Safe Harbor

Each of the presentations today will contain forward-looking statements about our strategies, products, future results, performance or achievements, financial, operational and otherwise, including statements about our strategic priorities, business model transition, and guidance for the first fiscal quarter and fiscal year 2019; our long term financial and operational goals; our M&A strategy; our capital allocation initiatives; and our stock repurchase program. These statements reflect management's current expectations, estimates and assumptions based on the information currently available to us. These forward-looking statements are not guarantees of future performance and involve significant risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from results, performance or achievements expressed or implied by the forward-looking statements contained in these presentations, such as a failure to maintain ARR, ARPS, subscriptions, billings, revenue, deferred revenue, operating margins and cash flow growth; difficulty in predicting those financial and performance metrics; failure to maintain spend management; failure to successfully manage transitions to new business models and markets, including our efforts to expand in construction and manufacturing, convert customers to subscription plans, and attract customers to our cloud-based offerings; failure to successfully expand adoption of our products; and negative developments in worldwide economic or political conditions.

A discussion of factors that may affect future results is contained in our most recent Form 10-K and Form 10-Q filings available at www.sec.gov, including descriptions of the risk factors that may impact us and the forward-looking statements made in these presentations. The forward-looking statements made in these presentations are being made as of the time and date of their live presentation. If these presentations are reviewed after the time and date of their live presentation, even if subsequently made available by us, on our website or otherwise, these presentations may not contain current or accurate information. We disclaim any obligation to update or revise any forward-looking statement based on new information, future events or otherwise.

Non-GAAP Financial Measures
These presentations include certain non-GAAP financial measures. Please see the section entitled "Reconciliation of GAAP Financial Measures to non-GAAP Financial Measures" in the Appendices attached to the presentations for an explanation of management's use of these measures and a reconciliation of the most directly comparable GAAP financial measures.

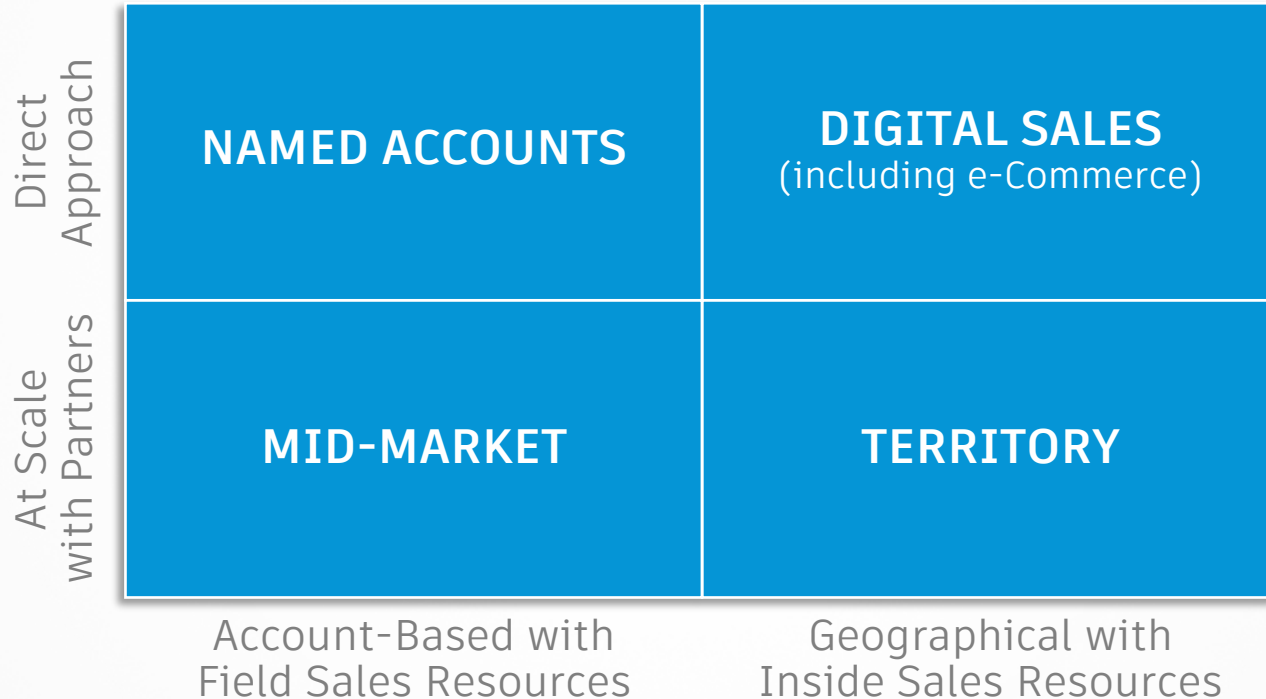AUTODESK **INVESTOR DAY**

MARCH 28, 2018

Delivering ARR Growth

Steve Blum

SVP, Worldwide Field Operations

Sales GTM & Customer Success Approach

Focusing on customer success across all segments

	Account-Based with Field Sales Resources	Geographical with Inside Sales Resources
Direct Approach	**NAMED ACCOUNTS**	**DIGITAL SALES** (including e-Commerce)
At Scale with Partners	**MID-MARKET**	**TERRITORY**

