

Safe harbor

This presentation contains “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding our financial outlook, long-term financial targets, product development, business strategy and plans, market trends and market size, opportunities, positioning and expected benefits that will be derived from the acquisition of Auth0, Inc. These forward-looking statements are based on current expectations, estimates, forecasts and projections. Words such as “expect,” “anticipate,” “should,” “believe,” “hope,” “target,” “project,” “goals,” “estimate,” “potential,” “predict,” “may,” “will,” “might,” “could,” “intend,” “shall” and variations of these terms and similar expressions are intended to identify these forward-looking statements, although not all forward-looking statements contain these identifying words. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. For example, the market for our products may develop more slowly than expected or than it has in the past; there may be significant fluctuations in our results of operations and cash flows related to our revenue recognition or otherwise; we may fail to successfully integrate any new business, including Auth0, Inc.; we may fail to realize anticipated benefits of any combined operations with Auth0, Inc.; we may experience unanticipated costs of integrating Auth0, Inc.; the potential impact of the acquisition on relationships with third parties, including employees, customers, partners and competitors; we may be unable to retain key

personnel; global economic conditions could worsen; a network or data security incident that allows unauthorized access to our network or data or our customers’ data could damage our reputation and cause us to incur significant costs; we could experience interruptions or performance problems associated with our technology, including a service outage; the impact of COVID-19 and variants of concern, related public health measures and any associated economic downturn on our business and results of operations may be more than we expect; and we may not be able to pay off our convertible senior notes when due. Further information on potential factors that could affect our financial results is included in our most recent Quarterly Report on Form 10-Q and our other filings with the Securities and Exchange Commission. The forward-looking statements included in this presentation represent our views only as of the date of this presentation and we assume no obligation and do not intend to update these forward-looking statements.

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Building Trusted Digital Experience Starts with Identity

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Speaker bio

Philip Hoyer

EMEA field CTO – Okta





Citizen engagement needs to be earned.

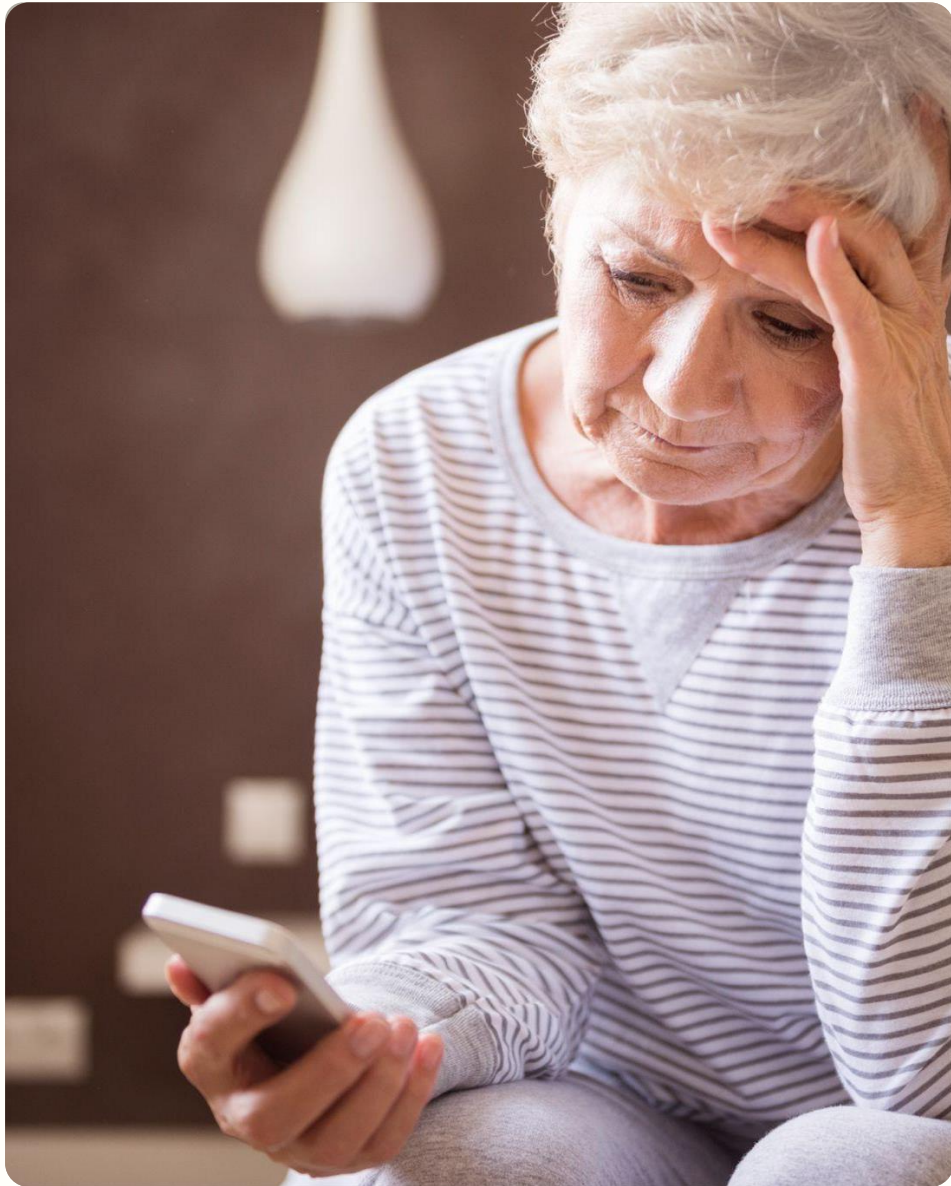
Expectations for digital experience are high

