



INVESTOR PRESENTATION

May 2018

Forward Looking Statements Disclaimer

This presentation contains statements, including statements about future plans and expectations, which constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward looking statements are generally stated in terms of the Company's plans, expectations and intentions. These statements are based on the current beliefs, expectations and assumptions of the Company's management and the current economic environment. Forward looking statements are inherently subject to significant economic, competitive and other uncertainties and contingencies, many of which are beyond the control of management. The Company cautions that these statements are not guarantees of future performance. There are or will be important known and unknown factors and uncertainties that could cause actual results to differ materially from those expressed or implied in the forward looking statements. These factors, include, but are not limited to, risks associated with competition, success and growth of cloud Software-as-a-Service business, cyber security attacks or other security breaches, privacy concerns and legislation, dependency on third-party cloud computing platform providers, hosting facilities and service partners, changes in general economic and business conditions, rapidly changing technology, changes in currency exchange rates and interest rates, difficulties in making additional acquisitions or effectively integrating acquired operations, products, technologies and personnel, successful execution of growth strategy, the effects of tax reforms, and the effect of newly enacted or modified laws, regulation or standards on the Company and its products; and other factors and uncertainties discussed in our filings with the U.S. Securities and Exchange Commission (the "SEC"). You are encouraged to carefully review the section entitled "Risk Factors" in our latest Annual Report on Form 20-F and in our other relevant filings with the SEC for additional information regarding these and other factors and uncertainties that could affect our future performance, and undue reliance should not be placed upon these statements. The forward-looking statements contained in this presentation are made as of the date hereof, and the Company undertakes no obligation to update or revise them, except as required by law.

NASDAQ: NICE

>25,000
Customers

>85%
Fortune
100 Customers

>150
Countries

~5,900
Employees

~1,700
R&D
Professionals

>35
Local Offices

WHY NICE

Capture structured and unstructured data across multiple sources

Handle massive amounts of data

Implement real-time analytics and guidance

Operationalize analytics by proactively addressing issues and opportunities using predictive models based on machine learning

Leverage domain expertise to transform technology to business use cases

CUSTOMER ENGAGEMENT

Making people's
EXPERIENCES
timely & seamless

Enabling B2C
enterprises to deliver
an effortless,
consistent and
personalized
customer experience



