

# Investor Presentation

Second Quarter 2025

August 5<sup>th</sup>, 2025



# 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, 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. These risks and uncertainties include, but are not limited to risks related to the Company’s ability to attract new customers and expand sales to existing customers; the extent to which customers renew their subscription agreements or increase the number of users; the impact of current and future economic uncertainty and other unfavorable conditions in the Company’s industry or the global economy; and other risks and uncertainties described in other filings we make with the Securities and Exchange Commission (the “SEC”) from time to time, including the risks described under the heading “Risk Factors” in our Annual Report on Form 10-K and our subsequent Quarterly Reports on Form 10-Q, which are available on our website at <http://investors.blackline.com> and on the SEC’s website at [www.sec.gov](http://www.sec.gov). 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. 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, income (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.

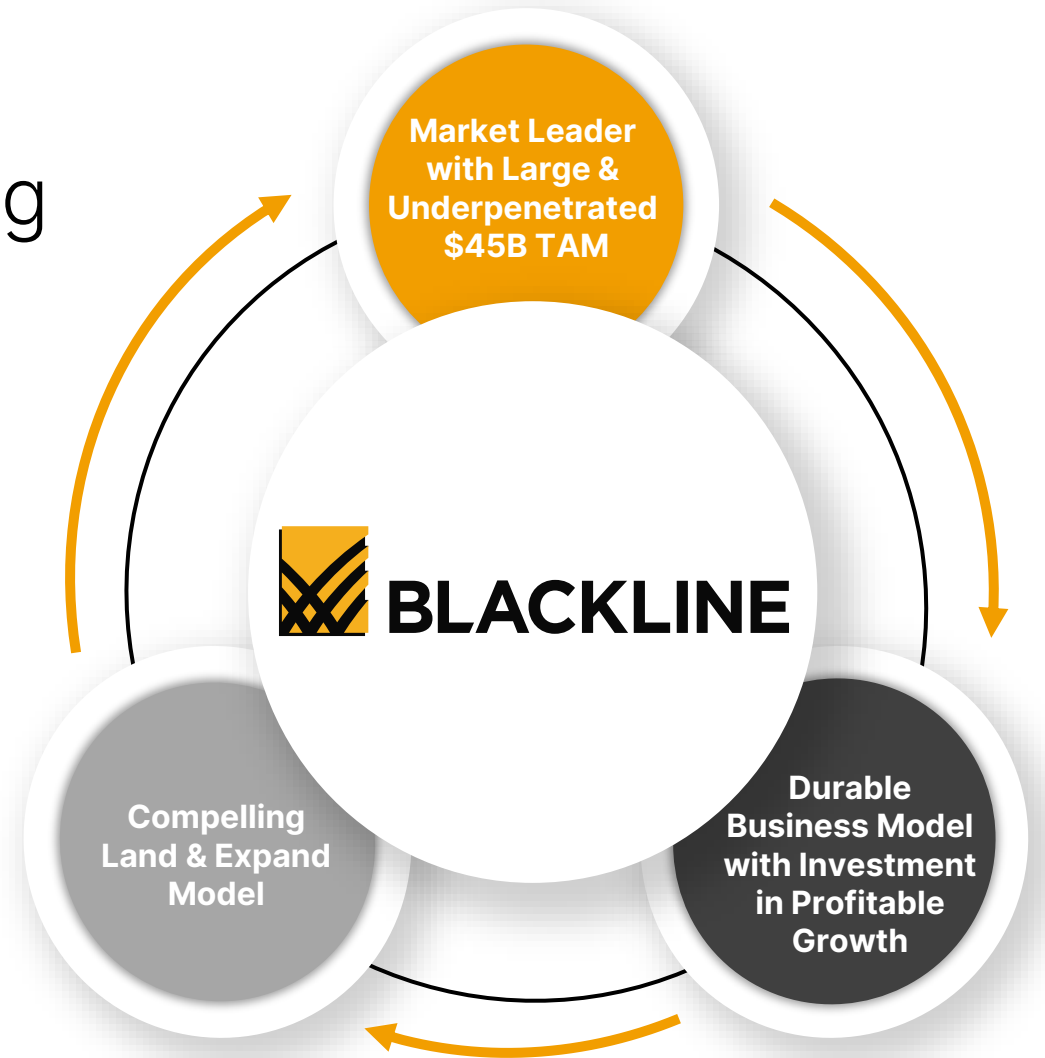


## WHO WE ARE

Champions of strategic accounting and finance transformation

## OUR WINNING ASPIRATION

To inspire, power, and guide digital finance transformation



# BlackLine

## At a Glance

**\$45B**

Total Market Opportunity

**\$677M** 9% YoY Growth

Q2'25 Annual Recurring Revenue

**22%**

Q2'25 Non-GAAP Operating Margin

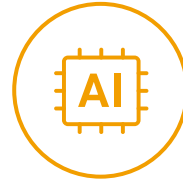
**\$144M** 21% Margin

LTM Free Cash Flow



### **Indispensable Platform for the CFO**

End-to-End Record-to-Report and Invoice-to-Cash Automation



### **AI-Powered Innovation**

BlackLine's data unification and analytics capabilities make it an ideal platform for building a trusted AI foundation



### **4,400+ Global Customers**

Over 389,000 global BlackLine users in 100+ countries



### **Trusted by 60%+ of the Fortune 500**

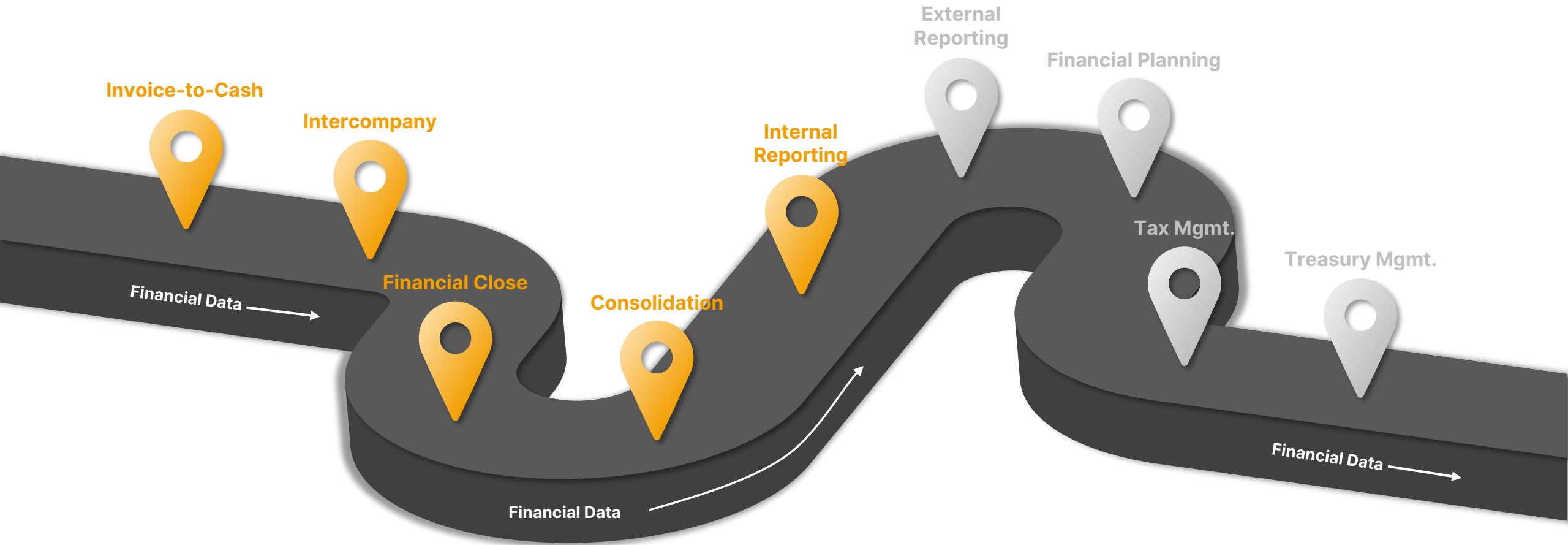
Powering the digital finance transformation behind over \$47T in global market capitalization



### **Strong Global Partner Ecosystem**

Strategic SAP reseller partnership supported by global consulting alliances, C-suite influence and robust enablement

# The Office of the CFO



By being positioned upstream within the Office of the CFO, BlackLine is uniquely able to ensure comprehensive **control**, enhanced **visibility**, and seamless data **integrity**—offering the most **integrated** and **interconnected** financial processes.



