coveo™

An efficient workplace begins with discoverable knowledge

Seher Samnani

Senior Manager, Product Marketing

Disclaimer

This presentation ("**Presentation**") is qualified in its entirety by reference to, and must be read in conjunction with, the information contained in our prospectus dated November 17, 2021 (the "**prospectus**").

You should not assume that the information contained in this presentation is accurate as of any date other than the date of this presentation, or where information is stated to be as of a date other than the date of this presentation, such other applicable date. Subject to our obligations under applicable Canadian securities laws, the information contained in this presentation is accurate only as of the date of this presentation regardless of the time of delivery of this presentation.

All references to "US$", "$", and "U.S. dollars" are to United States dollars and all references to "C$" are to Canadian dollars.

Confidentiality

This information contained in this Presentation is restricted and highly confidential. You must keep the information in this Presentation confidential, and may not use it for any purpose other than in the context of your current relationship with Coveo.

Disclaimer and Legal Notices

This Presentation should not be treated as giving investment advice and is not intended to form the basis of any investment decision. It does not, and is not intended to, constitute or form part of, and should not be construed as, any recommendation or commitment by Coveo or any of its directors, officers, employees, direct or indirect shareholders, agents, subsidiaries, affiliates, advisors or any other person.

Readers should not construe the contents of this Presentation as legal, tax, regulatory, financial or accounting advice.

Forward-Looking Information

Some of the statements contained in this Presentation may be "forward-looking information" within the meaning of applicable Canadian securities laws. By their very nature, forward-looking statements involve numerous assumptions. A variety of factors, many of which are beyond Coveo's control, may cause actual results to differ materially from the expectations expressed in the forward-looking statements. These factors include, but are not limited to: changes in the capital market conditions and changes in economic and political conditions and legislative and regulatory developments; expectations regarding Coveo's revenues, expenses, and other operating results; Coveo's ability to attract new customers and successfully retain and expand relationships with existing customers; the estimated total addressable market opportunity for Coveo's products; and Coveo's reliance on key personnel and its ability to identify, recruit and retain skilled personnel.

In addition, statements that "we believe" and similar statements reflect our beliefs and opinions on the relevant subject. These statements are based on information available to us as of the date of this Presentation. While we believe that information provides a reasonable basis for these statements, that information may be limited or incomplete. Our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all relevant information.

No representation or warranty, express or implied, is given and no responsibility or liability is accepted by any person, with respect to the accuracy, fairness or completeness of the Presentation or its contents or any oral or written communication in connection with any matter described herein. In particular, but without limitation, no representation or warranty is given as to the achievement or reasonableness of, and no reliance should be placed for any purpose whatsoever on any forward-looking statements, projections, targets, estimates or forecasts or any other forward-looking information contained in this Presentation. In providing this Presentation, Coveo does not undertake any obligation to provide any additional information or to update or keep current the information contained in this Presentation or any additional information or to correct any inaccuracies which may become apparent.

Industry Metrics

This Presentation makes reference to operating metrics used in Coveo's industry, notably SaaS Subscription Revenue. For a definition of such metrics, please refer to the section "Industry Metrics" of our prospectus.

Trademarks

This Presentation includes certain trademarks, such as "Coveo", "Coveo Relevance Cloud" and "Coveo Relevance Maturity Model", which are protected under applicable intellectual property laws and are the property of Coveo. Solely for convenience, our trademarks referred to in this Presentation may appear without the ® or ™ symbol, but such references are not intended to indicate, in any way, that we will not assert our rights to these trademarks to the fullest extent under applicable law. All other trademarks used in this Presentation are the property of their respective owners.

The employee experience crisis

Digital overload

Companies of 2,000+ employees now use an average of 175+ SaaS applications.

Limited social interaction

Remote and hybrid work brings new challenges to communication, collaboration, culture, and knowledge management.

Hiring Freezes

Limited hiring to ensure financial stability in this economical environment.

'The Great Resignation'

Driven by an increasingly competitive job market, unmet expectations and pandemic fatigue.

coveo ™

3.6 hours wasted EVERYDAY searching for information.

Source: Coveo Relevance Report 2022 - Workplace

coveo ™

Imagine this scenario for a large company:
3.6 hours a day x
262 days a year x
5,000 employees =

4,716,000 hours wasted per year

+31% said the frustration of being unable to find information made them feel burned out.

58% blamed excessive search time on having too many knowledge sources to sift through.

Having more efficiency tools is doing more harm than good.

43% attributed the problem to ineffective search technology and/or intranet.

