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Google Cloud

Thomas Kurian

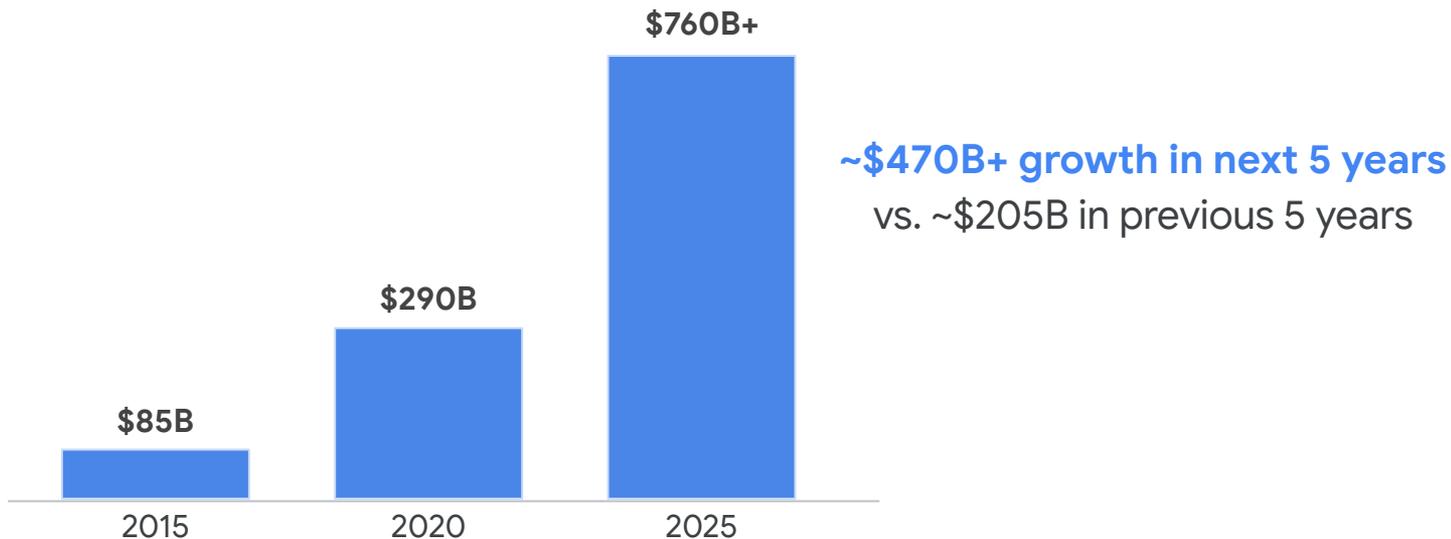
CEO



Google Cloud **Mission**

Accelerate organizations' ability to **digitally transform their business** with the best infrastructure, platform, industry solutions and expertise.

Cloud Market in Early Stages with Strong Growth



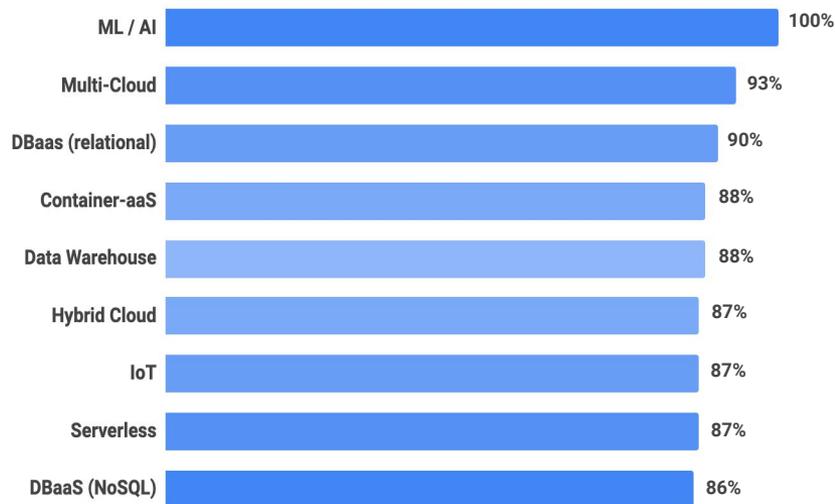
Growth driven by new business and technology drivers:

