BlackLine Investor Presentation | 4Q'22



Safe Harbor

This presentation contains forward-looking statements. These statements may relate to, but are not limited to, expectations of future operating results or financial performance of BlackLine, Inc. ("BlackLine" or the "Company"), the calculation of certain key financial and operating metrics, capital expenditures, introduction of new solutions or products, expansion into new markets, regulatory compliance, plans for growth and future operations, technological capabilities, and ability to execute our technology and platform initiatives and strategic relationships, including our relationship with SAP, 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. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "could," "expect," "plan," anticipate," "believe," "estimate," "predict," "intend," "potential," "would," "continue," "ongoing" or the negative of these terms or other comparable terminology. 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.

Forward-looking statements are based on information available at the time those statements are made and/or management's good faith beliefs and assumptions as of that time with respect to future events, and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward looking statements. In light of these risks and uncertainties, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially from those anticipated or implied in the forward-looking statements. These risks and uncertainties are described in greater detail under the heading "Risk Factors" in the filings we make with the Securities and Exchange Commission ("SEC") from time to time, which are available on our website at http://investors.blackline.com and on the SEC's website at www.sec.gov. Except as required by law, BlackLine does not undertake any obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments or otherwise.

In addition, statements that "we believe" and similar statements reflect our beliefs and opinions on the relevant subject. These statements are based upon information available to us as of the date of this presentation, and while we believe such information forms a reasonable basis for such statements, such information may be limited or incomplete, and our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all potentially available relevant information. These statements are inherently uncertain and investors are cautioned not to unduly rely upon these statements.

In addition to U.S. GAAP financials, this presentation includes certain non-GAAP financial measures, including non-GAAP gross profit, gross margin, free cash flow, sales and marketing expense, research and development expense, general and administrative expense, loss from operations, operating margin, net income and net income margin. These non-GAAP measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with U.S. GAAP. The non-GAAP financial measures we use may differ from the non-GAAP financial measures used by other companies. A reconciliation of these measures to the most directly comparable GAAP measure is included in the Appendix to this presentation.

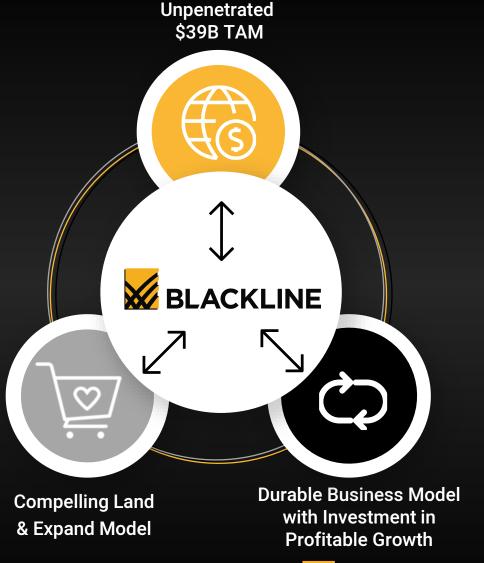


WHO WE ARE

Champions of strategic accounting and finance transformation

OUR VISION

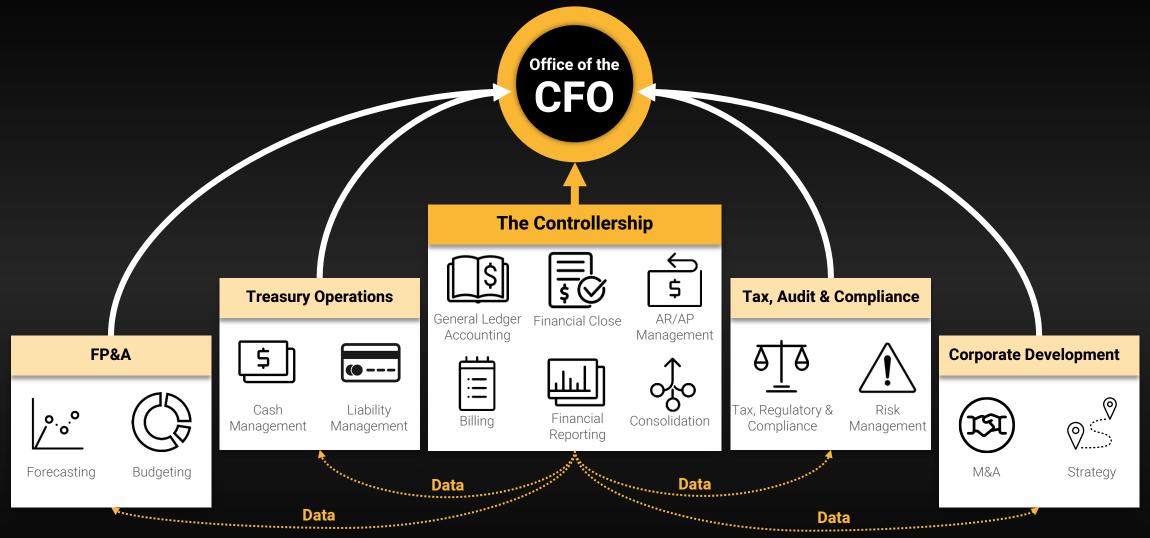
To be the indispensable platform for the office of the CFO



