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Five Reasons You Should Tune in to Investor Day

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What's in it for you?

- Cisco's first Investor Day since 2017 will be held on September 15
- Employees are invited to tune in alongside investors and analysts
- Cisco's ELT will share our business transformation, key strategies, and future vision



Investor Day is coming on September 15.

And you're invited.

Now, some of you may be thinking: "And...?"

But trust us: It's a *big* deal.

Why? Because how the market views our company impacts investor and public support.

That support might not translate directly into sales. But it can lead to higher investor confidence — and a higher stock price. (Plus, it can help with retention and hiring.)

During the half-day virtual event, Chuck, Scott, and our executive leadership team will aim to educate and inspire investors about today's Cisco, making the case for why our company is such a compelling investment.

Yes, *today's* Cisco. Did we mention it's our first Investor Day since 2017?

Because it's been a while since we last held an event like this, there is heightened interest from the investor community. (And the timing couldn't be better, coming on the heels of our strong **Q4 earnings results**.)

"Many investors still think of us as the Cisco of eight or nine years ago," CFO Scott Herren **told CEC recently**. "They don't see us as innovative as some of our peer companies and think that they have a leg up on us in certain markets. We're going to change that view."

So, now that we have your attention, here are five reasons why you'll want to tune in:

1. **Market trends:** Learn about market trends and how we'll capture large market opportunities and increase customer wallet share.
2. **Cisco growth:** See how our business model transformation and multi-year investment cycle position us for long-term profitable growth.
3. **Financial picture:** Hear about our framework for growth and how we'll achieve our long-term financial model.
4. **Our technology:** Understand how our unique innovations across secure agile networks, hybrid work, internet for the future, modern applications, and security will fuel our growth.
5. **Go-to-market strategy:** Understand the critical importance and role of our go-to-market strategy and how we address our **customers' top priorities** by delivering the highest strategic value.

By the end of the sessions, the investment community — and you — will understand how our strategic investments over the years are driving our transformation and innovations, including our growth into one of the largest software companies in the world.

You can **watch Investor Day here** 8 a.m. PDT on September 15. Don't miss it!

Additional links

- Investor Day **SharePoint site**
- **Beyond the Numbers**
- Jim Cramer **Interview with Chuck**