CLOUDFLARE, INC.
Supplemental Financial Information
For the second quarter ended June 30, 2025

Explanation of Non-GAAP Financial Measures

In addition to our results determined in accordance with generally accepted accounting principles in the United States (U.S. GAAP), we believe the following non-GAAP measures are useful in evaluating our operating performance. We use the following non-GAAP financial information to evaluate our ongoing operations and for internal planning and forecasting purposes. We believe that non-GAAP financial information, when taken collectively, may be helpful to investors because it provides consistency and comparability with past financial performance. However, non-GAAP financial information is presented for supplemental informational purposes only, has limitations as an analytical tool and should not be considered in isolation or as a substitute for financial information presented in accordance with U.S. GAAP. In particular, free cash flow is not a substitute for cash provided by operating activities. Additionally, the utility of free cash flow as a measure of our liquidity is further limited as it does not represent the total increase or decrease in our cash balance for a given period. In addition, other companies, including companies in our industry, may calculate similarly-titled non-GAAP 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. A reconciliation is provided below for each non-GAAP financial measure to the most directly comparable financial measure stated in accordance with U.S. GAAP. Investors are encouraged to review the related U.S. GAAP financial measures and the reconciliation of these non-GAAP financial measures to their most directly comparable U.S. GAAP financial measures, and not to rely on any single financial measure to evaluate our business.

Items Excluded from Non-GAAP Measures. We exclude stock-based compensation expense, which is a non-cash expense, from certain of our non-GAAP financial measures because we believe that excluding this item provides meaningful supplemental information regarding operational performance. We exclude employer payroll tax expenses related to stock-based compensation, which is a cash expense, from certain of our non-GAAP financial measures because such expenses are dependent on the price of our Class A common stock and other factors that are beyond our control and do not correlate to the operation of our business. We exclude amortization of acquired intangible assets, which is a non-cash expense, related to business combinations from certain of our non-GAAP financial measures because such expenses are related to business combinations and have no direct correlation to the operation of our business. We exclude acquisition-related and other expenses from certain of our non-GAAP financial measures because such expenses are related to business combinations and have no direct correlation to the operation of our business. Acquisition-related and other expenses can be cash or non-cash expenses, and include third-party transaction costs and compensation expense for key acquired personnel. We exclude lease impairment charges related to real estate leases, which is a non-cash expense, from certain of our non-GAAP financial measures because they are not indicative of the Company's ongoing cost structure and core business performance. We exclude amortization of debt issuance costs, which is a non-cash expense, from certain of our non-GAAP financial measures because such expenses have no direct correlation to the operation of our business. We also excluded the one-time cash compensation charge incurred during the three months ended March 31, 2024 from certain of our non-GAAP financial measures because it was not attributable to services provided and did not correlate to the ongoing operation of our business.

Non-GAAP Gross Profit and Non-GAAP Gross Margin. We define non-GAAP gross profit and non-GAAP gross margin as U.S. GAAP gross profit and U.S. GAAP gross margin, respectively, excluding stock-based compensation and related employer payroll taxes and amortization of acquired intangible assets.

Non-GAAP Income from Operations and Non-GAAP Operating Margin. We define non-GAAP income from operations and non-GAAP operating margin as U.S. GAAP loss from operations and U.S. GAAP operating margin, respectively, excluding stock-based compensation expense and its related employer payroll taxes, amortization of acquired intangible assets, acquisition-related and other expenses, and lease impairment charges.

Non-GAAP Net Income and Non-GAAP Net Income per Share, Diluted. We define non-GAAP net income as GAAP net loss adjusted for stock-based compensation expense and its related employer payroll taxes, amortization of acquired intangible assets, acquisition-related and other expenses, amortization of issuance costs, lease impairment charges, and a non-GAAP provision for (benefit from) income taxes. Generally, the difference between our GAAP and non-GAAP income tax expense (benefit) is primarily due to adjustments in stock-based compensation and related employer payroll taxes, amortization of acquired intangibles associated with business combinations, acquisition-related and other expenses, amortization of issuance costs, and lease impairment charges. We define non-GAAP net income per share, diluted, as non-GAAP net income divided by the weighted-average common shares outstanding, adjusted for dilutive potential shares that were assumed outstanding during period. Currently, potential dilutive effect mainly consists of employee equity incentive plans and convertible senior notes. We believe that excluding these items from non-GAAP net income per share, diluted, provides management and investors with greater visibility into the underlying performance of our core business operating results.

