



ANALYST DAY // 2021

Overview

Jerry Sisitsky | Vice President of Investor Relations



2021

June 16 - 17

User Conference:

<https://elevate.zoominfo.com>

AGENDA

Welcome and Vision

Culture, Diversity and Inclusion

Platform Evolution and Data Innovation

Data Driven Go-To-Market

Customer Panel

Financial Framework

Q&A

Henry Schuck | Founder and Chief Executive Officer

Alyssa Lahar | Chief Human Resources Officer

Nir Keren | Chief Technology Officer

Hila Nir | Chief Product Officer

Derek Smith | SVP of Innovation and Data R&D

Chris Hays | Chief Operating Officer

Shane Murphy-Reuter | Chief Marketing Officer

Michelle Worley | T-Mobile

Sean Kay | UiPath

Cameron Hyzer | Chief Financial Officer

Henry Schuck | Founder and Chief Executive Officer

Chris Hays | Chief Operating Officer

Cameron Hyzer | Chief Financial Officer

Additional Resources!

Customer Case Studies, Privacy and Data Protection Resources,
Product Demos, and more.

Safe Harbor Statement

This presentation contains forward-looking statements that reflect our current views with respect to, among other things, our service offerings and product features. Forward-looking statements include all statements that are not historical facts. In some cases, you can identify these forward-looking statements by the use of words such as “outlook,” “believes,” “expects,” “potential,” “continues,” “may,” “will,” “should,” “could,” “seeks,” “predicts,” “intends,” “trends,” “plans,” “estimates,” “anticipates,” or the negative version of these words or other comparable words.

The forward-looking statements contained in this presentation are based on our current expectations and are not guarantees of future performance. There can be no assurance that our expectations, beliefs and projections will result or be achieved. Such forward-looking statements are subject to various risks, uncertainties, assumptions or changes in circumstances that are difficult to predict or quantify. Important factors that could cause actual results to differ materially from those indicated by the provided forward-looking information include risks and uncertainties relating to: (1) the impact of COVID-19; (2) the effects of competition; (3) changes in business plans; and (4) other factors discussed in documents ZoomInfo Technologies Inc. has filed, or may file from time to time, with the United States Securities and Exchange Commission. Each forward-looking statement contained in this presentation speaks only as of the date of this presentation, June 14, 2021. We undertake no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as required by law.



Sales Intelligence
Small Business
SPRING 2021



Marketing Account Intelligence
SPRING 2021



Sales Intelligence
Enterprise
SPRING 2021



Marketing Account Intelligence
Enterprise
2021



Marketing Account Intelligence
Small Business
2021



Marketing Account Intelligence
Mid Market
2021

Welcome and Vision

Henry Schuck | Founder and Chief Executive Officer

Best in Class Execution

Team

1,900+ employees⁽¹⁾

1,000+ onboarded virtually⁽²⁾



Customers⁽³⁾

>950 with \$100k or greater ACV

20,000+ total customers



New Products & Acquisitions

 Engage  Recruiter

 **CLICKAGY**
A ZOOMINFO COMPANY

 **EVERSTRING**
A ZOOMINFO COMPANY

 **Insent**
A Zoominfo Company



Strategic Partnerships



International

>65% YoY
revenue growth⁽³⁾



1. As of May 31, 2021
2. Joined between June 1, 2020 – May 31, 2021
3. As of March 31, 2021

Centralize and Streamline Data Delivery

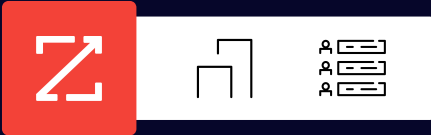
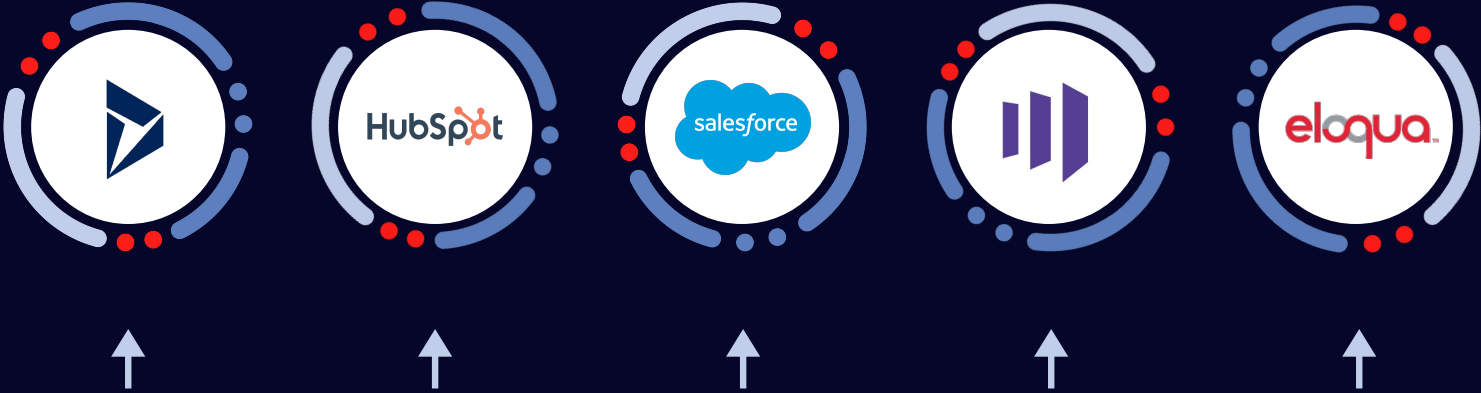


zoominfo



snowflake

Data is Foundational to GTM



Intelligence Companies Contacts

What Makes Apple AirPods So Great?



ZoomInfo + Engage

The screenshot displays the ZoomInfo Engage CRM interface for a contact named John Snow. The top navigation bar includes 'Engage', 'Contacts', 'Accounts', 'Actions', 'Content', and 'Analytics'. A search bar for contacts and utility icons for 'Feed', 'VoIP', and a user profile are also present.

Contact Overview:

- Name:** John Snow (Senior Executive Vice President...)
- Status:** Responded
- ZI ICP Score:** 5.0
- Email:** john.snow@google.com
- Phone:** 360-783-6800 (HQ)

Pending Tasks:

- Call Task (Due: Feb 25 | 10:00 AM)
- Other Task (Due: Feb 24 | 10:00 AM)

Salesflow:

- Engage Email Campaign 2...
- Engage Email Campaign 2020

Engagement Activity:

Activity	Details	Date	Time
Outgoing Call	303-411-3478 (00:10:32) Call after successful email replay Next step booked	Feb 27	09:10 AM
Email Opened	*Introduction to Techni User Agent: Mozilla/5.0 (Windows NT 5.1; rv:11.0) Gecko	Feb 25	07:07 AM
Email Delivered	*Introduction to Techni	Feb 25	09:32 PM
Email Sent	*Introduction to Techni	Feb 25	09:30 PM
Email Delivered	*Introduction to Techni	Feb 25	09:32 PM

ZoomInfo Data:

- Company:** Google
- ZI ICP Score:** 5.0
- K Score:** (Progress bar)
- Industry:** Software
- Annual Revenue:** \$161.9 Billion
- Number of Employees:** 118,899

Prospecting Notes (3):

- Note dated March 08, 2020: Pricing Excellence gives biz intelligence to "Big box home improvement stores like Home Depot and Lowes." He wanted to bring in a colleague to the demo who works in Outbound Sales. He Remembers working Zack...

ZoomInfo Org Charts:

- Department to view:** Sales
- Personnel:** John Snow (Senior Executive Vice President...), Amelia Edwards (Sales Manager), Jelanee Uwaezuoke (Sales Manager), Usha Oliver (Sales Manager), Wilton Griffith (Sales Manager)

Actions: A row of icons for various actions like call, email, and document.