Delivering Growth

Existing accounts

New customer acquisition

Adoption and renewal

Partner strategy

Delivering Growth

Existing accounts
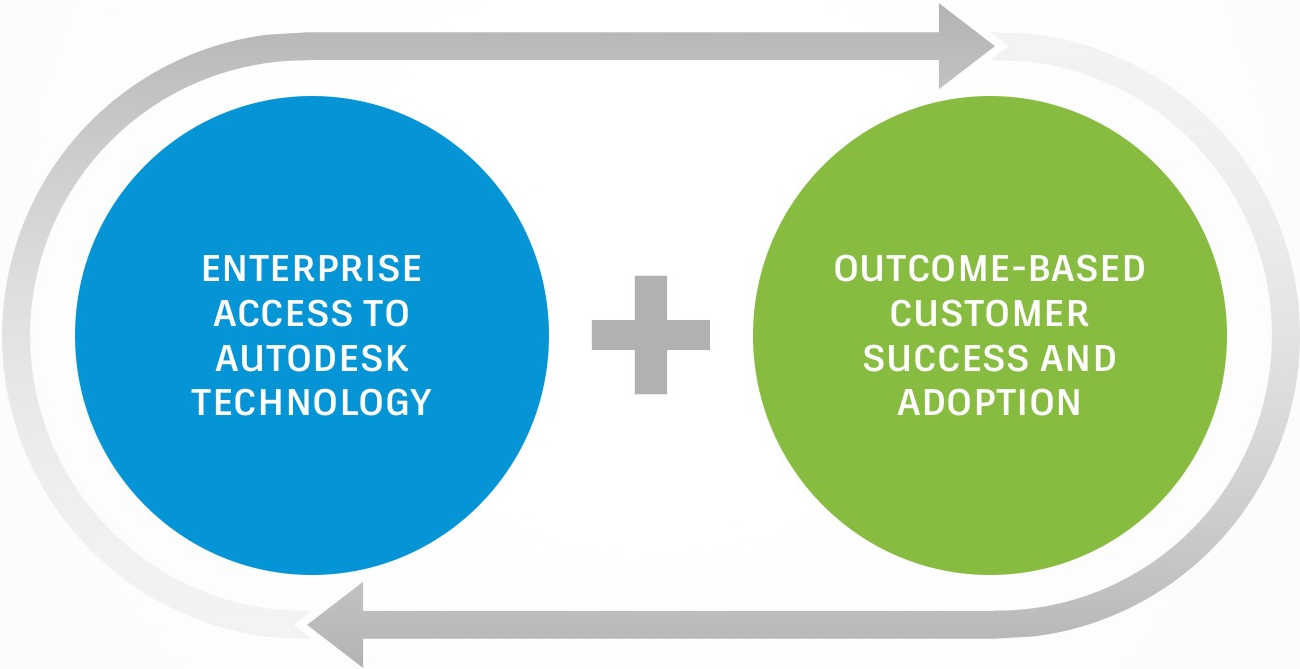
New customer acquisition

Adoption and renewal

Partner strategy

Growth in Named Accounts

Leading with Enterprise Business Agreements (EBAs)

ENTERPRISE ACCESS TO AUTODESK TECHNOLOGY

+

OUTCOME-BASED CUSTOMER SUCCESS AND ADOPTION

Growth from EBAs

Consumption model with customer success

~2.5x

Increase in subscriptions from maintenance or multi-flex to EBAs

~55%

3-Year (FY15–FY18) CAGR in ARR from EBAs

~45%

Of Named Accounts on EBAs at end of FY18

Strategic Relationships
Joint work on multiple project proposals

Barclays Center

Helping AECOM improve project costs

- 30% reduction in time (designers and contractors)
- 70% reduction in file-sharing time
- ~$350M of project work installed in <8 months

AECOM Imagine it. Delivered.

Olderfleet Building

Helping AECOM improve collaboration

- 20% improvement in production time
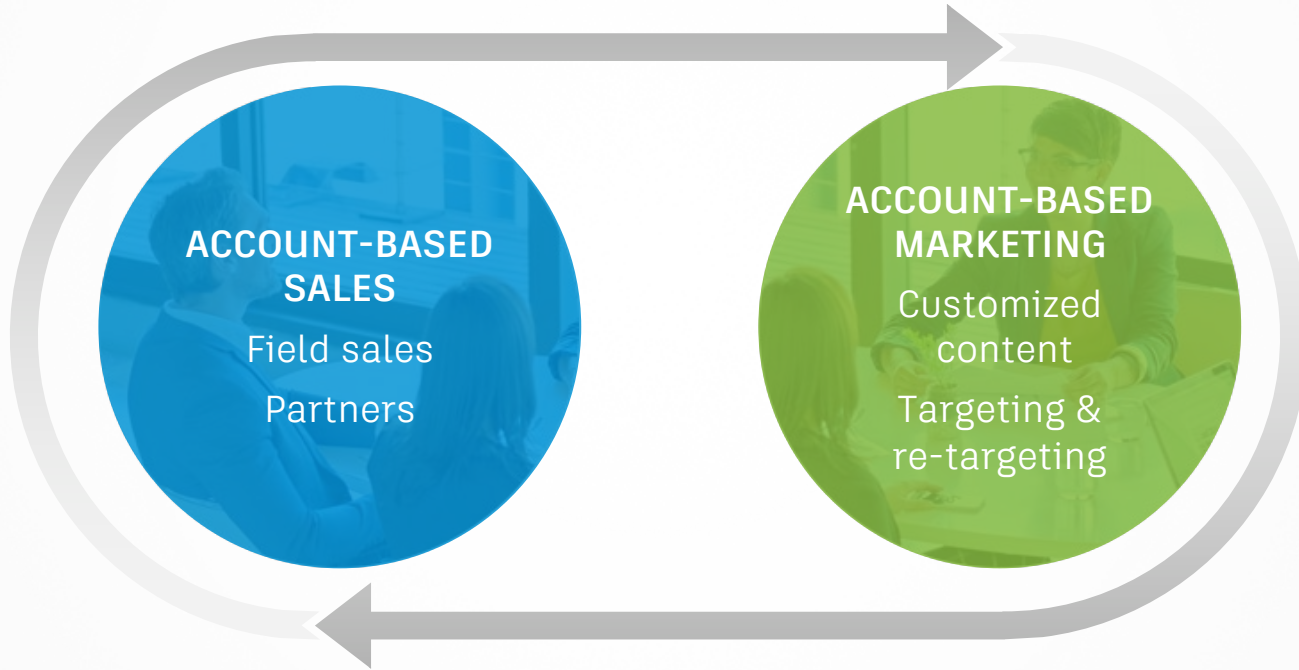- At least 8 hour reduction in turnaround time for design reviews

AECOM Imagine it. Delivered.

