

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

September 16, 2026  
Date of Report (date of earliest event reported)

Salesforce, Inc.

(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction  
of incorporation)

001-32224  
(Commission  
File Number)

94-3320693  
(IRS Employer  
Identification No.)

Salesforce Tower  
415 Mission Street, 3rd Fl  
San Francisco, California 94105

(Address of principal executive offices)

Registrant's telephone number, including area code: (415) 901-7000

N/A

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class  
Common Stock, par value \$0.001 per share

Trading Symbol(s)  
CRM

Name of each exchange on which registered  
New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

**Item 7.01 Regulation FD Disclosure.**

On September 16, 2026, Salesforce, Inc. (the “Company”) posted to its website an investor presentation used in the Company’s September 16, 2026 Investor Day event, including information regarding the Company’s financial performance, guidance, growth targets and projections, market opportunity, competitive position and economic model. A copy of the presentation is included with this Form 8-K for convenience and attached hereto as Exhibit 99.1.

The information in this Current Report on Form 8-K and the exhibit attached hereto shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filing.

**Forward-Looking Statements**

This Current Report on Form 8-K contains forward-looking statements about the Company’s financial and operating results, guidance and anticipated growth, which include, but are not limited to, expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, net income per share, operating cash flow growth, operating margin, expected revenue growth, expected foreign currency exchange rate impact, expected current remaining performance obligation growth, expected tax rates or provisions, stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth, strategic investments, expected restructuring expense or charges and expected timing of product releases and enhancements. The achievement or success of the matters covered by such forward- looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the Company’s results or outcomes could differ materially and adversely from those expressed or implied by our forward-looking statements. Readers are cautioned not to place undue reliance on such forward-looking statements. Further information on these and other factors that could affect the Company’s actual results or outcomes is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Financials section of the Company’s website at investor.salesforce.com/financials/. Salesforce, Inc. assumes no obligation and does not intend to revise or update publicly any forward-looking statements for any reason, except as required by law.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

| Exhibit No. | Description                                                                                            |
|-------------|--------------------------------------------------------------------------------------------------------|
| 99.1        | <a href="#">Salesforce, Inc. Investor Presentation dated September 16, 2026</a>                        |
| 104         | Cover Page Interactive Data File—the cover page XBRL tags are embedded within the Inline XBRL document |

**Signature**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: September 16, 2026

**Salesforce, Inc.**

/s/ Robin Washington

Robin Washington  
President and Chief Operating and Financial Officer



# Welcome to Investor Day at Dreamforce 2026

Welcome and Introduction





**Mark Murphy**

EVP, Global  
Investor Relations



# Forward-looking statements



This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectations, or plans regarding product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties, and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, results or outcomes could differ materially from those expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to meet the expectations of our customers; uncertainties regarding AI technologies and their integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including related to AI and Agentforce; our ability to execute our business plans; our ability to meet our long-term revenue targets and profitable growth framework; the pace of change and innovation and our ability to compete in the markets in which we participate; our ability to maintain and enhance our brands; and expectations regarding contributions from acquired companies.

# Agenda

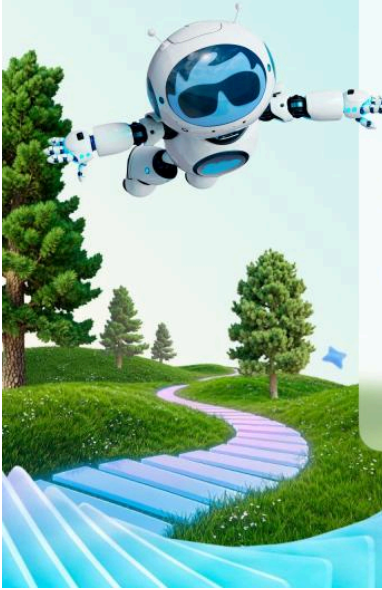
**1:05 PM – Defining the Agentic Enterprise**, Patrick Stokes & Rohan Kumar

