



# CORPORATE PRESENTATION

May 2025

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This presentation contains "forward-looking" statements within the meaning of the federal securities laws, and these statements involve substantial risks and uncertainties. Forward-looking statements can be identified by words such as "may," "believe," "anticipate," "expect," "intend," "plan," "project," "projections," "business outlook," "estimate," or other similar expressions. These statements may relate to, but are not limited to, expectations of future operating results or financial performance, our market size and growth opportunities and strategies, competitive position, technological capabilities, and objectives of management for future operations, as well as assumptions relating to the foregoing. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. You should not put undue reliance on any forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all.

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our ability to mitigate payment and fraud risks; our dependence on our senior management and our ability to attract new talent; and the other important risk factors more fully discussed and described in documents we have filed with the Securities and Exchange Commission ("SEC"), including our Annual Report on Form 10-K for the year ended December 31, 2024 that is filed with the SEC and available on the Investor Relations section of our website at <https://ziprecruiter-investors.com/financials/sec-filings/default.aspx> and on the website of the SEC. In addition, we operate in a very competitive and rapidly changing environment.

Numerical figures in this presentation may be subject to rounding adjustments. Accordingly, numerical figures shown as totals in various tables or graphs may not be arithmetic aggregations of the figures that precede them. This presentation does not purport to contain all of the information that may be relevant to an evaluation of our company. In all cases, the interested parties should conduct their own independent investigation and analysis. Neither we nor our affiliates or representatives make any representation or warranty, express or implied, as to the accuracy or completeness of this presentation.

In addition to financial information presented in accordance with U.S. generally accepted accounting principles ("GAAP"), this presentation includes certain non-GAAP financial measures, including Adjusted EBITDA and Adjusted EBITDA margin. These non-GAAP measures have limitations as analytical tools and are presented for supplemental informational purposes only, and should not be considered in isolation or as a substitute for financial information presented in accordance with GAAP. For example, other companies may calculate non-GAAP financial measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial measures as tools for comparison. A reconciliation of these measures to the most directly comparable GAAP measures is included in the Appendix to this presentation.

This presentation contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to these estimates. We have not independently verified the accuracy or completeness of the data contained in these industry publications and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after May 8, 2025.

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# ZIPRECRUITER HIGHLIGHTS

Revenue

Q1'25

**\$110.1**<sub>mm</sub>

Adjusted EBITDA

Q1'25

**\$5.9**<sub>mm</sub>

*5% margin*

Revenue per Paid Employer

Q1'25

**\$1,734**

Note: Revenue figures are GAAP. All other figures are non-GAAP. See Appendix below for additional information regarding non-GAAP measures used in this presentation and a reconciliation of GAAP to non-GAAP measures

# ZipRecruiter Key Investment Highlights

Actively connecting people to their next great opportunity



## Disrupting a Large TAM

Over \$300bn TAM<sup>1</sup> opportunity in recruiting industry



## Leading AI Technology Powered by Large Proprietary Data Set

+4 million businesses and +170 million job seekers<sup>2</sup> have created billions of proprietary hiring data points, used by our AI technology to drive better matches. We delivered over 40 million Great Match candidates in 2024



## Differentiated Offering

We use technology to make job search more human. Unlike traditional online job sites, ZipRecruiter works like a matchmaker curating job opportunities for job seekers, and candidates for employers. Phil, our AI-driven career advisor, leads job seekers through their hiring journey



## Brand Strength

Job seekers love our #1 rated job search app<sup>3</sup>. We have invested to build the ZipRecruiter brand to 80% aided brand awareness among U.S. employers and job seekers since our founding



## Flexible Financial Model

We respond to changing macroeconomic conditions quickly with variable sales and marketing expenses. Healthy 16% Adjusted EBITDA margin for FY 2024 despite significant macroeconomic headwinds

1. Represents 2023 estimated market size; \$300bn+ figure represents summation of "Office Staffing & Temp Agencies in the US" market and "Employment & Recruiting Agencies in the US" market. Source: Based on the following published reports: (i) IBISWorld Inc., Office Staffing & Temp Agencies in the US, Oct-2023, (ii) IBISWorld Inc., Employment & Recruiting Agencies in the US, Oct-2023, and (iii) IBISWorld Inc., Online Recruitment Sites, Jan-2024.

2. Data is as of January 2025 and includes businesses and job seekers who have come to ZipRecruiter for their hiring and job search needs since the founding of ZipRecruiter in 2010.

3. Based on job seeker app ratings, Jan 2024 to Jan 2025 from AppFollow for ZipRecruiter, CareerBuilder, Glassdoor, Indeed, LinkedIn, and Monster.

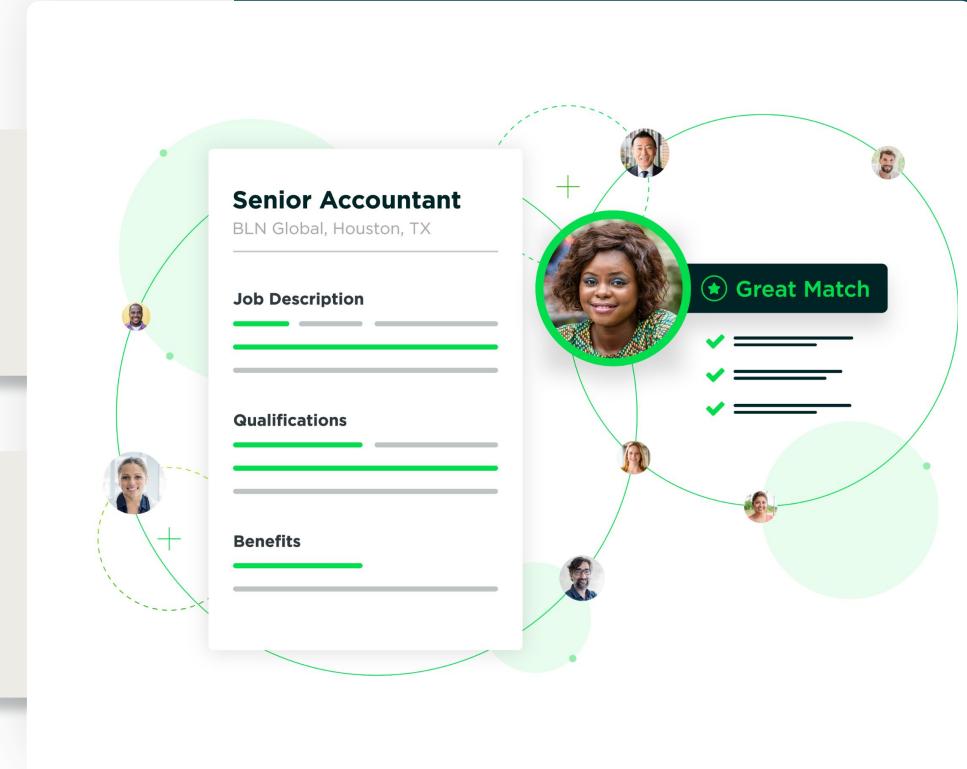


ACTIVELY  
CONNECTING  
PEOPLE TO  
THEIR NEXT  
GREAT  
OPPORTUNITY

# Two-Sided Marketplace Connects Employers And Job Seekers

+4mm  
EMPLOYERS OF ALL SIZES

+170mm  
JOB SEEKERS



Source: Internal ZipRecruiter data

Note: Data is as of January 2025 and includes businesses and job seekers who have come to ZipRecruiter for their hiring and job search needs since the founding of ZipRecruiter in 2010.