# Market Leader with Large & Underpenetrated TAM

BlackLine's core finance and accounting process area – Record-to-Report and Invoice-to-Cash – constitute a large, underpenetrated, and strategic addressable market.

## Record-to-Report

**\$34B**

Financial Close  
Intercompany  
Consolidation

## Invoice-to-Cash

**\$11B**

Invoice-to-Cash

**\$45B**

**Total Addressable Market**

Comprised of over 160,000 companies across BlackLine's target markets in North America, Europe, and Asia-Pacific

Source: Dun & Bradstreet, Company estimates.

Note: Record-to-report TAM excludes financial reporting and Public Sector.



# The Future-Ready Platform for the Office of the CFO

AI-powered solutions enable future-ready financial operations that are accurate, efficient, and intelligent.

## Business Processes

Record-to-Report

Invoice-to-Cash

Audit & Compliance

Hire-to-Retire

Acquire-to-Retire

& more...



### Record-to-Report

Intercompany

Financial Close & Consolidation

Invoice-to-Cash

AI-Enabled

Create

Account Analysis/Reconciliations

Journal Entry

eInvoicing & Payments

Balance & Resolve

Transaction Matching

Journals Risk Analyser

Cash Application

Net & Settle

Reporting & Analysis

Task Management

AR Management

Integrate

Orchestrate

Visualize

Blueprint

Control



## Data Sources

Excel, Databases & Other Files



Banking & Financial Systems



ERP Systems Landscape



# Bringing **Autonomous Finance** to Customers

BlackLine's AI strategy combines AI and automation to unlock unprecedented value for finance and accounting teams, delivering accurate, efficient, and intelligent financial operations.

## Agentic AI Experiences



### Insight Agents

Transform raw financial data into strategic, actionable insights



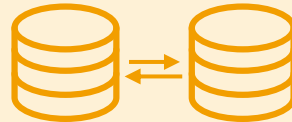
### Summarization Agents

Convert lengthy texts into clear, concise summaries



### Conversational Querying Agents

Accessible generation of instantaneous insights



### Matching Agents

Optimize financial and operational reconciliations

## Machine Learning Experiences



### Predictive Guidance

Gain real-time insights to enhance strategy and decision-making



### Risk Detection

Ensures compliance with company policies

# Numerous Levers to Drive Sustained Growth

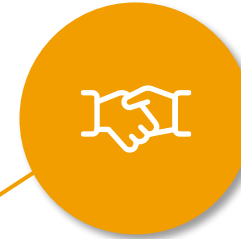
## New Customers

Lead new customers on their accounting and finance transformations



## Partner Ecosystem

Deepen and extend partner relationships



## Platform & Packaging

Simplified and standardized packaging with unlimited users that scales



## New Markets

Entering the Public Sector space and expand international presence



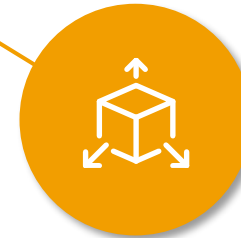
## Customer Expansion

Standardized price structure across product pillars simplifies cross-sell motion and drive sales of strategic solutions



## Functional Adjacencies

Expand to relevant adjacencies through leading innovation and strategic M&A



**Sustainable,  
Profitable Growth**

# Ideal Candidates for Digital Finance Transformation

We have carefully defined our target markets and are targeting complex global enterprises and expanding our reach beyond smaller mid-market segments. We see robust new logo and expansion opportunities across our global enterprise and mid-market segments.



## Mid-Market

~50% of Customers; ~25% of ARR

Faster Sales Cycle

Opportunity to Grow with the Customer

Rapid, Simpler Implementations

Significant Global Mid-Market Opportunity



## Enterprise

~50% of Customers; ~75% of ARR

Larger Software Budgets

Longer Contract Lengths

Strong Retention Trends

Greater Capacity for Expansion



## Public Sector

<1% of Customers & ARR

Large, Sticky Install Base

Excellent BlackLine Positioning with Commercial Counterparts

Best-in-Class Partner Relationships

TARGET CUSTOMER REVENUE

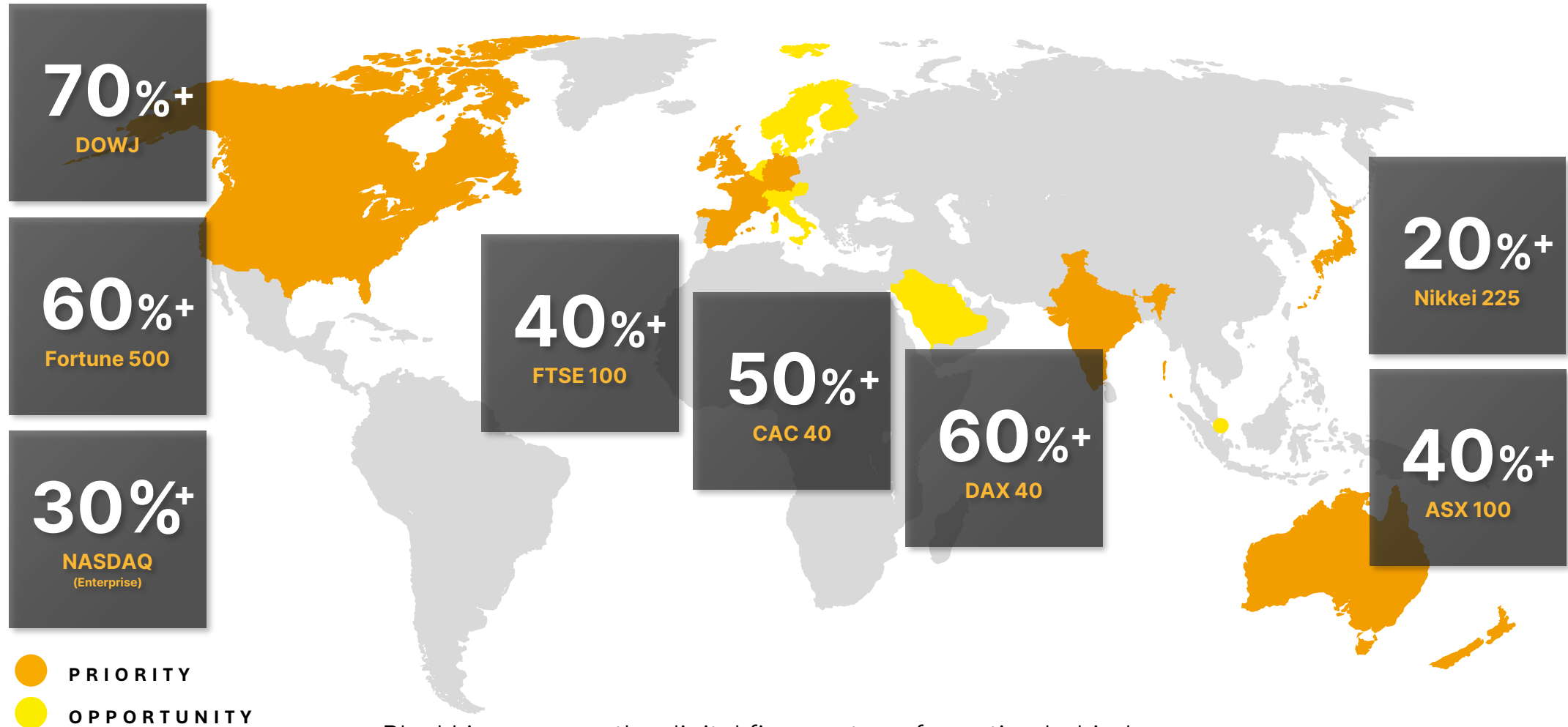
> \$100M

\$750M

\$500B+

# Transforming the World's Largest Companies

We are focused on deepening and expanding our relationships with the world's largest and most complex organizations.



