



William Blair Growth Conference

6 June 2022

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Use of Non-GAAP Financial Measures

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This Presentation contains forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995 and other Federal securities laws. Words such as "may", "should", "would", "plan", "intend", "expect", "believe", "anticipate", "estimate", "predict", "potential", "seem", "seek", "continue", "future", "will", "outlook", or other similar expressions, words or phrases are intended to identify forward-looking statements. These statements include statements regarding the industry in which Cellebrite operates, future events and other statements that are not historical facts. These statements are made on the basis of current knowledge and current expectations of Cellebrite management and, by their nature, involve numerous assumptions and uncertainties and are not predictions of actual performance. Nothing set forth herein should be regarded as a representation, warranty, or prediction that Cellebrite will achieve or are likely to achieve any particular future result.

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Some of the factors that may impact future results and performance may include, without limitation:

The impact of pending and future litigation and governmental investigations and inquiries;
Changes in U.S. federal, U.S. state, and non-U.S. laws and regulations, their interpretation, their enforcement, or the regulatory climate applicable to our business, and their impact on our ability to operate our business;
Errors, failures, defects or bugs in our products, which could expose us to financial and legal harm and adversely affect our operating results and growth prospects; and
Some of our solutions may be used by customers in a way that is, or that is perceived to be, incompatible with human rights. Any such perception could adversely affect our reputation, revenue and results of operations
Any non-compliance with the Israeli encryption laws and governmental trade controls, including export and regulations could negatively impact our operating results.

Except as otherwise required by law, we undertake no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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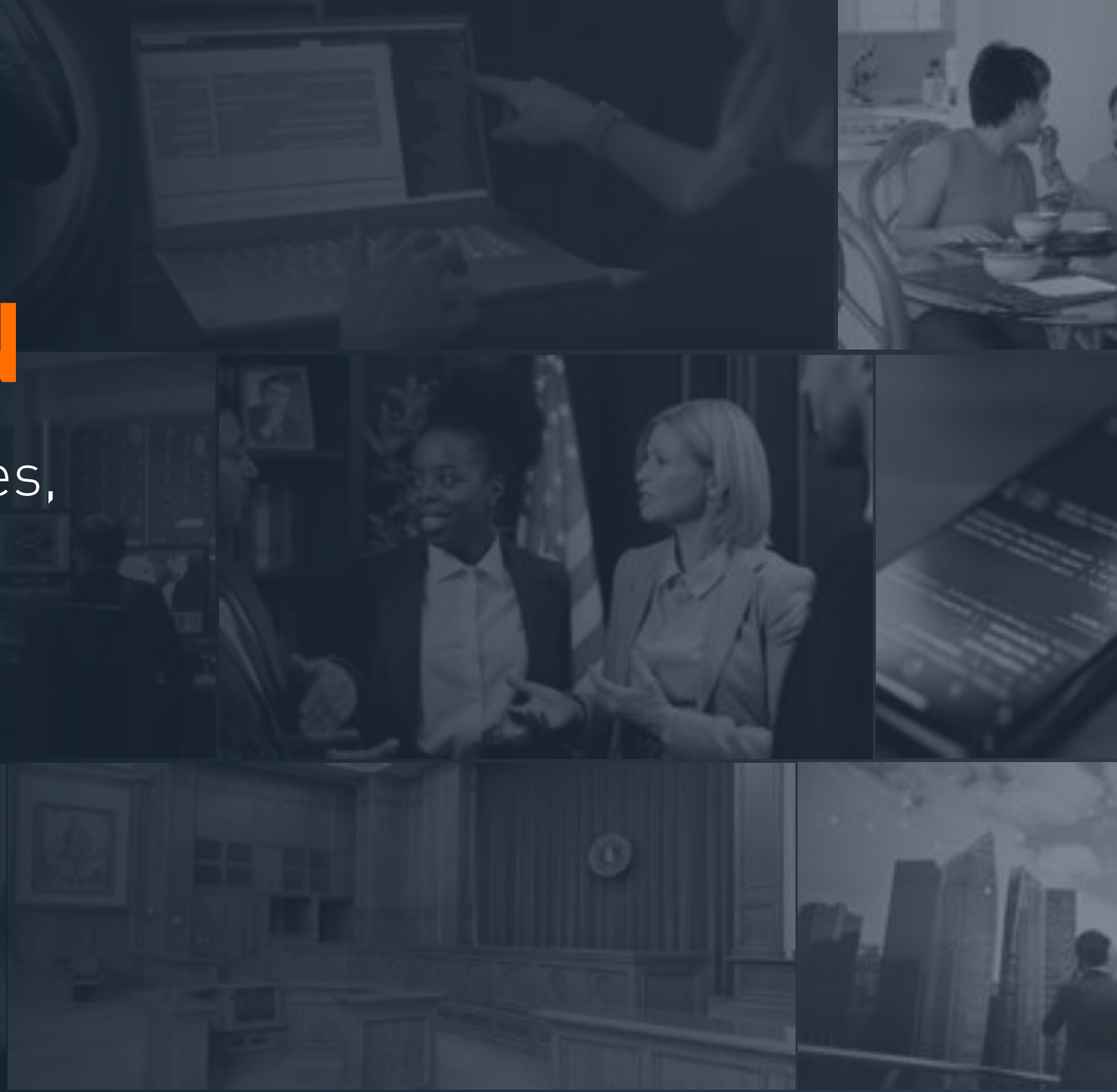
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OUR MISSION

is to protect and save lives,
accelerate justice,
and preserve privacy
in global communities...