Expanding Account-Based Approach

Selling and marketing jointly with partners in the mid-market

NAMED ACCOUNTS	DIGITAL SALES (including e-Commerce)
MID-MARKET	TERRITORY

ACCOUNT-BASED SALES

Field sales

Partners

ACCOUNT-BASED MARKETING

Customized content

Targeting & re-targeting

Account-Based Marketing

Engagement model between marketing and sales

REP SELF-SERVICE
with repeatable use
of marketing content

PROGRAMMATIC
with target campaigns
and plays

HIGH TOUCH
with in-person events
and engagements

Growth from Existing Accounts

Upselling to Collection and moving mid-market and territory customers to subscription

NAMED ACCOUNTS	DIGITAL SALES (including e-Commerce)
MID-MARKET	TERRITORY

>60%

Growth in Collection subscriptions in FY18

>30%

Maintenance renewals converted to subscriptions

~1/3

Of eligible to convert were upsold to Collections

Delivering Growth

Existing accounts

New customer acquisition
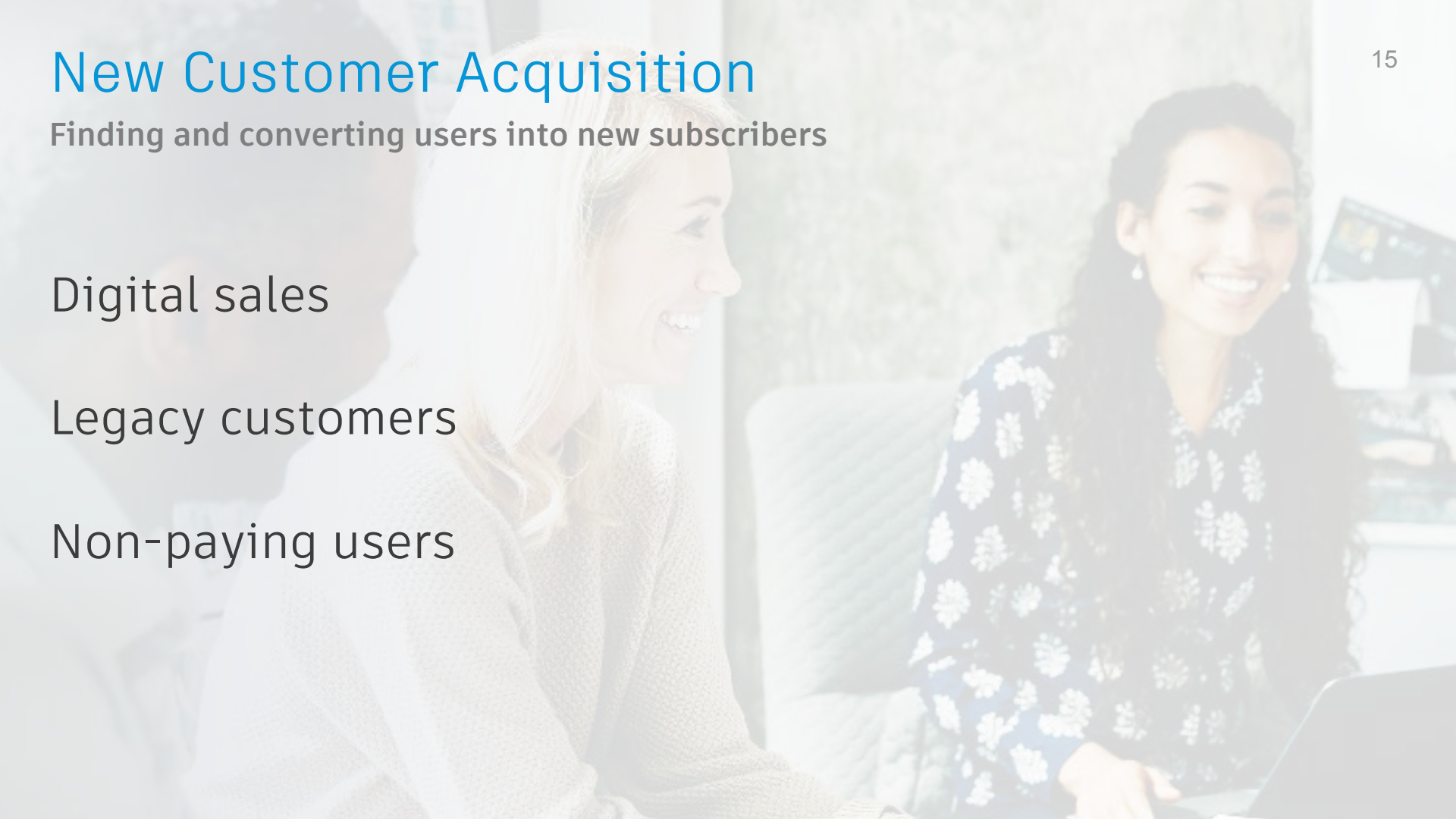
Adoption and renewal

