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CITIGROUP GLOBAL TECHNOLOGY CONFERENCE

September 2, 2014

This presentation contains forward-looking statements, including, among other things, statements regarding our growth prospects; our ability to attract and retain customers to use our platform; our ability to innovate and provide a superior customer experience; our ability to successfully expand in our existing markets and into new markets; and our ability to effectively manage our growth and future expenses. The words such as "may," "should," "will," "believe," "expect," "anticipate," "target," "project," and similar phrases that denote future expectation or intent regarding our financial results, operations and other matters are intended to identify forward-looking statements. You should not rely upon forward-looking statements as predictions of future events.

The outcome of the events described in these forward-looking statements is subject to known and unknown risks, uncertainties, and other factors that may cause our actual results, performance, or achievements to differ materially, including (i) adverse changes in general economic or market conditions; (ii) our ability to adapt our customer service platform to changing market dynamics and customer preferences or achieve increased market acceptance of our platform; (iii) our expectation that the future growth rate of our revenues will decline, and that as our costs increase, we may not be able to generate sufficient revenues to achieve or sustain profitability; (iv) our limited operating history, which makes it difficult to evaluate our prospects and future operating results; (v) our ability to effectively manage our growth and organizational change; (vi) our ability to compete effectively in the intensely competitive market in which we participate; (vii) the development of the market for software as a service business software applications; (viii) our ability to sell our live chat software as a standalone service and more fully integrate our live chat software with our customer service platform; (ix) breaches in our security measures or unauthorized access to our customers' data; (x) service interruptions or performance problems associated with our technology and infrastructure; (xi) real or perceived errors, failures, or bugs in our products; (xii) our substantial reliance on our customers renewing their subscriptions and purchasing additional subscriptions from us; and (xiii) our ability to effectively expand our sales capabilities.

The forward-looking statements contained in this presentation are also subject to additional risks, uncertainties, and factors, including those more fully described in our filings with the Securities and Exchange Commission, including our Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on August 7, 2014. Further information on potential risks that could affect actual results will be included in the subsequent periodic and current reports and other filings that we make with the Securities and Exchange Commission from time to time.

Forward-looking statements represent our management's beliefs and assumptions only as of the date such statements are made. We undertake no obligation to update any forward-looking statements made in this presentation to reflect events or circumstances after the date of this presentation or to reflect new information or the occurrence of unanticipated events, except as required by law.

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BRINGING
ORGANIZATIONS AND
THEIR CUSTOMERS
CLOSER TOGETHER

INSTANT
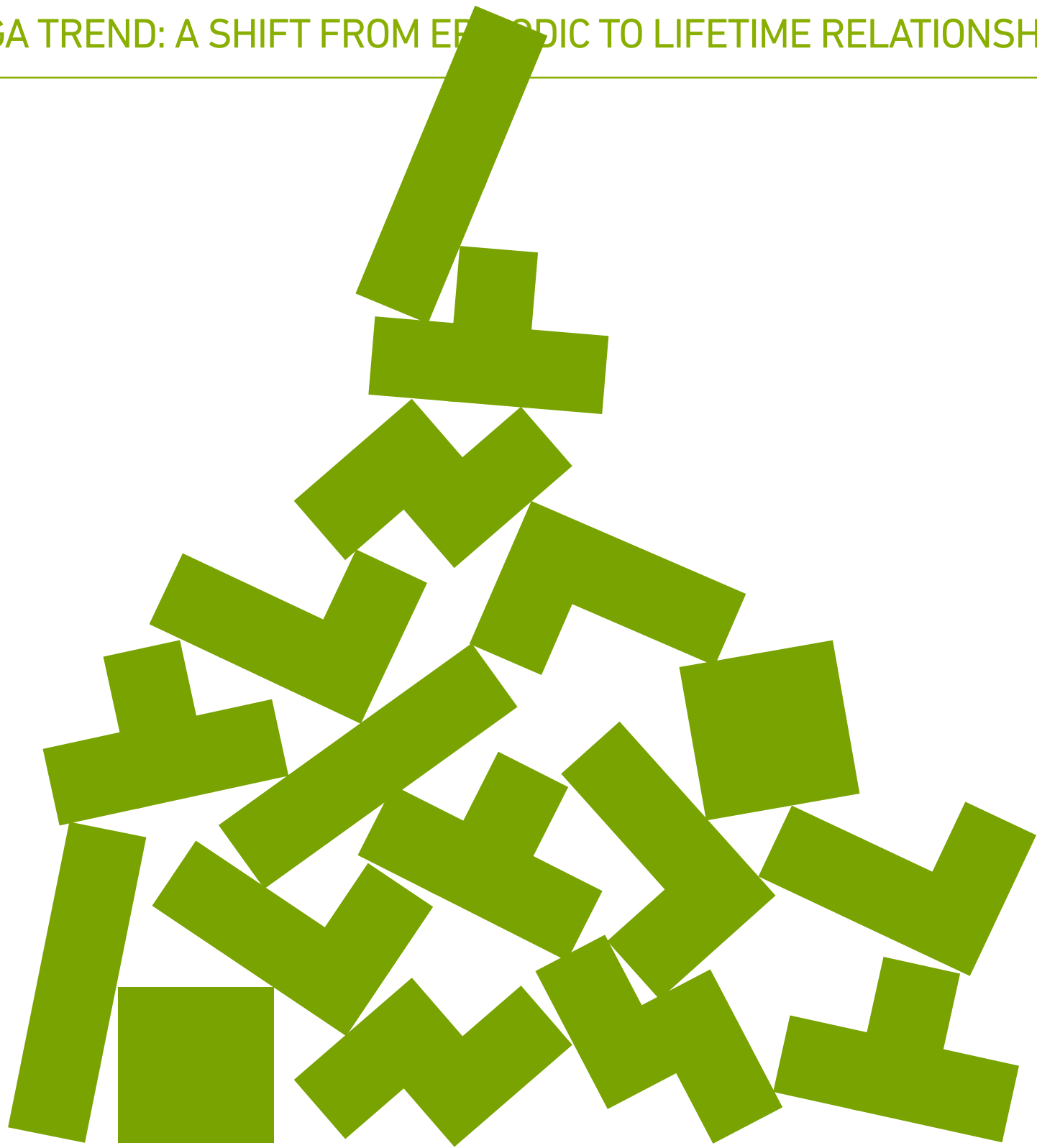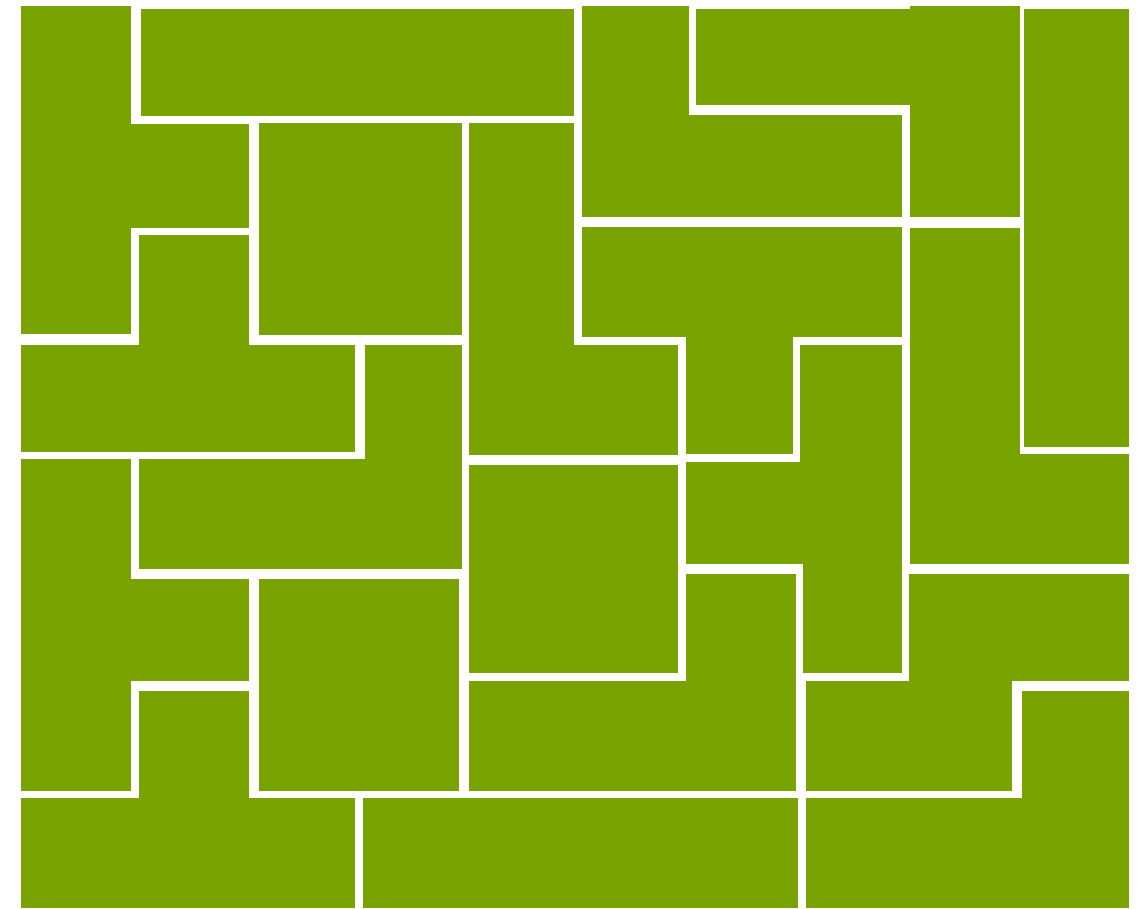
TRANSPARENT

