Safe Harbor

This presentation and accompanying oral presentation contain “forward-looking statements” based on our beliefs and assumptions formed from available information, including statements concerning our strategy and objectives, future operations, operating model, financial and competitive position, industry environment, potential growth and market opportunities, and customer trends.

Forward-looking statements include all statements that are not historical facts and can but may not always be identified by terms such as “anticipates,” “believes,” “could,” “seeks,” “estimates,” “targets,” “guidance,” “expects,” “intends,” “may,” “plans,” “potential,” “predicts,” “prospects,” “projects,” “should,” “will,” “would” or similar expressions and the negatives of those terms.

By their nature, these statements are subject to numerous uncertainties and risks, including factors beyond our control, that could cause actual results, performance or achievement to differ materially and adversely from those anticipated or implied in the statements. Please refer to our Quarterly Report on Form 10-Q for the quarter ended June 30, 2021 filed with the SEC on August 6, 2021, and future SEC filings, for a discussion of these risks and uncertainties, which include, among others, unfavorable market conditions or reductions in information technology spending, a decline in new customers, renewals or expansions, operating in competitive markets, failure to effectively develop and expand our sales and marketing strategy, failure to adapt and respond effectively to rapidly changing technology, evolving industry standards, changing regulations, changing customer needs, requirements or preferences, and identifying and successfully integrating strategic investments.

It is not possible for us to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results or outcomes to differ materially from those contained in any forward-looking statements. You should not rely upon forward-looking statements as predictions of future events. Although our management believes that the expectations reflected in our statements are reasonable, we cannot guarantee that the events and circumstances described will be achieved or occur. Moreover, neither we, nor any other person, assumes responsibility for the accuracy and completeness of these statements. Recipients are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date such statements are made and should not be construed as statements of fact. Except to the extent required by federal securities laws, we undertake no obligation to update any information or any forward-looking statements as a result of new information, subsequent events, or any other circumstances after the date hereof, or to reflect the occurrence of unanticipated events.

This presentation and the accompanying oral presentation may also contain estimates and other statistical data made by independent parties and by us relating to market size and growth and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. In addition, projections, assumptions, and estimates of our future performance and the future performance of the markets in which we compete are necessarily subject to a high degree of uncertainty and risk.

Terms such as “ARR,” “Net Retention Rate” and “Gross Retention Rate” shall have the meanings set forth in our SEC filings; provided, however, we updated the definition of MRR as of the quarter ended September 30, 2021 to capture usage from subscriptions with committed contractual amounts and applied this change retroactively.

This presentation also includes non-GAAP operating income. Non-GAAP financial measures have limitations as analytical tools and you should not consider them in isolation or as a substitute for or superior to their most directly comparable financial measures prepared in accordance with GAAP. There are a number of limitations related to the use of non-GAAP financial measures versus their nearest GAAP equivalents. Other companies, including companies in our industry, may calculate non-GAAP financial measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial measures as a tool for comparison. We urge you to review the reconciliation of Datadog's non-GAAP financial measures to the most directly comparable GAAP financial measures, and not to rely on any single financial measure to evaluate our business. See the Appendix for a reconciliation between non-GAAP operating income and revenue.

The information in this presentation on new products, features or functionality is intended to outline our general product direction and should not be relied upon in making a purchasing decision and shall not be incorporated into any contract. Such information is not a commitment, promise or legal obligation to deliver any code or functionality. The development, release and timing of any features or functionality described for our products remains at our sole discretion.

