



Analyst Day

September 2021

Disclaimers

About this Presentation

This confidential presentation (this "Presentation") relates to a proposed business combination (the "Business Combination") between dMY Technology Group, Inc. IV ("dMY") and Planet Labs, Inc. (the "Company"). The information contained herein does not purport to be all-inclusive and none of dMY, the Company or their respective affiliates or representatives makes any representation or warranty, express or implied, as to the accuracy, completeness or reliability of the information contained in this Presentation.

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Forward Looking Statements

Certain statements in this Presentation may be considered "forward-looking statements" for purposes of the federal securities laws. Forward-looking statements generally relate to our current expectations, hopes, beliefs, intentions, strategies or projections about future events or dMY's or the Company's future financial or operating performance. For example, statements regarding anticipated growth in the industry in which the Company operates and anticipated growth in demand for the Company's services, projections of the Company's future financial results and other metrics and ownership of the combined company following the closing of the Business Combination are forward-looking statements. In some cases, you can identify forward-looking statements by terminology such as "pro forma," "may," "should," "could," "might," "plan," "possible," "project," "strive," "budget," "forecast," "expect," "intend," "will," "estimate," "anticipate," "believe," "predict," "potential" or "continue," or the negatives of these terms or variations of them or similar terminology, but the absence of these words does not mean that a statement is not forward-looking. Such forward-looking statements are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such forward looking statements. You should not rely on these forward-looking statements as predictions of future events.

These forward-looking statements are based upon estimates and assumptions that, while considered reasonable by dMY and its management, and the Company and its management, as the case may be, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, but are not limited to: the occurrence of any event, change or other circumstances that could give rise to the termination of definitive agreements with respect to the Business Combination; the outcome of any legal proceedings that may be instituted against dMY, the Company, the combined company or others following the announcement of the Business Combination and any definitive agreements with respect thereto; the inability to complete the Business Combination due to the failure to obtain approval of the stockholders of dMY, to obtain financing to complete the Business Combination or to satisfy other conditions to closing; changes to the proposed structure of the Business Combination that may be required or appropriate as a result of applicable laws or regulations or as a condition to obtaining regulatory approval of the Business Combination; the ability to meet stock exchange listing standards following the consummation of the Business Combination; the risk that the Business Combination disrupts current plans and operations of the Company as a result of the announcement and consummation of the Business Combination; the ability to recognize the anticipated benefits of the Business Combination, which may be affected by, among other things, competition, the ability of the combined company to grow and manage growth profitably, maintain relationships with customers and suppliers and retain its management and key employees; costs related to the Business Combination; changes in applicable laws or regulations; the possibility that the Company or the combined company may be adversely affected by other economic, business, or competitive factors; the Company's estimates of expenses and profitability; the evolution of the markets in which the Company competes; the ability of the Company to implement its strategic initiatives and continue to innovate its existing services; the ability of the Company to defend its intellectual property; the impact of the COVID-19 pandemic on the Company's business; and other risks and uncertainties set forth in the section entitled "Risk Factors" and "Cautionary Note Regarding Forward-Looking Statements" in dMY's final prospectus dated March 4, 2021 relating to its initial public offering and those risk factors relating to the Company's business identified in the appendix to this Presentation.

dMY and the Company caution that the foregoing list of factors is not exclusive. Nothing in this Presentation should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. Neither dMY nor the Company undertakes any duty to update these forward-looking statements.

Financial Information: Non-GAAP Financial Measures

The financial information and data contained in this Presentation is unaudited and does not conform to Regulation S-X. Such information and data may not be included in, may be adjusted in or may be presented differently in the registration statement to be filed by dMY relating to the Business Combination and the proxy statement/prospectus contained therein.

This Presentation also includes certain financial measures not presented in accordance with generally accepted accounting principles ("GAAP") including non-GAAP Gross Profit, non-GAAP Gross Margin, Adjusted free cash flow, Adjusted free cash flow margin, Adjusted EBITDA and certain ratios and other metrics derived therefrom. The Company defines non-GAAP gross profit as gross profit plus stock-based compensation classified as cost of goods, and non-GAAP gross margin as the percentage of non-GAAP gross profit relative to net revenue during a given period. The Company defines Adjusted free cash flow as Adjusted EBITDA less capital expenditures, and Adjusted free cash flow margin as the percentage of Adjusted free cash flow relative to net revenue during a given period. The Company defines Adjusted EBITDA as net income (loss) before interest, taxes, depreciation and amortization and stock-based compensation expense. These non-GAAP financial measures are not measures of financial performance in accordance with GAAP and may exclude items that are significant in understanding and assessing the Company's financial results. Therefore, these measures should not be considered in isolation or as an alternative to net income, cash flows from operations or other measures of profitability, liquidity or performance under GAAP. You should be aware that the Company's presentation of these measures may not be comparable to similarly-titled measures used by other companies. dMY and the Company believe these non-GAAP measures of financial results provide useful information to management and investors regarding certain financial and business trends relating to the Company's financial condition and results of operations. dMY and the Company believe that the use of these non-GAAP financial measures provides an additional tool for investors to use in evaluating ongoing operating results and trends in and in comparing the Company's financial measures with other similar companies, many of which present similar non-GAAP financial measures to investors. These non-GAAP financial measures are subject to inherent limitations as they reflect the exercise of judgments by management about which expense and income are excluded or included in determining these non-GAAP financial measures.

This Presentation also includes certain projections of non-GAAP financial measures. Due to the high variability and difficulty in making accurate forecasts and projections of some of the information excluded from these projected measures, together with some of the excluded information not being ascertainable or accessible, dMY and the Company are unable to quantify certain amounts that would be required to be included in the most directly comparable GAAP financial measures without unreasonable effort. Consequently, no disclosure of estimated comparable GAAP measures is included and no reconciliation of the forward-looking non-GAAP financial measures is included.

Use of Projections

This Presentation contains financial forecasts for the Company with respect to certain financial results for the Company. Neither dMY's nor Company's independent auditors have audited, studied, reviewed, compiled or performed any procedures with respect to the projections for the purpose of their inclusion in this Presentation, and accordingly, they did not express an opinion or provide any other form of assurance with respect thereto for the purpose of this Presentation. These projections are forward-looking statements and should not be relied upon as being necessarily indicative of future results. In this Presentation, certain of the above-mentioned projected information has been provided for purposes of providing comparisons with historical data. The assumptions and estimates underlying the prospective financial information are inherently uncertain and are subject to a wide variety of significant business, economic and competitive risks and uncertainties that could cause actual results to differ materially from those contained in the prospective financial information. Accordingly, there can be no assurance that the prospective results are indicative of the future performance of the Company or that actual results will not differ materially from those presented in the prospective financial information. Inclusion of the prospective financial information in this Presentation should not be regarded as a representation by any person that the results contained in the prospective financial information will be achieved.

Industry and Market Data

In this Presentation, dMY and the Company rely on and refer to certain information and statistics obtained from third-party sources which they believe to be reliable. Neither dMY nor the Company has independently verified the accuracy or completeness of any such third-party information. Some data is also based on the good faith estimates of the Company and dMY which are derived from their respective reviews of internal sources as well as the independent sources described above. This Presentation contains preliminary information only, is subject to change at any time and, is not, and should not be assumed to be, complete or to constitute all the information necessary to adequately make an informed decision regarding your engagement with Company and dMY.

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Vision & Opportunity - Will Marshall, Co-Founder and CEO

Agile Space Missions - Robbie Schingler, Co-Founder and Chief Strategy Officer

Go-to-Market and Product - Kevin Weil, President of Product and Business

Product Demonstration - Tanya Harrison, Director of Science Strategy

Sales Strategy - Charlie Candy, Chief Revenue Officer

Customer Testimonials

Evolution of Geospatial - Robert Cardillo, Chief Strategist & Chairman of Planet Federal

Sustainability and Impact - Andrew Zolli, VP of Sustainability & Global Impact

Financials - Ashley Johnson, Chief Financial & Operating Officer

Q&A

Lab Tour - James Mason, SVP Space Systems; Chester Gillmore, VP Manufacturing; and
Mark Longanbach, VP Mission Operations

Sponsor Introduction

Niccolo de Masi, CEO of dMY IV





Vision & Opportunity

Will Marshall, CEO & Co-founder

MAILUU-SUU, Kyrgyzstan



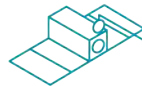
Planet is a One-to-Many Data Platform



**Daily, Global
Scanning**
→ Revolutionary



**Most Frequent
Cadence**
→ Up to 10 revisits/day¹



**Largest
Fleet**
→ 10x competition



**One-to-Many
Model**
→ Uniquely Scalable

Global Scale

200+
Satellites in Orbit

~2x
Earth Land Area / Day

100%
of Data is ML-ready²

Business Metrics

\$110M+
FY2021A Revenue

90%+
Recurring³

62%
FY2021A PlanetScope
Gross Margins⁴

Note: FYE January 31st

¹ Revisits/day is defined as number of times Company satellites image a particular area of interest on a given day.

² ML-analyzed describes Planet's machine learning capabilities.

³ Recurring contracts are defined as those that are either subscription-based or have a minimum commitment of usage.

⁴ PlanetScope represents 73% of FY2021A revenue. Gross Profit used to calculate gross margin reflects non-GAAP Gross Profit relative to net revenue. Non-GAAP Gross Profit includes Depreciation & Amortization costs and adds back stock-based compensation classified as cost of goods.

Planet is 'the Bloomberg Terminal' for Earth Data



Planet's Data is Mission Critical to Many Verticals

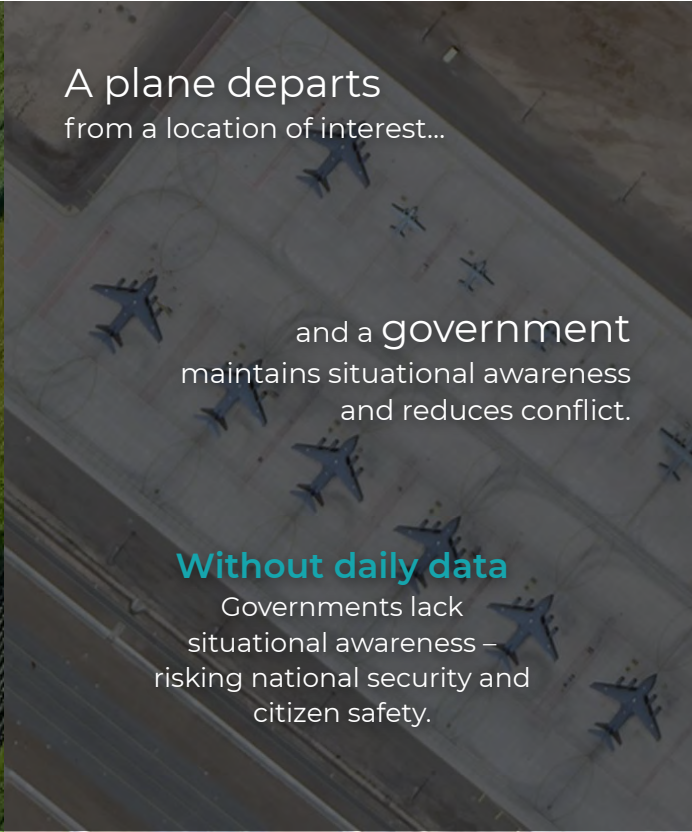


A field of crops
shows early signs of infestation...

and a farmer
saves this season's crop yield.

Without daily data

Agriculture companies
lose revenue and
competitive advantage

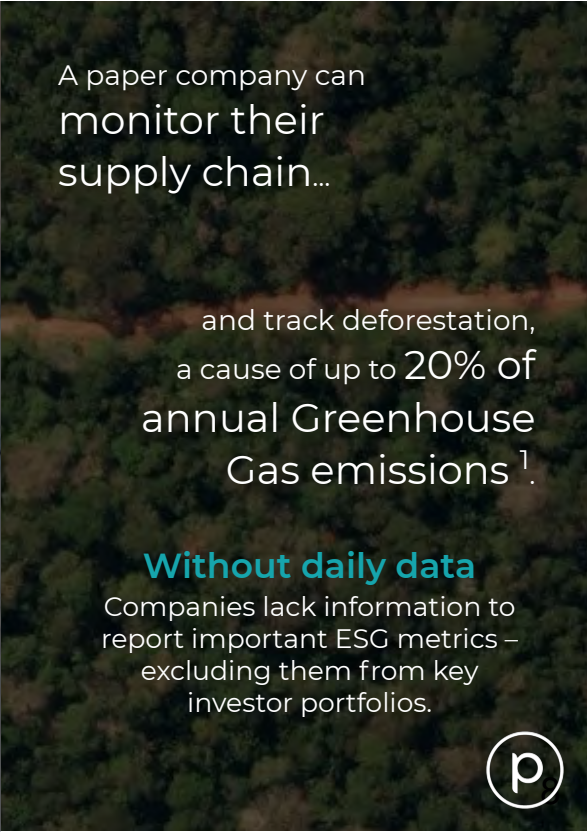


A plane departs
from a location of interest...

and a government
maintains situational awareness
and reduces conflict.

Without daily data

Governments lack
situational awareness –
risking national security and
citizen safety.



A paper company can
monitor their
supply chain...

and track deforestation,
a cause of up to 20% of
annual Greenhouse
Gas emissions¹.

Without daily data

Companies lack information to
report important ESG metrics –
excluding them from key
investor portfolios.

Planet is at the Center of Two Multi-Trillion Dollar Global Economic Shifts

\$100 T

Cumulative value
created by 2025¹

DIGITAL TRANSFORMATION

Big Data & AI are unleashing a significant opportunity across industry; from Agriculture to Transportation to Forestry to Government, Planet delivers the data needed to create digital efficiencies and reduce cost.



\$53 T

Global ESG
assets by 2025²

SUSTAINABILITY TRANSFORMATION

Planet can help countries measure their regulations, banks measure their green bonds, **companies measure their ESG goals** – valuing natural systems in the economy.

