

AFP®



Annual Conference

OCTOBER 27-30, 2013 | LAS VEGAS

ORIGINAL→ESSENTIAL→UNBIASED→**INFORMATION**

Financial Planning in the Cloud: Seeing the Bigger Picture

Dominic Pashchel,
Vice President of Investor Relations
Pandora

Mark Sarbiewski,
Chief Marketing Officer
Anaplan

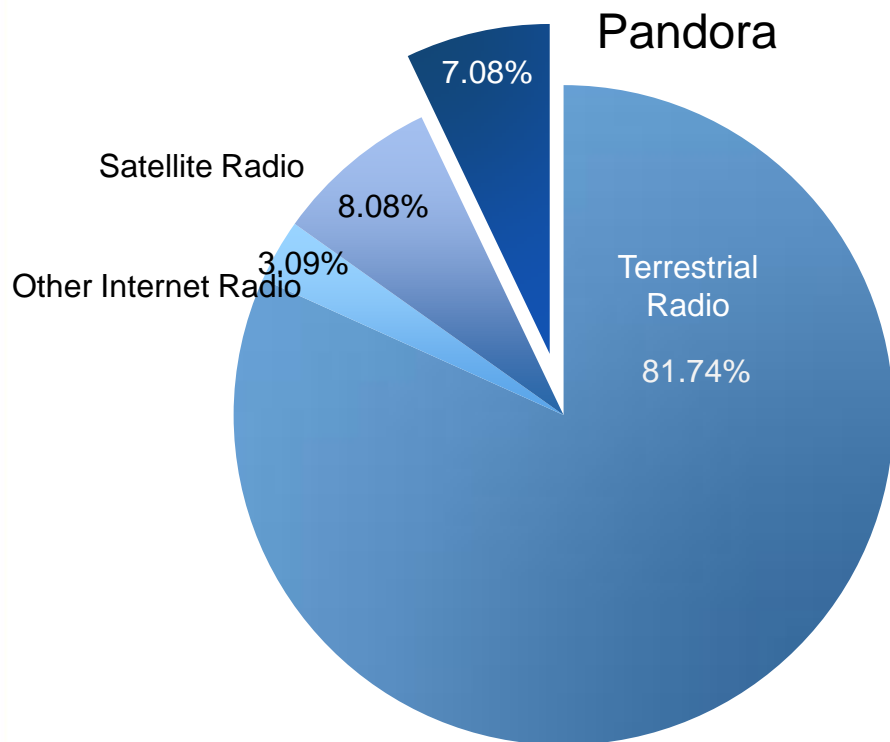
Pandora: Seeing the Bigger Picture

Redefining Radio for a Connected World

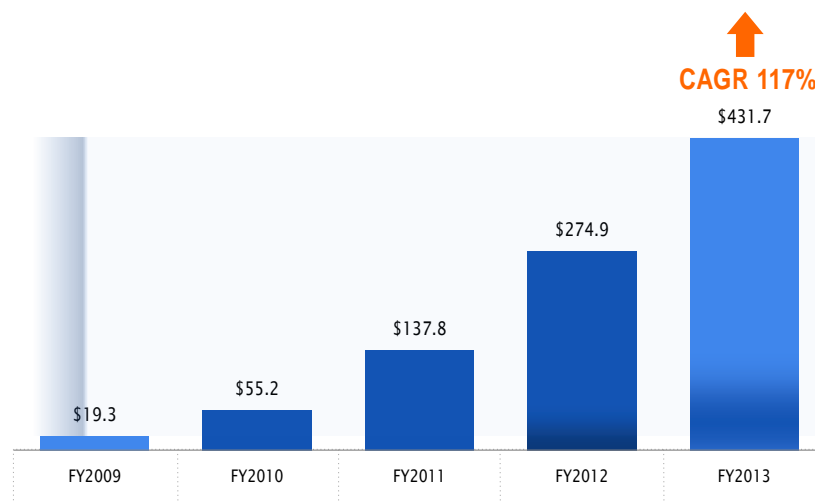
- ✓ One – to – one
- ✓ Interactive
- ✓ Personalized