- ✓ Secure
 - ✓ Frictionless
 - ✓ Hyper-personalized
-

61%

of millennials would switch provider for a better digital experience





While almost half prefer to engage with government services digitally

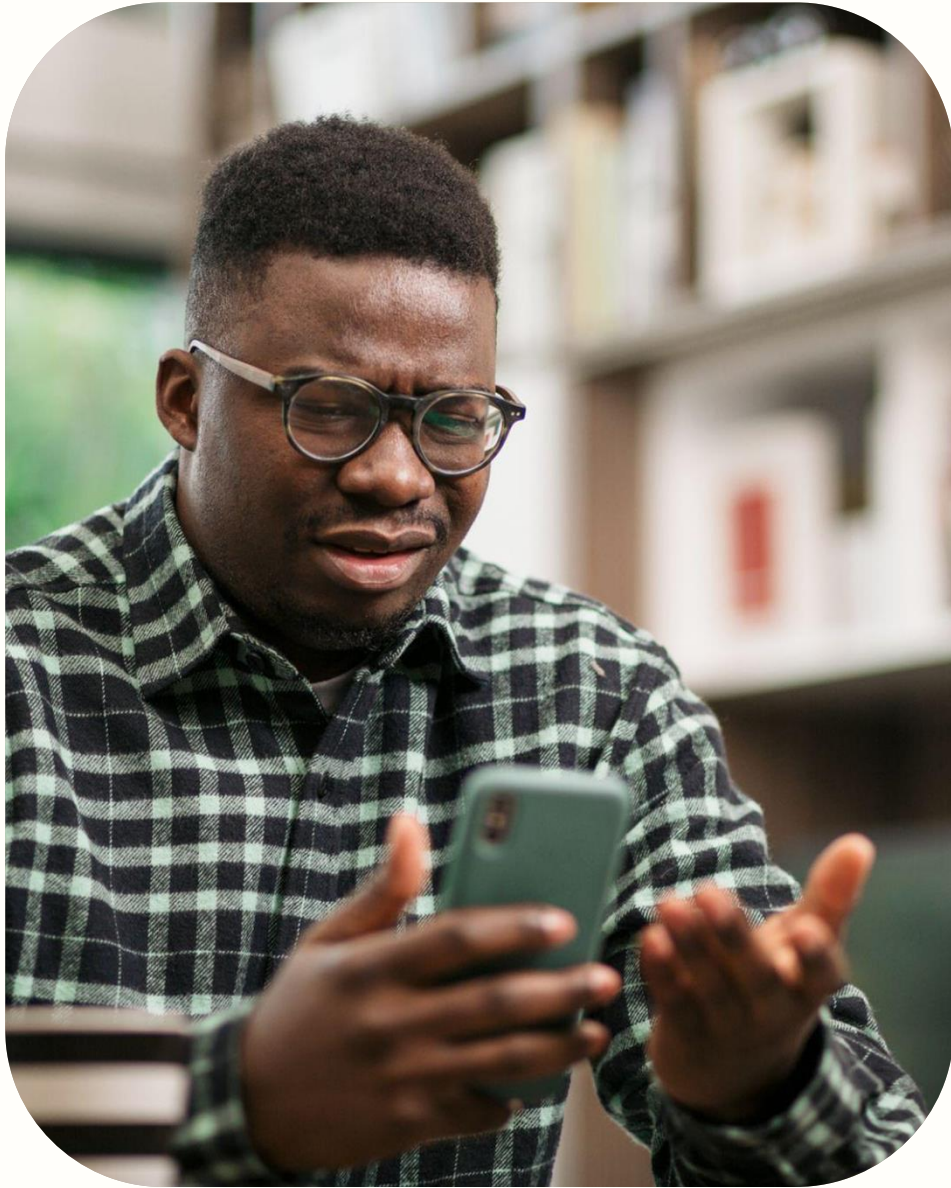
14 million people

27%

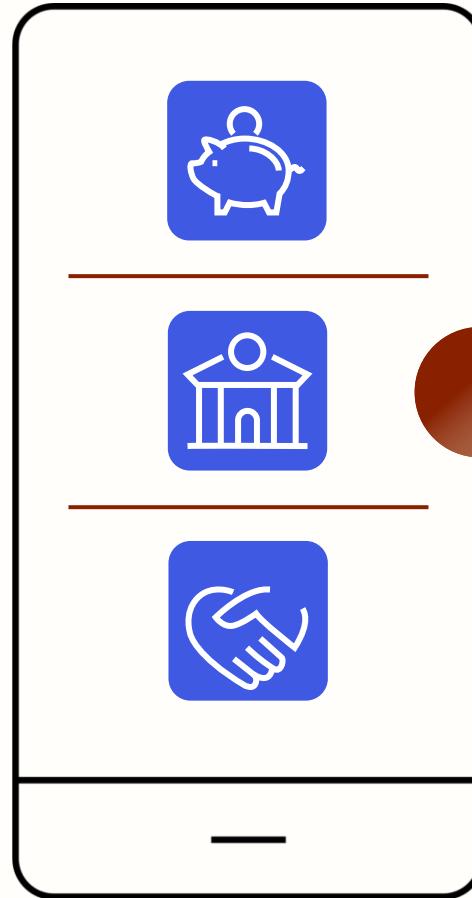
