Unique Market Focus

Gary Smerdon, Chief Strategy Officer

February 6, 2014

Safe Harbor Disclosure

Note on Forward-looking Statements

Certain statements in this presentation may constitute "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934 and Section 27A of the Securities Act of 1933, including, but are not limited to, statements concerning our future plans, expectations, beliefs, intentions and prospects, financial guidance for our third fiscal quarter of 2014, our progress on, and effect of, our key technology and strategic initiatives, our sales execution efforts, our expectations regarding the market opportunity and our ability to execute our go-to-market strategy, expectations concerning our product portfolio and our strategic partnerships, and benefits and value of our products and solutions to our customers and end users. These statements are based on current expectations and assumptions regarding future events and business performance and involve certain risks and uncertainties that could cause actual results to differ materially from those contained, anticipated, or implied in any forward-looking statement, including, but not limited to, risks associated with changes in the demand for our products, our expectation that large and concentrated purchases by a limited number of customers will continue to represent a substantial majority of our revenue and our ability to sustain or increase our revenue from our large customers or offset the discontinuation of concentrated purchases by our larger customers with purchases by new or existing customers, the continued adoption by customers of our ioMemory platform products, growing our sales through OEMs, resellers and channel partners and maintaining our relationships with OEMs, resellers and channel partners, including the timely qualification of our products for promotion and sale by our OEMs, long and unpredictable sales cycles, changes in the competitive dynamics of our markets, including the potential for increased pressure on the pricing of our products, reduced gross margins, increased sales and marketing expenses, the potential that we or our customers may not realize the benefits we currently expect from our acquisitions of ID7 and NexGen Storage, our ability to develop or acquire new products to meet customer needs and expectations, including additional software solutions to be integrated with our storage memory products, our acquisition and strategic partner strategy and disruptions in our business, operations and financial results as a result of acquisitions and strategic partner relationships, as well as the risks inherent in the integration and combination of complex products and technologies from acquisitions, undetected errors, defects or security vulnerabilities in our products, worldwide economic conditions and the impact these conditions have on levels of spending on datacenter technology like ours, our ability to recruit and successfully hire new executive officers, and such other risks set forth in the registration statements and reports that Fusion-io files with the U.S. Securities and Exchange Commission, which are available on the Investor Relations section of our website at www.fusionio.com. 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 will occur. Fusion-io undertakes no obligation to update publicly any forward-looking statement for any reason after the date of this presentation.

Use of Non-GAAP Financial Information

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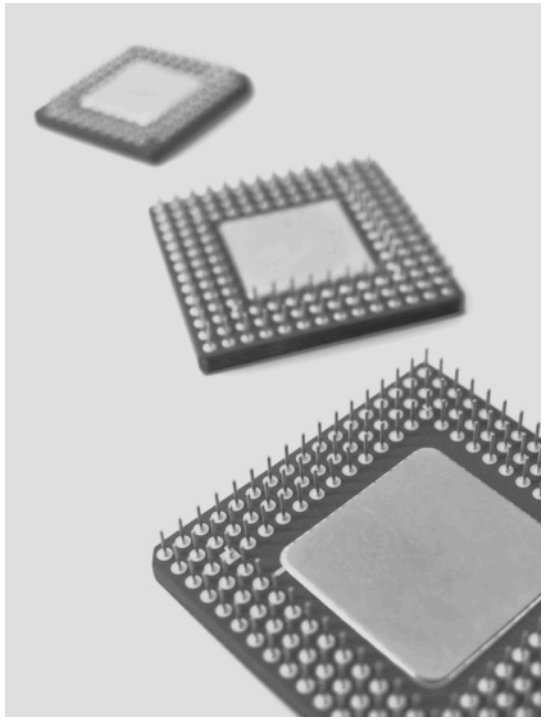
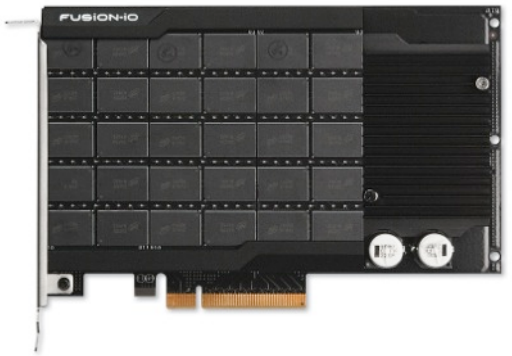
The Next Wave of Application Acceleration



CPU

Enterprise Array



Solid State Era

Application Acceleration Value

"Google found an extra half second in search page generation time dropped traffic by 20%."

"Amazon found every 100ms of latency cost them 1% in sales."

"If a trading platform is 5 milliseconds behind the competition, it could lose millions in revenues per millisecond."