PERSONALIZED

UBIQUITOUS
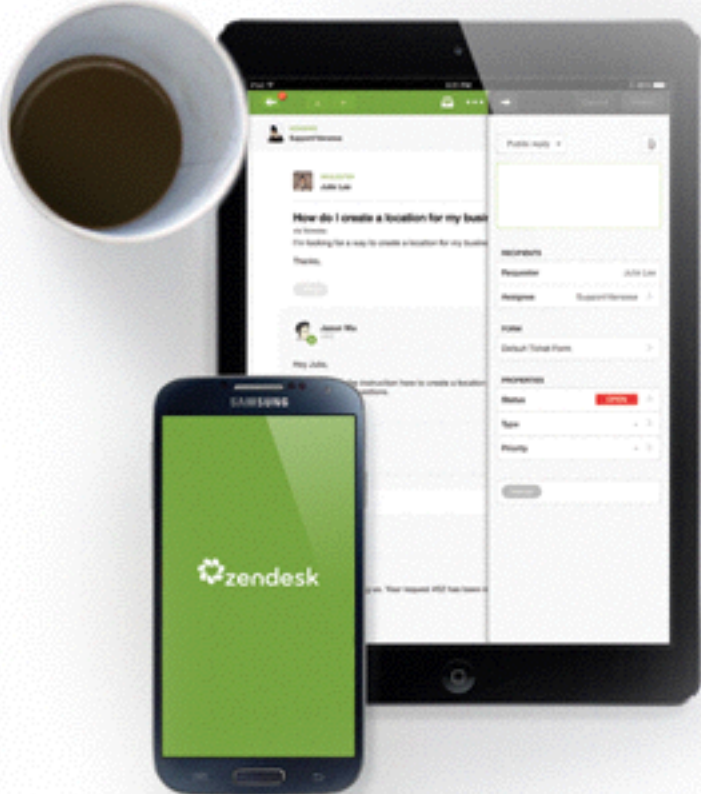
CLOUD (INTERNET)