...by providing a comprehensive suite of solutions through a software platform for the entire investigative workflow

From the crime scene to the courtroom

500K+

severe crime legally-sanctioned investigations
a year utilize Cellebrite solutions

\$255M

LTM Mar-22 Revenue

~7,000

Customers

~920

Employees

Strong track record of profitability and cash generation

Aug-21

Started Publicly Trading on
Nasdaq

>20 yrs

Positive Adj. EBITDA

~\$300M

Cumulative Operating Cash Flow
Generated Since 2000



**Investigative workflows
must continuously**

TRANSFORM

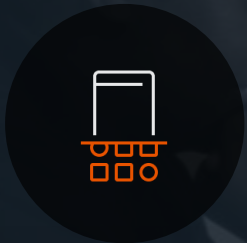
or the future of public safety

remains at risk



Cellebrite delivers the modern software platform transforming investigative workflows

1



Fast and Automated
Collect & Review

Multiple Devices & Sources
Accessible & Actionable

2



Secure and Efficient
**Investigative Digital
Evidence Management**

Evidence Management, Sharing & Review
Streamlined Workflow & Collaboration

3

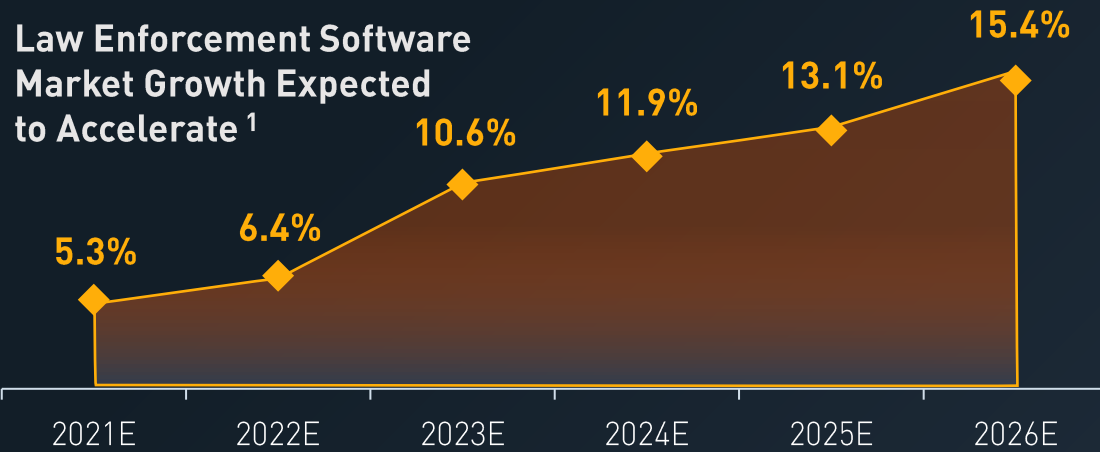


Accurate and Rapid
Investigative Analytics

Multi Data Ingestion & AI Engines
Analysis & Insights

Accelerated Investigations, Increased Crime Clearance Rates, Protected Data Privacy
Stronger Community Confidence

Market is at an inflection point, investment in technology accelerates



of Americans believe that increased police funding will decrease violent crime ²

Funding to boost Philly police's forensics capabilities

Brian Saunders TRIBUNE STAFF WRITER Jan 18, 2022 0

Swedish police get budget boost as gang crime tops election worries

Reuters - Sep. 15, 2021

“Technology will be a key enabler in the Met Police realizing its goal of becoming a fully data-driven organization” ³

“Street-level crime meets ‘the cloud’, and we must adapt our law enforcement mindset” ⁴

“Our strategy should be to use laws, tactics, and technology to defeat the anonymity of crime and move the risk-reward equation back north of center” ⁵

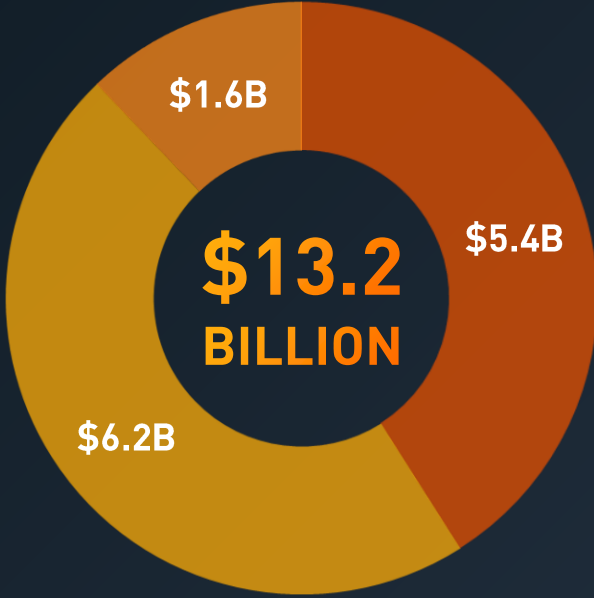


The market potential is massive

Assuming mid to large law enforcement agencies and enterprises apply full digital transformation in investigations

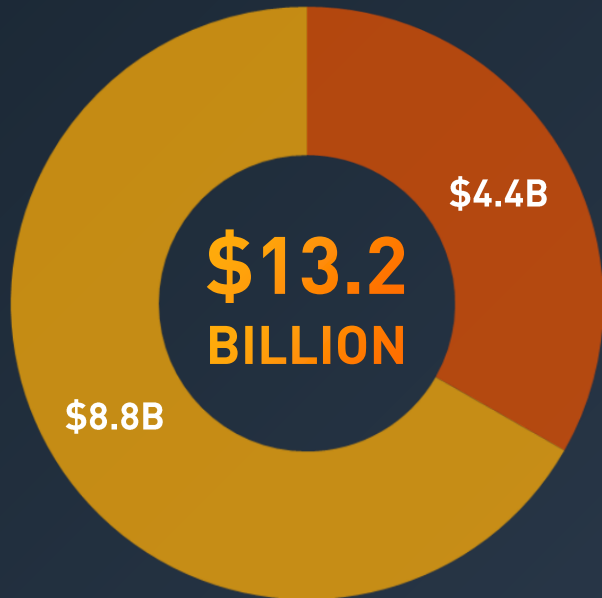
2023 TAM by Customer

■ Federal ■ State & Local ■ Private Sector



2023 TAM by Domain

■ Collect & Review ■ Analytics, Processing & Management



Sources: Cellebrite proprietary research 2020, ComplexDiscovery, Homeland Security Research 2021

