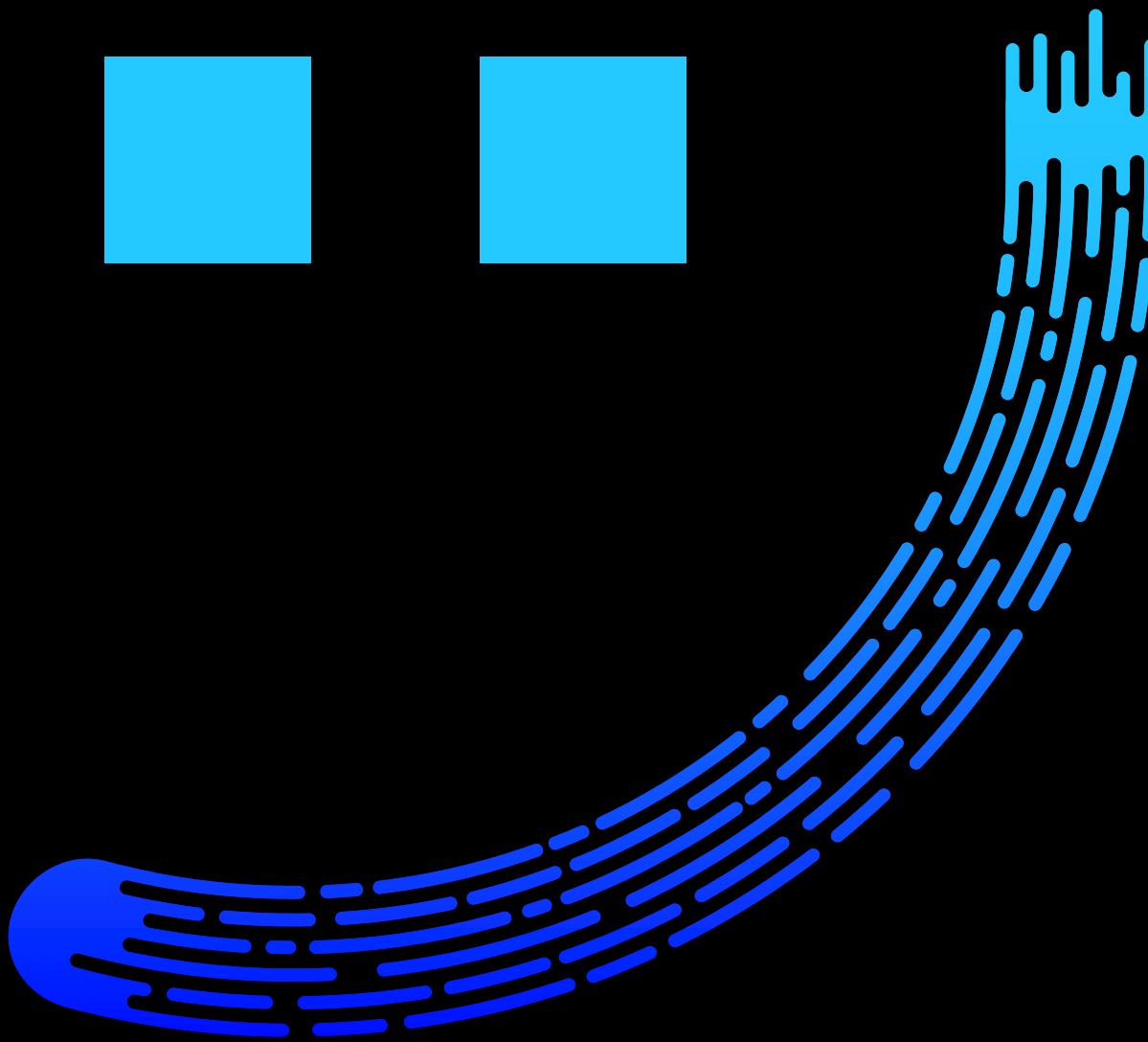
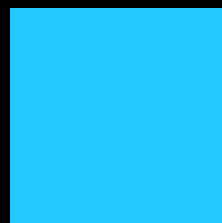




Q4 2024 Investor Presentation

(NASDAQ: NICE)



Disclaimer

Forward Looking Statements Disclaimer

This presentation contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. In some cases, forward-looking statements may be identified by words such as “believe”, “expect”, “seek”, “may”, “will”, “intend”, “should”, “project”, “anticipate”, “plan”, and similar expressions. Forward-looking statements are based on the current beliefs, expectations and assumptions of the Company’s management regarding the future of the Company’s business, performance, future plans and strategies, projections, anticipated events and trends, the economic environment, and other future conditions. Examples of forward-looking statements include guidance regarding the Company’s revenue and earnings and the growth of our cloud, analytics and artificial intelligence business.