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## You Can See The Improvement In The Metrics

**We delivered over 40 million Great Match candidates in 2024**

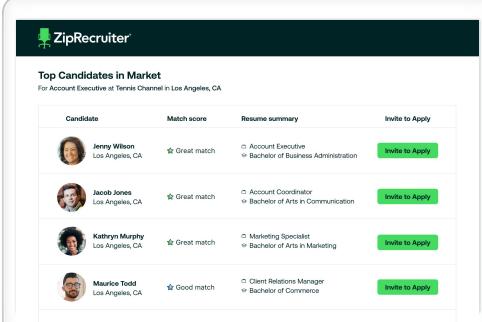


**80% of employers that post on ZipRecruiter receive a quality candidate within the first 24 hrs**



# Flexible Business Model Aligned With Employer Success

## Flat-Rate Pricing



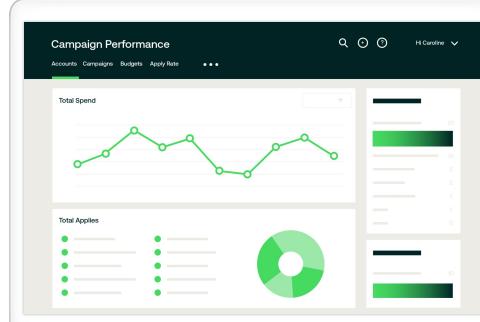
Top Candidates in Market  
For Account Executive of Tennis Channel in Los Angeles, CA

Candidate	Match score	Resume summary	Invite to Apply
Jenny Wilson Los Angeles, CA	★ Great match	Account Executive Bachelor of Business Administration	<a href="#">Invite to Apply</a>
Jacob Jones Los Angeles, CA	★ Great match	Account Coordinator Bachelor of Arts in Communication	<a href="#">Invite to Apply</a>
Kathryn Murphy Los Angeles, CA	★ Great match	Marketing Specialist Bachelor of Arts in Marketing	<a href="#">Invite to Apply</a>
Maurice Todd Los Angeles, CA	Good match	Client Relations Manager Bachelor of Commerce	<a href="#">Invite to Apply</a>

78% of revenue\*

Daily, monthly and annual subscription plans

## Performance-Based Pricing



22% of revenue\*

Cost-per-click on job postings

100% OF OUR REVENUE  
COMES FROM EMPLOYERS

\*Based on the three months ended March 31, 2025.

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# Multiple Revenue Growth Paths Across Each Employer Pricing Model

## Flat-Rate Pricing

(Subscription Plans | Daily, Monthly & Annual)



Broad distribution across partner network



Premium placements in email alerts and other ad products



Additional job slots



Job posting enhancements (to help ad stand out from the rest)



Personalized outreach: Invite to Apply



Product improvements that facilitate and enhance employer and job seeker connections

## Performance-Based Pricing

(Cost-per-click on job postings)



Land-and-expand: grow spend base by incorporating more of an employer's jobs into campaigns



Pay more, get more; increase CPCs to get more and better job seeker traffic



Integrate with over 180 applicant tracking systems (ATS) used by larger, enterprise employers

We Are Rated  
The #1 App

# #1

RATED JOB SEARCH APP  
FOR JOB SEEKERS  
on iOS and Android<sup>1</sup>

**Recommended for you**

  Great match

**Senior Product Designer**

Uber   
Los Angeles, CA • Remote

 Remote  
 Full-time  
 \$100,000-\$115,000  
 Medical, dental, vision, 401K, life

[Apply Now](#) 

  Great match

**Senior Product Designer**

Uber   
Los Angeles, CA • Remote

 Remote

# #1

RATED EMPLOYMENT  
JOB SITE  
in the U.S.<sup>2</sup>

<sup>1</sup> Based on job seeker app ratings, Jan 2024 to Jan 2025 from AppFollow for ZipRecruiter, CareerBuilder, Glassdoor, Indeed, LinkedIn, and Monster.

<sup>2</sup> Based on G2 satisfaction ratings as of January 10, 2025.

Matching That Learns

## Marketplace Signals

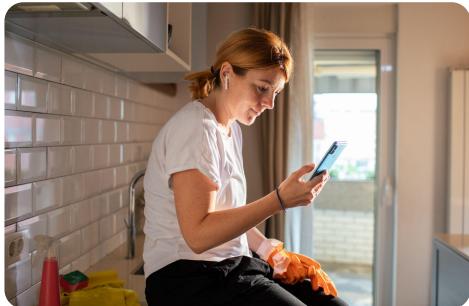
### Job Seekers

Résumé

Search Activity

Application Activity

Employer Response



Suggested Jobs

Invite to Apply

Email Alerts

Employer Communication

### Employers

Job Description

Résumé Views

Candidate Ratings

Contact Info Requests



Suggested Candidates To Invite To Apply

Search For Similar Candidates



Better Results

# Compelling Marketing Over Time Has Made ZipRecruiter A Household Name With Over 80% Aided Brand Awareness

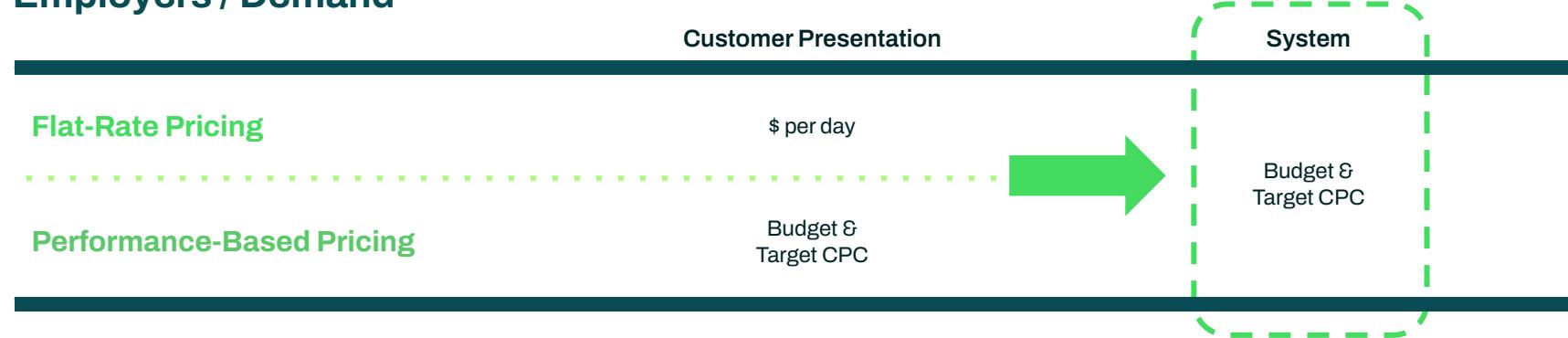
Based on our ZipRecruiter Brand Awareness Survey, 2025, an internal company-designed survey of 638 participants, which included (1) certain persons who had been involved in hiring processes and had used, or intend to use, online job posting websites within the preceding two years in connection with such hiring processes, (2) decision makers at hiring sites or systems, or influencers in the process of hiring candidates and (3) business owners, human resource managers, and non-human resources managers for U.S. based companies with up to 500 employees. The survey responses were used to measure brand health dimensions for us within the U.S. employer market and to explore how we benchmark against our competition. We designed the Brand Awareness Survey in accordance with what we believe are best practices for conducting a survey. Nevertheless, while we believe this survey is reliable, it involves a number of assumptions and limitations, and no independent sources have verified such survey.



