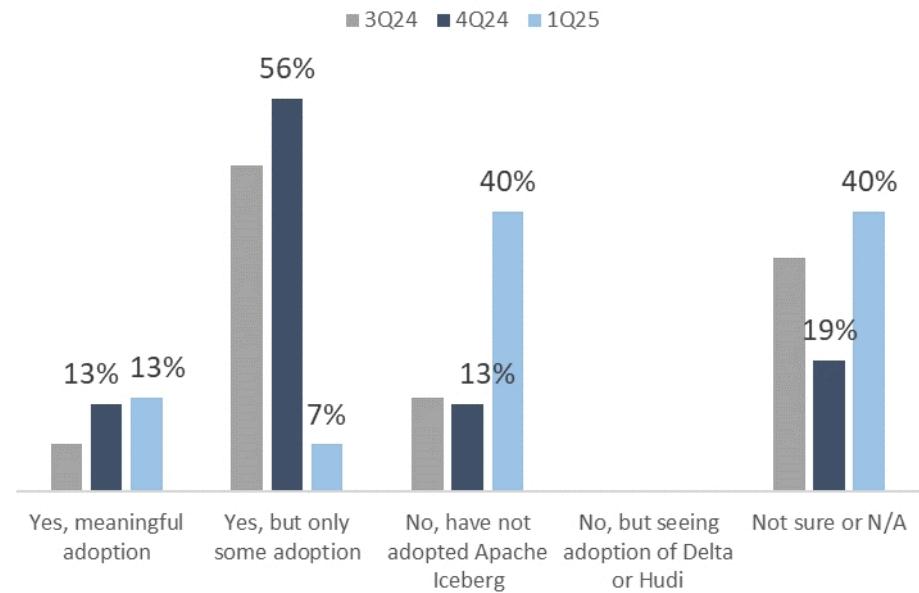
Source: KeyBanc Capital Markets Inc.

Note: 2Q24 N=12; 3Q24 N=15; 4Q24 N=16; 1Q25 N=15

Iceberg

Are you or your customers using Apache Iceberg? (Customers and Partners)

20% of respondents have adopted Iceberg tables, down from ~70% in our prior survey.
Two are using it meaningfully, consistent with last survey. The two organizations are in the digital-native and financial services segments.

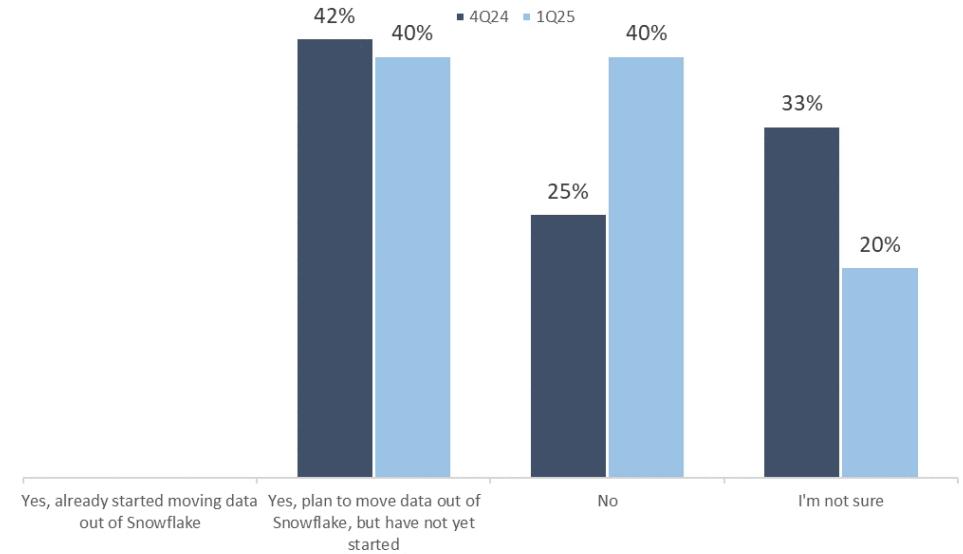


Source: KeyBanc Capital Markets Inc.