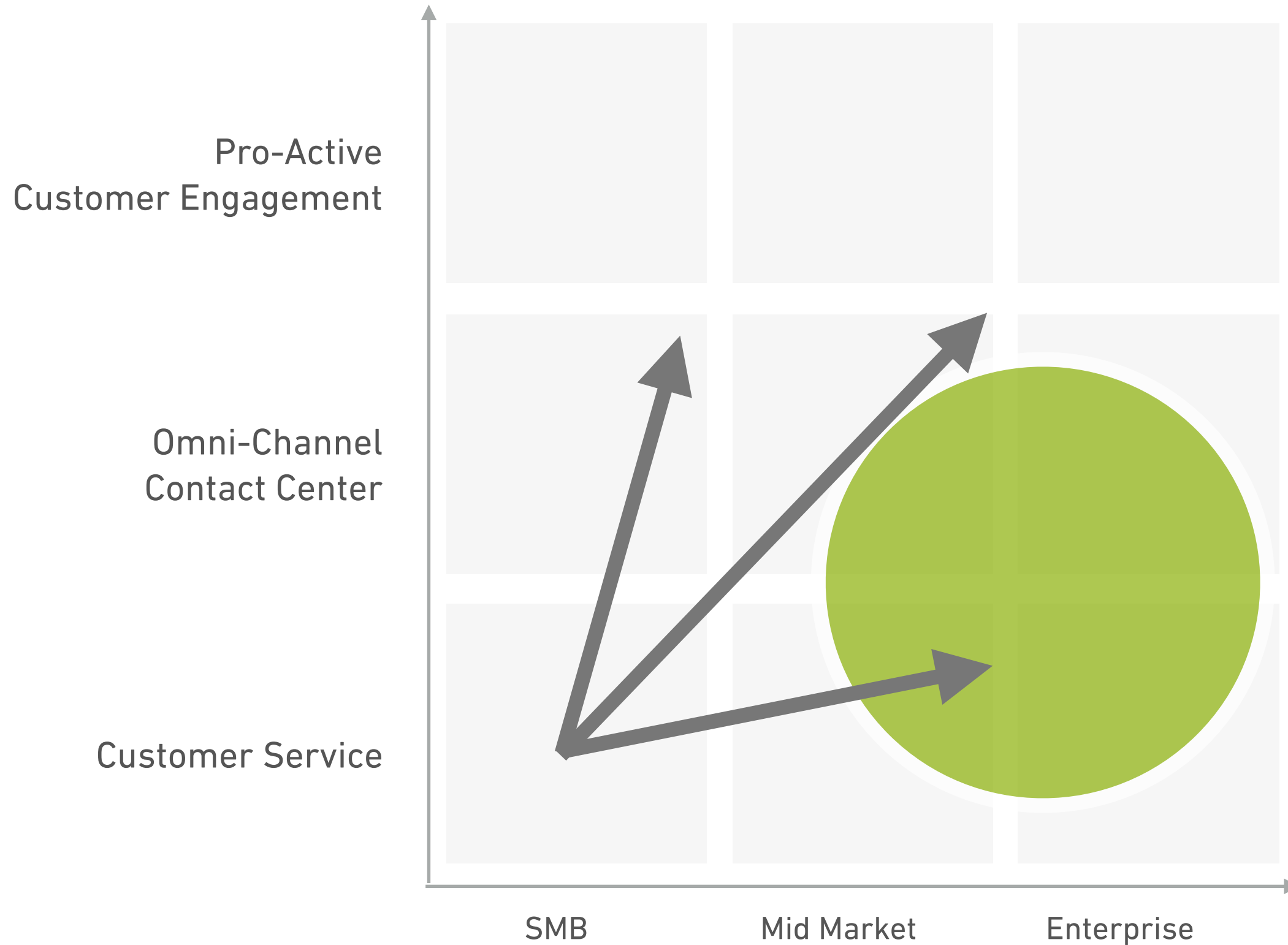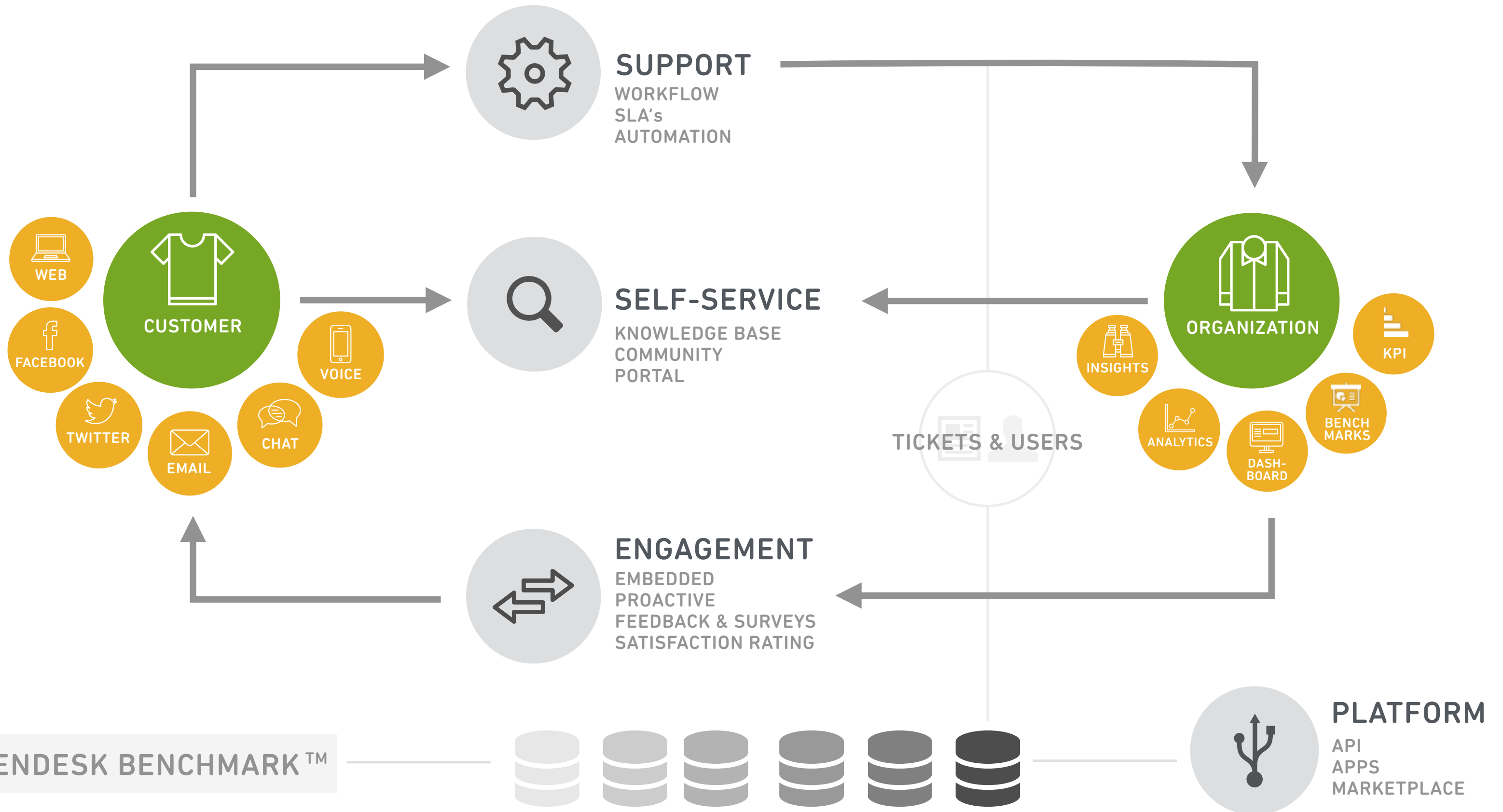
OMNI CHANNEL
PLATFORM AGNOSTIC