Partner strategy

New Customer Acquisition

Finding and converting users into new subscribers

Digital sales

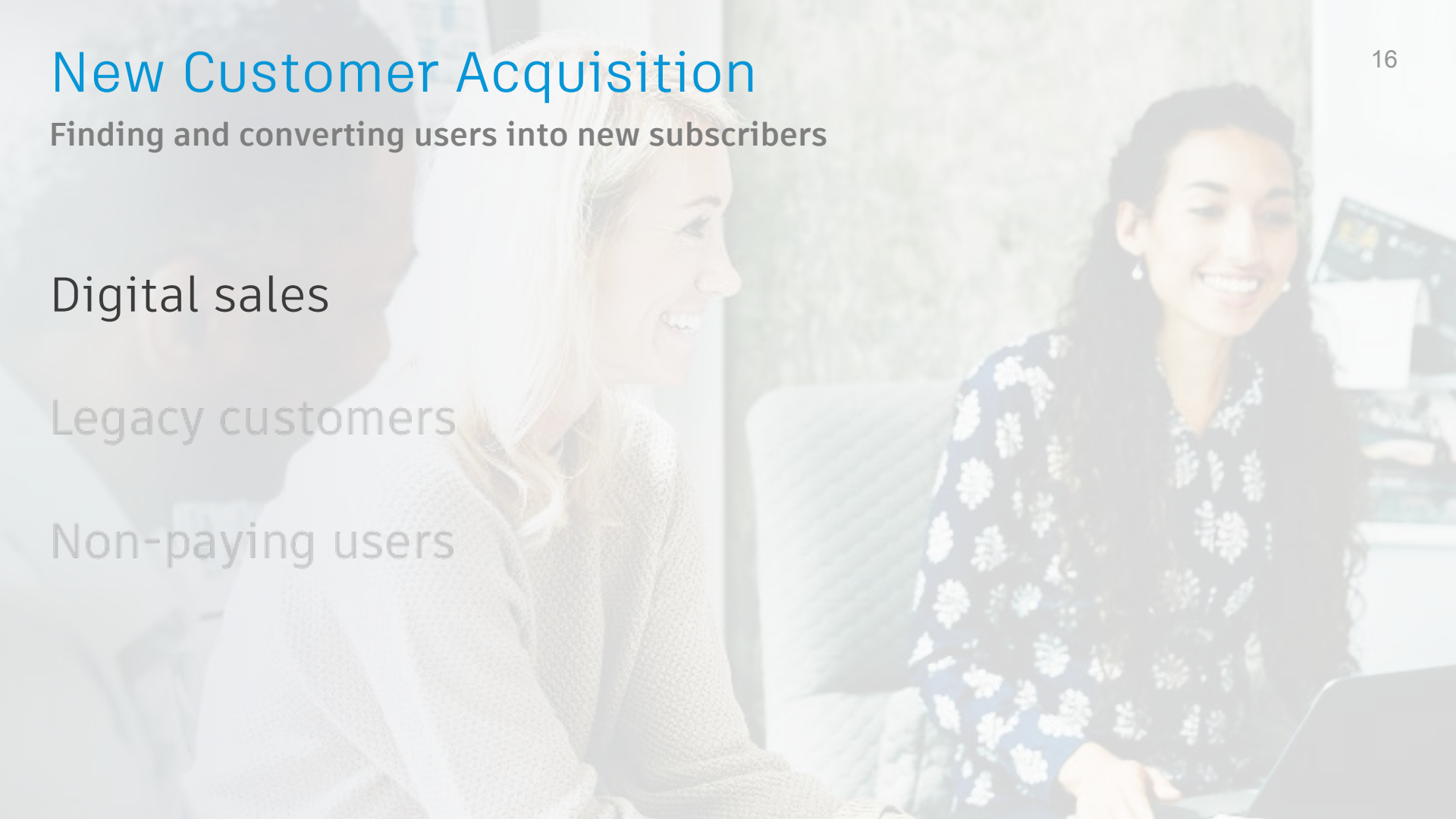Legacy customers

Non-paying users

New Customer Acquisition

Finding and converting users into new subscribers
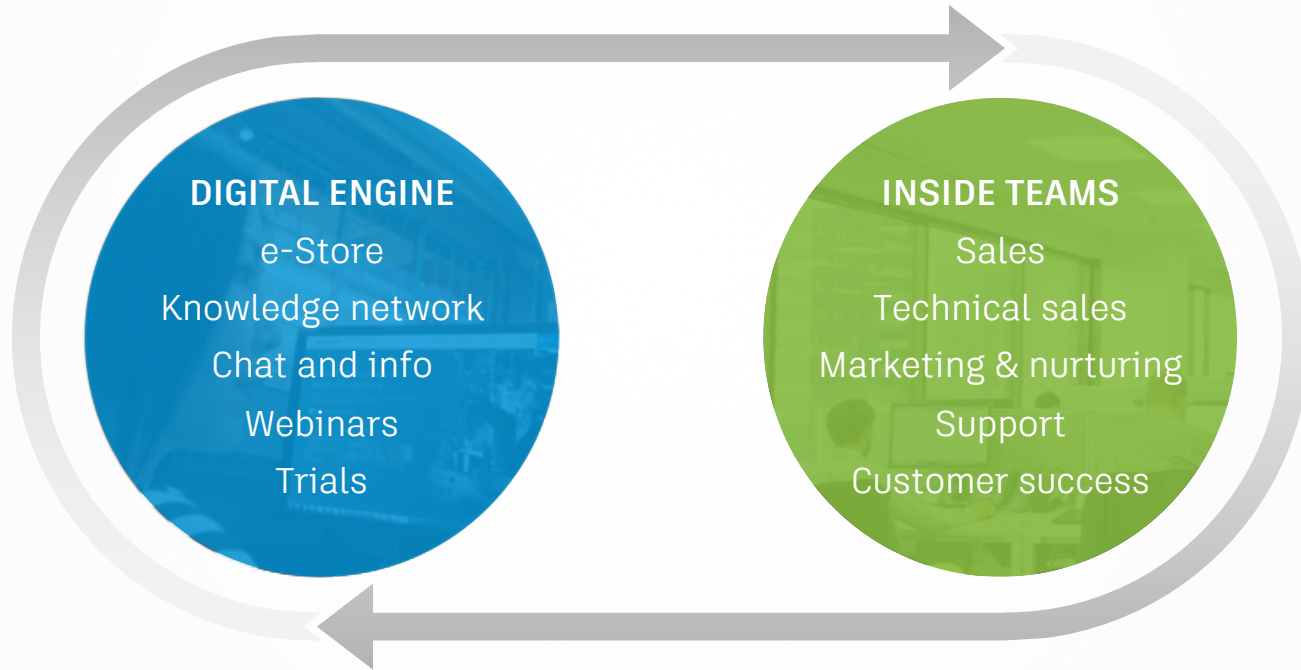
Digital sales