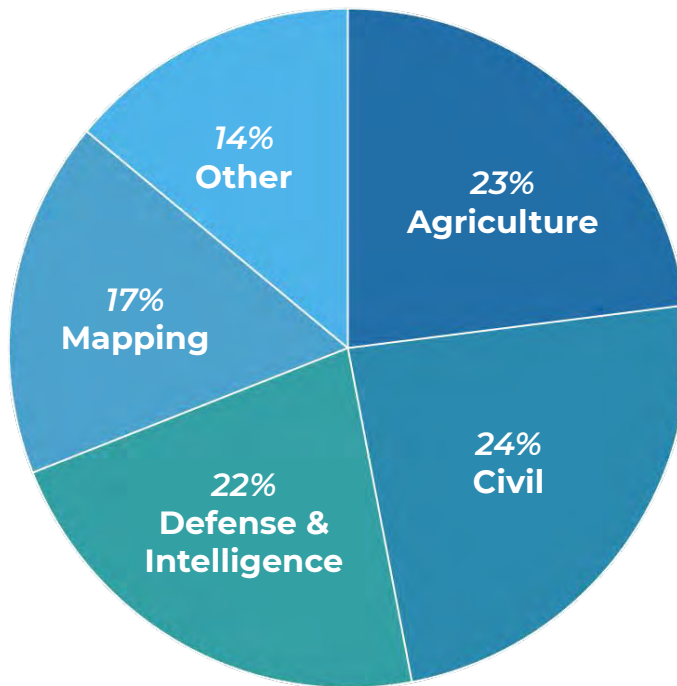


Highly Diversified Revenue Base

Revenue by Vertical

FY2021A

REVENUE
\$113 MM



Planet's Leadership Position



Daily, Global Scanning
→ Revolutionary



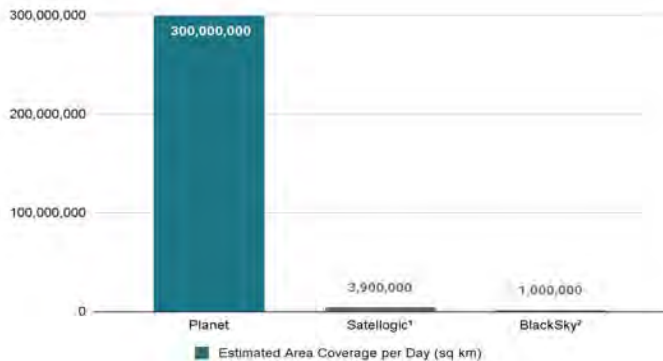
Largest Fleet
→ 10x competition



Most Daily Area Coverage
→ 100x competition

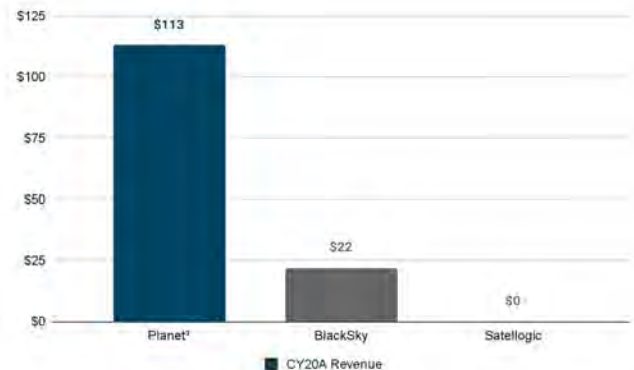


One-to-Many Model
→ Uniquely Scalable



DATA SCALE

Compared to other earth observation SPACs



BUSINESS SCALE

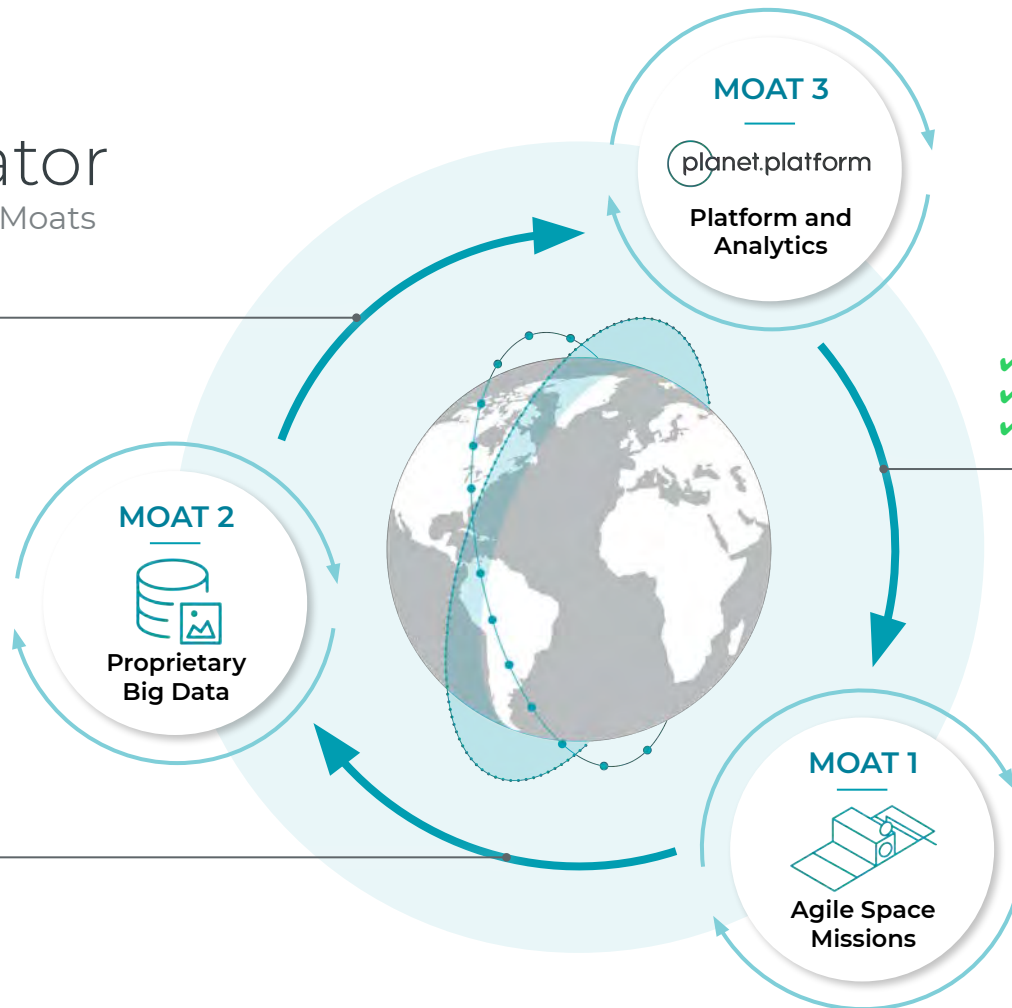
Compared to other earth observation SPACs

Proven Innovator

with Multiple Compounding Moats

- ✓ Cloud APIs & integrations
- ✓ AI & ML-ready
- ✓ Huge data archive for ML training

- ✓ Faster iteration
- ✓ More satellites
- ✓ Easily add sensors



- ✓ Feedback from Customer use
- ✓ Data-enabled apps

Multiple Levers for Growth



Scale in Established Verticals

Such as **Agriculture, Defense & Intelligence, Civil Government & Mapping**



Expand into New Vertical Markets

Such as **Forestry, Energy, Finance & Insurance**



Platform Ecosystem

Proliferate **APIs** and cultivate a robust **apps ecosystem**



New Sensors & Data

Meet market demand with **new proprietary data**

+M&A as an accelerant to all of the above

World Class Team



William Marshall
Chief Executive Officer,
Co-Founder



Robbie Schingler
Chief Strategy Officer,
Co-Founder



Brian Hernacki
Senior Vice President of Software



James Mason
Senior Vice President of
Space Systems



Kevin Weil
President, Product and
Business



Charlie Candy
Chief Revenue Officer



Rosanne Saccone
Chief Marketing Officer



Robert Cardillo
Chief Strategist and Board
Chair of Planet Federal



Ashley Fieglein Johnson
Chief Financial and
Operating Officer



Amy Keating
Chief Legal Officer



Kristi Erickson
Chief People Officer



Andrew Zolli
Vice President for
Sustainability and Impact



Agile Space Missions

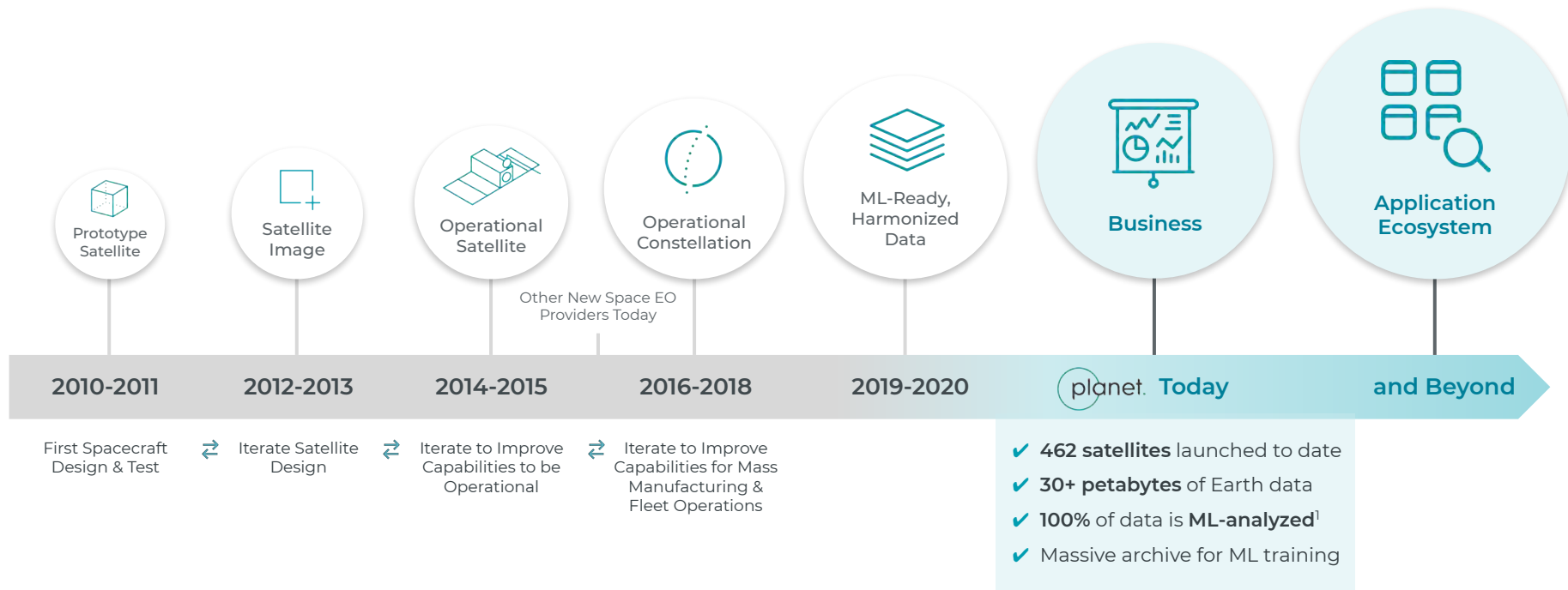
Robbie Schingler

Co-Founder & Chief Strategy Officer



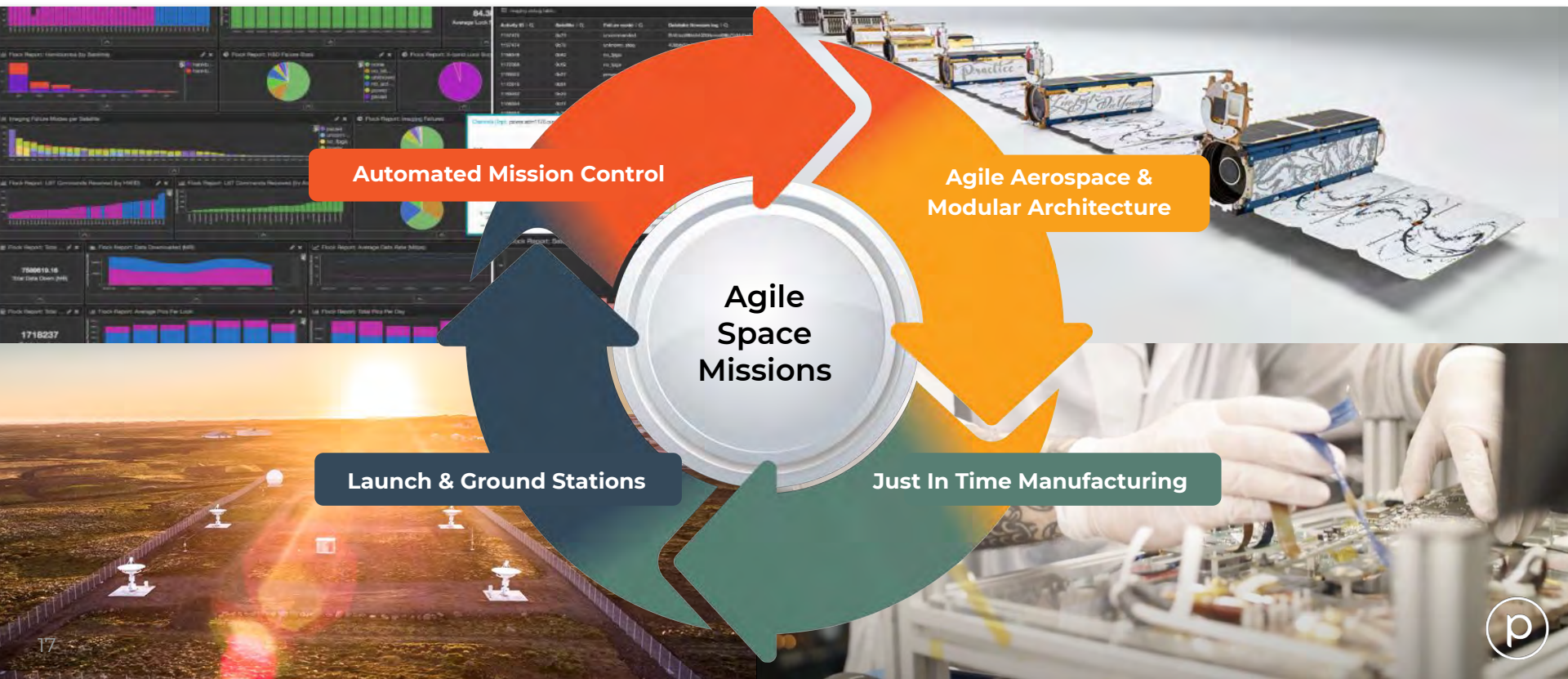
Planet is Years Ahead of the Competition

A Scaled Next Generation Commercial Geospatial Data Company



Note: This is an illustrative example of development of EO providers based on market research and Company knowledge and experience. Includes comparison against multiple North American satellite providers and several other international entrants.
¹ML-analyzed describes Planet's machine learning capabilities.

