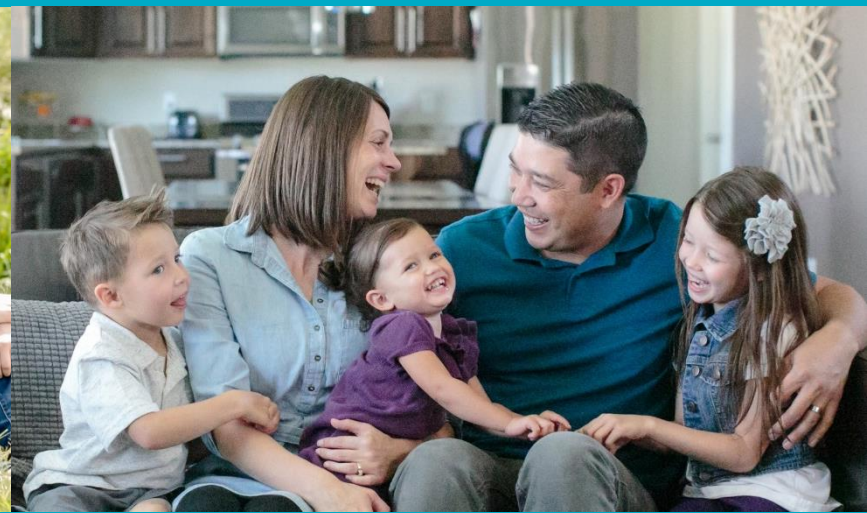


Investor presentation

March 2018



Safe Harbor

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.