Partial list of all marketing relationships (brands included here as of March 2025)

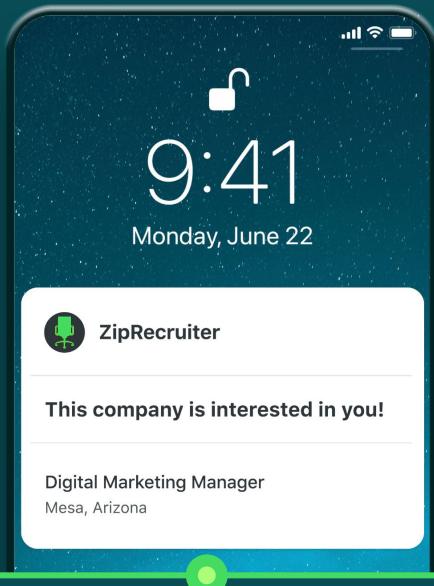
Sophisticated Back End Ensures Right Unit Economics  
For Each Customer Across Both Pricing Plans

## Employers / Demand

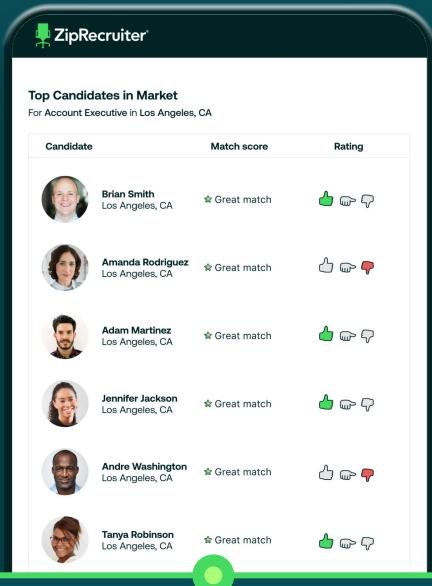


SIMILAR MARGIN STRUCTURE BETWEEN FLAT-RATE  
AND PERFORMANCE-BASED PRICING

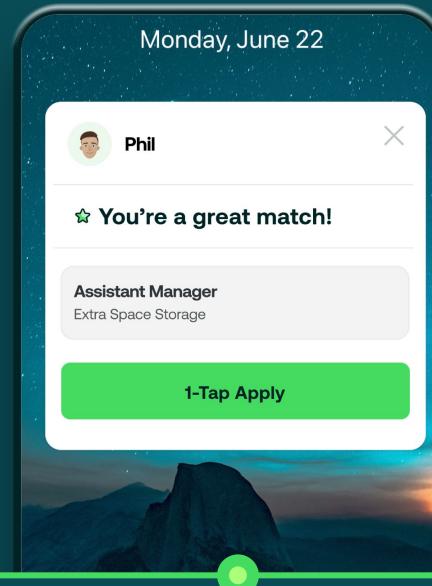
# Simple Employer Journey



When a job is posted, AI invites qualified job seekers in the ZipRecruiter marketplace to apply.

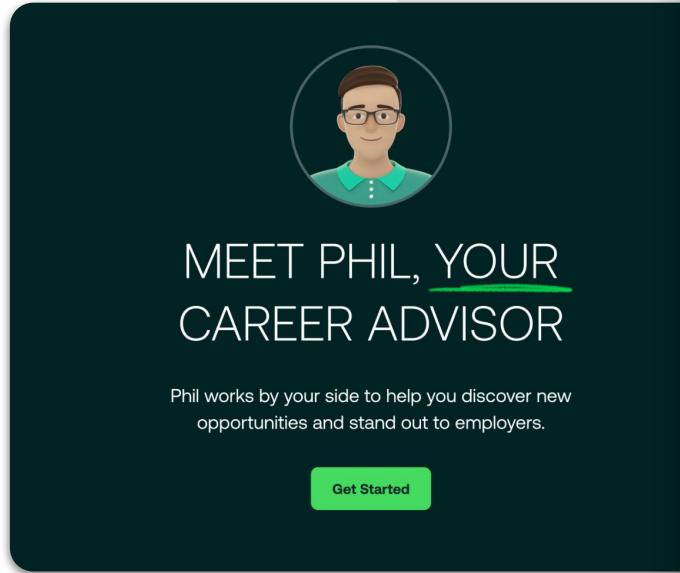


Applicants can be rated by the employer as they come in.



AI learns employer preferences and invites similar candidates to apply.

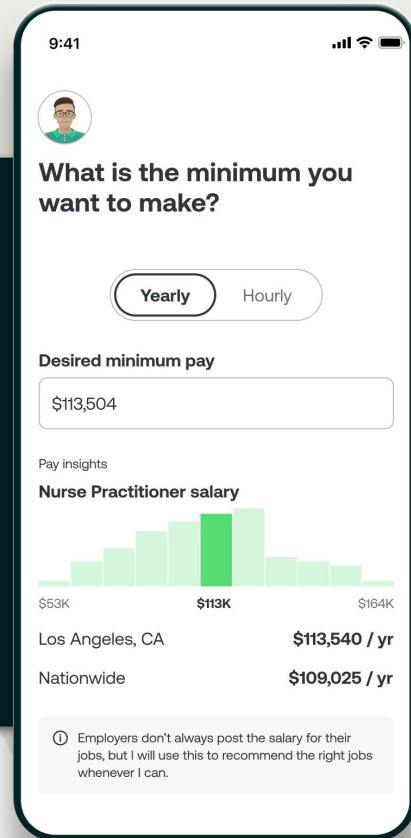
Phil, Our  
AI-Powered  
Career Advisor,  
Leads Job  
Seekers Through  
The Hiring  
Journey



MEET PHIL, YOUR CAREER ADVISOR

Phil works by your side to help you discover new opportunities and stand out to employers.

[Get Started](#)



9:41

What is the minimum you want to make?

