

# Pricing Update

Confidential under NDA

## Summary

Pure is navigating global supply chain pressures by prioritizing resilience, stability, and transparency for customers. To ensure sustained innovation and delivery speed, we are implementing average sales price (ASP) changes across our portfolio beginning on February 9, 2026.

We have taken this opportunity to standardize, streamline and align our overall discount structure to make it far easier for our partners to understand, create quotes, and operate more independently. We are aligning our discounts across our products in each class (hardware, software, and services).

While price adjustments are never easy, our innovation, business models, and our diversified supplier base and our business models are allowing us to keep this increase and our product delivery lead times among the most competitive and flexible in the industry.

## How does this impact our Partner Program Status and Benefits?

- Our new partner program offers more profitability levers than ever before and we remain 100% partner led. There are no changes to the program structure including deal registration.

## Why is Pure focusing on ASP and discount standardization instead of big list-price changes?

- Customers buy ASP, not list price. In practice, customers compare effective pricing vs. value and competitors. Large list price hikes plus wide, opaque discounts make it harder for customers to tell if they're getting a fair deal.
- We want pricing to be transparent and defensible. By converging discounts toward a standard level, we are reducing arbitrary variation between customers with similar profiles. This supports:
  - Fairness: similar workloads and commitments see similar economics.
  - Portfolio-wide agreements: easier to structure multi-product, multi-year deals.
  - Predictable renewals and expansions: less whiplash when customers grow.

- It simplifies things for partners, sellers and customers. A clear standard discount gives partners and sellers a stable reference point, rather than having to navigate a very wide and shifting band on every opportunity.

### **Are the price increases global?**

- Yes, they are global. Price changes are set in USD and go into effect on February 9. Global prices will be reflected in the updated list price plus any exchange rate impacts.
- The prices will follow international discount swimlanes as have been already set.

### **What does this look like across the portfolio and what's the impact on Evergreen//One subscriptions?**

- For most of the portfolio, the uplift is largely on the product side; support ASP changes are nominal and contribute only a small fraction of the increase for a 3-year deal.
- E-series is the exception, where both product and support ASPs move materially and reflect the added value of DeepReduce and the associated guarantees.
- Evergreen//One retains its focus on predictable subscription economics; ASP adjustments are tied to term length.

### **Which offers are not affected?**

- Pricing on Portworx, Pure Cloud, and Professional Services remain unaffected.
- Within the core storage portfolio, Evergreen support renewals remain anchored on Flat-is-Fair, and Evergreen//One Renewals will remain flat as well.

### **With the unpredictability of the supply chain environment, could prices continue to increase?**

- We are navigating a dynamic landscape and cannot predict how things may further evolve, but we will remain transparent with customers and partners regarding any further updates or changes required in terms of how you work with us.
- If current conditions continue, we do expect further price increases this year.
- Our goal remains to cushion the impact on customers, and we have deep supplier relationships, structural advantages and business models – such as Evergreen//One – to create a path for greater flexibility and predictability for customers.

## **Structural and Supply Chain Advantages**

### **What gives you confidence Pure can manage through this supply and pricing environment better than others?**

- Software-driven economics: Technologies like DeepReduce on FlashBlade//E, together with our broader data-reduction capabilities and Evergreen constructs, allow us to:
  - Offset some of the raw media cost pressure by increasing effective usable capacity.
  - Maintain competitive effective \$/TB even as component \$/GB rises.
- DirectFlash architecture and fewer components: We build our own DirectFlash Modules (DFMs) directly with NAND vendors, using a very small number of semiconductor parts relative to traditional SSD-based designs. This:
  - Eliminates the SSD-OEM layer as a potential choke point.
  - Reduces the number of components we must secure and qualify.
  - Gives us more direct control over supply and lifecycle.
  - For example, we build with just TWO QLC NAND parts, competitors have many distinct SSD capacity points, each of which may present their own shortages.
- Deep, multi-year NAND partnerships, reinforced by hyperscaler business: Over more than a decade, and accelerated by our hyperscaler business, we have built strategic, high-volume, multi-year relationships with NAND suppliers. We are not just a spot buyer:
  - We co-design media and commit meaningful volume.
  - Vendors treat us as a strategic counterpart, which improves visibility, flexibility, and access in constrained markets.
- Designed for flexibility: Our hardware portfolio is structured around common components and modular designs across FA// and FB//. This allows us to:
  - Steer builds toward the healthiest parts of the supply landscape (by media, capacity point, and BOM), rather than being locked into brittle SKUs.
  - Make targeted adjustments across our products which use the same components we can ship more efficiently.
- Proven track record: We have successfully navigated prior shocks (COVID, tariffs, prior NAND cycles) while:
  - Maintaining best-in-class lead-time predictability, and
  - Avoiding large-scale customer disruption.

## Contracts, Renewals, & Quotes

### How will we handle quotes that were approved prior to the price increase?

- Approved pre-increase quotes remain valid until their stated expiration date or March 31, 2026, whichever comes first. We understand how disruptive cancelled quotes are and we are giving the customers this period to give us orders based on pre-increase list prices.

### What about quotes approved after February 9?

- After February 9, new quotes will have the updated list prices, and the standard quote expiry period will be 60 days.

### **Do I also need to get a new quote for renewals after March 31?**

- No, renewals will follow our Flat-is-Fair model and will not be impacted by the pricing changes.

### **Can you explain price changes on renewals versus new contracts?**

- Support subscriptions (Forever) can be renewed at their Flat-is-Fair price
  - Remember, that "Flat" is calculated on a three year renewal at standard discount paid up front. Shorter renewals, or three year renewals with annual billing carry higher pricing. Renewals of highly discounted Evergreen sales sold with new products revert to a standard discount.
- Evergreen//One contract renewals will be subject to existing contractual rates.

### **Does a new Deal Registration need to be submitted in order to get a new quote?**

- No, Partners will not need to resubmit a deal registration for the opportunity. The existing Deal Registration and Partner Sourced status (if applicable) for the opportunity will not change when a new quote is issued.

### **Will my standard discount or Deal Registration discount as a Partner be impacted because of the pricing?**

- There are no changes to the standard discounts for registered deals. With the discount standardization we expect the standard discount to be a VERY competitive price in the current market.

### **Where can I find the specific price increases listed?**

- Contact your Partner Account Manager to get specific details on pricing updates.

### **Are my program rewards and rebates impacted by the new pricing?**

- No, your program rebate and reward percentages are not impacted by pricing changes.

### **Do you have messaging I can use to inform my customers of pricing changes?**

- Partners can reach out to their Partner Account Manager to get language for sending communication to customers.