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FIRST QUARTER 2025 RESULTS

May 8, 2025

# Safe Harbor for Forward-looking Statements

Certain statements in this presentation are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, particularly those regarding our 2025 financial guidance. These forward-looking statements are based on management’s current expectations or beliefs as of May 8, 2025 (“Release Date”) and are subject to numerous assumptions, risks, and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These factors and uncertainties include, among other items: the Company’s ability to grow advertising, licensing, and subscription revenues, profitability, and cash flows, particularly in light of an uncertain U.S. or worldwide economy, including the possibility of economic downturn or recession; the Company’s ability to make interest and debt payments; the Company’s ability to identify, close, and successfully transition acquisitions; customer growth and retention; the Company’s ability to create compelling content; our reliance on third-party platforms; the threat of content piracy and developments related to artificial intelligence; increased competition and rapid technological changes; variability of the Company’s revenue based on changing conditions in particular industries and the economy generally; protection of the Company’s proprietary technology or infringement by the Company of intellectual property of others; the risk of losing critical third-party vendors or key personnel; the risks associated with fraudulent activity, system failure, or a security breach; risks related to our ability to adhere to our internal controls and procedures; the risk of adverse changes in the U.S. or international regulatory environments, including but not limited to the imposition or increase of taxes or regulatory-related fees; the risks related to supply chain disruptions, increased tariffs and trade protection measures, inflationary conditions, and rising interest rates; the risk of liability for legal and other claims; and the numerous other factors set forth in the Company’s filings with the Securities and Exchange Commission (“SEC”). For a more detailed description of the risk factors and uncertainties affecting the Company, refer to our most recent Annual Report on Form 10-K and the other reports filed by the Company from time-to-time with the SEC, each of which is available at [www.sec.gov](http://www.sec.gov). The forward-looking statements provided in this presentation, including those regarding our 2025 financial guidance, are based on limited information available to the Company as of the Release Date and are subject to change. Although management’s expectations may change after the Release Date, the Company undertakes no obligation to revise or update these statements.

All information in this presentation speaks as of the Release Date and any redistribution or rebroadcast of this presentation after that date is not intended and will not be construed as updating or confirming such information. Capitalized terms not otherwise defined in this presentation have the meanings set forth in the Company’s earnings press release issued on the Release Date.

## Third-Party Information

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## Industry, Market and Other Data

Certain information that may be contained in this presentation concerning our industry and the markets in which we operate, including our general expectations and market position, market opportunity and market size, is based on reports from various sources. Because this information involves a number of assumptions and limitations, you are cautioned not to give undue weight to such information. We have not independently verified market data and industry forecasts provided by any of these or any other third-party sources referred to in this presentation. In addition, projections, assumptions and estimates of our future performance and the future performance of the industry in which we operate are necessarily subject to a high degree of uncertainty and risk due to a variety of factors. These and other factors could cause results to differ materially from those expressed in the estimates made by third parties and by us.

## Non-GAAP Financial information

Included in this presentation are certain financial measures that are not calculated in accordance with U.S. generally accepted accounting principles (“GAAP”) and are not intended to be considered in isolation or as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP. The non-GAAP measures, as defined by Ziff Davis, may not be comparable to similar non-GAAP measures presented by other companies, limiting their usefulness for comparison purposes. The presentation of such measures, which may include adjustments to exclude unusual or non-recurring items, should not be construed as an inference that Ziff Davis’ future results or leverage will be unaffected by other unusual or non-recurring items. Please see the “Supplemental Information” to this presentation for details related to how we define these non-GAAP measures and reconciliations thereof to the most directly comparable GAAP measures.

We use these non-GAAP financial measures for financial and operational decision making and as a means to evaluate period-to-period comparisons. We believe that these non-GAAP financial measures provide meaningful supplemental information regarding our performance and liquidity by excluding certain items that may not be indicative of our recurring core business operating results or, in certain cases, may be non-cash in nature. We believe that both management and investors benefit from referring to these non-GAAP financial measures in assessing our performance and when planning, forecasting, and analyzing future periods. These non-GAAP financial measures also facilitate management’s internal comparisons to our historical performance and liquidity. We believe these non-GAAP financial measures are useful to investors both because (1) they allow for greater transparency with respect to key metrics used by management in its financial and operational decision-making, (2) certain measures are used to determine the amount of annual incentive compensation paid to our named executive officers, and (3) they are used by the analyst community to help them analyze the health of our business.

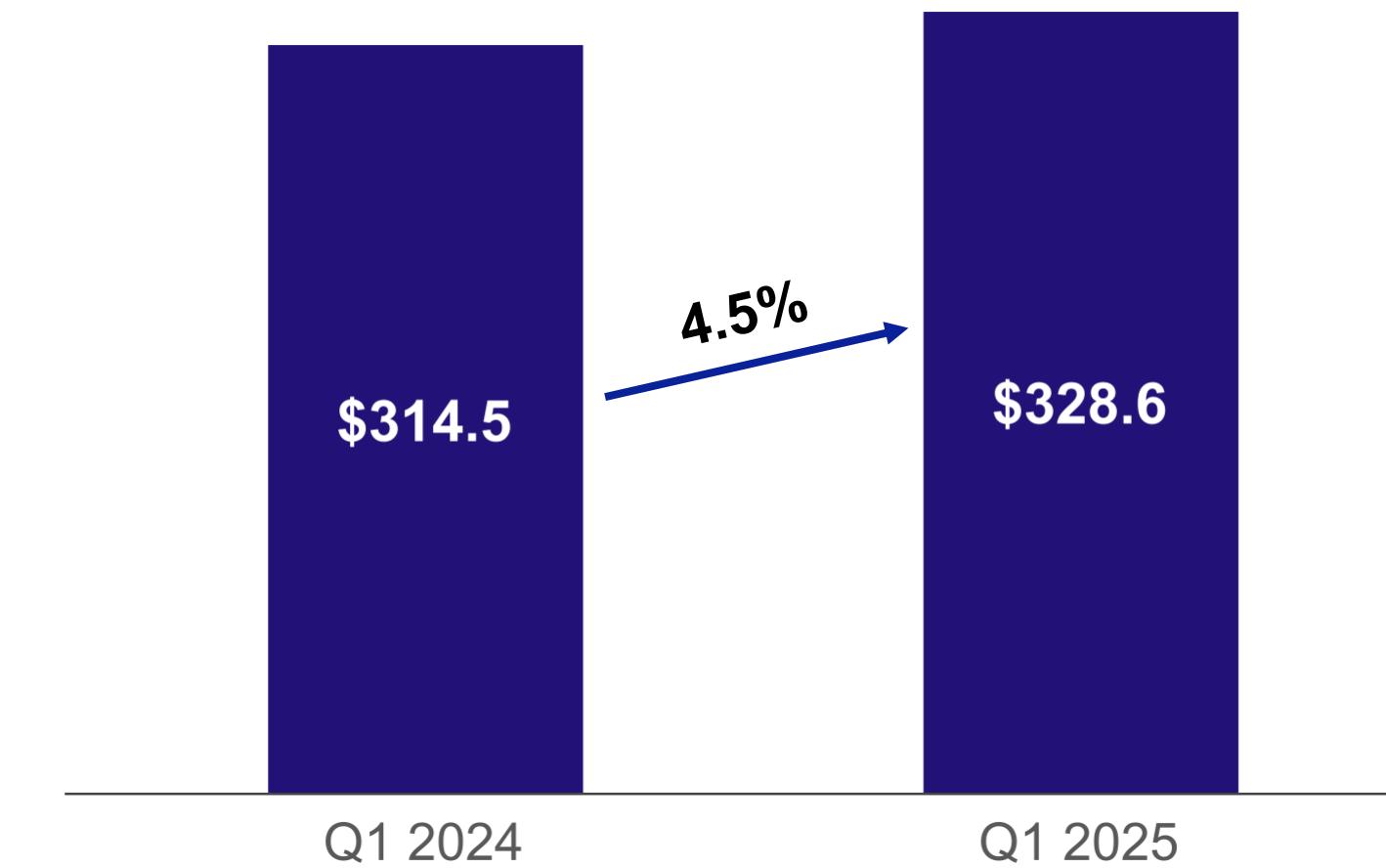
# Risk Factors

Some factors that could cause actual results to differ materially from those expressed or implied by the forward-looking statements contained in this presentation include, but are not limited to, our ability and intention to:

- Sustain growth or profitability, particularly in light of an uncertain U.S. or worldwide economy, including the possibility of an economic downturn or recession, continuing inflation, supply chain disruptions, and other factors and their related impacts on customer acquisition and retention rates, customer usage levels, and credit and debit card payment declines;
- Maintain and increase our customer base and average revenue per customer;
- Generate sufficient cash flow to make interest and debt payments, reinvest in our business, and pursue desired activities and businesses plans while satisfying restrictive covenants relating to debt obligations;
- Acquire businesses on acceptable terms, execute on our investment strategies, successfully manage our growth, and integrate and realize anticipated synergies from such acquisitions;
- Continue to expand our businesses and operations internationally in the wake of numerous risks, including adverse currency fluctuations, difficulty in staffing and managing international operations, higher operating costs as a percentage of revenues, or the implementation of adverse regulations;
- Maintain our financial position, operating results and cash flows in the event that we incur new or unanticipated costs or tax liabilities, including those relating to federal and state income tax and indirect taxes, such as sales, value-added, and telecommunication taxes;
- Manage certain risks related to the unauthorized use of our content and the infringement of our intellectual property rights by developers and users of generative artificial intelligence ("AI");
- Prevent system failures, security breaches, and other technological issues;
- Accurately estimate the assumptions underlying our effective worldwide tax rate;
- Maintain favorable relationships with critical third-party vendors that are financially stable;
- Create compelling digital media content facilitating increased traffic and advertising levels and additional advertisers or an increase in advertising spend, and effectively target digital media advertisements to desired audiences;
- Manage certain risks inherent to our business, such as costs associated with fraudulent activity, system failure, or security breach; effectively maintaining and managing our billing systems; the time and resources required to manage our legal proceedings; liability for legal and other claims; or adhering to our internal controls and procedures;
- Compete with other similar providers with regard to price, service, functionality;
- Achieve business and financial objectives in light of burdensome domestic and international laws and regulations, including those related to data privacy, access, security, retention, and sharing;
- Successfully adapt to technological changes and diversify services and related revenues at acceptable levels of financial return;
- Successfully develop and protect our intellectual property, both domestically and internationally, including our brands, content, copyrights, patents, trademarks, and domain names from infringement by third parties, and avoid infringing upon the proprietary rights of others;
- Manage certain risks associated with environmental, social, and governmental matters, including related reporting obligations, that could adversely affect our reputation and performance;
- Recruit and retain key personnel and maintain the beneficial aspects of our corporate culture globally;
- Meet our publicly announced guidance or other expectations about our business and future operating results; and
- Respond to other factors set forth in our most recent Annual Report on Form 10-K filed by us with the SEC and the other reports we file from time to time with the SEC.

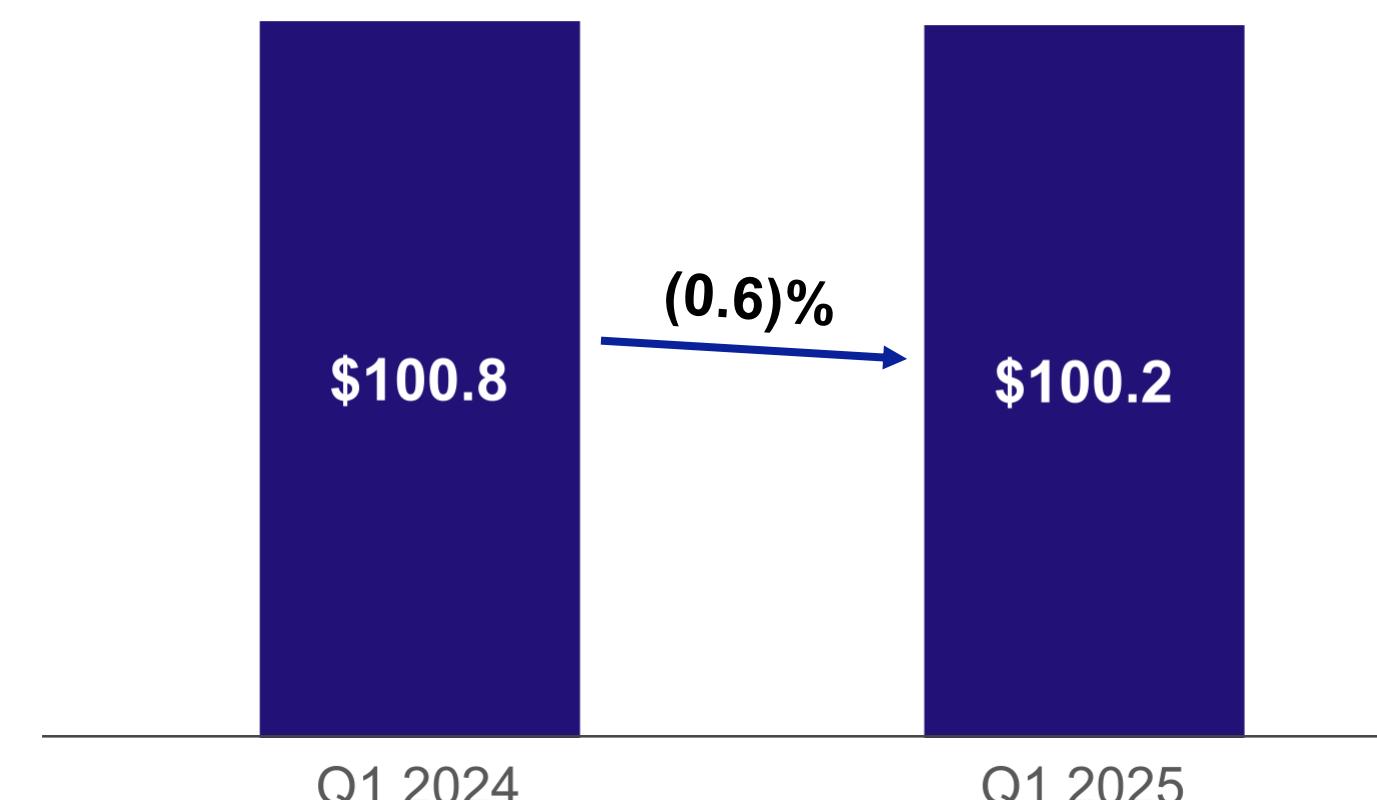
# Q1 2025 Consolidated Financial Snapshot

**Revenues**  
(in millions)



**Adjusted EBITDA <sup>(1)</sup>**

(in millions)