Note: 3Q24 N=15; 4Q24 N=16; 1Q25 N=15

Do you or your customers plan to use Iceberg tables to move data out of Snowflake?
(Customers and Partners)

Consistent with last survey, ~40% of respondents plan to move data out of Snowflake; however, none have started the process yet.

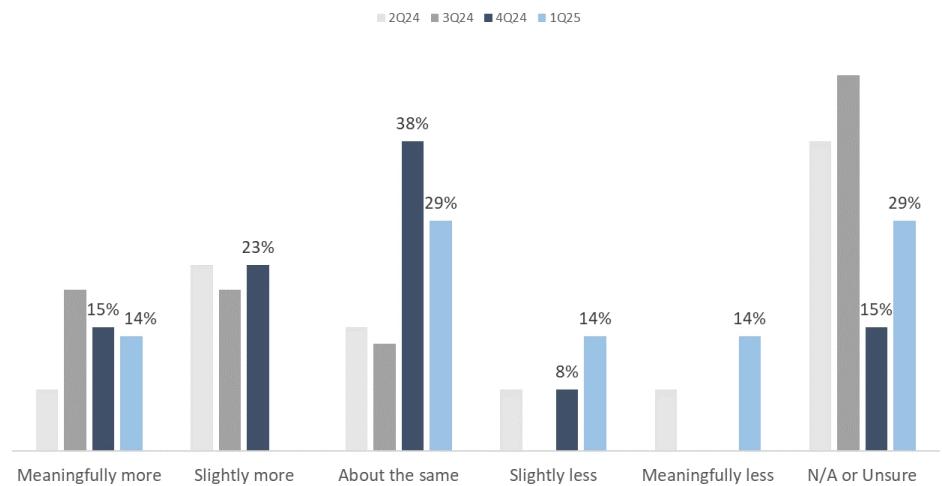


Source: KeyBanc Capital Markets Inc.

Note: 4Q24 N=12; 1Q25 N=5

Do you expect Iceberg to drive more or fewer incremental workloads/use cases to Snowflake? (Customers and Partners)

Only 14% of respondents expect Iceberg to drive incremental workloads to Snowflake, down from 38%. Two respondents now expect Iceberg to drive fewer workloads to Snowflake, up from one.



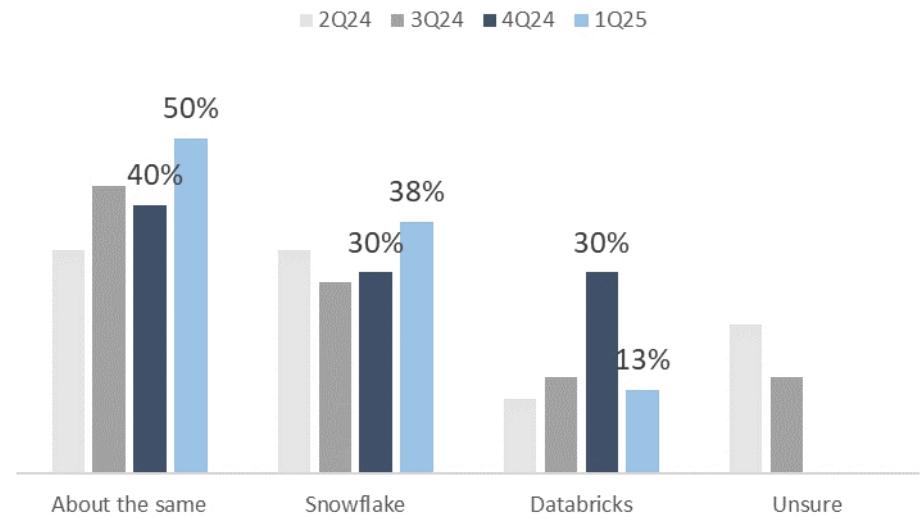
Source: KeyBanc Capital Markets Inc.

