Coursera

William Blair 44th Annual Growth Stock Conference

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Information contained in this presentation is current as of the Q1 2024 earnings date

Non-GAAP Financial Measures

In addition to financial information presented in accordance with GAAP, this presentation includes non-GAAP gross profit, non-GAAP net income (loss), non-GAAP net income (loss) per share, Adjusted EBITDA, Adjusted EBITDA Margin, and Free Cash Flow, each of which is a non-GAAP financial measure. These are key measures used by our management to help us analyze our financial results, establish budgets and operational goals for managing our business, evaluate our performance, and make strategic decisions. Accordingly, we believe that these non-GAAP financial measures provide useful information to investors and others in understanding and evaluating our operating results in the same manner as our management and board of directors. In addition, we believe these measures are useful for period-to-period comparisons of our business. We also believe that the presentation of these non-GAAP financial measures provides an additional tool for investors to use in comparing our core business and results of operations over multiple periods with other companies in our industry, many of which present similar non-GAAP financial measures to investors, and to analyze our cash performance. However, the non-GAAP financial measures presented may not be comparable to similarly titled measures reported by other companies due to differences in the way that these measures are calculated. These non-GAAP financial measures are presented for supplemental informational purposes only and should not be considered as a substitute for or in isolation from financial information presented in accordance with GAAP. These non-GAAP financial measures have limitations as analytical tools.

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This presentation contains forward-looking statements that involve substantial risks and uncertainties. Any statements contained in this presentation that are not statements of historical facts may be deemed to be forward-looking statements. In some cases, you can identify forward-looking statements by terms such as: “accelerate,” “anticipate, “believe,” “can,” “continue,” “could,” “demand,” “design”, “estimate,” “expand,” “expect,” “intend,” “may,” “might,” “mission,” “need”, “objective,” “ongoing,” “outlook”, “plan,” “potential,” “predict,” “project,” “should,” “target,” “will,” “would,” or the negative of these terms, or other comparable terminology intended to identify statements about the future. These forward-looking statements include, but are not limited to, statements regarding our ability to enable a new era of education to better meet the needs of a changing global workforce; our belief regarding the accessibility of high quality education to learners anywhere in the world, including through the acceleration of our machine-learning translation initiative to meet the needs of learners coming to Coursera; the expected benefits of our differentiated catalog of high-quality, branded industry micro-credentials and its anticipated impact on our financial performance; our ability to invest in its platform’s multiple growth opportunities while demonstrating leverage and scale in our operating model; the anticipated features and benefits of our AI initiatives, expanded talent and skills development partnerships, new certificate and degree programs and partnerships, and our learning platform and offerings (including our machine-learning translation initiative, credit recommendations, new degree pathways, Coursera Coach, and Course Builder); the potential of our stock repurchase program to reduce the impact of stock dilution; our mission to provide universal access to world-class learning; the demand for online learning; anticipated features and benefits of our customer and partner relationships and our content and platform offerings; the anticipated utility of non-GAAP financial measures; anticipated growth rates; and our financial outlook, future financial and operational performance, and expectations, among others. These forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause our actual results, levels of activity, performance, or achievements to be materially different from the information expressed or implied by these forward-looking statements. These risks and uncertainties include, but are not limited to, the following: our ability to manage our growth; our limited operating history; the relative nascency of online learning solutions and generative AI; risks related to market acceptance and demand for our offerings; our ability to maintain and expand our partnerships with our university and industry partners and to create opportunities with new partners; our dependence on our partners for content available on our platform; our ability to attract and retain learners; our ability to increase sales of our Enterprise offering; risks related to our AI innovations and AI generally; our ability to compete effectively; regulatory matters impacting us or our partners; risks related to intellectual property; cybersecurity and privacy risks and regulations; potential disruptions to our platform; risks related to international operations, regulatory, economic, and geopolitical conditions, pandemics or similar widespread health crises, and our status as a certified B Corp, as well as the risks and uncertainties discussed in our most recently filed periodic reports on Form 10-K and Form 10-Q and subsequent filings and as detailed from time to time in our SEC filings. You should not rely upon forward-looking statements as predictions of future events. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance, or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. Such forward-looking statements relate only to events as of the date of this presentation. We undertake no obligation to update any forward-looking statements except to the extent required by law.

The future of learning and work

A perspective from a global CEO



Rapidly evolving trends are reshaping the industry

1

Generative AI disrupts jobs, teaching, and learning

We are in the early stages of understanding how advances in generative AI technologies will **transform how we learn, teach, and work**

2

Barriers to workforce transformation create a growing skills gap

There is a growing need for affordable, relevant education and training to ensure global talent has equal **access to the skills they need to stay relevant**

