Legal Disclaimer

This Presentation contains forward-looking statements, including, but not limited to, statements regarding the value and effectiveness of QlikTech's products, the introduction of product enhancements or additional products and QlikTech's growth, expansion and market leadership, that involve risks, uncertainties, assumptions and other factors which, if they do not materialize or prove correct, could cause QlikTech's results to differ materially from those expressed or implied by such forward-looking statements. All statements, other than statements of historical fact, are statements that could be deemed forward-looking statements, including statements containing the words "predicts," "plan," "expects," "anticipates," "believes," "goal," "target," "estimate," "potential," "may", "will," "might," "could," and similar words. QlikTech intends all such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 21E of the Exchange Act and the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those projected in such statements due to various factors, including but not limited to: risks and uncertainties inherent in our business; our ability to attract new customers and retain existing customers; our ability to effectively sell, service and support our products; our ability to manage our international operations; our ability to compete effectively; our ability to develop and introduce new products and add-ons or enhancements to existing products; our ability to continue to promote and maintain our brand in a cost-effective manner; our ability to manage growth; our ability to attract and retain key personnel; the scope and validity of intellectual property rights applicable to our products; adverse economic conditions in general and adverse economic conditions specifically affecting the markets in which we operate; and other risks more fully described in QlikTech's publicly available filings with the Securities and Exchange Commission. Past performance is not necessarily indicative of future results. The forward-looking statements included in this presentation represent QlikTech's views as of the date of this presentation. QlikTech anticipates that subsequent events and developments will cause its views to change. QlikTech undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing QlikTech's views as of any date subsequent to the date of this presentation.

This Presentation should be read in conjunction with QlikTech's periodic reports filed with the SEC (SEC Information), including the disclosures therein of certain factors which may affect QlikTech’s future performance. Individual statements appearing in this Presentation are intended to be read in conjunction with and in the context of the complete SEC Information documents in which they appear, rather than as stand-alone statements.

© 2012 Qlik Technologies Inc. All rights reserved. QlikTech and QlikView are trademarks or registered trademarks of Qlik Technologies Inc. or its subsidiaries in the U.S. and other countries. Other company names, product names and company logos mentioned herein are the trademarks, or registered trademarks of their owners.
A New Kind of Software Company

- U.S.-based company, founded 1993 in Sweden
- 26,000+ customers in 100 countries
- 1,400 global partners
- 1,300+ employees across 28 offices in 23 countries
- No. 1 fastest-growing enterprise technology company (ZDNet)
- NASDAQ: QLIK
- Change Their World Grant and Philanthropic Programs
QlikTech Hits Top 3
in Forbes Fast Tech 25

Growing Customer Base

Customer Growth

2004: 1,500
2005: 2,239
2006: 5,436
2007: 7,306
2008: 10,585
2009: 13,024
2010: 18,000
2011: 24,000
2012: 26,000 as of H1

*Historical results not indicative of future results.
The Empowered Consumer

Social Networking

Apps

Search

Mobility

Business Discovery: Business User-Driven BI

- Insight Everywhere
- Social and Collaborative
- Mobility
- App Model
- Remixability and Reassembly

- Finance
- HR
- Sales
- IT
- Production
- Marketing
The Evolving BI Landscape

REPORT-CENTRIC ARCHITECTURE
(IT-driven, tightly controlled)

END USER
- Pre-calculated dashboards

STACK VENDOR BI
- Managed reporting

IT DEPARTMENT

IT ROLE
- Data preparation and governance
- Responsible for building all the analyses

OPERATIONAL DATA SOURCES
- EXCEL
- SQL
- SAP
- ERP
- ORACLE
- SALESFORCE
- DATA WAREHOUSE
The Evolving BI Landscape and IT’s Changing Role

REPORT-CENTRIC ARCHITECTURE
(IT-driven, tightly controlled)

END USER
• Pre-calculated dashboards

STACK VENDOR BI
• Managed reporting

IT DEPARTMENT
• Data preparation and governance
• Responsible for building all the analyses

BUSINESS DISCOVERY ARCHITECTURE
(Business user-driven, self-service)

BUSINESS USER
• Self-service analysis
• Create analysis relevant to specific business problems
• Change analysis on the fly

IT ROLE
• Data preparation and governance

QLIKVIEW
• Dynamic dashboards
• Search live data
• Any device
• Change analysis on the fly

END USER
• Pre-calculated dashboards

STACK VENDOR BI
• Managed reporting

IT DEPARTMENT
• Data preparation and governance
• Responsible for building all the analyses

BUSINESS DISCOVERY ARCHITECTURE
(Business user-driven, self-service)

BUSINESS USER
• Self-service analysis
• Create analysis relevant to specific business problems
• Change analysis on the fly

IT ROLE
• Data preparation and governance
• Enable business users to create their own analyses

OPERATIONAL DATA SOURCES

QlikView on Mobile: The HTML5 Advantage

• Delivers the same QlikView experience across mobile devices
• The same analytic apps work on all devices
• Reduces IT’s support burden
• Secure: Data is stored on the server, not the device
QlikView is #1 in:

- Performance
- Satisfaction with development tools
- Lowest total cost of ownership

*Gartner: BI Platforms User Survey, 2011*
The Sum of Three Things Makes QlikView Unique

An Associative, Collaborative User Experience

Region
State
Product
Sales
Person

QlikView’s Core Technology

Business Discovery Adoption Path
QlikView Delivers an Associative Experience

**Traditional BI**

- Region
- State
- Product
- Sales Person

**IT Driven**
- Linear, pre-defined thinking
- Insights missed in hidden data
- Months to change
- Data-centric

**Business Discovery**

- Region
- State
- Sales Person
- Product

**User Driven**
- User decides where to start
- All data, always visible
- Minutes to change
- Insight driven

QlikView Show You What’s Associated — and What’s Not
The Sum of Three Things Makes QlikView Unique

An Associative, Collaborative User Experience

QlikView’s Core Technology

Business Discovery Adoption Path
QlikView’s Core Technology: The Basics

- Holds data in memory for a super-fast user experience
- Compresses data to 10% of original size
- Optimizes the power of the processor to perform calculations
QlikView’s Core Technology: The “Secret Sauce”

- Maintains associations in the data automatically
- Calculates aggregations on the fly as needed
The Sum of Three Things Makes QlikView Unique

- An Associative, Collaborative User Experience
- QlikView’s Core Technology
- Business Discovery Adoption Path

The Sum of Three Things Makes QlikView Unique
The Business Discovery Adoption Path

PROBLEM SOLVED IN DAYS OR WEEKS WITH QLIKVIEW

CHAMPIONS EMERGE

DEPARTMENT ADOPTS QLIKVIEW

SALES

SALES

MARKETING

MULTIPLE DEPARTMENTS ADOPT QLIKVIEW

FINANCE

ENGINEERING

FINANCE

SALES

HR

MARKETING

R&D

ENTERPRISE-WIDE QLIKVIEW ADOPTION

Demo – Twitter Sentiment Analysis
Thank you!