Note: 2Q24 N =13; 3Q24 N=15; 4Q24 N=13; 1Q25 N=7. The sample size is about half that of the previous three surveys because in 1Q25 only respondents that have adopted iceberg were presented this question.

Databricks/Snowflake

Do you view Snowflake or Databricks as the more strategic vendor to your organization/customers over the next couple of years? (Customers and Partners)

The % of respondents who believe Snowflake is the more strategic vendor improved q/q.

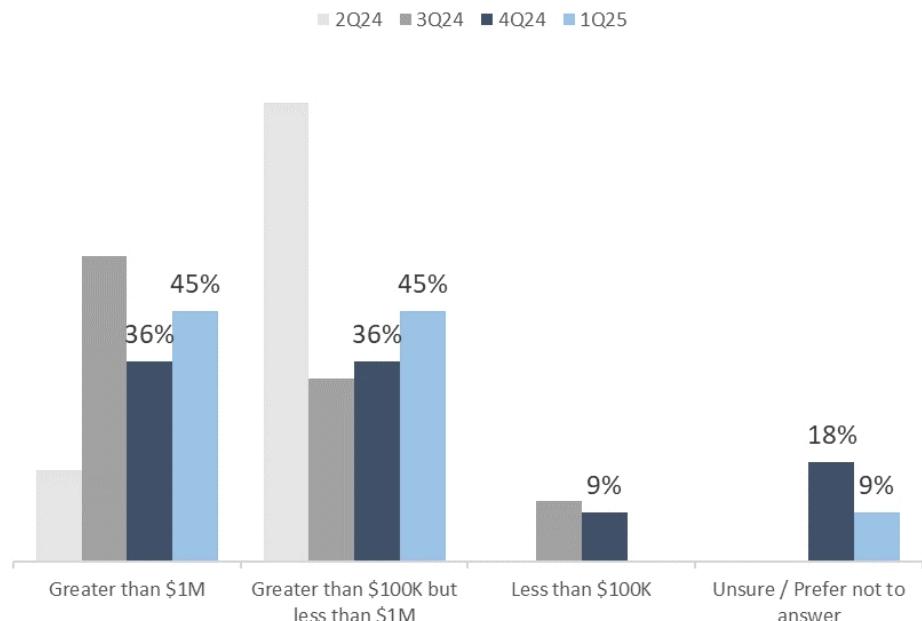


Source: KeyBanc Capital Markets Inc.

Note: 2Q24 N =9; 3Q24 N=7; 4Q24 N=10; 1Q25 N=8

Appendix

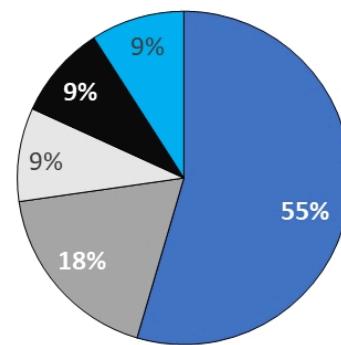
What is your annual spend with Snowflake? (Customers)



Source: KeyBanc Capital Markets Inc.

Note: 2Q24 N =6; 3Q24 N=9; 4Q24 N=11; 1Q25 N=11

Which of the following best describes your organization's primary industry?
(Customers)



■ Finance ■ Technology □ Healthcare ■ Education ■ Energy

Source: KeyBanc Capital Markets Inc.

