

# Dropbox

**Company Presentation**  
2018

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This presentation contains forward-looking statements. These statements may relate to, but are not limited to, expectations of future results of operations or financial performance of Dropbox, Inc. (“Dropbox,” “we,” “us,” or similar terms), certain key financial and operating metrics, capital expenditures, plans for growth and future operations, technological capabilities, and strategic relationships, as well as assumptions relating to the foregoing. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. In some cases, you can identify forward-looking statements by terminology such as “may,” “will,” “should,” “could,” “expect,” “plan,” “anticipate,” “believe,” “estimate,” “predict,” “intend,” “potential,” “would,” “continue,” “ongoing” or the negative of these terms or other comparable terminology. You should not put undue reliance on any forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results, and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all.

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In addition to financial information presented in accordance with U.S. generally accepted accounting principles (“GAAP”), this presentation includes certain non-GAAP financial measures, including non-GAAP operating income and non-GAAP operating margin. These non-GAAP measures are presented for supplemental informational purposes only and should not be considered a substitute for financial information presented in accordance with GAAP. These non-GAAP measures have limitations as analytical tools, and they should not be considered in isolation or as a substitute for analysis of other GAAP financial measures. The non-GAAP measures

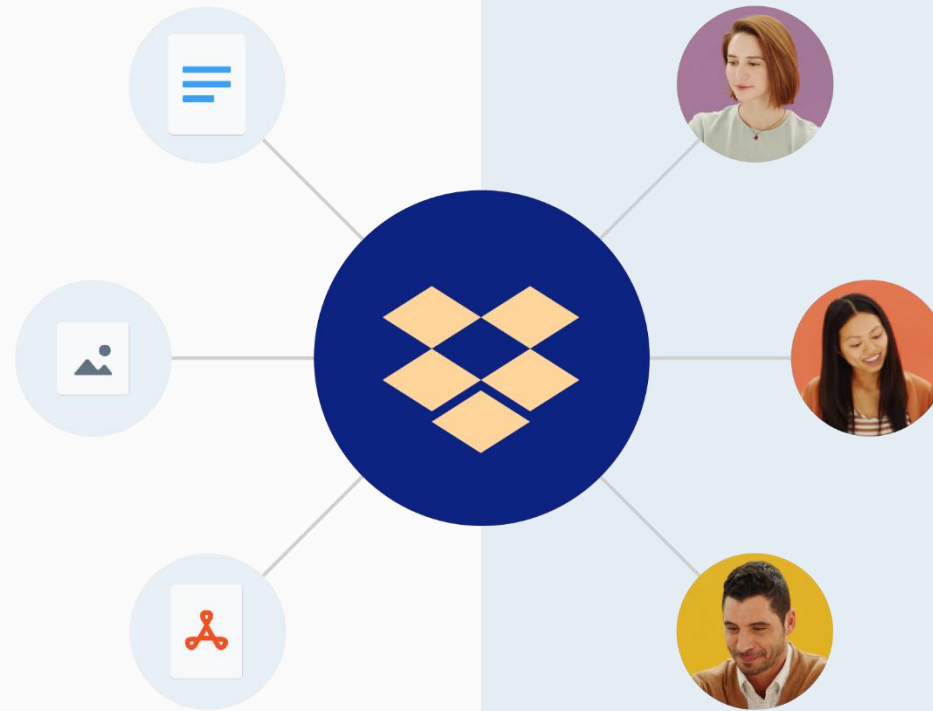
Dropbox uses may differ from the non-GAAP measures used by other companies. A reconciliation of these measures to the most directly comparable GAAP measures is included at the end of this presentation.

This presentation also contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. This information may be based on many assumptions and limitations, and you are cautioned not to give undue weight to such information. We have not independently verified the accuracy or completeness of the data contained in the industry publications and other publicly available information. Dropbox does not undertake to update such data after the date of this presentation.

