



June 2025



Safe Harbor Statement

This presentation may include statements that are not historical facts and are considered forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995, which are usually identified by the use of words such as “anticipate,” “believe,” “estimate,” “expect,” “intend,” “may,” “might,” “plan,” “project,” “will,” “would,” “should,” “could,” “can,” “predict,” “potential,” “target,” “explore,” “continue,” or the negative of these terms, and similar expressions intended to identify forward-looking statements. However, not all forward-looking statements contain these identifying words.

We intend these forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act and Section 21E of the Securities Exchange Act and are making this statement for purposes of complying with those safe harbor provisions.

We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy and financial needs. These forward-looking statements include, but are not limited to, statements regarding our financial guidance for the second quarter and full year fiscal 2026, our market size and growth strategy, our estimated and projected costs, margins, revenue, expenditures and growth rates, our future results of operations or financial condition, our plans and objectives for future operations, growth, initiatives, or strategies. By their nature, these statements are subject to numerous uncertainties and risks, including factors beyond our control, that could cause actual results, performance or achievement to differ materially and adversely from those anticipated or implied in the statements, including: our recent growth may not be indicative of our future growth; our revenue growth rate has fluctuated in prior periods; our ability to achieve or maintain profitability; we derive the substantial majority of our revenue from subscriptions to our Unified-CXM platform; our ability to manage our growth and organizational change; the market for Unified-CXM solutions is rapidly evolving; our ability to attract new customers in a manner that is cost-effective and assures customer success; our ability to attract and retain customers to use our products; our ability to drive customer subscription renewals and expand our sales to existing customers; our ability to effectively develop platform enhancements, introduce new products or keep pace with technological developments; the market in which we participate is rapidly evolving and our ability to compete effectively; our business and growth depend in part on the success of our strategic relationships with third parties; our ability to develop and maintain successful relationships with partners who provide access to data that enhances our Unified-CXM platform’s artificial intelligence capabilities; the majority of our customer base consists of large enterprises, and we currently generate a significant portion of our revenue from a relatively small number of enterprises; our investments in research and development; our ability to expand our sales and marketing capabilities; our sales cycle with enterprise and international clients can be long and unpredictable; certain of our results of operations and financial metrics may be difficult to predict; our ability to maintain data privacy and data security; we rely on third-party data centers and cloud computing providers; the sufficiency of our cash and cash equivalents to meet our liquidity needs; our ability to comply with modified or new laws and regulations applying to our business; our ability to successfully enter into new markets and manage our international expansion; the attraction and retention of qualified employees and key personnel; our ability to effectively manage our growth and future expenses and maintain our corporate culture; our ability to maintain, protect, and enhance our intellectual property rights; unstable economic, political and market conditions, including as a result of public health crises, fluctuations in inflation and interest rates, the imposition of tariffs in the U.S. and abroad, or geopolitical actions, such as war and terrorism or the perception that such hostilities may be imminent; and our ability to successfully defend litigation brought against us. Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are or will be discussed in our Annual Report on Form 10-K for the year ended January 31, 2025, filed with the SEC on March 21, 2025, under the caption “Risk Factors,” and in other filings that we make from time to time with the SEC, including our Quarterly Report on Form 10-Q for the quarter ended April 30, 2025. Any forward-looking statements contained in this presentation are based on assumptions that we believe to be reasonable as of this date. Except as required by law, we assume no obligation to update these forward-looking statements.

This presentation and the accompanying oral presentation also contain estimates and other statistical data made by independent parties and by us relating to market size and growth and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. In addition, projections, assumptions, and estimates of our future performance and the future performance of the markets in which we compete are necessarily subject to a high degree of uncertainty and risk.

We use certain non-GAAP financial measures in this presentation, including non-GAAP gross profit and non-GAAP gross margin, non-GAAP operating income and non-GAAP operating margin and non-GAAP operating expense. We define these non-GAAP financial measures as the respective U.S. GAAP measures, excluding, as applicable, stock-based compensation expense and related charges, amortization of stock-based compensation expense associated with capitalized internal use software, amortization of acquired intangible assets, release of U.S. federal and state valuation allowances, and the estimated tax effect related to the non-GAAP items, as well as other one-time charges, such as restructuring charges, costs associated with acquisitions, non-recurring litigation costs and facility exit costs. We believe that these non-GAAP financial measures provide investors with useful supplementary information in evaluating our performance. Investors should consider these non-GAAP financial measures in addition to, and not as a substitute for, our financial performance measures prepared in accordance with U.S. GAAP. Further, our non-GAAP information may be different from the non-GAAP information provided by other companies. Please refer to the Appendix and to the tables in our earnings release for a reconciliation of these non-GAAP financial measures to the most directly comparable U.S. GAAP financial measures. We encourage investors to consider our U.S. GAAP results alongside our supplemental non-GAAP measures, and to review the reconciliation between U.S. GAAP results and non-GAAP measures that is included at the end of this presentation.



Sprinklr: A Platform for CXM

Sprinklr is the definitive, AI-native platform for unified customer experience management that empowers customer-facing teams to deliver seamless and consistent experiences across every touchpoint of the customer journey.



Sprinklr at a Glance



Note: All financial and customer metrics above are as of or for the quarter ended April 30, 2025.


1) Remaining performance obligations ("RPO") represent contracted revenues that had not yet been recognized and include deferred revenues and amounts that will be invoiced and recognized in future periods.

2) Subscription margin calculated as subscription revenue less non-GAAP subscription cost of revenue divided by subscription revenue for the quarter ended April 30, 2025.

3) We calculate our net dollar expansion rate by dividing (1) subscription revenue in the trailing 12-month period from those customers who were on our platform during the prior 12-month period by (2) subscription revenue from the same customers in the prior 12-month period. This calculation is net of upsells, contraction, cancellation, or expansion during the period but excludes subscription revenue from new customers.