Market Leader with Large &



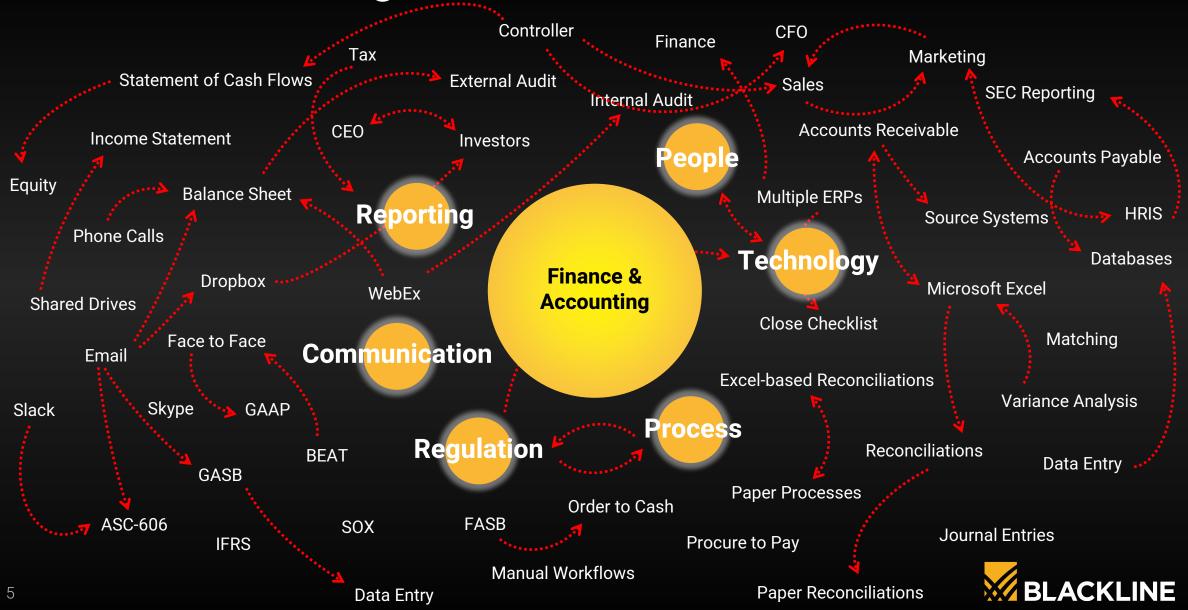
BlackLine's Market: The Office of the CFO



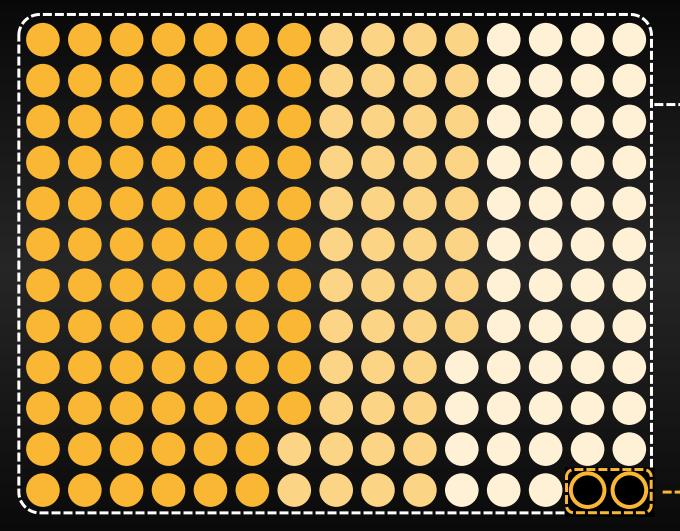
The controllership's **upstream position** makes it prime real estate within the office of the CFO



Manual Accounting Processes Are Not Sustainable



Market Leader with Large & Underpenetrated TAM



\$39B+

\$18.5B Financial Close Market 1

\$10B Accounts Receivable Market ²

\$11B Intercompany Financial Management ³

Comprised of >200,000 Target Customers

\$523M BlackLine LTM Revenue Comprised of 4,100+ Customers 4



¹ Source: Frost and Sullivan. TAM for Core Products.

² Source: Independent third-party analysis. Assumes ~40,000 target customers in the US, UK & EMEA with a maximum ARR spend of \$250K.

³ Source: Independent third-party analysis.

⁴As of December 31, 2022.

Strength Across Geographies, Sectors & Sizes































































Building an Industry Leading Automation Platform

BlackLine is closer than ever before in realizing its plan to become a platform financial operations solution provider



Drive accountability through visibility. Reporting & Dashboards

Build accuracy, control, and consistency into every process. Financial Controls from Order to Cash to the Financial Close & Compliance

Automate the repetitive to enable higher-value work. Intelligent Automation

Unify systems and data for a complete financial story. Secure integrations, ERP connectors & APIs



A Platform for the Future

BlackLine's Financial Operations Management Platform drives modern accounting & optimizes financial operations