BlackLine powers the digital finance transformation behind over  
**\$47T in global market capitalization**



# Serving Market Leaders Across Diverse Industries



|   |   |  |   |   |
|---|---|--|---|---|
| <p><b>8</b><br/>of the Top 10</p> <p><b>MANUFACTURING</b></p> <p>DOW<br/>Gardner Denver<br/>OSHKOSH</p> | <p><b>5</b><br/>of the Top 10</p> <p><b>RETAIL</b></p> <p>Domino's<br/>ebay<br/>THE VITAMIN SHOPPE</p>                        | <p><b>8</b><br/>of the Top 10</p> <p><b>ENERGY</b></p> <p>British Gas<br/>ENERGY TRANSFER<br/>Marathon Petroleum Corporation</p> | <p><b>1</b><br/>of the Top 10</p> <p><b>FINANCIAL SERVICES</b></p> <p>Aflac<br/>mastercard<br/>LSEG</p> | <p><b>7</b><br/>of the Top 10</p> <p><b>HEALTHCARE &amp; LIFE SCIENCES</b></p> <p>Ascension<br/>FRESENIUS MEDICAL CARE<br/>Thermo Fisher SCIENTIFIC</p> |
| <p><b>4</b><br/>of the Top 10</p> <p><b>TECHNOLOGY</b></p> <p>PHILIPS<br/>salesforce<br/>zendesk</p>    | <p><b>5</b><br/>of the Top 10</p> <p><b>WHOLESALE</b></p> <p>Coca-Cola<br/>LAND LAKES INC.<br/>PFG Performance Food Group</p> | <p><b>8</b><br/>of the Top 10</p> <p><b>MEDIA &amp; ENT.</b></p> <p>CINEMARK™<br/>Discovery<br/>SiriusXM</p>                     | <p><b>6</b><br/>of the Top 10</p> <p><b>SERVICES</b></p> <p>accenture<br/>aramark<br/>VEOLIA</p>        | <p><b>NEW: PUBLIC SECTOR</b></p> <p>Extending our industry approach to a new large market</p>   |

**EXAMPLE: HEALTHCARE & LIFE SCIENCES**

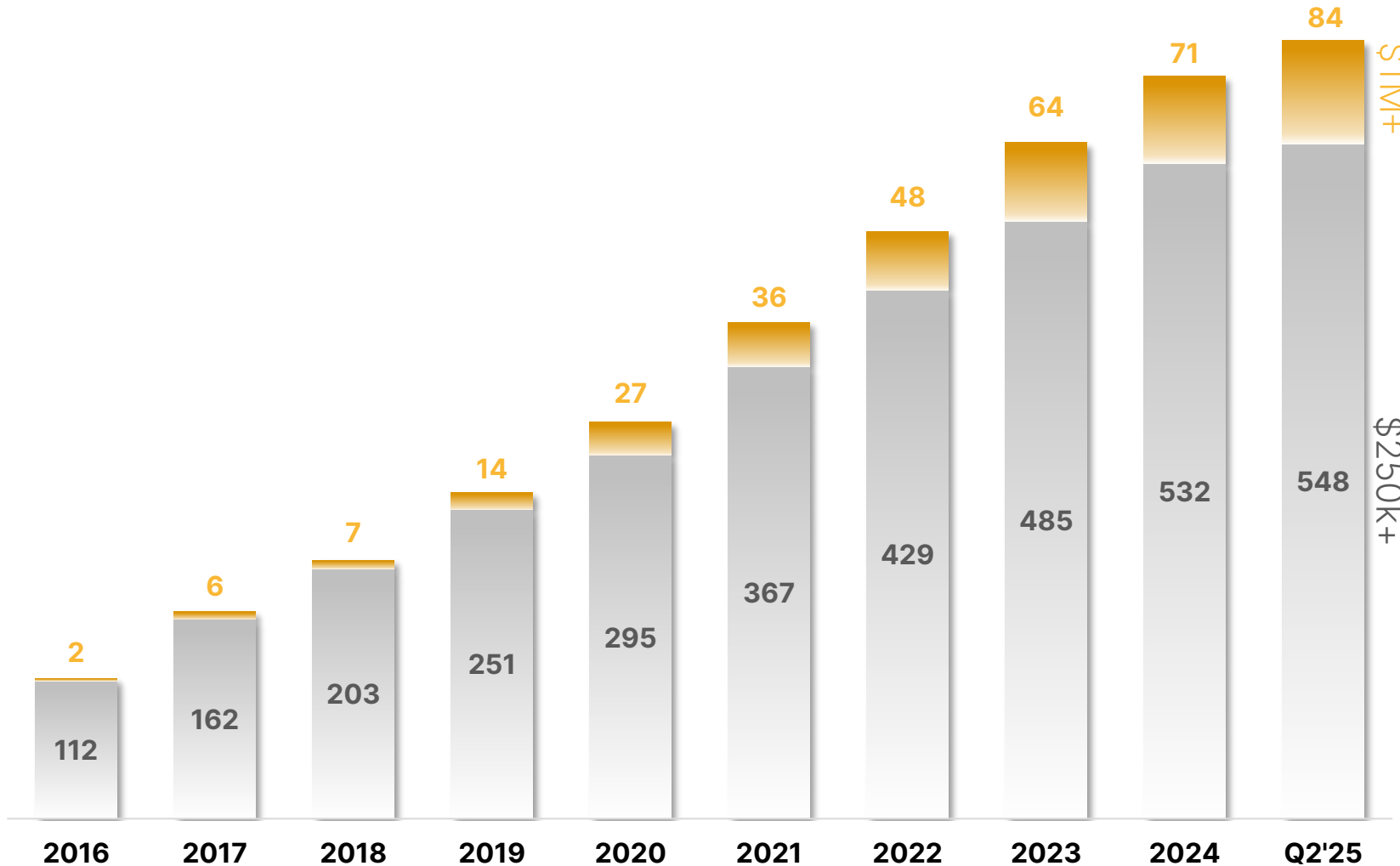
|  |   |
|--|---|
| <p><b>PHARMA &amp; BIOTECH</b></p> <p>Anylam<br/>charles river<br/>EXACT SCIENCES<br/>PRECISION BIOSCIENCES</p>      | <p><b>MEDTECH</b></p> <p>PHILIPS AVENT<br/>DEXCOM<br/>FRESENIUS MEDICAL CARE<br/>verathon</p>                             |
| <p><b>HEALTHCARE SERVICES</b></p> <p>Ascension<br/>aveanna healthcare<br/>Encompass Health<br/>QuestDiagnostics™</p> | <p><b>LIFE SCIENCES</b></p> <p>CARIS Life Sciences<br/>maravai LifeSciences<br/>NUVASIVE<br/>Thermo Fisher SCIENTIFIC</p> |

12 **Note:** Top 10 penetration represents BlackLine's presence within the 10 largest companies for each industry within the Fortune 1000.



# Continuously Growing Our Customer Wallet Share

632 customers with an ARR<sup>1</sup> of \$250k+



**55%**

CAGR in customers spending \$1M or more

**21%**

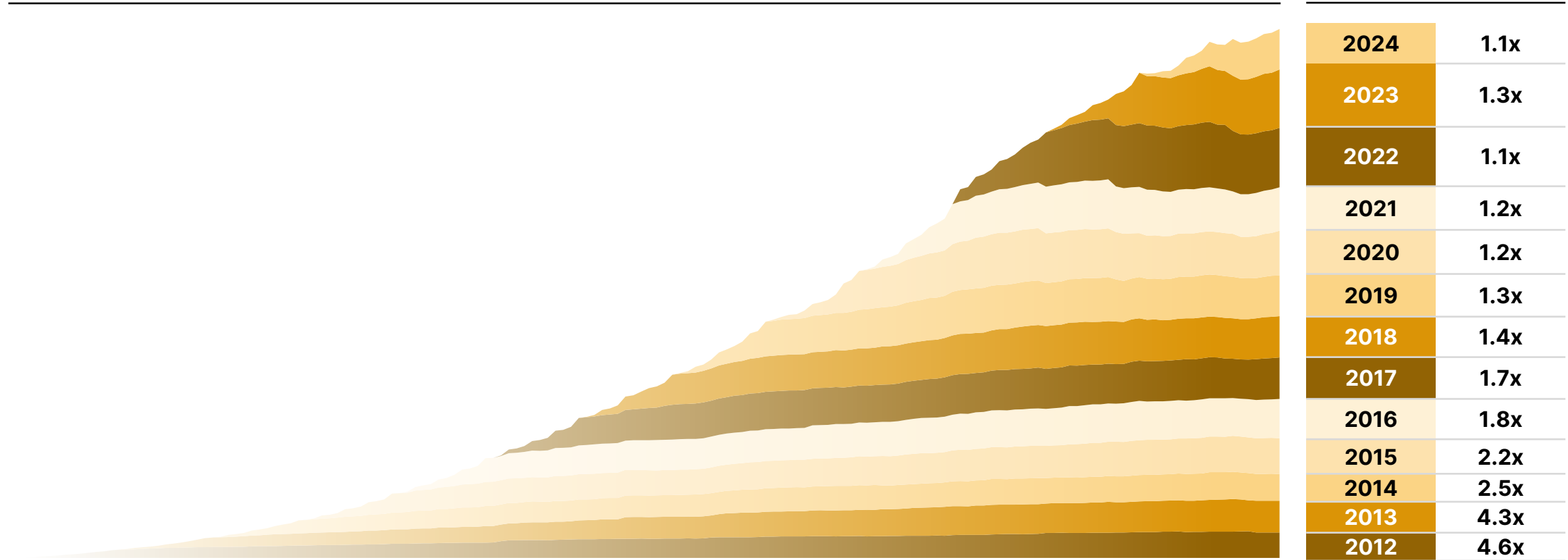
CAGR in customers spending \$250k-\$1M



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

# Proven Ability to Land and Expand

## Annualized Revenue by Customer Cohort<sup>1</sup>



<sup>1</sup>Reflects 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 for any given cohort year as the sum of 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 for the duration of customer agreements following the first month of the customer agreement. Our annualized subscription and support revenue as of June 30, 2025, for our customer cohorts for each of the years 2012 through 2024 represented an increase over the initial annualized subscription and support revenue for such customer cohorts, shown as the “Growth Multiple” above.