- **Primary Business Drivers:** rapid digital transformation across industries accelerated by Covid
- **New Technology Needs:** Multi-Cloud, Cloud Native, Data & Analytics, AI Driven Processes

Customer Needs Align to Google Cloud's Strengths

Public Cloud Services Used by Enterprises

% enterprise respondents who use, experiment or plan to use



Google Cloud was named a **LEADER**
29 times in top industry analyst
cloud evaluations

“Our clients and analysts have seen how **Google Cloud differentiates among the cloud vendors** by investing in the cloud technology of the future. From multi-cloud to advanced container technologies and artificial intelligence to enterprise class security, ...”

R “Ray” Wang, Founder, Chairman & Principal Analyst, Constellation Research

Google Cloud Seeing Rapid Adoption, Strong ROI, Intent to Spend

“Google Cloud adoption rates rose by **70%**”

Biggest increase of major Cloud providers

“**72%** of customers use, trial or plan to use Google Cloud”

Biggest increase of major Cloud providers

Most Strategically Important Which of the following service providers or suppliers do you consider important to your organization's cloud strategy over the **next two years**? (Top 3 Vendors Shown average 2019 + 2020)



Best Cloud ROI or Value

Considering the ROI discussion, which cloud provider do you believe gives the best ROI or value for the money?

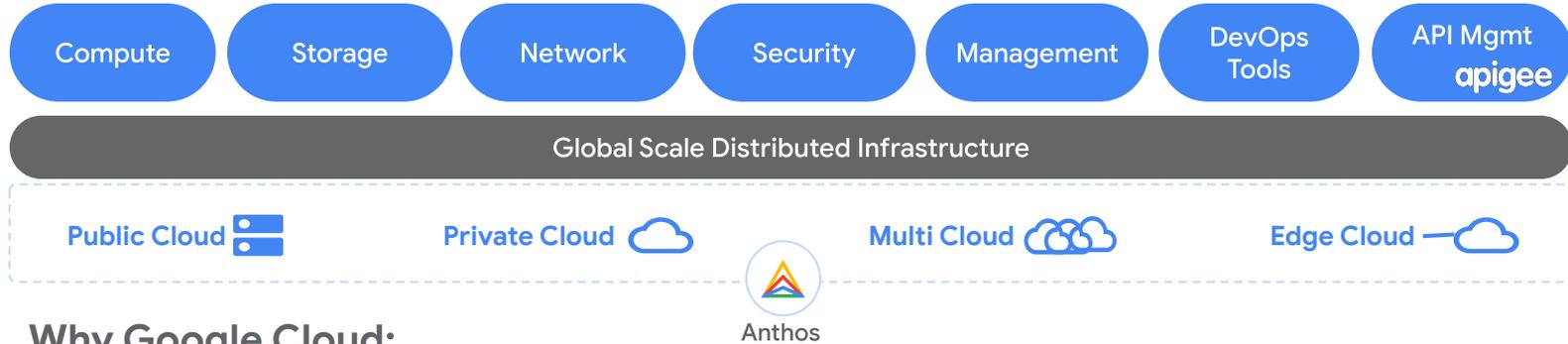


Intent to Spend

Who are your company's top public cloud providers in terms of how much you spend for their services?



Strong Product Portfolio **Infrastructure Cloud**



Why Google Cloud:

- **Customer Needs:** provide high performance, global scale Multi-Cloud infrastructure
- **Product Leadership:** Multi-Cloud, Private Cloud, Mobile Edge Cloud, Digital Sovereignty
- **Planet Scale:** Ops Management suite handles 16M QPS, 2.5 Exabytes of logs/month, 14 Quadrillion Metric Points; Network carries ~20% of all internet traffic with ~3X the throughput¹ vs. major clouds
- **Best Value:** Customers adopting Anthos can achieve up to 4.8x ROI within 3 years², migrating SAP can achieve 272% 3-year ROI with a 5 month payback period³

Strong Product Portfolio Data Cloud



Why Google Cloud:

- **Customer Needs:** analyze structured & unstructured data anywhere, on any Cloud
- **Product Leadership:** Unified Cloud Native Warehouse, Data Lake, Streaming, and AI/ML
- **Planet Scale:** 100s of BigQuery customers with >1 Petabyte-scale data warehouses
- **Best Value:** BigQuery allows you to run analytics at scale with 26%–34% lower three-year TCO vs. cloud data warehouse alternatives¹

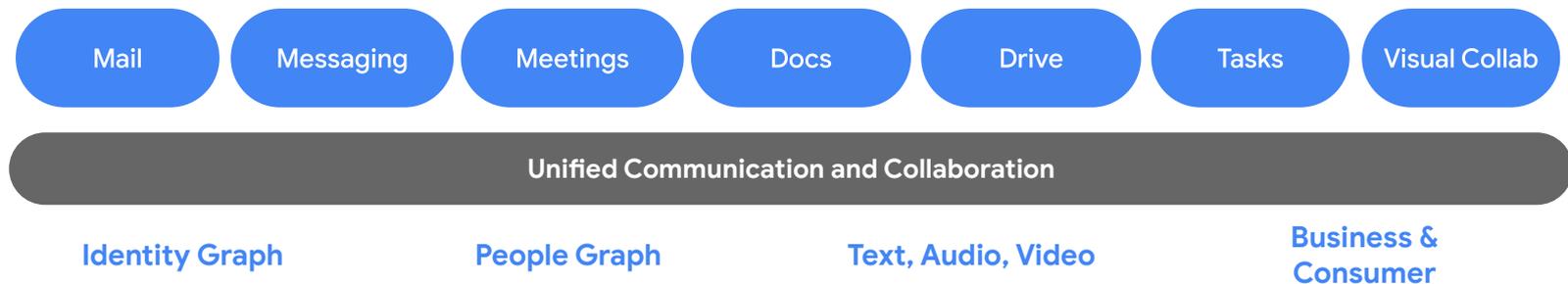
Strong Product Portfolio **Trusted Cloud**



Why Google Cloud:

- **Customer Needs:** provide cybersecurity for applications in any Cloud with Zero Trust Architecture
- **Product Leadership:** Threat Detection, reCAPTCHA, Application Firewall, Data Leakage Prevention
- **Planet Scale:** Cyber defense absorbed 2.5TB/sec DDoS attack (w/ Cloud Network, Cloud Armor)
- **Planet Scale:** Zero-trust capabilities delivered to 2B endpoints and fraud protection for >4M sites
- **Best Value:** Chronicle TCO is 70-80% less vs. competing cloud security analytics offerings¹

Strong Product Portfolio **Hybrid Workplace Cloud**



Why Google Cloud:

- **Customer Needs:** facilitate Hybrid Work with unified cloud native communication and collaboration
- **Product Leadership:** 96% of Forbes Next Billion-Dollar Startups are customers
- **Planet Scale:** >2.9 Billion MAUs¹; 60M+ Daily Meet participants; >1 Trillion video minutes in 2020
- **Best Value:** 68% of Google Workspace users in large companies say they enjoy their work more since adopting it versus 30% for other alternatives²

1. Productivity and collaboration users

2. Google Workspace vs. O365 Impact on Business, commissioned by Google

Strong Product Portfolio **Industry Clouds**

Retail	Healthcare	Financial Services	Media & Entertainment	Industrial & Manufacturing	Public Sector
Retail Search & Discovery	Telehealth / Virtual Care	Anti-Money Laundering (AML)	Post Production Studio	Connected Products	Digital Government
Recommendations	Connected Medical Devices	Know Your Customer (KYC)	Media Archive & Asset Management	Connected Factory	Social Benefits & Safety Nets
Demand Forecasting	Clinical Data Lake	Lending Doc Processing	Modular OTT & Distribution	Visual Quality Management	Transit & Transportation
Inventory Optimization	Biomedical Data Analytics	Regulatory Reporting	Game Servers	Dynamic Adaptive Controls	Public Health