Key Customer-Facing Functions: 4 Unified Product Suites

 Sprinklr Service	 Sprinklr Marketing	 Sprinklr Insights	 Sprinklr Social
CCaaS Offering	Campaigns & Content Workflows	Experience data Insights	SMMS Leader
End-to-end digital	Advertising	Brand, Product & Crisis Insights	Built for enterprise scale
Comprehensive	Customer Journeys & Automation	Real-time	Most complete
AI-native	AI-native	AI-native	AI-native



Five big trends are dominating the front office where our platform plays

Front Office Transformation & Consolidation



AI Disruption



CX Transformation & Consolidation



Call Center and App Migration to Cloud



Global Expansion / Conversational Commerce



The world is moving from transactional to unified customer experiences



YESTERDAY / TODAY

Transaction notification experiences



TODAY

Seamless conversational experiences

Personalized two-way conversations on channel of choice

Convergence of contact center and other engagement channels into a seamless unified platform



THE FUTURE

360-degree immersive experiences

Immersive experiences across digital landscape

Integrated customer interaction ecosystem leveraging AI to enable engagement at scale

SPRINKLR CAPABILITIES

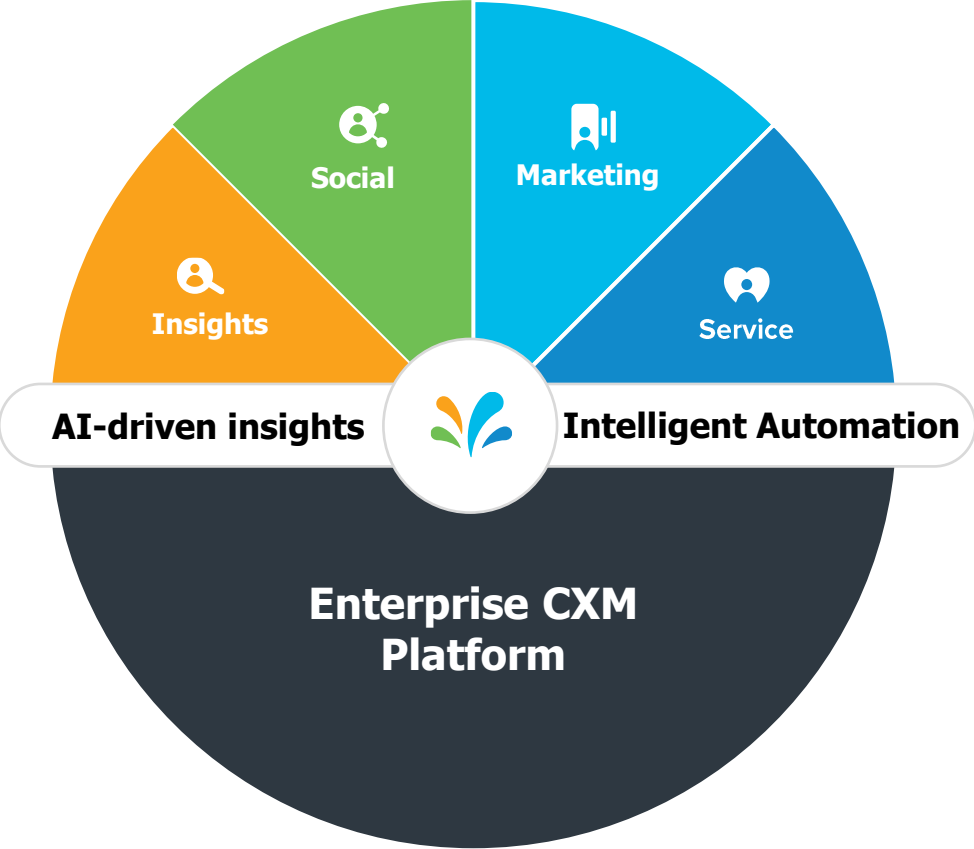
Social Listening

Unified CX Platform



We have a huge opportunity to leverage our unified platform and distinctive AI

Unified-CXM Platform



Distinctive AI capabilities

CX Journeys	75+ Capabilities Machine Learning and AI Models			
Visibility & Entitlement	Responsible AI	PII Masking	Guardrails	Smart Compliance
Business Taxonomy	60+ Global, Industry and sub-industry models			
Data Activation and Integration	2,000+ models built in 100+ native languages; 10B+ predictions per day, 100M+ training points			



Core Differentiators. Competitive Moat.



