The **unified** platform for all **customer-facing functions**

September 14, 2021

Safe Harbor Statement

This presentation may include statements which 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 fiscal quarter and full year fiscal 2022, 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. These assumptions, uncertainties and risks include that, among others, our rapid growth may be not 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 new and 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 new and 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 which 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; our business and results of operations may be materially adversely affected by the recent COVID-19 outbreak or other similar outbreaks; 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; our ability to successfully defend litigation brought against us; and our ability to comply with modified or new laws and regulations applying to our business. Further information on risks that could cause actual results to differ materially from our guidance can be found in the final prospectus for our initial public offering, dated June 22, 2021 and filed with the Securities and Exchange Commission on June 24, 2021, and in our Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2021 filed with the Securities and Exchange Commission on September 10, 2021. 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 gross margin, non-GAAP operating income (loss) and operating margin, non-GAAP net income (loss), and free cash flow. We define these non-GAAP financial measures as the respective GAAP measures, excluding stock-based compensation expense-related charges and amortization of acquired intangible assets. Non-GAAP financial measures are financial measures that are derived from the consolidated financial statements, but that are not presented in accordance with GAAP. We believe 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 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 GAAP financial measures. We encourage investors to consider our GAAP results alongside our supplemental non-GAAP measures, and to review the reconciliation between GAAP results and non-GAAP measures that is included at the end of this presentation.

Sprinklr provides a **unified** platform

for all **customer-facing functions** across **30+ channels**

purpose-built for the **Enterprise**

We call it **Unified-CXM**

Sprinklr at a glance

27% **YoY Growth** **Q2 Total Revenue**	**$457M** **Total RPO**[2]	**79%** **Subscription Margin**[3]	**$60Bn** **TAM**[4]
1,062 **Customers**	**$353k** **ASP**[5]	**74** **$1M+ Revenue Customers**	**114%** **Net $ Expansion**[6]

Notes:
1. All financial and customer metrics above are as of or for the quarter ended July 31, 2021
2. 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
3. 79% subscription margin calculated as subscription revenue less non-GAAP subscription cost of revenue divided by subscription revenue for the quarter ended July 31, 2021
4. Total addressable market calculated by multiplying our Average Selling Price (ASP) by the number of companies with $100M or more in revenue per independent data from S&P Global Market Intelligence. Data as of March 24, 2021
5. Average Selling Price (ASP) calculated as subscription revenue for the trailing 12-month period ending July 31, 2021 divided by total customer count for the quarter ended July 31, 2021
6. 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

The Unified-CXM Platform built for the enterprise

Modern Research
CHIEF PRODUCT OFFICER

Modern Care
CHIEF OPERATING OFFICER

Modern Marketing & Advertising
CHIEF MARKETING OFFICER

Modern Sales & Engagement
CHIEF REVENUE OFFICER

CHIEF INFORMATION OFFICER

Functional Unification Backplane
Governance, Listening, AI, Automation, Workflow, Analytics, Security, Privacy, Compliance

Sprinklr AI

Experience Data Unification

CXM Universal Data Model

Ingests 30+ Channels

Can Onboard a New Channel in < 2 Weeks

APIs

Integrates Seamlessly With Existing CX Stacks

CRM Systems
eCommerce Systems
Survey CFMs
Website / Email Systems

Real-Time, No-Code Reconfiguration

How we help large enterprises

Measure and continuously improve

BE PRESENT

Listen to the universe of available data

SOCIAL

MESSAGING

CHAT **1ST PARTY**

APPS,BLOGS, WEBSITES, ETC.

UNDERSTAND INTENT

Understand intent using advanced language processing, text analytics & AI

TAKE ACTION

Get actionable insights to the front office

Allow them to intelligently work TOGETHER

To make customers happier

MODERN RESEARCH

- Customers
- Products
- Brands
- Competitors
- Locations
- Employees

MODERN CARE

MODERN MARKETING & ADVERTISING

MODERN SALES & ENGAGEMENT

GOVERNANCE · AUTOMATION · WORKFLOW · INTEGRATION

CUSTOMER FIRST

Actionable Research

Proactive Care

Personalized Marketing & Advertising

Modern Sales & Engagement

Sprinklr is a No-Compromise decision

Q2-2019

The Forrester Wave™: **Content Marketing Platforms, For B2C Marketers**

ONLY LEADER

Q4-2019

ONLY LEADER

The Forrester Wave™: **Social Suites**

Q1-2020

Gartner, Inc: **Magic Quadrant for Content Marketing Platforms**

LEADER

Q4-2020

LEADER

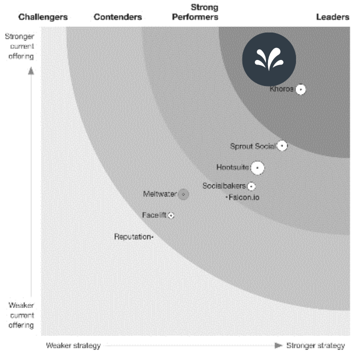
The Forrester Wave™: **Social Listening Platforms**

Q1-2021

The Forrester Wave™: **Sales Social Engagement**

LEADER

Q3-2021



LEADER

The Forrester Wave™: **Social Suites**

Proven and effective Go-to-Market strategy

Direct Selling Model

GLOBAL STRATEGIC ACCOUNTS	LARGE ENTERPRISE ACCOUNTS	ENTERPRISE ACCOUNTS	VERTICAL
Fortune 100 global companies and **$1M+** customers	**$1B+** in revenue	**$100M – $1B** in revenue	**Public Sector**

Partner Ecosystem

GLOBAL SYSTEMS INTEGRATORS

accenture Deloitte.