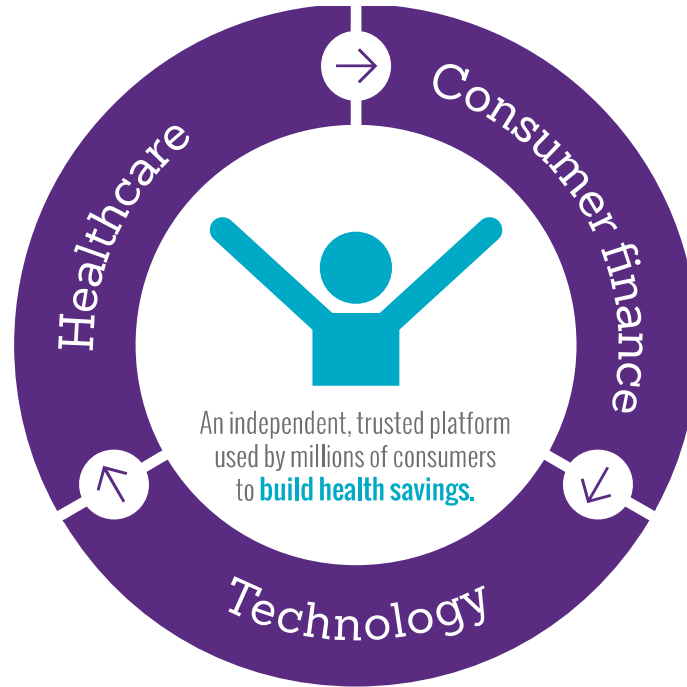
Investment highlights

40%

4 year revenue CAGR¹

14 consecutive
QUARTERS

Beating Adj. EBITDA consensus



1,241 **bp**

Increase in Adj. EBITDA margin¹

8 consecutive
YEARS

Increased market share²

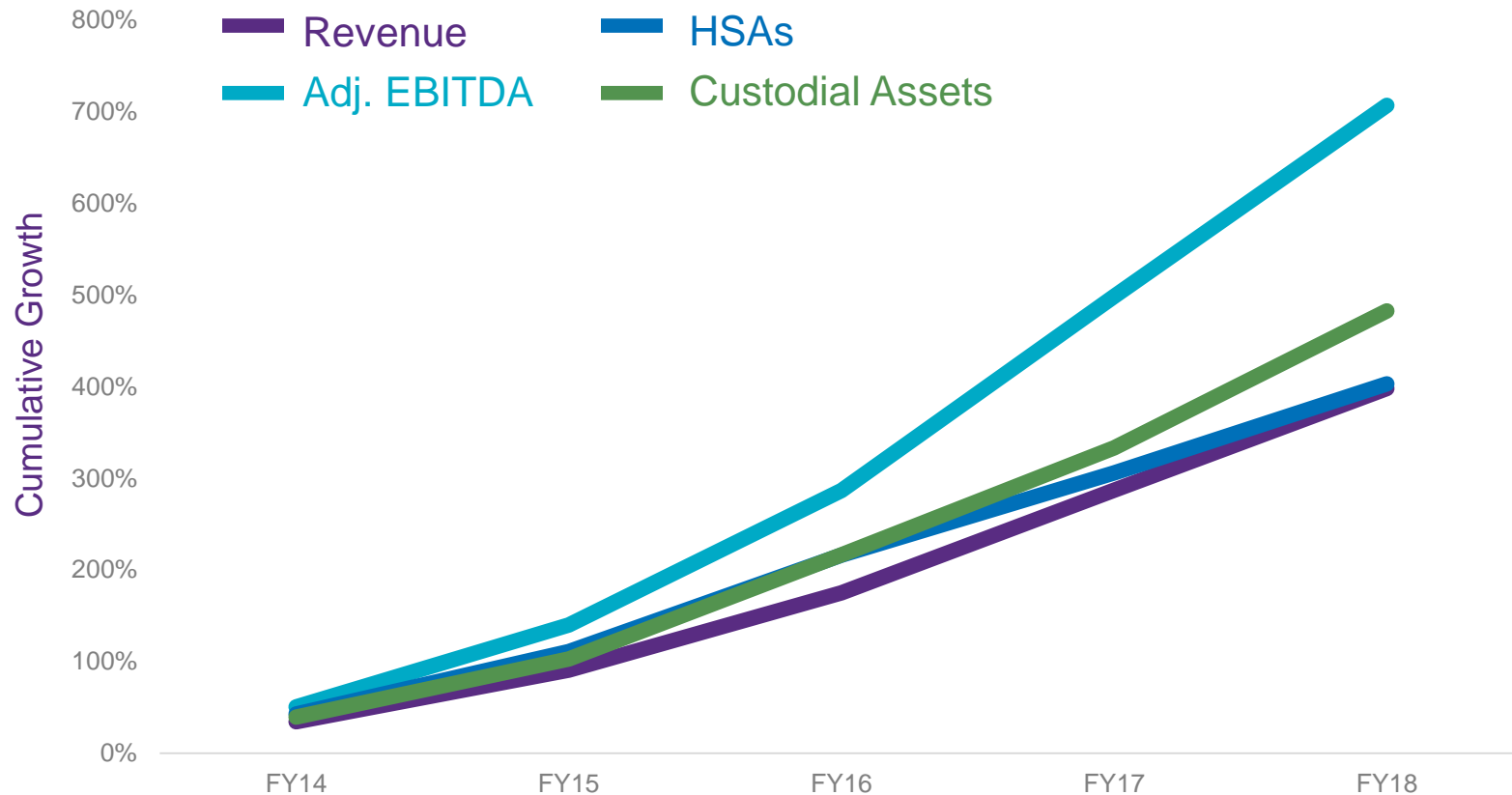
Growth

Visibility

Profitable

Sustainable

Key metrics



398%
Revenue¹

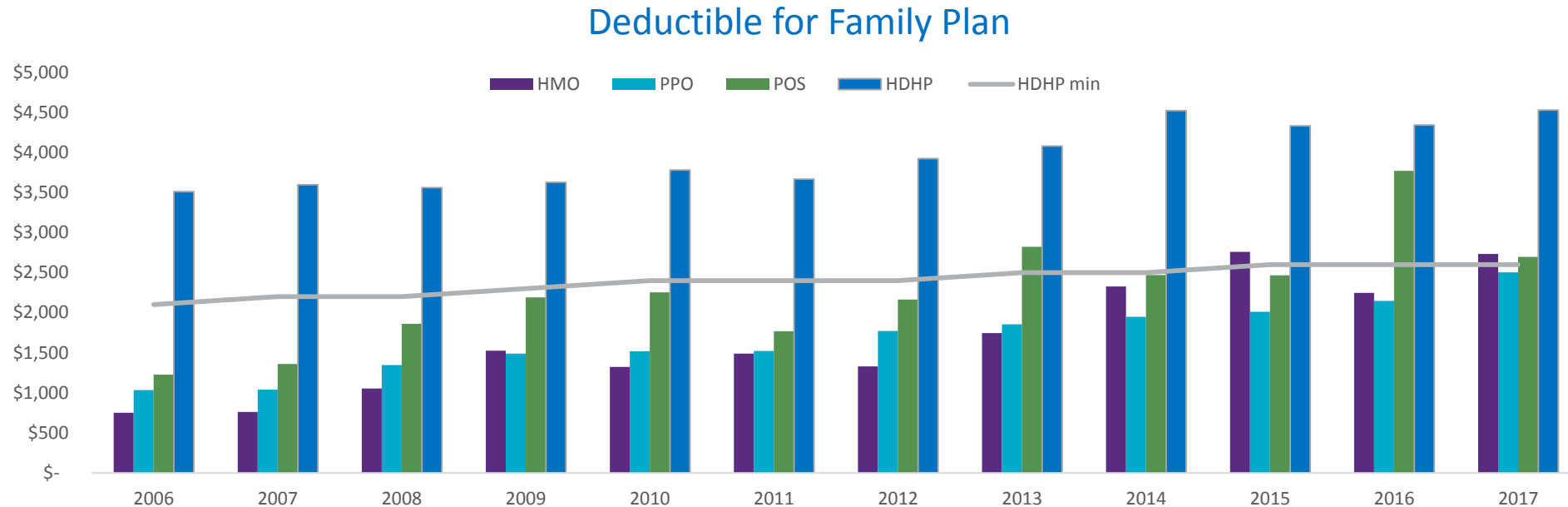
707%
Adjusted EBITDA¹

403%
HSA²

482%
Custodial Assets²

1. Revenue and Adjusted EBITDA cumulative growth were calculated based on FY2014 to TTM at October 31, 2017, the most recent reported quarter.
2. Balances and cumulative growth as of January 31, 2018