Forward looking statements are inherently subject to significant uncertainties, contingencies, and risks, including economic, competitive, and other factors, which are difficult to predict and many of which are beyond the control of management. The Company cautions that these statements are not guarantees of future performance, and investors should not place undue reliance on them. 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 changes in economic and business conditions, competition, successful execution of the Company’s growth strategy, success and growth of the Company’s cloud Software-as-a-Service business, difficulties in making additional acquisitions or effectively integrating acquired operations, products, technologies and personnel, the Company’s dependency on third-party cloud computing platform providers, hosting facilities and service partners, rapidly changing technology, cyber security attacks or other security breaches against the Company, privacy concerns and legislation impacting the Company’s business, changes in currency exchange rates and interest rates, the effects of additional tax liabilities resulting from our global operations, the effect of unexpected events or geo-political conditions, such as the impact of conflicts in the Middle East, that may disrupt our business and the global economy and various 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 our other filings with the SEC for additional information regarding these and other factors and uncertainties that could affect our future performance. The forward-looking statements contained in this presentation speak only as of the date hereof, and the Company undertakes no obligation to update or revise them, whether as a result of new information, future developments or otherwise, except as required by law.

Explanation of Non-GAAP measures

Non-GAAP financial measures are included in this presentation. Non-GAAP financial measures consist of GAAP financial measures adjusted to exclude share-based compensation, amortization of acquired intangible assets, acquisition related and other related expenses, amortization of discount on debt and loss from extinguishment of debt, and the tax effect of the Non-GAAP adjustments.

The Company believes that these Non-GAAP financial measures, used in conjunction with the corresponding GAAP measures, provide investors with useful supplemental information about the financial performance of our business. We believe Non-GAAP financial measures are useful to investors as a measure of the ongoing performance of our business. Our management regularly uses our supplemental Non-GAAP financial measures internally to understand, manage and evaluate our business and to make financial, strategic and operating decisions. These Non-GAAP measures are among the primary factors management uses in planning for and forecasting future periods. Our Non-GAAP financial measures are not meant to be considered in isolation or as a substitute for comparable GAAP measures and should be read only in conjunction with our consolidated financial statements prepared in accordance with GAAP. These Non-GAAP financial measures may differ materially from the Non-GAAP financial measures used by other companies. Reconciliation between results on a GAAP and Non-GAAP basis is provided in a table in the earnings press release and in the appendix in this presentation. The Company provides guidance only on a Non-GAAP basis. A reconciliation of guidance from a GAAP to Non-GAAP basis is not available due to the unpredictability and uncertainty associated with future events that would be reported in GAAP results and would require adjustments between GAAP and Non-GAAP financial measures, including the impact of future possible business acquisitions. Accordingly, a reconciliation of the guidance based on Non-GAAP financial measures to corresponding GAAP financial measures for future periods is not available without unreasonable effort.



NICE

THE Cloud Leader Powering AI in Three Large Specialized Markets

*Financial figures for last 12 months ended December 31, 2024.

This is
NICE

**CUSTOMER
EXPERIENCE**



CREATING
Extraordinary
Customer
Experiences

**FINANCIAL CRIME
& COMPLIANCE**



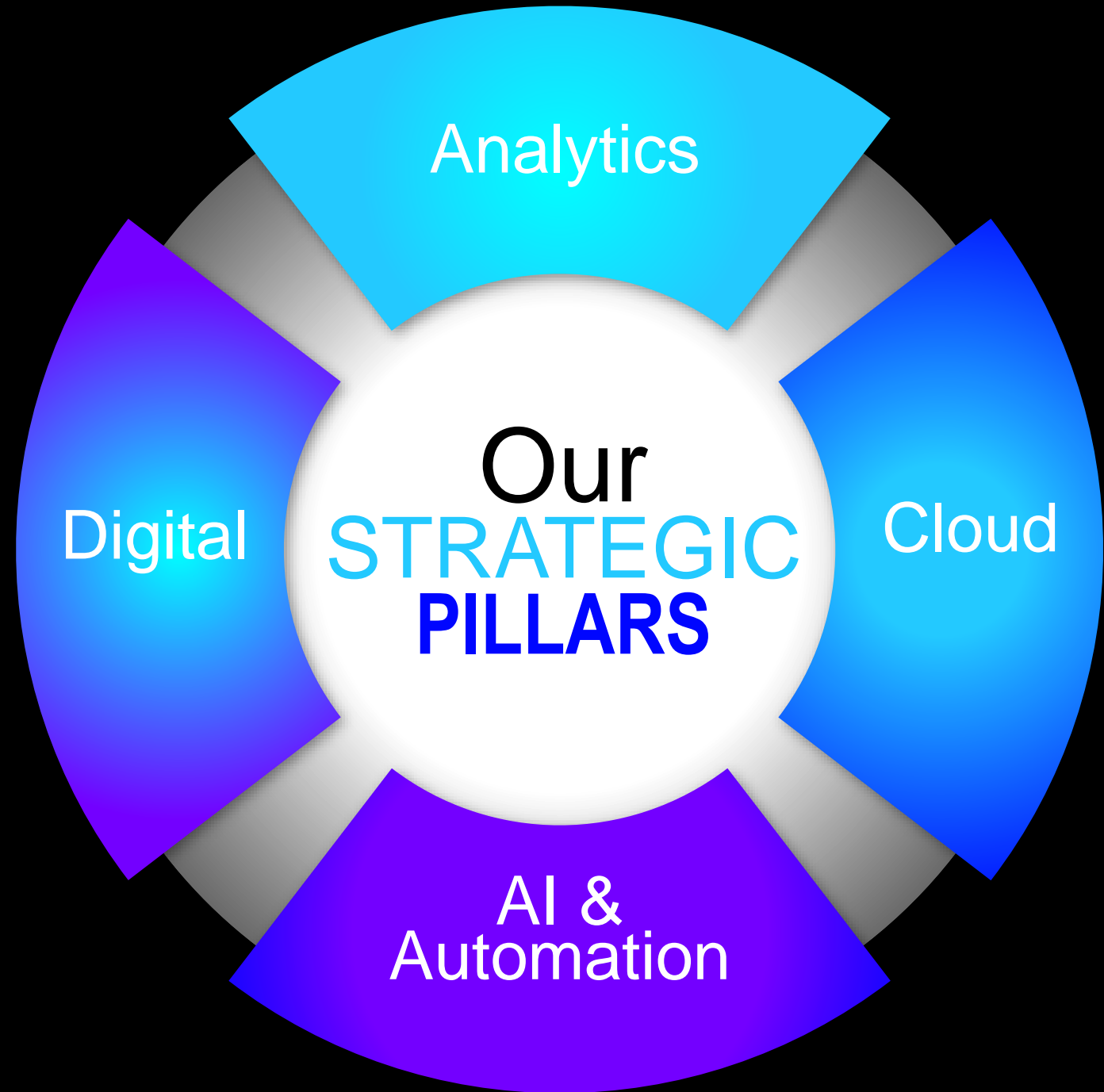
OUTSMARTING
Financial Crime
with Intelligent
Solutions