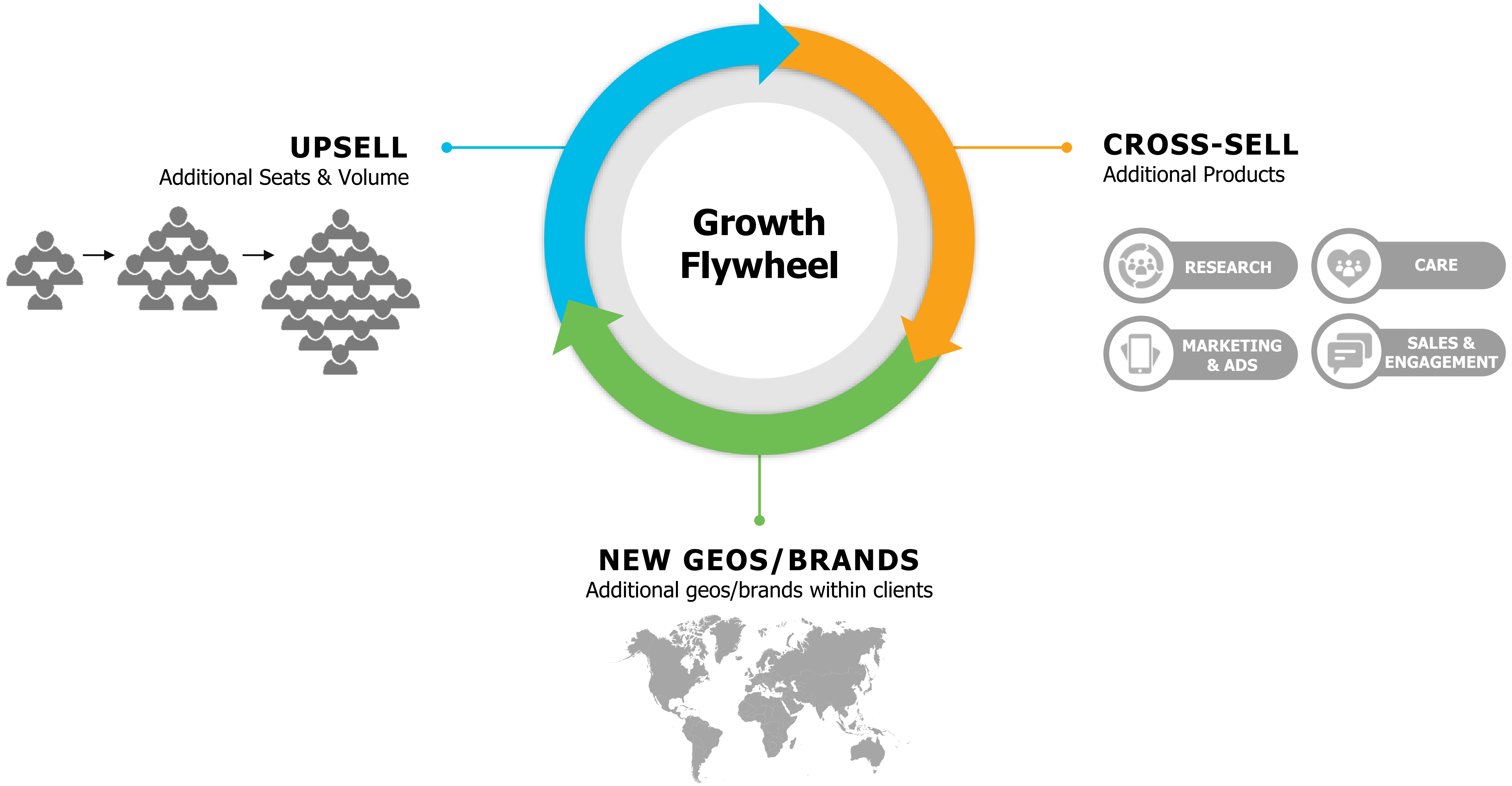
TECHNOLOGY

aws, Google Cloud, Microsoft, Adobe, SAP, FACEBOOK

AGENCIES

PUBLICIS GROUPE, HAVAS, dentsu

Our Land & Expand model fuels sustainable growth

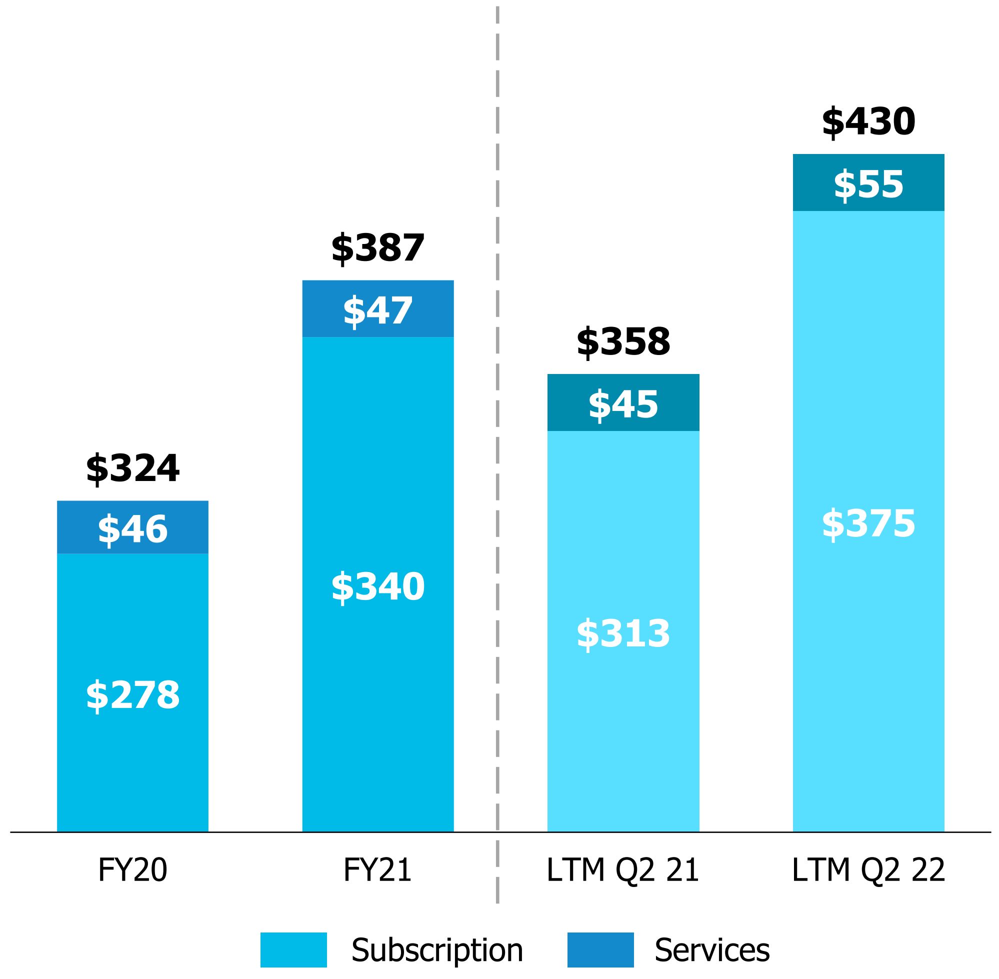