# Financial Overview

Second Quarter 2025

# Q2 2025

## By the Numbers



**\$172M** 7% YoY

Total Revenue



**\$677M** 9% YoY

Annual Recurring Revenue<sup>1</sup>



**\$944M** 11% YoY

Total RPO



**105%**

Net Revenue Retention



**80%**

Gross Margin<sup>2</sup>



**22%** \$38M Op Inc.

Operating Income Margin<sup>2</sup>



**22%** \$38M Net Inc.

Net Income<sup>2</sup>



**15%** \$25M FCF

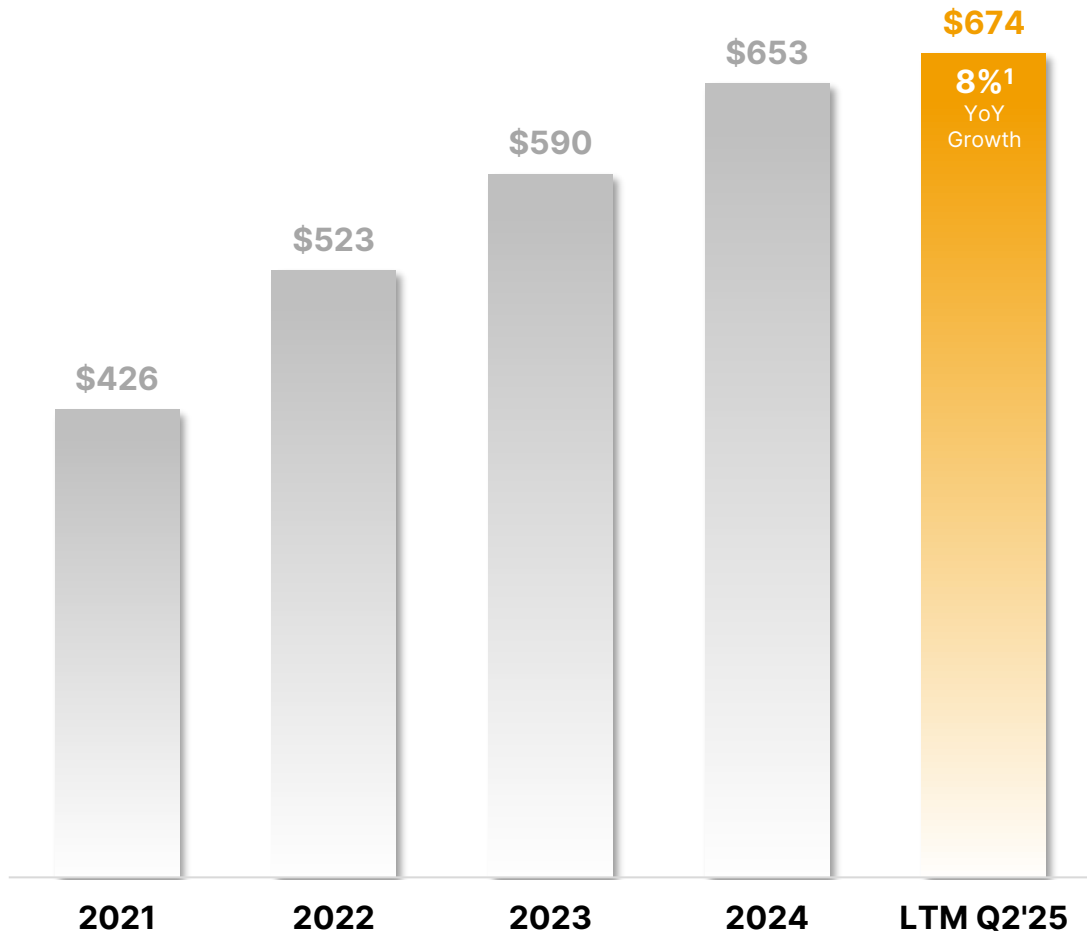
Free Cash Flow Margin<sup>2</sup>

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

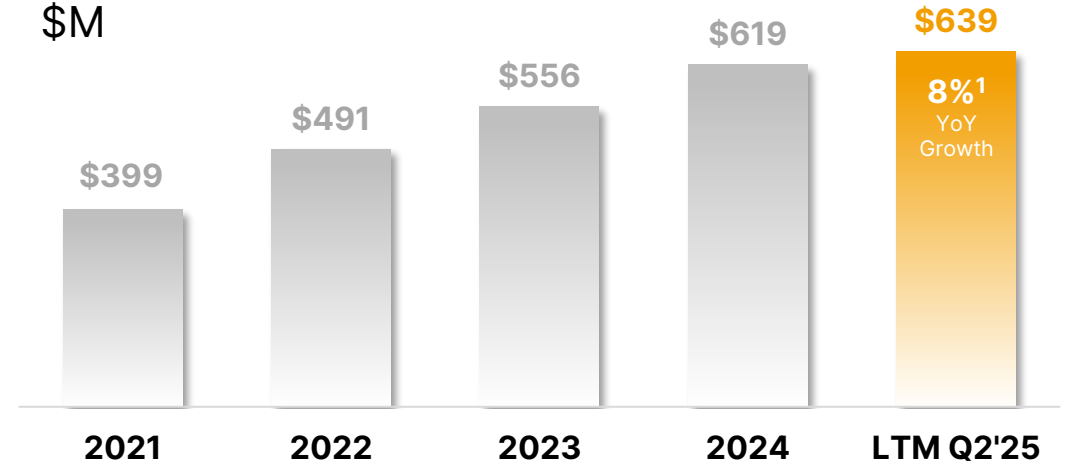
<sup>2</sup>Represents a Non-GAAP metric. See appendix for GAAP financial measures and reconciliations.

