

2022 Avid Investor Day



2022 Avid
Investor
Day

OPENING REMARKS

WHIT RAPPOLE

VP Corporate Development & Investor Relations





NON-GAAP MEASURES & OPERATIONAL METRICS

The following non-GAAP measures & operational metrics will be used in the presentation:

Non-GAAP Measures

- Adjusted EBITDA
- Adjusted EBITDA Margin
- Free Cash Flow
- Non-GAAP Gross Margin
- Non-GAAP Operating Expenses
- Non-GAAP Net Income
- Non-GAAP Net Income Per Share
- Non-GAAP Earnings Per Share
- LTM Adjusted EBITDA
- Net Leverage

Operational Metrics

- Annual Contract Value (“ACV”)
- Annual Recurring Revenue (“ARR”)
- Cloud Enabled Software Subscriptions
- LTM Recurring Revenue %
- Recurring Revenue

Reconciliations of all non-GAAP measures used in this presentation that are required to be reconciled to their comparable GAAP measures are included in this presentation and in our press release announcing Q1 2022 results published on May 4, 2022, and filed as an exhibit to our 8-K filed with the SEC on May 4, 2022, and definitions of the operational metrics used in this presentation are included in this presentation and/or in the supplemental financial information datasheet available on ir.avid.com. Avid believes the non-GAAP measures and the operational metrics provided in this presentation provide helpful information to investors with respect to evaluating the Company’s performance. However, these non-GAAP measures and operational metrics may vary from how other companies present such measures. Non-GAAP measures should be considered in addition to, not as a substitute for or superior to, financial measures determined in accordance with GAAP.

The presentation also includes expectations for future Adjusted EBITDA, Non-GAAP Earnings per Share, Non-GAAP Net Income Per Share, Non-GAAP Gross Margin, and Free Cash Flow, which are forward-looking non-GAAP financial measures. Reconciliations of these forward-looking non-GAAP measures are not included in this presentation or elsewhere, due to the high variability and difficulty in making accurate forecasts and projections of some of the information excluded from the estimation of the non-GAAP results, together with some of the excluded information not being ascertainable or accessible at this time. As a result, the Company is unable to quantify certain amounts that would be required to be included in the most directly comparable GAAP financial measure without unreasonable efforts.





SAFE HARBOR STATEMENT

Certain information provided in this presentation includes forward-looking statements within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Examples of forward-looking statements include statements regarding our future financial performance or position, results of operations, business strategy, plans and objectives of management for future operations, and other statements that are not historical fact. You can identify forward-looking statements by their use of forward-looking words such as “may”, “will”, “anticipate”, “expect”, “believe”, “estimate”, “intend”, “plan”, “should”, “seek”, or other comparable terms.

Readers of this presentation should understand that these forward-looking statements are not guarantees of performance or results. Forward-looking statements provide our current expectations and beliefs concerning future events and are subject to risks, uncertainties, and factors relating to our business and operations, all of which are difficult to predict and could cause our actual results to differ materially from the expectations expressed in or implied by such forward-looking statements.

These risks, uncertainties, and factors include, but are not limited to: risks related to the impact of the coronavirus (COVID-19) outbreak and its variants on our business, suppliers, consumers, customers and employees; economic, social, and political instability, security concerns, and the risk of war or armed conflict, particularly in areas of heightened geopolitical tension and open conflict such as Ukraine where we have outsourced research and development activities; our liquidity; our ability to execute our strategic plan including our cost saving strategies, and to meet customer needs; our ability to retain and hire key personnel; our ability to produce innovative products in response to changing market demand, particularly in the media industry; our ability to successfully accomplish our product development plans; competitive factors; history of losses; fluctuations in our revenue based on, among other things, our performance and risks in particular geographies or markets; our higher indebtedness and ability to service it and meet the obligations thereunder; restrictions in our credit facilities; our move to a subscription model and related effect on our revenues and ability to predict future revenues; fluctuations in subscription and maintenance renewal rates; elongated sales cycles; fluctuations in foreign currency exchange rates; seasonal factors; adverse changes in economic conditions; variances in our Revenue Backlog and the realization thereof; risks related to the availability and prices of raw materials, including any negative effects caused by inflation, armed conflict and related sanctions, weather conditions, or health pandemics; disruptions or inefficiencies in our supply chain and/or operations, including from armed conflict and related sanctions and the COVID-19 outbreak; the costs, disruption, and diversion of management's attention due to the COVID-19 outbreak; the possibility of legal proceedings adverse to our Company; and other risks described in our reports filed from time to time with the U.S. Securities and Exchange Commission. Moreover, the business may be adversely affected by future legislative, regulatory or other changes, including tax law changes, as well as other economic, business and/or competitive factors. The risks included above are not exhaustive. We caution readers not to place undue reliance on any forward-looking statements included in this presentation which speak only as to the date of this presentation. We undertake no responsibility to update or revise any forward-looking statements, except as required by law.



