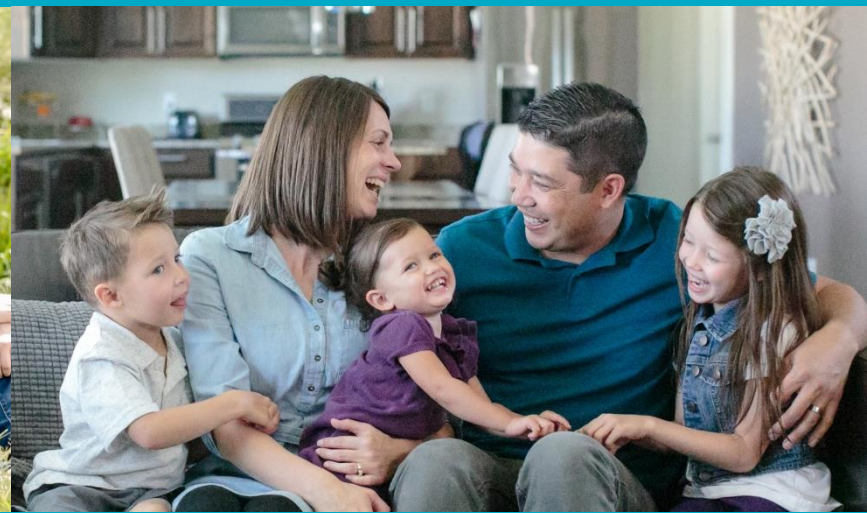


# Investor presentation

JP Morgan Healthcare Conference January 2018



# Safe Harbor

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This presentation does not constitute an offer or invitation for the sale or purchase of securities and has been prepared solely for informational purposes. This presentation is a summary of information contained in our public filings filed with the Securities and Exchange Commission (SEC), which public filings are expressly incorporated herein by reference (see <http://ir.healthequity.com/>), and other publicly available information. Readers are encouraged to review our public filings for further information.

This presentation contains “forward-looking” statements that are based on our management’s beliefs and assumptions and on information currently available to management. These forward-looking statements include, without limitation, statements regarding our industry, business strategy, plans, goals and expectations concerning our market position, product expansion, future operations, margins, profitability, future efficiencies, capital expenditures, liquidity and capital resources and other financial and operating information. When used in this discussion, the words “may,” “believes,” “intends,” “seeks,” “anticipates,” “plans,” “estimates,” “expects,” “should,” “assumes,” “continues,” “could,” “will,” “future” and the negative of these or similar terms and phrases are intended to identify forward-looking statements.

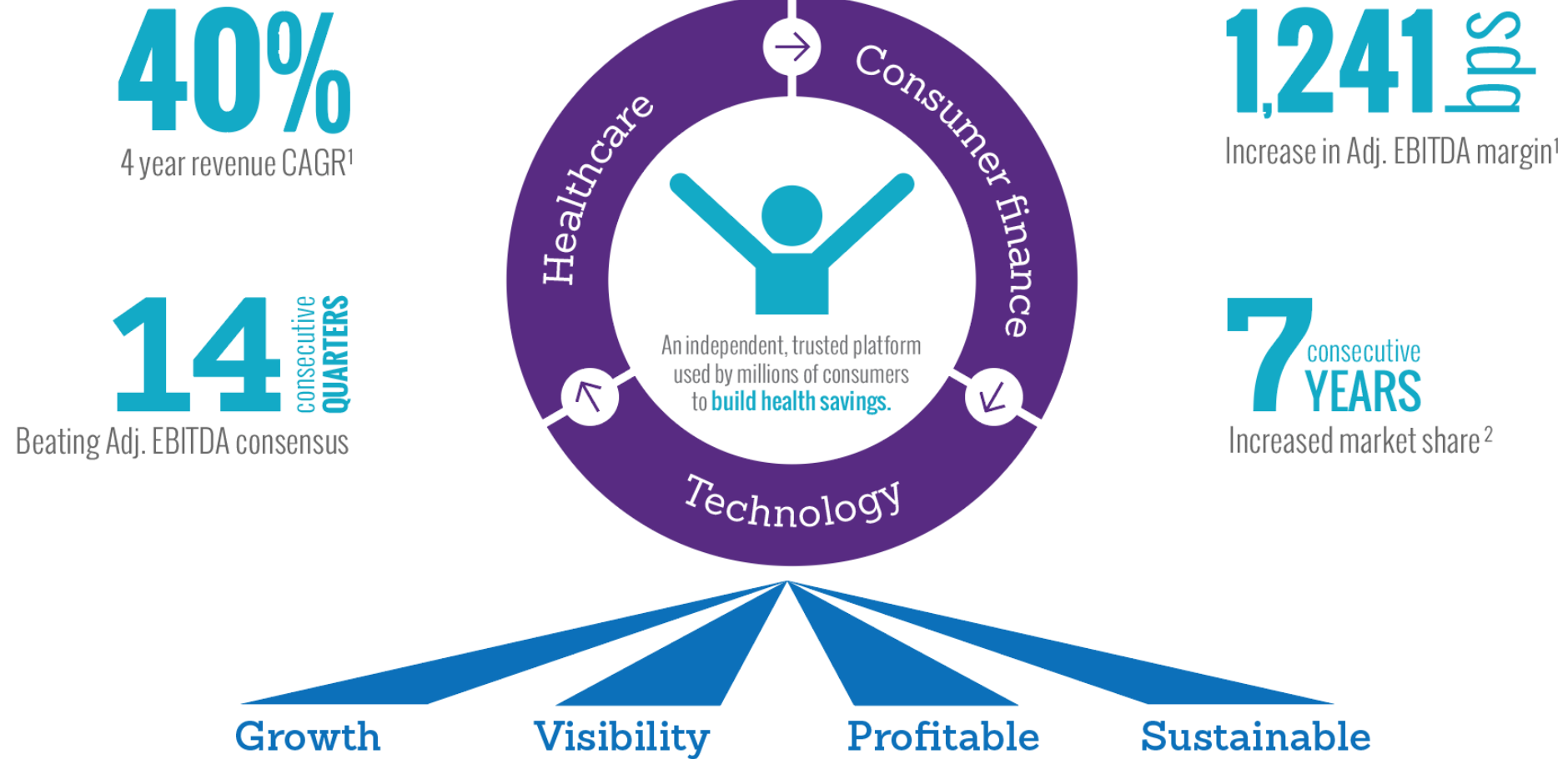
Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements represent our management’s beliefs and assumptions only as of the date of this presentation. Our actual future results may be materially different from what we expect. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future. Readers are encouraged to review our public filings with the SEC for further disclosure of other factors that could cause actual results to differ materially from those indicated in any forward-looking statements included herein.

This presentation also contains estimates and other statistical data made by independent parties and by us relating to market size and growth and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates.