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<table>
<thead>
<tr>
<th>Agenda</th>
<th></th>
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<tbody>
<tr>
<td>Industry drivers and our opportunity</td>
<td>Olivier Pomel  CEO &amp; Co-founder</td>
</tr>
<tr>
<td>Datadog design choices and differentiators</td>
<td>Alexis Lê-Quôc  CTO &amp; Co-founder</td>
</tr>
<tr>
<td>Infrastructure Monitoring, our platform, and Datadog for developers</td>
<td>Ilan Rabinovitch  SVP, Product &amp; Community</td>
</tr>
<tr>
<td>APM and Log Management</td>
<td>Renaud Boutet  SVP, Product Management</td>
</tr>
<tr>
<td>Cloud Security Platform</td>
<td>Pierre Betouin  VP, Product Management, Sqreen Co-founder</td>
</tr>
<tr>
<td>Break (~15 minutes)</td>
<td></td>
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<tr>
<td>Customer focus and pricing philosophy</td>
<td>Amit Agarwal  Chief Product Officer</td>
</tr>
<tr>
<td>Go-to-market</td>
<td>Adam Blitzer  COO</td>
</tr>
<tr>
<td>Financial takeaways</td>
<td>David Obstler  CFO</td>
</tr>
<tr>
<td>Q&amp;A session</td>
<td>Olivier Pomel  CEO &amp; Co-founder, Alexis Lê-Quôc  CTO &amp; Co-founder, David Obstler  CFO, Yuka Broderick  Head of Investor Relations</td>
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</tbody>
</table>
Olivier Pomel
Co-Founder & CEO
<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>STATUS</th>
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<tbody>
<tr>
<td>CI Visibility</td>
<td>General Availability</td>
</tr>
<tr>
<td>Session Replay</td>
<td>General Availability</td>
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<tr>
<td>Funnel Analysis</td>
<td>General Availability</td>
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<tr>
<td>Network Device Monitoring</td>
<td>General Availability</td>
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<tr>
<td>Datadog Apps</td>
<td>General Availability</td>
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<table>
<thead>
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<th>PRODUCT</th>
<th>STATUS</th>
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<tbody>
<tr>
<td>Online Archives</td>
<td>Limited Availability</td>
</tr>
<tr>
<td>Observability Pipelines</td>
<td>Private Beta</td>
</tr>
<tr>
<td>Application Security</td>
<td>Private Beta</td>
</tr>
<tr>
<td>Universal Service Monitoring</td>
<td>Private Beta</td>
</tr>
<tr>
<td>Cloud Cost Management</td>
<td>Private Beta</td>
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</table>
What’s happening today in IT
Two broad and deep transitions

Digital Transformation × Cloud Migration
An explosion of complexity

Diversity of technologies in use
- Few vendor suites
- Lots of open source and SaaS

Scale in number of computing units
- Physical hardware
- Cloud instances
- Serverless & microservices

Frequency of releases
- Once a year
- Once a day
- On-demand

Number of people involved
- Ops
- Dev + Ops
- Business + Dev + Ops
- Security + Dev + Ops + Business

DATADOG
Why Datadog?
Datadog solves complexity
Datadog breaks down silos

Unified platform

Simple but not simplistic

Deployed everywhere, used by everyone

Breaking down silos
Our history of innovation

Founded Datadog to break down silos

Real-Time Unified Data Platform

Infrastructure Monitoring (2012)

APM (2017)

Logs (2018)

User Experience Monitoring (2019)

Security Platform (2020)

One product
One platform
Used by everyone
Deployed everywhere
Our history of innovation

1300

Real-Time Unified Data Platform
Infrastructure Monitoring
Hosts / Clusters / VMs / Containers / Processes / IoT

2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021...

Founded Datadog to break down silos
Deployed everywhere, used by everyone

APM
Log Management
Logging without Limits™
Watchdog Alerts

2017

Continuous Profiler
Deployment Tracking
Incident Management
Cloud SIEM
Mobile RUM

2020

Cloud Security Posture Management
Cloud Workload Security
Database Monitoring
CI Visibility
Watchdog Root Cause Analysis
Watchdog Insights
Our opportunity
At our core, Observability is a very large opportunity

$53B in 2025

Our security opportunity

- Developers
- Security
- Operations
- DevSecOps
Future opportunities

- Security
- Real time business intelligence
- Developer workflows
- IT Service Management

Observability
Alexis Lê-Quốc
Co-Founder & CTO
Public cloud revenue expansion

Public cloud market revenue worldwide from 2012 to 2021E (in billion U.S. dollars)

