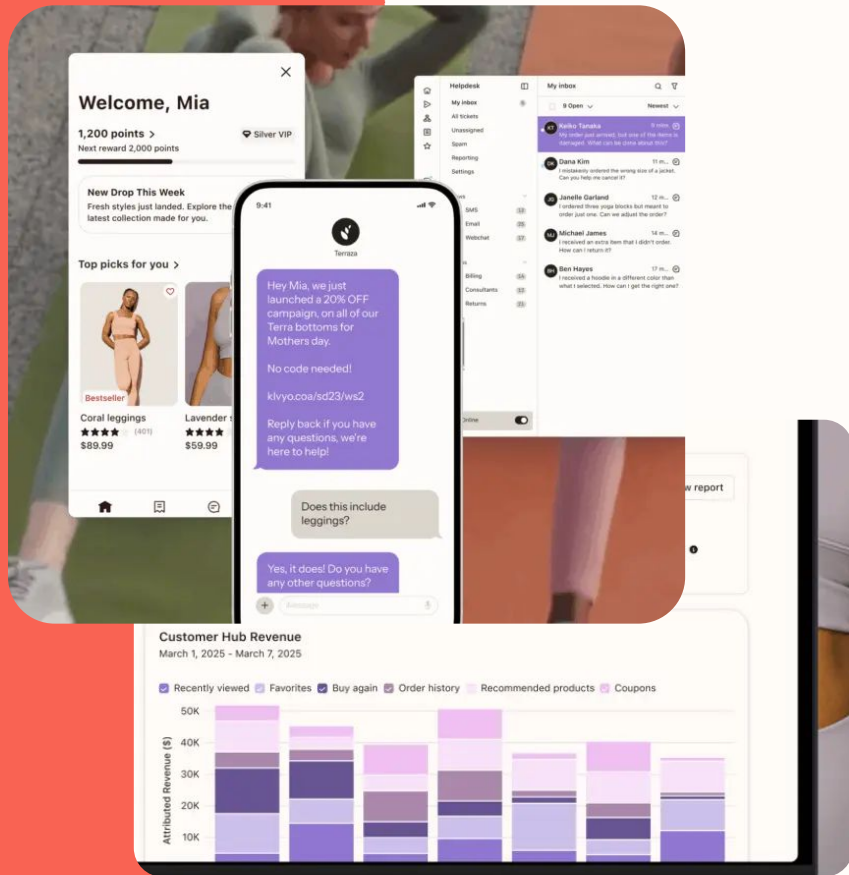




# Q3 2025 Investor Presentation



11.05.2025

# Forward-Looking Statements and Disclaimer

This presentation includes certain “forward-looking statements” within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, as amended. Other than statements of historical facts, all statements contained in this presentation and accompanying oral commentary, including, but not limited to, statements about Klaviyo’s outlook for the fourth quarter and the full fiscal year ending December 31, 2025, and Klaviyo’s expectations regarding possible or assumed business strategies, potential growth and innovation opportunities, new products, potential market opportunities, use of artificial intelligence and machine learning, and other similar matters, are forward-looking statements. Words such as “aim,” “anticipate,” “believe,” “contemplate,” “continue,” “could,” “estimate,” “expect,” “future,” “going to,” “guidance,” “intend,” “keep,” “may,” “opportunity,” “outlook,” “plan,” “potential,” “predict,” “project,” “shall,” “should,” “strategy,” “target,” “will,” “would,” or words of similar meaning or similar references to future periods may identify these forward-looking statements, although not all forward-looking statements contain these identifying words.

Forward-looking statements reflect management’s beliefs, expectations and assumptions about future events as of the date hereof, which are inherently subject to uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. These risks include, among others, the following: our ability to achieve future growth and sustain our growth rate; our ability to successfully execute our business and growth strategy, such as the success of our investment in our key growth initiatives and our ability to recognize effective areas for growth; our ability to successfully integrate with third-party platforms; our relationships with third parties, such as our marketing agency and technology partners; unfavorable conditions in our industry; our ability to attract new customers, including mid-market and enterprise customers, retain revenue from existing customers and increase sales from both new and existing customers; our ability to leverage artificial intelligence and machine learning in our products; our ability to sustain strong international growth; the success of our marketing and sales strategies; costs and expenses associated with being a public company; the impact of macroeconomic factors, including tariffs; as well as other risks and uncertainties set forth under the caption “Risk Factors” and elsewhere in our Quarterly Report on Form 10-Q for the quarter ended September 30, 2025, as filed with the Securities and Exchange Commission (the “SEC”), and the other filings and reports we make with the SEC from time to time, which may be obtained on our Investor Relations website at <https://investors.klaviyo.com> and on the SEC website at [www.sec.gov](http://www.sec.gov). Moreover, we operate in a very competitive and rapidly changing environment, and new risks may emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor(s) may cause actual results or outcomes to differ materially from those contained in any forward-looking statements we may make. In light of the risks, uncertainties, assumptions, and other factors, the future events and trends discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Therefore, you should not rely on any of the forward-looking statements. Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. Other than as required by law, we undertake no obligation to update any written or oral forward-looking statements contained in this presentation or made in connection therewith to in the event of new information, future developments or otherwise.

This presentation contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information. We have not independently verified the accuracy or completeness of the information contained in these industry publications and other publicly available information, and usage of the information does not mean or imply that we have adopted the information as our own or independently verified its accuracy. Accordingly, we make no representations as to the accuracy or completeness of the information nor do we undertake to update the information after the date of this presentation.

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Numbers in this presentation are rounded for presentation purposes. Some of the numbers in this presentation may not tie due to rounding.



# Statement Regarding Use of Non-GAAP Financial Measures

In addition to financial measures prepared in accordance with generally accepted accounting principles in the United States (GAAP), this presentation and accompanying oral commentary contain non-GAAP financial measures, including non-GAAP gross profit, non-GAAP gross margin, non-GAAP operating income, non-GAAP operating expenses, non-GAAP operating margin, free cash flow, and free cash flow margin. The non-GAAP financial information is presented for supplemental informational purposes only and is not intended to be considered in isolation or as a substitute for, or superior to, financial information prepared and presented in accordance with GAAP. Please see the Appendix for reconciliations of these non-GAAP financial measures to their nearest GAAP equivalents.

