Autodesk Investor Meeting
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Momentum with Business Model Transition

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Fueling Growth

12% billings CAGR by FY18

20% more value per account

50% subscription growth
18% Billings Growth H1 Y/Y
11% Subscriptions Growth H1 Y/Y
Subscription Additions Trend

Subscriptions

FY11  FY12  FY13  FY14  FY15

H1 Actual
H2 Forecasted
7% growth Y/Y

Maintenance Subscription Growth

Subscriptions

H1 FY14  H1 FY15
5 points
increase in AutoCAD LT renewal rates
Desktop Subscription Growth
35% new customers
51% from eStore
1.8x growth Y/Y

Cloud Service Subscription Growth
30% new customers
37% growth Y/Y

EBA Subscription Growth
Maintaining Momentum in FY16

12% billings CAGR by FY18

20% more value per account

50% subscription growth

More Growth

More Value

More Subscriptions
Opportunity is Still Huge

2.9 Million non-subscribers
Who Are They?

- Active paying customers, not pirates
- Purchase perpetual licenses infrequently
- 45% are LT customers
Drive Higher Renewal Rates

90% +
renewal rate
Add Cloud to Every Account
Capture Completely New Subscribers with the Cloud
Increase Penetration in Named Accounts with EBAs

Named Accounts + Consumption
Key FY16 Initiatives

Lead with New Offerings

Increase Access to New Offerings

Increase Value of New Offerings
Key FY16 Initiatives

Lead with New Offerings

Increase Access to New Offerings

Increase Value of New Offerings
Preferred Way to Buy Delivers a Superior Experience

- Desktop Subscription
- Cloud Service Subscription
- Consumption Models
Stop Selling New Perpetual Licenses

Ownership

Access
Start with LT Products and Finish with the Portfolio
Why LT Products?

48% of new seats are non-subscribers

76%
Why LT Products?

$240 per year\(^1\)

$310 per year\(^2\)

\(^1\)Across all geographies and incorporating attach and renewal rates

\(^2\)Expected renewal rate of 90%
Why LT Products?

30% more value
Key FY16 Initiatives

Lead with New Offerings

Increase Access to New Offerings

Increase Value of New Offerings
More Access to Consumption-Based Models
More Access to Consumption-Based Models

FY15: Executing on dozens
FY16: Executing on hundreds
More Access to Desktop Subscription

Monthly + Annual

31 + 365
More Access to Desktop Subscription

Targeting enterprises and very small businesses

Monthly + Annual

31 Monthly + 365 Annual
Shift Margins from Perpetual to Desktop Subscription
Key FY16 Initiatives

- Lead with New Offerings
- Increase Access to New Offerings
- Increase Value of New Offerings
Add More Value with Desktop Subscription

Multi-Year Subscriptions

Streamlined Access

Exclusive Support
Bundled Desktop and Cloud Subscriptions
Bundled Desktop and Cloud Subscriptions
Maintaining Momentum Beyond FY16
Removal of Perpetual Purchases Fuels Long Term Growth

2.9 Million non-subscribers

Ownership → Access
Build a Culture of Retention

90%+ renewal rate

Engagement
Analytics
Inside sales
Move Consumption Models Down Market

Enterprises & SMBs + Consumption

FY16
FY17+
Capture Completely New Subscribers with the Cloud

Construction

Manufacturing
Building Momentum for FY16 and Beyond

12% billings CAGR by FY18

More Growth

20% more value per account

More Value

50% more subscriptions

More Subscriptions

New offerings and increased account penetration fuel 20% more value per account.

New business models and improved subscription rates provide access to more subscriptions; growing base 50%.

More Subscriptions