FINANCIAL CRIME & COMPLIANCE

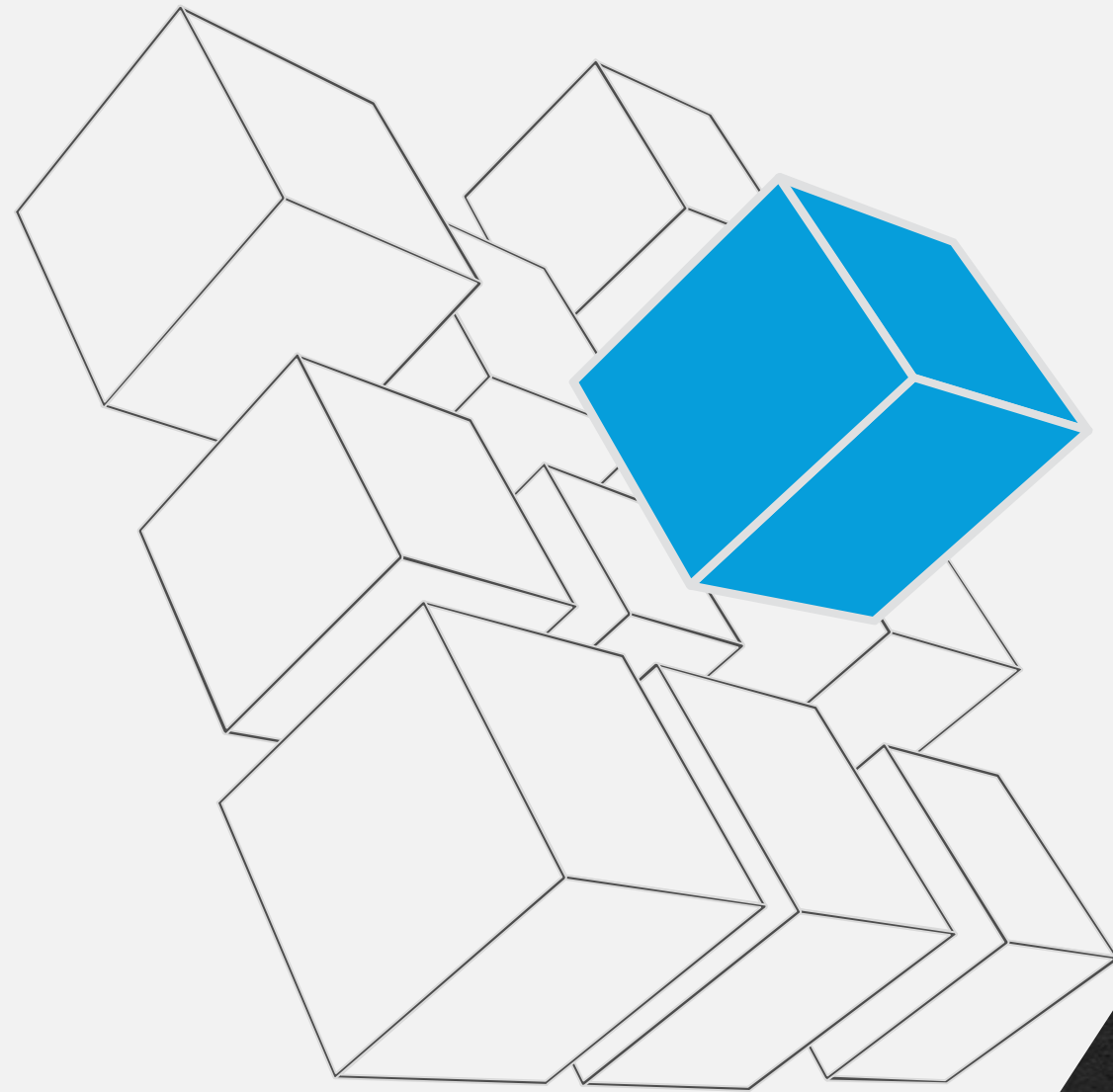
PROTECTING
people's money
& assets

Protecting and
securing
organizations and
their clients in a