Legacy customers

Non-paying users

Digital Sales Approach

Engine of net-new and higher value sales

NAMED ACCOUNTS	DIGITAL SALES (including e-Commerce)
MID-MARKET	TERRITORY

DIGITAL ENGINE

e-Store

Knowledge network

Chat and info

Webinars

Trials

INSIDE TEAMS

Sales

Technical sales

Marketing & nurturing

Support

Customer success

Growth from Digital Sales

Driver of ARR and subscription growth

>$140M

ARR in Q4 FY18

~65%

ARR growth in FY18

Acquiring Net-New Customers

Subscription additions driven by digital sales

~50%

Total subscription
growth in FY18

~50%

Of new subscription
sold on e-store are
net-new customers*

Internal estimates based on available customer data for Q4FY18
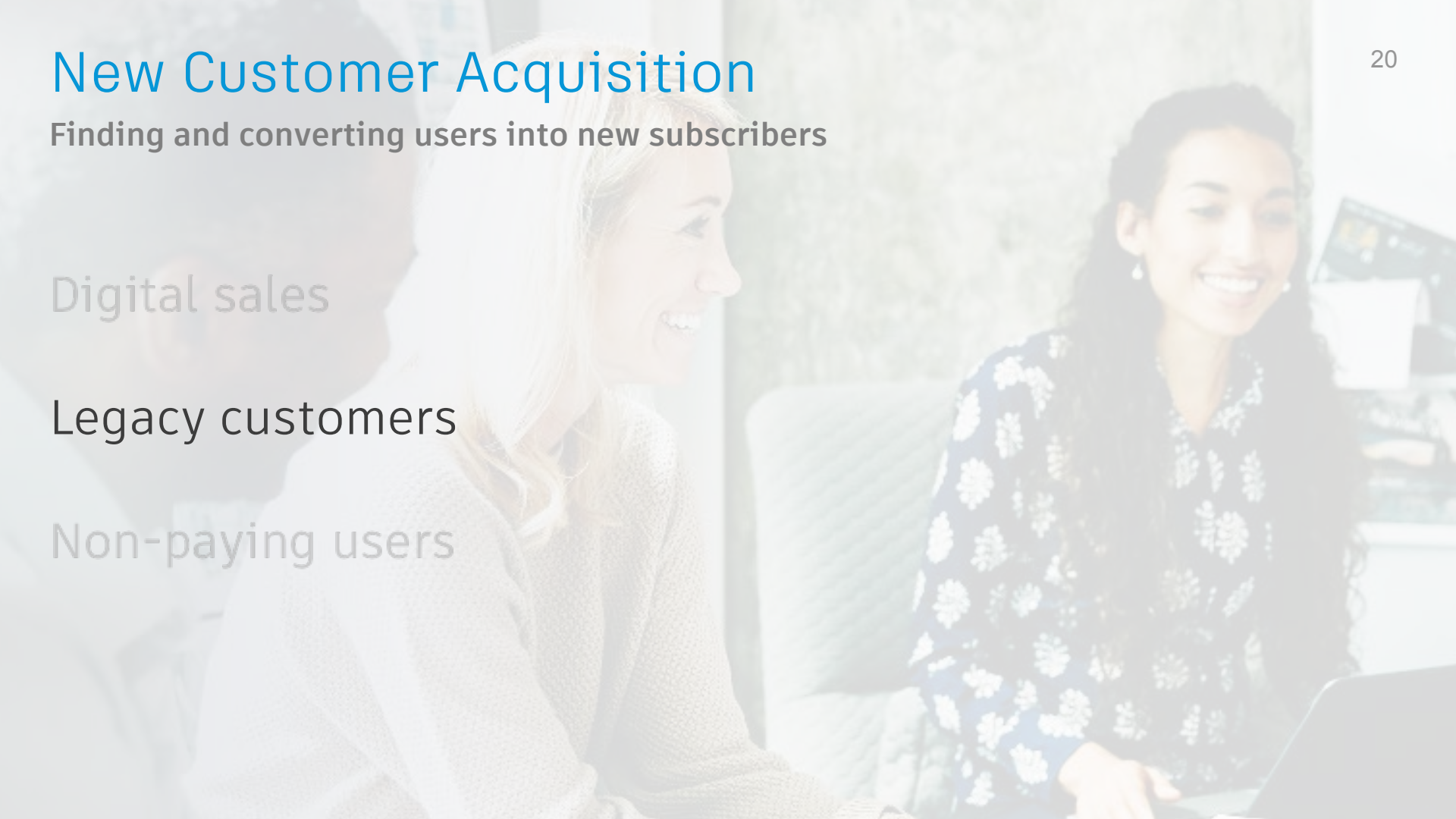
New Customer Acquisition

