

Company Presentation November 2021

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This presentation contains forward-looking statements. These statements may relate to, but are not limited to, plans for growth, technological capabilities and new features and products and the long-term financial targets of Dropbox, Inc. ("Dropbox," "we," "us," or similar terms), 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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Business Overview

Dropbox Today

Leader in file sync and share

Smart workspace for digital content collaboration

Addressing individual and team workflows

Leveraging virality and scale in go-to-market

Balanced growth and cash flow generation model

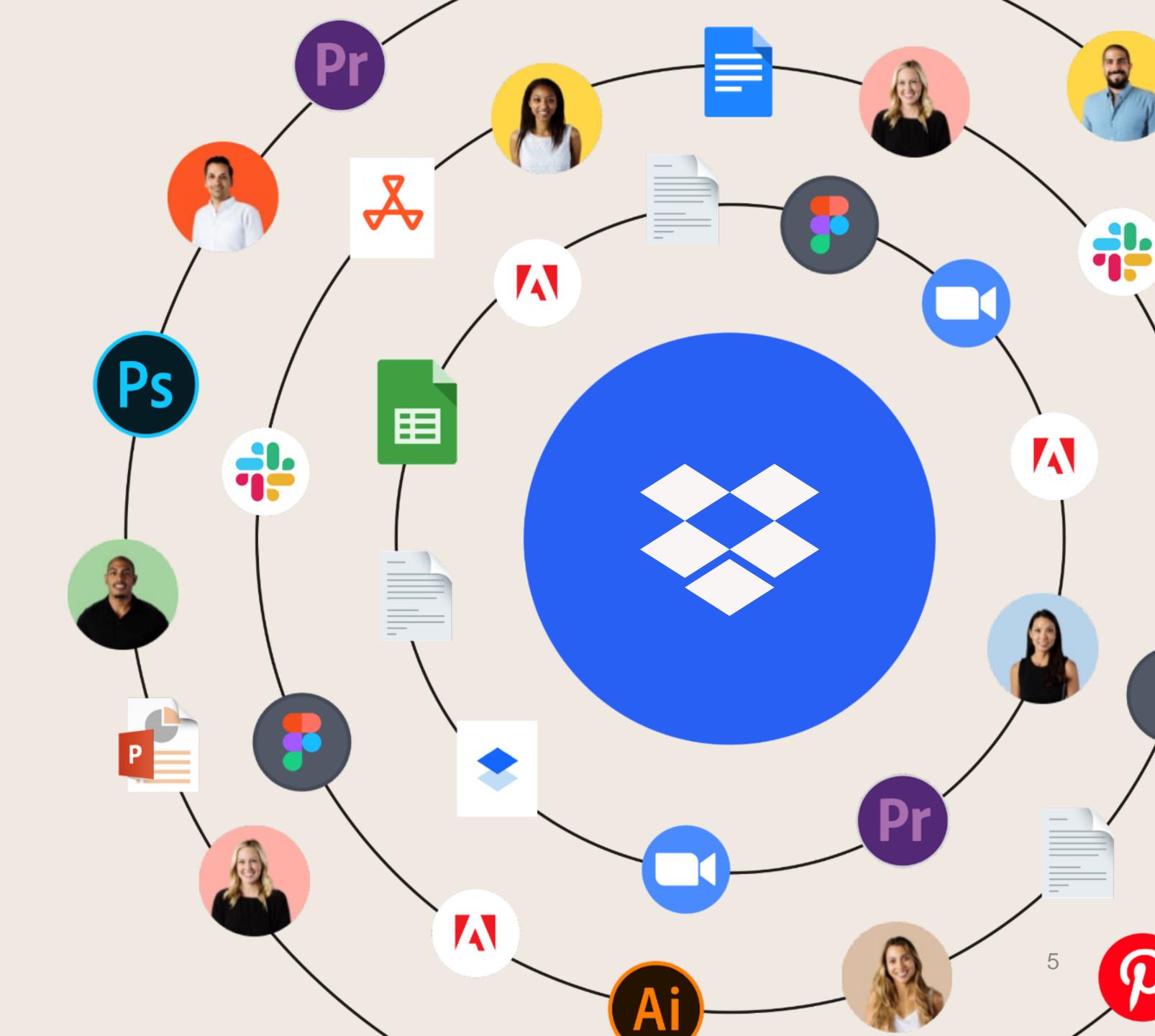
Global Collaboration Platform at Scale*

7001+
registered users

550B+
pieces of content

16.49M paying users

80% of subscribers use us for work



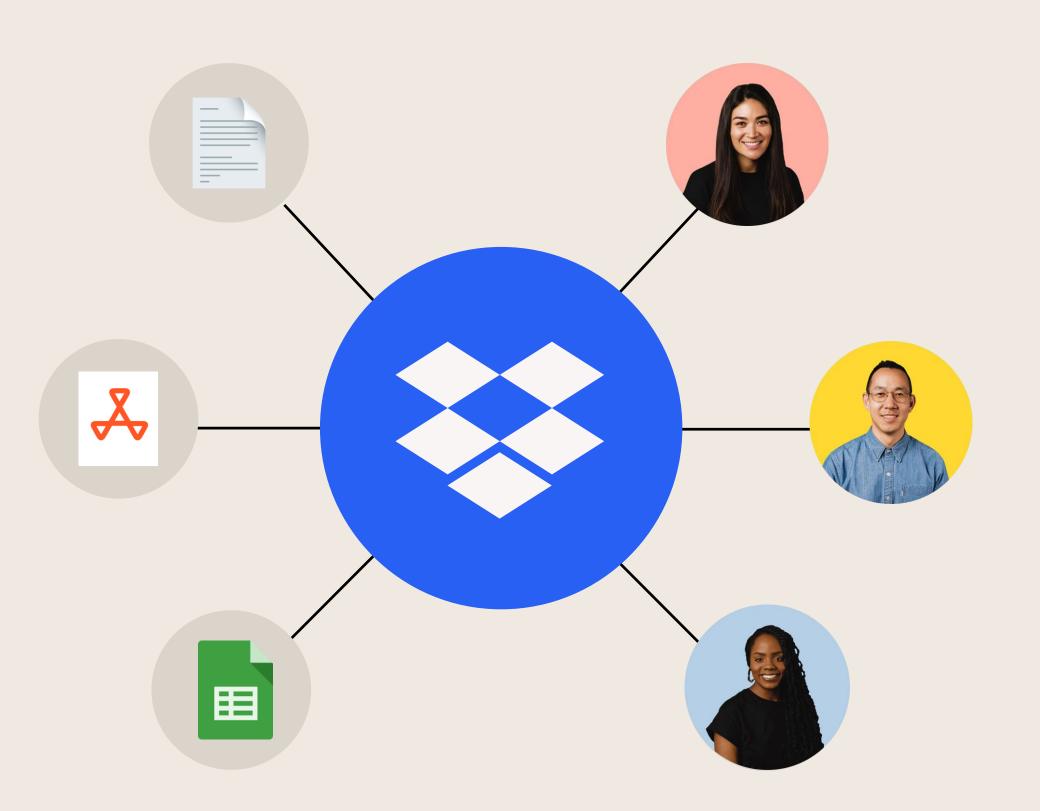
Keeping Files in Sync

Keeping Teams in Sync

Cloud storage 2007

Backup & sync

File sync and sharing



Smart Workspace Today

Team collaboration

Content management

Professional sharing

Secure sharing and analytics

Project management

eSignature

Content backup

Our Product Portfolio



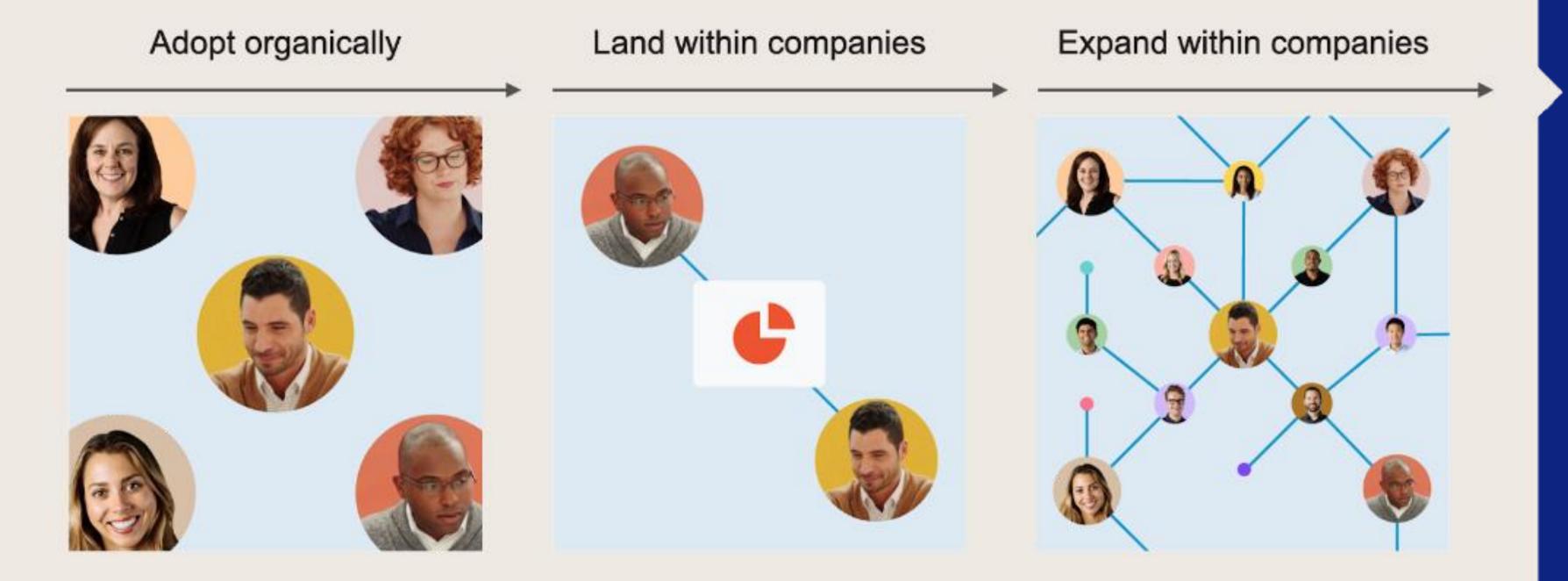
Individuals	Teams	HELLOSIGN	DocSend
Basic	Family	HelloSign	Personal
Plus	Standard	HelloSign API	Standard
Professional	Advanced	HelloWorks	Advanced
	Enterprise	HelloFax	Enterprise

