Perion

Q2 2023 Investor Presentation | August 2, 2023

Forward Looking Statements

This presentation contains historical information and forward-looking statements within the meaning of The Private Securities Litigation Reform Act of 1995 with respect to the business, financial condition and results of operations of Perion. The words "will," "believe," "expect," "intend," "plan," "should", "estimate" and similar expressions are intended to identify forward-looking statements. Such statements reflect the current views, assumptions and expectations of Perion with respect to future events and are subject to risks and uncertainties. Many factors could cause the actual results, performance or achievements of Perion to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements, or financial information, including, but not limited to, the failure to realize the anticipated benefits of companies and businesses we acquire in the future, risks entailed in integrating the companies and businesses we acquire, including employee retention and customer acceptance; the risk that such transactions will divert management and other resources from the ongoing operations of the business or otherwise disrupt the conduct of those businesses, potential litigation associated with such transactions, and general risks associated with the business of Perion including intense and frequent changes in the markets in which the businesses operate and in general economic and business conditions, loss of key customers, unpredictable sales cycles, competitive pressures, market acceptance of new products, changes in applicable laws and regulations as well as industry self-regulation, data breaches, cyber-attacks and other similar incidents, inability to meet efficiency and cost reduction objectives, changes in business strategy and various other factors, whether referenced or not referenced in this presentation. Various other risks and uncertainties may affect Perion and its results of operations, as described in reports filed by Perion with t

Non-GAAP Measures

Non-GAAP financial measures consist of GAAP financial measures adjusted to exclude certain items. This presentation includes certain non-GAAP measures, including Contribution ex-TAC, Non-GAAP Operating Expenses and Cost of Revenue, Adjusted EBITDA, Non-GAAP net income and Non-GAAP earning per share.

Contribution Ex-TAC presents revenue reduced by traffic acquisition costs and media buy, reflecting a portion of our revenue that must be directly passed to publishers or advertisers and presents our revenue excluding such items. We believe Contribution ex-TAC is a useful measure in assessing the performance of the Company because it facilitates a consistent comparison against our core business without considering the impact of traffic acquisition costs related to revenue reported on a gross basis.

Non-GAAP Operating Expenses and Cost of Revenue is defined as Total Costs and Expenses excluding traffic acquisition costs and media buy, depreciation, amortization of acquired intangible assets, stock-based compensation expenses, retention and other acquisition-related expenses and gains and losses recognized with respect to changes in fair value of contingent consideration.

Adjusted Earnings Before Interest, Taxes, Depreciation and Amortization ("Adjusted EBITDA") is defined as Income from operations excluding stock-based compensation expenses, depreciation, amortization of acquired intangible assets, retention and other acquisition-related expenses and gains and losses recognized with respect to changes in the fair value of contingent consideration.

Non-GAAP net-income and Non-GAAP earnings per share are defined as Net income and Net earnings per share excluding stock-based compensation expenses, retention and other acquisition-related expenses, revaluation of acquisition-related contingent consideration, amortization of acquired intangible assets and the related taxes thereon, non-recurring expenses, foreign exchange gains and losses associated with ASC-842, as well as gains and losses recognized with respect to changes in fair value of contingent consideration.

The purpose of such adjustments is to give an indication of our performance exclusive of non-cash charges and other items that are considered by management to be outside of our core operating results. These non-GAAP measures are among the primary factors management uses in planning for and forecasting future periods. Furthermore, the non-GAAP measures are regularly used internally to understand, manage and evaluate our business and make operating decisions, and we believe that they are useful to investors as a consistent and comparable measure of the ongoing performance of our business. However, our 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 our consolidated financial statements prepared in accordance with GAAP. Additionally, these non-GAAP financial measures may differ materially from the non-GAAP financial measures used by other companies. Due to the high variability and difficulty in making accurate forecasts and projections of some of the information excluded from these projected measures, together with some of the excluded information not being ascertainable or accessible, we are unable to quantify certain amounts that would be required for such presentation without unreasonable effort. Consequently, no reconciliation of the forward-looking non-GAAP financial measures is included. A reconciliation between results on a GAAP and non-GAAP basis is provided in the Appendix to this presentation.

Tal Jacobson CEO





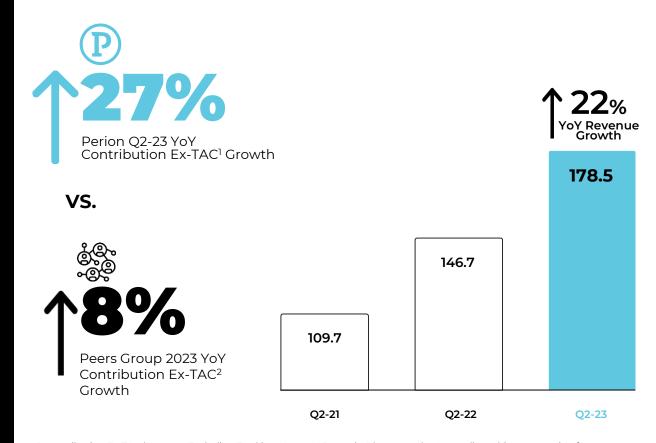
Maoz Sigron CFO

Outperforming the Market Our Diversification Model at Scale

| Perion H1-23 | Digital Advertising | Video 20% | CTV 54%1 | Retail Media | Search Advertising |
|-----------------|---------------------|-----------|----------|--------------|-----------------------|
| Perion Q2-23 | 22% | 14% | 104% | 63% | 21% |
| | 7.8% | 11.2% | 21.2% | 19.7% | 8.3% |
| \$ | 9.5% | 7.0% | 16.2% | 10.1% | 9.8% |