Yearly Hourly

Desired minimum pay

\$113,504

Pay insights

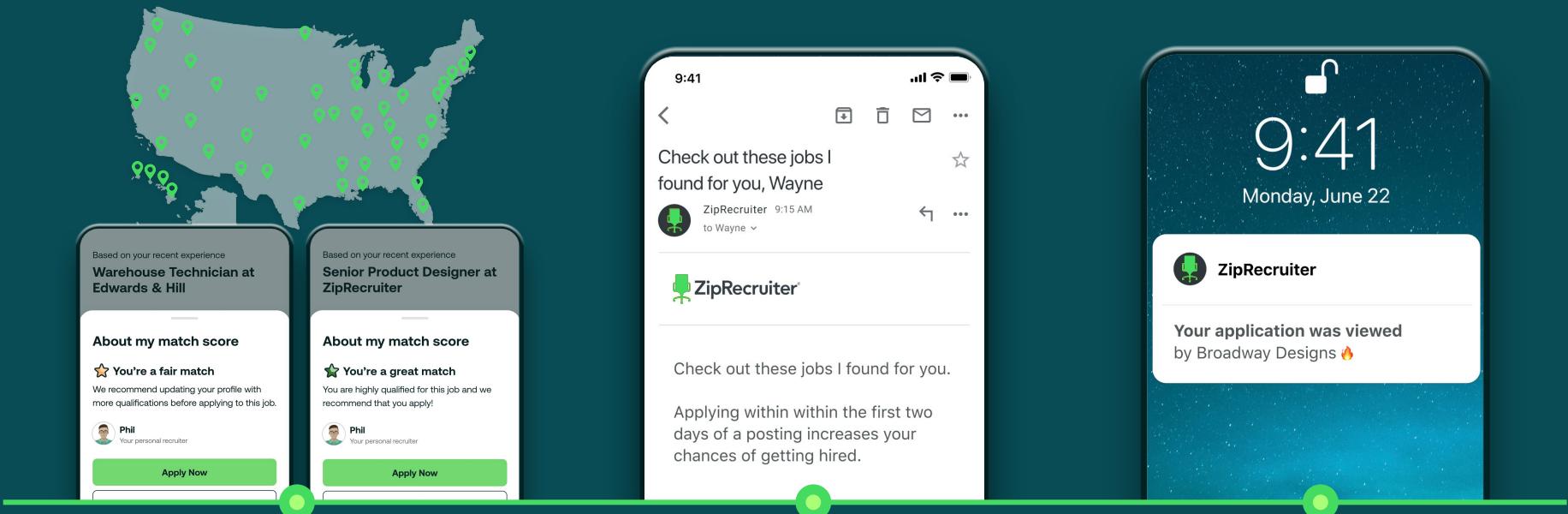
**Nurse Practitioner salary**

Location	Salary
Los Angeles, CA	\$113,540 / yr
Nationwide	\$109,025 / yr
Other	\$53K, \$113K, \$164K

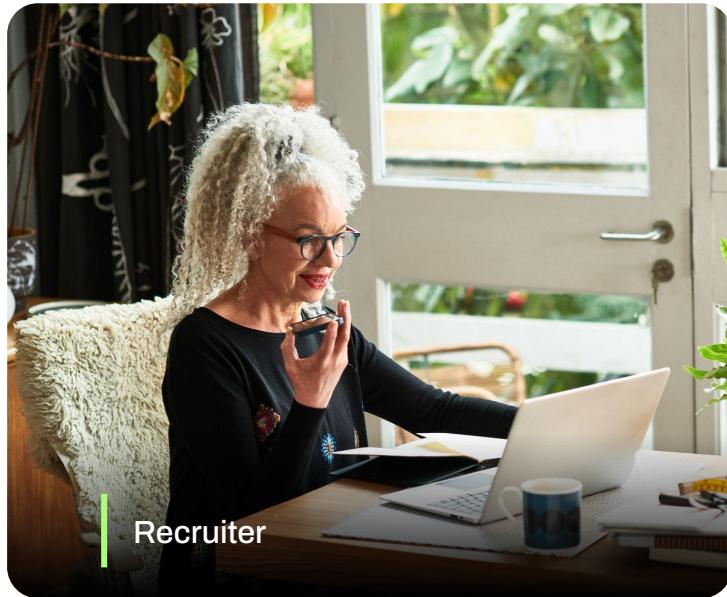
① Employers don't always post the salary for their jobs, but I will use this to recommend the right jobs whenever I can.

 ZipRecruiter

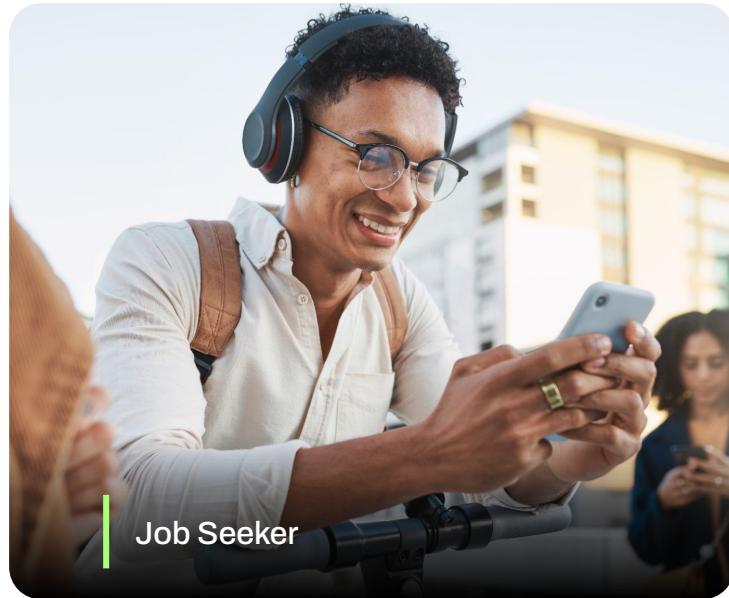
# Simple Job Seeker Journey



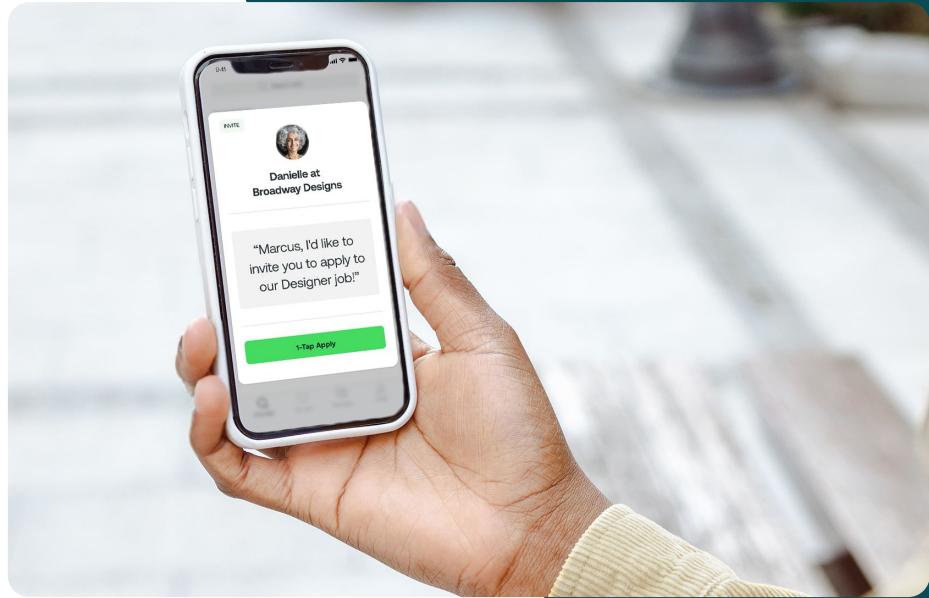
# “Invite to Apply” Changes The Way The Whole Hiring Category Works