DEMOCRATIZATION &
CONSUMERIZATION

THE OLD WAY
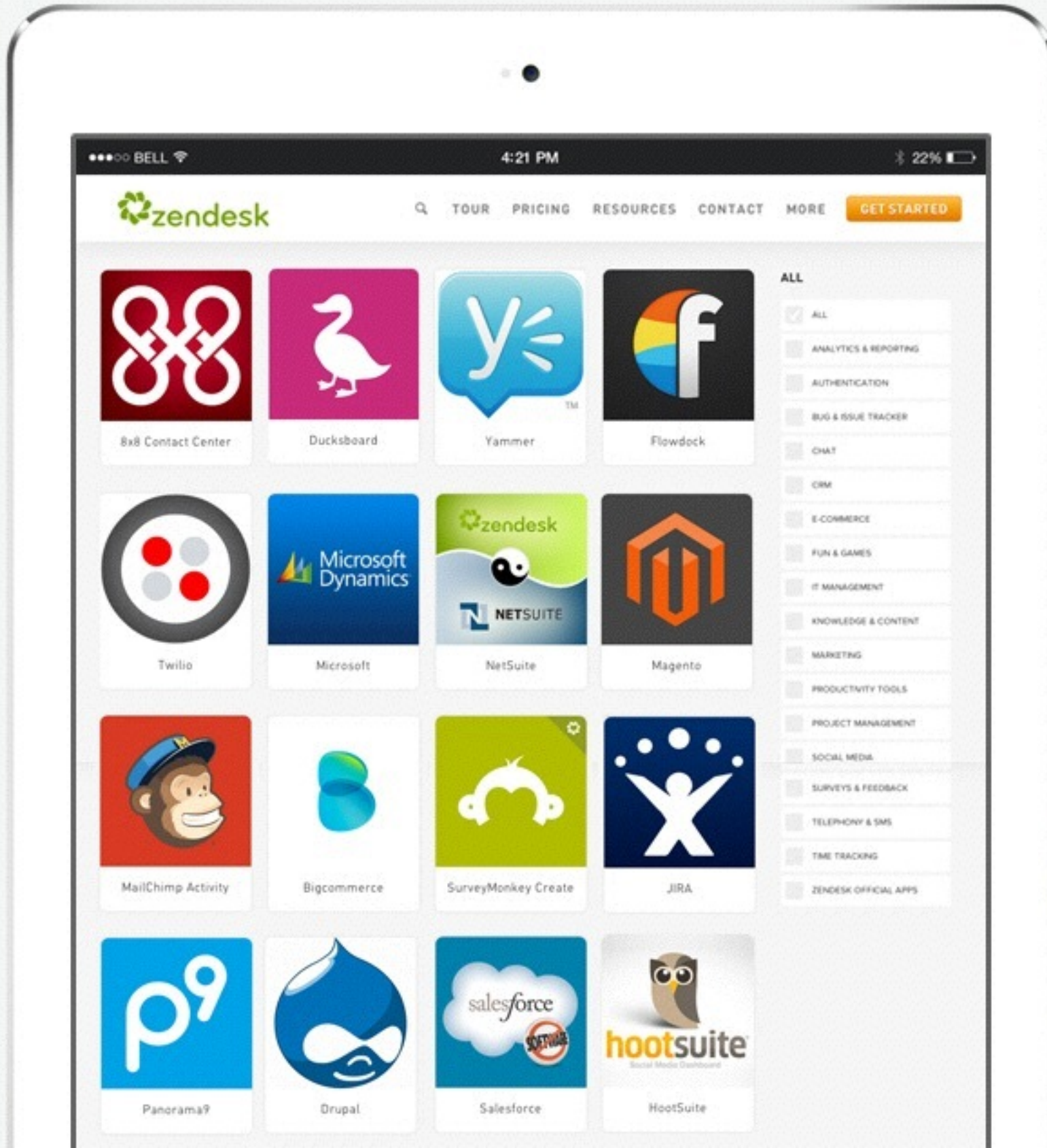
THE NEW WAY

The customer service and contact center software market is a $10.2B worldwide market according to IDC.

Pro-Active Customer Engagement

Omni-Channel Contact Center

Customer Service

SMB   Mid Market   Enterprise

Note: Market size in 2012. Source: IDC Worldwide CRM Applications 2013-2017 Forecast and 2012 Vendor Shares: A Stable Market in a Period of Renewal.

- Over 200 integrations & apps
- Broad developer ecosystem
- Channel for partners
- Product extensions
- Product experimentation
- Partner evaluation

Segments	Zendesk Competitive Position	Competitors		
SMB Customer Service	Market Leader	Basic tools		
Mid-Market / Enterprise Customer Service	Market Disruptor			
Employee Service Desk	Market Alternative			

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| INTERNET | OpenTable · Dropbox · GROUPON · zulily · shopify · meltwater group · Engine Yard |
TELECOM	vodafone · e·plus⁺ · twilio · CUBIC TELECOM THE SMART NETWORK · 3 · CE On-Demand · bandwidth · HOSTWAY
ENTERPRISE	Adobe · zuora · box · ACQUIA · MINDBODY LOVE YOUR BUSINESS · Pivotal · New Relic.
MEDIA / ENTERTAINMENT	AOL. · Rhapsody · realnetworks · Roku · MTV MUSIC TELEVISION · GAWKER · Fairfax Media
RETAIL / CONSUMER	L'ORÉAL · Red Bull · JUSTEAT · NINE WEST · O'NEILL · MERCK
TRAVEL	UBER · lonely planet · trivago · GASTRONOMIZ la boîte à mízer! · airbnb · lafourchette.com · tigerair
EDUCATION / NON-PROFIT/ GOVERNMENT	NOTTINGHAM TRENT UNIVERSITY · UNIVERSITY OF LINCOLN · Ohio Wesleyan University · KHAN ACADEMY · SCHOOL OF ROCK · charity: water · Australian Government

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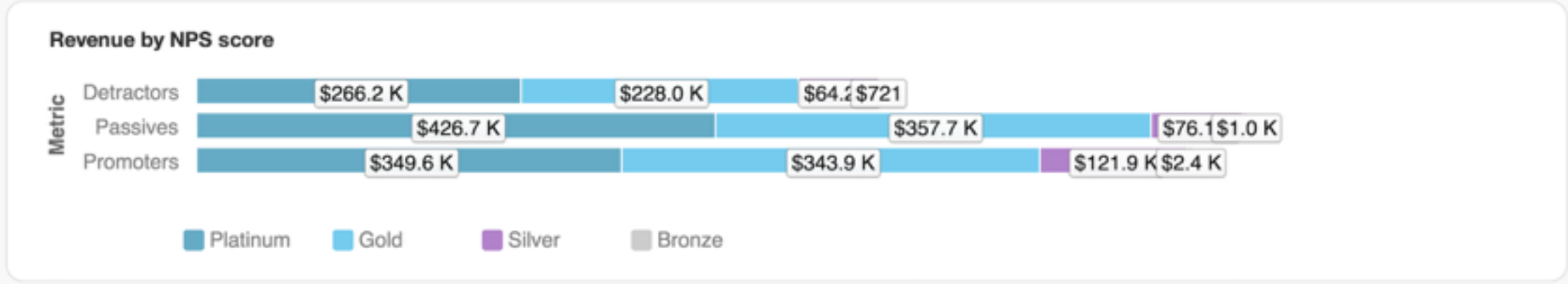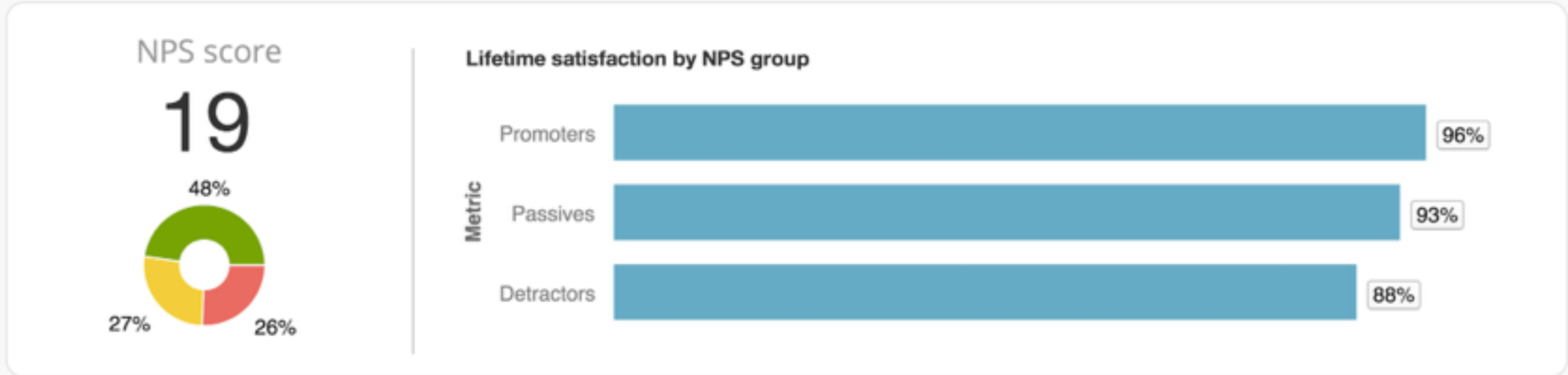
- High growth subscription revenue model