Financial Operations Management Platform

BlackLine Accounting Studio

Financial Close

Account Reconciliations Task Management

Journal Entry

Compliance

Variance Analysis

Consolidation Integrity

Account Analysis

Financial Reporting **Analytics**

Accounts Receivable

Cash Application

Credit & Risk

Collections

Disputes & Deductions

Team & Task

AR Intelligence

Intercompany **Financial** Management

Non-Trade

Balance & Resolve

Net & Settle

Smart Close

SAP Smart Close

Core Products

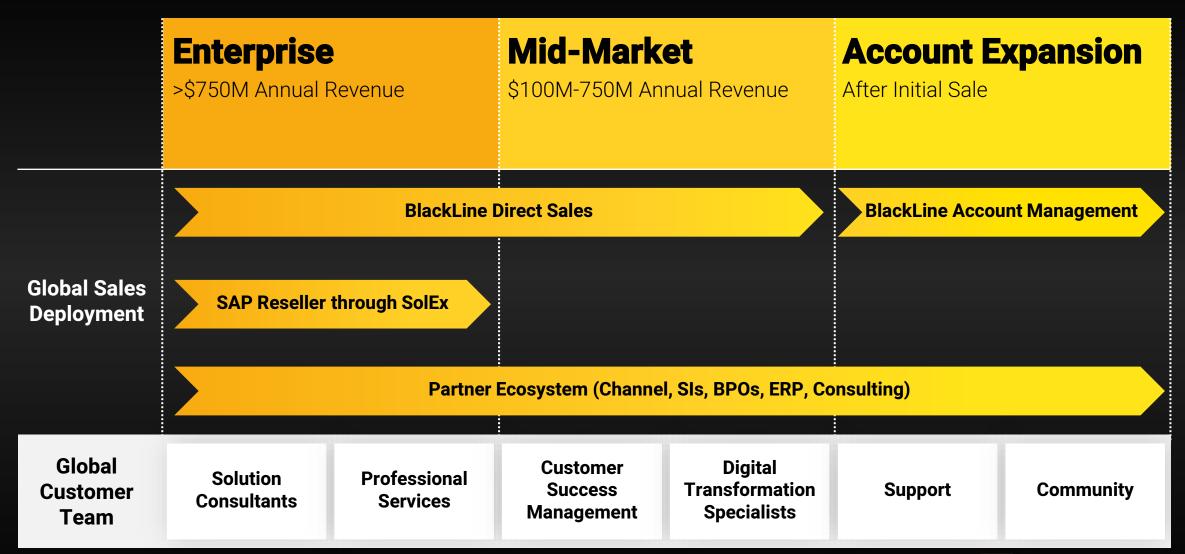
Strategic Products



Transaction

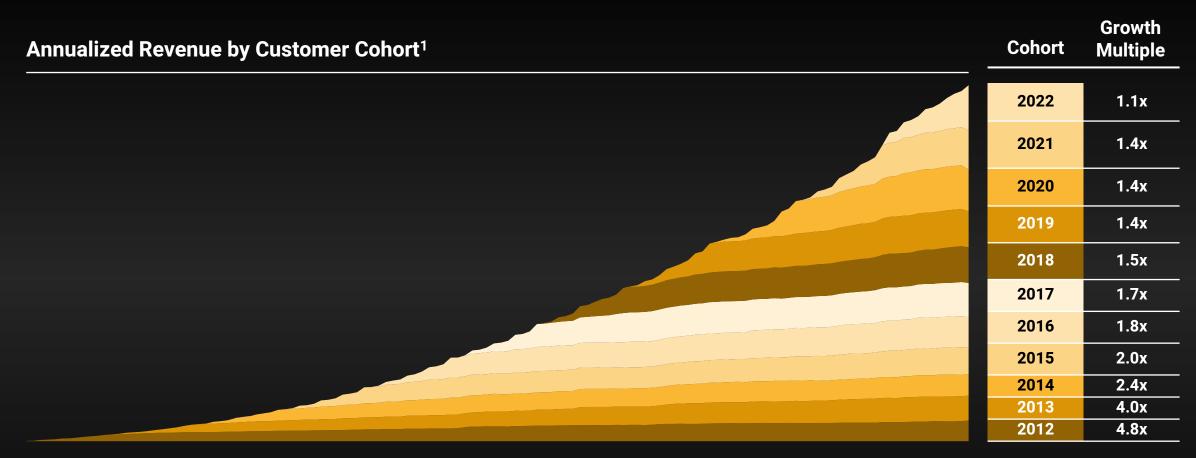
Matching

Our Go-To-Market & Customer Strategy





Demonstrated Ability to Drive Land and Expand Platform



¹Reflects annualized subscription and support revenue for the group of customers that became our customers in each respective cohort year. A "cohort" is a grouping of customers by the year specified. For instance, the 2012 cohort includes all customers whose contract start date is between January 1, 2012, and December 31, 2012. We calculate annualized subscription and support revenue at a particular date as the total amount of minimum subscription and support revenue contractually committed under each of our customer agreements for that month through the remaining term of the agreement, divided by the remaining number of months in the term of the agreement, multiplied by twelve. We calculate initial annualized subscription and support revenue as of the first month of each customer agreement that was entered into within that given cohort year. Accordingly, in contrast to annualized subscription and support revenue, initial annualized subscription and support revenue does not reflect any changes in the payments due under or the duration of customer agreements following the first month of the customer agreement. Our annualized subscription and support revenue as of December 31, 2022, for each of our 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020 and 2021 customer cohorts represented an increase over the initial annualized subscription and support revenue for such customer cohorts, shown as the "Growth Multiple" above.

Expanding Within Our Customers

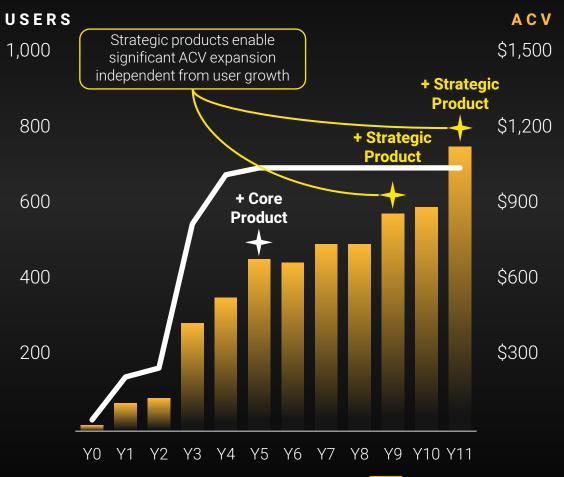
Enterprise Consumer Retail Customer

Current ACV of ~\$350k

USERS ACV Higher ASPs of Strategic Products 250 \$500 enable significant ACV expansion opportunities + Strategic **Product** 200 \$400 \$300 150 + Core **Product** V 100 \$200 + Core **Product** 50 \$100 Y2 Y3 Y4 Y5 Y6

Enterprise Global Industrials Customer

Current ACV of ~\$1.1M





Extending the Competitive Moat Drives Further Growth

Indispensable Platform for the Office of the CFO

- Expanded functionality for the controllership
- SaaS-based platform
- End-to-end accounting automation technology
- Highly scalable and configurable
- ERP agnostic

Strong Partner Ecosystem

- Strategic reseller partnership with SAP Solution Extensions
- Global & regional consulting alliances
- Partner validation, C-Suite access & influence, and partner deployments
- Comprehensive partner enablement program

Customer Engagement & Success

Guide all 4,100+ customers along their path to digital transformation, accelerate platform adoption and expand net revenue retention via:

- Leveraging Blackline expertise and best practices
- Providing one-on-one and one-to-many optimization workshops
- BeyondTheBlack user conference attended by 5,000+ participants





Numerous Levers to Drive Sustained Growth



Product Adjacencies

Expand to relevant adjacencies with product development & strategic M&A



International Expansion

Grow existing footprint and leverage partners for ROW distribution



Partner Ecosystem

Extend and strengthen partner relationships



Customer Expansion

Drive adoption of new solutions, entities, and users among existing customers



New Customers

Lead new customers on their accounting & finance transformations



4Q'22 Financial Highlights



In 130+ countries

21%
Revenue Growth

94% SaaS recurring revenue



19% YoY increase



>\$20M of FCF generated



On our ~367,000 user base



Highly-profitable business model



30% YoY increase



Net Revenue Retention

Compelling value proposition

Note: YoY growth as of December 31, 2022.