Reinventing the Software Playbook

Traditional playbook	What sets Dropbox apart					
Designed for IT	VS.	Designed for users				
Top-down distribution	VS.	Bottom-up adoption				
Walled garden	VS.	Open ecosystem				
Rip-and-replace	VS.	Live side-by-side				

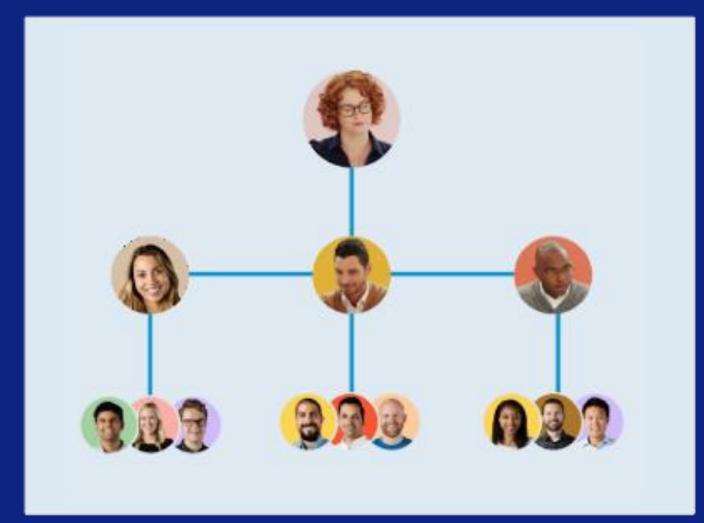
Efficient Go-to-Market

Land



Expand

Deploy fully



Growth Drivers

Execute

Convert and Retain

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

Upsell

Prompt existing users to upgrade to premium plans or purchase additional licenses and add-ons

Innovate

New product experiences

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

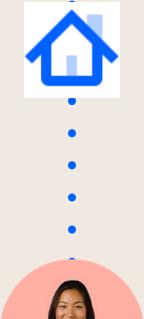
Expand into workflows

Invest in integrations and native capabilities to enable more workflows

New Features Help Organize Digital Content

Dropbox introduces new tools to easily automate and maintain an organized file system

Keeping digital content organized across work and home has become increasingly complex



Introducing features such as:

- Automated folders & dashboards
- Multi-file organize
- Naming conventions
- Tagging
- Document conversion















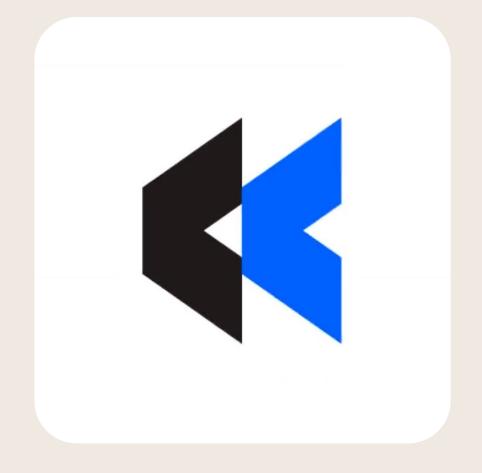
New Product Experiences

Dropbox introduces new product experiences for distributed teams and creatives



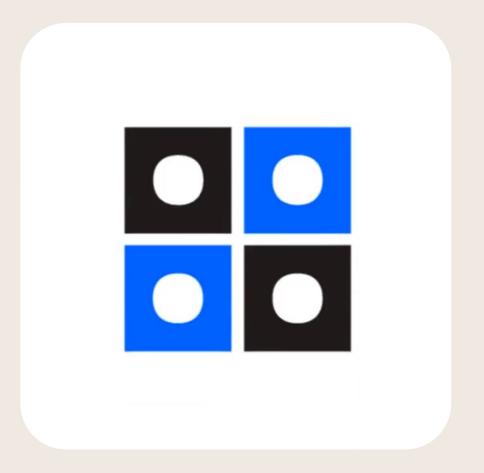
Capture

An all-in-one visual communication tool that helps team members share their work and ideas asynchronously