Increasingly complex software deployments

- Traditional Deployment
- Virtualized Deployment
- Container Deployment
- Serverless Architecture

[Diagram showing the progression from traditional to serverless architectures]
Increasingly numerous and ephemeral compute units
Legacy tagging: labeled by unique identifier

Overwhelming…
Next-gen tagging: labeled by category or property

Tag by:
- Cloud Vendor
- Availability Zone
- Environment
- Service
- Version
- Custom Tags: Customer-defined
Unified tagging

Why use tags?
- More intuitive
- Flexible and scales with hosts or containers
- Simplified searching and filtering
- Aggregate metrics on the fly

Why it matters:
Tagging binds different data types in Datadog, allowing for correlation and calls-to-action among metrics, traces, and logs
<table>
<thead>
<tr>
<th>DATE</th>
<th>SERVICE</th>
<th>HOST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 12</td>
<td>web-store</td>
<td>i-08bafa8285f6bce19</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Checking token for customer=YCLT212F5B7ZPREDX4XHYJAW with session=6NR0VLNXTBA54ZKY11907DQ1 and capturing all current sessions for the user.</td>
</tr>
<tr>
<td></td>
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<td>Found session with token=EFXXRMFPCZXPJBUXJFNQIJ8</td>
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<tr>
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<td></td>
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<td>Found session with token=0e57860b977b5fd67</td>
</tr>
</tbody>
</table>
Product innovation

- Custom-develop vs. Open-source
- Build vs. Buy

Pragmatism

- Learn new things, divert resources from established products, re-organize teams
- Rebuild regularly — avoid a maintenance/legacy mentality

Always building new
Product innovation
Ilan Rabinovitch
Senior Vice President, Product
Infrastructure Monitoring extends across technologies

Older Technologies

Newer Technologies

IBM WebSphere

aws

Google Cloud

Serverless

Function-as-a-Service

AIX

docker

kubernetes

IoT
Infrastructure Monitoring as a starting point in observability
Single product to a full platform

Annual Recurring Revenue (ARR)
Platform-level capabilities: cloud-agnostic
Platform-level capabilities: cloud-agnostic

- Longest-standing partnership
- Often first-to-market in launching monitoring products for new AWS products
- Available on the AWS Marketplace

- Deep technical integration
- Embedded as a first-party service in the Azure portal
- Go-to-market partnership opportunities
- Available on the Azure marketplace

- Available on the GCP Marketplace
- Strong alliances and GTM partnership

- 450+ integrations
- Network Device Monitoring
- Observability Pipelines (Private beta)
More than 450 built-in integrations

See across all your systems, apps, and services
Developers are moving towards CI/CD

**CI/CD benefits**

- Deploy smaller code changes faster for:
  - Improved customer experience
  - Higher quality code
  - Fewer unintended consequences

**CI/CD challenges**

- Poor CI/CD pipeline implementation
- Poor coordination/communication among teams
- Faulty tests
CI Visibility - Observability for CI/CD

...and bringing that level of visibility to your tests and pipelines in earlier stage environments

Taking APM-like visibility historically only seen in production...
Renaud Boutet
Senior Vice President, Product
APM: From distributed tracing...

APM 2017
...To best-of-breed APM Suite
Distributed Tracing
Expanded to a broad APM suite

**Client Side**
- Web Browser
- Mobile
  - Synthetic Monitoring (2019)
  - Real User Monitoring (2020)
  - Error Tracking (2020)
  - Session Replay (2021)

**Server Side**
- Application Server
- Databases
- Cloud Infrastructure
  - APM & Distributed Tracing (2017)
  - Tracing without Limits™ (2019)
  - Synthetic Monitoring (2019)
  - Continuous Profiler (2020)
  - Deployment Tracking (2020)
  - Error Tracking (2021)
  - Database Monitoring (2021)
Expanded to a broad APM suite

Client Side
- Web Browser
- Mobile
- Synthetic Monitoring
- Real User Monitoring
- Error Tracking
- Session Replay