Q2 customer wins & expansions

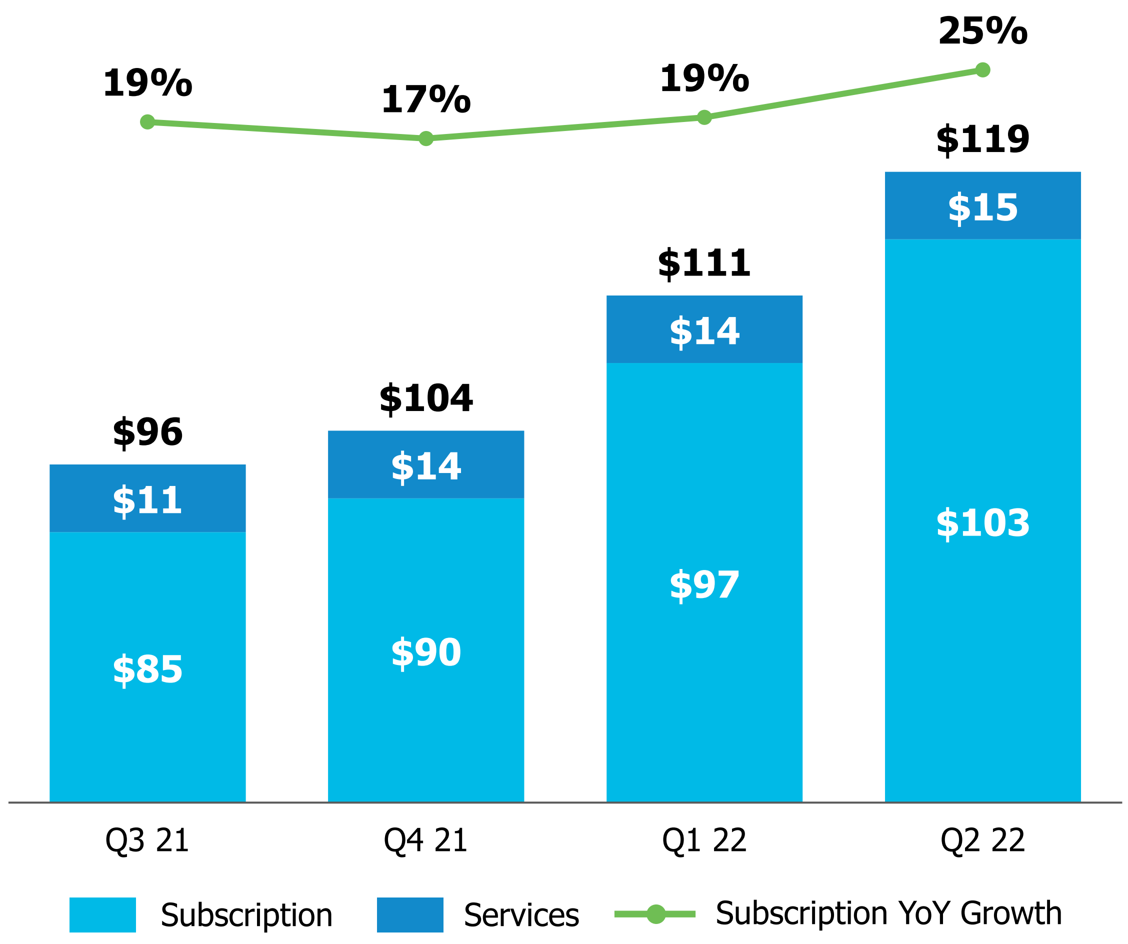
NETFLIX
SAMSUNG
Robinhood
DIAGEO
Allianz
SONOS
TikTok
Microsoft
SimpliSafe
tinder
BlockFi
Milwaukee
Heathrow
SIEMENS
MONCLER GROUP
HAVAS GROUP
Neiman Marcus Group
GRAYSCALE