# Keeping files in sync —————> Keeping teams in sync

## Cloud storage 2007

Backup & sync  
Photo sharing  
Shared folders



## Team collaboration Today

Content management  
Collaborative apps  
Professional sharing  
Project management

# Dropbox today

**We're a business software company that defies traditional boundaries**

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**We're a living workspace for the world's digital content**

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**We have a rare combination of virality, scale, and cash generation**

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**We have a long runway for growth**

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# Operating at scale

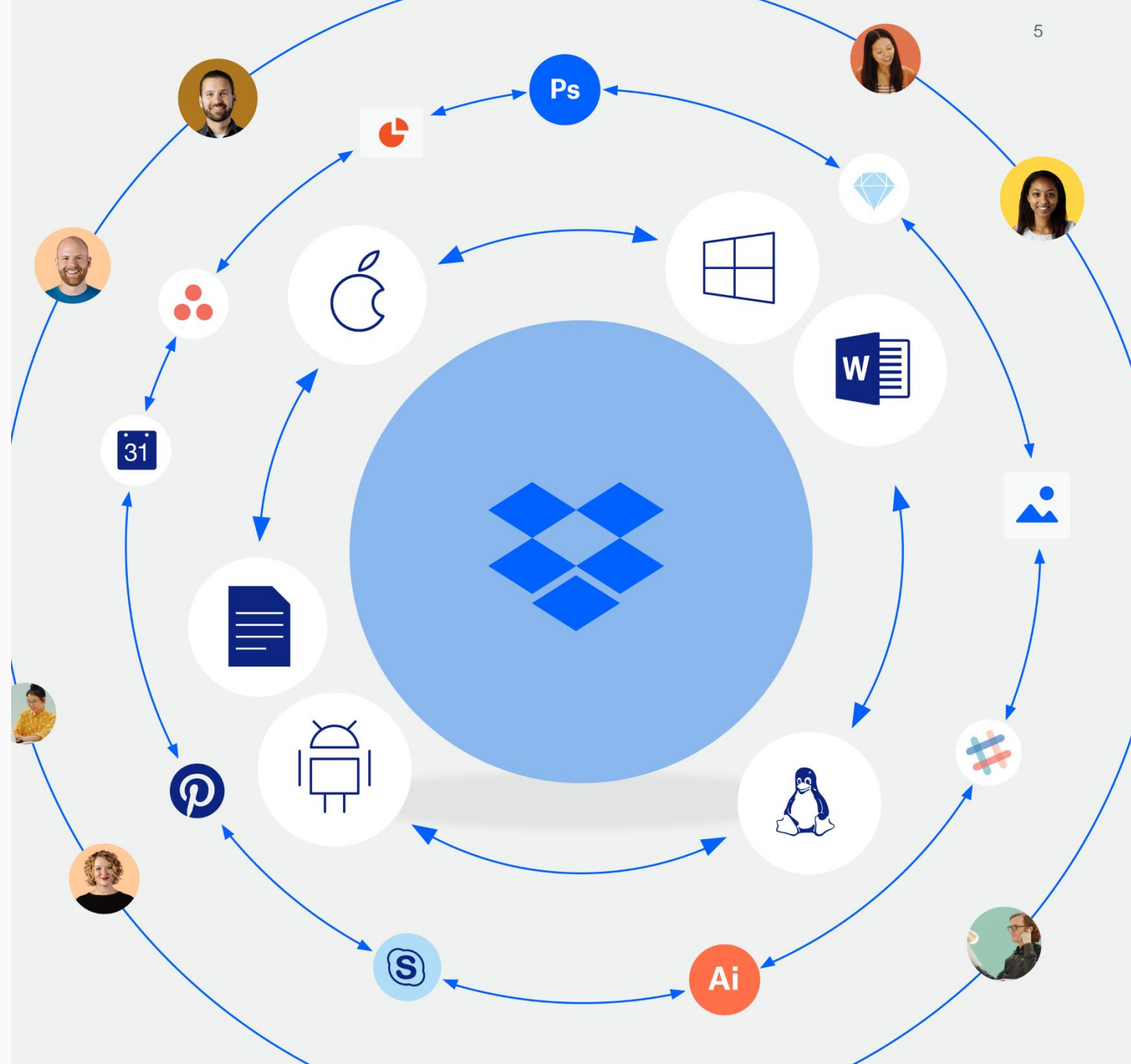
500M+ registered users

Global brand with presence across  
180+ countries

11M+ paying users

80%+ of subscribers use us for work

Over an [exabyte](#)  
(1,000,000,000 GB) of content



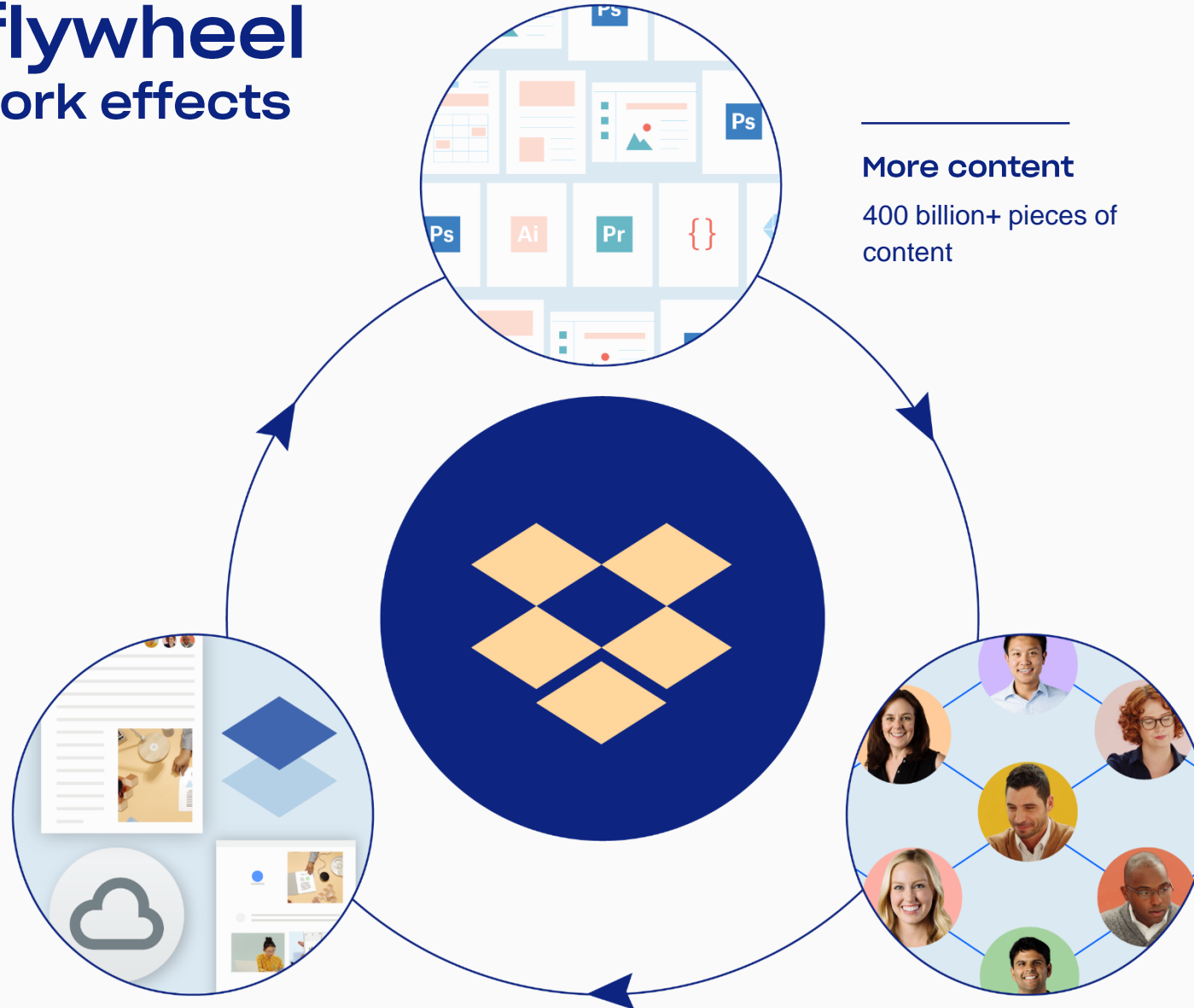
# Dropbox flywheel

## Powerful network effects

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### New product experiences

Dropbox Business,  
Paper, Showcase,  
Smart Sync...