50% don't even know where to start looking.

coveo™

Why is findability such a problem?

- Knowledge scattered across multiple systems due to increasingly distributed workforce

- Unintuitive UI that doesn't help employees to narrow down their search

- Impersonal experience resulting from manually curated intranets and knowledge bases

- Lack of visibility into search failures, so content gaps continue to go unaddressed

- Rate of accumulation of new files and documents quickly renders content irrelevant and out-of-date

coveo™

But all is not lost…

Efficiency can be regained by **discoverability of knowledge**

coveo™

Think of a unified approach to knowledge management

Centralizing the Knowledge base

Understanding the users search intent

Harnessing AI technologies to optimize results

coveo™

#shifthappens

"*Just for me*" interactions

People centric - *not product–centric*
In-context

Coherent journeys

Not Channel-specific,
Unified

Prescriptive experiences

Learning from every interaction,
to serve the next, intent-driven

The Moore's Law of Experience

coveo™

Market-Leading
AI-Powered
Relevance
Platform

The Coveo Relevance Cloud™
platform uses data and AI
to personalize digital
experiences at scale

Commerce
powered by coveo ai™

Service
powered by coveo ai™

Website
powered by coveo ai™

Workplace
powered by coveo ai™

Coveo Relevance Cloud™

Marketplace / App Store
Brick-and-Mortar Commerce
B2C Commerce
B2B Commerce
Websites
Mobile
Other touchpoints / channels

Chatbots
Communities
In-App
Partner and Dealer Portals
Support Portals
Customer Support Agents
Service Management
Intranets & Knowledge
Employee Self-Service

A Brief history of
Coveo

A market-leading relevance cloud platform

Built on 15 years of innovation

Today ● **Relevance Platform**

2020 — **Personalization as you go**
Intelligent case assist

Deep Learning
infrastructure

Journey analytics   **2019** — Commerce, service, workplace **journey unification**

AI Semantics   **2018** — **Intent detection**

Machine Learning   **2014** — **AI-powered recommendations**

Behavioral Analytics
Conversion Analytics   **2012** — **Multi-tenant cloud-native enterprise search**

Salesforce AppExchange   **2011** — **Native search app** in commercial business app

Full Cloud Platform
with enterprise capabilities   **2010** — **Contextual relevance**

Content Analytics, NLP / NLU
Packaged & broad connectivity
Packaged enterprise capabilities   Enterprise search with **advanced security**
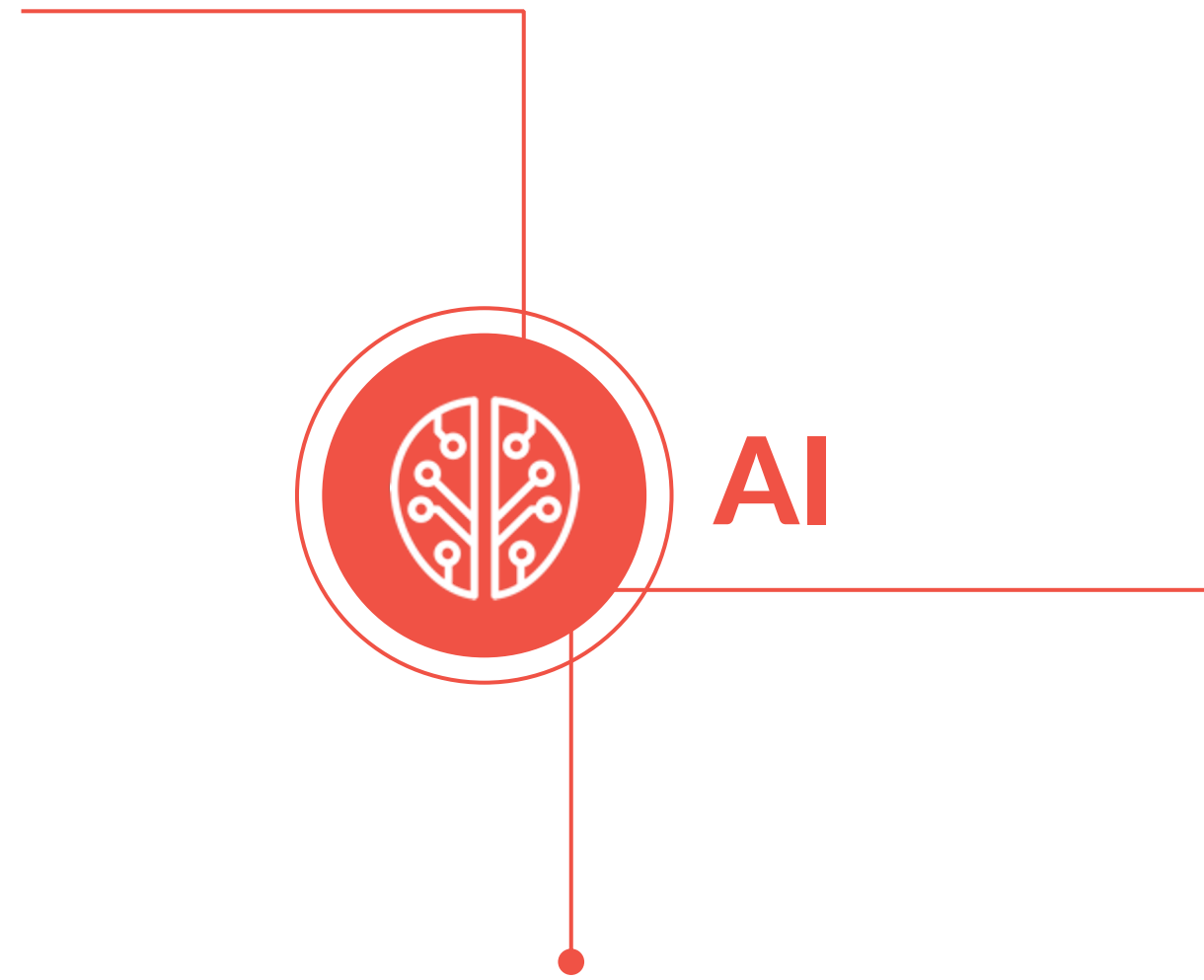**Unified indexing & enterprise search**   **2005**