Q2 2023 Revenue (\$M)

Consistent ability to outperform the market²

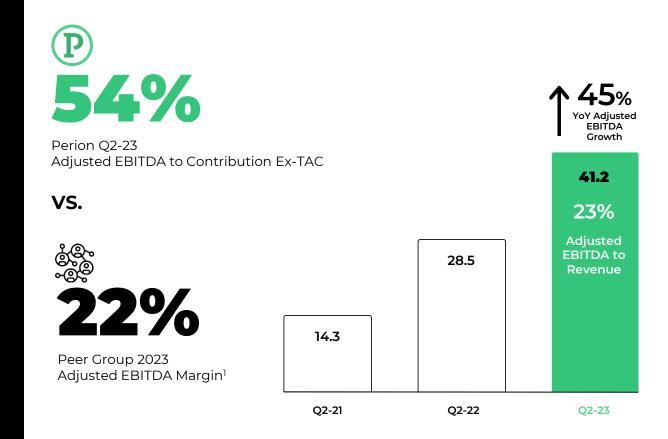


¹ Contribution Ex-TAC (Revenue Excluding TAC) is a Non-GAAP metric. Please see the Appendix to this presentation for a reconciliation to the nearest GAAP metric

² Average 2023E Contribution Ex-TAC (referred by LUMA as Net Revenue) growth of AdTech peer group companies. Source: LUMA Q2 2023 Market Report. Consists of a peer group of 25 public companies. The companies included on the LUMA report may calculate Net Revenue differently, which could limit its usefulness as a comparative measure.

Q2 2023 Adjusted EBITDA (\$M)

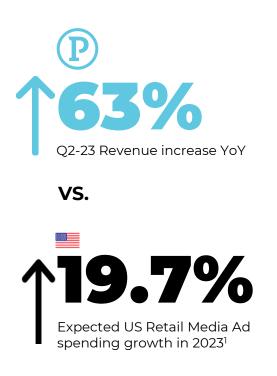
Continued focus on profitability and margin expansion driven by efficiency and innovation



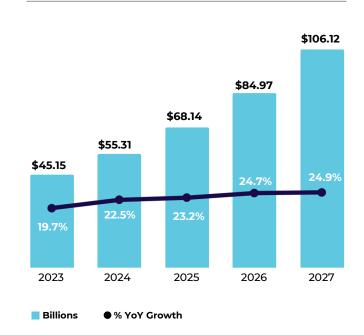
1 Average 2023E Adjusted EBITDA Margin (from Net Revenue or Revenue ex-TAC) of AdTech companies. Source: LUMA Q2 2023 Market Report. Consists of a peer group of 25 public companies. The companies included on this slide may calculate Adjusted EBITDA to Net Revenue differently, which could limit its usefulness as a comparative measure.

Perion's Growing Retail Media Solution

Our Personalized Digital Circular drives strong incremental sales for retailers.



Retail Media Ad Spending US, 2023-2027





Personalized Dynamic Retail Media Solution

Perion iHub tech

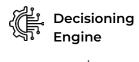




3rd party enrichment data

P iHub proprietary data









Al based
Targeting Engine
to distribute the
right product to
the right person
at the right
moment







Personalized Dynamic Retail Media Campaign

















Award Winning Retail Media Solutions

"...This achievement is a testament to the dedication and creativity of our performance media team and our valued partnership with Perion... this award motivates us even further to continue pushing boundaries and redefining the shopper journey during holiday and beyond."

Carina Ost, Marketing Strategy Director -Media, Albertsons Companies













































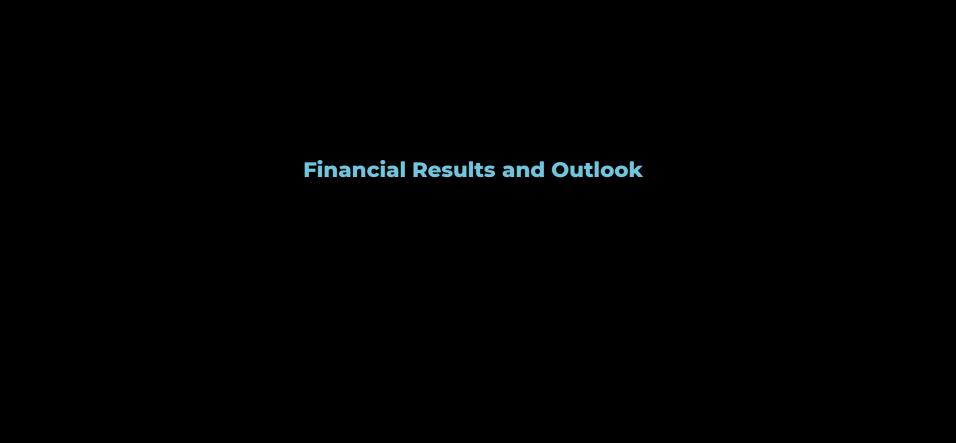












Q2 2023 Financial Highlights



Contribution Ex-TAC (Revenue Ex-TAC)¹ **Adjusted** EBITDA¹

GAAP Net Income

Non-GAAP Diluted EPS1





\$21.4M



\$178.5M

22% YoY Growth

27% YoY Growth 43% Margin

\$77M

\$41.2M

10% YoY Growth 12% Margin

\$0.84M

65% YoY Growth

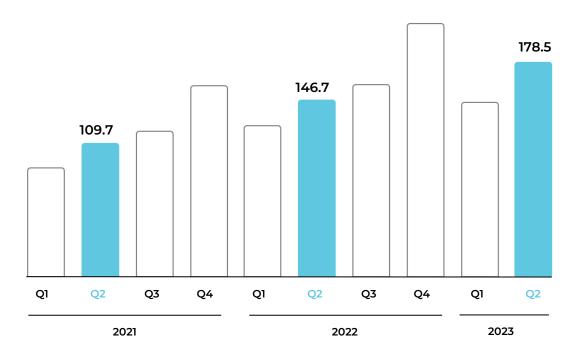
^{45%} YoY Growth 23% Margin

¹ Non-GAAP metrics. Please see the Appendix to this presentation for a reconciliation of each to the nearest GAAP metric.

