



MicroStrategy ONE

One platform. One version of the truth. Powering the Intelligent Enterprise.

Established.

MicroStrategy is the largest independent publicly traded analytics and business intelligence company in the world.

The MicroStrategy analytics platform is consistently rated as the best in enterprise analytics and is used by many of the world's most admired brands in the Fortune Global 500.

We pursue two corporate strategies:

- 1) grow our enterprise analytics software business to promote our vision of Intelligence Everywhere and
- 2) Long time industry mover in web, mobile, and cloud-based analytics

The background of the right side of the slide features a dark, grayscale image of a modern building facade. The MicroStrategy logo is visible on the upper part of the building. The building has a grid of windows and a prominent overhang on the left side.

MicroStrategy

COMPANY OVERVIEW

- Founded 1989
- NASDAQ: MSTR
- HQ: Tysons, VA
- 2,000+ Employees
- Direct Operations in 27+ Countries

GLOBAL FOOTPRINT

- 4,000+ Customers
- 300+ Embedded Partners
- 9+ Global Support Centers
- 35+ Field Service Centers
- 5 Global Development Centers

COMPANY



Trusted.

Powering thousands of the world's top brands.

Financial Services



Government



Healthcare and Pharma



Manufacturing and CPG



Retail



Technology



Other Major Industries





Retail Partners

Powering the world's top brands:

GUCCI



Bell

VICTORIA'S
SECRET



SONY

GUESS

petco

Sainsbury's

Wawa



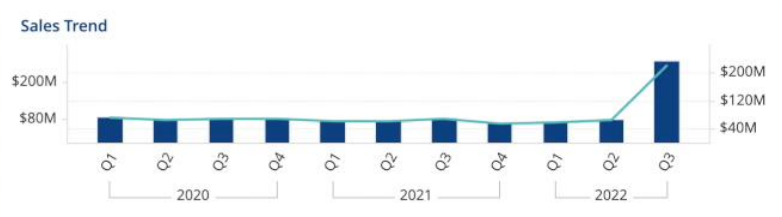
In-Store Use Case:

- ✓ Store associate “gamify” commission
- ✓ Mobile app
- ✓ Real-time inventory analytics
- ✓ Write-back Customer Feedback Surveys
- ✓ In-Store Optimization

Corporate Use Cases:

- ✓ Executive performance
- ✓ Supply Chain Management
- ✓ Finance dashboard
- ✓ Inventory Management
- ✓ Marketing for Customer Personalization
- ✓ Embedded analytics for data monetization

----And so much more!



Total Sales

861,291

+ 12.8%

Previous Hour: 763,286

Total Orders

431,752

+ 18.5%

Previous Hour: 364,292

Top Selling Products

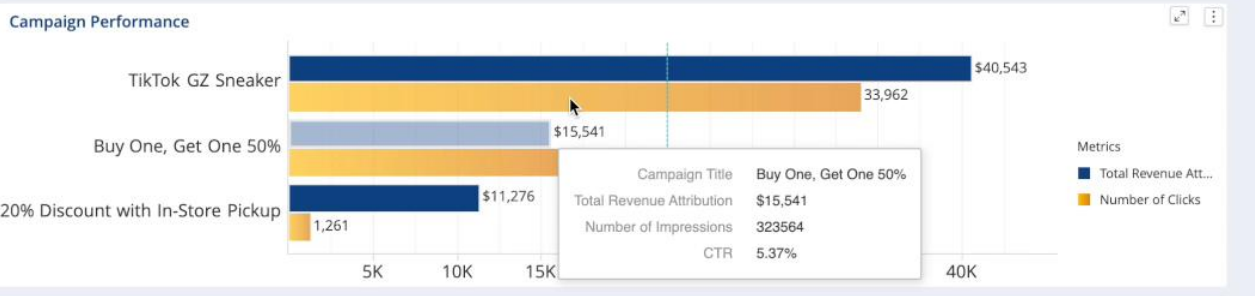
Product Name	Total Sales
GZ Sneaker	\$1,591,503
Vintage Mom Jeans	\$842,447
Butterfly Top	\$606,407
Summer Mini Dress	\$69,140
Firefly Dress	\$54,942
Summer Wedges	\$1,176
Heather Mini Dress	\$840
Yellow Bikini	\$720
Sun Lodge Flip Flops	\$680

Inventory Alerts

Product Name	Inventory Performance
Classic Button-Down	2%
GZ Sneaker	3%
Dream On Long Sleeve	4%
Summer Wedges	4%
Simple Jeans	4%
Casual Tee	16%
Grey Vintage Shirt	16%
Heather Mini Dress	16%
Red Tankini	16%
Rock Out Tee	16%
Square Neck Tee	16%
Summer Mini Dress	16%

Current Employee Rank

Employee Name	Performance	Total Customers Assisted
234589 Haze Dean	9.9 ▲	32
234590 Lila Wright	9.8	28
234576 John Reid	9.7 ▲	30
234577 Hannah James	9.7 ▲	30
234587 Mary Poll	9.7 ▼	34
234581 Jose Suarez	9.3	24
234582 Maria Machado	9.2	23
234578 Lyle Mason	9.1 ▲	20
234583 Tom Mitchell	9.1	23
234584 Shay Thomas	9.1 ▲	22



Customer Loyalty

Reward PT (1-500)	Reward PT (500-1000)	Reward PT (1500-2000)
53	28	26



Thank You!