



8x8

Business Review

May 10, 2021

Forward Looking Statements

This presentation includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and Section 21E of the Securities Exchange Act of 1934. These statements relate to the release of new products, market demand for products, changing industry trends and competition, business strategies, future operating performance and outlook, including the economic impacts of the COVID-19 pandemic and future financial results. These forward-looking statements are predictions only, and actual events or results may differ materially from such statements depending on a variety of factors. These factors include, but are not limited to:

- Customer adoption and demand for our X-Series product line may be lower than we anticipate.
- Impact of economic downturns on us and our customers, including from the COVID-19 pandemic.
- Competitive dynamics of the UCaaS, CCaaS, CPaaS, video and other markets in which we compete may change in ways we are not anticipating.
- Third parties may assert ownership rights in our IP, which may limit or prevent our continued use of the core technologies behind our solutions.
- We may not achieve our target service revenue growth rate, or the revenue, earnings, bookings or other amounts we forecast in our guidance, for a particular quarter or for the full fiscal year of 2022.
- Our customer churn rate may be higher than we anticipate.
- Our Investments we make in marketing, channel and value-added resellers (VARs), e-commerce, new products, may not result in revenue growth.

For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see “Risk Factors” in the Forms 10-K and 10-Q filed by 8x8, Inc. with the Securities and Exchange Commission. All forward-looking statements are qualified in their entirety by this cautionary statement, and 8x8, Inc. undertakes no obligation to update publicly any forward-looking statement for any reason, except as required by law, even as new information becomes available or other events occur in the future.

Non-GAAP Measures

This presentation contains certain financial information that has not been prepared in accordance with Generally Accepted Accounting Principles (GAAP). Management uses these non-GAAP financial measures internally in analyzing the Company's financial results and believes they are useful to investors, as a supplement to GAAP measures, in evaluating the Company's ongoing operational performance. This information should not be considered a substitute for any measures derived in accordance with GAAP.

Non-GAAP Guidance

The Company does not reconcile its forward-looking estimates of non-GAAP Pre-Tax Profit (Loss) to the corresponding GAAP measures of GAAP Net Income (Loss) due to the significant variability of, and difficulty in making accurate forecasts and projections with regards to, the various expenses it excludes. For example, although future hiring and retention needs may be reasonably predictable, stock-based compensation expense depends on variables that are largely not within the control of nor predictable by management, such as the market price of 8x8 common stock, and may also be significantly impacted by events like acquisitions, the timing and nature of which are difficult to predict with accuracy. Similarly, impairments and other items are difficult to predict as they may depend on future events and external factors outside the Company's control. The actual amounts of these excluded items could have a significant impact on the Company's GAAP Pre-Tax Income (Loss). Accordingly, management believes that reconciliations of this forward-looking non-GAAP financial measure to the corresponding GAAP measure are not available without unreasonable effort. All projections are on a non-GAAP basis.



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Business Review

Dave Sipes, CEO

Samuel Wilson, CFO

A hand is shown in silhouette, reaching towards a glowing circular interface. The interface consists of concentric rings of light in shades of red, orange, and blue. The background is dark, making the glowing elements stand out.

