Notice of FY25 Cloud Pricing and Packaging Changes from Atlassian Investor Relations

On September 17, 2024, we notified our customers of upcoming pricing and packaging changes to certain cloud products and editions. The pricing changes primarily impact cloud list prices, with the specific change varying depending on the product and edition. All of the changes are effective October 16, 2024.

The impact of pricing and packaging changes is expected to feather in over time as cloud subscriptions come up for renewal after the effective date. The estimated impact of pricing on cloud revenue growth in FY25 is expected to be similar to the aggregate impact from pricing seen in FY24.

These pricing and packaging changes were contemplated in our FY25 guidance provided on August 1, 2024.

Primary cloud pricing changes:

- Jira and Confluence: 5% increase for Standard edition, 10% increase for Premium and Enterprise editions

- Jira Service Management: ~8% increase for <250 users; 20% increase for >251 users

We are also making price changes to the following products and plans (note these changes impact a relatively smaller cohort of customers):

- Guard: 5-8% depending on the user tier

- Bitbucket: 10%

- Opsgenie: 5-10% depending on the edition

- Compass: 14%

- Legacy pricing plan (aka "advantaged" pricing) increases for Jira Service Management (Halp, Insights, and Automation), Bitbucket, and Opsgenie

Other pricing and packaging changes for Jira Service Management:

- Packaging updates: Advanced incident, problem, and change management capabilities will be moving out of Free and Standard editions and into Premium and Enterprise editions

- Consumption-based pricing for Assets and Virtual Service Agents (Premium and Enterprise editions):

  - Assets: Customers can store 50,000 Assets objects for free. Above this limit, objects will start at $0.05(USD)/object/month with volume discounts applied

  - Virtual Service Agents: Customers can execute 1,000 Virtual Service Agent assisted conversations per month (or 12,000 per year) for free. Above this limit, assisted conversations will start at $0.30(USD)/assisted conversation/month with volume discounts applied

In the near term, the above packing updates and the introduction of consumption-based pricing for Assets and Virtual Service Agents will primarily impact new Jira Service Management cloud subscriptions. As such, we expect these pricing and packaging changes for Jira Service Management to have an insignificant impact on FY25 Cloud revenue.

Additional information on these pricing and packaging changes can be found at https://www.atlassian.com/licensing/future-pricing/cloud-pricing/faqs or https://www.atlassian.com/blog/announcements/jsm-cloud-pricing-packaging-update

If you have any questions please contact IR@atlassian.com.