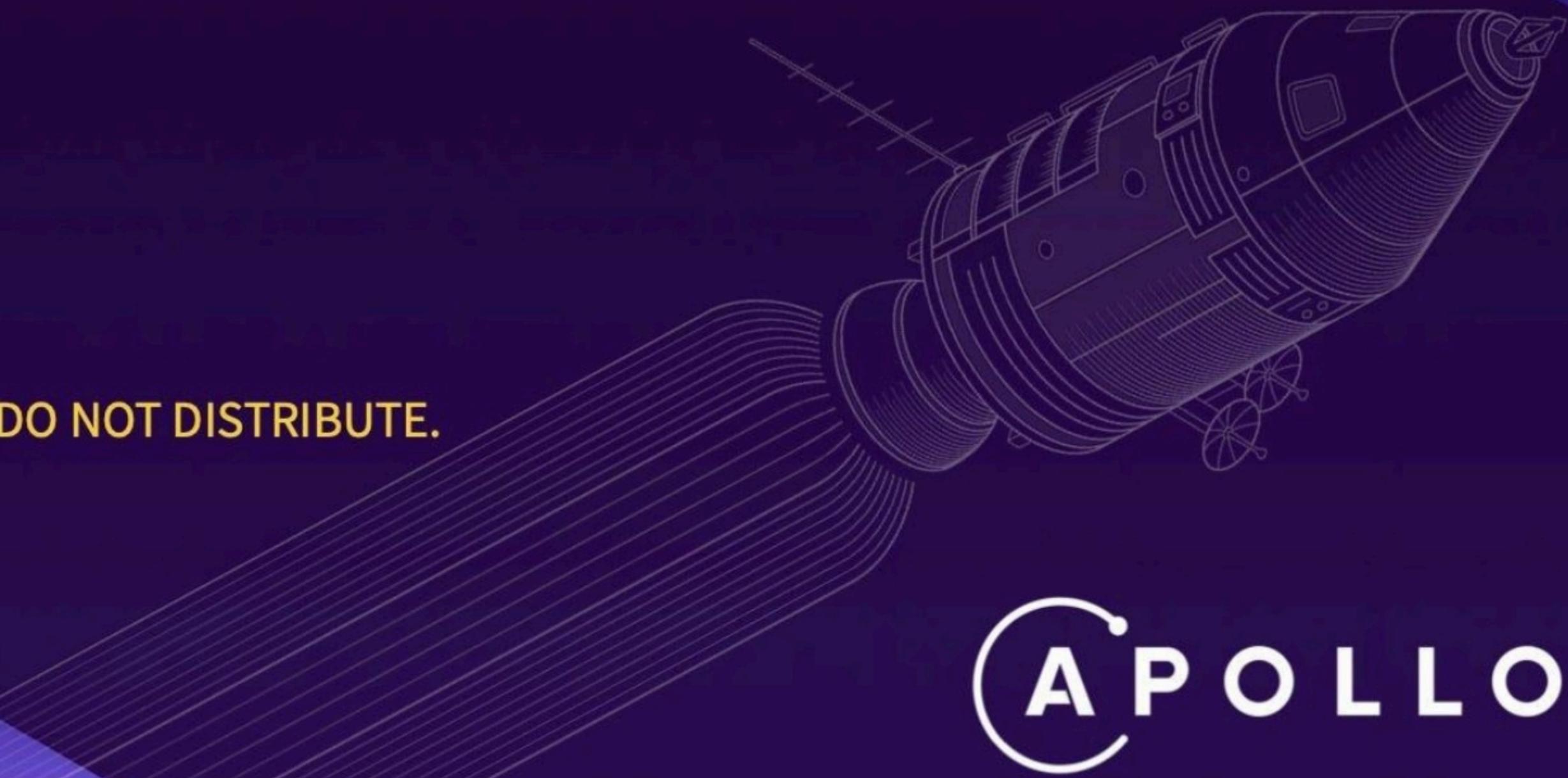


Introducing Apollo

June 2021

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APOLLO

The Exponential Growth of (Apollo) GraphQL



- Estimated 1.5M active developers
- 5 years sustained exponential growth and counting
- 15% attach rate to modern web development (React etc.)

