Evolve
Capital Partners

Cloudera IPO Profile

May 2017

Summary of Initial Public Offering

cloudera

SPECIALIZED INVESTMENT BANKERS AT
THE INTERSECTION OF FINANCE & TECHNOLOGY

Cloudera IPO – Executive Summary

Initial Public Offering Overview

KEY IPO STATISTICS

Description: Cloudera, Inc. operates a data management, machine learning, and analytics software platform in the United States, Europe, and Asia. The company's platform delivers an integrated suite of capabilities for data management, machine learning, and analytics to customers for transforming their businesses.

Use of Proceeds: The company intends to use the net proceeds of this offering for working capital and other general corporate purposes, which may include sales and marketing activities, research, product development, general and administrative matters and capital expenditures.

Headquarters: Palo Alto, CA

Founded: 2008

Employees: 1,600+

Trading Date: 04/28/2017

Ticker: NYSE:CLDR

Filing Price: $15.00 (Above the Filing Range of $12.00-$14.00)

Shares Offered: 17,250,000 (Including the 2,250,000 shares sold upon full exercise of the underwriter's option to purchase additional shares of common stock)

Proceeds: $259 million, $230 million after deduction of issuance expenses

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Form S-1

Cloudera

cloudera

NYSE: CLDR

Morgan Stanley J.P.Morgan

Allen & Company

Source(s): Company website, Cloudera S-1, Capital IQ

Cloudera IPO – Executive Summary

Key Metrics – IPO

$1.92 billion
Market Value [1]

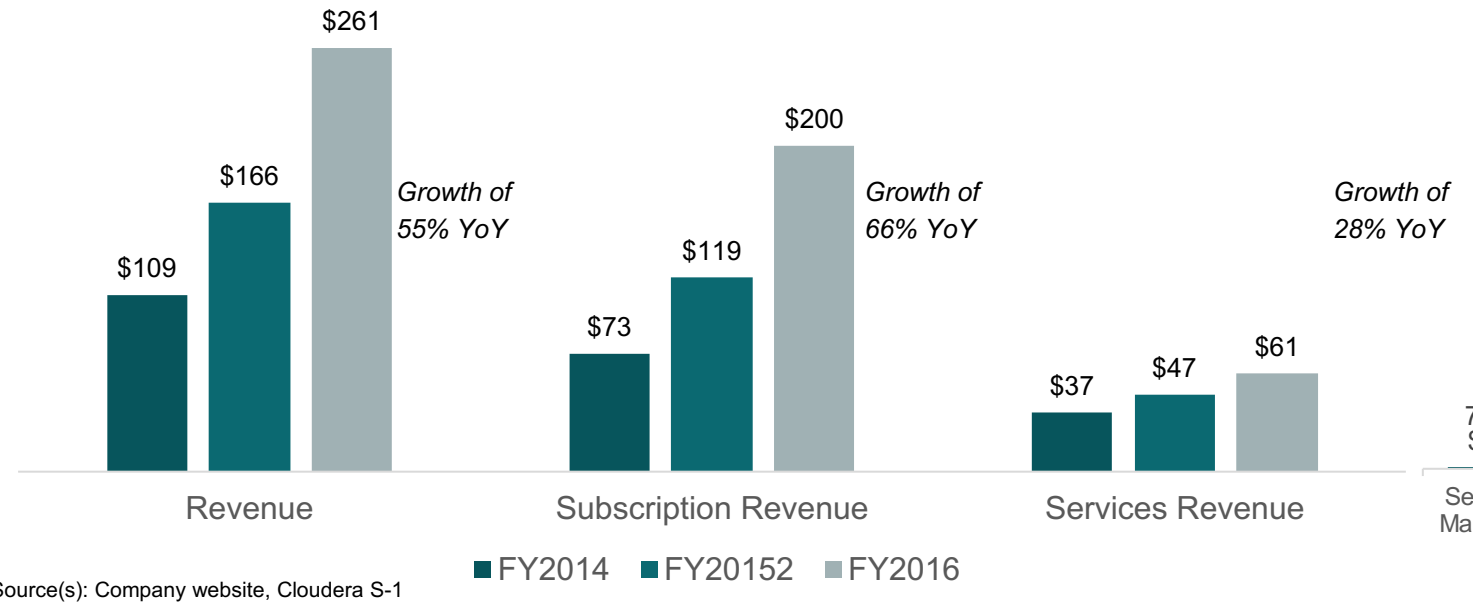
$1.69 billion
Enterprise Value [2]