Fusion-io has documented over 70 examples of delivering customer value through application acceleration www.fusionio.com/case-studies

Source: Google, Greg Linden, "Make Data Useful", Tabb Group

From Fast Storage To Application Acceleration

Plug & Play	Workload Optimized	Flash Aware Application Acceleration
▸ Fast storage ▸ Disk replacement ▸ Power efficiency	▸ Applications tuned to utilize flash ▸ Random I/O ▸ Solution optimized for Apps	▸ New paradigm ▸ Application specific optimizations ▸ Radically higher performance ▸ Improved reliability

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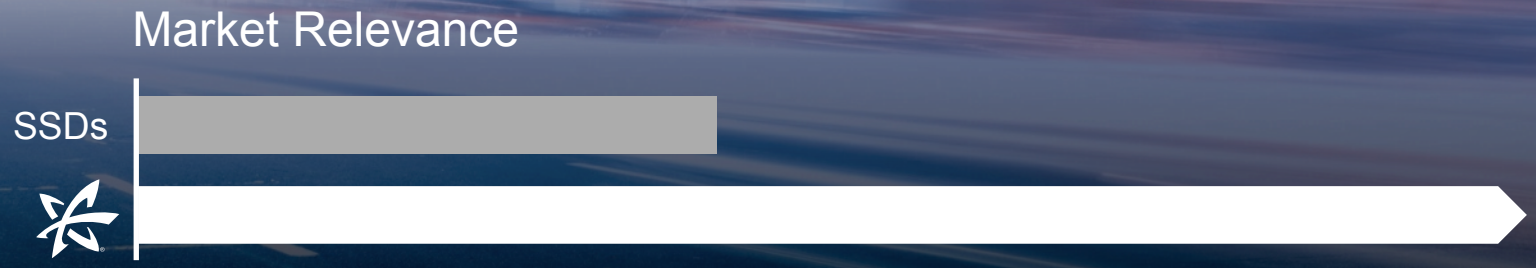
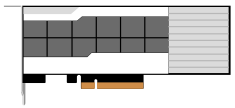
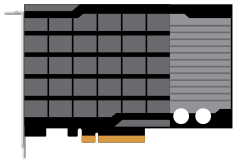


Application Acceleration Solutions

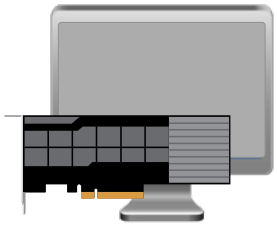
In Server Application Acceleration



ioDrive®II



ioScale®

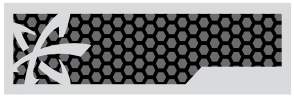


ioVDI™

ioTurbine™

Application Acceleration Appliances

ioN ACCELERATOR®



ioControl™ HYBRID STORAGE

FUSION-IO®

Application Acceleration in the Server

ioDrive II Duo
Up to 2.4TB of capacity
per x8 PCIe slot

ioScale
Up to 3.2TB of capacity
per PCIe slot

ioFX
Up to 1.6TB of
workstation acceleration

5x FASTER DATA ANALYSIS

30x FASTER DATABASE REPLICATION

40x FASTER DATA WAREHOUSE QUERIES

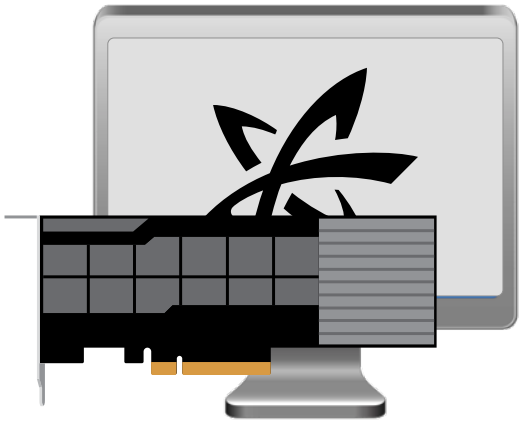
20x FASTER UPDATE QUERIES

15x FASTER QUERIES

FUSION-IO

ioVDI - Intelligent Desktop Performance

ioVDI™



- VDI is a high growth opportunity
- User experience equal to a physical desktop
- Costs less than a physical desktop

"The combination of Fusion-io's ioMemory flash technology, ioVDI software and VMware Horizon View can greatly **INCREASE VIRTUAL DESKTOP PERFORMANCE** and manageability."

