



Qlik®

Qlik® Sense

What's New in Version 3.0

June, 2016



Legal Disclaimer

This Presentation contains forward-looking statements, including, but not limited to, statements regarding the value and effectiveness of Qlik's products, the introduction of product enhancements or additional products, Qlik's partner and customer relationships, and Qlik'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 Qlik'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. Qlik 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 and uncertainties more fully described in Qlik'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 Qlik's views as of the date of this presentation. Qlik anticipates that subsequent events and developments will cause its views to change. Qlik 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 Qlik's views as of any date subsequent to the date of this presentation.

This Presentation should be read in conjunction with Qlik's periodic reports filed with the SEC (SEC Information), including the disclosures therein of certain factors which may affect Qlik'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. This presentation is intended to outline our general product direction and should not be relied on in making a purchase decision, as the development, release, and timing of any features or functionality described for our products remains at our sole discretion.

© 2016 QlikTech International AB. All rights reserved. Qlik®, QlikView®, QlikTech®, and the QlikTech logos are trademarks of QlikTech International AB which have been registered in multiple countries. Other marks and logos mentioned herein are trademarks or registered trademarks of their respective owners.

Qlik Sense® 3.0 – Launch Headline

Launch Headline Story:

Qlik Sense 3.0 – Expanding the Platform and Enhancing Self-Service Visualization and Data Preparation Capabilities

Qlik will be announcing a major enhancement to its Qlik Sense product line, expanding the platform to include managed reporting via. Qlik NPrinting™, additional data connectivity options via. Qlik Web Connectors, new data sets in Qlik DataMarket®, and multiple enhancements to Qlik Sense. Qlik Sense enhancements make it easier for business users to prepare, visualize and analyze their data, and for organizations to support developers and big data.

Major enhancements include:

Expanding the Platform

- Qlik NPrinting 17.1 – Now supporting Qlik Sense
- Qlik Web Connectors – Featuring over 20 new connectors to web based apps and services
- Qlik DataMarket – Two new financials data packages and free geographic data for mapping

Qlik Sense enhancements

- Visual Data Preparation
- Visual Search
- Time aware charting
- Qlik ‘widgets’ – to extend Qlik Sense functionality
- On-demand app generation – to better support Big Data

Qlik Sense® 3.0 – Highlights

Expanding the platform, enhancing self-service

Visual Data Preparation



Visual Search



Time Aware Charting



Widgets



On-Demand App Generation



Qlik NPrinting™



Qlik Web Connectors



Qlik DataMarket®



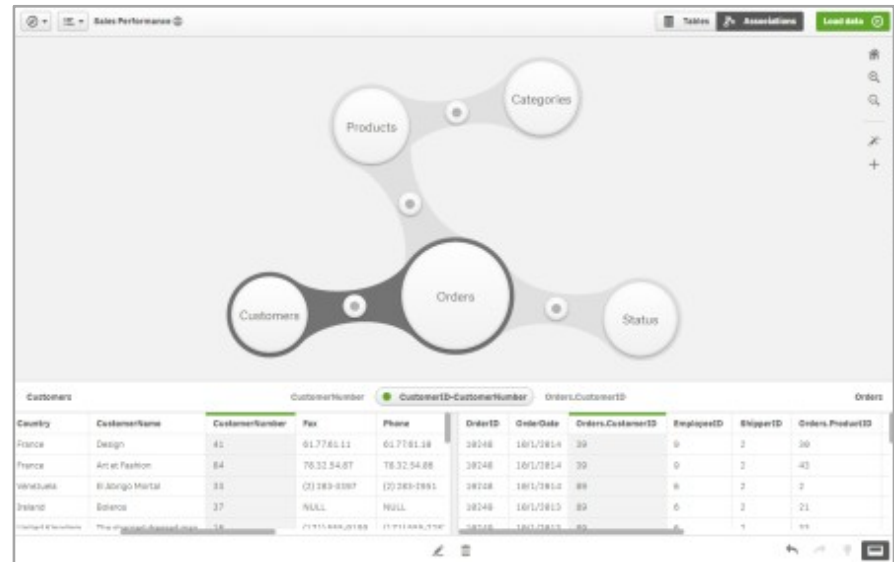
Plus many other enhancements including bi-directional language support