Highlights

UNIQUE OPPORTUNITY

A new layer of the Internet that every enterprise will likely adopt

EFFICIENT OPEN SOURCE BUSINESS MODEL

Bottom-up developer marketing meets top-down enterprise value sale—resulting in larger deals at lower costs

TEAM

- 2nd time open source company founders from MIT
- Exec team from MongoDB, Cloudflare, Databricks
- Lead investors—Andreessen Horowitz, Matrix

\$XX.XM ARR

Q2 forecast

X.XX Growth on \$X.XM Burn

Core enterprise ARR over last year (20Q1-21Q1)

\$XXXM ARR

Target for EOY 2023 on ~\$XXM total burn

XXX% NRR, XX%+ GRR

Driven by average 4.7X first year usage growth

\$2M/year ramped AE productivity

By reaching the right buyer, we turn bottom-up developer love into a \$XXXk average new logo ARR

LTV:CAC = X-X

We are cash flow positive in year one of a deal due to low CAC, high margins, and high prepay

How We Got Here



Geoff Schmidt
Co-founder & CEO



Matt DeBergalis
Co-founder & CTO

Met at MIT

Friends and collaborators for 20 years

METEOR

Top 10 most-starred GitHub project
Profitable OSS business (65% EBITDA margin)
Limitation: greenfield apps only

2012



GraphQL

2016

Free competing *brownfield* technology from Facebook
We embraced the GraphQL standard and built a new
version of the Meteor data system that could be
incrementally adopted in the enterprise

APOLLO

2019

Complete, incrementally adoptable enterprise data graph
Leveraging 10 years experience building OSS GTMs