3

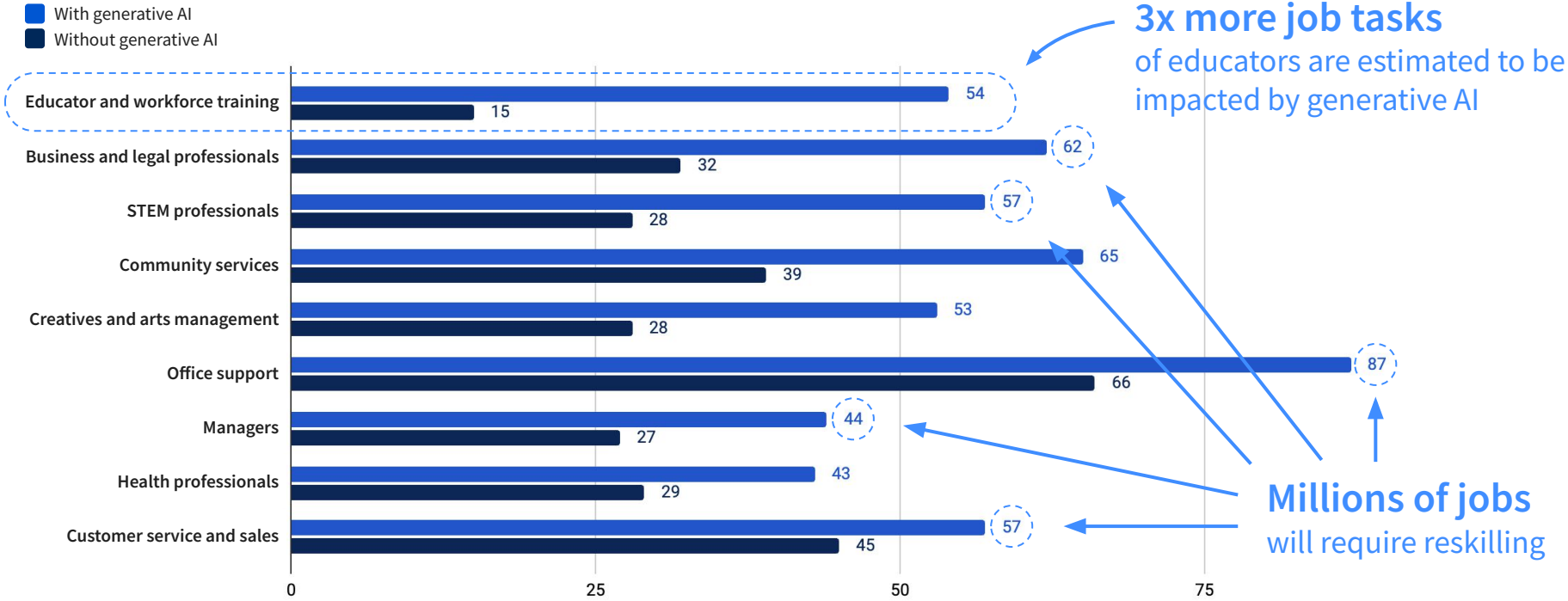
Industry microcredentials play an increasingly prominent role

Higher education is struggling to keep pace with emerging technologies and demand for job-relevant skills, requiring **university and industry collaboration**

Generative AI will disrupt nearly every occupation

Advances in technical capabilities could have the most impact on activities performed by **educators, professionals, and creatives**

Impact of generative AI on technical automation potential in midpoint scenario, 2023



Source: 2023 McKinsey & Company, The economic potential of generative AI.

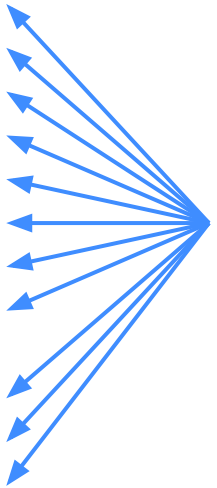
Impacts may be most profound for educators

Generative AI is expected to **disrupt college professors** more than any other role

Occupational Heterogeneity in Exposure to Generative AI

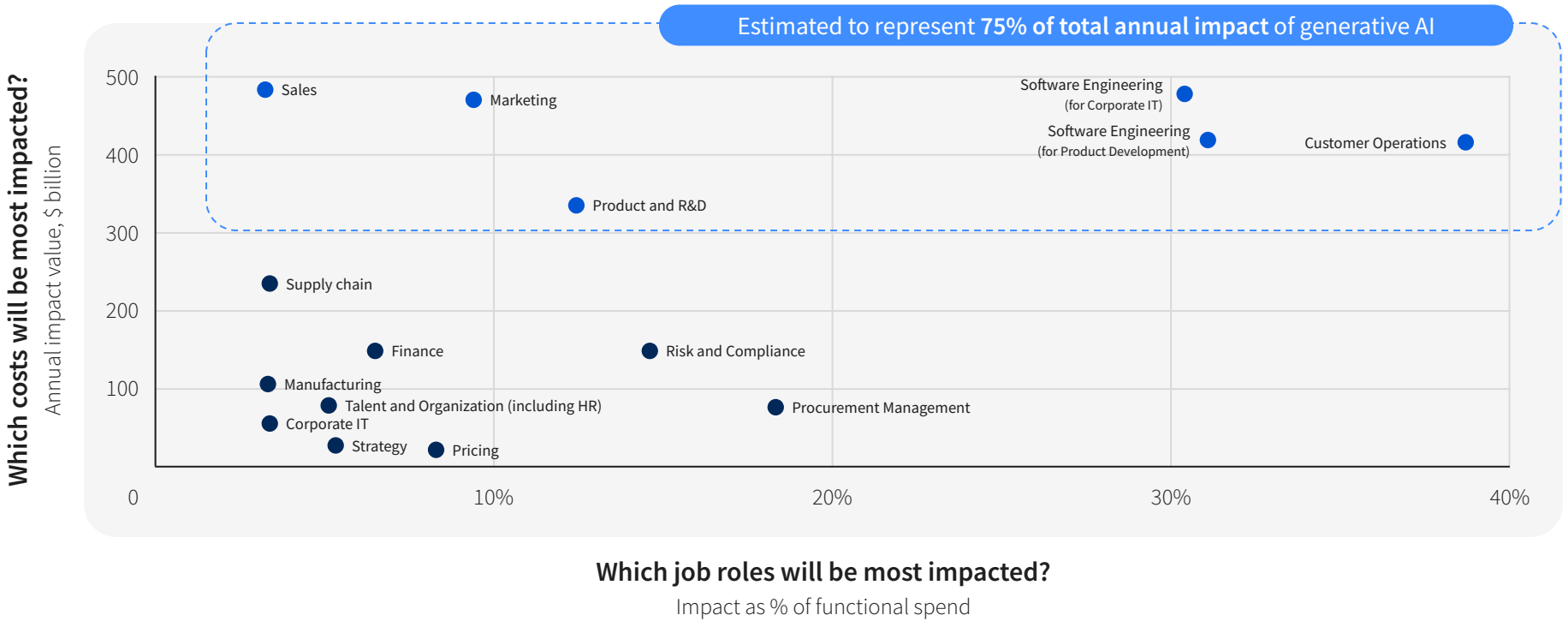
By Ed Felton (Princeton); Manav Raj (University of Pennsylvania), Robert Seamans (New York University)