Note: N=11

Additional detail of the respondents:

- 11 customers and four partners
- 53% retention from last survey
- 36% of customers are CIO/CDO/executives; 64% data engineers, data scientists, data analysts
- 93% U.S., 7% international

Income Statement

Snowflake Inc. (in millions, except per share items)	CAGR						F2025				F2026E				F2027E			
	F2023	F2024	F2025	F2026E	F2027E	F24-F27	1Q (Apr)	2Q (Jul)	3Q (Oct)	4Q (Jan)	1QE (Apr)	2QE (Jul)	3QE (Oct)	4QE (Jan)	1QE (Apr)	2QE (Jul)	3QE (Oct)	4QE (Jan)
Revenue	2,065.7	2,806.5	3,626.4	4,465.6	5,372.1	24%	828.7	868.8	942.1	986.8	1,001.9	1,069.0	1,161.9	1,232.9	1,254.7	1,302.8	1,376.5	1,438.0
Product Revenue	1,938.8	2,666.8	3,462.4	4,280.0	5,164.7		789.6	829.3	900.3	943.3	957.5	1,024.1	1,114.6	1,183.9	1,204.5	1,252.6	1,324.0	1,383.6
Professional Services Revenue	126.9	139.6	164.0	185.6	207.3		39.1	39.6	41.8	43.5	44.4	44.9	47.4	48.9	50.2	50.2	52.5	54.4
Cost of Revenue	599.1	723.6	977.7	1,236.4	1,459.0		219.6	232.6	254.9	270.6	279.5	296.3	321.0	339.6	345.8	353.9	372.2	387.1
Product	481.4	590.9	819.1	1,055.9	1,258.2		182.3	195.5	213.4	228.0	236.2	252.6	275.0	292.1	297.2	305.3	321.3	334.4
Professional Services	117.7	132.7	158.6	180.5	200.8		37.3	37.1	41.5	42.6	43.3	43.7	46.1	47.5	48.7	48.7	50.9	52.6
Gross Profit	1,466.6	2,082.9	2,648.7	3,229.2	3,913.1	23%	609.1	636.2	687.2	716.2	722.4	772.7	840.9	893.3	908.9	948.9	1,004.3	1,051.0
Product Gross Profit	1,457.4	2,076.0	2,643.3	3,224.1	3,906.5		607.3	633.8	686.9	715.3	721.2	771.4	839.6	891.9	907.4	947.3	1,002.7	1,049.2
Professional Services Gross Profit	9.2	6.9	5.4	5.1	6.5		1.8	2.4	0.3	0.9	1.1	1.2	1.3	1.4	1.5	1.5	1.7	1.8
R&D	367.9	612.1	883.0	1,047.2	1,242.2		203.2	224.2	248.8	230.8	239.8	254.8	267.8	284.8	292.8	302.8	315.8	330.8
S&M	823.2	1,041.5	1,291.2	1,557.0	1,817.2		312.6	309.1	340.6	328.9	371.9	380.3	406.1	398.7	434.3	450.4	467.4	465.0
Y/Y%	56%	27%	24%	21%	17%		28%	23%	27%	19%	19%	23%	19%	21%	17%	18%	15%	17%
G&A	180.2	199.6	242.8	254.8	266.8		57.1	59.1	62.9	63.6	60.1	62.1	65.9	66.6	63.1	65.1	68.9	69.6
Operating Expenses	1,371.3	1,853.2	2,417.0	2,859.0	3,326.2	22%	572.9	592.5	628.3	623.4	671.8	697.2	739.9	750.1	790.3	818.4	852.1	865.4
Y/Y%	55%	35%	30%	18%	16%		36%	33%	31%	23%	17%	18%	20%	18%	17%	15%	15%	15%
Q/Q%	—	—	—	—	—		13%	3%	6%	-1%	8%	4%	6%	1%	5%	4%	4%	2%
Total Expenses	1,970.4	2,576.8	3,394.7	4,095.4	4,785.2	23%	792.5	825.1	883.2	893.9	951.3	993.5	1,060.9	1,089.7	1,136.1	1,172.3	1,224.3	1,252.5
Y/Y%	58%	31%	32%	21%	17%		34%	33%	33%	27%	20%	20%	20%	22%	19%	18%	15%	15%