Digital is the new differentiator

The outperformers are winning
on **PRODUCT VELOCITY** and
PLATFORM INNOVATION

5X

faster revenue growth

60%

higher shareholder returns

20%

higher operating margins

Source: McKinsey, April 2020

Yet, leaders face **UNPRECEDENTED HEADWINDS**
to deliver this advantage

**Cohesive
Experiences**

Across all devices, all
platforms and all
channels



**Service
complexity**

Cloud native & open
source are accelerating
service creation &
evolution



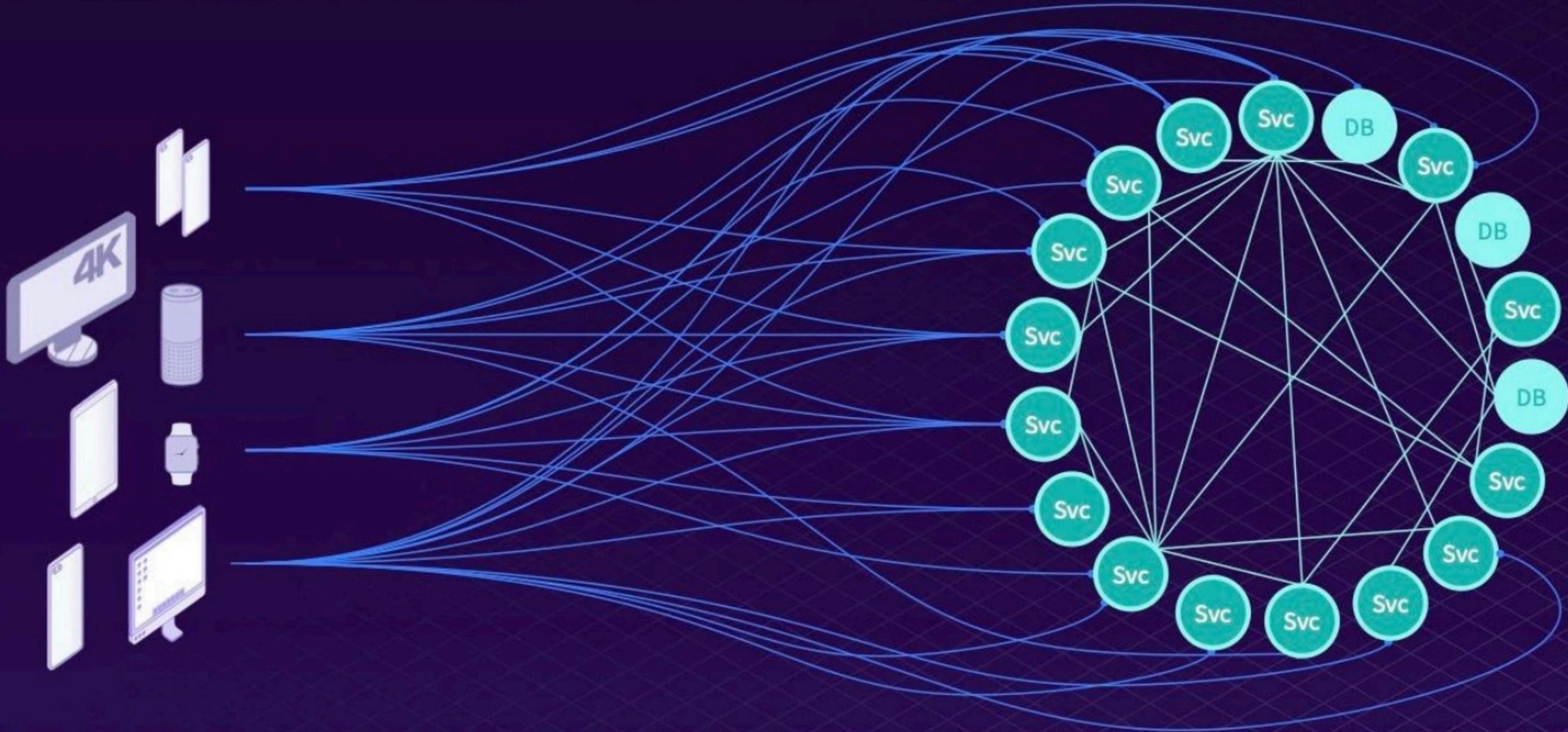
**Delivery
pressure**

Moats are falling while
delivery expectations
rise

creating a

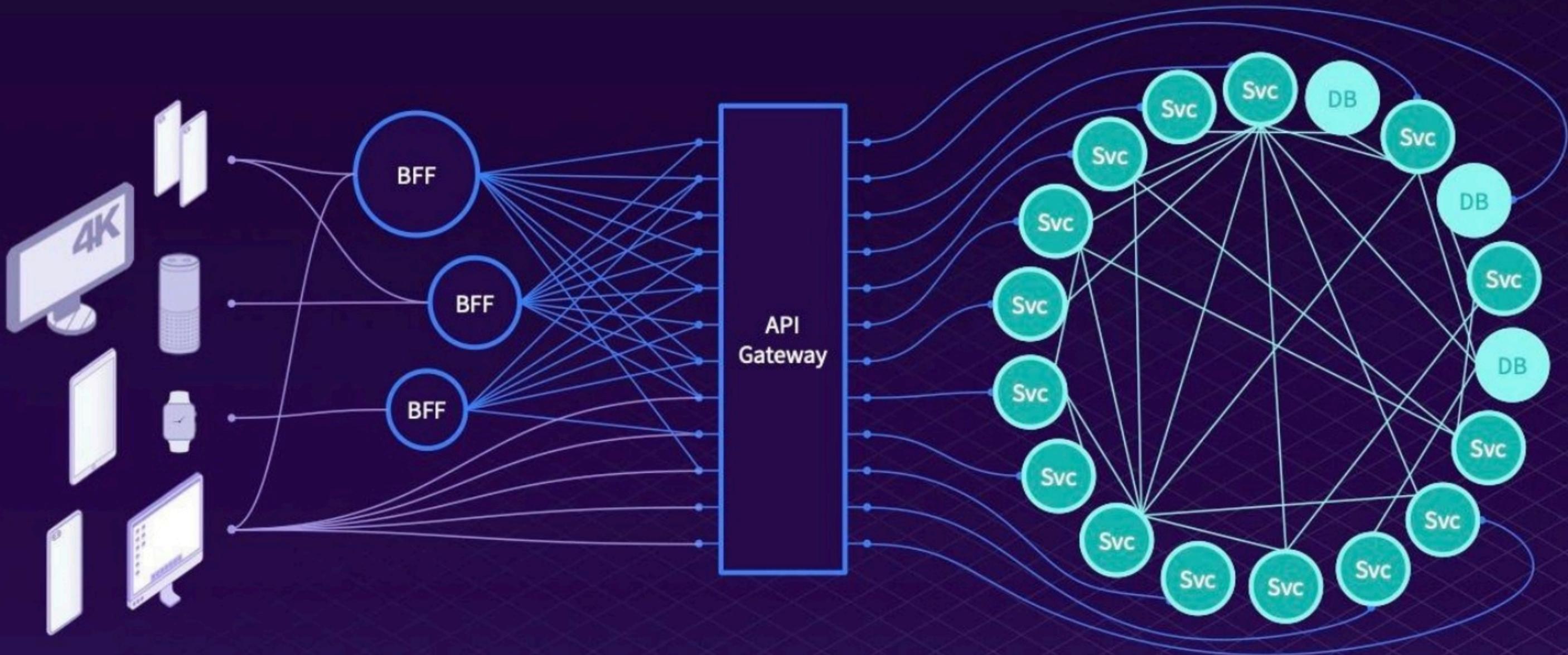
Complexity Bottleneck that slows Velocity

Apps are exposed to full end-to-end complexity



App teams spend $\frac{2}{3}$ of their time on service integration not feature delivery

Past attempts to manage complexity have failed



API Gateways only address operational concerns. BFFs fail to scale.

Negative consequences of the Complexity Bottleneck

Productivity killer

Dev teams waste $\frac{2}{3}$ time on API integrations, productivity declines *every year*, backlogs grow -- while deadlines are shorter

Fragmented customer experiences

Customer experiences become fragmented without expensive & time consuming alignment and duplication of effort