ZoomInfo + Engage

The screenshot displays the ZoomInfo Engage CRM interface for a contact named John Snow. The interface is divided into several sections:

- Header:** Engage logo, navigation tabs (Contacts, Accounts, Actions, Content, Analytics), search bar, and utility icons (Feed, VoIP, AC).
- Contact Overview:** Profile for John Snow, Senior Executive Vice President. Includes contact info (email, direct line, HQ), status (Responded), and social media links.
- Engagement:** A table of recent activities:

Activity	Details	Date	Time
Outgoing Call	303-411-3478 (00:10:32) Call after successful email replay Next step booked	Feb 27	09:10 AM
Email Opened	*Introduction to Techni User Agent: Mozilla/5.0 (Windows NT 5.1; rv:11.0) Gecko	Feb 25	07:07 AM
Email Delivered	*Introduction to Techni	Feb 25	09:32 PM
Email Sent	*Introduction to Techni	Feb 25	09:30 PM
Email Delivered	*Introduction to Techni	Feb 25	09:32 PM
- ZoomInfo:** A sidebar showing organizational data:
 - Department to view: Sales
 - Search fields for person's name and job title.
 - Organizational chart showing John Snow at the top, with a list of Sales Managers below:
 - Amelia Edwards
 - Jelanee Uwaezuoke
 - Usha Oliver
 - Wilton Griffith

ZoomInfo + Engage

The screenshot displays the Engage CRM interface for a contact named John Snow. The top navigation bar includes 'Engage', 'Contacts', 'Accounts', 'Actions', 'Content', and 'Analytics'. A search bar for contacts and utility icons for 'Feed', 'VoIP', and a user profile are also present.

The contact profile for John Snow, Senior Executive Vice President, shows a ZI ICP Score of 5.0 and a status of 'Responded'. It includes social media links and contact information such as an email address and phone numbers.

Key sections include:

- Pending Tasks:** Lists tasks like 'Call Task' and 'Other Task' with due dates.
- Salesflow:** Shows 'Engage Email Campaign 2...' and 'Engage Email Campaign 2020'.
- Prospecting Notes (3):** Contains a note dated March 08, 2020, mentioning 'Pricing Excellence' and 'Home Depot and Lowes'.
- Engagement:** A central section with tabs for 'Activity', 'Emails (3)', 'Calls (1)', 'Salesflows', and 'Tasks (2)'. It lists activities such as 'Outgoing Call', 'Email Opened', 'Email Delivered', and 'Email Sent' with timestamps.
- ZoomInfo:** A highlighted window showing search results for 'Scoops & News'. It displays 124 results with a search filter and lists news items from May 2021 and May 2020, including mentions of HCA Healthcare, clinical systems, and executive moves.

At the bottom, there is an 'Actions' bar with various icons for managing the contact and their data.

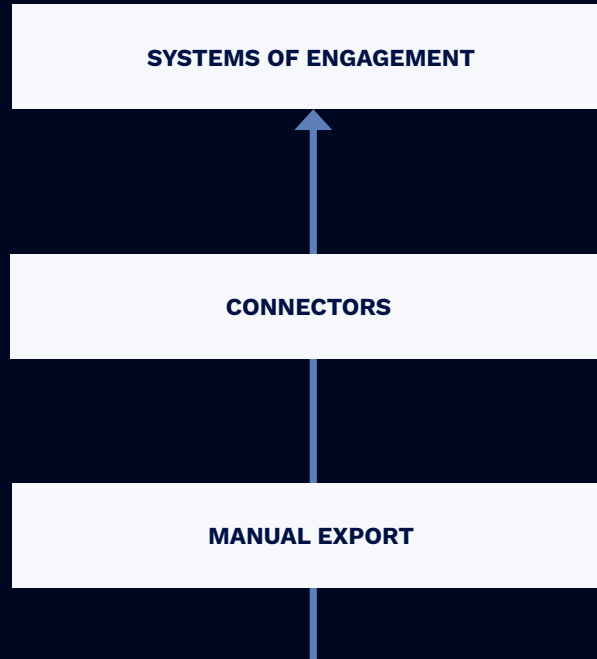
ZoomInfo + Engage

The screenshot displays the Engage CRM interface for a contact named John Snow. The top navigation bar includes 'Engage', 'Contacts', 'Accounts', 'Actions', 'Content', and 'Analytics'. A search bar for contacts and icons for 'Feed', 'VoIP', and a user profile are also present.

The contact profile for John Snow, Senior Executive Vice President, is shown with a 'Responded' status and a ZI ICP Score of 5.0. Social media icons and contact information (email, direct phone, HQ phone) are listed.

The '50 Activities' section shows a timeline of interactions: an outgoing call, an email opened, an email delivered, an email sent, and another email delivered, all related to an 'Introduction to Technik'.

The 'ZoomInfo' panel, highlighted with a blue border, is divided into 'Technologies & Attributes' and 'Company Attributes'. The 'Technologies Used by Google' section includes categories like Accounting and Finance, Advertising, Audio, Video, Graphics, Communication and Collaboration, Customer Service, A/B Testing, API Management, Accounting, and Advanced Analytics and Data Science. The 'Company Attributes' section includes Ranking, Location, Job Function, and Other.



