



Investor Presentation

As of March 31, 2025

Safe Harbor

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2010
Launched

250K+
Paying
Customers

330+
Cities in
Network

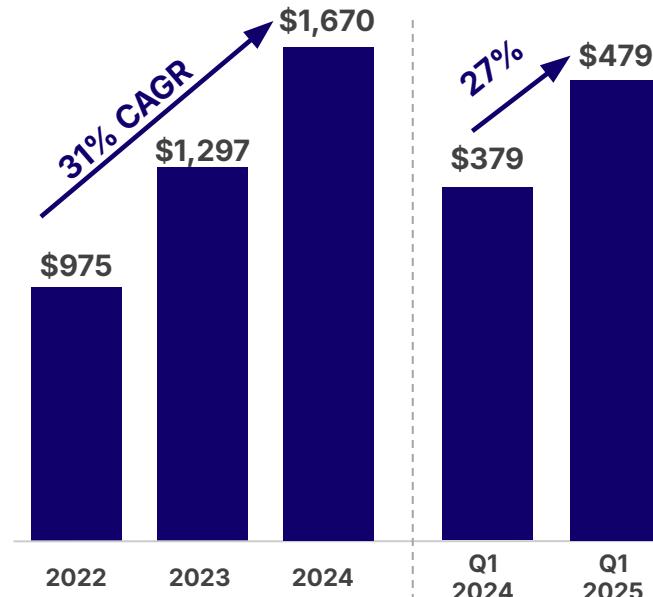
69%
Of Revenue from
Large Customers

4,400
Employees

77%
Non-GAAP Gross
Margin

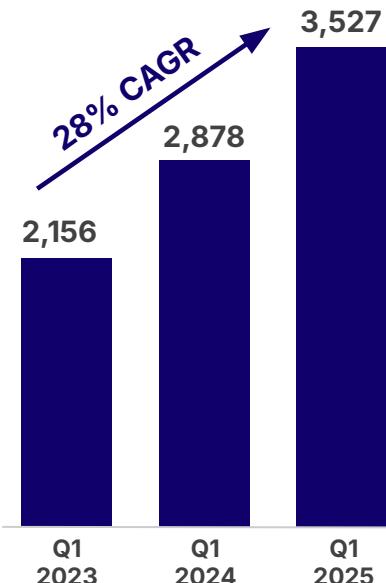
Cloudflare at a Glance

Total Revenue (\$M)



Large Customers

> \$100,000 Annualized Revenue



Helping Build a Better Internet

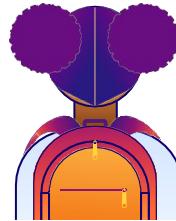


Project Galileo

Free services for journalists, civil society organizations, and human rights defenders

2900+ domains in 111 countries

DDoS Mitigation, Web Application Firewall (WAF), DNS, CDN, Zero Trust, SSL



Cybersafe Schools

Free services for K-12 public school districts

131 school districts in 30 US States

210,000 students and staff members protected

Area 1 Cloud Email Security and Gateway DNS Filtering



2024 Impact Report

Birthday Week

Engineering privacy into the Internet

Empowering the open source community

Responsible AI for everyone

Investing in technical standards

Sustainability Reporting

"We need more tech companies to realize that civil society needs [programs like Project Galileo]. . .[We] need more value driven companies that realize the critical role that civil society plays in their business model."

**Adrien Ogee, COO,
CyberPeace Institute**

For more information, visit
<https://www.cloudflare.com/impact/>

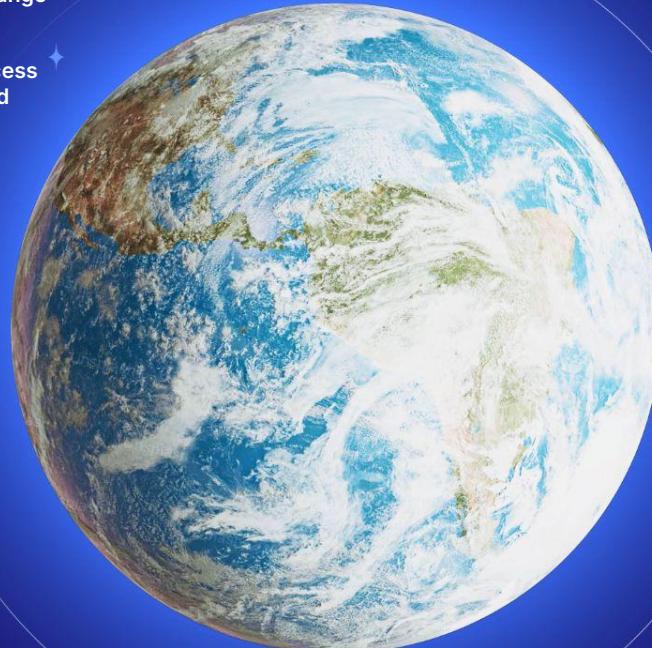
Fighting for the open Internet

The Internet is a miracle. The connection of diverse networks with common standards enables us to exchange data around the world in a way that is resilient, interoperable, and accessible to anyone. Today, we depend on it for economic growth and innovation, access to information and free expression, and rule of law and democratic principles.

Cloudflare is proud to be part of the global community standing up for the Internet.

Supporting multistakeholder Internet governance

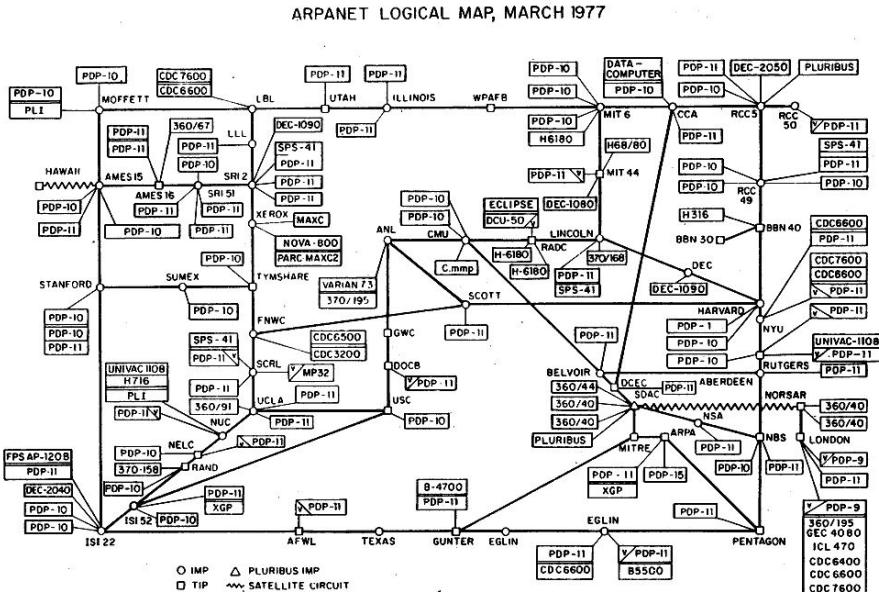
Participating in Internet standards development



- Advocating for network neutrality
- Monitoring places where the Internet is not open
- Protecting human rights and democratic institutions
- Deploying standards that improve the privacy and security of data flows

Cloudflare's mission is to
Help build a better Internet

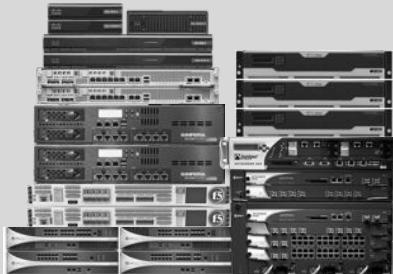
The Internet was not built for what it has become.