- Large and diversified global customer base

- Efficient customer acquisition model

- Proven land and expand growth strategy

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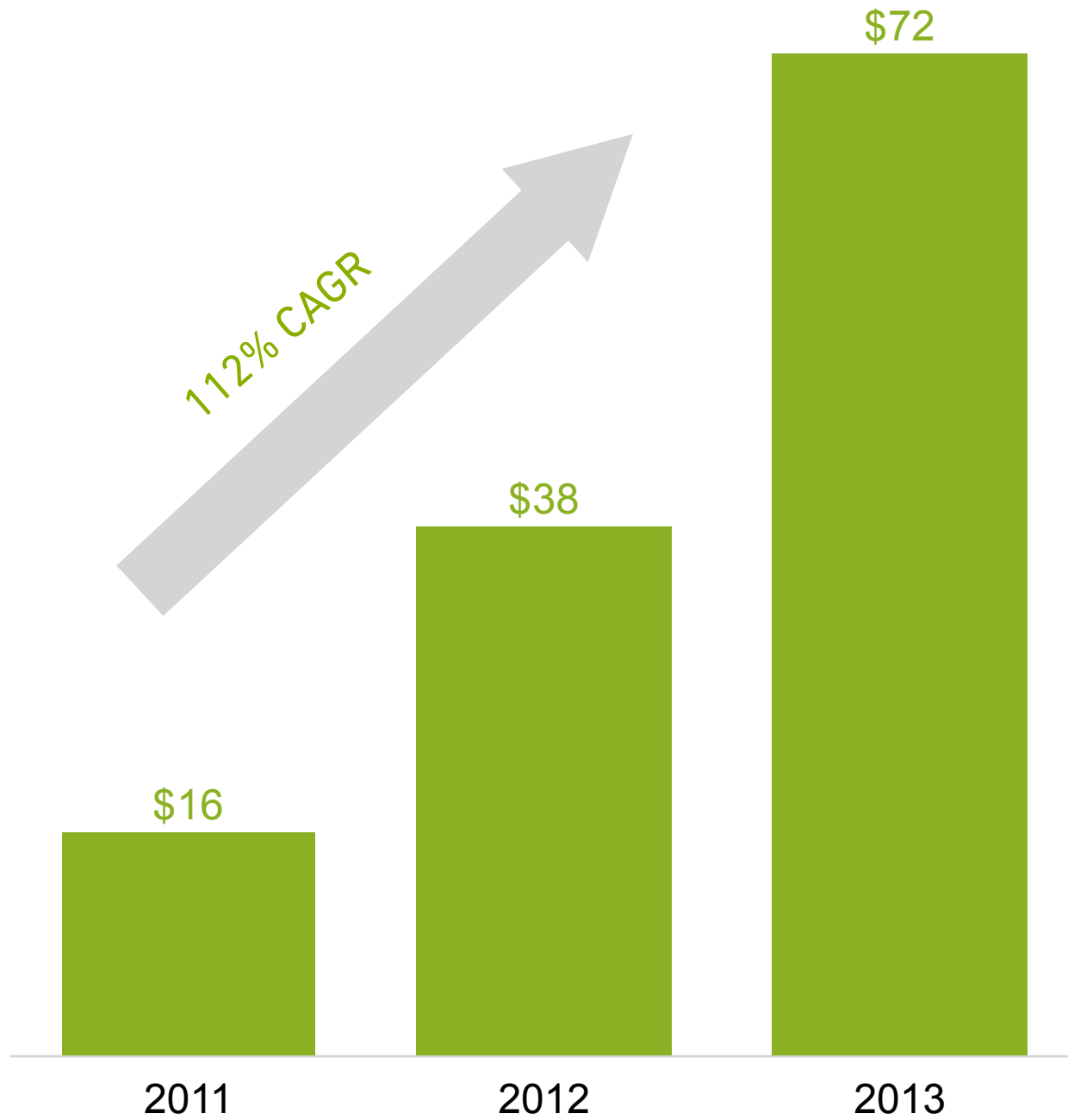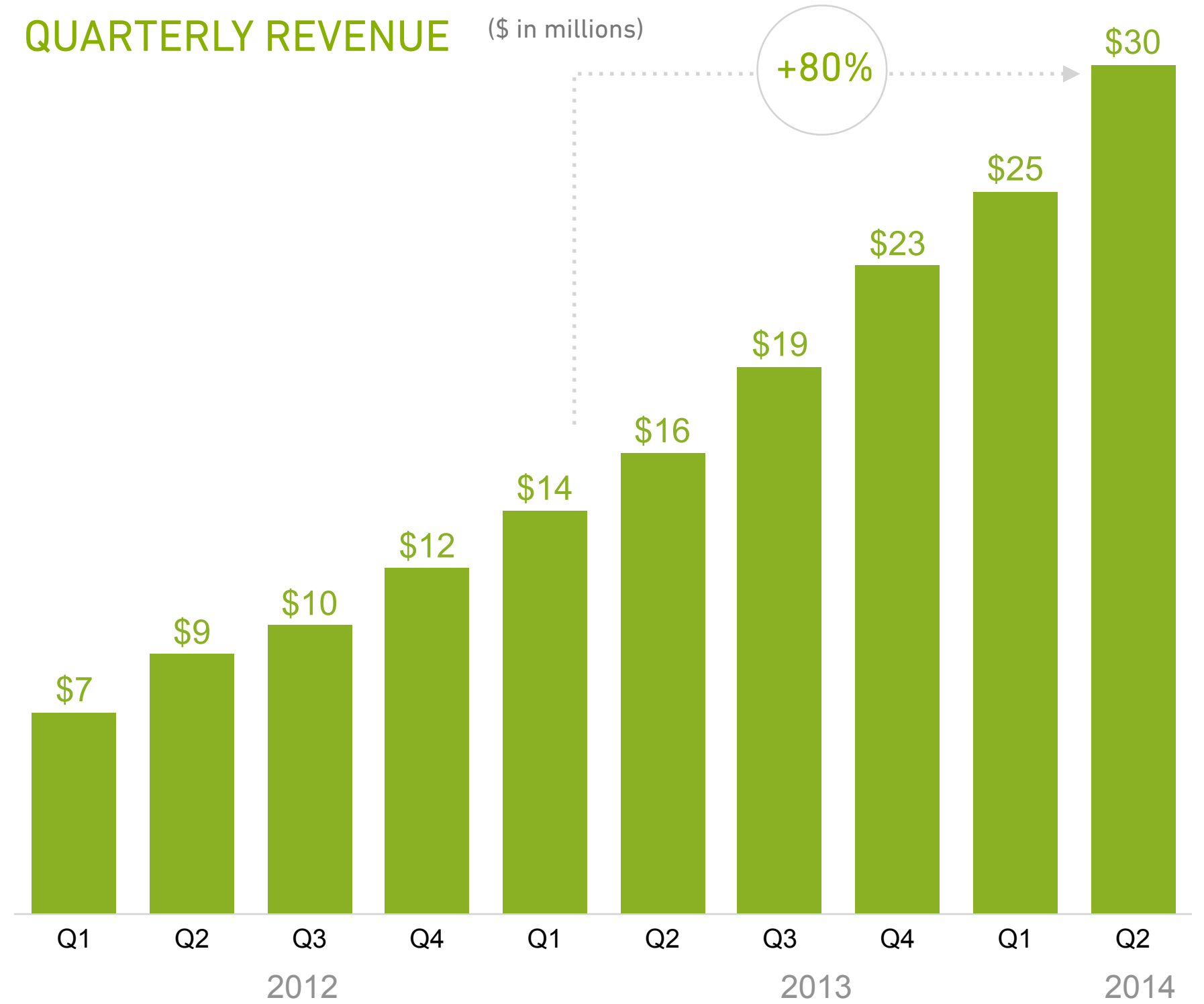
45,740 CUSTOMER ACCOUNTS WORLDWIDE
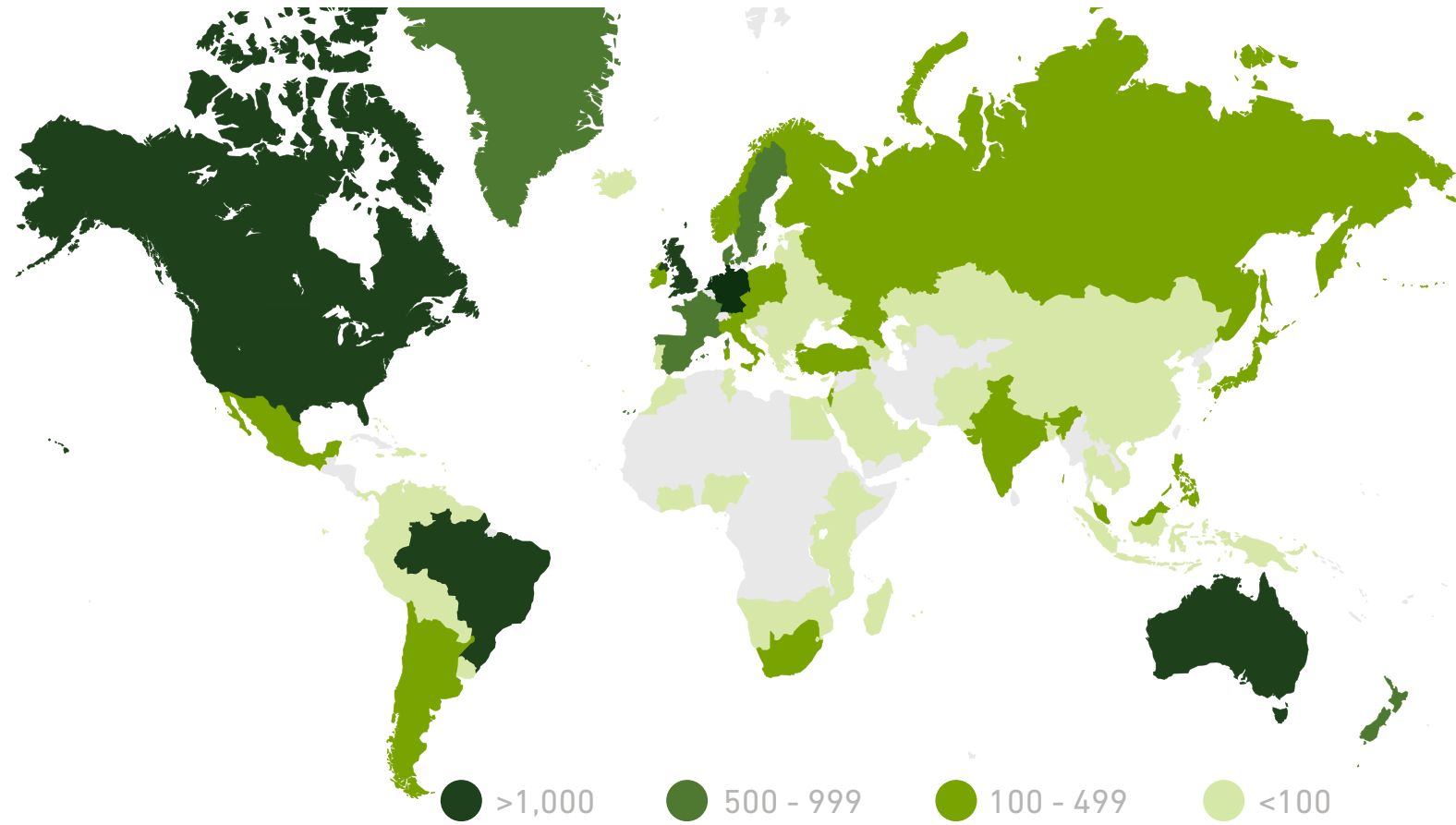