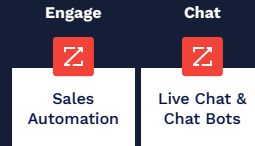
INTELLIGENCE
LAYER



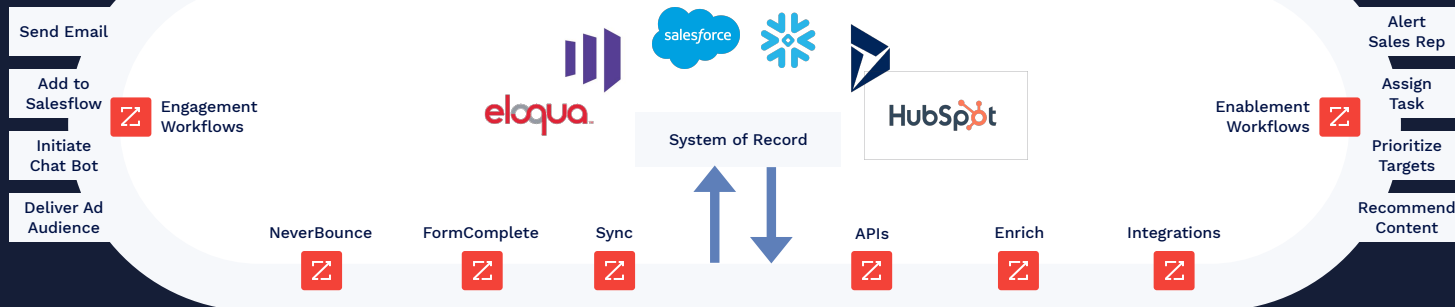
Intelligence Companies Contacts

Our Platform Now: Insight-Driven Engagement

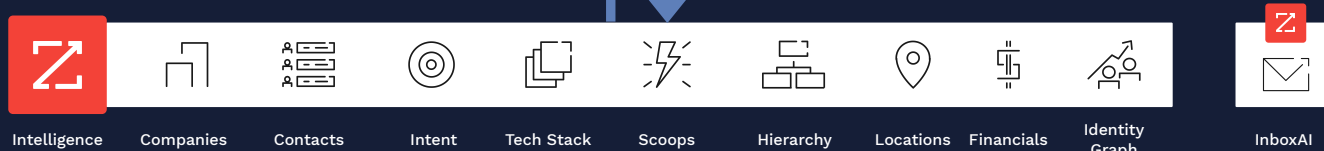
ENGAGEMENT LAYER



WORKFLOW LAYER

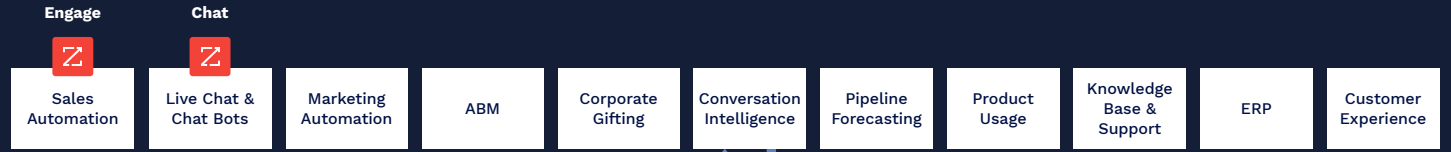


INTELLIGENCE LAYER

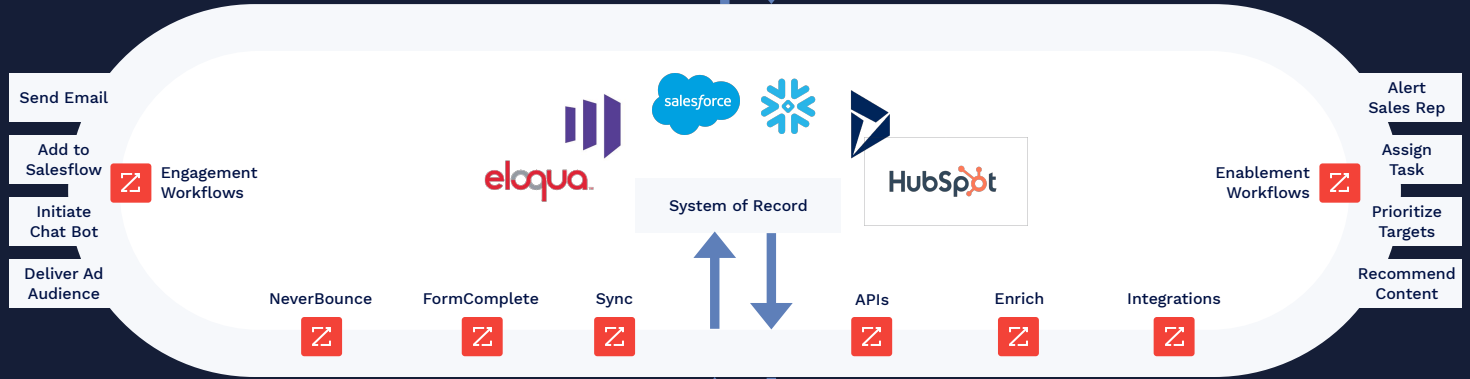


Vision for the Future: Data-Driven GTM Platform

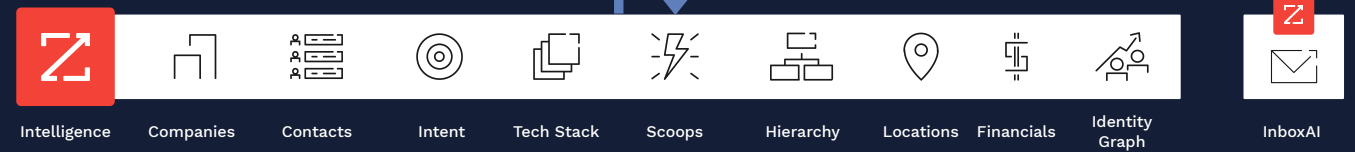
ENGAGEMENT LAYER



WORKFLOW LAYER



INTELLIGENCE LAYER



A Vision Brought to Life Through Integrated Acquisitions

ENGAGEMENT LAYER

Engage

Chat



Sales

Live Chat & Support

Marketing Automation

ABM

Corporate Gifting

Conversation Intelligence


Pipeline Forecasting

Product Usage

Knowledge Base & Support

ERP

Customer Experience

 **tellwise**
2017

 **Insent.ai**
2021

WORKFLOW LAYER

Send Email

Add to Salesflow

Initiate Chat Bot

Deliver Ad Audience



Engagement Workflows

eloqua.

System of Record

HubSpot

Enablement Workflows

Alert Sales Rep

Assign Task

Prioritize Targets

Recommend Content

 **NEVERBOUNCE**
2018

FormComplete

Sync

APIs

Enrich

Integrations

INTELLIGENCE LAYER



Intelligence

Companies

Contacts

Intent

Tech Stack

Scoops

Hierarchy

Locations


Financials

Identity Graph

InboxAI

 **IPROFILE**
2015

 **RAIN KING**
Sales Intelligence Realized
2017

 **zoominfo.**
2019

 **CLICKAGY**
2020

 **EVERSTRING**
2020

 **komiko**
2019

ZoomInfo + Insent.ai

The screenshot displays the ZoomInfo + Insent.ai interface. On the left, a 'Conversations' sidebar lists contacts from various companies: Tesla (David Lower, Security Manager), Microsoft (Unknown Name, Unknown job title), Palo Alto (Wade Warren, IT Manager), Intel (Unknown Name, Unknown job title), and CyberArk (Brooklyn Simmons, CISO). The main chat area shows a conversation with David Lower from Tesla. The messages are as follows:

- David Lower: breach. I bet cyber security is something you're always trying to keep ahead of.
- Kevin Friendly: So I can see you're looking at our Identity Solutions products. We've been seeing a lot of interest from automotive companies in Cyber Security.
- David Lower: You could say that... it's non-stop...
- David Lower: I've been poking around for a few days actually. You've got lots to read through!
- Kevin Friendly: Yes we do! Maybe it would be most efficient if we setup a demo call tailored to what you need. How does that sound?

On the right, a 'Company Profile' for Tesla is visible, including details like 'Software, ERP', 'Score 80', and 'CRM Salesforce'. A large red play button icon is overlaid on the chat area. Below the chat, an 'Insights' section shows a recent article titled 'Tesla showed Intent Spike on Cyber Security' from August 12, 2020.

The Future of Sales & Marketing

zoominfo Sales Dashboard Good Morning „Jane Cooper!“ 52 Scheduled meetings 24 Complete meetings SDR Name of the project

New MQLs / first priority

- Wade Warren** (Hot Lead) | Security director | ICAP | 98
Now is in online chat. You have an open opportunity with this company.
- Cameron Williamson** | Security director | ICAP | Contact us by email | Qualified | 84
- Guy Hawkins** | Security director | ICAP | Fill out a form in the website | Qualified | 80
- Robert Fox** | Security director | ICAP | Fill out a form in the website | Qualified | 77
- Jacob Jones** | Security director | ICAP | Fill out a form in the website | Qualified | 65
- Guy Hawkins** | Security director | ICAP | Fill out a form in the website | Qualified | 65
- Cody Fisher**
- Savannah Nguyen**

Not Connected

- Cameron Williamson** | Security director | ICAP | Contact us by email | 74
- Wade Warren** (Hot Lead) | Security director | ICAP | Contact us by email | 74
- Brooklyn Simmons** | Security director | ICAP | Contact us by email | 52
- Guy Hawkins** | Security director | ICAP | Contact us by email | 33
- Robert Fox** | Security director | ICAP | Contact us by email | 11
- Robert Fox** | Security director | ICAP

Engaged / in progress

- Cameron Williamson** | Security director | ICAP | Contact us by email | 74
- Wade Warren** (Hot Lead) | Security director | ICAP | Contact us by email | 74
- Brooklyn Simmons** | Security director | ICAP | Contact us by email | 52
- Guy Hawkins** | Security director | ICAP | Contact us by email | 33
- Robert Fox** | Security director | ICAP | Contact us by email | 11
- Robert Fox** | Security director | ICAP

Aged / need action

- Cameron Williamson** | Security director | ICAP | Contact us by email | 74
- Wade Warren** | Security director | ICAP | Contact us by email | 52
- Wade Warren** (Hot Lead) | Security director | ICAP | Contact us by email | 52
- Guy Hawkins** | Security director | ICAP | Contact us by email | 33
- Robert Fox** | Security director | ICAP | Contact us by email | 11
- Robert Fox** | Security director | ICAP

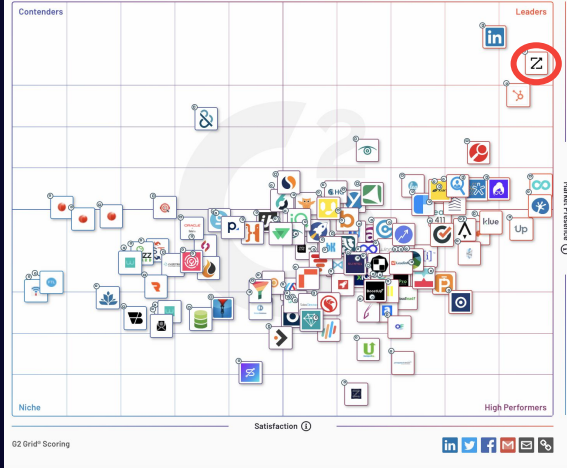
The Undisputed Leader in Sales & Marketing Intelligence

THE FORRESTER WAVE™
B2B Marketing Data Providers
Q2 2021



G2 Grid® for Sales Intelligence

Check out the G2 Grid® for the top Sales Intelligence Software products. G2 scores products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. Together, these scores are mapped on our proprietary G2 Grid®, which you can use to compare products, streamline the buying process, and quickly identify the best products based on the experiences of your peers.



