Calling All
TrAILblazers
AI @ the speed of trust
Forward Looking Statements

This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce’s results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce’s reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: impact of, and actions we may take in response to, the COVID-19 pandemic, related public health measures and resulting economic downturn and market volatility; our ability to maintain security levels and service performance meeting the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities such as Tableau Software, Inc. and Slack Technologies, Inc., and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services, the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, including our July 2021 acquisition of Slack Technologies, Inc., and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation, the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or work from home policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to develop our brands, the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding the tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; uncertainties regarding the effect of general economic and market conditions; the impact of geopolitical events; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; the ability to execute our Share Repurchase Program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives.
Thank You
Doing Well & Doing Good

$8.25B  Q1 FY24 revenue +13% YoY CC

$4.49B  Cash flow +22% YoY

$2.1B  Q1 shares repurchased

~27.6%  Q1 Non-GAAP operating margin

$34.7B  FY24 Guidance\(^1\)

28%  Non-GAAP Operating Margin Guidance\(^2\)

1 High end of FY24 revenue guidance of $34.5 to $34.7B
2 Non-GAAP operating margin is a non-GAAP financial measure. Refer to our earnings materials for Q1FY24 available at investor.salesforce.com for a reconciliation of GAAP to non-GAAP financial measures.
Business is the Greatest Platform for Change

$621M all-time giving
8.1M hours volunteered
54K nonprofits

$64.5M giving in New York
213K volunteer hours in New York

Salesforce is Net Zero
Achieved 100% renewable energy
pledge1percent.org
Join 17K companies
CORE VALUES

TRUST

CUSTOMER SUCCESS

INNOVATION

EQUALITY

SUSTAINABILITY
Salesforce Einstein: Pioneering AI for CRM Since 2014

2016 Salesforce Einstein

- Acquired PredictionIO & MetaMind
- Vision and Language
- Paved the way for prompting with DecaNLP paper
- Acquired Bonobo
- Bots
- Prediction Builder
- Conversation Insights

2014 - 2023

1 trillion+ predictions a week

210 AI patents

227 AI research papers

CodeTF & CodeT5+ LLMs
Tableau GPT
Slack GPT
Einstein GPT
CodeGen LLM
ProGen Paper
Trust is Our #1 Value

1999 | Trust 1
Sharing Model

2016 | Trust 2
Private Prediction Training

2023 | Trust 3
Private Generative Training
Tenets of Trusted AI

- Your data is not our product
- Data residency & compliance
- Customer control & privacy
- Enterprise scale
- Built-in security
- Ethical in design and practice

Accurate, Safe, Transparent, Empowering, Sustainable
Salesforce is the #1 AI CRM

Success: Maximize return on investment
- Professional Services
- Partner Experts
- Success Plans
- Partner Apps
- Trailblazers
- Trailhead
- AppExchange

Industries: Fast time to value
- Automotive
- Communications
- Consumer Goods
- Education
- Energy & Utilities
- Financial Services
- Healthcare & Life Sciences
- Manufacturing
- Media & Technology
- Nonprofit
- Public Sector
- Retail

Platform: Innovate fast with low code
- Data Cloud
- Flow Automation
- Integration
- Einstein AI
- DevOps
- Events
- Security
- Hyperforce
Salesforce Data Cloud
Our fastest growing cloud ever

Intelligent
Real-time
Automated
Hyperscale

30 trillion transactions per month
Our Vision

Connect with your customers in a whole new way
Generative AI is Changing Everything

Cloud
16 years
to 100M mobile users

Mobile

Social
2.5 years
to 100M Instagram users

Generative AI
2 months
to 100M ChatGPT users
What about your employees?

Generative AI

2 months
to 100M ChatGPT users
Every CEO Needs an AI Strategy, Now

New levels of productivity
New business models
New customer experiences
New workforce tools & skills
New product strategy
But There’s an AI Trust Gap

AI is the #1 priority for CEOs

Privacy
Hallucinations
Data Control
Bias
Toxicity

But 59% of customers don’t trust companies with their data

Source: 2023 Gartner CEO and Senior Business Executive Survey
Source: Twilio 2023 State of Personalisation Report
Say Hello to AI Cloud

Trusted Enterprise AI. Built for CRM.

**Einstein GPT Trust Layer**
- Inter & intra enterprise trust
- Anonymized zero retention generation
- Open model ecosystem

**Customer 360 Data**
- CRM data
- Engagement events
- Slack knowledge

**#1 AI CRM**
- AI for any workflow, user, department & industry
- Reinforced by business outcomes
- Generative AI App Ecosystem
How Do I Trust Generative AI?
How Do I Achieve Trusted Productivity & Protect Corporate Data?

**Stored Data in Data Cloud**
- Databases, documents, files
- Row & field-level access controls

**Learned Data**
- Large language models
- No control over recall
A Prompt is a Question

Prompt

Write an email inviting my client to discuss our investment services

Generation

Dear [Client's Name],

I hope this email finds you well. I wanted to reach out and extend an invitation for a conversation regarding our investment services at [Your Company Name].

As a valued client, we understand that your financial goals and aspirations are of utmost importance. We would be delighted to explore how our expertise and tailored investment solutions can assist you in achieving those goals.

Please let me know a date and time that would be convenient for you, and I will arrange a meeting at your earliest convenience.

I look forward to speaking with you soon,

[Your Name]
[Your Position]
[Your Company Name]
But a Prompt is also an Instruction

My name is Patrick and I’m an investment manager at Cumulus Bank.

Cumulus Bank is a one-stop solution for personal banking, loans, and wealth management.

Lauren Bailey has been a customer for over 7 years. She has a checking account, savings account, home mortgage, and her savings account qualifies her for Gold Tier Services.

Lauren downloaded the “Empowering a Sustainable Future” whitepaper from our website last week.

Our newest investment product is our new Green Energy Investment Opportunities.

Write an email inviting my client to talk about our investment services and include information about our newest products and the sustainable future event in NYC on June 20th.

Dear [Name],

Thank you for being a valued Gold Tier customer of Cumulus Bank for over 7 years.

We recently noticed your interest in our whitepaper, “Empowering a Sustainable Future” and we would be delighted to have a conversation with you about how Cumulus Bank’s newest Green Energy Investment product might help you achieve your financial goals.

Please let me know a date and time that would be convenient for you, and I will arrange a meeting at your earliest convenience. We’d also love to see you at our upcoming Sustainable Future event in NYC on June 20th.

I look forward to speaking with you soon,

[Name]

Investment Manager

Cumulus Bank