Compelling Business Opportunity

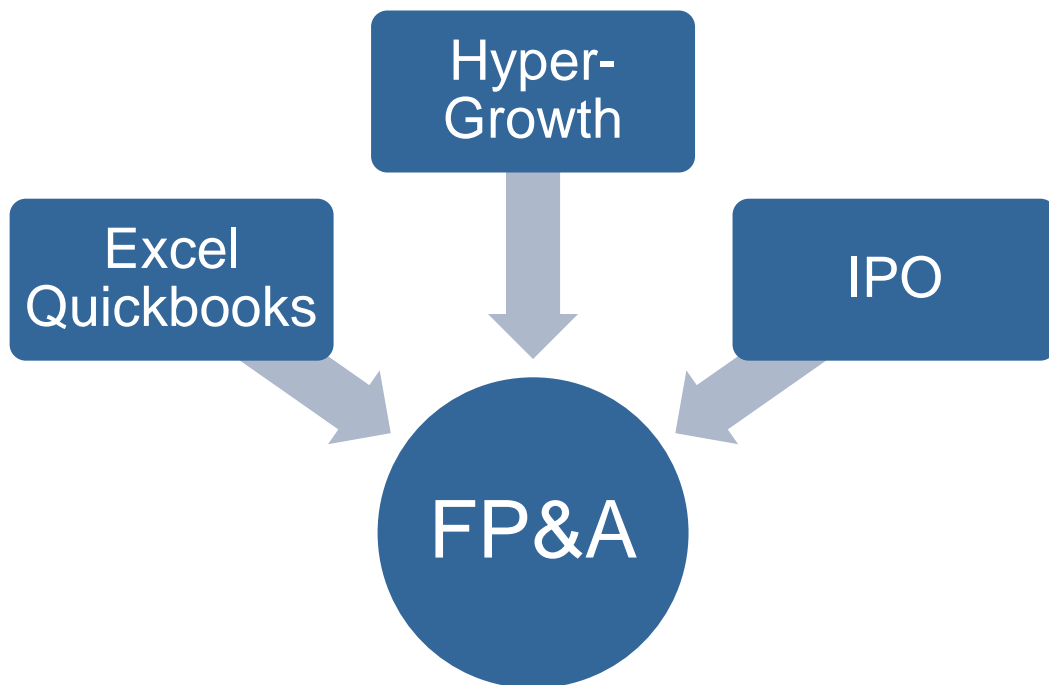
U.S. Radio Listening (Q2 FY2014)



Annual Revenue (\$ in millions)



Pressures on FP&A



“Collaborative planning isn’t a pipe dream at Pandora. With Anaplan, stakeholders across our organization are sharing and collaborating - from finance to sales to operations. With just a few clicks, we are able to collect and collaborate our budgets across multiple organization views including cost center, chart of accounts, or other strategic alignments. The result is delivery of real time up-to-date insights to our executive teams.”

- Mike Herring, CFO Pandora Media



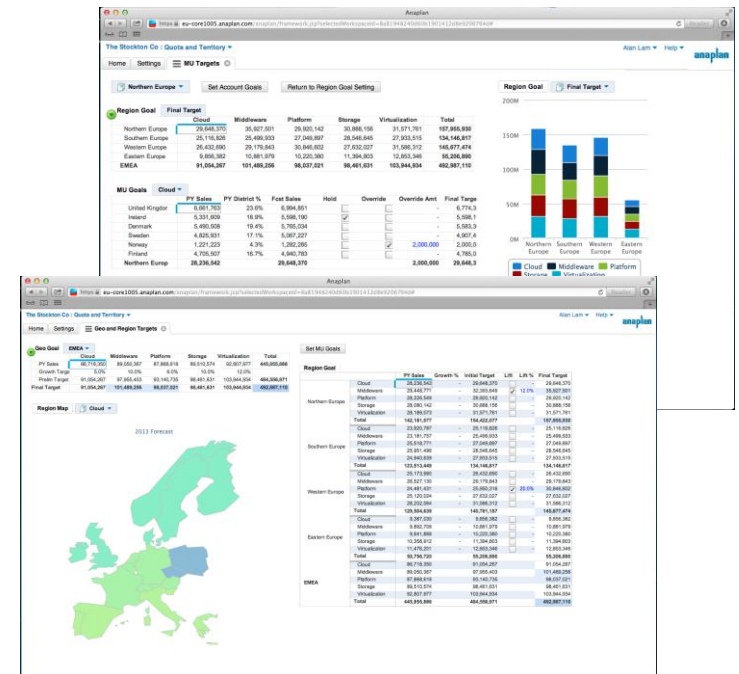
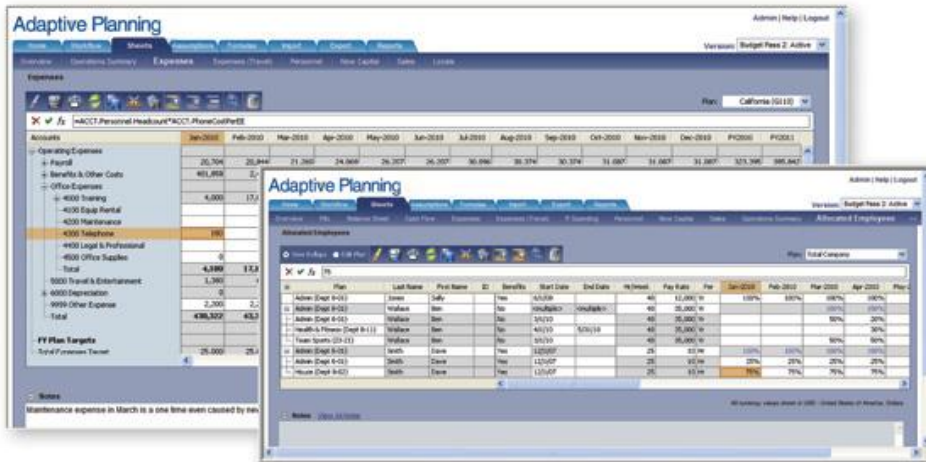
Moving From Legacy to Anaplan