Rank	SOC Code	Occupation Title	Language Modeling AIOE
1	41-9041	Telemarketers	1.926
2	25-1123	English Language and Literature Teachers, Postsecondary	1.857
3	25-1124	Foreign Language and Literature Teachers, Postsecondary	1.814
4	25-1125	History Teachers, Postsecondary	1.813
5	25-1112	Law Teachers, Postsecondary	1.802
6	25-1126	Philosophy and Religion Teachers, Postsecondary	1.800
7	25-1067	Sociology Teachers, Postsecondary	1.770
8	25-1065	Political Science Teachers, Postsecondary	1.770
9	25-1111	Criminal Justice and Law Enforcement Teachers, Postsecondary	1.754
10	19-3041	Sociologists	1.747
11	25-1113	Social Work Teachers, Postsecondary	1.739
12	25-1066	Psychology Teachers, Postsecondary	1.716
13	25-1122	Communications Teachers, Postsecondary	1.702



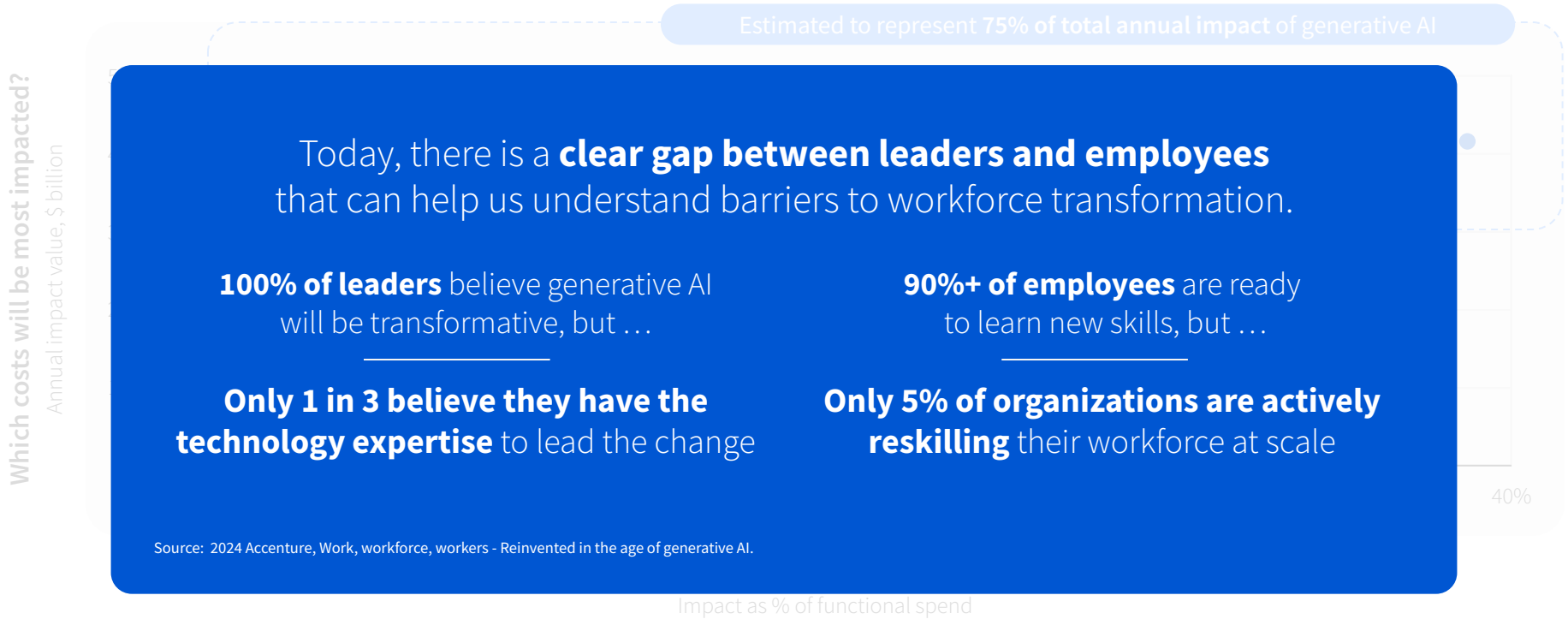
College professors
are considered to be one of the most exposed occupations

CFOs will strive to unlock $4.4T of AI productivity gains



Source: 2023 McKinsey & Company, The economic potential of generative AI.

CFOs will strive to unlock $4.4T of AI productivity gains



Today, there is a **clear gap between leaders and employees** that can help us understand barriers to workforce transformation.