**Adjusted diluted EPS <sup>(1)</sup>**

\$1.27

Q1 2024

\$1.14

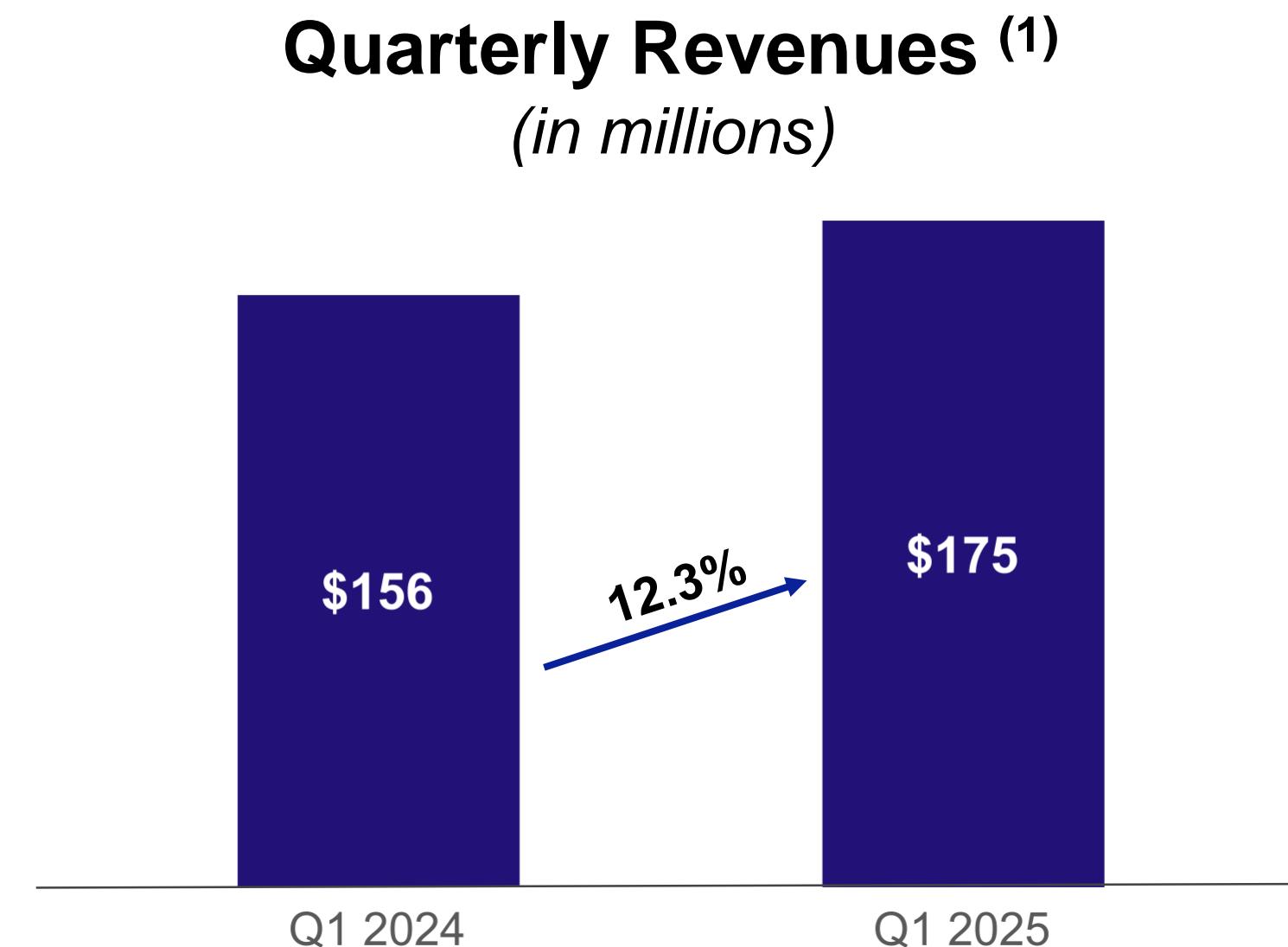
Q1 2025

(10.2)%

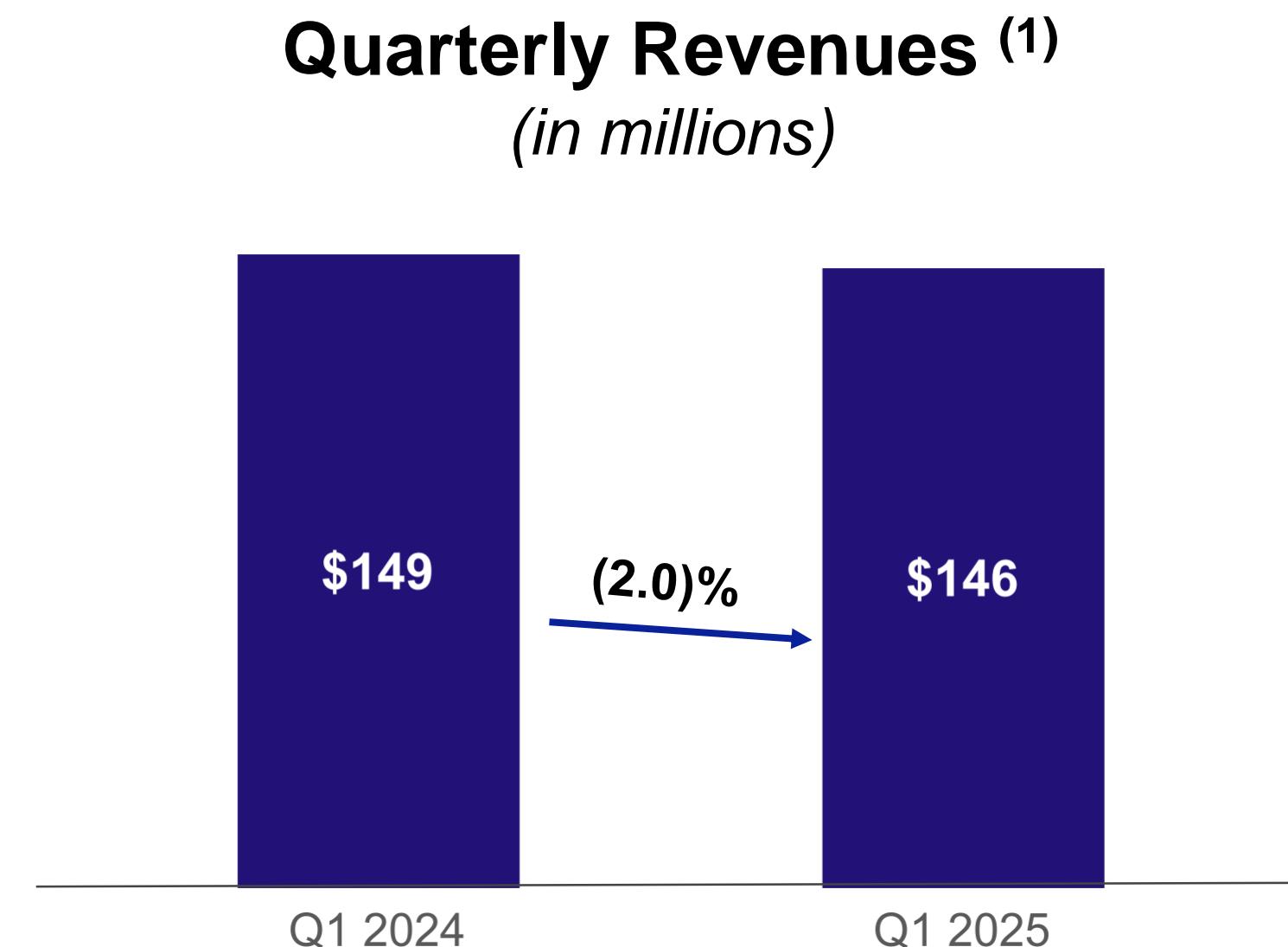


# Revenue by Type (1)(2)

## Advertising and Performance Marketing



## Subscription and Licensing



# Q1 2025 Technology & Shopping Segment

**CNET**

**PC MAG**

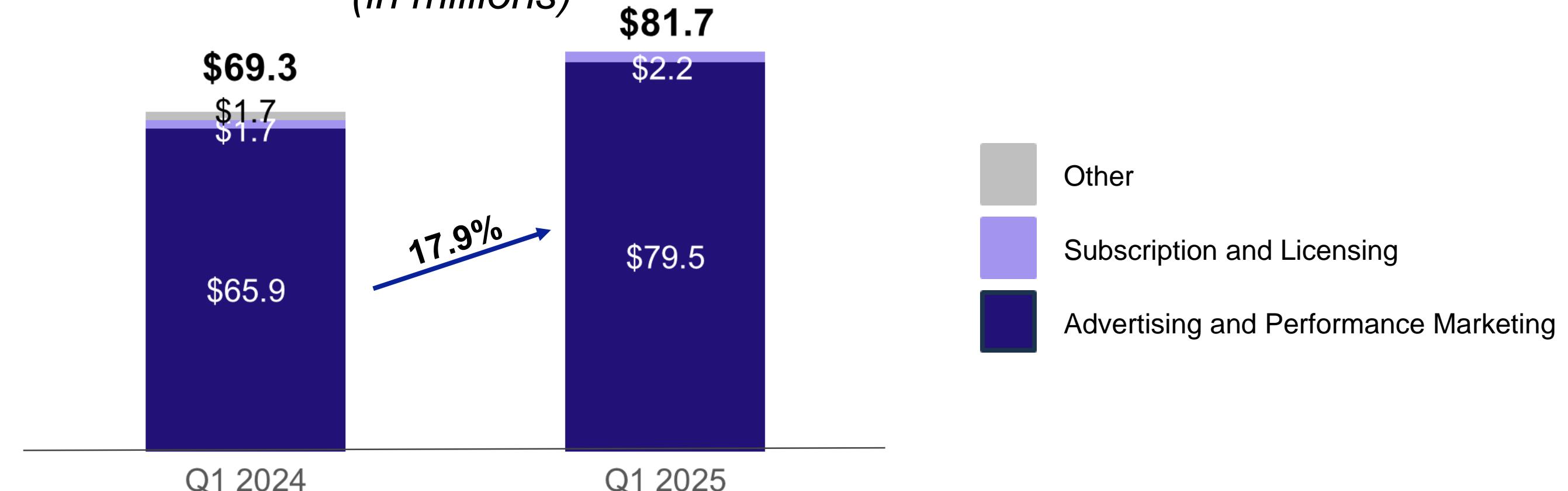
*RetailMeNot*

 spiceworks

**Ziff  
Davis**

## Quarterly Revenues

(in millions)



