Q2 2024
Investor Presentation
(NASDAQ: NICE)
Forward Looking Statements Disclaimer

This presentation contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. In some cases, forward-looking statements may be identified by words such as “believe,” “expect,” “seek,” “may,” “will,” “intend,” “should,” “project,” “anticipate,” “plan,” and similar expressions. Forward-looking statements are based on the current beliefs, expectations and assumptions of the Company’s management regarding the future of the Company’s business, performance, future plans and strategies, projections, anticipated events and trends, the economic environment, and other future conditions. Examples of forward-looking statements include guidance regarding the Company’s revenue and earnings and the growth of our cloud, analytics and artificial intelligence business.

Forward looking statements are inherently subject to significant uncertainties, contingencies, and risks, including economic, competitive, and other factors, which are difficult to predict and many of which are beyond the control of management. The Company cautions that these statements are not guarantees of future performance, and investors should not place undue reliance on them. There are or will be important known and unknown factors and uncertainties that could cause actual results to differ materially from those expressed or implied in the forward-looking statements. These factors, include, but are not limited to, risks associated with changes in economic and business conditions, competition, successful execution of the Company’s growth strategy, success and growth of the Company’s cloud Software-as-a-Service business, difficulties in making additional acquisitions or effectively integrating acquired operations, products, technologies and personnel, the Company’s dependency on third-party cloud computing platform providers, hosting facilities and service partners, rapidly changing technology, cyber security attacks or other security breaches against the Company, privacy concerns and legislation impacting the Company’s business, changes in currency exchange rates and interest rates, the effects of additional tax liabilities resulting from our global operations, the effect of unexpected events or geo-political conditions, such as the impact of conflicts in the Middle East, that may disrupt our business and the global economy and various other factors and uncertainties discussed in our filings with the U.S. Securities and Exchange Commission (the “SEC”).

You are encouraged to carefully review the section entitled “Risk Factors” in our latest Annual Report on Form 20-F and our other filings with the SEC for additional information regarding these and other factors and uncertainties that could affect our future performance. The forward-looking statements contained in this presentation speak only as of the date hereof, and the Company undertakes no obligation to update or revise them, whether as a result of new information, future developments or otherwise, except as required by law.

Explanation of Non-GAAP measures

Non-GAAP financial measures are included in this presentation. Non-GAAP financial measures consist of GAAP financial measures adjusted to exclude share-based compensation, amortization of acquired intangible assets, acquisition related and other related expenses, amortization of discount on debt and loss from extinguishment of debt, and the tax effect of the Non-GAAP adjustments.

The Company believes that these Non-GAAP financial measures, used in conjunction with the corresponding GAAP measures, provide investors with useful supplemental information about the financial performance of our business. We believe Non-GAAP financial measures are useful to investors as a measure of the ongoing performance of our business. Our management regularly uses our supplemental Non-GAAP financial measures internally to understand, manage and evaluate our business and to make financial, strategic and operating decisions. These Non-GAAP measures are among the primary factors management uses in planning for and forecasting future periods. Our Non-GAAP financial measures are not meant to be considered in isolation or as a substitute for comparable GAAP measures and should be read only in conjunction with our consolidated financial statements prepared in accordance with GAAP. These Non-GAAP financial measures may differ materially from the Non-GAAP financial measures used by other companies. Reconciliation between results on a GAAP and Non-GAAP basis is provided in a table in the earnings press release and in the appendix in this presentation. The Company provides guidance only on a Non-GAAP basis. A reconciliation of guidance from a GAAP to Non-GAAP basis is not available due to the unpredictability and uncertainty associated with future events that would be reported in GAAP results and would require adjustments between GAAP and Non-GAAP financial measures, including the impact of future possible business acquisitions. Accordingly, a reconciliation of the guidance based on Non-GAAP financial measures to corresponding GAAP financial measures for future periods is not available without unreasonable effort.
THE Cloud Leader Powering AI in Three Large Specialized Markets

*Financial figures for last 12 months ended June 30, 2024.
This is NICE

CUSTOMER EXPERIENCE
CREATING Extraordinary Customer Experiences

FINANCIAL CRIME & COMPLIANCE
OUTSMARTING Financial Crime with Intelligent Solutions

PUBLIC SAFETY & JUSTICE
DRIVING Digital Policing Transformation
Transforming EXPERIENCES to be EXTRAORDINARY and TRUSTED

Our STRATEGIC PILLARS

Analytics

Digital

Cloud

AI & Automation
GLOBAL LEADER
CLOUD PLATFORMS

Cloud-native
Open Platform
Powered by
Analytics and AI
Covering All
Markets and
Segments
Large
Partner
Ecosystem
Scalability and Elasticity
Serving Organizations of All Sizes
Growing TAM Driven by Cloud, AI and Digital Engagement