**1:55 PM – Execution that Compounds**, Miguel Milano & Alexa Vignone

**2:50 PM – The Agentic Enterprise Opportunity**, Robin Washington

**3:15 PM – Marc Benioff + Leadership Q&A**

**4:00 PM - 5:00 PM – Investor Reception**





# The Agentic Enterprise Opportunity

**Robin Washington**  
President and Chief Operating and Financial Officer





## **Robin Washington**

President and Chief Operating and Financial Officer

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# Thank you



# Financial Framework for the Agentic Enterprise

## Growth Drivers

FY30 Revenue



**\$63B+**

## Operational Excellence

FY30 profitable growth framework of 50



## Capital Allocation

Continued free cash flow expansion



## Progress Report



Strong NNAOV  
re-accelerating organic  
revenue



Investing to scale profitable,  
long-term growth



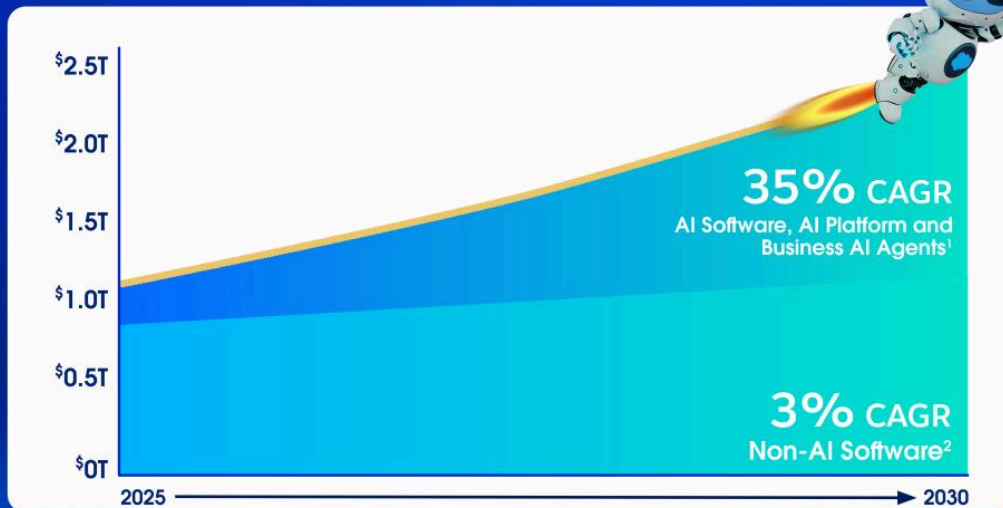
FY27 forecast 190% FCF  
return, ≥14% expected  
share count reduction,  
Strategic M&A

Targets include the impact of Informatica and additional announced M&A to date.

# The opportunity is expanding

salesforce

Software spend doubles by 2030, new categories of knowledge workers



56%

of total software spend is AI-related by 2030

\$1.1T

of incremental AI spend from 2025 to 2030

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(1) AI Software, AI Platform, and Business AI Agents include AI spending for AI Software, AI Agents and Assistants (Business only), AI Platforms for Data Science and Machine Learning, and AI Application Development Platforms. Charts/graphics created by Salesforce based on Gartner insights. Source: Gartner, Inc. Forecast: AI Spending, Worldwide, 2025-2030, 2Q26, Kay Arnold, Ron Erensen, Amarendra et al., 24 July 2026.  
(2) The non-AI software figures represent the total IT spending on Software minus AI Software, AI Platform, and Business AI Agents. Charts/graphics created by Salesforce based on Gartner insights. Source: Gartner, Inc. Market Databook, 2026, John Lovelock, Linglan Wang, Amarendra et al., 25 June 2026. GARTNER is a trademark of Gartner, Inc. and/or its affiliates.

# Salesforce powers the Agentic Enterprise

**Alforce**

Live Interface

**Agentforce**

Digital Workforce

**Customer 360**

Apps, Semantics & Workflow Intelligence

**Data 360**

Integration, Federation & Harmonization

Salesforce Guardian  
with Zero Data Retention

ANTHROPIC

aws

Google

nvidia

OpenAI

Microsoft

Empowering

*Trailblazers*  
for 20 years



Community



AgentExchange  
& Partners



Trailhead



# AI leaders build their businesses on Salesforce

salesforce

9 of the top 10 AI companies are building and betting their future on Salesforce



## +435%



### YoY ARR Growth

Average Recurring Revenue from this cohort expanded 435% year-over-year.