A world-class customer base



Federal

100+

North American
Federal Accounts

15/15

U.S Cabinet Executive
Departments

27/27

Member E.U.
National Police



State & Local

2800+

North American State
and Local Accounts

50/50

U.S. States

20/20

Police Departments in the
20 Largest U.S. Cities

13/20

Police Departments in the
20 Largest European Cities



Private Sector

68/100

of Fortune 100

7/10

of Top 10 Pharma
Companies

9/10

of Top 10
Accounting Firms

8/10

of Top 10 U.S.
Software Companies

8/10

of Top 10 U.S.
Commercial Banks

6/10

of Top 10
Telecom Companies



Organic growth vectors across our offering

Increased LTV through subscriptions and flexible consumption models

Drive license growth through broader adoption by analysts to expedite outcomes

Drive license growth through broader adoption in the field for triage purposes

Drive license growth through adding data sources and Advanced Access

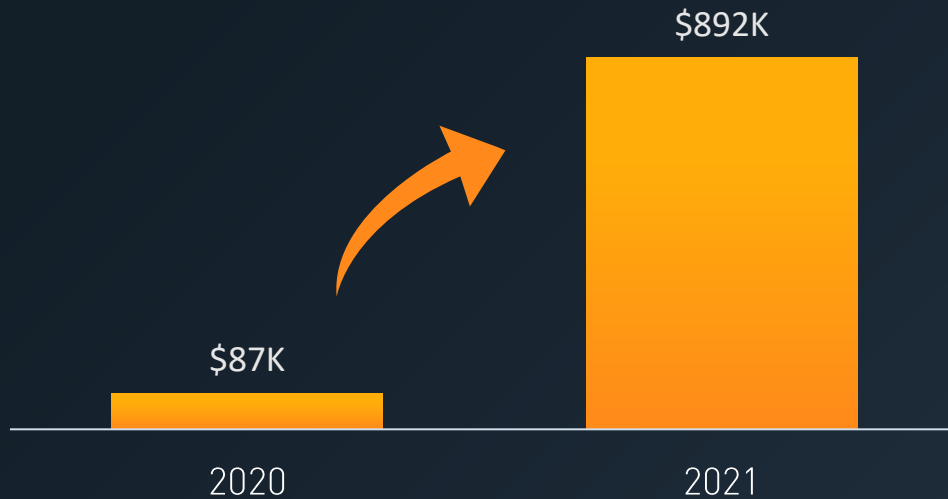
Drive private sector growth through new customers, and adoption of Enterprise-grade solutions