Free Cash Flow and Free Cash Flow Margin. Free cash flow is a non-GAAP financial measure that we calculate as net cash provided by operating activities less cash used for purchases of property and equipment and capitalized internal-use software. Free cash flow margin is calculated as free cash flow divided by revenue. We believe that free cash flow and free cash flow margin are useful indicators of liquidity that provide information to management and investors about the amount of cash generated from our operations that, after the investments in property and equipment and capitalized internal-use software, can be used for strategic initiatives, including investing in our business, and strengthening our financial position. We believe that historical and future trends in free cash flow and free cash flow margin, even if negative, provide useful information about the amount of cash generated by our operating activities that is available (or not available) to be used for strategic initiatives. For example, if free cash flow is negative, we may need to access cash reserves or other sources of capital to invest in strategic initiatives. One limitation of free cash flow and free cash flow margin is that they do not reflect our future contractual commitments. Additionally, free cash flow does not represent the total increase or decrease in our cash balance for a given period.

Key Business Metrics

In addition to our results determined in accordance with U.S. GAAP and the non-GAAP measures discussed above, we also review the key business metrics discussed below to assist us in evaluating our business, measuring performance, identifying trends, formulating business plans, and making strategic decisions. There are a number of limitations associated with the use of key business metrics as analytical tools, however, and we do not rely upon any single key business metric to evaluate our business. In addition, other companies, including companies in our industry, may calculate similarly-titled business metrics differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of these business metrics as tools for comparison to such companies.

Paying Customers. We believe our ability to grow the number of paying customers on our network provides a key indicator of growth of our business and our future business opportunities. We define a paying customer at the end of the quarter as a person or entity who has generated revenue and has an active contract with us or one of our partners during such quarter, excluding (i) customers that were not acquired through ordinary sales channels, (ii) customers using only our registrar product, and (iii) customers using our consumer applications, such as 1.1.1.1 and Warp, which agreements and customers together represent an insignificant amount of our revenue. An entity is defined as a company, a government institution, a non-profit organization, or a distinct business unit of a large company. An active contract is defined as a customer relationship for which we have provided services during the quarter.

Paying Customers (> $100,000 Annualized Revenue). While we continue to grow customers across all sizes, over time, our large customers have contributed an increasing share of our revenue. We view the number of customers with Annualized Revenue greater than $100,000 as indicative of our penetration within large enterprise accounts. To measure Annualized Revenue at the end of a quarter, we take the sum of revenue for each customer in the quarter and multiply that amount by four. For example, if we signed a new customer that generated $1,800 of revenue in a quarter, that customer would account for $7,200 of Annualized Revenue for that year. Our Annualized Revenue calculation excludes (i) agreements that were not entered into through ordinary sales channels, (ii) revenue generated from customers using only our registrar product, and (iii) customers using our consumer applications, such as 1.1.1.1 and Warp, which agreements and customers together represent an insignificant amount of our revenue. Our Annualized Revenue metric also includes any usage charges by a customer during a period, which represents a small portion of our total revenue and may not be recurring. As a result, Annualized Revenue may be higher than actual revenue over the course of the year.

Dollar-Based Net Retention Rate. Our ability to maintain long-term revenue growth and achieve profitability is dependent on our ability to retain and grow revenue generated from our existing paying customers. We believe that we will achieve these objectives by continuing to focus on customer loyalty and adding additional products and functionality to our network. Our dollar-based net retention rate is a key way we measure our performance in these areas. Dollar-based net retention measures our ability to retain and expand recurring revenue from existing customers. To calculate dollar-based net retention for a quarter, we compare the Annualized Revenue from paying customers four quarters prior to the Annualized Revenue from the same set of customers in the most recent quarter. Our dollar-based net retention includes expansion and is net of contraction and attrition, but excludes Annualized Revenue from new customers in the current period. Our dollar-based net retention excludes professional services and the benefit of free customers that upgrade to a paid subscription between the prior and current periods, even though this is an important source of incremental growth. We believe this provides a more meaningful representation of our ability to add incremental business from existing paying customers as they renew and expand their contracts.

CLOUDFLARE, INC.
Consolidated Statements of Operations – Quarterly
(unaudited, in thousands, except per share amounts)