have lowest level of digital capability

Image by gpoinstudio on Freepik





Siloed departments and services damage your offering.

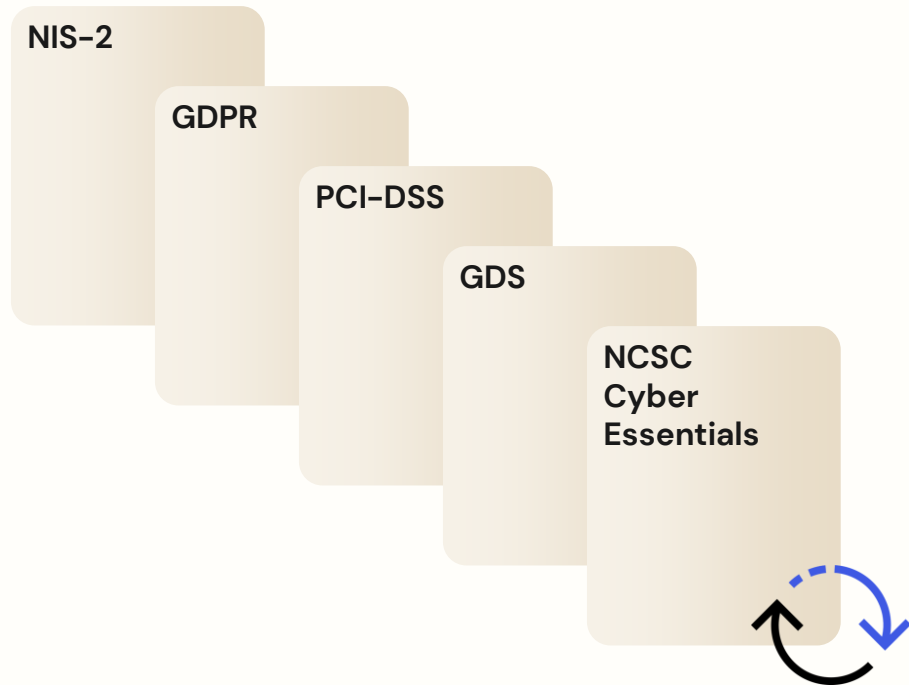


Inconsistent citizen experience across different services



Security and compliance requirements are evolving.