PLATFORM

True Omni-Channel
Communications Engine

Centralized Governance
across Markets and Business Units

Unified Front-Office
Architecture across
Customer-Facing Functions



AI

Sophisticated, Proprietary
and Customized AI Models

Most Comprehensive
Dataset for Training

Five Years of Annotation,
Optimization and Feedback for
Experience Data



CUSTOMER ROI

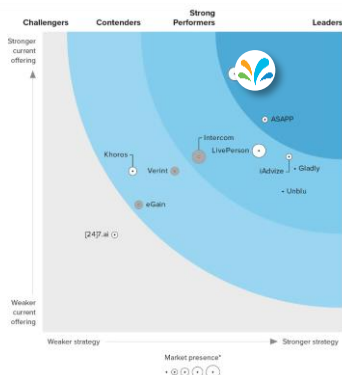
Increased Revenue

Decreased Costs

Mitigated Risks



The Analyst View



Q2 - FY25

Forrester
The Forrester Wave:
Social Suites

LEADER
Sprinklr Social



Q1 - FY26

Forrester
The Forrester Wave:
Contact Center as a
Service

CHALLENGER
Sprinklr Service



Q1 - FY26

Sprinklr Service
LEADER

Forrester
The Forrester Wave:
Digital Customer
Interactions Solutions



Q4 - FY25

Sprinklr Marketing
LEADER

Gartner, Inc
Content
Marketing
Platforms Magic
Quadrant



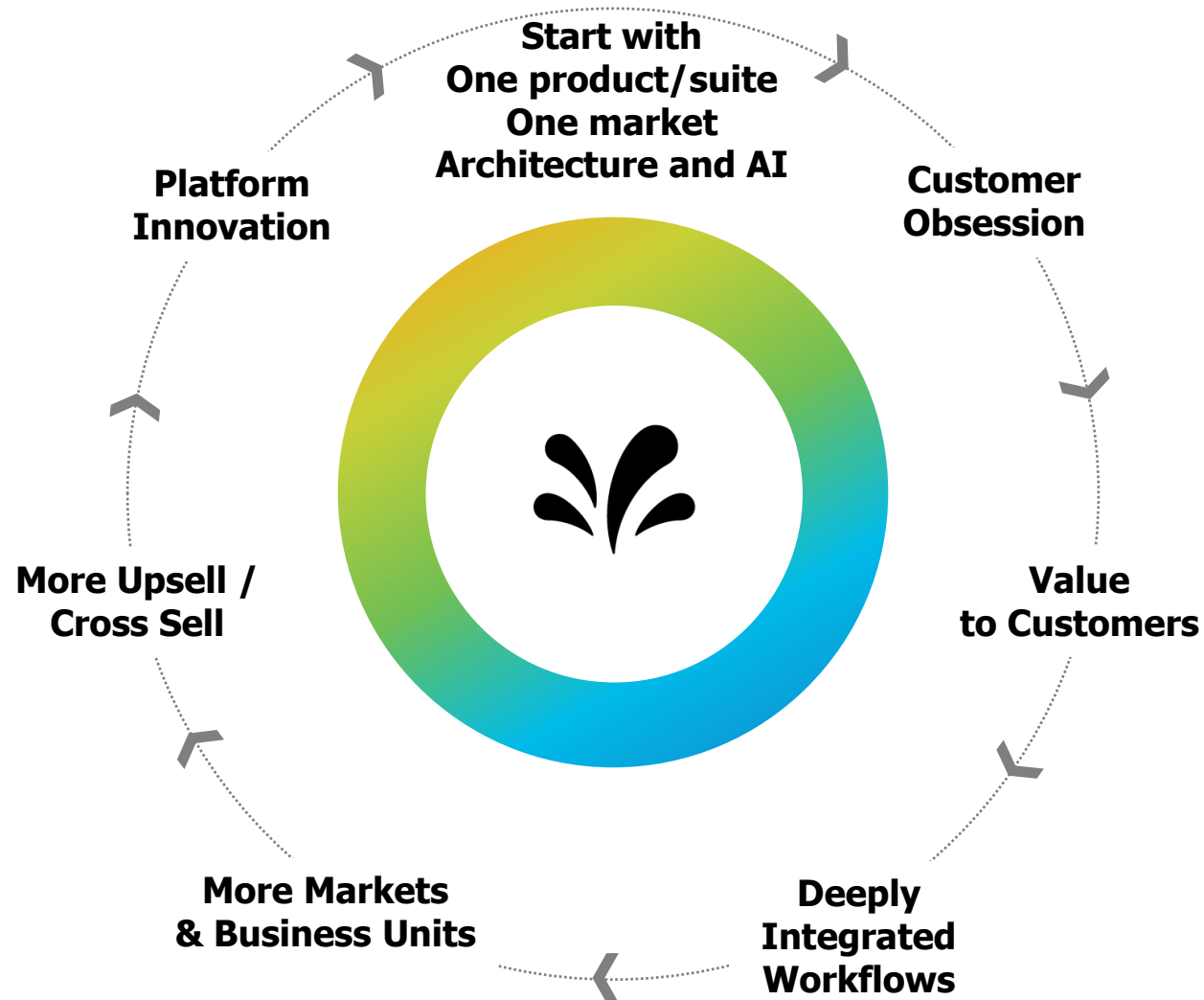
Q1 - FY26

Sprinklr Insights
LEADER

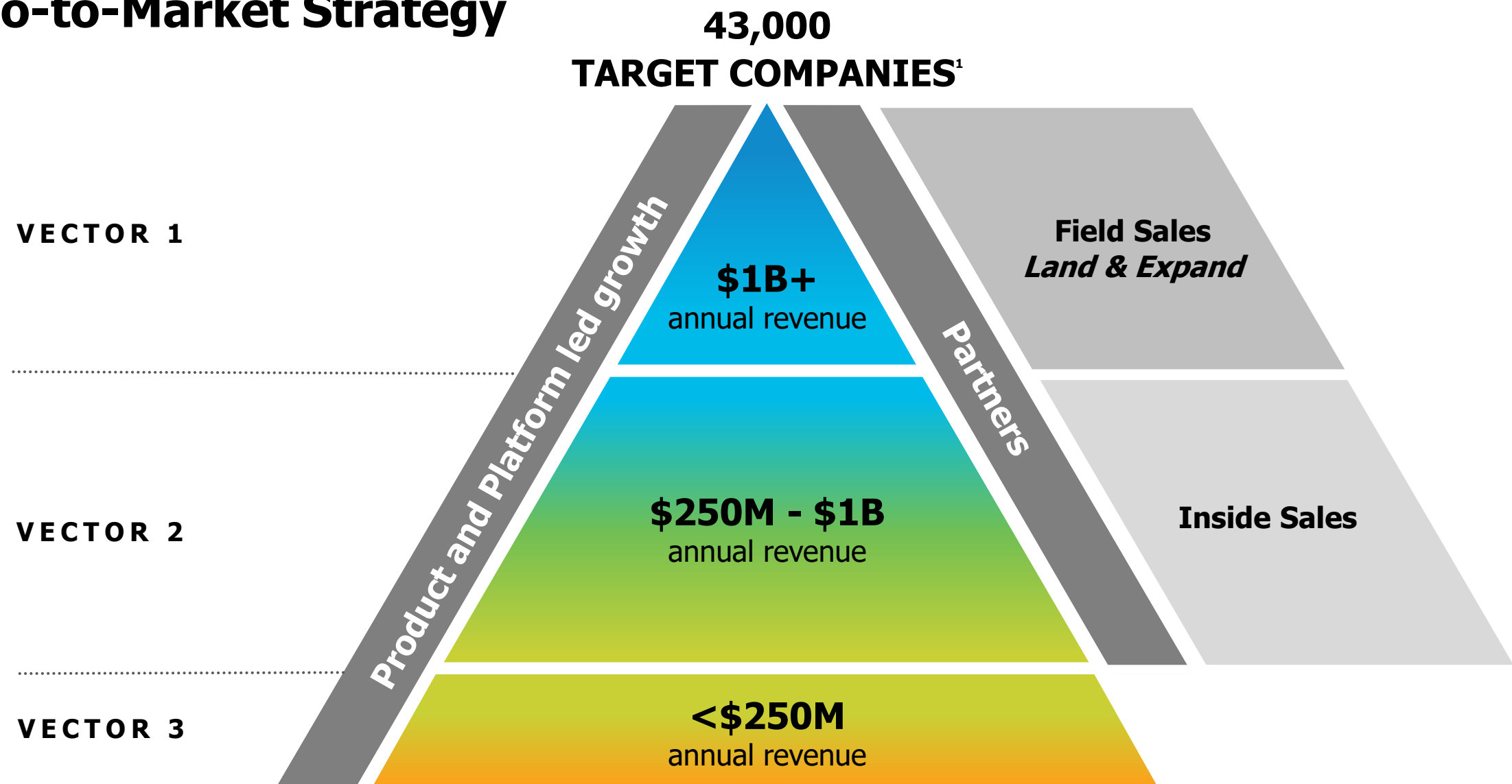
Gartner, Inc
Voice of the
Customer Magic
Quadrant