Qlik Sense® 3.0 – New Capabilities

| Capability | What is it? | What's the value? |
|---------------------------------|--|---|
| Visual Data Preparation | Allows users to more visually prepare data to load for analysis. Includes a new visual method for associating tables and data sets together, with data sets depicted as 'bubbles', with profiling to determine the best associations. | <ul style="list-style-type: none"> • Makes data integration easy for business users without expert modeling skills. • Allows more users to combine and analyze more data, leading to more insight. |
| Visual Search | Allows searching for visualizations and objects using metadata, in addition to searching the data itself. Returns visual thumbnails of charts and objects in addition to matching values and associations across the data set. | <ul style="list-style-type: none"> • More casual users can locate the right charts and analytics, in addition to narrowing down the data set. • For example, if a user searched for "Sales by Country" they would find all charts that contained this metric. |
| Time Aware Charting | Intelligent recognition and representation of time series data in charts and graphs, including a new line chart object. Automatically displays the entire time period as a continuous dimension even when some periods have no data. | <ul style="list-style-type: none"> • Provides a complete picture of time series information without any gaps or inconsistencies. • Initially offered in the line chart object, with more chart types to follow. |
| Widgets | A mechanism for accelerating the development and reuse of custom user interface objects in Qlik Sense apps. Allows developers to build new objects quickly, using only HTML and CSS. | <ul style="list-style-type: none"> • Facilitates more rapid development of custom user interface objects. • Allows more users to create custom objects, taking advantage of pre-existing building blocks. |
| On-Demand App Generation | Allows users to intuitively analyze Big Data by generating new Qlik Sense apps on the fly. Users make selections in a template app, which generate new analysis apps with subsets of data. | <ul style="list-style-type: none"> • A "shopping list" experience allows users to narrow down big data and then explore freely. • Will initially include an app generation API and example objects, with more built-in functionality to follow. |
| Qlik NPrinting™ | Qlik NPrinting 17 now offers reporting from Qlik Sense. Organizations can generate MS Office and pixel perfect reports using Qlik Sense analytics, and distribute them through many channels including directly to the Qlik Sense hub. | <ul style="list-style-type: none"> • The Qlik Sense hub can now serve as a single point of access for all analytics and reports. • Allows organizations to spread the value of Qlik Sense and retire legacy BI and reporting systems. |
| Qlik Web Connectors | Over 20 new connectors for popular web-based services and apps, based on Qlik's recent acquisition of Industrial Codebox. Included as part of a consolidated set of Qlik connectors for on-premise, cloud, and web based data sources. | <ul style="list-style-type: none"> • Allows users to easily access and analyze data from local, cloud, and web-based sources. • Includes 20+ new connectors to web-based apps such as Google AdWords and Microsoft Dynamics CRM. |
| Qlik DataMarket® | Two new financial topical packages for Qlik DataMarket – Stocks and Indices and Company Financial Reports. In addition, an expanded essentials package with lower level detail and subnational map boundaries ("KML files") in the Free package. | <ul style="list-style-type: none"> • New data sets will help customers easily include market and company financial data in their analysis. • Included geographic data allows people to easily create maps without needing external files. |
| Additional Features | Include support for right-to-left (RTL) languages, four new languages including Polish, Korean, Turkish and traditional Chinese, and document delivery to the hub. | <ul style="list-style-type: none"> • Expands Qlik Sense user community. • Provides a one stop shop for documents and analytics. |