Mason Uyeda | Sr. Director | Technical Marketing | VMware

vmware®

77% SAN/NAS WRITE OFFLOAD

50ms CONSISTENT RESPONSE TIMES

1/10th STORAGE/NETWORK RESOURCES

FUSION-IO®

ION: Industry Leading Application Acceleration

ioN ACCELERATOR

- Industry leading performance across key applications
- Integrated appliance leveraging ioMemory
- Integration into partner data management frameworks
- Now offered as a Fusion-io branded appliance

25x DATABASE PERFORMANCE

40x INDEX REBUILD

35x XPLORE QUERY TIMES

Source: http://www.vmware.com/a/vmmark/

FUSION-IO

VMmark Wins = ✓ World Record = 🏆

	Date	Servers	Score	Storage
✓	FUJITSU	Jan 9, 2014	Fujitsu PRIMERGY BX920 S4	13.08 @ 10 tiles	ioDrive II
✓	DELL	Oct 1, 2013	Dell PowerEdge R720	16.18 @ 14 tiles	ioN ACCELERATOR
🏆 ✓	hp	Sep 10, 2013	HP ProLiant BL460c Gen8	16.47 @ 14 tiles	ioN ACCELERATOR
🏆 ✓	hp	Sep 10, 2013	HP ProLiant DL380p Gen8	16.54 @ 14 tiles	ioN ACCELERATOR
✓	FUJITSU	Aug 6, 2013	Fujitsu PRIMERGY RX300 S7	12.51 @ 10 tiles	ioDrive II
🏆 ✓	hp	Jun 11, 2013	HP ProLiant DL980 Gen7	31.80 @ 30 tiles	ioN ACCELERATOR
🏆 ✓	hp	June 11, 2013	HP ProLiant DL560 Gen8	20.35 @ 18 tiles	ioN ACCELERATOR
🏆 ✓	hp	June 11, 2013	HP ProLiant DL380p Gen8	12.11 @ 10 tiles	ioN ACCELERATOR
✓	FUJITSU	May 30, 2013	Fujitsu PRIMERGY BX924 S3	12.05 @ 10 tiles	ioDrive II
🏆 ✓	cisco	May 9, 2013	Cisco UCS C240 M3	12.00 @ 10 tiles	ioN ACCELERATOR

ioControl: Industry Leading Hybrid Acceleration

ioControl™
HYBRID STORAGE

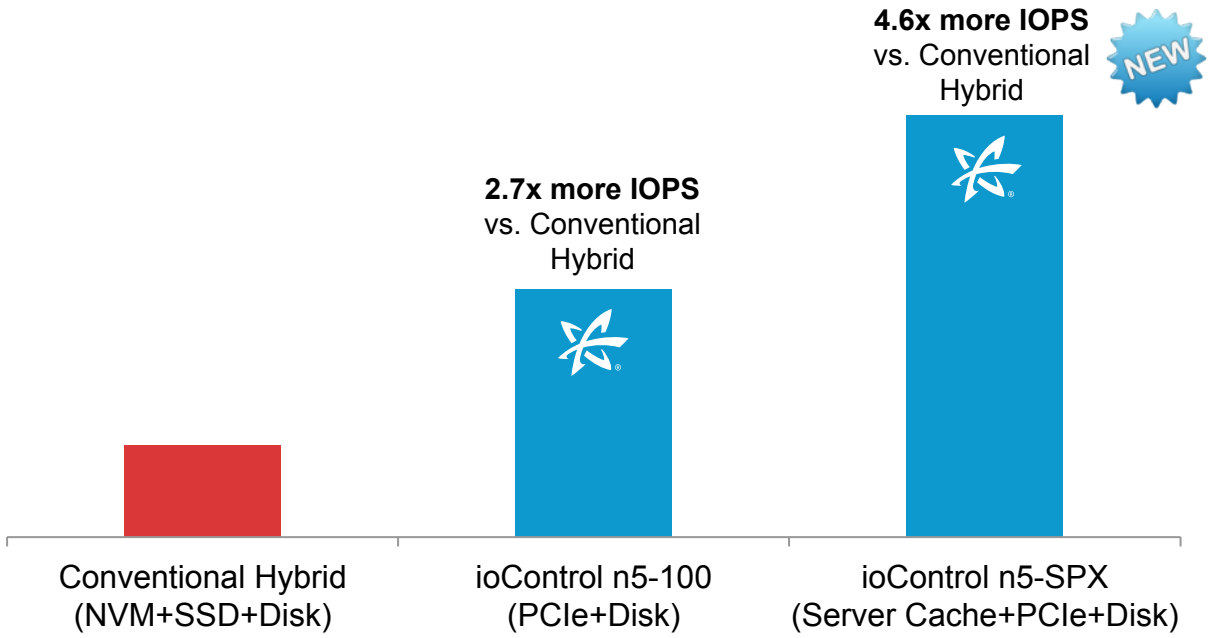
- Cost effective application acceleration for SME
- Hybrid Storage leveraging ioMemory and disks
- Uniquely exploits flash capabilities
- Application Specific QoS for guaranteed performance