>1,000   500 – 999   100 – 499   <100

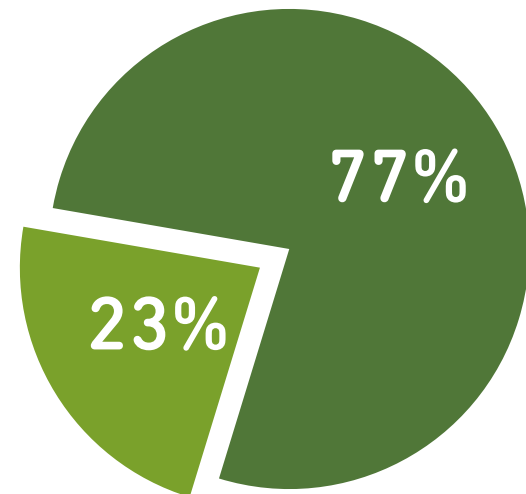## REVENUE BY GEOGRAPHIC AREA

Other 15%

EMEA 28%

US 57%
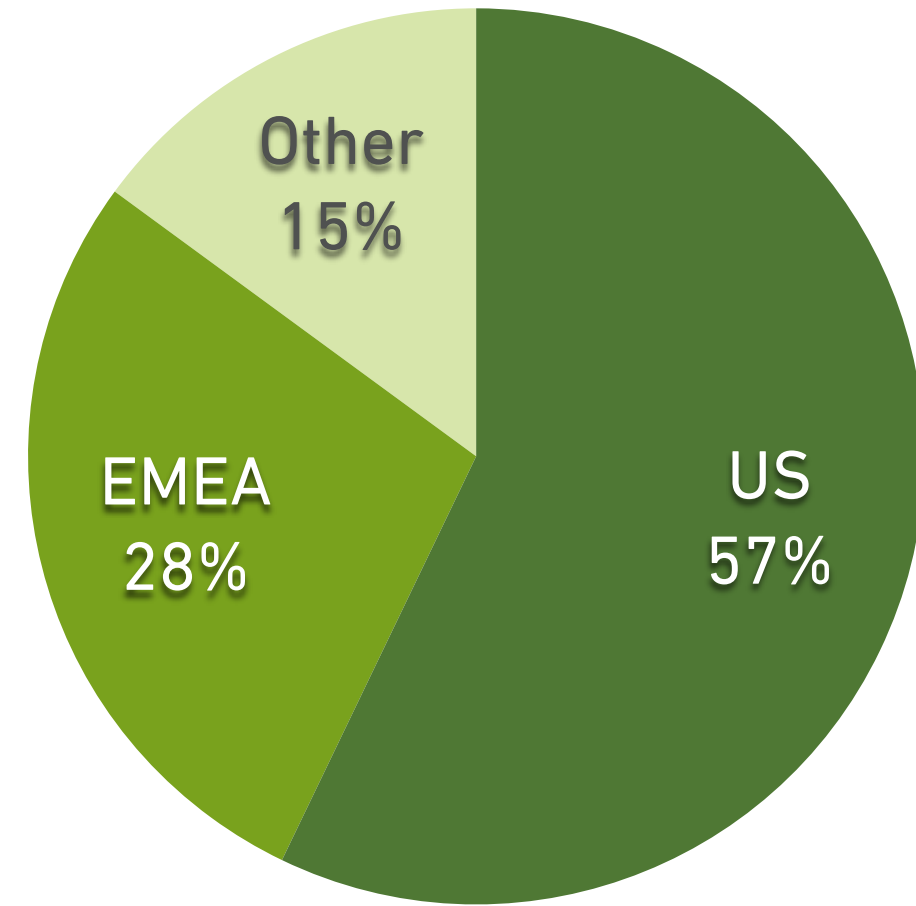
KEY FACTS
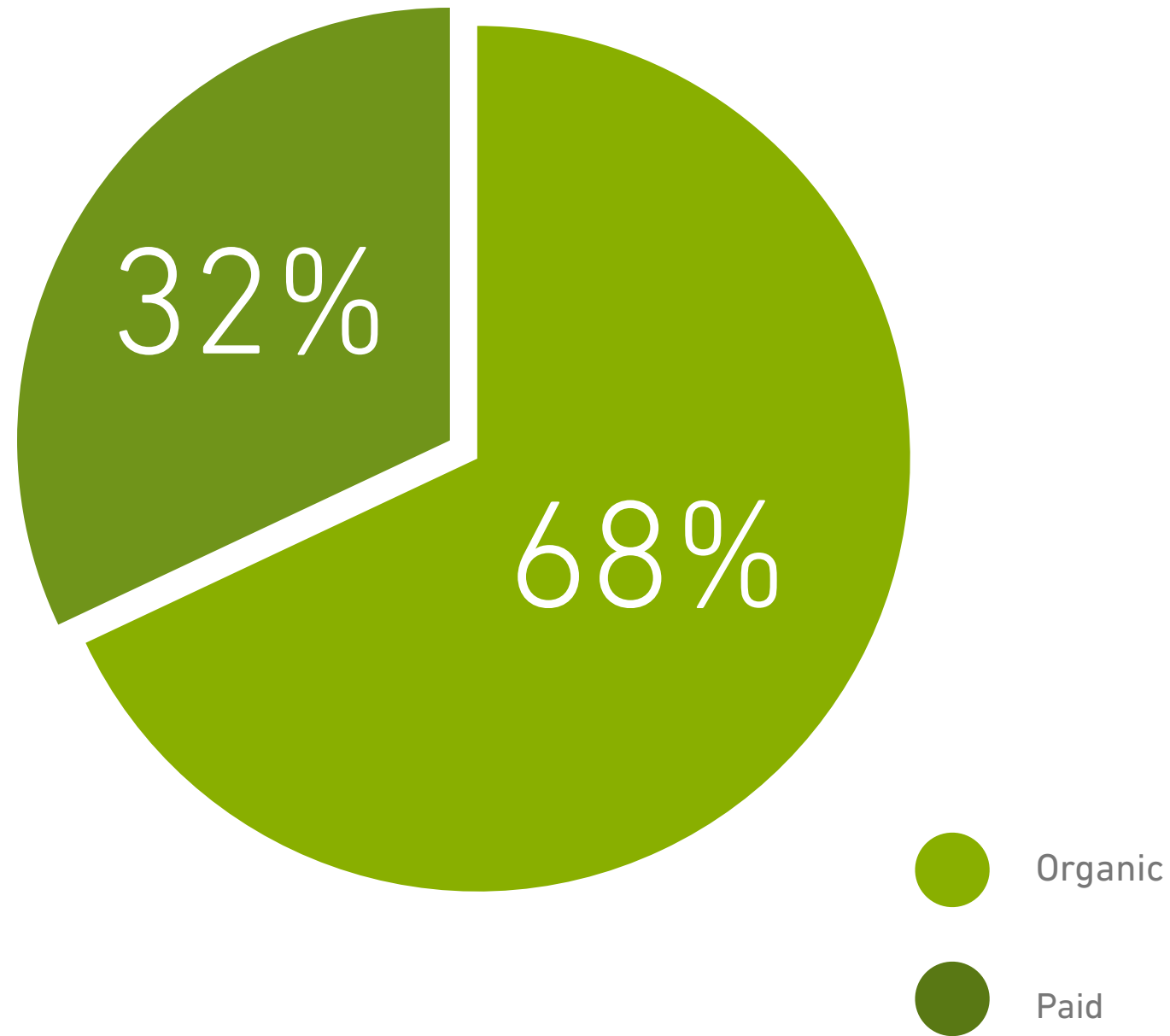
Annual Recurring Revenue Distribution from Accounts