Our non-GAAP gross profit, non-GAAP operating income, non-GAAP operating expenses exclude certain significant expenses and income that are required by GAAP to be recorded in our consolidated financial statements. These may include, among others, (i) material amortization of prepaid marketing expenses, (ii) stock-based compensation and related employer payroll taxes, and (iii) significant, one-time restructuring expenses. Our non-GAAP gross margin is calculated as non-GAAP gross profit divided by total revenue. Our non-GAAP operating margin is calculated as non-GAAP operating income divided by total revenue. Free cash flow is defined as cash and cash equivalents provided by or used in operating activities less purchases of property and equipment and capitalization of software development costs. Free cash flow margin is a non-GAAP financial measure that is calculated as free cash flow divided by total revenue.

Stock-based compensation expense includes the net effects of capitalization and amortization of stock-based compensation expense related to capitalized software. Stock-based compensation expense has been, and will continue to be for the foreseeable future, a significant recurring expense in our business and an important part of the compensation provided to our employees. Because of varying available valuation methodologies, subjective assumptions, and the variety of equity instruments that can impact a company's non-cash expenses, we believe that providing non-GAAP financial measures that exclude stock-based compensation expense allows for meaningful comparisons between our operating results from period to period. When evaluating the performance of its business and making operating plans, Klaviyo does not consider these items (for example, when considering the impact of equity award grants, the company places a greater emphasis on the amount of overall stockholder dilution than the accounting charges associated with such grants). The amount of employer payroll tax-related items on employee stock transactions is dependent on restricted stock unit settlements, option exercises, related stock price, and other factors that are beyond Klaviyo's control and that do not correlate to the operation of the business. The expense related to amortization of prepaid marketing expense of warrants issued to Shopify is dependent upon estimates and assumptions; therefore, Klaviyo believes non-GAAP measures that adjust for the amortization of prepaid marketing expense provide investors a consistent basis for comparison across accounting periods. Klaviyo believes that the economic impact of the partnership is best measured in the form of stockholder dilution and as such we have provided a reconciliation that shows the full dilutive impact of all outstanding equity instruments. Overall, Klaviyo believes it is useful to exclude these expenses in order to better understand the long-term performance of its core business and to facilitate comparison of its results period-over-period and to those of peer companies. All of these non-GAAP financial measures are important tools for financial and operational decision-making and for evaluating Klaviyo's own operating results over different periods of time.

We believe that all these non-GAAP financial measures provide useful information about our financial performance, enhance the overall understanding of our past performance and future prospects and allow for greater transparency with respect to decision making by our management, who use these measures as important tools for financial and operational decision-making and for evaluating Klaviyo's own operating results over different periods of time.

Investors are cautioned that there are material limitations associated with the use of non-GAAP financial measures versus their nearest GAAP equivalents. Other companies 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 tools for comparison. Further, stock-based compensation expense has been, and will continue to be for the foreseeable future, a significant recurring expense in Klaviyo's business and an important part of the compensation provided to attract and retain its employees to create long-term incentive alignment with stockholders.





## We are the AI-First B2C CRM

Powered by its built-in Klaviyo Data Platform and AI, Klaviyo combines marketing automation, analytics, customer service and data into one unified solution. We make it easy for businesses of all sizes to build meaningful relationships, drive smarter decisions and grow faster – without complexity.



OUR MISSION

Empower creators to own their destiny  
“Be yourself at internet scale.”

# Building a high growth AI-first software business at scale



## Integrated AI-First B2C CRM platform

Redefining how B2C businesses grow and scale in the AI-era with intelligent, autonomous marketing, service, analytics and data



## Large & growing market opportunity

Aligned with secular trends in large and growing segment - significant white space for growth and expansion



## Executing multiple growth engines

Leveraging multi-product platform, international growth, and mid-market/enterprise momentum, while building AI-first B2C CRM



## Profitable operating model

Track record of revenue growth, profitability, and cash generation at scale

# KLAVIYO The AI-first CRM for B2C

## Marketing

Campaigns, Flows, Audiences,  
Forms, Conversations

- Email
- SMS & RCS BETA
- Mobile App
- WhatsApp
- Reviews
- Social BETA
- Web Chat
- Ad Orchestration

## Service

Knowledge Base, Ticketing,  
Omnichannel Conversations

- Customer Hub NEW
- Helpdesk NEW

## Analytics

Marketing Engagement, Customer Insights,  
Customizable Reports & Metrics, Attribution

- Performance Reporting
- Marketing Analytics
- Service Analytics

Marketing Agent NEW

Customer Agent NEW

✦ Klaviyo AI (K:AI)

MCP Server NEW

Personalization



350+ App Integrations



Unified Profiles

Segmentation

Klaviyo Data Platform (KDP)

APIs

Data Management

# 13 years of high-velocity innovation

2025

## AI-First B2C CRM

Marketing Agent and Customer Agent;  
Service; Omnichannel

2024

Marketing Analytics and AKDP;  
6 new languages

2023

Segments AI, Forms AI, Email AI

2021

SMS

2018

Attribution and Optimization

2013

Email Marketing and Automation

2012

Customer Data Platform

# Large and growing market opportunity

*~1% penetrated*

\$160B

+Multi-product and  
logo penetration

+International growth

+Enterprise wins

\$68B

Global TAM at IPO

Marketing Automation

Global TAM 2026

B2C CRM

Future TAM

Autonomous CRM

# Growth engines driving Klaviyo's future



## Multi-product platform

- Add more customers & land larger deals
- Increase customer usage
- Cross-sell across B2C CRM suite



## International growth

- Leverage existing investments to accelerate key market growth
- Penetrate new markets with targeted investments



## Mid-market and enterprise momentum

- Drive further success with larger customers
- Win as the autonomous CRM for the enterprise

Build the *Autonomous B2C CRM*

K:AI

**Marketing Agent**

**Customer Agent**

Embedded where the work happens

Agents with guardrails

Native data foundation

Network effect and speed

1:1 personalization everywhere

# Marketing Agent

AI that launches, scales, and optimizes your marketing - autonomously

## Start fast

Launch your marketing essentials with sign-up forms, flows, and ready to send campaigns - instantly on brand