Q2 2023 Revenue

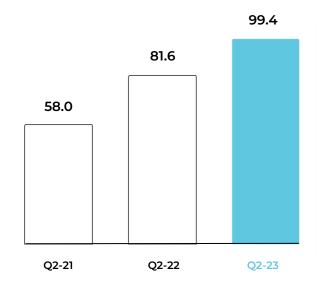






Q2 2023 Display Advertising Revenue (\$M)





Video increased by 14% YoY

41% of Display Advertising revenue vs. 44% last year

CTV¹ increased by 104% YoY

7% of Display Advertising revenue vs. 4% last year

Retail Media² revenue increased by 63%

10% of Display Advertising revenue vs. 8% last year

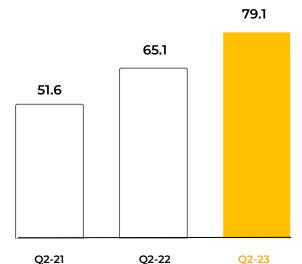
¹ We use our updated methodology for measuring CTV, as set out in our press release for the quarter 2 Retail Media includes all media channels, such as, CTV, video and others

Q2 2023 Search Advertising Revenue (\$M)

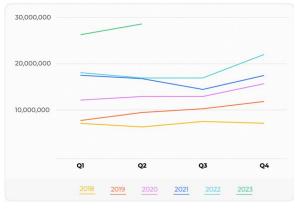


28.6 million daily searchesAn increase of 68% YoY and 9% QoQ



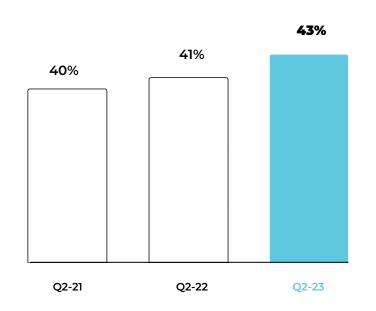


Average Daily Searches (Monetized)





Q2 2023 Contribution Ex-TAC (Revenue Ex-TAC)



Improved Product mix

continues to improve

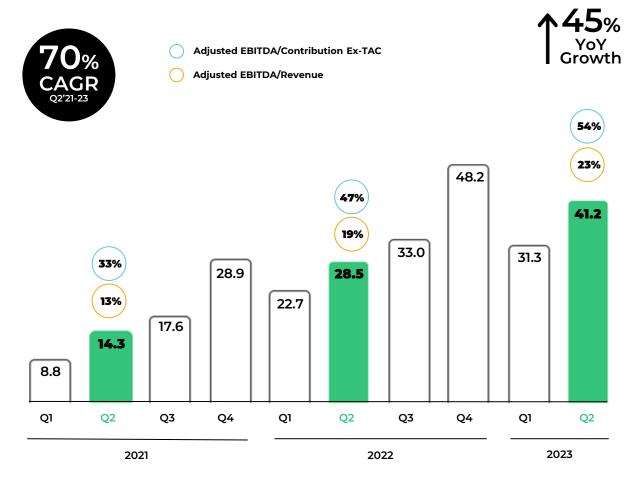
Media buying optimization

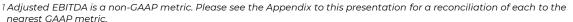
of our supply and demand assets through iHUB

Incremental revenue

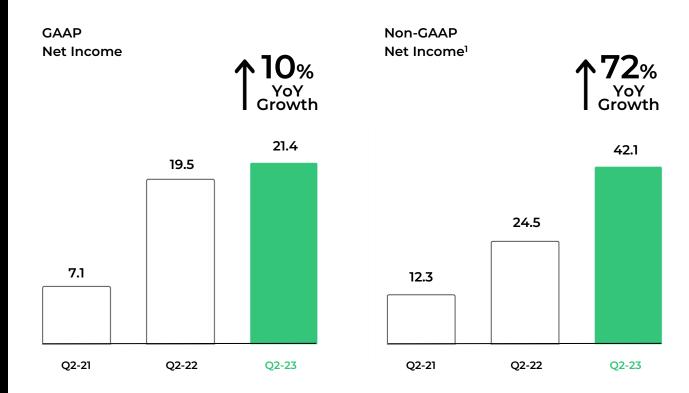
with low variable cost

Q2 2023 Adjusted EBITDA¹ (\$M)





Q2 2023 GAAP/ Non-GAAP Net Income (\$M)

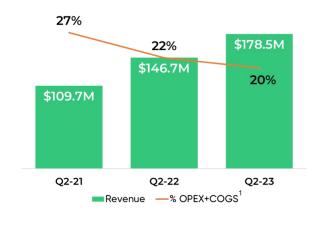


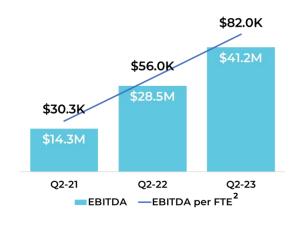
¹ Non-GAAP net income is a non-GAAP metric. Please see the Appendix to this presentation for a reconciliation to the nearest GAAP metric