## ~5



### Clouds Per Customer

And climbing, with average cloud count +1.5 over last 2 years.



## 62%



### YoY CRM Seat Growth

Top AI Sales & Service teams run on Salesforce.

## 100%



### Slack Adoption

100% of these leading AI companies rely on Slack to help in their daily work.

Forbes Top 50 AI Companies, top 10 filtered by latest valuation

# Agentic enterprise expansion in action

salesforce

High correlation of AI adoption in scaled growth customers across industries



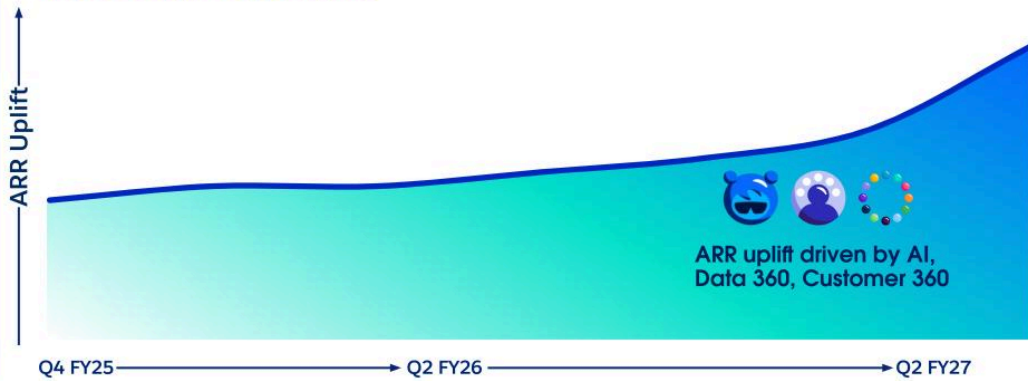
## AI shows up in +80% of our top 100 growth stories

Each customer ARR multiplier based on 2 year expansion from Q2 FY25 through Q2 FY27. Top 100 growth stories defined by largest absolute dollar increases in year over year ARR change as of Q2 FY27. Graphs are not anchored to same scale on Y axis.

# Monetizing the AI opportunity

Consumption flywheel driving usage and unlocking ARR expansion

## Top 100 AWU Customers



# >2x

ARR uplift in 18 months since Agentforce launch

Outside of the top 100, ARR grows meaningfully faster as customers scale their AI usage across Salesforce

Top 100 customers with most all-time AWUs generated as of Q2 FY27.

# Our vision of the AI opportunity

Multi-year journey underpinned by pace of innovation and expanding monetization pathways

## Fundamental

Averages 3 clouds, primarily on mid-tier editions

## Pre-Agentic

**1.2x**  
ARR uplift

Expands to additional clouds, adopts Industries

## Agentic

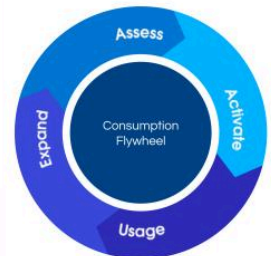
**1.5x-2x**  
ARR uplift

Adopts Agentforce in support and core expansion, with some seat optimization

## Agentic Enterprise

**3x-4x+**  
ARR uplift

Adopts Agentforce wall to wall internally and externally



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# Financial Performance



# 27 years of innovation



# Slack is the best interface for the Agentic Enterprise

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Slack Revenue  
is accelerating



Now introducing:

Slack Code  
Slackbot in Channels  
Slackbot Surfaces  
Slackbot Live



Slackbot  
users up over  
**150% Q/Q**

Leading AI companies  
run on Slack



AI

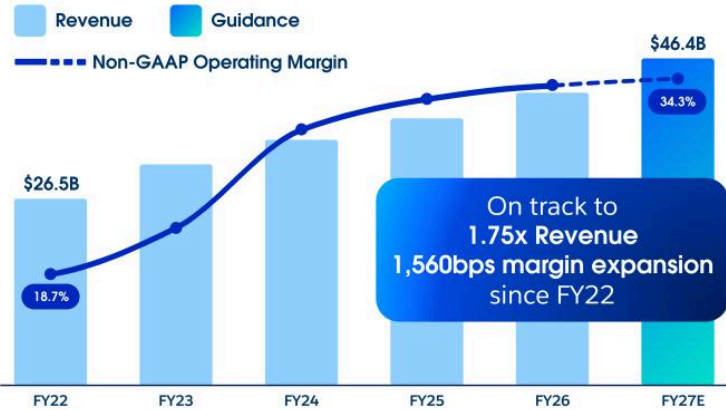


Meta

# Our profitable growth is accelerating

Investing to win the agentic enterprise, while delivering profitability

## Driving durable revenue growth & margin expansion



## Growth drivers fuel acceleration

- Multi-Cloud
- Pricing & Packaging *Upgrade Megacycle*
- Balanced Portfolio
- Innovation
- GTM Capacity

## Operational excellence expands margins

- Invest with discipline
- Drive productivity with Customer Zero
- Simplify and scale the platform

FY27 Revenue guidance represents the high-end of guidance range as of August 2026. FY27 Non-GAAP Operating Margin guidance as of August 2026. AOV as of Q2 FY27.

# Free cash flow fuels our future

Profitable growth drives cash flow



## Investing in our future

Product Innovation  
Strategic M&A  
Go to Market Capacity  
Dividends and Buybacks

FY27 Free Cash Flow guidance as of August 2026, Free Cash Flow is a non-GAAP financial measure.

# Capital Allocation

Innovation | M&A | Capital Returns



# Responsible M&A Framework

## Customer Success & Strategic Fit

- Accelerates Salesforce product differentiation strategy
- Best-in-class product with extensive ecosystem
- Represents an attractive customer opportunity

## Acceleration

- Strong ability to increase monetization
- Cultural and organizational alignment
- Opportunities to drive significant operational efficiencies

## Value

- Clear timeline for value accretion
- Use of balance sheet / non-dilutive form of consideration
- Appropriate valuation



# M&A Strategy drives innovation and growth

Recent focus on Data, AI accelerators, and AI Labs

|                            | Tech & Talent                                                                                                                                                                                                                                                                     | Adjacencies                                                                                                                                                                                                                                                                                                                                                             | Scaled                                                                                                                                                                                                       |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Rationale</b>           | IP & Talent to augment innovation                                                                                                                                                                                                                                                 | Complementary products that accelerate product roadmap                                                                                                                                                                                                                                                                                                                  | Delivering scaled offerings for customer success                                                                                                                                                             |
| <b>Financial Impact</b>    | Future product and innovation impact                                                                                                                                                                                                                                              | Modest tailwind to growth, absorb P&L impact                                                                                                                                                                                                                                                                                                                            | Tailwind to growth, clear path to accretion                                                                                                                                                                  |
| <b>Recent Acquisitions</b> |    simulate<br>from Salesforce |   contentful                                                                                                                                                                                          |  slack<br>from Salesforce  Informatica |
| <b>AI Labs</b>             | Top tier AI talent                                                                                                                                                                                                                                                                | Frontier AI capabilities, accelerate AI product roadmap and unlock new opportunities  QUALIFIED  Regrello  Fin |                                                                                                                                                                                                              |