EBIT (Non GAAP)	95.3	229.7	231.7	370.2	586.8		36.2	43.7	58.9	92.8	50.6	75.4	101.0	143.2	118.6	130.5	152.2	185.6
Total Other Income	26.3	245.6	173.7	239.5	228.9		33.5	41.3	40.2	58.7	61.6	61.9	59.1	56.8	59.0	57.8	56.6	55.4
Interest Income	73.8	200.7	209.0	225.9	211.3		54.8	49.3	48.7	56.3	58.2	58.5	55.7	53.4	54.6	53.4	52.2	51.1
Other Income (Expense)	(47.6)	44.9	(35.3)	13.5	17.5		(21.3)	(7.9)	(8.5)	2.4	3.4	3.4	3.4	3.4	4.4	4.4	4.4	4.4
Pre-Tax Income	121.6	475.3	405.4	609.7	815.7		69.7	85.1	99.1	151.5	112.2	137.3	160.2	200.0	177.5	188.3	208.8	241.0
(Benefit) from provision for Income Taxes	31.6	123.6	105.4	158.5	212.1		18.3	22.0	25.8	39.4	29.2	35.7	41.6	52.0	46.2	49.0	54.3	62.7
Non-GAAP Net Income (Loss)	90.0	351.7	300.0	451.2	603.6		51.4	63.1	73.3	112.1	83.0	101.6	118.5	148.0	131.4	139.3	154.5	178.3
Noncontrolling interest	(0.5)	(1.7)	(1.4)	0.0	0.0		(0.7)	(0.8)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-GAAP NI (Loss) attributable to Snowflake	90.4	353.3	301.3	451.2	603.6		52.2	63.9	73.2	112.1	83.0	101.6	118.5	148.0	131.4	139.3	154.5	178.3
Diluted WASO	359.1	362.2	363.9	373.7	374.9	1%	363.3	359.3	362.2	370.7	374.0	373.9	373.6	373.4	374.0	374.6	375.2	375.9
Diluted Non-GAAP EPS	\$0.25	\$0.97	\$0.82	\$1.21	\$1.61		\$0.14	\$0.18	\$0.20	\$0.30	\$0.22	\$0.27	\$0.32	\$0.40	\$0.35	\$0.37	\$0.41	\$0.47
Diluted Non-GAAP EPS attributable to Snowflake	\$0.25	\$0.98	\$0.83	\$1.21	\$1.61	18%	\$0.14	\$0.18	\$0.20	\$0.30	\$0.22	\$0.27	\$0.32	\$0.40	\$0.35	\$0.37	\$0.41	\$0.47
GAAP Net Income (Loss)	(797.5)	(838.0)	(1,289.2)	(1,211.3)	(1,147.2)		(317.8)	(317.8)	(327.9)	(325.7)	(338.4)	(314.9)	(299.1)	(258.8)	(282.4)	(286.5)	(292.5)	(285.8)
Diluted GAAP EPS	(\$2.22)	(\$2.31)	(\$3.54)	(\$3.24)	(\$3.06)		(\$0.87)	(\$0.88)	(\$0.91)	(\$0.88)	(\$0.90)	(\$0.84)	(\$0.80)	(\$0.69)	(\$0.76)	(\$0.78)	(\$0.76)	(\$0.76)
Margins																		
Gross Margin	71.0%	74.2%	73.0%	72.3%	72.8%		73.5%	73.2%	72.9%	72.6%	72.1%	72.3%	72.4%	72.5%	72.4%	72.8%	73.0%	73.1%
Product GM	75.2%	77.8%	76.3%	75.3%	75.6%		76.9%	76.4%	76.3%	75.8%	75.3%	75.3%	75.3%	75.3%	75.6%	75.7%	75.8%	
Professional Services GM	7.3%	5.0%	3.3%	2.7%	3.1%		4.6%	6.1%	0.6%	2.1%	2.6%	2.7%	2.8%	2.9%	3.0%	3.1%	3.2%	3.3%
R&D % Revenue	17.8%	21.8%	24.3%	23.5%	23.1%		24.5%	25.8%	23.9%	23.4%	23.9%	23.8%	23.0%	23.1%	23.3%	23.2%	22.9%	23.0%
S&M % Revenue	39.9%	37.1%	35.6%	34.9%	33.8%		37.7%	35.6%	36.2%	33.3%	37.1%	35.6%	35.0%	32.3%	34.6%	34.6%	34.0%	32.3%