Proven land-and-expand upsell motion

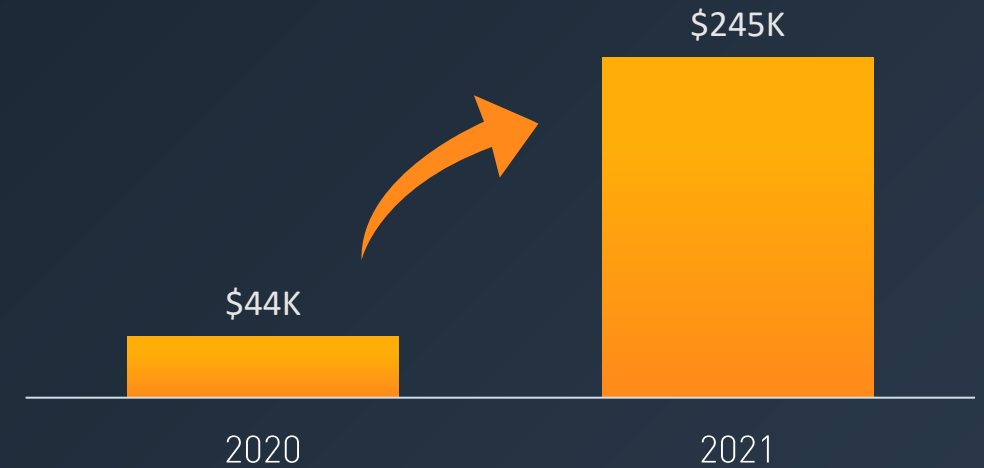
Tier 1:
European
National Police

~11x ARR
Growth



Tier 2:
U.S.
State Police

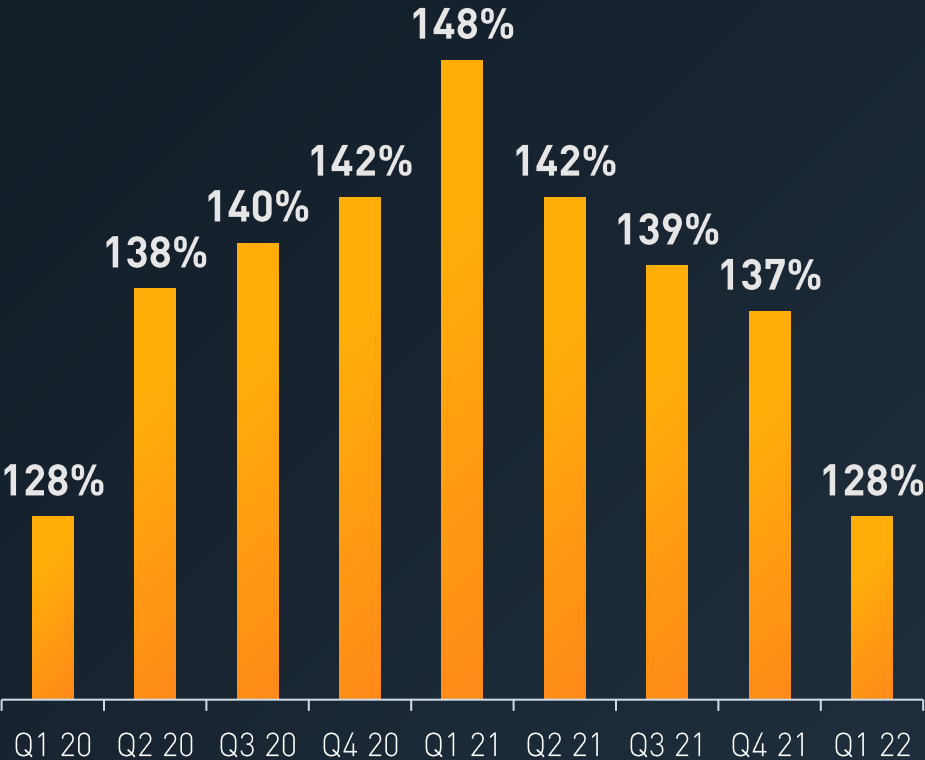
~6x ARR
Growth



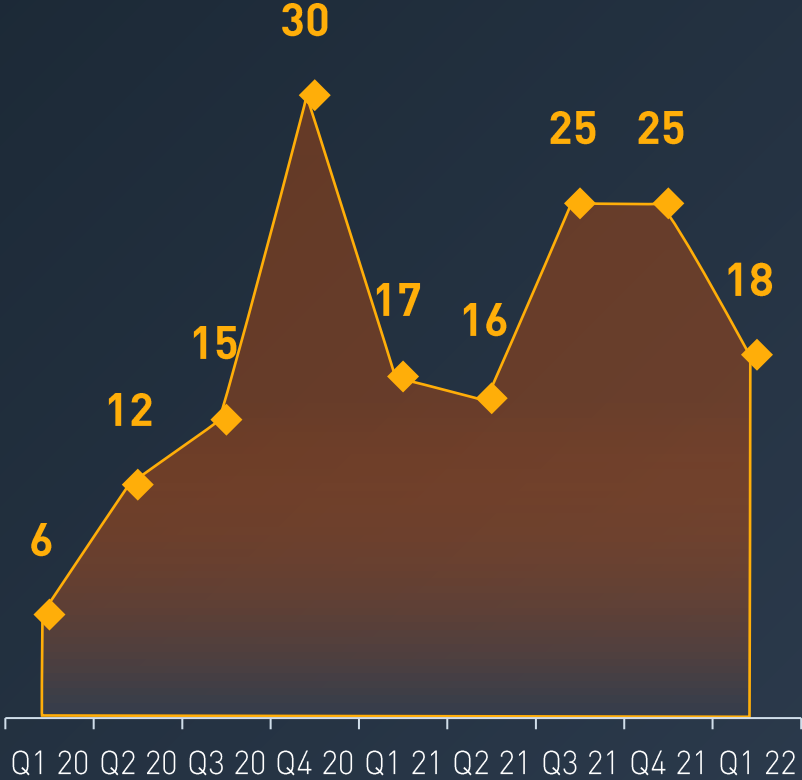
92 of the largest 100 customers in 2021 were using 4 solutions or more, compared with 62 of them in 2020

Best-in-class retention driven by upsell and cross-sell

Recurring revenue net dollar-based retention rate (NRR)



◆ Deals > \$500K



Fragmented market provides opportunities for inorganic growth



TAM
Expansion



Portfolio
Enhancements



Customer
Acquisition

Summary



Uniquely positioned to transform investigations to the digital age, offering a mission critical end-to-end digital intelligence platform



The undisputed market leader in digital intelligence, deeply entrenched within a world-class customer base of ~7,000



Addressing a large TAM, which is at an inflection point, with increased and accelerating investment in technology



Set to increase wallet share within existing public sector accounts through multiple growth drivers, resulting best-in-class retention rate driven by upsell and cross-sell