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Business Update

Dave Sipes, CEO

The Opportunity

Massive Market, Transforming Quickly

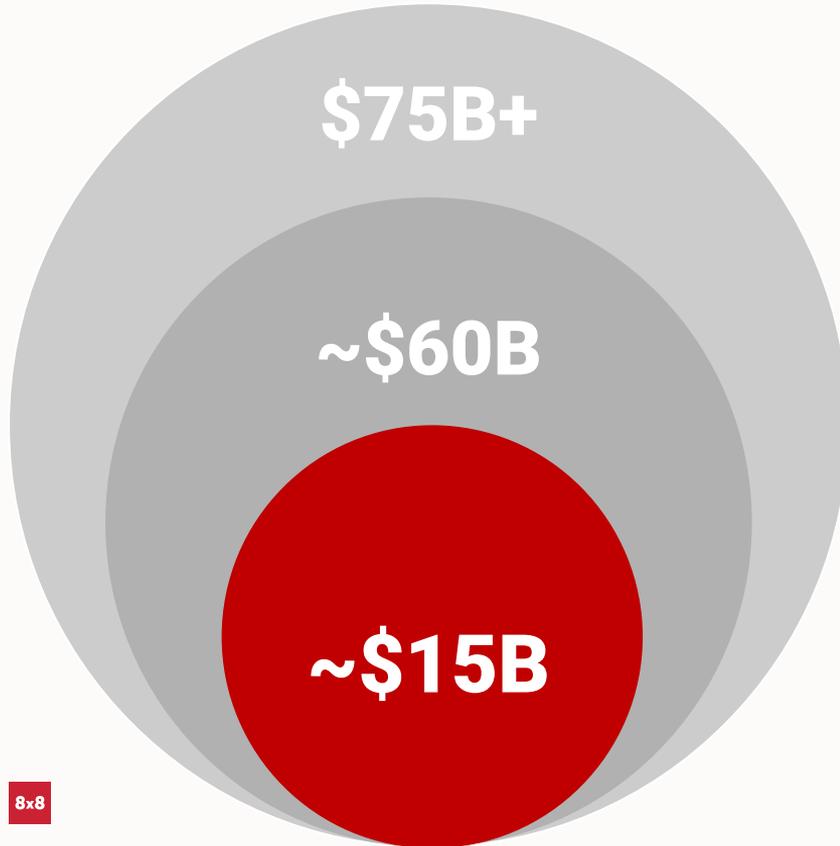
Differentiated Cloud Technology

Buyers Valuing Integrated Solutions

Multiple Routes to Market

Path to \$1 Billion+

Total Addressable Market for Cloud Communications by 2023



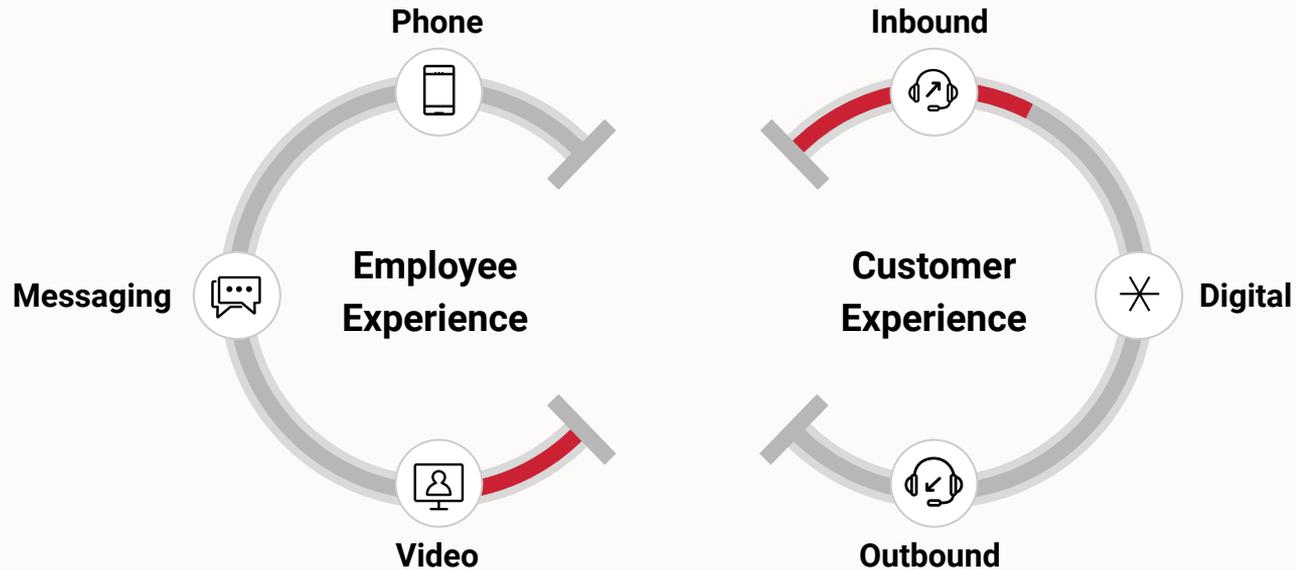
- UCaaS, CCaaS and CPaaS
- UCaaS and CCaaS
- Differentiator: Integrated UCaaS and CCaaS

Source: IDC and 8x8 estimates.