Rising first dollar responsibility



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

**10-Year
CAGR
Deductible:**

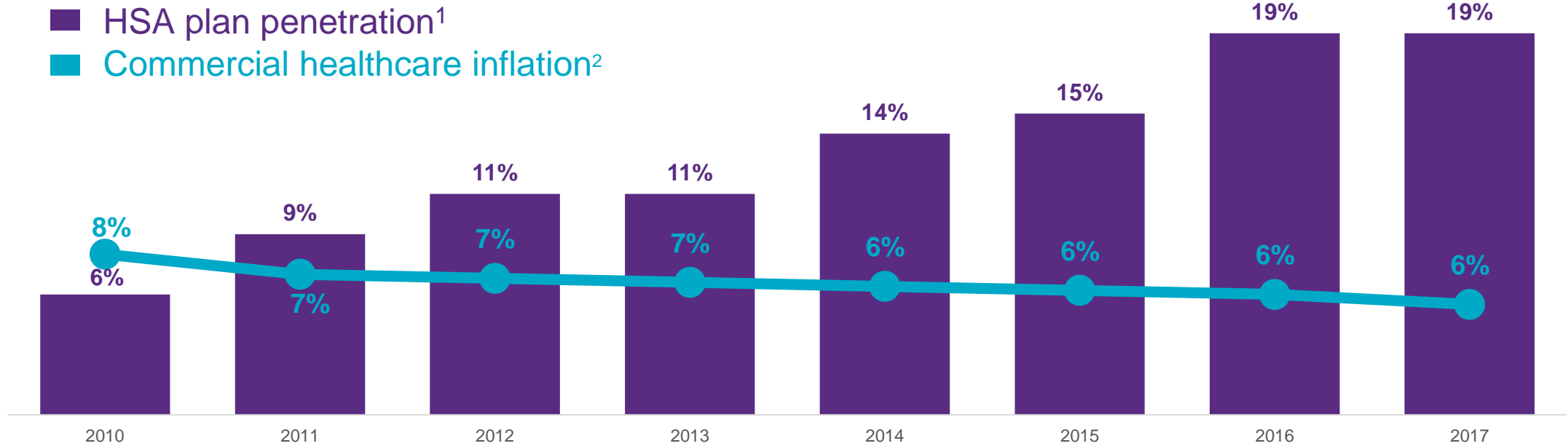
HMO
13.7%

PPO
9.2%

POS
7.1%

HDHP
2.3%

Our core – health savings accounts



\$1,900

Average premium savings¹

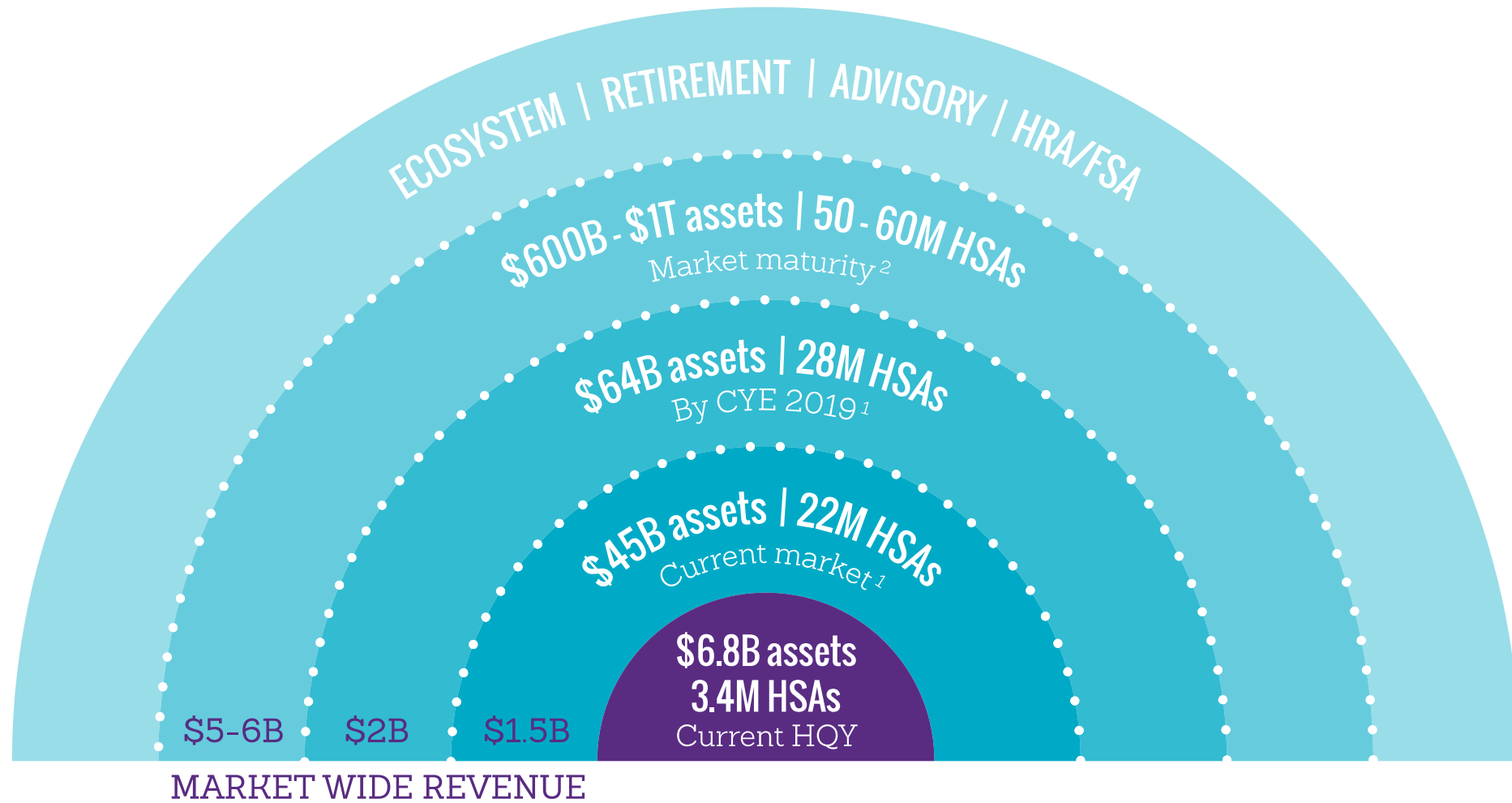
\$1,417

Average employer contribution¹

\$6,850

Maximum family HSA contribution

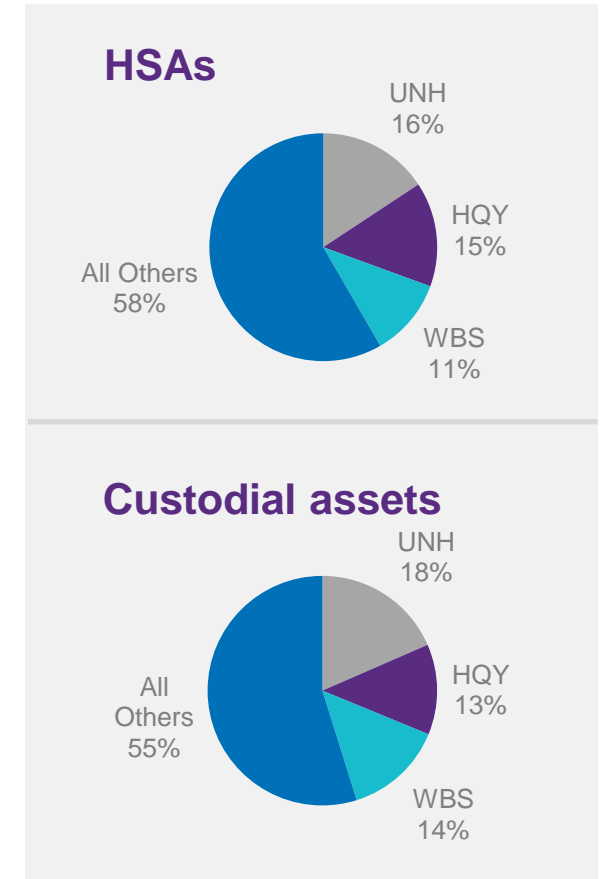
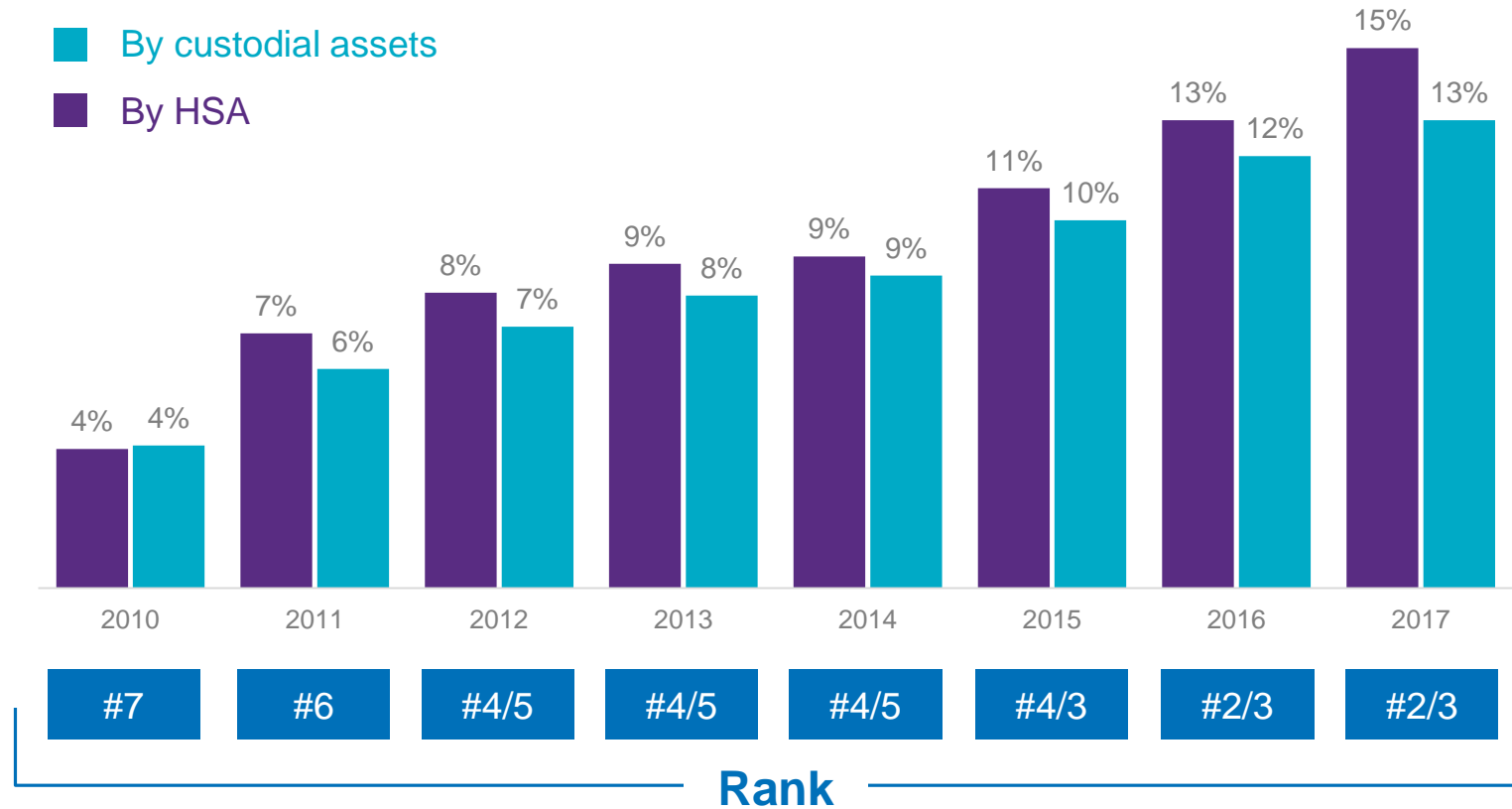
Expanding market