COVEO INDEX

1 Coveo unifies all your enterprise content into a single, searchable index.

- 50+ out-of-the-box connectors
- Flexible API connectivity
- Unified index
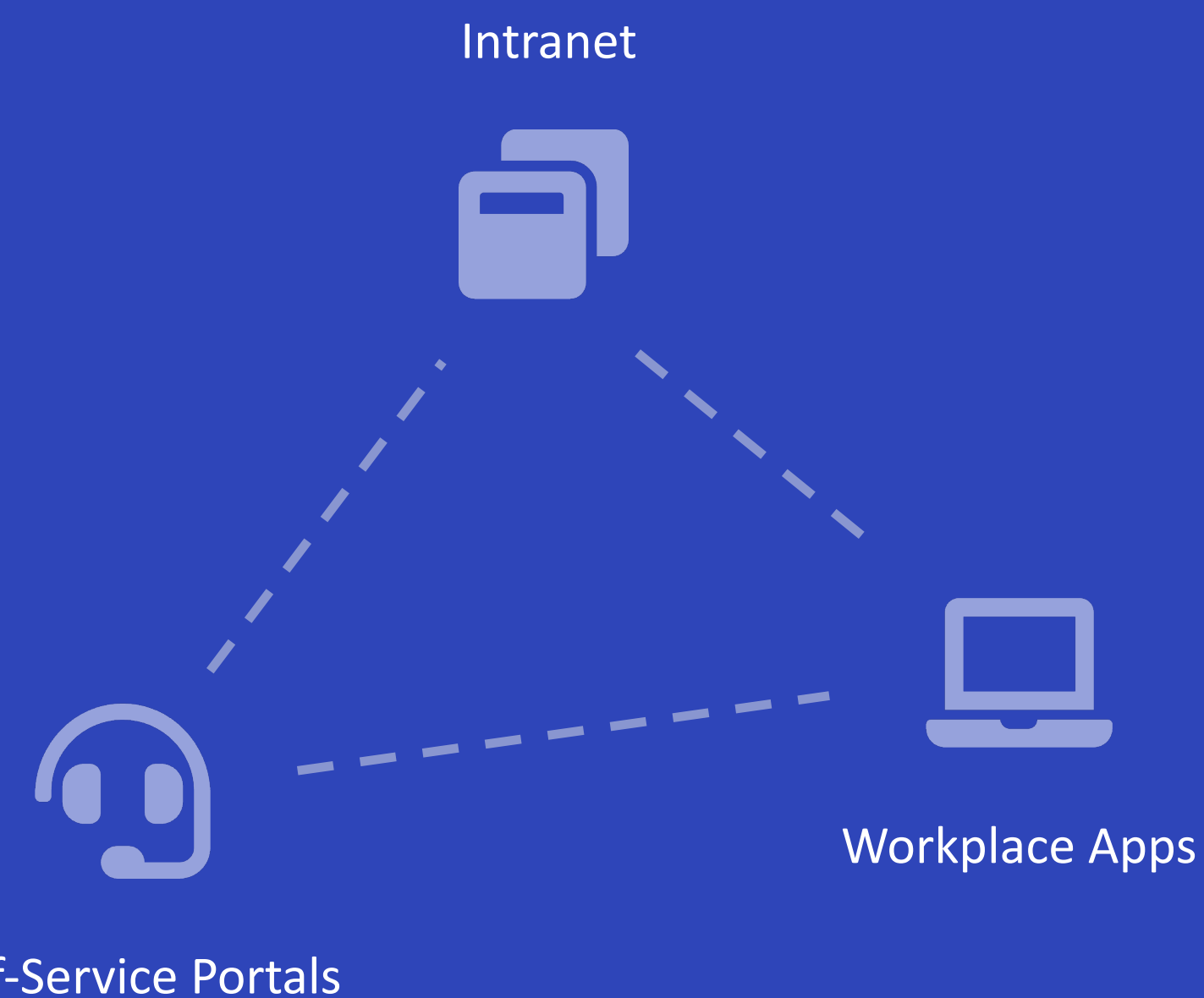- Comprehensive data security