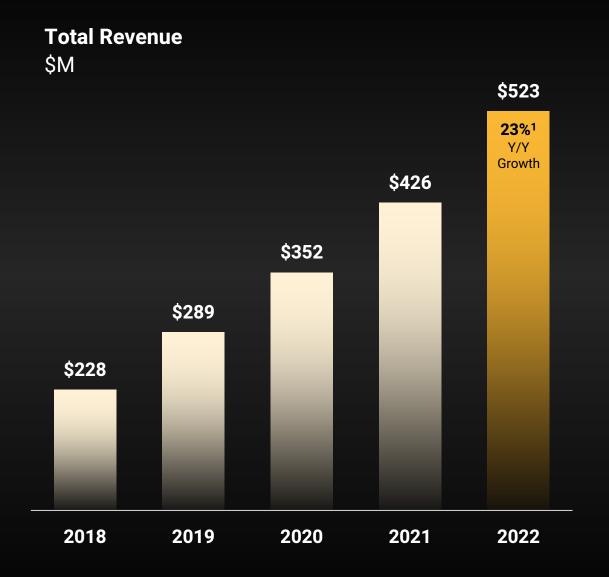


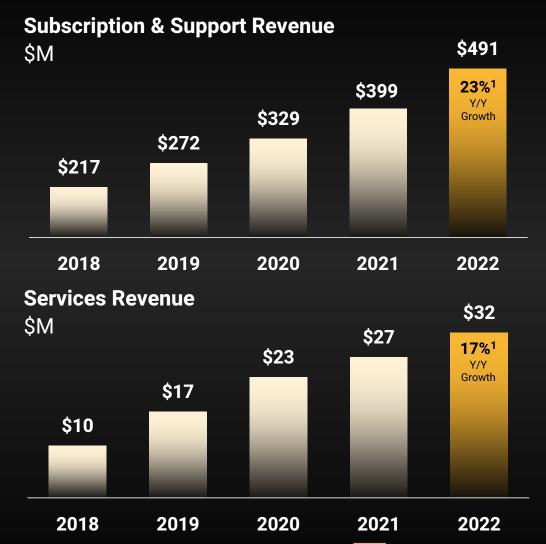
¹ BlackLine defines ARR as: contracted recurring revenue components of term subscriptions and support normalized to a one-year period.

² Represents a Non-GAAP metric. See appendix for GAAP financial measures and reconciliations.

³ Calculated as total ARR divided by total users as of December 31, 2022.

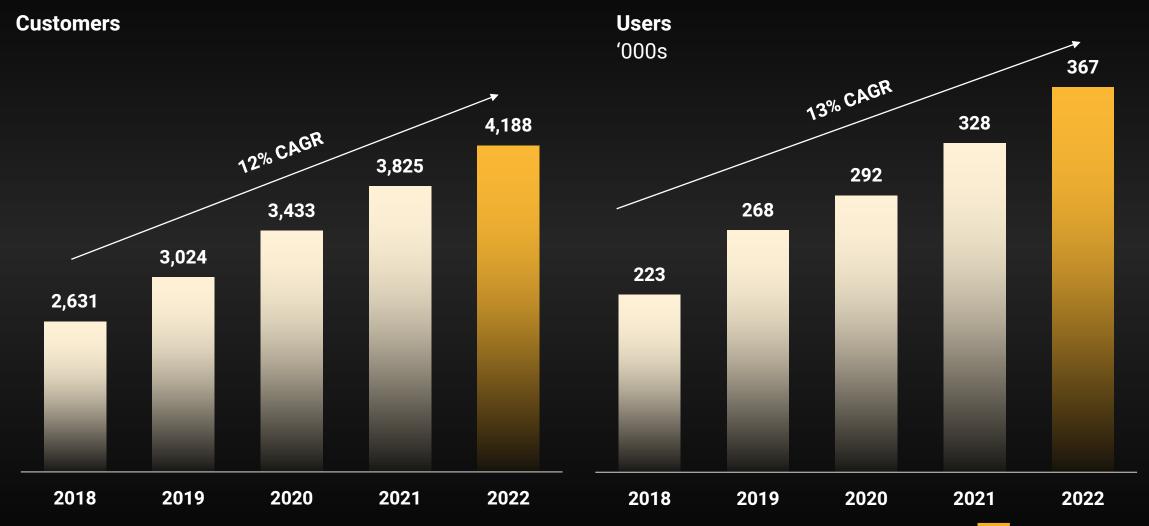
Highly Visible Subscription Growth Model