From Endless Hardware to a Global Cloud Platform

BAND-AID BOXES

- Costly and complex
- Web of dependencies
- Specialized hardware
- On-premise only
- Point solutions

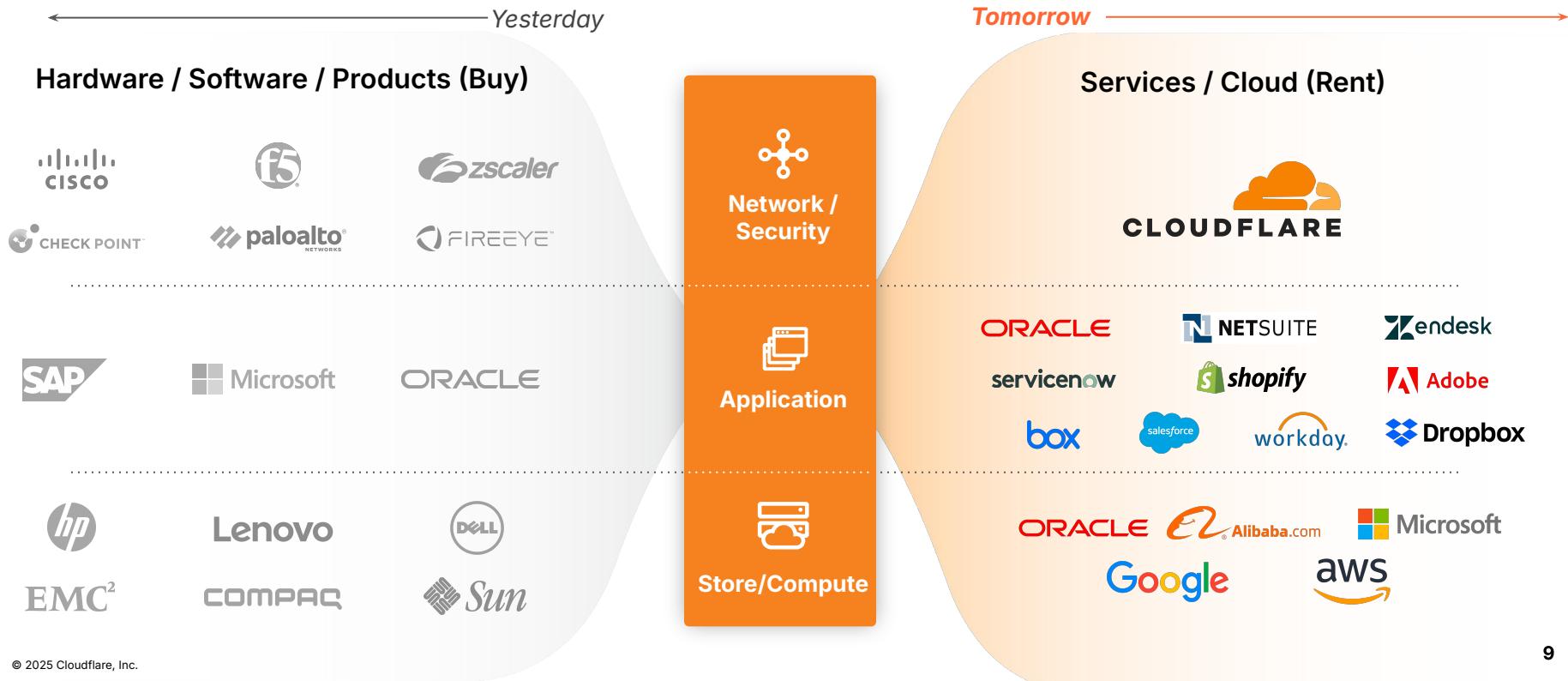


BETTER INTERNET

- Easy-to-use, flexible, and scalable
- Unified control plane
- Serverless cloud architecture
- Cloud, hybrid, on-premise, and SaaS
- Broad, integrated product platform



Evolution of the Enterprise Stack



An Integrated Global Cloud Platform



Cloudflare Platform



Cloudflare
Zero Trust Services



Cloudflare
Network Services



Cloudflare
Application Services



Cloudflare One

- Zero Trust Network Access
- Secure Web Gateway
- Cloud Access Security Broker
- Cloud Email Security
- Remote Browser Isolation
- Data Loss Prevention

- WAN-as-a-Service
- Firewall-as-a-Service
- L3 & L4 DDoS Protection
- Network Interconnect
- Smart Routing
- IDS/IPS

- WAF with API Protection
- Rate Limiting
- Load Balancing
- Bot Management
- L7 DDoS Protection
- CDN and DNS



Cloudflare Developer
Platform

Workers

Pages

R2

Workers KV

Durable Objects

Images

Stream



Cloudflare
Global Network



Compliance/Privacy: FedRAMP, ISO, SOC, PCI, GDPR compliant, Logs & Analytics, Data Localization Suite

We Operate at Massive Scale

~247B

Cyber Threats
Blocked per Day

250K+

Total Paying
Customers

69%

Of Revenue from
Large Customers

51%

Of Revenue from
Outside of the U.S.

Cyber threats blocked per day is approximate average over the three months ended March 31, 2025. All other figures are as of the three months ended March 31, 2025. See Appendix for "Paying Customers" and "Large Customers" definitions.

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Our Flexible, Scalable, & Efficient Serverless Architecture

- Abstracts underlying infrastructure
- Dynamically optimizes and leverages capacity across network
- Single unified code base
- Deployment on commodity hardware

A Global Network Powering our Platform



330+ cities

in 125+ countries, including mainland China



~13,000 networks

directly connect to Cloudflare, including ISPs, cloud providers, and large enterprises