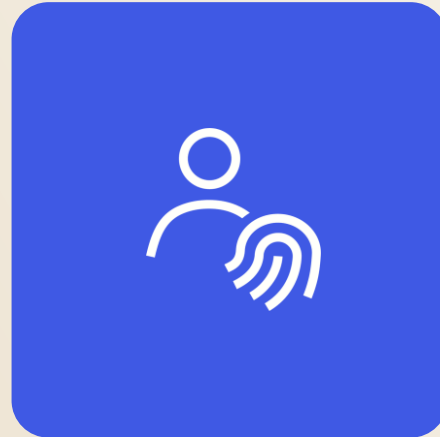
Regulations, Standards...



Citizens are seeking experiences that are...



Consistent and
seamless



Curated and personal
but with privacy



Secure



Friction is the enemy of digital services usage

56%

are more likely to use a digital service when provided with a simple, secure and frictionless login experience

Those who are younger are one third more likely to engage when offered great login experiences

Source: Okta Customer Identity Trends Report, May 2023

31%

feel frustrated when they have to create a password that meets certain requirements

Source: Okta Customer Identity Trends Report, May 2023

\$12m

One organisation lost \$12 million from the addition of a simple field on their registration page.

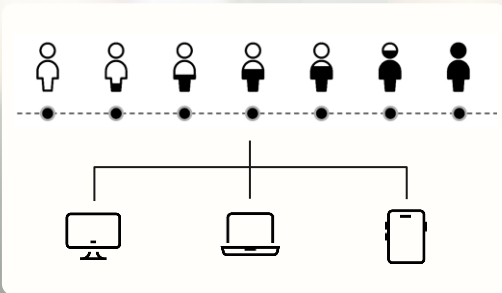
— ZDNet

Source: Expedia on how one extra data field can cost \$12m, November 2010



Then over a series of delightful, trusted interactions, we can ask more questions.

Progressive profiling



Please tell us your preferred method of communication. So we can provide you with updates on your school place.



Would you be interested in learning more about the NHS services in your area?



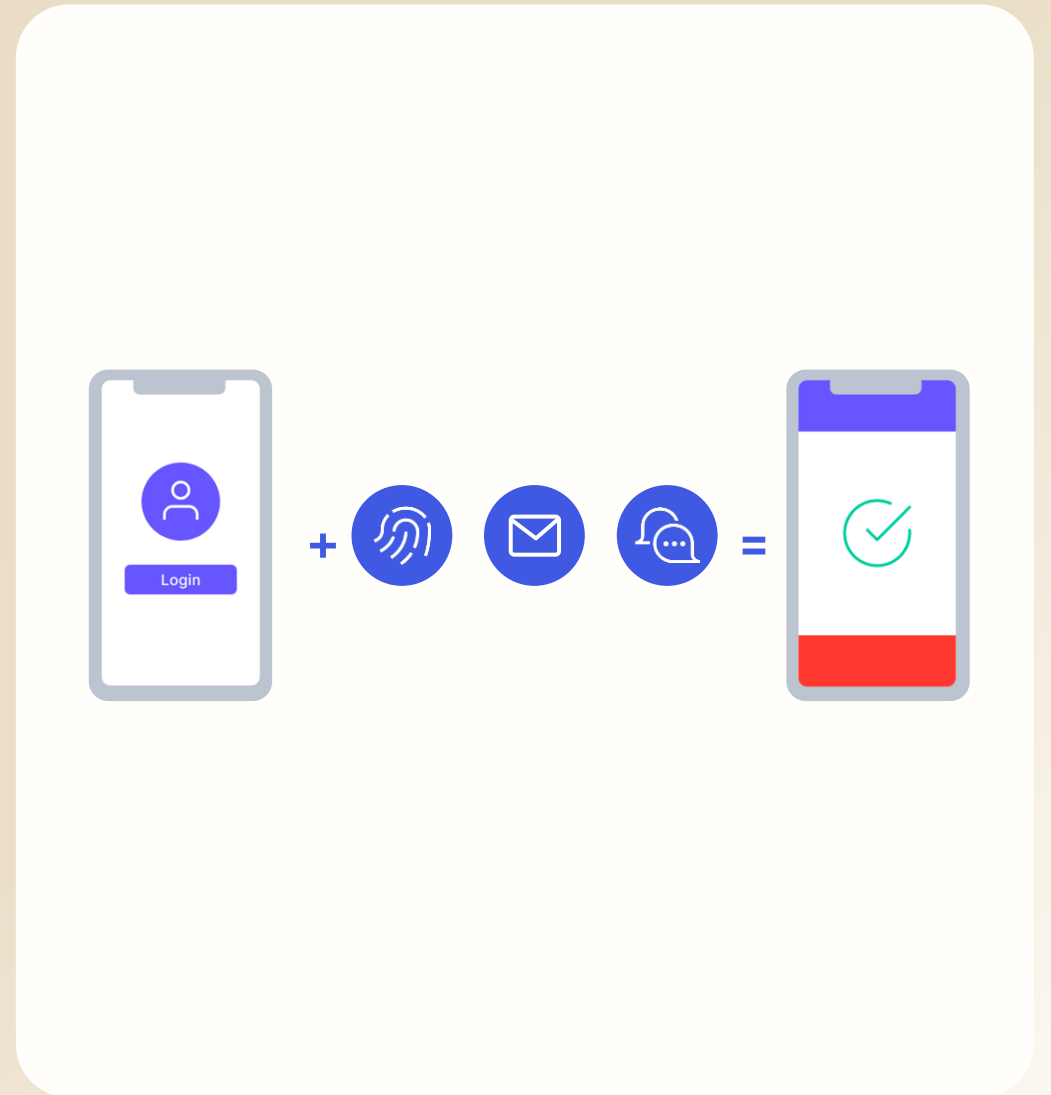
What recycling service would you like to see in your local area?