# Salesforce Ventures & AI Labs accelerates our innovation

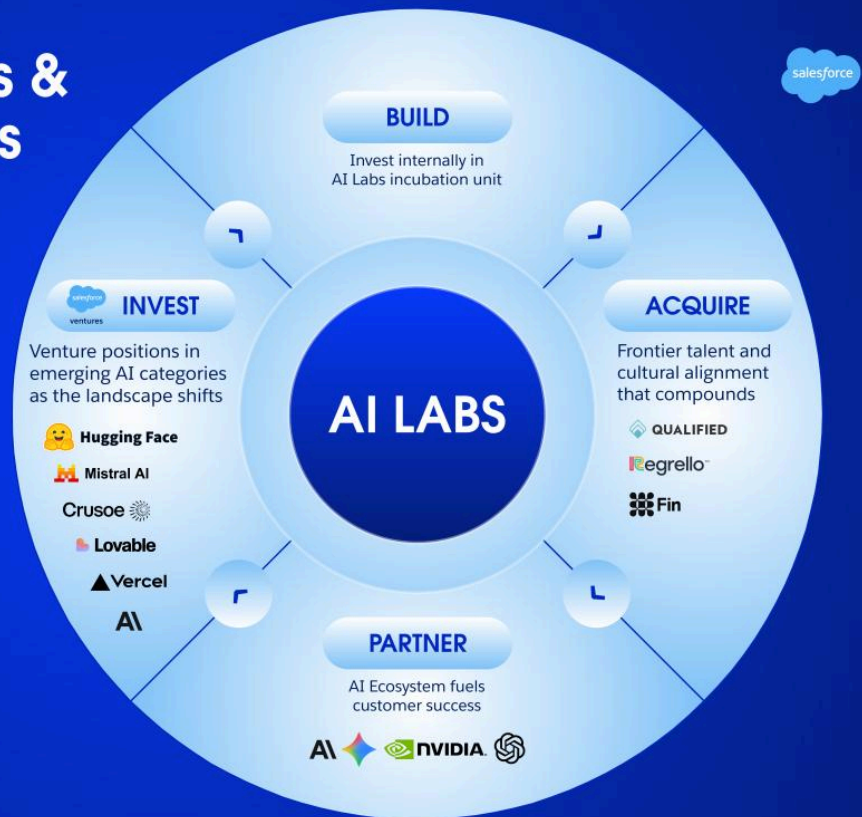
Portfolio approach empowers innovation at startup speed, grounded in Trust and Customer Success.

 Innovation Incubation Unit

 Acquisitions for the AI Era

 Best in class partnerships drive customer success

 Salesforce Ventures invests in future leaders



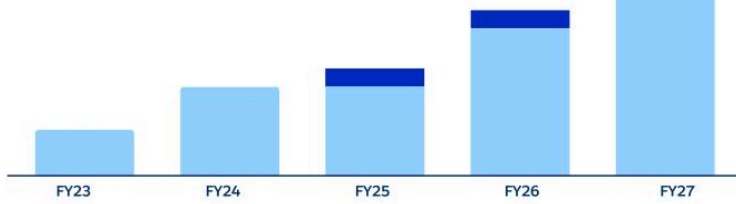
# Our biggest bet in FY27 is Salesforce

Capital returns underpin our confidence in the future

Share buybacks (\$M) Total dividends (\$M)

