



1. Rippling Overview

Today employee data is scattered and disconnected



Personal Data
Name, Address, Bank Account

Employment Data
Title, Department, Work Location

H.R.

- ↳ Payroll
- ↳ Health Insurance
- ↳ FSA
- ↳ HSA
- ↳ Commuter Benefits
- ↳ 401k
- ↳ Applicant Tracking

I.T.

- ↳ Device Management
- ↳ Identity Management
- ↳ Password Management

FINANCE

- ↳ Corporate Cards
- ↳ Expense Management
- ↳ Cap Table Management

SALES

- ↳ CRM
- ↳ Video Conferencing
- ↳ Email Automation

ENGINEERING

- ↳ Source Control
- ↳ Ticketing System
- ↳ Cloud Hosting

Every change creates a cascade of busy work. Hired someone Had a baby, Divorced, Requested time off, Changed departments, Changed work locations, Converted to FTE, Lost their computer, Needs a new computer, Needs a new app, Got promoted, Hired someone, Fired someone, Became a manager, Got a new manager, Joined a task force, Got a raise, Earned a bonus, Earned a commission, Offboarded someone, Received an equity grant, Reorganized the company, Placed on a PIP, Moved and changed phone numbers, Needs a new email alias, Changed t-shirt sizes, Updated withholding.

Rippling centralizes employee data across all systems

Hired someone, Had a baby, Got divorced, Requested time off, Changed departments, Changed work locations, Converted to W2, Lost their computer, Needs a new computer, Needs a new app, Got promoted, Hired someone, Fired someone, Became a manager, Got a new manager, Joined a task force, Got a raise, Earned a bonus, Earned a commission, Offboarded someone, Received an equity grant, Reorganized the company, Placed on a PIP, Moved and changed phone numbers, Needs a new email alias, Changed t-shirt sizes, Updated withholding.



Payroll



Benefits



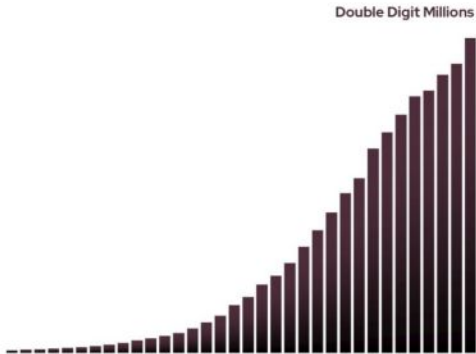
Computers & Security



Apps & Access

Rippling is growing fast across a broad portfolio of products

Total Bookings Annual Recurring Revenue (ARR)



Product Split for ARR



Source: Rippling Internal Data.

Note: Financial figures in this document are under review and subject to change.

Customer and corporate highlights

Several thousand customers across diverse industries



ARR Mix by Segment

■ MM ■ SMB



■ Tech ■ Non-Tech



Industry Mix

Companies

"Payroll done right. Sleek, modern look and ease of use! Payroll made for the 21st century"

- G2Crowd Review

"I'm so impressed with Rippling. As a founder, it's made my life 100x easier than our previous HR/payroll system. Simply awesome."

- Michael Bamberger, Tetra Insights

"It's the first employee management system I've used that truly has everything in one place, from HR to IT. Getting someone up and running at our company now is so simple."

- CEO, Givify

Meet Our Executive Team

[\(link here\)](#)

Offices



San Francisco,
California (HQ)



Bangalore,
India

~250 employees

Investors



KLEINER PERKINS



Combinator



Threshold initialized()

Source: Rippling Internal Data.

Note: Financial figures in this document are under review and subject to change.

2. SaaS Metrics (Template only)

Note: slides that follow include illustrative numbers only, not actuals.