2023 TAM
$11.0B

CX $8.0B
FCC $2.5B
PS $0.5B

2028 TAM
$29.5B

CX $22.0B
FCC $5.0B
PS $2.5B
Redefining our TAM

CUSTOMER ENGAGEMENT

From share of Agents
To share of INTERACTIONS

FINANCIAL CRIME & COMPLIANCE

From share of Banks
To share of RISK EVENTS

PUBLIC SAFETY & JUSTICE

From share of 911 Interactions
To share of DIGITAL EVIDENCE
CUSTOMER EXPERIENCE
Complete platform for every CX journey

Entry Points
- Voice
- SEO Enhanced Knowledge
- Async In-app Messaging
- 30+ Channels
- Proactive Outreach

Journey Orchestration
- AI-driven Omnichannel Routing
- Contextual Knowledge
- Unified Config & Design

Smart Self-Service
- Proactive Virtual Agents
- Responsive Virtual Agents
- Knowledge Presentation
- Web & Mobile Guidance
- Self-service Analytics
- 3rd Party Bot Integration

Empowered Agents
- Unified Agent Experience
- Contextual Knowledge
- Knowledge Presentation
- Real-Time Guidance
- Task Automation

Complete Performance
- AI-driven Forecast/Schedule
- Analytics driven Quality
- Performance Mgmt.
- Journey & Context Analytics
- Voice of the Customer

Enlighten AI

CXone
Enlighten: Our Proprietary CX AI that Fuses People with Processes

- Interaction-centric
- Convergence of rich CX capabilities
- AI purpose-built for CX
**BROADEST PARTNER ECOSYSTEM**

<table>
<thead>
<tr>
<th>Category</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology Solution Distributors</td>
<td>TELARUS, Sandler Partners, INTELISYS, AppSmart</td>
</tr>
<tr>
<td>Solution Partners</td>
<td>Atos, SOFTEL, NEC, Route101, SOLVERA, nwn, carousel, unify, Route101</td>
</tr>
<tr>
<td>Communication Service Providers</td>
<td>verizon, RingCentral, OPTUS, Bell, Deutsche Telecom, MetTel, 8x8</td>
</tr>
<tr>
<td>Global System Integrators</td>
<td>KPMG, accenture, Capgemini, Infosys, IBM, cognizant, HCLTech</td>
</tr>
<tr>
<td>Technology Partners</td>
<td>Google, SAP, ORACLE, AWS, zoom, zendesk, Microsoft, salesforce</td>
</tr>
<tr>
<td>Services Partners</td>
<td>SOFTEL, Condeco, Microsoft Dynamics, Route101, Servion, Frontline, Bright Horizons, InflowCX, ppsolutions</td>
</tr>
<tr>
<td>Marketplace Partners</td>
<td>RiverStar, Customer Dynamics, Omilia, PCL, Linc, Textel, SPICEX</td>
</tr>
</tbody>
</table>

- **NICE DEVone**
  - 260+ Global CX Partners

- **CXexchange**
  - 190+ Pre-integrated apps
  - 13 categories
  - 200+ active developer partners
  - 400+ Powerful APIs

- **CXexchange online marketplace and DEVone partner program**
Customer Experience

Selected Customers

10/10 TOP U.S. Health Insurance

5/5 TOP U.S. Telco

9/10 TOP GLOBAL Financial Services

6/10 TOP Fortune 10

Teleperformance

Tripadvisor

3M

Ingersoll Rand

Aldi

Siemens

Voya Financial

MoneyGram

Marriott

Challenger

GWA Group Limited

Farmers Insurance

Regional Australia Bank

TASC

Metro Bank

Bonco

BMG

Fiserv

LPL Financial

Sallie Mae

Valvoline

AAA

Morgan Stanley

BT Group

ATento

KeyBank

NICE
CXone is the **only platform** ranked highest by **ALL** the analysts.
DEMAND FOR THE CX SUITE
Convergence of CX needs leading to customers preferring a one-stop shop platform

MISSION CRITICAL CX
Organizations are investing in CX platforms that can improve CSAT while lowering their TCO

CLOUD TRANSITION STILL IN EARLY STAGES
Only 20% of CCaaS transition complete

AI WAVE COMING
Only 5% of interactions are contained with Conversational AI today
CREATING EXTRAORDINARY EXPERIENCES
The NICE Advantage

Completeness
End-to-end comprehensive digital-first CX solutions for organizations of all sizes

Market Leadership
Industry recognized leader with a proven track record of innovation & financial stability, chosen by more than 85 of the Fortune 500

Cloud Platform Foundation
World’s leading cloud-native open CCaaS platform, offering a unified & scalable suite of CX applications

Domain Expertise
Empowering unique customer and employee experiences for over 35 years