Excel and Adaptive Planning



to

Anaplan



Immediate Answers Not Possible Under Legacy System

Complex, hierarchical path to answer a simple question

What if we increase subscription rates among heavy listeners?

What's the best way to segment listener hours?

Which time field should I filter on?



Executive



Data Owner



Data Owner

X Accuracy

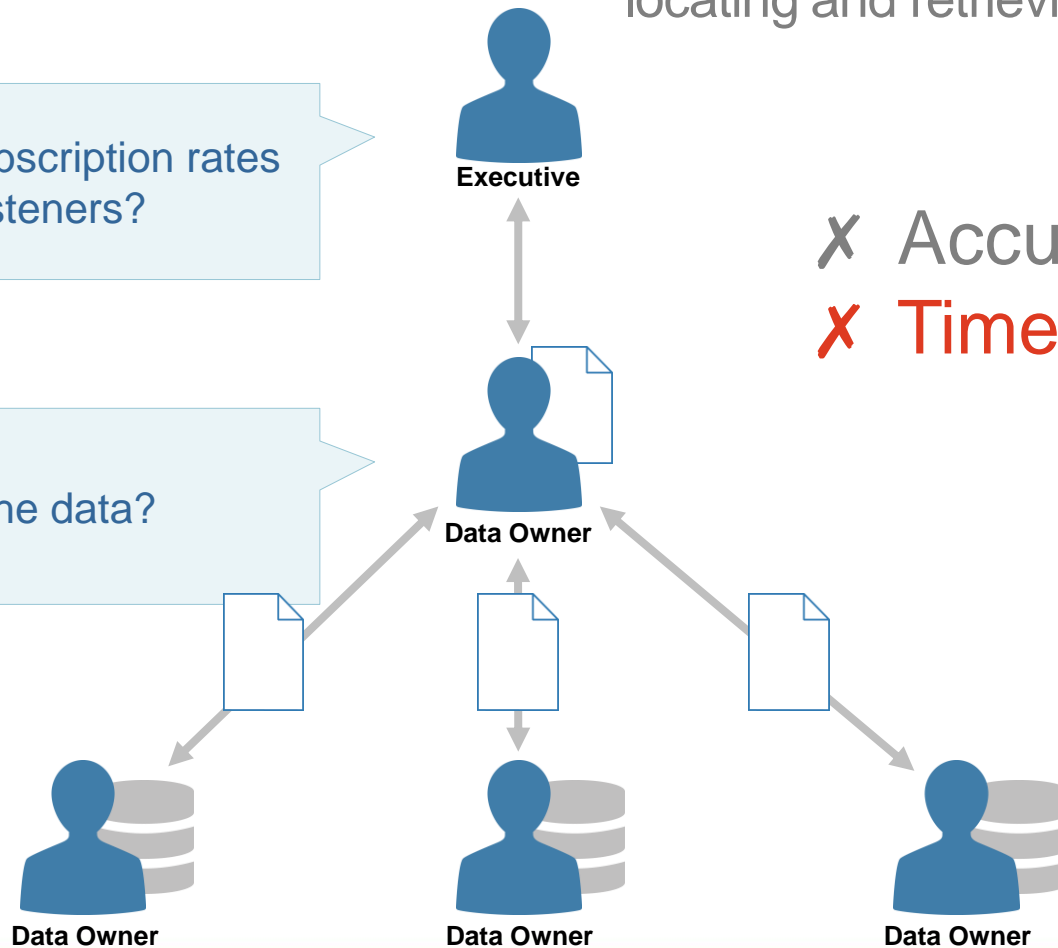
Immediate Answers Not Possible Under Legacy System