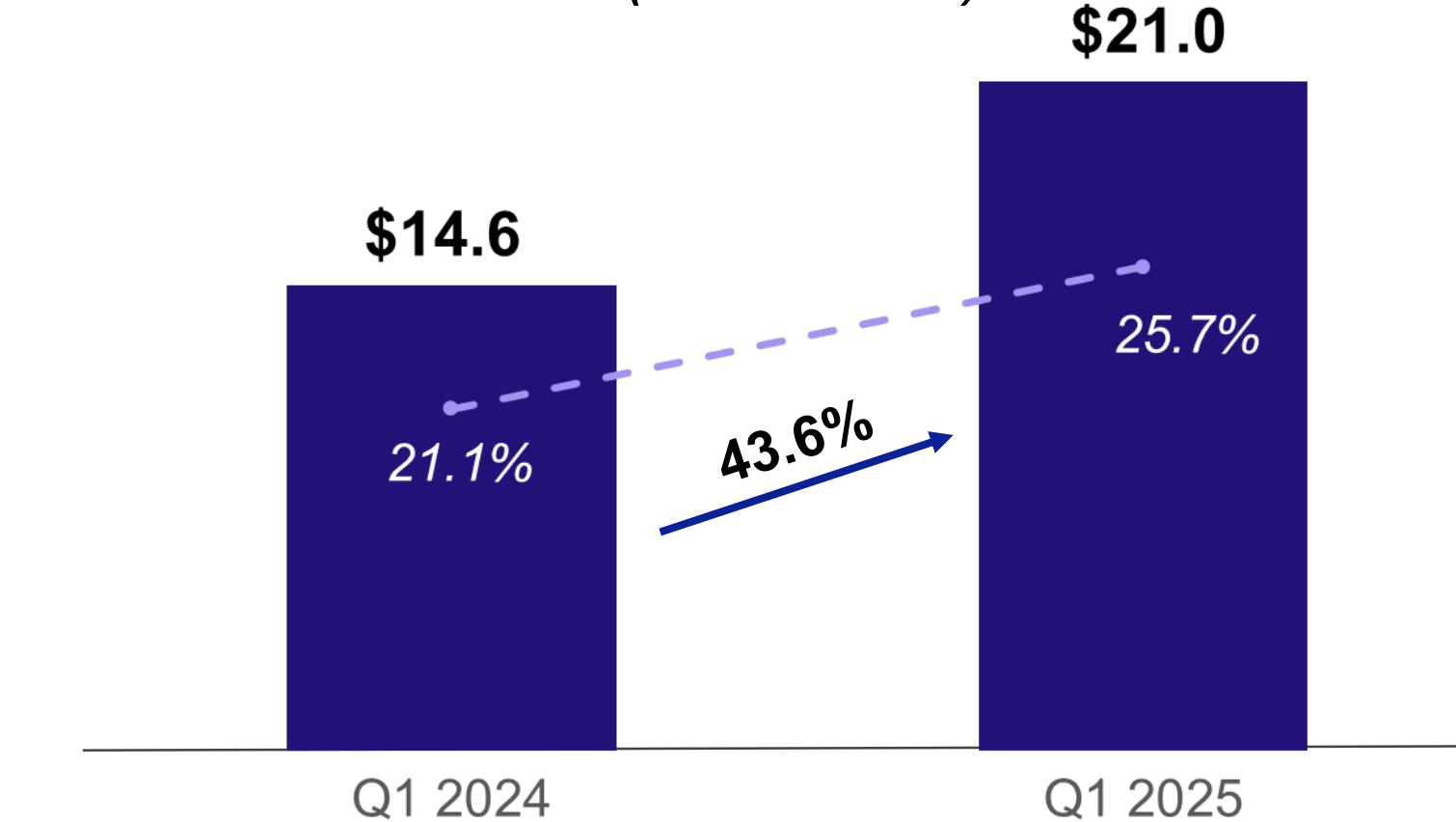
Other

Subscription and Licensing

Advertising and Performance Marketing

## Quarterly Adjusted EBITDA & Margin <sup>(1)</sup>

(in millions)



1. See "Supplemental Information" for non-GAAP reconciliations.

# Q1 2025 Gaming & Entertainment Segment



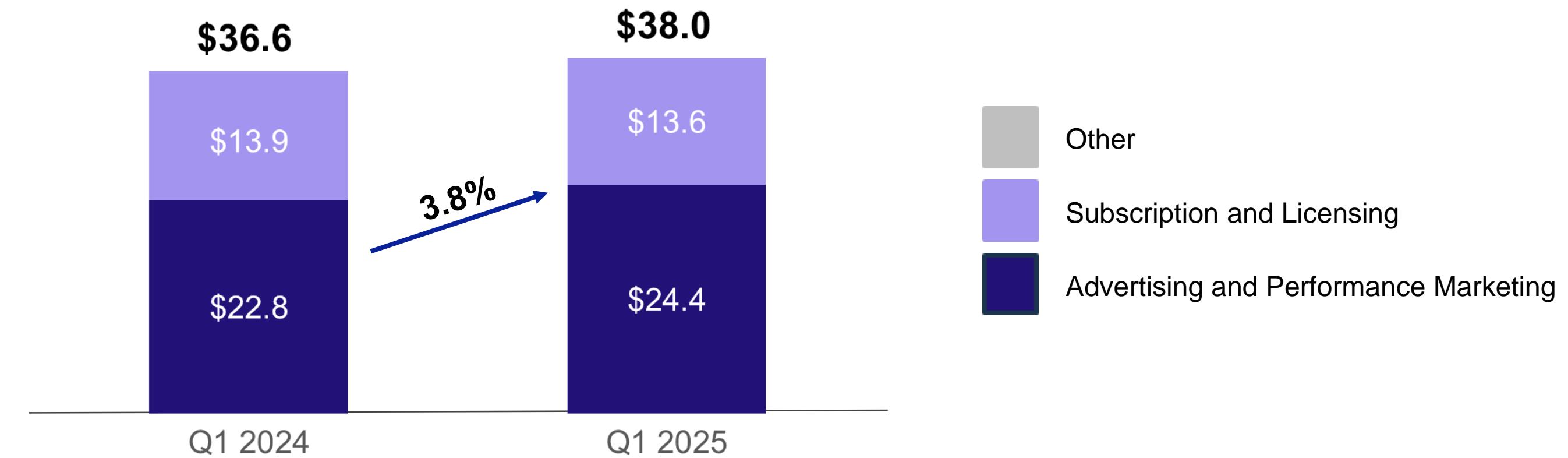
Humble Bundle



1. See "Supplemental Information" for non-GAAP reconciliations.

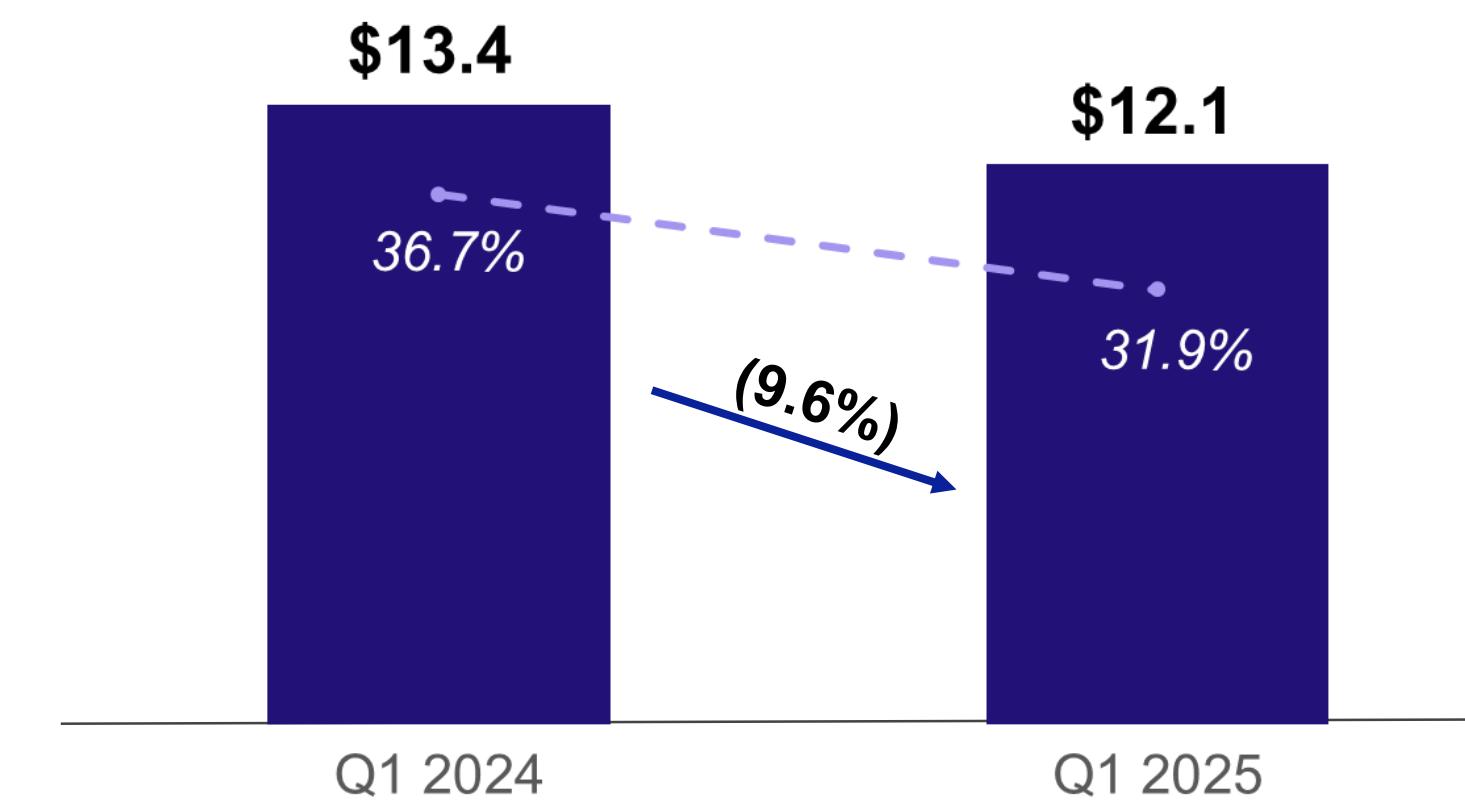
## Quarterly Revenues

(in millions)