Tech debt burden

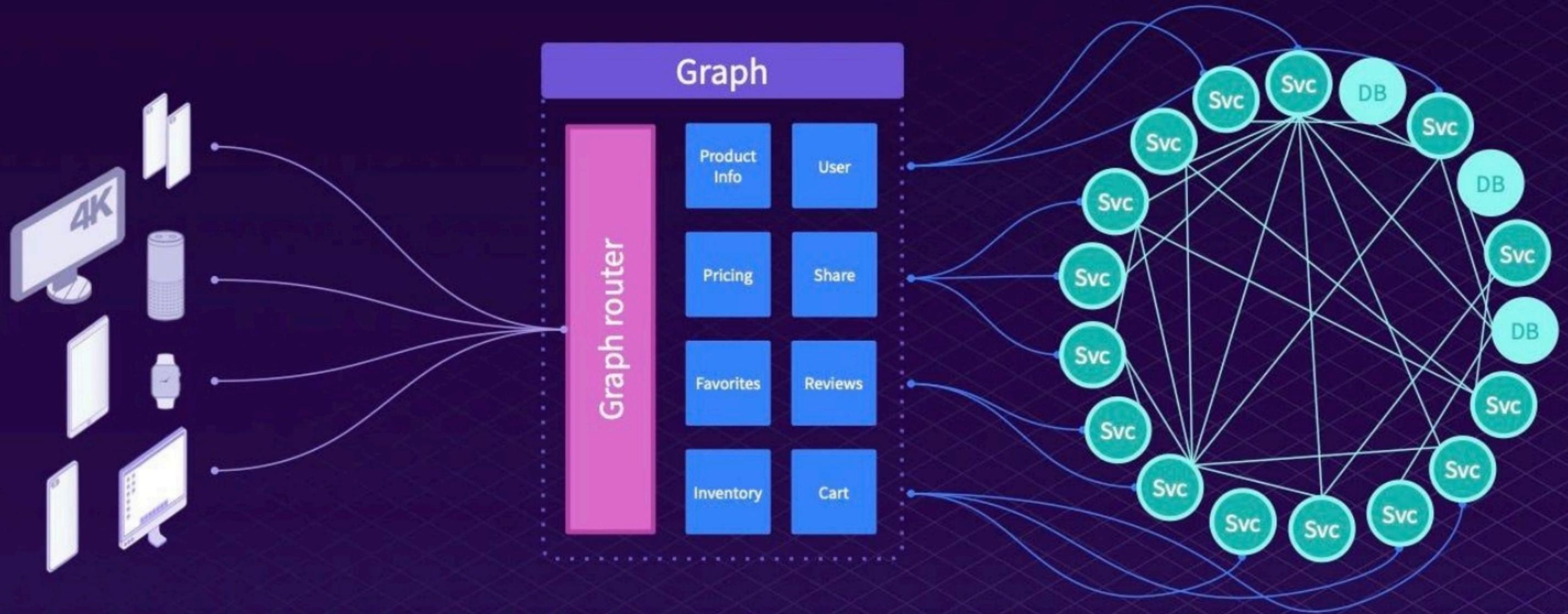
Code is written, re-written, thrown away; re-platforming is stifled. Sacrificing quality for speed

Stifled innovation & velocity

Managing complexity leaves no time to deliver new, differentiated experiences

The Graph is a new essential layer in your stack

More than GraphQL, a unified representation of your services, data, and digital capabilities



A **single source of truth** lets app devs deliver faster

A **shared contract** to capture all your capabilities without coupling teams

An **isolation layer** for service complexity encourages service evolution

The power of Graph

Rich, cohesive experiences, faster

Freed from service complexity, devs deliver rich omnichannel customer experiences in less time

Queries tailored for use

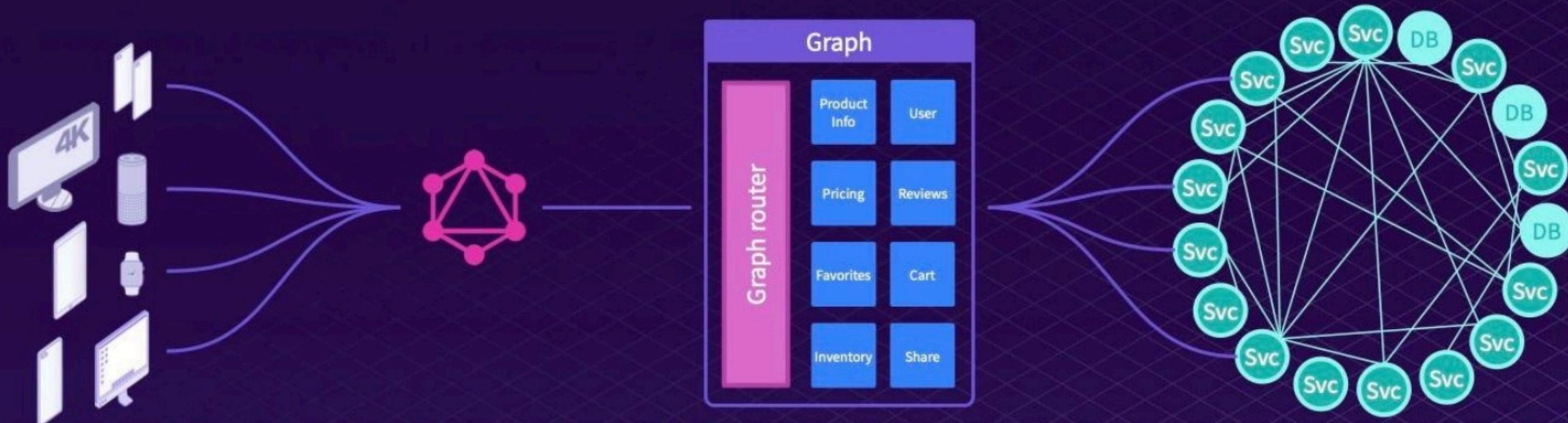
Apps ask for just what they need, optimizing performance