Growth Flywheel: Powered by Architecture, AI and Customer Obsession



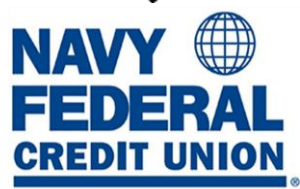
Go-to-Market Strategy



¹ Companies based on Sprinklr estimates and industry research



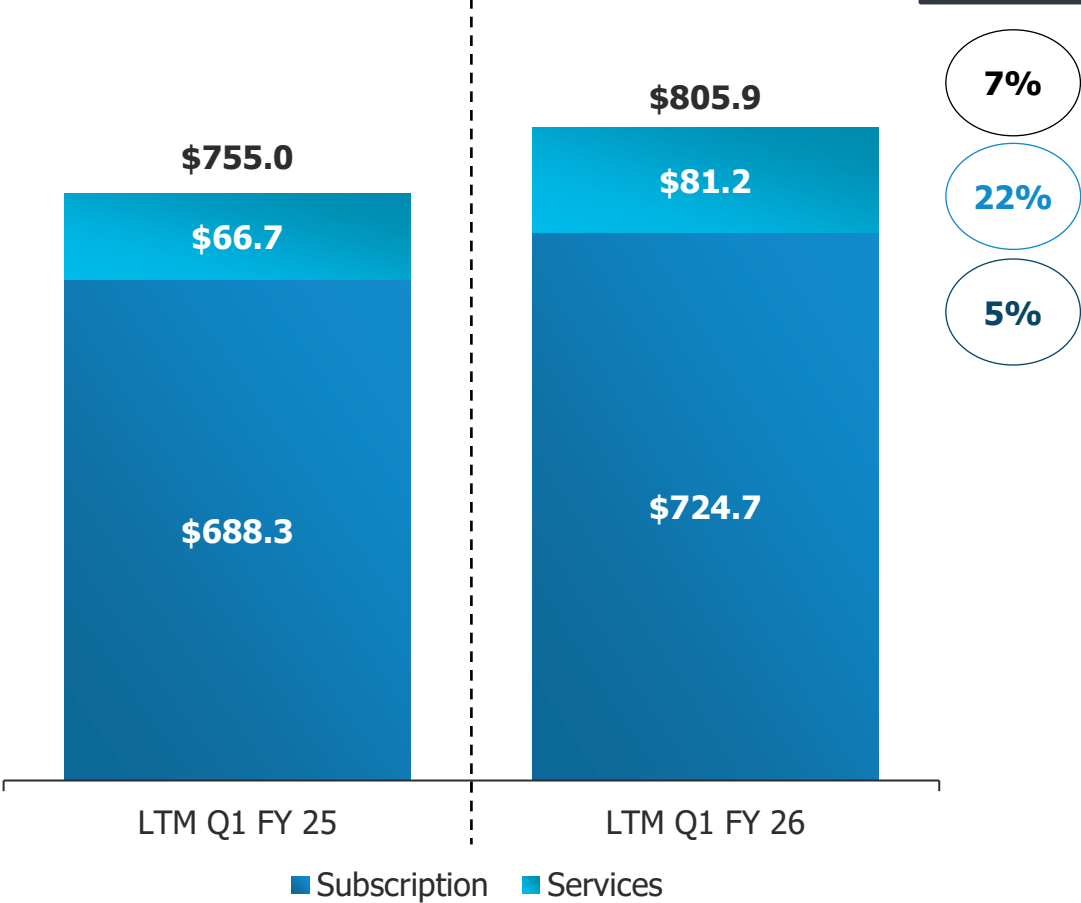
Select Q1 FY 26 Customer Wins



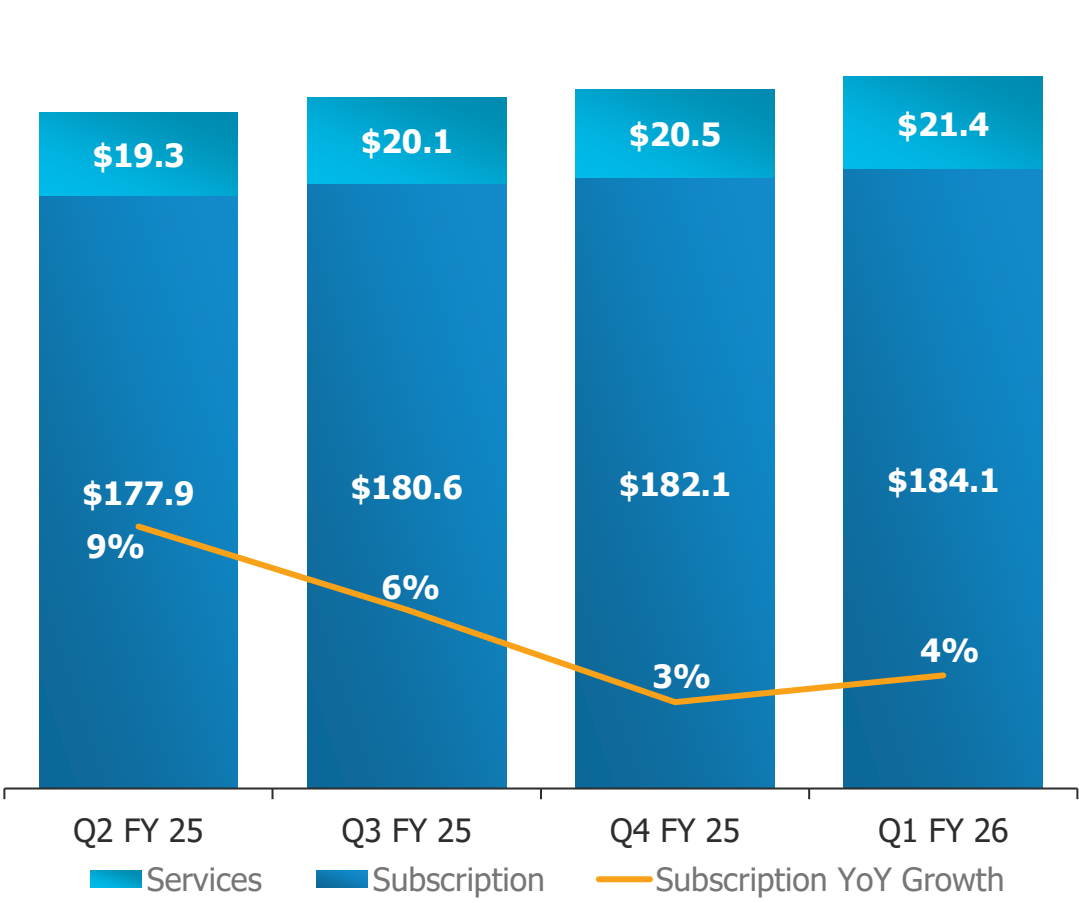
Revenue at Scale

Revenue (\$M)