128 million
Shares Outstanding

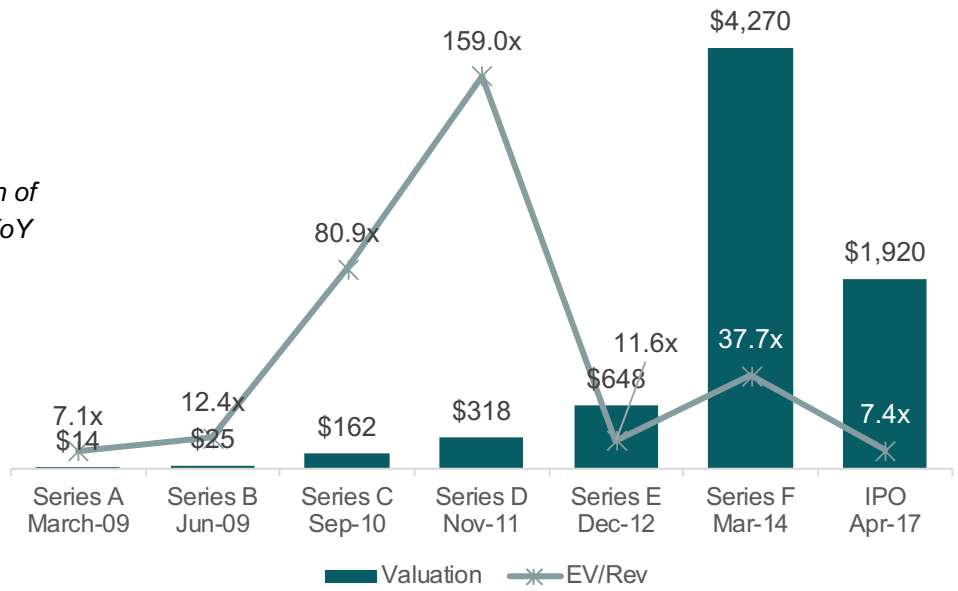
$15.00
Actual Share Price

7.36x
EV / 2016 Revenue

TOTAL REVENUE (MM) | **SUBSCRIPTION REVENUE (MM)** | **SERVICES REVENUE (MM)**



VALUATION HISTORY (MM)



Source(s): Company website, Cloudera S-1
(1) Market Value based on shares outstanding and IPO share price of $15.00
(2) Enterprise Value based on market value, and total debt and cash in SEC filings

Cloudera IPO – Executive Summary

Company Overview

OVERVIEW

- The company serves banks, technology companies, telecommunication companies, and healthcare and life sciences companies through its direct sales force.
- Cloudera has a strategic partnership with Intel Corporation, which owned 22 percent of the company prior to the IPO.
- Key Offerings:
  - Cloudera Enterprise Data Hub is a secure and flexible big data software that offers data engineering and science an operational database with real-time insights for modern data-driven business and an analytic database.
  - Cloudera Analytics DB is a modern analytic database, powered by Apache Impala (incubating), and is the only solution that brings high-performance SQL analytics to big data.
  - Cloudera Operational DB delivers a secure, low-latency, high-concurrency experience that can extract the real-time insights companies need from big data.
  - Cloudera Data Science & Engineering provides better access to Apache Hadoop data with familiar and performance tools that address all aspects of modern predictive analytics.

KEY STATISTICS

Revenue Mix:
Subscription Software (75%-80%)
Professional Services (10%-15%)
Training (5%-10%)

Partner Ecosystem of 2,600+ companies, focusing their efforts on the largest 8,000 corporate enterprises globally (Global 8000) as well as large public sector organizations. As of January 31, 2017, Cloudera has approximately 500 Global 8000 customers, and they represent 73% of total revenue.