G&A % Revenue	8.7%	7.1%	6.7%	5.7%	5.0%		6.9%	6.8%	6.7%	6.4%	6.0%	5.8%	5.7%	5.4%	5.0%	5.0%	4.5%	4.8%
Non-GAAP EBIT Margin	4.6%	8.2%	6.4%	8.3%	10.9%		4.4%	5.0%	6.3%	9.4%	5.0%	7.1%	8.7%	11.6%	9.4%	10.0%	11.1%	12.9%
Y/Y Bps	717	357	(180)	190	263		(86)	(301)	(355)	25	67	202	244	221	440	296	236	129
Non-GAAP Effective Tax Rate	26.0%	26.0%	26.0%	26.0%	26.0%		26.2%	25.8%	26.0%	26.0%	26.0%	26.0%	26.0%	26.0%	26.0%	26.0%	26.0%	26.0%
Non-GAAP Net Income Margin	4.4%	12.5%	8.3%	10.1%	11.2%		6.2%	7.3%	7.8%	11.4%	8.3%	9.5%	10.2%	12.0%	10.5%	10.7%	11.2%	12.4%
FCF Margin	24.0%	27.8%	24.4%	24.4%	25.2%		—	—	—	—	—	—	—	—	—	—	—	—
Y/Y Bps	1,738	372	(338)	(2)	84		—	—	—	—	—	—	—	—	—	—	—	—
FCF Margin to EBIT Margin Delta	19.4%	19.6%	18.0%	16.1%	14.3%		—	—	—	—	—	—	—	—	—	—	—	—
Growth Y/Y%																		
Revenue	69%	36%	29%	23%	20%		33%	29%	28%	27%	21%	23%	23%	25%	25%	22%	18%	17%
Revenue Q/Q%	—	—	—	—	—		7%	5%	8%	5%	2%	7%	9%	6%	2%	4%	6%	4%
R&D	71%	66%	44%	19%	19%		58%	55%	41%	28%	18%	14%	19%	23%	22%	19%	18%	16%
S&M	56%	27%	24%	21%	17%		28%	23%	27%	19%	19%	23%	19%	21%	17%	18%	15%	17%
G&A	26%	11%	22%	5%	5%		20%	16%	26%	25%	5%	5%	5%	5%	5%	5%	5%	5%
EPS	—	288%	-15%	46%	33%		-5%	-20%	-19%	-14%	55%	53%	57%	31%	58%	37%	30%	20%
Shares	1%	1%	0%	3%	0%		—	—	—	—	—	—	—	—	—	—	—	—

Source: Snowflake, KBCC estimates

Disclosure Appendix

Important Disclosures

Snowflake Inc. - SNOW

We expect to receive or intend to seek compensation for investment banking services from Snowflake Inc. within the next three months.

As of the date of this report, we make a market in Snowflake Inc..

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Three-Year Rating and Price Target History



Rating Disclosures

Distribution of Ratings/IB Services Firmwide and by Sector								
KeyBanc Capital Markets					Technology			
Rating	IB Serv/Past 12 Mos.				IB Serv/Past 12 Mos.			
	Count	Percent	Count	Percent	Count	Percent		
Overweight [OW]	260	49.71	45	17.31	90	57.69	7	7.78
Sector Weight [SW]	258	49.33	43	16.67	63	40.38	2	3.17
Underweight [UW]	5	0.96	0	0.00	3	1.92	0	0.00

Rating System

Overweight - We expect the stock to outperform the analyst's coverage sector over the coming 6-12 months.

Sector Weight - We expect the stock to perform in line with the analyst's coverage sector over the coming 6-12 months.

Underweight - We expect the stock to underperform the analyst's coverage sector over the coming 6-12 months.

Disclosure Appendix (cont'd)

Other Disclosures

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