A single source for composable capabilities

Each underlying capability adds to the whole, unlocking richer experiences, new use cases and business models

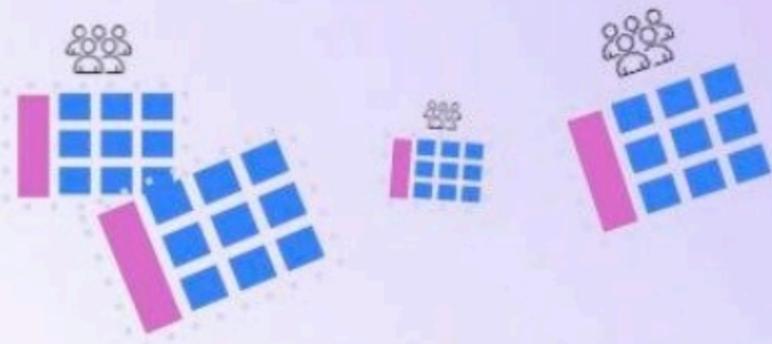
Free your backend teams to innovate

Decoupled from direct app requests, service teams move faster to evolve and replatform services without impact to clients



Front and backend teams can innovate independently without tight coupling

Scaling graph the right way



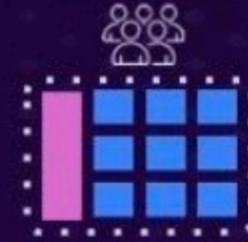
Unmanaged Graph ad-hoc, grassroots

Multiple, siloed graphs lead to inconsistency and fragmentation

Returns diminish as graphs multiply and complexity grows

Unclear ownership and competing visions distract and confuse

No single view of usage hides key insights



Unified Graph Strategy aligned, scalable

A single source of truth powers cohesive UX and accelerates test and learn

Rapid iteration drives delivery, new capabilities, and powers innovation

Governance ensure collaboration across all teams and prevent breaking changes

Insights inform product roadmap and performance optimizations

Top fintech
company

FROM APP TO PLATFORM



Apollo allows XXX to **build a comprehensive platform** that lets XXX integrate just once across XXX's family of services including XXX, XXX, and XXX.

Top travel
company

RESIST COMMODIFICATION



Responding to the threat of commoditization by XXX, XXX is rolling out their their new XXX platform **in one year instead of three** thanks to Apollo.