**\$60B+**

cumulative shareholder  
returns to date



**190% of Free Cash Flow returned in FY27**

## Capital Returned

Accelerated Share Repurchase

**\$25B**

largest ASR ever

**Over 40%**

return on our investment

**\$182**

expected average share price

**≥14%**

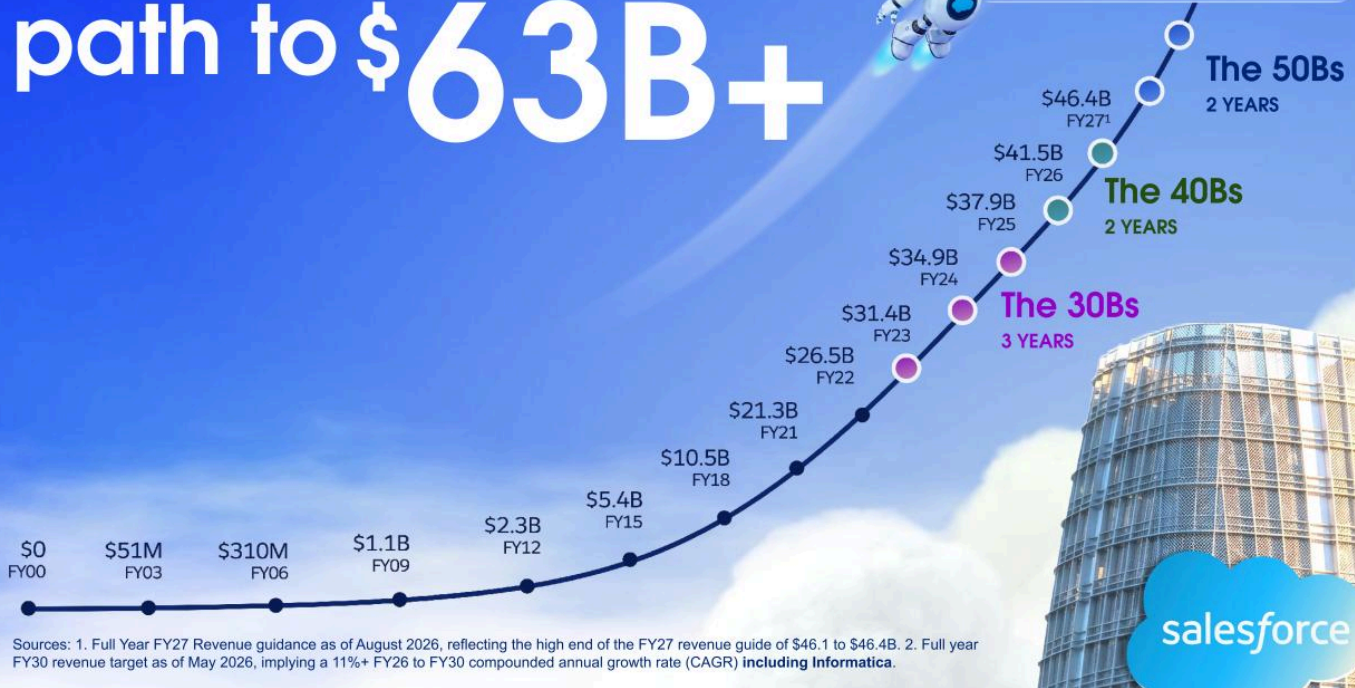
expected share count reduction

FY27 Free Cash Flow guidance as of August 2026, Free Cash Flow is a non-GAAP financial measure. Expected return on invested capital calculation leverages CRM price as of market close on 8/31/2026 over the expected average price of shares to be repurchased through the ASR as of 8/31/2026.

# Confident in our path to \$63B+



The future **\$63B+**  
FY30<sup>2</sup>



salesforce

# Winning the Agentic Enterprise Opportunity



## Defining the Agentic Enterprise

Four layers of our platform power the Agentic Enterprise

Every app is agent ready

We are becoming a data company



## Execution that Compounds

Strong demand + accelerating GTM capacity

Many paths to monetize AI across portfolio

AI makes Salesforce more valuable

**Alforce**

**Agentforce**

**Customer 360**

**Data 360**



## The Agentic Enterprise Opportunity

Financial framework on track

Opportunity is expanding

Innovation drives the flywheel





# Thank you



# Non-GAAP Financial Measures



This presentation includes information about non-GAAP operating margin and free cash flow (collectively the "non-GAAP financial measures"). These non-GAAP financial measures are measurements of financial performance that are not prepared in accordance with U.S. generally accepted accounting principles and computational methods may differ from those used by other companies. Non-GAAP financial measures are not meant to be considered in isolation or as a substitute for comparable GAAP measures and should be read only in conjunction with the Company's condensed consolidated financial statements prepared in accordance with GAAP. Management uses both GAAP and non-GAAP financial measures when planning, monitoring and evaluating the Company's performance.

The primary purpose of using non-GAAP financial measures is to provide supplemental information that may prove useful to investors and to enable investors to evaluate the Company's results in the same way management does. Management believes that supplementing GAAP disclosure with non-GAAP disclosure provides investors with a more complete view of the Company's operational performance and allows for meaningful period-to-period comparisons and analysis of trends in the Company's business. Further, to the extent that other companies use similar methods in calculating non-GAAP financial measures, the provision of supplemental non-GAAP information can allow for a comparison of the Company's relative performance against other companies that also report non-GAAP operating results.