10x PERFORMANCE **2x** CAPACITY **1/3** DATA CENTER FOOTPRINT

FUSION-IO®

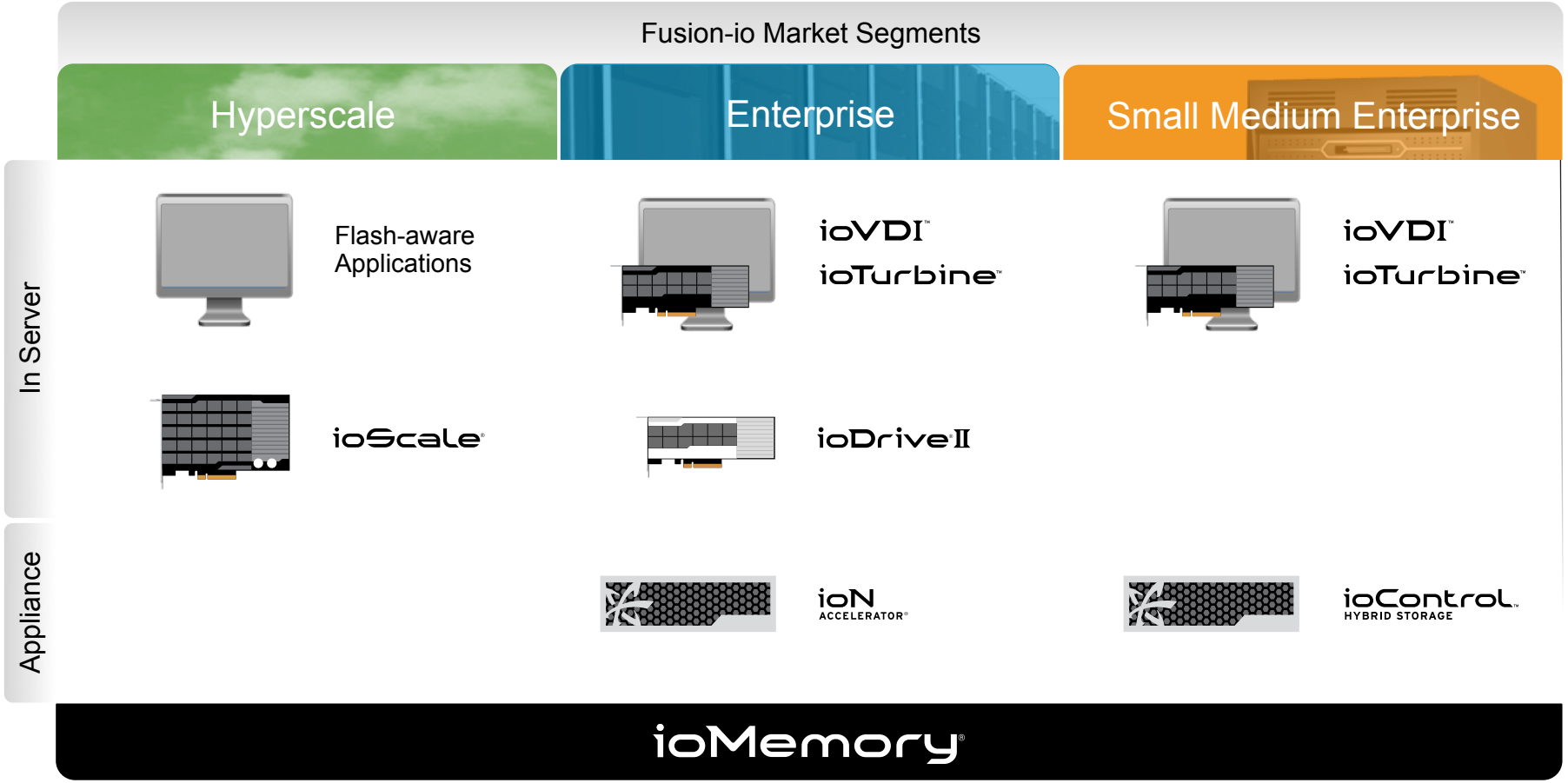
ioControl: Competitive Performance Benchmark