Bring **Google's AI/ML Leadership** to transform core industry processes



Built World Class Enterprise Software Team

progress since 2018



Global Presence
with customers in
200+ countries
and territories



On track for
3X Expansion
of Direct Sales
organization



5 Minute
Global Response
Mission Critical
Service



75 Compliance
Certifications
across 154 products



>2.6 Million
Developers
trained and certified



Highest Paid
certification in the IT
Industry 2019, 2020¹



7X Growth
in
Learning Engagement



+13 PPTS
GCP User NPS
in last 12 months

Enterprise Execution track record melded with Google's culture of innovation

1. Global Knowledge: 15 Top Paying IT Certifications (2/2020)

Google Cloud Strong Ecosystem Momentum

ISVs & SaaS Expand TAM



Technology Partners Complete Solutions



VARs, VADs, MSPs Extend Reach



System Integrators Speed Consumption



Broad Channel Ecosystem gives us faster way to scale distribution with lower costs

Google Cloud **Strong Momentum**

Rapidly Win New Customers

**~7.5 Million
Cloud Customers¹**

**>50% Y/Y Growth
in Customers >\$1M**



Via Direct and Indirect Channels

**>3X Y/Y Growth
in Deals over \$250M**

**2X Deal Volume
via Indirect Channels²**



Expand Products and Projects

**2X Expansion on Average
in Contract Value on Renewal**

**10+ Products
on Average Per Customer**

Google Cloud Strong Customer Momentum



Google Cloud Strong Momentum Digital Natives and Enterprises

New Customers

Expanding Customers

Enterprises



Digital Natives

Google Cloud Strong Momentum Every Industry Every Geography

	Retail & CPG	Healthcare & Life Sciences	Financial Services	Telco, Media, Entertainment	Gaming	Manufacturing	Auto & Transportation	Public Sector
AMERICAS	  	  	  	  	  	  	  	  
EMEA	  	  	  	  	  	  	  	  
JAPAC	  	  	  	  	  	  	  	  

Google Cloud Strong Momentum - Retail Example



- The **Top Cloud Provider for Retailers** Worldwide¹
- **Google Cloud** supported **more online revenue than amazon.com** on Black Friday 2020²

1. <https://www.canalys.com/newsroom/canalys-google-cloud-top-cloud-service-provider-for-retailers-Q2-2020>