# Visible Subscription Growth Model

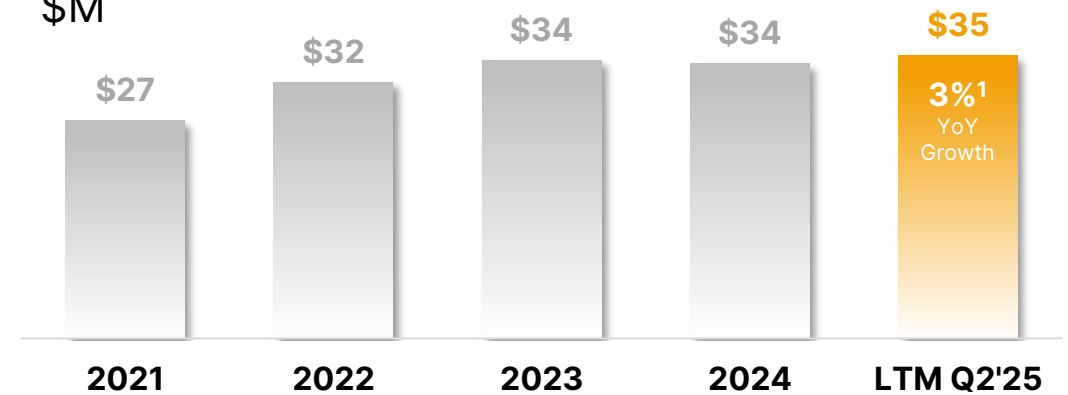
## Total Revenue \$M



## Subscription & Support Revenue \$M

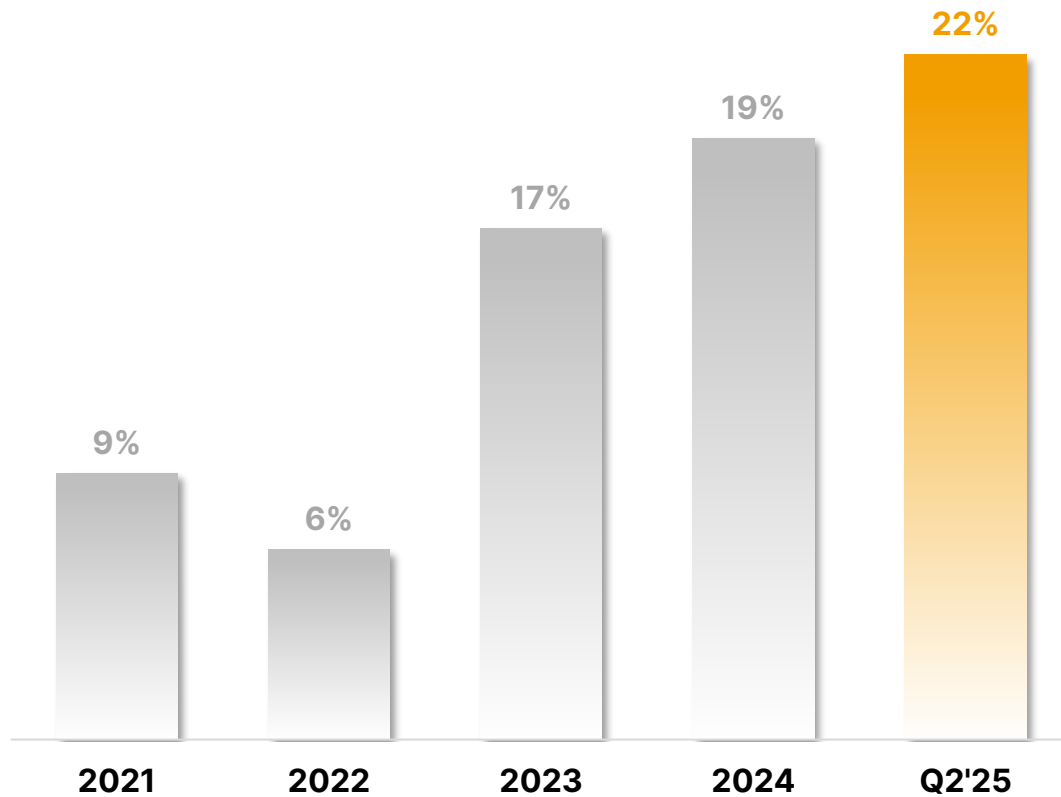


## Services Revenue \$M

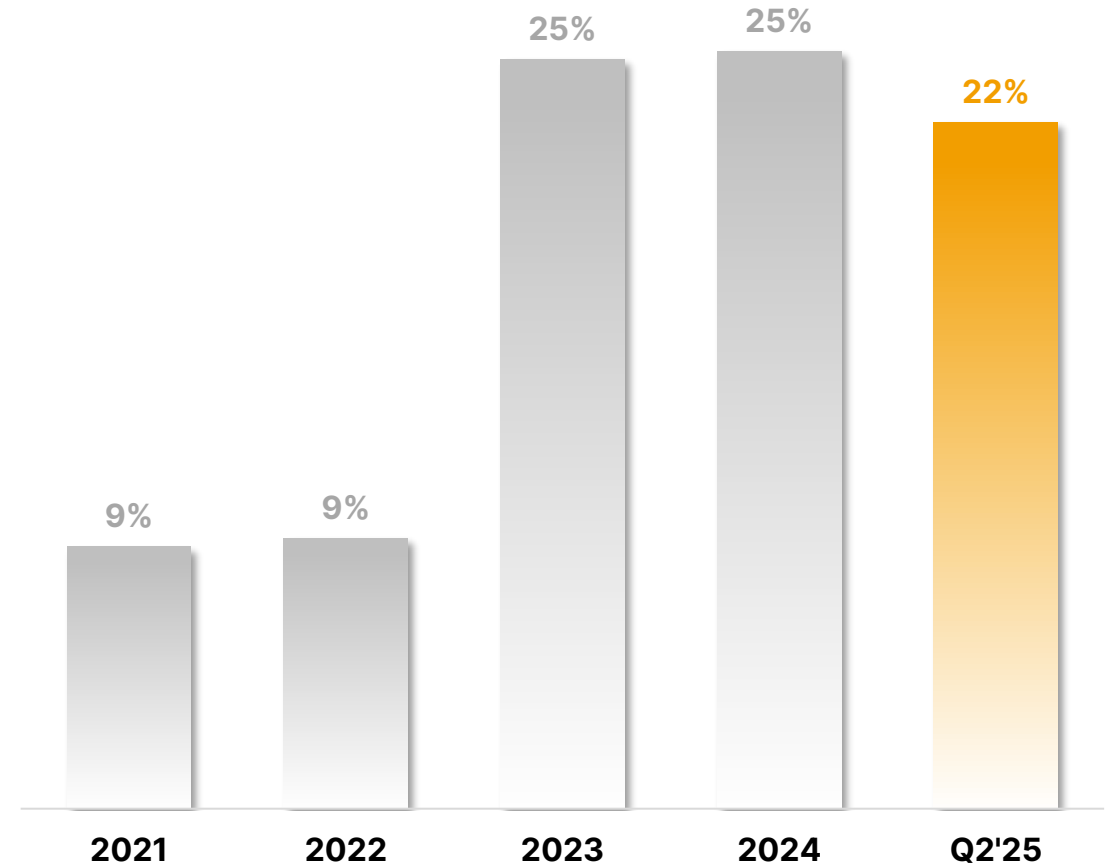


# Demonstrated Profitability

## Non-GAAP Operating Income Margin<sup>1</sup>

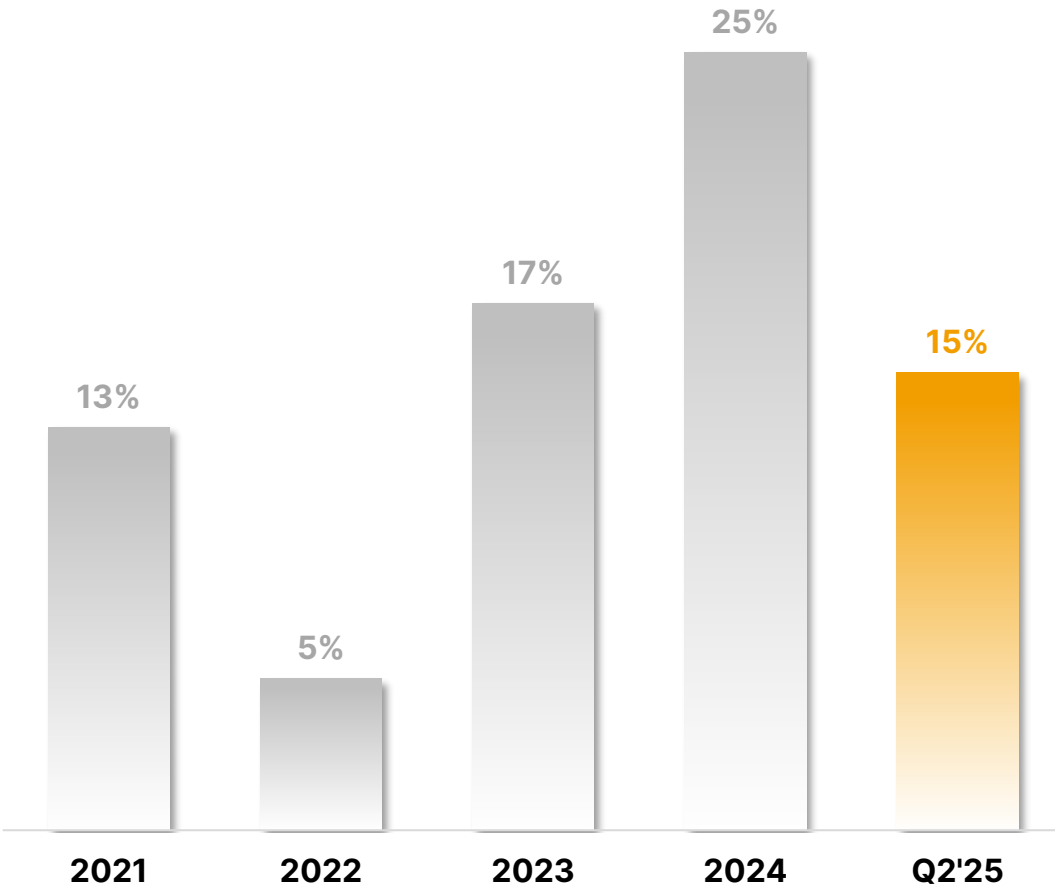


## Non-GAAP Net Income Margin<sup>1</sup>

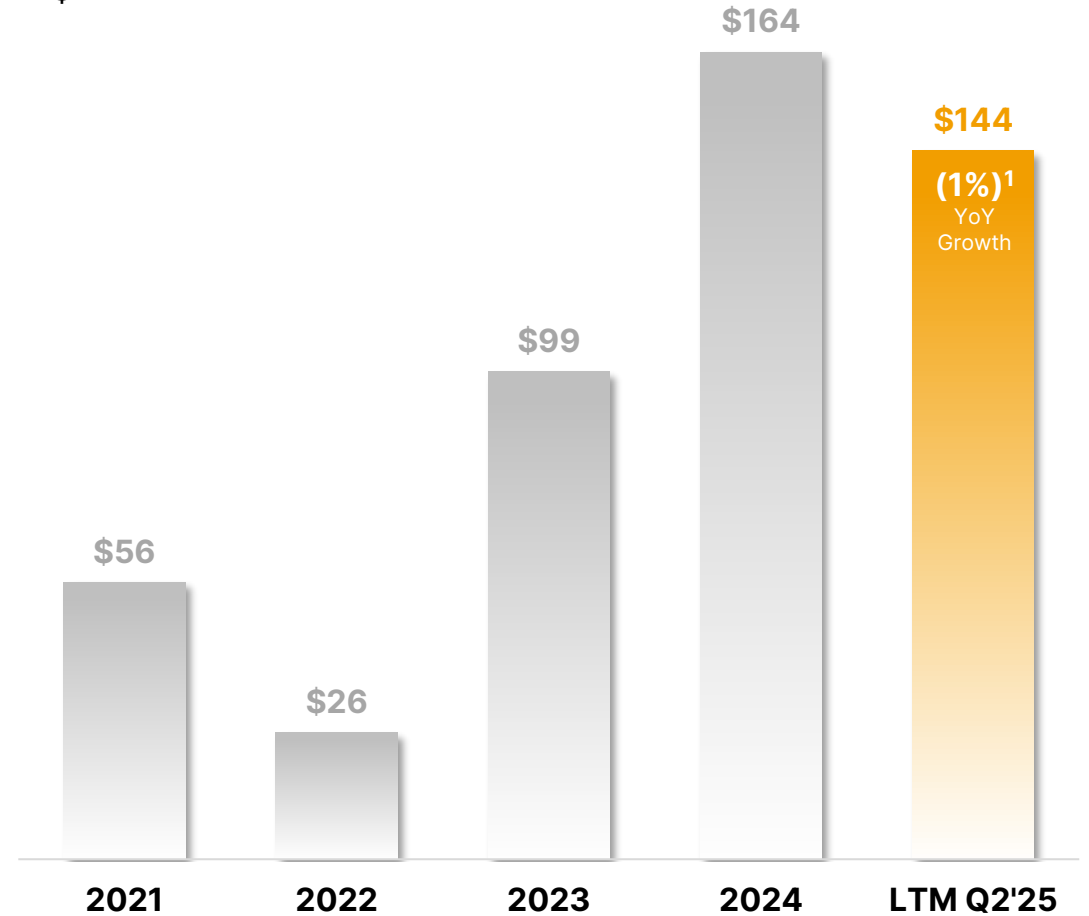


# Sustained Cash Flow Generation

## Free Cash Flow Margin



## Free Cash Flow \$M



**Note:** Free cash flow defined as cash flows from operating activities less capex.  
<sup>1</sup>LTM growth as of June 30, 2025.

# Target Model Framework

| Target Model                    | 2021 | 2022 | 2023 | 2024 | Target Model     | Comments   |
|---------------------------------|------|------|------|------|------------------|--|
| Total Revenue Growth            | 21%  | 23%  | 13%  | 11%  | <b>13%-16%</b>   | GTM execution, strategic solutions, partnership strategy, industry strategy, pricing, platform/product innovation, public sector |
| Gross Margin <sup>1</sup>       | 80%  | 79%  | 79%  | 79%  | <b>~85%</b>      | GCP migration completion, Cloud leverage/optimization  |
| S&M (% of revenue) <sup>1</sup> | 41%  | 42%  | 36%  | 33%  | <b>32% - 34%</b> | Reduced DAC/CAC via GTM efficiency/productivity improvements, increased ASPs, and partner leverage                               |
| R&D (% of revenue) <sup>1</sup> | 16%  | 17%  | 15%  | 13%  | <b>14% - 15%</b> | Platform & product investment, R&D efficiency/productivity improvements  |
| G&A (% of revenue) <sup>1</sup> | 15%  | 15%  | 12%  | 13%  | <b>9% - 10%</b>  | G&A investment inflection point, G&A efficiency/productivity improvements  |
| Operating Margin <sup>1</sup>   | 9%   | 6%   | 17%  | 19%  | <b>26% - 30%</b> | Operating leverage via revenue growth, efficiency/productivity improvements  |

# Appendix

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

|   | Q1 2023          | Q2 2023          | Q3 2023          | Q4 2023          | Q1 2024          | Q2 2024          | Q3 2024          | Q4 2024          | Q1 2025          | Q2 2025          | 2020             | 2021             | 2022             | 2023             | 2024             |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| <b>Non-GAAP Revenues</b>                      |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| GAAP revenues                                 | \$138,984        | \$144,574        | \$150,708        | \$155,730        | \$157,461        | \$160,506        | \$165,909        | \$169,460        | \$166,931        | \$172,025        | \$351,737        | \$425,706        | \$522,938        | \$589,996        | \$653,336        |
| <b>Total Non-GAAP Revenues</b>                | <b>\$138,984</b> | <b>\$144,574</b> | <b>\$150,708</b> | <b>\$155,730</b> | <b>\$157,461</b> | <b>\$160,506</b> | <b>\$165,909</b> | <b>\$169,460</b> | <b>\$166,931</b> | <b>\$172,025</b> | <b>\$351,737</b> | <b>\$425,706</b> | <b>\$522,938</b> | <b>\$589,996</b> | <b>\$653,336</b> |
| <b>Non-GAAP Gross Profit</b>                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| GAAP gross profit                             | \$103,713        | \$107,458        | \$113,914        | \$118,118        | \$118,364        | \$120,158        | \$124,803        | \$128,046        | \$126,007        | \$129,403        | \$282,765        | \$327,835        | \$393,553        | \$443,203        | \$491,371        |
| Amortization of acquired developed technology | 2,949            | 2,980            | 3,090            | 3,419            | 3,384            | 3,383            | 3,360            | 3,243            | 3,173            | 3,207            | 1,192            | 2,685            | 11,315           | 12,438           | 13,370           |