Server Side
- Application Server
- Databases
- Cloud Infrastructure
- APM & Distributed Tracing
- Tracing without Limits™
- Synthetic Monitoring
- Continuous Profiler
- Deployment Tracking
- Error Tracking
- Database Monitoring

Correlate traces with logs
- Log Management
- Infrastructure Monitoring

Correlate traces with host, container, & runtime metrics
Strong uptake of APM

APM Annual Recurring Revenue

- Continuous Profiler
- Real User Monitoring
- Synthetics
- Core APM

Q2-18 | Q2-19 | Q2-20 | Q2-21
Watchdog: The Datadog AI Engine

- Anomalies
  - Contextual
  - Reduce MTTR
- Rare Events
- Outliers
- Correlations
- Clusters
- Dependencies

Watchdog Insights
- Reduce MTTR
- Contextual
- Surfaces signals

Watchdog Alerts
- Reduce MTTD
- Proactive
- Surfaces symptoms

Watchdog RCA
- Reduce MTTR
- Connect the dots
- Surfaces root causes
Watchdog Alerts

Starting on February 1st, Latency of the Controller Manager’s workqueue processing unit was up for about 14 hours.

name:plain1a-k8s_plain1a-k8s-control-plane-c5-4x1a... was impacted

<table>
<thead>
<tr>
<th>ENV</th>
<th>SERVICE</th>
<th>QUEUE</th>
<th>KUBE_CLUSTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>prod</td>
<td>k8s-control-plane</td>
<td>+1</td>
<td>parent1</td>
</tr>
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</table>

Latency of the Controller Manager’s workqueue processing unit 3.1k (average)
Watchdog Insights

Augmented Troubleshooting with insights

- Driven by current search context
- Cross-product insights
Watchdog Root Cause Analysis

An increase in latency on ad-server-http-client caused increased latency on 1 resource on ad-server.
The GET /ads endpoint was driving the increase in latency.

An increase in latency on product-recommendation-db caused an increase in errors on 1 resource on product-recommendation-db.
The INSERT INTO purchases (id...) query was driving the increase in error rate.

A version change on web-store caused an increase in errors on 3 services.
The ShoppingCartController#check endpoint was driving the increase in latency.
Watchdog: The Datadog AI Engine

- Anomalies
- Rare Events
- Outliers
- Correlations
- Clusters
- Dependencies

**Watchdog Insights**
- reduce MTTR
- Contextual
- Surfaces signals

**Watchdog Alerts**
- reduce MTTD
- Proactive
- Surfaces symptoms

**Watchdog RCA**
- reduce MTTR
- Connect the dots
- Surfaces root causes
Log Management
What Is Log Management?

LOG MANAGEMENT SOLUTION

- Servers
- Databases
- Web Browsers
- Mobile
- Cloud Services
- Serverless Functions
- Machine Learning
- Monitor
- Archives & Audits
- Search
- Report and Analyze
- Dashboards
Designed from the start to be part of the platform

Seamless correlation & troubleshooting:

- Common tagging structure across all 3 pillars
- Metric-trace-log correlation
- Lower MTTD and faster MTTR with more collaboration and less context switching
Log problem statement

1. (Very) high log volumes
   Often makes it cost prohibitive

2. Large variation of log volumes
   Generates cost uncertainty

3. Large variation in log value
   Makes up-front filtering strategies fail
Traditional Log Management

Index everything at high cost, or throw out data and lose visibility

<table>
<thead>
<tr>
<th>Option 1</th>
<th>Option 2</th>
</tr>
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</table>
| **Captures everything, but becomes prohibitively expensive** | **Cost effective, but impacts visibility**

TORRENT OF DATA

TYPICAL LOG MANAGEMENT SOLUTION

Ingest & Index Everything

Index Limited Data

Exclude Logs

OR

TORRENT OF DATA

TYPICAL LOG MANAGEMENT SOLUTION
Logging without Limits™
No cost vs. visibility trade-offs

Ingest everything cost-effectively
Process, archive, and generate metrics on all logs

Index only what’s valuable
Search, Analytics, Alerts, Dashboards, Metrics/Trace/Log Correlation
Strong uptake of Log Management

