MISSION STATEMENT

To Mobilize the World's Data.

COMPANY

<table>
<thead>
<tr>
<th>Founded</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Founders</td>
<td>Thierry Cruanes, Benoit Dageville</td>
</tr>
<tr>
<td>CEO</td>
<td>Frank Slootman</td>
</tr>
<tr>
<td>Employees</td>
<td>6,300+ worldwide</td>
</tr>
</tbody>
</table>

ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake’s Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 590 of the 2022 Forbes Global 2000 (G2K) as of April 30, 2023, use the Snowflake Data Cloud to power their businesses. Learn more at snowflake.com

THE DATA CLOUD

The Snowflake platform is the innovative technology that powers the Data Cloud—the global network where Snowflake customers, partners, developers, and data providers can break down data silos and derive value from rapidly growing data sets in secure, governed, and compliant ways. Specifically, the Data Cloud is where thousands of organizations have seamless and governed access to explore, share, and unlock the potential of data.

A unique group of technologies enable the Data Cloud: the near-unlimited scale and efficiency of a multi-cluster shared data architecture, the seamless interoperability of working with data across multiple public clouds as if they were one; baked-in security features that can’t be turned off; and modern data sharing, which allows virtually any number of organizations to share and receive live data with each other near-instantly and without having to move or copy data.

Customers use Snowflake's platform to execute a number of critical workloads, including applications, collaboration, cybersecurity, data engineering, data lake, data science and machine learning (ML), data warehousing, and unistore.

CUSTOMERS

Snowflake customers include 590 of the Forbes Global 2000. Notable customers include: Adobe, Age of Learning, Airbnb, Albertsons Companies, AT&T, Blackboard, BlackRock, Capital One, ConAgra Foods, Deliveroo, Doordash, Dropbox, Electronic Arts, Elevance Health, Instacart, JetBlue, Kraft Heinz, Lionsgate, Logitech, McKesson, NBC Universal, Novartis, Office Depot, Okta, PDX, PepsiCo, Rent the Runway, University of Notre Dame, Western Union, Yamaha, and many more.

PARTNERS

- Strategic alliances with Amazon Web Services (AWS), Microsoft Azure, Salesforce, Alation, Cognizant, Collibra, Dataiku, DataRobot, Deloitte, Ernst & Young, Fivetran, Informatica, Infosys, Matillion, NTT Data, Qlik, Slalom, Talend, and many more.
- The Snowflake Partner Network includes a broad array of cloud, services, technology, and data provider partners, including more than 970 Powered by Snowflake registrants.
COMPETITIVE DIFFERENTIATORS

With Snowflake You Get...

**A POWERFUL PLATFORM AND ARCHITECTURE:** Snowflake's multi-cluster, shared data architecture is designed to process enormous quantities of data with speed and efficiency. All data processing horsepower within Snowflake is performed by one or more clusters of near-unlimited compute resources. Snowflake can process queries and tasks in a fraction of the time conventional on-premises and cloud data platforms require. Paired with near instant elasticity to scale up and down, you get the performance you need, when you need it.

**AND THE TRANSFORMATIVE DATA CLOUD:** The Snowflake Data Cloud provides you with a global network where thousands of organizations can mobilize their data. With the Data Cloud, you can unify your structured, semi-structured, and unstructured data, and securely share this data across your organization, and with your ecosystem of partners, suppliers, and customers. You gain access to industry data sets, data services, and applications without having to move or copy the data, enabling governed and secure data sharing in real time. In the Data Cloud, organizations can also develop and build new products faster, run machine learning (ML) models to make informed business decisions, drive innovation with fresh data-driven insights, and monetize data and data products in Snowflake Marketplace.

**FOR MANY WORKLOADS:** Snowflake's multi-cluster, shared data architecture is designed to handle virtually any workload you can throw at it. These workloads include, but are not limited to:

- **Applications:** Build data-intensive applications without operational burden
- **Collaboration:** Discover, access, and monetize live data, services, and applications in the Data Cloud
- **Cybersecurity:** Protect your enterprise with near-unlimited visibility, unified data, and powerful analytics
- **Data Engineering:** Build simple, reliable data pipelines at scale in the language of your choice, all in one single platform
- **Data Lake:** Deploy flexible architectural patterns with consistent governance and optimized storage at practically any scale
- **Data Science and ML:** Accelerate your ML workflow with fast data access and elastically scalable data processing for Python and SQL
- **Data Warehousing:** Accelerate analytics for all users and queries with leading price, performance, and no complexity
- **Unistore:** Power transactional use cases, build modern applications, and drive new insights with a single place for all your analytical and transactional data

**ACROSS MULTIPLE INDUSTRIES:** Snowflake enables you to power your organization's data strategies and deliver innovative solutions across multiple industries and lines of business. These industries include, but are not limited to:

- **Advertising, Media & Entertainment:** Marketers, publishers, and data & ad technology businesses leverage the Media Data Cloud to unlock their data for identity, insights, activation, and measurement across the advertising ecosystem
- **Education:** K-12 and higher education advance their missions using data to power educational excellence, deliver engaging learning experiences, and drive collaboration
- **Financial Services:** Banking, insurance, fintech, and investment management customers use the Financial Services Data Cloud to launch new customer-centric products and services, build fintech platforms of the future, and accelerate their compliance and regulatory compliance
- **Healthcare and Life Sciences:** Healthcare and life sciences companies deliver improved patient outcomes and care experiences, optimizing care delivery, accelerating clinical research and time to market, and more with the Healthcare and Life Sciences Data Cloud
- **Manufacturing:** Teams deliver the performance, scalability, and data sharing capabilities needed for supply chain optimization, production quality and efficiency, manufacturing automation, and robotics and IoT initiatives
- **Public Sector:** Government agencies deliver on mission outcomes, serve citizens, maximize resource utilization with agility, and ensure data security and regulatory compliance
- **Retail & CPG:** Retailers, manufacturers, distributors, consumer packaged goods (CPG) vendors, and industry technology providers rely on the Retail Data Cloud to drive agility, deliver exceptional, personalized customer experiences, and optimize operations
- **Technology:** Technology companies eliminate data silos so teams spend less time managing infrastructure, and more time building applications, delivering great customer experiences, and transforming data into insights
- **Telecom:** Telecom industry organizations break down data silos to enable superior customer experiences, maximize operational efficiency, and increase profitability through cost reduction and new data product monetization
COMPETITIVE DIFFERENTIATORS

**FOR ALL DATA:** Snowflake puts all of your data at your fingertips. This includes structured, semi-structured, and unstructured data of practically any volume, and any origin. With unsiloed access to data in your organization, alongside data shared from partners, suppliers, and third-party providers, organizations can make insights more actionable. Snowflake has the ability to scale to hundreds of petabytes, or even exabytes of unstructured data, so you never have to worry about storage limits and can focus on driving impact, optimizing ML-models, and accelerating powerful data applications with lightning speed.

**AT ANY LEVEL OF CONCURRENCY AND SCALE:** Snowflake can support performance and resource needs for nearly any workload at virtually any level of concurrency and scale — from highly concurrent dashboards, to building and training ML models, to powering client-facing applications, and more. New workloads can be added easily without impacting any existing ones, since there is no contention for resources. And there is practically no limit to the number of workloads that can be run concurrently, and resources for all of your jobs can be spun up and down in seconds for true compute power on-demand.

**GLOBALLY:** Snowflake’s global architecture operates as a single distributed cloud platform, covering the world with more than 35 cloud regions. Regardless of the underlying cloud provider, Snowflake delivers a unified global experience supporting a multi-cloud strategy and a cross-cloud approach so you can mix and match clouds as you see fit. Snowgrid generally connects all regions and clouds together so you can operate as one, even if your data, applications, teams, and customers exist across multiple regions or clouds. Snowflake also makes it seamless to replicate data between clouds and regions, providing organizations with access to the same dataset globally, so they can failover with minimal disruption.

**THAT’S SELF-MANAGED:** Snowflake is delivered as a service and eliminates the administration and management demands of traditional platforms and big data solutions, with all of its capabilities engineered to work well together. This means a consistent user and security model, set of APIs, look and feel, and pricing model. Snowflake is a true data platform-as-a-service running in the cloud, pushing self-manageability and simplicity to the limits to make your life easier. With built-in performance, there’s no infrastructure to manage or knobs to turn. Snowflake automatically handles infrastructure, optimization, availability, data protection, and more so you can focus on using your data, not managing it.

**PROGRAMMABLE:** Snowflake delivers flexible, extensible, and powerful ways for you to program with data. By running your most demanding data applications directly in the Snowflake Data Cloud, from their data layer all the way up to their UI, you gain the tools you need to seamlessly program with ease. Snowpark provides a rich programming environment for you to work in your preferred language, including Java, Scala, and Python based on the Data Frame programming model, and enables you to run your preferred libraries to unlock more use cases directly in Snowflake.

**GOVERNED:** Snowflake takes your trust seriously, and that’s why it provides strong and consistently enforced security and governance throughout the Data Cloud. This includes multiple layers of data protections, even during development, so your data stays secure. Snowflake encrypts data at rest and in transit, provides granular-role based access controls, and enables powerful data masking so your data is consistently enforced, regardless of cloud or region.

**WITH COMPETITIVE COST PERFORMANCE:** Snowflake provides per-second, usage-based pricing for compute and storage. This means you only pay for the amount of data you store, and the amount of compute processing you use. With Snowflake, organizations gain continuous, transparent performance improvements, which drive better economics for users. You can say goodbye to large upfront costs, over-provisioned systems, or idle clusters unnecessarily consuming money.

**ACROSS AN EXPANSIVE ECOSYSTEM:** With Snowflake Marketplace, you can reach an expansive ecosystem of partners, customers, and other organizations to share and discover data, ML-models, data applications, and more. Snowflake Marketplace simplifies sharing, collaboration, and the commercialization of everything you’re building whether it be internally or externally. You can instantly reach organizations in the Data Cloud, and unlock entirely new revenue streams by building, deploying, and monetizing on Snowflake Marketplace.