11:00AM-12:30PM

WELCOME & INTRODUCTION – Whit Rappole, VP Corporate Development & Investor Relations

COMPANY STRATEGY & DIRECTION – Jeff Rosica, Chief Executive Officer

Alessandra Melloni, General Counsel, Chief Ethics & Compliance Officer

VIDEO CREATION & MEDIA – Tim Claman, GM Video & Media Solutions, Kevin Riley, CTO and Tom Cordiner, CRO

CUSTOMER INSIGHTS – Craig Dwyer, VP Cloud & SaaS Practice

with Ed Russo, A+E Networks and Darryl Jefferson, NBC Sports Group

12:30PM-1:30PM

Lunch, Walk-up Demo Stations

1:30PM-3:00PM

MUSIC CREATION – Dana Ruzicka, GM Audio & Music Solutions, Kathy-Anne McManus, CCXO and Kevin Riley

COMMERCIAL STRATEGY – Tom Cordiner, Chief Revenue Officer

FINANCIAL STRATEGY & DIRECTION – Ken Gayron, Chief Financial Officer

Q&A – Whit Rappole with Executive Team

WRAP UP – Jeff Rosica

3:00PM-3:30PM

Walk-up Demo Stations, Informal Discussions

AGENDA

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COMPANY STRATEGY & DIRECTION

JEFF ROSICA
Chief Executive Officer



EXECUTIVE TEAM



Ken Gayron

Chief Financial Officer



Tom Cordiner

Chief Revenue Officer



Kathy-Anne McManus

Chief Customer Experience
Officer



Dana Ruzicka

GM, Audio & Music
Solutions



Tim Claman

GM, Video & Media
Solutions



Kevin Riley

Chief Technology Officer



Diana Brunelle

Chief Human Resources
Officer



Dave Perillo

SVP Operations
& Supply Chain



Alessandra Melloni

General Counsel, Chief Ethics
& Compliance Officer



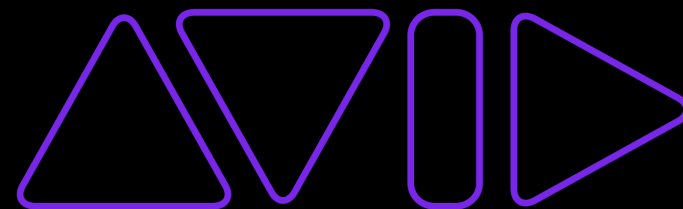


> OUR MISSION

We're on a mission to empower media creators with innovative technology solutions to entertain, inform, educate and enlighten the world

> OUR VISION

We have a vision to help make the world a better place by connecting all people everywhere through the power of media



INVESTMENT THESIS

- 1 Market leading media technology provider of **innovative software and solutions** with **sticky customer relationships**
- 2 **Big shifts in media markets** driving technology refreshes and new customer business requirements that **play well into Avid's unique strengths**
- 3 **Significant opportunity** to drive continued **strong growth of subscriptions** driven by both the creative and enterprise segments
- 4 Early stages of the media industry's **transition to SaaS & cloud**, with Avid in a strong competitive position and first-mover advantage
- 5 Solid business fundamentals with a continued positive performance trajectory delivering **improved revenue growth, profitability and Free Cash Flow**
- 6 Strong expected cash generation yields significant opportunities for **strategic capital allocation** to help **optimize long term shareholder returns**