Optimizing for Speed, Agility and Efficiency



Planet Dove Satellite



- Always-on, broad-area monitoring
- 3 meter resolution
- RGB and NIR bands

Planetscope Dove Fleet

~98° Sun-Synchronous Orbit

Planet SkySat Satellite



- Custom, targeted monitoring
- 50 centimeter resolution
- RGB, NIR, and Pan bands

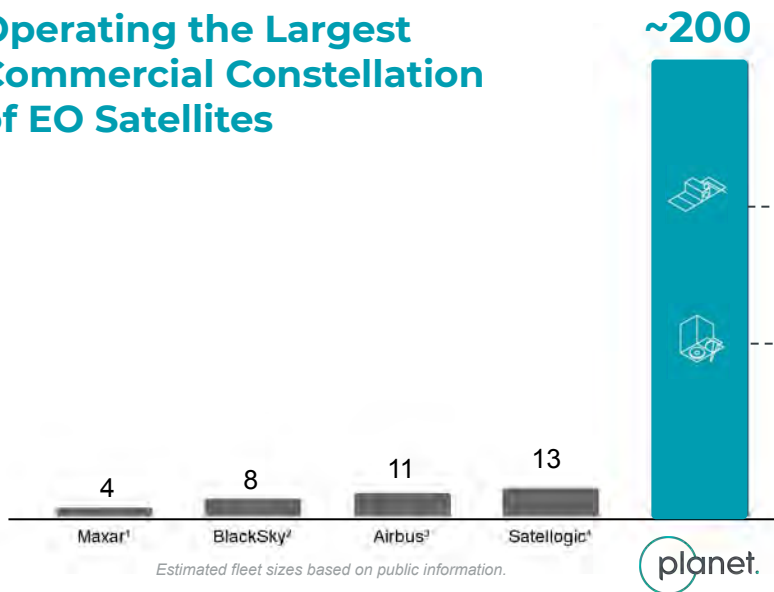
Skysats 1-15

~98° Sun-Synchronous Orbit



Satellite Fleets Designed for Cost Advantage and Operational Efficiency

Operating the Largest Commercial Constellation of EO Satellites



Doves (PlanetScope)



SATELLITES
~180

GSD⁵
3.7 m

CAPACITY
>300 M km²/day
8 band

SkySat



SATELLITES
21

GSD⁵
0.5 m

REVISITS
10x/day on
average

¹ Maxar Investor Presentation Sept' 21

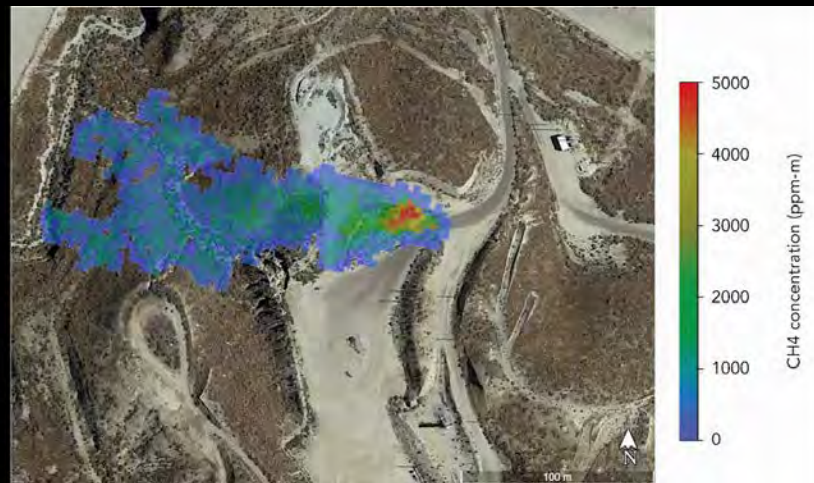
² BlackSky Investor Presentation Feb' 21

³ Airbus Company Website (Earth Observation Constellation) Sept' 21

⁴ Satellogic Investor Presentation Jul' 21

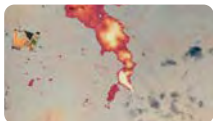
⁵ GSD = Ground Sampling Distance

Monitoring Global Emissions with Hyperspectral



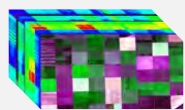
Monitoring Global Emissions with Hyperspectral

Planet's First Non-Optical Sensor



Insights, Solutions Applications

Detection of a large methane plume due to gas compressor blowout



Enhance, Fuse, Harmonize

400 band Data Cube



Capture

Fidelity Satellite

ANNOUNCED CARBON MAPPER PARTNERS

HIGHTIDE Bloomberg
Philanthropies

Donors

planet. **JPL**
California Institute of Technology

Technology

CALIFORNIA
THE UNIVERSITY OF ARIZONA

Regulatory

ASU
ARIZONA STATE UNIVERSITY

Science

Frontier, Groundbreaking Technology



400 Spectral Bands with
Diversity of **Commercial Applications**



Ability to Create Robust
Hyperspectral Data Sets



Creating a Baseline
for **Sustainability Metrics**



Immediate Opportunity in Defense &
Intelligence, Agriculture, Biodiversity
Monitoring



Go-to-Market & Product

Kevin Weil

President of Product & Business

SPACEPORT AMERICA • New Mexico



Our Mission

To image the whole world every day, making change
Visible, Accessible, and Actionable

A local fisherman looks at [@planet](#) satellite imagery of his reef in Papua New Guinea.

Visible

Planet operates 10x the
satellites of any competitor

Agile aerospace means
progress compounds more
rapidly

We have a multi-year lead
and are accelerating

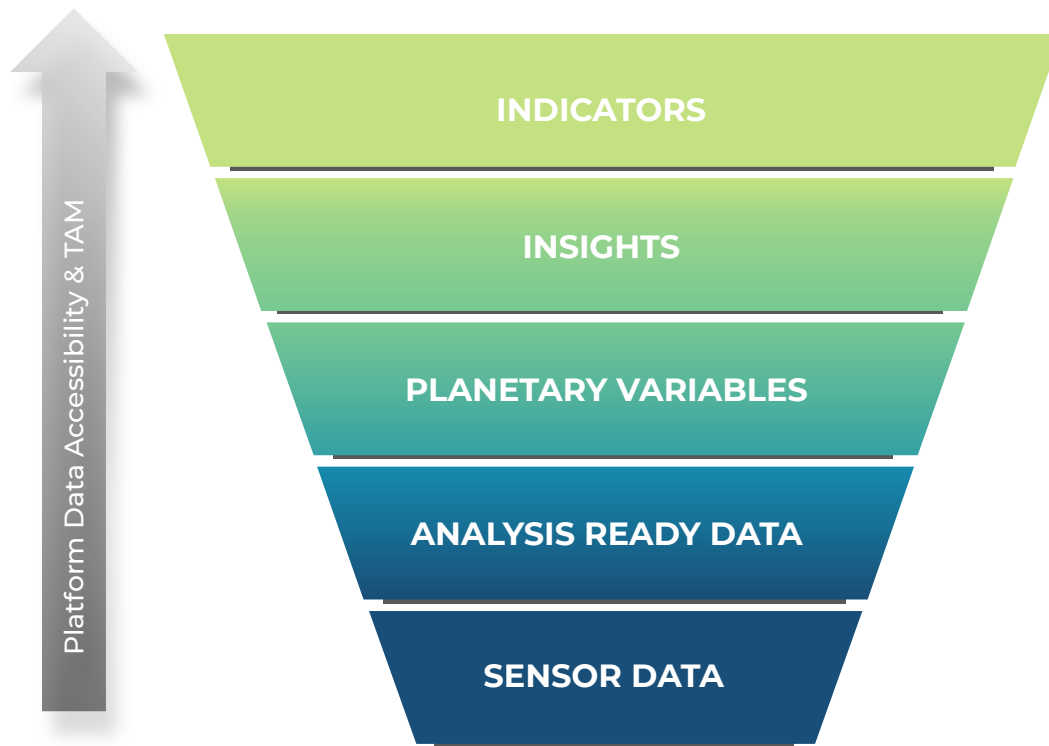


Accessible

Planet is building a platform on top of our proprietary data, for partners and customers

Each step makes the data easier to use, shortens time to value, and increases addressable market opportunity

Today we are expanding into the “Planetary Variables” row

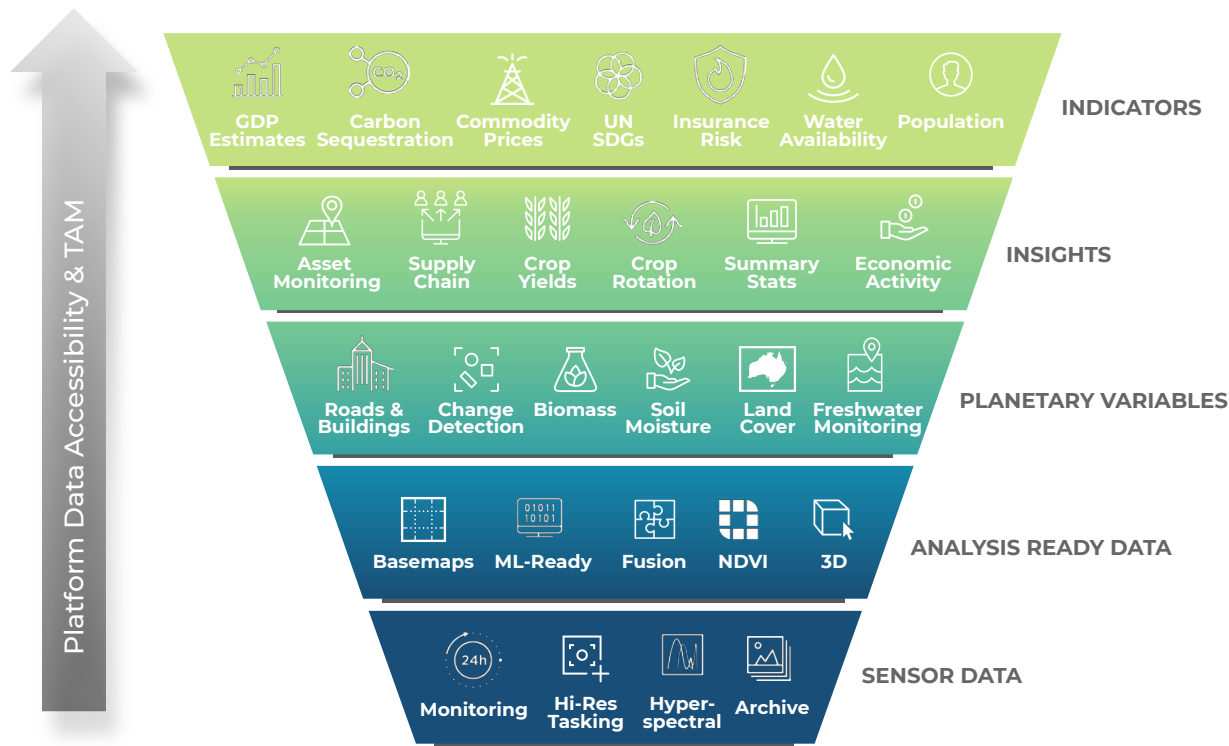


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Actionable

Build an incredible ecosystem for partners...

Open APIs

Open standards

Meeting partners and customers where they are

Integrating into their workflows



...and, build our own world-class product:

Planet Explorer

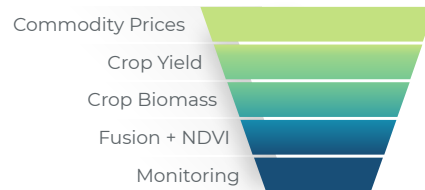
Established Subscription Business

Across Many Large Verticals

							
AGRICULTURE	DEFENSE & INTELLIGENCE	CIVIL	MAPPING / INTERNET	FORESTRY	ENERGY	FINANCE	INSURANCE
<ul style="list-style-type: none"> • Variable Rate Seeding / Fertilizer • Crop Yield • Directed Scouting • Harvest Planning 	<ul style="list-style-type: none"> • Security & Safety • Vessel Monitoring • Natural Resource Protection • Emergency Response 	<ul style="list-style-type: none"> • Permitting & Code Enforcement • Environmental • Disaster Management 	<ul style="list-style-type: none"> • Topography • Road Detection • GIS 	<ul style="list-style-type: none"> • Depletion Measurements • Supply Chain Sustainability 	<ul style="list-style-type: none"> • Monitoring • Spill & Disaster Management 	<ul style="list-style-type: none"> • ESG Metrics • Trading Strategies • Investment Research 	<ul style="list-style-type: none"> • Imagery and Signals • Asset Monitoring • Risk Assessment
    	<p>U.S. National Reconnaissance Office²</p> <p>Multiple Strategic Ministries of Defense in Europe, the Middle East, and Africa</p> <p>Multiple Strategic Ministries of Defense in Asia</p> <p>Multiple Strategic Security & Intelligence Agencies in Latin and South America</p>	  	   	    	    	  <p>Multiple Hedge Funds</p> <p>Multiple Multinational Investment Banks</p> <p>Multiple Investment Research Firms</p> <p>Large Financial Data Provider</p>	 <p>Multiple Agriculture Crop Insurance Firms</p> <p>Multiple Insurtech Companies</p> <p>Large Automobile Insurance Company</p>

ESG & Sustainability Relevant to All Vertical Markets

Agriculture



CUSTOMER VALUE

- ✓ Less time in the field
- ✓ Less crop damage
- ✓ Greater cost-efficiency
- ✓ Greater revenue

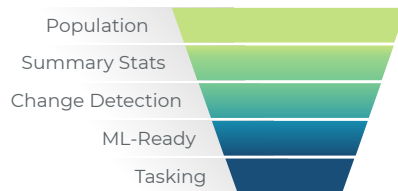
EXAMPLE USE CASES

- Monitoring
- Variable rate seeding
- Crop yield
- Directed scouting
- Harvest planning

SELECT CUSTOMERS



Defense and Intelligence



CUSTOMER VALUE

- ✓ Security
- ✓ Safety
- ✓ Domain awareness
- ✓ Transparency
- ✓ Lives saved

EXAMPLE USE CASES

- Change detection
- Tip and cue
- Object identification
- Emergency response
- Resource monitoring

SELECT CUSTOMERS

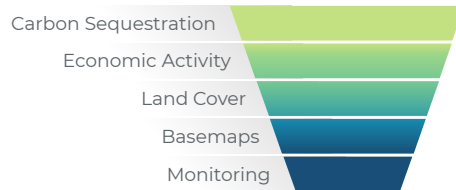


Multiple Strategic
Security & Intelligence
Agencies in Latin and
South America

Multiple Strategic
Ministries of Defense
in Asia

Multiple Strategic
Ministries of Defense in
Europe, the Middle East,
and Africa

Civil Government



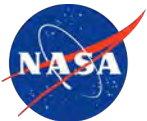
CUSTOMER VALUE

- ✓ Greater revenue
- ✓ Decrease disaster impact
- ✓ Natural resource protection
- ✓ Greater value to citizens
- ✓ Transparency

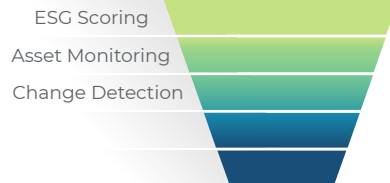
EXAMPLE USE CASES

- Environmental monitoring
- Permitting/code enforcement
- Disaster management
- Forest mgmt & fire prevention
- Track & mitigate climate change

SELECT CUSTOMERS



Finance



CUSTOMER VALUE

- ✓ Alpha
- ✓ Economic insight
- ✓ Global visibility
- ✓ Ground truth

EXAMPLE USE CASES

- Asset monitoring
- Risk calculation
- Commodity pricing
- Yield estimation
- ESG scoring

SELECT CUSTOMERS

Moody's

AGRO ASEMEX

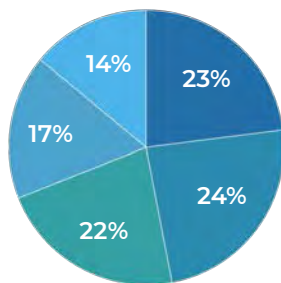
Highly Diversified and Differentiated Revenue Base

Revenue by Vertical

FY2021A

REVENUE
\$113 MM

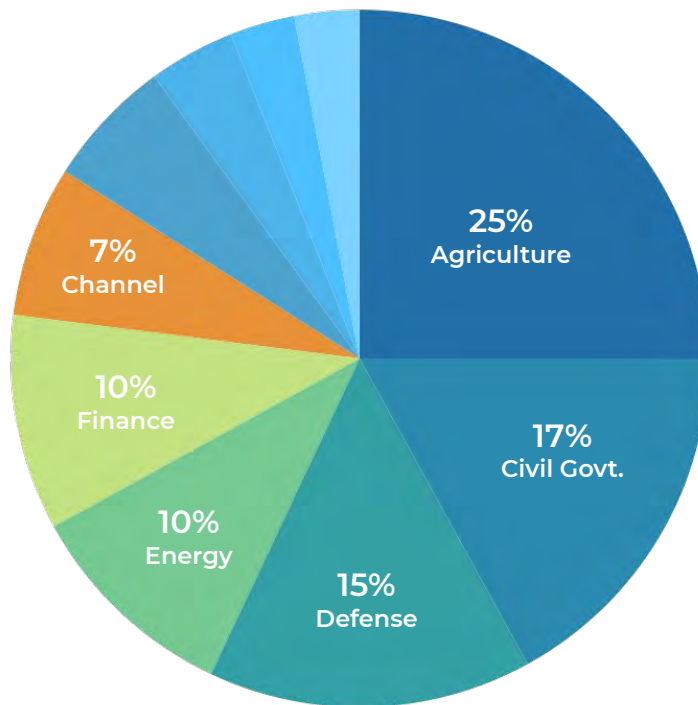
- Agriculture
- Civil
- Defense & Intelligence
- Mapping
- Other