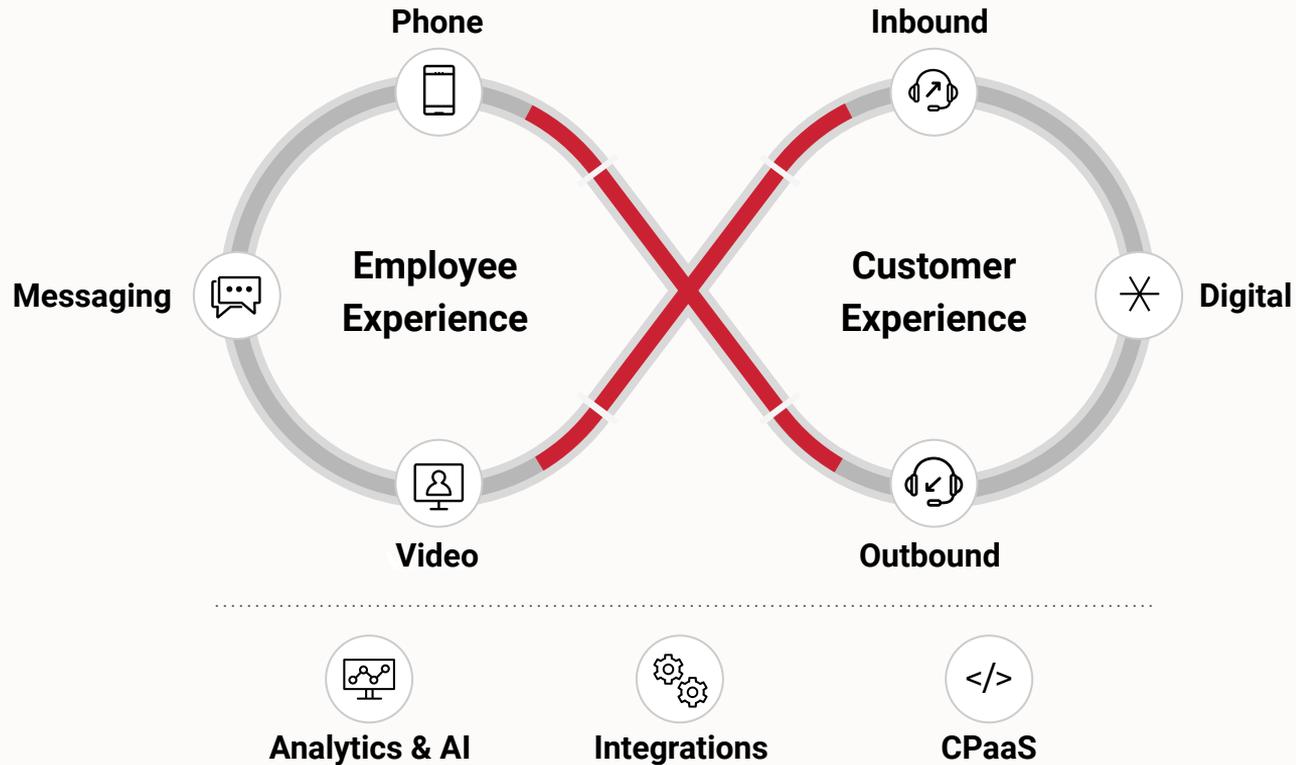


Employee and Customer Experiences Are Fragmented

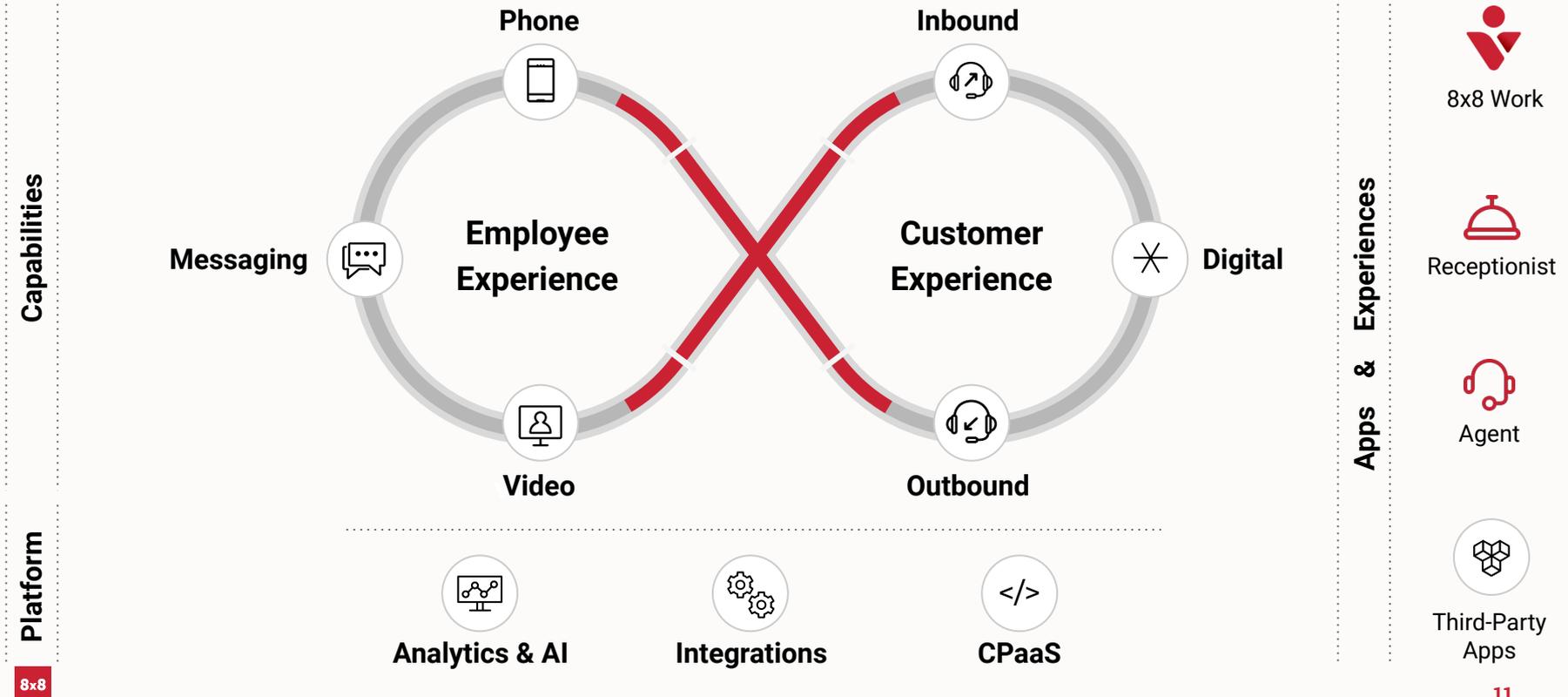
Communications Tools for Employees and Customers Lacking