Sales Intelligence Software TrustMap



ZoomInfo Culture

**We define new
possibles**

**We are
difference
makers**

Our bar is high

**We get
stuff done**

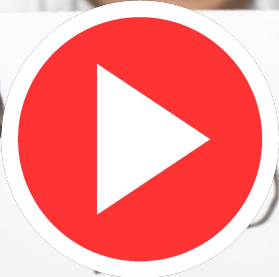
**We are one
team, with
one dream**

ZoomInfo Culture





no!



Impossible

☺

Culture, Diversity and Inclusion

Alyssa Lahar | Chief Human Resources Officer

Platform Evolution and Data Innovation

Nir Keren | Chief Technology Officer

Hila Nir | Chief Product Officer

Derek Smith | Senior Vice President of Innovation and Data R&D

Team Growth - Apps Team

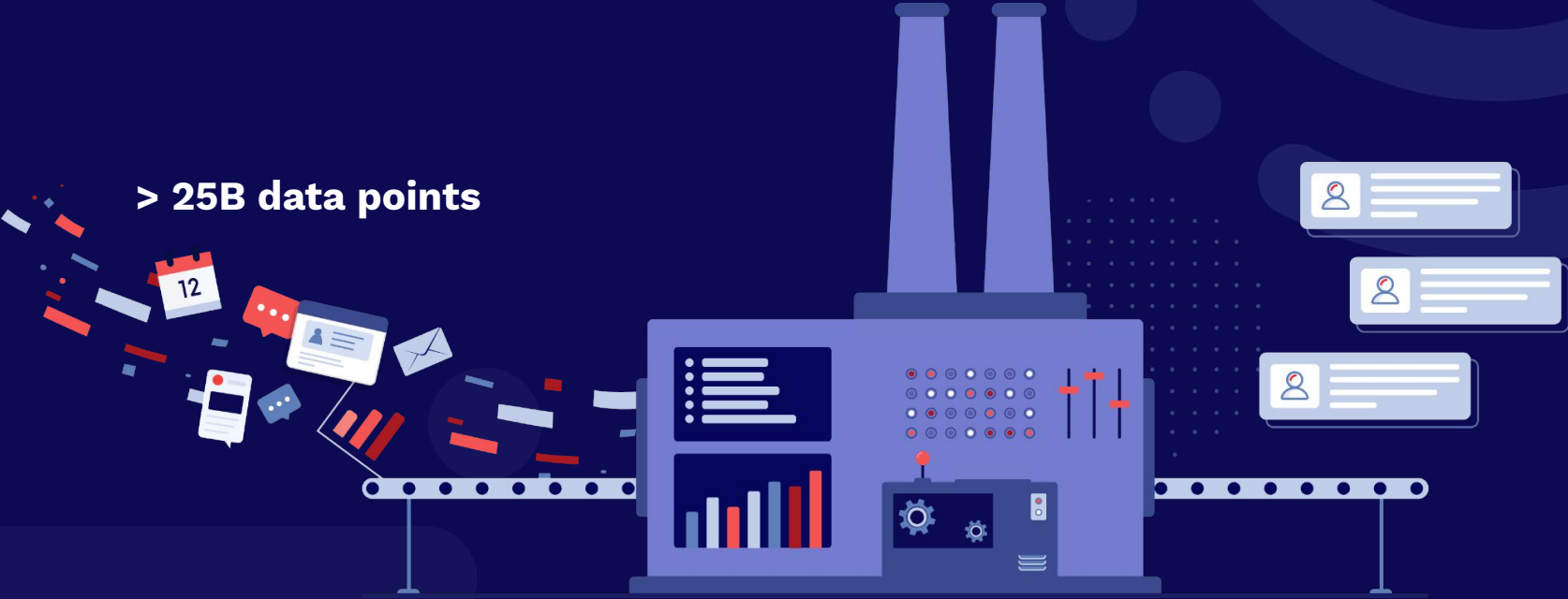
```
Name Attributes: {first: 'Sally', last: 'Rubinstein'}
Title Company Attributes: {title: 'PA, to Chairman'}
Connections Attributes: {urls: ['www.fda.com'], skype: '1-512-228-5442'}
Name Attributes: {first: 'Corine', last: 'Andrade', credentials: 'CDT'}
Title Company Attributes: {title: 'Asst. Project Manager', company: 'Shawmut Design and Construction', credentials: 'CDT'}
Name Attributes: {first: 'Savita', last: 'Design and Construction', credentials: 'CDT'}
Title Company Attributes: {title: 'Asst. Manager | Export', company: 'Capricorn Logistics Pvt Ltd'}
```



- Enrich
- Recruiter
- FormComplete
- Sales
- InboxAI
- API
- Workflows
- Engage
- Marketing

Team Growth - Data Team

> 25B data points



Data Growth

Signatures extractor



Savita Kharolia

Capricorn Logistics Pvt Ltd
Asst. Manager

024 414958 Ext 572

337, Udyog Vihar Phase 2 (First floor)
Gurgaon 122001



Talia Rubinstein

PA to Chairman

+1 917 720 3443

talia.apt

Visit us in Booth #811
at ACMG 2015

www.fdna.com

Corine Andrade CDT

Asst. Project Manager

M 401.702.4913

F 617.422.8913

C 617.426.1190

P corine.andrade@shamutdesign.com

A 3 Davol Square, Suite A275
Providence, RI 02983



Shamwut Design
and Construction

Corine Andrade CDT

Asst. Project Manager

M 401.752.4513

F 401.422.8513

C 401.428.1190

P corine.andrade@shamutdesign.com

A 3 Davol Square, Suite A275
Providence, RI 02903



Shamwut Design
and Construction

Name (first, last, credentials)
and title attributes are all in
one line. V2 parsed it
perfectly! 👍



What we see

```
Corine Andrade CDT Asst. Project Manager  
Shawmut Design and Construction  
3 Davol Square, Suite A275  
Providence, RI 02903
```

```
P 401.752.4513 , F 401.422.8513  
C 401.428.1190
```



What we get

```
Name Attributes:
```

```
{ 'first': 'Corine', 'last': 'Andrade', 'credentials': 'CDT' }
```

```
Title Company Attributes:
```

```
{ 'title': 'Asst. Project Manager', 'company': 'Shawmut Design  
and Construction', 'credentials': 'CDT' }
```

```
Connection Attributes:
```

```
{ 'mobile': '401.428.1190', 'faxes': '401.422.8513', 'phones':  
'401.752.4513' }
```

```
Location Attributes:
```

```
{ 'address': '3 Davol Square, Suite A275', 'city':  
'Providence', 'state': 'RI', 'zip': '02903' }
```




Talia Rubinstein

PA to Chairman

+1.917.726.3443

talía.apt

Visit us in Booth #811
at ACMG 2015

www.fdna.com

V2 parsed title to be “PA
to Chairman” 👍



What we see

```
Talia Rubinstein  
PA to Chairman  
Mobile: +1.917.726.3443  
Skype: talia. apt  
Visit Us in Booth #811 at ACMG 2015  
www.FDNA.com www.fdna.com/
```



What we get

```
Name Attributes:  
{ 'first': 'Talia', 'Last': 'Rubinstein' }  
Title Company Attributes:  
{ 'title': 'PA to Chairman' }  
Connections Attributes:  
{ 'urls': ['www.fdna.com'], 'skype': ['talia.apt'], 'mobiles':  
['+1.917.726.3443'] }
```



Savita Kharolia

Capricorn Logistics Pvt Ltd
Asst. Manager

0124 4149558 Ext 572

337, Udyog Vihar Phase 2 (First floor)
Gurgaon 122001

V2 parsed the title to be
"CAPRICORN LOGISTICS"
and not "Asst. Manager |
Export EDI-Dept" 👍



What we see

```
Savita Kharolia  
Capricorn Logistics Pvt Ltd | Asst. Manager | Export  
EDI  
T:0124 4149558 Ext 572  
337, Udyog Vihar Phase 2 (First floor)  
Gurgaon-122001
```