coveo™

AI

2 Coveo applies AI to establish content relevance using data about each employee and their interactions.

- Understands employee role, location, team, recent projects and more

- Learns more context with every interaction to improve relevance

- 'Set-and-forget' ML models
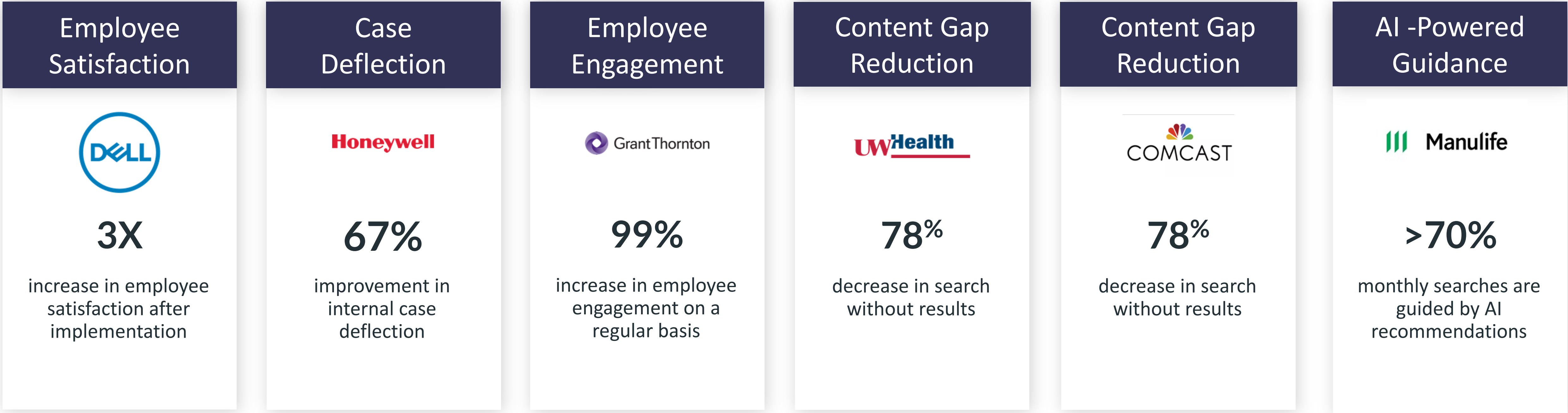
- Adjustable for business requirements