Avid's
Journey

Avid's
Opportunity

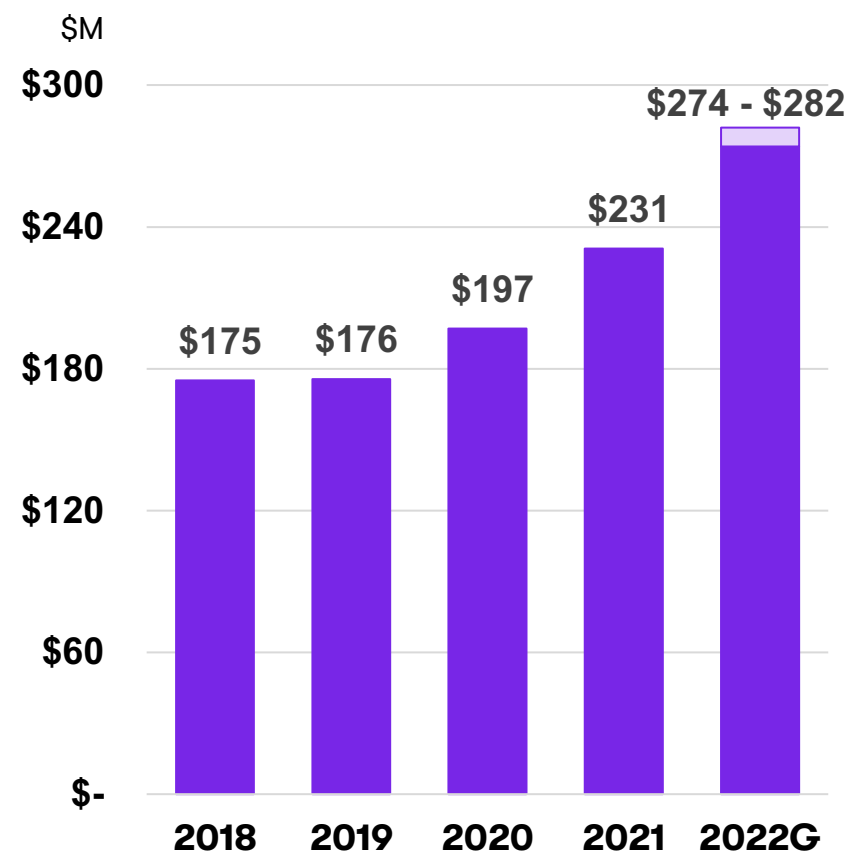
Avid's
Strategy



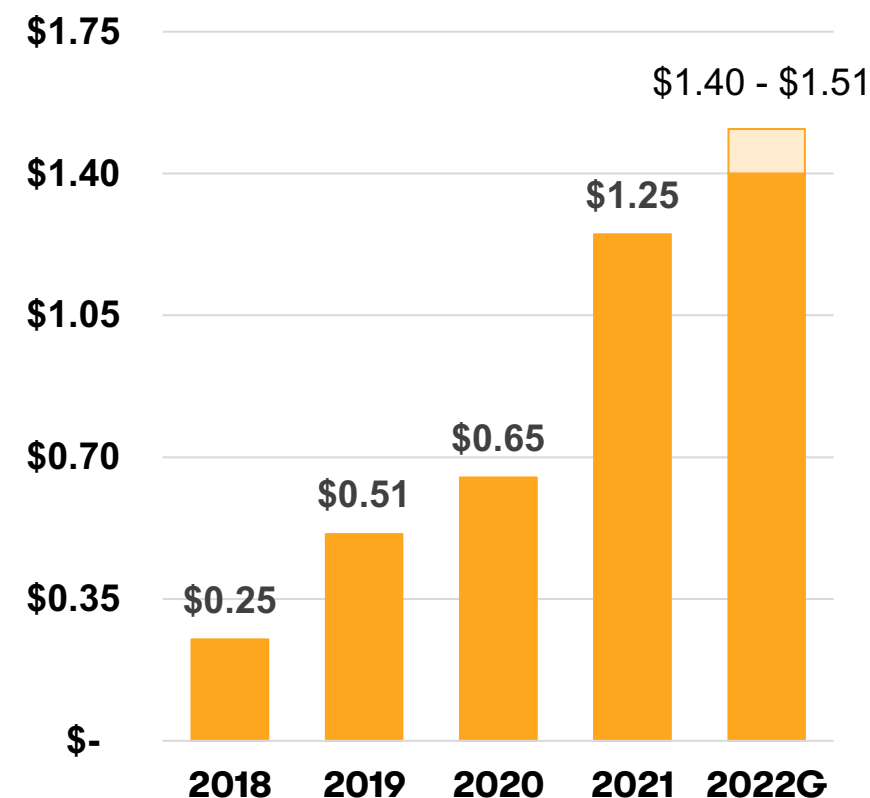
AVID'S FINANCIAL PERFORMANCE TRAJECTORY

Improved business fundamentals and strong balance sheet have created a solid foundation to build upon, and for the company to deliver on its strategy