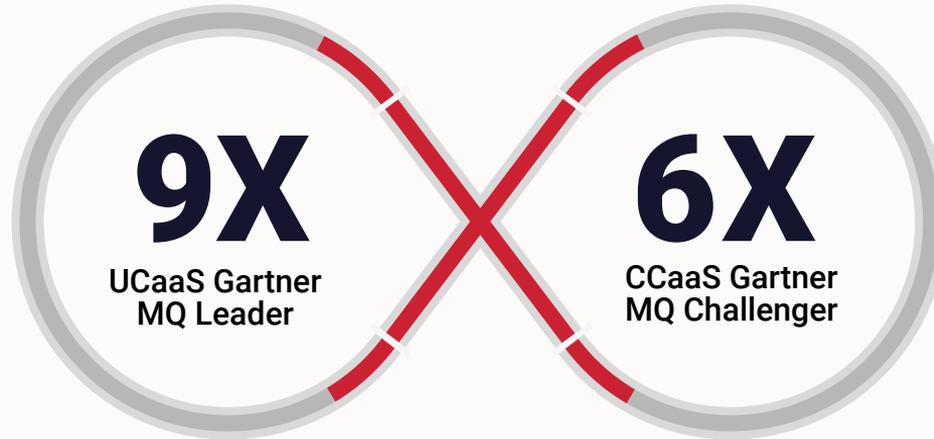
The X Integrated Solution by 8x8



Powering All Personas Company-Wide

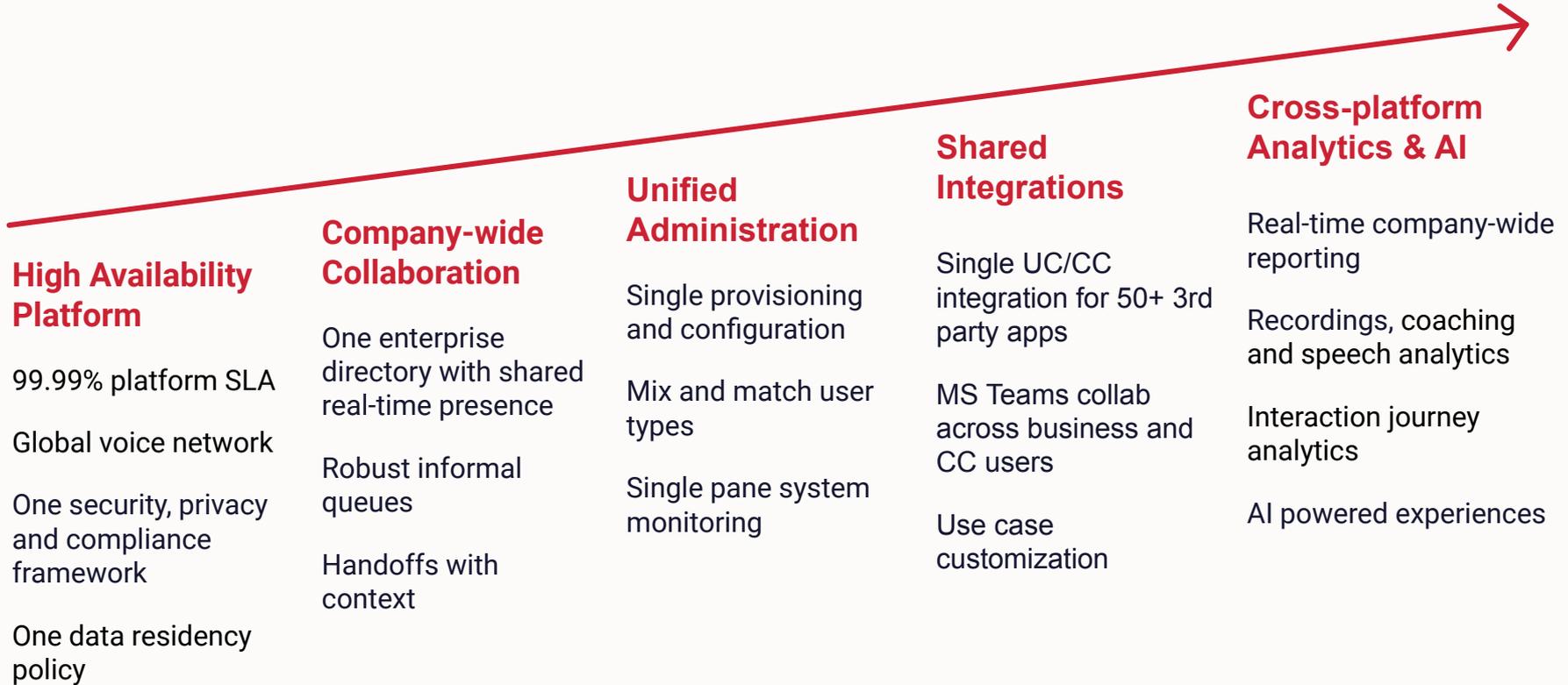


Recognized as the X Integrated Leader



The only Gartner UCaaS Magic Quadrant Leader
in the CCaaS Magic Quadrant

Platform Advantage Today: X Integrated UCaaS + CCaaS



Multiple Routes to Market

Agent Network

AVANT

INTELISYS

TELARUS

PlanetOne

AppSmart



8x8 Field Sales

Strategic Alliances

Bell



8x8 Inside Sales