Accelerating revenue at scale

Annual Revenue
($M, %)



Quarterly Revenue
($M, %)

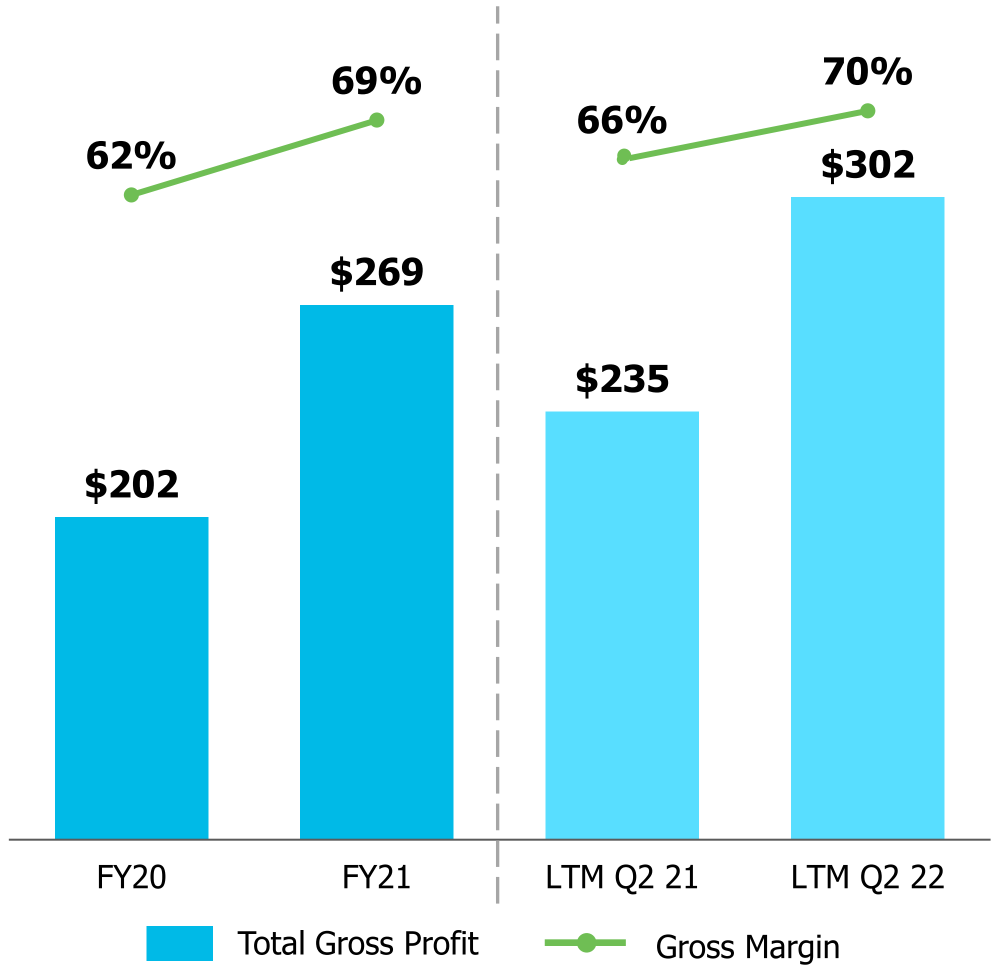


Attractive margin profile

Non-GAAP

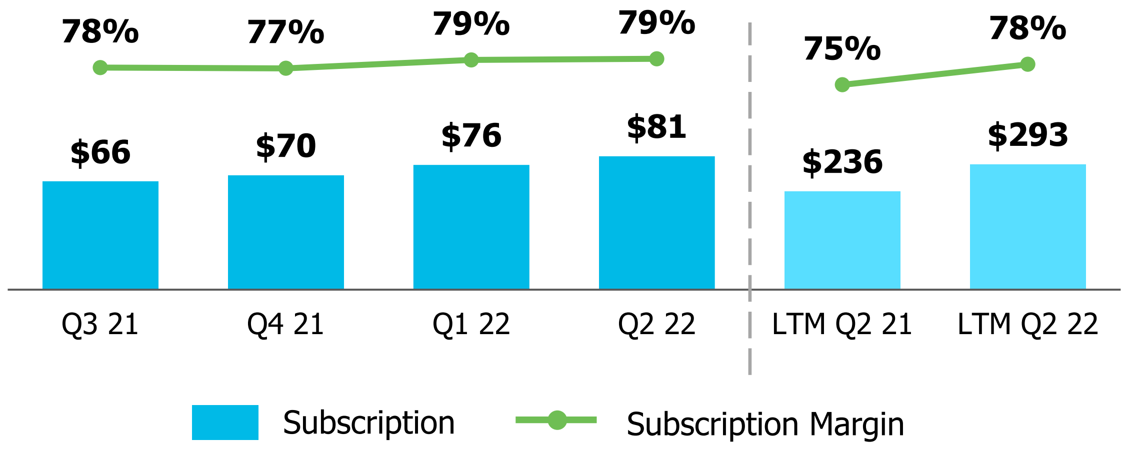
Total Gross Profit & Margins

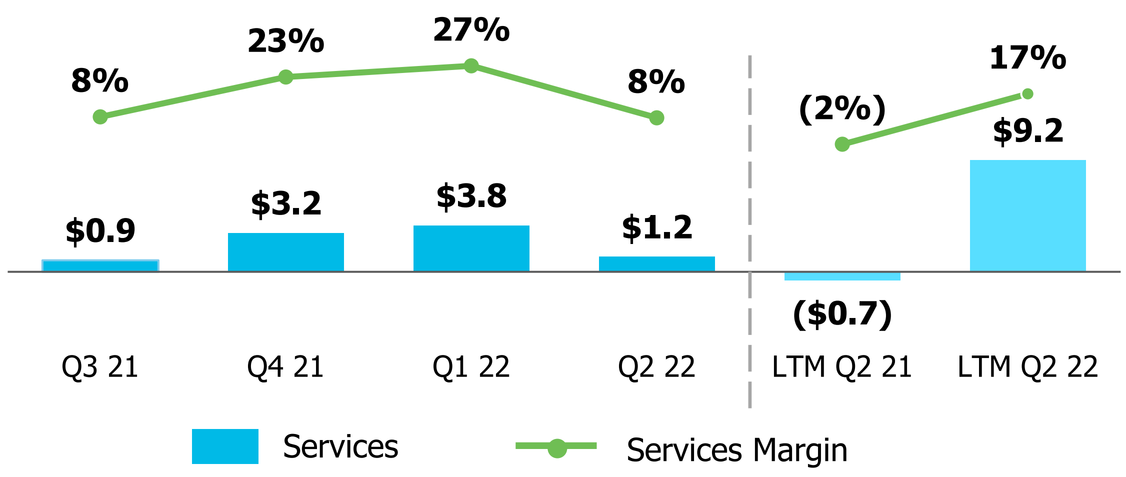
($M, %)



Quarterly Gross Profit & Margins

($M, %)