100% of leaders believe generative AI will be transformative, but …

Only 1 in 3 believe they have the technology expertise to lead the change

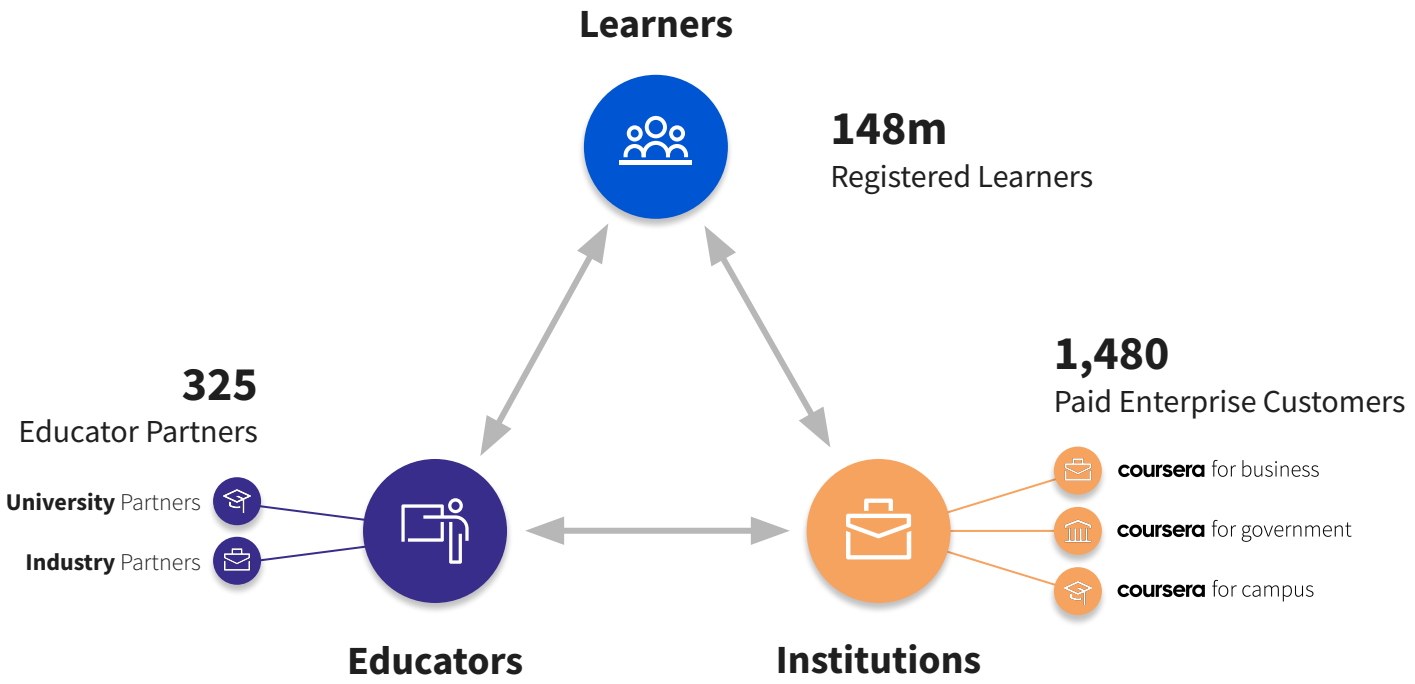
90%+ of employees are ready to learn new skills, but …

Only 5% of organizations are actively reskilling their workforce at scale

Source: 2024 Accenture, Work, workforce, workers - Reinvented in the age of generative AI.

Source: 2023 McKinsey & Company, The economic potential of generative AI.