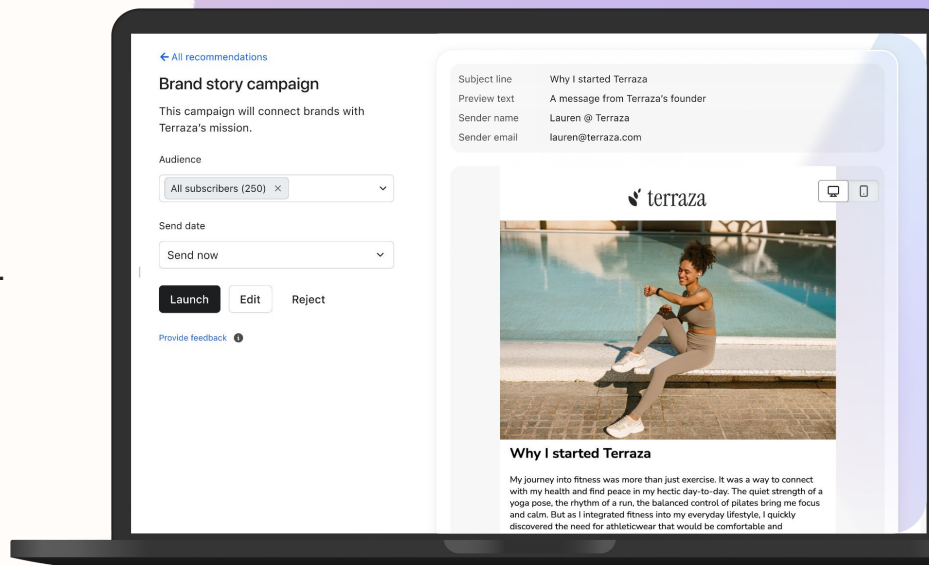
## Scale content

Get new high-performing campaigns every week - automatically personalized to your brand, season, and results.

## Optimize growth

COMING SOON

Marketing agent monitors performance, fills gaps, tests variations, and refines targeting - so every campaign, flow, and sign-up form performs better than the last



# Customer Agent

A 24/7, personalized AI assistant that answers, recommends, and converts - across every channel

## Remove friction

Instantly resolve pre and post-purchase questions that slow down buying

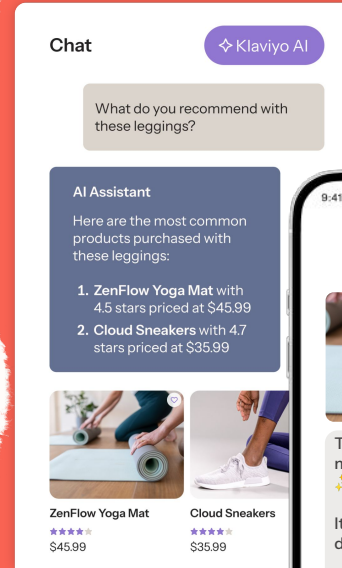
## Drive revenue

Deliver timely, on-brand responses and personalized product recommendations that turn conversations into conversions

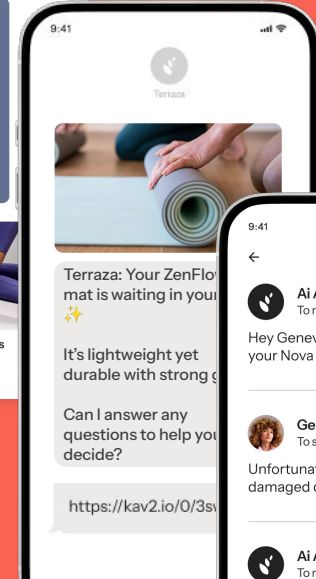
## Activate in minutes

Go fast live - Customer Agent learns from your data, gets smarter with every interaction, and reduces tickets so your team can focus on high-value moments

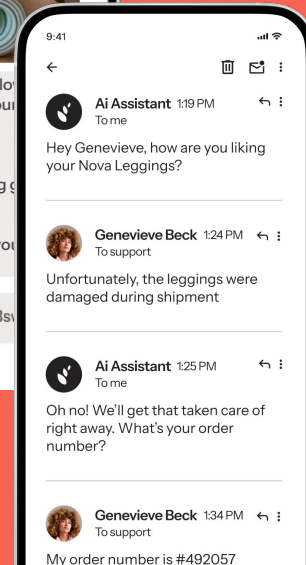
### Web Chat



### Text messaging



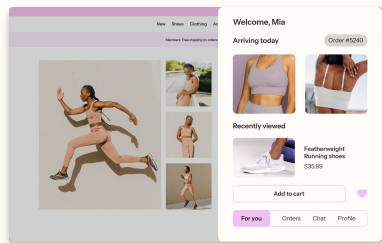
### Email



# Klaviyo Service

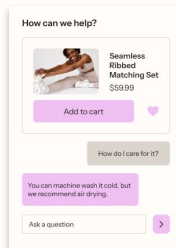
A reimagined service experience – where resolutions fuel relationships and revenue

## Customer Hub



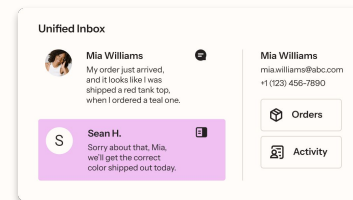
Personalized, on-site destination for self-service that paves new paths to purchase

## Customer Agent



A 24/7, personalized AI assistant that answers, recommends, and converts - across every channel

## Helpdesk



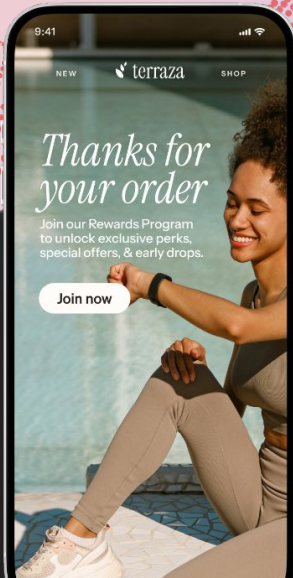
An AI-powered workspace for fast resolutions and smart selling opportunities