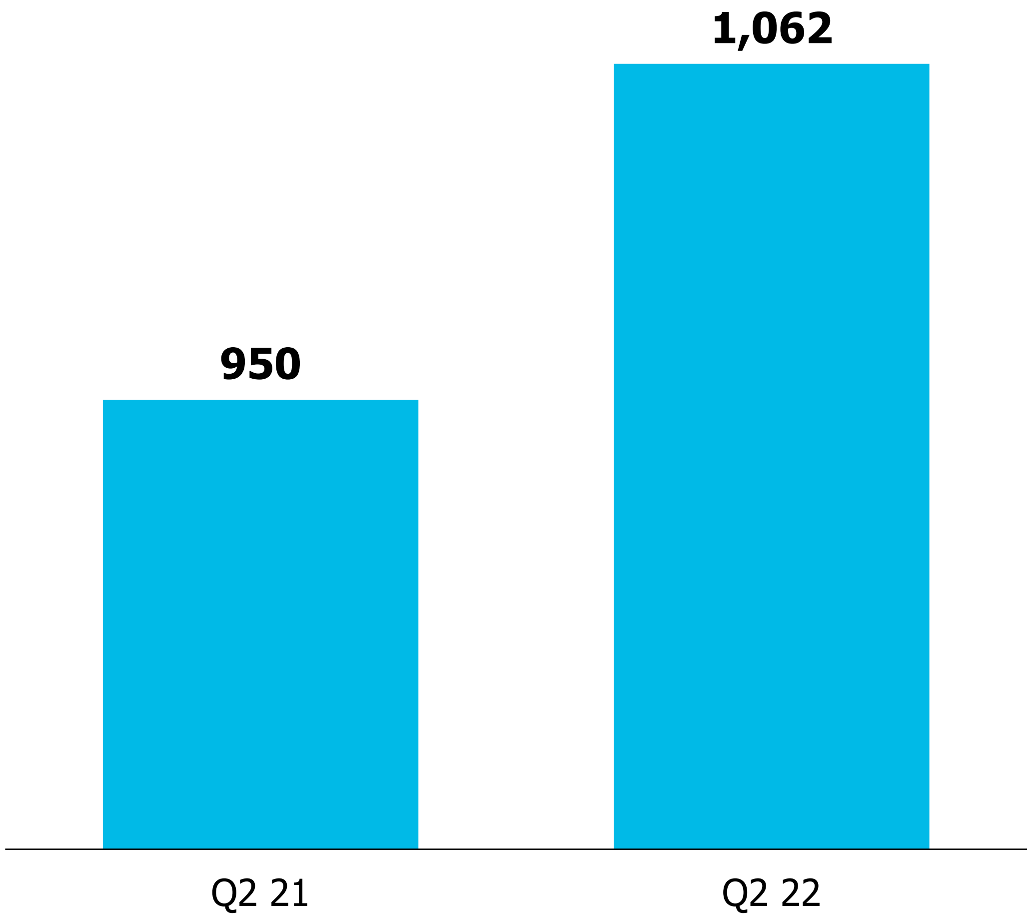




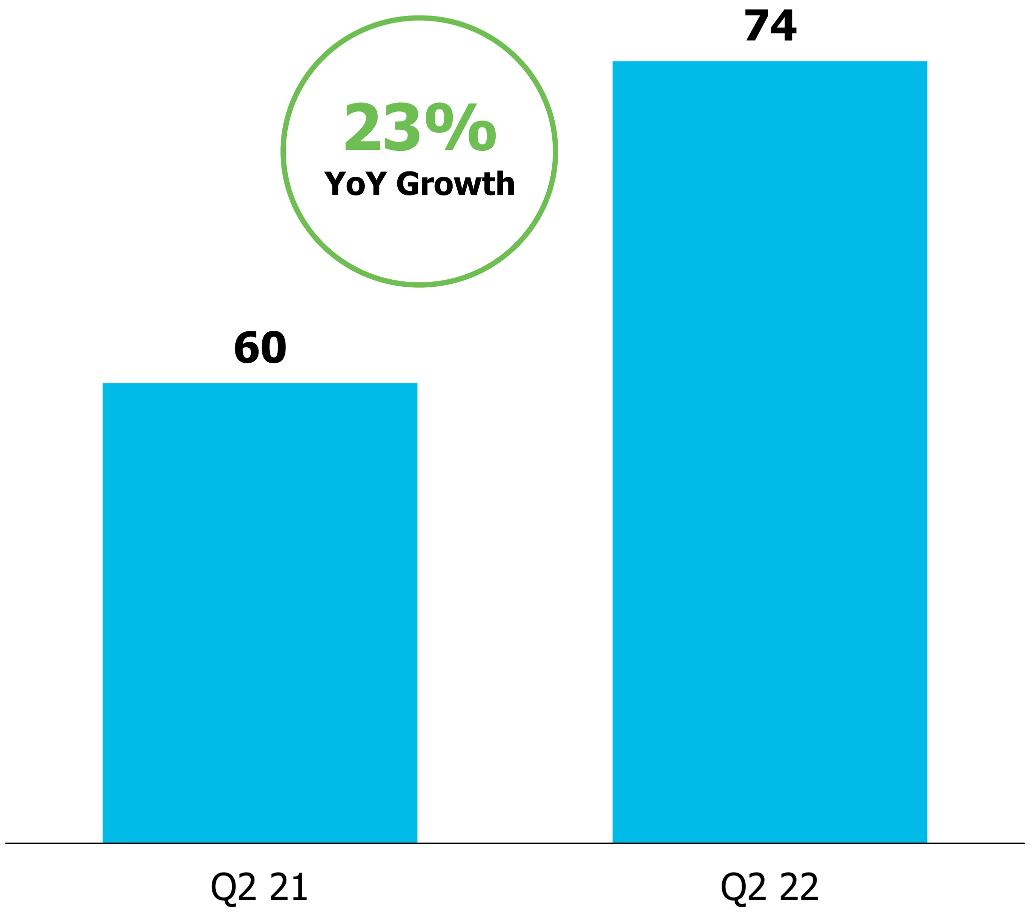
Note: Figures represented here are non-GAAP financial measures. Please reference the supplementary materials for reconciliation of GAAP to Non-GAAP financial measures

Large customer momentum

Total
(#)