Visual Data Preparation

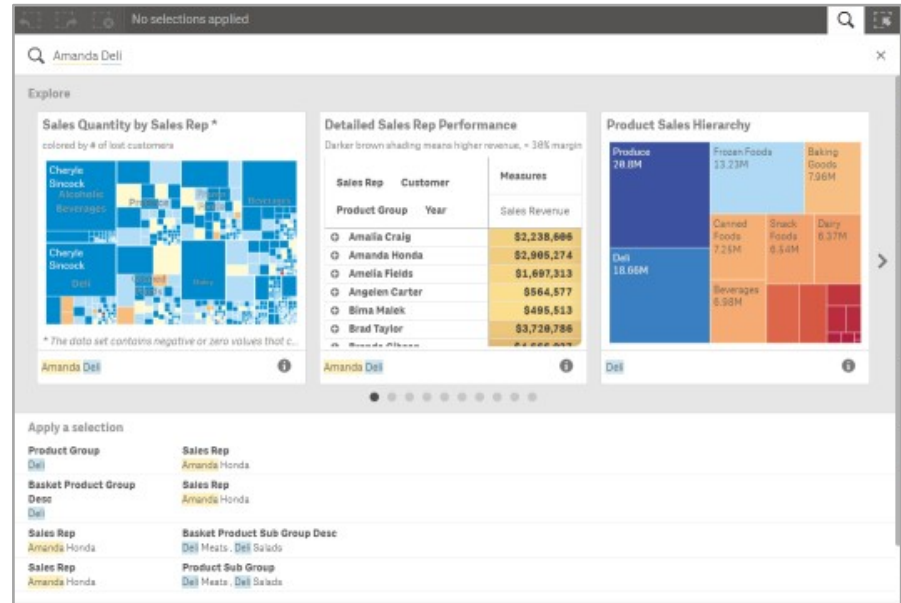
- Allows users to visually prepare and integrate data for analysis
- Includes a new drag-and-drop method for associating tables and data sets
 - Data sets depicted as ‘bubbles’
 - Users can connect data sets graphically
 - Profiling to determine the best associations
- Other new profiling capabilities for dates and geographic information
- Graphical interface for derived fields
- No need for expert data modeling skills



Allows more users to combine and analyze more data, leading to more insight.

Visual Search

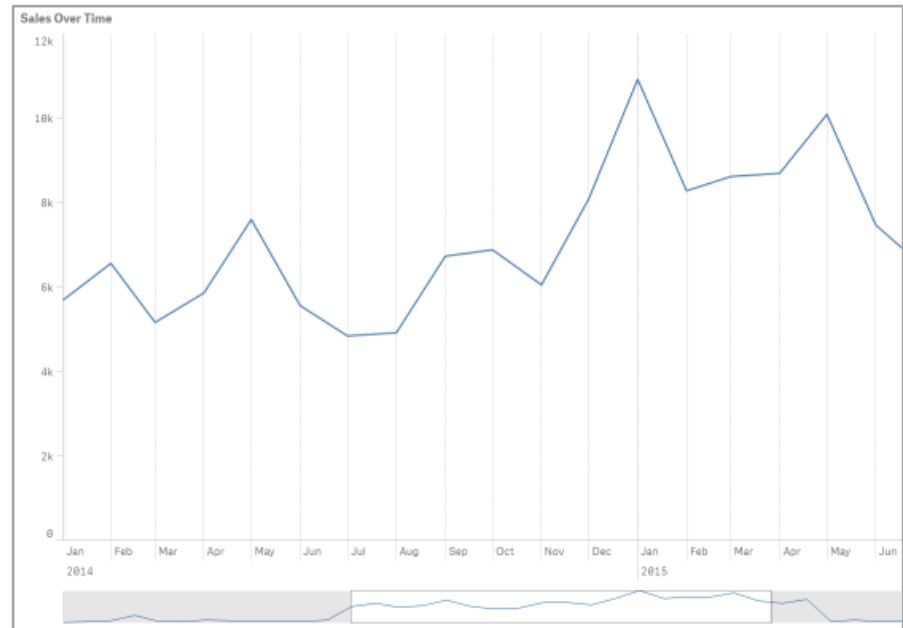
- Allows users to search for charts and objects in addition to data and associations.
- Search metadata within charts to quickly locate the right analytics
 - For example, search for “Sales by Country’ will return all charts with this metric
- Charts and graphs will be returned as thumbnails, allowing users to scan and determine the right analytics.
- A faster way to get answers by reducing the need to navigate multiple sheets



Allows non-technical users to take full advantage of the power of the QIX engine and platform through keyword search.