Finding and converting users into new subscribers

Digital sales

Legacy customers

Non-paying users

Estimated Total Active Non-Subscribers

Last five releases

2.6M	1.2M
Total non-subscribers	Active non-subscribers

*R2013–R2018

Estimated Total Active Non-Subscribers

More than five releases back

5.0M

Total
non-subscribers

0.8M

Estimated
active non-subscribers

Estimated Total Active Non-Subscribers

$$1.2\text{M} + 0.8\text{M} = 2.0\text{M}$$

Active
non-subscribers

Estimated
active non-subscribers

Estimated
active non-subscribers

Legacy Customer Approach

How and why to get current

Targeted promotions

Value of subscription

- Greater access to latest features, integrated collaboration
- Flexible control over users, products, and purchases
- Valuable insights into usage
- Support included
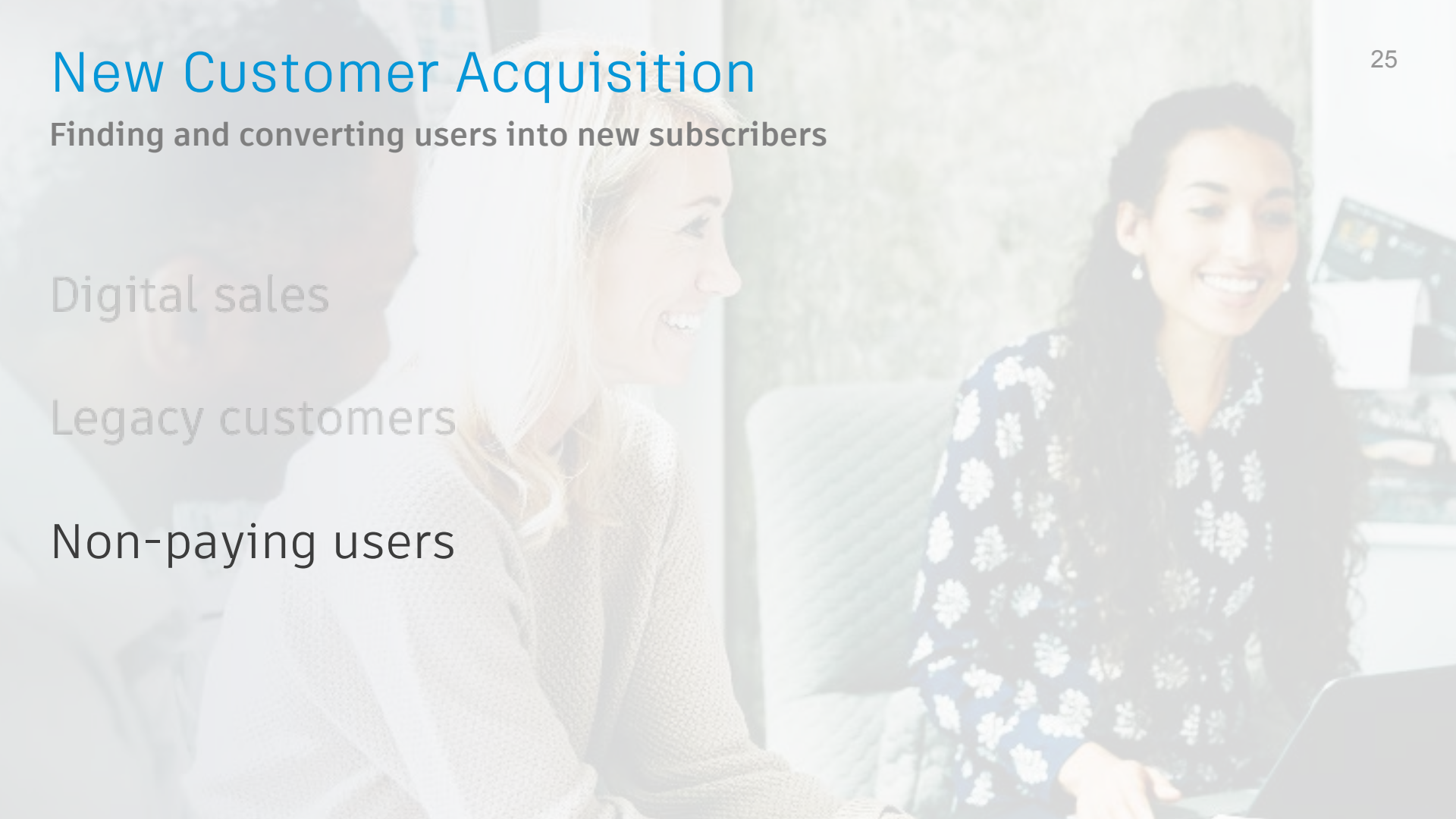
Up-to-date ecosystem

New Customer Acquisition

Finding and converting users into new subscribers

Digital sales

Legacy customers

Non-paying users

Converting Active Non-Paying Users

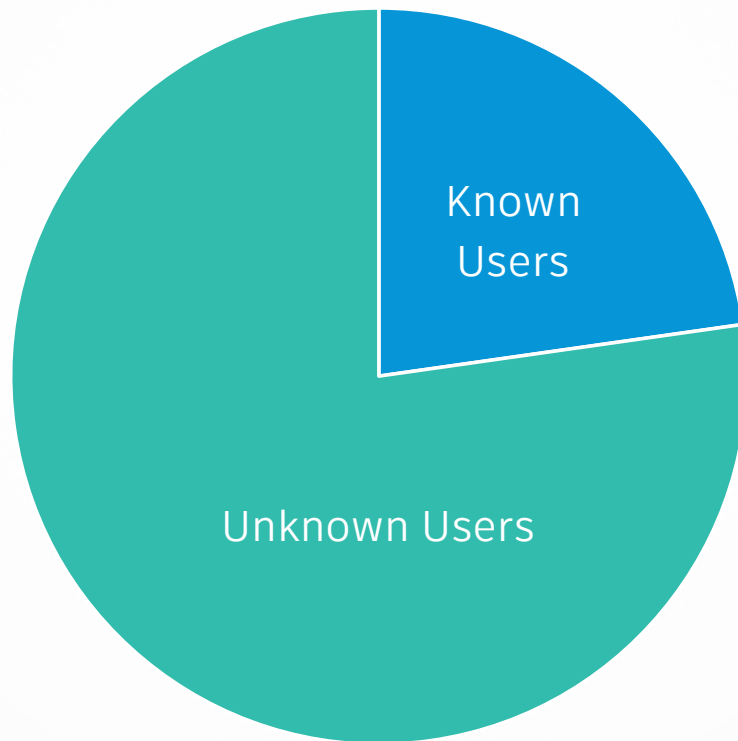**Opportunity for subscription acquisition**