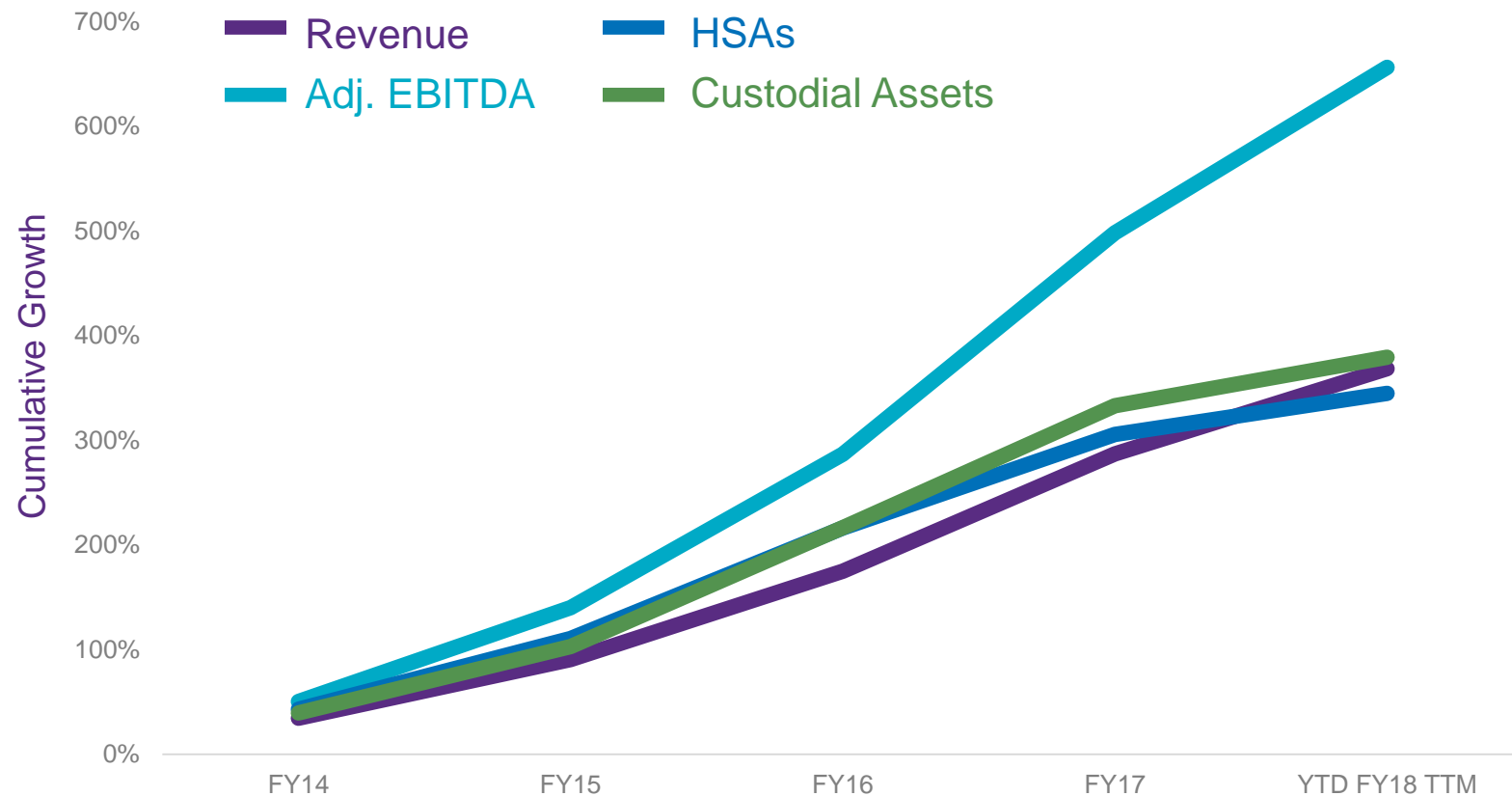
This presentation includes certain non-GAAP financial measures as defined by SEC rules. As required by Regulation G, we have provided a reconciliation of those measures to the most directly comparable GAAP measures, which is available in our public filings.

No part of this presentation may be copied, recorded, or rebroadcast in any form.

# Investment highlights



# Key metrics



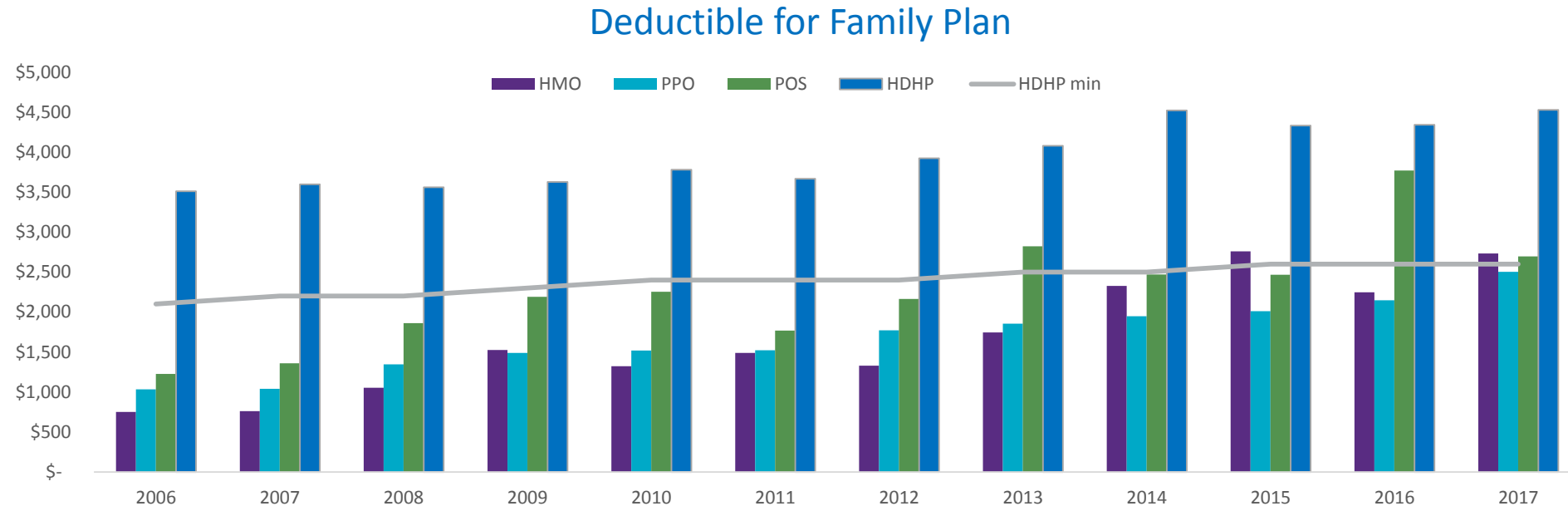
**368%**  
Revenue

**656%**  
Adjusted EBITDA

**345%**  
HSA

**379%**  
Custodial Assets

# Rising first dollar responsibility



The differences among health plans are narrowing as all plans trend toward higher deductibles

10-Year  
CAGR  
Deductible:

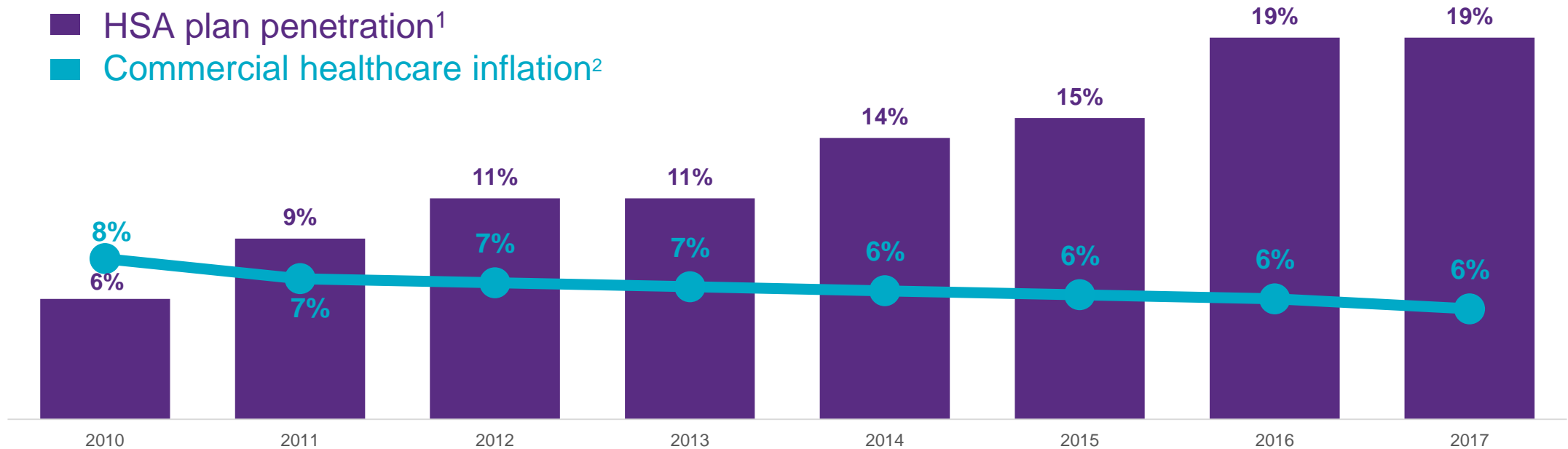
HMO  
**13.7%**

PPO  
**9.2%**

POS  
**7.1%**

HDHP  
**2.3%**

# Our core – health savings accounts



**\$1,900**

Average premium savings<sup>1</sup>

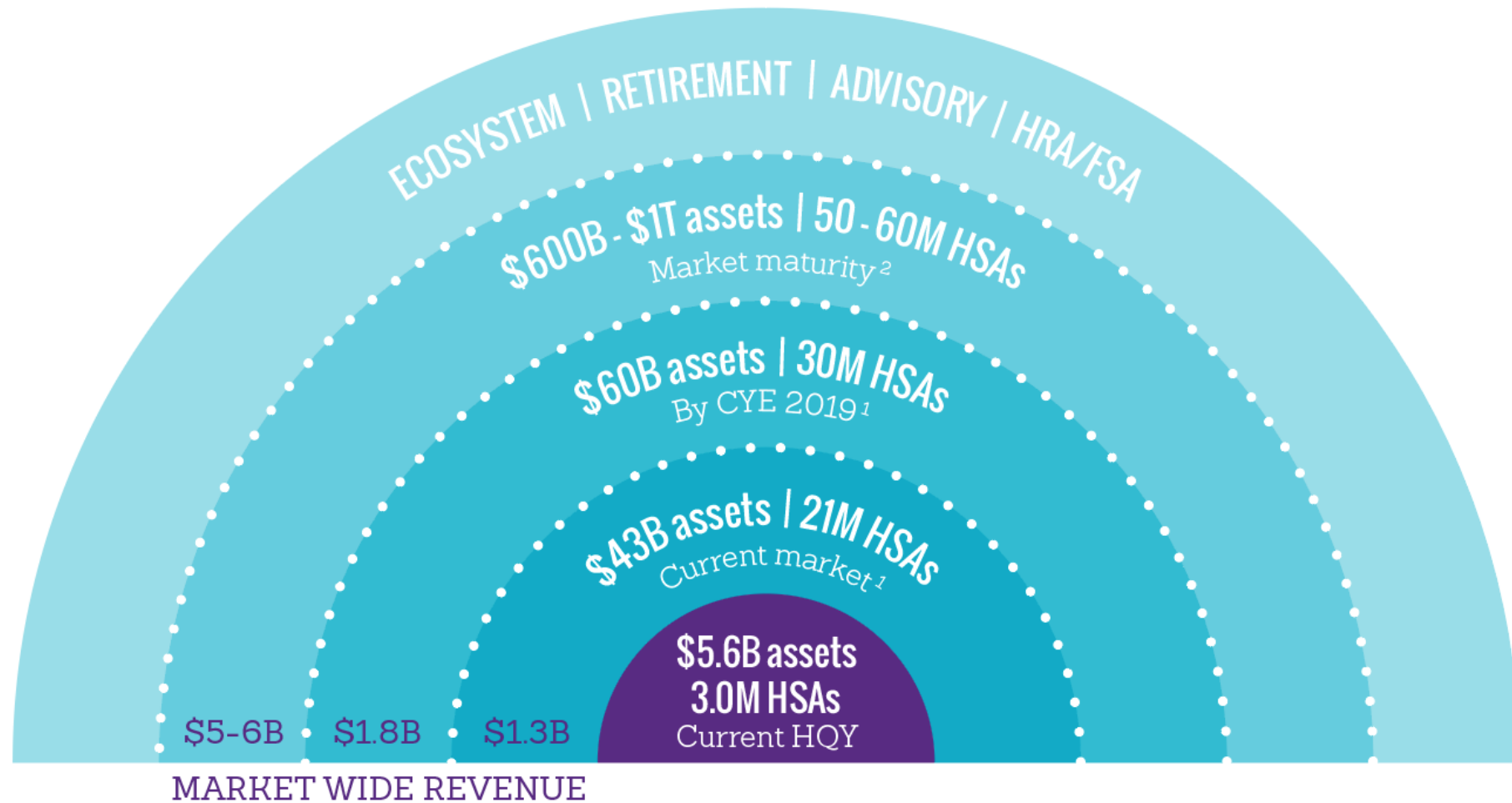
**\$1,417**

Average employer contribution<sup>1</sup>

**\$6,900**

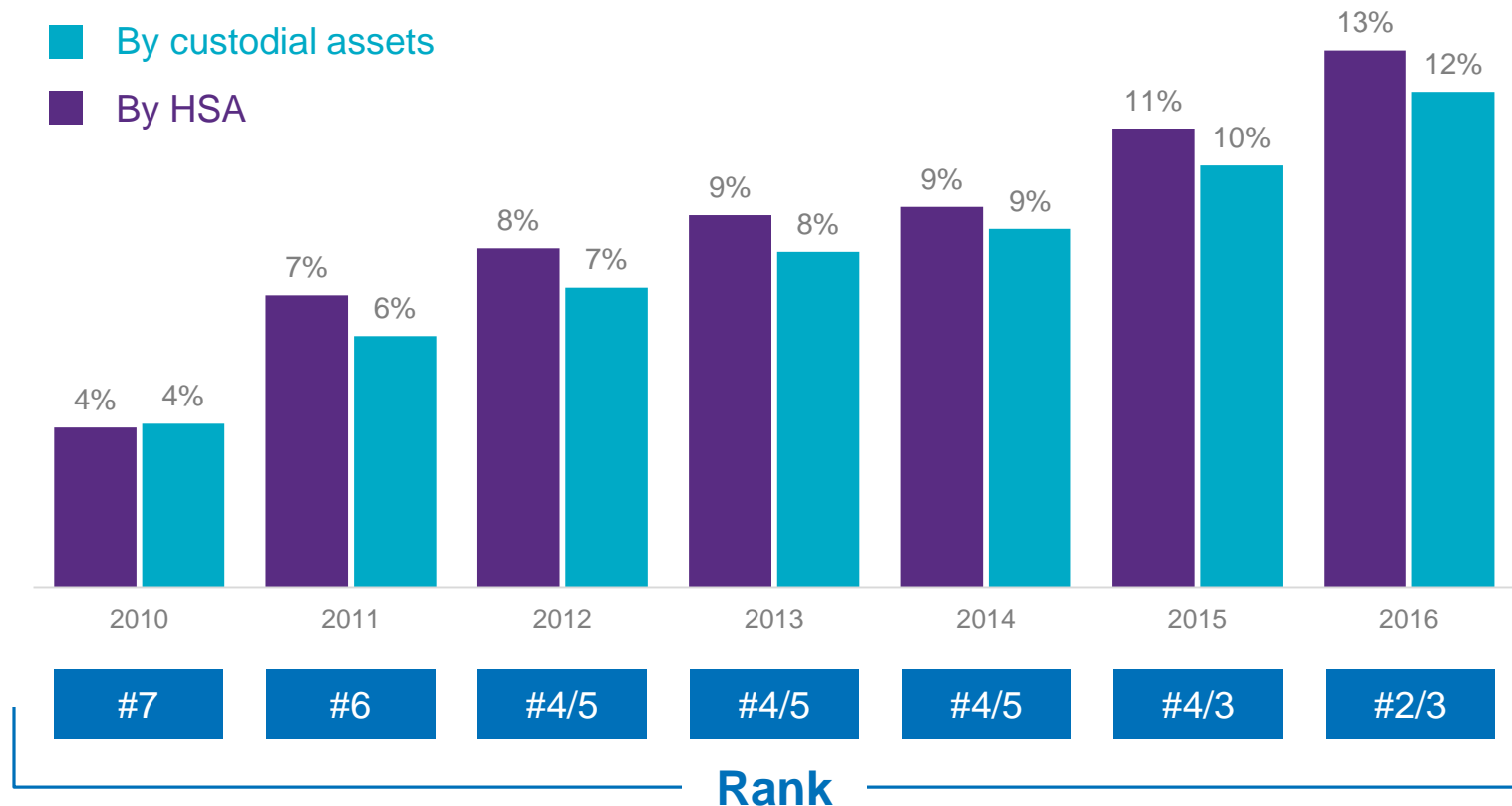