# Job Seekers Go From Searching To **Getting Recruited**



Job Seeker



# Recruiting Is a Big Category In The U.S.

Note: IBIS periodically updates their industry reports and restates historically reported actuals with the latest information. Online Recruitment Sites report restated the 2023 actuals in January 2024, and Office Staffing & Temp Agencies in the US and Employment & Recruiting Agencies in the US reports restated 2023 and prior actuals in October 2023.

Note: Represents 2023 estimated market size; \$300bn+ figure represents summation of “Office Staffing & Temp Agencies in the US” market and “Employment & Recruiting Agencies in the US” market.  
Source: Based on the following published reports: (i) IBISWorld Inc., Office Staffing & Temp Agencies in the US, Oct-2023, (ii) IBISWorld Inc., Employment & Recruiting Agencies in the US, Oct-2023, and (iii) IBISWorld Inc., Online Recruitment Sites, Jan-2024.

## U.S. Employment & Recruiting Agencies and Staffing & Temp Market

# \$300bn+

Online Recruitment Sites

\$15bn+

# Online Recruiting Growing Faster Than The Category Overall

Note: IBIS periodically updates their industry reports and restates historically reported actuals with the latest information. Online Recruitment Sites report restated the 2023 actuals in January 2024, and may do so again in the future based on further information.

Source: Based on the following published reports: (i) IBISWorld Inc., Office Staffing & Temp Agencies in the US, Oct-2023, (ii) IBISWorld Inc., Employment & Recruiting Agencies in the US, Oct-2023, and (iii) IBISWorld Inc., Online Recruitment Sites, Jan-2024.

Note: All data is US only; Online Recruiting market based on IBISWorld “Online Recruitment Sites” market; Total Recruiting market based on IBISWorld “Office Staffing & Temp Agencies in the US” + “Employment & Recruiting Agencies in the US.”

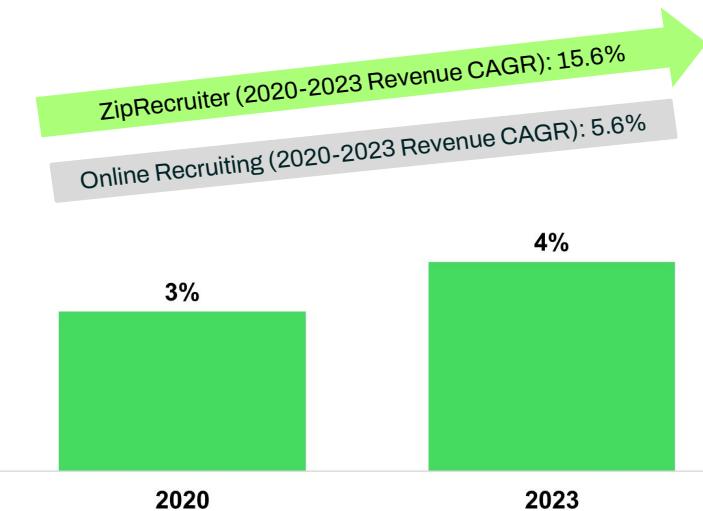
## Online Recruiting Share % of Total Market



# ZipRecruiter

## Increasing Market Share Through Downturn

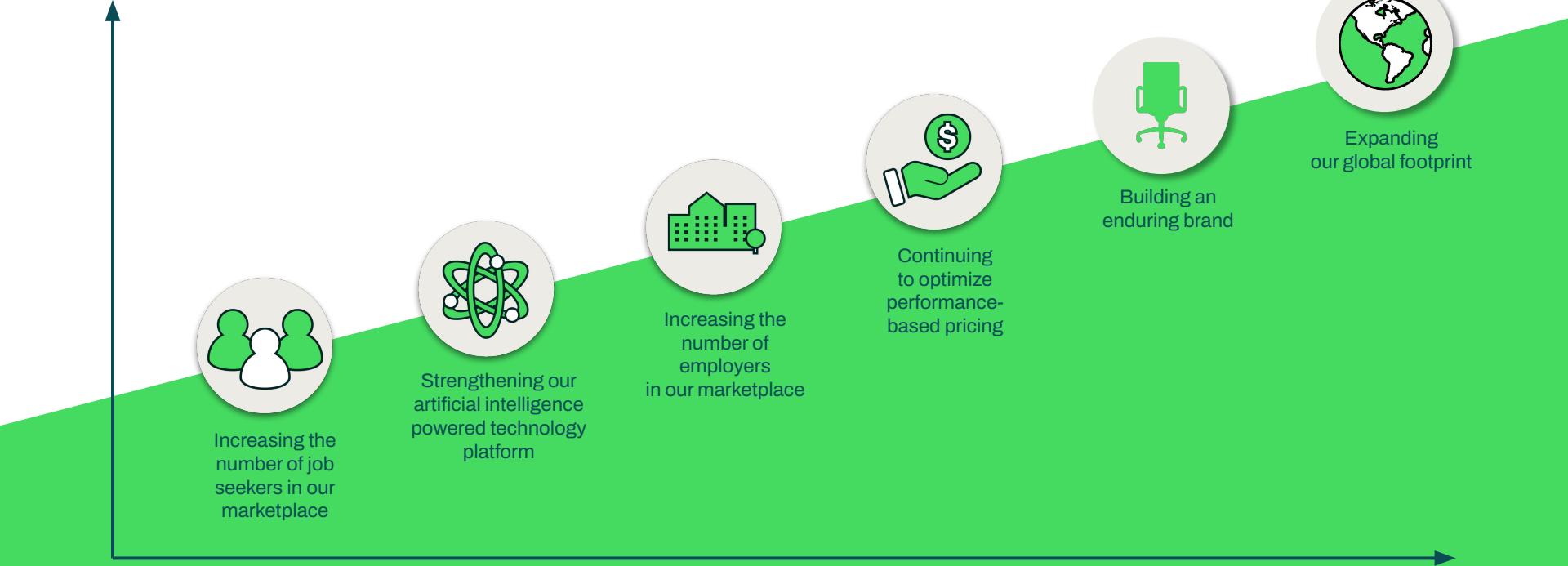
### ZipRecruiter Market Share *% of Online Recruiting*



Note: IBIS periodically updates their industry reports and restates historically reported actuals with the latest information. Online Recruitment Sites report restated the 2023 actuals in January 2024, and may do so again in the future based on further information.