Growing market share

HealthEquity HSAs market share

- By custodial assets
- By HSA



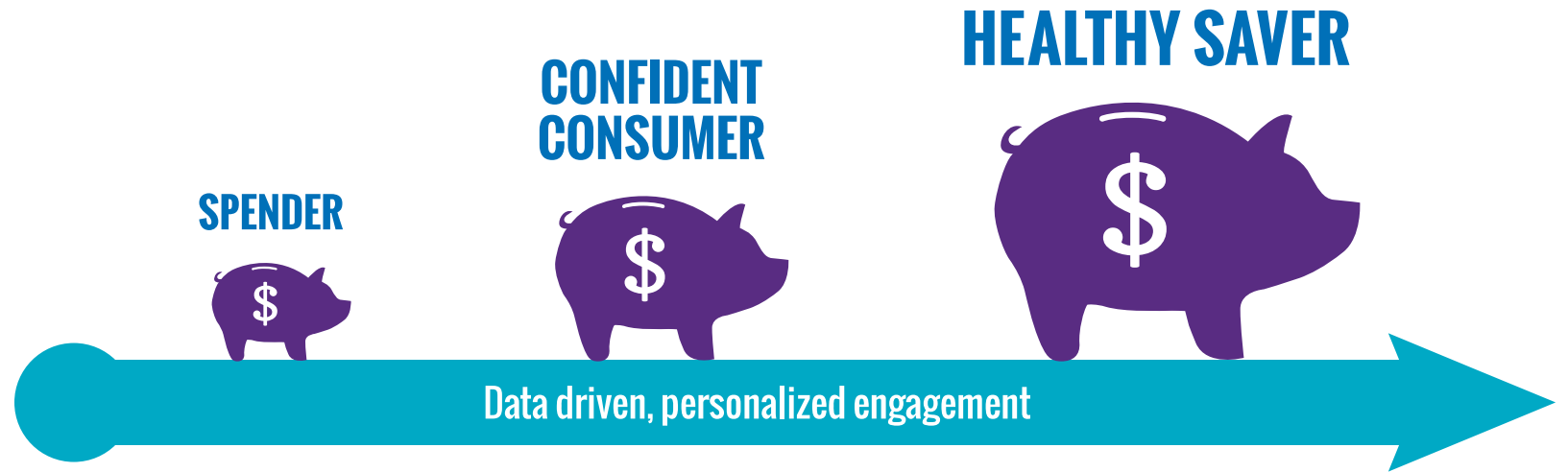
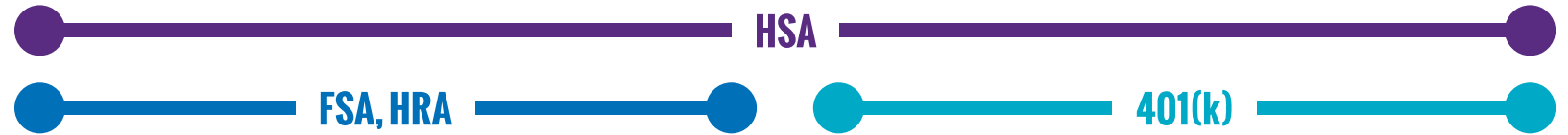
Proprietary end-to-end platform