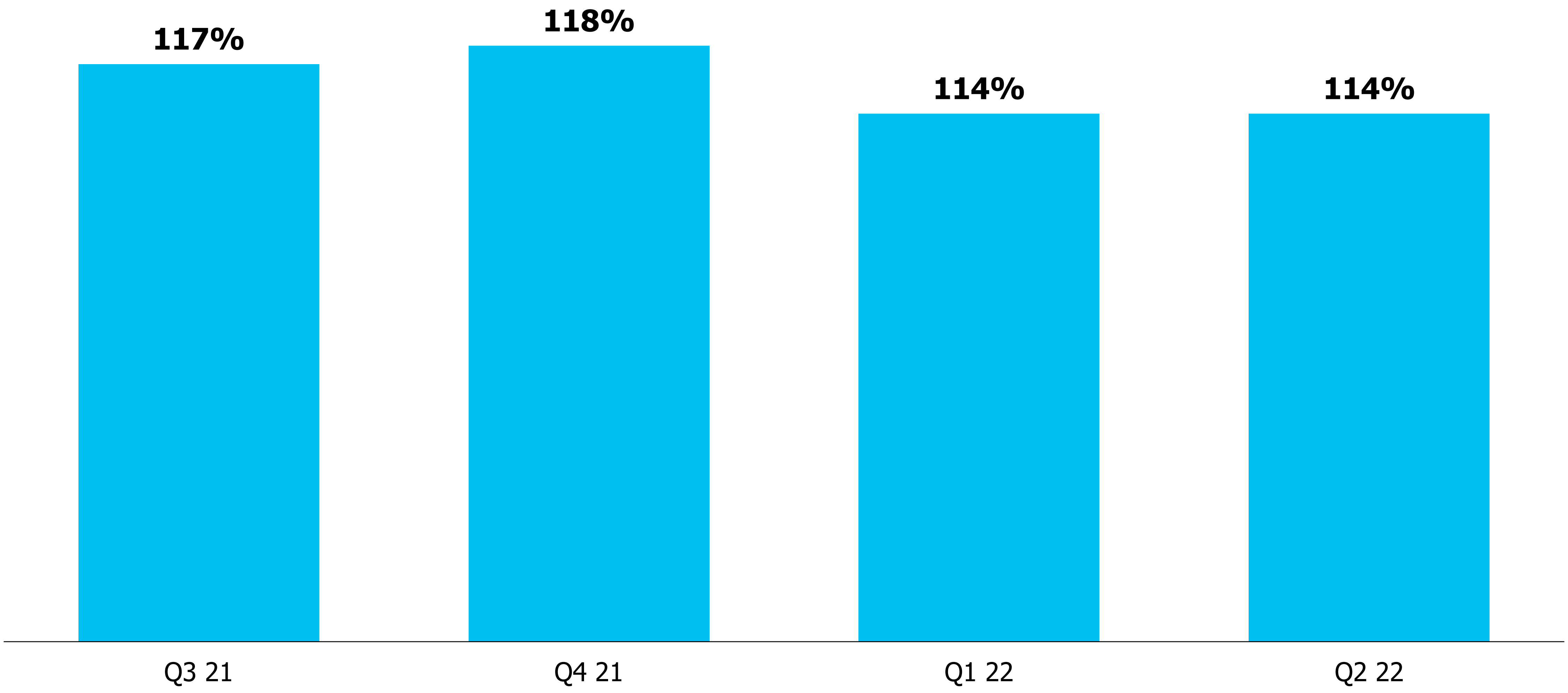


$1M Customers
(#)



Note: Customer count based on active customers for the respective period. $1M+ customer count includes customers with trailing 12-month