digital world



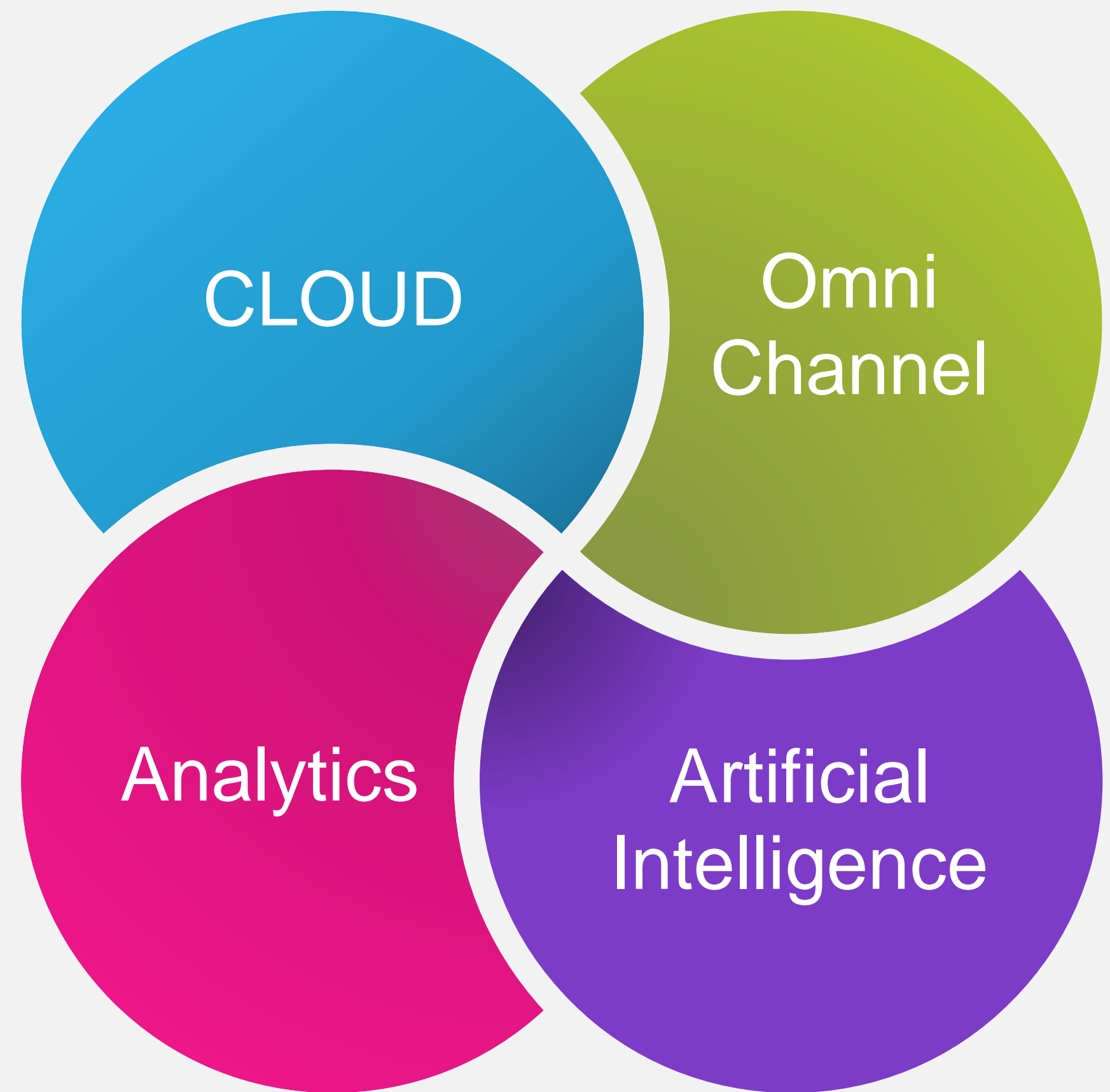
Shift in strategic focus

WHERE TO PLAY?

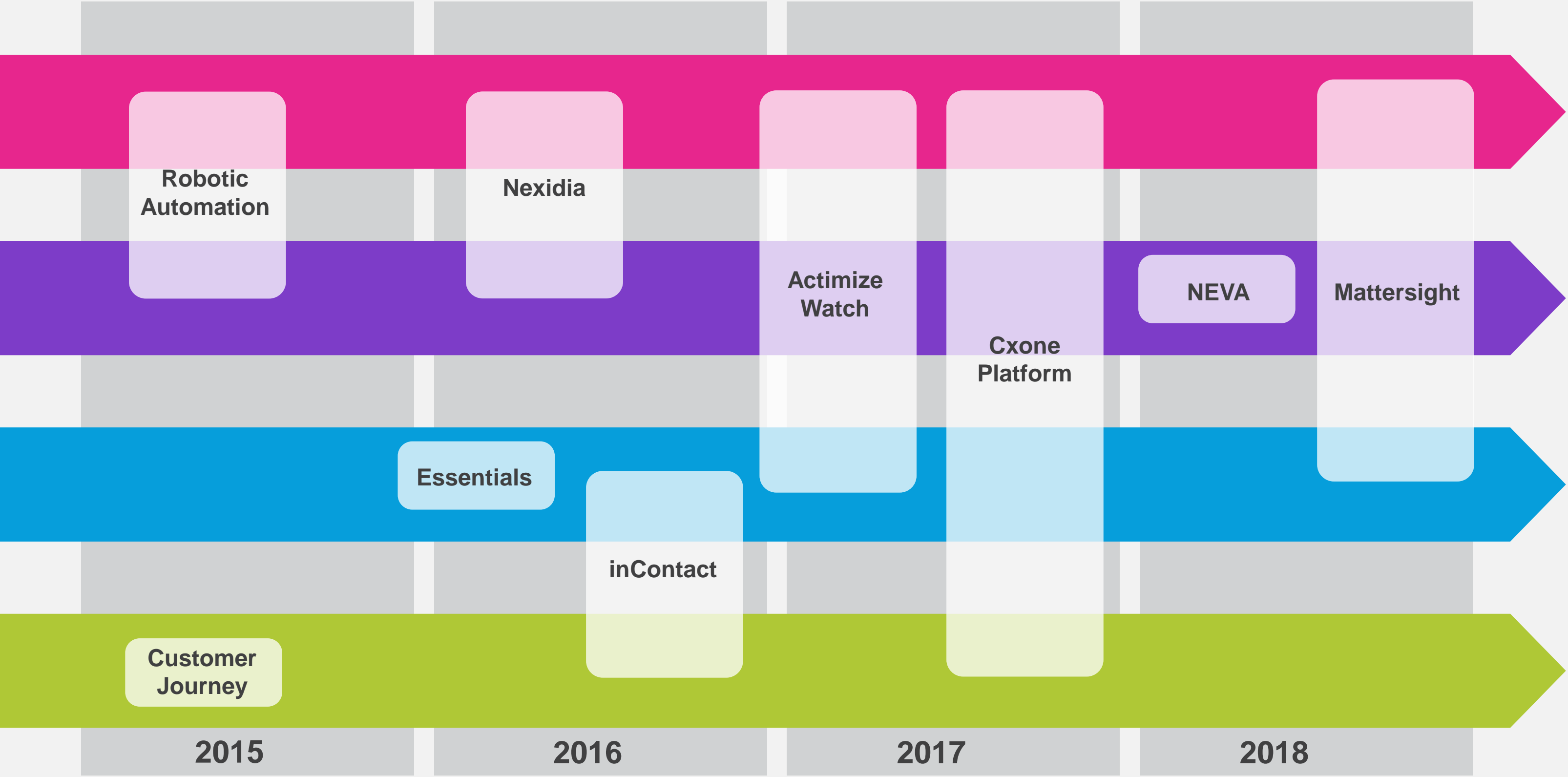
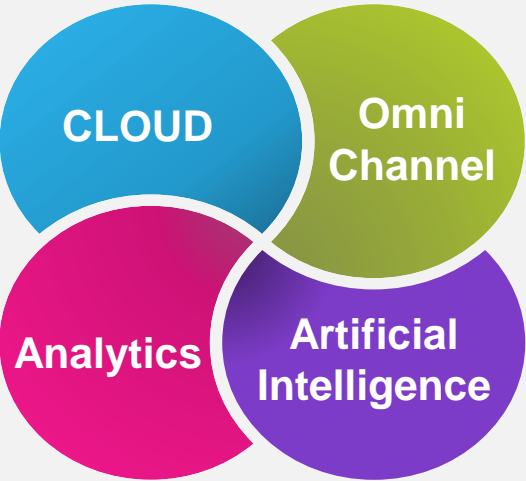