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### More content

400 billion+ pieces of  
content

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### Bigger sharing network

4.5 billion+ sharing  
connections

# Our opportunity

Collaboration + productivity

Content collaboration  
Paper

File collaboration  
Smart Sync, Showcase

Sharing network  
+ content

→ \$25B+  
TAM

→ \$50B+  
TAM

IDC Worldwide File Synchronization and Sharing Software Forecast, 2016 – 2020;  
IDC Worldwide Collaborative Applications Forecast, 2017 – 2021; IDC Worldwide  
Enterprise Content Management Software Forecast, 2017 – 2021; IDC Worldwide  
Project and Portfolio Management Forecast, 2017 – 2021; IDC Worldwide Storage  
for Public and Private Cloud, 2016 – 2020.

# Reinventing the software playbook

## Traditional playbook

Designed for IT

Top-down distribution

Walled garden

Rip-and-replace

vs.

## What sets Dropbox apart

Designed for users

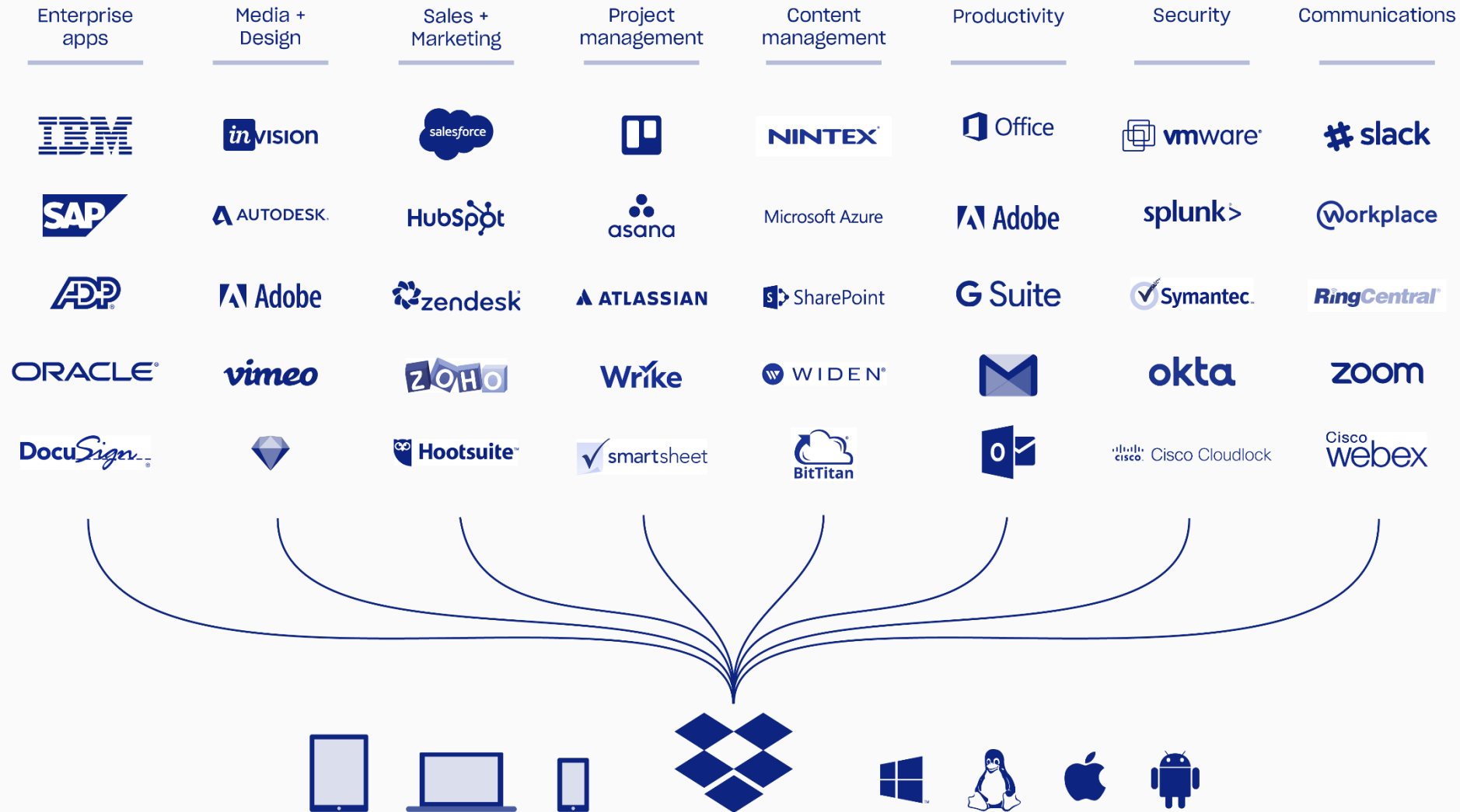
Bottom-up adoption

Open ecosystem

Live side-by-side



# Open ecosystem



50B+

API calls /month

75%

of teams linked  
to a third-party app

500K+

registered  
developers

# Growth drivers

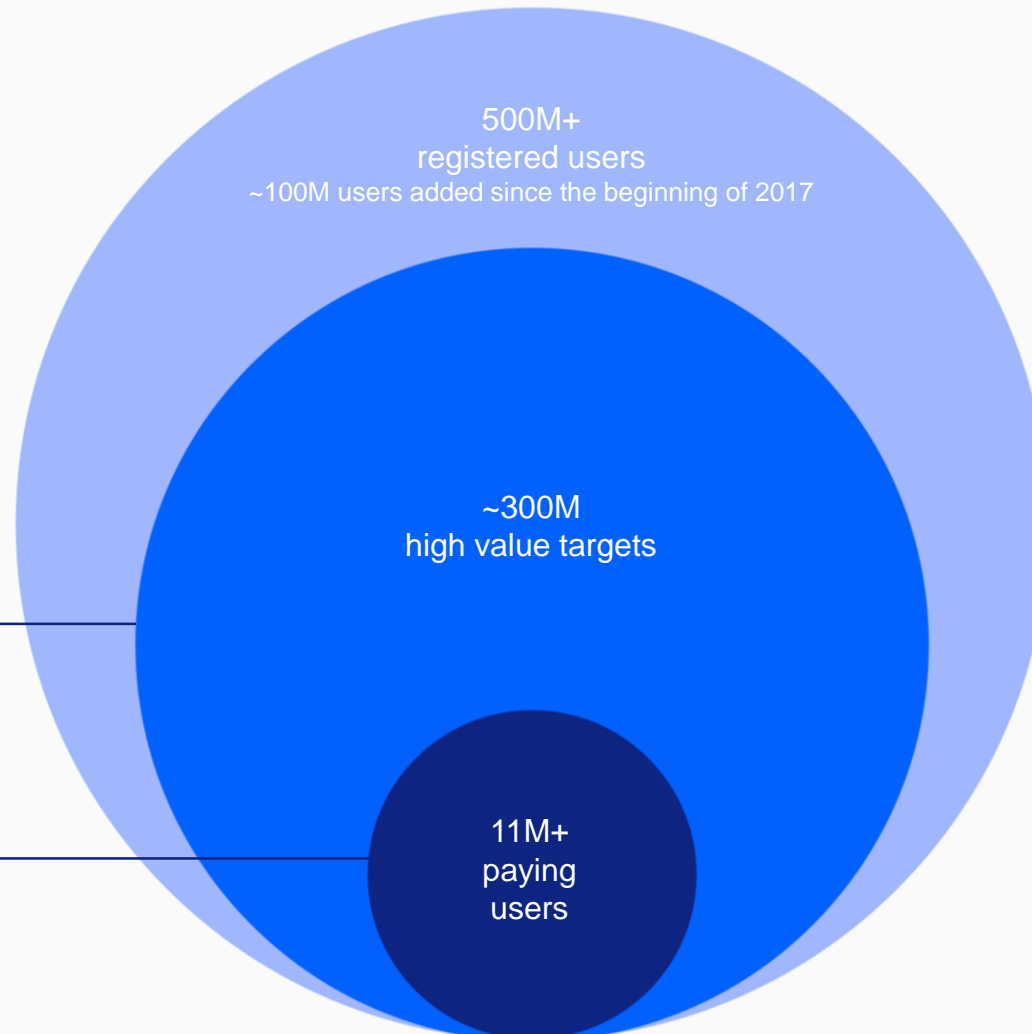
## Execute

### Convert

Drive registered users to become paying users on Individual and Team plans

### Upsell

Prompt existing paying users to upgrade to premium plans or purchase additional licenses