## Quarterly Adjusted EBITDA & Margin <sup>(1)</sup>

(in millions)



# Q1 2025 Health & Wellness Segment

EVERDAY  HEALTH

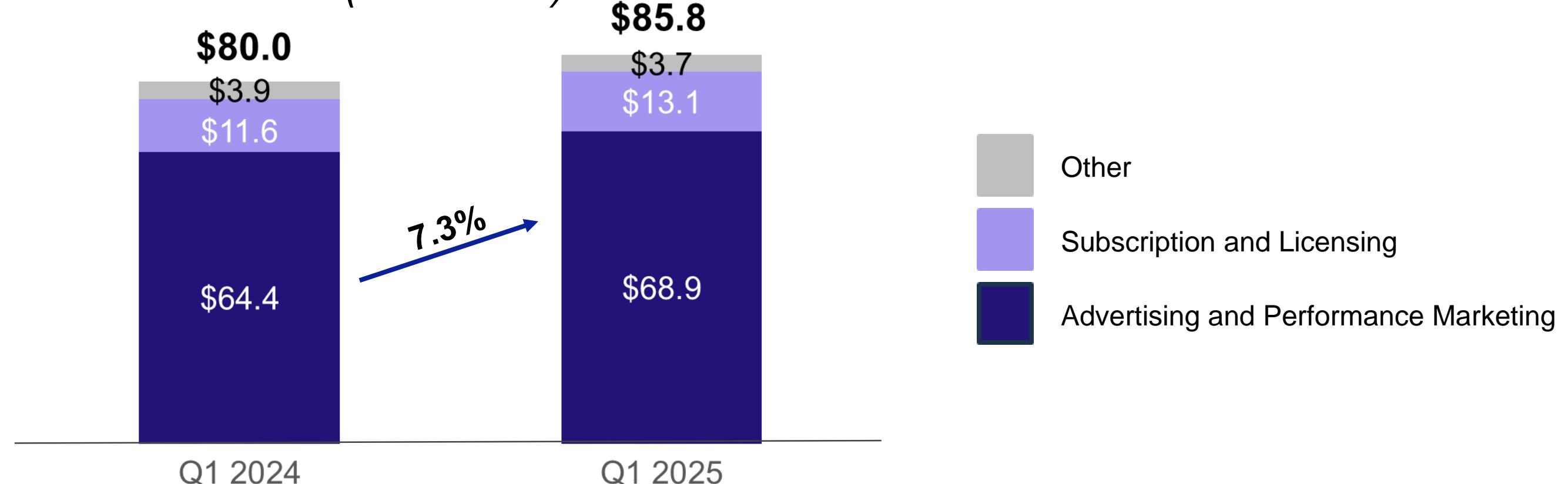
 babycenter

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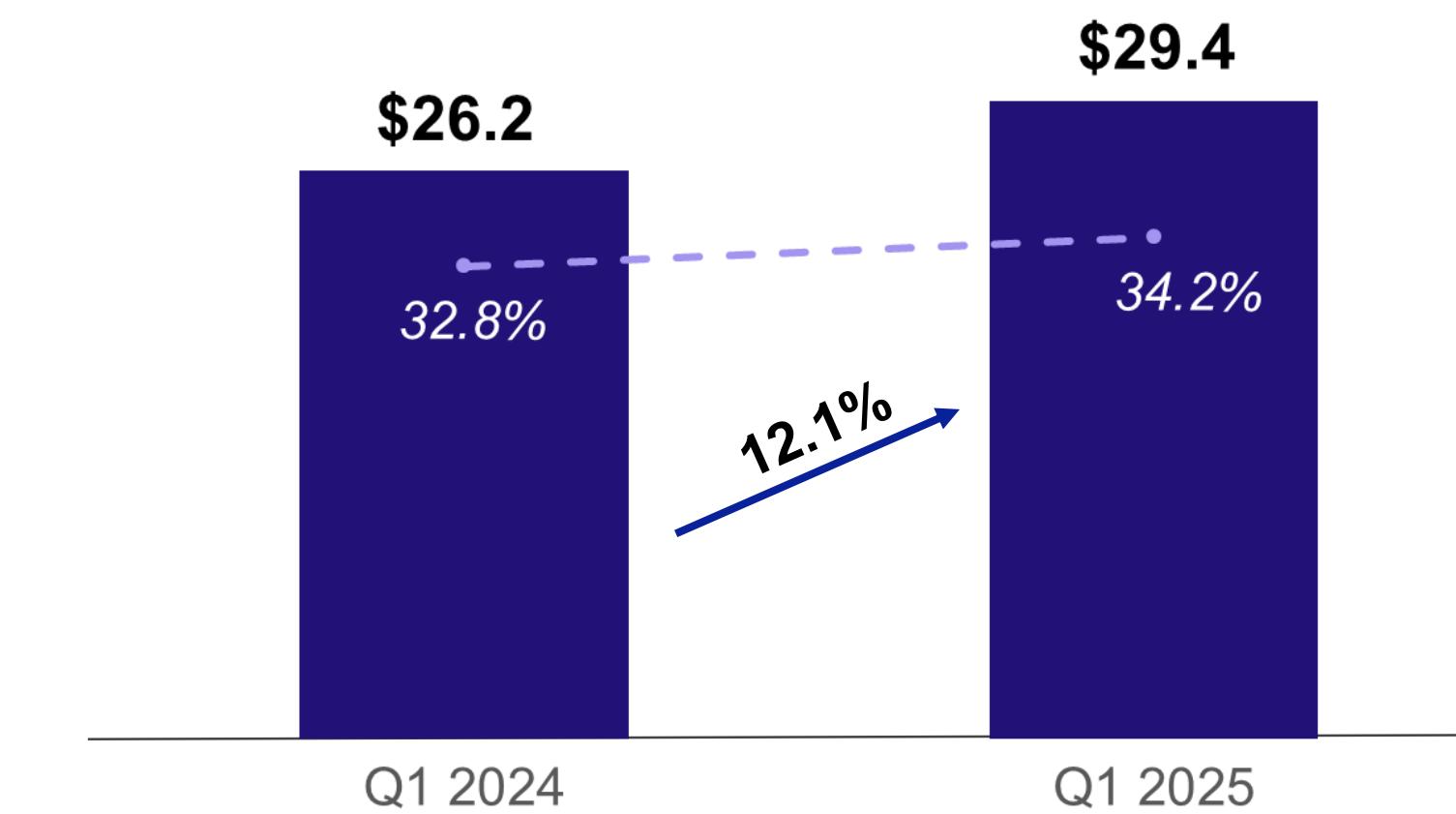
## Quarterly Revenues

(in millions)



## Quarterly Adjusted EBITDA & Margin <sup>(1)</sup>

(in millions)



# Q1 2025 Connectivity Segment



SPEEDTEST  
by OOKLA

Downdetector<sup>!</sup>

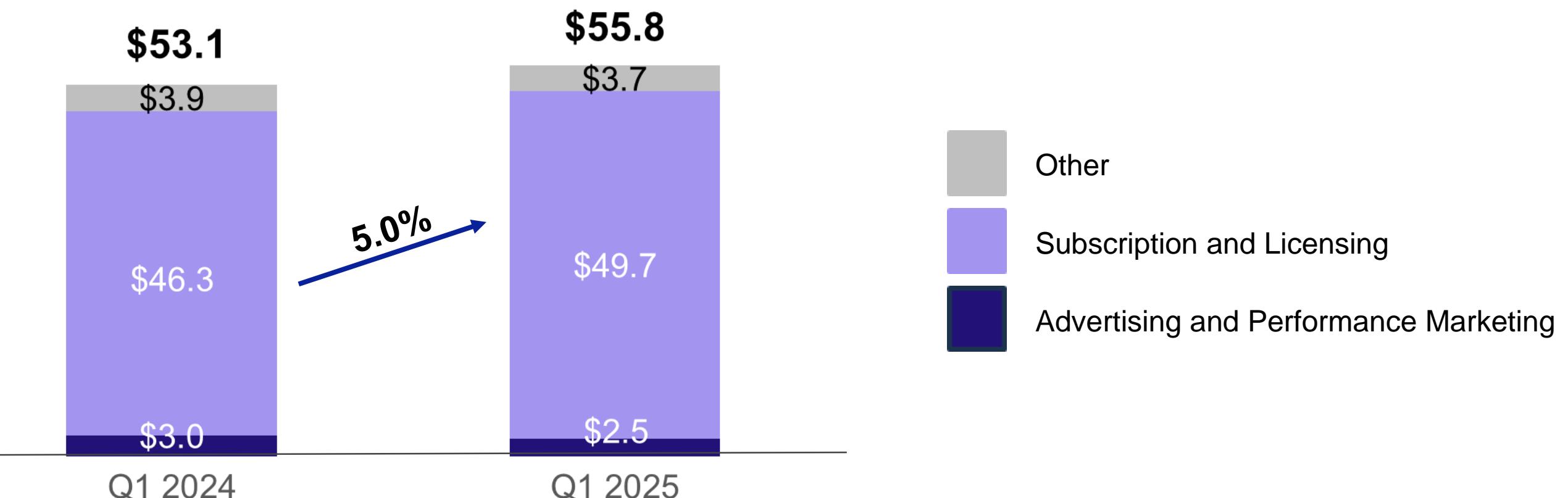
RootMetrics<sup>®</sup>  
an Ookla<sup>®</sup> company