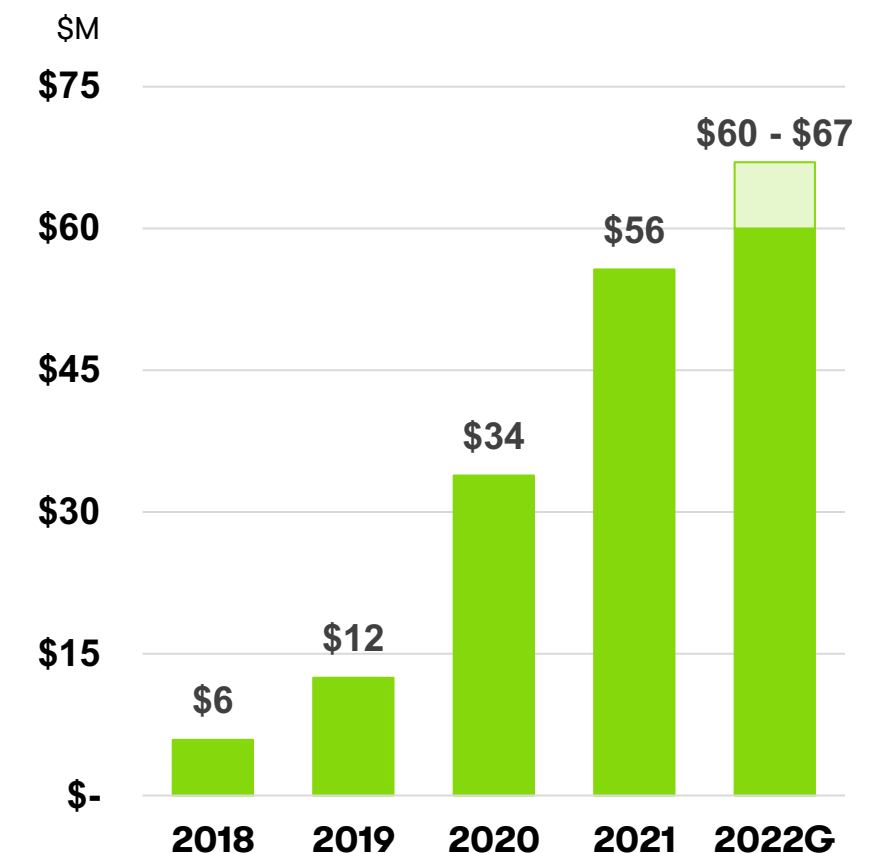
Subscription & Maintenance Revenue



Non-GAAP EPS



Free Cash Flow



Note: 2021 results include \$0.20 NG EPS benefit and \$9.5M Free Cash Flow benefit as a result of January 2021 debt refinancing