Efficiency Driving Profitability

Cost Efficiency

FTE Productivity





iHUB as a shared infrastructure resource

Incremental revenue with low variable cost

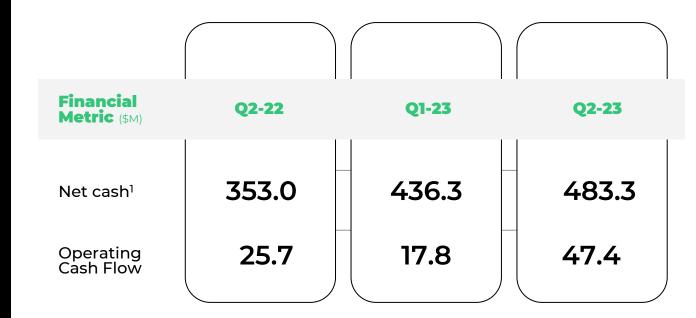
Offshoring our operations

2 FTE Includes sub-contractors

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¹ Non-GAAP Operating Expenses and Cost of Revenue. Please see the Appendix to this presentation for a reconciliation to the nearest GAAP metric

Strong Balance Sheet & Cash Flow to Support Growth Plans





Guidance









Balance Sheet Overview (\$M)

| Condensed Consolidated Balance Sheets | | | | | | | | | | | | | | |
|---------------------------------------|--|---|---|---|--|--|--|--|--|--|--|--|--|--|
| | Condensed C | Onsolidated balance sheets | | | | | | | | | | | | |
| 6/30/2023 | 31/12/2022 | Current Liabilities | 6/30/2023 | 31/12/2022 | | | | | | | | | | |
| 185.9 | 176.2 | Accounts payable | 145.6 | 155.9 | | | | | | | | | | |
| 1.3 | 1.3 | Accrued expenses and other liabilities | 29.9 | 37.9 | | | | | | | | | | |
| 225.3 | 253.4 | Short-term operating lease liability | 3.9 | 3.9 | | | | | | | | | | |
| 140.7 | 160.5 | Deferred revenues | 2.0 | 2.4 | | | | | | | | | | |
| 18.9 | 12.0 | Payment obligation related to acquisitions | 69.3 | 34.6 | | | | | | | | | | |
| 72.1 | 0.0 | | 250.7 | 234.6 | | | | | | | | | | |
| 644.3 | 603.5 | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | Long-Term Liabilities | | | | | | | | | | | | |
| 3.2 | 3.6 | - | 5.5 | 7.6 | | | | | | | | | | |
| 8.3 | 10.1 | Payment obligation related to acquisitions | 0.0 | 33.1 | | | | | | | | | | |
| 241.2 | 247.2 | Other long-term liabilities | 10.8 | 11.8 | | | | | | | | | | |
| 6.5 | 5.8 | | 16.3 | 52.5 | | | | | | | | | | |
| 259.2 | 266.8 | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | Total Shareholders' Equity | | | | | | | | | | | | |
| | | | 636.5 | 583.1 | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| 903.5 | 870.2 | Total Liabilities and Shareholders' Equity | 903.5 | 870.2 | | | | | | | | | | |
| | 185.9 1.3 225.3 140.7 18.9 72.1 644.3 3.2 8.3 241.2 6.5 259.2 | 6/30/2023 31/12/2022 185.9 176.2 1.3 1.3 225.3 253.4 140.7 160.5 18.9 12.0 72.1 0.0 644.3 603.5 3.2 3.6 8.3 10.1 241.2 247.2 6.5 5.8 259.2 266.8 | Current Liabilities 185.9 176.2 1.3 1.3 225.3 253.4 140.7 160.5 18.9 12.0 72.1 0.0 644.3 603.5 Long-Term Liabilities 3.2 3.6 8.3 10.1 241.2 247.2 6.5 5.8 259.2 266.8 Current Liabilities Accounts payable Accrued expenses and other liabilities Short-term operating lease liability Deferred revenues Payment obligation related to acquisitions Other long-term liabilities Other long-term liabilities Total Shareholders' Equity | 6/30/2023 31/12/2022 185.9 176.2 Accounts payable 145.6 1.3 1.3 Accrued expenses and other liabilities 29.9 225.3 253.4 Short-term operating lease liability 3.9 140.7 160.5 Deferred revenues 2.0 18.9 12.0 Payment obligation related to acquisitions 69.3 72.1 0.0 250.7 644.3 603.5 Courrent Liabilities Long-Term Liabilities Long-Term Liabilities Long-term operating lease liability 5.5 Payment obligation related to acquisitions 0.0 Other long-term liabilities 10.8 Total Shareholders' Equity 636.5 | | | | | | | | | | |



Income Statement (\$M)