FY2026E

REVENUE
\$693 MM

- Agriculture
- Civil
- Defense & Intelligence
- Energy & Infrastructure
- Finance
- ISV, BI & Analytics
- Mapping
- Other
- Education & Research
- Commercial Forestry



Product Demo

Tanya Harrison

Director of Science Strategy



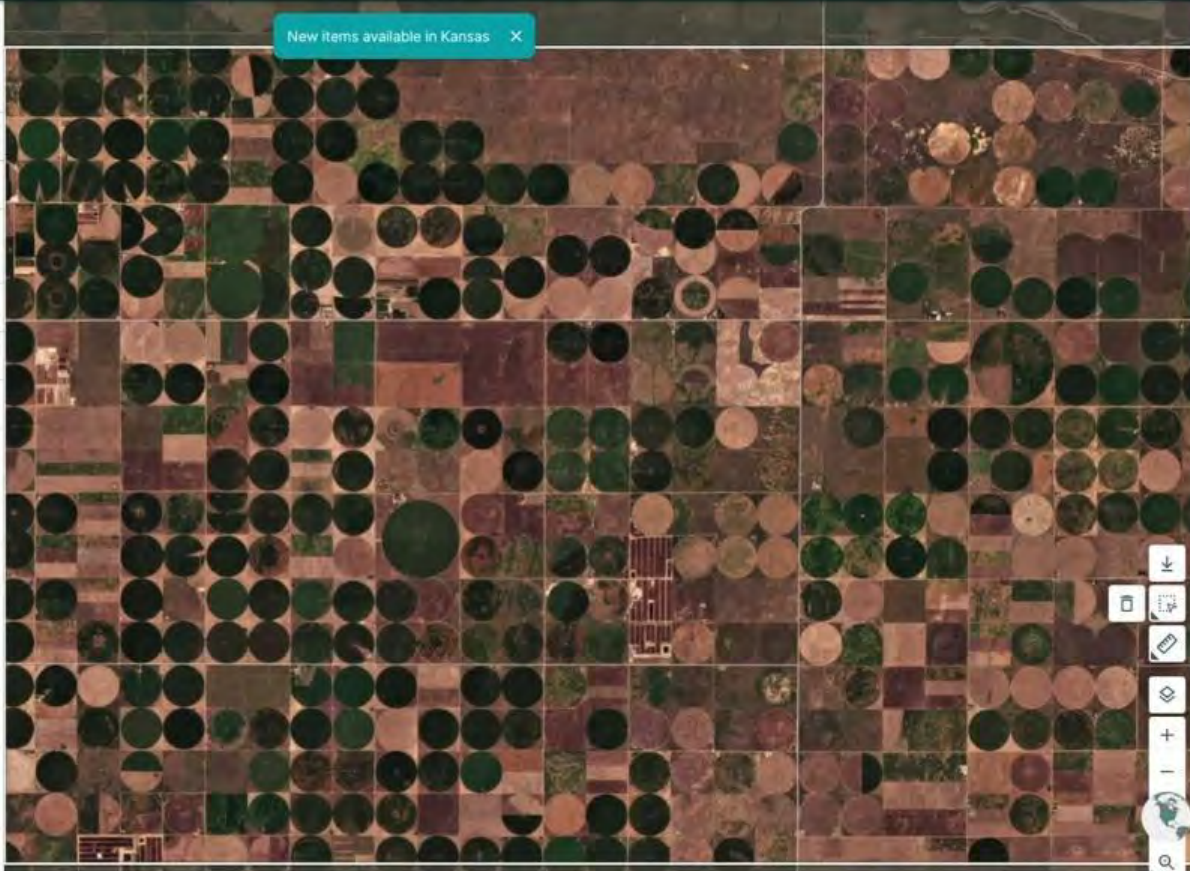
My Hosted Data

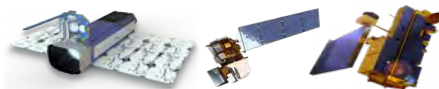
MY FOLDERS

DEMO DATA

- Kansas
- VON 1N0, British Columbia, Canada
- Foley Road, Lind, Washington 99341, United States
- NDWI Test
- Omaha Flooding March 22, 2019
- Milne
- 629372, Ямало-Ненецкий АО, Russia

New Items available in Kansas X





Sensor data fusion of
Sentinel-2, Dove & Landsat-8

Planet Fusion

Planetscope Daily



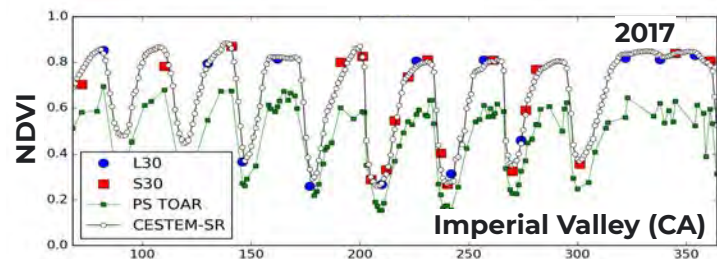
Planet Fusion



Planet Fusion

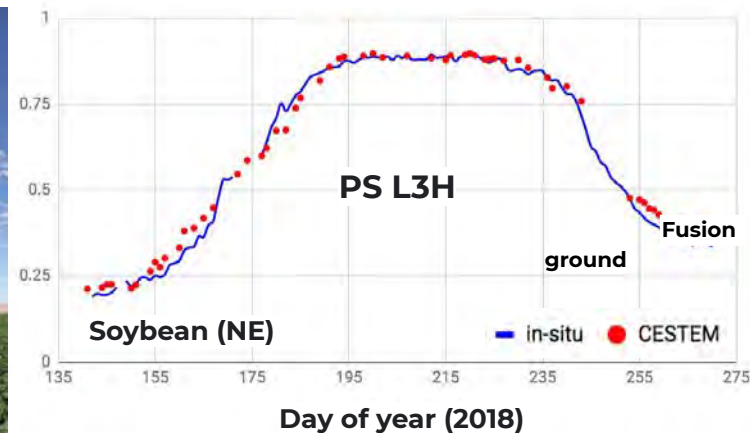
Stable Spectral Information, Exactly *When* You Need It

Daily (gap-free) tracking of vegetation dynamics



Continuous stream of data that is cloud-free, gap-filled, and traceable at the pixel level.

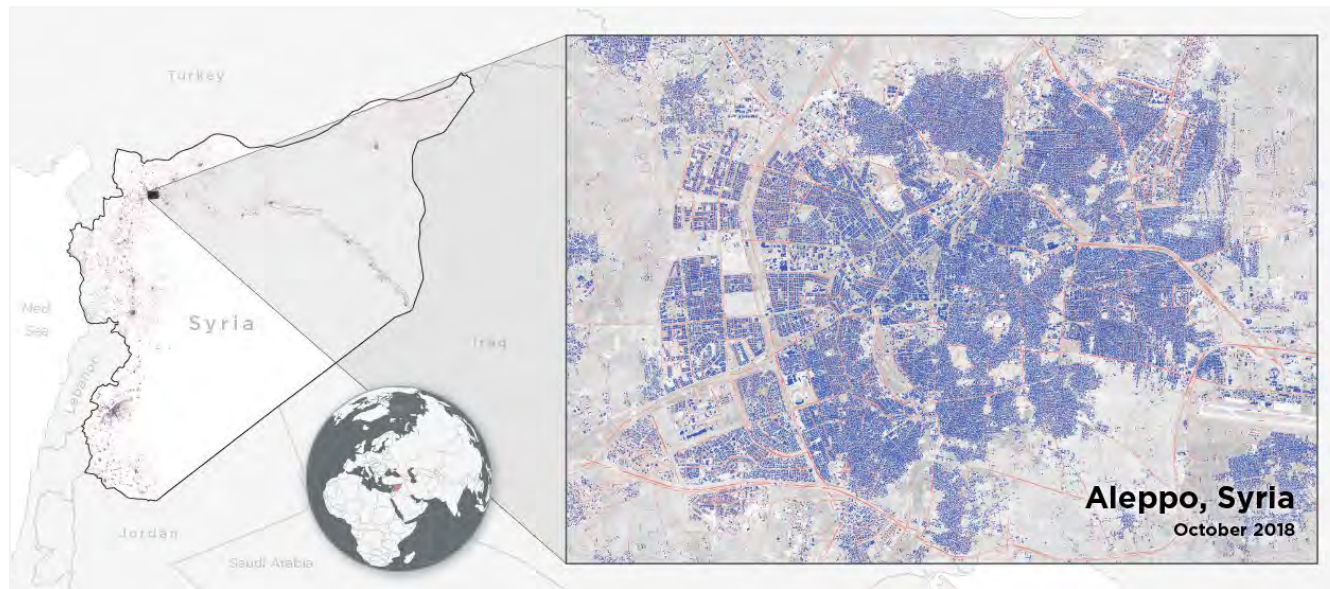
Validation by measurements on the ground



Planet Analytics Feeds

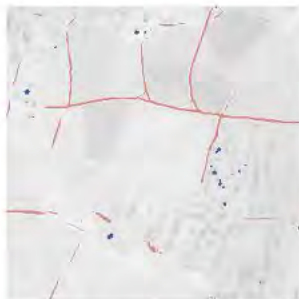
Identify. Detect. Analyze.

- Global, regional, and local scales
- Weekly, monthly, or quarterly feeds using computer vision, machine learning, and Planet Basemaps
 - Roads
 - Buildings
 - Well pads
 - Silo bags
 - Vessels
 - Aircraft
 - Automated change detection

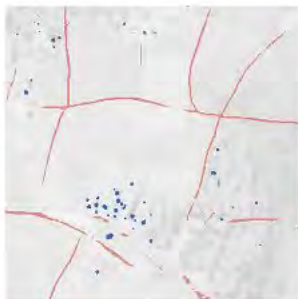


Settlement Growth in Syria

Infrastructure Monitoring on a Monthly Basis



June 2017



July 2017



August 2017



September 2017



October 2017



November 2017



December 2017



January 2018



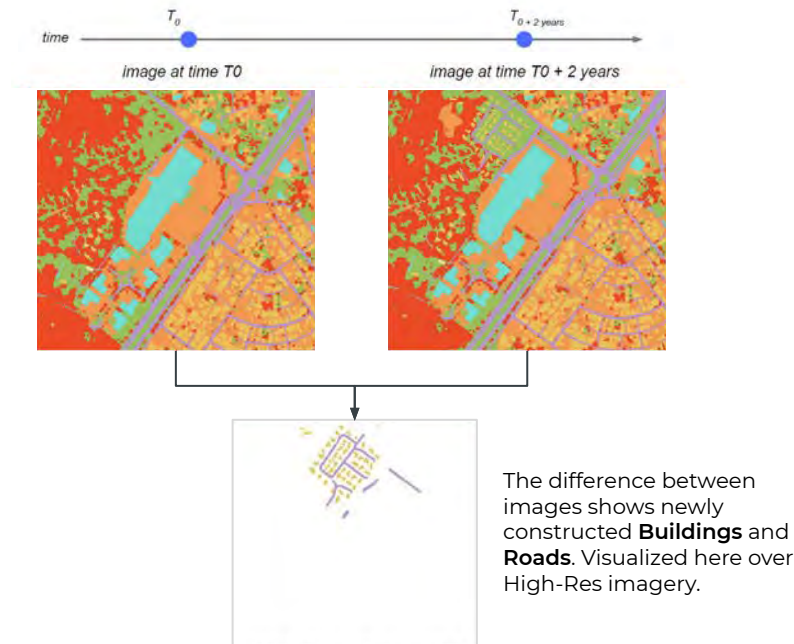
February 2018



Our Partner Ecosystem in Action

SpaceKnow: Urban Growth Analysis Using SkySat

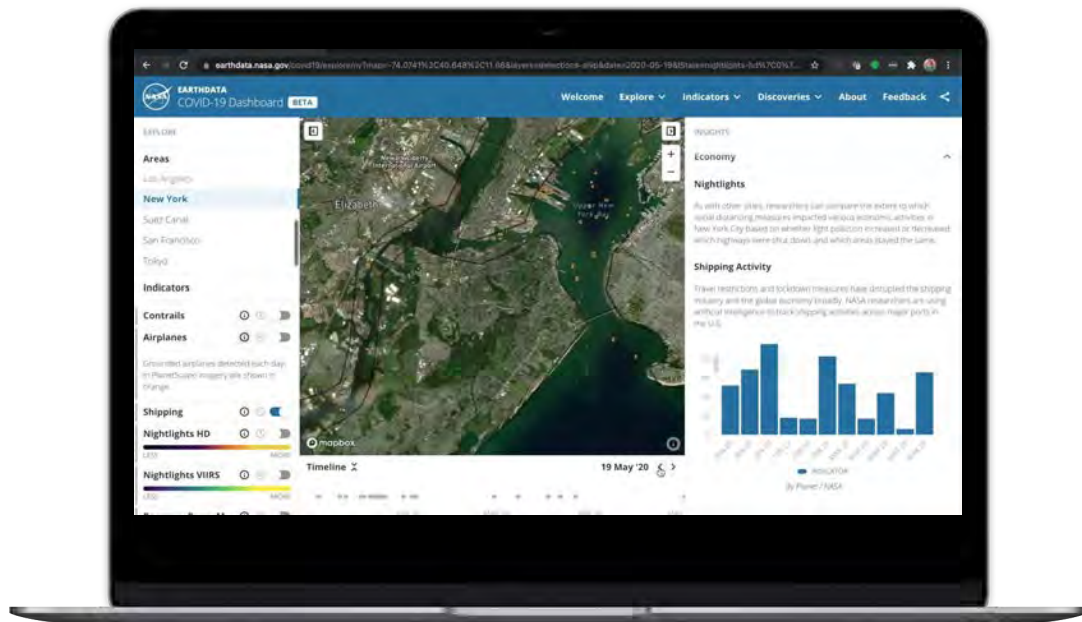
- SpaceKnow's machine learning tools automatically detect where buildings and roads have been built or removed
- Proprietary algorithm that segments land into **W**ater, **R**oads, **U**rbain, **N**on-urban, **C**louds, **T**rees, and **R**ooftops (WRUNCTR)
- Report clusters of new construction, coordinates, estimated area and count of houses and visual detection maps
- Classify city areas by their expansion rate



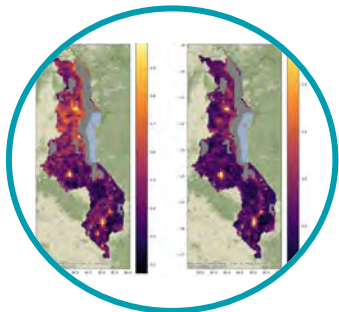
Source: SpaceKnow

Our Customers in Action

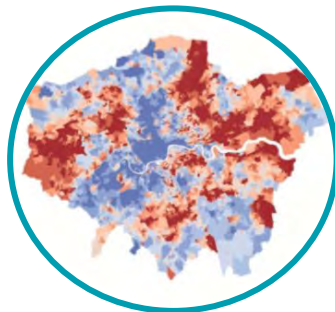
NASA's COVID-19 Dashboard: Analytics from Planetscope