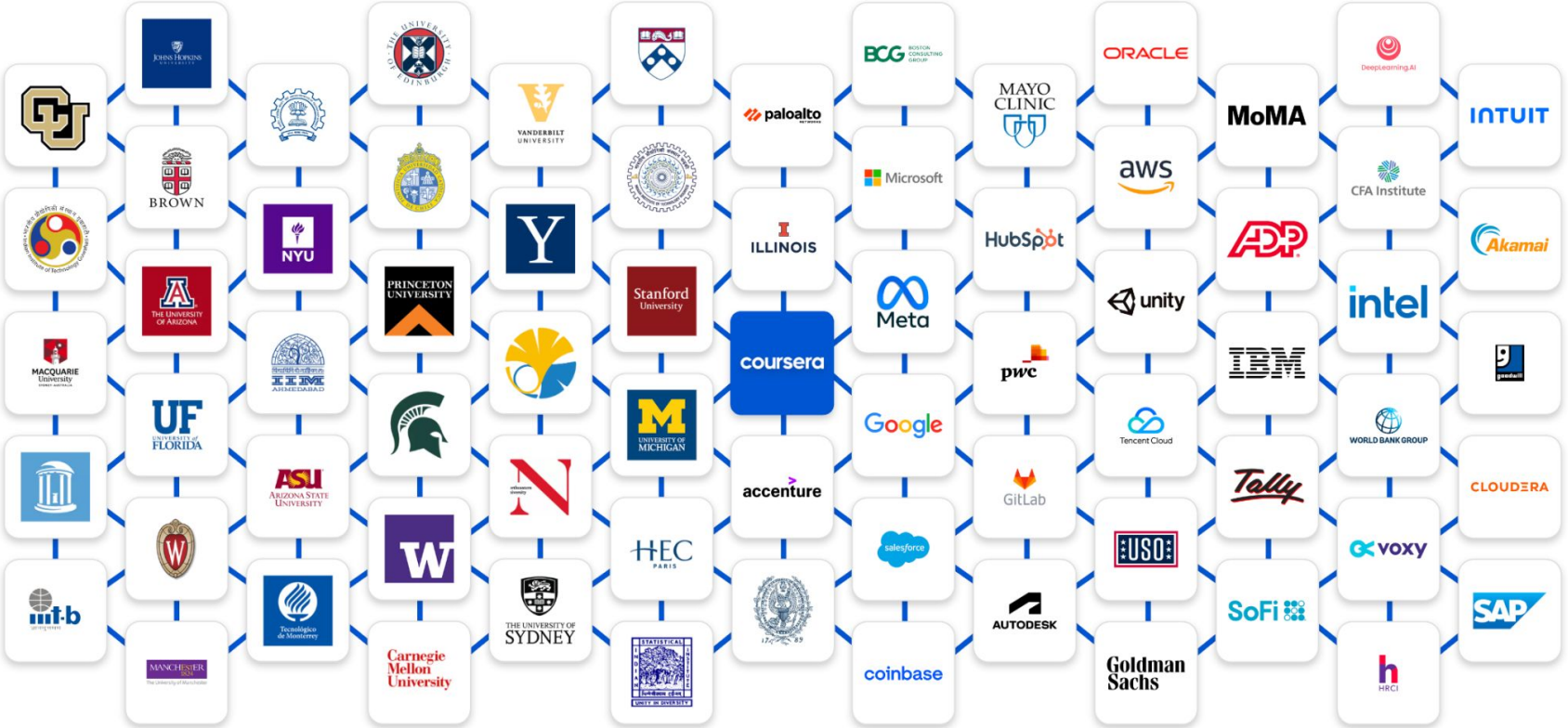
Coursera's lifelong learning ecosystem



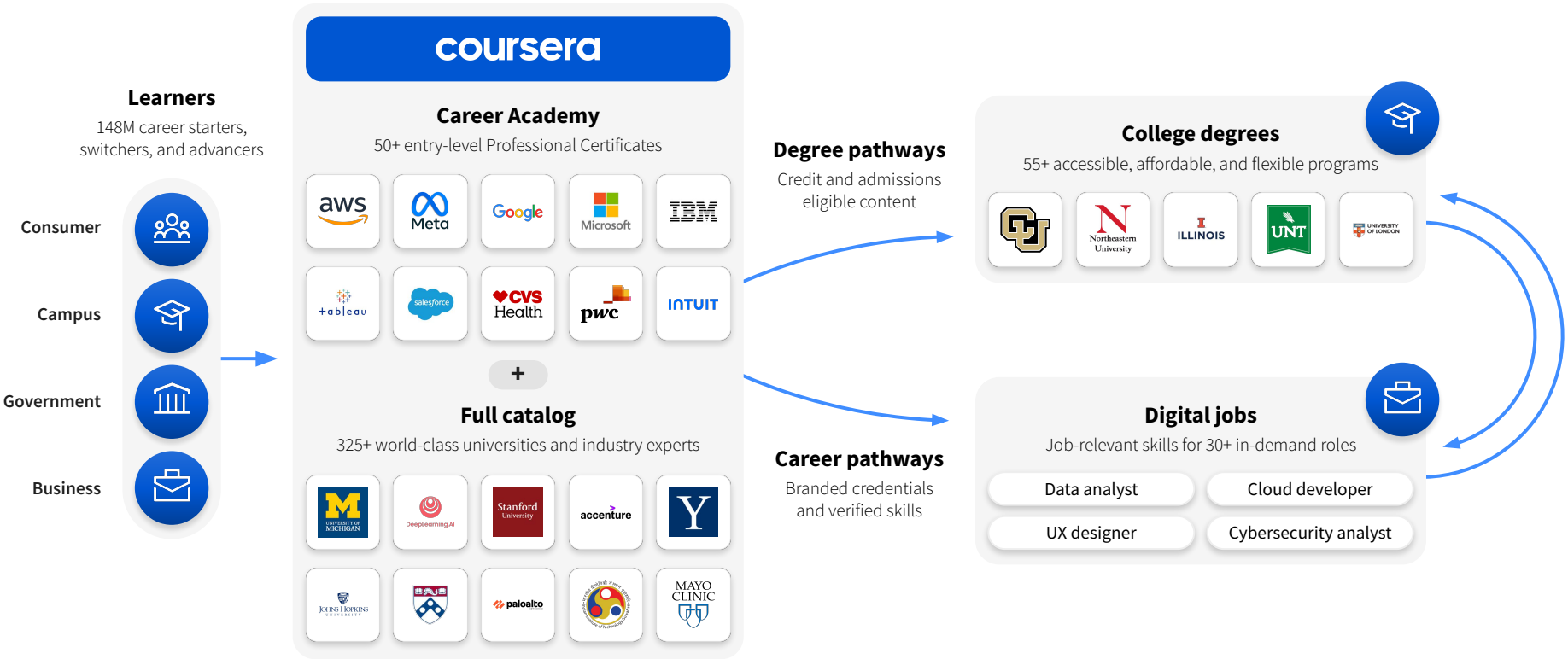
Source: Coursera data as of March 31, 2024.

Combined expertise of universities and industry leaders

We believe **trusted institutions and credentials** will play an increasingly valuable role in education as machines become capable of producing content at scale



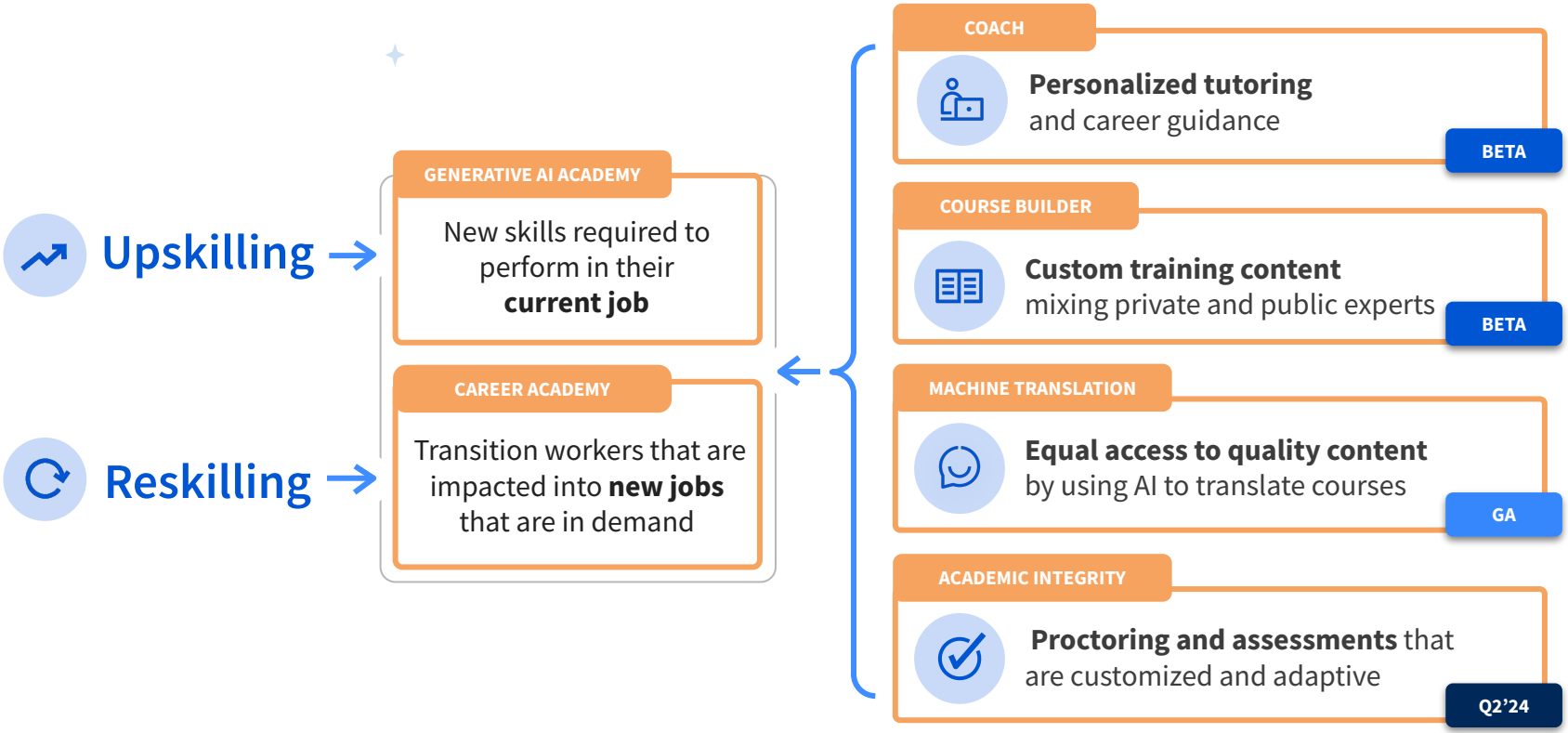
Advancing careers with pathways to degrees and jobs