12M

Total non-paying
users worldwide

4M

Total non-paying users
in mature markets

Reaching Non-Paying Users

4M users in mature markets

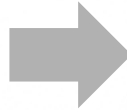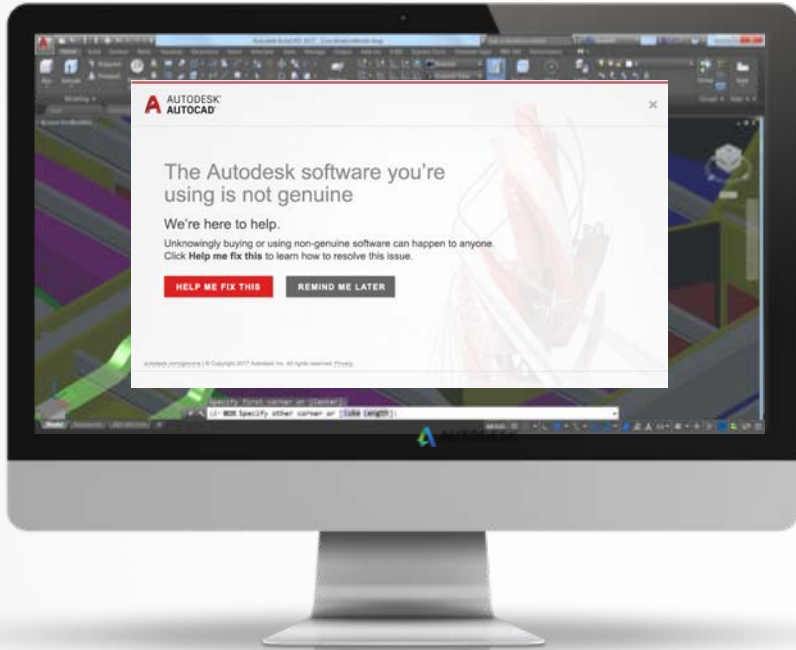# License Compliance Approach

Detection of non-paying users

Audit and asset management

Telesales and offers

In-product messaging

In-Product Messaging

Delivering Growth

Existing accounts

New customer acquisition

Adoption and renewal

Partner strategy

Customer Success Approach

Focusing on customer business outcomes throughout customer success lifecycle

Land

Expand

Renew

Adopt

Customer Success Approach

NAMED ACCOUNTS

**Dedicated customer
success resources**

- Customer success management
- Adoption specialists
- Strategic consulting

ALL OTHER ACCOUNTS

**Repeatable plays with
digital and scalable resources**

- Partners and inside teams
- Packaged offerings
- Early warning systems

Increasing Self-Service with Scalable Help

Welcome to the Autodesk Knowledge Network

A rich repository of more than a million contributions from Autodesk, its community, and its partners

7M sessions per month AKN

4M sessions per month Forums

Support & learning
Find tutorials, documentation, downloads, & troubleshooting articles.

Customer service
Get help with accounts, installation, configuring a deployment, and more.

Community
Bringing together the collective wisdom of Autodesk customers and experts.

Increasing Self-Service with AI & Machine Learning

In most cases, you don't need an activation code for subscription. Typically, activation codes are required for one of the following reasons:

- Non-subscription license purchased in 2016 or earlier
- No internet access
- Upgraded or reinstalled operating system
- Changed request code
- Modified computer hardware
- Forced reactivation during troubleshooting

If you'd like to proceed, please complete the Request Activation Code form here.

I can fill in what I already know if you click **Sign In** at the top (or type "sign in").

For help locating your information, you can click on the icon "i" next to the form field.

Request Activation Code

(* required field)