	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025
Revenue	$335,603	$362,473	$378,602	$400,996	$430,082	$459,946	$479,087	$ 512,316
Cost of revenue[1][2]	78,069	83,283	85,038	89,011	95,967	108,686	115,576	128,677
Gross profit	257,534	279,190	293,564	311,985	334,115	351,260	363,511	383,639
Operating expenses:								
Sales and marketing[1][2][4]	150,214	165,214	194,102	174,501	185,221	191,967	214,011	219,359
Research and development[1]	90,593	96,401	87,703	102,547	110,911	120,213	115,089	134,557
General and administrative[1][3][6]	55,939	60,404	66,309	69,635	68,777	73,799	87,658	96,987
Total operating expenses	296,746	322,019	348,114	346,683	364,909	385,979	416,758	450,903
Loss from operations	(39,212)	(42,829)	(54,550)	(34,698)	(30,794)	(34,719)	(53,247)	(67,264)
Non-operating income (expense):								
Interest income	17,954	20,190	21,252	21,715	22,471	21,988	21,399	25,406
Interest expense[5]	(1,138)	(1,069)	(1,100)	(1,218)	(1,433)	(1,445)	(1,443)	(1,524)
Other income (expense), net	115	(2,103)	1,124	269	(3,066)	3,333	(3,468)	(3,907)
Total non-operating income, net	16,931	17,018	21,276	20,766	17,972	23,876	16,488	19,975
Loss before income taxes	(22,281)	(25,811)	(33,274)	(13,932)	(12,822)	(10,843)	(36,759)	(47,289)
Provision for income taxes	1,254	2,054	2,269	1,146	2,509	2,005	1,695	3,157
Net loss	$ (23,535)	$ (27,865)	$ (35,543)	$ (15,078)	$ (15,331)	$ (12,848)	$ (38,454)	$ (50,446)
Net loss per share attributable to common stockholders, basic and diluted	$ (0.07)	$ (0.08)	$ (0.10)	$ (0.04)	$ (0.04)	$ (0.04)	$ (0.11)	$ (0.15)
Weighted-average shares used in computing net loss per share attributable to common stockholders, basic and diluted	334,666	336,578	338,583	340,648	342,356	344,003	345,723	347,489

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(1) Includes stock-based compensation and related employer payroll taxes as follows:

Cost of revenue	$ 2,367	$ 2,064	$ 2,822	$ 3,011	$ 2,943	$ 2,821	$ 2,906	$ 3,693
Sales and marketing	20,674	19,435	21,775	24,629	24,677	24,682	30,205	36,818
Research and development	36,353	36,932	28,980	37,106	40,459	45,391	38,269	50,956
General and administrative	17,463	18,873	23,150	24,761	23,688	25,528	34,515	40,526
Total stock-based compensation and related employer payroll taxes	$ 76,857	$ 77,304	$ 76,727	$ 89,507	$ 91,767	$ 98,422	$105,895	$ 131,993

(2) Includes amortization of acquired intangible assets as follows:

Cost of revenue	$ 4,313	$ 4,764	$ 4,691	$ 1,619	$ 2,054	$ 2,720	$ 2,853	$ 3,329
Sales and marketing	575	575	575	363	363	362	388	417
Total amortization of acquired intangible assets	$ 4,888	$ 5,339	$ 5,266	$ 1,982	$ 2,417	$ 3,082	$ 3,241	$ 3,746

(3) Includes acquisition-related and other expenses as follows:

General and administrative	$ —	$ —	$ —	$ 162	$ 78	$ 462	$ 112	$ —
Total acquisition-related and other expenses	$ —	$ —	$ —	$ 162	$ 78	$ 462	$ 112	$ —

(4) Includes one-time compensation charge as follows:

Sales and marketing	$ —	$ —	$ 15,000	$ —	$ —	$ —	$ —	$ —
Total one-time compensation charge	$ —	$ —	$ 15,000	$ —	$ —	$ —	$ —	$ —

(5) Includes amortization of debt issuance costs as follows:

Interest expense	$ 1,059	$ 990	$ 990	$ 990	$ 990	$ 989	$ 990	$ 1,199
Total amortization of debt issuance costs	$ 1,059	$ 990	$ 990	$ 990	$ 990	$ 989	$ 990	$ 1,199

(6) Includes lease impairment charges as follows:

General and administrative	$ —	$ —	$ —	$ —	$ —	$ —	$ 3,840
Total lease impairment charges	$ —	$ —	$ —	$ —	$ —	$ —	$ 3,840

CLOUDFLARE, INC.
Non-GAAP Consolidated Statements of Operations - Quarterly
(unaudited, in thousands, except per share amounts)

	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025
Revenue	$335,603	$362,473	$378,602	$400,996	$430,082	$459,946	$479,087	$ 512,316
Cost of revenue[(1)(2)]	71,389	76,455	77,525	84,381	90,970	103,145	109,817	121,655
Gross profit	264,214	286,018	301,077	316,615	339,112	356,801	369,270	390,661
Operating expenses:								
Sales and marketing[(1)(2)(4)]	128,965	145,204	156,752	149,509	160,181	166,923	183,418	182,124
Research and development[(1)]	54,240	59,469	58,723	65,441	70,452	74,822	76,820	83,601
General and administrative[(1)(3)(6)]	38,476	41,531	43,159	44,712	45,011	47,809	53,031	52,621
Total operating expenses	221,681	246,204	258,634	259,662	275,644	289,554	313,269	318,346
Income from operations	42,533	39,814	42,443	56,953	63,468	67,247	56,001	72,315
Non-operating income (expense):								
Interest income	17,954	20,190	21,252	21,715	22,471	21,988	21,399	25,406
Interest expense[(5)]	(79)	(79)	(110)	(228)	(443)	(456)	(453)	(325)
Other income (expense), net	115	(2,103)	1,124	269	(3,066)	3,333	(3,468)	(3,907)
Total non-operating income, net	17,990	18,008	22,266	21,756	18,962	24,865	17,478	21,174
Income before income taxes	60,523	57,822	64,709	78,709	82,430	92,112	73,479	93,489
Provision for income taxes	5,259	4,298	6,559	9,228	9,855	23,305	15,064	18,432
Net income	$ 55,264	$ 53,524	$ 58,150	$ 69,481	$ 72,575	$ 68,807	$ 58,415	$ 75,057
Net income per share, basic	$ 0.17	$ 0.16	$ 0.17	$ 0.20	$ 0.21	$ 0.20	$ 0.17	$ 0.22
Weighted-average shares used in computing net income per share attributable to common stockholders, basic	334,666	336,578	338,583	340,648	342,356	344,003	345,723	347,489
Net income per share, diluted	$ 0.16	$ 0.15	$ 0.16	$ 0.20	$ 0.20	$ 0.19	$ 0.16	$ 0.21
Weighted-average shares used in computing net income per share attributable to common stockholders, diluted	351,709	353,558	356,206	356,096	356,855	359,255	362,340	365,264