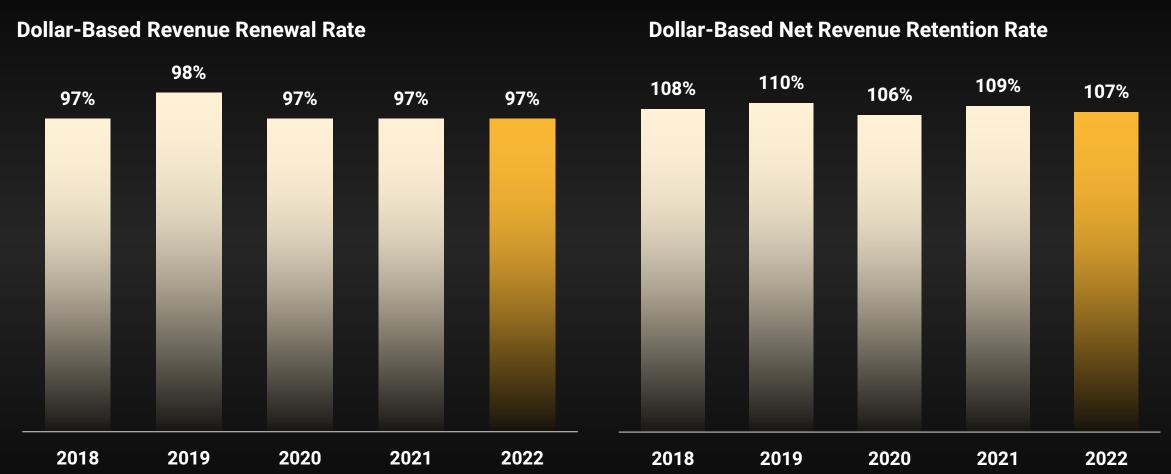




Consistent Customer and User Growth



Strong Renewal Rate Driving Overall Retention Rate

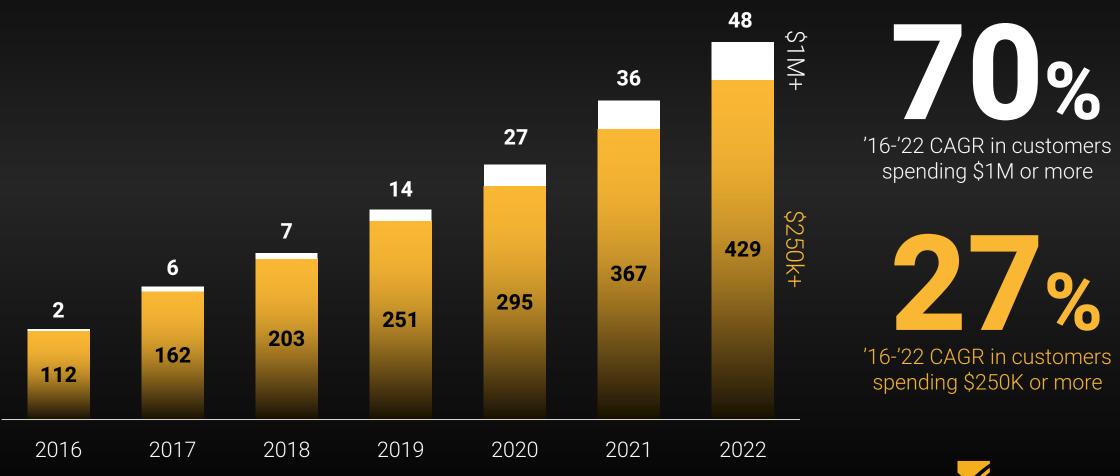


Note: Dollar-based revenue renewal rate for each period is calculated by dividing (a) the total actual annualized subscription and support revenue of customer contracts renewed for a given period by (b) the total annualized subscription and support revenue up for renewal of customer contracts expiring in the same period. Dollar-based net revenue retention rate is calculated as the implied monthly subscription and support revenue at the end of a period for the base set of customers from which the company generated subscription revenue in the year prior to the calculation, divided by the implied monthly subscription and support revenue one year prior to the date of calculation for that same customer base. This calculation does not reflect implied monthly subscription and support revenue for new customers added during the one-year period but does include the effect of customers who terminated during the period.



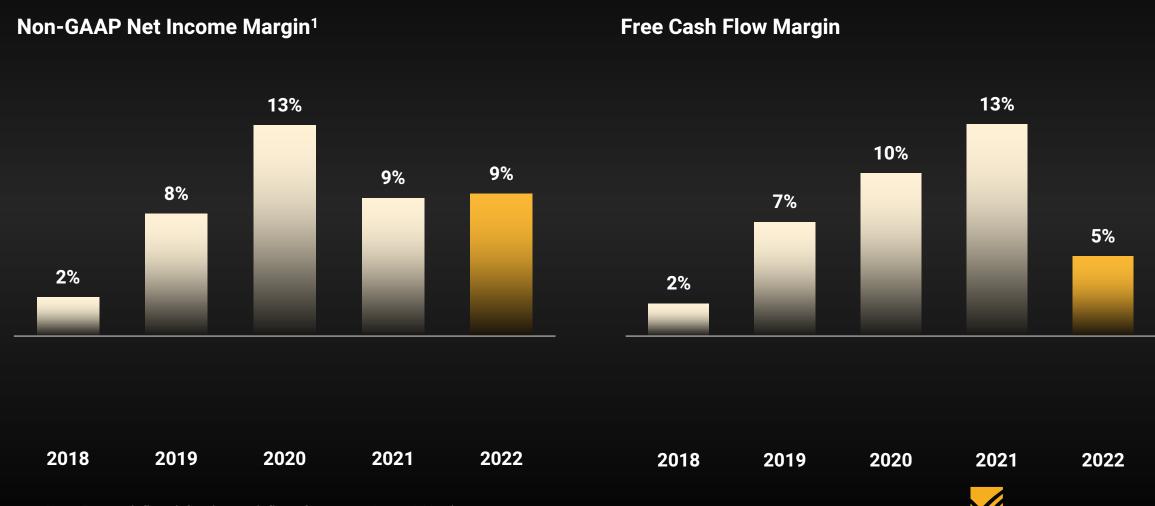
Continuously Growing Our Customer Wallet Share

More than 470 customers with an ARR¹ of \$250k+





Demonstrated Profitability & Cash Flow





Medium-Term Targets & Long-Term Target Model

| Metric | 2019 | 2020 | 2021 | 2022 | MT ¹ Target | LT Model | Primary Drivers |
|---------------------------------|------|------|------|------|------------------------|-----------|---|
| Total Revenue Growth | 27% | 22% | 21% | 23% | 20% - 25% | | Customer expansion, upsell/cross-sell, new logo growth |
| Gross Margin ² | 83% | 83% | 80% | 79% | 80% - 82% | 83%+ | Completion of cloud-transition, scaled expansion |
| S&M (% of revenue) ² | 48% | 42% | 41% | 42% | 38% - 40% | ~38% | Efficiency, shrinking CAC with evolving upsell/cross-sell mix |
| R&D (% of revenue) ² | 13% | 14% | 16% | 17% | 15% - 16% | ~15% | Continue to fund product & innovation roadmap |
| G&A (% of revenue) ² | 16% | 15% | 15% | 15% | 11% - 12% | 7% - 9% | G&A investment inflection point, economies of scale |
| Operating Margin ² | 6% | 12% | 9% | 6% | 15% - 20% | 21% - 23% | Operating efficiencies & scale |
| Free Cash Flow ² | 7% | 10% | 13% | 5% | 16% - 21% | | Operating efficiencies & scale |



¹ Medium-Term ("MT") defined as forward-looking 3 to 5-year horizon established 11/8/22.



² Represents a Non-GAAP metric. See appendix for GAAP financial measures and reconciliations.

Appendix



NON-GAAP RECONCILIATIONS, NON-GAAP GROSS PROFIT AND FREE CASH FLOW (\$ IN 000'S)