Replay

A video collaboration tool that makes it easier to collect, manage, and respond to feedback, all in one place



Shop

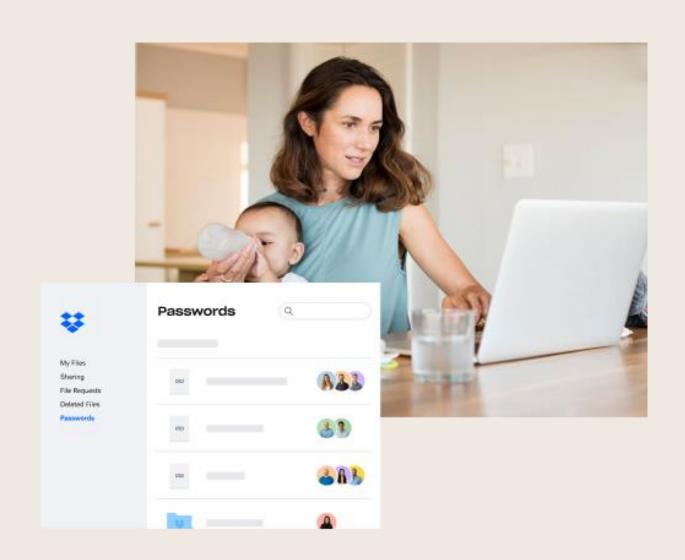
A platform to sell digital content creations that users store in their Dropbox

Growing Portfolio of Add-on Products for Teams

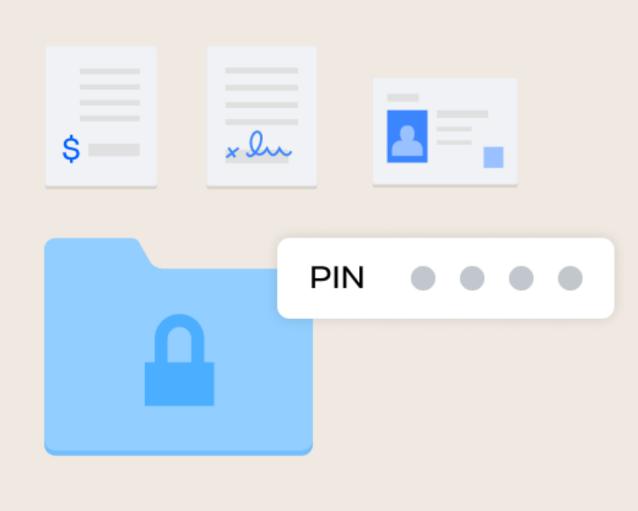
Advanced Team and Content Controls	 Automated workflows for account capture, onboarding & off-boarding Data Loss Prevention
Data Governance	 Recover any files deleted or changed in the last 10 years Offered with or without Legal Hold capability
Data Migration	 Quickly migrate files from local or cloud storage into Dropbox Business Insightful analytics & comprehensive reporting
Creative Tools	 Secure and easy large file previews and transfers Review and aggregate frame-based commenting for large videos Integration with Adobe Creative Cloud

Dropbox Family Plan

- Organize, centralize and protect your Family content
- Enhanced privacy and security features