(1) Excludes stock-based compensation and related employer payroll taxes. See GAAP to Non-GAAP reconciliations.
(2) Excludes amortization of acquired intangible assets. See GAAP to Non-GAAP reconciliations.
(3) Excludes acquisition-related and other expenses. See GAAP to Non-GAAP reconciliations.
(4) Excludes one-time compensation charge. See GAAP to Non-GAAP reconciliations.
(5) Excludes amortization of debt issuance costs. See GAAP to Non-GAAP reconciliations.
(6) Excludes lease impairment charges. See GAAP to Non-GAAP reconciliations.

CLOUDFLARE, INC.
Consolidated Balance Sheets - Quarterly
(unaudited, in thousands, except par value)

	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025
Assets								
Current assets:								
Cash and cash equivalents	$ 94,143	$ 86,864	$ 254,401	$ 156,967	$ 182,883	$ 147,691	$ 204,459	$1,518,608
Available-for-sale securities	1,480,162	1,586,880	1,461,801	1,600,430	1,640,963	1,708,228	1,710,415	2,441,112
Accounts receivable, net	199,468	248,268	213,183	250,213	252,927	316,753	286,319	307,507
Contract assets	11,689	11,041	11,589	12,917	13,458	16,568	15,988	21,275
Restricted cash short-term	1,612	2,522	5,535	1,000	1,000	4,273	4,373	4,373
Prepaid expenses and other current assets	70,929	47,502	69,663	71,491	72,647	75,484	402,737	112,956
Total current assets	1,858,003	1,983,077	2,016,172	2,093,018	2,163,878	2,268,997	2,624,291	4,405,831
Property and equipment, net	309,815	322,813	329,422	339,124	396,552	467,420	513,866	547,349
Goodwill	148,047	148,047	148,047	156,162	157,200	181,087	181,087	181,087
Acquired intangible assets, net	17,821	19,564	14,298	21,663	19,247	21,865	23,896	22,110
Operating lease right-of-use assets	126,407	138,556	141,820	141,870	151,513	168,379	178,091	185,355
Deferred contract acquisition costs, noncurrent	115,154	133,236	137,527	144,330	152,380	172,217	174,543	183,919
Restricted cash	1,885	1,838	1,838	2,023	2,023	2,250	2,250	2,475
Other noncurrent assets	12,778	12,636	12,506	18,483	19,953	18,947	23,235	34,235
Total assets	$2,589,910	$2,759,767	$2,801,630	$2,916,673	$3,062,746	$3,301,162	$3,721,259	$5,562,361
Liabilities and Stockholders' Equity								
Current liabilities:								
Accounts payable	$ 40,590	$ 53,727	$ 47,832	$ 59,528	$ 74,110	$ 105,807	$ 93,781	$ 95,680
Accrued expenses and other current liabilities	55,819	63,597	68,412	66,916	68,885	81,602	89,615	80,463
Accrued compensation	52,190	63,801	62,299	57,813	65,797	80,854	76,457	77,940
Operating lease liabilities	35,076	38,351	39,273	40,740	43,028	47,626	53,062	56,812
Deferred revenue	294,100	347,608	356,243	370,968	389,795	477,765	508,094	546,698
Total current liabilities	477,775	567,084	574,059	595,965	641,615	793,654	821,009	857,593
Convertible senior notes, net	1,282,372	1,283,362	1,284,352	1,285,342	1,286,332	1,287,321	1,288,311	3,260,506
Operating lease liabilities, noncurrent	101,673	113,490	113,017	112,508	121,374	128,266	134,521	144,795
Deferred revenue, noncurrent	17,354	17,244	17,645	23,579	21,990	22,095	27,555	35,805
Other noncurrent liabilities	11,479	15,540	15,333	17,734	18,345	23,625	23,985	23,935
Total liabilities	1,890,653	1,996,720	2,004,406	2,035,128	2,089,656	2,254,961	2,295,381	4,322,634
Stockholders' Equity								
Class A common stock; $0.001 par value	295	297	300	302	305	307	309	312
Class B common stock; $0.001 par value	40	40	39	39	37	37	37	36
Additional paid-in capital	1,699,045	1,784,566	1,857,168	1,956,984	2,046,593	2,152,750	2,562,972	2,414,291
Accumulated deficit	(995,975)	(1,023,840)	(1,059,383)	(1,074,461)	(1,089,792)	(1,102,640)	(1,141,094)	(1,191,540)
Accumulated other comprehensive income (loss)	(4,148)	1,984	(900)	(1,319)	15,947	(4,253)	3,654	16,628
Total stockholders' equity	699,257	763,047	797,224	881,545	973,090	1,046,201	1,425,878	1,239,727
Total liabilities and stockholders' equity	$2,589,910	$2,759,767	$2,801,630	$2,916,673	$3,062,746	$3,301,162	$3,721,259	$5,562,361