Maximum family HSA contribution

# Expanding market

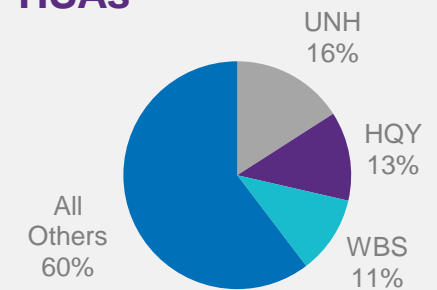


# Growing market share

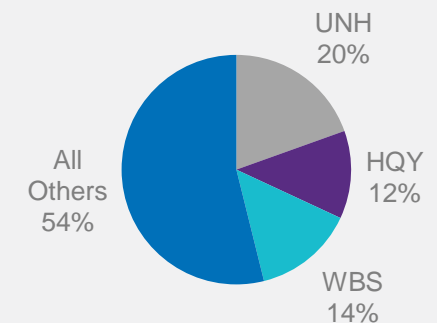
## HealthEquity HSAs market share



### HSAs



### Custodial assets



# Proprietary end-to-end platform

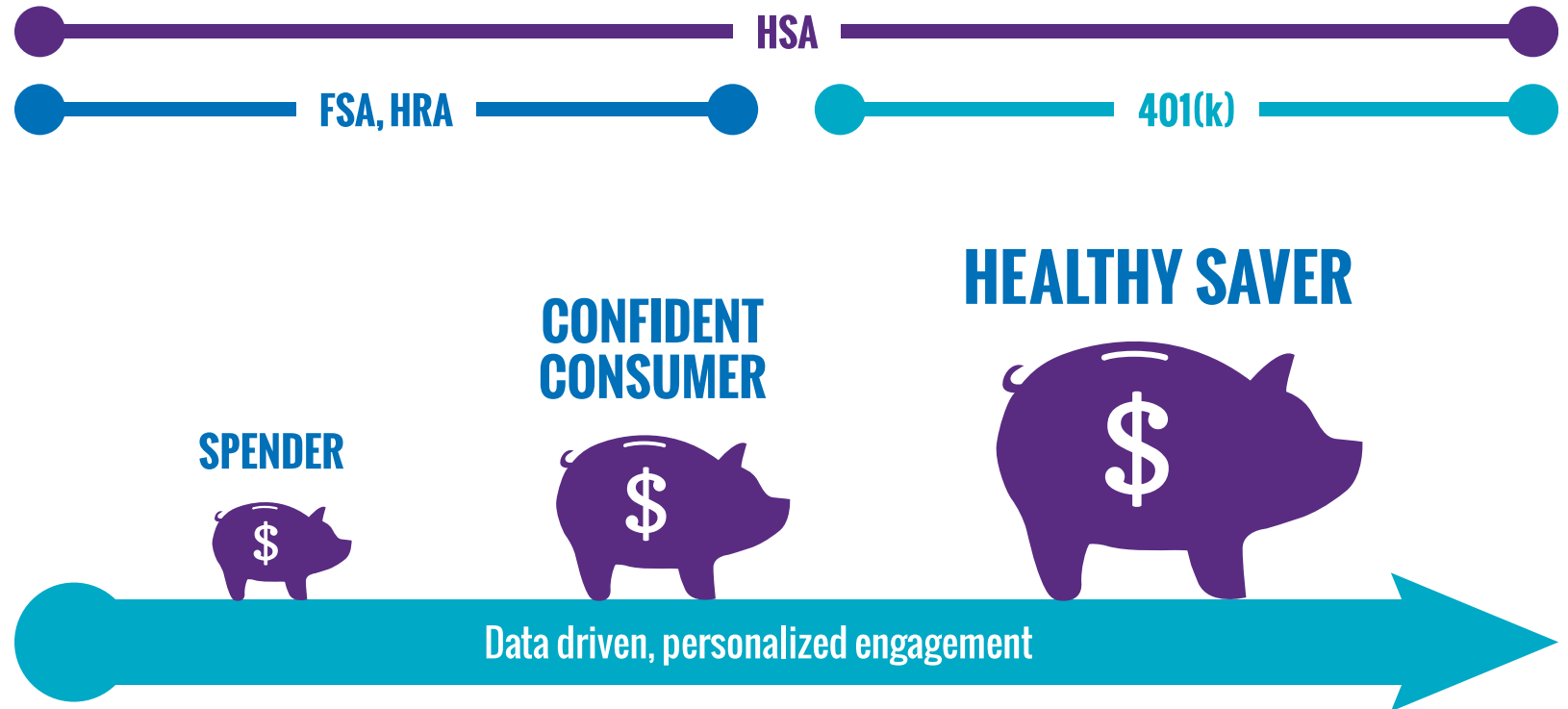
**>2,300**  
INTEGRATIONS



**24%**  
of members  
visit monthly