Time consuming process of locating and retrieving data

What if we increase subscription rates among heavy listeners?

Where do I get the data?

~~X~~ Accuracy
~~X~~ Time

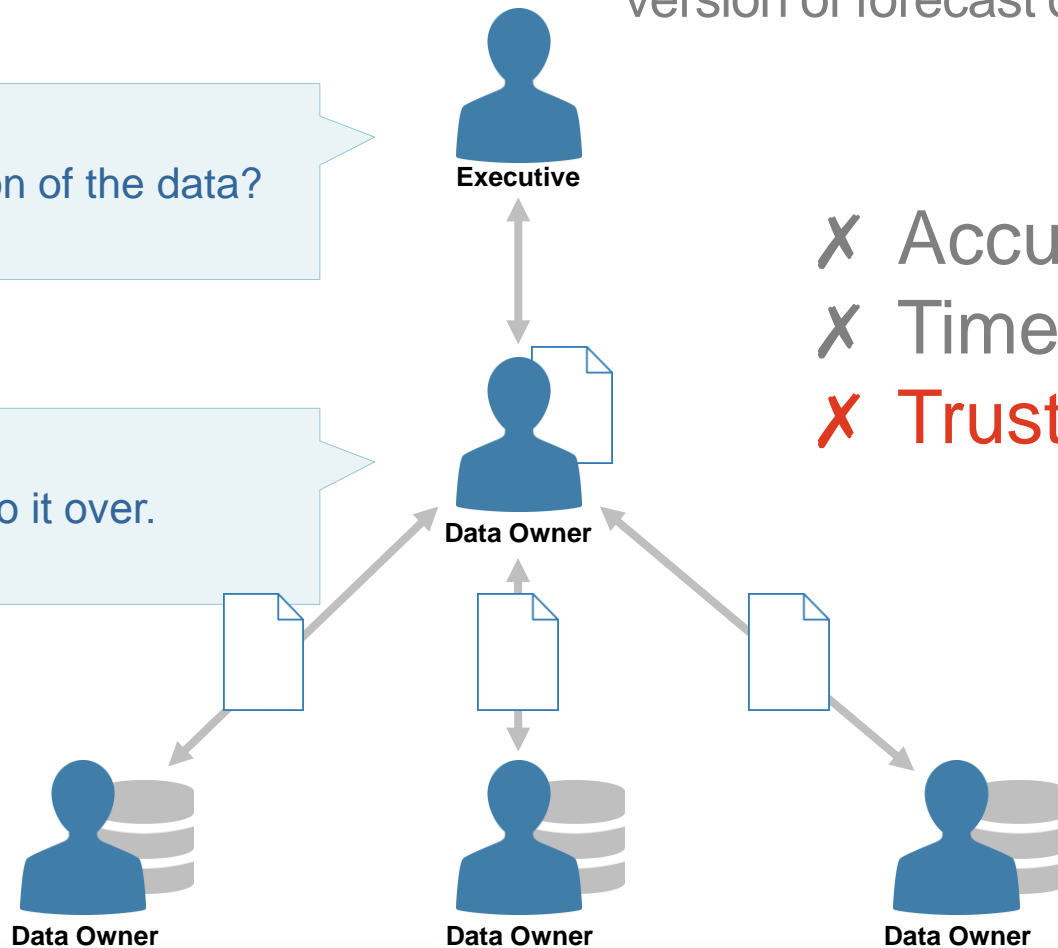


Immediate Answers Not Possible Under Legacy System

Repeated requests for latest version of forecast or actuals

Is this the latest version of the data?

