

# Notice of FY25 Pricing and Packaging Changes from Atlassian Investor Relations

## Data Center Pricing Changes

On January 14, 2025, we notified our customers of upcoming pricing changes to certain Data Center products. These price changes impact both Data Center list prices and existing customers on legacy pricing plans (aka "advantaged" pricing). The specific price increase varies depending on product and user tier. These price changes go into effect on February 11, 2025.

As a reminder, in October 2019, we introduced separate price changes for new vs. existing Data Center customers. New customer pricing at that time (list) saw a much greater price increase while existing customers as of that date were grandfathered into "advantaged" pricing plans. Today, the majority of Data Center customers are on list pricing.

These pricing and packaging changes were contemplated in our initial FY25 guidance provided on August 1, 2024.

### Primary Data Center pricing changes:

- Products: Jira Software (JSW), Confluence, Jira Service Management (JSM)
- Price change: ~15-25% on list prices and ~30% for customers on advantaged pricing plans.
  - List price changes: 15-25%:
    - <=1K user tier (JSW and Confluence) / <=250 agents (JSM): 15%
    - 2K-5K user tier (JSW and Confluence) / 251-1K agents (JSM): 20%
    - >5K user tier (JSW and Confluence) / >1K agents (JSM): 25%
  - Advantaged pricing changes:
    - Jira Software: 30% across all tiers
    - Note that JSM and Confluence advantaged pricing plans were brought on par to list pricing as of FY24.
- Timing: Effective February 11, 2025. Data Center customers on advantaged pricing plans with DC contracts up for renewal after February 11, 2025 can renew early under their existing pricing if they take action prior to this date.

Additional information on the Data Center pricing changes can be found at: <https://www.atlassian.com/licensing/future-pricing/data-center-pricing/faqs>.

# Notice of FY25 Pricing and Packaging Changes from Atlassian Investor Relations

## Cloud Pricing and Packaging Changes

On September 17, 2024, we notified our customers of upcoming pricing and packaging changes to certain cloud products and editions. The pricing changes primarily impact cloud list prices, with the specific change varying depending on the product and edition. All of the changes are effective October 16, 2024.

The impact of pricing and packaging changes is expected to feather in over time as cloud subscriptions come up for renewal after the effective date. The estimated impact of pricing on cloud revenue growth in FY25 is expected to be similar to the aggregate impact from pricing seen in FY24.

These pricing and packaging changes were contemplated in our FY25 guidance provided on August 1, 2024.

### Primary cloud pricing changes:

- Jira and Confluence: 5% increase for Standard edition, 10% increase for Premium and Enterprise editions
- Jira Service Management: ~8% increase for <250 users; 20% increase for >251 users

We are also making price changes to the following products and plans (note these changes impact a relatively smaller cohort of customers).

- Guard: 5-8% depending on the user tier
- Bitbucket: 10%
- Opsgenie: 5-10% depending on the edition
- Compass: 14%
- Legacy pricing plan (aka "advantaged" pricing) increases for Jira Service Management (Help, Insights, and Automation), Bitbucket, and Opsgenie

# Notice of FY25 Pricing and Packaging Changes from Atlassian Investor Relations

## Other pricing and packaging changes for Jira Service Management:

- Packaging updates: Advanced incident, problem, and change management capabilities will be moving out of Free and Standard editions and into Premium and Enterprise editions
- Consumption-based pricing for Assets and Virtual Service Agents (Premium and Enterprise editions):
  - Assets: Customers can store 50,000 Assets objects for free. Above this limit, objects will start at \$0.05(USD)/object/month with volume discounts applied
  - Virtual Service Agents: Customers can execute 1,000 Virtual Service Agent assisted conversations per month (or 12,000 per year) for free. Above this limit, assisted conversations will start at \$0.30(USD)/assisted conversation/month with volume discounts applied

In the near term, the above packing updates and the introduction of consumption-based pricing for Assets and Virtual Service Agents will primarily impact new Jira Service Management cloud subscriptions. As such, we expect these pricing and packaging changes for Jira Service Management to have an insignificant impact on FY25 Cloud revenue.

Additional information on the cloud pricing and packaging changes can be found at <https://www.atlassian.com/licensing/future-pricing/cloud-pricing/faqs> or <https://www.atlassian.com/blog/announcements/jsm-cloud-pricing-packaging-update>

If you have any questions please contact [IR@atlassian.com](mailto:IR@atlassian.com).