Log Management Annual Recurring Revenue

Q2-18  Q2-19  Q2-20  Q2-21
Large companies tend to have larger problems

**Extra large volumes**

 (>1 petabyte/day)

Means network clogging and substantial additional costs

**Sensitive data**

Must be scrubbed before leaving the premise of the company

**Migrations to new tools**

Typically a painful, costly, disruptive multi-month process
Vector & Observability Pipelines for scaled data needs

- **Ingest data from any source**
- **Aggregate, enrich and transform the data**
- **Route to multiple destinations**
Pierre Betouin
Vice President, Product Management
Traditional security
DevOps observability and security visibility are siloed

**Observability**
Rich data insights without network visibility

**Traditional Security**
Network data without runtime context
A unified platform for Dev, Ops, and Security teams

Datadog Cloud Security
DevOps and Security teams are not aligned

- Different goals
- Different tools
- Visibility to different data
Break down silos between DevOps and Security

Enable DevOps to be the first line on security

Align around the same, rich sources of data
Why Datadog for cloud security?

- Break down silos between DevSec and Ops
- Datadog has the richest, deepest data
- No additional friction or performance penalty to instrument
Observability as a platform for security

**Observability**
- Infrastructure Monitoring
- APM
- Log Management

**Cloud Security**
- Cloud Security Posture Management
- Cloud Workload Security
- Application Security
- Cloud SIEM

 beta

 DATADOG

66
Full-stack security for production cloud environments

CLOUD SECURITY PLATFORM

INFRASTRUCTURE & CLOUD
- CSPM: Cloud Security Posture Management
- CWS: Cloud Workload Security
- CLOUD SIEM: Security Monitoring

APPLICATIONS
- AppSec: Application Security

BETA
Amit Agarwal
Chief Product Officer
Focus on the customer
### Key Value to Customer

**Ease of implementation and use**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>Deploy within minutes, for quick time-to-value</td>
<td>Quickly integrate all technologies, whether cloud/next-gen technologies or on-premise</td>
</tr>
<tr>
<td>Alerting and dashboarding capabilities available to all users, regardless of role</td>
<td>No-code: No query language expertise required</td>
</tr>
<tr>
<td>Easy-to-use UI: Minimal onboarding time for users</td>
<td>No need for professional services or extensive training</td>
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</tbody>
</table>
Each product competes
## Key Value to Customer

Every product is deeply integrated

<table>
<thead>
<tr>
<th>Multiple Data Sources</th>
<th>Platform Services</th>
<th>Products / Use Cases</th>
<th>Single Pane of Glass...</th>
<th>...Across Teams</th>
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</thead>
<tbody>
<tr>
<td>450 Sources</td>
<td>Analytics</td>
<td>Infrastructure</td>
<td>DEV</td>
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<td>Continuous Profiler</td>
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<td></td>
<td>Mobile App</td>
<td>Synthetics</td>
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<td>RUM</td>
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<td>Incident Management</td>
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CUSTOMER EXAMPLE

Global shipping company

Annual Recurring Revenue (ARR)

$2M

$1M

# of products utilized

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<tr>
<th>Quarter</th>
<th>3Q18</th>
<th>4Q18</th>
<th>1Q19</th>
<th>2Q19</th>
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<td>4</td>
<td>6</td>
<td>7</td>
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</tbody>
</table>

74
CUSTOMER EXAMPLE

Global payroll and HR services company

Annual Recurring Revenue (ARR)

# of products utilized: 1 1 1 1 1 1 1 1 1 2 3 3 3 7 7 7 7 7 7
Customer benefits

- Better visibility on infrastructure usage
- Better optimized infrastructure costs
- Lower downtime (faster remediation of errors)
- Better customer experience
- Faster product innovation
- More productive engineers

130%+

Dollar-based net retention rate for 16 consecutive quarters

See legal disclosures for definition of dollar-based net retention rate.
TTM gross retention rate

See legal disclosures for definition of dollar-based gross retention rate.
Key characteristics of Datadog’s pricing model
Our pricing is transparent