HOW
TO **WIN?**

Strategic Pillars



The Path to NICE2B

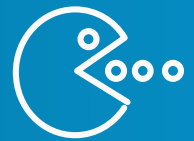


NICE2B

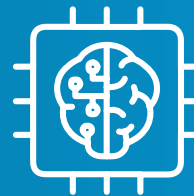
WINNING Strategy



Cloud adoption acceleration



Platforms are eating software



AI shift from fantasy to must have



Data is fueling innovation



WINNING Building Blocks

CX^{one} Platform

Autonomous Financial Crime and Compliance Platform

Cognitive RPA Platform

Cloud

Analytics

AI

The NICE Advantage

Customer Engagement

- Complete offering
- Ecosystem
- Full market coverage

Financial Crime

- Complete offering
- Innovative platform
- Brand and domain expertise

Robotics & Automation

- Unique offering
- Broadest install base
- Enterprise ready

Q1 2018 Highlights*

Revenue of \$341 million, 11% growth year-over-year

Cloud revenue increased 33% to \$106 million

Recurring revenue accounted for 69% of total revenue

Gross profit increased 12% year-over-year to \$241 million

Gross margin increased to 70.6% compared to 69.9% last year

Operating income increased 14% year-over-year to \$84 million

EPS \$1.03, 16% increase year-over-year

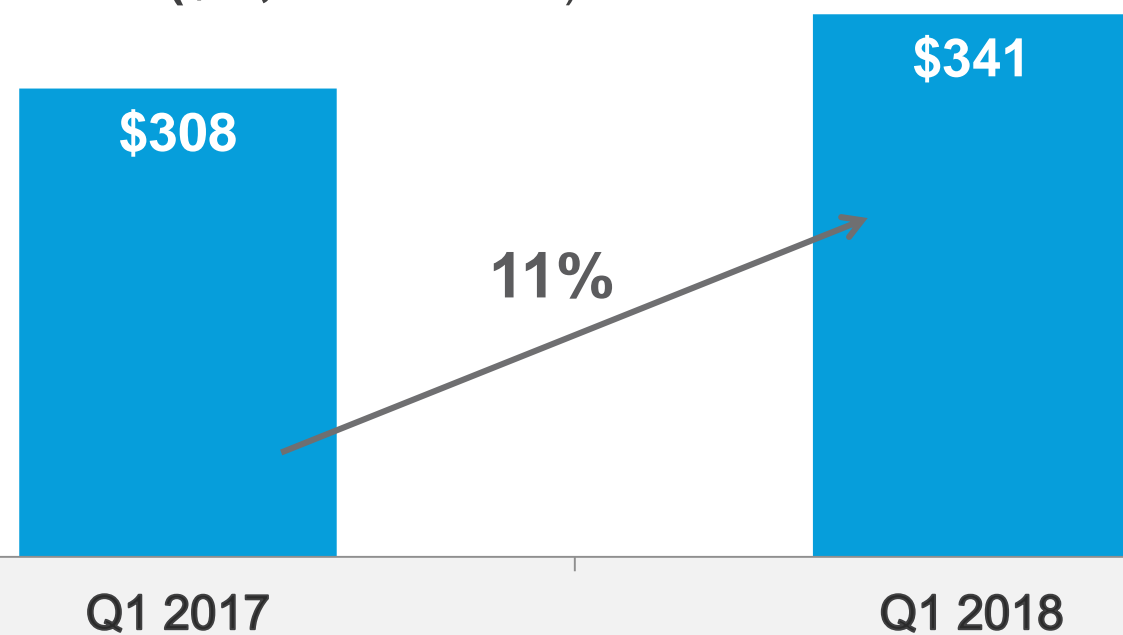
Operating cash flow increased to \$137 million compared to \$133 million