388 Tbps

of network capacity and growing



250,000+ Paying Customers



36%

of the Fortune 500 are Paying Customers
as of March 31, 2025

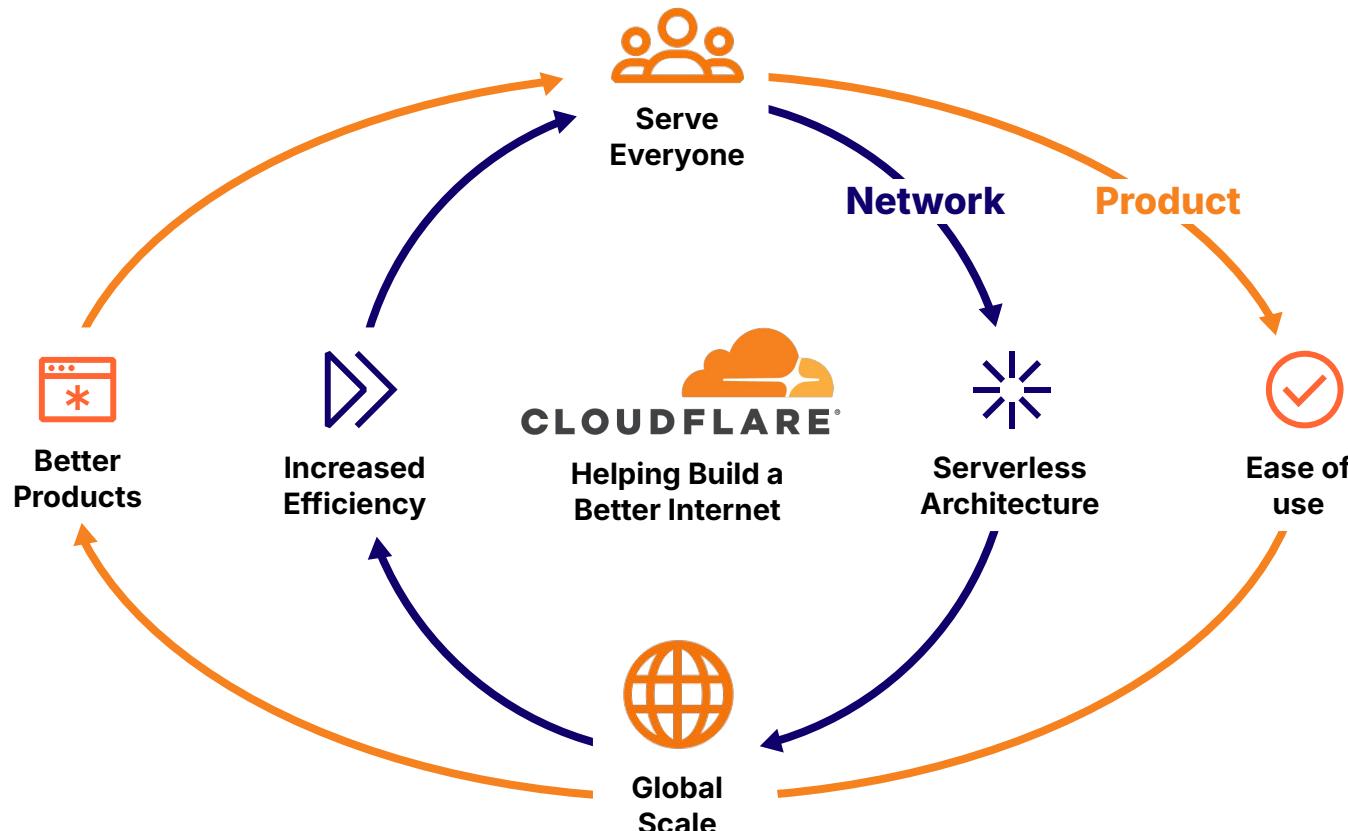
23%

year-over-year Large Customer growth in Q1'25

~95%

of the world's Internet-connected population is
within ~50 ms of a Cloudflare data center

Our Product & Network Flywheels Drive Our Business



Data Intelligence & Quality Assurance at Scale

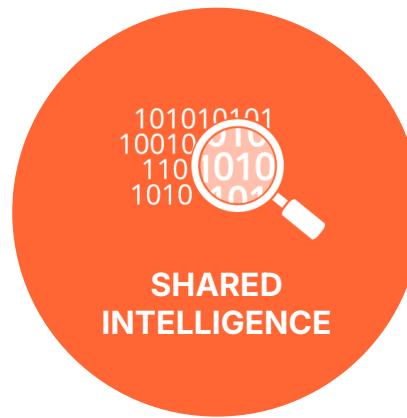
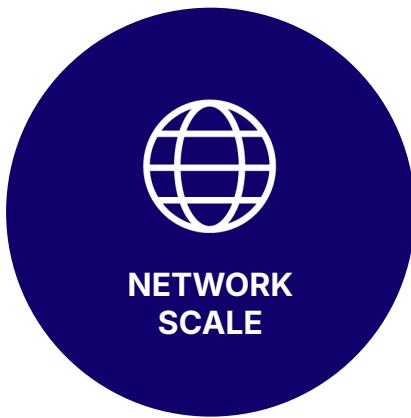
Global sensor network
with paying customers in 190+ countries.

Machine learning systems
improve products with
every customer's request.

Immune system for the
Internet blocking an average of
~247 billion cyber threats each
day.

Rapid development cycles
and QA through free users
volunteering to test new products.

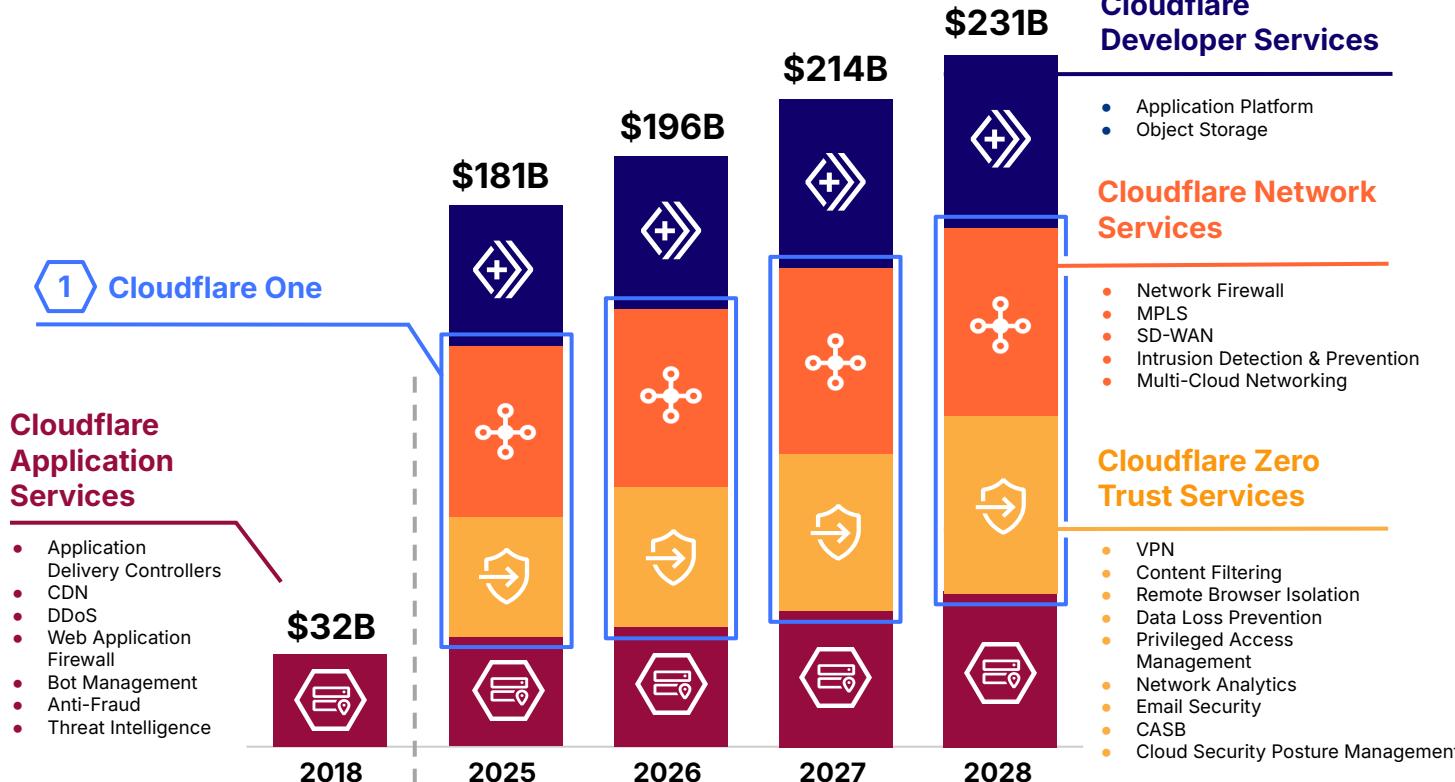
Our Competitive Advantages



Our Favorable Competitive Position

Limitations		
 On-Premises	 	<ul style="list-style-type: none"> • Complex and expensive • Not suited to address cloud-based and hybrid deployments
 Point Solutions	 	<ul style="list-style-type: none"> • Architected to deliver single point / more narrow product portfolio • Customers are increasingly looking for an integrated platform offering security, performance, and reliability through a single vendor
 Public Cloud	 	<ul style="list-style-type: none"> • Inability to serve as a unified control plane across on-premise, cloud, hybrid, and SaaS infrastructure • Customer lock-in and competition concerns