Funding to Date of over $1 billion (Primary Capital)

Founded 26 Hadoop Ecosystem Projects

Cloudera Engineers occupy 111 Apache Hadoop Committer Seats and more than 80 Project Management Committee seats

Source(s): Company website, Cloudera S-1

Cloudera IPO – Executive Summary

Customer Case Studies in the Finance Sector

Citigroup Global Markets

- Citi is one of the world's largest global financial institutions with $69 billion in annual revenue and 219,000 employees.
- Citi's existing infrastructure held siloed data and did not provide the desired stability and elasticity. Citi launched an initiative to transform business data into a strategic enterprise asset and sought to create a centralized, shared platform for enterprise-wide data and analytics.
- Citi implemented Cloudera's platform to support its Big Data Analytics Platform in 2013.
  - The initial 50 node North American deployment has grown to over 4,000 globally, an 80x increase
  - Citi has expanded to 35 projects incorporating Cloudera's proprietary technology, and has enjoyed the scalability, manageability, and functionality benefits of the platform
  - Specific advanced analytics and mission critical use cases include anti-money laundering, digital marketing, fraud detection and client prospecting

Experian

- Experian is the world's leading global information services company with more than 17,000 employees in 37 countries.
- Experian is investing in new technologies and innovation to help clients maximize every opportunity. Experian helps individuals to take financial control and access financial services, businesses to make smarter decisions, lenders to lend more responsibly, and organizations to prevent identity fraud and crime.
- Experian implemented Cloudera Enterprise Data Hub across its Credit Information Services, Decision Analytics, Marketing Services and Business Information Services business lines.
  - The application improved credit analysis and advanced delivery capabilities to serve its financial clients
  - They reported being able to meet client service level agreements with reliability and reduced machine learning and advanced analytics processing time for credit analysis

Data analytics and machine learning are becoming critical to financial institutions.

Source(s): Company website, Cloudera S-1

Cloudera IPO – Executive Summary

Market Opportunity

CLOUDERA PLATFORM ADDRESSES THREE NEW TRANSFORMATIVE MARKETS

$8.7 Billion	IDC estimates that the new market size is $8.7 billion in 2015	**$22.1 Billion**	IDC projects that the new market size will grow to $22.1 billion in 2020	**20.5%**	This represents a CAGR of 20.5%.	**$65.6 Billion**	Expected value of the US online business lending market by 2025

Dynamic Data Management Systems	Technologies within this market help enterprises capture and manage the increasing volume and complexity of new data.
Cognitive / AI Systems and Content Analytics Software **Advanced and Predictive Analytics Software**	Technologies within these two markets help enterprises generate insights and derive value from their data. The market for next generation data management, machine learning, and advanced analytics is large and rapidly growing as the world increasingly connects.
Disruption of Traditional Markets	Beyond the above three new markets, Cloudera's platform addresses and is disrupting traditional markets, including a significant portion of the Relational Database Management Systems and Non-Relational Database Management Systems markets. Technologies within these markets represent traditional systems used by enterprises to manage their data. The combined addressable opportunity is expected to reach $65.6 billion by 2020.

Source(s): Cloudera S-1

Cloudera IPO – Executive Summary

Financing History

Date	Series/Type	Amount (mm)	Investors	Transaction Notes
6/24/2015	Later Stage VC	Undisclosed	Firsthand	Funding used to support growth of credit products
3/18/2014	Series F	$900	intel Capital, GV, MSD Capital, T.RowePrice	Preferred shares at $14.56 per share raised $160 million, and Intel Capital invested $740 million for an 18% stake. Pre-money valuation of $3.37 billion.
12/3/2012	Series E	$65	ACCEL PARTNERS, ignition, IQT IN-Q-TEL, MERITECH CAPITAL PARTNERS, greylockpartners.	Pre-money valuation of $583.48 million.
11/7/2011	Series D	$40	ACCEL PARTNERS, ignition, IQT IN-Q-TEL, MERITECH CAPITAL PARTNERS, greylockpartners.	Pre-money valuation of $277.79 million.
9/26/2010	Series C	$25	greylockpartners., ACCEL PARTNERS, MERITECH CAPITAL PARTNERS	Pre-money valuation of $136.73 million.
6/1/2009	Series B	$6	greylockpartners., ACCEL PARTNERS	Pre-money valuation of $18.85 million.
3/16/2009	Series A	$5	ACCEL PARTNERS	Pre-money valuation of $9.28 million.

Source(s): Pitchbook, Capital IQ

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