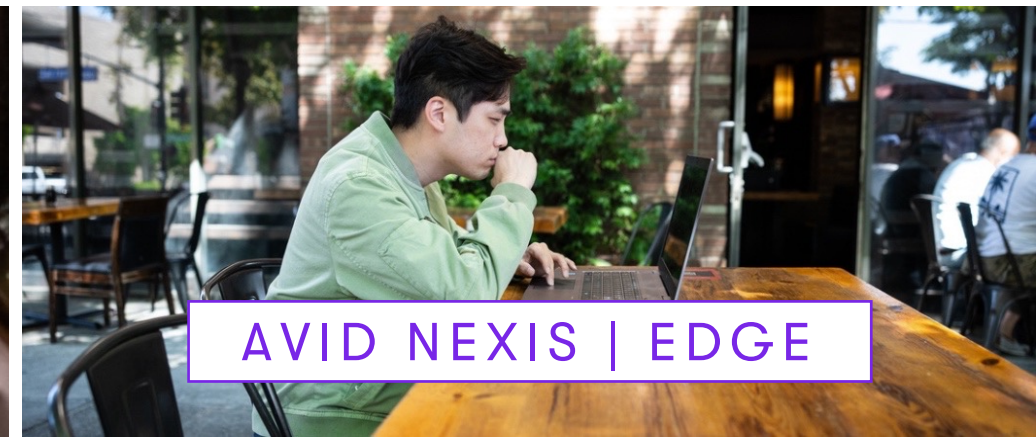
INNOVATION CONTRIBUTING TO GROWTH



PRO TOOLS | ARTIST



AVID | EDIT ON DEMAND



AVID NEXIS | EDGE



SIBELIUS FOR MOBILE



MEDIACENTRAL | STREAM



MEDIACENTRAL | COLLABORATE



MEDIACENTRAL | SYNC



MEDIA COMPOSER REMOTE COLLABORATION



AVID NEXIS | FLEX



CONTINUED STRONG CUSTOMER MOMENTUM ACROSS MARKET SEGMENTS



TV & FILM PRODUCTION



BROADCAST & MEDIA



AUDIO POST & MUSIC

Arab Telemedia Group
Black Spot
Christy's
Hula Post Production
Remote Picture Labs
Paramount

A+E Networks
BBC
CanalSur Radio Y Television
NBC Sports
Rai
SRF
svt

Clair Brothers
Cinecittà
Dubbing Brothers
Formosa Group
LucasFilm Ltd.
Pinewood
Streamland Media



DRIVING MULTIPLE TIERS OF SUBSCRIPTION GROWTH

- Heavy focus on driving the **continued growth of creative tools** subscriptions
- **Enterprise subscription** now providing an **additional growth** driver with many new offerings coming available in the near term
- Beginning stage of **new growth engine** with **Cloud/SaaS** solutions, including distributed, virtualized collaboration workflows