| | Q1 2020 | Q2 2020 | Q3 2020 | Q4 2020 | Q1 2021 | Q2 2021 | Q3 2021 | Q4 2021 | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Non-GAAP Revenues | | | | | | | | | | | | | | | | | |
| GAAP Revenues | \$82,598 | \$83,272 | \$90,157 | \$95,710 | \$98,856 | \$102,122 | \$109,402 | \$115,326 | \$120,236 | \$128,477 | \$134,268 | \$139,957 | \$227,788 | \$288,976 | \$351,737 | \$425,706 | \$522,938 |
| Purchase accounting adjustment to revenue | - | - | - | - | - | - | • | - | - | - | - | - | - | • | • | - | - |
| Total Non-GAAP Revenues | \$82,598 | \$83,272 | \$90,157 | \$95,710 | \$98,856 | \$102,122 | \$109,402 | \$115,326 | \$120,236 | \$128,477 | \$134,268 | \$139,957 | \$227,788 | \$288,976 | \$351,737 | \$425,706 | \$522,938 |
| Non-GAAP Gross Profit | | | | | | | | | | | | | | | | | |
| GAAP Gross Profit | \$66,533 | \$66,529 | \$73,175 | \$76,528 | \$76,966 | \$78,550 | \$84,965 | \$87,354 | \$89,563 | \$95,554 | \$101,842 | \$106,594 | \$176,914 | \$230,001 | \$282,765 | \$327,835 | \$393,553 |
| Amortization of acquired developed technology | 175 | 176 | 176 | 665 | 665 | 670 | 675 | 675 | 2,337 | 2,957 | 3,011 | 3,010 | 6,863 | 4,797 | 1,192 | 2,685 | 11,315 |
| Stock-based compensation expense | 1,323 | 1,706 | 1,871 | 1,996 | 1,750 | 2,227 | 2,213 | 2,220 | 1,714 | 2,249 | 2,346 | 2,286 | 3,265 | 4,814 | 6,896 | 8,410 | 8,595 |
| Transaction-related costs | | | | | | | | | 272 | 374 | 352 | 357 | | | | | 1,355 |
| Total Non-GAAP Gross Profit | \$68,031 | \$68,411 | \$75,222 | \$79,189 | \$79,381 | \$81,447 | \$87,853 | \$90,249 | \$93,886 | \$101,134 | \$107,551 | \$112,247 | \$187,042 | \$239,612 | \$290,853 | \$338,930 | \$414,818 |
| Total Non-GAAP Gross Profit Margin | 82.4% | 82.2% | 83.4% | 82.7% | 80.3% | 79.8% | 80.3% | 78.3% | 78.1% | 78.7% | 80.1% | 80.2% | 82.1% | 82.9% | 82.7% | 79.6% | 79.3% |
| Free Cash Flow | | | | | | | | | | | | | | | | | |
| Cash flows from operating activities | \$8,517 | \$9,617 | \$21,789 | \$14,812 | \$28,505 | \$12,388 | \$17,074 | \$22,126 | \$176 | \$5,907 | \$24,176 | \$25,754 | \$16,140 | \$29,724 | \$54,735 | \$80,093 | \$56,013 |
| Capitalized software development costs | (2,289) | (2,705) | (2,844) | (2,740) | (4,021) | (3,542) | (3,677) | (3,296) | (4,657) | (5,109) | (5,186) | (4,256) | (5,675) | (5,060) | (10,578) | (14,536) | (19,208) |
| Purchase of property and equipment | (1,152) | (1,072) | (291) | (3,998) | (1,096) | (626) | (3,475) | (3,532) | (1,528) | (5,775) | (2,439) | (1,232) | (6,284) | (4,632) | (6,513) | (8,729) | (10,974) |
| Financed purchases of property and equipment | (169) | (56) | (169) | (168) | (169) | (252) | (128) | - | - | (84) | - | | | (427) | (562) | (549) | (84) |
| Purchases of intangible assets | - | (2,333) | - | - | - | - | - | - | - | - | - | | | - | (2,333) | - | |
| Free Cash Flow | \$4,907 | \$3,451 | \$18,485 | \$7,906 | \$23,219 | \$7,968 | \$9,794 | \$15,298 | (\$6,009) | (\$5,061) | \$16,551 | \$20,266 | \$4,181 | \$19,605 | \$34,749 | \$56,279 | \$25,747 |
| Free Cash Flow Margin | 5.9% | 4.1% | 20.5% | 8.3% | 23.5% | 7.8% | 9.0% | 13.3% | (5.0%) | (3.9%) | 12.3% | 14.5% | 1.8% | 6.8% | 9.9% | 13.2% | 4.9% |



NON-GAAP RECONCILIATIONS NON-GAAP OPERATING INCOME AND NON-GAAP NET INCOME (\$000'S)

