



Changes to Key Metrics

Q1 2025 Primer



SAFE HARBOR STATEMENT UNDER PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995

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Change of Metric from Transacting Professionals to Active Pros

A key sign of Pro engagement on our platform is Pros making themselves available to be presented to homeowners for particular Service Requests and paying for the corresponding Leads if selected by the homeowner. We've redesigned the metric - Average Monthly Active Pros - to best capture that activity.

The current Transacting Professional metric is focused on whether a Pro has generated revenue during the quarter. Under this definition, there are instances where Pros have not accepted leads or been presented on Service Requests but nonetheless do generate revenue because of an annual membership paid for in prior periods and that we're still amortizing into the current period. This is not a material amount but since it doesn't represent active engagement on the platform, in the new definition, these Pros would be excluded.

The Active Pro metric would include some Pros that were presented on Service Requests in a month but conceivably not selected on any of them. And based on that Pro's product offering, revenue may or may not have been recognized related to that Pro during the period. Nevertheless, the Pro was actively engaged on the platform - they wanted Leads, were eligible to pay for them, and we presented them to homeowners with the objective of having a homeowner select them and the Pro. This too is an edge case demonstrating the differences between the metric.

The purpose behind the change is to not to de-emphasize the revenue aspect of Transacting Professionals but rather to utilize a metric that more closely represents the number of engaged and monetizable Pros on the network in the current period and to eliminate the timing impact of the revenue accounting involved with Transacting Professionals.

In thousands

Angi Inc., Domestic <i>Pro Metrics</i>	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
	2022	2022	2022	2022	2023	2023	2023	2023	2024	2024	2024	2024	2025
Average Monthly Active Pros	199	212	198	177	166	168	168	163	157	157	152	143	134
Transacting Pros	249	264	245	220	206	207	202	196	192	187	178	168	156

Year-over-year Change

Average Monthly Active Pros	(4%)	(5%)	(9%)	(14%)	(17%)	(21%)	(16%)	(8%)	(5%)	(6%)	(9%)	(12%)	(14%)
Transacting Pros	(3%)	(3%)	(9%)	(12%)	(17%)	(22%)	(17%)	(11%)	(7%)	(10%)	(12%)	(14%)	(18%)

Retention and Activity Rates have improved across all cohorts

in thousands	2024	2023	Year-over-Year	in thousands	2023	2022	Year-over-Year
<u>Average Monthly Active Pros by cohort - acquired pros in:</u>							
2024	36			2023		46	
2023	34	46	74%	2022		35	60
Base pros (2022 & prior)	81	120	68%	Base pros (2021 & prior)		85	137
Total	152	166		Total	166	196	
year-over-year	-8%			year-over-year		-16%	
Acquired Pros	141	212		Acquired Pros		212	341
<i>Activity Rate of Acquired Pros</i>	<i>26%</i>			<i>Activity Rate of Acquired Pros</i>		<i>22%</i>	

- Year-over-year retention numbers are calculated as the current period divided by the prior period for each cohort
 - In fiscal year 2024, retention for the cohort of pros acquired in 2023 is 74%, and retention for base pros (acquired in 2022 and prior) is 68%
 - In fiscal year 2023, retention for the cohort of pros acquired in 2022 is 58%, and retention for base pros (acquired in 2021 and prior) is 62%
 - Thus, retention for both cohorts of previously acquired pros improved significantly year over year
- The “Activity Rate of Acquired Pros” is calculated as the Average Monthly Active Pros acquired in the current year / Acquired Pros from that year
 - In fiscal year 2024, this active yield was 26% → 36k / 141k
 - In fiscal year 2023, this active yield was 22% → 46k / 212k
 - Again, a significant improvement year over year