Advanced Analytics & AI
Analytics-driven CX solutions fueled with Artificial Intelligence and Machine Learning
FINANCIAL CRIME & COMPLIANCE
Financial Crime is **BIG BUSINESS**

- **MONEY Laundered Annually**: 2%-5% Global GDP
- **Digital Fraud Losses 2023-27**: $350B Globally
- **Annual Surveillance Fines**: $10B Globally
Entity Centric AML
- Suspicious Activity Monitoring
- Customer Due Diligence
- Know Your Customer
- Sanction Screening
- SAR Filing

E2E Cross Channel Fraud Prevention
- Wire
- Check
- ACH
- P2P

Holistic Surveillance
- Trade
- Communications
- Conduct Risk

INVESTIGATION AND CASE MANAGEMENT

FINANCIAL MARKETS COMPLIANCE

ENTERPRISE FRAUD MANAGEMENT

ANTI-MONEY LAUNDERING

DATA INTELLIGENCE

MACHINE LEARNING

ARTIFICIAL INTELLIGENCE
Cloud Platforms with a Purpose

Cloudifying the High-End
- Open and Extensible
- Industrial strength and scale

Expanding in the Mid-Market
- Fully packaged
- Quick time to value
NICE Actimize Recognized as a Market Leader

The Forrester Wave™
Enterprise Fraud Management Solutions, Q2 2024

The SPARK Matrix™
Anti-Money-Laundering (AML) Solution, Q1 2024

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Financial Crime & Compliance: Selected Customers

10/10 TOP U.S. Banks

10/10 TOP Global Investment Banks

10/10 TOP EU Banks

4/5 TOP APAC Banks

AssociatedBank

BANCO POPULAR

交通銀行

Bank of Hope

國泰世華銀行

Cathay United Bank

citi

中信CITIC

LIVE OAK BANK

MetaBank

Rakuten

SAXO BANK

SMBC

SOCIETE GENERALE

tcf bank

UAEXCHANGE

Danske Bank
LARGE MARKET
Anti-Money Laundering represents 2-5% of Global GDP

PREMIUM AI
Market Leading AI/ML for prevention and detection

MISSION CRITICAL
Expansive and Highly Regulated Market

CLOUDIFICATION
2-3x ARR uplift opportunity in shifting to a recurring revenue model
Financial Crime & Compliance The NICE Actimize Advantage

**End-to-End Protection**
Most advanced and complete financial crime risk management coverage for organizations of all sizes

**Advanced Analytics & AI**
Sophisticated analytics drive fast and accurate decisioning, fueled by superior AI and machine learning

**Cloud Platform**
Best in class capabilities in the cloud, built for scalability

**Ecosystem**
Industry’s first and only ecosystem of financial crime solution providers: X-Sight Marketplace

**Leadership**
Recognized globally as THE industry leader – 20+ years of protecting with innovation & domain expertise
PUBLIC SAFETY & JUSTICE
Emergency Response Optimization

- Captures and Reconstructs Emergency Incidents
- Automates Evidence Production
- Automates Quality Assurance Reviews
- Real-time Performance Insights
- Reduces Staff Turnover

Digital Evidence Management

- Automates the Collection and Analysis of Digital Evidence
- Automates Case Building & Analysis
- Streamlines Investigative Workflow
- Surfaces Evidence Connections
- Crowdsources Evidence from the Community
- Securely Shares Evidence
- Facilitates Trial Preparation and Presentation
NICE Recognized as a Leader in Public Safety & Justice

NICE was recognized by American Security Today in 2023 for the eighth consecutive year:
• NICE Inform Elite awarded Best 911 Recording & Analytics
• NICE Evidencentral awarded Best Investigation/ Surveillance/Detection

NICE named a Leader in IDC’s Vendor Assessment Report:

IDC MarketScape for Worldwide Digital Evidence Management Solutions for Law Enforcement Vendor Assessment, 2023

Source: IDC, 2023
Proliferation of Digital Evidence

Continued growth in digital evidence volume, velocity and relevance to replace manual collection.

Unified Cloud Platform

EvidenceCentral platform allows a single view of the truth from incident to court.

Public Safety & Justice Opportunity

AI and Automation

AI solutions to streamline criminal justice process to clear more cases faster and more accurately.

Mission Critical

IT budgets spent on digital transformation solutions expected to grow.
Public Safety & Justice – The NICE Advantage

Innovation
From IP radio recording to cloud-based digital evidence management, we have led the way

Breadth & Depth
Widest and deepest technology integrations and analytical capabilities across public safety and policing

Scalability
We deliver digital transformation and analytics to over 3,000 agencies, from the smallest to the largest public safety agencies

Domain Expertise
For over 30 years, we have focused purely on mission-critical Public Safety – all day, every day

Market Leadership
#1 incident intelligence provider worldwide and 1st digital evidence transformation platform
Thank You

NICE 😊