>2,680 ←
INTEGRATIONS →

HealthEquity **22%**
of members
visit monthly

>1,500 unique
configurations

36 M
FY18 PLATFORM LOGONS



FY 18 sales results

\$6.8 BILLION
in Custodial Assets



3.4 M HSAs

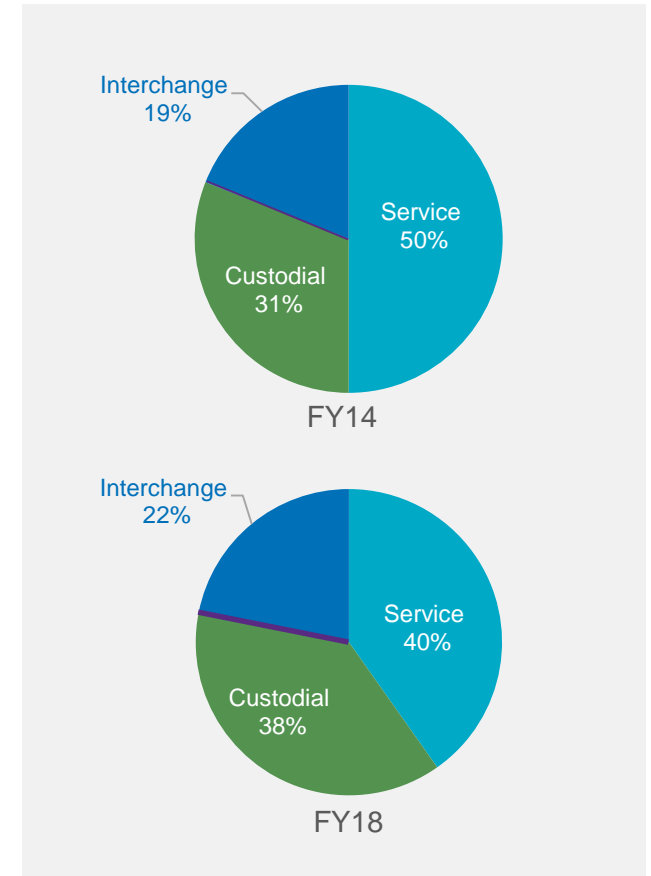
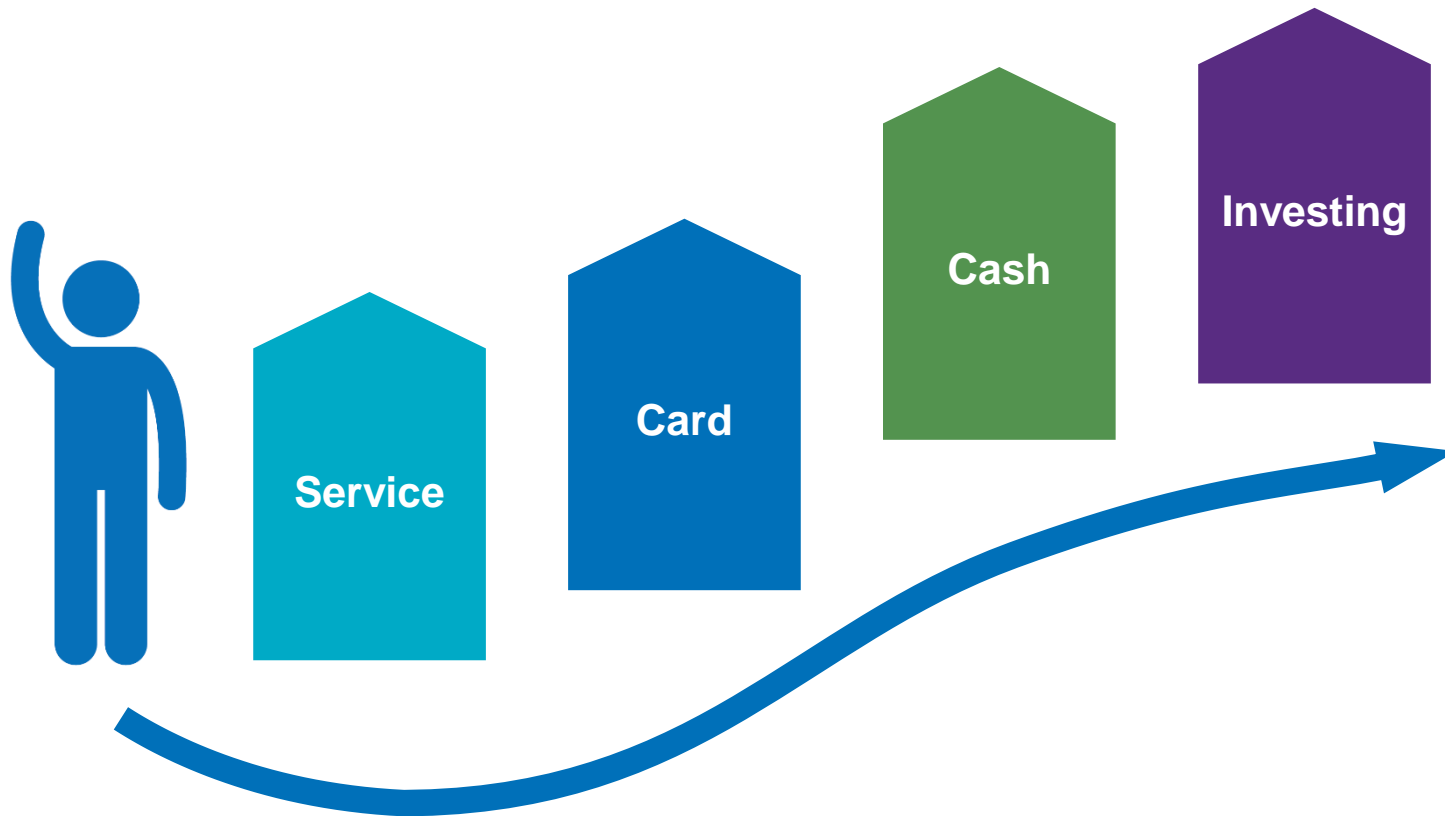
124
NETWORK
PARTNERS