Powered by Klaviyo Data Platform

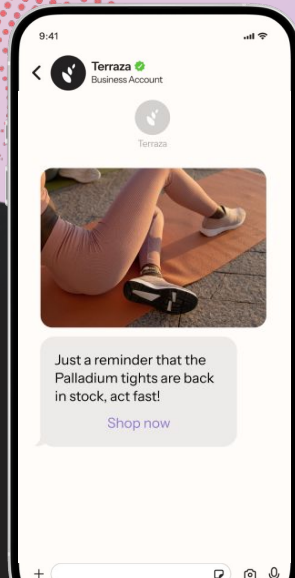
# Omnichannel Orchestration

One customer profile powers best-in-class channels –  
so messaging, timing, and offers adapt instantly

Email

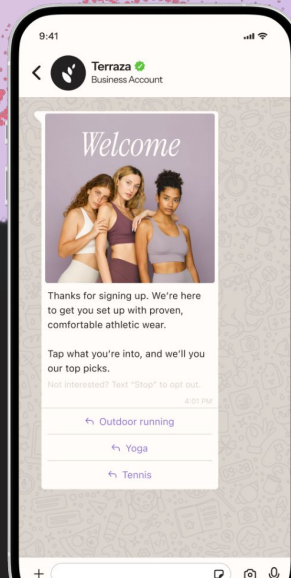


Text

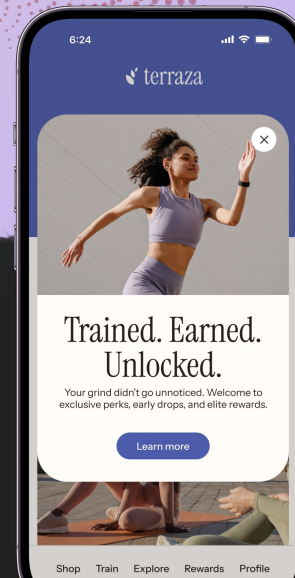


GA

WhatsApp

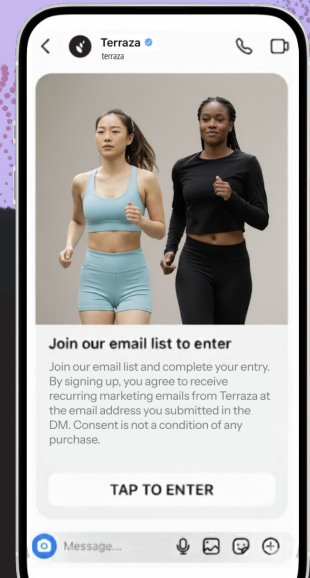


Mobile App



NEW

Social



183K+  
customers

”  
We look at Klaviyo as our B2C CRM—I know we have our best, most continuous customer record in Klaviyo, and...the roadmap is anticipating all our needs. You’re going to have to pry Klaviyo from my cold dead hands.  
Dollar Shave Club

5K+  
agencies +  
system integrators

350+  
pre-built  
integrations

All data as of September 30, 2025. See Appendix for definition of Customers.



# We continue to expand our **global presence**

11

languages supported  
on the Klaviyo platform

---

English, French, German, Portuguese  
(Brazil), Korean, Spanish (Spain), Spanish  
(Mexico), Italian, Polish, Swedish, Dutch



22

countries available for  
text messaging

---

across North America, EMEA, and APAC

6

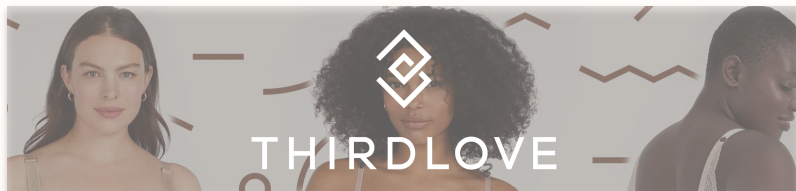
Countries with operations  
(USA, UK, Australia, Ireland, Singapore, France)

100+

Countries generating revenue



# Klaviyo powers intelligent growth with measurable ROI



## AI-powered personalization for scalable growth

ThirdLove aimed to deepen loyalty and retention. Using Klaviyo AI segmentation, predictive analytics, and orchestration, they delivered omnichannel journeys across email and SMS that boosted loyalty and repeat revenue. By integrating Customer Hub, they unified marketing and service for a seamless, on-brand experience powered by KDP's first-party data foundation.

**\$200K+**

in incremental revenue from Klaviyo Customer Hub in 2025

**15x**

ROI from Klaviyo SMS in 1H 2025



Email



Customer Hub



Text



Klaviyo AI



## Reimagining CX with Klaviyo's AI-powered service suite

Folk Clothing transformed customer service from overwhelmed inboxes to intelligent operations. Deploying Customer Hub, Customer Agent, and Helpdesk — all powered by unified data in KDP — enabled customer self-service, 24/7 AI responses, and centralized ticket management. Because the Service Suite runs on one data foundation, every interaction reflects real-time purchase history and context. As a result, Folk resolved 53% of support conversations automatically and cut resolution time by 75%.

**75%**

PoP reduction in average ticket resolution time in last 30 days with Helpdesk

**53%**

of support conversations resolved by Customer Agent in last 90 days



Customer Hub



Customer Agent



Helpdesk



Klaviyo AI

”

We have grown substantially year on year, and we're not seeing any signs of slowing down. Klaviyo is keeping up and supporting us in every next step, consistently rolling out new features that allow us to do new and interesting things, which allows us to grow”

Shannon Jörgenfelt, Senior Manager of email and retention

Tatcha

# Partner ecosystem is a force multiplier

5K+

agencies and  
systems integrators

350+

pre-built  
integrations

accenture  
CORRA | A company of publicis sapient

OVERDOSE.  
VML

Valtech \*  
sqli

eHouse  
MAZE

AstoundDigital  
im digital

DOMAINE  
DEPT®

TikTok Firework shopify Commerce vivenu

Square Canva woo Adobe Guesty

Triple Whale zendesk Google Ads snowflake lightspeed

MINDBODY. gorgias salesforce commerce cloud toast Meta

# Financials

# Q3 2025 financial highlights<sup>1</sup>

Operating at scale

**\$311M**

Quarterly Revenue

Strong revenue growth

**32%**

YoY Growth Rate

Accelerating NRR

**109%**

Dollar-Based Net Revenue Retention Rate<sup>2,3</sup>

Mid-market momentum

**36%**

Year-over-year growth in Customers > \$50K ARR<sup>2</sup>

Efficient execution

**14%**

Non-GAAP Operating Margin<sup>4</sup>

Strong cash generation

**15%**

TTM FCF Margin<sup>4</sup>

<sup>1</sup>All figures for the quarter ended September 30, 2025 unless otherwise noted.