Consistent & Deliberate TAM Expansion



Areas for Potential Incremental Growth

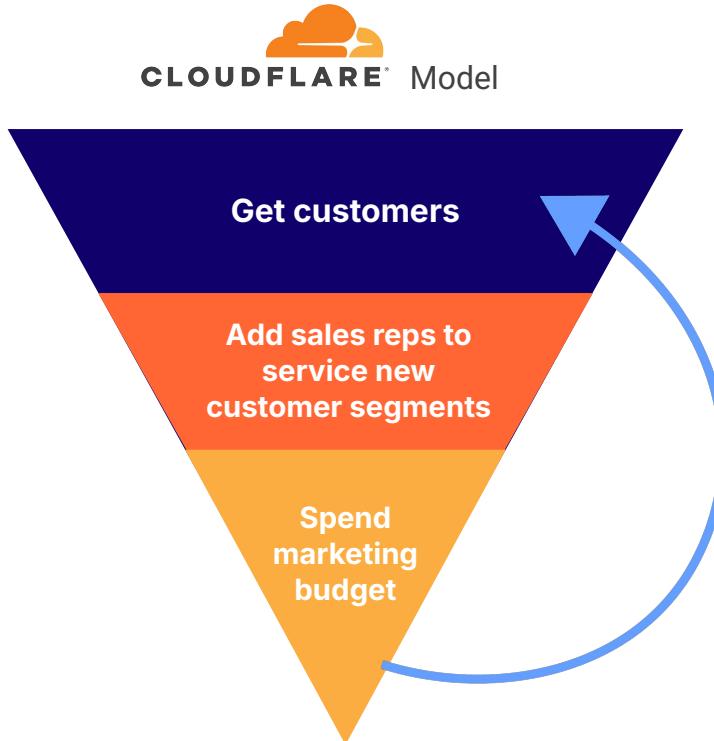
-  AI
-  Database
-  Internet of Things
-  5G Cellular
-  Network Services

Traditional Go-To-Market Model Inverted

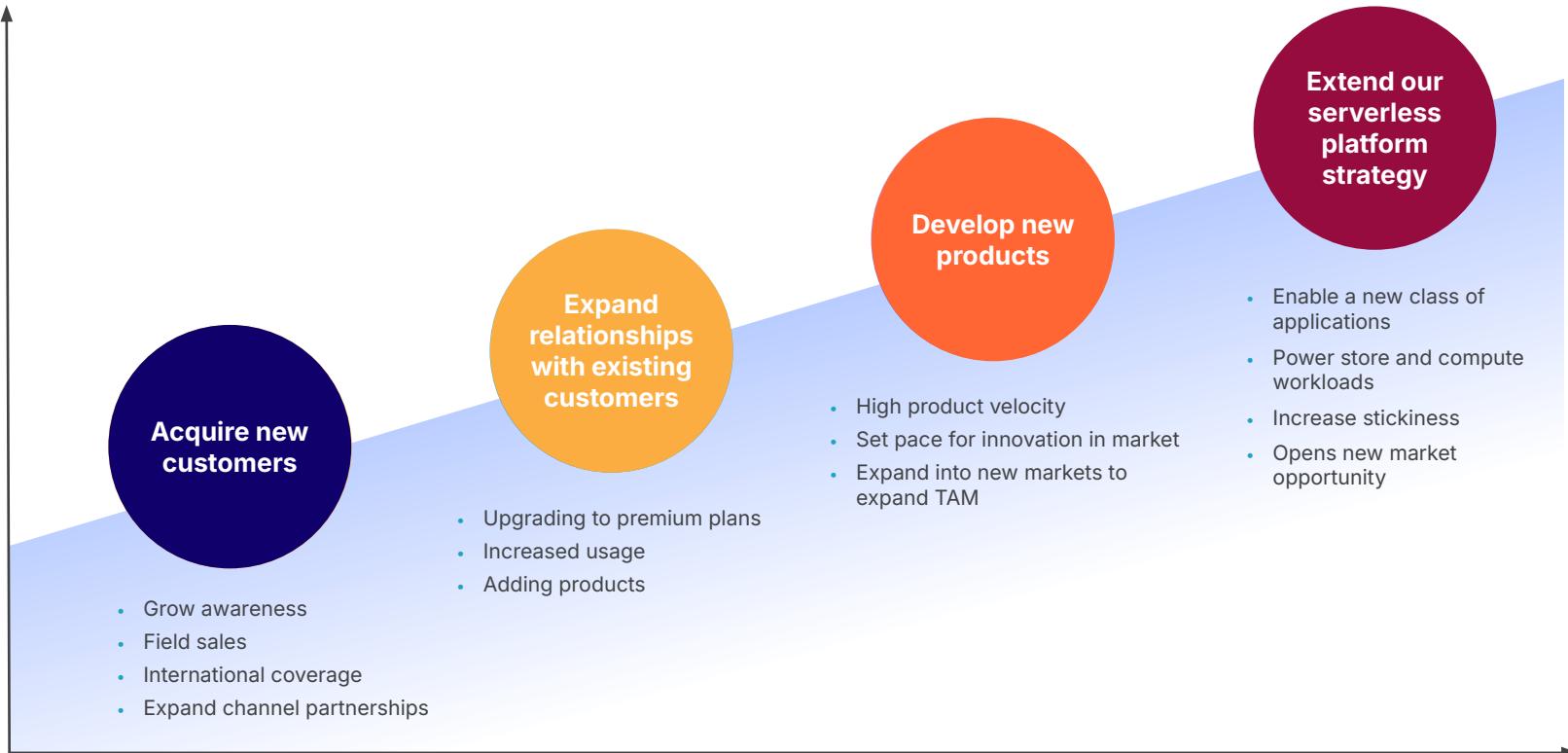
We don't build ahead of the curve.