2. Compared to Amazon.com external release of their transactions

Google Cloud Strong Customer Momentum



8 / Top 10
Telecommunications
companies



8 / Top 10
Media & Entertainment
companies



8 / Top 10
Retail
companies



8 / Top 10
Software & Internet
companies



7 / Top 10
Capital Markets
companies



7 / Top 10
Industrial Manufacturing
companies

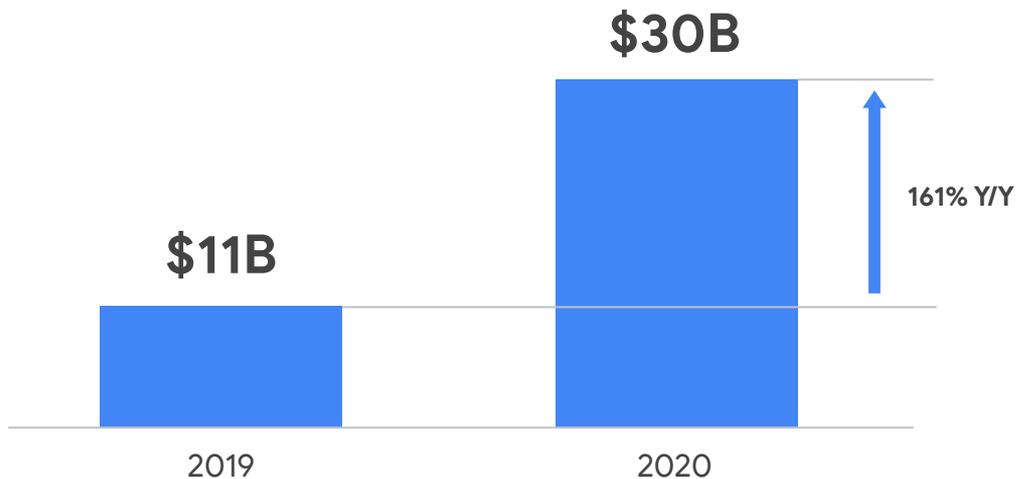


6 / Top 10
Auto Manufacturing
companies



6 / Top 10
Biotech / Pharma
companies

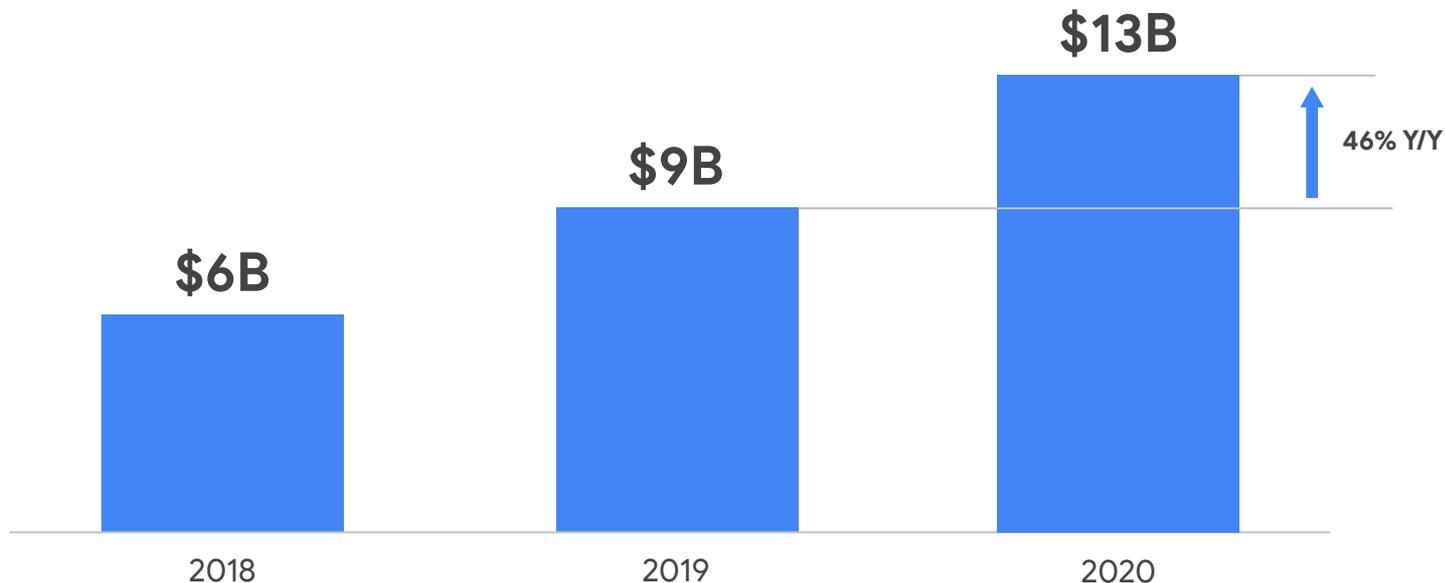
Strong Backlog Growth¹



Backlog Nearly Tripled From 2019 to 2020

- Large enterprises signed meaningful long-term commitment agreements with Google Cloud

Strong Revenue Growth



More Than Doubled Revenues Over The Last Two Years

- **GCP Growth:** meaningfully above the growth rate for Google Cloud
- **Google Workspace Growth:** was driven by growth in both seats and average revenue per seat
- **Diversification** across customers segments, geographies, and products

Investing for Growth

- **Focused on Revenue Growth** with ongoing investment in products and the go-to-market
- **Investments** in our go-to-market organization have helped us win larger deals, including several billion dollar deals in 2020
- **Cloud Operating Loss and Operating Margin** will benefit from increased scale over time

Google Cloud Summary

- **Market has Strong Growth** with large and expanding TAM
- **Leading and Highly Differentiated Products** that anticipate growing customer needs
- **World Class Software Organization:** enterprise maturity with Google's innovation
- **Strong Customer Momentum** across segments, geographies, products, and industries
- **Disciplined Go-to-Market Expansion:** direct and indirect channels globally
- **Strong Revenue and Backlog Growth:** meaningful long-term commitments with customers
- **Focused on Revenue Growth** with ongoing investment in products and the go-to-market

Thank You