Passwordless Login

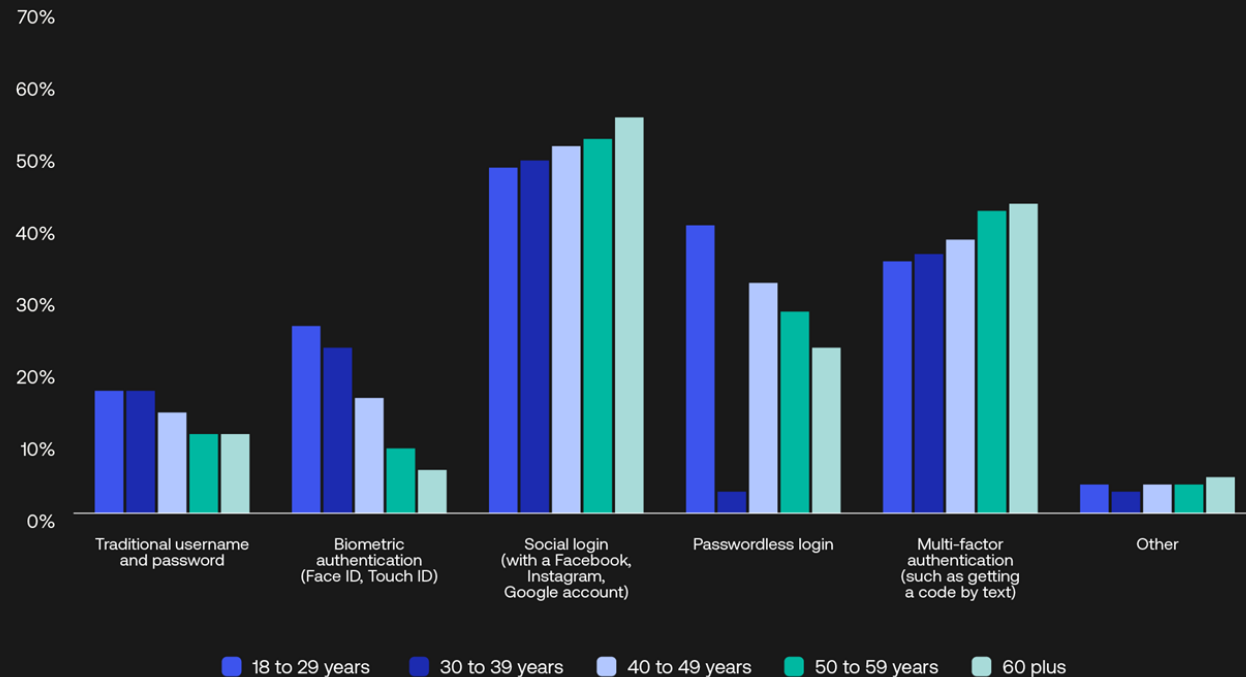
Biometrics, Email, or SMS

- Easy enrollment, meeting users where they are.