| Consolidated Statements Of Operations - GAAP | Q1-21 | Q2-21 | Q3-21 | Q4-21 | Q1-22 | Q2-22 | Q3-22 | Q4-22 | Q1-23 | Q2-23 | 2021 | 2022 | 2021 | 2022 | 2023 |
|--|--|--|---|--|--|--|--|--|--|--|--|--|---------------------------------------|--|--|
| Display Advertising revenue | 38.1 | 58.0 | 69.0 | 100.2 | 68.6 | 81.6 | 86.8 | 123.8 | 79.9 | 99.4 | 265.3 | 360.7 | 96.2 | 150.2 | 179.3 |
| Search Advertising revenue | 51.7 | 51.6 | 52.0 | 57.8 | 56.7 | 65.1 | 71.8 | 85.9 | 65.3 | 79.1 | 213.2 | 279.6 | 103.3 | 121.8 | 144.4 |
| Total Revenue | 89.8 | 109.7 | 121.0 | 158.0 | 125.3 | 146.7 | 158.6 | 209.7 | 145.2 | 178.5 | 478.5 | 640.3 | 199.5 | 272.0 | 323.6 |
| Cost of revenue | 5.4 | 6.2 | 6.3 | 7.3 | 6.6 | 6.9 | 7.5 | 9.4 | 7.6 | 9.6 | 25.2 | 30.4 | 11.6 | 13.5 | 17.1 |
| Traffic acquisition costs and media buy | 54.9 | 66.2 | 73.6 | 93.3 | 71.0 | 86.0 | 93.6 | 122.0 | 79.9 | 101.5 | 288.0 | 372.6 | 121.1 | 156.9 | 181.4 |
| Research and development | 8.5 | 8.9 | 8.6 | 9.2 | 9.0 | 8.3 | 7.8 | 9.3 | 8.4 | 8.2 | 35.3 | 34.4 | 17.5 | 17.4 | 16.6 |
| Selling and marketing | 10.6 | 12.9 | 12.9 | 16.8 | 13.3 | 14.0 | 12.6 | 16.1 | 15.0 | 13.9 | 53.2 | 56.0 | 23.5 | 27.3 | 28.8 |
| General and administrative | 4.1 | 4.6 | 5.3 | 9.1 | 5.7 | 6.5 | 7.6 | 7.9 | 6.5 | 7.4 | 23.1 | 27.6 | 8.8 | 12.1 | 14.0 |
| Changes in fair value of contingent consideration | - | - | - | (2.2) | - | - | (3.8) | - | - | 14.6 | (2.2) | (3.8) | - | - | 14.6 |
| Depreciation and amortization | 2.4 | 2.0 | 1.9 | 3.6 | 3.2 | 3.2 | 3.7 | 3.7 | 3.4 | 3.4 | 9.9 | 13.8 | 4.4 | 6.4 | 6.8 |
| Total Costs and Expenses | 86.0 | 100.8 | 108.6 | 137.2 | 108.8 | 124.8 | 129.0 | 168.5 | 120.6 | 158.6 | 432.6 | 531.1 | 186.8 | 233.6 | 279.2 |
| % of Revenues | 95.8% | 91.9% | 89.8% | 86.8% | 86.8% | 85.1% | 81.3% | 80.4% | 83.1% | 88.9% | 90.4% | 82.9% | 93.6% | 85.9% | 86.3% |
| | | | | | | | | | | | | | | | |
| Income from Operations | 3.9 | 8.9 | 12.4 | 20.8 | 16.5 | 21.9 | 29.6 | 41.2 | 24.5 | 19.9 | 45.9 | 109.2 | 12.7 | 38.4 | 44.4 |
| Income from Operations % of Revenues | 3.9 4.3% | 8.9 8.1% | 12.4 10.2% | 20.8 13.2% | 16.5 13.2% | 21.9 14.9% | 29.6 18.7% | 41.2 19.6% | 24.5 16.9% | 19.9 11.1% | 45.9 9.6% | 109.2 17.1% | 12.7 6.4% | 38.4 14.1% | 44.4 13.7% |
| % of Revenues | 4.3% | | | | | 14.9% | 18.7% | 19.6% | 16.9% | 11.1% | | 17.1% | | | |
| | | 8.1% | 10.2% | 13.2% | 13.2% | | | | | | 9.6% | | 6.4% | 14.1% | 13.7% |
| % of Revenues Financial expense (income), net | 4.3% (0.2) | 8.1% 0.3 | 10.2% - | 13.2% 0.5 | 13.2% (0.6) | 14.9% (0.9) | 18.7% (1.0) | 19.6% (2.0) | 16.9% (3.4) | 11.1% (5.2) | 9.6% 0.6 | 17.1% (4.5) | 6.4% 0.1 | 14.1% 1.5 | 13.7% 8.6 |
| % of Revenues Financial expense (income), net | 4.3% (0.2) | 8.1% 0.3 | 10.2% - | 13.2% 0.5 | 13.2% (0.6) | 14.9% (0.9) | 18.7% (1.0) | 19.6% (2.0) | 16.9% (3.4) | 11.1% (5.2) | 9.6% 0.6 | 17.1% (4.5) | 6.4% 0.1 | 14.1% 1.5 | 13.7% 8.6 |
| % of Revenues Financial expense (income), net Income before Taxes on income | (0.2) 4.1 | 8.1% 0.3 8.6 1.5 7.1 | 10.2% - 12.4 | 0.5 20.3 | (0.6) 17.1 | (0.9) 22.8 | (1.0) 30.6 | 19.6% (2.0) 43.2 | (3.4) 27.9 | 11.1% (5.2) 25.0 | 9.6% 0.6 45.3 | 17.1% (4.5) 113.7 | 0.1 12.6 | 14.1% 1.5 39.9 | 8.6 53.0 |