CLOUDFLARE, INC.
Consolidated Statements of Cash Flows – Quarterly
(unaudited, in thousands)

	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025
Cash Flows from Operating Activities								
Net loss	$(23,535)	$(27,865)	$(35,543)	$ (15,078)	$ (15,331)	$ (12,848)	$(38,454)	$ (50,446)
Adjustments to reconcile net loss to cash provided by operating activities:								
Depreciation and amortization expense	34,458	36,180	30,112	29,655	31,709	36,246	42,207	45,481
Non-cash operating lease costs	10,974	11,893	11,863	11,261	12,500	13,852	14,657	15,215
Amortization of deferred contract acquisition costs	15,746	16,617	18,107	18,884	19,716	21,115	23,132	24,164
Stock-based compensation expense	73,772	74,424	69,723	85,991	88,255	94,492	95,535	122,377
Amortization of debt issuance costs	1,059	990	990	990	990	989	990	1,199
Net accretion of discounts and amortization of premiums on available-for-sale securities	(11,989)	(13,402)	(12,713)	(11,315)	(9,952)	(8,101)	(6,372)	(5,615)
Deferred income taxes	25	2,852	(276)	(1,034)	(28)	3,449	(156)	(324)
Provision for bad debt	3,490	4,110	3,223	1,547	2,587	2,681	3,274	4,541
Other	219	116	106	185	70	282	507	2,720
Changes in operating assets and liabilities, net of effect of asset acquisitions and business combinations:								
Accounts receivable, net	(25,038)	(52,910)	31,862	(38,577)	(5,301)	(66,507)	27,160	(25,729)
Contract assets	(3,016)	648	(548)	(1,328)	(541)	(3,110)	580	(5,287)
Deferred contract acquisition costs	(23,418)	(34,699)	(22,398)	(25,687)	(27,766)	(40,952)	(25,458)	(33,540)
Prepaid expenses and other current assets	(3,119)	(5,010)	(23,022)	(1,704)	(587)	(12,914)	(27,289)	(19,050)
Other noncurrent assets	802	2,207	760	1,181	(1,320)	1,549	5,118	(806)
Accounts payable	(1,350)	6,529	3,073	12,923	(8,179)	10,809	(842)	595
Accrued expenses and other current liabilities	1,508	5,799	5,340	(787)	3,078	2,269	12,219	(11,461)
Accrued compensation	5,416	11,611	(1,502)	(2,797)	7,984	15,057	(4,397)	1,483
Operating lease liabilities	(12,947)	(8,950)	(14,678)	(10,353)	(10,989)	(19,228)	(12,678)	(12,295)
Deferred revenue	24,615	53,398	9,036	20,659	17,238	88,075	35,789	46,854
Other noncurrent liabilities	428	903	64	199	594	103	262	(280)
Net cash provided by operating activities	**68,100**	**85,441**	**73,579**	**74,815**	**104,727**	**127,308**	**145,784**	**99,796**
Cash Flows from Investing Activities								
Purchases of property and equipment	(27,291)	(30,816)	(32,056)	(29,625)	(50,203)	(73,153)	(85,889)	(59,897)
Capitalized internal-use software	(5,934)	(3,909)	(5,916)	(6,915)	(9,245)	(6,401)	(7,028)	(6,619)
Asset acquisitions and business combinations, net of cash acquired	—	(6,083)	—	(13,977)	(1,038)	(22,976)	(4,856)	(1,606)
Purchases of available-for-sale securities	(497,918)	(584,499)	(298,995)	(491,680)	(396,612)	(384,826)	(403,672)	(1,127,103)
Maturities of available-for-sale securities	430,908	523,651	433,903	358,451	380,687	320,315	408,769	402,056
Other investing activities	6	9	14	4	11	9	238	144
Net cash provided by (used in) investing activities	**(100,229)**	**(101,647)**	**96,950**	**(183,742)**	**(76,400)**	**(167,032)**	**(92,438)**	**(793,025)**
Cash Flows from Financing Activities								
Proceeds from settlement of the 2025 Capped Calls	—	—	—	—	—	—	—	309,616
Gross proceeds from issuance of 2030 convertible senior notes	—	—	—	—	—	—	—	2,000,000
Purchases of capped calls related to the 2030 convertible senior notes	—	—	—	—	—	—	—	(283,400)
Cash paid for issuance costs on 2030 convertible senior notes	—	—	—	—	—	—	—	(27,873)
Repayments of convertible senior notes	(35,400)	—	—	—	—	—	—	—
Cash paid for issuance costs on revolving credit facility	—	—	—	(2,148)	—	—	—	—
Proceeds from the exercise of stock options	4,325	3,467	4,422	3,192	1,417	3,874	11,229	6,713
Proceeds from the early exercise of stock options	—	—	—	6	—	—	—	—
Proceeds from the issuance of common stock for employee stock purchase plan	—	8,633	—	10,455	—	9,341	—	13,057
Payment of tax withholding obligation on RSU settlement	(2,260)	(2,310)	(4,401)	(4,362)	(3,828)	(4,183)	(7,707)	(10,510)
Payment of indemnity holdback	(1,275)	—	—	—	—	(1,000)	—	—
Net cash provided by (used in) financing activities	**(34,610)**	**9,790**	**21**	**7,143**	**(2,411)**	**8,032**	**3,522**	**2,007,603**
Net increase (decrease) in cash, cash equivalents, and restricted cash	(66,739)	(6,416)	170,550	(101,784)	25,916	(31,692)	56,868	1,314,374
Cash, cash equivalents, and restricted cash, beginning of period	164,379	97,640	91,224	261,774	159,990	185,906	154,214	211,082
Cash, cash equivalents, and restricted cash, end of period	**$97,640**	**$ 91,224**	**$261,774**	**$159,990**	**$185,906**	**$154,214**	**$211,082**	**$1,525,456**