Source: Based on the following published report: IBISWorld Inc., Online Recruitment Sites, Jan-2024.

# Our Growth Strategies



# Our ZipRecruiter Team

**Ian Siegel**  
Co-Founder & CEO



## INDEPENDENT BOARD MEMBERS

Brie Carere



Mike Gupta



Yvonne Hao



Cipora Herman



Blake Irving



Emily McEvilly



## EXECUTIVE TEAM

**Megan Allen**  
EVP, Chief Product Officer



J.P.Morgan

**Amy Garefis**  
EVP, Chief People Officer



SONY ■ WEDBUSH

**Ryan Sakamoto**  
EVP, Chief Legal Officer



**Monika Shah**  
EVP, Chief Marketing Officer



**Boris Shimanovsky**  
EVP, Chief Technology Officer



**David Travers**  
President



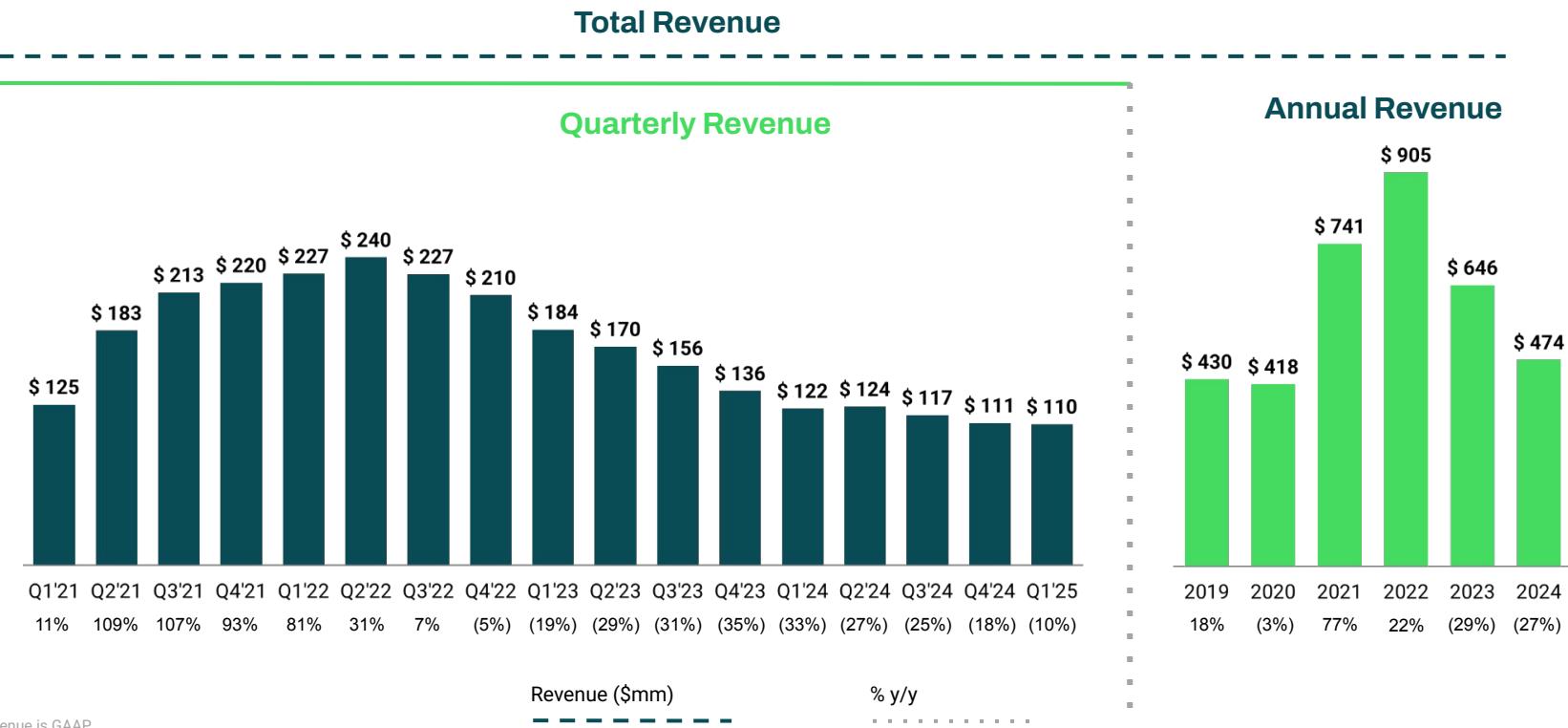
**Elliot Wilson**  
EVP, Sales & Support



**Tim Yarbrough**  
EVP, Chief Financial Officer



# Revenue Performance Through The Economic Cycle



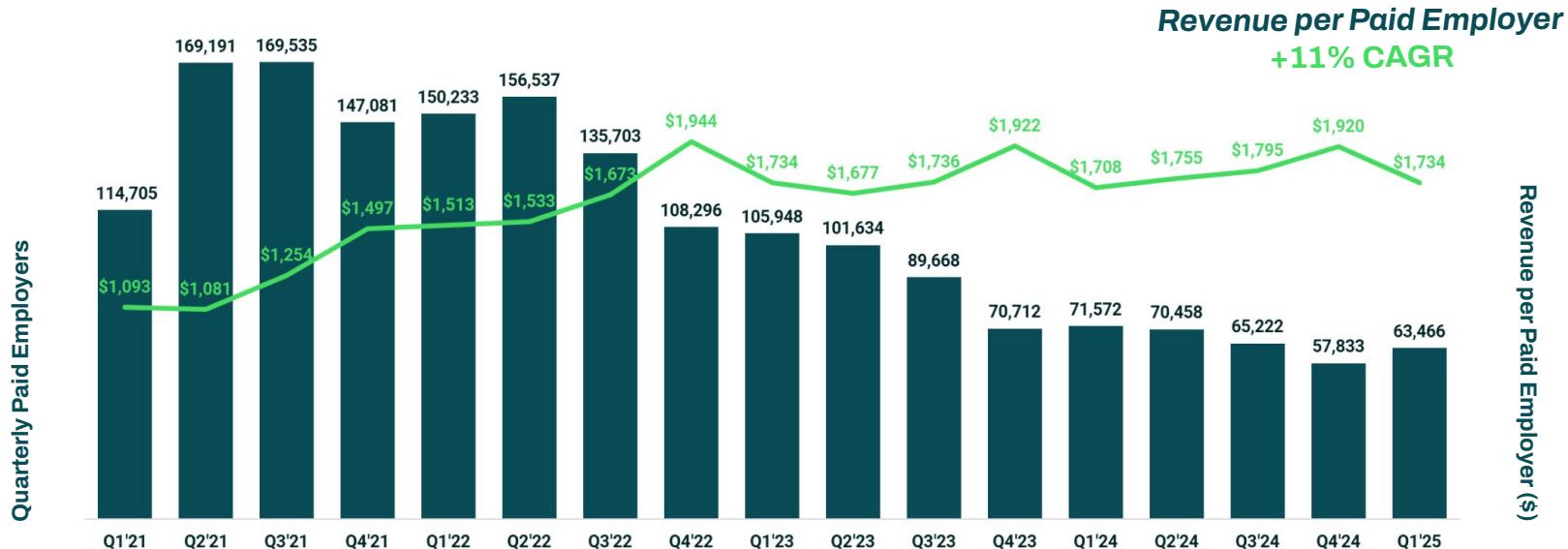
Note: Total Revenue is GAAP

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# Key Revenue Drivers: Delivering Increasing Value For Employers Over Time