**PUBLIC SAFETY
& JUSTICE**



DRIVING
Digital Policing
Transformation

Transforming
EXPERIENCES to be
EXTRAORDINARY
and TRUSTED



GLOBAL LEADER CLOUD PLATFORMS

CXone

Customer
Experience

X-Sight

Financial Crime &
Compliance

EVIDENCENTRAL

Public Safety &
Justice

Cloud-native
Open Platform

Powered by
Analytics and AI

Covering All
Markets and
Segments

Large
Partner
Ecosystem

Scalability and Elasticity
Serving Organizations
of All Sizes

Redefining our TAM

CUSTOMER ENGAGEMENT



From share of Agents



To share of INTERACTIONS

FINANCIAL CRIME & COMPLIANCE



From share of Banks



To share of RISK EVENTS

PUBLIC SAFETY & JUSTICE

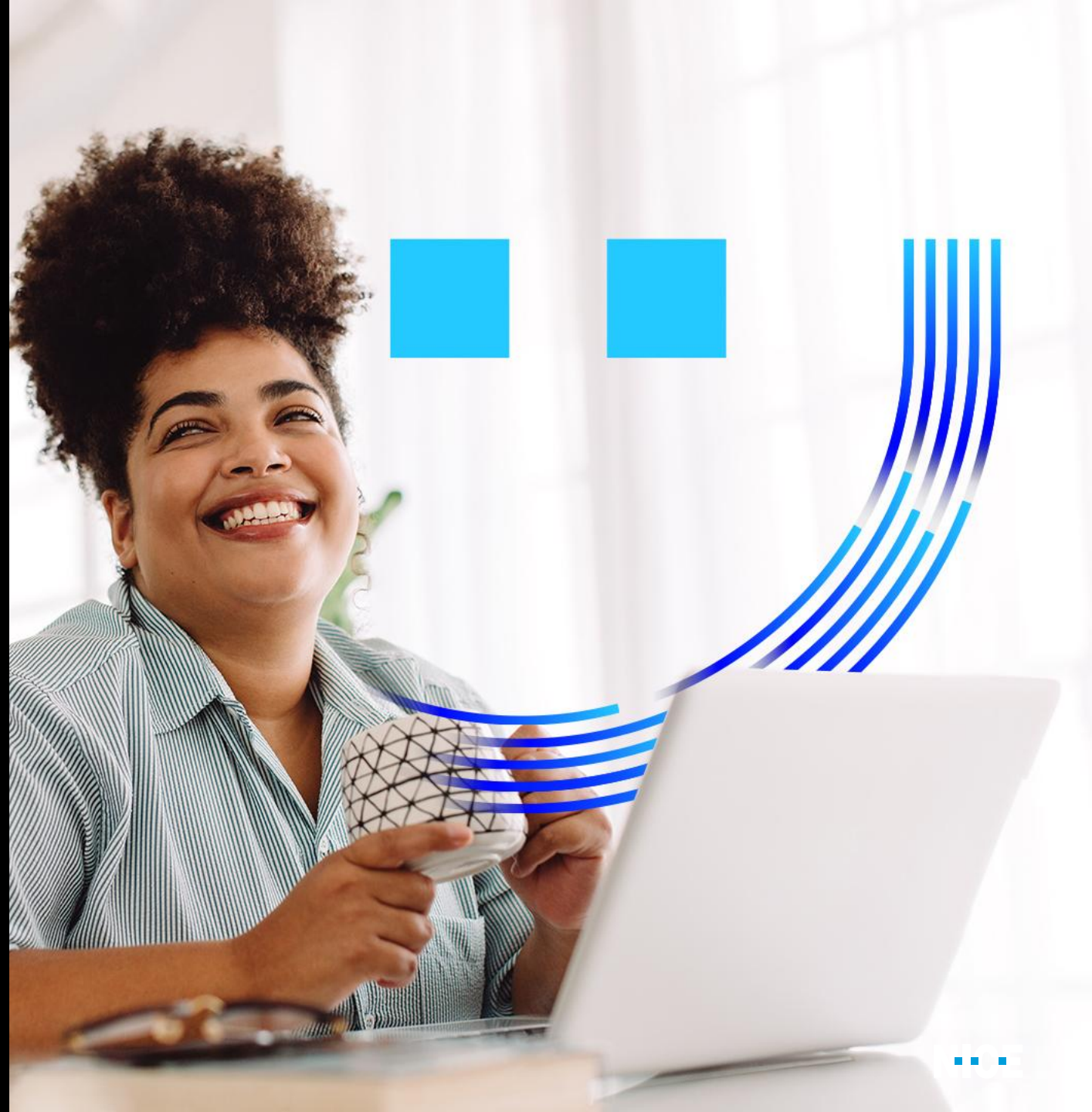


From share of 911 Interactions

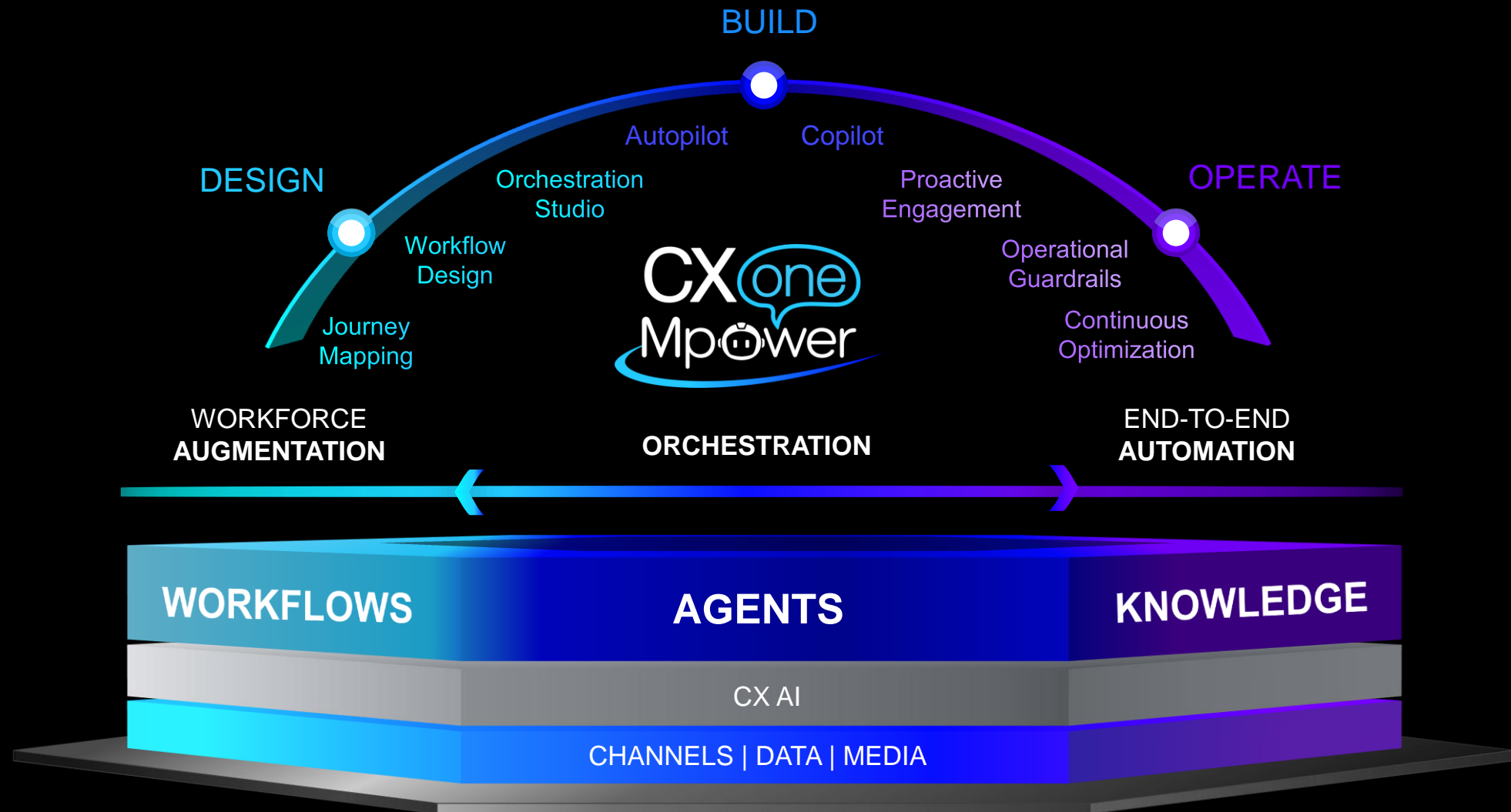


To share of DIGITAL EVIDENCE

CUSTOMER EXPERIENCE



One AI Platform. Complete Customer Service Automation.