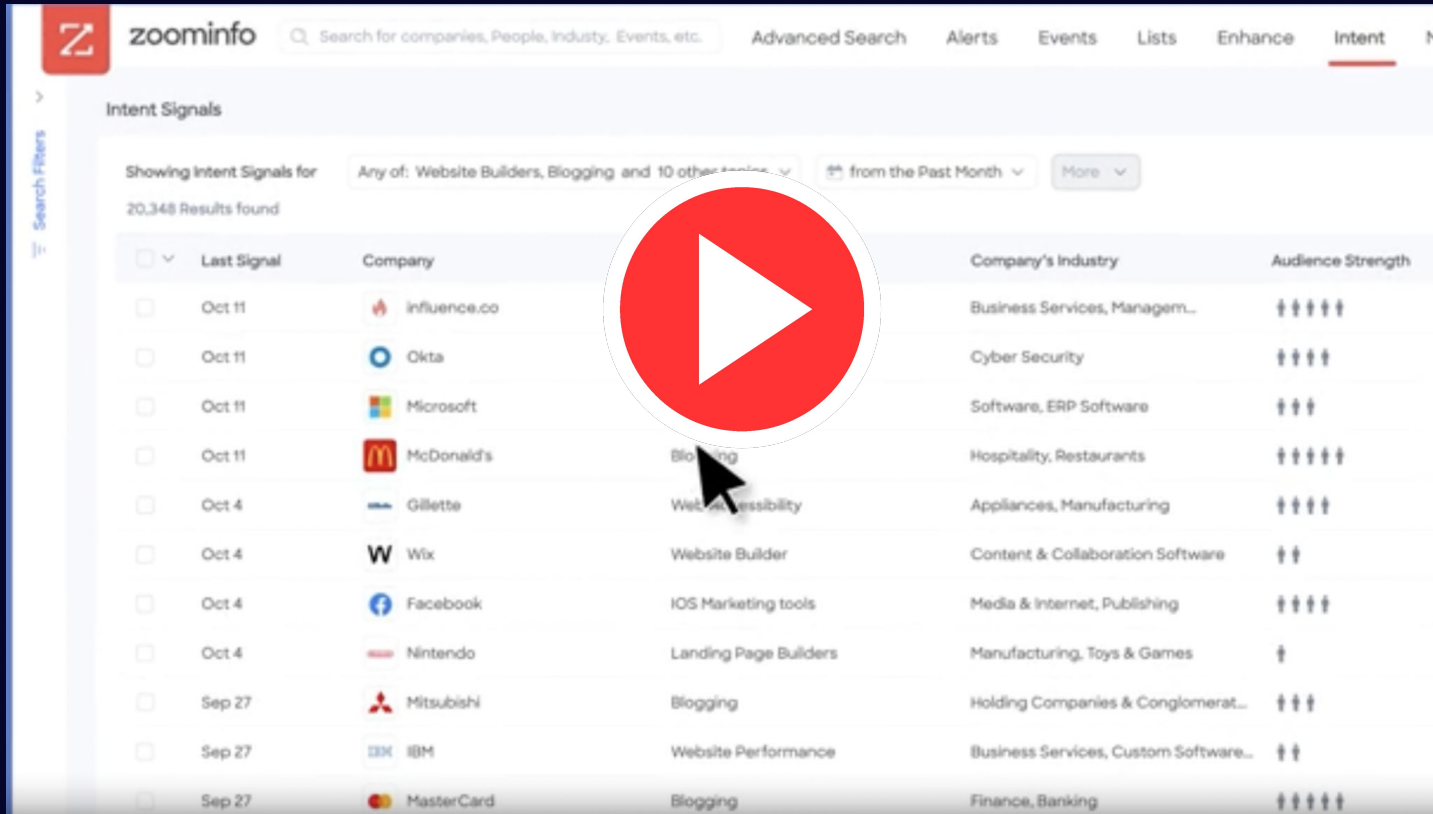
What we get

```
Name Attributes:  
{ 'first': 'Savita', 'Last': 'Kharolia' }  
Title Company Attributes:  
{ 'title': 'Asst. Manager | Export EDI-Dept', 'company':  
'Capricorn Logistics Pvt Ltd' }
```



ANALYST DAY // 2021

Streaming Intent Video



zoominfo Search for companies, People, Industry, Events, etc. Advanced Search Alerts Events Lists Enhance Intent

Intent Signals

Showing Intent Signals for Any of: Website Builders, Blogging and 10 other... from the Past Month More

20,348 Results found

Last Signal	Company	Company's Industry	Audience Strength
Oct 11	influence.co	Business Services, Managem...	↑↑↑↑↑
Oct 11	Okta	Cyber Security	↑↑↑↑
Oct 11	Microsoft	Software, ERP Software	↑↑↑
Oct 11	McDonald's	Hospitality, Restaurants	↑↑↑↑↑
Oct 4	Gillette	Appliances, Manufacturing	↑↑↑↑
Oct 4	Wix	Website Builder	↑↑
Oct 4	Facebook	IOS Marketing tools	↑↑↑↑
Oct 4	Nintendo	Landing Page Builders	↑
Sep 27	Mitsubishi	Blogging	↑↑↑
Sep 27	IBM	Website Performance	↑↑
Sep 27	MasterCard	Blogging	↑↑↑↑↑

Custom Intent Video

The screenshot shows the Zoominfo Intent Signals interface. At the top, there's a search bar with the text "Search for companies, contacts, industries, etc." and a search icon. To the right of the search bar are navigation links: "Advanced Search", "Lists", "Intent", "Websights", "Enhance", "More", and a user profile icon "AC". Below the search bar, the page title is "Intent Signals" with a "Save & Subscribe" button on the right. The main content area shows "Showing Intent Signals for Any of: Cloud Computing, Data Warehousing +1" and "From the Past Month". It indicates "20,348 Results found" and has buttons for "Open in Search", "Export", and "Tag Companies". A table of intent signals is displayed with columns: Last Signal, Companies, Topic, Country, Signal Score, Audience Strength, and Spikes in Date Range. A large red play button is overlaid on the table. Below the table, there's a "Real-Time Intent" section showing "1254 Signals detected today - Updated 1 min ago" and a row of topic cards with small line graphs: Tag, Snowflake, Jenzabar, Cloud Computing, Salesforce, Data Warehouse, LogMein, and Snowflake.

Last Signal	Companies	Topic	Country	Signal Score	Audience Strength	Spikes in Date Range
June 13	Influence.co	Snowflake	United States	98	★★★★★	18
June 13	Okta	Data Warehouse	United States	95	★★★★	16
June 13	Microsoft	Data Warehouse	Software	92	★★★★★	12
June 13	Disney	Snowflake	ERP Software	86	★★★★	8
June 13	McDonald's	Cloud Computing	Software	78	★★★★★	8
June 13	Gillette	Data Warehouse	Website Builder	77	★★★	4
June 13	Wix	Snowflake	Computer Equipment	72	★★★★	4
June 13	Facebook	Data Warehouse	Telecommunications	70	★★★	2
June 13	Nintendo	Cloud Computing	Software, ERP Software	68	★★★★	2
May 16	Mitro Bank	Snowflake	POS Marketing tools	65	★★	1


Record Classification

--
P. Cameron Hyzer, CFA
Chief Financial Officer

M: [REDACTED]
O: 360.718.3678
E: [REDACTED]

805 Broadway Street, Suite 900
Vancouver, WA 98660

www.zoominfo.com



ID: 2431005542

First Name: **Cameron**
Last Name: **Hyzer**
Department: **Finance**
Mgmt Level: **C-Suite**
Industry: **Software**
Job Function: **Finance Exec**
Location: **Portland Metro**



ID: 431007731
@ Eze Software

First Name: **Cameron**
Last Name: **Hyzer**
Department: **Finance**
Mgmt Level: **C-Suite**
Industry: **Software**
Job Function: **Finance Exec**
Location: **Boston Metro**

Left
Company



ID: 2431005542
@ ZoomInfo


First Name: **Cameron**
Last Name: **Hyzer**
Department: **Finance**
Mgmt Level: **C-Suite**
Industry: **Software**
Job Function: **Finance Exec**
Location: **Portland Metro**

Doppelganger
Score:

97

High confidence in
doppelganger status

Consolidated Profiles



Cameron Hyzer 16th 2nd
Chief Financial Officer
[in](#)

ZoomInfo
www.zoominfo.com
(360) 783-6800 [in](#) [tw](#) [f](#)

805 Broadway St Suite 900 Vancouver, Washington
Data Collection & Internet Portals, Media & Intern
1,001 - 5,000
\$476.2 Million

[Contact Profile](#) [Overview](#) [Org Chart](#) [Employees](#) [Technologies and Attributes](#) [Scoops](#) [News](#)



Contact Details

[\(360\) 783-6800](tel:(360)783-6800) (Direct)
[\(360\) 783-6800](tel:(360)783-6800) (HQ)
[\(360\) 488-1888](tel:(360)488-1888) (Mobile)

chyer@zoominfo.com (Business)
chyer@gmail.com (Supplemental)

Notice Provided Date: July 31, 2020

Employment History

- Current**
 Chief Financial Officer
ZoomInfo
- Former**
 Chief Financial Officer
SS&C Eze

Education


University of Pennsylvania Wharton School
B. S.