| Stock-based compensation expense              | 2,797            | 3,273            | 3,249            | 3,121            | 2,596            | 3,653            | 3,537            | 3,561            | 3,646            | 4,535            | 6,896            | 8,410            | 8,595            | 12,440           | 13,347           |
| Transaction-related costs                     | 213              | 174              | (41)             | 132              | 52               | 38               | 36               | 25               | 8                | -                | -                | -                | 1,355            | 478              | 151              |
| <b>Total Non-GAAP Gross Profit</b>            | <b>\$109,672</b> | <b>\$113,885</b> | <b>\$120,212</b> | <b>\$124,790</b> | <b>\$124,396</b> | <b>\$127,232</b> | <b>\$131,736</b> | <b>\$134,875</b> | <b>\$132,834</b> | <b>\$137,145</b> | <b>\$290,853</b> | <b>\$338,930</b> | <b>\$414,818</b> | <b>\$468,559</b> | <b>\$518,239</b> |
| <b>Total Non-GAAP Gross Profit Margin</b>     | <b>78.9%</b>     | <b>78.8%</b>     | <b>79.8%</b>     | <b>80.1%</b>     | <b>79.0%</b>     | <b>79.3%</b>     | <b>79.4%</b>     | <b>79.6%</b>     | <b>79.6%</b>     | <b>79.7%</b>     | <b>82.7%</b>     | <b>79.6%</b>     | <b>79.3%</b>     | <b>79.4%</b>     | <b>79.3%</b>     |
| <b>Free Cash Flow</b>                         |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| Cash flows from operating activities          | \$22,867         | \$24,551         | \$37,026         | \$42,169         | \$50,425         | \$40,698         | \$55,919         | \$43,794         | \$46,742         | \$32,345         | \$54,735         | \$80,093         | \$56,013         | \$126,613        | \$190,836        |
| Capitalized software development costs        | (6,879)          | (5,439)          | (4,519)          | (4,807)          | (6,450)          | (5,637)          | (6,114)          | (6,513)          | (8,167)          | (5,994)          | (10,578)         | (14,536)         | (19,208)         | (21,644)         | (24,714)         |
| Purchase of property and equipment            | (1,676)          | (1,153)          | (1,098)          | (2,026)          | (299)            | (677)            | (394)            | (756)            | (5,951)          | (966)            | (6,513)          | (8,729)          | (10,974)         | (5,953)          | (2,126)          |
| Financed purchases of property and equipment  | -                | -                | -                | -                | -                | -                | -                | -                | -                | -                | (562)            | (549)            | (84)             | -                | -                |
| Purchases of intangible assets                | -                | -                | -                | -                | -                | -                | -                | -                | -                | -                | (2,333)          | -                | -                | -                | -                |
| <b>Free Cash Flow</b>                         | <b>\$14,312</b>  | <b>\$17,959</b>  | <b>\$31,409</b>  | <b>\$35,336</b>  | <b>\$43,676</b>  | <b>\$34,384</b>  | <b>\$49,411</b>  | <b>\$36,525</b>  | <b>\$32,624</b>  | <b>\$25,385</b>  | <b>\$34,749</b>  | <b>\$56,279</b>  | <b>\$25,747</b>  | <b>\$99,016</b>  | <b>\$163,996</b> |
| <b>Free Cash Flow Margin</b>                  | <b>10.3%</b>     | <b>12.4%</b>     | <b>20.8%</b>     | <b>22.7%</b>     | <b>27.7%</b>     | <b>21.4%</b>     | <b>29.8%</b>     | <b>21.6%</b>     | <b>19.5%</b>     | <b>14.8%</b>     | <b>9.9%</b>      | <b>13.2%</b>     | <b>4.9%</b>      | <b>16.8%</b>     | <b>25.1%</b>     |