## Innovate

### New product experiences

Leverage scale and user insights to enhance existing products and drive adoption of new ones

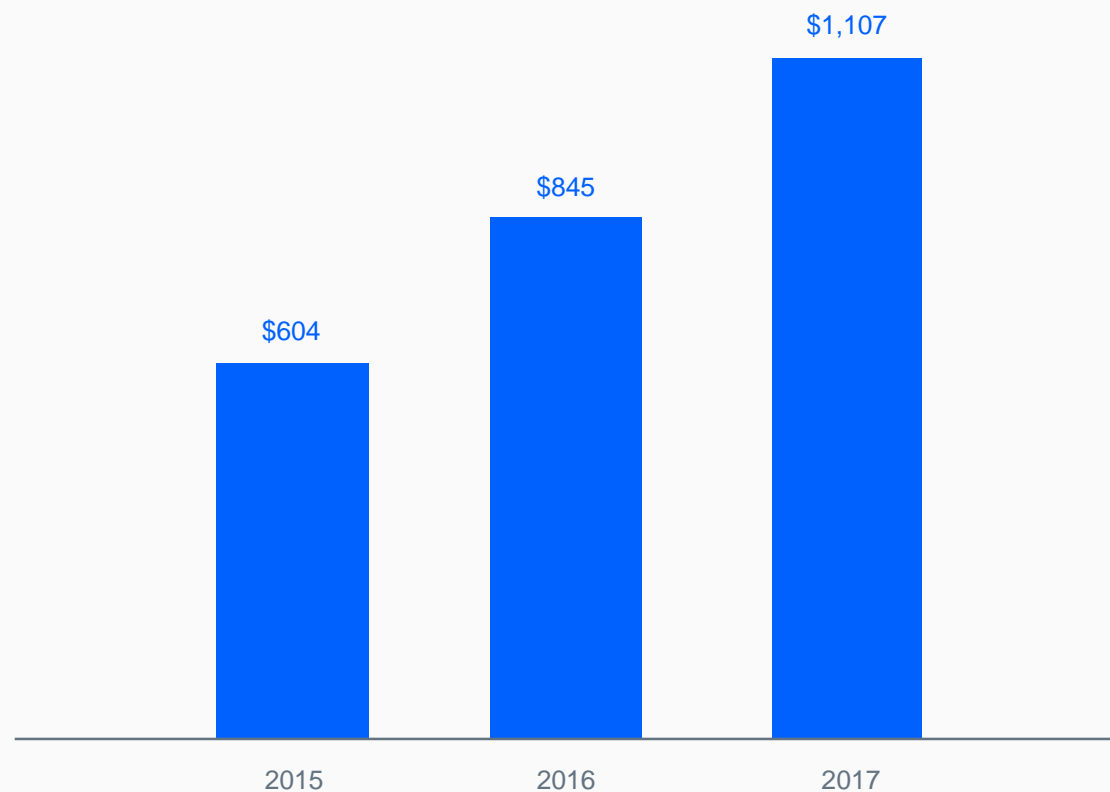
### Expand ecosystem

Grow thriving ecosystem to put Dropbox at the center of users' lives

# Financial highlights

## Revenue (\$M)

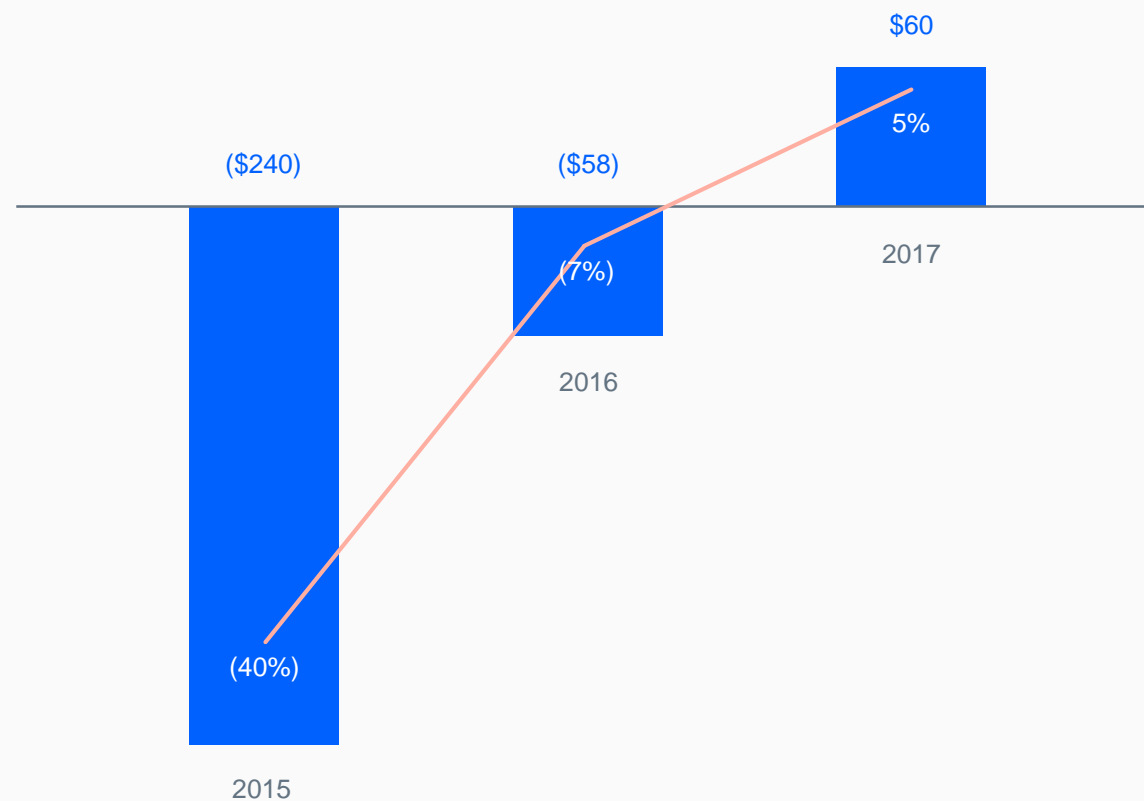
**31%** YoY growth in 2017



## Operating income (\$M)

■ Non-GAAP operating income (loss)

— Non-GAAP operating margin



Figures presented are non-GAAP and exclude stock-based compensation expense and other non-recurring adjustments, including release of non-income based tax reserve and Dropbox Foundation charitable contribution. See Non-GAAP reconciliation.

