Investor Deck

June 2021

COPADO

Our Mission:
Make Release Days Obsolete
COPADO

Copado By The Numbers

1 Platform for **DevOps Value Stream Delivery**

12+ Supported Clouds **and Extensible**

>1100 Customers as of Sept 1, 2020

$20B Total Addressable DevOps Market

$80M ARR Run Rate

110% YoY Growth

$257M Invested as of Feb 21 (Insight, Softbank, Salesforce, IBM, CapGemini)

40K Trained and Certified

140% Net Retention Rate

COPADO

Increasing Customer Expectations

Have Pushed Business Innovation into the Clouds

SaaS

Fast, Low Code Solutions
Everyone Builds Apps
No infrastructure

Infrastructure | **Code** | **Software as a Service**

"By 2025, 70% of new applications developed by enterprises will use low-code or no-code technologies (up from less than 25% in 2020)"

Gartner

SaaS Developers Face the Same Challenges as Traditional Coders

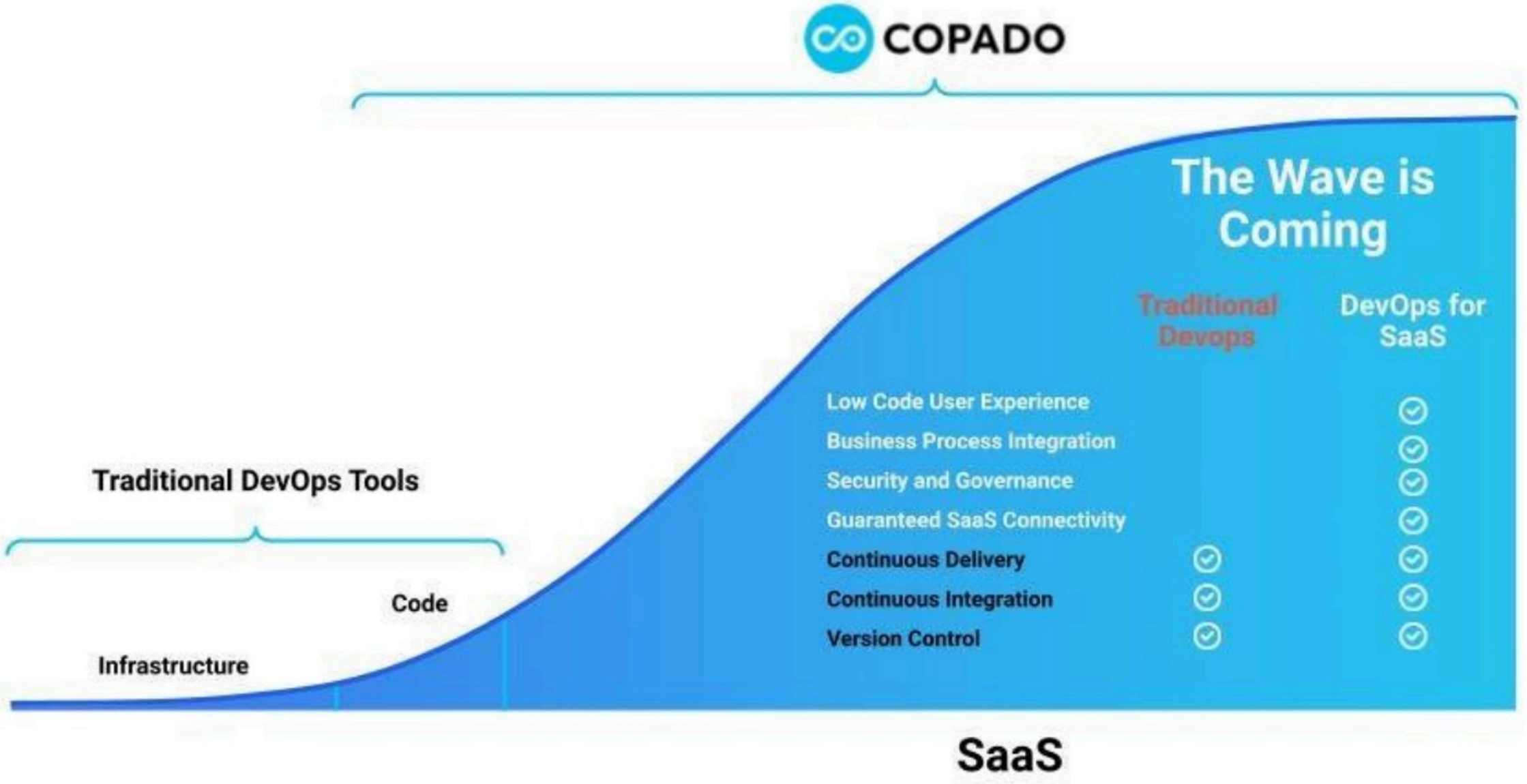
Manual, slow, and risky processes undermine the power of SaaS

