



CORPORATE PRESENTATION

May 2026



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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, 2025 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 7, 2026.

The trademarks included herein are the property of the owners thereof and are used for identification purposes only and shall be considered nominative fair use under trademark law. Such use should not be construed as an endorsement of the products and services of ZipRecruiter.

ZipRecruiter Highlights

Revenue

Q1'26
\$107.5_{mm}
(2)% y/y

Adjusted EBITDA

Q1'26
\$9.7_{mm}
9% margin

Revenue per Paid Employer

Q1'26
\$1,698

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 **\$290bn TAM¹** opportunity in recruiting industry



Leading AI Technology Powered by Large Proprietary Data Set

+4 million businesses and +180 million job seekers² have created **billions of proprietary hiring data points**, used by our AI technology to drive better matches.



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.



Brand Strength

Job seekers love **our #1 rated job search app³**. 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. Maintained **9% Adjusted EBITDA margin** for FY 2025 despite significant macroeconomic headwinds

1. Represents 2025 estimated market size; \$290bn+ 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, Sep-2025, (ii) IBISWorld Inc., Employment & Recruiting Agencies in the US, Aug-2025, and (iii) IBISWorld Inc., Online Recruitment Sites, Jul-2025.
2. Data is as of January 2026 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 2025 to Jan 2026 from AppFollow for ZipRecruiter, Glassdoor, Indeed, LinkedIn, and Monster.

We Are #1 Rated

#1

RATED JOB SEARCH APP
FOR JOB SEEKERS

on iOS and Android¹

Recommended For You



Sales Representative

Apex Networks
New York, NY · Remote

\$33 - \$36/hr
Full-time
Medical, Vision, Life

Apply Now



Sales Manager

Trident Trucking
New York, NY · Remote

\$100K - \$136.50K/yr
Full-time
Medical, Vision

#1

RATED EMPLOYMENT
JOB SITE

in the U.S.²

¹ Based on job seeker app ratings, Jan 2025 to Jan 2026 from AppFollow for ZipRecruiter, Glassdoor, Indeed, LinkedIn, and Monster.

² Based on G2 satisfaction ratings in N. America as of January 12, 2026.



Actively
Connecting
People
To Their
Next **Great**
Opportunity

Two-Sided Marketplace Connects Employers And Job Seekers

+4mm

EMPLOYERS OF ALL SIZES

+180mm

JOB SEEKERS

*You Can See The
Improvement In The Metrics*

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

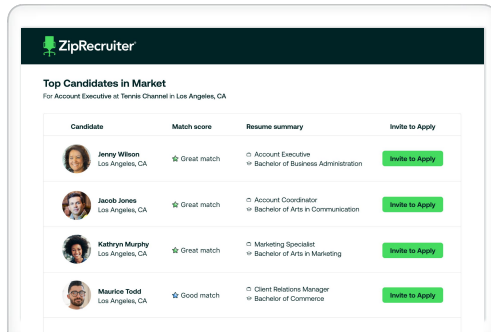


Source: Internal ZipRecruiter data
Note: Data is as of January 2026 and includes businesses and job seekers who have come to ZipRecruiter for their hiring and job search needs since the founding of ZipRecruiter in 2010.

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Flexible Business Model Aligned With Employer Success

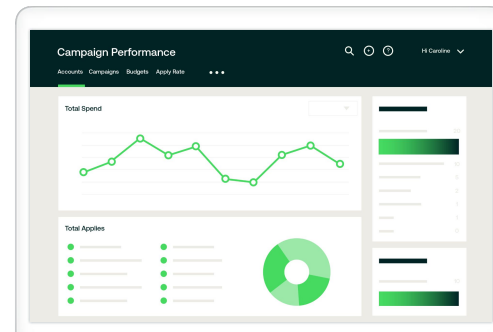
Flat-Rate Pricing



76% of revenue*

Daily, monthly and annual subscription plans

Performance-Based Pricing



24% of revenue*

Cost-per-click on job postings

100% OF OUR REVENUE
COMES FROM EMPLOYERS

*Based on the three months ended March 31, 2026.