ekahau  
WIRELESS DESIGN

Ziff  
Davis

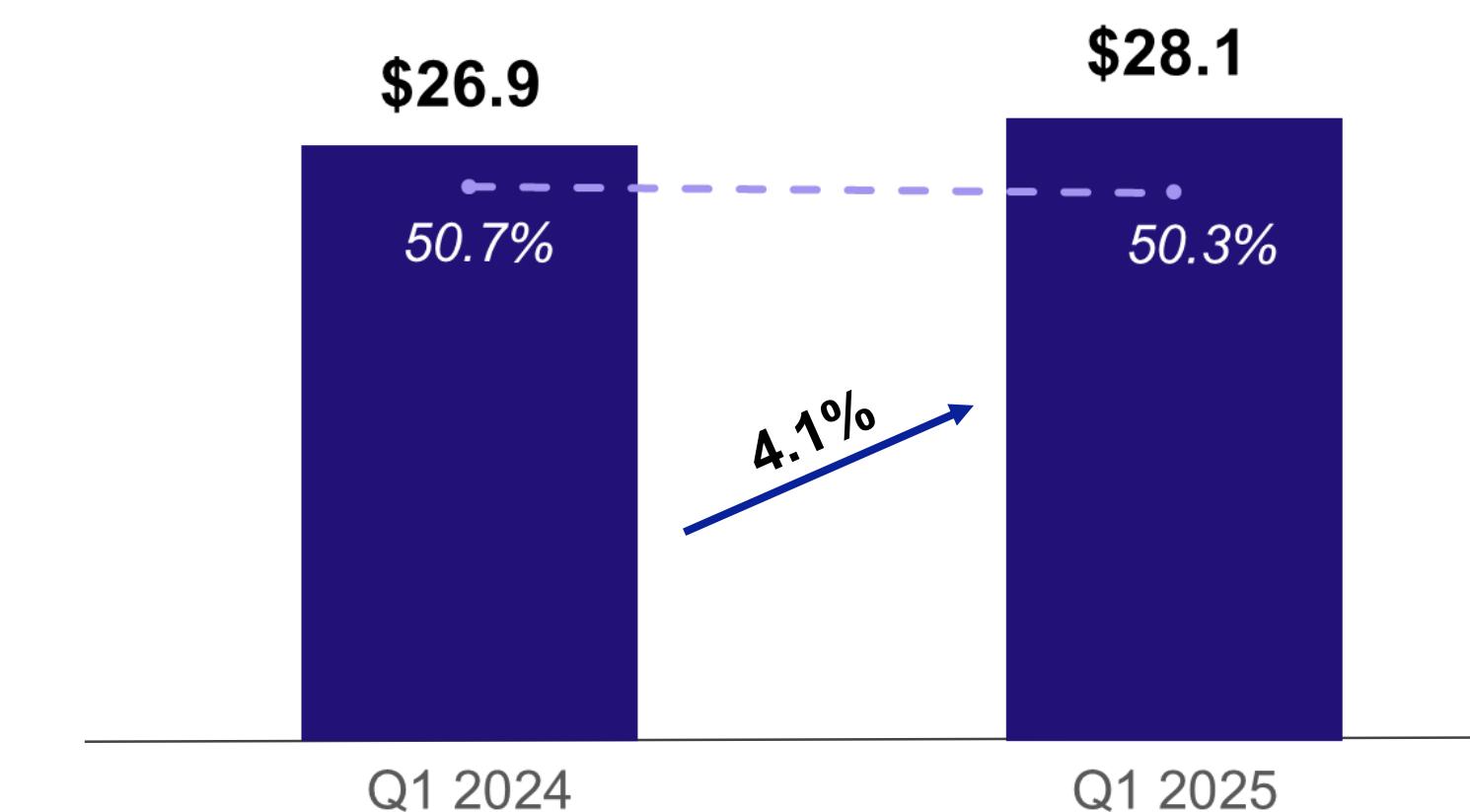
## Quarterly Revenues

(in millions)



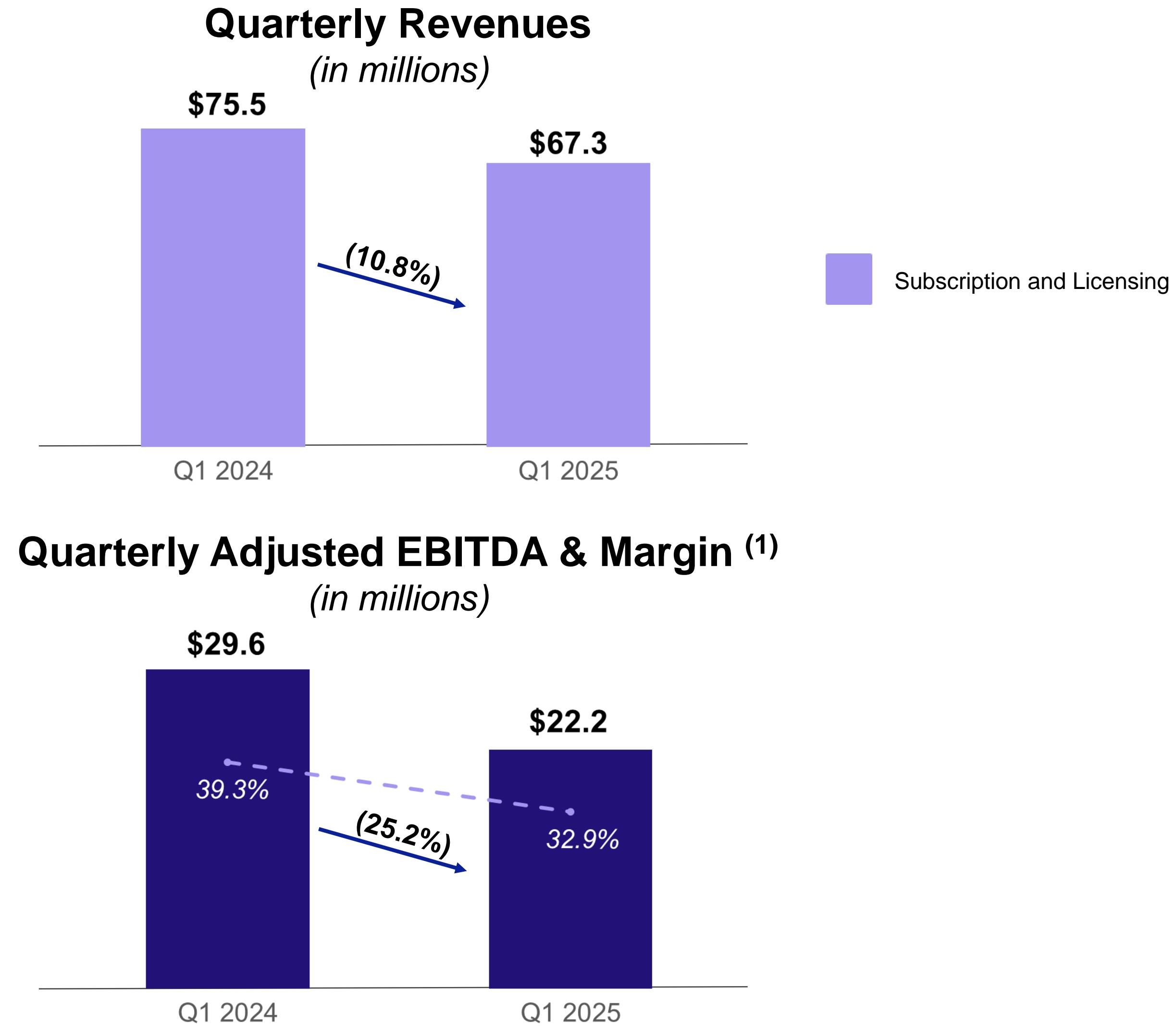
## Quarterly Adjusted EBITDA & Margin<sup>(1)</sup>

(in millions)