YoY Growth⁽¹⁾



Quarterly Revenue (\$M, %)

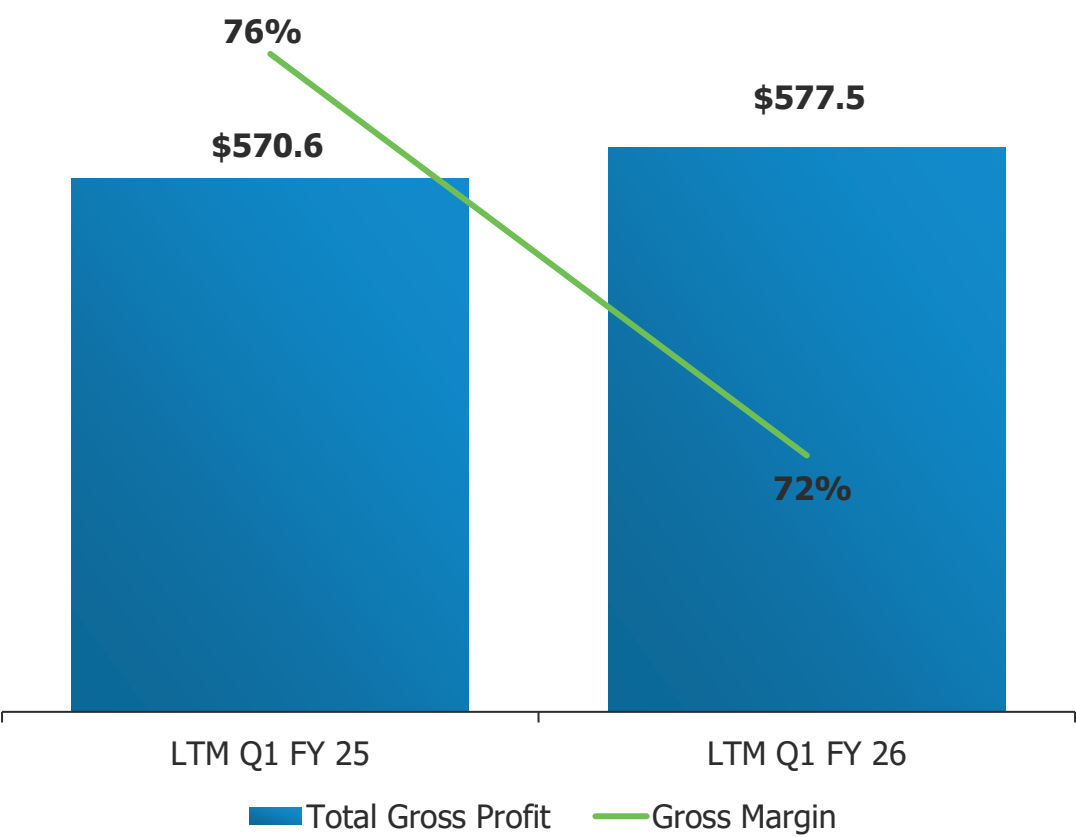


(1) For the trailing twelve months ended April 30, 2025, and April 30, 2024.

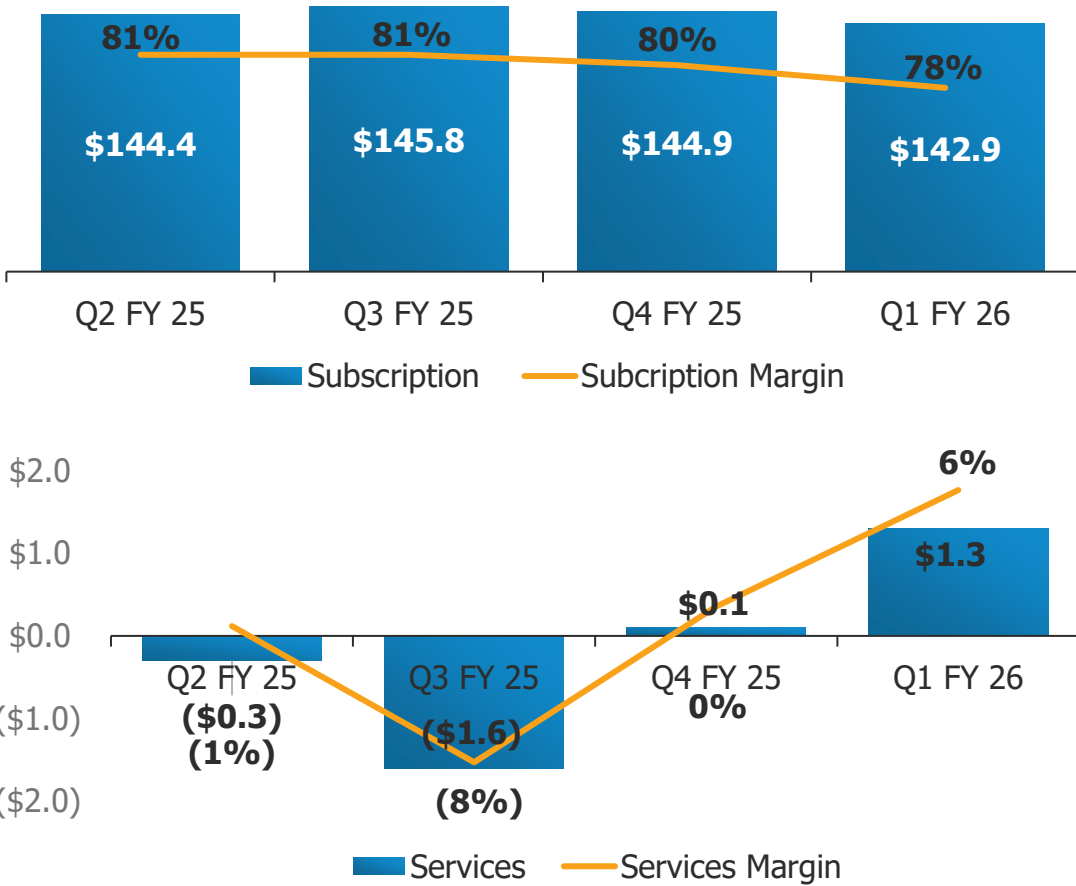


Margin Profile

Total Gross Profit & Margins⁽¹⁾ (\$M, %)