CLOUDFLARE, INC.
GAAP to Non-GAAP Reconciliations – Quarterly
(unaudited, in thousands, except per share amounts)

	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025
Reconciliation of cost of revenue:								
GAAP cost of revenue	$ 78,069	$ 83,283	$ 85,038	$ 89,011	$ 95,967	$108,686	$115,576	$128,677
Less: Stock-based compensation and related employer payroll taxes	(2,367)	(2,064)	(2,822)	(3,011)	(2,943)	(2,821)	(2,906)	(3,693)
Less: Amortization of acquired intangible assets	(4,313)	(4,764)	(4,691)	(1,619)	(2,054)	(2,720)	(2,853)	(3,329)
Non-GAAP cost of revenue	$ 71,389	$ 76,455	$ 77,525	$ 84,381	$ 90,970	$103,145	$109,817	$121,655
Reconciliation of gross profit:								
GAAP gross profit	$257,534	$279,190	$293,564	$311,985	$334,115	$351,260	$363,511	$383,639
Add: Stock-based compensation and related employer payroll taxes	2,367	2,064	2,822	3,011	2,943	2,821	2,906	3,693
Add: Amortization of acquired intangible assets	4,313	4,764	4,691	1,619	2,054	2,720	2,853	3,329
Non-GAAP gross profit	$264,214	$286,018	$301,077	$316,615	$339,112	$356,801	$369,270	$390,661
GAAP gross margin	76.7%	77.0%	77.5%	77.8%	77.7%	76.4%	75.9%	74.9%
Non-GAAP gross margin	78.7%	78.9%	79.5%	79.0%	78.8%	77.6%	77.1%	76.3%
Reconciliation of operating expenses:								
GAAP sales and marketing	$150,214	$165,214	$194,102	$174,501	$185,221	$191,967	$ 214,011	$219,359
Less: Stock-based compensation and related employer payroll taxes	(20,674)	(19,435)	(21,775)	(24,629)	(24,677)	(24,682)	(30,205)	(36,818)
Less: Amortization of acquired intangible assets	(575)	(575)	(575)	(363)	(363)	(362)	(388)	(417)
Less: One-time compensation charge	—	—	(15,000)	—	—	—	—	—
Non-GAAP sales and marketing	$128,965	$145,204	$156,752	$149,509	$ 160,181	$166,923	$183,418	$182,124
GAAP research and development	$ 90,593	$ 96,401	$ 87,703	$102,547	$ 110,911	$120,213	$115,089	$134,557
Less: Stock-based compensation and related employer payroll taxes	(36,353)	(36,932)	(28,980)	(37,106)	(40,459)	(45,391)	(38,269)	(50,956)
Non-GAAP research and development	$ 54,240	$ 59,469	$ 58,723	$ 65,441	$ 70,452	$ 74,822	$ 76,820	$ 83,601
GAAP general and administrative	$ 55,939	$ 60,404	$ 66,309	$ 69,635	$ 68,777	$ 73,799	$ 87,658	$ 96,987
Less: Stock-based compensation and related employer payroll taxes	(17,463)	(18,873)	(23,150)	(24,761)	(23,688)	(25,528)	(34,515)	(40,526)
Less: Acquisition-related and other expenses	—	—	—	(162)	(78)	(462)	(112)	—
Less: Lease impairment charges	—	—	—	—	—	—	—	(3,840)
Non-GAAP general and administrative	$ 38,476	$ 41,531	$ 43,159	$ 44,712	$ 45,011	$ 47,809	$ 53,031	$ 52,621
Reconciliation of income (loss) from operations:								
GAAP loss from operations	$ (39,212)	$(42,829)	$(54,550)	$(34,698)	$(30,794)	$ (34,719)	$(53,247)	$(67,264)
Add: Stock-based compensation and related employer payroll taxes	76,857	77,304	76,727	89,507	91,767	98,422	105,895	131,993
Add: Amortization of acquired intangible assets	4,888	5,339	5,266	1,982	2,417	3,082	3,241	3,746
Add: Acquisition-related and other expenses	—	—	—	162	78	462	112	—
Add: One-time compensation charge	—	—	15,000	—	—	—	—	—
Add: Lease impairment charges	—	—	—	—	—	—	—	3,840
Non-GAAP income from operations	$42,533	$39,814	$42,443	$56,953	$63,468	$67,247	$56,001	$72,315
GAAP operating margin	(11.7)%	(11.8)%	(14.4)%	(8.7)%	(7.2)%	(7.5)%	(11.1)%	(13.1)%
Non-GAAP operating margin	12.7%	11.0%	11.2%	14.2%	14.8%	14.6%	11.7%	14.1%