CLOUD

ENTERPRISE

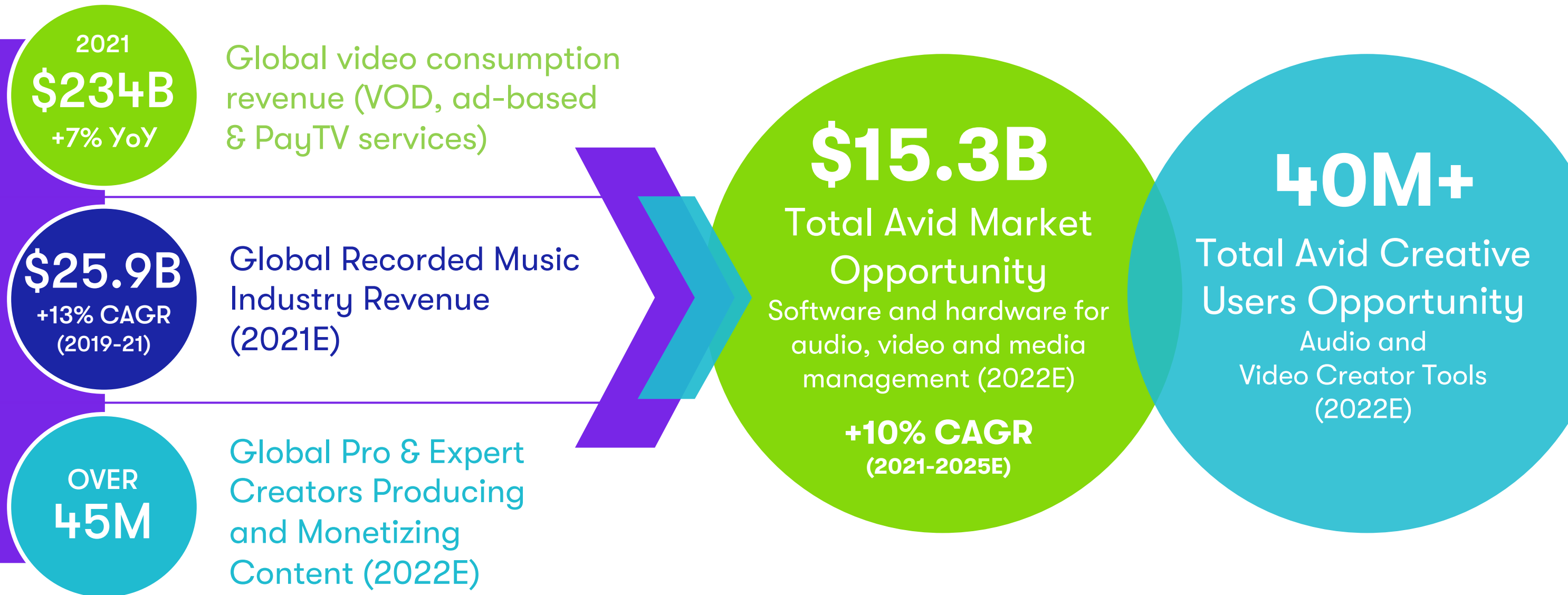
CREATIVE



WE ARE HERE

LARGE & GROWING MARKET OPPORTUNITY

Substantial opportunity for Avid to drive sustainable and profitable growth



Sources: Activate, IFPI, LinkTree, MIDiA Research, IABM-DC, Coughlan Associates, Avid

AUDIO & MUSIC SOLUTIONS

Maximize the growth opportunities and optimize the business in our core markets while pursuing the large down-market opportunity to capture the fast-growing music creators' opportunity

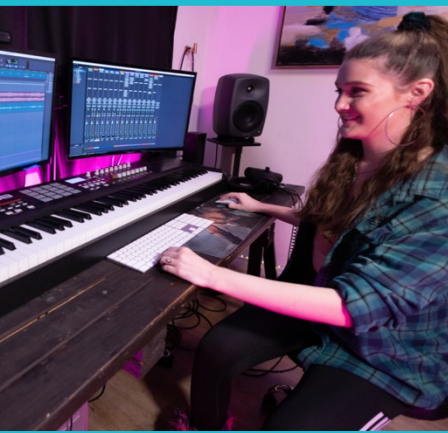


VIDEO & MEDIA SOLUTIONS

Expand wallet share in media enterprises with major innovations that are cloud-enabled and uniquely address needs for distributed workflows, while broadening our position outside media and entertainment



Audio & Music Solutions



Music Creation

Build on our leading position to create a unique and compelling end-to-end music creation offering that captures the wider and fast-growing music creators' opportunity with the DAW serving as the creative hub



Audio Post-Production

Driven by expected sustained growth in content production, continue to optimize the business and maximize our growth opportunity with unique capabilities that can further differentiate including picture + sound workflow innovations



Live Sound

As the live event segments continue to recover and market demand is expected to deliver sustained growth, leverage our position as a top-tier solution while continuing to optimize our business and maximize our growth opportunity

Video & Media Solutions



News & Sports Production

Leverage our strong market position and widely adopted platform to deliver needed innovations that redefine market solutions with an emphasis on hybrid-cloud deployment and digital-first approaches that can grow share of wallet



TV & Film Production

Strengthen and expand our market position by widening across the production lifecycle with unique cloud-enabled innovations that realize our virtualized production vision, while growing and optimizing the overall business opportunity



Video Creation

Build on our strong market position in high-end editorial to expand our opportunity by uniquely addressing today's needs for video creatives and the pro video market with innovative solutions that enable better team collaboration and concurrent creation





STRATEGIC INNOVATION FOCUS

Technology and product innovation to drive growth and further unique solution differentiation

Highly efficient, high-performance commercial and customer teams across all channels



STRONG GO-TO-MARKET ENGINE



BEST-IN-CLASS CUSTOMER EXPERIENCE

Substantial CX & UX focus for improving user adoption, customer retention, and increased upsell

Enhanced operational capabilities and improved efficiencies enabled through digital transformation



OPTIMIZED BUSINESS OPERATIONS

ESG—A STRATEGIC PRIORITY FOR AVID



**SOCIAL &
COMMUNITY
RESPONSIBILITY**



**DIVERSITY,
EQUITY &
INCLUSION**



**ENVIRONMENTAL
IMPACT**



**CORPORATE
GOVERNANCE**

“

We as board members are collectively and individually committed to environmental, social, and governance issues and strongly support the company in its sustainability journey.

We believe that our oversight obligations include ensuring that social and environmental issues are part of Avid’s long-term strategic vision, and we fully endorse the commitment to sustainability from Avid’s leadership team and its employees.”