Quarterly Gross Profit & Margins (\$M, %)

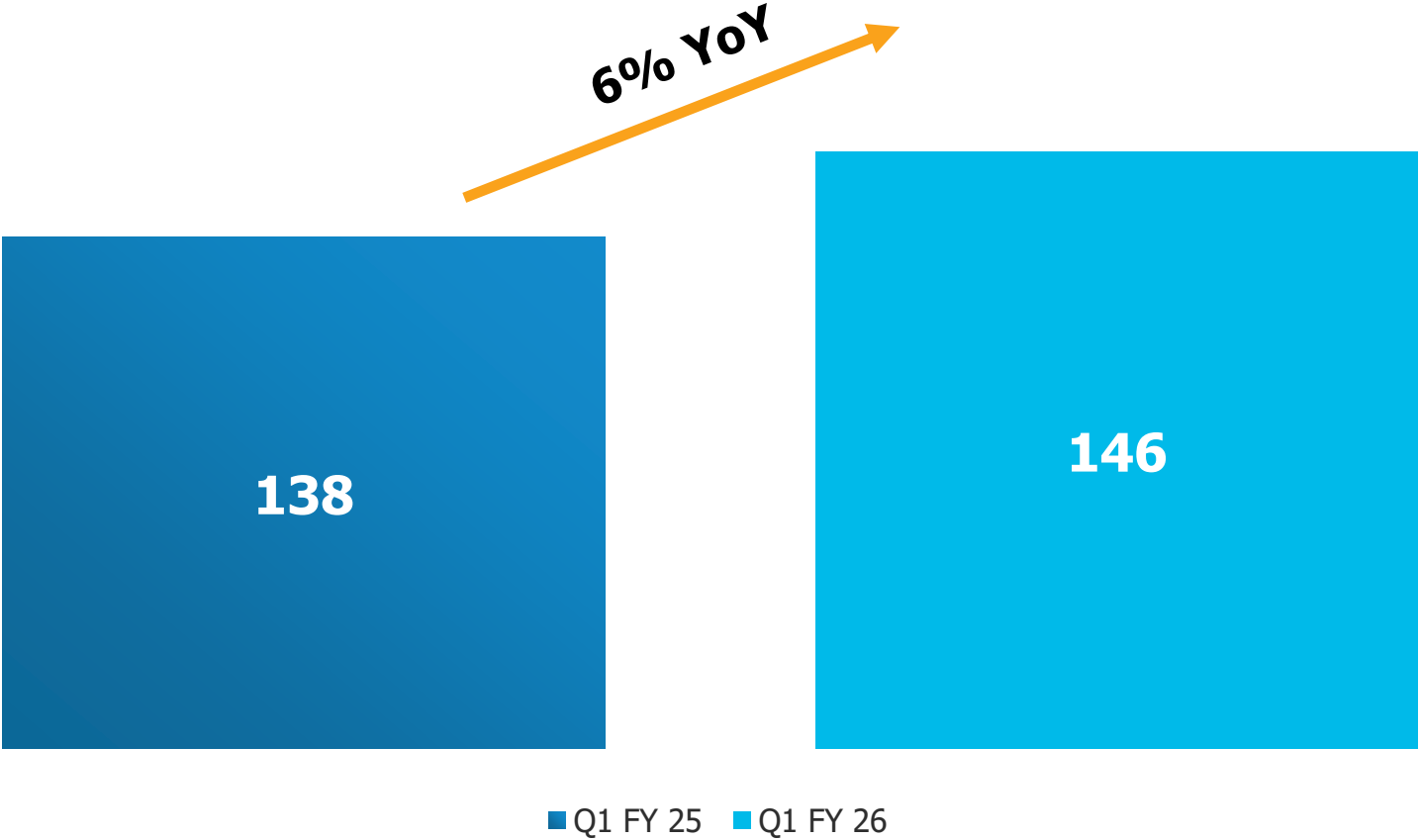


Note: Figures represented here are non-GAAP financial measures. Please reference the supplementary materials for reconciliation of GAAP to Non-GAAP financial measures.
(1) Includes employer payroll tax related to stock-based compensation expense for the LTM ended April 30, 2025, and April 30, 2024.



Large Customer Count

\$1M Customers
(#)

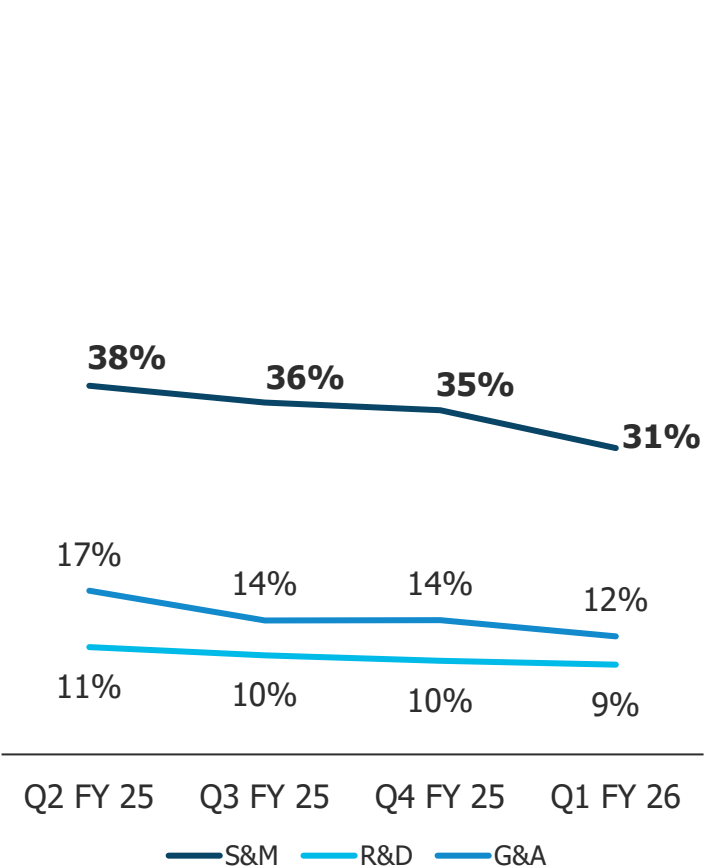


Note: The customer counts based on active customers for the respective periods. \$1M+ customer count includes customers with trailing 12-month subscription revenue greater than or equal to \$1 million.