**>1,300** unique  
configurations

**30.4 M**  
FY 17 PLATFORM LOGONS



# FY 18 sales results

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**\$6.4-6.5** BILLION  
in Custodial Assets



**3.3-3.4** MILLION



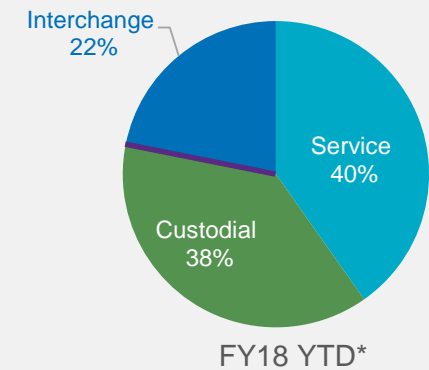
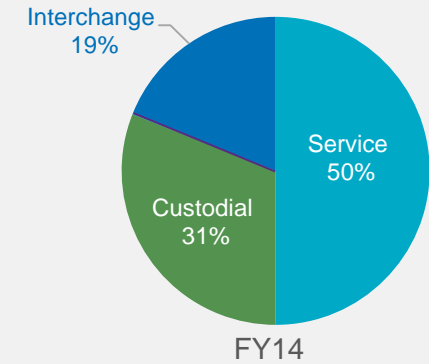
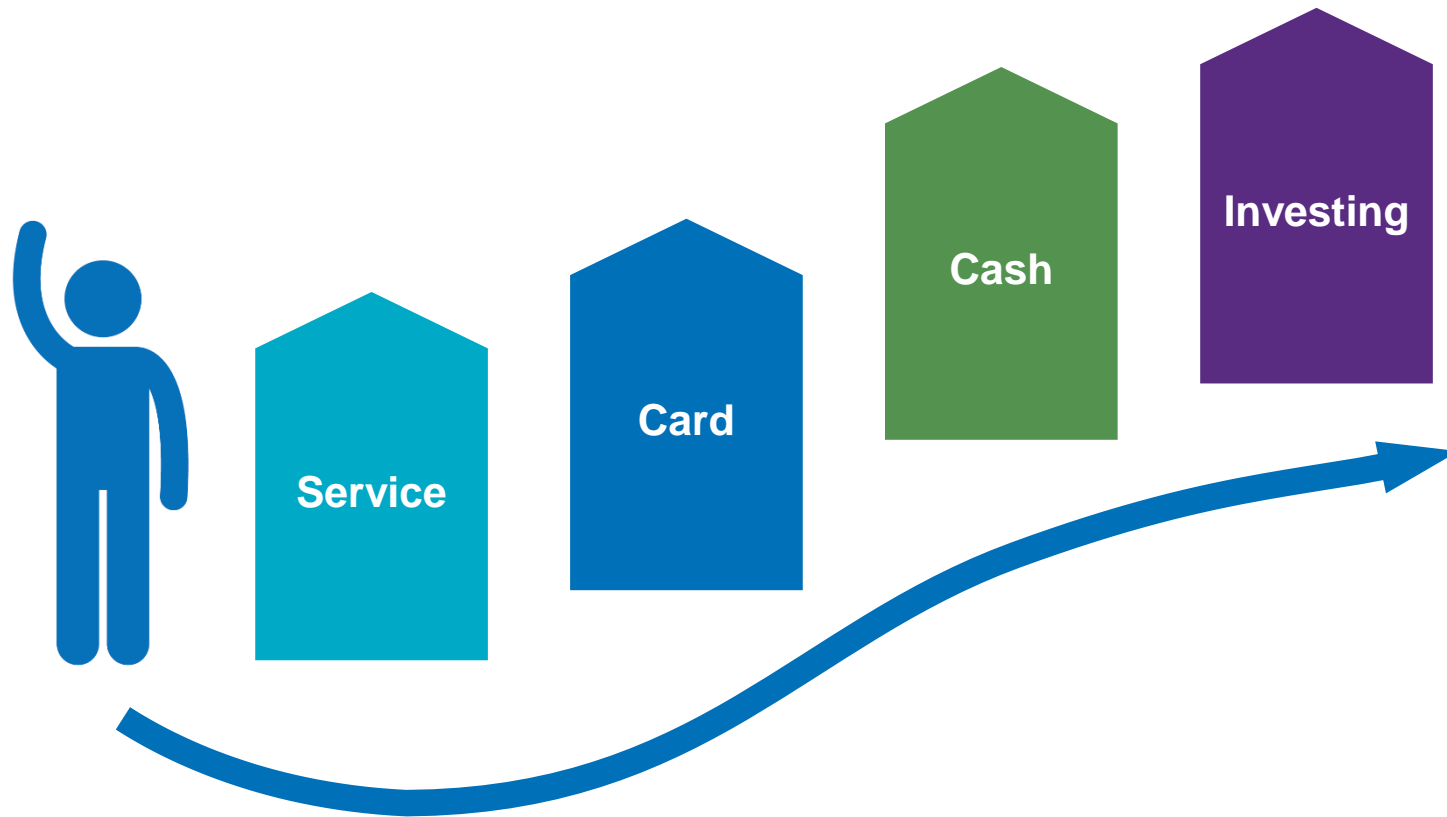
**40,000**  
EMPLOYERS