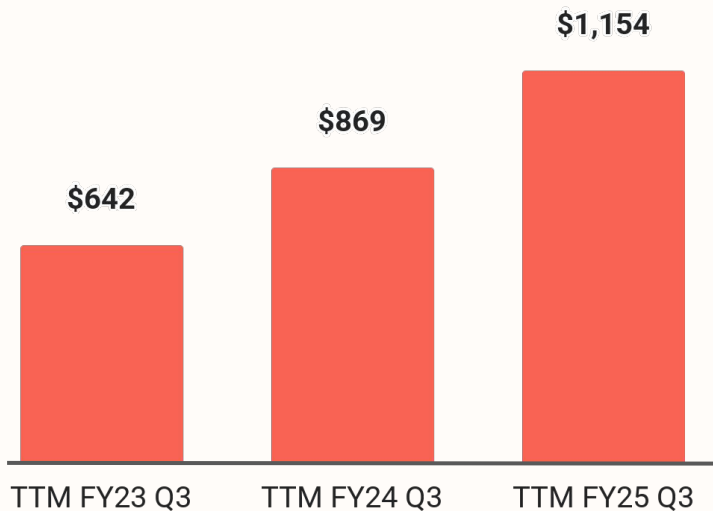
<sup>2</sup>See Appendix for definitions of Dollar-Based Net Revenue Retention Rate, and Customers Generating Over \$50,000 of ARR.

<sup>3</sup>For trailing twelve months (TTM) ended September 30, 2025.

<sup>4</sup>See Appendix for non-GAAP reconciliation.