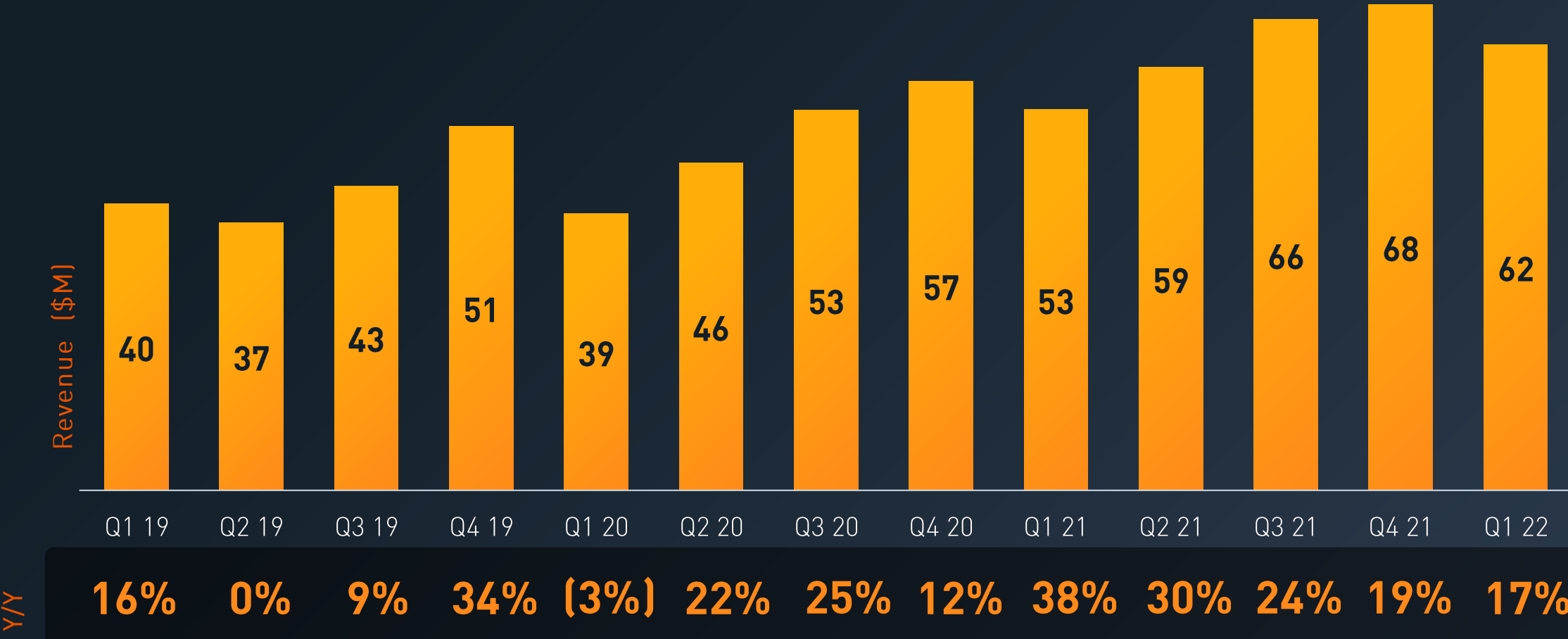


Fragmented competitive landscape provides opportunities for inorganic growth



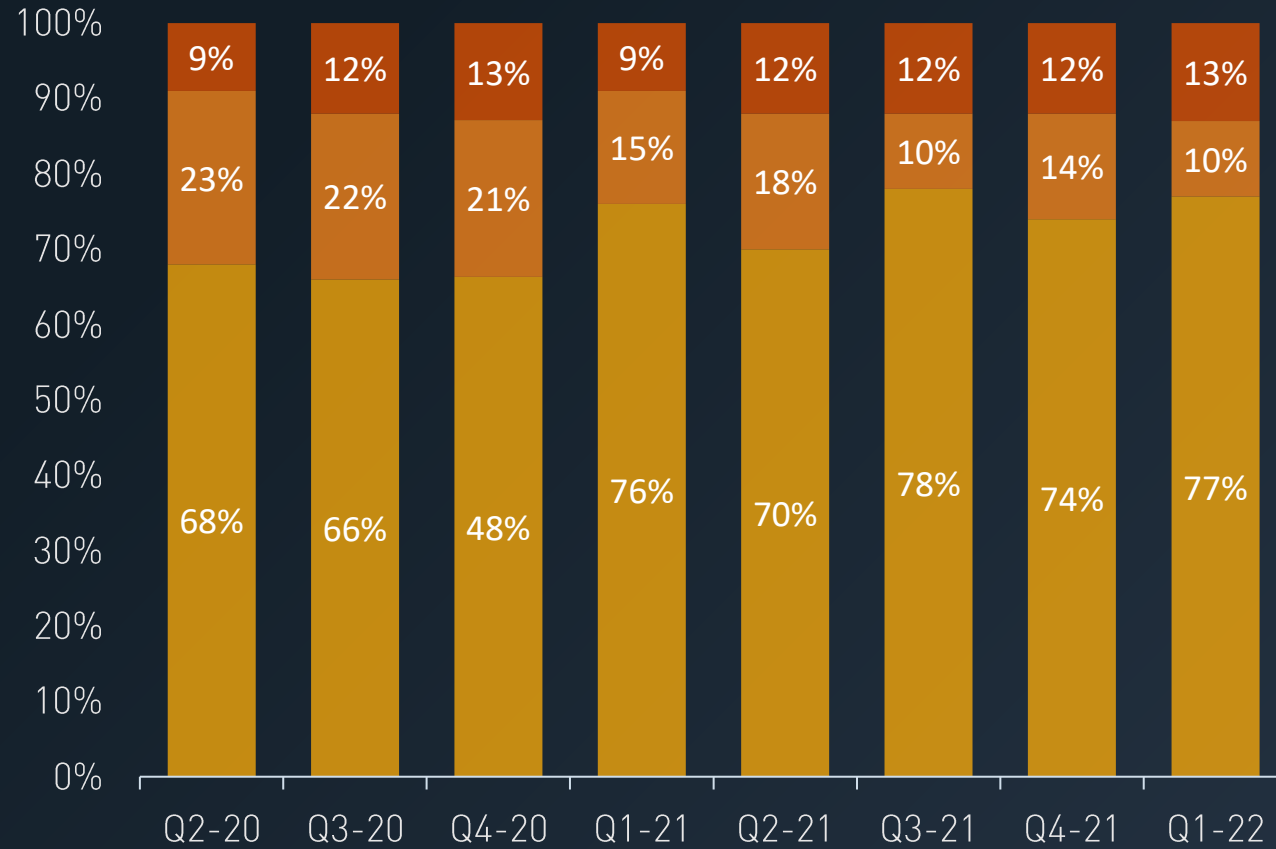
FINANCIAL REVIEW

Track record of revenue growth

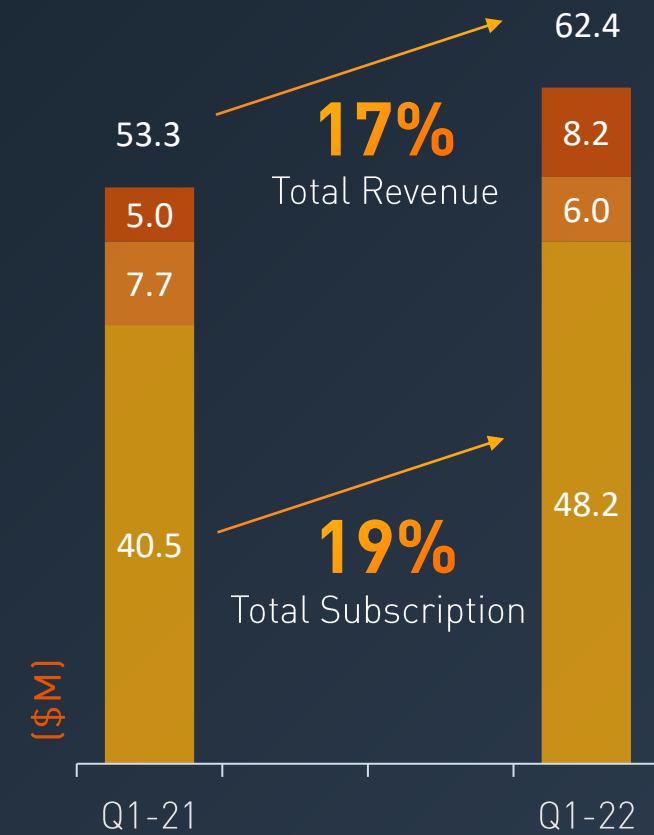


Revenue growth driven by subscription