Quarterly volume of service requests and leads by channel Q1 2021 to Q1 2025

Angi Inc. Metrics, Domestic <i>In millions</i>	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Full Year		
	2022	2022	2022	2022	2023	2023	2023	2023	2024	2024	2024	2024	2025	2022	2023	2024
Service Requests																
Proprietary channels	5.9	7.4	6.7	5.0	4.7	5.4	5.0	3.5	3.2	3.8	3.4	2.8	2.8	24.9	18.6	13.3
Network channels	0.9	1.2	1.2	1.1	1.3	1.5	1.0	0.8	0.9	1.1	1.1	0.8	0.6	4.5	4.6	3.9
Total	6.8	8.6	7.9	6.1	6.0	6.9	6.1	4.3	4.1	4.9	4.5	3.6	3.4	29.5	23.3	17.2
Leads																
Proprietary channels	5.5	6.5	5.8	4.5	4.7	5.6	5.4	3.9	3.6	4.3	4.3	3.5	3.6	22.2	19.6	15.7
Network channels	1.3	1.9	2.0	1.6	1.8	2.2	2.0	1.6	1.9	2.4	2.6	1.7	0.8	6.7	7.6	8.7
Total	6.8	8.3	7.8	6.1	6.5	7.8	7.4	5.5	5.5	6.7	6.9	5.3	4.4	28.9	27.1	24.4
Year-over-year Change																
Service Requests																
Proprietary channels	(21%)	(15%)	(16%)	(21%)	(21%)	(27%)	(24%)	(29%)	(30%)	(29%)	(32%)	(21%)	(15%)	(18%)	(25%)	(29%)
Network channels	70%	29%	27%	51%	42%	18%	(18%)	(30%)	(34%)	(25%)	5%	5%	(33%)	40%	2%	(16%)
Total	(14%)	(10%)	(11%)	(13%)	(12%)	(21%)	(23%)	(29%)	(31%)	(28%)	(26%)	(16%)	(19%)	(12%)	(21%)	(26%)
Leads																
Proprietary channels	(21%)	(12%)	(20%)	(24%)	(15%)	(13%)	(7%)	(13%)	(22%)	(23%)	(21%)	(10%)	(1%)	(19%)	(12%)	(20%)
Network channels	98%	60%	56%	54%	35%	19%	(1%)	1%	4%	11%	32%	10%	(57%)	64%	12%	15%
Total	(10%)	(3%)	(9%)	(12%)	(5%)	(6%)	(5%)	(9%)	(15%)	(14%)	(7%)	(4%)	(20%)	(8%)	(6%)	(10%)

The year over year decline in Proprietary Channel Service Requests and Leads narrowed materially in the first quarter of 2025, driven by paid marketing execution and better matching of pro capacity to Service Requests.

Following the full implementation of homeowner choice in January 2025, Network Channel Service Requests and Leads have declined materially.

- Instead of matching Service Requests automatically to available Pros, homeowners from Network Channels must choose the Angi Pros they want to match to, meaning fewer Leads per Service Request.
- This reduces revenue per Network Service Request, resulting in lower marketing bids that further decrease the volume of Network Channel Service Requests.

Metric Definitions

Service Requests - requests for connections with Pros in the period, which include pre-priced offerings and indications of interest expressed on a pro profile.

Leads (formerly known as "Monetized Transactions") – connections between consumers and Pros resulting from a Service Request in the period, including the completion of a job related to a pre-priced offering; a single Service Request can result in multiple Leads.

Proprietary Channels – a source of Service Requests in which consumers go through an Angi proprietary user experience and retail partner experiences.

Network Channels – a source of Service Requests in which consumers are presented with Angi Pros through a 3rd party website experience.

Acquired Pros – new Pros onboarded onto the Angi platform and eligible to receive Leads in the period.

Average Monthly Active Pros – the average number of Pros per month that (i) received Leads, (ii) were presented on a Service Request where they agreed to receive a Lead if selected, (iii) requested to be connected to a consumer on a Service Request, or (iv) accepted an offer to complete a pre-priced Service Request

Transacting Pros (formerly known as Transacting Professionals) – the number of (i) Ads and Leads professionals that paid for consumer matches or advertising and (ii) Services professionals that performed a Services job, during the most recent quarter.