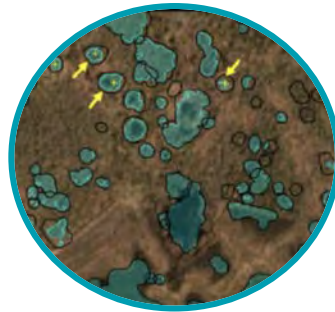
Research with Planet Data



Predicting cell phone adoption metrics



Income & inequality mapping



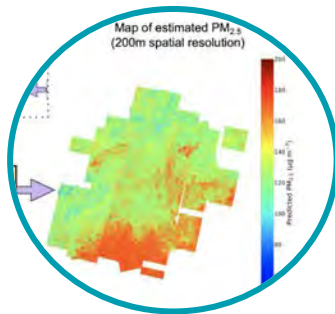
Methane emissions from wetlands



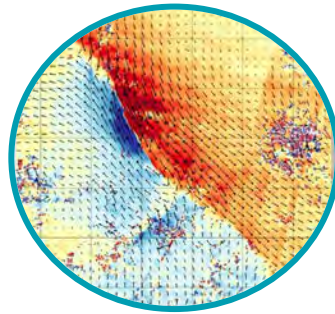
Effects of climate change in the Arctic



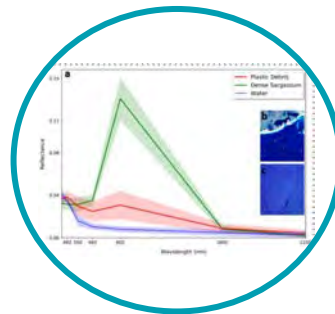
Catching landslides & floods



Mapping urban air quality over time



Measure effects of earthquakes



Tracking plastic in the Caribbean Sea

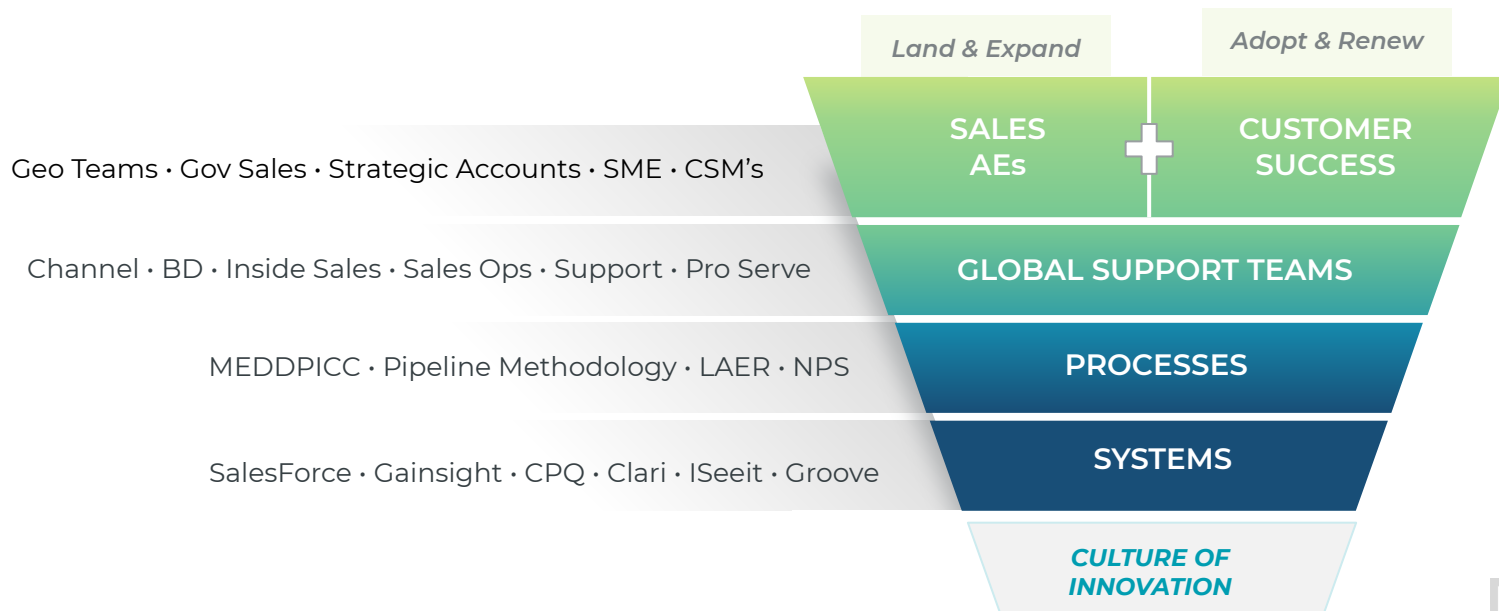
Sales Strategy

Charlie Candy

Chief Revenue Officer

Sales Organization

Global SaaS Enterprise Model - Winning & Serving Customers



Ready to scale!



Established Network of Leading Partners

200+ Partner Network Spanning Across 66 Countries

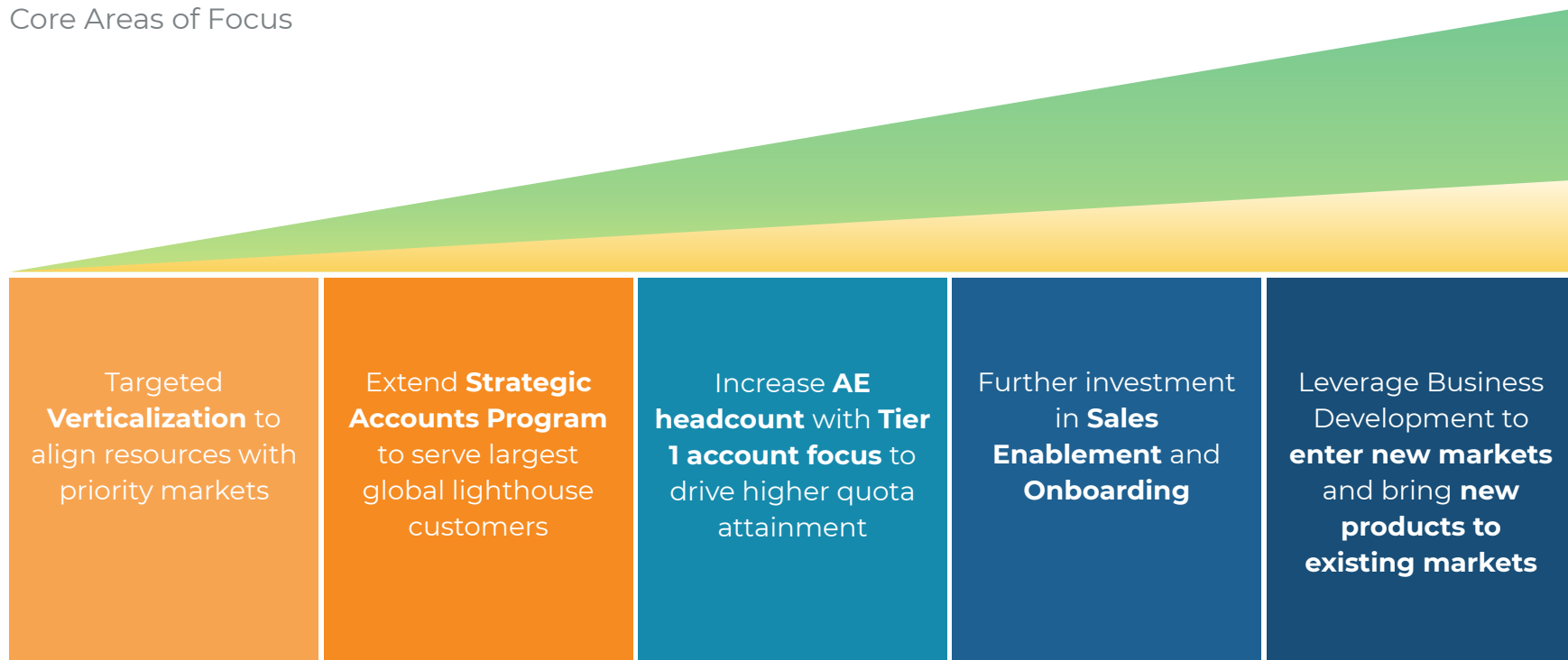


Our Partner Network of Solution Providers

- Consists of solution providers, OEM partners, and GIS Platform Companies
- All have deep expertise building last-mile vertical solutions using satellite imagery and geospatial data
- Partner ecosystem bolsters global presence with regional/domain-specific expertise and expands access to more users via integrations