## Quarterly Paid Employers and Revenue per Paid Employer

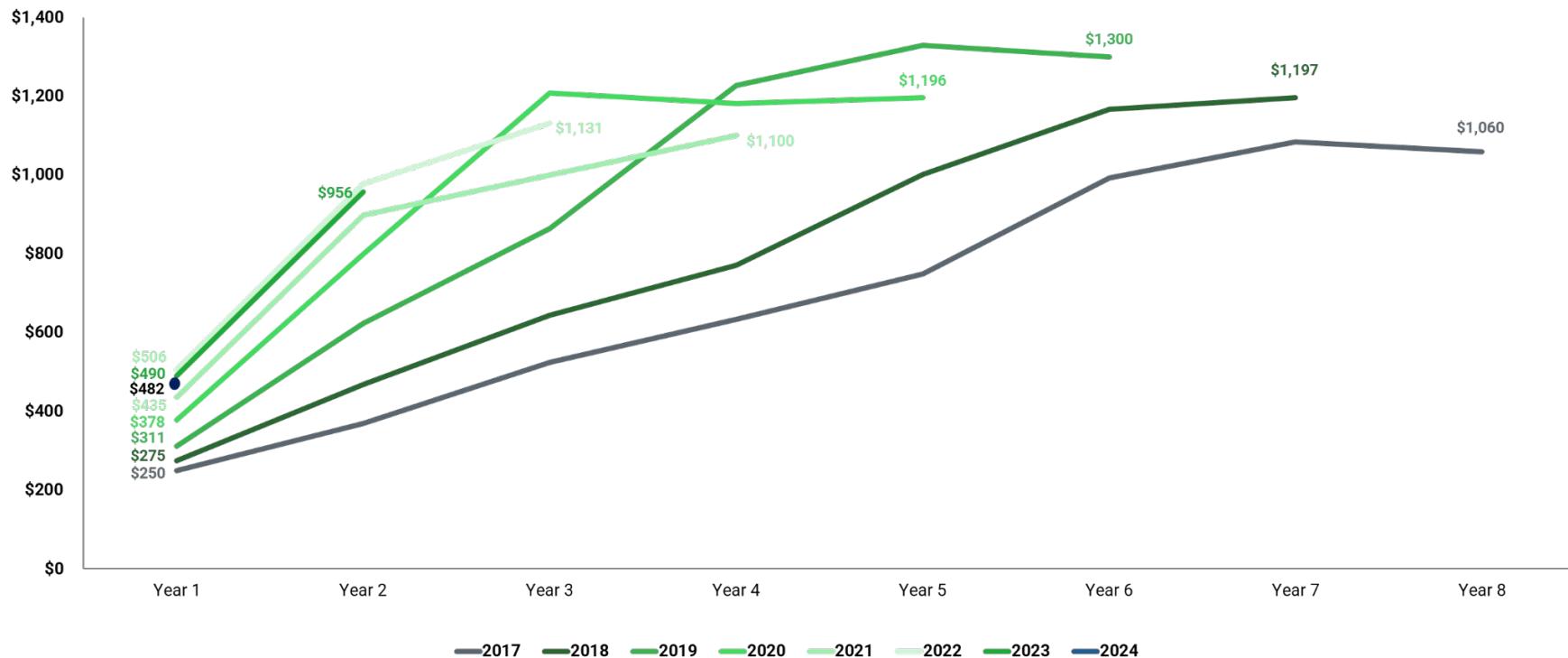
Revenue per Paid Employer equals total Company revenue in a period divided by Paid Employers in the same period



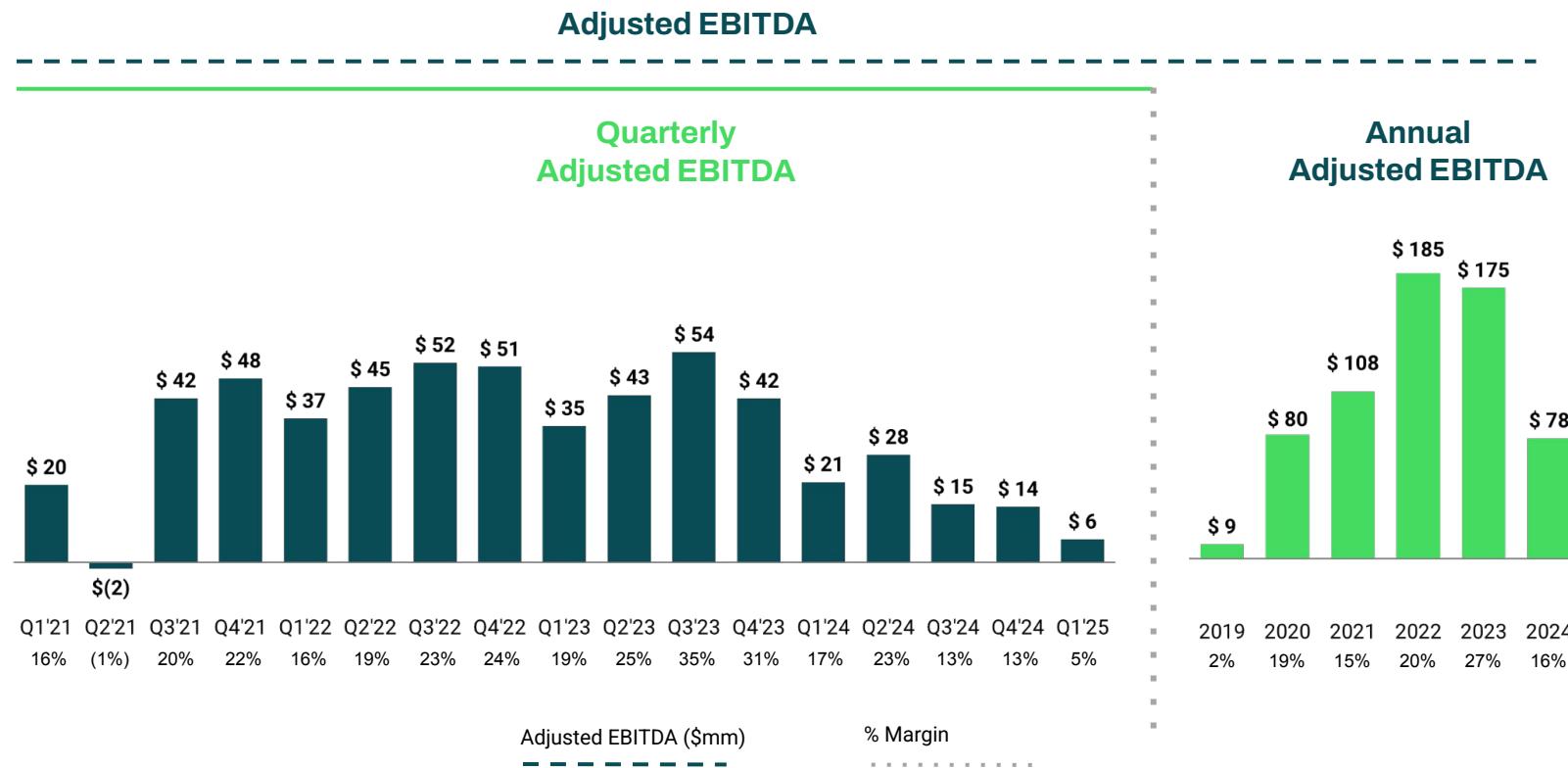
## Proven Ability To Deepen Our Engagement