Time Aware Charting

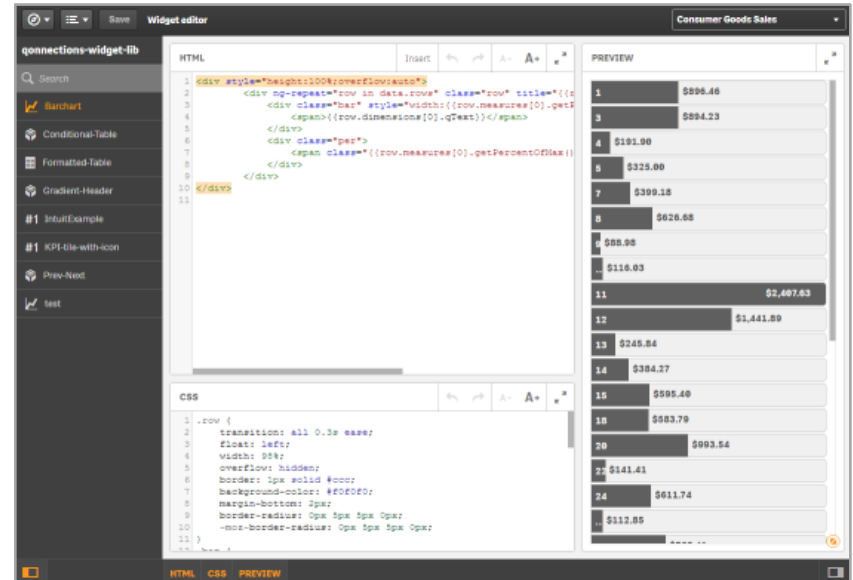
- Intelligent recognition and representation of time series data in charts and graphs
- Automatically displays the entire time period as a continuous dimension
 - Accounts for periods without data
 - Accounts for data points at inconsistent intervals
- Allows user to zoom in on additional detail, with progressive disclosure
- Initial release features line charts, with more chart types to follow



Provides a complete, intuitive picture of time series information, without any gaps or inconsistencies.

Widgets

- A mechanism for accelerating the development and reuse of custom user interface objects in Qlik Sense
- Allows developers to create a wide range of new objects quickly
 - Minimal code – only HTML and CSS required
 - Take advantage of pre-existing building blocks
- Provide powerful Qlik Sense functionality
 - Can be organized into libraries and governed / secured
 - Can be made responsive in design
 - Can be printed, exported, and used for storytelling snapshots
- Greatly accelerates and simplifies the development process.



Allows organizations to quickly and easily customize the Qlik Sense user experience to add or customize application functionality.

On-Demand App Generation

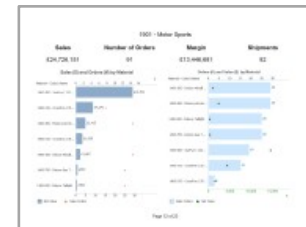
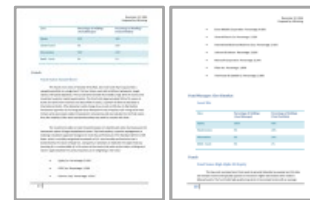
- Provides users with a “shopping list” experience to analyze Big Data, by generating new Qlik Sense apps on the fly based on selections
 - A template app summarizes the entire big data environment
 - Users can select subsets of information and generate new analysis apps dynamically
 - Analysis apps offer fully unrestricted search and exploration
- A new app generation API for dynamic creation of analysis apps
- Example objects for creating template apps that trigger APIs
- More built-in functionality in future releases



Users can easily define a relevant, usable view of Big Data and then explore it without boundaries or restrictions.