**124**  
NETWORK  
PARTNERS



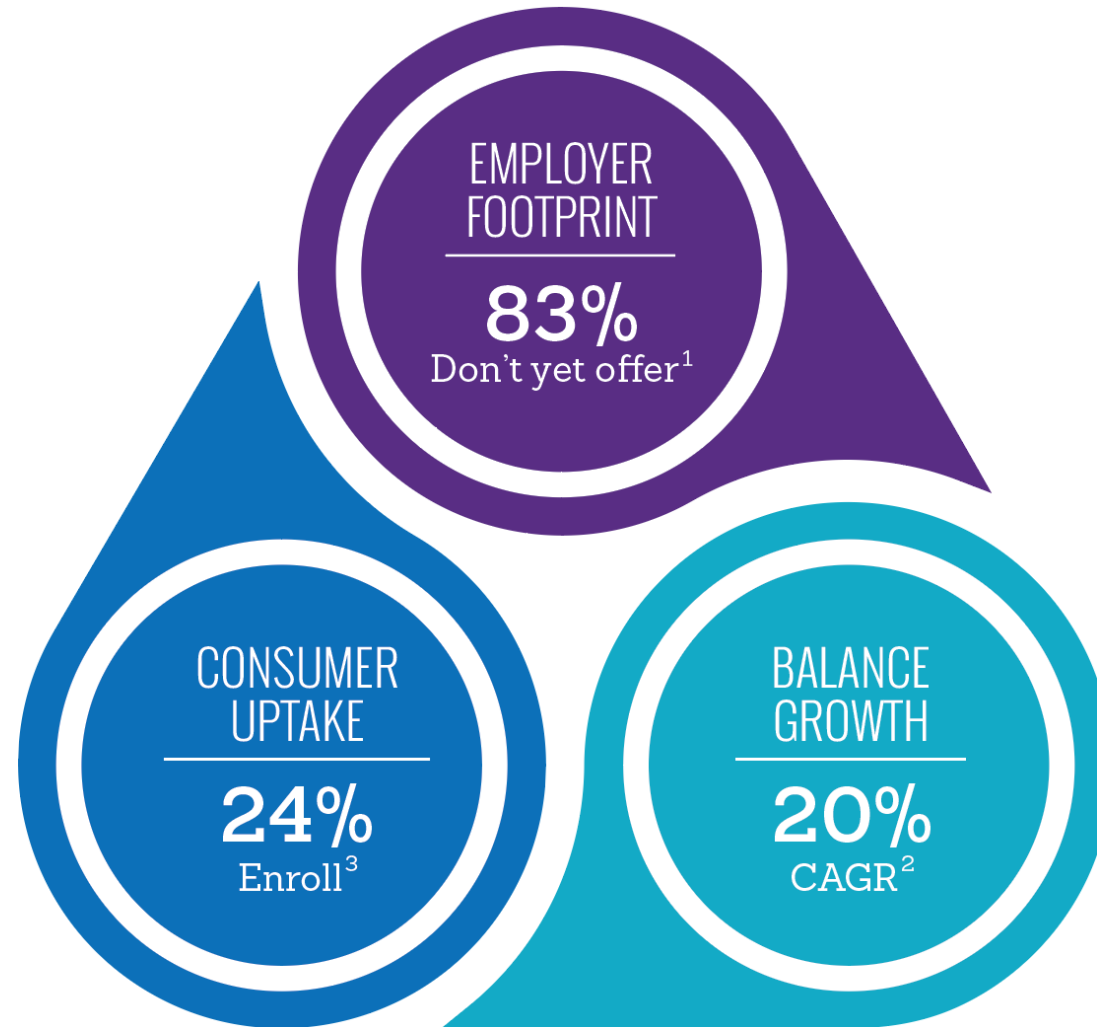
- Largest HSA take away
- Preferred relationship agreements with **Blue Cross Blue Shield Association and Health Plan Alliance**
- Renewal of **Anthem** partnership

# Powerful monetization



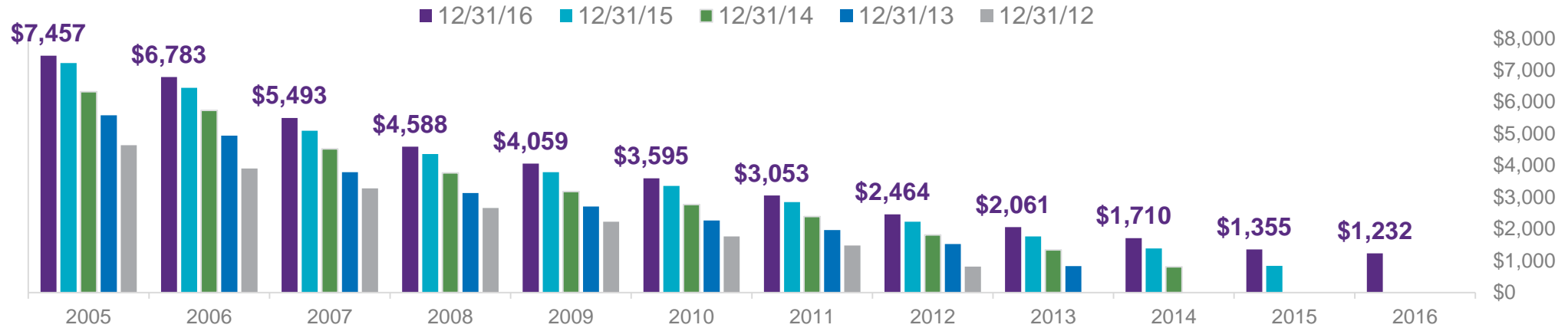
# Growing forward

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# Account balance growth by age