No, I'll need to do it over.



- ~~X~~ Accuracy
- ~~X~~ Time
- ~~X~~ Trust

What Can I Expect from Software?

Collaborative

Connected

Accessible

Easy to Use

What Can I Expect from an FP&A System?

Scalable

Flexible

Collaborative




Connected

Accessible





Easy to Use

Predictable Cost

What Can I Expect from an FP&A System?

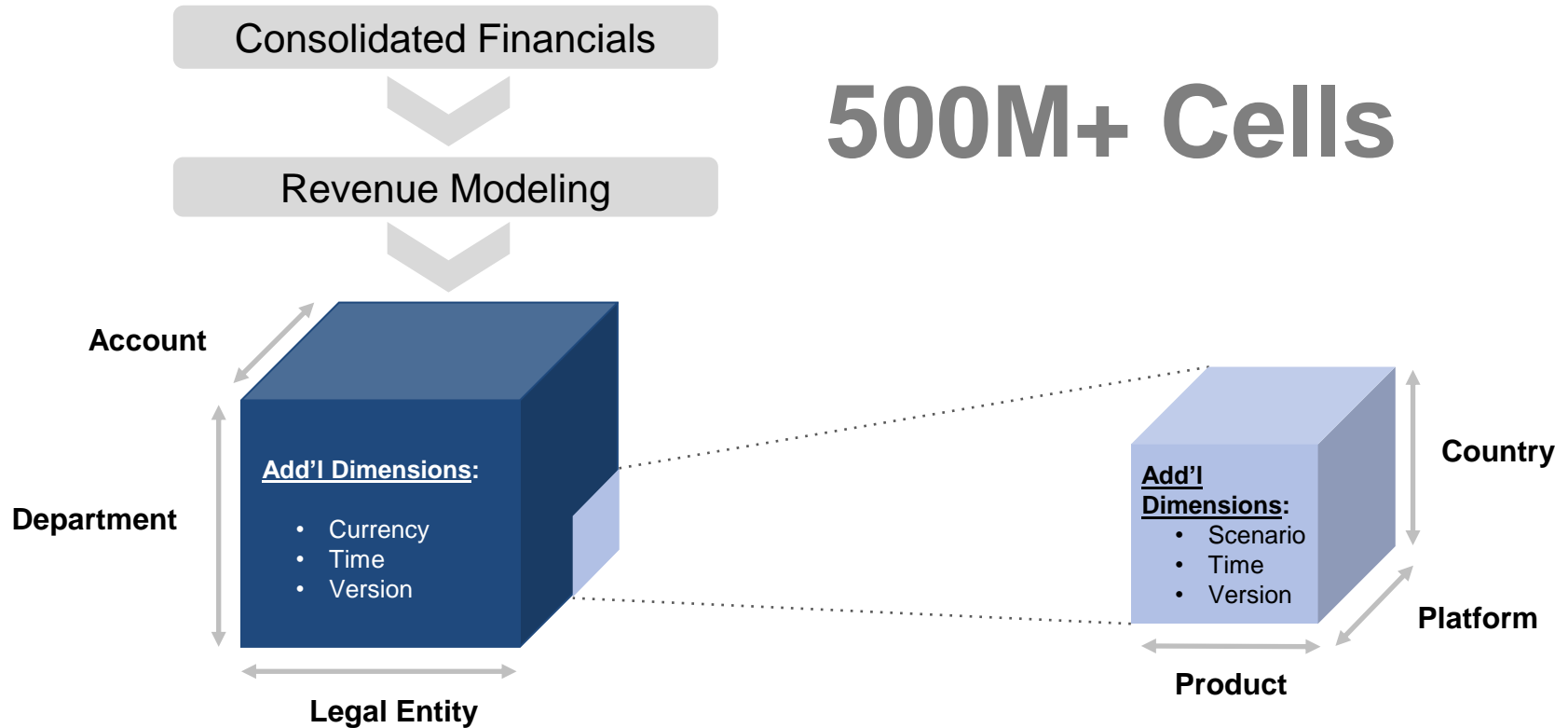
	 Other Cloud	 On-Premise	 Excel
Scalable	✗	✓	✗
Flexible	✗	✗	✓
Collaborative	✓	✗	✗
Connected	✓	✓	✗
Accessible	✓	✗	✗
Easy to Use	✗	✗	✓
Predictable Cost	✓	✗	✗

What Can I Expect from an FP&A System?