■ Total subscription
 ■ Perpetual license and other
 ■ Professional services

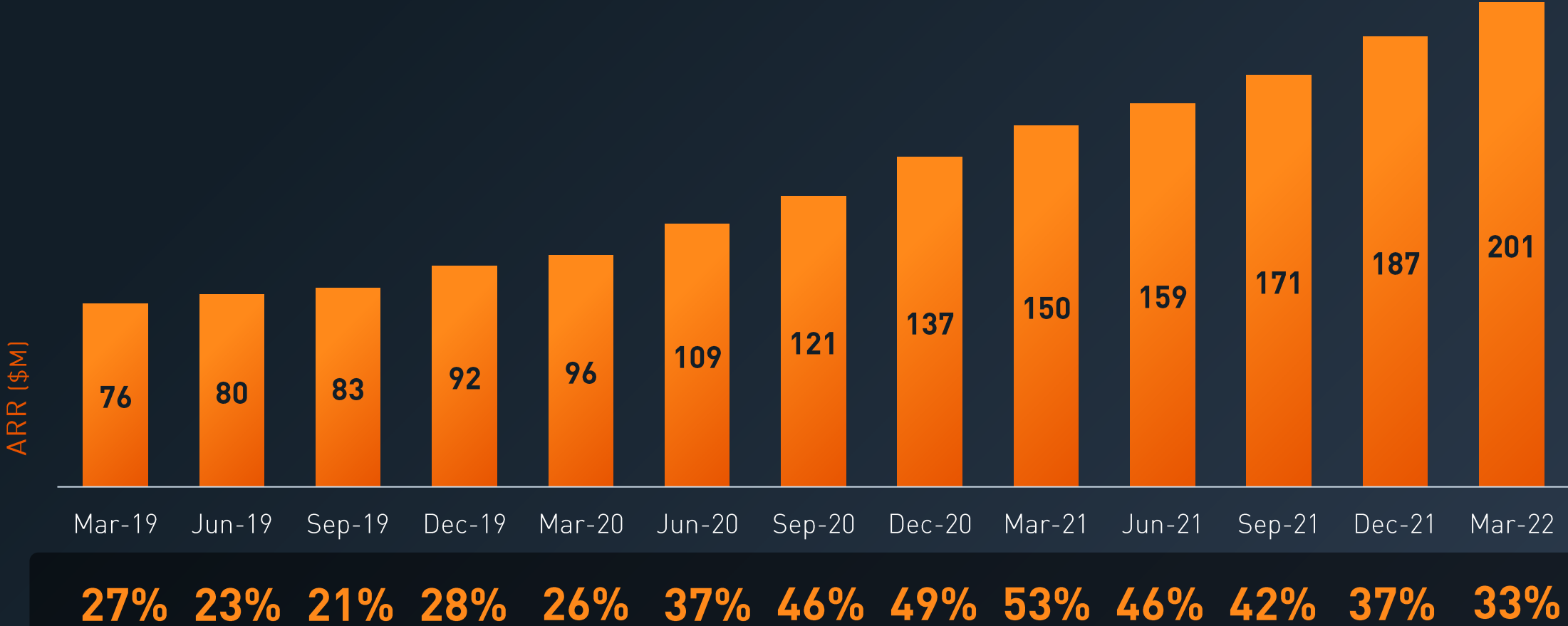


■ Professional services
 ■ Perpetual license and other
 ■ Total subscription



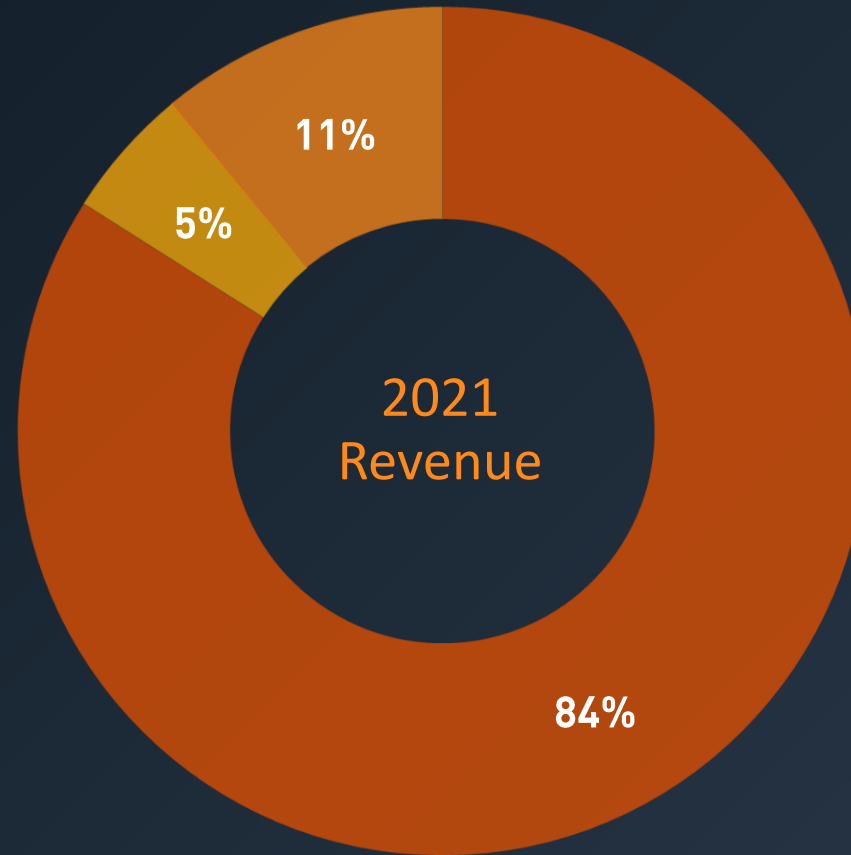
Sustainable Annual Recurring Revenue growth

% Total ARR Growth (Y/Y)