BROADEST PARTNER ECOSYSTEM



260+ Global CX Partners



CXexchange online marketplace and DEVone partner program

190+
Pre-integrated
apps

13
categories

200+
active
developer
partners

400+
Powerful
APIs

Technology Solution Distributors	
Solution Partners	
Communication Service Providers	
Global System Integrators	
Technology Partners	
Services Partners	
Marketplace Partners	

Customer Experience Selected Customers

10/10 TOP U.S.
Health Insurance

5/5 TOP U.S.
Telco

9/10 TOP GLOBAL
Financial Services

6/10 TOP
Fortune 10



NICE CXone Market Leadership



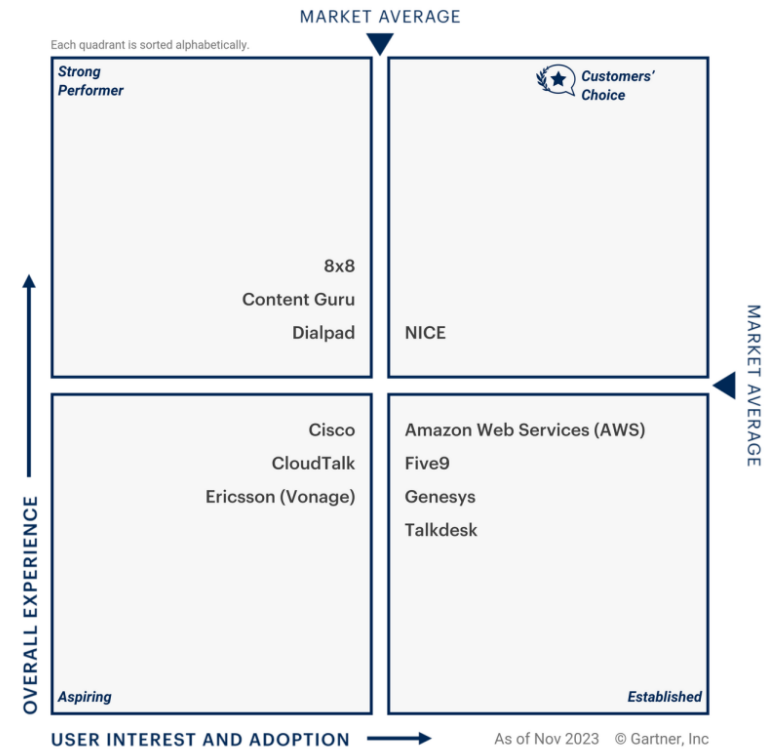
Figure 1: Magic Quadrant for Contact Center as a Service



Gartner, Magic Quadrant for Contact Center as a Service, Drew Kraus, Pri Rathnayake, Megan Fernandez, Pankil Sheth, Jason Bridge, 28 October 2024. GARTNER is a registered trademark and service mark of Gartner and Magic Quadrant and Peer Insights are a registered trademark, of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved.



Gartner Peer Insights "Voice of the Customer" Contact Center as a Service



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CLOUD TRANSITION STILL IN EARLY STAGES

Only 24% of CCaaS
transition complete

DEMAND FOR THE CX SUITE

Convergence of CX needs leading to
customers preferring a one-stop
shop platform

NICE
OPPORTUNITY

AI WAVE COMING

Only 5% of interactions are
contained with
Conversational AI today

MISSION CRITICAL CX

Organizations are investing in CX
platforms that can improve CSAT
while lowering their TCO

CREATING EXTRAORDINARY EXPERIENCES

The NICE Advantage

Completeness

End-to-end comprehensive digital-first CX solutions for organizations of all sizes

Market Leadership

Industry recognized leader with a proven track record of innovation & financial stability, chosen by more than 85 of the Fortune 500

Cloud Platform Foundation

World's leading cloud-native open CCaaS platform, offering a unified & scalable suite of CX applications

Domain Expertise

Empowering unique customer and employee experiences for over 35 years

Advanced Analytics & AI

Analytics-driven CX solutions fueled with Artificial Intelligence and Machine Learning