| % of Revenues Financial expense (income), net Income before Taxes on income Taxes on income | 4.3% (0.2) 4.1 0.8 | 8.1% 0.3 8.6 | 10.2% - 12.4 1.7 | 0.5 20.3 2.6 | 13.2% (0.6) 17.1 | 14.9% (0.9) 22.8 3.3 | 18.7% (1.0) 30.6 | 19.6% (2.0) 43.2 4.5 | (3.4) 27.9 4.1 | 11.1% (5.2) 25.0 | 9.6% 0.6 45.3 | 17.1% (4.5) 113.7 | 0.1 12.6 | 14.1% 1.5 39.9 4.9 | 13.7% 8.6 53.0 7.8 |
| % of Revenues Financial expense (income), net Income before Taxes on income Taxes on income Net Income % of Revenues | 4.3% (0.2) 4.1 0.8 3.3 | 8.1% 0.3 8.6 1.5 7.1 | 10.2% - 12.4 1.7 10.6 | 0.5 20.3 2.6 17.7 | (0.6) 17.1 1.6 15.5 | (0.9) 22.8 3.3 19.5 | 18.7% (1.0) 30.6 5.0 25.6 | 19.6% (2.0) 43.2 4.5 38.7 | 16.9% (3.4) 27.9 4.1 23.8 | 11.1% (5.2) 25.0 3.6 21.4 | 9.6% 0.6 45.3 6.6 38.7 | 17.1% (4.5) 113.7 14.4 99.2 | 0.1 12.6 2.2 10.4 | 14.1% 1.5 39.9 4.9 35.0 | 13.7% 8.6 53.0 7.8 45.2 |
| % of Revenues Financial expense (income), net Income before Taxes on income Taxes on income Net Income | 4.3% (0.2) 4.1 0.8 3.3 3.7% | 8.1% 0.3 8.6 1.5 7.1 6.5% | 10.2% - 12.4 1.7 10.6 8.8% | 13.2% 0.5 20.3 2.6 17.7 11.2% | 13.2% (0.6) 17.1 1.6 15.5 12.4% | 14.9% (0.9) 22.8 3.3 19.5 13.3% | 18.7% (1.0) 30.6 5.0 25.6 16.1% | 19.6% (2.0) 43.2 4.5 38.7 18.5% | 16.9% (3.4) 27.9 4.1 23.8 16.4% | 11.1% (5.2) 25.0 3.6 21.4 12.0% | 9.6% 0.6 45.3 6.6 38.7 8.1% | 17.1% (4.5) 113.7 14.4 99.2 15.5% | 0.1 12.6 2.2 10.4 5.2% | 14.1% 1.5 39.9 4.9 35.0 12.9% | 13.7% 8.6 53.0 7.8 45.2 14.0% |
| % of Revenues Financial expense (income), net Income before Taxes on income Taxes on income Net Income % of Revenues Net Earnings per Share - Basic Net Earnings per Share - Diluted | 4.3% (0.2) 4.1 0.8 3.3 3.7% 0.10 0.09 | 8.1% 0.3 8.6 1.5 7.1 6.5% 0.21 0.19 | 10.2% - 12.4 1.7 10.6 8.8% 0.31 0.28 | 13.2% 0.5 20.3 2.6 17.7 11.2% 0.48 0.44 | 13.2% (0.6) 17.1 1.6 15.5 12.4% 0.35 0.33 | 14.9% (0.9) 22.8 3.3 19.5 13.3% 0.44 0.41 | 18.7% (1.0) 30.6 5.0 25.6 16.1% 0.57 0.53 | 19.6% (2.0) 43.2 4.5 38.7 18.5% 0.84 0.79 | 16.9% (3.4) 27.9 4.1 23.8 16.4% 0.51 0.48 | 11.1% (5.2) 25.0 3.6 21.4 12.0% 0.46 0.43 | 9.6% 0.6 45.3 6.6 38.7 8.1% 1.13 1.02 | 17.1% (4.5) 113.7 14.4 99.2 15.5% 2.21 2.06 | 6.4% 0.1 12.6 2.2 10.4 5.2% 0.31 0.29 | 14.1% 1.5 39.9 4.9 35.0 12.9% 0.79 0.74 | 13.7% 8.6 53.0 7.8 45.2 14.0% 0.97 0.91 |
| % of Revenues Financial expense (income), net Income before Taxes on income Taxes on income Net Income % of Revenues Net Earnings per Share - Basic | 4.3% (0.2) 4.1 0.8 3.3 3.7% | 8.1% 0.3 8.6 1.5 7.1 6.5% 0.21 | 10.2% - 12.4 1.7 10.6 8.8% 0.31 | 13.2% 0.5 20.3 2.6 17.7 11.2% 0.48 | 13.2% (0.6) 17.1 1.6 15.5 12.4% 0.35 | 14.9% (0.9) 22.8 3.3 19.5 13.3% | 18.7% (1.0) 30.6 5.0 25.6 16.1% | 19.6% (2.0) 43.2 4.5 38.7 18.5% | 16.9% (3.4) 27.9 4.1 23.8 16.4% | 11.1% (5.2) 25.0 3.6 21.4 12.0% | 9.6% 0.6 45.3 6.6 38.7 8.1% | 17.1% (4.5) 113.7 14.4 99.2 15.5% | 6.4% 0.1 12.6 2.2 10.4 5.2% 0.31 | 14.1% 1.5 39.9 4.9 35.0 12.9% 0.79 | 13.7% 8.6 53.0 7.8 45.2 14.0% 0.97 |