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**



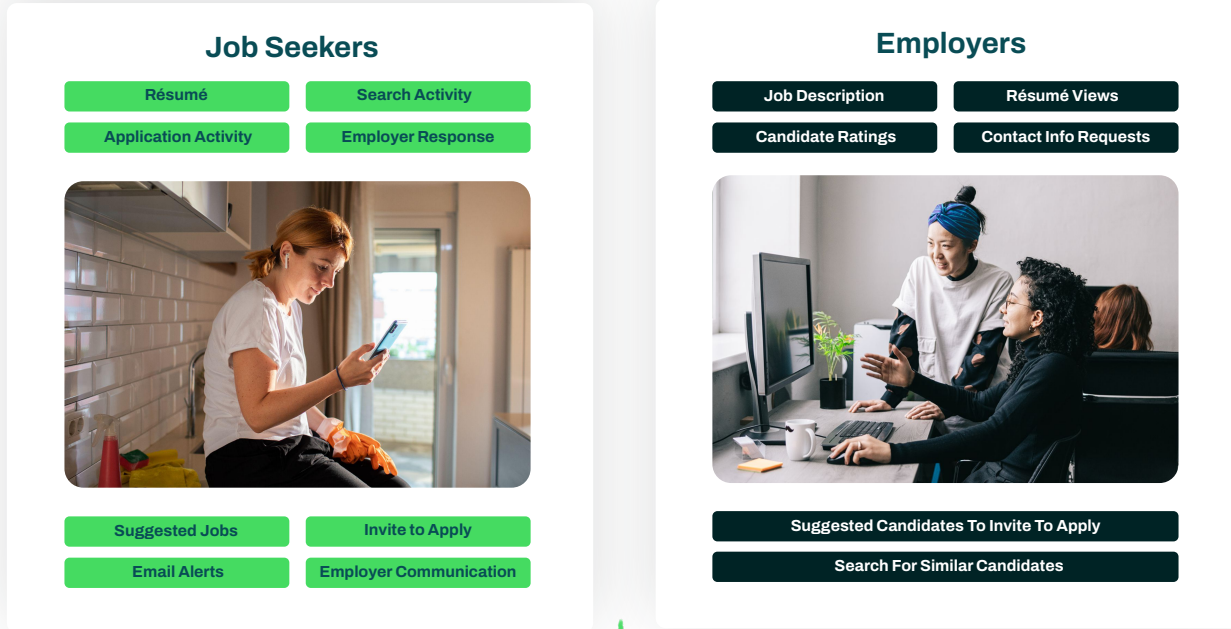
**Pay more, get more;
increase CPCs to get
more and better job
seeker traffic**



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

Matching That Learns

Marketplace Signals



Better Results

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

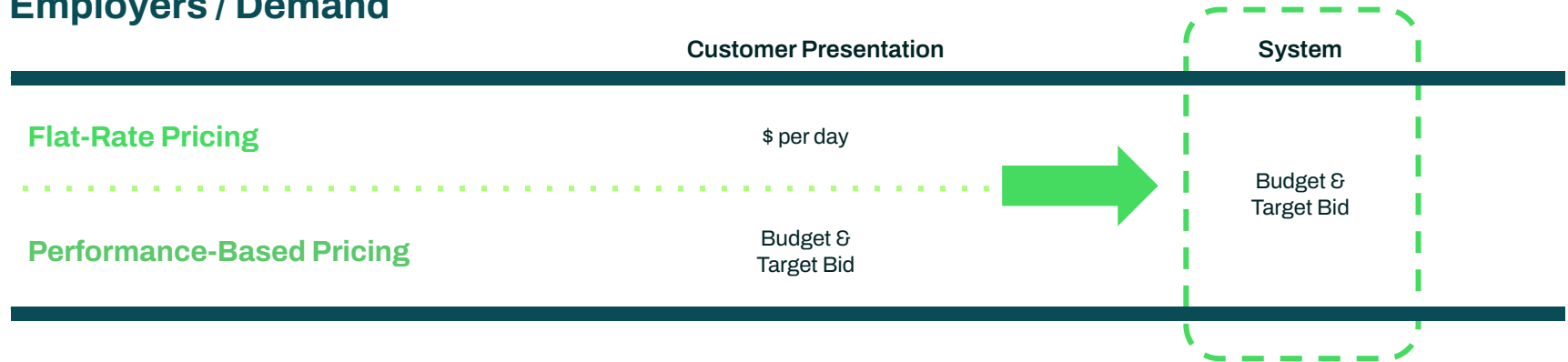
Based on our ZipRecruiter Brand Awareness Survey, 2026, an internal company-designed survey of 612 participants, which included (1) certain persons who had been involved in hiring processes and had used, or intend to use, online job posting websites within the preceding two years in connection with such 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 2026)