<table>
<thead>
<tr>
<th>Infrastructure</th>
<th>Log Management</th>
<th>APM &amp; Continuous Profiling</th>
<th>Synthetic Monitoring</th>
<th>Real User Monitoring</th>
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<tbody>
<tr>
<td>Pro</td>
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</table>

- **Ingest**: $0.10
- **Retain or Rehydrate**: $1.70
- **APM**: $31
- **APM & Continuous Profiler**: $40
- **API Test**: $5
- **Browser Test**: $12
- **Real User Monitoring**: $15
Our products are priced for usage and value

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>PRICING</th>
</tr>
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<tbody>
<tr>
<td>Infrastructure</td>
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</tr>
<tr>
<td>APM</td>
<td>per host</td>
</tr>
<tr>
<td>Logs</td>
<td>per ingested GB / per indexed event</td>
</tr>
<tr>
<td>Synthetics</td>
<td>per test run</td>
</tr>
<tr>
<td>Real User Monitoring</td>
<td>per session</td>
</tr>
<tr>
<td>Serverless</td>
<td>per invocation</td>
</tr>
<tr>
<td>Database Monitoring</td>
<td>per host</td>
</tr>
<tr>
<td>Network Monitoring</td>
<td>per host / per device</td>
</tr>
<tr>
<td>Incident Management</td>
<td>per user</td>
</tr>
<tr>
<td>Security Monitoring</td>
<td>per GB of analyzed logs</td>
</tr>
<tr>
<td>Cloud Security Posture Management</td>
<td>per host</td>
</tr>
<tr>
<td>Cloud Workload Security</td>
<td>per host</td>
</tr>
<tr>
<td>CI Visibility</td>
<td>per user</td>
</tr>
</tbody>
</table>
Our products are priced to give customers control

- Logging without Limits
- Rehydration
- Metrics without Limits
- Tracing without Limits

Cost control:
- Observability Pipelines (Private beta)
- Cloud Cost Management (Private beta)
- Online Archives (Limited Availability)
- Usage metrics, usage estimation metrics
Datadog democratizes data
One platform - deployed everywhere, used by everyone

Developer sample view

Security user sample view
Adam Blitzer
Chief Operating Officer
What we do: land-and-expand

- **Initial land**
  - Free trials
  - Easy to adopt
  - Short time to value

- **New product adoption**
  Customers adopt additional products from our unified platform

- **Frictionless usage expansion**
  - Customers monitor more workloads, applications, and user experiences
  - More users use the platform to get insights meaningful to their role

**Dollar based net retention rate**
In each of the last sixteen quarters

130%+

See legal disclosures for definition of dollar-based net retention rate.
CUSTOMER EXAMPLE

Multinational financial info services company

Annual Recurring Revenue (ARR)

$2M

$1M

<table>
<thead>
<tr>
<th>Quarter</th>
<th># of products utilized</th>
</tr>
</thead>
<tbody>
<tr>
<td>3Q18</td>
<td>1</td>
</tr>
<tr>
<td>4Q18</td>
<td>1</td>
</tr>
<tr>
<td>1Q19</td>
<td>1</td>
</tr>
<tr>
<td>3Q19</td>
<td>1</td>
</tr>
<tr>
<td>3Q19</td>
<td>4</td>
</tr>
<tr>
<td>4Q19</td>
<td>4</td>
</tr>
<tr>
<td>1Q20</td>
<td>5</td>
</tr>
<tr>
<td>2Q20</td>
<td>6</td>
</tr>
<tr>
<td>3Q20</td>
<td>6</td>
</tr>
<tr>
<td>4Q20</td>
<td>6</td>
</tr>
<tr>
<td>1Q21</td>
<td>6</td>
</tr>
<tr>
<td>2Q21</td>
<td>7</td>
</tr>
</tbody>
</table>
CUSTOMER EXAMPLE

Major US grocery chain

Annual Recurring Revenue (ARR)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>3Q18</th>
<th>4Q18</th>
<th>1Q19</th>
<th>3Q18</th>
<th>3Q19</th>
<th>4Q19</th>
<th>1Q20</th>
<th>2Q20</th>
<th>3Q20</th>
<th>4Q20</th>
<th>1Q21</th>
<th>2Q21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products Utilized</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>
Our go-to-market strategy