1. See "Supplemental Information" for non-GAAP reconciliations.

# Q1 2025 Cybersecurity & Martech Segment



# Ziff Davis Capital Structure

*(\$ in millions)*

	March 31, 2025	
Cash and Cash Equivalents	\$	431
Long-term Investments		167
<b>Total Cash and Investments</b>	<b>\$</b>	<b>598</b>
4.625% High-Yield Notes	\$	460
1.75% Convertible Notes		149
3.625% Convertible Notes		263
<b>Total Gross Debt <sup>(1)</sup></b>	<b>\$</b>	<b>872</b>

	Multiple of Q1 2025		
	TTM	Adj. EBITDA	
<b>Gross Debt</b>	<b>\$</b>	<b>872</b>	<b>1.8x</b>
<b>Gross Debt less Cash</b>	<b>\$</b>	<b>441</b>	<b>0.9x</b>
<b>Gross Debt less Cash and Investments</b>	<b>\$</b>	<b>274</b>	<b>0.6x</b>



# 2025 FINANCIAL GUIDANCE

# 2025 Guidance (Forward-Looking Statements)

**Ziff Davis reaffirms its annual guidance for Revenues, Adjusted EBITDA <sup>(1)</sup>, and Adjusted diluted EPS <sup>(1)</sup>**

*\$ in millions, except for per share amounts*

	Ziff Davis FY 2025 Guidance Range			
	Low	Midpoint	High	Midpoint YoY % Increase vs 2024A
<b>Revenues</b>	\$1,442	\$1,472	\$1,502	5.0%
<b>Adjusted EBITDA <sup>(1)</sup></b>	\$505	\$523	\$542	6.0%
<b>Adjusted diluted EPS <sup>(1)</sup></b>	\$6.64	\$6.96	\$7.28	5.1%

1. See "Supplemental Information" for non-GAAP reconciliations. A reconciliation of forward-looking Adjusted EBITDA and Adjusted diluted EPS to the corresponding GAAP financial measures is not available without unreasonable effort due primarily to variability and difficulty in making accurate forecasts and projections of certain non-operating items such as (Gain) loss on investments, net, Other (income) loss, net, and other unanticipated items that may arise in the future.



# SUPPLEMENTAL INFORMATION

# Non-GAAP Financial Measures

The below non-GAAP financial measures are not measures presented in accordance with GAAP, and our use of these terms may vary from that of other companies, limiting their usefulness for comparison purposes. These non-GAAP financial measures are not based on any comprehensive set of accounting rules or principles. These non-GAAP financial measures have limitations in that they do not reflect all of the amounts associated with the Company's results of operations determined in accordance with GAAP.

Non-GAAP financial measures exclude the certain items listed below. We believe that excluding these items from the non-GAAP measures facilitates comparisons to historical operating results and comparisons to peers, many of which exclude similar items. We believe that non-GAAP financial measures provide meaningful supplemental information regarding operational performance. We further believe these measures are useful to investors in that they allow for greater transparency of certain line items in the Company's financial statements.

**Adjusted Revenues** is defined as Revenues that exclude the results of certain divested Voice assets in Australia and New Zealand that were sold in the third quarter of 2020, certain Voice assets in the United Kingdom that were sold in February 2021, and certain assets of the Company's B2B Backup business that were sold in September 2021.

**Adjusted EBITDA** is defined as Net income (loss) with adjustments to reflect the addition or elimination of certain items including, but not limited to: Interest expense, net; (Gain) loss on debt extinguishment, net; (Gain) loss on sale of businesses; (Gain) loss on investments, net; Other (income) loss, net; Income tax (benefit) expense; (Income) loss from equity method investment, net of tax; Depreciation and amortization; Share-based compensation; Acquisition, integration, and other costs; Disposal related costs; Lease asset impairments and other charges; and Goodwill impairment.

**Adjusted EBITDA margin** is calculated by dividing Adjusted EBITDA by Total Revenues.

**Adjusted net income (loss)** is defined as Net income (loss) with adjustments to reflect the addition or elimination of certain statement of operations items including, but not limited to: Interest, net; (Gain) loss on debt extinguishment, net; (Gain) loss on sale of businesses; (Gain) loss on investments, net; (Income) loss from equity method investment, net of tax; Amortization; Share-based compensation; Acquisition, integration, and other costs; Disposal related costs; Lease asset impairments and other charges; and Goodwill impairment.

**Adjusted diluted EPS** is calculated by dividing Adjusted net income (loss) by the diluted weighted average shares of common stock outstanding excluding the effect of convertible debt dilution.

**Free cash flow** is defined as Net cash provided by operating activities, less purchases of property and equipment, plus changes in contingent consideration (if any).

**Adjusted effective tax rate** is calculated based upon the GAAP effective tax rate with adjustments for the tax applicable to non-GAAP adjustments to Net income (loss), generally based upon the effective marginal tax rate of each adjustment.

# Non-GAAP reconciliation: Adjusted EBITDA

\$ in 000's

Ziff Davis	Three months ended March 31,	
	2025	2024
<b>Net income</b>	\$ 24,239	\$ 10,627
Interest expense, net	6,131	1,769
Loss on sale of businesses	—	3,780
Loss on investments, net	—	10,705
Other loss, net	2,803	104
Income tax expense	8,587	8,231
(Income) loss from equity method investment, net of tax	(6,630)	645
Depreciation and amortization	55,832	48,453
Share-based compensation	9,752	8,872
Acquisition, integration, and other costs	(557)	6,266
Disposal related costs	1	496
Lease asset impairments and other charges	20	803
<b>Adjusted EBITDA</b>	<b>\$ 100,178</b>	<b>\$ 100,751</b>

# Non-GAAP reconciliation: Adjusted EBITDA by Segment

	Technology & Shopping	Gaming & Entertainment	Health & Wellness	Connectivity	Cybersecurity & Martech	Corporate <sup>(1)</sup>	Total
<b>Q1 2025</b>							
<i>\$ in 000's</i>							
Revenues	\$ 81,690	\$ 38,026	\$ 85,786	\$ 55,820	\$ 67,314	\$ —	\$ 328,636
(Loss) income from operations	\$ (3,963)	\$ 8,774	\$ 16,962	\$ 19,512	\$ 11,323	\$ (17,478)	\$ 35,130
Depreciation and amortization	22,405	2,618	12,928	7,380	10,387	114	55,832
Share-based compensation	1,153	329	1,363	670	967	5,270	9,752
Acquisition, integration, and other costs	1,651	338	(1,812)	497	(754)	(477)	(557)
Disposal related costs	1	—	—	—	—	—	1
Lease asset impairments and other charges	(241)	87	(86)	—	255	5	20
<b>Adjusted EBITDA</b>	<b>\$ 21,006</b>	<b>\$ 12,146</b>	<b>\$ 29,355</b>	<b>\$ 28,059</b>	<b>\$ 22,178</b>	<b>\$ (12,566)</b>	<b>\$ 100,178</b>

	Technology & Shopping	Gaming & Entertainment	Health & Wellness	Connectivity	Cybersecurity & Martech	Corporate <sup>(1)</sup>	Total
<b>Q1 2024</b>							
<i>\$ in 000's</i>							
Revenues	\$ 69,267	\$ 36,640	\$ 79,978	\$ 53,148	\$ 75,452	\$ —	\$ 314,485
(Loss) income from operations	\$ (6,635)	\$ 10,515	\$ 8,600	\$ 19,359	\$ 19,428	\$ (15,406)	\$ 35,861
Depreciation and amortization	17,914	2,392	13,399	7,001	7,740	7	48,453
Share-based compensation	1,178	188	1,341	633	1,134	4,398	8,872
Acquisition, integration, and other costs	1,663	334	2,858	(47)	864	594	6,266
Disposal related costs	366	—	—	—	—	130	496
Lease asset impairments and other charges	138	—	—	—	477	188	803
<b>Adjusted EBITDA</b>	<b>\$ 14,624</b>	<b>\$ 13,429</b>	<b>\$ 26,198</b>	<b>\$ 26,946</b>	<b>\$ 29,643</b>	<b>\$ (10,089)</b>	<b>\$ 100,751</b>

# Non-GAAP reconciliation: Adjusted net income and Adjusted diluted EPS

\$ in 000's

Ziff Davis	Three months ended March 31,					
	2025	Per diluted share <sup>(1)</sup>	2024	Per diluted share <sup>(1)</sup>	2025	Per diluted share <sup>(1)</sup>
<b>Net income</b>	\$ 24,239	\$ 0.56	\$ 10,627	\$ 0.23		
Interest, net	61	—	(5)	—		
Loss on sale of businesses	—	—	3,780	0.08		
Loss on investments, net	—	—	9,668	0.21		
(Income) loss from equity method investment, net of tax	(6,630)	(0.16)	645	0.01		
Amortization	21,868	0.51	20,085	0.44		
Share-based compensation	9,816	0.23	7,786	0.17		
Acquisition, integration, and other costs	(442)	(0.01)	4,871	0.11		
Disposal related costs	1	—	372	0.01		
Lease asset impairment and other charges	27	—	643	0.01		
Dilutive effect of the convertible debt	—	0.01	—	—		
<b>Adjusted net income</b>	<b>\$ 48,940</b>	<b>\$ 1.14</b>	<b>\$ 58,472</b>	<b>\$ 1.27</b>		