Source: Coursera data as of March 31, 2024.

Transforming Coursera with generative AI

Our platform's content, data, and global scale provides **multiple opportunities to uniquely address** the needs of learners, educators, and institutions



GenAI Academy

for the **upskilling imperative**

GenAI Academy provides new skills for redefined jobs

GenAI for Everyone

Build foundational GenAI literacy and skill acquisition for all employees with expert training and hands-on practice to advance your organization.

- Generative AI for Everyone
- Generative AI, Prompt Engineering Basics
- Trustworthy Generative AI
- Introduction to Generative AI
- Prompt Engineering for ChatGPT

GenAI for Executives

Empower senior leaders across your entire organization to identify, develop and execute impactful GenAI business strategies.

- Navigating Generative AI: A CEO Playbook
- New Ways of Working in the AI World
- Think About Risk
- Generative AI: Impact, Considerations, and Ethical Issues
- GenAI for Leaders

GenAI for Teams

Equip cross-functional teams to understand GenAI use cases and best practices unique to their business function.

Coming in 2024

GenAI Skills

- Generative AI tools
- Large Language Models
- AI Strategy
- Prompt Engineering
- Responsible Generative AI

Source: Coursera data as of June 5, 2024.

GenAI Academy provides new skills for redefined jobs

In 2023, someone enrolled in GenAI content every minute on Coursera.

In 2024, that's increased to **4 every minute**.

Source: Coursera data as of May 2024.

Career Academy

for the **reskilling opportunity**

Career Academy provides credentials for in-demand jobs

Software and IT Roles

- IT Support
- Cybersecurity Analyst
- Full-stack Software Developer
- UX Design
- DevOps & Software Engineering
- IT Support
- Front-end Developer
- Back-end Developer
- IOS Developer
- Android Developer
- Database Administrator
- Back-end Development
- Cybersecurity
- Network Engineering
- IT Project Management
- Front-end Development
- Cybersecurity Analyst
- Cloud Technology Consultant
- Back-end JavaScript Developer NEW
- Product Manager NEW
- Full-stack JavaScript Developer NEW
- ISC2 Cybersecurity Specialist NEW
- IT Support Specialist NEW
- Cloud Support Associate NEW

Data Roles

- Data Science
- Data Analyst
- Data Analytics
- Data Analytics with Excel & R
- Data Engineering
- Data Warehouse Engineer
- Power BI Data Analyst
- Data Science Specialist
- Data Analyst NEW

Business Roles

- Social Media Marketing
- Sales Development
- Project Management
- Sales Operations
- Bookkeeping
- Marketing Analytics
- Digital Marketing E-Commerce
- Bookkeeper
- Technology Consultant
- GST Taxation Executive
- Career Coach and Navigator
- Customer Consulting & Support
- Project Management
- Call Center Customer Service
- Retail Customer Service
- Human Resources Associate
- Business Intelligence Analyst
- Real Estate Agent
- Digital Marketing Analyst NEW
- Supply Chain Analyst NEW
- Business Intelligence Analyst NEW
- Business Analyst NEW
- Project Manager NEW

Source: Coursera data as of June 5, 2024.

NEW Certificates launched in 2024

Career Academy provides credentials for in-demand jobs

Industry microcredentials **appeal to both students and employers.**

90% of students
believe a Professional Certificate will help them **stand out with employers.**

88% of employers
believe a Professional Certificate helps a **candidate stand out.**

Source: Advancing Higher Education with Industry Micro-Credentials report, 2023.

Source: Coursera data as of June 5, 2024.

Rapidly expanding our entry-level Professional Certificates

Strategic catalog asset advancing our career and degree pathways strategy across all segments: Consumer, Enterprise, and Degrees

Accelerating our content engine with:

- New generative AI tools (Course Builder)
- Coursera-produced content investments
- Expanding industry partnerships



Source: Coursera data as of June 5, 2024.

Rapidly expanding our entry-level Professional Certificates

Strategic catalog asset advancing our career and degree pathways strategy across all segments: Consumer, Enterprise, and Degrees

We expect to launch **30+ certificates in 2024**
with new and existing industry partners, including roles in:

- Gen AI Software Developer
- UX & UI Designer
- Medical Office Manager
- Mobile App Developer
- Market Research Analyst
- Personal Trainer
- Game Designer
- Payroll Specialist
- Community Health Worker
- + more

Source: Coursera data as of June 5, 2024.

