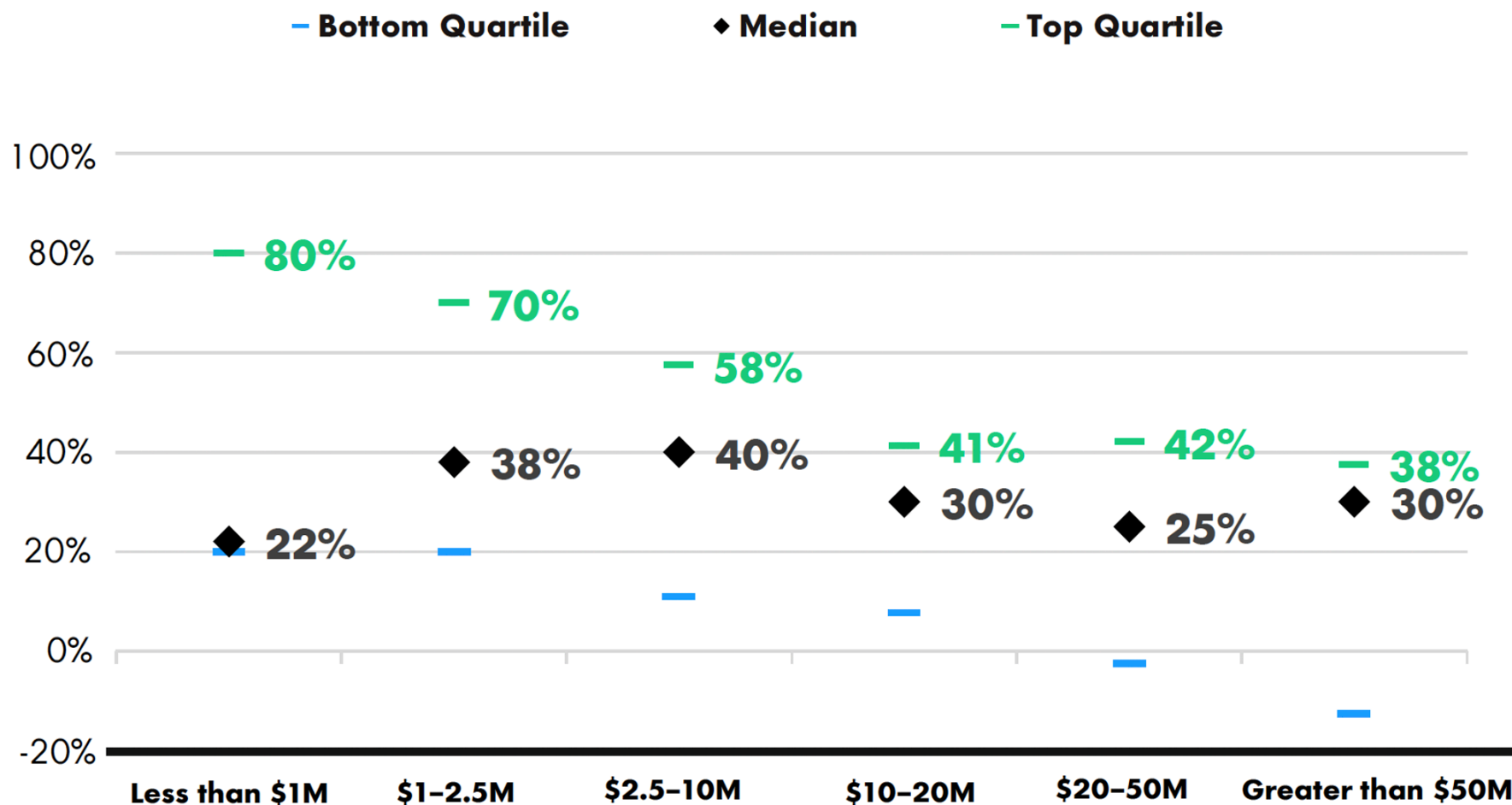


RULE OF 40 BY COMPANY ARR



OPENVIEW

Rule of 40 calculated as YoY ARR growth plus LTM (last 12 months) free cash flow margin or EBITDA margin.
 For example, if you're growing at **50%** YoY and have a **-15% free** cash flow margin over the last **12 months**,
your rule of 40 = [50% Growth] + [-15% free cash flow margin] = 35%.