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

|   | Q1 2023         | Q2 2023         | Q3 2023         | Q4 2023         | Q1 2024         | Q2 2024         | Q3 2024         | Q4 2024         | Q1 2025         | Q2 2025         | 2020            | 2021            | 2022            | 2023             | 2024             |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|
| <b>Non-GAAP Income from Operations</b>                            |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                  |
| GAAP income (loss) from operations                                | (\$15,313)      | \$17,920        | (\$1,074)       | \$12,815        | \$1,748         | \$2,208         | \$8,363         | \$6,217         | \$3,575         | \$7,545         | (\$19,891)      | (\$38,614)      | (\$56,198)      | \$14,348         | \$18,536         |
| Amortization of intangible assets                                 | 5,085           | 5,134           | 5,140           | 5,249           | 5,196           | 5,195           | 5,190           | 4,305           | 3,650           | 3,468           | 7,679           | 10,479          | 19,731          | 20,608           | 19,886           |
| Stock-based compensation expense                                  | 20,883          | 20,451          | 20,633          | 18,101          | 19,196          | 23,406          | 23,357          | 20,138          | 19,419          | 25,571          | 49,690          | 65,870          | 75,884          | 80,068           | 86,097           |
| Change in fair value of contingent consideration                  | 3,106           | (25,535)        | (11,120)        | -               | -               | -               | -               | -               | -               | -               | 28              | (2,758)         | (35,130)        | (33,549)         | -                |
| Restructuring and legal settlement costs (gains)                  | 1,014           | 135             | 8,664           | 1,151           | 444             | 928             | 356             | (8)             | 5,299           | 1,295           | -               | -               | 5,550           | 10,964           | 1,720            |
| Transaction-related costs (credits)                               | 790             | 1,219           | 1,823           | 1,246           | 216             | (6)             | 358             | -               | 3,010           | 128             | 4,736           | 1,586           | 16,831          | 5,078            | 568              |
| Impairment of capitalized software implementation costs           | -               | -               | -               | -               | -               | -               | -               | -               | -               | -               | -               | -               | 5,330           | -                | -                |
| <b>Total Non-GAAP Income From Operations</b>                      | <b>\$15,565</b> | <b>\$19,324</b> | <b>\$24,066</b> | <b>\$38,562</b> | <b>\$26,800</b> | <b>\$31,731</b> | <b>\$37,624</b> | <b>\$30,652</b> | <b>\$34,953</b> | <b>\$38,007</b> | <b>\$42,242</b> | <b>\$36,563</b> | <b>\$31,998</b> | <b>\$97,517</b>  | <b>\$126,807</b> |
| <b>Total Non-GAAP Income From Operations Margin</b>               | <b>11.2%</b>    | <b>13.4%</b>    | <b>16.0%</b>    | <b>24.8%</b>    | <b>17.0%</b>    | <b>19.8%</b>    | <b>22.7%</b>    | <b>18.1%</b>    | <b>20.9%</b>    | <b>22.1%</b>    | <b>12.0%</b>    | <b>8.6%</b>     | <b>6.1%</b>     | <b>16.5%</b>     | <b>19.4%</b>     |
| <b>Non-GAAP Net Income Attributable to BlackLine</b>              |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                  |
| Net income (loss) attributable to BlackLine <sup>1</sup>          | (\$12,008)      | \$30,849        | \$11,923        | \$22,069        | \$10,829        | \$76,690        | \$17,238        | \$56,417        | \$6,055         | \$8,292         | (\$46,911)      | (\$115,161)     | (\$29,391)      | \$52,833         | \$161,174        |
| Provision for (benefit from) income taxes related to acquisitions | (181)           | 286             | (1,827)         | 526             | (583)           | 2,902           | 84              | (53,351)        | (654)           | (12)            | (669)           | (961)           | (13,634)        | (1,196)          | (50,948)         |
| Stock-based compensation expense                                  | 20,740          | 20,364          | 20,503          | 17,981          | 19,085          | 23,292          | 23,233          | 20,044          | 19,308          | 25,447          | 49,690          | 65,723          | 75,576          | 79,588           | 85,654           |
| Amortization of debt discount and issuance costs                  | 1,362           | 1,379           | 1,396           | 1,398           | 1,385           | 1,294           | 958             | 849             | 834             | 845             | 22,689          | 55,538          | 5,511           | 5,535            | 4,486            |
| Amortization of acquired intangible assets                        | 5,085           | 5,134           | 5,140           | 5,249           | 5,196           | 5,195           | 5,190           | 4,305           | 3,650           | 3,468           | 7,679           | 10,479          | 19,731          | 20,608           | 19,886           |
| Change in fair value of contingent consideration                  | 3,106           | (25,535)        | (11,120)        | -               | -               | -               | -               | -               | -               | -               | 28              | (2,758)         | (35,130)        | (33,549)         | -                |
| Transaction-related costs (credits)                               | 790             | 1,219           | 1,823           | 1,246           | 216             | (6)             | 358             | -               | 3,010           | 128             | 4,736           | 1,586           | 16,831          | 5,078            | 568              |
| Restructuring and legal settlement costs (gains)                  | 1,014           | 135             | 8,664           | 1,151           | 444             | 928             | 356             | (8)             | 5,299           | 1,295           | -               | -               | 5,550           | 10,964           | 1,720            |
| Impairment of capitalized software implementation costs           | -               | -               | -               | -               | -               | -               | -               | -               | -               | -               | -               | -               | 5,330           | -                | -                |
| Adjustment to redeemable non-controlling interest                 | 5,192           | (3,103)         | 1,355           | 1,890           | 3,503           | (2,255)         | (2,989)         | 6,380           | (1,178)         | (1,561)         | 8,858           | 15,077          | (4,131)         | 5,334            | 4,639            |
| (Gain) loss on extinguishment of convertible senior notes         | -               | -               | -               | -               | -               | (65,112)        | -               | -               | -               | -               | -               | 7,012           | -               | -                | (65,112)         |
| <b>Total Non-GAAP Net Income Attributable to BlackLine</b>        | <b>\$25,100</b> | <b>\$30,728</b> | <b>\$37,857</b> | <b>\$51,510</b> | <b>\$40,075</b> | <b>\$42,928</b> | <b>\$44,428</b> | <b>\$34,636</b> | <b>\$36,324</b> | <b>\$37,902</b> | <b>\$46,100</b> | <b>\$36,535</b> | <b>\$46,243</b> | <b>\$145,195</b> | <b>\$162,067</b> |
| <b>Total Non-GAAP Net Income Attributable to BlackLine Margin</b> | <b>18.1%</b>    | <b>21.3%</b>    | <b>25.1%</b>    | <b>33.1%</b>    | <b>25.5%</b>    | <b>26.7%</b>    | <b>26.8%</b>    | <b>20.4%</b>    | <b>21.8%</b>    | <b>22.0%</b>    | <b>13.1%</b>    | <b>8.6%</b>     | <b>8.8%</b>     | <b>24.6%</b>     | <b>24.8%</b>     |