| | Q1 2020 | Q2 2020 | Q3 2020 | Q4 2020 | Q1 2021 | Q2 2021 | Q3 2021 | Q4 2021 | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | 2018 | 2019 | 2020 | 2021 | 2022 |
|--|----------------------------------|---------------------------|--|---|---|------------------------------------|--|---|---|--|---|--|--|---|--|--|--|
| Non-GAAP Income (Loss) from Operations | | | | | | | | | | | | | | | | | |
| GAAP Income (Loss) from Operations | (\$7,337) | (\$3,326) | (\$2,036) | (\$7,192) | (\$18,705) | (\$9,672) | \$5,951 | (\$16,188) | (\$25,364) | (\$12,693) | (\$21,419) | \$3,278 | (\$29,836) | (\$27,899) | (\$19,891) | (\$38,614) | (\$56,198) |
| Amortization of intangible assets | 1,543 | 1,622 | 1,622 | 2,892 | 2,893 | 2,907 | 2,630 | 2,049 | 4,162 | 5,206 | 5,182 | 5,181 | 13,023 | 10,265 | 7,679 | 10,479 | 19,731 |
| Stock-based compensation expense | 9,456 | 12,616 | 13,326 | 14,292 | 14,794 | 17,065 | 16,930 | 17,081 | 15,902 | 20,609 | 20,899 | 18,474 | 20,895 | 34,052 | 49,690 | 65,870 | 75,884 |
| Change in fair value of contingent consideration | 145 | (221) | (72) | 176 | 7,702 | (782) | (10,346) | 668 | (1,816) | (14,042) | 1,745 | (21,017) | 450 | 46 | 28 | (2,758) | (35,130) |
| Legal settlement costs (gains) | - | - | - | - | - | - | - | - | 690 | - | 1,019 | - | - | (380) | - | - | 1,709 |
| Transaction-related costs | - | - | 1,790 | 2,946 | - | - | - | 1,586 | 7,033 | 3,676 | 3,272 | 2,850 | - | - | 4,736 | 1,586 | 16,831 |
| Shelf offering costs | - | - | - | - | - | - | - | - | - | - | - | - | 401 | 212 | - | - | - |
| Impairment of capitalized software implementation costs | - | - | - | - | - | - | - | - | - | - | - | 5,330 | - | - | - | - | 5,330 |
| Restructuring costs | - | | - | - | - | - | - | - | - | - | • | 3,841 | - | - | | - | 3,841 |
| Total Non-GAAP Income From Operations | \$3,807 | \$10,691 | \$14,630 | \$13,114 | \$6,684 | \$9,518 | \$15,165 | \$5,196 | \$607 | \$2,756 | \$10,698 | \$17,937 | \$4,933 | \$16,296 | \$42,242 | \$36,563 | \$31,998 |
| Total Non-GAAP Income From Operations Margin | 4.6% | 12.8% | 16.2% | 13.7% | 6.8% | 9.3% | 13.9% | 4.5% | 0.5% | 2.1% | 8.0% | 12.8% | 2.2% | 5.6% | 12.0% | 8.6% | 6.1% |
| Non-GAAP Net Income (Loss) attributable to BlackLine | | | | | | | | | | | | | | | | | |
| Net income (loss) attributable to BlackLine ¹ | (\$12,843) | (\$8,332) | (\$8,751) | (\$16,985) | (\$38,964) | (\$25,446) | (\$13,741) | (\$37,010) | (\$10,011) | (\$10,665) | (\$20,019) | \$11,304 | (\$28,714) | (\$32,535) | (\$46,911) | (\$115,161) | (\$29,391) |
| Provision for (benefit from) income taxes related to acquisitions | (16) | (72) | 35 | (616) | 81 | 146 | (636) | (552) | (13,136) | 145 | 299 | (942) | (540) | 90 | (669) | (961) | (13,634) |
| Shelf offering costs | - | - | - | - | - | | - | - | | - | | - | 401 | 212 | - | - | - |
| Stock-based compensation expense | 9,456 | 12,616 | 13,326 | 14,292 | 14,787 | 17,031 | 16,877 | 17,028 | 15,840 | 20,517 | 20,802 | 18,417 | 20,895 | 34,052 | 49,690 | 65,723 | 75,576 |
| Amortization of debt discount and issuance costs | 5,532 | 5,584 | 5,758 | 5,815 | 7.651 | 15,590 | 16.031 | 16,266 | 4.055 | 1,373 | 4 200 | | | | | | |
| Amortization of acquired intangible assets | _ | | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | .0,000 | 10,001 | 10,200 | 1,357 | 1,373 | 1,389 | 1,392 | - | 8,410 | 22,689 | 55,538 | 5,511 |
| | 1,543 | 1,622 | 1,622 | 2,892 | 2,893 | 2,907 | 2,630 | 2,049 | 4,162 | 5,206 | 5,182 | 1,392 5,181 | 13,023 | 8,410 10,265 | 22,689 7,679 | 55,538 10,479 | 5,511 19,731 |
| Change in fair value of contingent consideration | 1,543 145 | 1,622 (221) | 1,622 (72) | 2,892 176 | | | | | | | | | | | | | |
| | <u> </u> | | , - <u> </u> | | 2,893 | 2,907 | 2,630 | 2,049 | 4,162 | 5,206 | 5,182 | 5,181 | 13,023 | 10,265 | 7,679 | 10,479 | 19,731 |
| Change in fair value of contingent consideration | 145 | (221) | (72) | 176 | 2,893 7,702 | 2,907 (782) | 2,630 (10,346) | 2,049 668 | 4,162 (1,816) | 5,206 (14,042) | 5,182 1,745 | 5,181 (21,017) | 13,023 450 | 10,265 46 | 7,679 28 | 10,479 (2,758) | 19,731 (35,130) |
| Change in fair value of contingent consideration Transaction-related costs | 145 | (221) | (72) | 176 2,946 | 2,893 7,702 - | 2,907 (782) | 2,630 (10,346) - | 2,049 668 1,586 | 4,162 (1,816) 7,033 | 5,206 (14,042) 3,676 | 5,182 1,745 3,272 | 5,181 (21,017) 2,850 | 13,023 450 - | 10,265 46 - | 7,679 28 4,736 | 10,479 (2,758) 1,586 | 19,731 (35,130) 16,831 |
| Change in fair value of contingent consideration Transaction-related costs Legal settlement costs (gains) | 145 - - | (221) | (72) 1,790 - | 176 2,946 - | 2,893 7,702 - - | 2,907 (782) - - | 2,630 (10,346) - - | 2,049 668 1,586 | 4,162 (1,816) 7,033 690 | 5,206 (14,042) 3,676 | 5,182 1,745 3,272 1,019 | 5,181 (21,017) 2,850 | 13,023 450 - | 10,265 46 - (380) | 7,679 28 4,736 | 10,479 (2,758) 1,586 | 19,731 (35,130) 16,831 1,709 |
| Change in fair value of contingent consideration Transaction-related costs Legal settlement costs (gains) Impairment of capitalized software implementation costs | 145 - - | (221) - - - | (72) 1,790 - - | 176 2,946 - | 2,893 7,702 - - - | 2,907 (782) - - - | 2,630 (10,346) - - | 2,049 668 1,586 - | 4,162 (1,816) 7,033 690 | 5,206 (14,042) 3,676 - | 5,182 1,745 3,272 1,019 | 5,181 (21,017) 2,850 - 5,330 | 13,023 450 - - | 10,265 46 - (380) | 7,679 28 4,736 - | 10,479 (2,758) 1,586 - - | 19,731 (35,130) 16,831 1,709 5,330 |
| Change in fair value of contingent consideration Transaction-related costs Legal settlement costs (gains) Impairment of capitalized software implementation costs Restructuring costs | 145 - - - - | (221) - - - - | (72) 1,790 - - - | 176 2,946 - - - | 2,893 7,702 - - - - | 2,907 (782) - - - - | 2,630 (10,346) - - - - | 2,049 668 1,586 - - | 4,162 (1,816) 7,033 690 - | 5,206 (14,042) 3,676 - - | 5,182 1,745 3,272 1,019 - | 5,181 (21,017) 2,850 - 5,330 3,841 | 13,023 450 - - - - | 10,265 46 - (380) - | 7,679 28 4,736 - - | 10,479 (2,758) 1,586 - - - | 19,731 (35,130) 16,831 1,709 5,330 3,841 |
| Change in fair value of contingent consideration Transaction-related costs Legal settlement costs (gains) Impairment of capitalized software implementation costs Restructuring costs Adjustment to redeemable non-controlling interest | 145 - - - - 2,201 | (221) 719 | (72) 1,790 - - - - 1,319 | 176 2,946 - - - - 4,619 | 2,893 7,702 - - - - - - 5,937 | 2,907 (782) - - - - | 2,630 (10,346) - - - - - - 4,275 | 2,049 668 1,586 - - - 4,711 | 4,162 (1,816) 7,033 690 - - (3,417) | 5,206 (14,042) 3,676 - - - (1,185) | 5,182 1,745 3,272 1,019 - - 1,375 | 5,181 (21,017) 2,850 - 5,330 3,841 (904) | 13,023 450 - - - - - | 10,265 46 - (380) - - 1,833 | 7,679 28 4,736 - - - 8,858 | 10,479 (2,758) 1,586 - - - - 15,077 | 19,731 (35,130) 16,831 1,709 5,330 3,841 (4,131) |