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

Employers / Demand

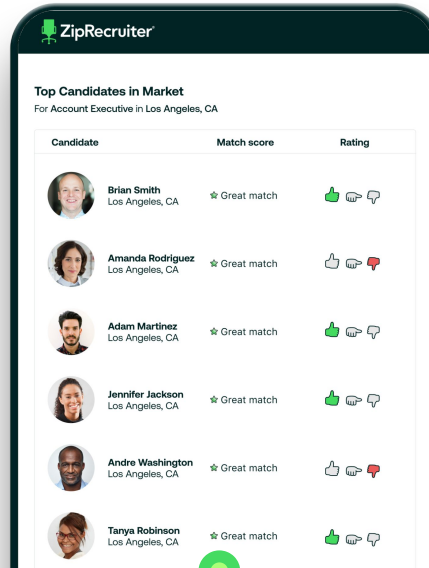


SIMILAR MARGIN STRUCTURE BETWEEN FLAT-RATE AND PERFORMANCE-BASED PRICING

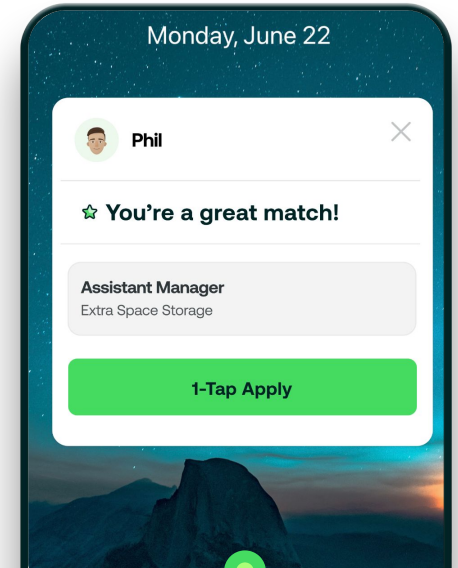
Simple Employer Journey



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

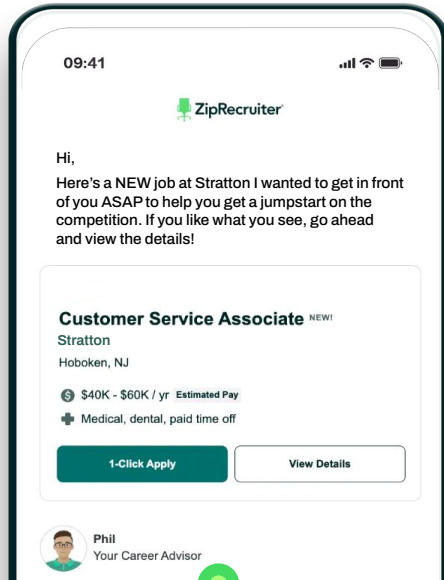


Candidates can be rated by the employer as they come in.

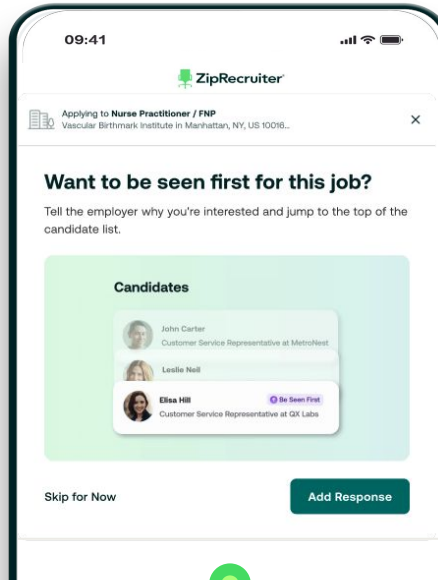


AI learns employer preferences and invites similar candidates to apply.