Harvard Business Review

"Only 10% of CIOs say they are very successful at rapid software deployment"

SUMMER '21
Connecting the Clouds

Copado is the First DevOps Platform for SaaS



Copado DevOps Value Stream Platform

salesforce · MuleSoft · Clariti · heroku · ncino · Vlocity · salesforce CPQ · Veeva · conga · SAP · slack

NATIVE UI

DEVOPS VALUE STREAM

Plan → Build → Test → Deliver → Monitor

DEVOPS ANALYTICS

CONTINUOUS DELIVERY

ROBOTIC TESTING — COPADO ROBOTIC TESTING

SECURITY AND COMPLIANCE

DEV TOOL INTEGRATION

Jira · RALLY · Clayton · Elements · Own (backup) · slack

LOW CODE DEVOPS PIPELINES

f(x) FUNCTIONS · FLOWS · DEVOPS PROCESSES · APIs

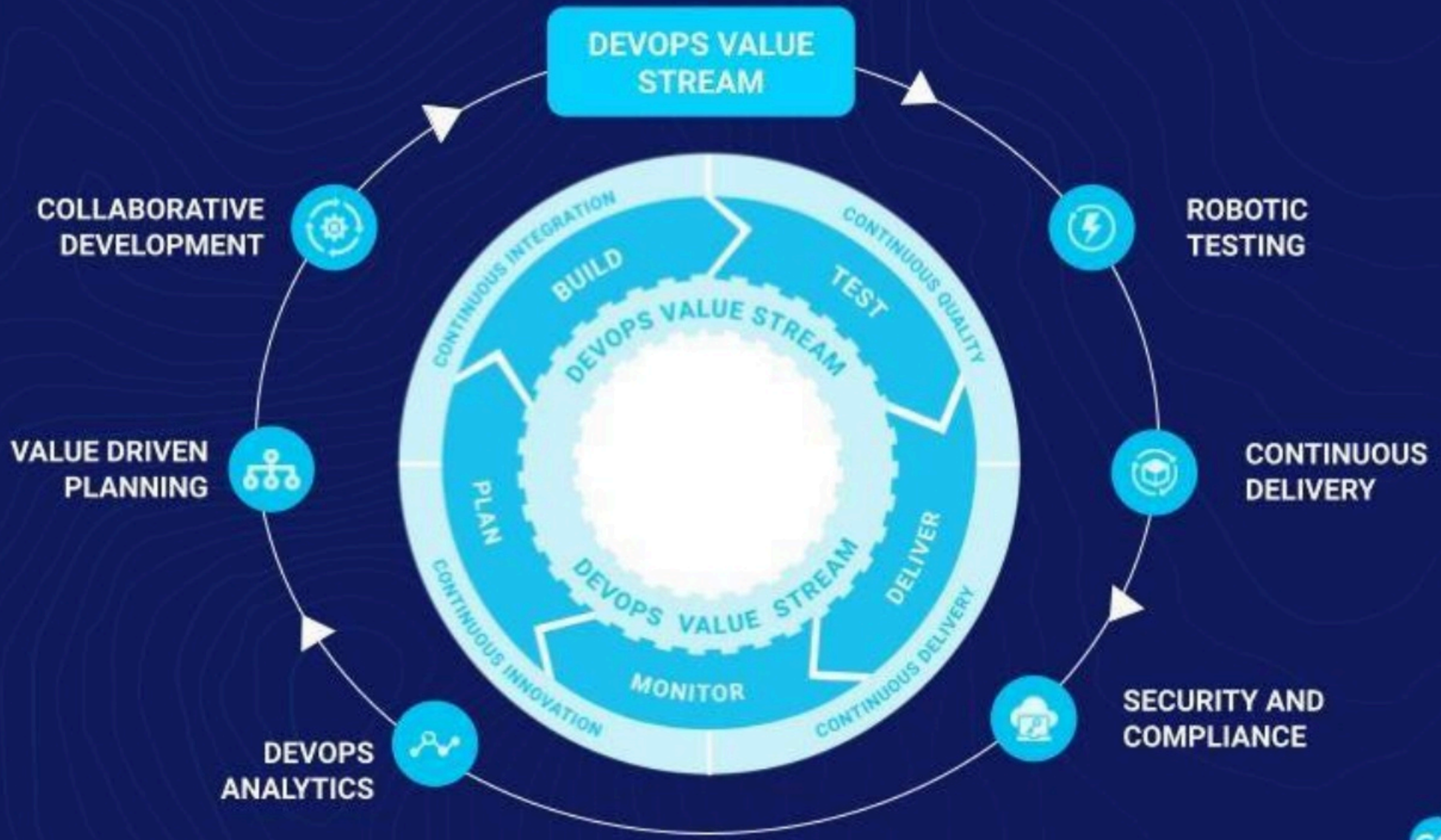
CONTINUOUS INNOVATION

CONTINUOUS DELIVERY

Google Cloud · salesforce · Copado GovCloud

Copado has **Earned the Trust** of Customers

Copado Closes the Delivery Gap



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The Total Economic Impact of Copado DevOps

ROI
307%

NPV
$4.5M

PAYBACK
<6 months

20x faster deployments

78% fewer production failures

90% faster recovery time

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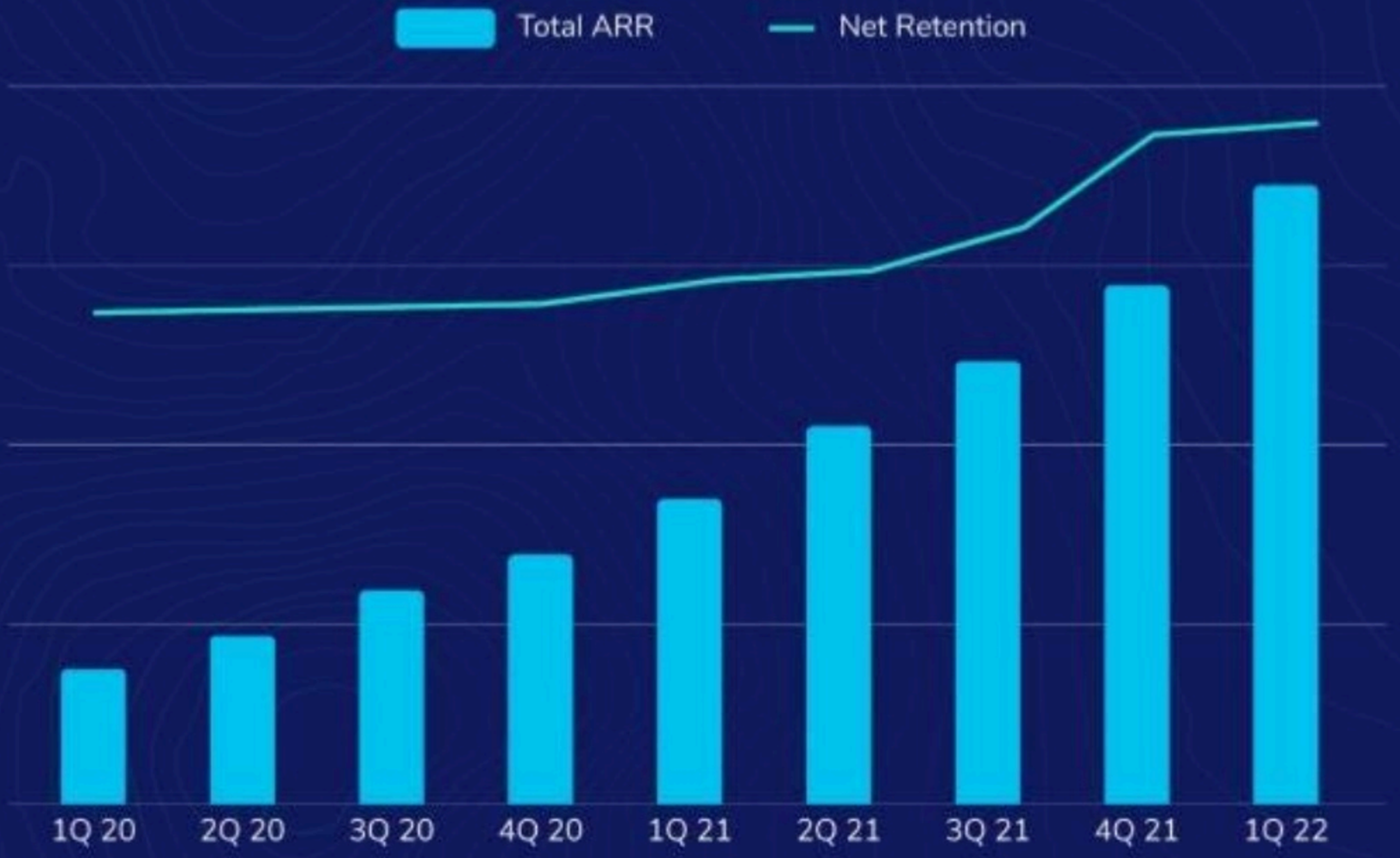
ARR & Retention - Core & Essentials