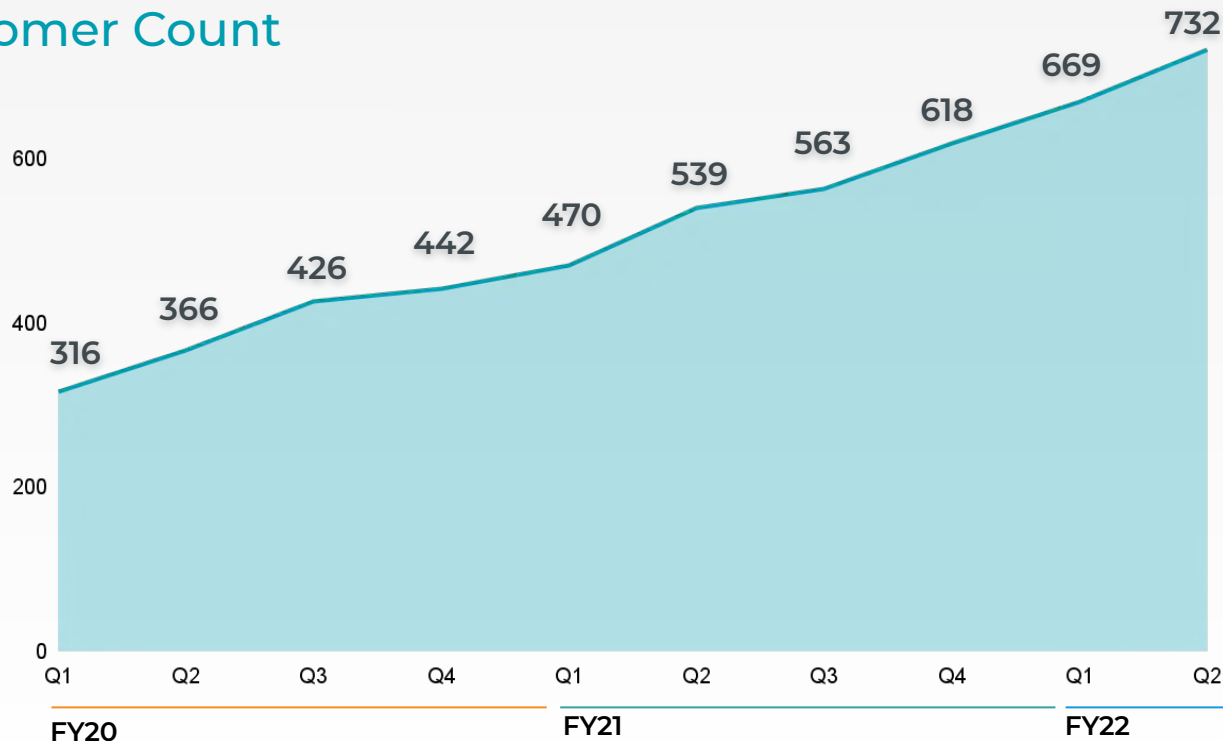
Driving Sales Productivity

Core Areas of Focus



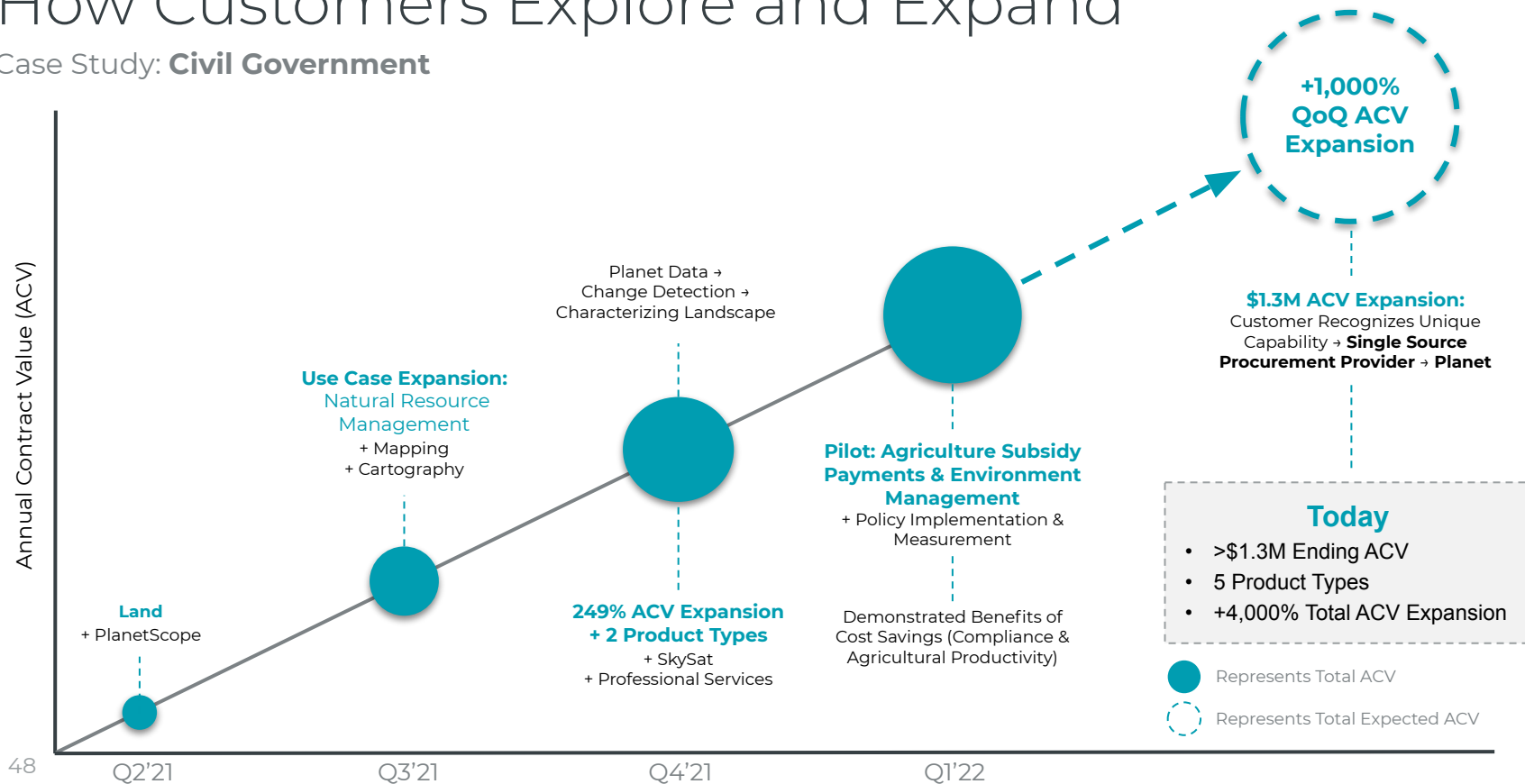
Consistently Adding New Customers

EoP Customer Count



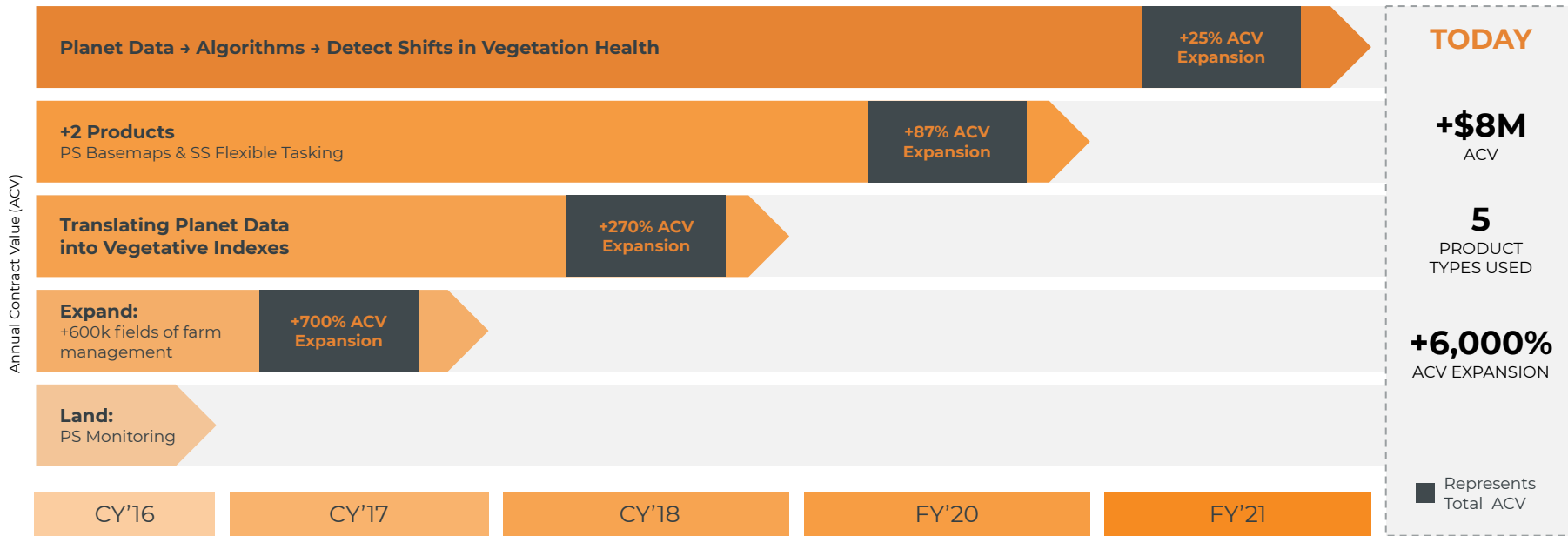
How Customers Explore and Expand

Case Study: **Civil Government**

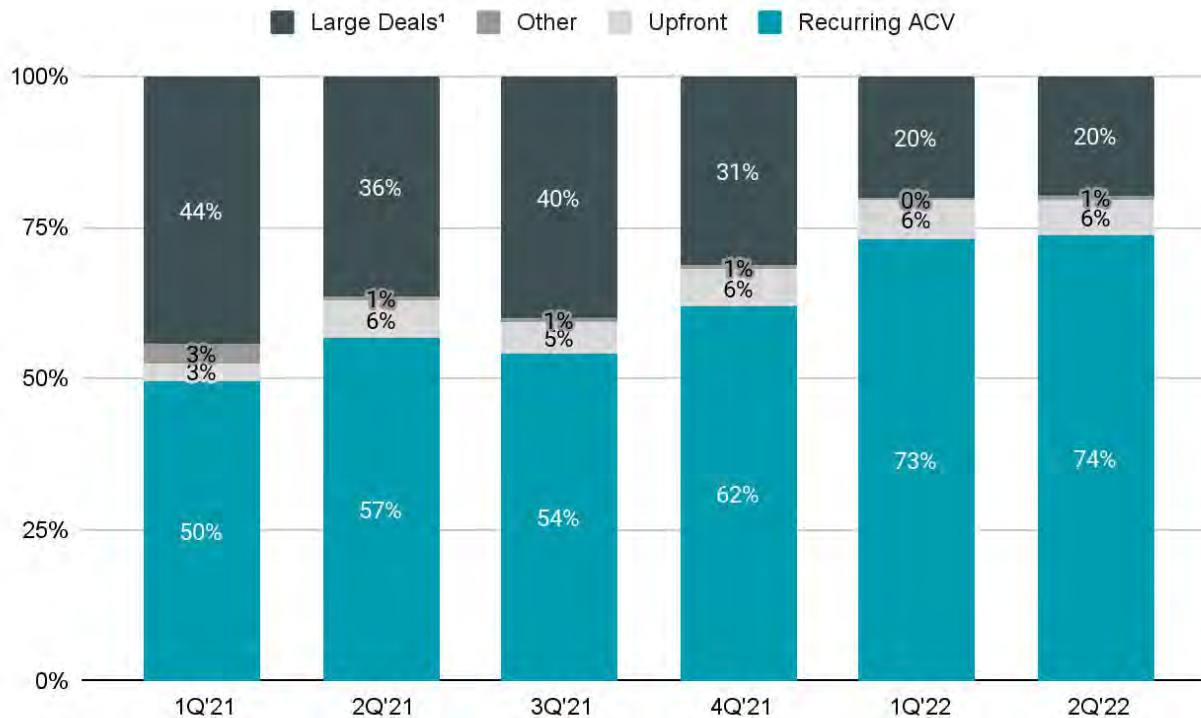


How Customers Explore and Expand

Case Study: **Commercial Agriculture**



Shifting Customer Mix As We Expand TAM

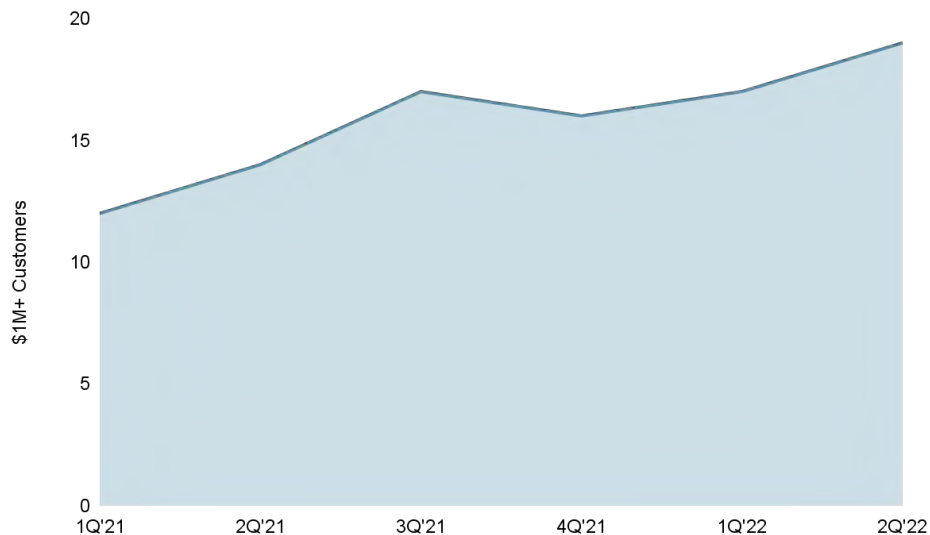


Note: Planet has a Fiscal Year ending January 31.

Note: Analysis excl. Short-Term Deals

¹ ACV of customers with >\$10m of ACV for customers

Strategic & Government Account Teams Sustain Growth in >\$1M Customers



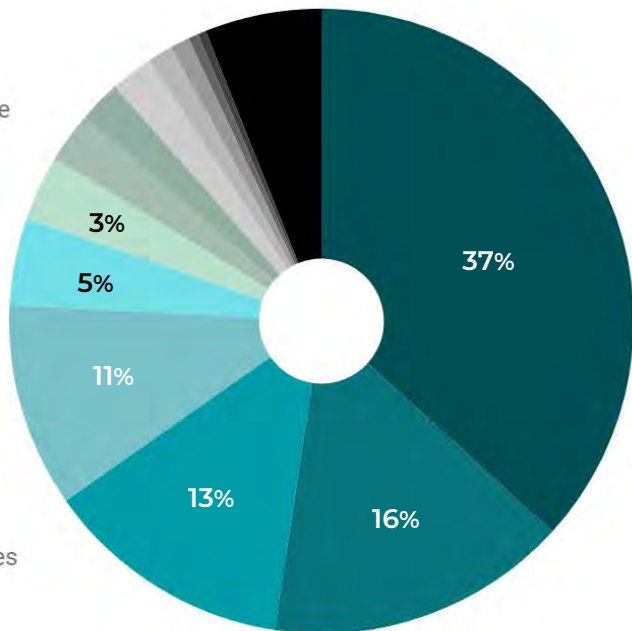
>50% CAGR¹
IN >\$1M ACV
CUSTOMER COUNT

OVER 40
DEALS IN THE PIPELINE
>\$1M ACV

Pipeline Growth

Qualified Pipeline in Priority Industry Segments

- National Civilian Agencies
- Multi-National Agencies
- National Defense & Intelligence
- Agriculture
- Mapping or GIS
- Regional, State or Local
- Energy & Infrastructure
- Commercial Forestry
- Education & Research
- Telecom
- Sustainability
- Finance & Insurance
- Consulting & Technical Services
- Other



45%
Year-Over-Year
Pipeline Growth¹



M	METRICS
E	ECONOMIC BUYER
D	DECISION MAKER
D	DECISION CRITERIA
P	PAPER PROCESS
I	IDENTIFIED PAIN
C	CHAMPION
C	COMPETITION

Customer Testimonials

SALT LAKE, China





Evolution of Geospatial

Robert Cardillo

Chief Strategist and Chairman of Planet Federal

SOUTH AUSTRALIA, AUSTRALIA

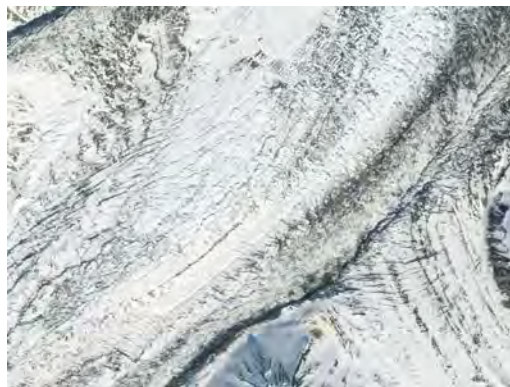


Planet is *Transforming* the Industry

Democratizing
Location Intelligence



Fueling the Machine
Learning Engine

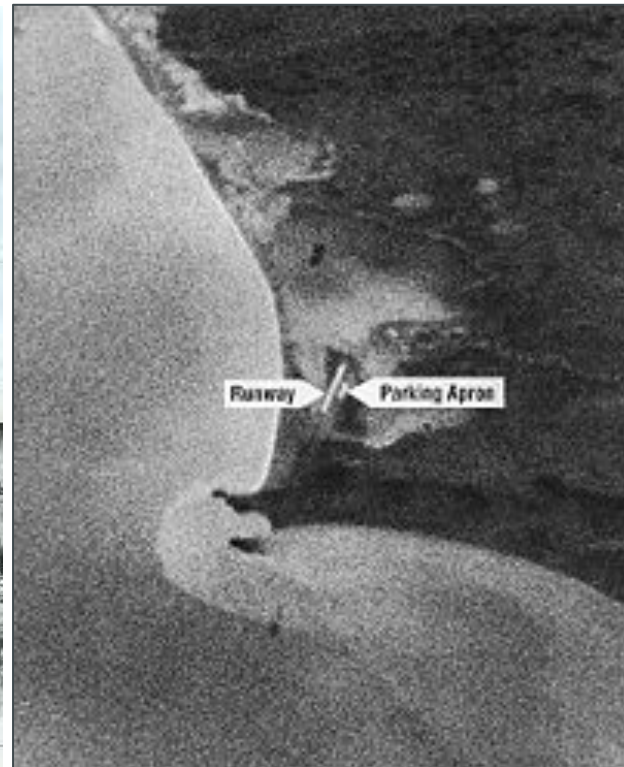


Unleashing Global
Applications



Presenting the President's Daily Brief

How Geospatial Started

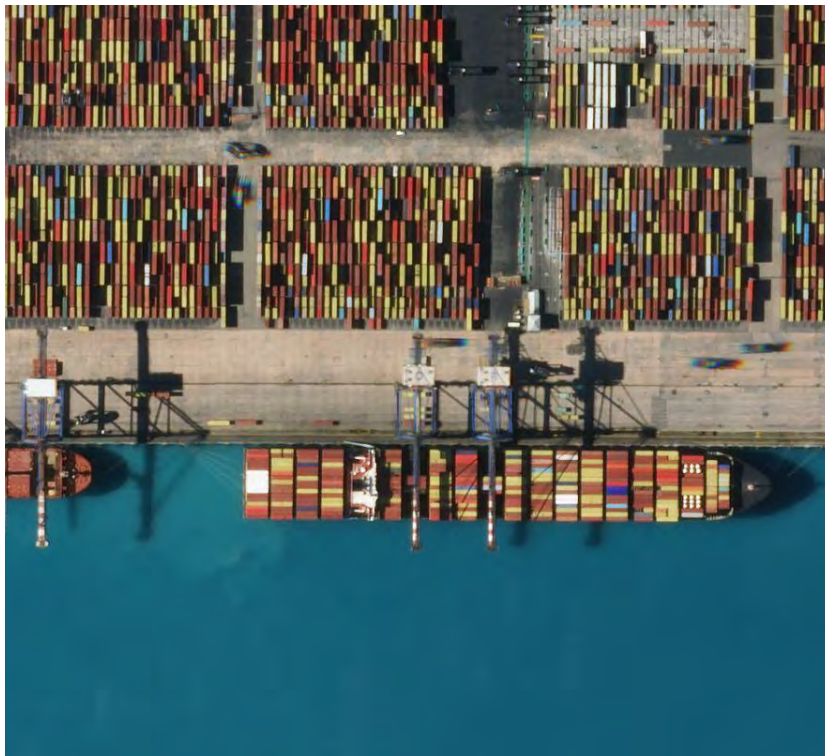


Space was hard then — and is still hard...