Virtual Machine Workload



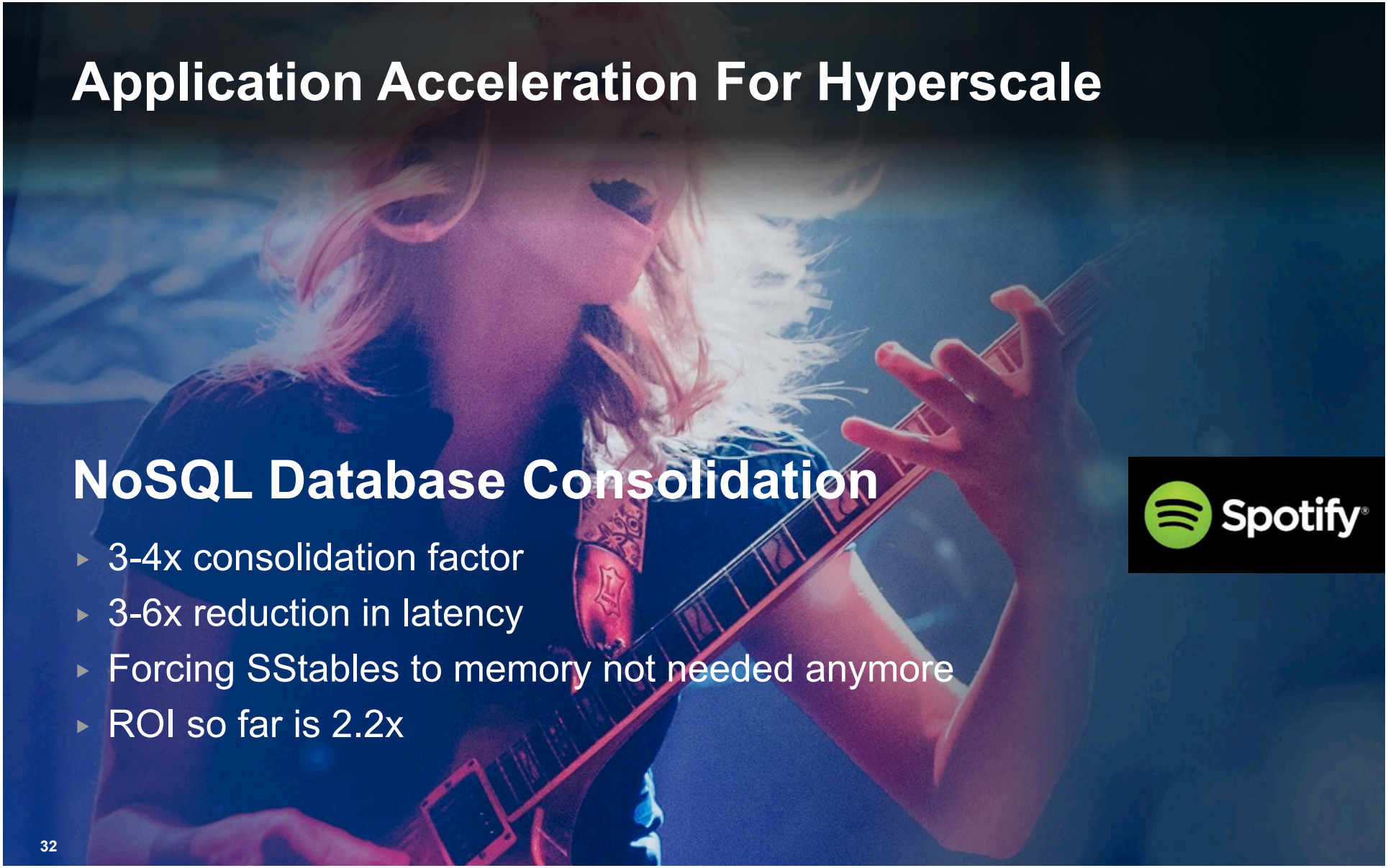
For details, go to:
http://www.fusionio.com/blog/ioControlSPX-performance-testing/
http://get.fusionio.com/iocontrol-tolly-white-paper

Application Acceleration Across Segments



FUSION-IO

Application Acceleration For Hyperscale



NoSQL Database Consolidation

- 3-4x consolidation factor
- 3-6x reduction in latency
- Forcing SStables to memory not needed anymore
- ROI so far is 2.2x

Spotify®

Application Acceleration For Enterprise

SAP ERP

- 2.5x faster database transactions
- 3x faster SQL Server queries
- 12x faster database restore
- “Percentage of database time in average SAP dialog steps decreased about 20 to 30%.” —David Yu, Global Service Team

Quanta Computer

Application Acceleration For SME

Back Up Efficiency

Law Bulletin Publishing Company | LB

- 4x footprint reduction
- 50% reduction in backup window
- “We literally cut nine hours off our backup window and eliminated the I/O contention with other applications. Fusion’s ioControl hybrid storage solution worked like a magic trick!” —Dave Bajic, IT Operations Manager

Investing in ISV Partnerships

Success with SAP HANA

Designed In	7 of 10 SAP HANA appliances use Fusion-io*
Go To Market	Sales in aggregate make HANA a Fusion-io “Top Customer”
Infrastructure Partner	Integral infrastructure for SAP Enterprise Cloud
Ecosystem Partnerships	

Source: Fusion-io, SAP Hana PAM Dec 2013

Leveraging ISV Partnerships

- Thousands of MSSQL joint customers
- Deployed in all Microsoft Technology Centers Worldwide
- SQL Server 2014 launch partner
- SQL Partner Advisory Council member