CLOUDFLARE, INC.
GAAP to Non-GAAP Reconciliations – Quarterly
(unaudited, in thousands, except per share amounts)

	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025
Reconciliation of interest expense:								
GAAP interest expense	$ (1,138)	$ (1,069)	$ (1,100)	$ (1,218)	$ (1,433)	$ (1,445)	$ (1,443)	$ (1,524)
Add: Amortization of debt issuance costs	1,059	990	990	990	990	989	990	1,199
Non-GAAP interest expense	$ (79)	$ (79)	$ (110)	$ (228)	$ (443)	$ (456)	$ (453)	$ (325)
Reconciliation of provision for income taxes:								
GAAP provision for income taxes	$ 1,254	$ 2,054	$ 2,269	$ 1,146	$ 2,509	$ 2,005	$ 1,695	$ 3,157
Income tax effect of non-GAAP adjustments	4,005	2,244	4,290	8,082	7,346	21,300	13,369	15,275
Non-GAAP provision for income taxes	$ 5,259	$ 4,298	$ 6,559	$ 9,228	$ 9,855	$ 23,305	$ 15,064	$ 18,432
Reconciliation of net income (loss) and net income (loss) per share:								
GAAP net loss attributable to common stockholders	$(23,535)	$(27,865)	$(35,543)	$(15,078)	$(15,331)	$ (12,848)	$(38,454)	$(50,446)
Add: Stock-based compensation and related employer payroll taxes	76,857	77,304	76,727	89,507	91,767	98,422	105,895	131,993
Add: Amortization of acquired intangible assets	4,888	5,339	5,266	1,982	2,417	3,082	3,241	3,746
Add: Acquisition-related and other expenses	—	—	—	162	78	462	112	—
Add: One-time compensation charge	—	—	15,000	—	—	—	—	—
Add: Amortization of debt issuance costs	1,059	990	990	990	990	989	990	1,199
Add: Lease impairment charges	—	—	—	—	—	—	—	3,840
Income tax effect of non-GAAP adjustments	(4,005)	(2,244)	(4,290)	(8,082)	(7,346)	(21,300)	(13,369)	(15,275)
Non-GAAP net income	$ 55,264	$ 53,524	$ 58,150	$ 69,481	$ 72,575	$ 68,807	$ 58,415	$ 75,057
GAAP net loss per share, basic	$ (0.07)	$ (0.08)	$ (0.10)	$ (0.04)	$ (0.04)	$ (0.04)	$ (0.11)	$ (0.15)
GAAP net loss per share, diluted	$ (0.07)	$ (0.08)	$ (0.10)	$ (0.04)	$ (0.04)	$ (0.04)	$ (0.11)	$ (0.15)
Add: Stock-based compensation and related employer payroll taxes	0.23	0.23	0.23	0.26	0.27	0.29	0.31	0.38
Add: Amortization of acquired intangible assets	0.01	0.02	0.02	0.01	0.01	0.01	0.01	0.01
Add: Acquisition-related and other expenses	—	—	—	—	—	—	—	—
Add: One-time compensation charge	—	—	0.04	—	—	—	—	—
Add: Amortization of debt issuance costs	—	—	—	—	—	—	—	—
Add: Lease impairment charges	—	—	—	—	—	—	—	0.01
Income tax effect of non-GAAP adjustments	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)	(0.06)	(0.04)	(0.04)
Effect of dilutive shares	—	(0.01)	(0.02)	(0.01)	(0.02)	(0.01)	(0.01)	—
Non-GAAP net income per share, diluted[(1)]	$ 0.16	$ 0.15	$ 0.16	$ 0.20	$ 0.20	$ 0.19	$ 0.16	$ 0.21
Weighted-average shares used in computing net loss per share attributable to common stockholders, basic	334,666	336,578	338,583	340,648	342,356	344,003	345,723	347,489
Weighted-average shares used in computing non-GAAP net income per share attributable to common stockholders, diluted	351,709	353,558	356,206	356,096	356,855	359,255	362,340	365,264