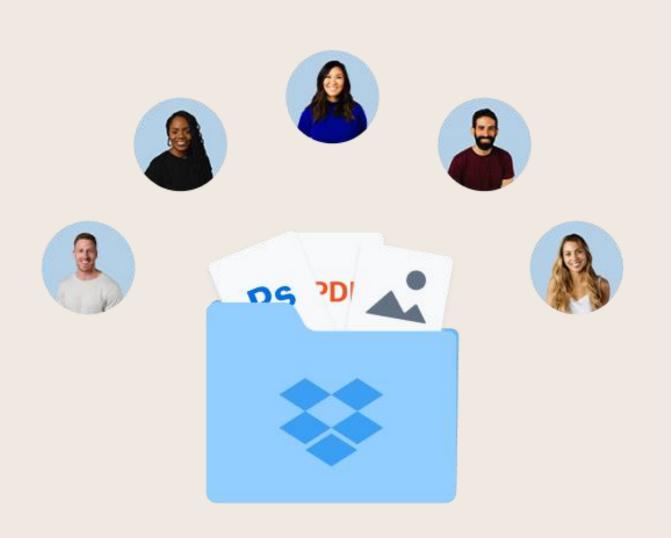


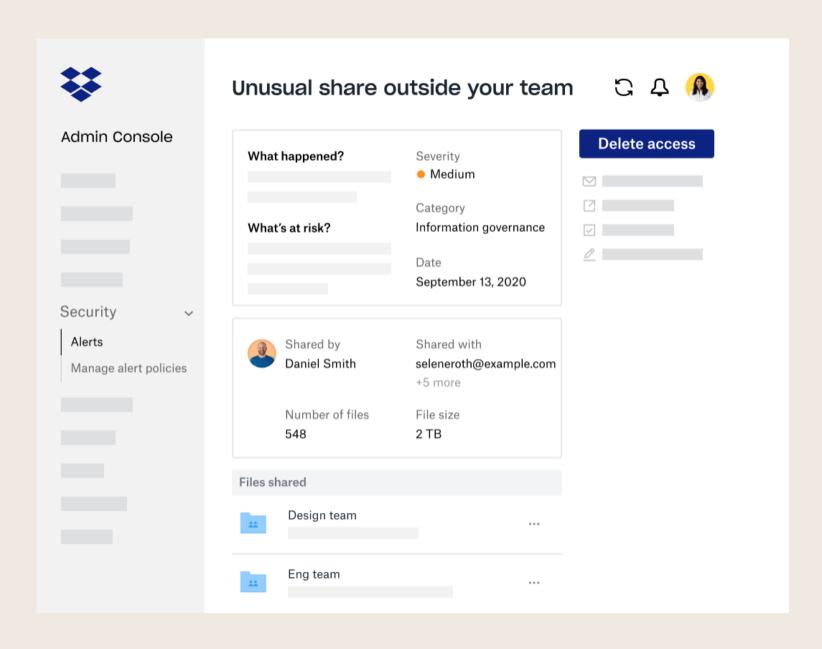


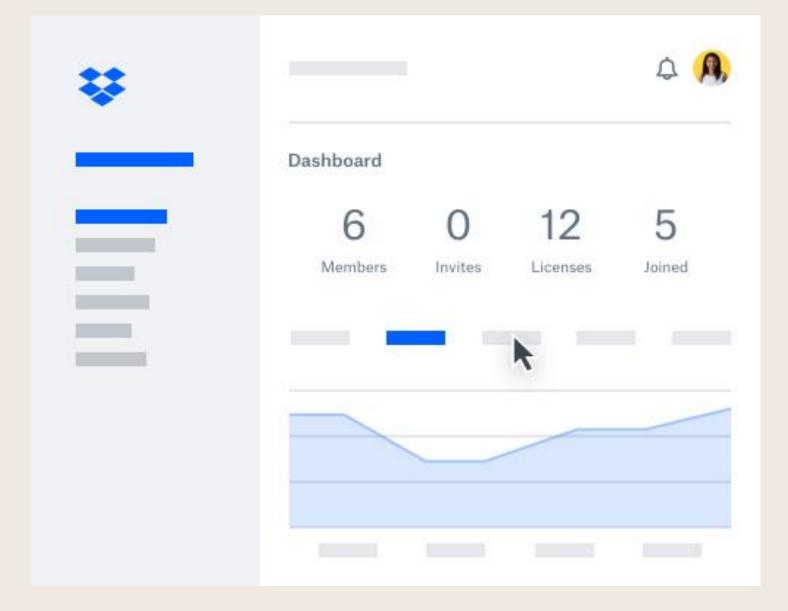


Dropbox Business

- Organize and centralize content around the needs of your team
- Collaborate in shared workspaces and streamline workflows
- Secure company data through visibility into content access and sharing







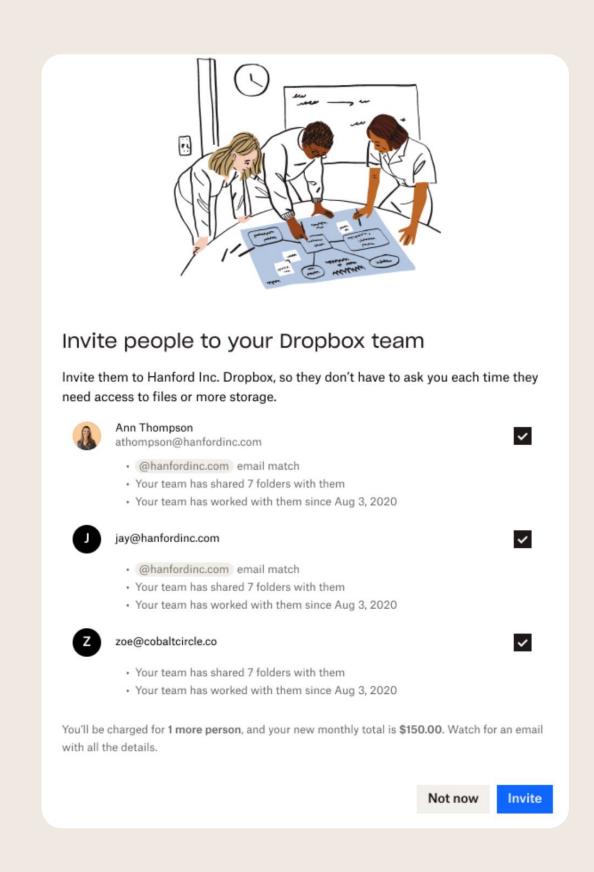
Shared team workspace

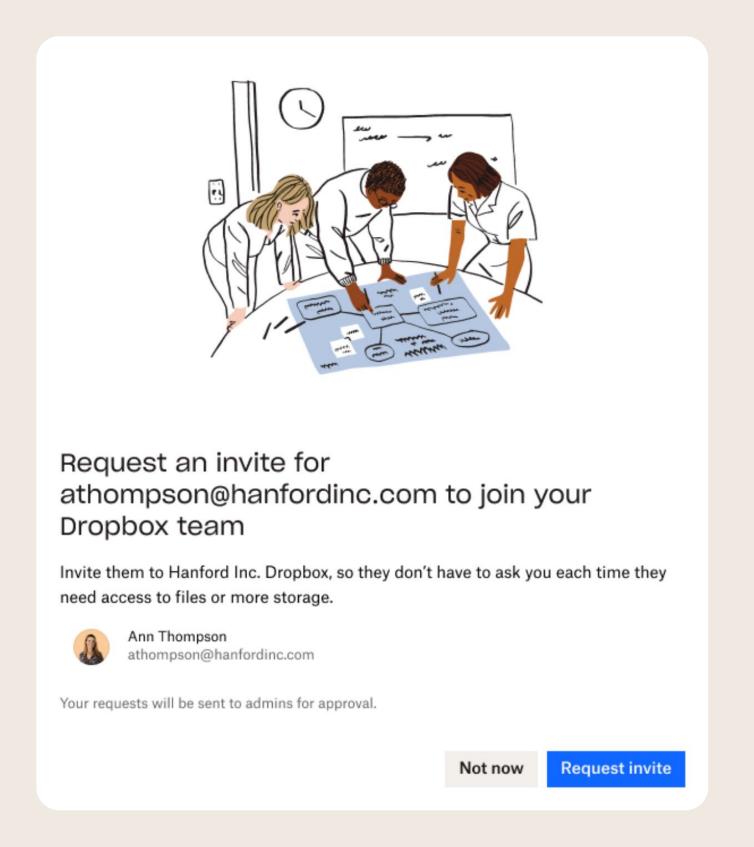
Data governance and audit logs

Team management & centralized billing

Dropbox Business Teams

- Making it even easier to invite people to join your team
- Team admins & members can now easily invite collaborators to join the team after sharing content with them