FINANCIAL CRIME & COMPLIANCE

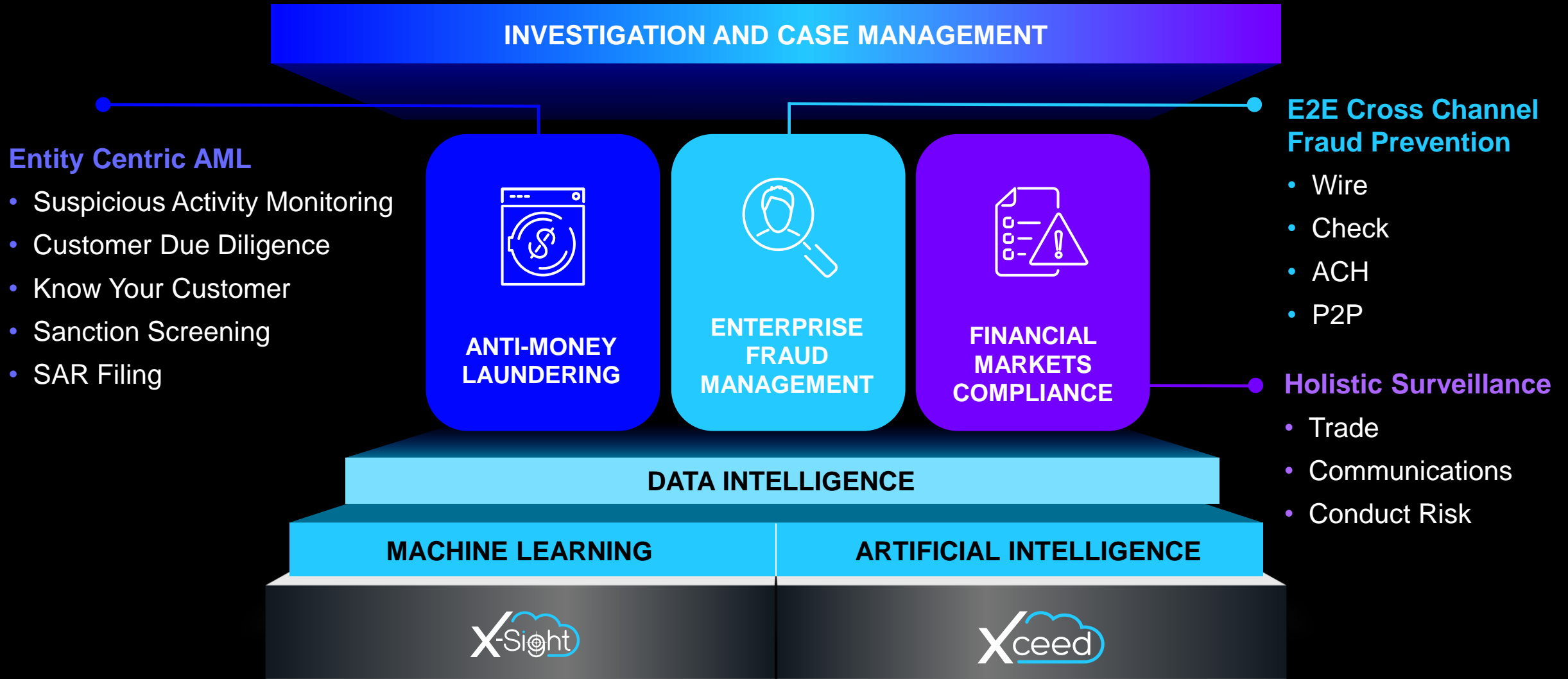


Financial Crime is **BIG BUSINESS**

MONEY LAUNDERED ANNUALLY 2%-5% Global GDP

DIGITAL FRAUD LOSSES 2023-27 \$350B Globally

ANNUAL SURVEILLANCE FINES \$10B Globally



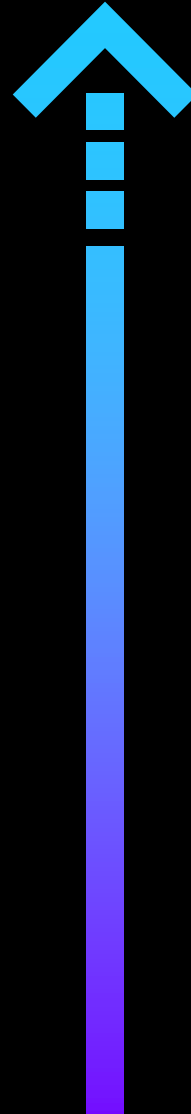
Cloud Platforms with a Purpose



X-Sight

Cloudifying the High-End

- Open and Extensible
- Industrial strength and scale



Xceed

Expanding in the Mid-Market

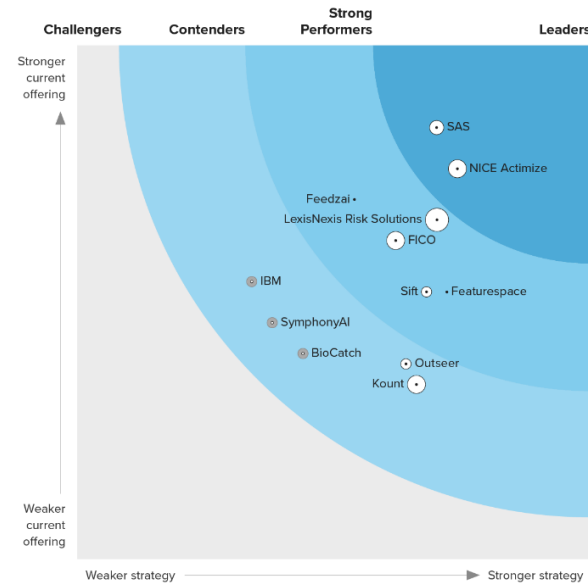
- Fully packaged
- Quick time to value

NICE Actimize Recognized as a Market Leader

FORRESTER[®]