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

|   | Q1 2023         | Q2 2023         | Q3 2023         | Q4 2023         | Q1 2024         | Q2 2024         | Q3 2024         | Q4 2024         | Q1 2025         | Q2 2025         | 2020             | 2021             | 2022             | 2023             | 2024             |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|------------------|------------------|
| <b>GAAP Sales and Marketing Expense</b>                 | <b>\$61,931</b> | <b>\$62,749</b> | <b>\$61,576</b> | <b>\$56,898</b> | <b>\$61,111</b> | <b>\$60,248</b> | <b>\$62,219</b> | <b>\$64,769</b> | <b>\$63,063</b> | <b>\$64,712</b> | <b>\$174,581</b> | <b>\$202,620</b> | <b>\$256,862</b> | <b>\$243,154</b> | <b>\$248,347</b> |
| Amortization of intangible assets                       | (1,659)         | (1,676)         | (1,705)         | (1,751)         | (1,733)         | (1,734)         | (1,751)         | (983)           | (398)           | (183)           | (4,655)          | (5,883)          | (6,505)          | (6,791)          | (6,201)          |
| Stock-based compensation expense                        | (6,483)         | (6,182)         | (6,123)         | (5,364)         | (5,794)         | (6,629)         | (6,745)         | (6,260)         | (6,044)         | (6,900)         | (21,546)         | (22,756)         | (26,310)         | (24,152)         | (25,428)         |
| Transaction-related costs (credits)                     | 15              | (206)           | (96)            | (110)           | 33              | (54)            | (163)           | (136)           | (10)            | -               | -                | -                | (2,399)          | (397)            | (320)            |
| Impairment of capitalized software implementation costs | -               | -               | -               | -               | -               | -               | -               | -               | -               | -               | -                | -                | (3,361)          | -                | -                |
| <b>Non-GAAP Sales and Marketing Expense</b>             | <b>\$53,804</b> | <b>\$54,685</b> | <b>\$53,652</b> | <b>\$49,673</b> | <b>\$53,617</b> | <b>\$51,831</b> | <b>\$53,560</b> | <b>\$57,390</b> | <b>\$56,611</b> | <b>\$57,629</b> | <b>\$148,380</b> | <b>\$173,981</b> | <b>\$218,287</b> | <b>\$211,814</b> | <b>\$216,398</b> |
| <b>% of Total Revenue</b>                               | <b>38.7%</b>    | <b>37.8%</b>    | <b>35.6%</b>    | <b>31.9%</b>    | <b>34.1%</b>    | <b>32.3%</b>    | <b>32.3%</b>    | <b>33.9%</b>    | <b>33.9%</b>    | <b>33.5%</b>    | <b>42.2%</b>     | <b>40.9%</b>     | <b>41.7%</b>     | <b>35.9%</b>     | <b>33.1%</b>     |
| <b>GAAP Research and Development Expense</b>            | <b>\$27,105</b> | <b>\$26,802</b> | <b>\$26,722</b> | <b>\$22,578</b> | <b>\$25,015</b> | <b>\$25,721</b> | <b>\$25,649</b> | <b>\$24,588</b> | <b>\$25,725</b> | <b>\$27,964</b> | <b>\$56,464</b>  | <b>\$77,322</b>  | <b>\$108,893</b> | <b>\$103,207</b> | <b>\$100,973</b> |
| Stock-based compensation expense                        | (3,824)         | (3,708)         | (3,750)         | (1,813)         | (2,851)         | (3,499)         | (3,605)         | (3,390)         | (3,350)         | (4,451)         | (7,398)          | (11,110)         | (14,382)         | (13,095)         | (13,345)         |
| Transaction-related costs (credits)                     | (506)           | (772)           | (746)           | (833)           | (171)           | 106             | (151)           | 170             | (21)            | -               | -                | -                | (7,797)          | (2,857)          | (46)             |
| <b>Non-GAAP Research and Development Expense</b>        | <b>\$22,775</b> | <b>\$22,322</b> | <b>\$22,226</b> | <b>\$19,932</b> | <b>\$21,993</b> | <b>\$22,328</b> | <b>\$21,893</b> | <b>\$21,368</b> | <b>\$22,354</b> | <b>\$23,513</b> | <b>\$49,066</b>  | <b>\$66,212</b>  | <b>\$86,714</b>  | <b>\$87,255</b>  | <b>\$87,582</b>  |
| <b>% of Total Revenue</b>                               | <b>16.4%</b>    | <b>15.4%</b>    | <b>14.7%</b>    | <b>12.8%</b>    | <b>14.0%</b>    | <b>13.9%</b>    | <b>13.2%</b>    | <b>12.6%</b>    | <b>13.4%</b>    | <b>13.7%</b>    | <b>13.9%</b>     | <b>15.6%</b>     | <b>16.6%</b>     | <b>14.8%</b>     | <b>13.4%</b>     |
| <b>GAAP General and Administrative Expense</b>          | <b>\$28,976</b> | <b>(\$148)</b>  | <b>\$18,026</b> | <b>\$24,676</b> | <b>\$30,046</b> | <b>\$31,053</b> | <b>\$28,216</b> | <b>\$32,480</b> | <b>\$28,345</b> | <b>\$28,138</b> | <b>\$71,611</b>  | <b>\$86,507</b>  | <b>\$80,155</b>  | <b>\$71,530</b>  | <b>\$121,795</b> |
| Amortization of intangible assets                       | (477)           | (478)           | (345)           | (79)            | (79)            | (78)            | (79)            | (79)            | (79)            | (78)            | (1,832)          | (1,911)          | (1,911)          | (1,379)          | (315)            |
| Stock-based compensation expense                        | (7,779)         | (7,288)         | (7,511)         | (7,803)         | (7,955)         | (9,625)         | (9,470)         | (6,927)         | (6,379)         | (9,685)         | (13,850)         | (23,594)         | (26,597)         | (30,381)         | (33,977)         |
| Change in fair value of contingent consideration        | (3,106)         | 25,535          | 11,120          | -               | -               | -               | -               | -               | -               | -               | (28)             | 2,758            | 35,130           | 33,549           | -                |
| Restructuring and legal settlement costs (gains)        | -               | -               | -               | -               | -               | -               | -               | -               | -               | (251)           | -                | -                | (1,709)          | -                | -                |
| Transaction-related costs (credits)                     | (86)            | (67)            | (1,022)         | (171)           | (26)            | (8)             | (8)             | (9)             | (2,971)         | (128)           | (4,736)          | (1,586)          | (5,280)          | (1,346)          | (51)             |
| Impairment of capitalized software implementation costs | -               | -               | -               | -               | -               | -               | -               | -               | -               | -               | -                | -                | (1,969)          | -                | -                |
| <b>Non-GAAP General and Administrative Expense</b>      | <b>\$17,528</b> | <b>\$17,554</b> | <b>\$20,268</b> | <b>\$16,623</b> | <b>\$21,986</b> | <b>\$21,342</b> | <b>\$18,659</b> | <b>\$25,465</b> | <b>\$18,916</b> | <b>\$17,996</b> | <b>\$51,165</b>  | <b>\$62,174</b>  | <b>\$77,819</b>  | <b>\$71,973</b>  | <b>\$87,452</b>  |
| <b>% of Total Revenue</b>                               | <b>12.6%</b>    | <b>12.1%</b>    | <b>13.4%</b>    | <b>10.7%</b>    | <b>14.0%</b>    | <b>13.3%</b>    | <b>11.2%</b>    | <b>15.0%</b>    | <b>11.3%</b>    | <b>10.5%</b>    | <b>14.5%</b>     | <b>14.6%</b>     | <b>14.9%</b>     | <b>12.2%</b>     | <b>13.4%</b>     |





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