Average balance by year the account opened\*



**HealthEquity  
HSAs:**

**51%**  
open for  
**2 years**  
or less

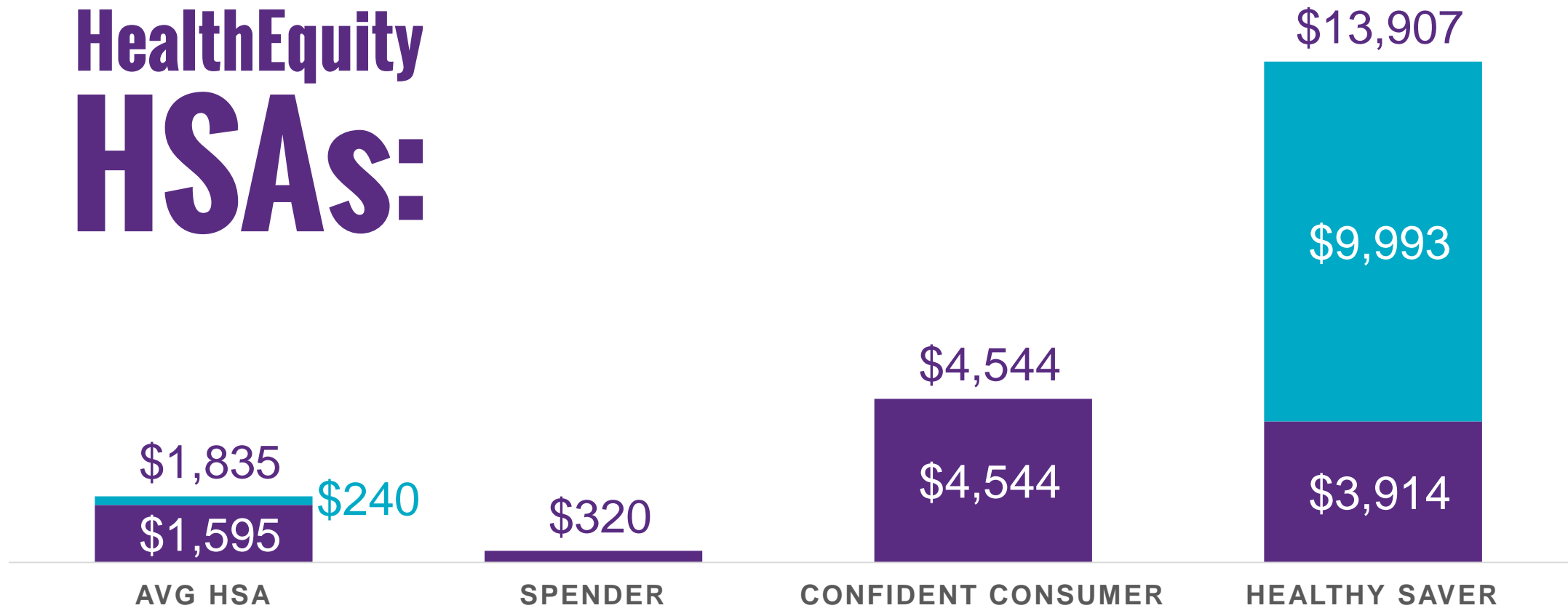
AVERAGE AGE  
**3.1**  
YEARS

**\$1,835**  
AVERAGE  
BALANCE

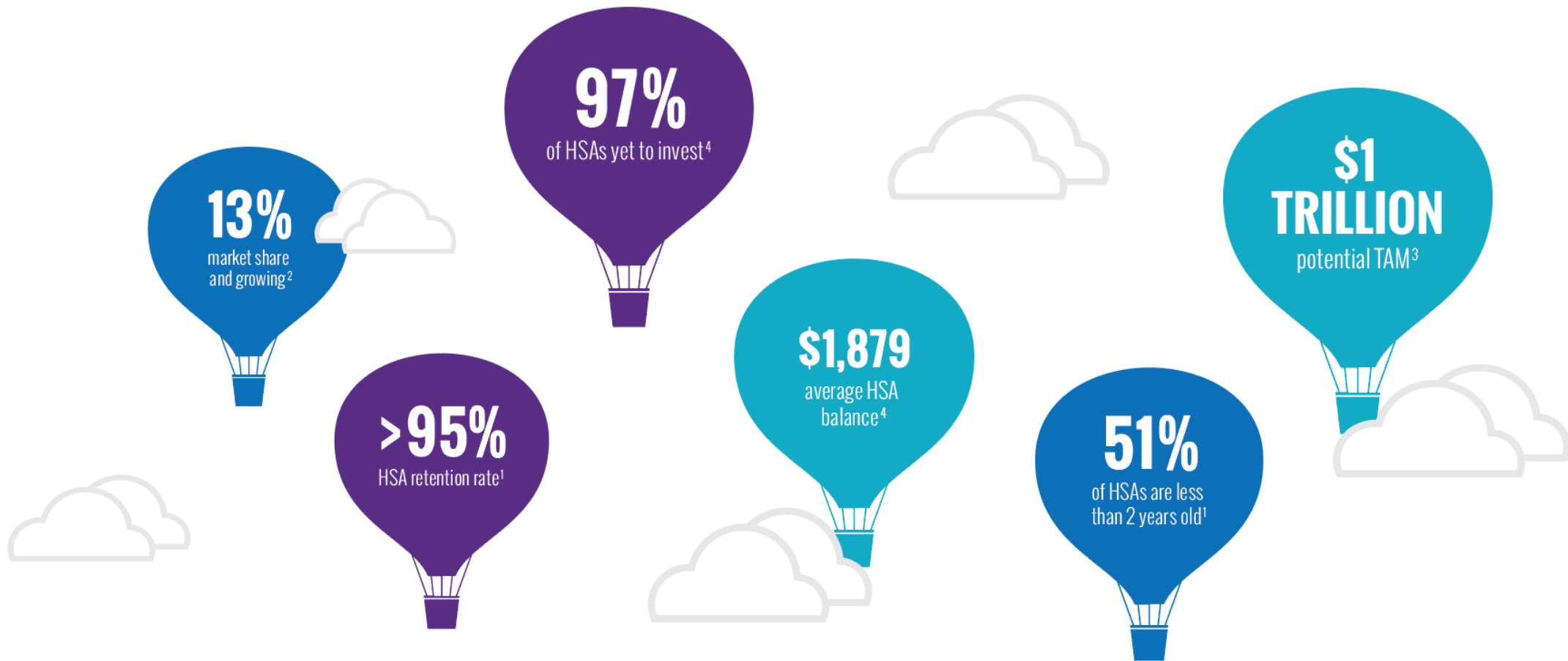
**3%**  
HAVE  
INVESTMENT  
BALANCES

# Value of mature accounts

## HealthEquity HSAs:

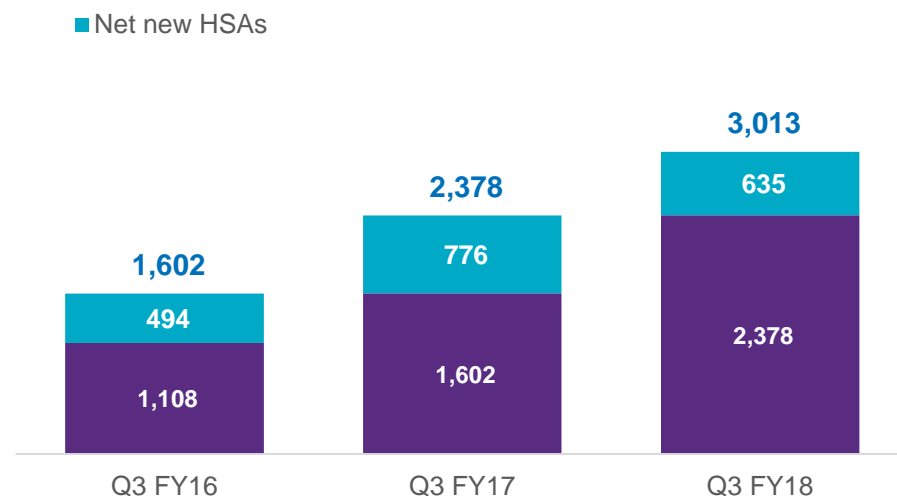


# Rising above



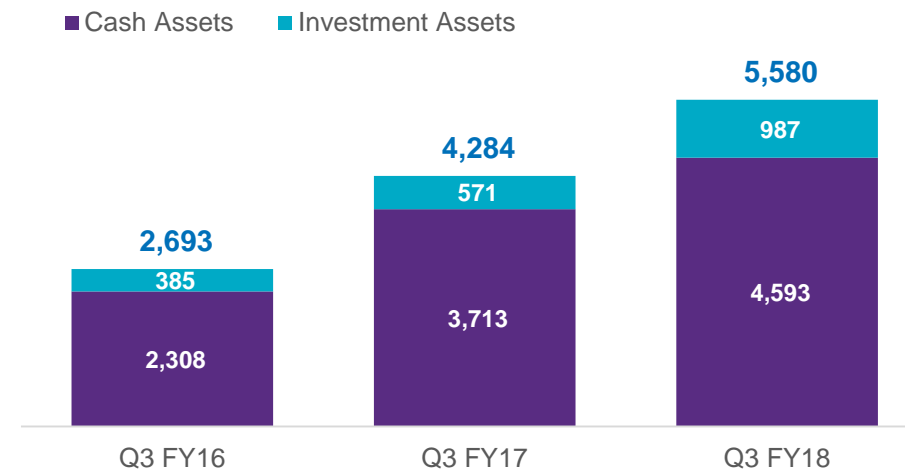
# 3<sup>rd</sup> quarter operating results

## HSAs (000s)



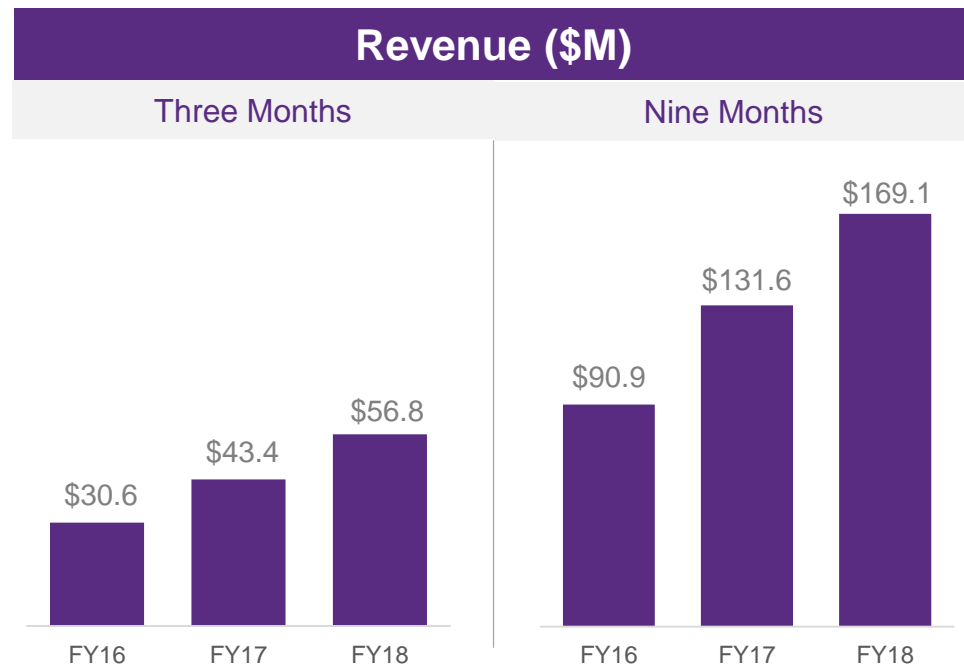
- New organic Q3 HSAs of **109K** vs 89K YoY
- An additional **14K** FIBK HSAs
- **27%** Q3 growth in ending HSAs YoY

## Custodial Assets (\$M)

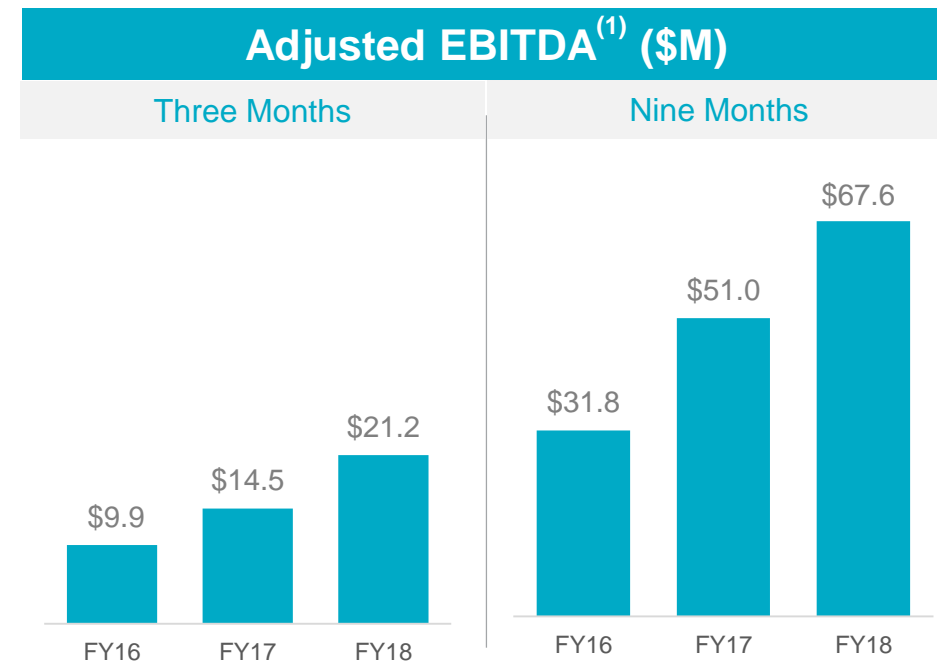


- Net increase of **\$1.3B** YoY
- **30%** growth YoY

# 3<sup>rd</sup> quarter financial results



- **31% Q3 revenue growth YoY**
  - 22% Q3 growth in Service Revenue
  - 48% Q3 growth in Custodial Revenue
  - 22% Q3 growth in Interchange Revenue



- **46% Adjusted EBITDA growth Q3 YoY**
- Q3 Gross margins 59%
- Q3 Operating margins 24%

# Capitalization

(\$ in millions)	January 31, 2017	October 31, 2017
Cash, cash equivalents & marketable securities	\$180.4	\$225.1
Long-term debt (\$100M available LOC)	\$0.0	\$0.0
Total equity	\$261.9	\$334.4

# Guidance

## Business Outlook

### For the Fiscal Year Ending January 31, 2018

Guidance as of: (\$ in millions, except per share)	December 5, 2017*	September 5, 2017	June 6, 2017	March 21, 2017
Revenue	\$225 - \$228	\$223 – \$228	\$222 - \$227	\$220 - \$225
Non-GAAP Net Income**	\$39 - \$41	\$39 - \$43	\$38 - \$42	
Non-GAAP EPS diluted**	\$0.64 - \$0.66	\$0.64 - \$0.68	\$0.62 - \$0.67	
Adjusted EBITDA**	\$80 - \$83	\$79 – \$84	\$78 - \$83	\$77 - \$82

HealthEquity®