VAR Channel

scansource

Westcon



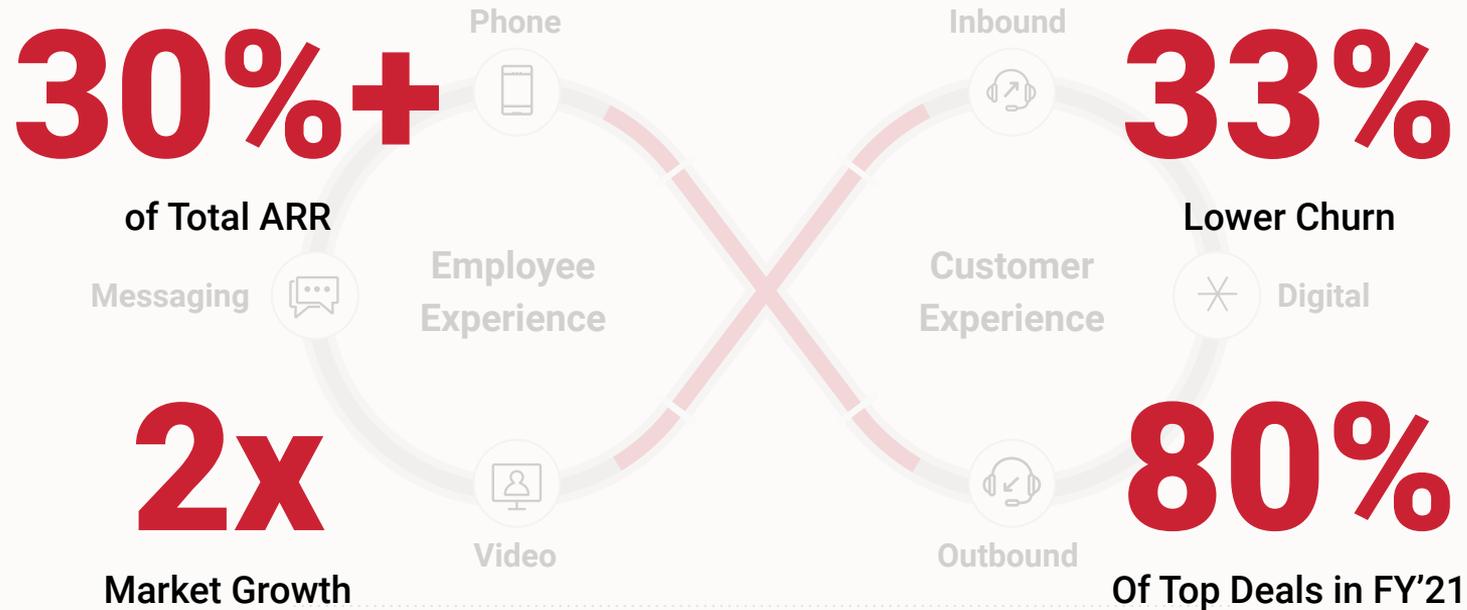
8x8 eCommerce

SMALL BUSINESS
< \$50M REVENUE

MID-MARKET BUSINESS
\$50M – \$1B REVENUE

ENTERPRISE BUSINESS
> \$1B REVENUE

X Integrated UCaaS and CCaaS By the Numbers



Total ARR as of fiscal Q4'21 ending March 31, 2021. Churn for integrated UC and CC based on four quarter average for fiscal 2021 ending March 31, 2021. 80% of top ten new bookings from bundled deals in Fiscal 2021.