- Over a thousand VMware deployments using Fusion-io
- vSAN partner supporting VMware early access customers
- VMware Horizon Fast Track member for ioControl and ioVDI

Application Acceleration: $26B Opportunity (2017)

$5B	$11B	$10B
200+ Customers	4,000+ Customers	100,000+ Customers

Sources:
Internal FIO Estimates
Gartner: Forecast: Public Cloud Services, Worldwide, 2011-2017, Q4'13 Update, Published: December 2013
Gartner: Forecast: Enterprise IT Spending by Vertical Industry Market, Worldwide, 2011-2017, Q3'13 Update, Published: October 2013
IDC, 2014 - Worldwide Enterprise Storage Systems, 2010 - 2014
Gartner: Forecast Analysis: Small-and-Midsize-Business External IT Spending, Worldwide, 3Q13 Update, Published: 23 December 2013

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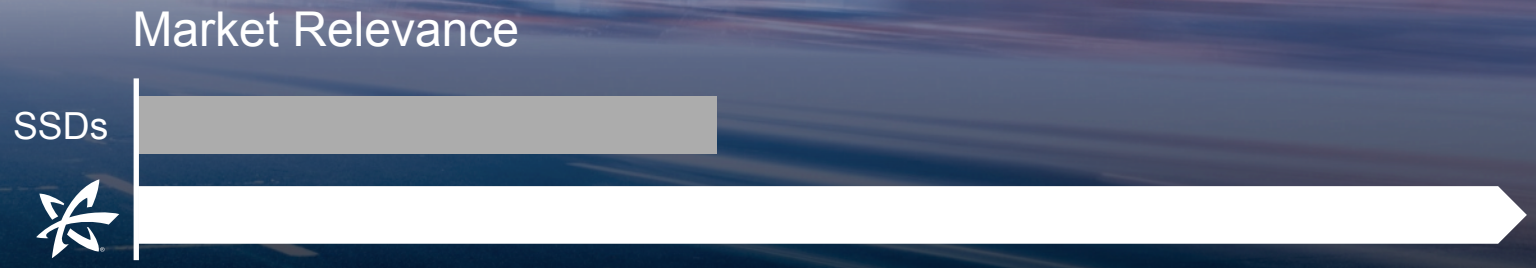
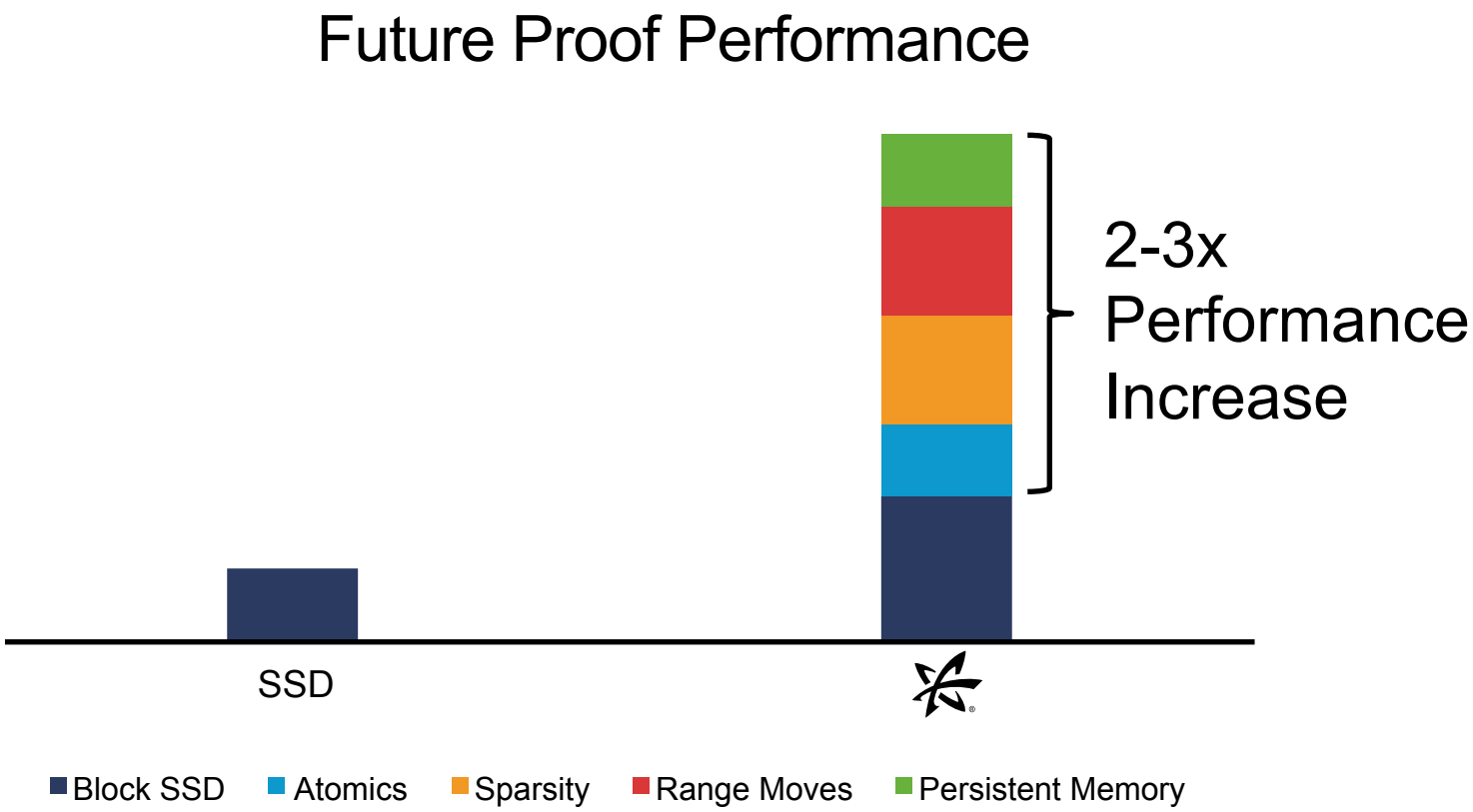
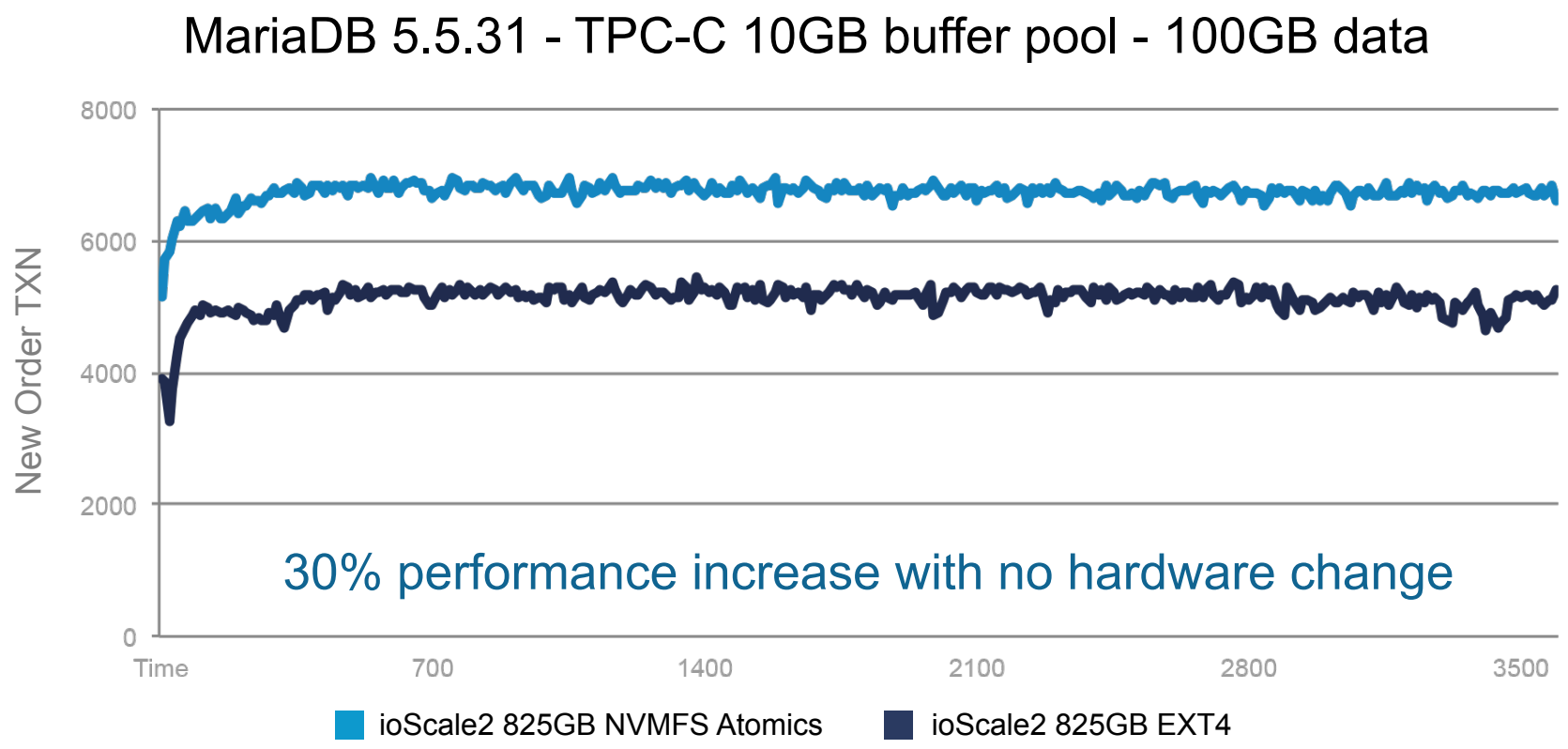