(1) Totals may not sum due to rounding. Figures are calculated based upon the respective underlying non-rounded data.

CLOUDFLARE, INC.
Calculations of Key and Other Selected Metrics – Quarterly
(unaudited, in thousands, except percentages, customer / headcount data, and remaining performance obligations)

	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025
Free Cash Flow								
Net cash provided by operating activities	$ 68,100	$ 85,441	$ 73,579	$ 74,815	$ 104,727	$ 127,308	$ 145,784	$ 99,796
Less: Purchases of property and equipment	(27,291)	(30,816)	(32,056)	(29,625)	(50,203)	(73,153)	(85,889)	(59,897)
Less: Capitalized internal-use software	(5,934)	(3,909)	(5,916)	(6,915)	(9,245)	(6,401)	(7,028)	(6,619)
Free cash flow	$ 34,875	$ 50,716	$ 35,607	$ 38,275	$ 45,279	$ 47,754	$ 52,867	$ 33,280
Net cash provided by (used in) investing activities	$(100,229)	$ (101,647)	$ 96,950	$(183,742)	$ (76,400)	$ (167,032)	$ (92,438)	$ (793,025)
Net cash provided by (used in) financing activities	$ (34,610)	$ 9,790	$ 21	$ 7,143	$ (2,411)	$ 8,032	$ 3,522	$2,007,603
Net cash provided by operating activities (percentage of revenue)	20%	24%	19%	19%	24%	28%	30%	19%
Less: Purchases of property and equipment (percentage of revenue)	(8)%	(9)%	(8)%	(7)%	(11)%	(16)%	(18)%	(12)%
Less: Capitalized internal-use software (percentage of revenue)	(2)%	(1)%	(2)%	(2)%	(2)%	(2)%	(1)%	(1)%
Free cash flow margin	10%	14%	9%	10%	11%	10%	11%	6%
Key Business Metrics								
Paying Customers	182,027	189,791	197,138	210,166	221,540	237,714	250,819	265,929
y-y growth	17%	17%	17%	21%	22%	25%	27%	27%
Paying Customers (> $100,000 Annualized Revenue)	2,558	2,756	2,878	3,046	3,265	3,497	3,527	3,712
y-y growth	34%	35%	33%	30%	28%	27%	23%	22%
% of revenue	65%	66%	67%	67%	67%	69%	69%	71%
Dollar-Based Net Retention Rate	116%	115%	115%	112%	110%	111%	111%	114%
Remaining Performance Obligations (RPO) (in millions)	$ 1,083.0	$ 1,244.6	$ 1,342.8	$ 1,421.0	$ 1,503.4	$ 1,686.5	$ 1,864.2	$ 1,976.7
Current RPO as a percentage of total RPO	75%	73%	70%	69%	70%	70%	66%	66%
Headcount								
Total Headcount	3,529	3,682	3,704	3,902	4,160	4,263	4,400	4,616
Revenue by Region								
US	$ 175,519	$ 188,055	$ 196,463	$ 207,008	$ 214,955	$ 231,074	$ 234,887	$ 251,894
EMEA	92,705	101,187	105,384	110,968	121,802	128,345	133,853	143,438
APAC	42,960	46,249	47,651	52,126	59,103	64,354	73,395	75,144
Other	24,419	26,982	29,104	30,894	34,222	36,173	36,952	41,840
Total	$ 335,603	$ 362,473	$ 378,602	$ 400,996	$ 430,082	$ 459,946	$ 479,087	$ 512,316
Revenue by Type of Customer								
Channel partners	$ 52,340	$ 61,913	$ 70,451	$ 76,686	$ 88,865	$ 101,392	$ 112,555	$ 130,415
Direct customers	283,263	300,560	308,151	324,310	341,217	358,554	366,532	381,901
Total	$ 335,603	$ 362,473	$ 378,602	$ 400,996	$ 430,082	$ 459,946	$ 479,087	$ 512,316