The Forrester Wave™:
Enterprise Fraud Management Solutions, Q2 2024

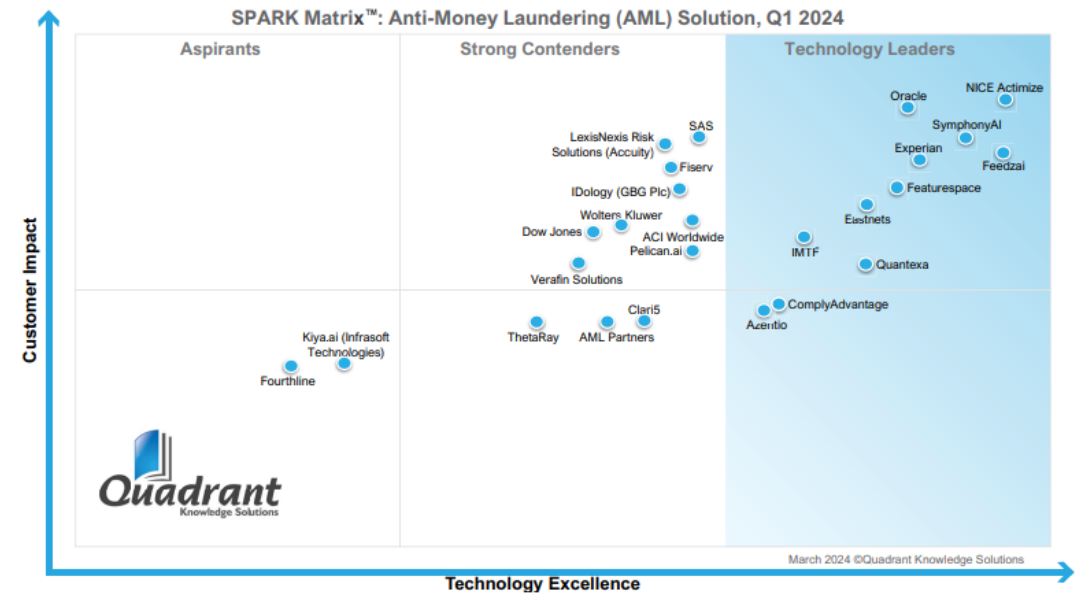
THE FORRESTER WAVE™
Enterprise Fraud Management Solutions
Q2 2024



*A gray bubble or open dot indicates a nonparticipating vendor.

Quadrant
Knowledge Solutions

The SPARK Matrix™:
Anti-Money-Laundering (AML) Solution, Q1 2024



March 2024 ©Quadrant Knowledge Solutions

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Financial Crime & Compliance: Selected Customers

10/10 TOP U.S.
Banks



10/10 TOP Global
Investment Banks



10/10 TOP EU
Banks

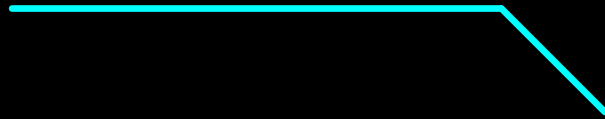


4/5 TOP APAC
Banks



LARGE MARKET

Anti-Money Laundering
represents 2-5% of Global GDP



PREMIUM AI

Market Leading AI/ML for
prevention and detection

NICE
Actimize
OPPORTUNITY

CLOUDIFICATION

2-3x ARR uplift opportunity in shifting
to a recurring revenue model



MISSION CRITICAL

Expansive and Highly Regulated Market

Financial Crime & Compliance The NICE Actimize Advantage

End-to-End Protection

Most advanced and complete financial crime risk management coverage for organizations of all sizes

Advanced Analytics & AI

Sophisticated analytics drive fast and accurate decisioning, fueled by superior AI and machine learning

Cloud Platform

Best in class capabilities in the cloud, built for scalability

Ecosystem

Industry's first and only ecosystem of financial crime solution providers:
X-Sight Marketplace

Leadership

Recognized globally as THE industry leader – 20+ years of protecting with innovation & domain expertise

PUBLIC
SAFETY &
JUSTICE



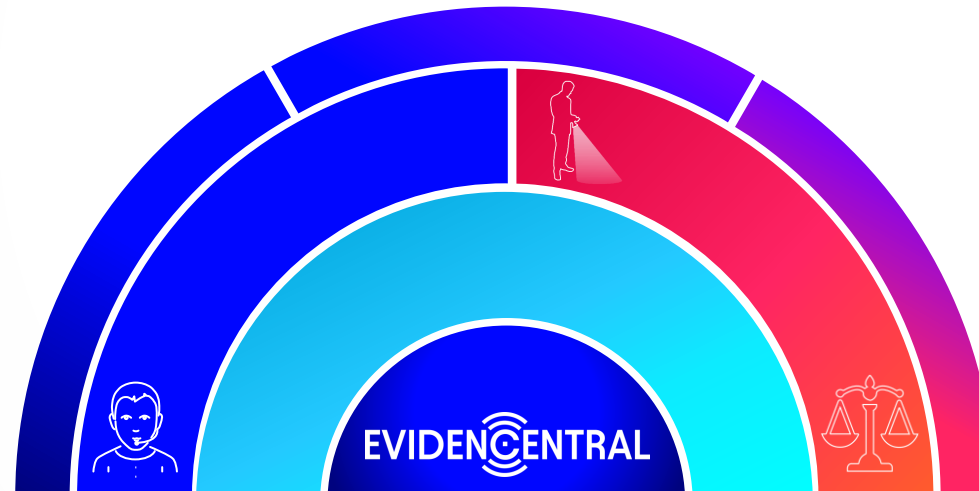


NICE PUBLIC SAFETY & JUSTICE

Emergency Response Optimization

NICE ▪ Inform

- Captures and Reconstructs Emergency Incidents
- Automates Evidence Production
- Automates Quality Assurance Reviews
- Real-time Performance Insights
- Reduces Staff Turnover