CPaaS: Extend Regional Leadership

8x8 Sales Offices in Southeast Asia



Key Differentiators

Coverage, QoS, Security

High Growth Products

Voice, Video, Messaging

CC Omnichannel Attach

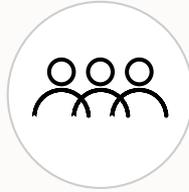
Messaging and Video

Strategic Priorities for Fiscal 2022



Expanding Platform Advantage

Integrated UCaaS & CCaaS



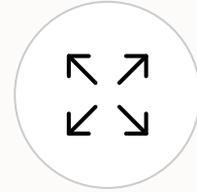
Winning Together With Partners

Channel Partner Engagement



Driving Operational Excellence

Tailored GTM to Drive Scale and Efficiency



Expanding the Base

Upsell, Cross-sell, Retention

Expanding Platform Advantage

250+
Patents

650+
R&D Headcount



4x
Investment in
Contact Center R&D



The information provided on this slide is forward-looking and based upon assumptions with respect to future decisions, which are subject to change. Actual results may vary and those variations may be material. For discussion of some of the important factors that could cause these variations, please consult the "Risk Factors" section in our most recently filed Form 10-K or 10-Q.

Winning Together with Partners



Agent Network

Companies that refer business to 8x8

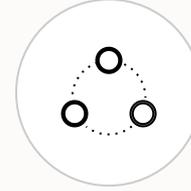
8x8's traditional and largest partner route to market



VAR Channel

Companies that buy from 8x8 and package our service with their existing service

8x8's fastest growing route to market



Strategic Alliances

Partnerships to connect with existing customer bases

8x8's newest route to market

Driving Operational Excellence



Leadership and Team

Deep Industry Expertise
Aligned Goals and Initiatives
Executive Sponsorship



Process and Tools

360° View of Customer
Agile and Responsive
Zero Defects



Brand and Positioning

Recognized X Integrated Leader
Partner Alignment
Consistent Customer Experience

Expanding the Base

1.8M

Paid Business Users

Up-Sell

Expand seats, shift mix

Cross-Sell

CC to UC and UC to CC

Retention

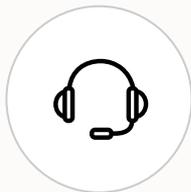
Extreme customer focus

Future Growth Drivers



Enterprise Focus

Serve the needs of the largest customers to steadily move up-market



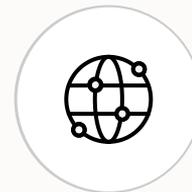
CCaaS Expansion

Improve overall feature set, scalability, and 3rd party ecosystem



CPaaS Expansion

Solidify regional leadership with messaging, voice, video, and analytics



Global Expansion

Expand to new countries with both direct sales and channel GTM

Path to Success: Laser Focus and Execution

Customer Segment and Targeted Buyer

Mid-market and enterprise customers that value an integrated solution



Product Vision and Offering

Extend leadership of combined offering with increased CC and platform investment



Team Operations

Drive continuous improvement through tightly coordinated initiatives with rigorous executive review

Path to \$1 Billion +

**Operational
Rigor**

**Multiple Routes
to Market**

**Differentiated
Product Offerings**

**Massive Market
Opportunity**

The logo consists of the text "8x8" in white, bold, sans-serif font, centered within a solid red square. The background of the entire slide is a night-time photograph of a city skyline, likely San Francisco, with the Golden Gate Bridge on the left and the Transamerica Pyramid on the right. The sky is a deep blue, and the city lights are glowing against the dark background.