subscription revenue greater than $1 million.

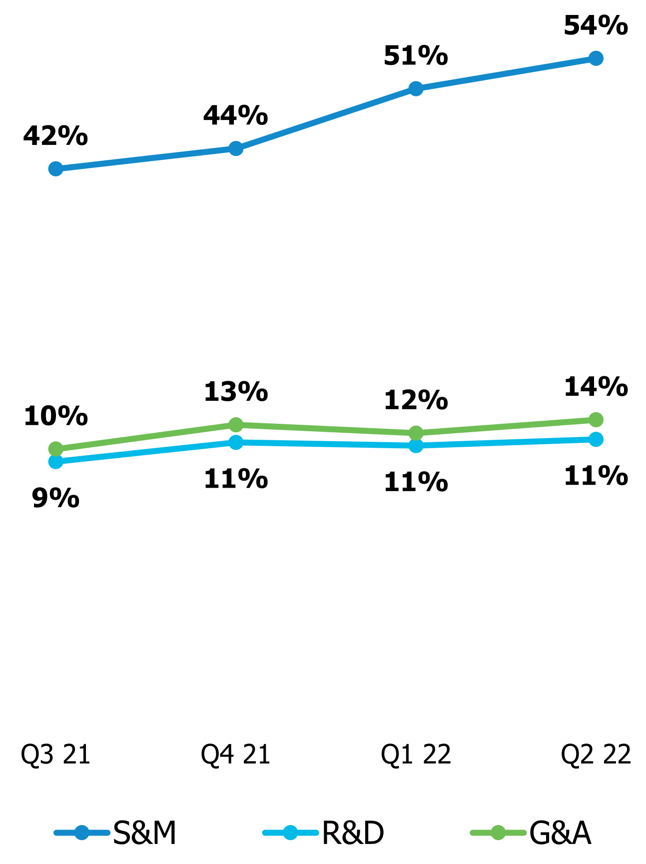
Net Dollar Expansion



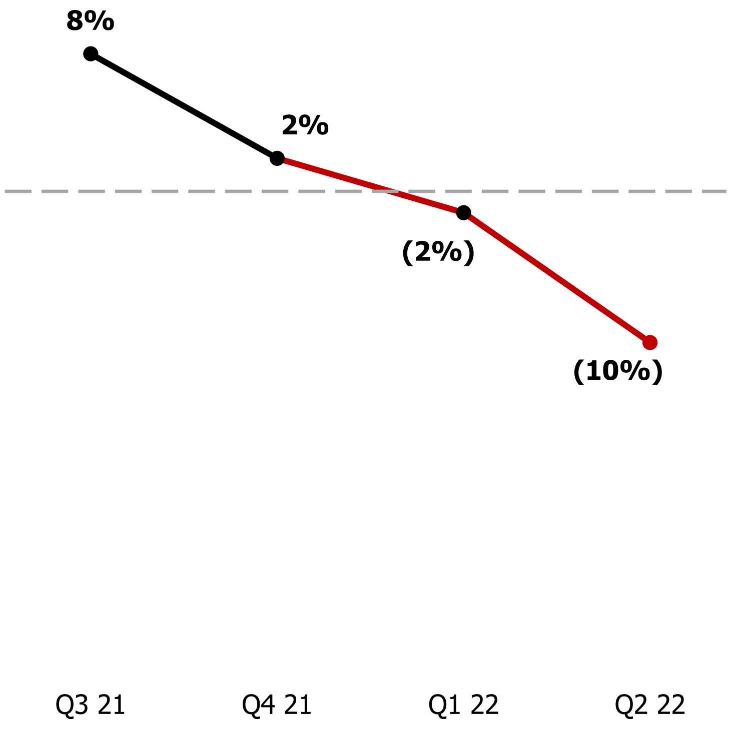
Investing for growth with a strong cash position