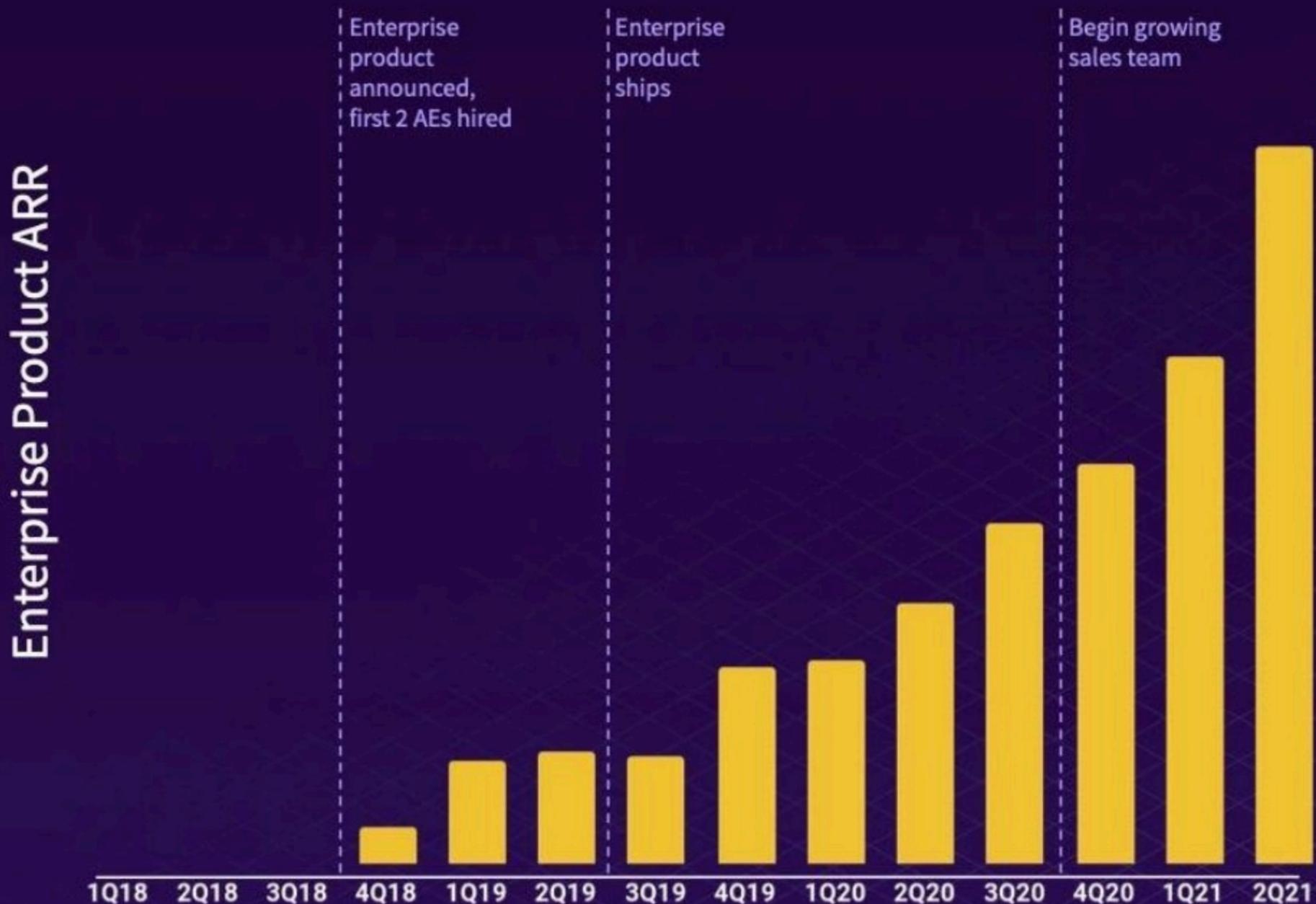
Fortune 500
retailer

OMNICHANNEL CUSTOMER EXPERIENCE



Apollo powers XXX's breakthrough initiative to create a cohesive experience **unifying online and offline commerce.**

Apollo Timeline



5 Consecutive Quarters¹
Of increasing ARR growth rate (as of Q2)

X.XX YoY Growth
Enterprise product ARR, trailing year (20Q1-21Q1)
X.XX YoY including freemium and support

\$XX.XM Total ARR
21Q2 forecast (\$XX.XM Enterprise Product + \$X.XM Freemium + \$X.XM Support)

¹ As of Q2, and excluding one-time churn in pre-identified COVID-impacted logos in travel and office sharing.

Explosive Post-Sale Expansion

4.7x

Average first year usage growth

XXX%

Net revenue retention in first year

XX%

Gross revenue retention in first year
Rises to XX% with reactivation