8x8

Financial Roadmap

Samuel Wilson, CFO

FY21 was a Year of Milestones

Surpassed \$500 Million

Annual Recurring Revenue (ARR) ⁽¹⁾

1.8 Million

Paid Business Users

760+ Enterprise Customers

> \$100k+ in ARR

22% YOY

Total 4Q ARR Growth

Non-GAAP Profitable

Non-GAAP Pre-Tax Profit

\$162 Million Cash ⁽²⁾

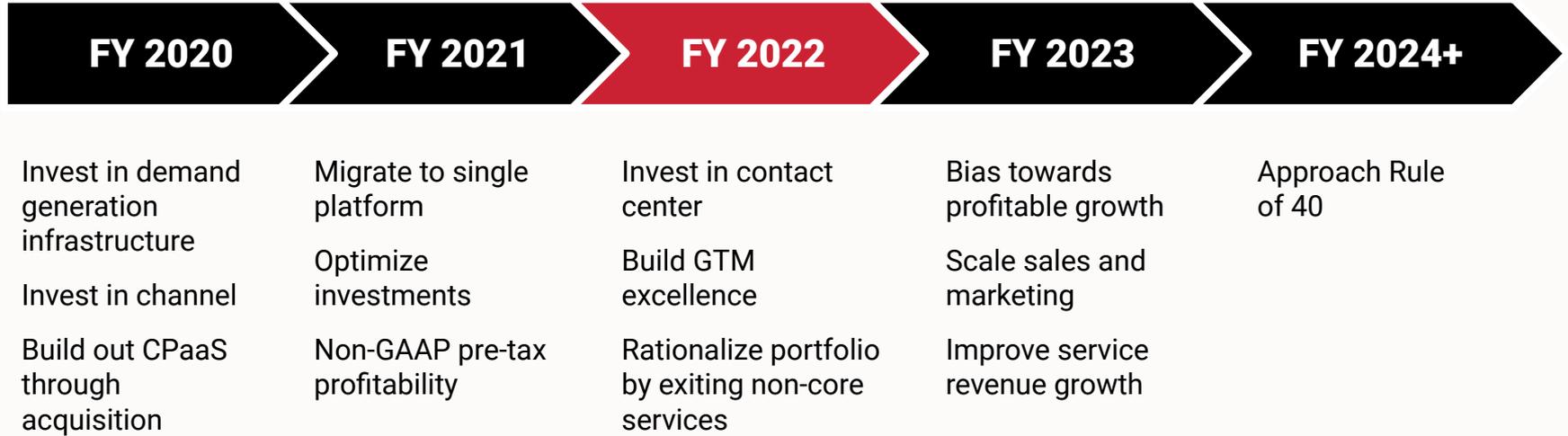
Non-GAAP Cash Flow Positive



(1) ARR defined as as annualized subscription revenue and the annualized platform usage revenue for all CPaaS customers who meet a minimum revenue threshold for a period of at least 6 consecutive months.

(2) Total cash, restricted cash and investments ended March 31, 2021.

Path to Rule of 40



Disciplined Approach to Profitable Growth

Top Line Growth

Large, growing addressable market

Portfolio of solutions across owned technology stack

Efficient investing in GTM capacity plus product differentiation

Operational Discipline

Data-driven and dynamic operational planning

Continuous cost control and on-going efficiency gains

Gross margin expansion

Balance Sheet Strength

Improving cash flow performance

Predictable revenue generation: growing RPO balances

Growing net cash balance

Guidance

Q1 and Full-Year Fiscal 2022

	Q1 F2022 Ending June 30, 2021	FY F2022 Ending March 31, 2022
Total Revenue	\$142.0 – 143.5m	\$595.0 – 605.0m
% Growth Y/Y	17 – 18%	12 – 14%
Service Revenue	\$132.5 – 133.5m	\$555.0 – 565.0m
% Growth Y/Y	16 – 17%	12 – 14%
Non-GAAP Operating Margin	Positive	Positive each quarter Exit (4Q) at ~2%

Guidance as of May 10, 2021. Refer to Forward Looking Statement for a discussion of factors that could cause actual results to differ from guidance.

Long-Term Financial Framework

Non-GAAP	FY'20 Results	FY'21 Results	FY'22 Assumptions	Intermediate Profile ~3 years	Long-Term Profile 5+ years
GAAP Total Revenue Growth	27%	19%	12-14%	20%+	20%+
Gross Margin	59.1%	60.7%	61-64%	63-67%	70%+
S&M as % of Revenue	47.7%	40.8%	40-45%	35-40%	35-40%
R&D as a % of Revenue	12.1%	10.8%	11-13%	13-15%	13-15%
G&A as a % of Revenue	13%	11.2%	~10%	10%	<10%
Operating Margin	(13.6%)	(2.1%)	Exit FY at ~2%	5-10%	10-20%
GAAP Cash Flow from Operations	(\$94m)	(\$14m)	Exit FY Positive	CFO+ for FY	10-20% CFO Margin

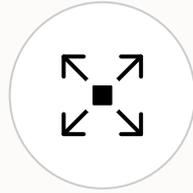
A reconciliation of non-GAAP guidance measures to corresponding GAAP measures is not available on a forward-looking basis without unreasonable effort due to the uncertainty of expenses that may be incurred in the future. The above financial framework should not be construed to be guidance and is based upon assumptions with respect to future decisions, which are subject to change. Actual results may vary and those variations may be material. For discussion of some of the important factors that could cause these variations, please consult the "Risk Factors" section in our most recently filed Form 10-K or 10-Q. For a reconciliation of GAAP to Non-GAAP actual results for fiscal 2020 and 2021, please refer to the Appendix for additional information.

Investment Thesis



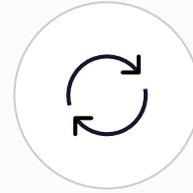
Large Underpenetrated TAM

\$75B+ cloud communications market with strong secular tailwinds



Compelling Land and Expand Model

~1.8M paid business users and large expansion opportunities



Recurring Business Model

Predictable subscription business with operating leverage and positive cash flow



Long-Term Profitable Growth

Improving margin profile to fund future growth levers

Appendix

A silhouette of a woman in profile, facing left, holding a smartphone. The background is a dark blue night scene with out-of-focus city lights in various colors (red, yellow, white, green) creating a bokeh effect.