U.S. Air Force photo

The Age of Spatial Resolution



Planet (SkySat)

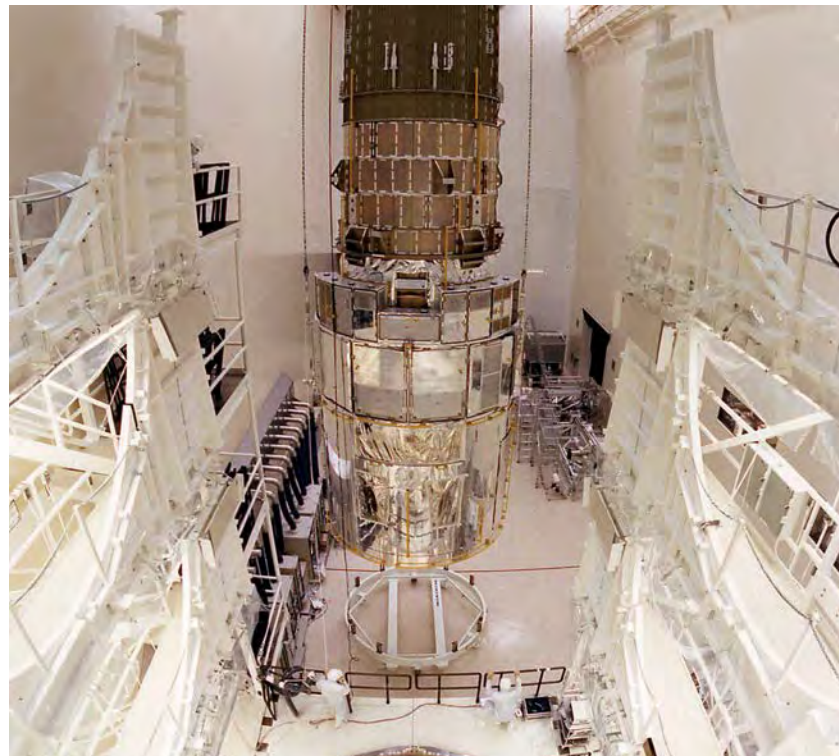


Image courtesy Wikimedia Commons

The Challenge of Coverage

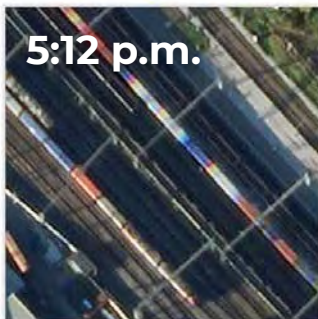
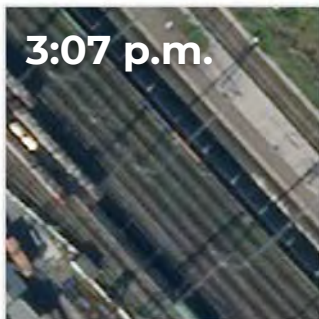
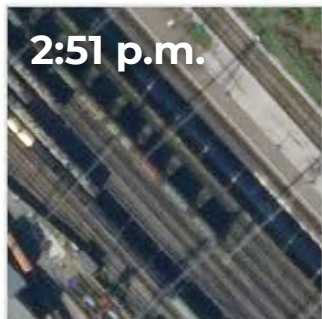
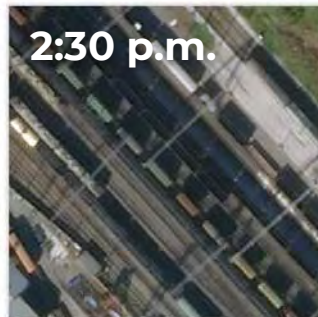
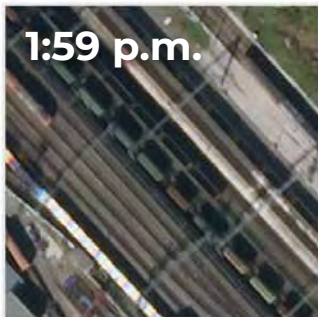
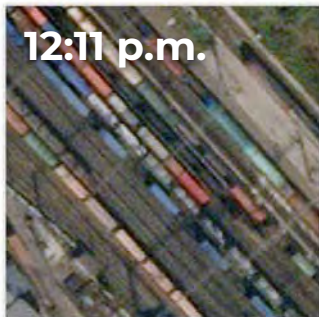
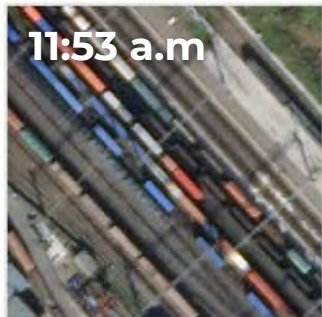


Image courtesy National Reconnaissance Office



Photo: TASS

Covering the Clock



TRAIN DEPOT

Slyudyanka, Russia

September 28, 2020

National Geospatial Intelligence Agency



Every Day — Everywhere

Monthly Basemaps of a Port Under Construction in Mauritania, Africa



September 2017 -
April, 2021



China Reclaims Land, Fortifies Coast of South China Sea Island Base to Prevent Erosion

By Zachary Haver
2021-01-21

 Tweet

 Share 227



Email Comment Share Print



A Dec. 14, 2020, satellite image of Woody Island, where China is conducting construction work on the northern coast to prevent erosion.

Radio Free Asia, 2021

 Planet Labs Inc.

How it started...



Image from the US National Archives

How it's going...



U.S. Strategic Command (USSTRATCOM) Photo By: Adam Hartman

An aerial photograph of a landscape in Northern Manitoba, Canada, showing a network of rivers and lakes. A large teal rectangular overlay covers the left and center portions of the image, serving as a background for the title and speaker information.

Sustainability & Impact

Andrew Zolli

VP of Sustainability and Global Impact

Northern Manitoba, Canada



Our Opportunity

to **set the standards** by which governments, organizations and markets **measure, act, report** and are **held accountable** for their sustainability-related progress.



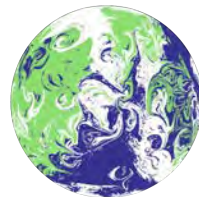
14 of 17
UN SDGs



ESG-focused
Institutions



Corporate
NetZero Plans



UN CLIMATE
CHANGE
CONFERENCE
UK 2021

IN PARTNERSHIP WITH ITALY

The Paris
Climate Agreement

Three Ways Planet Drives Sustainability



Measuring and Monitoring Social and Ecological Change

Planet's data is an essential tool for illuminating ecosystem health, climate impacts and biodiversity in many contexts: forests, watersheds, coral reefs, etc.

→ **illuminating ecosystem change**



Enabling Sustainable, Inclusive and Efficient Operations

Our data can help asset-holders do more with less, e.g. delivering ecologically efficient agriculture, fewer trees lost to invasive pests, and reducing waste.

→ **enabling sustainable supply chains**



Improving Transparency and Reporting

Our data can power trusted indicators of sustainability and climate-related performance for industry, regulatory, and financial reporting systems.

→ **aligning capital and climate**



YUBA CITY

GRASS VALLEY

TRUCKEE

COLFAX

LAKE TAHOE



AUBURN

SACRAMENTO

PLACERVILLE

SHORT TREE HEIGHT TALL



California
Forest
Observatory



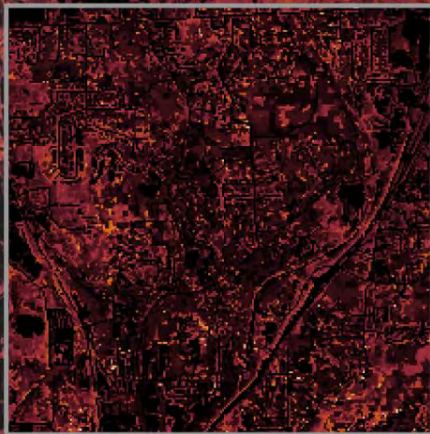
TRUCKEE

GRASS VALLEY

YUBA CITY

LAKE TAHOE

COLFAX



AUBURN

SACRAMENTO

PLACERVILLE



LOW WILDFIRE HAZARD HIGH

 SALO SCIENCES

 planet.



Philanthropies

ALLEN CORAL ATLAS

Governments



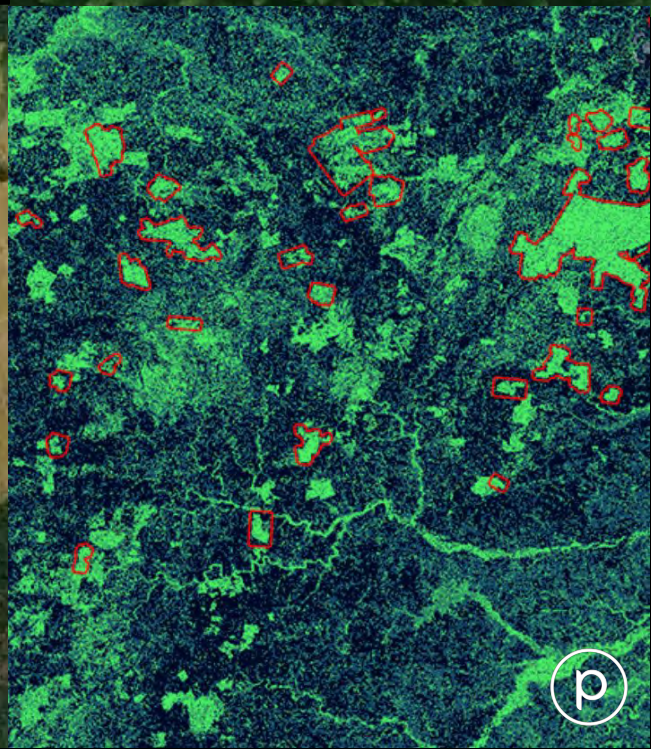
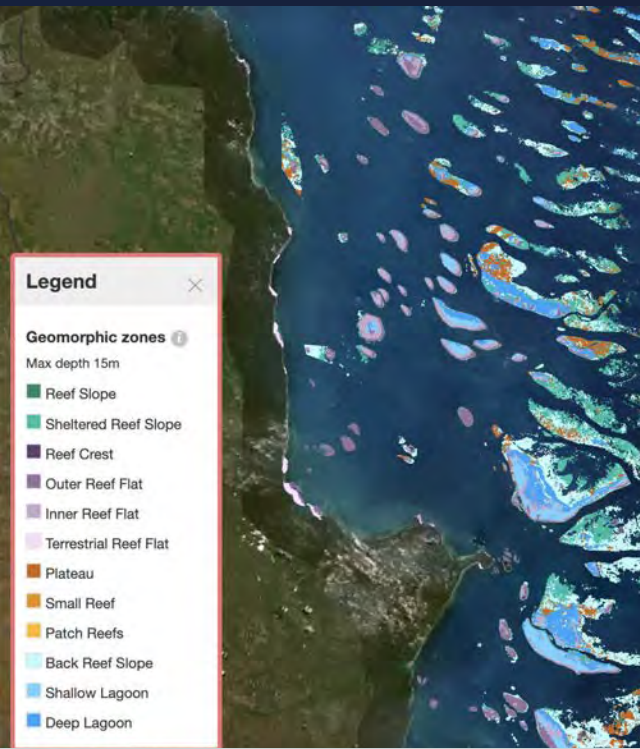
NICFI

Norway's International Climate and Forest Initiative

Companies



Pachama



Moodys

Our Latest Partnership



Moody's



Financials

Ashley Johnson

Chief Financial and Operating Officer

DATONG, CHINA

Compelling Subscription KPIs



Predictable Subscription
and Usage-Based Model

90%+
Recurring¹



Long Term Multi-
Year Contracts

70%+
Multi-Year
Deals²



Track Record of Upsell
Expansion

110%+
Net Dollar
Retention Rate



Diverse Customer Base
Across Multiple Verticals

700+
Customers
Across Multiple
Markets

Note: FYE January 31st

Recurring, Multi-Year Deals and Net Dollar Retention Rate as of FY'21, EoP Customer Count as of fiscal 2Q'22.

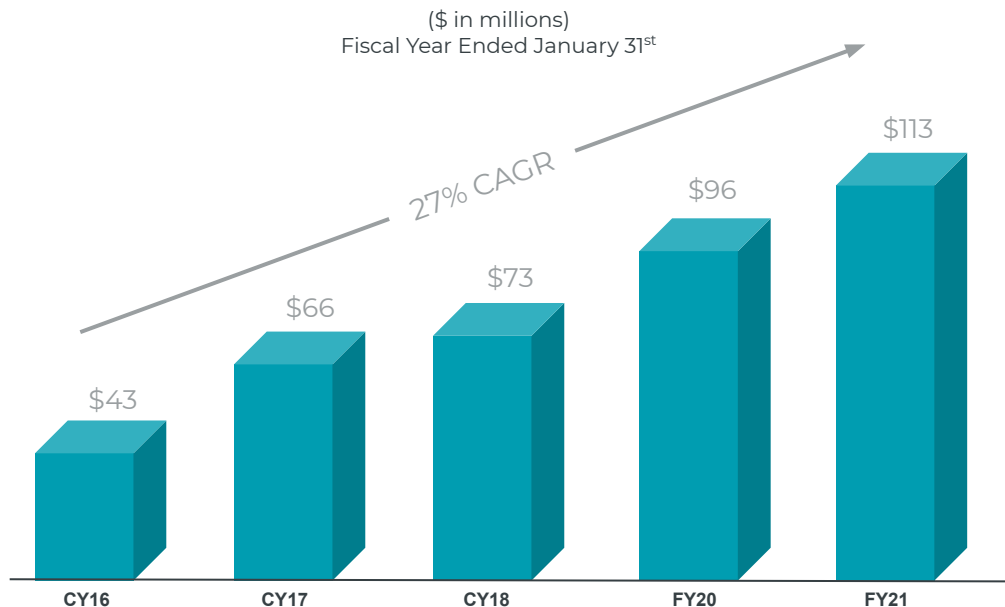
¹Recurring contracts are defined as those that are either subscription-based or have a minimum commitment of usage.

²Defined as contracts with term lengths longer than 1 year.

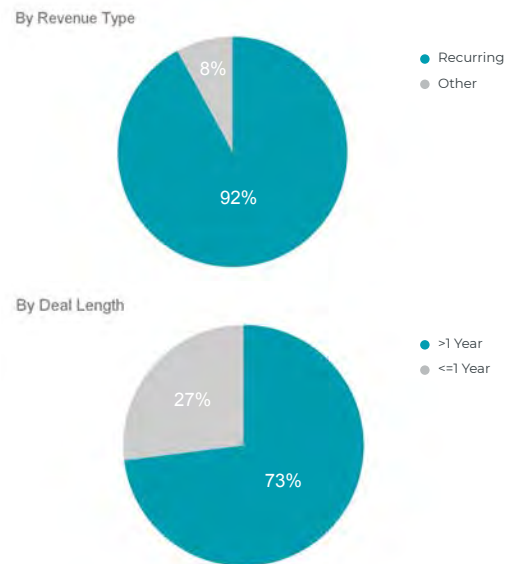
³Net Dollar Retention Rate is the percentage of ACV generated by existing customers in a given period as compared to the ACV of all contracts at the beginning of the fiscal year from the same set of existing customers.

Strong Growth Over the Last 5 Years...

Consolidated Revenue



ACV Breakdown¹

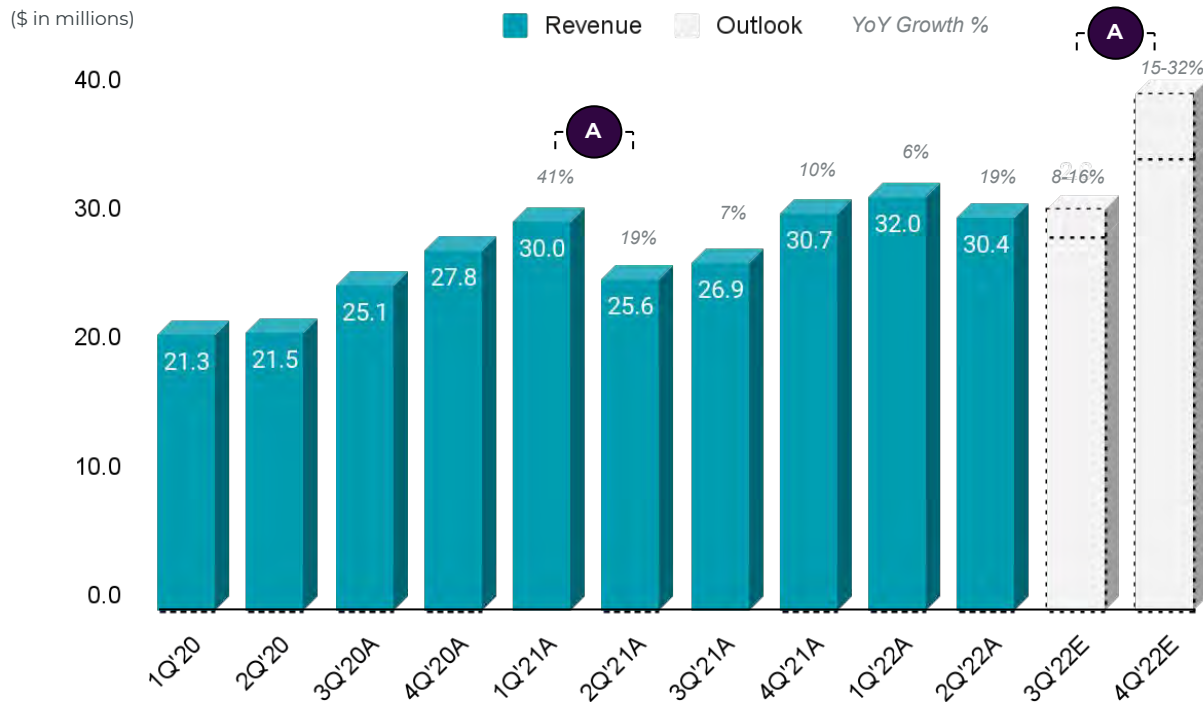


Note: Fiscal year changed from December 31st to January 31st in 2019.