Enterprise sales team
- High value
- Longer sales cycles

Commercial sales team
- High velocity
- Inside sales

Self serve
- Month-to-month billing
<table>
<thead>
<tr>
<th>Year</th>
<th>Solutions Engineering</th>
<th>Sale Engineers</th>
<th>Mid-market Sales Engineers</th>
<th>Sales Engineers</th>
<th>Solutions Engineering</th>
<th>Technical Acct Mgmt</th>
<th>Professional Services</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Solutions Engineering</td>
<td>Sale Engineers</td>
<td>Mid-market Sales Engineers</td>
<td>Sales Engineers</td>
<td>Solutions Engineering</td>
<td>Technical Acct Mgmt</td>
<td>Professional Services</td>
<td>Future</td>
</tr>
<tr>
<td>2017</td>
<td>Solutions Engineering</td>
<td>Sale Engineers</td>
<td>Mid-market Sales Engineers</td>
<td>Sales Engineers</td>
<td>Solutions Engineering</td>
<td>Technical Acct Mgmt</td>
<td>Professional Services</td>
<td>Future</td>
</tr>
<tr>
<td>2018</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Future</td>
</tr>
<tr>
<td>2019</td>
<td>Technical Acct Mgmt</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Future</td>
</tr>
<tr>
<td>2021</td>
<td>Professional Services</td>
<td>Technical Acct Mgmt</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Enablement</td>
<td>Future</td>
</tr>
</tbody>
</table>

Future:

...
Executing on strong customer growth
Key takeaways

Product-led company; continuous innovation

Frictionless, customer-led selling motion

Strong customer growth; rapid expansion of large customers

High revenue growth with operating efficiency
Aggressive investment in R&D
Strong upsell and retention

Mid-90%s
Dollar-based gross retention rate

130%+
Dollar-based net retention rate for 16 consecutive quarters
Platform strategy is resonating with customers

% of Customers using 2+ Products

<table>
<thead>
<tr>
<th>Quarter</th>
<th>3Q18</th>
<th>4Q18</th>
<th>1Q19</th>
<th>2Q19</th>
<th>3Q19</th>
<th>4Q19</th>
<th>1Q20</th>
<th>2Q20</th>
<th>3Q20</th>
<th>4Q20</th>
<th>1Q21</th>
<th>2Q21</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>15%</td>
<td>25%</td>
<td>32%</td>
<td>40%</td>
<td>50%</td>
<td>58%</td>
<td>63%</td>
<td>68%</td>
<td>71%</td>
<td>72%</td>
<td>75%</td>
<td>75%</td>
</tr>
</tbody>
</table>

% of Customers using 4+ Products

<table>
<thead>
<tr>
<th>Quarter</th>
<th>3Q18</th>
<th>4Q18</th>
<th>1Q19</th>
<th>2Q19</th>
<th>3Q19</th>
<th>4Q19</th>
<th>1Q20</th>
<th>2Q20</th>
<th>3Q20</th>
<th>4Q20</th>
<th>1Q21</th>
<th>2Q21</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>7%</td>
<td>10%</td>
<td>12%</td>
<td>15%</td>
<td>20%</td>
<td>22%</td>
<td>25%</td>
<td>28%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Strong customer growth

Total customers

FY16: 3,785
FY17: 5,403
FY18: 7,676
FY19: 10,536
FY20: 14,200
2Q21: 16,400
Strong customer growth

We updated the definition of MRR as of the quarter ended September 30, 2021 to capture usage from subscriptions with committed contractual amounts and applied this change retroactively.
Best-in-class sales efficiency

CAC payback is the prior quarter S&M expense, divided by gross-margin adjusted change in revenue, quarter over quarter.
Strong revenue and profit growth
Q&A Session