Notice Provided Date: July 31, 2020

chyer@zoominfo.com (Supplemental)

Education

B. S.
University of Pennsylvania Wharton School



Algorithm Keeps Separate Profiles



ID: 243105542

First Name: **Dawn**
Last Name: **Robbins**
Department: **Sales**
Mgmt Level: **Non-manager**
Industry: **Insurance**
Job Function: **Female**
Location: **Boston Metro**



ID: 431007731

First Name: **Dawn**
Last Name: **Robbins**
Department: **Sales**
Mgmt Level: **Non-manager**
Industry: **Insurance**
Job Function: **Female**
Location: **Boston Metro**

Doppelganger
Score:

X

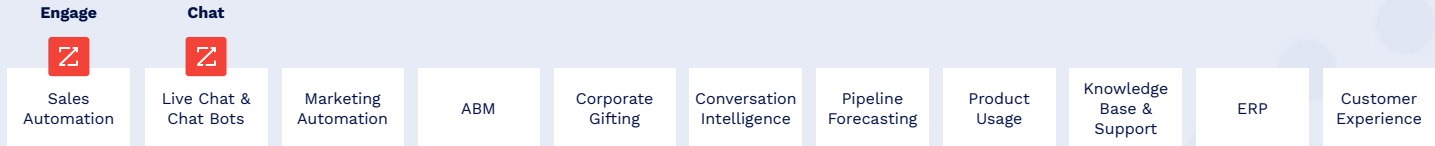
Not enough confidence
in doppelganger status



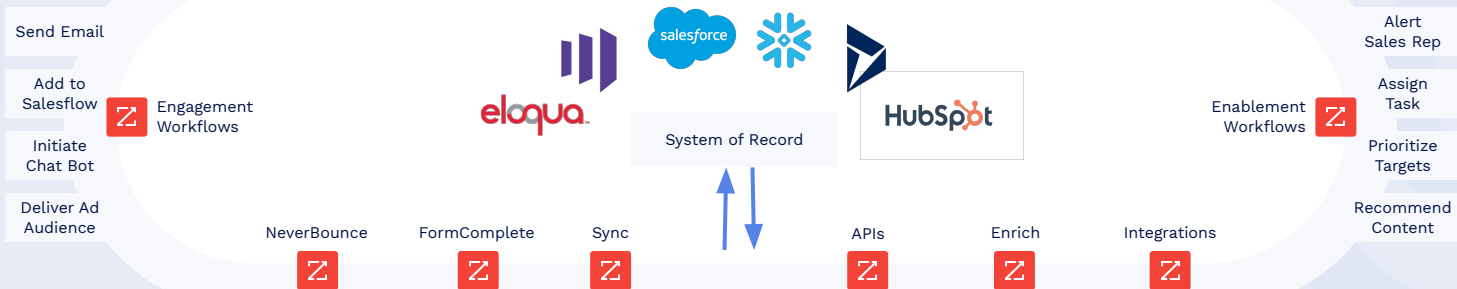
ANALYST DAY // 2021

Vision for the Future: Data-Driven GTM Platform

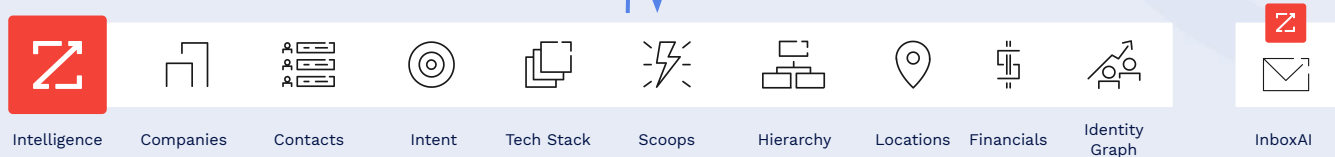
ENGAGEMENT LAYER



WORKFLOW LAYER



INTELLIGENCE LAYER



- Filters
- Main Filters
- Contacts
- Companies
- Locations
- Sales Signals
- Scoops
- Technologies
- My Accounts/Tags
- Salesforce
- Accounts
- Account Owner
- Account type
- Contacts
- Leads

Advanced Search - Companies

Create Workflow | Open Search | Save & Subscribe

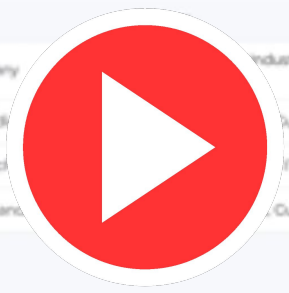
Employees Above 5000 | Industry: Custom Software & IT Services | Salesforce Include Account Owner Eric O. | Clear

Contacts | Companies (4) | Scoops

0 Selected | Export | Tag Companies | Find Contacts | Subscribe

ICP | Person criteria | List | Account View

Company Name	City, State	Employees	Revenue	Website	ICP
Siemens (PRA SE)	Munich, Germany	10,000+	\$948	www.siemens.com	N/A
Wipro (NYSE:WIT)	Carmelam, Indi	10,000+	\$8.58	www.wipro.com	N/A
PTC (NASDAQ:PTC)	Boston, Massac	5,001 - 10,000	\$1.38	www.ptc.com	N/A
SoftwareONE	Stans, Switzerland	5,001 - 10,000	\$8.68	www.softwareone.com	N/A



Admin Portal

- Admin Dashboard
- User Management
- Group Management
- Company Settings
- Integrations
- Enrich
- Dashboard
- Connections
- API & Webhooks
- Workflows
- Zoominfo Store
- Privacy Center



Data Range Past Week

Enrich Type Any

Weekly Summary Email

Contacts Enriched
7,211

Companies Enriched
4,691

Credits Used
1,430

Bulk API Used
101

REST API Used
38,388

Last Enrich Job
05/30/21

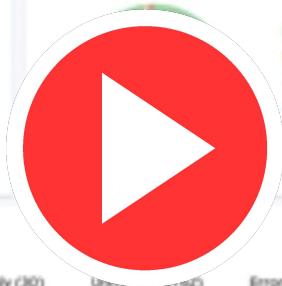
Next Enrich Job
06/01/21

Contacts Match Rate



- Matched
- Company Match Only
- Unmatched

Email Quality Powered by NeverBounce



- Valid
- Unverifiable
- Unknown
- Disposable
- Invalid

Fields Enriched

Job Title	1503
Top Value: General Manager	53
Direct Phone	96
Company Fax	69
Website	49
Contact City	48
Top Value: Winter Park	43
Contact Street	48
Top Value: 628 Ellen Dr	43

Contacts that require attention

[Export to CSV](#)

[Person Has Moved \(29\)](#)
[Duplicates \(5\)](#)
[Company Match Only \(30\)](#)
[Unverifiable \(4\)](#)
[Errors \(78\)](#)

Contact Name	Duplicates	Object Type	Title	Company	Contact Links
Niche Priljko	87	Contact / Lead	Peristronic Courier Engineer	McCarron Accounting & Consulting	2 in
Bryan Bini	2	Contact	Plant Manager	Colavita USA	2 in
Luca Bini	2	Contact	Project Manager	InterSystems	2 in
Mathieu Bini	2	Contact	Sales Manager	Nidac ACM	2 in
Arun	3	Contact	Product Manager	Zoominfo	2 in

Total Addressable Market





Search for companies, contacts, industries, etc. Advanced Search

Lists Intent More

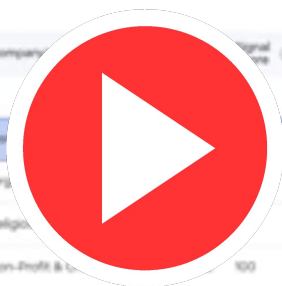
Intent Signals

Showing Intent Signals for Any Of: Alumni/Management Software, Classroom Man... Past Month