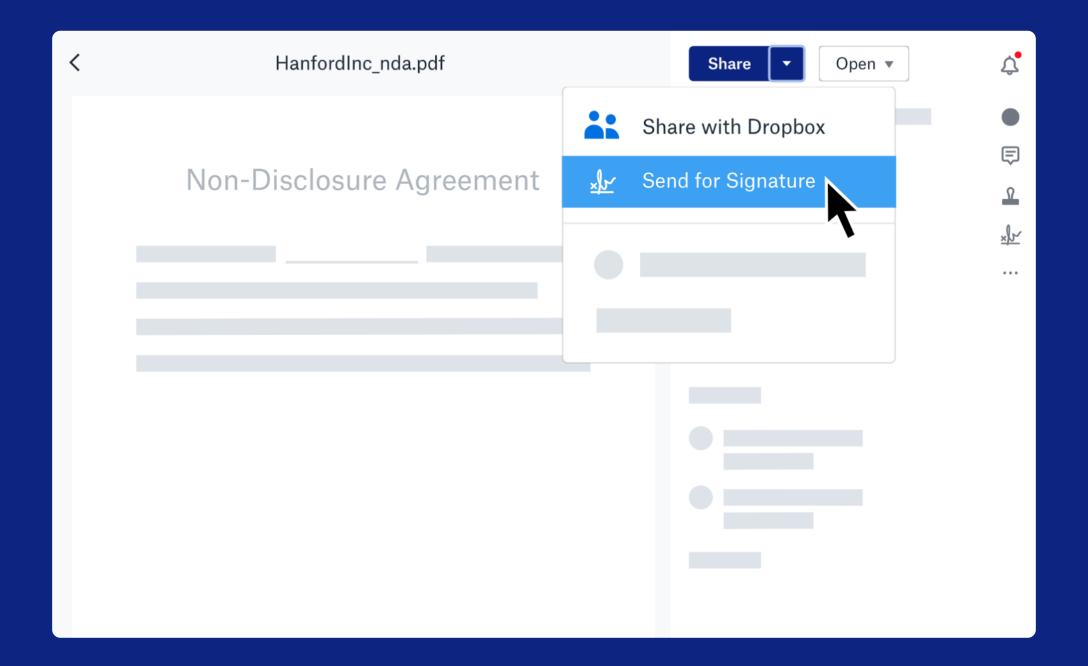




HelloSign Update



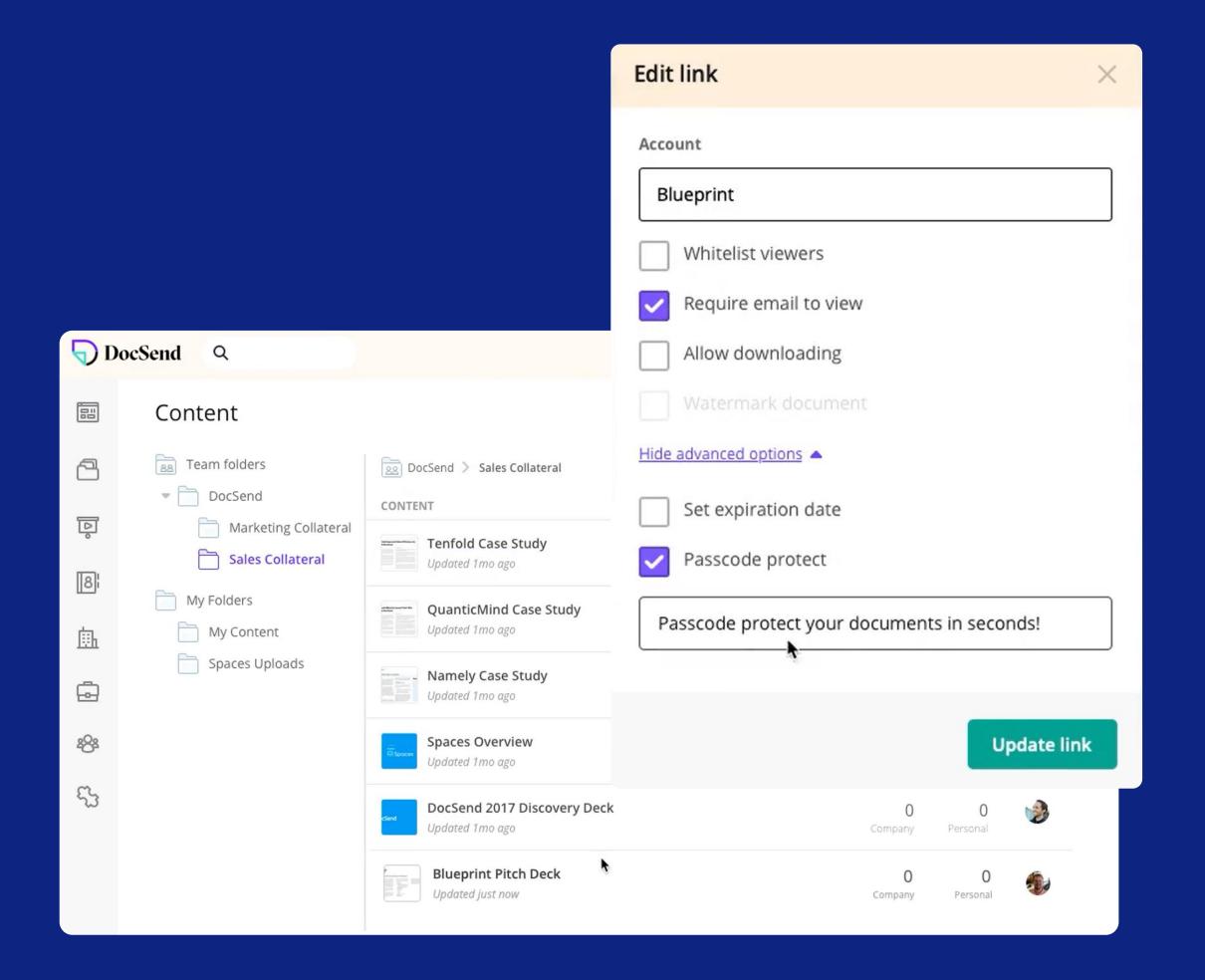
- HelloSign now integrates with Microsoft SharePoint
- Launched the HelloSign Mobile App
- Introduced paid premium support
- HelloSign is available in 21 additional languages



DocSend Update



- DocSend is a full suite of self-serve products to manage document sharing and analytics through real-time controls and insights for:
 - Virtual data rooms for fundraising
 - M&A
 - Sales and marketing
 - Investor relations
- We are investing in adding new functionality into DocSend's adjacent workflows and improving the user experience



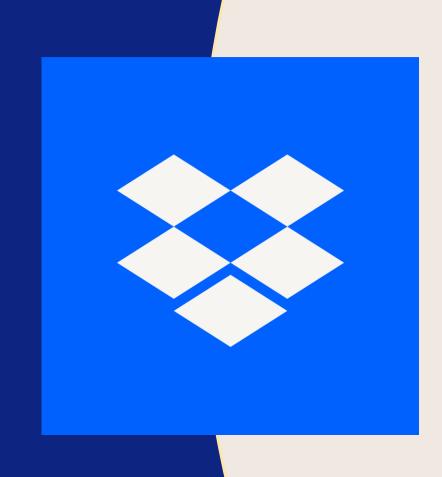
Dropbox + Command E

Accelerating the Dropbox vision to become one organized place for content and all workflows around it

 Command E is a universal search tool that allows users to quickly locate & access content across numerous apps and could content



Deep Integration Partners



















Environmental, Social, and Governance







Environmental

Dropbox is committed to fighting global warming and reducing our carbon footprint. We're always looking at ways we can make a difference in our day-to-day business practices, and have set meaningful sustainability goals that we plan to accomplish by 2030.

Social

Our DEI initiatives, workforce development programs, and ethical business practices all play a role in driving Social Responsibility at Dropbox. In addition, we also empower our employees to give back by providing paid volunteer time off, matching donations, and making product donations to nonprofits, through our Dropbox for Good program.

Governance

We're committed to maintaining an independent and diverse board of directors. Since 2019, we've added four directors who are women or members of underrepresented communities to our board.