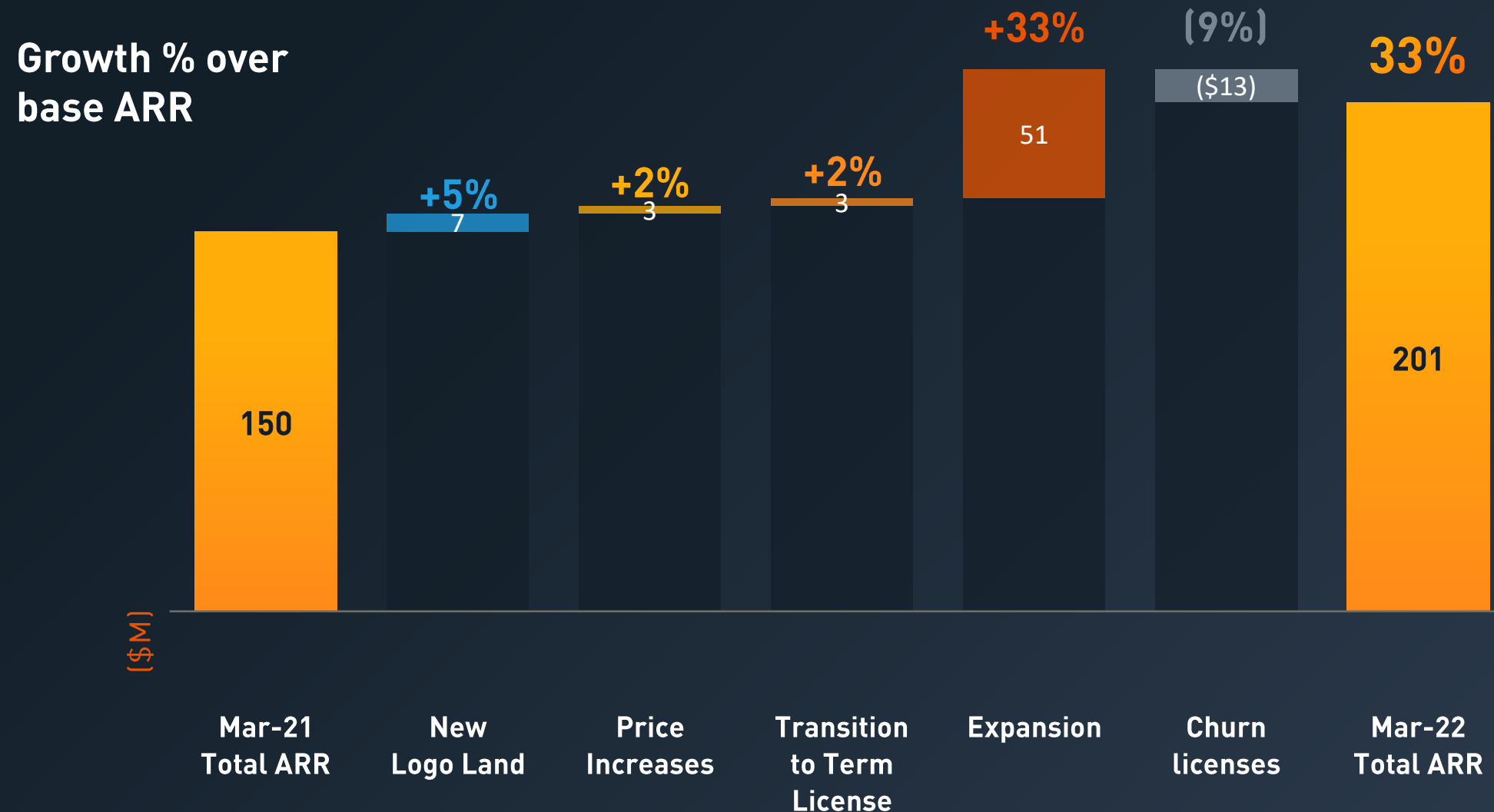


Revenue by solution

■ Collect & Review ■ Investigative Analytics & Management ■ Services

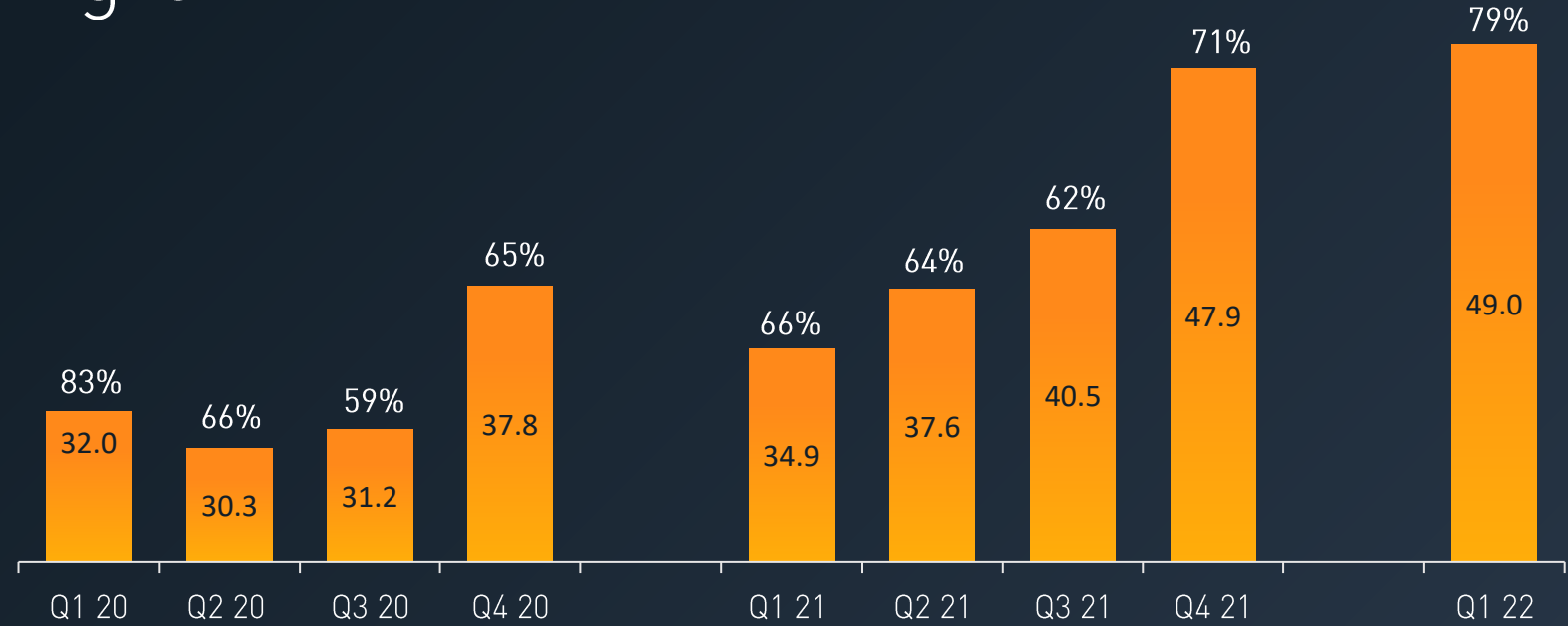


ARR growth driven by expansion



Investing in our growth

Operating expenses
(Non-GAAP, \$M)
and % of sales



785