About 110,200 Results Found

0 Selected Open in Search... Export... Tag Companies

Last Signal	Company	Topic	Company	Signal Score	Audience Strength	Spikes in Date Range
May 23, 2021	Fords Packaging Systems	Accounting Software		100		1
May 23, 2021	Republic Group	ASC 606	Imp...	100		3
May 23, 2021	TEXAS POSTER FAMILY ASSOC.	Standardized testing	Org...	100		1
May 23, 2021	Siva Temple	Accounting	Religi...	100		2
May 23, 2021	New Hope Center	Accounting Software	Non-Profit &...	100		1
May 23, 2021	Cyremptive Technologies	Classroom Management Software	Business Services	100		1
May 23, 2021	California State University - Do...	Accounting	Colleges & Universities, Education	100		1
May 23, 2021	Albertus Pagnus High School	Accounting Software	Education	100		1
May 23, 2021	WebCraft	Standardized testing	Manufacturing, Building Materials	100		1
May 23, 2021	All Tech-Electric	Accounting	Construction, Commercial & Residen...	100		1
May 23, 2021	Nebraska Alumni Association	Accounting	Organizations	100		2
May 23, 2021	Employment Law Alliance	Accounting	Law Firms & Legal Services	100		1



Republic Group
www.republicgroup.com

Employees: 201 - 500 Revenue: \$107.8M Industry: Insurance

Team: ASC 606 Past Month

3 Signals found

Signal Location	Date	Score	Audience
Richmond, Virginia	May 09	79	



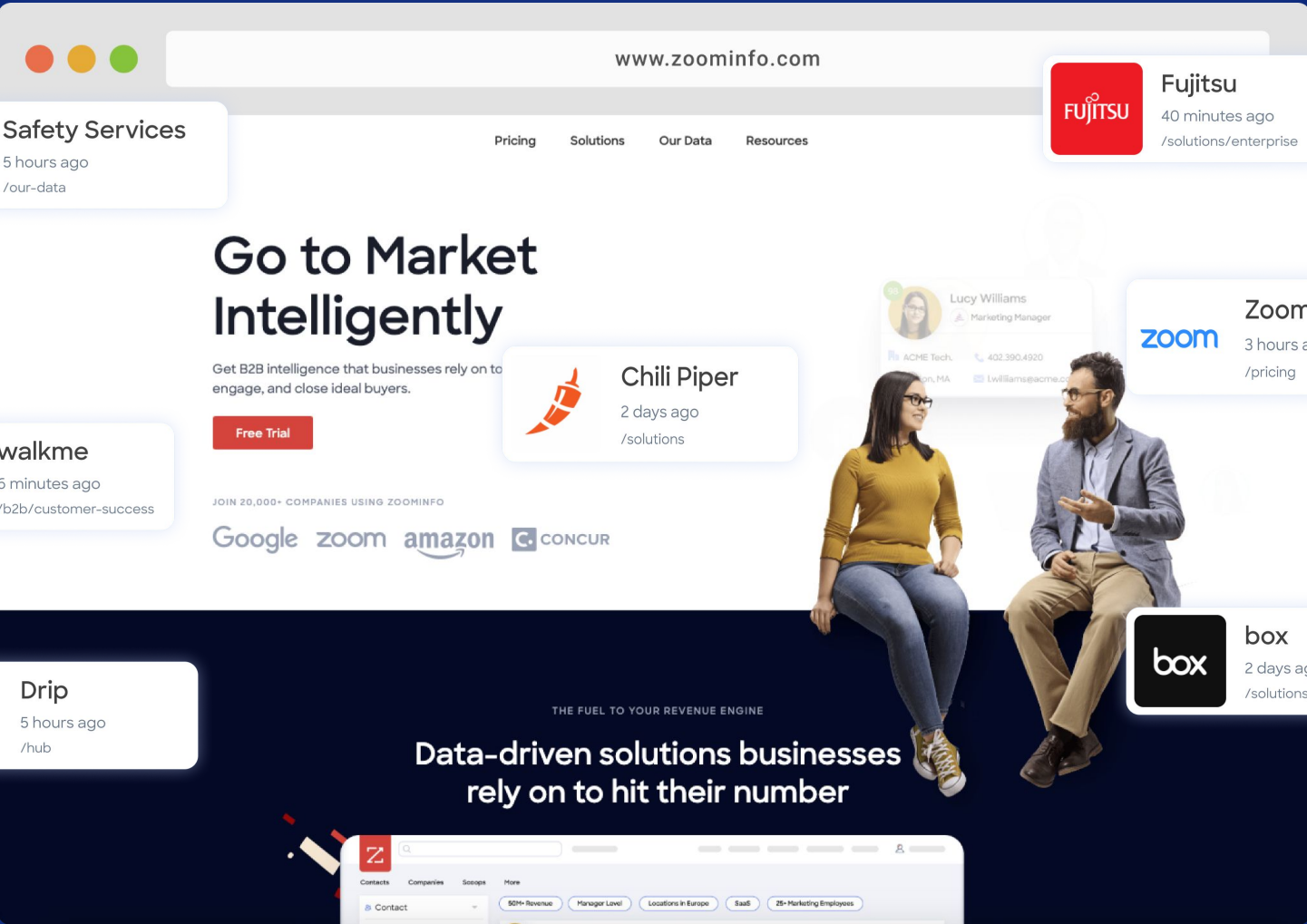
Related Topics

- Regulatory Electronic... Signal Date: May 23 Score: 79
- Courier Software Signal Date: May 23 Score: 79
- Amazon Signal Date: May 23 Score: 91

Recommended Contacts

- Dennis Hannon Director, Personal Lin... [Phone] [Email] [Social]
- Darrin Robinson Supervisor, Premium... [Phone] [Email] [Social]
- Leticia Bernal [Phone] [Email] [Social]





Fujitsu
40 minutes ago
/solutions/enterprise

Safety Services
5 hours ago
/our-data

walkme
6 minutes ago
/b2b/customer-success

Chili Piper
2 days ago
/solutions

Zoom
3 hours ago
/pricing

Drip
5 hours ago
/hub

box
2 days ago
/solutions

Go to Market Intelligently

Get B2B intelligence that businesses rely on to engage, and close ideal buyers.

Free Trial

JOIN 20,000+ COMPANIES USING ZOOMINFO

Google zoom amazon CONCUR

THE FUEL TO YOUR REVENUE ENGINE

Data-driven solutions businesses rely on to hit their number

Search interface showing filters: Contact, 50M+ Revenue, Manager Level, Locations in Europe, SaaS, 25+ Marketing Employees

Conversations

Search Chat

Active

2 min ago

Tesla David Lower Security Manager

Microsoft Unkown Name Unkown job title

11:45 AM

Palo Alto Wade Warren IT Manager

06:00PM

Intel Unkown Name Unkown job title

CyberArk Brooklyn Simmons CISO



David Lower

Lead Security Architect

Tesla VIP ICP

Engage

Add to Workflow



Acmebot

OK. Looks like you're visiting us from Tesla. Am I right?

just now

You Yes I am!

just now



Acmebot

OK, so as Tesla is an existing customer of ours, I'd like to get you in touch with someone on your Account team.

Let me know your email and I'll get him in touch with you.

just now

You david.lower@tesla.com

just now

Kevin Friendly joined the chat



Write something...



Tesla

Software, ERP 10,000+

\$ \$125.8 B

Score 80

Intent Topic Cyber Security Mobile Data

Websights 5 visits in the last week

Current Page .../CyberIdentity

CRM Salesforce

Overview

Insights

Buying Committee

Website flow

Account Information

Show Details

Type	Status	Closed Date	Account Owner
Customer	Open Opportunity	12/31/2021	Joe Linney



David Lower

Lead Security Architect

LinkedIn Twitter Facebook

David serves as Lead Security Architect, his team is responsible for all integrations with our cor... Show Details



Tesla Details

Show Details

Founded in 2003 and headquartered in Palo Alto, CA, Tesla, Inc designs, develops, manufactures, and sells electric powered vehicles, and effort generation and storage programs in...



Hi Dafna,

Boost productivity with Zoominfo's integrations & tools.

Beginner Advanced

Integrations & Tools
Streamline and work efficiently

Recent Saved Searches

Director of demand generation

All Saved Searches

Build A List

Recently Viewed Contacts

Emiriy Zhukov
UI/UX Designer @
Zoominfo

Ashley Gorakhpurwala
Server & Infrastructure Systems At D,
Dell Technologies

Featured updates based on your preferences

Manage My Feed

My Feed

Filters

Oak Street Health
Today

Oak Street Health, a network of health services, has secured \$731.63 million through an IPO. The company is trading at \$63.62 per share.