Sources of Leverage

- Self service adoption for customers of all sizes
- Natural expansion
- Pulled into new geographies
- Pulled up market



Our Strategy for Growth



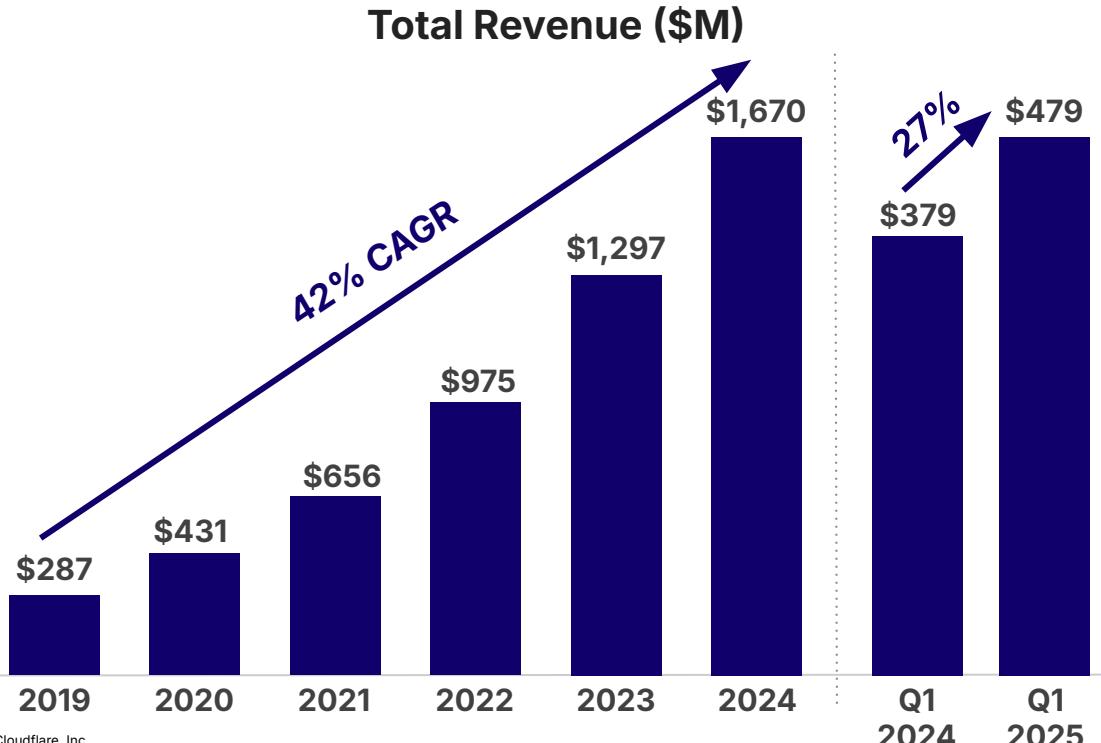
Financial Overview

Key Financial Highlights



Note: Total Addressable Market represents 2025 expected spend from our analysis based on Gartner and IDC market data. Year-over-year revenue growth and Non-GAAP gross margin are as of the three months ended March 31, 2025. Large Customers are as of March 31, 2025. See Appendix for GAAP financial measures and GAAP to Non-GAAP reconciliation, and how we define "Large Customers."

Track Record of Delivering Revenue Growth



Investment in enterprise sales



Large customer momentum



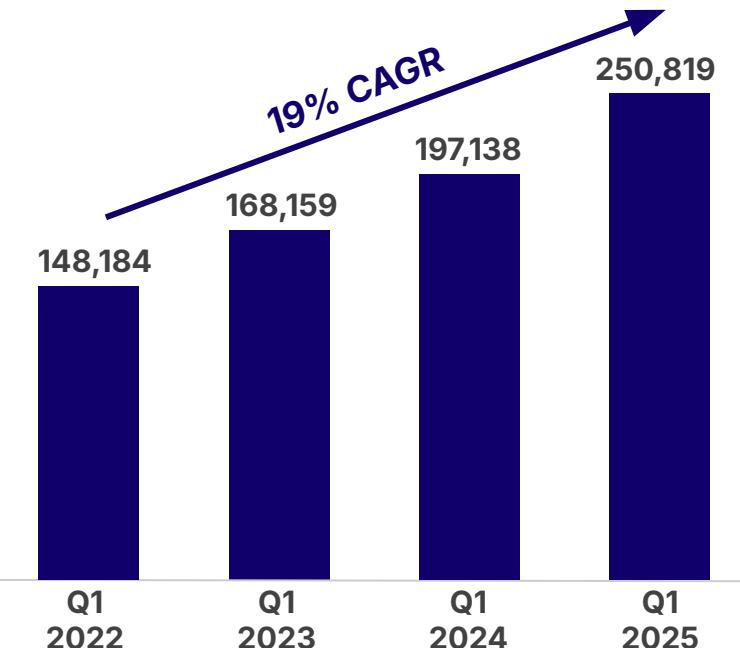
Land and expand strategy drives growth across cohorts



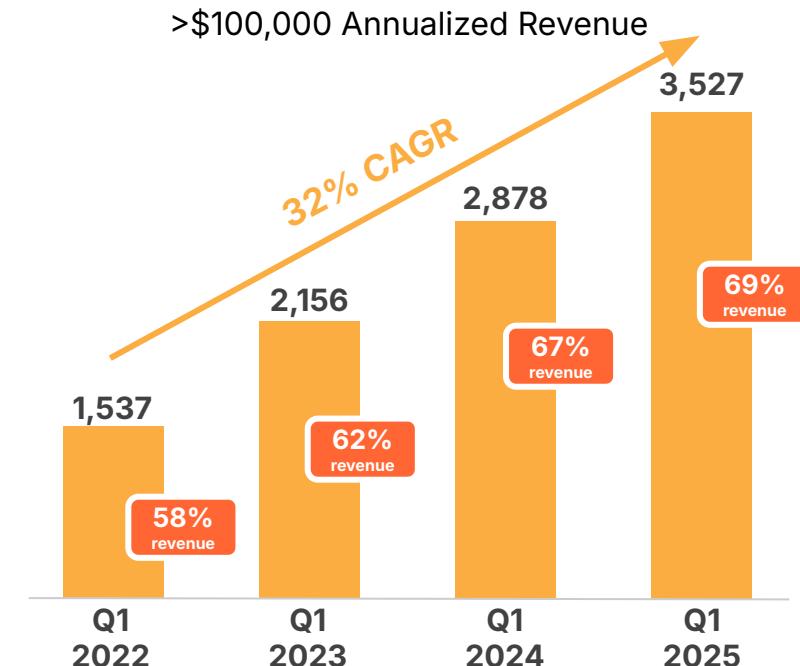
Strong penetration across the entire product portfolio

Rapid Customer Growth

Paying Customers

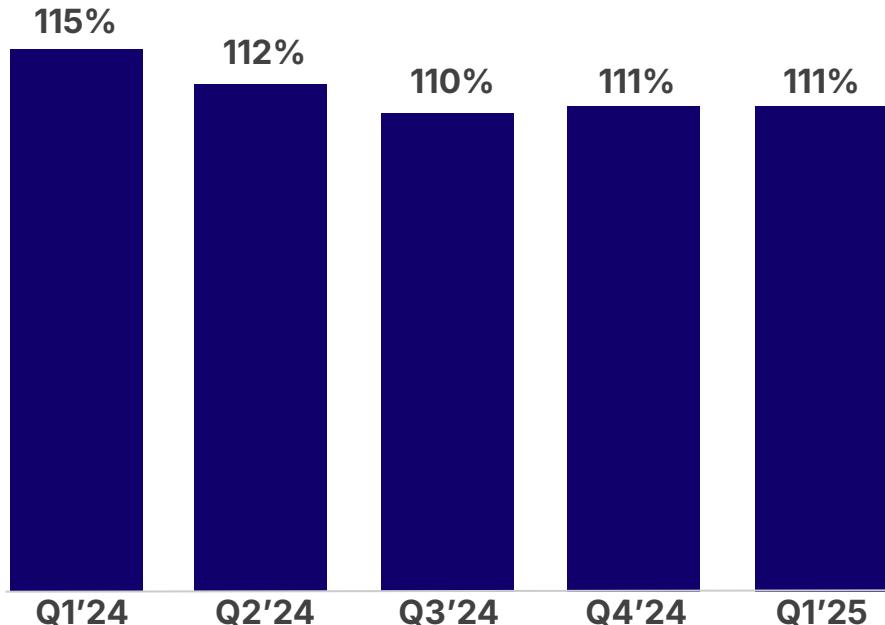


Large Customers



Note: Paying and Large Customer data are as of three months ended March 31 of their respective years. See the Appendix for how we define "Paying Customers" and "Large Customers."