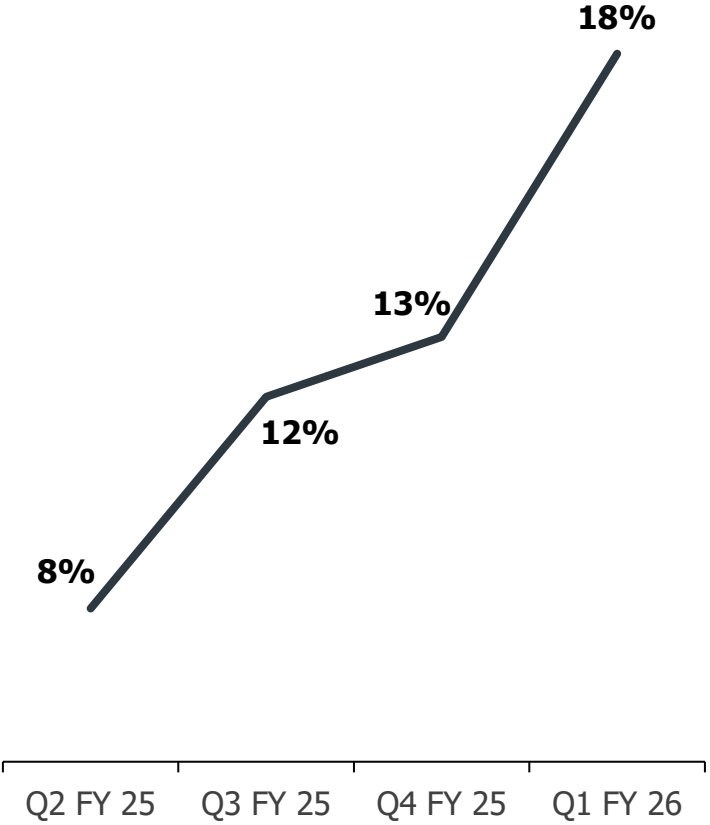


Margin Profile / Strong Balance Sheet

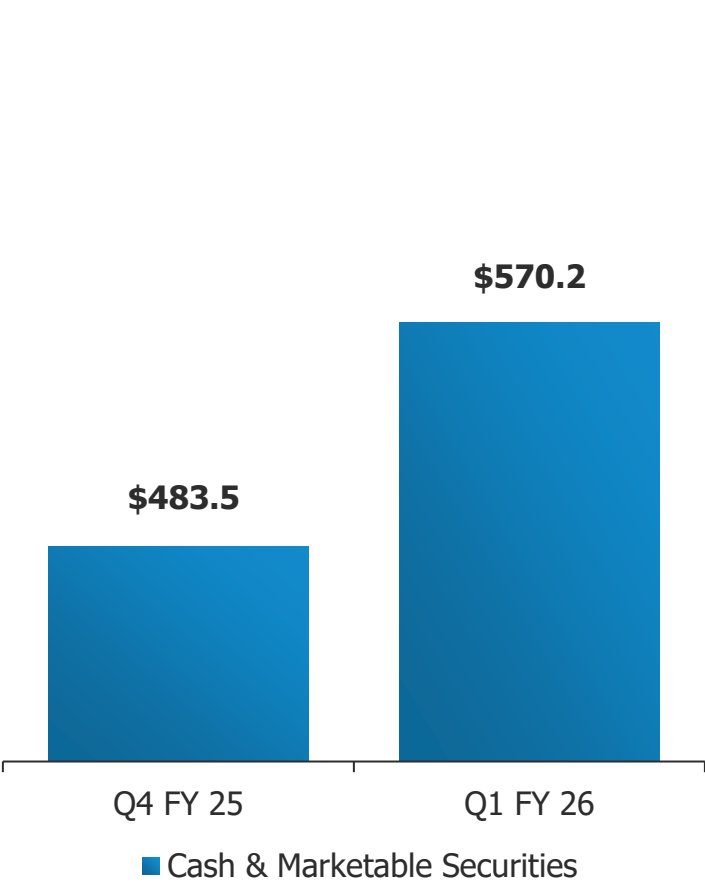
Operating Expenses
(% of Revenue)



Operating Margin⁽¹⁾
(% of Revenue)



Cash & Marketable Securities
(\$M)



Note: Figures represented here are non-GAAP financial measures.
1) Includes \$1.1 million of employer payroll tax related to stock-based compensation expense and restructuring charges for the three months ended April 30, 2025.



Guidance Summary

Q2 FY 2026	Guidance	Increase YoY at Midpoint
Subscription Revenue	\$184.0 - \$185.0M	4%
Total Revenue	\$205.0 - \$206.0M	4%
Non-GAAP Operating Income	\$33.5M - \$34.5M	N/M%
Non-GAAP Net Income per diluted share	~\$0.10	67%

Full-Year Fiscal 2026	Guidance	Increase YoY at Midpoint
Subscription Revenue	\$741.0M - \$743.0M	3%
Total Revenue	\$825.0M - \$827.0M	4%
Non-GAAP Operating Income	\$129.0M - \$131.0M	53%
Non-GAAP Net Income per diluted share	\$0.39 - \$0.40	13%

Note: Non-GAAP net income per share assumes 270 million diluted weighted average shares outstanding for Q2 FY2026 and 277 million diluted weighted average shares outstanding for the full year FY2026.