NON-GAAP RECONCILIATIONS NON-GAAP S&M, NON-GAAP R&D, NON-GAAP G&A (\$000'S)

| | Q1 2020 | Q2 2020 | Q3 2020 | Q4 2020 | Q1 2021 | Q2 2021 | Q3 2021 | Q4 2021 | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|
| GAAP Sales and Marketing Expense | \$44,785 | \$41,826 | \$42,588 | \$45,382 | \$48,429 | \$49,182 | \$48,799 | \$56,210 | \$60,027 | \$66,000 | \$64,540 | \$66,295 | \$128,808 | \$158,837 | \$174,581 | \$202,620 | \$256,862 |
| Amortization of intangible assets | (969) | (968) | (968) | (1,750) | (1,750) | (1,759) | (1,477) | (897) | (1,347) | (1,771) | (1,694) | (1,693) | (3,887) | (3,872) | (4,655) | (5,883) | (6,505) |
| Stock-based compensation expense | (4,393) | (5,577) | (5,675) | (5,901) | (5,251) | (5,861) | (5,760) | (5,884) | (5,924) | (7,438) | (7,257) | (5,691) | (8,674) | (15,389) | (21,546) | (22,756) | (26,310) |
| Transaction-related costs | - | - | - | - | - | - | - | - | (620) | (825) | (714) | (240) | - | - | - | - | (2,399) |
| Impairment of capitalized software implementation costs | - | - | - | - | - | - | - | - | - | - | - | (3,361) | - | - | - | - | (3,361) |
| Non-GAAP Sales and Marketing Expense | \$39,423 | \$35,281 | \$35,945 | \$37,731 | \$41,428 | \$41,562 | \$41,562 | \$49,429 | \$52,136 | \$55,966 | \$54,875 | \$55,310 | \$116,247 | \$139,576 | \$148,380 | \$173,981 | \$218,287 |
| Percent of Total Revenue | 47.7% | 42.4% | 39.9% | 39.4% | 41.9% | 40.7% | 38.0% | 42.9% | 43.4% | 43.6% | 40.9% | 39.5% | 51.0% | 48.3% | 42.2% | 40.9% | 41.7% |
| GAAP Research and Development Expense | \$11,747 | \$11,847 | \$14,829 | \$18,041 | \$18,973 | \$18,795 | \$18,843 | \$20,711 | \$25,248 | \$27,902 | \$27,721 | \$28,022 | \$30,754 | \$43,006 | \$56,464 | \$77,322 | \$108,893 |
| Stock-based compensation expense | (1,229) | (1,735) | (1,954) | (2,480) | (2,611) | (2,865) | (2,788) | (2,846) | (2,897) | (3,810) | (3,847) | (3,828) | (2,570) | (4,729) | (7,398) | (11,110) | (14,382) |
| Transaction-related costs | - | - | - | - | - | - | - | - | (1,542) | (2,119) | (2,057) | (2,079) | - | - | - | - | (7,797) |
| Non-GAAP Research and Development Expense | \$10,518 | \$10,112 | \$12,875 | \$15,561 | \$16,362 | \$15,930 | \$16,055 | \$17,865 | \$20,809 | \$21,973 | \$21,817 | \$22,115 | \$28,184 | \$38,277 | \$49,066 | \$66,212 | \$86,714 |
| Percent of Total Revenue | 12.7% | 12.1% | 14.3% | 16.3% | 16.6% | 15.6% | 14.7% | 15.5% | 17.3% | 17.1% | 16.2% | 15.8% | 12.4% | 13.2% | 13.9% | 15.6% | 16.6% |
| GAAP General and Administrative Expense | \$17,338 | \$16,182 | \$17,794 | \$20,297 | \$28,269 | \$20,245 | \$11,372 | \$26,621 | \$29,652 | \$14,345 | \$31,000 | \$5,158 | \$47,188 | \$56,057 | \$71,611 | \$86,507 | \$80,155 |
| Amortization of intangible assets | (399) | (478) | (478) | (477) | (478) | (478) | (478) | (477) | (478) | (478) | (477) | (478) | (2,273) | (1,596) | (1,832) | (1,911) | (1,911) |
| Stock-based compensation expense | (2,511) | (3,598) | (3,826) | (3,915) | (5,182) | (6,112) | (6,169) | (6,131) | (5,367) | (7,112) | (7,449) | (6,669) | (6,386) | (9,120) | (13,850) | (23,594) | (26,597) |
| Change in fair value of contingent consideration | (145) | 221 | 72 | (176) | (7,702) | 782 | 10,346 | (668) | 1,816 | 14,042 | (1,745) | 21,017 | (450) | (46) | (28) | 2,758 | 35,130 |
| Legal settlement costs (gains) | - | - | - | - | - | - | - | - | (690) | - | (1,019) | - | - | 380 | - | - | (1,709) |
| Transaction-related costs | - | - | (1,790) | (2,946) | - | - | - | (1,586) | (4,599) | (358) | (149) | (174) | - | - | (4,736) | (1,586) | (5,280) |
| Shelf offering costs | - | - | | • | • | • | - | - | - | - | • | - | (401) | (212) | - | • | - |
| Impairment of capitalized software implementation costs | - | - | - | - | - | • | - | - | - | - | - | (1,969) | - | - | - | - | (1,969) |
| Non-GAAP General and Administrative Expense | \$14,283 | \$12,327 | \$11,772 | \$12,783 | \$14,907 | \$14,437 | \$15,071 | \$17,759 | \$20,334 | \$20,439 | \$20,161 | \$16,885 | \$37,678 | \$45,463 | \$51,165 | \$62,174 | \$77,819 |
| Percent of Total Revenue | 17.3% | 14.8% | 13.1% | 13.4% | 15.1% | 14.1% | 13.8% | 15.4% | 16.9% | 15.9% | 15.0% | 12.1% | 16.5% | 15.7% | 14.5% | 14.6% | 14.9% |