Qlik NPrinting™

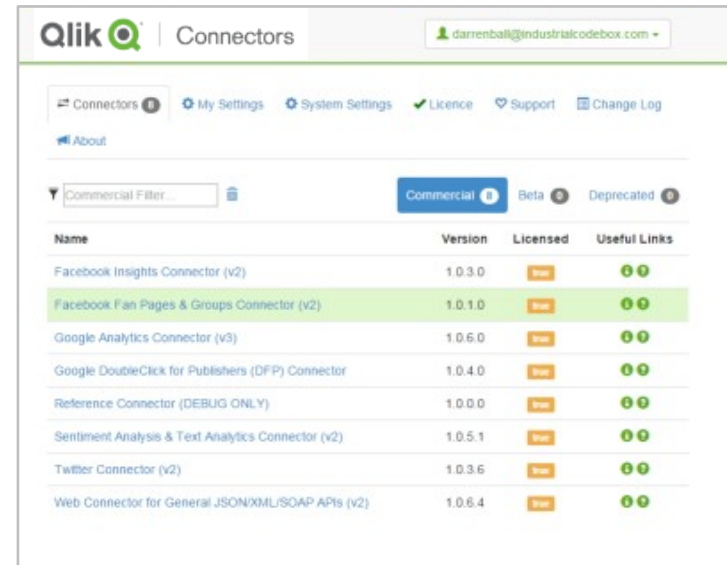
- Great looking reports, fast
 - Microsoft Office reports
 - Pixel perfect and web reports
 - Multi-developer, web-based client
- The right reports for the right people
 - Managed report distribution
 - User generated reports
 - “Newsstand” subscription portal
- Collaborative analytics for the enterprise
 - Enterprise scalability
 - Enhanced, role-based security
 - Reporting efficiency and value
- *Now supporting Qlik Sense*
 - Use data and analytics from Qlik Sense
 - Combine Qlik Sense and QlikView analytics in a single report
 - Delivery reports directly to the Qlik Sense hub



Spread knowledge and insight from Qlik Sense and retire legacy BI and reporting systems.

Qlik Web Connectors

- Includes over 20 new connectors for popular web-based services and apps, such as:
 - Facebook fan pages & groups
 - Google AdWords
 - YouTube Analytics
 - Twitter
 - Microsoft Dynamics CRM
 - MailChimp
 - SugarCRM
- Web-based user interface that auto-generates connection syntax
- Based on Qlik's recent acquisition of Industrial Codebox QVSource
- Consolidated, repackaged set of all Qlik Connectors™



The screenshot shows the Qlik Connectors web interface. At the top, there is a navigation bar with the Qlik logo, the word 'Connectors', and a user profile for 'darrenbali@industrialcodebox.com'. Below the navigation bar, there are several tabs: 'Connectors', 'My Settings', 'System Settings', 'Licence', 'Support', and 'Change Log'. A search filter is set to 'Commercial'. The main content area displays a table of connectors with columns for Name, Version, Licensed, and Useful Links. The 'Facebook Fan Pages & Groups Connector (v2)' is highlighted in green.

| Name | Version | Licensed | Useful Links |
|--|---------|----------|--------------|
| Facebook Insights Connector (v2) | 1.0.3.0 | True | 🔗🔗 |
| Facebook Fan Pages & Groups Connector (v2) | 1.0.1.0 | True | 🔗🔗 |
| Google Analytics Connector (v3) | 1.0.6.0 | True | 🔗🔗 |
| Google DoubleClick for Publishers (DFP) Connector | 1.0.4.0 | True | 🔗🔗 |
| Reference Connector (DEBUG ONLY) | 1.0.0.0 | True | 🔗🔗 |
| Sentiment Analysis & Text Analytics Connector (v2) | 1.0.5.1 | True | 🔗🔗 |
| Twitter Connector (v2) | 1.0.3.6 | True | 🔗🔗 |
| Web Connector for General JSON/XML/SOAP APIs (v2) | 1.0.6.4 | True | 🔗🔗 |

Enables better decision making by allowing users to easily combine web-based data with on-premise information.

Qlik DataMarket®

- Qlik's cloud based data service (DaaS), providing a comprehensive library of data sets from trusted sources
- 2 new topical packages offered for Qlik DataMarket in this release
 - Stocks and Indices
 - Company Financial Reports
- Lower level demographic data included in Essentials packages, including zip codes
- Subnational map boundaries (“KML files”) in the Free package
- Subscription based
- Accessible directly within Qlik Sense, through simple UI and support for data merging



Users can easily include financial data and maps in their analyses, to get a broader 'outside-in' perspective.



Additional Features

- Bi-directional language support
 - Support for right-to-left (RTL) languages in Qlik Sense
 - Includes not only right justified text, but also improvements in charts and stories.
- New language support
 - Qlik Sense now supports four new languages, including Polish, Korean, Turkish and traditional Chinese
- Document delivery to hub
 - Allows Qlik NPrinting reports and other documents to be delivered directly to the Qlik Sense Hub.



Qlik 

Thank you