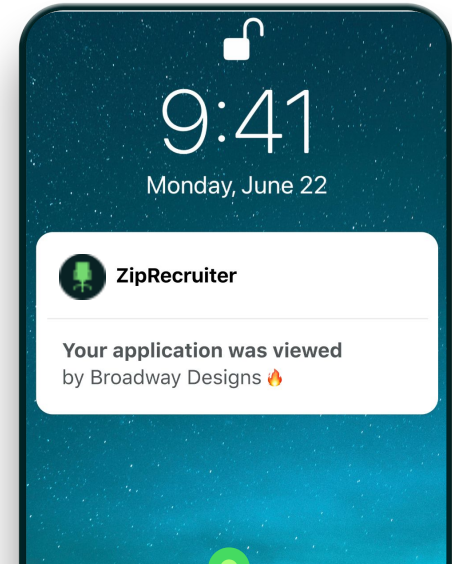
Simple Job Seeker Journey



Guidance on which jobs are a match



Opportunities to stand out to employers



Updates when the employer views their application or gives them a rating

Changing The Way The Whole Hiring Category Works

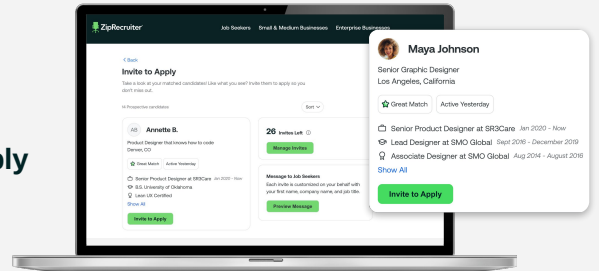


Recruiter

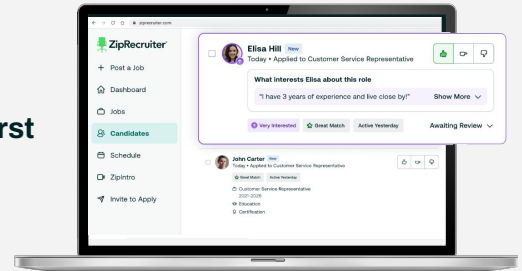
ZipIntro



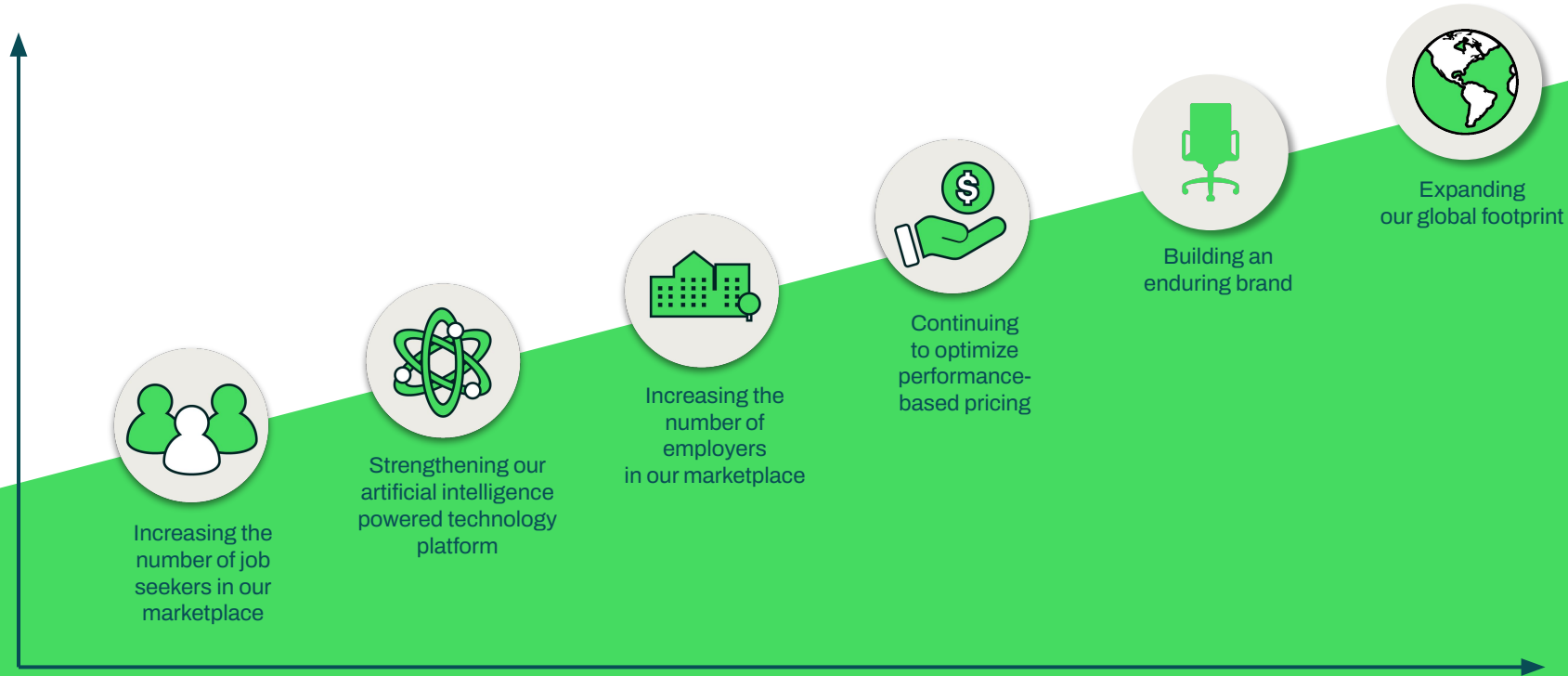
Invite to Apply



Be Seen First



Our Growth Strategies



Our ZipRecruiter Team

Ian Siegel
Co-Founder & CEO



INDEPENDENT BOARD MEMBERS

Brie Carere



Mike Gupta



Cipora Herman



