Q4 2023 SaaS Metrics Summary

DeepShield Systems, Inc.

CONFIDENTIAL AND PROPRIETARY

For the Period Ending December 31, 2023

1. DOCUMENT PURPOSE AND SCOPE

1 This SaaS Metrics Summary ("Summary") has been prepared by DeepShield Systems, Inc. ("Company") to present key performance indicators and operational metrics for Q4 2023. All financial figures are unaudited and presented in accordance with GAAP unless otherwise noted.

2 This document is confidential and subject to the terms of the applicable Non-Disclosure Agreement.

2. KEY SUBSCRIPTION METRICS

1 Annual Recurring Revenue (ARR)

- Q4 2023 Ending ARR: $34.8M

- Net ARR Growth (Q/Q): 12.3%

- Enterprise Customer ARR: $28.4M (81.6% of total)

- Mid-Market Customer ARR: $6.4M (18.4% of total)

2 Monthly Recurring Revenue (MRR)

- December 2023 MRR: $2.90M

- Net MRR Growth (Q/Q): 11.5%

- Average MRR per Customer: $42,650

3. CUSTOMER METRICS

1 Customer Count

- Total Customers: 68

- Enterprise Customers (>$250k ARR): 42

- Mid-Market Customers ($50k-$250k ARR): 26

- Net New Customers in Q4: 7

2 Customer Retention

- Gross Revenue Retention Rate: 94.8%

- Net Revenue Retention Rate: 118%

- Logo Retention Rate: 96.3%

- Average Customer Lifetime: 4.2 years

4. FINANCIAL PERFORMANCE METRICS

1 Revenue Composition

- Subscription Revenue: $8.7M (89.7%)

- Professional Services: $1.0M (10.3%)

- Total Q4 Revenue: $9.7M

2 Gross Margins

- Subscription Gross Margin: 82.4%

- Services Gross Margin: 31.2%

- Blended Gross Margin: 77.1%

3 Operating Metrics

- Customer Acquisition Cost (CAC): $128,500

- LTV/CAC Ratio: 4.8x

- Months to Recover CAC: 16.2

- Rule of 40 Score: 52%

5. SALES EFFICIENCY METRICS

1 Sales Pipeline

- Q4 Qualified Pipeline: $42.3M

- Pipeline Coverage Ratio: 3.8x

- Average Deal Size: $425,000

- Win Rate: 28%

2 Sales Productivity

- Average Sales Cycle: 167 days

-     Quota Attainment: 94%

-     Average ARR per Sales Rep: $2.9M

-     Sales Efficiency Ratio: 0.82

6. PRODUCT AND DEPLOYMENT METRICS

1 Platform Usage

-     Average Daily Active Users: 12,450

-     API Calls per Month: 892M

-     Average System Uptime: 99.992%

-     Critical Alerts Processed: 18.3M

2 Implementation Metrics

-     Average Implementation Time: 45 days

-     Implementation Success Rate: 97%

-     Customer Health Score (Avg): 8.4/10

-     Feature Adoption Rate: 76%

7. DISCLAIMERS AND LIMITATIONS

1 The metrics and information contained herein are provided for informational purposes only and should not be relied upon as a guarantee of future performance.

2 Certain metrics may be calculated using methodologies determined by the Company and may not be directly comparable to metrics from other companies.

3 Forward-looking metrics and projections are subject to various risks and uncertainties and actual results may differ materially.

8. CERTIFICATION

The undersigned hereby certifies that the information contained in this Summary is true and accurate to the best of their knowledge as of the date below.

DEEPSHIELD SYSTEMS, INC.

By: _

Robert Kessler

Chief Financial Officer

Date: January 15, 2024

[COMPANY SEAL]

9. CONFIDENTIALITY NOTICE

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