Peter M. Westley
Chairman of the Board
Avid Technology





2021

AVID SUSTAINABILITY REPORT

ALESSANDRA MELLONI

General Counsel, Chief Ethics
& Compliance Officer



ESG PRIORITIES AND EFFORTS

DEI

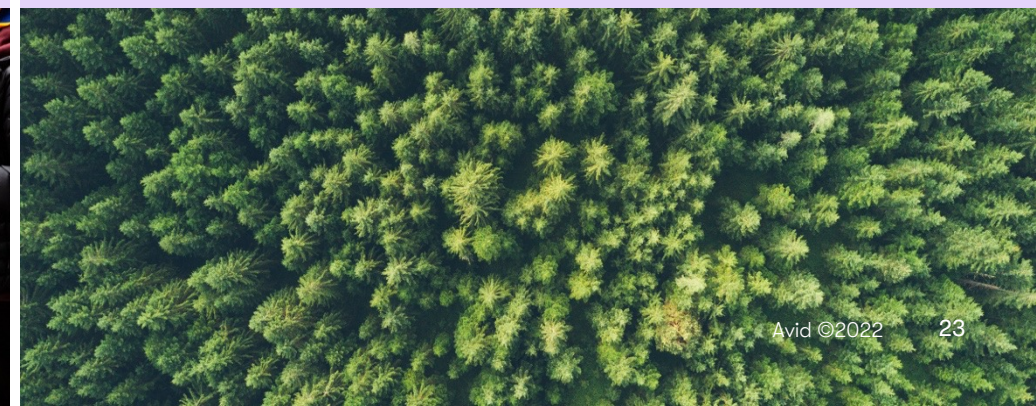
- **Diversity in leadership**
 - Diverse Board with 3 women and 2 identifying as people of color
 - 1/3 of E-Team female
- **Strides in recruiting**
 - 58% women recruited in 2021
 - Commitment to diverse hiring slates and actionable targets by end of year
- **DEI as integral part of our culture**
 - Employee-led DEI Steering Committee
 - DEI Policy and trainings
 - Support for ERGs focusing on DEI issues
 - Employee-led initiatives at local level

Inclusivity & Community

- **Ensuring broader access to our products**
 - Collaborations permitting us to increase usability for visually-impaired users
 - Winner of American Foundation for the Blind's 2016 Access Award for Pro Tools
 - ACA learning initiatives for customers
- **Community & our role in the world**
 - Provided over \$800K of products and funding to Boston Arts Academy
 - Avid Learning Collective: sponsoring schools with tools and learning programs
 - Multi-pronged, public actions on Ukraine crisis, including direct on-ground support, sizable donations and support

Environmental Impact

- **Reducing footprint**
 - High recovery and recycling rates on products
 - Direct order fulfillment to lower carbon impact
 - Working with landlords on smart building management, including LEED certifications
- **Acknowledging our responsibility in the supply chain**
 - Supplier Code of Conduct
 - Independent audit of new suppliers to ensure accountability
 - Environmental practices included as part of supplier selection



VISION FOR AVID IN 2025



Predominately
a software
**Subscriptions
and SaaS**
solutions
company



Holds an even
**larger and
stronger
competitive
position** in the
music creation
segment



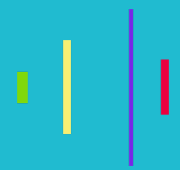
Undisputed
market leader
of end-to-end
solutions for
higher-end
**television/film
& video
production**



Strengthened
industry **leadership**
in news & sports
with unique **hybrid
cloud, digital-first**
end-to-end
solutions



Recognized leader
for **'next gen'**
**collaboration
tools** and workflow
solutions for
**virtualized,
distributed
teams**



**LONG-TERM
FINANCIAL
OBJECTIVES**
(2025)

❖ **\$385M+**
Subscription & SaaS
Revenue, mid-60s%
of Total Revenue

❖ **Mid-80s%**
Recurring
Revenue

❖ **27%+**
Adj. EBITDA Margin
and Free Cash Flow
Conversion of >80%



REMAIN FOCUSED ON KEY BUSINESS OUTCOMES

**SUSTAINED
REVENUE
GROWTH**



**IMPROVING
PROFITABILITY**



**STRONG
CASH
GENERATION**



**INCREASE
SHAREHOLDER
VALUE**