Appendix



GAAP to Non-GAAP Reconciliation – Gross Profit/Margin

(\$K)	Last Twelve Months Ended April 30, 2025	Last Twelve Months Ended April 30, 2024
Revenue:		
Subscription Revenue	\$724,687	\$688,240
Professional Services Revenue	81,249	66,716
Total Revenue	805,936	754,956
Non-GAAP Gross profit:		
Gross profit	572,352	566,366
Stock-based compensation expense and related charges	2,814	2,517
Amortization of stock-based compensation expense – capitalized internal-use software	2,373	1,692
Non-GAAP gross profit	\$577,539	\$570,575
<i>Non-GAAP gross margin</i>	<i>72%</i>	<i>76%</i>



GAAP to Non-GAAP Reconciliation – Gross Profit/Margin

(\$K)	Three Months Ended April 30, 2025	Three Months Ended January 31, 2025	Three Months Ended October 31, 2024	Three Months Ended July 31, 2024
Subscription Revenue	\$184,127	\$182,067	\$180,634	\$177,859
Non-GAAP subscription gross profit:				
Subscription gross profit	141,941	143,936	144,911	143,553
Stock-based compensation expense and related charges	265	378	336	327
Amortization of stock-based compensation expense – capitalized internal-use software	649	603	582	539
Non-GAAP Subscription gross profit	\$142,855	\$144,917	\$145,829	\$144,419
<i>Non-GAAP Subscription gross margin</i>	<i>78%</i>	<i>80%</i>	<i>81%</i>	<i>81%</i>



GAAP to Non-GAAP Reconciliation – Gross Profit/Margin

(\$K)	Three Months Ended April 30, 2025	Three Months Ended January 31, 2025	Three Months Ended October 31, 2024	Three Months Ended July 31, 2024
Professional Services Revenue	\$21,373	\$20,472	\$20,055	\$19,349
Non-GAAP services gross profit:				
Services gross profit (loss)	928	(213)	(2,043)	(661)
Stock-based compensation expense and related charges	405	308	405	390
Non-GAAP Professional Services gross profit (loss)	\$1,333	\$95	(\$1,638)	(\$271)
<i>Non-GAAP Professional Services gross margin</i>	<i>6%</i>	<i>0%</i>	<i>(8%)</i>	<i>(1%)</i>



GAAP to Non-GAAP Reconciliation – Operating Margin

(\$K)	Three Months Ended April 30, 2025	Three Months Ended January 31, 2025	Three Months Ended October 31, 2024	Three Months Ended July 31, 2024
Revenue	\$205,500	\$202,539	\$200,689	\$197,208
Non-GAAP operating margin:				
Operating income (loss)	(1,755)	10,459	7,889	(87)
Stock-based compensation expense and related charges	20,764	15,420	15,376	15,243
Amortization of acquired intangible assets	0	0	18	50
Amortization of stock-based compensation expense – capitalized internal-use software	649	603	582	539
Non-recurring litigation costs	769	0	0	0
Restructuring costs	16,313	0	0	0
Non-GAAP operating income	\$36,740	\$26,482	\$23,865	\$15,745
<i>Non-GAAP operating margin</i>	<i>18%</i>	<i>13%</i>	<i>12%</i>	<i>8%</i>
Quarterly Provision for Credit Loss Adj.	1,972	(852)	1,310	10,065
Adjusted Non-GAAP operating income	\$38,712	\$25,630	\$25,175	\$25,810
<i>Adjusted Non-GAAP operating margin</i>	<i>19%</i>	<i>13%</i>	<i>13%</i>	<i>13%</i>



GAAP to Non-GAAP Reconciliation – Research & Development

(\$K)	Three Months Ended April 30, 2025	Three Months Ended January 31, 2025	Three Months Ended October 31, 2024	Three Months Ended July 31, 2024
Revenue	\$205,500	\$202,539	\$200,689	\$197,208
R&D Operating Expense as % of Revenue:				
Research & Development Expense	22,811	22,558	23,280	23,622
Less: Stock-based compensation expense and related charges	3,916	3,100	2,901	2,834
Non-GAAP R&D expense	\$18,895	\$19,458	\$20,379	\$20,788
Non-GAAP R&D Operating Expense as % of Revenue	9%	10%	10%	11%



GAAP to Non-GAAP Reconciliation – Sales & Marketing

(\$K)	Three Months Ended April 30, 2025	Three Months Ended January 31, 2025	Three Months Ended October 31, 2024	Three Months Ended July 31, 2024
Revenue	\$205,500	\$202,539	\$200,689	\$197,208
S&M Operating Expense as % of Revenue:				
Sales & Marketing Expense	71,071	76,101	77,576	80,497
Less: Stock-based compensation expense and related charges	6,459	4,886	5,168	5,922
Less: Amortization of acquired intangible assets	0	0	18	50
Non-GAAP S&M expense	\$64,612	\$71,215	\$72,390	\$74,525
S&M Operating Expense as % of Revenue	31%	35%	36%	38%



GAAP to Non-GAAP Reconciliation – General & Admin.

(\$K)	Three Months Ended April 30, 2025	Three Months Ended January 31, 2025	Three Months Ended October 31, 2024	Three Months Ended July 31, 2024
Revenue	\$205,500	\$202,539	\$200,689	\$197,208
G&A Operating Expense as % of Revenue:				
General & Administrative Expense	34,429	34,605	34,123	38,860
Less: Stock-based compensation expense and related charges	9,719	6,748	6,565	5,770
Less: Non-recurring litigation costs	769	0	0	0
Non-GAAP G&A expense	\$23,941	\$27,857	\$27,558	\$33,090
Non-GAAP G&A Operating Expense as % of Revenue	12%	14%	14%	17%



TTM Revenue and Calculated Billings Summary

(\$K)	Q2 FY 25 A	Q3 FY 25 A	Q4 FY 25 A	Q1 FY 26 A	TTM
Total Revenue ¹	\$197,208	\$200,689	\$202,539	\$205,500	\$805,936
% of Total ¹	24%	25%	25%	25%	100%
Calculated Billings ^{1,2}	\$192,779	\$147,925	\$298,552	\$204,309	\$843,565
% of Total ¹	23%	18%	35%	24%	100%

¹ Numbers may not foot due to rounding.
² Calculated Billings defined as Total Revenue for the quarter plus the sequential change in Total Deferred Revenue



RPO and cRPO Summary

(\$M)	Q2 FY 25 A	Q3 FY 25 A	Q4 FY 25 A	Q1 FY 26 A
Total RPO	\$887.1	\$906.3	\$987.7	\$943.2
cRPO	\$557.8	\$545.6	\$612.5	\$596.8



Thank You