# Revenue growth at scale

## TTM Revenue (\$ in millions)



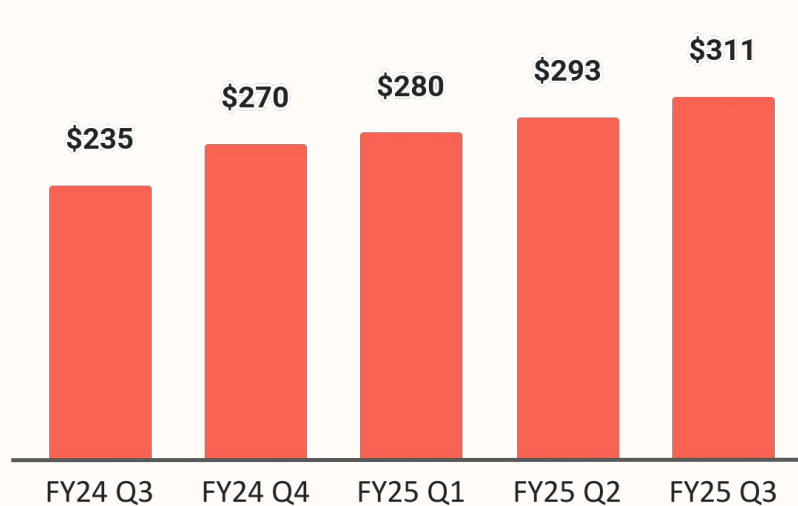
YoY  
Growth

54%

35%

33%

## Quarterly Revenue (\$ in millions)



34%

34%

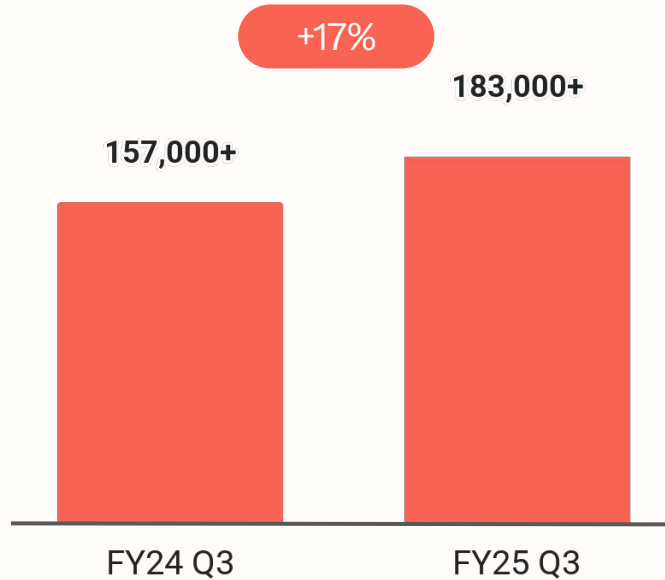
33%

32%

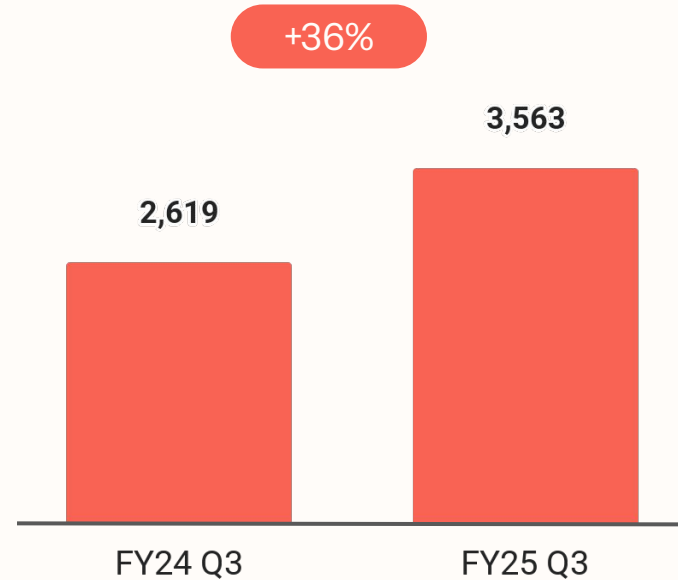
32%

# Strong customer growth<sup>1</sup>

## Total Customers<sup>2</sup>



## Customers Generating >\$50K ARR<sup>2</sup>

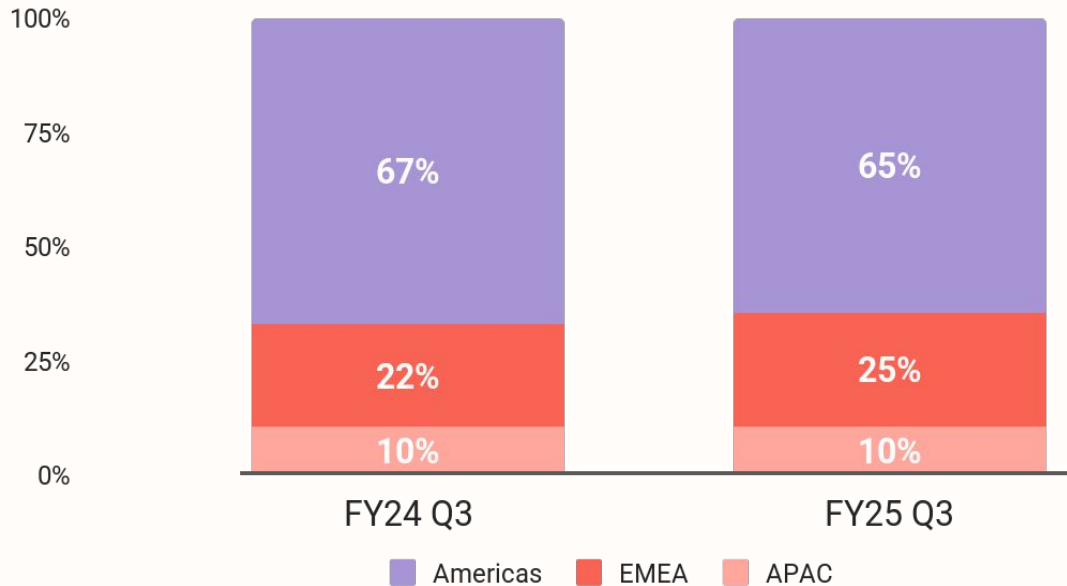


<sup>1</sup>All figures are as of September 30, 2025 or 2024, as noted.

<sup>2</sup>See Appendix for definitions of Customers and Customers Generating Over \$50,000 of ARR.

# Focused investments delivering strong international growth

## Geographic Revenue Mix



# 43%

EMEA & APAC YoY revenue growth<sup>1</sup>

### Key highlights

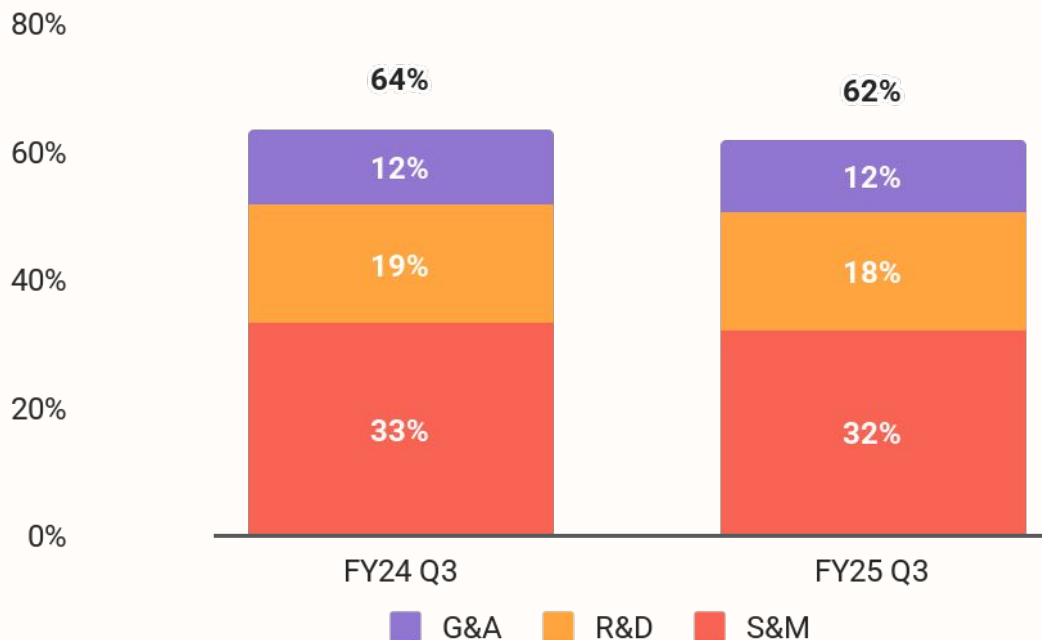
- Notable new business strength in Netherlands, Singapore, and Norway
- Added customers across the globe including Dishoom and JS Health



Percentages may not sum to 100% due to rounding.  
<sup>1</sup>For the quarter ended September 30, 2025