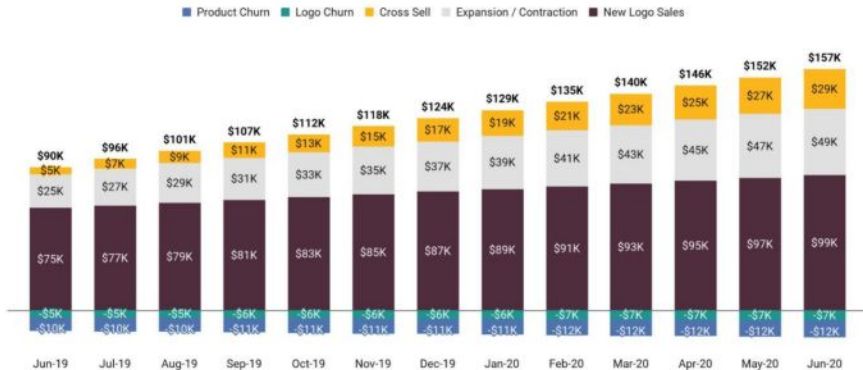
[Acme Company] Key Metrics

[Acme Company] Key Stats	
June 2020 Total Bookings ARR	\$2.0M
12 -month Total ARR growth	3.0x
Magic Number (Qtr end April)	1.0
Net Dollar Retention	120%
Gross Margin**	85%

Source: [Acme Company] Internal Data.

Note: Bookings figures as of 2020-06-30.

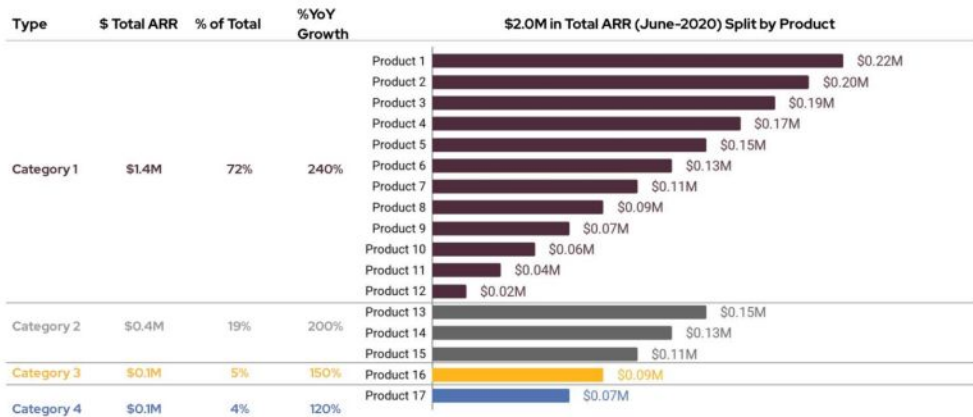
Monthly Net New ARR by Bookings Type



Source: [Acme Company] Internal Data.

Note: Bookings figures as of 2020-06-30.

Total Bookings ARR by Revenue Type and Category

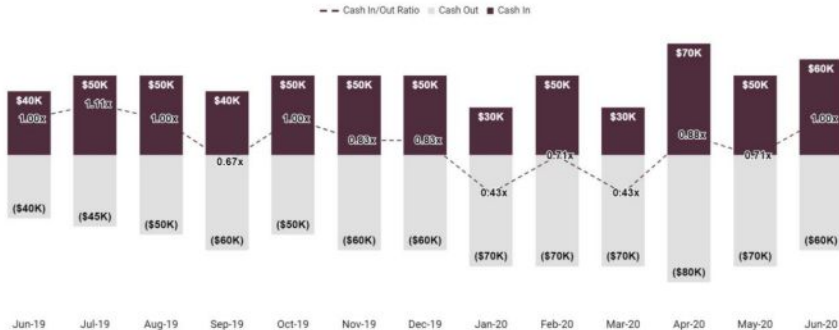


Source: [Acme Company] Internal Data.

Note: Bookings figures as of 2020-06-30.