Strong Dollar-Based Net Retention



DNR includes all paying customers



Large customers are a long-term tailwind to DNR

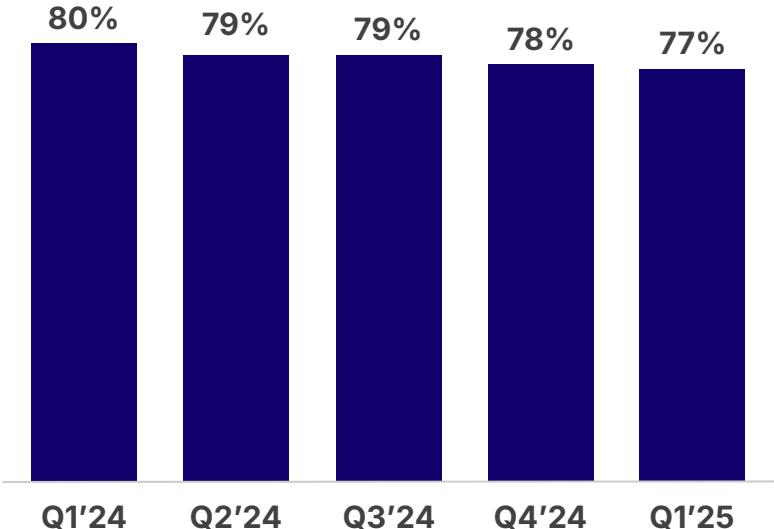


Continuous innovation offers expansion opportunities

Note: See the Appendix for how we define "Dollar-Based Net Retention."

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Non-GAAP Gross Margin



Note: See Appendix for GAAP to Non-GAAP reconciliation.
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Attractive & Consistent Gross Margin

Serverless architecture deployed on commodity hardware

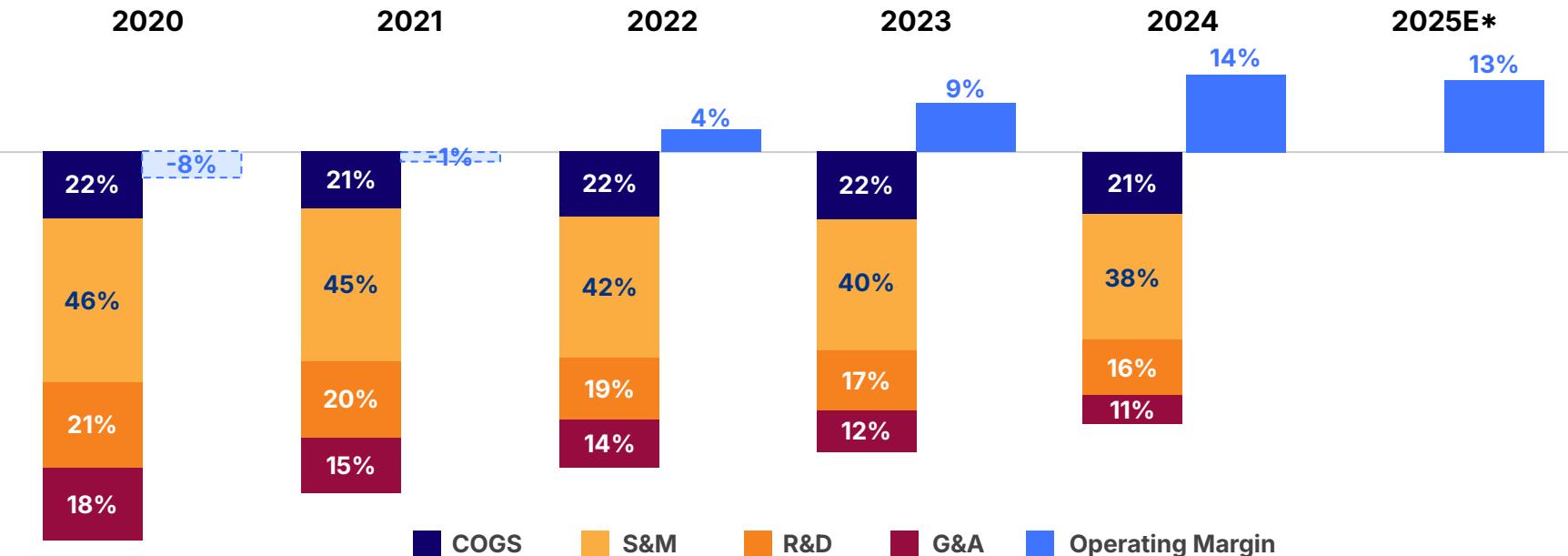
Single software stack across the network

Symbiotic relationship with ISPs

Leverage idle capacity across network

Elasticity of & Leverage in Our Operating Model

Non-GAAP Operating Expenses & Operating Margin (% of Revenue)

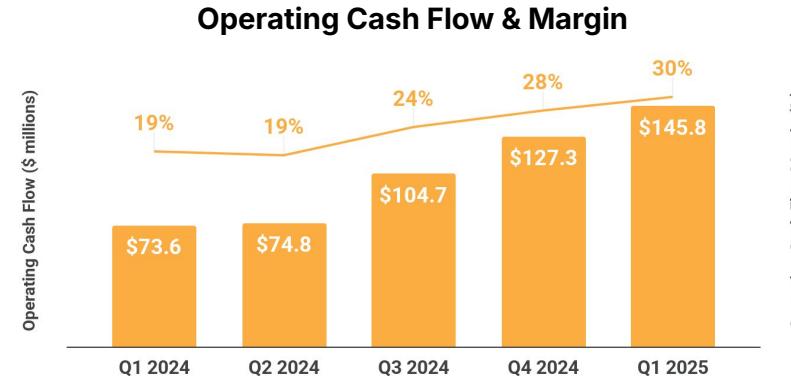
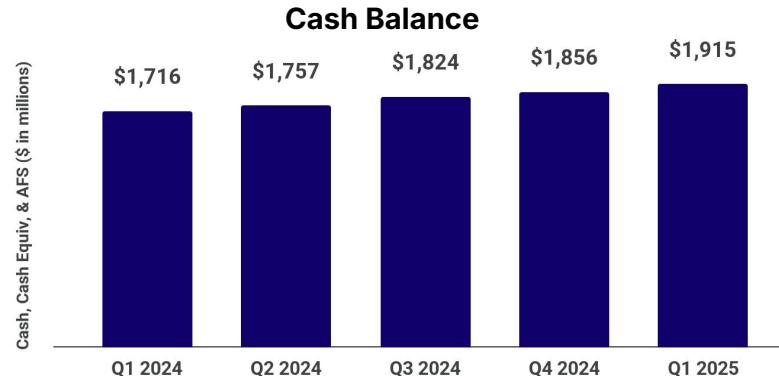


Note: See the Appendix for GAAP to Non-GAAP reconciliation.