Blake Irving



Emily McEvelly



Jennifer Saenz



EXECUTIVE TEAM

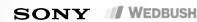
Megan Allen

EVP, Chief Product Officer



Amy Garefis

EVP, Chief People Officer



Ryan Sakamoto

EVP, Chief Legal Officer



Boris Shimanovsky

EVP, Chief Technology Officer



David Travers

President & interim CFO



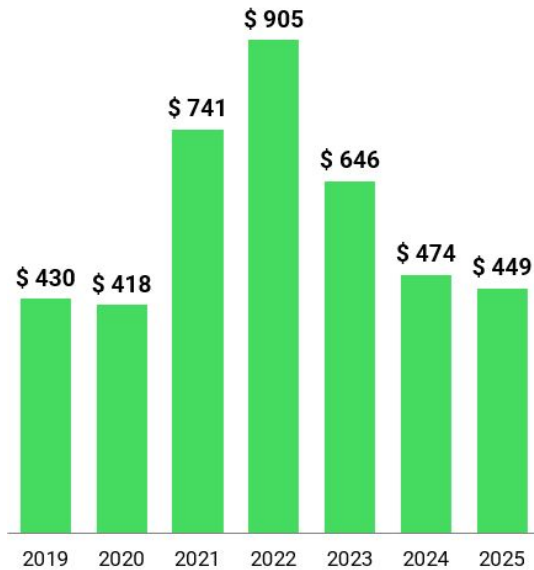
Elliot Wilson

EVP, Sales & Support



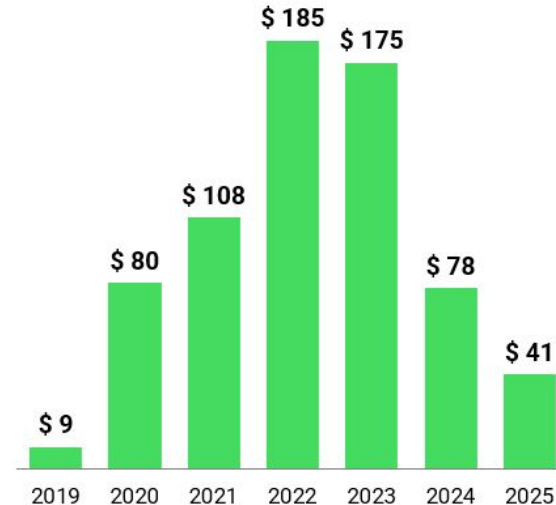
Financial Resilience Through The Hiring Cycle

Annual Revenue



Revenue % y/y	2019	2020	2021	2022	2023	2024	2025
	18 %	(3)%	77 %	22 %	(29)%	(27)%	(5)%