* All numbers, except cash flow, are Non-GAAP

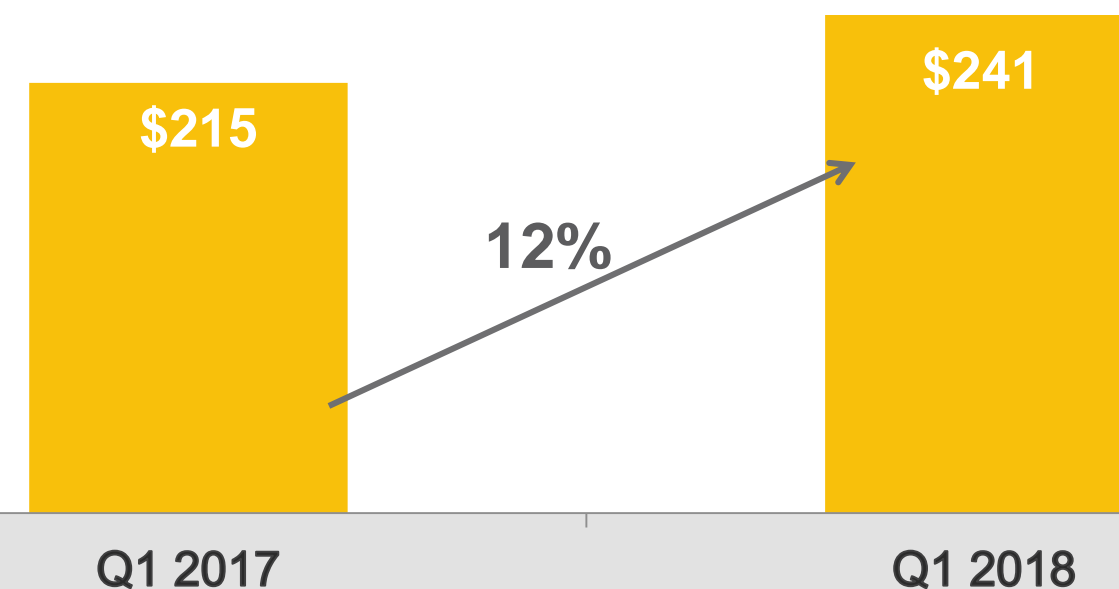
* All financial numbers for 2018 and the comparable period are under ASC 605

Strong Growth – Q1 2018*

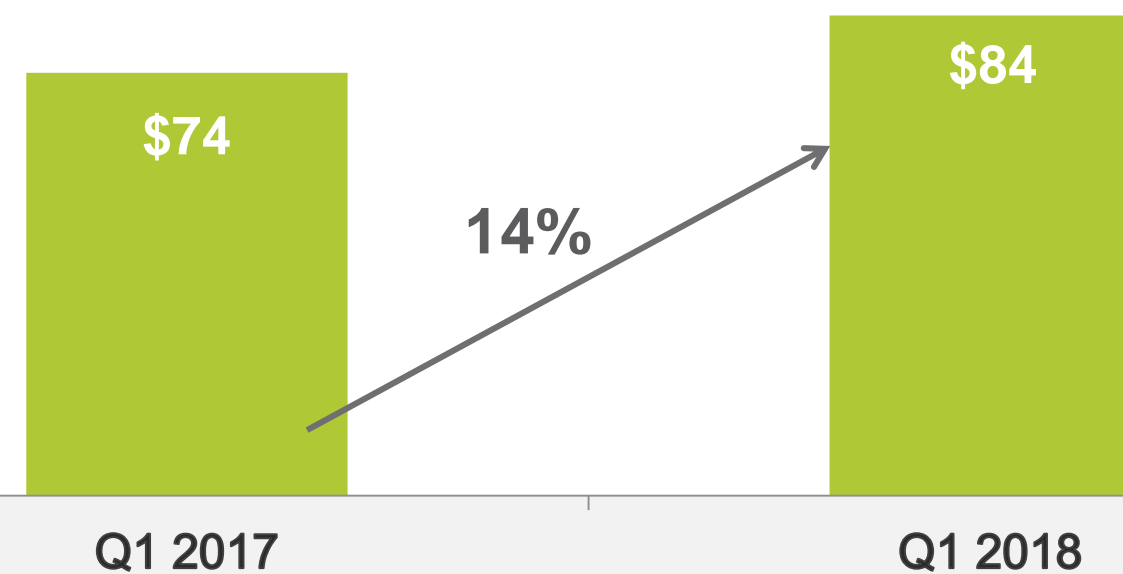
REVENUE (\$M, Non-GAAP)



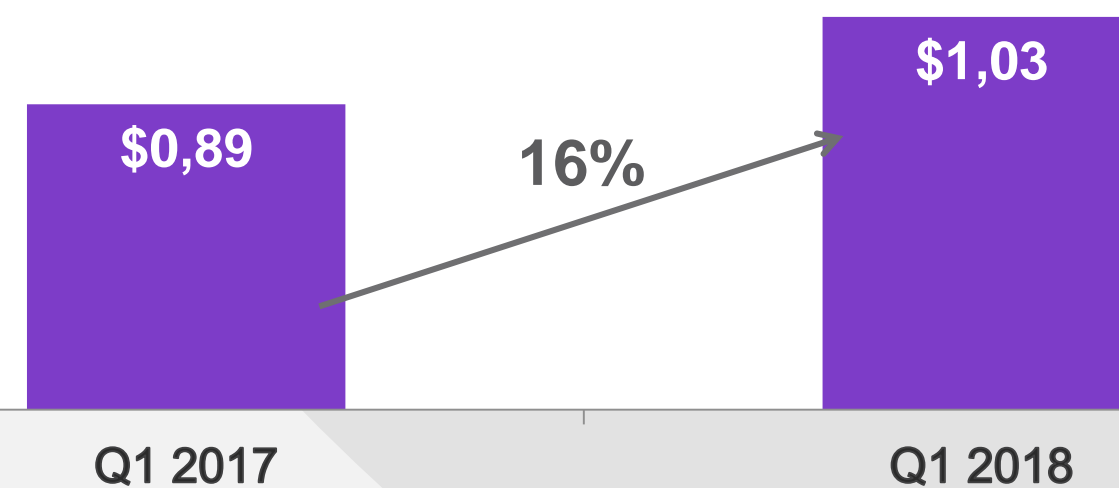
GROSS PROFIT (\$M, Non-GAAP)



OPERATING INCOME (\$M, Non-GAAP)