coveo ™

AI
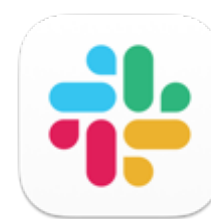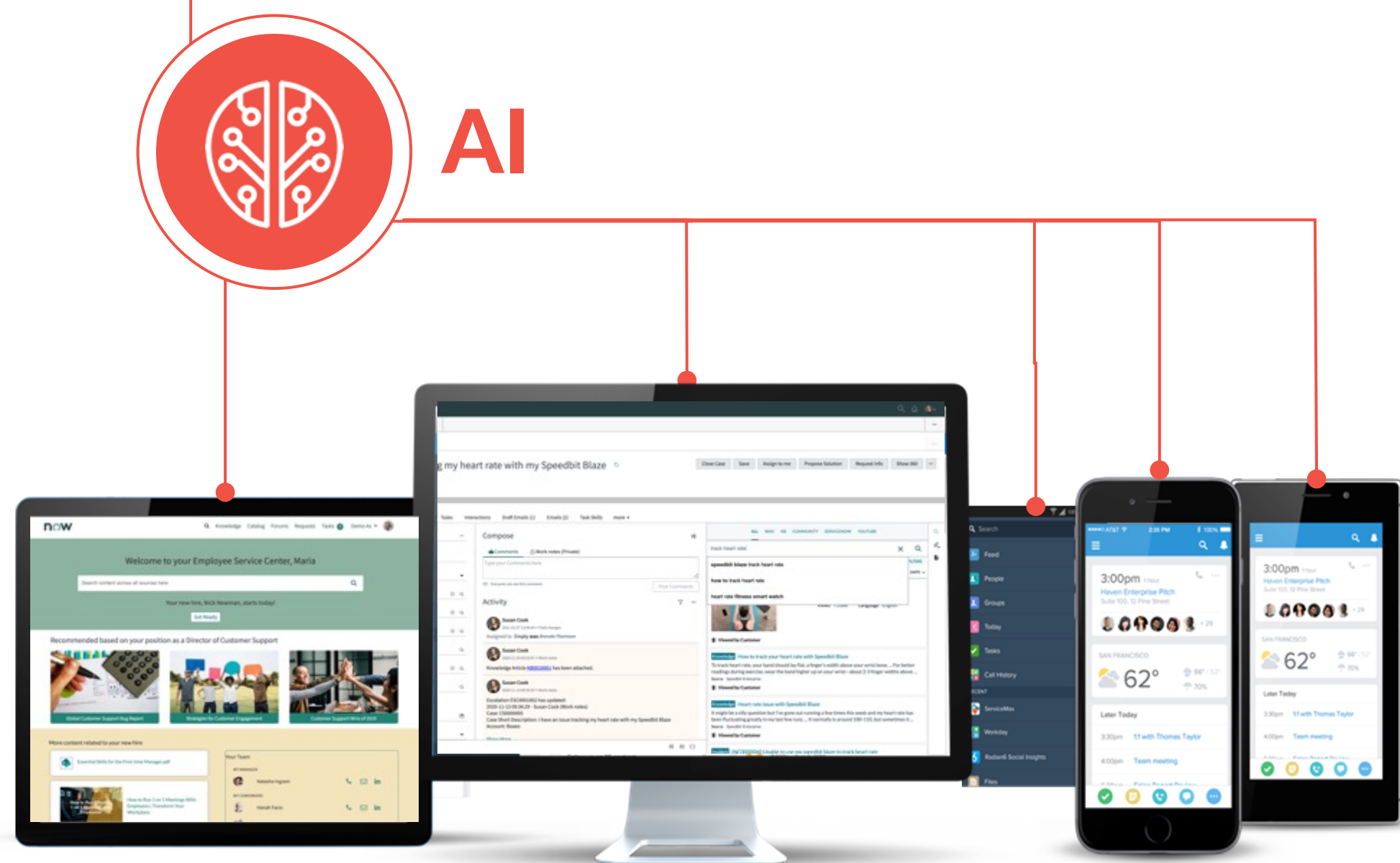
3 Coveo delivers relevant knowledge to each employee at various digital workplace touchpoints.

Intranet

Self-Service Portals

Workplace Apps

coveo™

Coveo's value is proven in today's modern digital workplace.

Employee Satisfaction	Case Deflection	Employee Engagement	Content Gap Reduction	Content Gap Reduction	AI -Powered Guidance
DELL	Honeywell	Grant Thornton	UW Health	COMCAST	Manulife
3X	**67%**	**99%**	**78%**	**78%**	**>70%**
increase in employee satisfaction after implementation	improvement in internal case deflection	increase in employee engagement on a regular basis	decrease in search without results	decrease in search without results	monthly searches are guided by AI recommendations

coveo™

360°

Our clients:

"We need Coveo *everywhere.*"

In the Flow of Work

The Coveo Chrome Extension is a lightweight integration that deliver a personalized experience to each employees.

...and more!

Conversations

Surface rich conversational content anywhere to drive self service.

Chatbots

Integrations

Native integration of Coveo technologies inside industry leader.
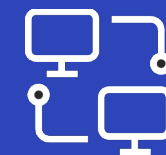
salesforce   now

Knowledge Hubs

The modern version of the intranet page. An employee centric experience powered by Coveo AI.

Personalized Content   Intranets & Knowledge   Employee Self-Service

coveo™

Thank You!

coveo™