GenAI Product Innovation

transforming the learning and teaching experience

A new era of personalized, interactive online learning

coursera coach Beta



Personalized and **interactive**



Grounded in **expert, trusted** content



Multiple roles, for **tutoring**, **career advice**, and discovery



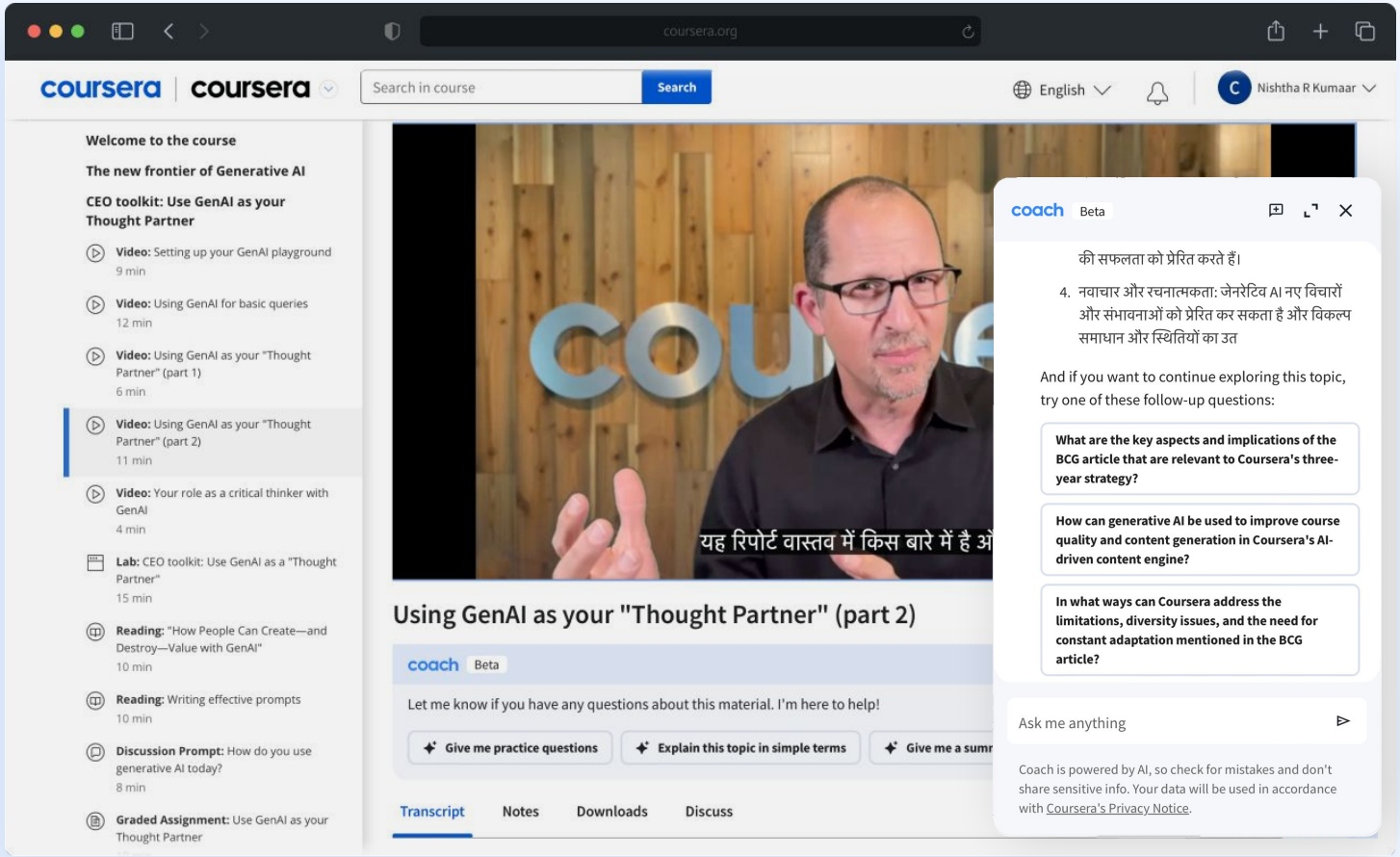
Adaptive recommendations, reviews, assessments



Guided by Coursera **Responsible AI Principles**

coursera coach Beta

coursera



Enabling custom courses at scale with world-class content

Coursera Course Builder **Beta**

AI-assisted private authoring



Build custom courses and assessments on Coursera



Invite global **guest experts** into your courses



Find content based on learning objectives



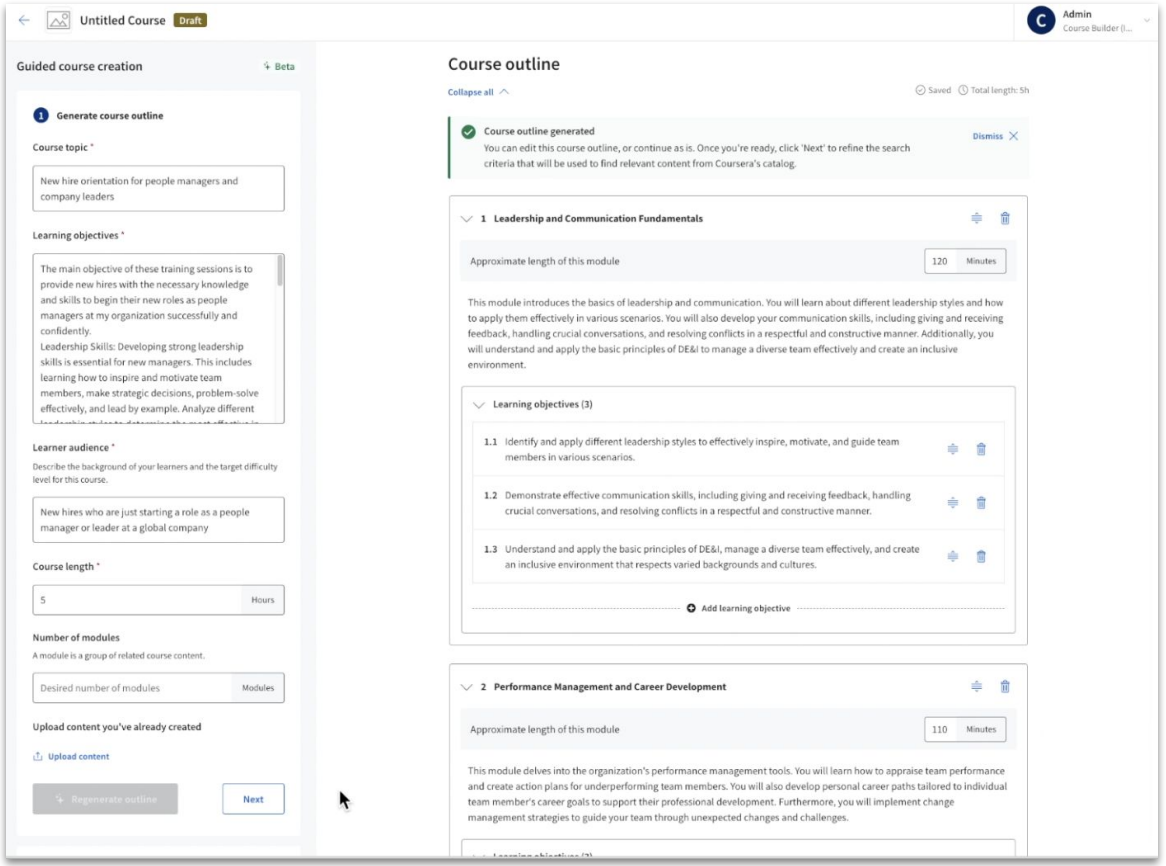
***Global translations** to provide learning in **local languages**