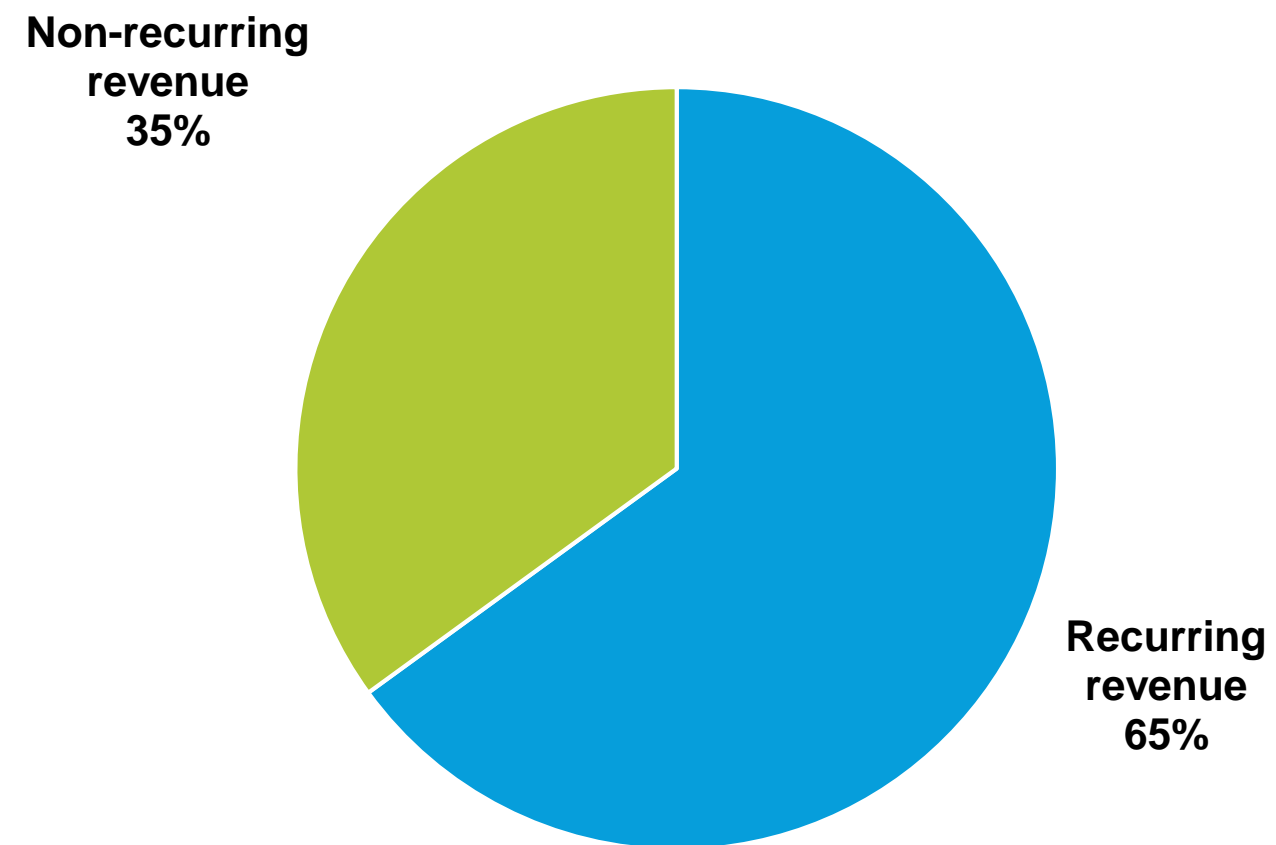
EARNINGS PER SHARE (Non-GAAP)



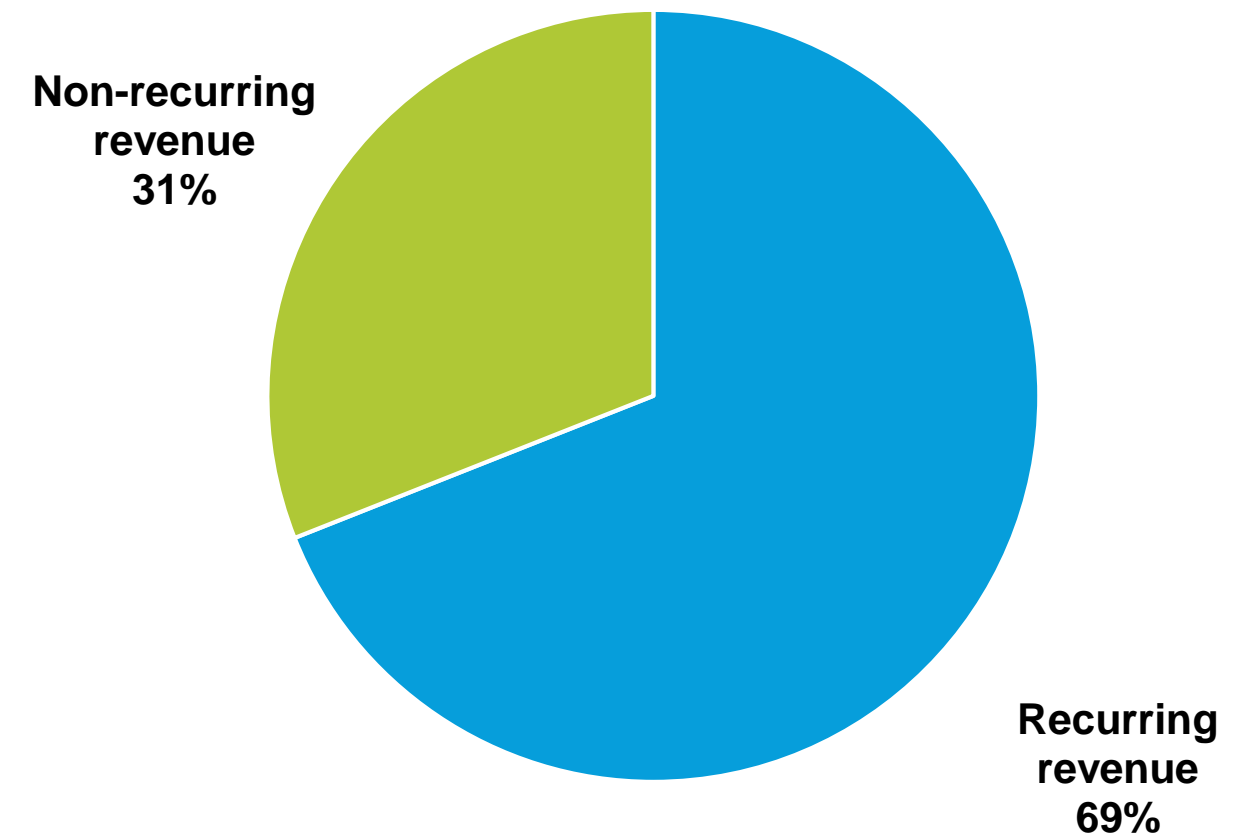
* All financial numbers for 2017 and 2018 periods are under ASC 605