¹ Annual Contract Value (ACV) is the total amount of value that a customer has agreed to pay for in a 12 month period as of the measurement date. For short-term contracts (<12 months), ACV is equal to total contract value. Usage-based ACV has committed contract minimums. Reflects FY2021A figures.



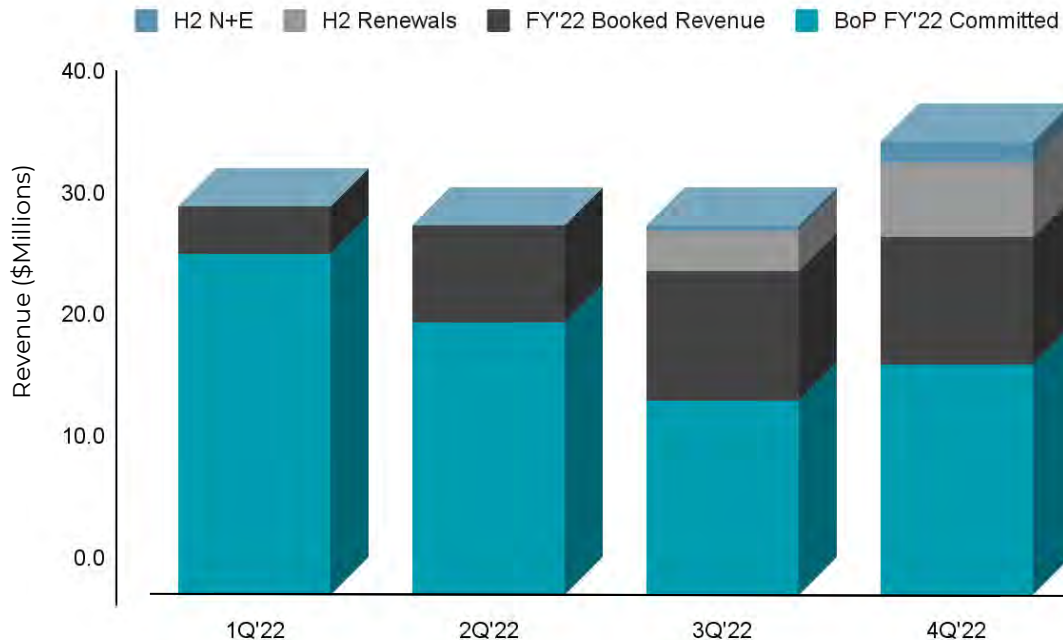
Quarterly Revenue Trend



A Quarterly Variability
driven by customer
consumption patterns and
procurement cycles.

Strong Visibility to Revenue Based on Subscription Model

85% - 95%
Visibility for
Topline Heading
into Each Quarter.



Note: 3Q'22 Committed Revenue impacted by the discontinuation of services to a government customer that ceased to exist beginning in August 2021.



Net Dollar Retention Rate

Measuring Product Adoption and Long-Term Customer Retention



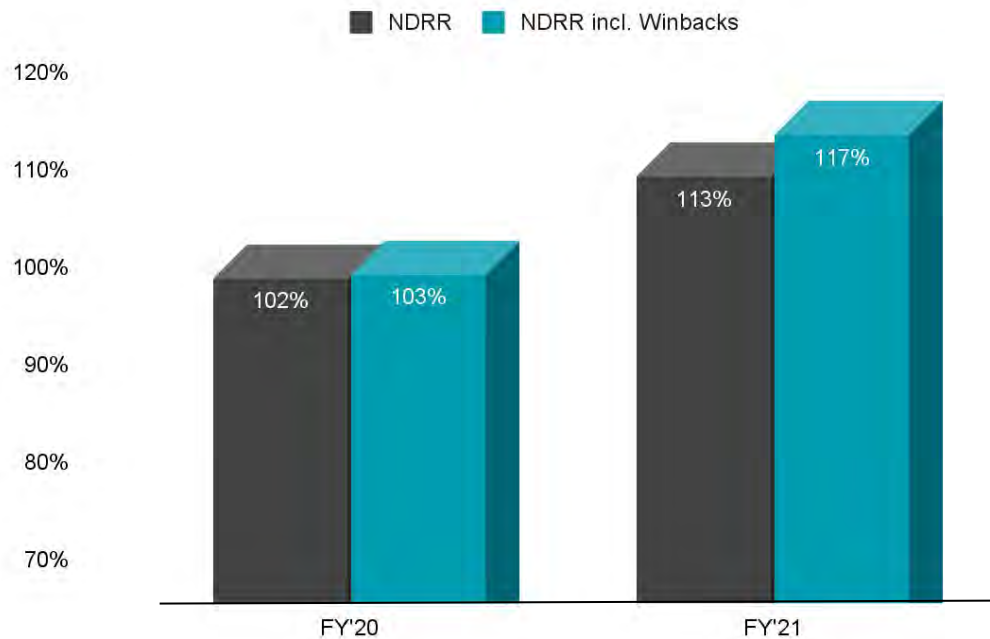
14%

Year-Over-Year
Growth¹

Winback: a customer who was inactive at the start of the fiscal year, but reactivated during the same fiscal year period.

Reactivation period must be within 24 months from the last active contract, otherwise customer is considered new.

YTD Update: NDRR incl. Winbacks is 104% as of 17-Sept. Forecast 110%+ for FY'22.

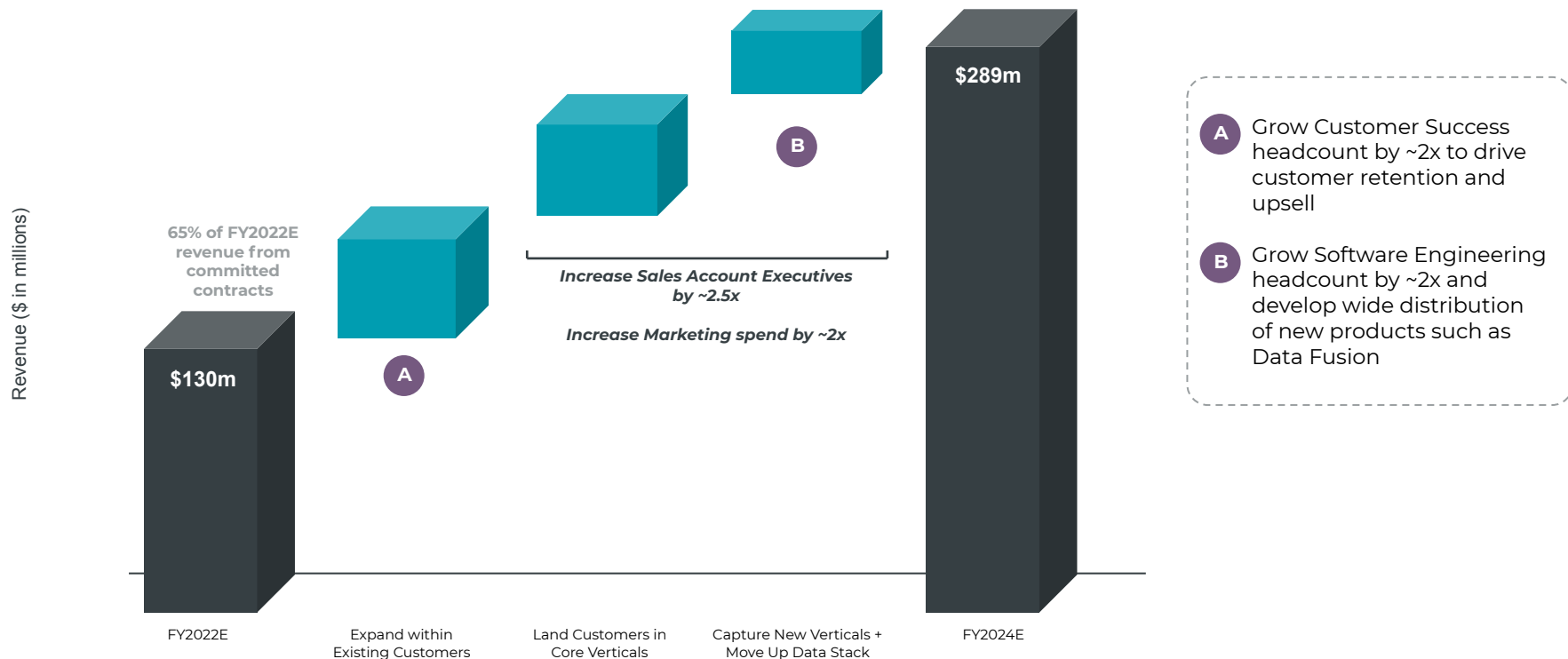


Revenue Bridge to FY'23



FY'21		FY'23E
21	➡	46
Average Quota Carrying Reps (Ramped)		
\$2.9m	➡	\$2.1m
Effective Quota Attainment Per Rep		
113%	➡	116%
Net Dollar Retention Rate		

Multiple Levers to Accelerate Revenue



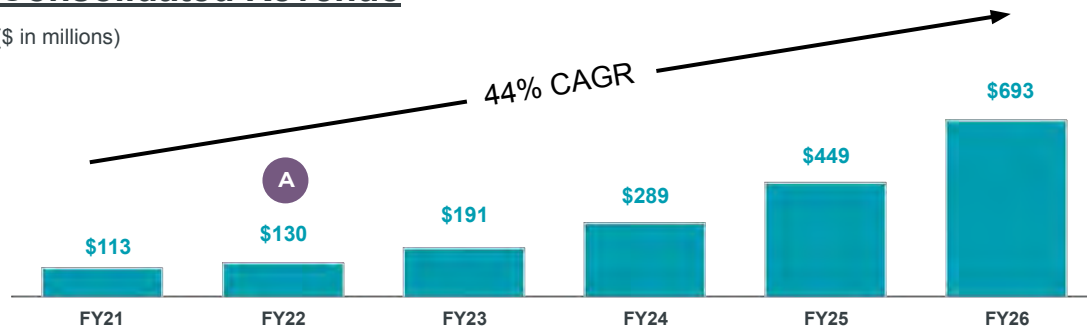
Note: FYE January 31st

"Land Customers in Core Verticals" represents gaining new customers in core verticals of agriculture, government and mapping. "Capture New Verticals + Move up Software Stack" represents gaining new customers in less mature verticals such as Energy & Infrastructure, E&R +Impact, Commercial Forestry, Finance & Insurance, and ISV, BI & Analytics ("Independent Software Vendor, Business Intelligence and Analytics").

Path to Significant Scale with Compelling Unit Economics

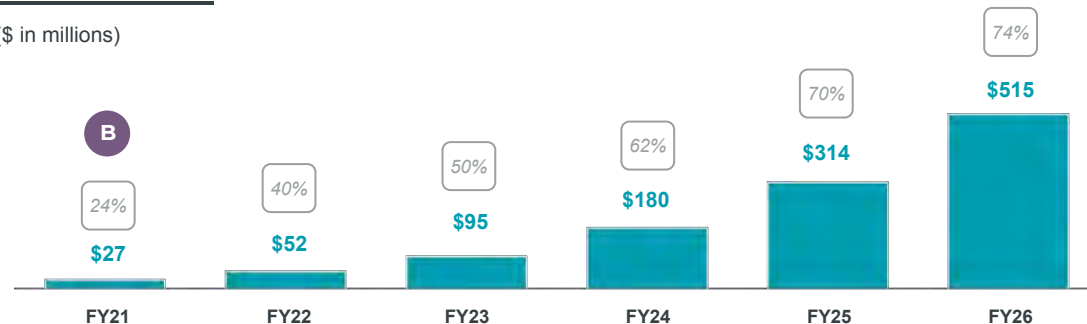
Consolidated Revenue

(\$ in millions)



Gross Profit¹

(\$ in millions)



A 65% of FY2022E revenue from committed contracts

B PlanetScope (~73% of FY2021A Revenue) had gross margins of ~62% in FY2021A (including Depreciation & Amortization)

Note: FYE January 31st. Gross Profit used to calculate gross margin reflects non-GAAP Gross Profit relative to net revenue. Non-GAAP Gross Profit includes Depreciation & Amortization costs and adds back stock-based compensation classified as cost of goods.



A Business with Strong Operating Leverage

	Description	Commentary	Long-Term Target ¹
COGS	<ul style="list-style-type: none"> Cloud Hosting Costs Mission Operations Teams Technical Support Professional Services 	<ul style="list-style-type: none"> Low incremental cost to serve a data subscription model Self-serve model drives high gross margins 	15-20%
R&D	<ul style="list-style-type: none"> Spacecraft & Engineering Operations Software Development & Data Science 	<ul style="list-style-type: none"> R&D investments in tools for enhanced data insights and analytics Space investments in new ESG data sets and ML-readiness 	16-19%
S&M	<ul style="list-style-type: none"> Sales (Direct & Channel) Marketing Customer Success 	<ul style="list-style-type: none"> Scalable model through platform ecosystem Multi-year subscription model drives high Customer Lifetime Value 	24-27%
G&A	<ul style="list-style-type: none"> Corporate Functions (Finance, HR, Legal, Regulatory) Overhead allocated across departments 	<ul style="list-style-type: none"> Scales with absorption of public company costs 	6-9%
Capex	<ul style="list-style-type: none"> Space Capex includes Bill of Materials, manufacturing, and launch ground stations (non-leased) Leasehold improvements 	<ul style="list-style-type: none"> Agile approach drives manufacturing efficiency and reduced Bill of Materials costs Satellite payback period <1 year 	5-8%
Long-Term FCF² Margin:			20-35%

¹Represents non-GAAP expense as a percentage of revenue. Excludes stock-based comp.

²Free Cash Flow defined as Adjusted EBITDA less capital expenditures, and free cash flow margin as the percentage of free cash flow relative to net revenue during a given period.



Lab Tour

James Mason

SVP Space Systems

Chester Gillmore

VP Manufacturing

Mark Longanbach

VP Mission Operations

DATONG, CHINA



APPENDIX

Reconciliation of Non-GAAP Financials

(\$ in millions)

Non-GAAP Gross Profit

	<u>FY2021A</u>
Gross Profit	\$ 26
(+) Stock-Based Compensation ¹	1
Non-GAAP Gross Profit	\$ 27

Note: FYE January 31st.

¹ Reflects stock-based compensation classified under cost of goods.