Non-GAAP operating margin is the proportion of non-GAAP income from operations as a percentage of GAAP revenue. Non-GAAP income from operations excludes the impact of the following items: stock-based compensation expense, amortization of acquisition-related intangibles and charges related to restructuring initiatives and acquisition-related costs.

The Company defines the non-GAAP measure free cash flow as GAAP net cash provided by operating activities, less capital expenditures.

Constant currency information is provided as a framework for assessing how our underlying business performed excluding the effect of foreign currency rate fluctuations. To present constant currency revenue, current and comparative prior period results for entities reporting in currencies other than United States dollars are converted into United States dollars at the weighted average exchange rate for the quarter being compared to for growth rate calculations presented, rather than the actual exchange rates in effect during that period.

Other Metrics: The Company defines ("ARR") as the annualized recurring value of active subscription agreements that were executed at the end of the reporting period. The Company defines Net New Annual Order Value ("NNAOV") as the net change in the annual order value of our customer subscription agreements during a given period. NNAOV is calculated as the sum of: (i) the annualized contract value from new and existing customers who enter into subscription agreements during the period; less (ii) the reduction in annualized order value from customer cancellations, non-renewals, or downgrades during the period.

# GAAP to Non-GAAP Financial Reconciliation

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(in millions)

| Non-GAAP income from operations                          | FY22     | FY23     | FY24      | FY25      | FY26      |
|----------------------------------------------------------|----------|----------|-----------|-----------|-----------|
| GAAP income from operations                              | \$ 548   | \$ 1,030 | \$ 5,011  | \$ 7,205  | \$ 8,331  |
| Plus:                                                    |          |          |           |           |           |
| Amortization of purchased intangibles                    | 1,624    | 1,951    | 1,869     | 1,651     | 1,687     |
| Stock-based compensation expense <sup>1</sup>            | 2,779    | 3,259    | 2,764     | 3,181     | 3,480     |
| Restructuring and acquisition-related costs <sup>1</sup> | 0        | 828      | 988       | 461       | 658       |
| Non-GAAP income from operations                          | \$ 4,951 | \$ 7,068 | \$ 10,632 | \$ 12,498 | \$ 14,156 |
| Revenue                                                  | 26,492   | 31,352   | 34,857    | 37,895    | 41,525    |
| Non-GAAP operating margin                                | 18.7 %   | 22.5 %   | 30.5 %    | 33.0 %    | 34.1 %    |

Full Year FY27 Guidance<sup>2</sup>

|                                                            |        |
|------------------------------------------------------------|--------|
| GAAP Operating Margin                                      | 20.1 % |
| Plus:                                                      |        |
| Amortization of purchased intangibles <sup>3</sup>         | 4.4 %  |
| Stock-based compensation expense <sup>1,3</sup>            | 9.0 %  |
| Restructuring and acquisition-related costs <sup>1,3</sup> | 0.8 %  |
| Non-GAAP operating margin                                  | 34.3 % |

(in millions)

| Free Cash Flow                                 | FY22     | FY23     | FY24      | FY25      | FY26      |
|------------------------------------------------|----------|----------|-----------|-----------|-----------|
| GAAP net cash provided by operating activities | \$ 6,000 | \$ 7,111 | \$ 10,234 | \$ 13,092 | \$ 14,996 |
| (Capital expenditures)                         | (717)    | (798)    | (736)     | (658)     | (594)     |
| Free Cash Flow                                 | \$ 5,283 | \$ 6,313 | \$ 9,498  | \$ 12,434 | \$ 14,402 |

- The percentages shown in the restructuring and acquisition-related costs line have been calculated based on charges associated with the Company's restructuring initiatives and acquisition-related costs. Stock-based compensation expense excludes stock-based compensation expense related to the Company's restructuring initiatives, which is included in the restructuring and acquisition-related costs line.
- Full Year FY27 Free Cash Flow guidance reconciliation is unavailable without unreasonable efforts.
- The percentages shown above have been calculated based on the midpoint of the low and high ends of the revenue guidance for full year FY27 provided August 26, 2026.

