

## Bloomberg Intelligence

# CrowdStrike Financial Trends

Read Research Report: CrowdStrike Research



Mandeep Singh  
Team: Technology  
BI Senior Industry Analyst



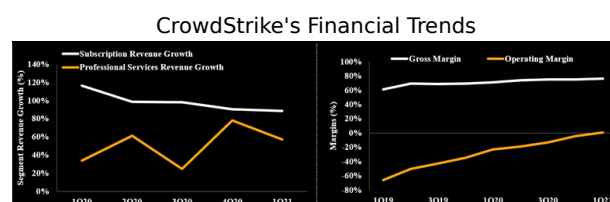
Matthew Martino  
Team: Technology  
BI Associate Analyst

### 1. CrowdStrike View Helped by Customer Retention, Suite Expansion

(Bloomberg Intelligence) -- CrowdStrike's leadership in cloud security, coupled with an expanding product suite, should keep supporting its outsized top-line growth of over 50%, at least 5x faster than the high-single-digit pace expected for the overall security market. The company's best-in-class gross-customer retention of about 98%, along with solid traction with new customer additions in the wake of recent high-profile cyber breaches, drives our view. Legacy rivals Symantec (Broadcom), McAfee and Trend Micro still have 45% of the \$11 billion endpoint-security market.

Expansion in adjacent segments of the security market, such as security information, event management (SIEM) and vulnerability assessment, with recent acquisitions of Humio and Preempt, may drive more upselling at customers and help CrowdStrike's gross and operating margins.

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Source: Company Filings, Bloomberg Intelligence

To contact the analyst for this research:

Mandeep Singh at [msingh15@bloomberg.net](mailto:msingh15@bloomberg.net)