Business Model* (% Total Revenue)

Q1 2017



Q1 2018



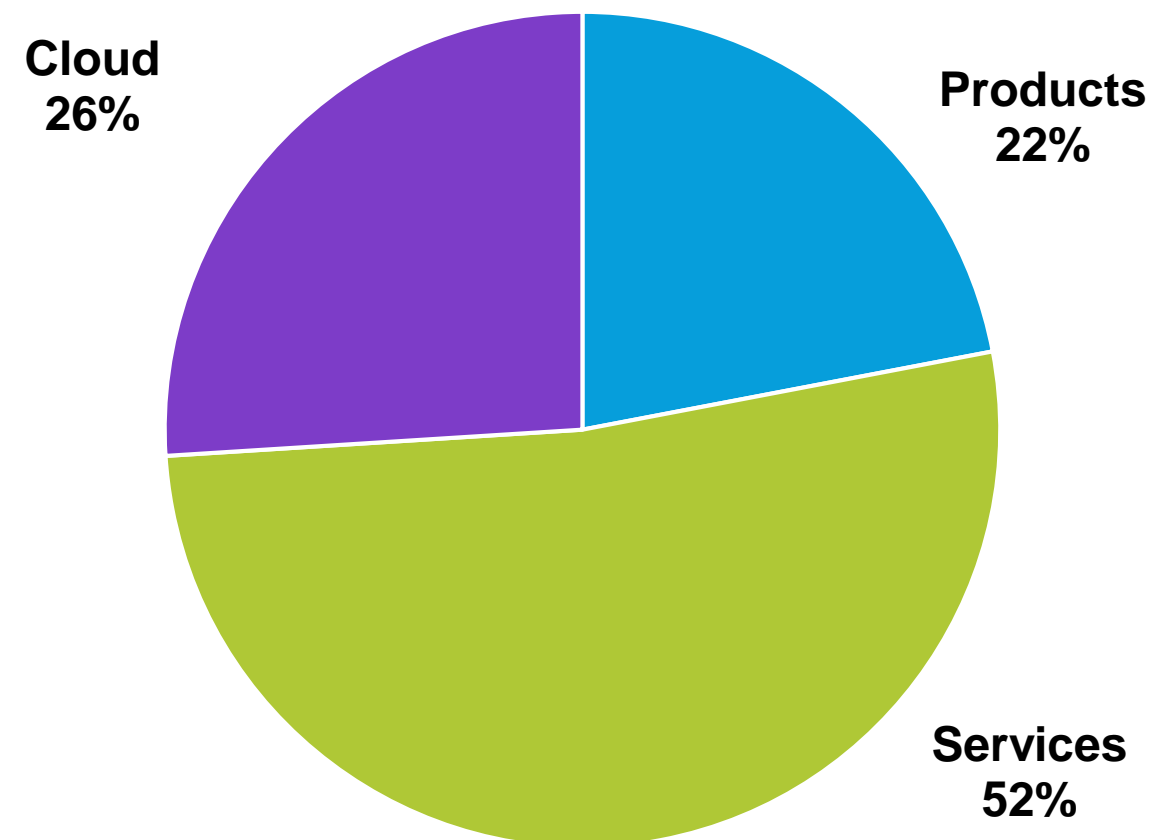
* All numbers are non-GAAP

* All financial numbers for 2017 and 2018 periods are under ASC 605

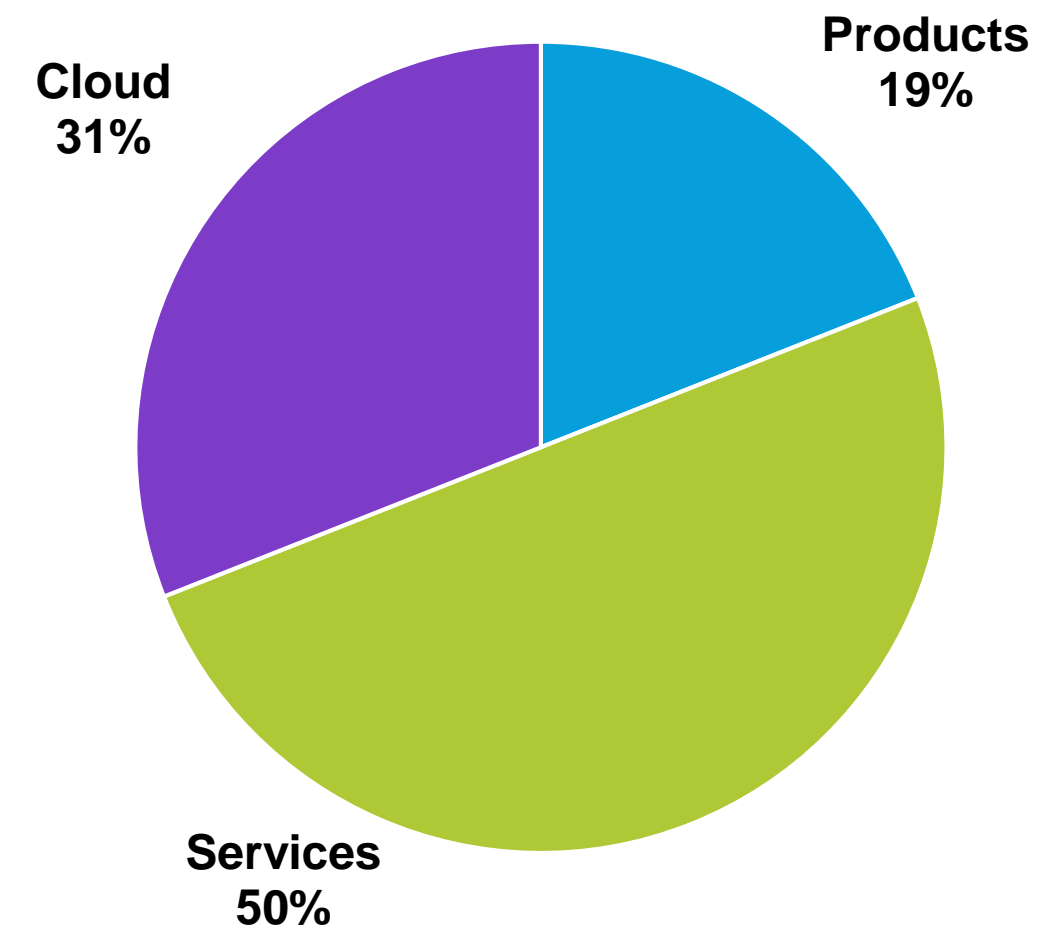
Business Model* (% Total Revenue)