*2025E is based on full-year mid-point guidance provided by Cloudflare on May 8, 2025. This forward looking guidance speaks only as of such date and the inclusion of such guidance in this presentation should not be interpreted as a confirmation or affirmation of such guidance as of any other date. Except as required by law, we assume no obligation and do not intend to update these forward-looking statements or to conform these statements to actual results or to changes in our expectations.

Strong Cash Position

- **Issued 2025 Notes:** Raised \$495 million in our Convertible Notes Offering due 2025 that priced on May 13, 2020, net of issuance costs and a capped call with respect to the 2025 convertible notes.
- **Issued 2026 Notes:** Raised \$790 million in our Convertible Note Offering due 2026 that priced on August 10, 2021, net of the repurchase of 2025 notes, issuance costs, and a capped call with respect to the 2026 convertible notes.
- **Repurchased 2025 Notes:** Repurchased \$123.0 million principal amount for \$172.7 million in cash including accrued interest payable in May 2023. Paid approximately \$35.4 million in cash and delivered approximately 0.5 million shares of our Class A common stock in July 2023 to settle the conversion of approximately \$35.4 million aggregate principal amount of the 2025 Notes.
- **Revolving Credit Facility:** Executed \$400 million senior secured revolving credit facility on May 21, 2024. The proceeds may be used for working capital and general corporate purposes.



Guidance

Q2 2025

Revenue \$500.0 - \$501.0
Y/Y Growth 25%

Operating Income \$62.5 - \$63.5
Operating Margin 12-13%

EPS \$0.18

FY 2025

Revenue \$2,090.0 - \$2,094.0
Y/Y Growth 25%

Operating Income \$272.0 - \$276.0
Operating Margin 13%

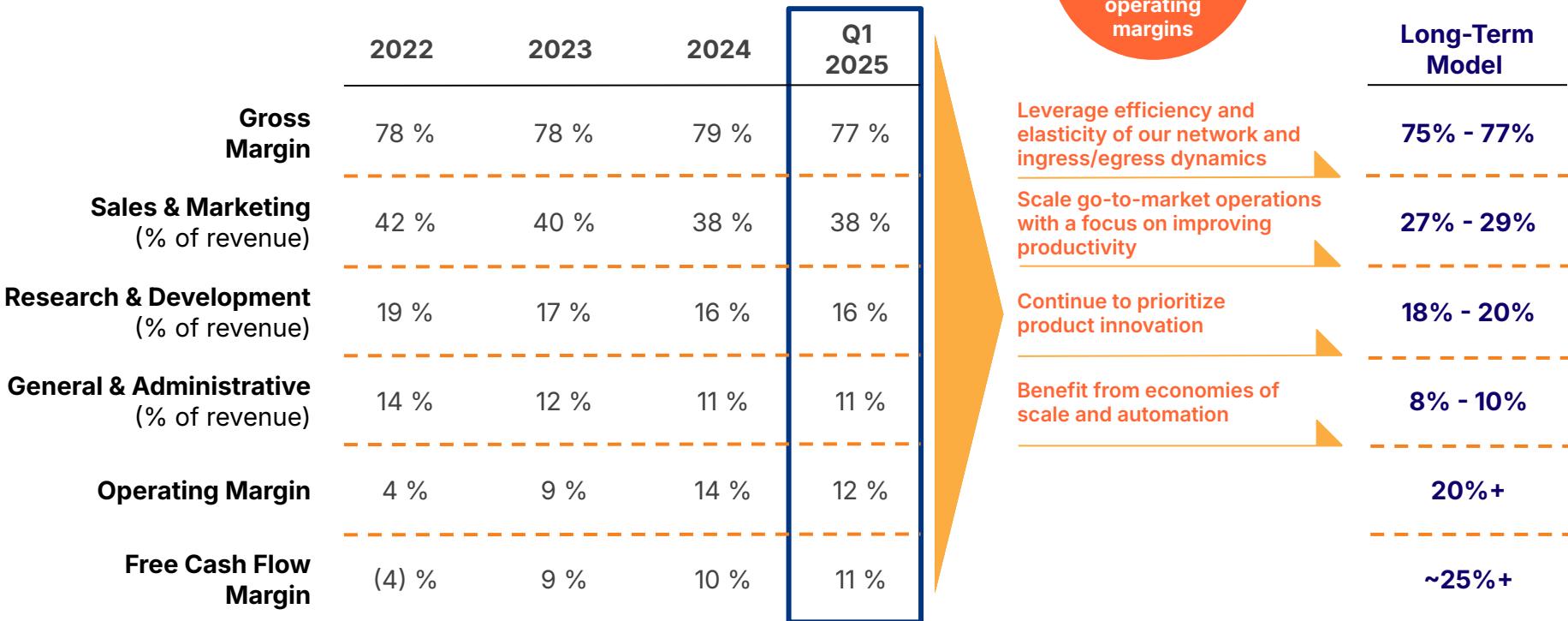
EPS \$0.79 - \$0.80

FY 2025
Network Capex
as % of Revenue

12%-13%

Note: These forward looking statements were provided by us on May 8, 2025. This forward looking guidance speaks only as of such date and the inclusion of such guidance in this presentation should not be interpreted as a confirmation or affirmation of such guidance as of any other date. Except as required by law, we assume no obligation and do not intend to update these forward-looking statements or to conform these statements to actual results or to changes in our expectations.

Long-Term Operating Model



Note: Metrics shown are Non-GAAP. See Appendix for GAAP financial measures and GAAP to Non-GAAP reconciliation.

Our Business Model



Disrupting a large and growing total addressable market



Widely distributed global cloud platform



Expansive product portfolio; open to developer innovation



Highly efficient business model and low fundamental cost structure



High growth subscription revenue model with attractive gross margin

Appendix

GAAP to Non-GAAP Reconciliation (Quarterly)