● 100+ seats   ● Less than 100 seats

77%

23%

122%

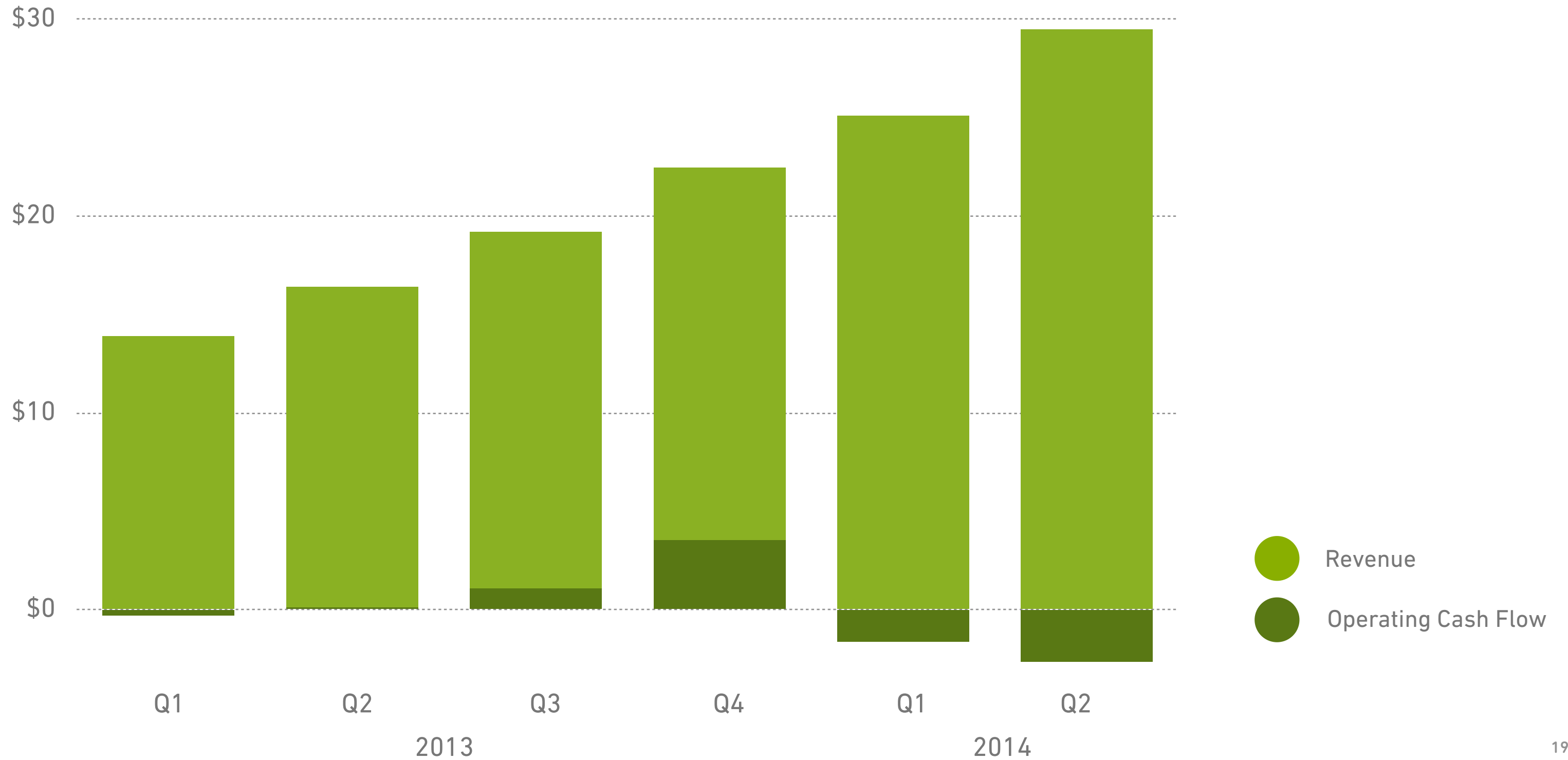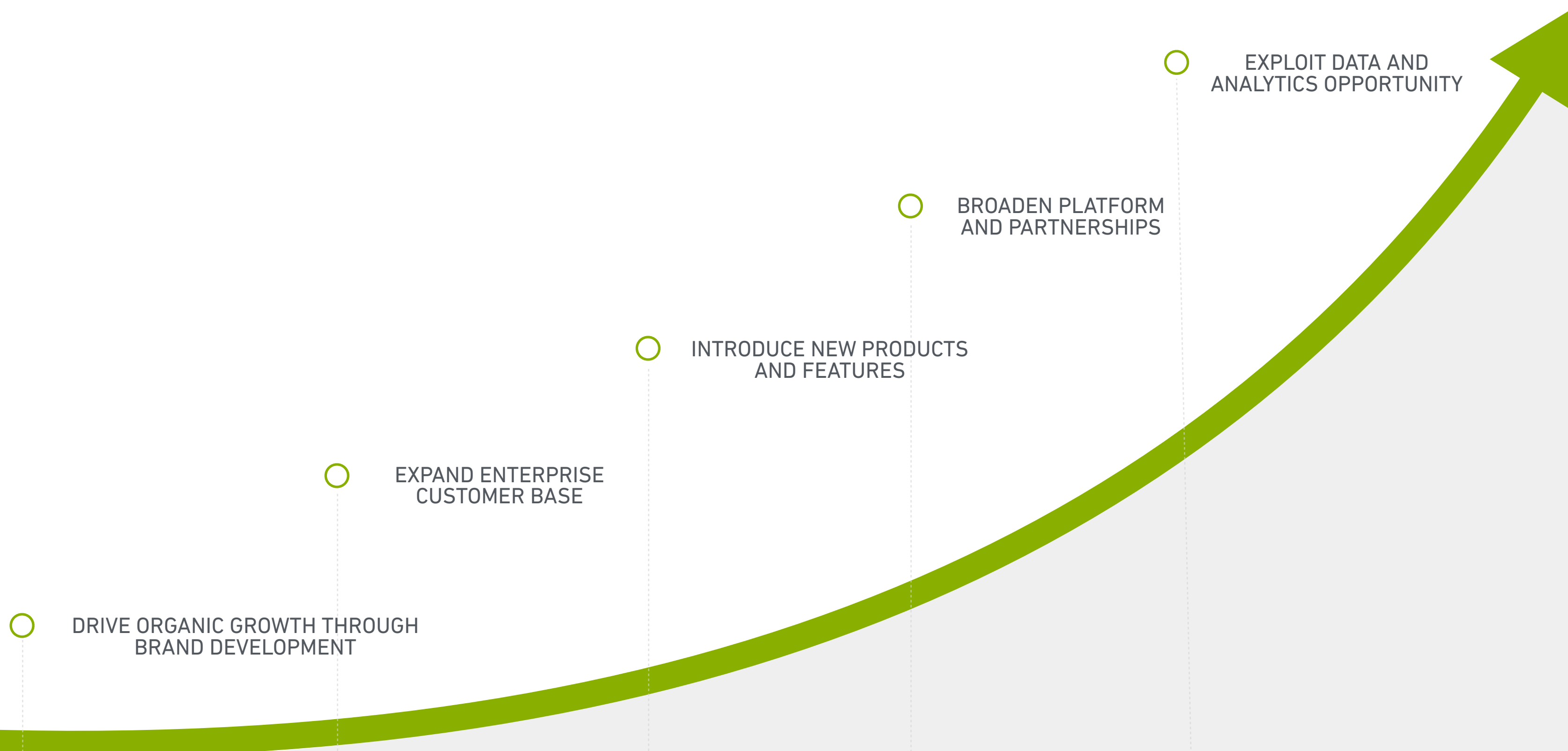Annual dollar-based net expansion rate

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32%

68%

● Organic

● Paid

ORGANIC CUSTOMER
ACQUISITION MODEL DRIVES

HIGH REVENUE GROWTH
+
EFFICIENT CUSTOMER
ACQUISITION

Percentage of qualified sales leads during Q2 2014

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EXPLOIT DATA AND
ANALYTICS OPPORTUNITY

BROADEN PLATFORM
AND PARTNERSHIPS

INTRODUCE NEW PRODUCTS
AND FEATURES

EXPAND ENTERPRISE
CUSTOMER BASE

DRIVE ORGANIC GROWTH THROUGH
BRAND DEVELOPMENT

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- Leading the transformation of the customer service market

- Beautifully simple philosophy core to business and platform

- Central to lifetime oriented customer relationships

- Key in the recommendation and sharing economy

- Large and diverse global market

- Unique data proposition

THANK YOU

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