Headcount Mar-21



920

Headcount Mar-22

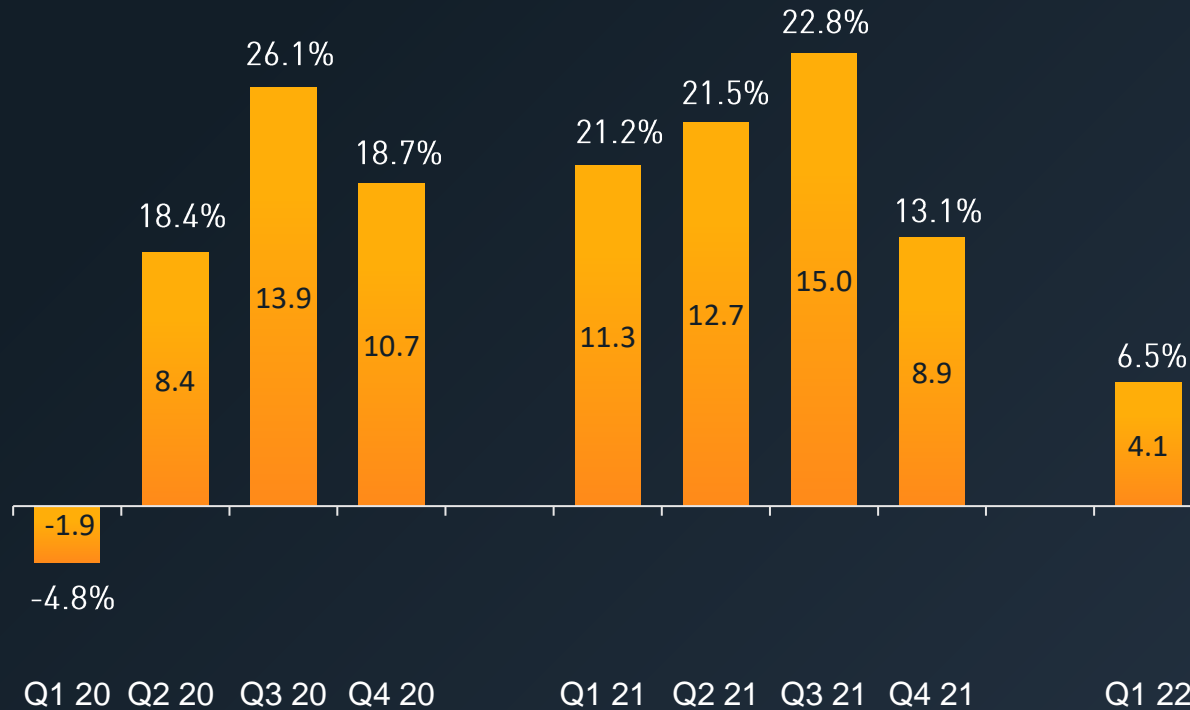


1,000+

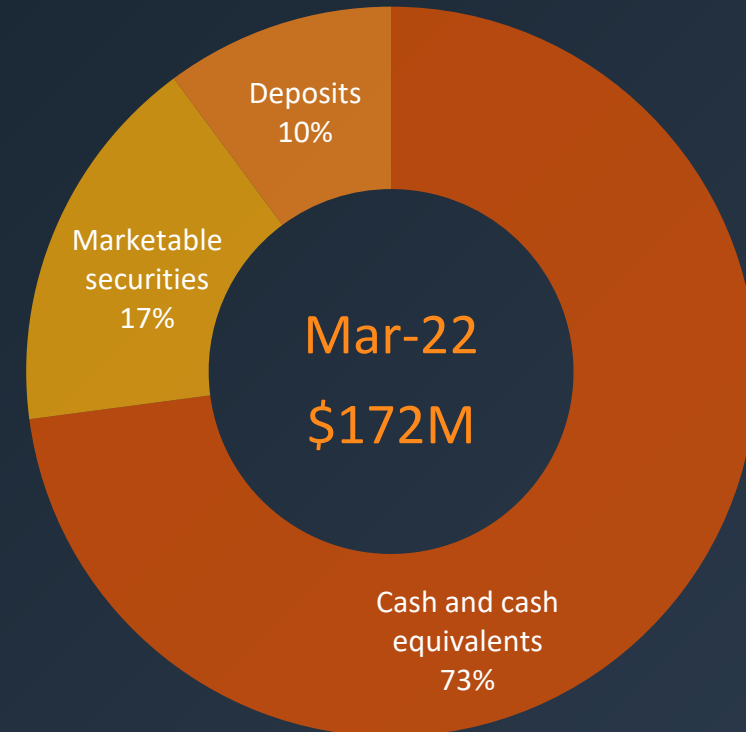
Headcount Target Dec-22

Operating leverage and solid cash position

Adj. EBITDA (\$M) and margin



Cash position





Thank you

Contact us at investors@cellebrite.com