Cash Flow Overview (\$M)

| | | | | | | | | | | | Full Year ended | | 6 Months | | ended | |
|--|--------|--------|-------|---------|--------|-------|-------|--------|--------|-------|-----------------|--------|----------|--------|--------|--|
| Condensed Consolidated Statements of Cash Flows | Q1-21 | Q2-21 | Q3-21 | Q4-21 | Q1-22 | Q2-22 | Q3-22 | Q4-22 | Q1-23 | Q2-23 | 2021 | 2022 | 2021 | 2022 | 2023 | |
| Cash flows from operating activities | | | | | | | | | | | | | | | | |
| Net Income | 3.3 | 7.1 | 10.6 | 17.7 | 15.5 | 19.5 | 25.6 | 38.7 | 23.8 | 21.4 | 38.7 | 99.2 | 10.4 | 35.0 | 45.2 | |
| Adjustments required to reconcile net income to net cash | 10.2 | 7.5 | 3.6 | 11.1 | 8.1 | 6.2 | 9.1 | (0.5) | (6.0) | 26.0 | 32.4 | 22.9 | 17.7 | 14.3 | 20.0 | |
| Net cash provided by operating activities | 13.5 | 14.6 | 14.2 | 28.8 | 23.6 | 25.7 | 34.7 | 38.2 | 17.8 | 47.4 | 71.1 | 122.1 | 28.1 | 49.3 | 65.2 | |
| Investing activities | | | | | | | | | | | | | | | | |
| Deposits, marketable securities and other | (43.4) | (27.2) | 22.9 | (157.2) | (32.7) | (1.2) | 31.3 | (34.7) | (49.4) | 5.0 | (205.0) | (37.2) | (70.7) | (33.8) | (44.4) | |
| Cash paid in connection with acquisitions, net of cash acquired | 0.0 | (3.4) | 0.0 | (35.0) | (3.4) | (6.2) | 0.0 | 0.0 | 0.0 | 0.0 | (38.4) | (9.6) | (3.4) | (9.6) | 0.0 | |
| Net cash provided by (used in) investing activities | (43.4) | (30.6) | 22.9 | (192.2) | (36.1) | (7.3) | 31.3 | (34.7) | (49.4) | 5.0 | (243.5) | (46.8) | (74.1) | (43.4) | (44.4) | |
| Financing activities | | | | | | | | | | | | | | | | |
| Net cash provided by (used in) financing activities | 54.3 | 2.2 | 1.1 | 171.5 | 0.9 | (8.7) | 3.1 | 1.4 | (11.2) | 0.1 | 229.1 | (3.3) | 56.5 | (7.8) | (11.1) | |
| Effect of exchange rate changes on cash and cash equivalents and | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | (0.1) | (0.1) | 0.2 | 0.1 | 0.0 | 0.0 | (0.1) | 0.0 | (0.2) | 0.1 | |
| restricted cash | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | (0.1) | (0.1) | 0.2 | 0.1 | 0.0 | 0.0 | (0.1) | 0.0 | (0.2) | 0.1 | |
| Net increase (decrease) in cash and cash equivalents and restricted cash | 24.3 | (13.8) | 38.1 | 8.1 | (11.6) | 9.5 | 69.0 | 5.1 | (42.8) | 52.5 | 56.7 | 72.0 | 10.5 | (2.1) | 9.7 | |
| Cash and cash equivalents and restricted cash at beginning of period | 48.9 | 73.2 | 59.4 | 97.4 | 105.5 | 94.0 | 103.4 | 172.4 | 177.5 | 134.7 | 48.9 | 105.5 | 48.9 | 105.5 | 177.5 | |
| Cash and cash equivalents and restricted cash at end of period | 73.2 | 59.4 | 97.4 | 105.5 | 94.0 | 103.4 | 172.4 | 177.5 | 134.7 | 187.2 | 105.5 | 177.5 | 59.4 | 103.4 | 187.2 | |



Non-GAAP Reconciliations (\$M)

| | | | | | | | | | | | Full Yea | ır ended | 6 Months ended | | | |
|---|--------|--------|--------|--------|--------|--------|--------|---------|--------|---------|----------|----------|----------------|---------|---------|--|
| Reconciliation of GAAP to Non-GAAP Measures | Q1-21 | Q2-21 | Q3-21 | Q4-21 | Q1-22 | Q2-22 | Q3-22 | Q4-22 | Q1-23 | Q2-23 | 2021 | 2022 | 2021 | 2022 | 2023 | |
| Revenue | 89.8 | 109.7 | 121.0 | 158.0 | 125.3 | 146.7 | 158.6 | 209.7 | 145.2 | 178.5 | 478.5 | 640.3 | 199.5 | 272.0 | 323.6 | |
| Traffic acquisition costs and media buy | (54.9) | (66.2) | (73.6) | (93.3) | (71.0) | (86.0) | (93.6) | (122.0) | (79.9) | (101.5) | (288.0) | (372.6) | (121.1) | (156.9) | (181.4) | |
| Contribution Ex-TAC | 34.9 | 43.5 | 47.4 | 64.7 | 54.3 | 60.7 | 65.0 | 87.7 | 65.3 | 77.0 | 190.5 | 267.7 | 78.4 | 115.1 | 142.2 | |
| | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | Full Yea | r ended | 6 Months ended, | | |
|---|--------|--------|--------|--------|--------|--------|--------|---------|--------|---------|----------|---------|-----------------|---------|---------|
| | Q1-21 | Q2-21 | Q3-21 | Q4-21 | Q1-22 | Q2-22 | Q3-22 | Q4-22 | Q1-23 | Q2-23 | 2021 | 2022 | 2021 | 2022 | 2023 |
| GAAP Costs and Expenses | 86.0 | 100.8 | 108.6 | 137.2 | 108.8 | 124.8 | 129.0 | 168.5 | 120.6 | 158.6 | 432.6 | 531.1 | 186.8 | 233.6 | 279.2 |
| Traffic acquisition costs and media buy | (54.9) | (66.2) | (73.6) | (93.3) | (71.0) | (86.0) | (93.6) | (122.0) | (79.9) | (101.5) | (288.0) | (372.6) | (121.1) | (156.9) | (181.4) |
| Depreciation and amortization | (2.4) | (2.0) | (1.9) | (3.6) | (3.2) | (3.2) | (3.7) | (3.7) | (3.4) | (3.4) | (9.9) | (13.8) | (4.4) | (6.4) | (6.8) |
| Stock-based compensation expenses | (8.0) | (1.2) | (1.7) | (3.3) | (2.4) | (2.7) | (3.2) | (3.2) | (3.4) | (3.1) | (7.0) | (11.6) | (2.0) | (5.1) | (6.5) |
| Retention and other acquisition-related expenses | (1.8) | (2.2) | (1.6) | (3.5) | (0.6) | (0.7) | (0.3) | (0.1) | - | (0.3) | (9.1) | (1.6) | (4.0) | (1.2) | (0.3) |
| Changes in fair value of contingent consideration | - | - | - | 2.2 | - | - | 3.8 | - | - | (14.6) | 2.2 | 3.8 | - | - | (14.6) |
| Non-GAAP Operating expenses and Cost of Revenue | 26.1 | 29.2 | 29.8 | 35.7 | 31.6 | 32.2 | 32.0 | 39.5 | 33.9 | 35.7 | 120.8 | 135.3 | 55.3 | 64.0 | 69.6 |