Currency in '000
Fiscal year-end January 31

COPADO

Just Getting Started

Our vision is a single system for managing DevOps across multiple enterprise solutions.

COPADO

COPA Values

Our values are a necessity to execute our business plan. Every engagement with our customers is an opportunity to win a chance to propose an additional solution to the buyer.

We only get an invitation for a new opportunity if we overdeliver on the last dance.

COPADO

Leadership in DevOps, Cloud Platforms and SaaS Growth

TED ELLIOTT
CEO & BOARD MEMBER

Board Member, Copado
CEO, Jobscience
General Counsel, Eximias Pharma
Partner, OPV Lifesciences

FEDERICO LARSEN
CTO & CO-FOUNDER

CTO, S4G Consulting
CTO, Virtual Company Services
Developer, Belaxis SA

PHIL RACKWITZ
CSO & CO-FOUNDER

Founder & Architect, PhilR Ltd.
Architect, LEO Pharma
Architect, Veeva

RIP GERBER
PRESIDENT & CHIEF BUSINESS OFFICER

CMO & Chief Innovation Officer, Vlocity
Founder & CEO, Locaid
CMO and GM, Nokia
Sr. Mgr., Deloitte Consulting

SANJAY GIDWANI
CHIEF OPERATING OFFICER

VP, Salesforce
Sr. Manager, Model Metrics
Consultant, Accenture

PAT MCQUEEN
SVP, GLOBAL SALES OPERATIONS & PRE-SALES

GM Higher Education, Salesforce.org
SVP Sales Engineering, Salesforce.com
Director Customer Marketing, E.piphany

SABINE GILLERT
SVP, CUSTOMER SUCCESS

VP Customer Success, Jobscience
VP, Customer Operations, TMP Worldwide

DAVID BROOKS
SVP, PRODUCTS

VP, Products, Jobscience
VP, Product Mgmt, Salesforce
VP, Engineering, Wyse Tech

KEVIN ROBINSON
SVP, ENTERPRISE SALES

RVP, Enterprise Sales, Salesforce
RVP, Commercial Sales, Salesforce,
RVP, Fin Services, Salesforce

WALKER MITCHELL
CHIEF FINANCIAL OFFICER

CFO, Pinmar
PE & VC Transaction Advisory Services
Senior, Tax Associate, RSM
Tax Associate, Arthur Andersen

ANDREW LEIGH
CHIEF MARKETING OFFICER

VP, Mktg & Alliances, Jitterbit
Dir. Product Mktg., Salesforce
Dir. Solutions Strategy, SAP

VICKI APPEL
SVP, PARTNER SERVICES DELIVERY

SVP, Customer Success, Privitar
VP, Cloud Renewals Program Office, Oracle
VP, Customer Success, CloudLock

DAVID FREEMAN
SVP, GLOBAL SERVICES

Dir., Strategic Delivery, Convectus Solutions
VP, Professional Services, Implementation, Jobscience
Dir., Strategic Business Development, LexisNexis

SCOTTY MORRISON
SVP, CHIEF PEOPLE OFFICER

VP, Talent, Zuora
Director, WW Talent Acquisition, Autodesk
Head of Talent Sourcing, Workday
Director, L&D, Recruiting, Salesforce

PAM BELLNER
SVP, GENERAL COUNSEL

VP, Legal, Governance, M&A, Corporate Development, Fieldglass, SAP Company
VP, General Counsel, Secretary, Security Associates International

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Building on Success

Copado is positioned to become the market leader in Enterprise DevOps

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