Financial Highlights

Financial Highlights

Significant revenue and cash flow scale

Predictable and balanced financial model

Investing for continued revenue growth

Driving for strong operating leverage

Dropbox Financial Strategy: Achieving LT Model Targets



28-30%
Non-GAAP
Operating Margin

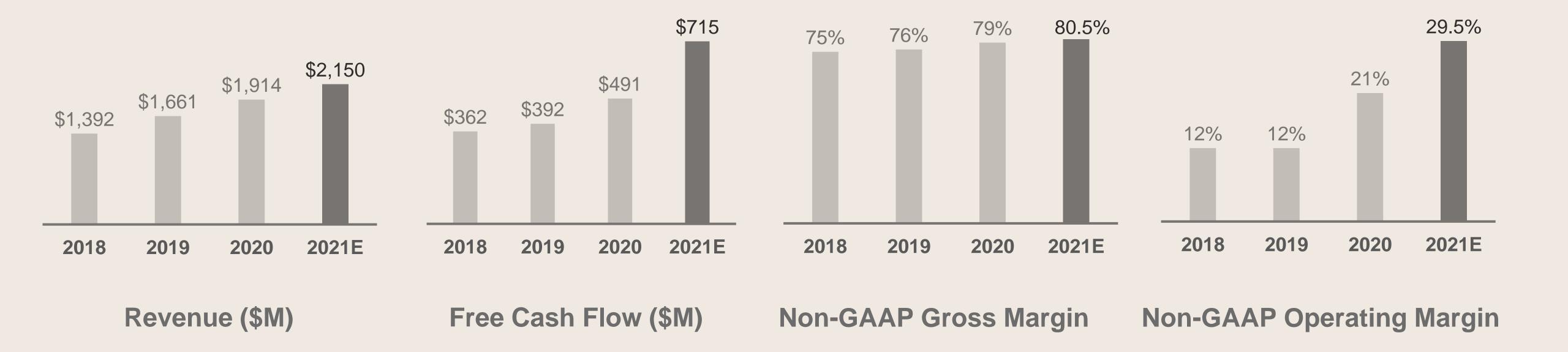
\$1 Bn

Free Cash Flow by 2024



Reducing total share count

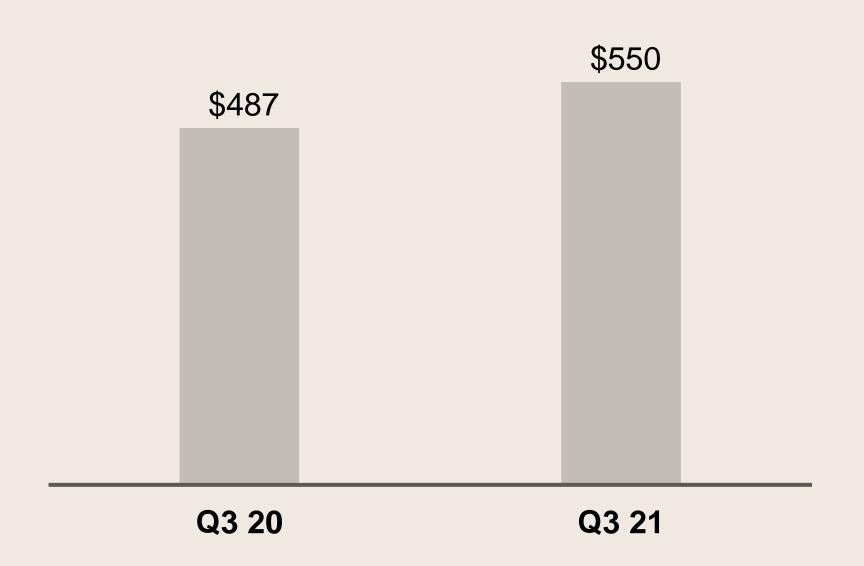
Strong Performance at Scale



^{*}Note: Non-GAAP gross margin and non-GAAP operating margin exclude stock-based compensation expense and certain non-recurring adjustments. Free cash flow is GAAP net cash provided by operating activities less capital expenditures. See appendix for non-GAAP reconciliation.

^{* 2021}E based off the midpoint of company guidance

Q3'21 Financial Highlights



Revenue (\$M)



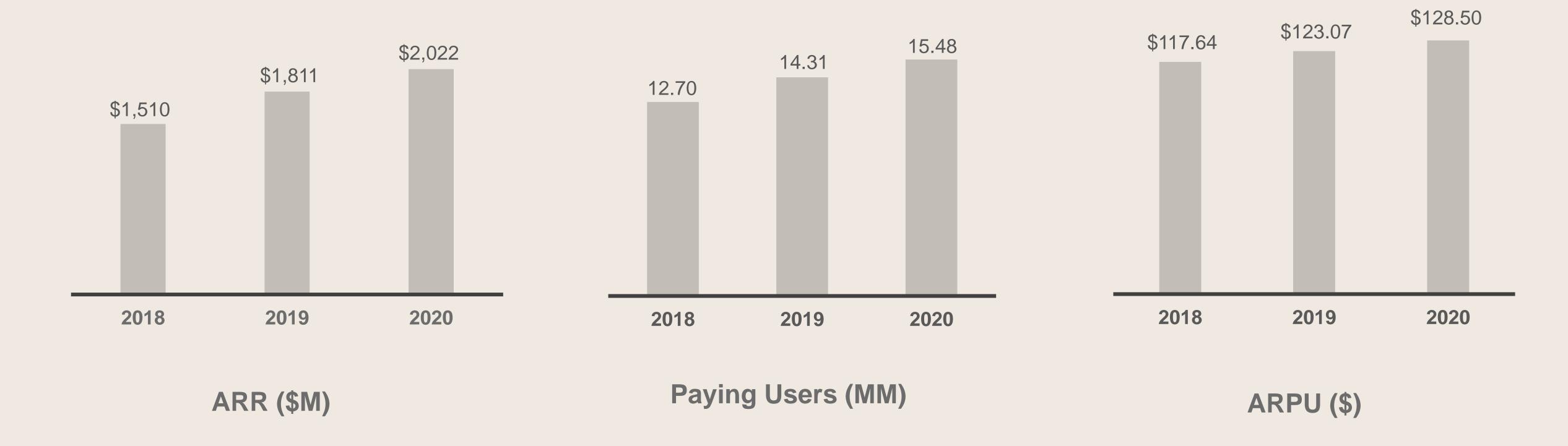
Operating Income (\$M)