Olivier Pomel  
CEO & Co-founder

Alexis Lê-Quôc  
CTO & Co-founder

David Obstler  
CFO

Yuka Broderick  
Head of Investor Relations
Appendix

We updated the definition of MRR as of the quarter ended September 30, 2021 to capture usage from subscriptions with committed contractual amounts and applied this change retroactively.
## Appendix

### Non-GAAP operating profit ($000’s)

<table>
<thead>
<tr>
<th></th>
<th>1Q18</th>
<th>2Q18</th>
<th>3Q18</th>
<th>4Q18</th>
<th>1Q19</th>
<th>2Q19</th>
<th>3Q19</th>
<th>4Q19</th>
<th>1Q20</th>
<th>2Q20</th>
<th>3Q20</th>
<th>4Q20</th>
<th>1Q21</th>
<th>2Q21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$39,715</td>
<td>$45,678</td>
<td>$51,074</td>
<td>$61,610</td>
<td>$70,050</td>
<td>$83,222</td>
<td>$95,864</td>
<td>$113,644</td>
<td>$131,248</td>
<td>$140,012</td>
<td>$154,675</td>
<td>$177,531</td>
<td>$198,549</td>
<td>$233,549</td>
</tr>
<tr>
<td>GAAP operating income (loss)</td>
<td>$153</td>
<td>$123</td>
<td>$(4,635)</td>
<td>$(6,674)</td>
<td>$(9,662)</td>
<td>$(3,994)</td>
<td>$(4,218)</td>
<td>$(2,266)</td>
<td>$3,778</td>
<td>$654</td>
<td>$(9,267)</td>
<td>$(8,938)</td>
<td>$(12,830)</td>
<td>$(9,886)</td>
</tr>
<tr>
<td>GAAP operating margin</td>
<td>0%</td>
<td>0%</td>
<td>(9)%</td>
<td>(11)%</td>
<td>(14)%</td>
<td>(4)%</td>
<td>(4)%</td>
<td>(2)%</td>
<td>3%</td>
<td>0%</td>
<td>(6)%</td>
<td>(5)%</td>
<td>(6)%</td>
<td>(4)%</td>
</tr>
<tr>
<td>Add: Share-based compensation expense</td>
<td>794</td>
<td>949</td>
<td>1,308</td>
<td>2,193</td>
<td>2,445</td>
<td>2,894</td>
<td>4,677</td>
<td>9,018</td>
<td>12,060</td>
<td>16,834</td>
<td>20,716</td>
<td>24,764</td>
<td>28,861</td>
<td>34,515</td>
</tr>
<tr>
<td>Amortization of acquired intangibles</td>
<td>112</td>
<td>108</td>
<td>112</td>
<td>179</td>
<td>175</td>
<td>177</td>
<td>179</td>
<td>221</td>
<td>247</td>
<td>147</td>
<td>274</td>
<td>275</td>
<td>355</td>
<td>1,071</td>
</tr>
<tr>
<td>Non-cash benefit related to tax adjustment</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(5,007)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(5,561)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Plus: Employer payroll taxes related to employee stock transactions</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>12</td>
<td>460</td>
<td>88</td>
<td>901</td>
<td>246</td>
<td>3,264</td>
<td>2,086</td>
<td>2,021</td>
<td>3,169</td>
<td>5,167</td>
</tr>
<tr>
<td>Non-GAAP operating income (loss)</td>
<td>$1,059</td>
<td>$1,180</td>
<td>$(3,215)</td>
<td>$(4,302)</td>
<td>$(7,030)</td>
<td>$(5,470)</td>
<td>$(726)</td>
<td>$7,874</td>
<td>$16,331</td>
<td>$15,338</td>
<td>$13,809</td>
<td>$18,122</td>
<td>$19,555</td>
<td>$30,867</td>
</tr>
<tr>
<td>Non-GAAP operating margin</td>
<td>3%</td>
<td>3%</td>
<td>(6)%</td>
<td>(7)%</td>
<td>(10)%</td>
<td>(7)%</td>
<td>1%</td>
<td>7%</td>
<td>12%</td>
<td>11%</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
<td>13%</td>
</tr>
</tbody>
</table>