Your Contact Information

Steve Blum
steve.blum@autodesk.com

Product Information

Serial Number *
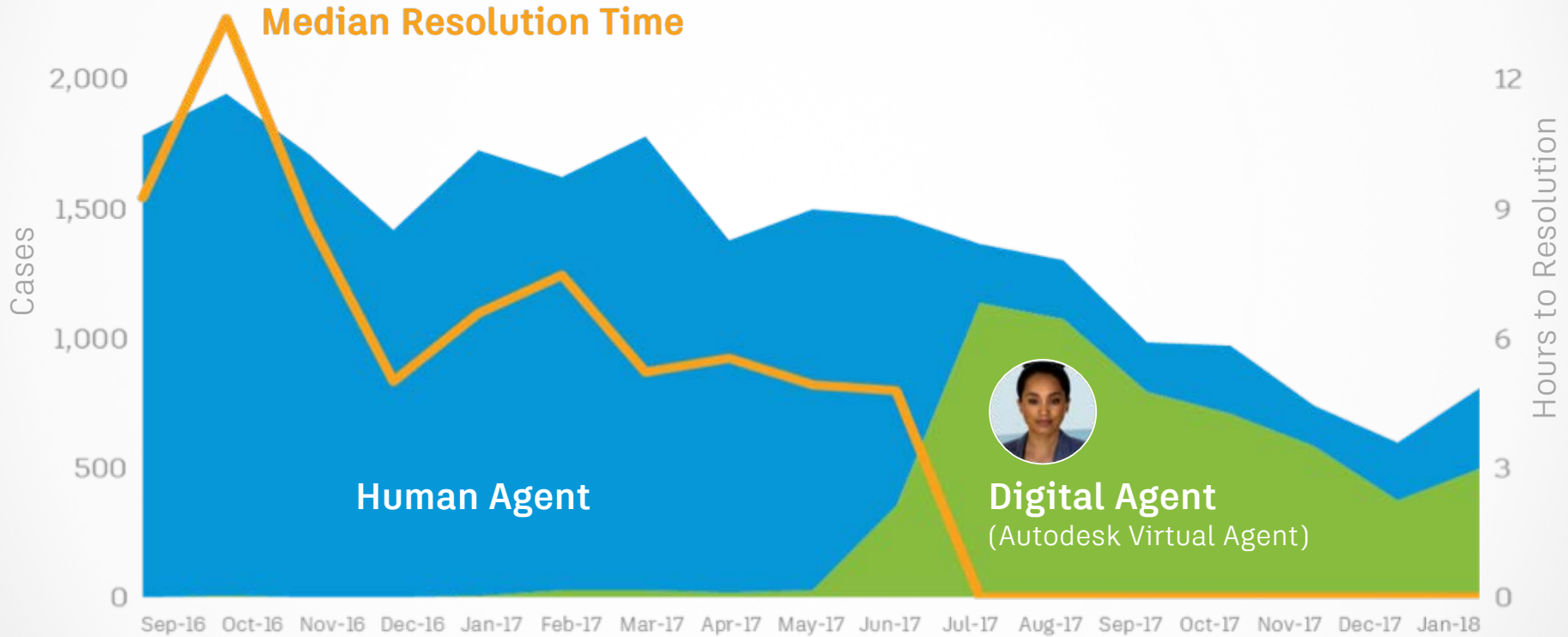
999-00000000

Current Request Code *

CANCEL   SUBMIT

Over 1000 customers helped every day

Requests resolved in <5 minutes on average

Increasing Self-Service

Median resolution time reduced from hours to minutes

Median Resolution Time

Human Agent

Digital Agent
(Autodesk Virtual Agent)

Cases — 2,000 / 1,500 / 1,000 / 500 / 0

Hours to Resolution — 12 / 9 / 6 / 3 / 0

Sep-16 · Oct-16 · Nov-16 · Dec-16 · Jan-17 · Feb-17 · Mar-17 · Apr-17 · May-17 · Jun-17 · Jul-17 · Aug-17 · Sep-17 · Oct-17 · Nov-17 · Dec-17 · Jan-18

Based on Requests for Previous Version Serial Number

Onboarding and Adoption

Using partners for early customer success at scale

FY19

Pay for actions taken
in first 30 days
(e.g. activation and
onboarding)
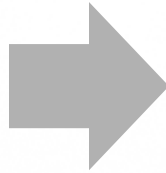
FY20+

Pay for outcomes
(e.g. usage and
adoption)

Delivering Growth

Existing accounts

New customer acquisition

Adoption and renewal

Partner strategy

Scale and Coverage

Partners provide global scale, coverage and local expertise around the world

15:1

Estimated ratio of
partner to Autodesk
quota-carrying sellers

~1,350

Reseller businesses
providing global scale
and coverage

~170

Number of countries
in which we do
business each year

Back-End, Performance-Based Incentives

**Moving partner ecosystem dollars to actions and activities, not entitlements**

- Simplified front-end discounts

- Target-based back-end tied to annual contract value

- Incentives for activities and outcomes

Worldwide Front-End / Back-End Mix
(Excluding LT Family)

FY18   FY19E

■ Front-End Discounts   ■ Back-End Incentives

Direct vs. Indirect Net Billings

Mix is changing and growing in all channels

FY18　　　　FY20　　　　Future State

■ Direct

■ Indirect
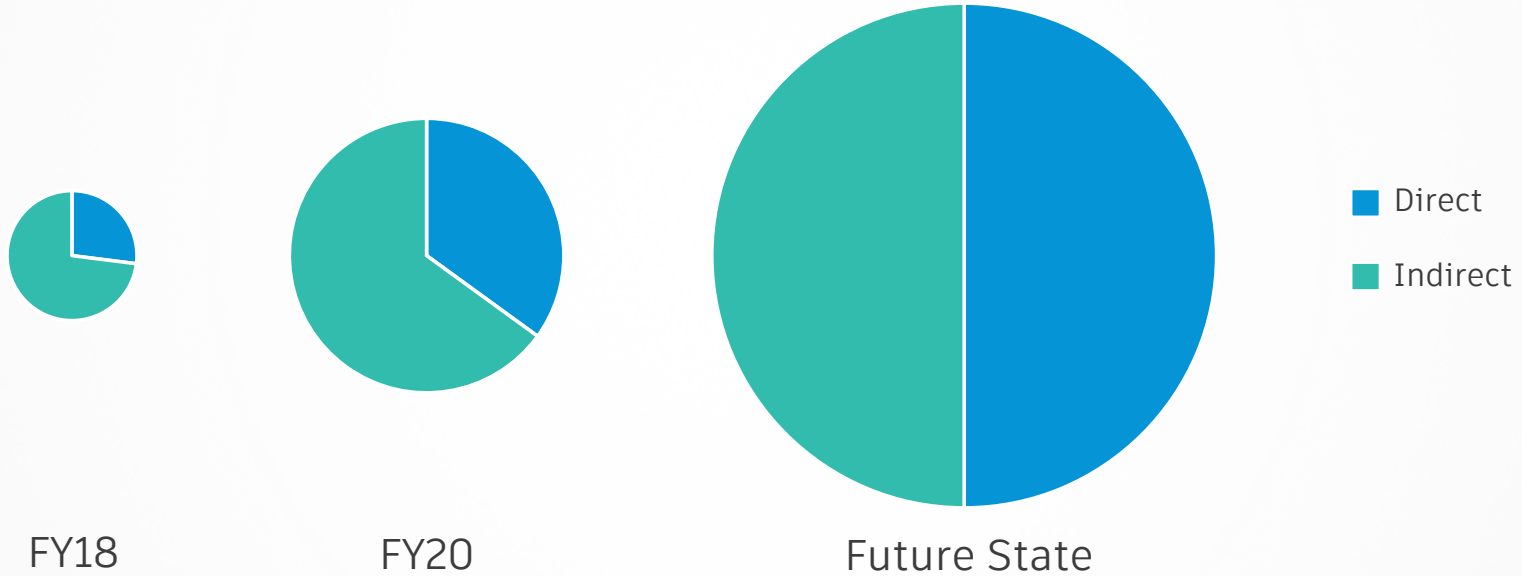
Delivering ARR Growth

- Account-based sales and marketing

- Customer success focus

- Customer acquisitions

- Partner relationships

ENGINE TO DELIVER GROWTH THROUGH FY20 AND BEYOND