Authentication experiences - the message is clear


Preferred security measure by age



- Social login favoured by the largest group
- Traditional username-and-password combination is dead last
- Only 25% prefer biometric although younger consumers aged 18-29 are most enthusiastic
- Oldest age group prefer social login but not so sure about passwordless
- MFA is strong across all age groups

Source: Okta Customer Identity Trends Report, May 2023






Unified user experiences



Security without compromise



Business agility

Identity




CMO/CDO

Win, retain
and impress
customers



CIO/CISCO

Keep on top
of compliance
regulations




Welcome


Log in to continue.

Continue

Don't have an account? [Sign up](#)

OR

 Continue with Twitter

 Continue with Google



CTO/DevOps

Scale away
without worrying about
reliability



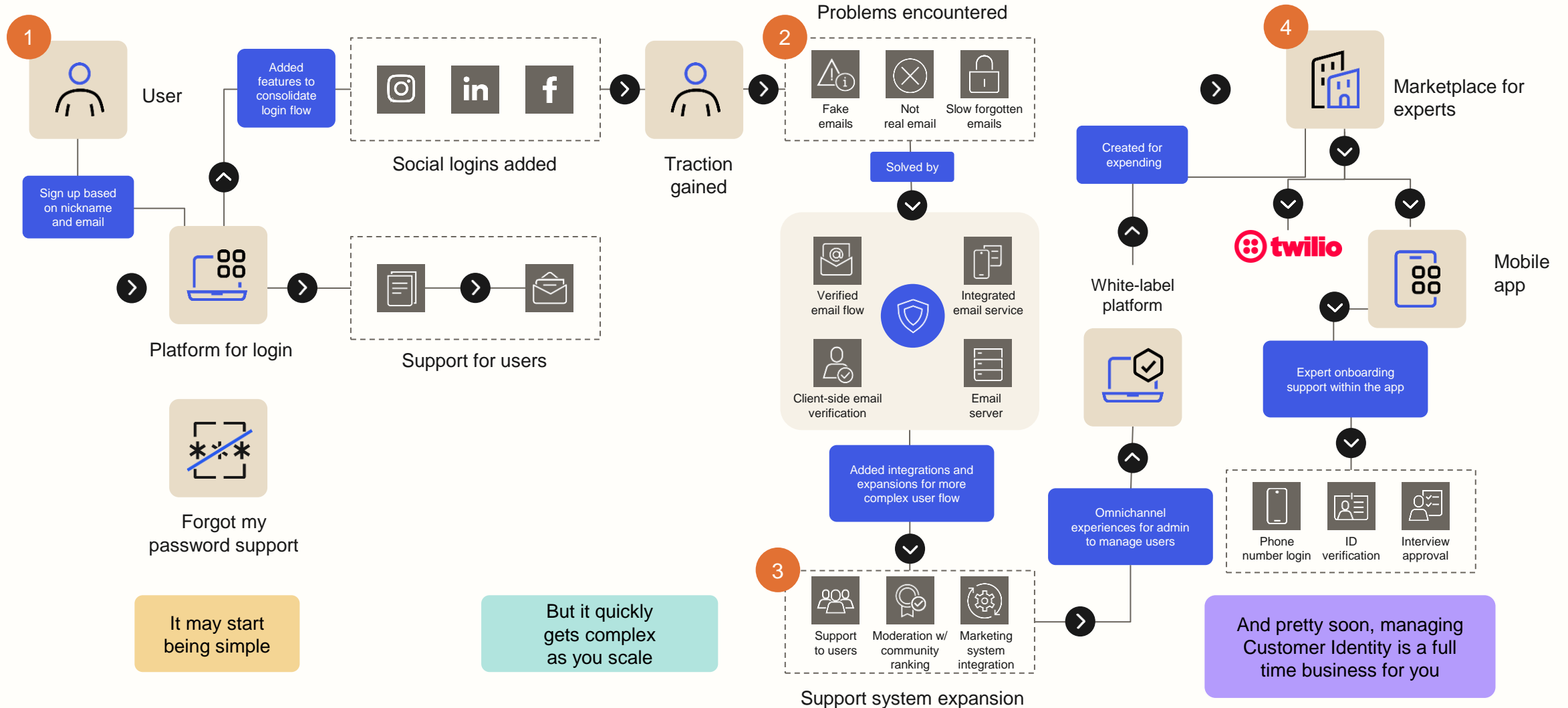