# Broad-based leverage as we invest in growth

## Non-GAAP Operating Expenses (% of Revenue)



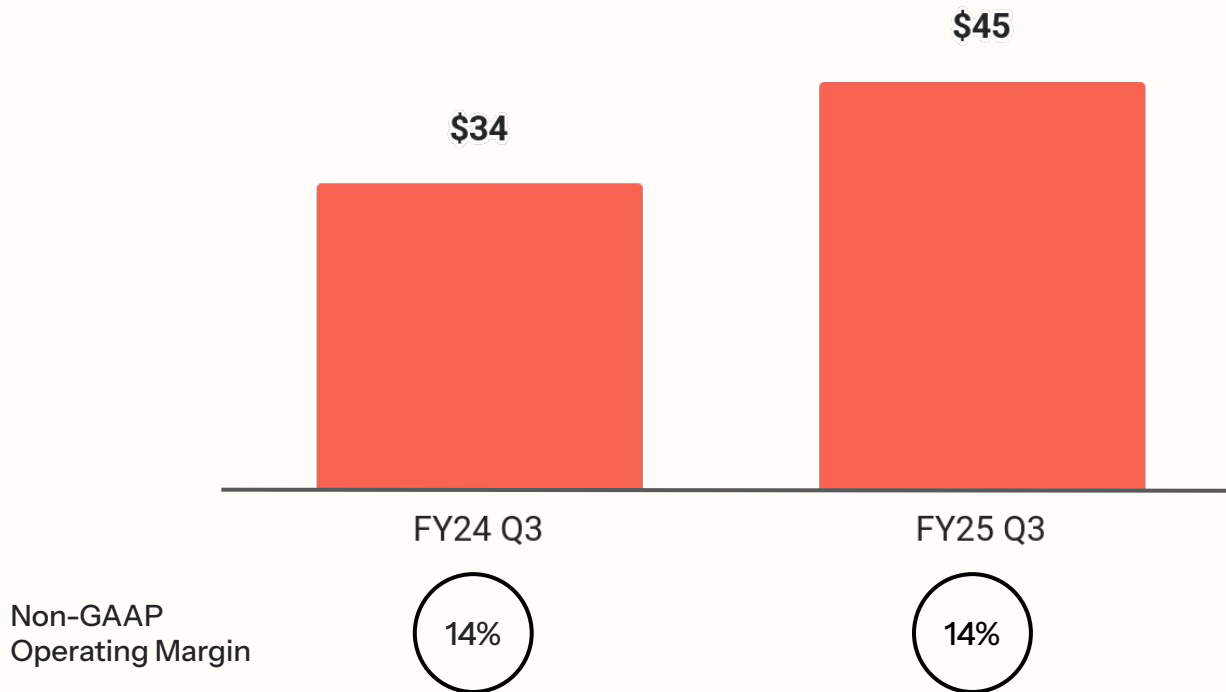
## Key YoY drivers

- G&A** flat due to headcount timing, despite lapping of one-time VAT release benefit in Q3'24
- R&D** leverage driven by higher capitalized software and lower headcount as a result of restructuring
- S&M** leverage driven mainly by timing of marketing program spend



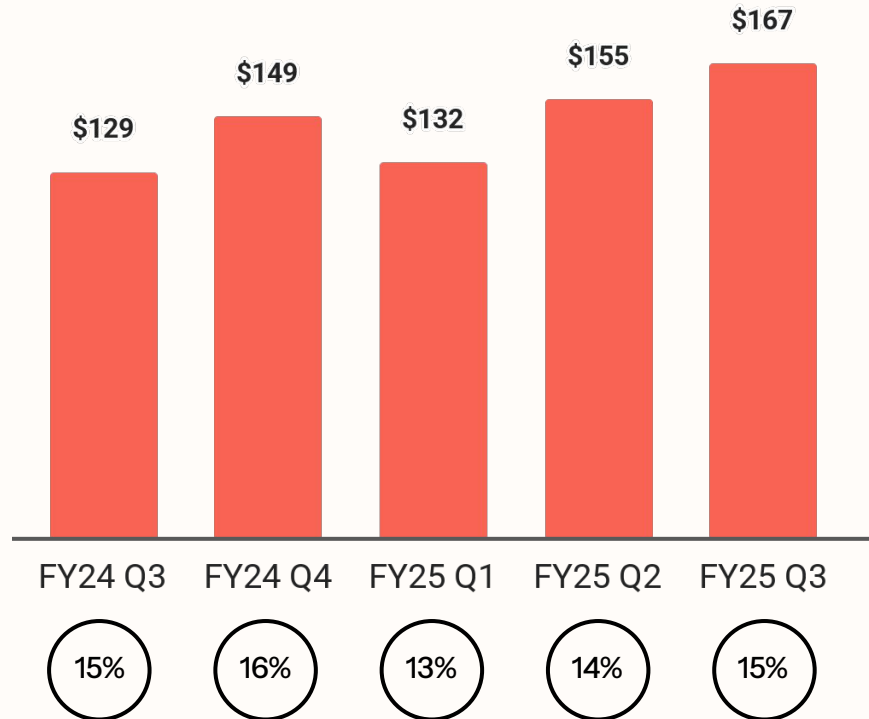
# Non-GAAP operating income growth from efficient execution

Non-GAAP Operating Income (\$ in millions)



# Strong free cash flow generation

Trailing Twelve Month Free Cash Flow  
(\$ in millions)



TTM Free Cash  
Flow Margin



# Guidance

(\$ in millions)

	Q4 FY25	FY25
Revenue	\$331 - \$335	\$1,215 - \$1,219
<i>YoY Growth</i>	<i>23% - 24%</i>	<i>30%</i>
Non-GAAP Operating Income	\$43.5 - \$46.5	\$161.8 - \$164.8
<i>Non-GAAP Operating Margin</i>	<i>13% - 14%</i>	<i>13% - 14%</i>



# Appendix

# Summary Non-GAAP P&L

(\$ in millions)	FY24 Q3	FY24 Q4	FY25 Q1	FY25 Q2	FY25 Q3
Revenue	\$235.1	\$270.2	\$279.8	\$293.1	\$310.9
Cost of Revenue	\$52.1	\$69.6	\$65.5	\$69.0	\$73.8
Gross Profit	\$183.0	\$200.6	\$214.3	\$224.1	\$237.1
<i>Gross margin %</i>	77.8%	74.2%	76.6%	76.4%	76.3%
Selling and marketing	\$77.5	\$93.0	\$96.9	\$98.2	\$99.5
Research and development	\$43.6	\$56.9	\$51.0	\$52.7	\$56.7
General and administrative	\$28.2	\$35.5	\$34.0	\$32.3	\$35.9
Total operating expenses	\$149.3	\$185.4	\$181.9	\$183.2	\$192.1
<i>Operating expenses %</i>	63.5%	68.6%	65.0%	62.5%	61.8%
Operating income	\$33.7	\$15.1	\$32.4	\$40.9	\$45.0
<i>Operating margin %</i>	14.3%	5.6%	11.6%	14.0%	14.5%
Free cash flow	\$34.2	\$54.5	\$6.6	\$59.3	\$47.1
<i>FCF margin %</i>	14.6%	20.2%	2.4%	20.2%	15.1%



See remainder of Appendix for Non-GAAP reconciliation.