Annual Adjusted EBITDA



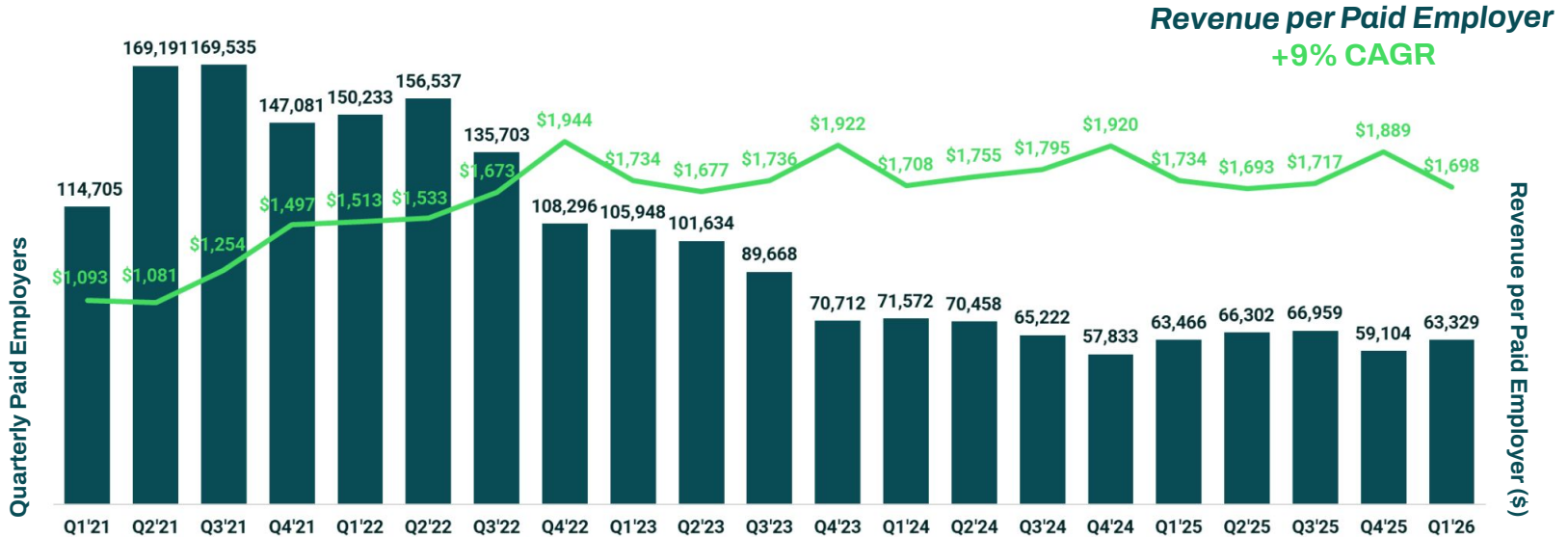
Adj. EBITDA % Margin	2019	2020	2021	2022	2023	2024	2025
	2 %	19 %	15 %	20 %	27 %	16 %	9 %

(\$ in millions)