Q3'21 Financial Highlights



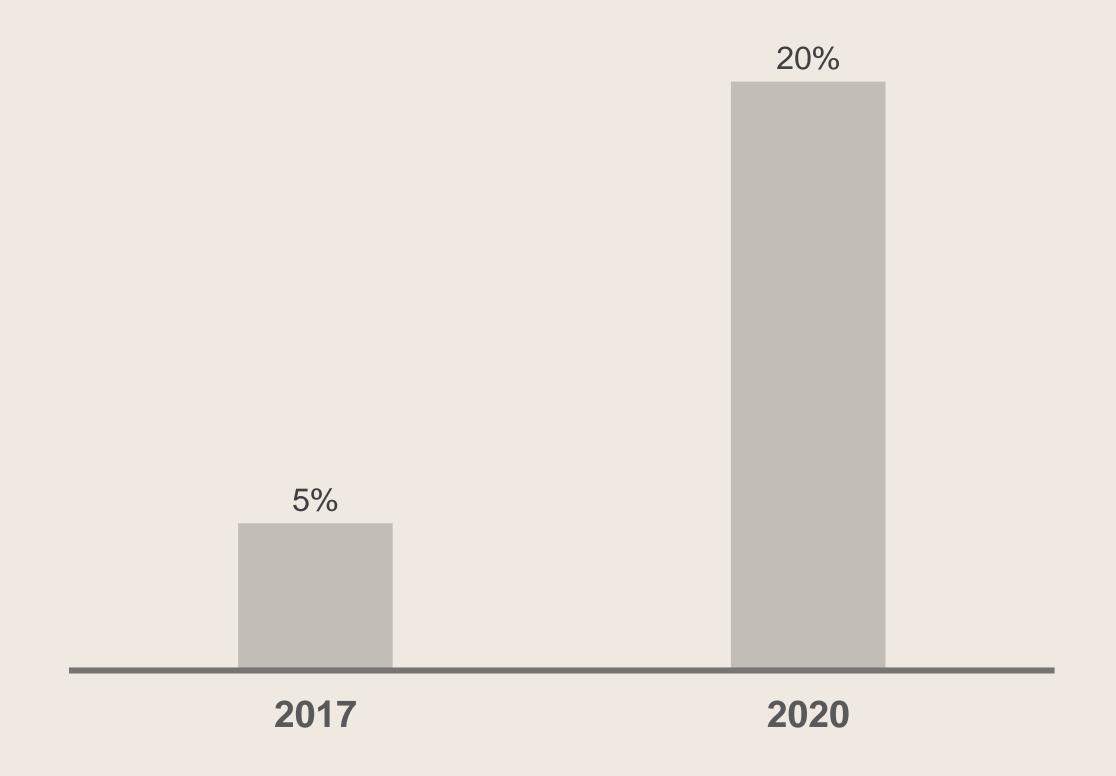
^{*}Note: For information on how we define each of these key metrics, see appendix.

Key Metrics



Mix-shift to Premium Plans

% Paying Users on Premium Plans



4x

Increase in the attach rate of users to premium plans

Operating Leverage







Virtual First



Workforce Optimization

Target Model

Non-GAAP	2019	2020	Long-term target
Gross Margin	76%	79%	78 - 80%
R&D expense as % of revenue	30%	28%	23– 25%
S&M expense as % of revenue	23%	20%	18 – 20%
G&A expense as % of revenue	11%	10%	8 – 10%
Operating margin	12%	21%	28 – 30%
Annual Free Cash Flow	\$392M	\$491M	\$1B+

Appendix

Dropbox subscription plans

	— Personal			Business ———						
Basic	Plus	Family	Professional	Pro + eSign	Standard	Advanced	Enterprise			
Free	\$11.99 / month \$119.88 / year	\$19.99 / month \$203.88 / year	\$19.99 / month \$199.00 / year	\$31.99 / month \$299.88 / year	\$15.00 / user / month \$150.00 / user / year 3 users minimum	\$25.00 / user / month \$240.00 / user / year 3 users minimum	Negotiated pricing			
Dropbox Transfer* Dropbox Paper	Everything in Basic	Everything in Plus	Everything in Plus	Everything in Plus	Everything in Basic	Everything in Standard	Everything in Advanced			
Computer Backup File requests 30 day version history HelloSign eSignatures Passwords	Aper Backup Passwords Up to 6 users Auto OC Its Vault* Family Room folder Image s Ition Dropbox Rewind Waterm Smart Sync and Smart Sync Auto-Evict Branded Full text search Priority email support Time-backup		Auto OCR Image search Watermarking Shared link controls Branded sharing 180 day version history Premium previews Time-based comments Viewer history Traffic and insights	5 templates for commonly signed documents Tamper-proofing Audit trail that tracks and time-stamps actions Built in data validation 180 day version history Branded watermarking Live chat support Advanced sharing controls	Dropbox Rewind Smart Sync and Smart Sync Auto-Evict Auto OCR, Image and full text search Watermarking Shared link controls Branded sharing 180 day version history Team folders Admin console Granular permissions Active directory connector Enables HIPAA compliance Unlimited API access** Priority email + live chat	Premium previews Time-based comments Viewer history Single sign-on integration (SSO) Audit logs Device approvals Tiered admin roles Business hours phone support	Enterprise mobility management (EMM) Network control Domain insights and account capture 24/7 phone support and advanced training			
2GB of storage	2TB storage	2TB storage	3TB storage	3TB storage Send unlimited documents for signature	5TB storage	As much storage as needed	As much storage as needed			

^{*}Vault is only available in Plus, Family, and Professional. *Size of Dropbox Transfer varies based on Dropbox plan: Basic (100MB), Plus, Family, & Standard (2GB), Professional, Advanced, and Enterprise (100GB). Professional, Advanced, and Enterprise plans also receive advanced Transfer functionality.

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

HelloSign Subscription Plans



FREE ESSENTIAL		STANDARD	PREMIUM			
\$0	\$15 / user / mo	\$25 / user / mo	\$40 / user / mo			
1 user	1 user	Minimum 2 users	Minimum 5 users			
0 Templates	5 Templates	15 Templates	Unlimited Templates			
3 req / mo	Unlimited reqs	Unlimited reqs	Unlimited reqs			
Audit Trail	Includes Free	Includes Ess.	Includes Std.			
Notification	Data validation	Branding	Adv. signing tools			
Signer fields	Multiple languages	Bulk send	Adv. signer fields			
and more	Tamper-proofing	Salesforce integration\$	Adv. reporting			
	Template Links	SMS auth.	Multi-teams ^{\$}			
	and more	and more	and more			

Plans include unlimited document storage in HelloSign or Prebuilt storage integrations with Dropbox and several others



FREE Build & Test							
FREE	ESSENTIAL	STANDARD					
Build &	\$75 / mo	\$250 / mo					
Our API for	5 Templates	15 Templates					

Starts 50 regs / mo*

API dashboard

Audit trail

Data validation

SDKs in 6 languages

Signer fields

and more....

our API for

Free

Starts 100 reqs / mo* Includes Ess. Branding Bulk send

Embedded signing

Signer attachments

and more....

\$400 / mo **Unlimited Templates** Starts 100 regs / mo* Includes Std. Adv. signing tools Adv. signer fields Embedded templates White labeling\$

and more....