# GAAP to Non-GAAP reconciliation of Gross Profit

	<b>Three Months Ended September 30,</b>	
	<b>2025</b>	<b>2024</b>
Gross profit	\$ 234,737	\$ 180,737
Stock-based compensation	2,161	2,033
Employer payroll tax on employee stock transactions	212	238
Non-GAAP gross profit	\$ 237,110	\$ 183,008
Gross margin	75.5 %	76.9 %
Non-GAAP gross margin	76.3 %	77.8 %

# GAAP to Non-GAAP reconciliation of Operating Income

	<b>Three Months Ended September 30,</b>	
	<b>2025</b>	<b>2024</b>
Operating loss	\$ (10,836)	\$ (13,278)
Stock-based compensation	40,437	31,557
Employer payroll tax on employee stock transactions	2,154	2,207
Amortization of prepaid marketing	13,224	13,224
Non-GAAP operating income	<u>\$ 44,979</u>	<u>\$ 33,710</u>
Operating margin	(3.5)%	(5.6)%
Non-GAAP operating margin	14.5 %	14.3 %

# GAAP to Non-GAAP reconciliation of Operating Expenses

	Three Months Ended September 30,	
	2025	2024
Selling and marketing	\$ 127,651	\$ 100,018
Stock-based compensation	(14,096)	(8,519)
Employer payroll tax on employee stock transactions	(795)	(728)
Amortization of prepaid marketing	(13,224)	(13,224)
Non-GAAP Selling and marketing	\$ 99,536	\$ 77,547
Research and development	\$ 72,668	\$ 55,769
Stock-based compensation	(15,337)	(11,505)
Employer payroll tax on employee stock transactions	(592)	(691)
Non-GAAP Research and development	\$ 56,739	\$ 43,573
General and administrative	\$ 45,254	\$ 38,228
Stock-based compensation	(8,843)	(9,500)
Employer payroll tax on employee stock transactions	(555)	(550)
Non-GAAP General and administrative	\$ 35,856	\$ 28,178
Total operating expenses	\$ 245,573	\$ 194,015
Stock-based compensation	(38,276)	(29,524)
Employer payroll tax on employee stock transactions	(1,942)	(1,969)
Amortization of prepaid marketing	(13,224)	(13,224)
Non-GAAP Total operating expenses	\$ 192,131	\$ 149,298

# Reconciliation of Operating Cash Flow to Free Cash Flow

	<b>Three Months Ended September 30,</b>	
	<b>2025</b>	<b>2024</b>
Cash provided by operating activities	\$ 54,760	\$ 38,784
Acquisition of property and equipment	(2,274)	(1,547)
Capitalization of software development costs	(5,431)	(2,991)
Free cash flow	\$ 47,055	\$ 34,246
Operating cash flow margin	17.6 %	16.5 %
Free cash flow margin	15.1 %	14.6 %

# Select defined terms

**Customers:** We define a customer as a distinct paid subscription to our platform. A single organization could have multiple discrete contracting divisions or subsidiaries or brands each with paid subscriptions to our platform, which would, in general, constitute multiple distinct customers. In some cases at the customer's request, we allow subscriptions under the same parent organization to be consolidated into a single paid subscription in which case such consolidated paid subscriptions would constitute a single customer. We measure our total number of customers as a point-in-time calculation measured as of the end of a particular period. Customers do not include persons or entities that use our platform on a free trial basis.

**Customers Generating Over \$50,000 of ARR:** We calculate our number of customers generating over \$50,000 of ARR (as defined below) as those customers that have an average ARR of greater than \$50,000 over the prior twelve months (or the entire duration of the customer's paying relationship, if it is less than twelve months) as of the date of determination. We believe the number of customers generating over \$50,000 of ARR is a key performance metric to help investors and others understand and evaluate our results of operations in the same manner as our management team, as it is an indicator of our ability to grow the number of customers that are exceeding this ARR threshold, both from our existing customers expanding their usage of our platform and from our sales to larger customers. We believe this is an important indicator of our ability to continue to successfully move up-market.

**Dollar-Based Net Revenue Retention Rate:** We calculate our Dollar-Based Net Revenue Retention Rate ("NRR") by first identifying the cohort of customers as of twelve months prior to the date of determination. We then calculate the Annualized Recurring Revenue ("ARR") from this customer cohort as of twelve months prior to the date of determination (the "Prior Period ARR") and the ARR from this customer cohort as of the date of determination (the "Current Period ARR"). ARR, for any date of determination, is the annualized value of existing paid subscriptions, which we calculate by taking the amount of revenue that we expect to receive in the next monthly period for our existing paid subscriptions, assuming no changes to such subscriptions in the next month, as of that date of determination, and multiplying that amount by twelve. Current Period ARR includes any expansion, price increases, and customer subscriptions that are deactivated and subsequently reactivated during the applicable twelve-month period and reflects contraction or attrition over the last twelve months from this customer cohort, but excludes any ARR from new customers in the current period. We then divide the total Current Period ARR by the total Prior Period ARR to arrive at the point-in-time NRR. We then calculate the weighted average point-in-time NRR as of the last day of each month in the current trailing twelve-month period to arrive at the NRR, with the weightings determined by the total ARR at the end of each period. We believe NRR is a key performance metric to help investors and others understand and evaluate our results of operations in the same manner as our management team, as it represents the expansion in usage of our platform by our existing customers, which is an important measure of the health of our business and future growth prospects.

**Klaviyo Attributed Value:** We define Klaviyo Attributed Value ("KAV") as the amount of revenue our customers generated through orders placed by consumers within a specified period of time after a message is sent using our platform, which in the case of email is five days from when the message is sent, and in the case of text messages and WhatsApp messages is twenty-four hours from when the message is sent. For email, the message also needs to be opened or clicked in order for the transaction to fall within our definition. KAV excludes orders placed with customers that do not opt-in to sharing data on placed orders, orders for which we cannot determine the currency or value, or unusual orders that appear to us to be anomalies. Since our definition of a customer does not include persons or entities that use our platform on a free trial basis, any revenue generated through orders placed with these persons or entities is also excluded from our definition of KAV. We do not net chargebacks or sales refunds from our calculation of KAV. If a customer leaves Klaviyo, we stop counting that customer's KAV after their last contracted month. We believe KAV serves as a measure of the return-on-investment that we help generate for our customers and illustrates the value our platform can drive to our customers, which we believe enhances our ability to maintain existing customers and attract new customers. We use KAV as an internal estimate to track the value we drive to customers through our platform. KAV is an operational measure, does not represent revenue earned by us, and does not directly correlate to our pricing, revenue, or results of operations. Further, KAV is not a forecast of future revenue and investors should not place undue reliance on KAV as an indicator of our future or expected results.

klaviyo<sup>®</sup>