Non-GAAP Reconciliations (\$M)

| | | | | | | | | | | | Full Year ended | | 6 N | lonths en | ded |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------|-------|-------|-----------|-------|
| Reconciliation of GAAP to Non-GAAP Results | Q1-21 | Q2-21 | Q3-21 | Q4-21 | Q1-22 | Q2-22 | Q3-22 | Q4-22 | Q1-23 | Q2-23 | 2021 | 2022 | 2021 | 2022 | 2023 |
| GAAP Income from Operations | 3.9 | 8.9 | 12.4 | 20.8 | 16.5 | 21.9 | 29.6 | 41.2 | 24.5 | 19.9 | 45.9 | 109.2 | 12.7 | 38.4 | 44.4 |
| Stock-based compensation expenses | 0.8 | 1.2 | 1.7 | 3.3 | 2.4 | 2.7 | 3.2 | 3.2 | 3.4 | 3.1 | 7.0 | 11.6 | 2.0 | 5.1 | 6.5 |
| Retention and other acquisition-related expenses | 1.8 | 2.2 | 1.6 | 3.5 | 0.6 | 0.7 | 0.3 | 0.1 | - | 0.3 | 9.1 | 1.6 | 4.0 | 1.2 | 0.3 |
| Changes in fair value of contingent consideration | - | - | - | (2.2) | - | - | (3.8) | - | - | 14.6 | (2.2) | (3.8) | - | - | 14.6 |
| Amortization of acquired intangible assets | 1.3 | 1.4 | 1.4 | 2.8 | 2.8 | 2.8 | 3.3 | 3.0 | 3.0 | 3.0 | 6.9 | 11.9 | 2.7 | 5.6 | 6.0 |
| Depreciation | 1.0 | 0.6 | 0.6 | 0.8 | 0.4 | 0.4 | 0.4 | 0.8 | 0.4 | 0.4 | 3.0 | 2.0 | 1.7 | 0.8 | 8.0 |
| Adjusted EBITDA | 8.8 | 14.3 | 17.6 | 28.9 | 22.7 | 28.5 | 33.0 | 48.2 | 31.3 | 41.2 | 69.6 | 132.4 | 23.1 | 51.1 | 72.5 |
| | | | | | | | | | | | | | | | |
| GAAP Net Income | 3.3 | 7.1 | 10.6 | 17.7 | 15.5 | 19.5 | 25.6 | 38.7 | 23.8 | 21.4 | 38.7 | 99.2 | 10.4 | 35.0 | 45.2 |
| Stock-based compensation expenses | 0.8 | 1.2 | 1.7 | 3.3 | 2.4 | 2.7 | 3.2 | 3.2 | 3.4 | 3.1 | 7.0 | 11.6 | 2.0 | 5.1 | 6.5 |
| Amortization of acquired intangible assets | 1.3 | 1.4 | 1.4 | 2.8 | 2.8 | 2.8 | 3.3 | 3.0 | 3.0 | 3.0 | 6.9 | 11.9 | 2.7 | 5.6 | 6.0 |
| Retention and other acquisition-related expenses | 1.8 | 2.2 | 1.6 | 3.5 | 0.6 | 0.7 | 0.3 | 0.1 | - | 0.3 | 9.1 | 1.6 | 4.0 | 1.2 | 0.3 |
| Changes in fair value of contingent consideration | - | - | - | (2.2) | - | - | (3.8) | - | - | 14.6 | (2.2) | (3.8) | - | - | 14.6 |
| Foreign exchange gains (losses) associated with ASC-842 | (0.3) | 0.1 | - | 0.2 | (0.2) | (0.5) | (0.1) | - | (0.1) | (0.1) | - | (0.8) | (0.2) | (0.7) | (0.2) |
| Revaluation of acquisition-related contingent consideration | 0.2 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 | 0.3 | 0.2 | 0.1 | 0.1 | 0.8 | 0.8 | 0.3 | 0.3 | 0.3 |
| Taxes on the above items | (0.1) | 0.2 | (0.1) | (0.2) | (0.4) | (0.8) | 1.1 | (0.5) | (0.3) | (0.3) | (0.1) | (0.7) | 0.1 | (1.2) | (0.6) |
| Non-GAAP Net Income from continuing operations | 7.0 | 12.3 | 15.4 | 25.3 | 20.7 | 24.5 | 29.9 | 44.7 | 29.9 | 42.1 | 60.0 | 119.8 | 19.3 | 45.2 | 72.0 |
| | | | | | | | | | | | | | | | |
| Non-GAAP diluted earnings per share | 0.19 | 0.33 | 0.40 | 0.62 | 0.44 | 0.51 | 0.61 | 0.90 | 0.60 | 0.84 | 1.57 | 2.47 | 0.53 | 0.95 | 1.45 |
| No. of shares - Diluted (M) | 36.1 | 37.4 | 38.4 | 40.6 | 47.6 | 47.9 | 48.9 | 49.5 | 49.7 | 49.9 | 38.2 | 48.5 | 36.6 | 47.7 | 49.8 |