PREMIUM

Plans include unlimited document storage in HelloSign

^{\$} Additional cost add-on

^{*} Higher API volume tiers available, up to 300K per month

DocSend Subscription Plans



Personal

For individuals who want secure sharing and document insights

\$10 /mo /per user billed annually \$15 /mo /per user billed monthly

Document Analytics

Basic Document Security

(Require email, Redirect downloading, Expiration & Passwords)

Spaces

Mail Merge Links

eSignature

Integrations *

Advanced Security Features

(1-Click NDA, Watermarking, Allowed viewer list, email auth.)

Advanced Spaces Features

(Folders, Granular Space Permission)

Campaign Links

(SSO) Integration

Sub-Team Permissions



Storage

Upload large documents

Basics Only

10 GB / user 2 GB

Standard

For business teams that need best-inclass document sharing and team management

\$45 / month per user billed annually \$65 / month per user billed monthly



Basics plus add-ons available

50 GB / user

2 GB

Advanced

For deal management professionals that need advanced security or integrations

Includes 3 users \$150 / month billed annually Add'l users \$60/ month \$250 / month billed monthly Add'l users \$60/ month



Basics plus add-ons available

Add-on

Add-on

50 GB / user

2 GB

Enterprise

For larger teams

Plans start at \$5,000

50 GB / user

2 GB

35

^{*}Integrations note that Basics only includes Dropbox, Gmail, and Outlook. Add-ons available for additional cost

Definitions

Total Annual Recurring Revenue, ("Total ARR" or "ARR") – represents the amount of revenue that we expect to recur, enables measurement of the progress of our business initiatives, and serves as an indicator of future growth. We calculate Total ARR as the number of users who have active paid licenses for access to our platform as of the end of the period, multiplied by their annualized subscription price to our platform. We adjust the exchange rates used to calculate Total ARR on an annual basis at the beginning of each fiscal year.

Average Revenue per Paying User, ("ARPU") – is defined as our revenue for the period presented divided by the average paying users during the same period. For interim periods, we use annualized revenue, which is calculated by dividing the revenue for the particular period by the number of days in that period and multiplying this value by 365 days. Average paying users are calculated based on adding the number of paying users as of the beginning of the period to the number of paying users as of the end of the period, and then dividing by two.

Paying Users – are defined as the number of users who have active paid licenses for access to our platform as of the end of the period. One person would count as multiple paying users if the person had more than one active license. For example, a 50-person Dropbox Business team would count as 50 paying users, and an individual Dropbox Plus user would count as one paying user. If that individual Dropbox Plus user was also part of the 50-person Dropbox Business team, we would count the individual as two paying users.

Non-GAAP operating margin

Income from operations - GAAP
Stock-based compensation
Acquisition-related and other expenses
Amortization of acquired intangible assets
Workforce reduction expense
Income from operations - Non-GAAP

Septer	nber 30, 2020	September 30, 2021					
\$	30.0	\$	77.3				
	75.7		72.8				
	4.1		6.8				
	2.4		3.5				
			0.6				
\$	112.2	\$	161.0				
	23.0 %		29.3 %				

Three Months Ended

Net Cash provided by operating activities

Capital expenditures

Free cash flow

Twelve Months Ended								
Decem	ber 31, 2018	D	ecember 31, 2019	December 31, 2020				
\$	425.4	\$	528.5	\$	570.8			
	(63.0)		(136.1)		(80.1)			
\$	362.4	\$	392.4	\$	490.7			

Twelve Months Ended - 2020

	 GAAP	ock based npensation	Acquisition- ated and other expenses	nortization of acquired ngible assets	Impairment related to real estate assets	 Non-GAAP
Gross profit	\$ 1,499.3	\$ 17.1	\$ <u>—</u>	\$ 3.9	\$ 	\$ 1,520.3
Gross margin	78.3 %	0.9 %		0.2 %		79.4 %
Research and development	727.5	(174.1)	(16.8)			536.6
Research and development margin	38.0 %	(9.1%)	(0.9%)			28.0 %
Sales and marketing	422.8	(33.7)		(5.6)		383.5
Sales and marketing margin	22.1 %	(1.8%)		(0.3%)		20.0 %
General and administrative	227.8	(36.6)	(0.1)	_		191.1
General and administrative margin	11.9 %	(1.9%)		_		10.0 %
Impairment related to real estate assets Impairment related to real estate assets	398.2	_		_	(398.2)	_
margin	20.8 %				(20.8%)	— %
Income (loss) from operations	(277.0)	261.5	16.9	9.5	398.2	409.1
Operating margin	(14.5%)	13.7 %	0.9 %	0.5 %	20.8 %	21.4 %

Note: % may not foot due to rounding

Twelve Months Ended - 2019

	GAAP		Stock based compensation	Acquisition-related and other expenses	Amortization acquired intang assets	_	Non-GAAP
Gross profit	\$ 1,250.3	9	\$ 15.8	\$ —	\$ 3.4	4	\$ 1,269.5
Gross margin	75.3	%	1.0 %		0.2	2 %	76.4 %
Research and development	662.1		(147.6)	(14.5)	<u> </u>	_	500.0
Research and development margin	39.9	%	(8.9) %	(0.9) %	_	_	30.1 %
Sales and marketing	423.3		(31.4)		(5.0))	386.9
Sales and marketing margin	25.5	%	(1.9) %		(0.	3%)	23.3 %
General and administrative	245.4		(66.4)	(1.4)	_	_	177.6
General and administrative margin	14.8	%	(4.0%)	(0.1%)	_	_	10.7 %
Income (loss) from operations	(80.5)		261.2	15.9	8.4	4	205.0
Operating margin	(4.8)	%	15.7 %	1.0 %	0.	5 %	12.3 %

Note: % may not foot due to rounding

Twelve Months Ended - 2018

	GAAP		Stock based compensation		Employer payroll related to the release of two-tier RSUs		Non-GAAP	
Gross profit	\$	997.0	\$	47.0	\$	1.1	\$	1,045.1
Gross margin		71.6 %		3.4 %		0.1 %		75.1 %
Research and development		768.2		(368.2)		(8.3)		391.7
Research and development margin		<i>55.2</i> %		(26.5)%		(0.6%)		28.1 %
Sales and marketing		439.6		(94.3)		(2.2)		343.1
Sales and marketing margin		31.6 %		(6.7)%		(0.2)%		24.7 %
General and administrative		283.2		(140.6)		(2.3)		140.3
General and administrative margin		20.3 %		(10.0)%		(0.2%)		10.1 %
Income (loss) from operations		(494.0)		650.1		13.9		170.0
Operating margin		(35.5)%		46.7 %		1.0 %		12.2 %

Note: % may not foot due to rounding

Loss from operations - GAAP
Stock-based compensation
Employer payroll taxes related to the release of twoteir RSUs
Acquisition-related and other expenses
Amortization of acquired intangible assets
Impairement related to real estate assets
Income from operations - Non-GAAP

Twelve Months Ended									
2018		2019		2020					
\$	(494.0)	\$	(80.5)	\$	(277.0)				
	650.1		261.2		261.5				
	13.9				<u>—</u>				
			15.9		16.9				
			8.4		9.5				
	_				398.2				
\$	170.0	\$	205.0	\$	409.1				