Reconciliation of GAAP to Non-GAAP

Cost of Service Revenue

(\$ in thousands, Unaudited)

Cost of Service Revenue:	Fiscal Quarter			Fiscal Year	
	Q4'21	Q3'21	Q4'20	2021	2020
GAAP cost of service revenue	\$47,239	\$47,044	\$43,114	\$180,082	\$145,013
Amortization of acquired intangible assets	(1,074)	(1,192)	(1,818)	(5,117)	(6,727)
Stock-based compensation expense and related taxes	(2,280)	(2,528)	(1,622)	(9,206)	(5,449)
Legal and regulatory costs	—	(62)	(231)	(219)	—
Severance and related termination costs	(4)	(91)	(1,951)	(1,522)	(2,744)
Non-GAAP cost of service revenue	\$43,881	\$43,171	\$37,492	\$164,018	\$130,093
<i>Non-GAAP service revenue margin</i>	67.2%	66.0%	66.7%	66.9%	68.6%

Reconciliation of GAAP to Non-GAAP

Cost of Other Revenue

(\$ in thousands, Unaudited)

Cost of Other Revenue:	Fiscal Quarter			Fiscal Year	
	Q4'21	Q3'21	Q4'20	2021	2020
GAAP cost of other revenue	\$13,874	\$13,364	\$14,507	\$50,068	\$56,215
Stock-based compensation expense and related taxes	(1,540)	(1,196)	(728)	(4,763)	(3,122)
Acquisition and Integration Costs	—	—	—	—	(6)
Legal and regulatory costs	—	(71)	—	(151)	—
Severance and related termination costs	—	(69)	(287)	(64)	(716)
Non-GAAP cost of other revenue	\$12,334	\$12,028	\$13,492	\$45,090	\$52,371

Reconciliation of GAAP to Non-GAAP

Gross Margin

(\$ in thousands, Unaudited)

Gross Margin:	Fiscal Quarter			Fiscal Year	
	Q4'21	Q3'21	Q4'20	2021	2020
Non-GAAP cost of service revenue	\$43,881	\$43,171	\$37,492	\$164,018	\$130,093
Non-GAAP cost of other revenue	12,334	12,028	13,492	45,090	52,371
Non-GAAP cost of revenue	\$56,215	\$55,199	\$50,984	\$209,108	\$182,464
Non-GAAP gross margin	61.2%	59.6%	58.0%	60.7%	59.1%

Reconciliation of GAAP to Non-GAAP Sales and Marketing

(\$ in thousands, Unaudited)

Sales and Marketing Expense:	Years Ended March 31,	
	2021	2020
GAAP sales and marketing	\$256,231	\$240,013
Amortization of acquired intangible assets	(1,769)	(2,115)
Stock-based compensation expense and related taxes	(35,529)	(20,534)
Acquisition and integration costs	—	(11)
Legal and regulatory costs	(638)	—
Severance and related termination costs	(963)	(4,437)
Non-GAAP sales and marketing	\$217,332	\$212,916
<i>Non-GAAP sales and marketing as a percentage of revenue</i>	<i>40.8%</i>	<i>47.7%</i>

Reconciliation of GAAP to Non-GAAP Research and Development

(\$ in thousands, Unaudited)

Research and Development Expense:	Years Ended March 31,	
	2021	2020
GAAP research and development	\$92,034	\$77,790
Stock-based compensation expense and related taxes	(33,261)	(20,173)
Acquisition and integration costs	—	(225)
Legal and regulatory costs	(441)	—
Severance and related termination costs	(743)	(3,559)
Non-GAAP research and development	\$57,589	\$53,833
<i>Non-GAAP research and development as a percentage of revenue</i>	10.8%	12.1%

Reconciliation of GAAP to Non-GAAP

General and Administrative

(\$ in thousands, Unaudited)

General and Administrative Expenses:	Years Ended March 31,	
	2021	2020
GAAP general and administrative	\$100,078	\$87,025
Stock-based compensation expense and related taxes	(29,746)	(22,818)
Acquisition and integration costs	(197)	(2,371)
Legal and regulatory costs	(5,772)	730
Severance and related termination costs	(4,941)	(4,661)
Non-GAAP general and administrative	\$59,422	\$57,905
<i>Non-GAAP general and administrative as a percentage of revenue</i>	11.2%	13.0%

Reconciliation of GAAP to Non-GAAP

Operating Margin

(\$ in thousands, Unaudited)

Operating Margin:	Years Ended March 31,	
	2021	2020
GAAP loss from operations	(\$146,149)	(\$159,819)
Amortization of acquired intangible assets	6,886	8,842
Stock-based compensation expense and related taxes	112,505	72,096
Acquisition and integration costs	197	2,613
Legal and regulatory costs	7,221	(730)
Severance and related termination costs	8,233	16,117
Non-GAAP operating profit (loss)	(\$11,107)	(\$60,881)
<i>Non-GAAP operating margin</i>	<i>-2.1%</i>	<i>-13.6%</i>



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