		 Other Cloud	 On-Premise	 Excel
Scalable	✓	✗	✓	✗
Flexible	✓	✗	✗	✓
Collaborative	✓	✓	✗	✗
Connected	✓	✓	✓	✗
Accessible	✓	✓	✗	✗
Easy to Use	✓	✗	✗	✓
Predictable Cost	✓	✓	✗	✗

Structure, Scalability and Flexibility

500M+ Cells

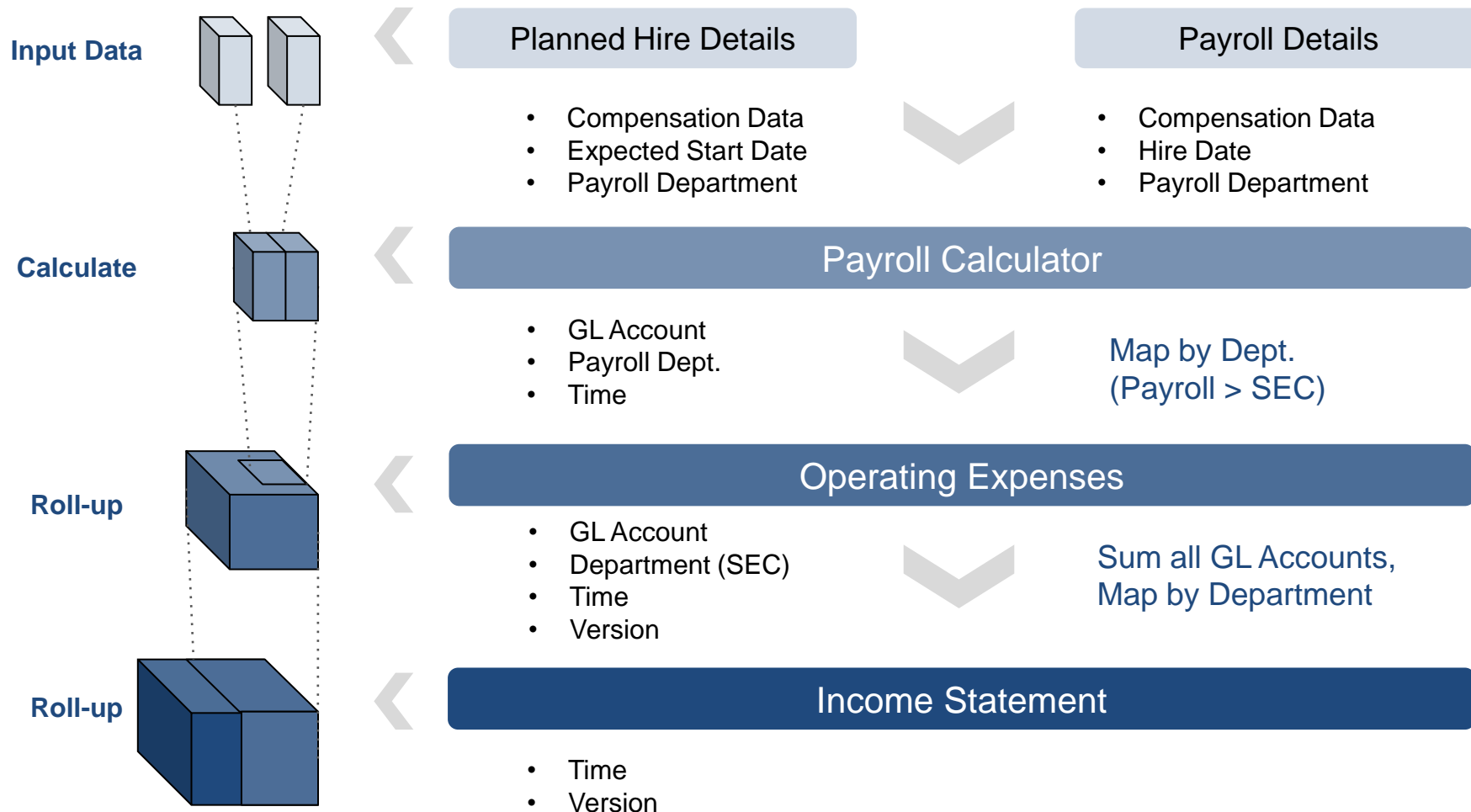


- Revenue Modeling
- Department Budgeting
- Headcount Planning
- Fixed Assets
- Equity Compensation
- (etc.)