40,000
EMPLOYERS

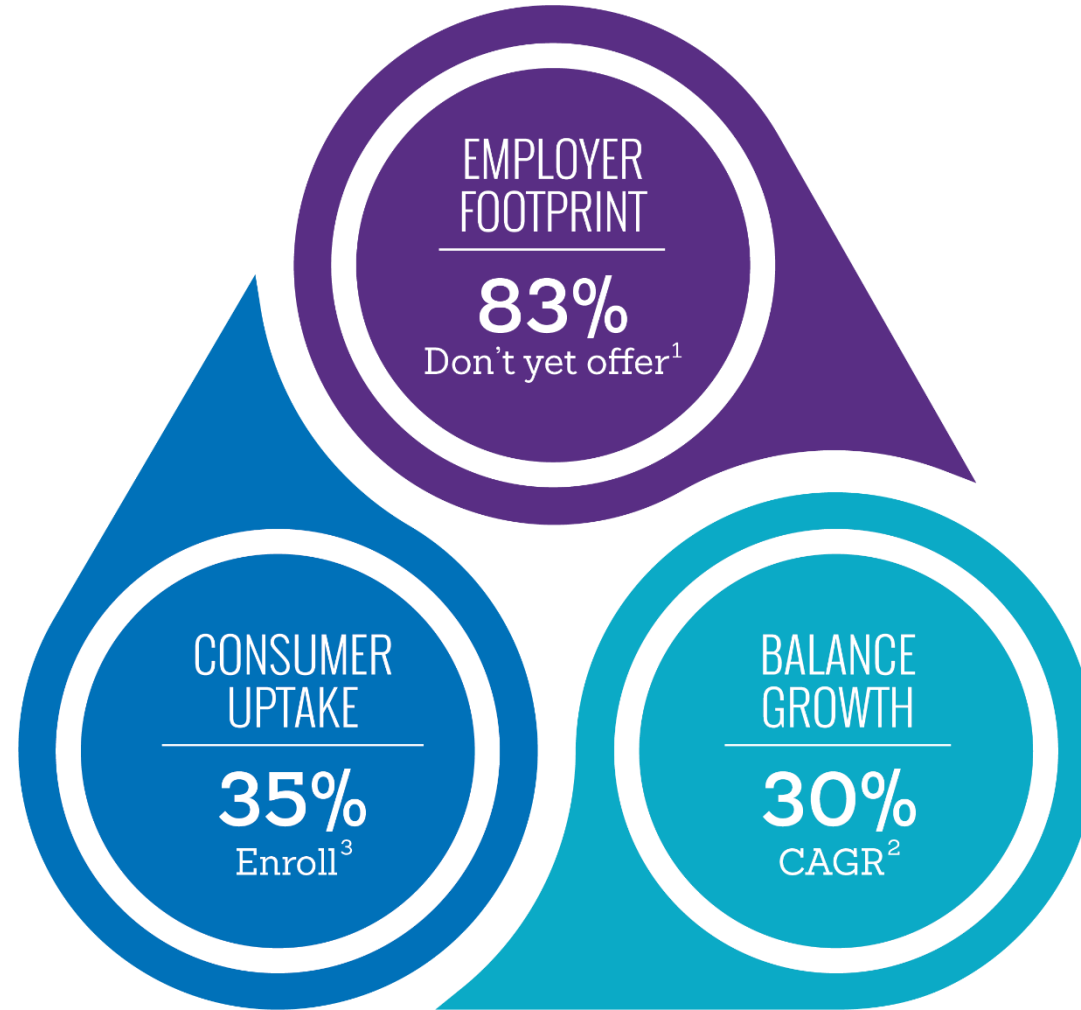


- Largest HSA take away
- Preferred relationship agreements with **Blue Cross Blue Shield Association** and **Health Plan Alliance**
- Renewal of **Anthem** partnership

Powerful monetization

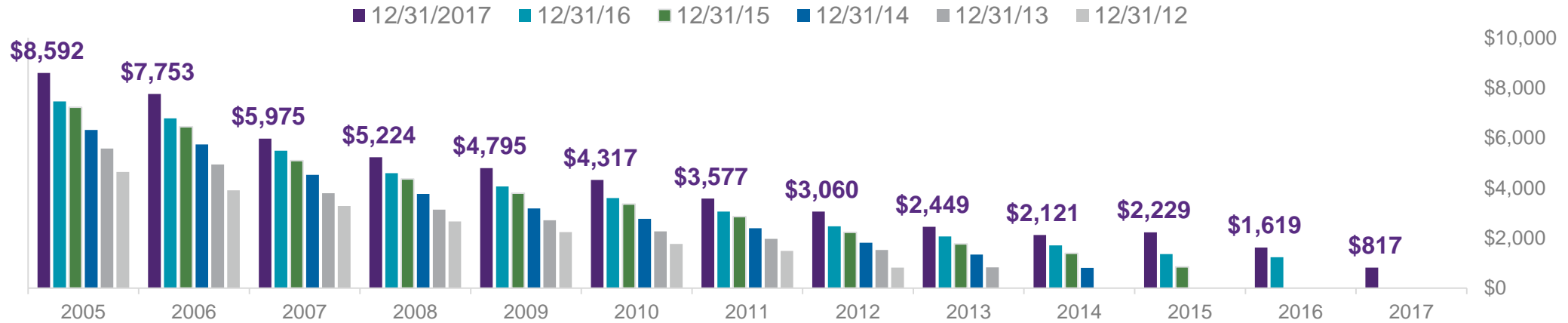


Growing forward



Account balance growth by age

Average balance by year the account opened*



HealthEquity
HSAs:

41%
open for
2 years
or less

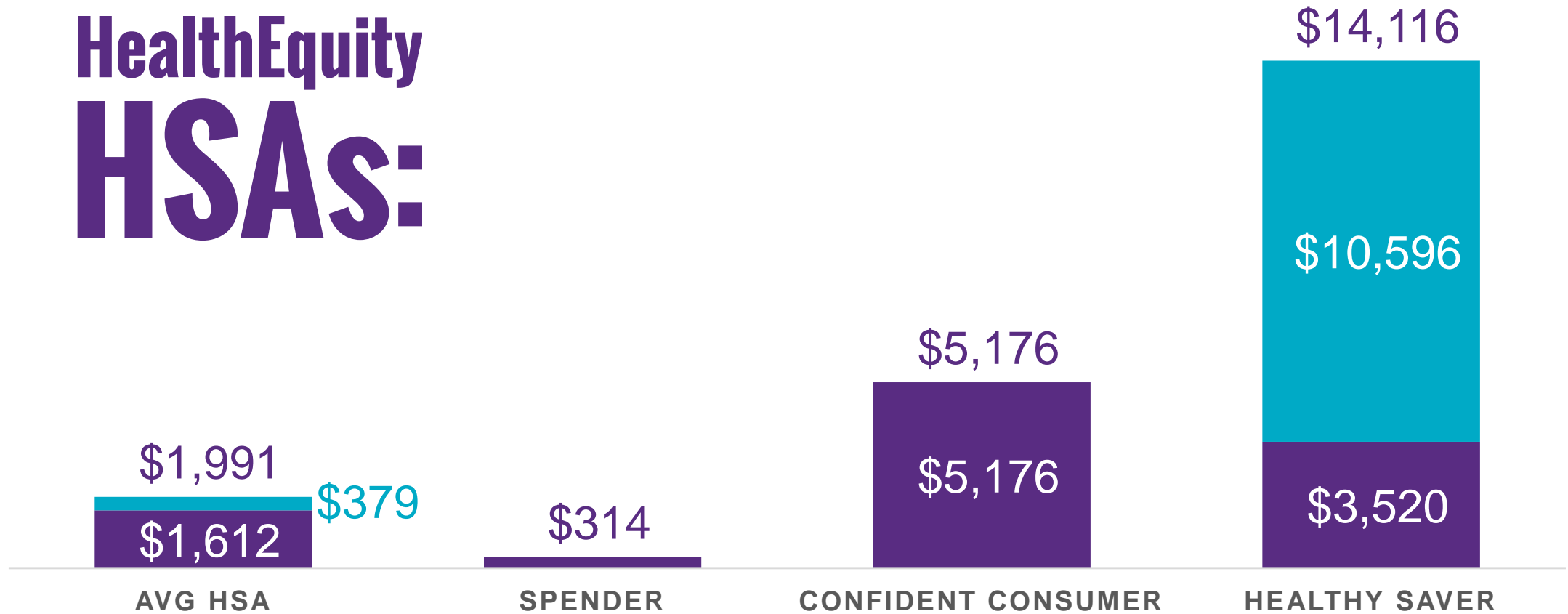
AVERAGE AGE
3.5
YEARS

\$1,991
AVERAGE
BALANCE

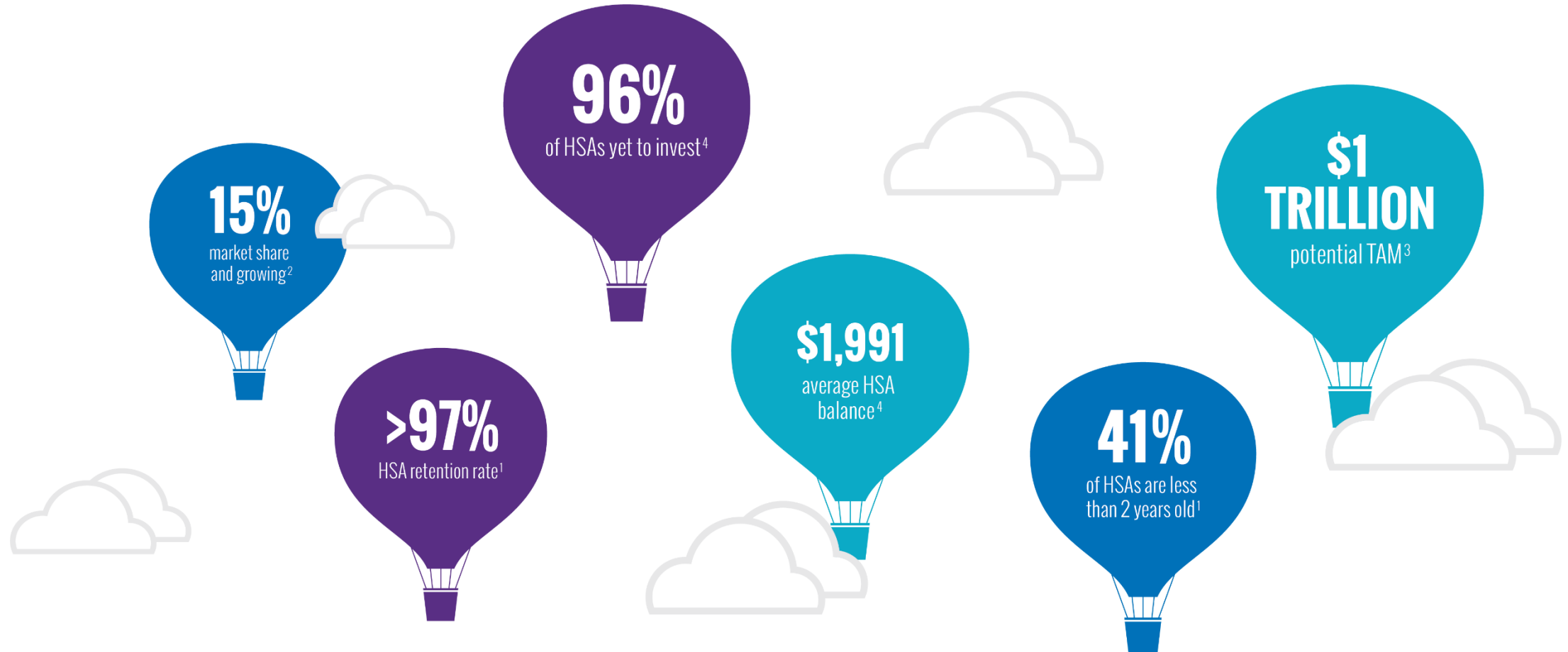
3.6%
HAVE
INVESTMENT
BALANCES

Value of mature accounts

HealthEquity HSAs:

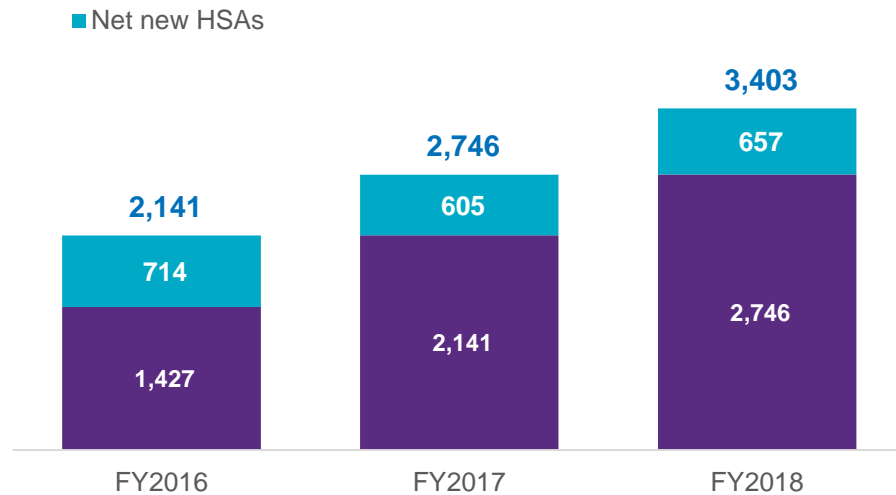


Rising above



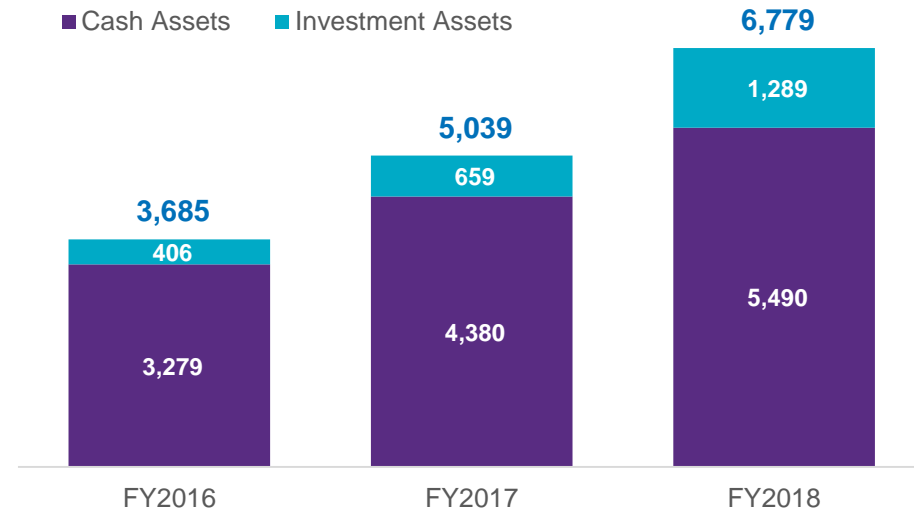
Fiscal year 2018 operating results

HSA (000s)



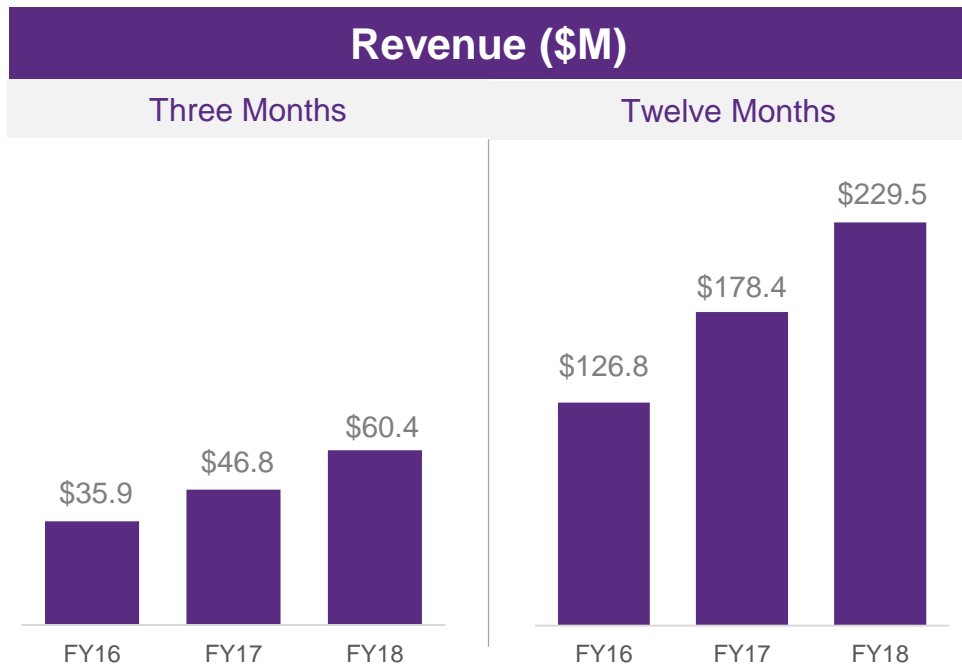
- New organic HSAs of **669K** vs 668K YoY
- An additional **54K** FIBK and Alliant CU HSAs
- **24%** growth in ending HSAs YoY

Custodial Assets (\$M)

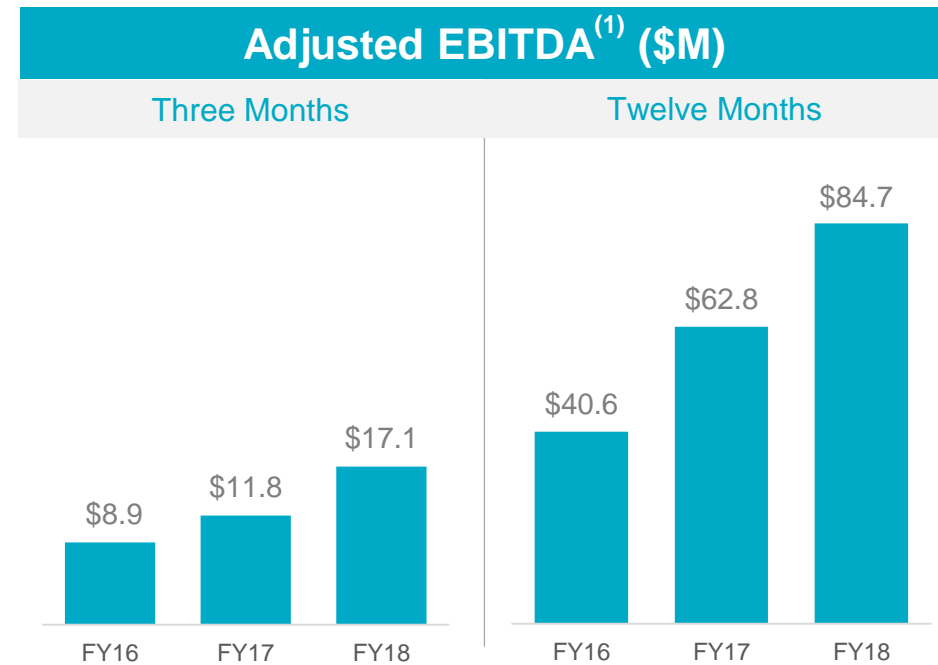


- Net increase of **\$1.7B** YoY
- **35%** growth YoY

4th quarter financial results



- **29%** Q4 revenue growth YoY
 - 13% Q4 growth in Service Revenue
 - 52% Q4 growth in Custodial Revenue
 - 25% Q4 growth in Interchange Revenue



- **45%** Adjusted EBITDA growth Q4 YoY
- Q4 Gross margins 52%
- Q4 Operating margins 14%

Capitalization

(\$ in millions)	January 31, 2017	January 31, 2018
Cash, cash equivalents & marketable securities	\$180.4	\$240.3
Long-term debt (\$100M available LOC)	\$0.0	\$0.0
Total stockholders' equity	\$261.9	\$346.3

Guidance

Business Outlook

For the Fiscal Year Ending January 31, 2019

Guidance as of: (\$ in millions, except per share)	March 19, 2018*
Revenue	\$276 – \$282
Non-GAAP Net Income**	\$63 - \$67
Non-GAAP Net Income per diluted share**	\$0.98 - \$1.04
Adjusted EBITDA**	\$106 – \$111

HealthEquity®