Sales Team Month Zero Cash-on-Cash Payback Currently 1.0x

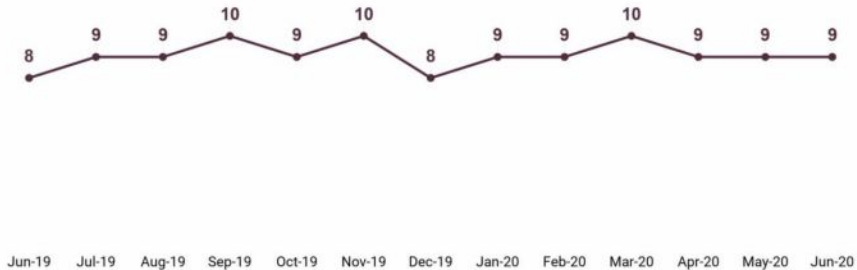
What do we mean by cash-on-cash sales payback? This is a non-standard metric we believe is an important measure of a sales team's cash efficiency. We calculate this metric by taking the total headcount expenses (salary, commissions, and severance) for the sales department each month and treat this as "cash out" each month. Then, we calculate the month zero "cash in" brought in by the sales team for that month including upfront payments on annual deals and monthly payment on monthly deals. One way of understanding this data is that a ratio of "1.0" indicates a rep payback period of zero months - i.e. that reps pay for themselves on a cash basis in one month, and therefore the sales team can be expanded without impacting burn.



Source: [Acme Company] Internal Data.

Note: Bookings figures as of 2020-06-30. **Additional notes:** Numbers above 1.0 indicate reps more than pay for themselves each month and increasing sales headcount will immediately reduce cash burn. Numbers below 1.0 indicate the rep payback period is longer than month zero, and growing the sales team will consume some amount of capital in the short term. The costs of acquiring demos – the marketing team and marketing spend – are excluded from the analysis.

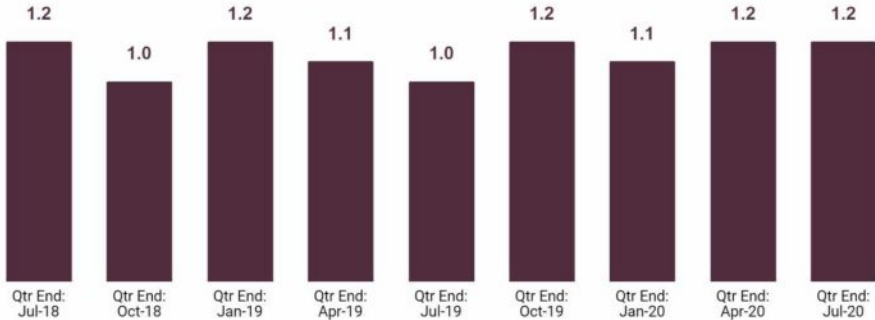
Quick Ratio



Source: [Acme Company] Internal Data.

Note: Bookings figures as of 2020-06-30. Quick Ratio above defined as $(\text{New Logo Sales} + \text{Expansion}) / (\text{Contraction} + \text{Logo Churn} + \text{Product Churn})$

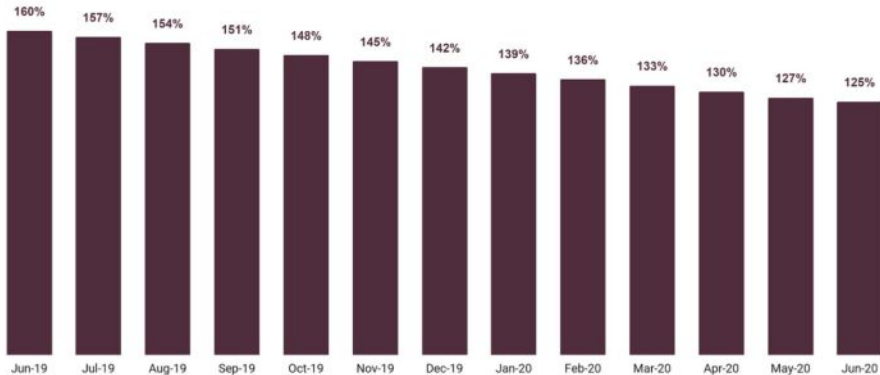
Magic Number



Source: [Acme Company] Internal Data.

Note: Bookings figures as of 2020-06-30. Magic Number calculated as current quarter estimated revenue minus previous quarter revenue, annualized, divided by previous quarter's sales and marketing expense.