CPO/Product Team

Get your
products to
market faster

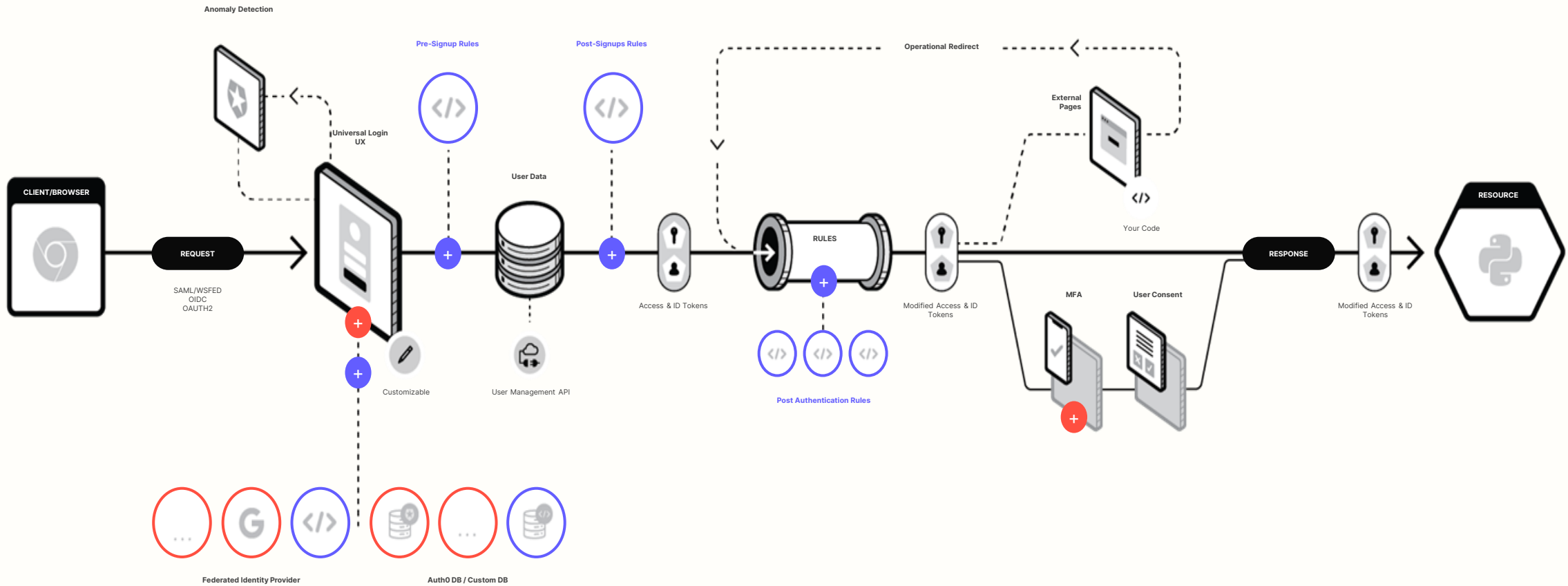
Citizen Identity



But getting Identity right is hard...



A modern Authentication Pipeline



Built-in Integrations

Extensible Code Areas



Legacy tech stacks hold back innovation.



Complex, outdated legacy tech stacks lack agility



Hard to govern



Difficult to secure



Costly to run



Getting Citizen Identity Right Sets You Up For Success

The true value of starting with identity

Build great citizen experiences faster

Launch apps and digital services in weeks.
Not Months/Years

Personalise to Accelerate adoption and citizen satisfaction

Focus on building personalised relationships

Reduce Risks

Prevent malicious login attempts with real-time anomaly detection



Thank you!



**It's time for a
new perspective.**



Identity