Digital Evidence Management

NICE ▪ Investigate

NICE ▪ Justice

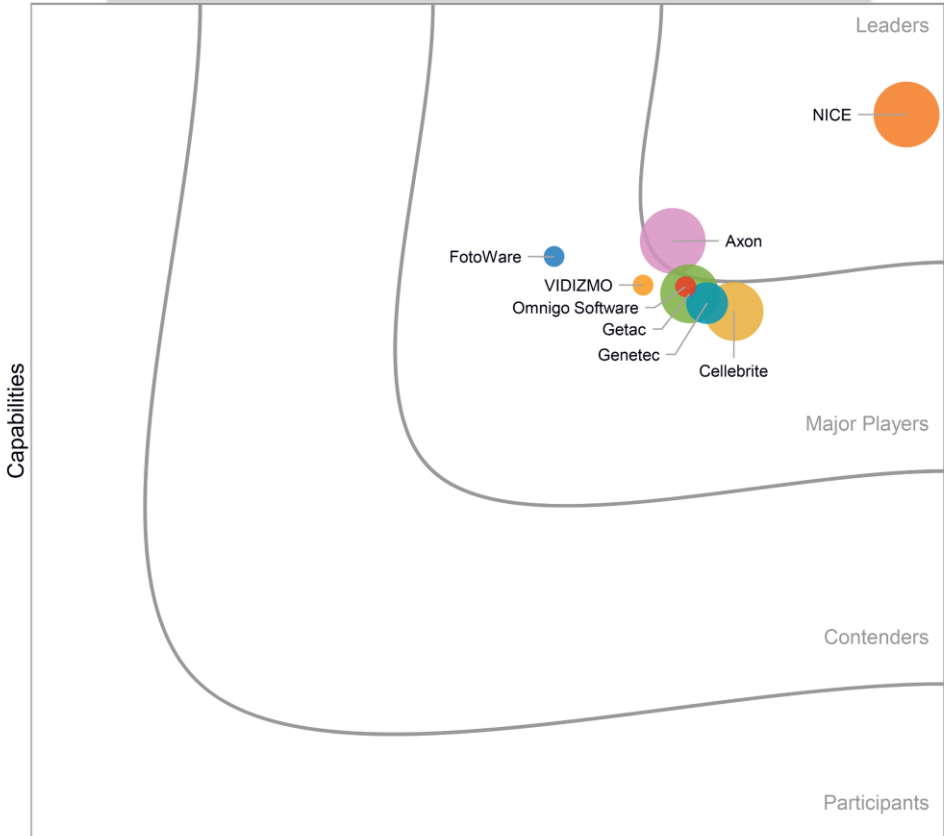
- Automates the Collection and Analysis of Digital Evidence
- Automates Case Building & Analysis
- Streamlines Investigative Workflow
- Surfaces Evidence Connections
- Crowdsources Evidence from the Community
- Securely Shares Evidence
- Facilitates Trial Preparation and Presentation

NICE Public Safety & Justice
OUR PORTFOLIO

NICE Recognized as a Leader in Public Safety & Justice

NICE named a Leader in IDC's Vendor Assessment Report:

IDC MarketScape for Worldwide Digital Evidence Management Solutions for Law Enforcement Vendor Assessment, 2023



Source: IDC, 2023

NICE was recognized by American Security Today in 2023 for the eighth consecutive year:

- NICE Inform Elite awarded Best 911 Recording & Analytics
- NICE Evidencentral awarded Best Investigation/ Surveillance/Detection



Public Safety & Justice: Selected Customers

85% TOP U.S.
& Canadian Cities

94% U.K Police
Forces

100% Australian
States



PROLIFERATION OF DIGITAL EVIDENCE

Continued growth in digital evidence volume, velocity and relevance to replace manual collection

UNIFIED CLOUD PLATFORM

EvidenceCentral platform allows a single view of the truth from incident to court

NICE

PUBLIC SAFETY
& JUSTICE
OPPORTUNITY

AI AND AUTOMATION

AI solutions to streamline criminal justice process to clear more cases faster and more accurately

MISSION CRITICAL

IT budgets spent on digital transformation solutions expected to grow

Public Safety & Justice – The NICE Advantage

Innovation

From IP radio recording to cloud-based digital evidence management, we have led the way

Breadth & Depth

Widest and deepest technology integrations and analytical capabilities across public safety and policing

Scalability

We deliver digital transformation and analytics to over 3,000 agencies, from the smallest to the largest public safety agencies

Domain Expertise

For over 30 years, we have focused purely on mission-critical Public Safety – all day, every day

Market Leadership

#1 incident intelligence provider worldwide and 1st digital evidence transformation platform

Thank You

NICE 😊