Non-GAAP

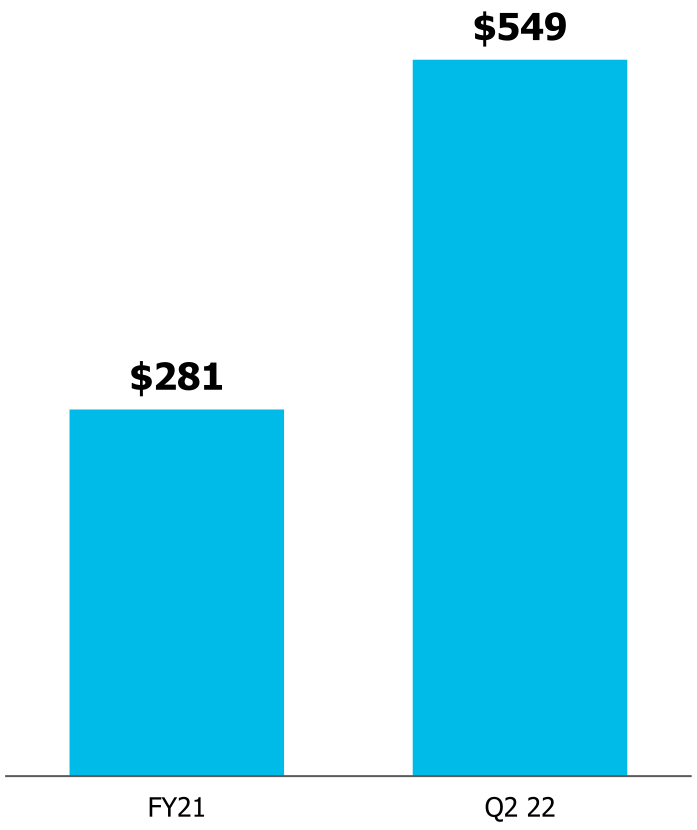
Operating Expenses
(% of Revenue)



Operating Margin
(% of Revenue)



Cash & Short-Term Investments
($M)



Note: Figures represented here are non-GAAP financial measures. Please reference the supplementary materials for reconciliation of GAAP to Non-GAAP financial measures

Guidance Summary

Q3 FY2022	Guidance	Increase YoY at Midpoint
Subscription Revenue	$104M - $106M	23%
Total Revenue	$117M - $119M	22%
Non-GAAP Operating Margin	($24M) – ($26M)	N/M
Total Revenue	($0.09) - ($0.10)	N/M

Full-Year Fiscal 2022	Guidance	Increase YoY at Midpoint
Subscription Revenue	$413M - $418M	22%
Total Revenue	$470M - $475M	22%
Non-GAAP Operating Margin	($62M) – ($66M)	N/M
Total Revenue	($0.36) - ($0.38)	N/M

Appendix

GAAP to Non-GAAP Reconciliation

$ in 000s

	FY20	FY 21	Three Months Ended July 31, 2020	Three Months Ended July 31, 2021
Non-GAAP gross profit:				
Gross profit	$201,118	$264,848	$66,204	$81,354
Stock-based compensation expense-related charges (1)	512	3,670	629	1,292
Total non-GAAP gross profit	**$201,630**	**$268,518**	**$66,833**	**$82,646**
Non-GAAP gross margin	*62%*	*69%*	*71%*	*70%*

Note:
1. Includes employer payroll tax related to stock-based compensation expense

GAAP to Non-GAAP Reconciliation

$ in 000s

	FY20	FY 21	Three Months Ended July 31, 2020	Three Months Ended July 31, 2021
Adjusted operating income (loss):				
GAAP Loss from operations	($34,895)	($28,791)	$4,853	($29,305)
Stock-based compensation expense-related charges (1)	10,166	45,069	5,845	17,818
Amortization of acquired intangible assets	203	626	156	82
Total adjusted operating income/(loss)	**($24,526)**	**$16,904**	**$10,854**	**($11,405)**
Non-GAAP operating margin	*(8%)*	*4%*	*12%*	*(10%)*

Note:
1. Includes employer payroll tax related to stock-based compensation expense

GAAP to Non-GAAP Reconciliation

$ in 000s

	FY20	FY 21	Three Months Ended July 31, 2020	Three Months Ended July 31, 2021
Non-GAAP net loss:				
Net loss attributable to Sprinklr, Inc.	($39,120)	($41,184)	$3,009	($33,247)
Stock-based compensation expense-related charges (1)	10,166	45,069	5,845	17,818
Amortization of acquired intangible assets	203	626	156	82
Non-GAAP net income (loss)	**($28,751)**	**$4,510**	**$9,010**	**($15,347)**

Note:
1. Includes employer payroll tax related to stock-based compensation expense

Free Cash Flow Reconciliation

$ in 000s

	FY20	FY 21	Three Months Ended July 31, 2020	Three Months Ended July 31, 2021
Free cash flow:				
Net cash provided by (used in) operating activities	$18,966	$7,311	($4,142)	($6,467)
Purchase of property and equipment	(2,633)	(2,701)	(814)	(2,690)
Capitalized internal-use software	(2,533)	(3,783)	(827)	(1,447)
Free cash flow	**$13,800**	**$827**	**($5,783)**	**($10,604)**
Free cash flow margin	*4%*	*0%*	*(6%)*	*(9%)*

Thank you