Continued increase in cloud revenue in **Q1 2018**

Q1 2017



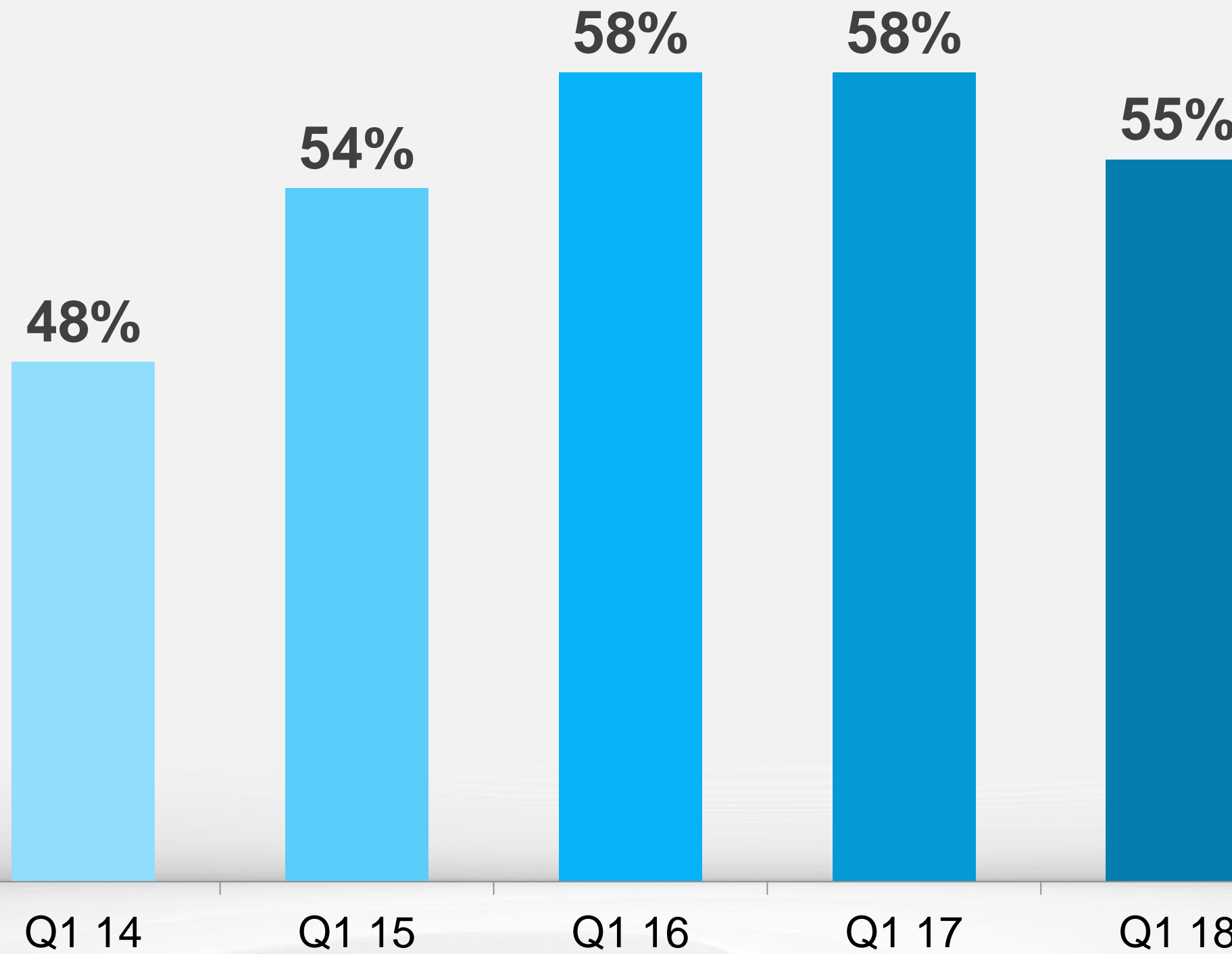
Q1 2018



* All numbers are non-GAAP

* All financial numbers for 2017 and 2018 periods are under ASC 605

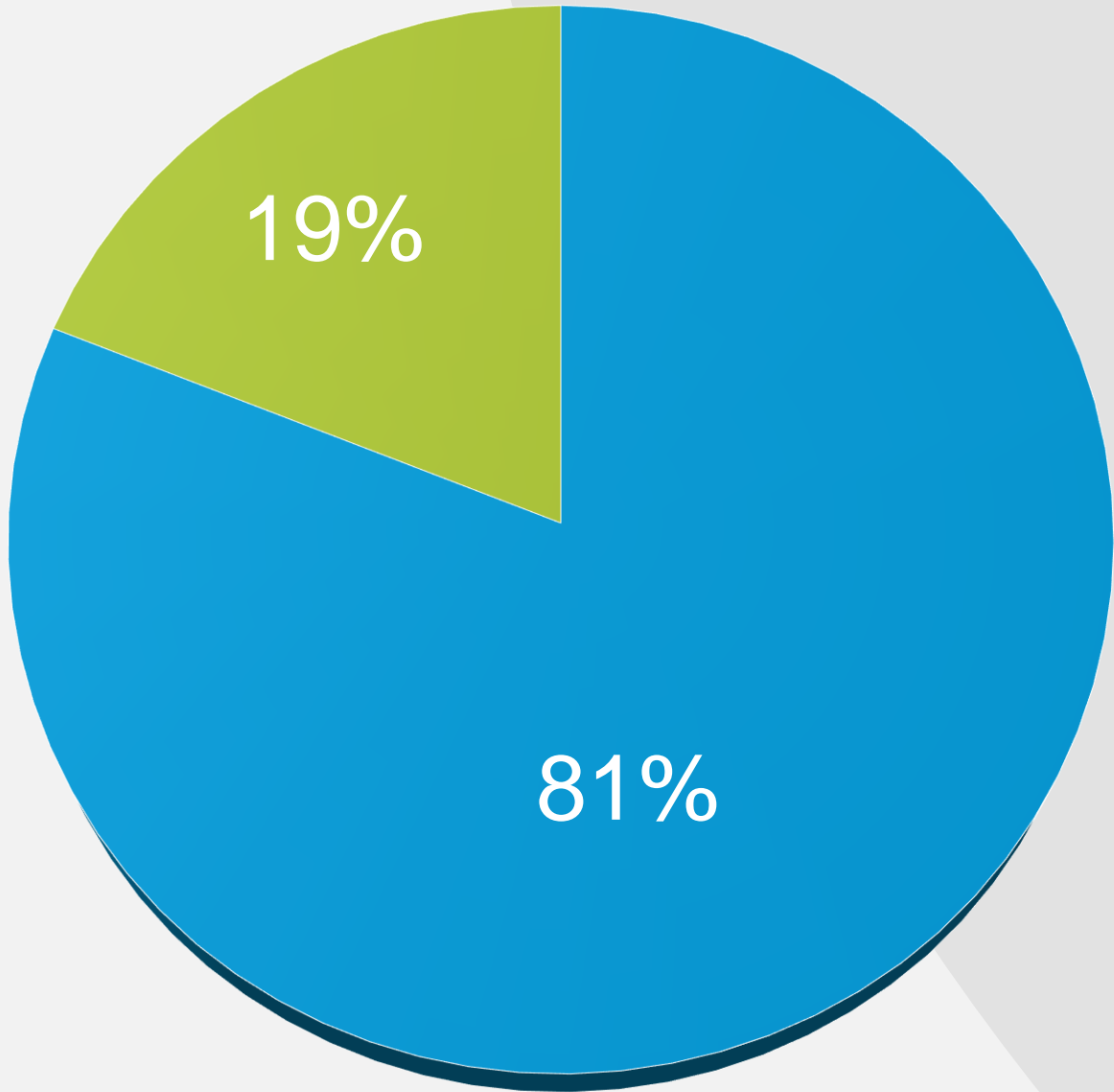
Analytics (% of New Bookings)



Business Unit Breakdown* (Non-GAAP, % of Revenue)

Q1 2018

Financial Crime
and Compliance

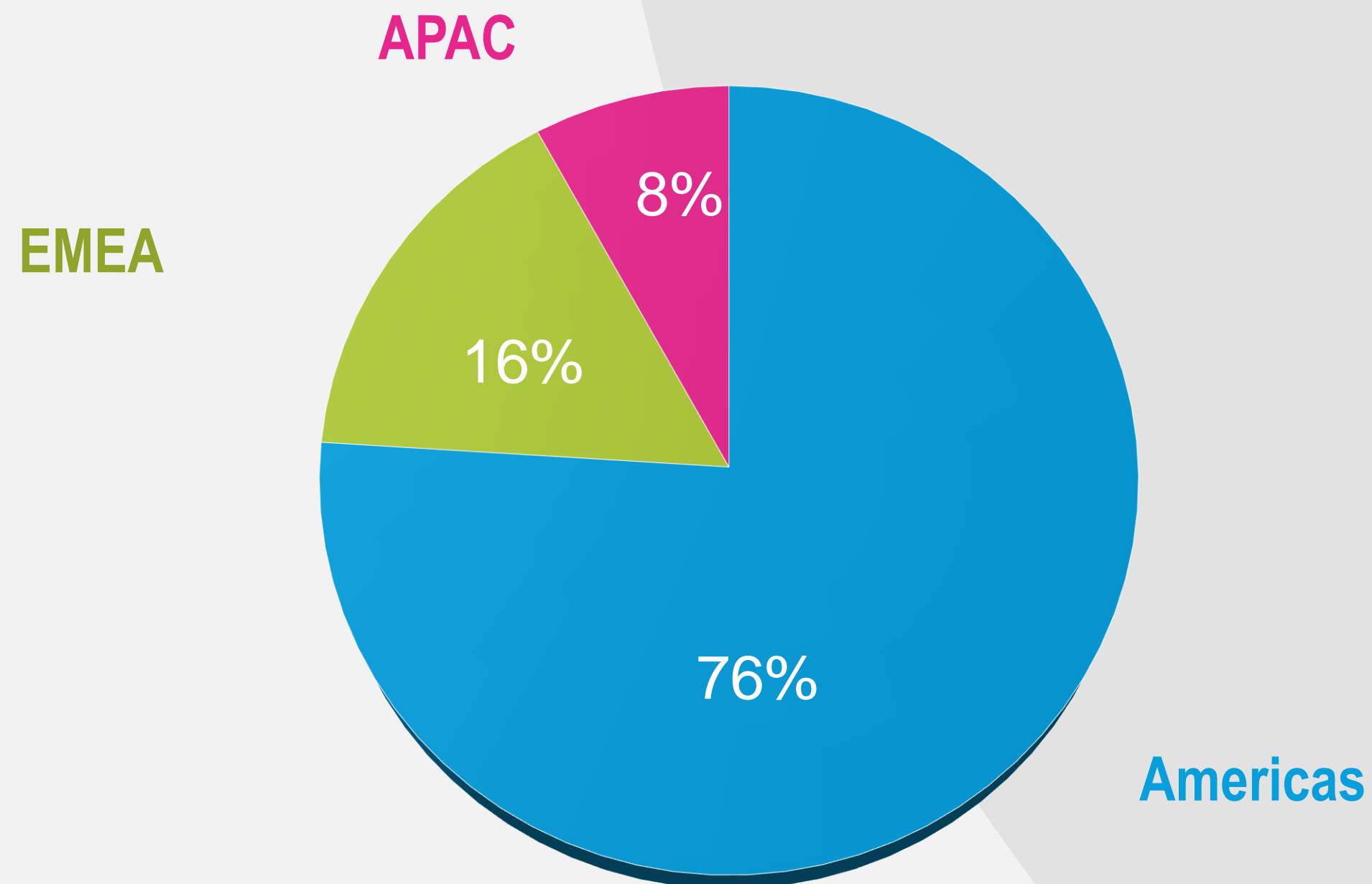


Customer
Engagement

* All financial numbers for 2017 and 2018 periods are under ASC 605

GLOBAL PRESENCE* (Non-GAAP, % of Revenue)

Q1 2018



* All financial numbers for 2017 and 2018 periods are under ASC 605

Thank You