# Q1 2025 and Q1 2024 Reconciliation of GAAP to Non-GAAP Financial Measures

Q1 2025	GAAP amount	Interest, net	(Gain) loss on sale of business	(Gain) loss on investments, net	(Income) loss from equity method investments, net	Amortization	Share-based compensation	Acquisition, integration, and other costs	Disposal related costs	Lease asset impairments and other charges	Adjusted non-GAAP amount
<i>\$ in 000's</i>											
Direct costs	<b>(\$47,208)</b>	\$—	\$—	\$—	\$—	\$—	\$63	\$66	\$—	\$—	<b>(\$47,079)</b>
Sales and marketing	<b>(\$127,680)</b>	—	—	—	—	—	986	982	—	—	<b>(\$125,712)</b>
Research, development, and engineering	<b>(\$15,876)</b>	—	—	—	—	—	790	(65)	—	—	<b>(\$15,151)</b>
General, administrative, and other related costs	<b>(\$46,910)</b>	—	—	—	—	—	7,913	(1,540)	1	20	<b>(\$40,516)</b>
Depreciation and amortization	<b>(\$55,832)</b>	—	—	—	—	28,791	—	—	—	—	<b>(\$27,041)</b>
Interest expense	<b>(\$6,131)</b>	81	—	—	—	—	—	—	—	—	<b>(\$6,050)</b>
Income tax expense <sup>(1)</sup>	<b>(\$8,587)</b>	(20)	—	—	—	(6,923)	64	115	—	7	<b>(\$15,344)</b>
Income from equity method investment, net of tax	<b>\$6,630</b>	—	—	—	(6,630)	—	—	—	—	—	<b>\$—</b>
<b>Total non-GAAP adjustments</b>		<b>\$61</b>	<b>\$—</b>	<b>\$—</b>	<b>(\$6,630)</b>	<b>\$21,868</b>	<b>\$9,816</b>	<b>(\$442)</b>	<b>\$1</b>	<b>\$27</b>	

Q1 2024	GAAP amount	Interest, net	(Gain) loss on sale of business	(Gain) loss on investments, net	(Income) loss from equity method investments, net	Amortization	Share-based compensation	Acquisition, integration, and other costs	Disposal related costs	Lease asset impairments and other charges	Adjusted non-GAAP amount
<i>\$ in 000's</i>											
Direct costs	<b>(\$45,887)</b>	\$—	\$—	\$—	\$—	\$—	\$61	\$170	\$—	\$—	<b>(\$45,656)</b>
Sales and marketing	<b>(\$117,000)</b>	—	—	—	—	—	758	541	—	—	<b>(\$115,701)</b>
Research, development, and engineering	<b>(\$17,774)</b>	—	—	—	—	—	1,090	223	40	—	<b>(\$16,421)</b>
General, administrative, and other related costs	<b>(\$49,510)</b>	—	—	—	—	—	6,963	5,332	456	803	<b>(\$35,956)</b>
Depreciation and amortization	<b>(\$48,453)</b>	—	—	—	—	26,424	—	—	—	—	<b>(\$22,029)</b>
Interest expense	<b>(\$1,769)</b>	(7)	—	—	—	—	—	—	—	—	<b>(\$1,776)</b>
Loss on sale of business	<b>(\$3,780)</b>	—	3,780	—	—	—	—	—	—	—	<b>\$—</b>
Loss on investments, net	<b>(\$10,705)</b>	—	—	10,705	—	—	—	—	—	—	<b>\$—</b>
Income tax expense <sup>(2)</sup>	<b>(\$8,231)</b>	2	—	(1,037)	—	(6,339)	(1,086)	(1,395)	(124)	(160)	<b>(\$18,370)</b>
Loss from equity method investment, net of tax	<b>(\$645)</b>	—	—	—	645	—	—	—	—	—	<b>\$—</b>
<b>Total non-GAAP adjustments</b>		<b>(\$5)</b>	<b>\$3,780</b>	<b>\$9,668</b>	<b>\$645</b>	<b>\$20,085</b>	<b>\$7,786</b>	<b>\$4,871</b>	<b>\$372</b>	<b>\$643</b>	

- Adjusted effective tax rate was approximately 23.9% for the three months ended March 31, 2025. The calculation is based on a ratio where the numerator is the adjusted income tax expense of \$15,344 and the denominator is \$64,284, which equals adjusted net income of \$48,940 plus adjusted income tax expense.
- Adjusted effective tax rate was approximately 23.9% for the three months ended March 31, 2024. The calculation is based on a ratio where the numerator is the adjusted income tax expense of \$18,370 and the denominator is \$76,841, which equals adjusted net income of \$58,472 plus adjusted income tax expense.

# Non-GAAP reconciliation: Free Cash Flow

\$ in 000's

Ziff Davis	Three months ended March 31,	
	2025	2024
<b>Net cash provided by operating activities</b>	\$ 20,613	\$ 75,558
Less: Purchases of property and equipment	(25,619)	(28,129)
<b>Free cash flow</b>	<b>\$ (5,006)</b>	<b>\$ 47,429</b>

# Organic Growth (1)

Year over Year Growth Rates	2023			2024				2025
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
<b>Organic Revenues (1)</b>	(6%)	0%	(2%)	0%	(5%)	(2%)	(5%)	(3%)
<b>Total Revenues</b>	(3%)	0%	(2%)	2%	(2%)	4%	6%	4%

1. The Company includes revenues from an acquired business in organic revenues in the first month in which the Company can compare that full month in the current year against the corresponding full month under its ownership in the prior year. Similarly, the Company excludes revenues from divested assets beginning with the quarter of the disposal of the asset, as well as from the prior year's comparable period(s).

# Key Operating Metrics by Segment - Advertising and Performance Marketing

	2024 Q1	2025 Q1
<b>Technology &amp; Shopping</b>		
Net advertising and performance marketing revenue retention <sup>(1)</sup>	91.0%	90.0%
Customers <sup>(2)</sup>	575	573
Quarterly revenue per customer <sup>(3)</sup>	\$114,621	\$138,701
<b>Gaming &amp; Entertainment</b>		
Net advertising and performance marketing revenue retention <sup>(1)</sup>	89.0%	92.2%
Customers <sup>(2)</sup>	318	311
Quarterly revenue per customer <sup>(3)</sup>	\$71,561	\$78,362
<b>Health &amp; Wellness</b>		
Net advertising and performance marketing revenue retention <sup>(1)</sup>	94.0%	94.9%
Customers <sup>(2)</sup>	794	703
Quarterly revenue per customer <sup>(3)</sup>	\$79,629	\$94,652

1. Net advertising and performance marketing revenue retention equals (i) the trailing twelve months revenues recognized related to prior year customers in the current year period (excluding revenues from acquisitions during the stub period) divided by (ii) the trailing twelve months revenues recognized related to prior year customers in the prior year period (excluding revenues from acquisitions during the stub period). This excludes customers that generated less than \$10,000 of revenues in the measurement period.
2. Excludes customers that generated less than \$2,500 in the quarter.
3. Represents total gross quarterly advertising and performance marketing revenues divided by customers as defined in footnote (2).

# Key Operating Metrics by Segment - Subscription and Licensing

	2024		2025	
	Q1	Q1	Q1	Q1
<b>Gaming &amp; Entertainment</b>				
Customers <sup>(1)(2)</sup>		451,000		531,000
Average quarterly revenue per customer <sup>(2)(3)</sup>		\$30.76		\$25.68
<b>Health &amp; Wellness</b>				
Customers <sup>(1)(2)</sup>		1,564,000		1,820,000
Average quarterly revenue per customer <sup>(2)(3)</sup>		\$7.41		\$7.20
<b>Connectivity</b>				
Customers <sup>(1)(2)</sup>		24,000		25,000
Average quarterly revenue per customer <sup>(2)(3)</sup>		\$1,949		\$2,013
<b>Cybersecurity &amp; Martech</b>				
Customers <sup>(1)(4)</sup>		1,306,000		1,250,000
Average quarterly revenue per customer <sup>(3)</sup>		\$57.79		\$53.85

1. Represents the quarterly average of the end of month customer counts (rounded).
2. The metric includes the sale of perpetual software licenses, when applicable, revenues for which is recorded at a point-in time rather than over-time.
3. Represents quarterly gross subscription and licensing revenues divided by customers as defined in footnote (1).
4. Resellers within Cybersecurity & Martech segment are counted as one customer when there is not visibility into the number of underlying customers served by the reseller.