Key Revenue Drivers: Delivering Increasing Value For Employers Over Time

Quarterly Paid Employers and Revenue per Paid Employer

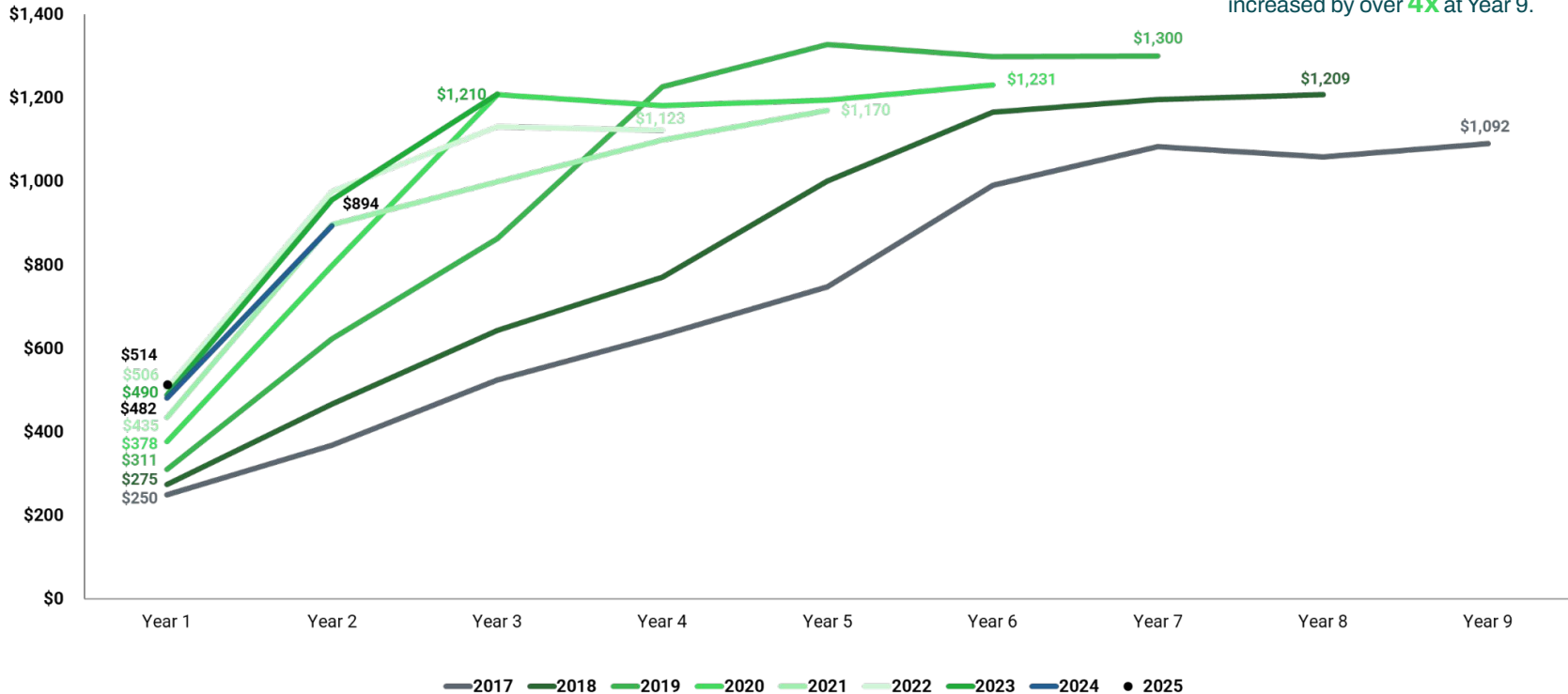
Revenue per Paid Employer equals total Company revenue in a period divided by Paid Employers in the same period



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 over **4x** at Year 9.



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)

	<u>Q1'25</u>	<u>Q1'26</u>
GAAP net income (loss)	(\$12,831)	(\$4,738)
Stock-based compensation	14,627	8,370
Depreciation and amortization	2,976	2,878
Interest expense	7,392	7,446
Other (income) expense, net	(5,355)	(3,420)
Income tax expense (benefit)	(875)	(836)
Adjusted EBITDA	<u>\$5,934</u>	<u>\$9,700</u>
Adjusted EBITDA margin	5%	9%

	<u>FY2019</u>	<u>FY2020</u>	<u>FY2021</u>	<u>FY2022</u>	<u>FY2023</u>	<u>FY2024</u>	<u>FY2025</u>
GAAP net income (loss)	(\$6,349)	\$86,048	\$3,600	\$61,494	\$49,098	(\$12,854)	(\$32,994)
Stock-based compensation	6,740	5,752	107,258	76,956	84,235	64,453	47,646
Depreciation and amortization	8,944	9,949	9,463	10,682	11,624	12,291	12,462
Interest expense	575	1,037	916	28,498	29,393	29,597	29,629
Other (income) expense, net	(1,132)	(942)	(32)	(5,354)	(20,506)	(21,838)	(18,369)
Income tax expense (benefit)	588	(21,711)	(12,876)	12,590	21,452	6,357	2,376
Adjusted EBITDA	<u>\$9,366</u>	<u>\$80,133</u>	<u>\$108,329</u>	<u>\$184,866</u>	<u>\$175,296</u>	<u>\$78,006</u>	<u>\$40,750</u>
Adjusted EBITDA margin	2%	19%	15%	20%	27%	16%	9%

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.

THANK YOU