Net Dollar Retention Rate of Customers Acquired 12+ Months Ago



Source: [Acme Company] Internal Data.

Note: Bookings figures as of 2020-06-30. **Definition:** % Net Dollar Retention Rate = Total Bookings ARR (after expansion, contraction, cross-sell, churn) in current period (inclusive of customers acquired 12+ months ago) divided by Total Bookings ARR (after expansion, contraction, cross-sell, churn) for same customer base as of 1 year prior.

Net Dollar Retention by Cohort Month

Based on recent cohort trend we estimate ~125% net dollar retention rate over 12 months for customers added in June 2020.

Individual Cohort Months	Start ARR per Cohort (\$ in 000's)	Months from Start →											
		1	2	3	4	5	6	7	8	9	10	11	12
Jun-18	\$5	10%	102%	104%	106%	108%	122%	120%	122%	124%	126%	128%	128%
Jul-18	\$10	100%	102%	104%	106%	108%	110%	112%	114%	116%	118%	120%	122%
Aug-18	\$15	102%	104%	106%	108%	106%	108%	110%	112%	114%	116%	118%	125%
Sep-18	\$20	104%	102%	104%	106%	108%	110%	112%	114%	116%	118%	120%	122%
Oct-18	\$25	106%	108%	110%	112%	114%	116%	118%	120%	122%	124%	126%	128%
Nov-18	\$30	108%	110%	112%	114%	116%	118%	120%	122%	124%	126%	128%	128%
Dec-18	\$35	112%	112%	114%	116%	118%	120%	118%	120%	122%	124%	126%	128%
Jan-19	\$40	108%	106%	108%	110%	112%	114%	116%	118%	120%	122%	124%	126%
Feb-19	\$45	110%	112%	114%	116%	114%	116%	114%	116%	118%	120%	122%	125%
Mar-19	\$50	108%	110%	112%	114%	112%	114%	116%	118%	120%	122%	124%	127%
Apr-19	\$55	110%	108%	110%	112%	114%	116%	114%	116%	118%	120%	122%	125%
May-19	\$60	108%	110%	112%	114%	112%	114%	116%	118%	120%	122%	124%	124%
Jun-19	\$65	109%	108%	110%	112%	114%	116%	118%	120%	122%	124%	124%	125%
Jul-19	\$70	108%	106%	108%	110%	108%	112%	114%	116%	118%	120%	122%	125%
Aug-19	\$75	106%	104%	106%	108%	110%	112%	110%	112%	114%	116%	123%	125%
Sep-19	\$80	102%	104%	106%	108%	110%	112%	114%	116%	118%	122%	123%	125%
Oct-19	\$85	100%	102%	104%	106%	108%	112%	114%	116%	120%	122%	123%	125%
Nov-19	\$90	104%	106%	108%	110%	108%	112%	114%	119%	120%	122%	123%	125%
Dec-19	\$95	106%	104%	106%	108%	110%	112%	117%	119%	120%	122%	123%	125%
Jan-20	\$100	104%	106%	108%	110%	112%	116%	117%	119%	120%	122%	123%	125%
Feb-20	\$105	102%	104%	106%	108%	114%	116%	117%	119%	120%	122%	123%	125%
Mar-20	\$110	104%	102%	104%	113%	114%	116%	117%	119%	120%	122%	123%	125%
Apr-20	\$115	106%	108%	111%	113%	114%	116%	117%	119%	120%	122%	123%	125%
May-20	\$120	108%	110%	111%	113%	114%	116%	117%	119%	120%	122%	123%	125%
Jun-20	\$125	108%	110%	111%	113%	114%	116%	117%	119%	120%	122%	123%	125%

Estimates on new cohort expansion in grey

Source: [Acme Company] Internal Data.

Note: Bookings figures as of 2020-06-30. Definition: Net Dollar Retention Rate = Total Bookings ARR (after expansion, contraction, cross-sell, churn) in current period for customers acquired 12 months prior / Total Bookings ARR (after expansion, contraction, cross-sell, churn) for the same customers as of prior period.



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