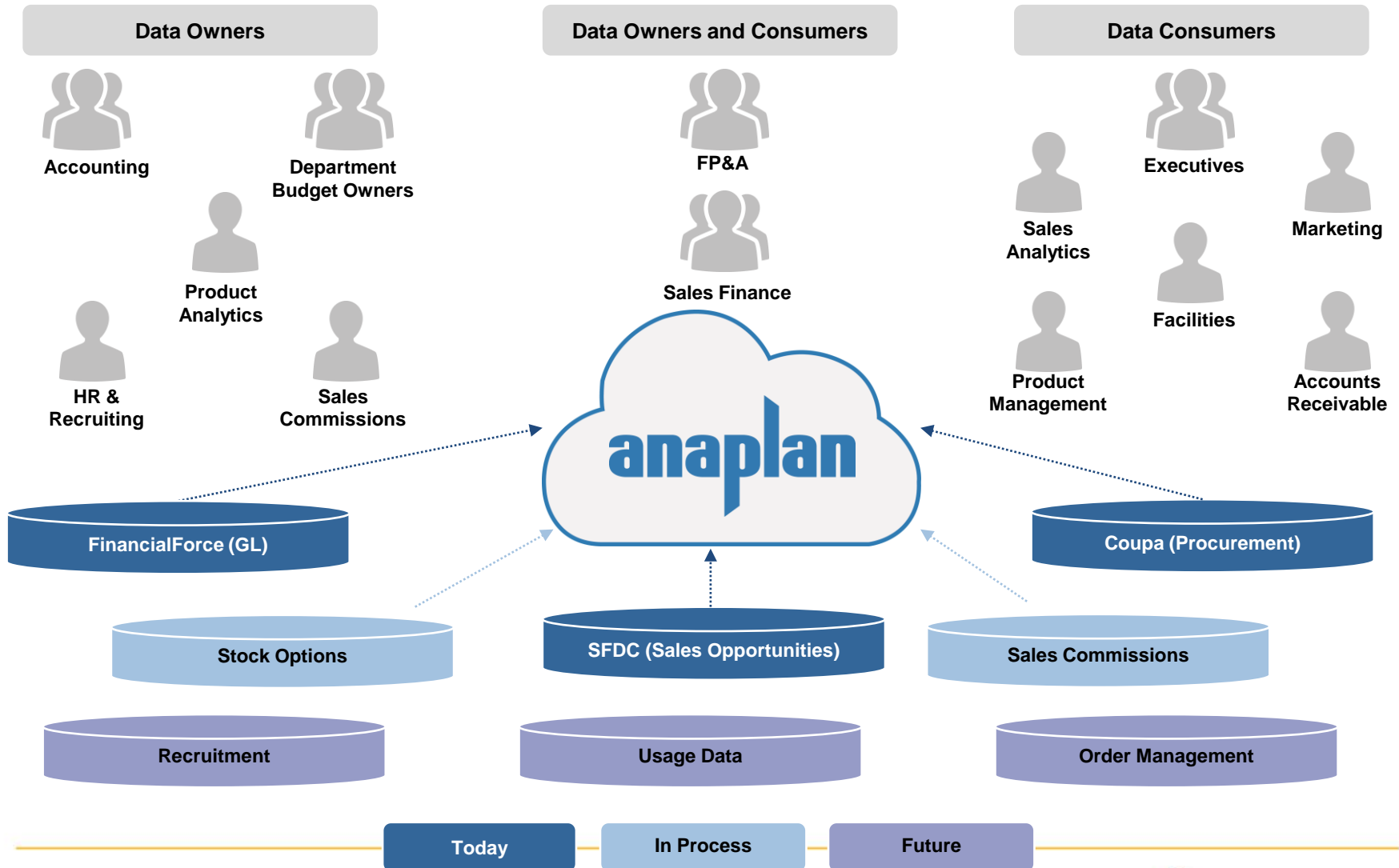
Income Statement
Balance Sheet
Cash Flow

Structure, Scalability and Flexibility



Anaplan Demo

Connect Data Sources, Owners & Consumers



PANDORA[®]

internet radio