# Our subscription plans

## Individuals



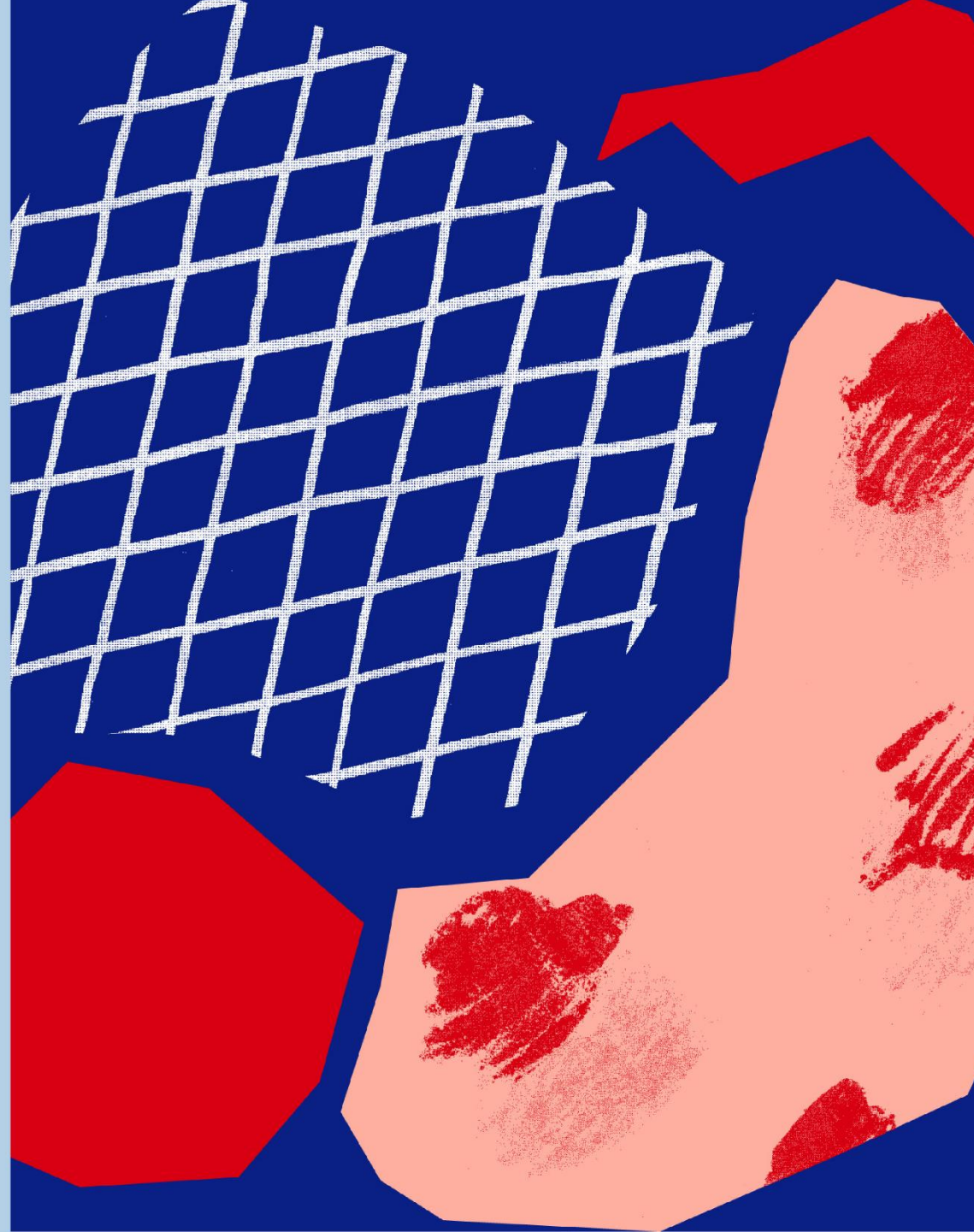
## Teams



Individuals			Teams		
Basic	Plus	Professional	Standard	Advanced	Enterprise
Free	\$9.99 / month \$99.00 / year	\$19.99 / month \$199.00 / year	\$15.00 / month \$150.00 / year	\$25.00 / month \$240.00 / year	Negotiated pricing
		Everything in Plus	Everything in Professional	Everything in Standard	Everything in Advanced
	Priority email support Remote device wipe Offline Access on mobile 30 day file recovery	Priority chat support Showcase Share controls Full-text search 120 day file recovery	Team folders Admin console Granular permissions Active directory connector Enables HIPAA compliance Unlimited API access*	Business hours phone support Single sign-on integration (SSO) Audit logs Device approvals Tiered admin roles	24/7 phone support Enterprise mobility management (EMM) Network control Domain insights and analytics
2GB of storage	1TB storage	1TB storage	2TB storage	As much storage as needed	As much storage as needed

\*Teams have unlimited API access to productivity and security partners but may be subject to a cap on API calls to data transport partners.

# Appendix



# Non-GAAP reconciliation

	Year Ended December 31,		
	2015	2016	2017
GAAP loss from operations	\$(306.2)	\$(193.5)	\$(113.7)
Stock-based compensation	66.1	147.6	164.6
Release of non-income based tax reserve	-	(12.4)	-
Dropbox Foundation charitable contribution	-	-	9.4
Non-GAAP income (loss) from operations	\$(240.1)	\$(58.3)	\$60.3