	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025
GAAP cost of revenue	\$85,038	\$89,011	\$95,967	\$108,086	\$115,576
Less: Stock-based compensation expense & related payroll taxes	-\$2,822	-\$3,011	-\$2,943	-\$2,821	-\$2,906
Less: Amortization of acquired intangible assets	-\$4,691	-\$1,619	-\$2,054	\$2,720	-\$2,853
Non-GAAP cost of revenue	\$77,525	\$84,381	\$90,970	\$103,145	\$109,817
GAAP gross profit	\$293,564	\$311,985	\$334,115	\$351,260	\$363,511
Add: Stock-based compensation expense & related payroll taxes	\$2,822	\$3,011	\$2,943	\$2,821	\$2,906
Add: Amortization of acquired intangible assets	\$4,691	\$1,619	\$2,054	\$2,720	\$2,853
Non-GAAP gross profit	\$301,077	\$316,615	\$339,112	\$356,801	\$369,270
GAAP gross margin	78%	78%	78%	76%	76%
Non-GAAP gross margin	80%	79%	79%	78%	77%
GAAP sales and marketing expense	\$194,102	\$174,501	\$185,221	\$191,967	\$214,011
Less: Stock-based compensation expense & related payroll taxes	-\$21,775	-\$24,629	-\$24,677	-\$24,682	-\$30,205
Less: Amortization of acquired intangible assets	-\$575	-\$363	-\$363	-\$362	-\$388
Less: One-time compensation charge	-\$15,000	-	-	-	-
Non-GAAP sales and marketing expense	\$156,752	\$149,509	\$160,181	\$166,923	\$183,418
GAAP S&M expense as a % of revenue	51%	44%	43%	42%	45%
Non-GAAP S&M expense as a % of revenue	41%	37%	37%	36%	38%
GAAP research and development expense	\$87,703	\$102,547	\$110,911	\$120,213	\$115,089
Less: Stock-based compensation expense & related payroll taxes	-\$28,980	-\$37,106	-\$40,459	-\$45,391	-\$38,269
Non-GAAP research and development expense	\$58,723	\$65,441	\$70,452	\$74,822	\$76,820
GAAP R&D expense as a % of revenue	23%	26%	26%	26%	24%
Non-GAAP R&D expense as a % of revenue	16%	16%	16%	16%	16%
GAAP general and administrative expense	\$66,309	\$69,635	\$68,777	\$73,799	\$87,658
Less: Stock-based compensation expense & related payroll taxes	-\$23,150	-\$24,761	-\$23,688	-\$25,528	-\$34,515
Less: Acquisition-related and other expenses	-	-\$162	-\$78	-\$462	-\$112
Non-GAAP general and administrative expense	\$43,159	\$44,712	\$45,011	\$47,809	\$53,031
GAAP G&A expense as a % of revenue	18%	17%	16%	16%	18%
Non-GAAP G&A expense as a % of revenue	11%	11%	10%	10%	11%
GAAP income from operations	-\$54,550	-\$34,698	-\$30,794	-\$34,719	-\$53,247
Add: Stock-based compensation expense & related payroll taxes	\$76,727	\$89,507	\$91,767	\$98,422	\$105,895
Add: Amortization of acquired intangible assets	\$5,266	\$1,982	\$2,417	\$3,082	\$3,241
Add: Acquisition-related and other expenses	-	\$162	\$78	\$462	\$112
Add: One-time compensation charge	\$15,000	-	-	-	-
Non-GAAP income from operations	\$42,443	\$56,953	\$63,468	\$67,247	\$56,001
GAAP operating margin	-14%	-9%	-7%	-8%	-11%
Non-GAAP operating margin	11%	14%	15%	15%	12%

Key Business Metrics

Paying Customers

	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025
	174,129	182,027	189,791	197,138	210,166	221,540	237,714	250,819
y-y growth	15%	17%	17%	17%	21%	22%	25%	27%

Paying Customers (> \$100,000 Annualized Revenue)

	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025
	2,352	2,558	2,756	2,878	3,046	3,265	3,497	3,527
y-y growth	34%	34%	35%	33%	30%	28%	27%	23%
% of revenue	64%	65%	66%	67%	67%	67%	69%	69%

Dollar-Based Net Retention

	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025
	115%	116%	115%	115%	112%	110%	111%	111%

Note: See next slide for definitions of Paying Customers, Paying Customers (> \$100,000 Annualized Revenue), and Dollar-Based Net Retention.

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Definitions

Paying Customers. We believe our ability to grow the number of paying customers on our network provides a key indicator of growth of our business and our future business opportunities. We define a paying customer at the end of the quarter as a person or entity who has generated revenue and has an active contract with us or one of our partners during such quarter, excluding (i) customers that were not acquired through ordinary sales channels, (ii) customers using only our registrar product, and (iii) customers using our consumer applications, such as 1.1.1.1 and Warp, which agreements and customers together represent an insignificant amount of our revenue. An entity is defined as a company, a government institution, a non-profit organization, or a distinct business unit of a large company. An active contract is defined as a customer relationship for which we have provided services during the quarter.

Paying Customers (> \$100,000 Annualized Revenue). While we continue to grow customers across all sizes, over time, our large customers have contributed an increasing share of our revenue. We view the number of customers with Annualized Revenue greater than \$100,000 as indicative of our penetration within large enterprise accounts. To measure Annualized Revenue at the end of a quarter, we take the sum of revenue for each customer in the quarter and multiply that amount by four. For example, if we signed a new customer that generated \$1,800 of revenue in a quarter, that customer would account for \$7,200 of Annualized Revenue for that year. Our Annualized Revenue calculation excludes (i) agreements that were not entered into through ordinary sales channels, (ii) revenue generated from customers using only our registrar product, and (iii) customers using our consumer applications, such as 1.1.1.1 and Warp, which agreements and customers together represent an insignificant amount of our revenue. Our Annualized Revenue metric also includes any usage charges by a customer during a period, which represents a small portion of our total revenue and may not be recurring. As a result, Annualized Revenue may be higher than actual revenue over the course of the year.

Dollar-Based Net Retention. Our ability to maintain long-term revenue growth and achieve profitability is dependent on our ability to retain and grow revenue generated from our existing paying customers. We believe that we will achieve these objectives by continuing to focus on customer loyalty and adding additional products and functionality to our network. Our dollar-based net retention rate is a key way we measure our performance in these areas. Dollar-based net retention measures our ability to retain and expand recurring revenue from existing customers. To calculate dollar-based net retention for a quarter, we compare the Annualized Revenue from paying customers four quarters prior to the Annualized Revenue from the same set of customers in the most recent quarter. Our dollar-based net retention includes expansion and is net of contraction and attrition, but excludes Annualized Revenue from new customers in the current period. Our dollar-based net retention excludes the benefit of free customers that upgrade to a paid subscription between the prior and current periods, even though this is an important source of incremental growth. We believe this provides a more meaningful representation of our ability to add incremental business from existing paying customers as they renew and expand their contracts.

Total Addressable Market. Total Addressable Market figures are Cloudflare estimates based on Gartner market forecasts and include the following Gartner sources: (1) Forecast Enterprise Network Equipment by Market Segment, Worldwide, 2022-2028, 4Q24 Update, Gartner, Christian Canales, Naresh Singh, Gurjyot Uppal, 12/24/2024 (2) Forecast Analysis: Edge Distribution Platforms, Worldwide, Gartner, Brandon Medford, Jimmy Chuang, 08/22/2024 (3) Forecast: Information Security, Worldwide, 2022-2028, 4Q24 Update, Gartner, Shailendra Upadhyay, Akshita Joshi, Elizabeth Kim, Ruggero Contu, Charanpal Bhogal, Rahul Yadav, Matt Milone, Sean O'Neill, Mark Wah, Christian Canales, 12/19/2024 (4) Forecast: IT Operations Management Software, Worldwide, 2022-2028, 2Q24 Update, Gartner, Shailendra Upadhyay, Kanchi Bindal, Colin Fletcher, 10/16/2024 (5) Forecast Analysis: Communications Services, Worldwide, Gartner, Grigory Betskov, Shashank Nigam, Gaspar Valdivia, Rashi Priyam, Shivansh Gupta, Vartika Dixit, 02/23/2024 (6) Forecast Analysis: CPaaS, Worldwide, Gartner, Lisa Unden-Farboud, Daniel O'Connell, Ajit Patankar, 03/08/2024 (7) Forecast: Enterprise Infrastructure Software, Worldwide, 2022-2028, 4Q24 Update, Gartner, Arunasree Cheparthi, Colin Fletcher, Robin Schumacher, Lisa Unden-Farboud, Nicholas Carter, Saikat Ray, Sharat Menon, Kelli Smith, Irina Guseva, Christian Canales, Brandon Medford, Amarendra ., Shailendra Upadhyay, Varsha Mehta, 12/17/2024. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.