Impact of Flash Aware Applications

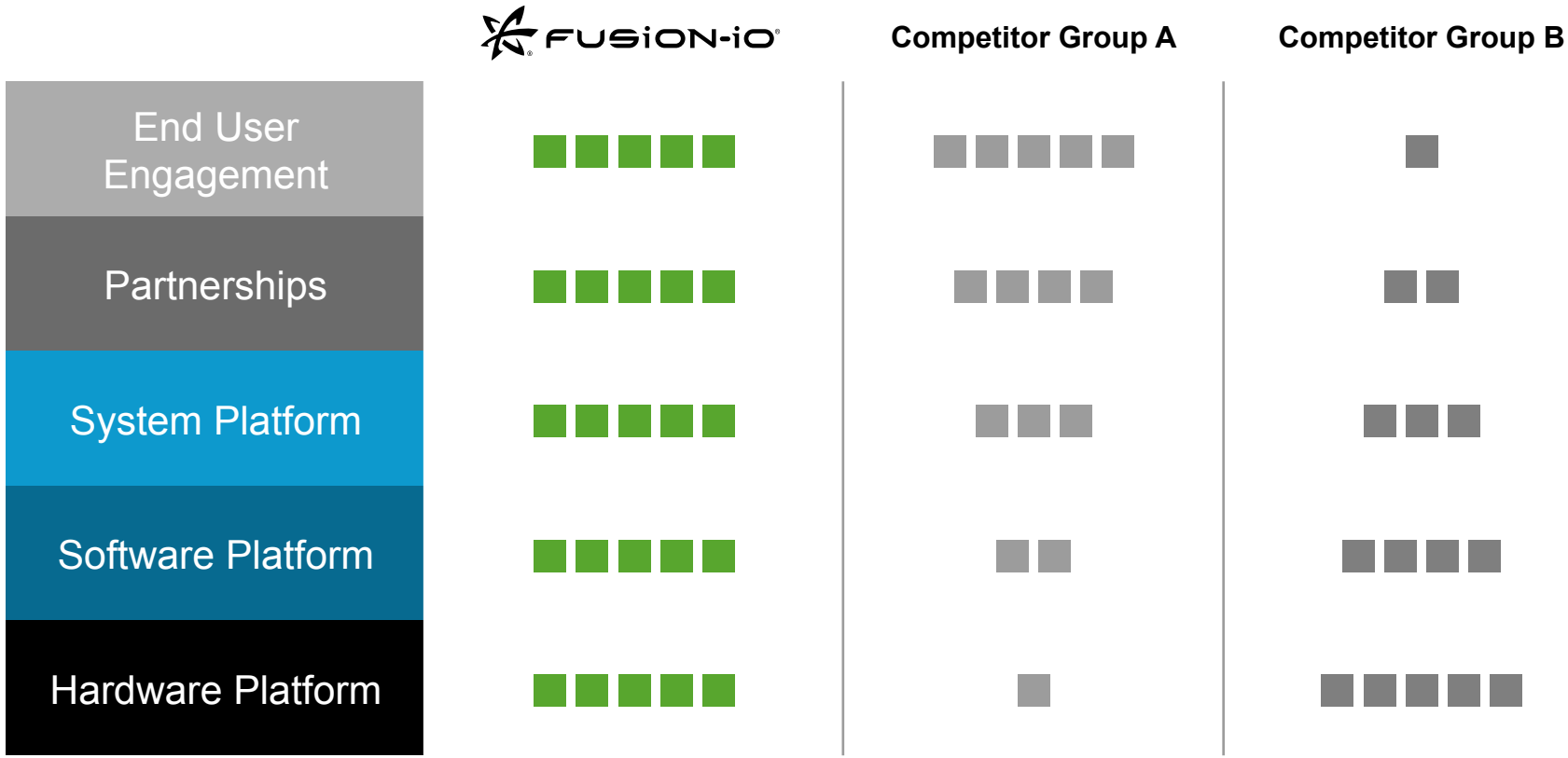


Application Acceleration in Action



Source: Fusion-io Data Propulsion Lab

Competitive Position



The Future is Bright

- Flash is enabling the next big wave in application acceleration – huge opportunity
- Applications are evolving to harness this new power
- Fusion-io pioneered and continues to lead this new market

Thank You
fusionio.com | Delivering the World's Data. Faster.