### Monthly Revenue Per Paid Employer by Cohort

Monthly Revenue per Paid Employer in Year 1 among our 2017 cohort has increased by nearly **4X** at Year 8.



# Disciplined Financial Approach



Q2'21 Adjusted EBITDA includes \$31.9M of direct listing related expenses  
 See Appendix below for additional information regarding non-GAAP measures  
 used in this presentation and a reconciliation of GAAP to non-GAAP measures

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# THANKYOU





# APPENDIX

# RECONCILIATIONS OF NON-GAAP FINANCIAL MEASURES TO THE MOST DIRECTLY COMPARABLE GAAP MEASURES

## RECONCILIATION OF GAAP NET INCOME (LOSS) TO ADJUSTED EBITDA

(in thousands, except Adjusted EBITDA margin data)

	FY2019	FY2020	FY2021	FY2022	Q1'23	Q2'23	Q3'23	Q4'23	FY2023	Q1'24	Q2'24	Q3'24	Q4'24	FY2024	Q1'25
GAAP net income (loss)	(\$6,349)	\$86,048	\$3,600	\$61,494	\$5,011	\$14,380	\$24,076	\$5,631	\$49,098	(\$6,505)	\$7,014	(\$2,570)	(\$10,793)	(\$12,854)	(\$12,831)
Stock-based compensation	6,740	5,752	107,258	76,956	21,571	17,639	19,095	25,930	84,235	18,576	15,589	15,088	15,200	64,453	14,627
Depreciation and amortization	8,944	9,949	9,463	10,682	2,731	3,109	2,619	3,165	11,624	3,110	2,837	3,139	3,205	12,291	2,976
Interest expense	575	1,037	916	28,498	7,341	7,346	7,351	7,355	29,393	7,356	7,361	7,475	7,405	29,597	7,392
Other (income) expense, net	(1,132)	(942)	(32)	(5,354)	(5,022)	(5,014)	(4,695)	(5,775)	(20,506)	(4,879)	(5,599)	(6,320)	(5,040)	(21,838)	(5,355)
Income tax expense (benefit)	588	(21,711)	(12,876)	12,590	3,630	5,812	5,934	6,076	21,452	3,122	647	(1,824)	4,412	6,357	(875)
Adjusted EBITDA	<b>\$9,366</b>	<b>\$80,133</b>	<b>\$108,329</b>	<b>\$184,866</b>	<b>\$35,262</b>	<b>\$43,272</b>	<b>\$54,380</b>	<b>\$42,382</b>	<b>\$175,296</b>	<b>\$20,780</b>	<b>\$27,849</b>	<b>\$14,988</b>	<b>\$14,389</b>	<b>\$78,006</b>	<b>\$5,934</b>
Adjusted EBITDA margin	2%	19%	15%	20%	19%	25%	35%	31%	27%	17%	23%	13%	13%	16%	5%

# KEY OPERATING METRICS AND NON-GAAP FINANCIAL MEASURES

This presentation includes certain key operating metrics, including Quarterly Paid Employers and Revenue per Paid Employer, and non-GAAP financial measures, including Adjusted EBITDA and Adjusted EBITDA margin.

We define Paid Employers as any actively recruiting employer(s) (or entities acting on behalf of an employer) on a paying subscription plan or performance marketing campaign for at least one day. Paid Employer(s) excludes employers from our Job Distribution Partners or other indirect channels, employers who are not actively recruiting and employers on free trial. Job Distribution Partners are defined as third-party sites who have a relationship with us and advertise jobs from our marketplace. Quarterly Paid Employers means, with respect to any fiscal quarter, the count of Paid Employers during such fiscal quarter. Revenue per Paid Employer is the total company revenue in a particular period divided by the count of Quarterly Paid Employers in the same period.

We define Adjusted EBITDA as our net income (loss) before interest expense, other income (expense), net, income tax expense (benefit) and depreciation and amortization, adjusted to eliminate stock-based compensation expense. Adjusted EBITDA margin represents Adjusted EBITDA as a percentage of revenue for the same period.

Management and our board of directors use these key operating metrics and non-GAAP financial measures as supplemental measures of our performance because they assist us in comparing our operating performance on a consistent basis, as they remove the impact of some items not directly resulting from our core operations. We also use these key operating metrics and non-GAAP financial measures for planning purposes, including the preparation of our internal annual operating budget and financial projections, to evaluate the performance and effectiveness of our strategic initiatives and to evaluate our capacity for capital expenditures to expand our business.

Adjusted EBITDA and Adjusted EBITDA margin should not be considered in isolation, as an alternative to, or superior to net income (loss), revenue, cash flows or other measures derived in accordance with GAAP. These non-GAAP measures are frequently used by analysts, investors and other interested parties to evaluate companies in our industry. Management believes that the presentation of non-GAAP financial measures is an appropriate measure of operating performance because they eliminate the impact of some expenses that do not relate directly to the performance of our underlying business.

These non-GAAP financial measures should not be construed as an inference that our future results will be unaffected by unusual or other items. Additionally, Adjusted EBITDA and Adjusted EBITDA margin are not intended to be a measure of free cash flow for management's discretionary use, as they do not reflect our tax payments and certain other cash costs that may recur in the future, including, among other things, cash requirements for costs to replace assets being depreciated and amortized. Management compensates for these limitations by relying on our GAAP results in addition to using Adjusted EBITDA and Adjusted EBITDA margin as supplemental measures of our performance. Our measures of Adjusted EBITDA and Adjusted EBITDA margin used herein are not necessarily comparable to similarly titled captions of other companies due to different methods of calculation.

See the tables above regarding reconciliations of these non-GAAP financial measures to the most directly comparable GAAP measures.