Guided by Coursera **Responsible AI principles**

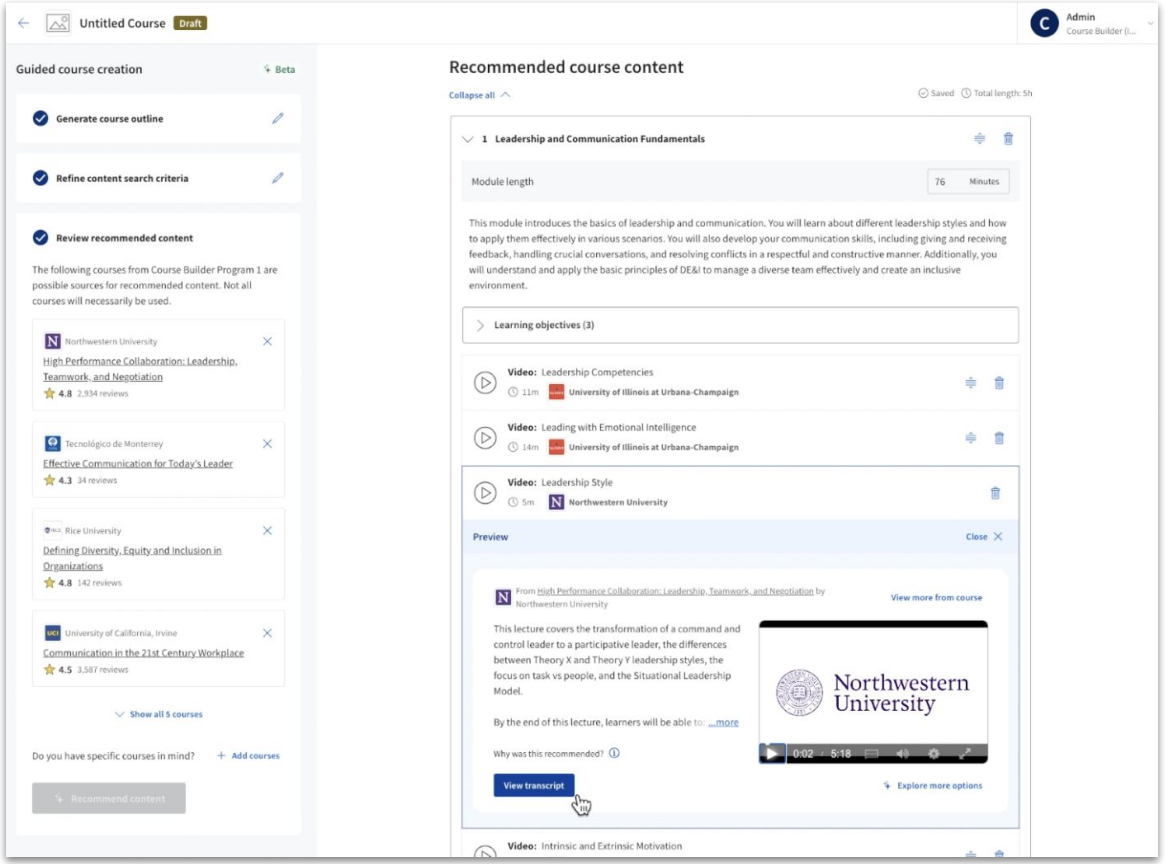
AI-assisted authoring blends private and public content

Coursera Course Builder



AI-assisted authoring blends private and public content

Coursera Course Builder



AI-powered translation broadens global access

4,400+ courses

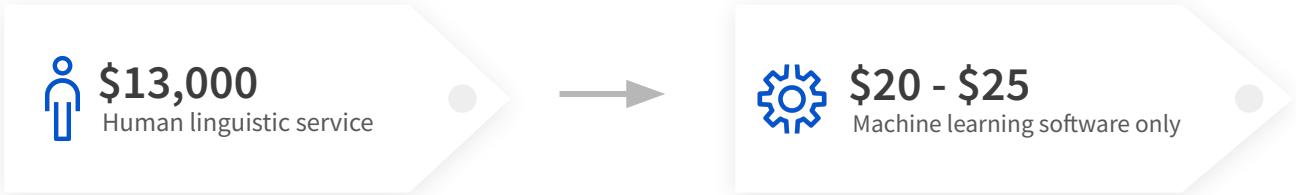
Lecture video subtitles, course readings, quizzes, assessments, assignment instructions, discussion prompts, course descriptions and syllabuses

21 languages

Arabic, Bahasa Indonesia, Chinese – Simplified, Dutch, French, German, Greek, Hindi, Hungarian, Italian, Japanese, Kazakh, Korean, Polish, Portuguese, Russian, Spanish, Swedish, Thai, Turkish, Ukrainian

Illustrative cost

Cost per course per language



Source: Coursera data, 2023. Cost estimates based on Coursera analysis. International course defined as one course-language pair.

coursera



Thank you

Breakout session to be held in **Richardson**