Hike Python & the C

Mark as relevant

Amazon.com
Today

Amazon Accused of Manipulating Prices by D.C. Attorney General
The District of Columbia said in a lawsuit that Amazon had stopped merchants that use its platform from charging lower prices for the same products elsewhere online. (Source)

General - News Coverage - www.nytimes.com



Intent Signals

Feed 7 Days

12,344

Intent Signals

Topic	Companies
AI Automation	10
Cyber Security	10
HR Watson	10
Mobile / Wireless	10

Find companies signaling intent on topics specific to your unique target market.

Select Intent Topics

Technologies Signals

Feed 7 Days

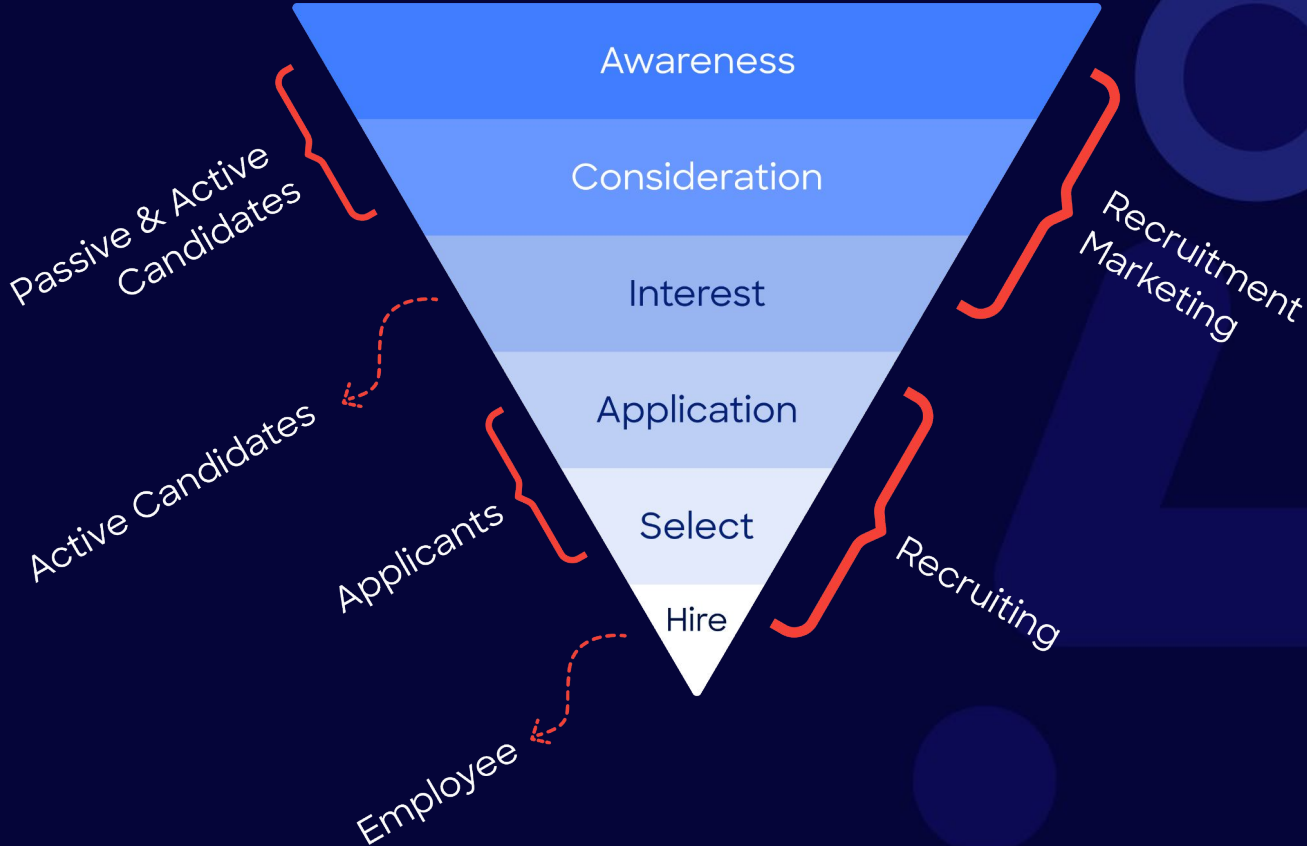
12,344

Added & Dropped Technologies

Technology	Dropped	Added
SalesForce	-80	+80
Next	-10	+10
Acure Software Solution	0	+10

Recruitment Funnel

Hire the right candidate as fast as possible with minimal cost



Search Lists **Saved Searches** ▾

Job Title

 Current ▾

Keywords ⊕

Tech Skills ⊕

Location

Postal Code

 Exact Radius ▾

Industries

Company Name

 Current ▾

Department & Job Function

Scoops ⊕

 Last 30 days ▾

Management Level

Metro Region MA - Boston x Tech Skills (+2) ▾ Scoops IPO x Scoops Timeframe Last 30 days x Save

3,499 Results Clear All

0 Selected Lists ▾ Export ▾ Engage ▾ ⚙️

<input type="checkbox"/>	Candidate Name	Lists	Job Title	Contact Info	Location	Company	Department	Job Function
<input type="checkbox"/>	Edward Leonard in	Add +	Quality Engine...	Business Personal ✉️ 📞	Cambridge, M...	Micro Foc...	Engineering & ...	Engineering & ...
<input type="checkbox"/>	Kenneth Preston in	Add +	Data Scientist	Business Personal ✉️ 📞	Boston, MA	Afectiva	Engineering & ...	Data Science
<input type="checkbox"/>	Jonathan O'Kee... in	Add +	Data Architect	Business Personal ✉️ 📞	Cambridge, M...	Akamai Te...	Information Te...	Enterprise Arc...
<input type="checkbox"/>	Austin Pearce in	Add +	Software Deve...	Business Personal ✉️ 📞	Bedford, MA	RSA	Engineering & ...	Software Deve...
<input type="checkbox"/>	Vadim Kacharov in	Add +	Technical Solu...	Business Personal ✉️ 📞	Boston, MA	Microsoft	Information Te...	Enterprise Arc...
<input type="checkbox"/>	Eric Christiansen in	Add +	Team Lead, So...	Business Personal ✉️ 📞	Waltham, MA	Verizon		
<input type="checkbox"/>	Mark Levanites in	Add +	Laboratory Ap...	Business Personal ✉️ 📞	Andover, MA	Pfizer	Information Te...	Application De...
<input type="checkbox"/>	William Zhou in	Add +	Boston Univer...	Business Personal ✉️ 📞	Boston, MA	Boston Un...	Information Te...	IT Operations, ...
<input type="checkbox"/>	Brendan O'Con... in	Add +	Staff Consulti...	Business Personal ✉️ 📞	Boston, MA	VMware		
<input type="checkbox"/>	Vedat Kaplan in	Add +	Senior Soluti...	Business Personal ✉️ 📞	Manchester	Great O...	Information Te...	Enterprise Arc...



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Enterprise Data Challenges



Compute Resources



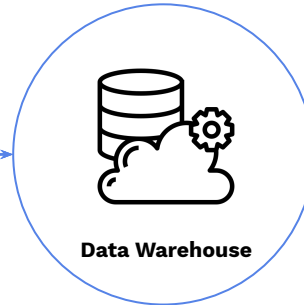
Security

Data Across the Enterprise

Data Collection



Processing



Consumption



 zoominfo

+

 snowflake



Buyer Propensity Models

salesforce



snowflake

Establish Reference Data

The screenshot displays a data analytics application interface. At the top, there is a navigation bar with icons for Databases, Shares, Data Marketplace, Warehouses, Worksheets, and History. On the right side of the navigation bar, there are icons for Preview App, Partner Connect, and Help, along with the text 'SKAKILETI PRODUCT_SECURITY'.

The main workspace is titled 'New Worksheet' and contains a SQL query editor. The query is as follows:

```
1
2
3 Select name, website from "Salesforce.Accounts"
4 where type = 'Customer'
```

The query is highlighted with a red box. Below the query editor, the 'Results' section shows a data preview. The query executed successfully, returning 7,904 rows in 580ms. The results are displayed in a table with the following columns: Row, NAME, and WEBSITE.

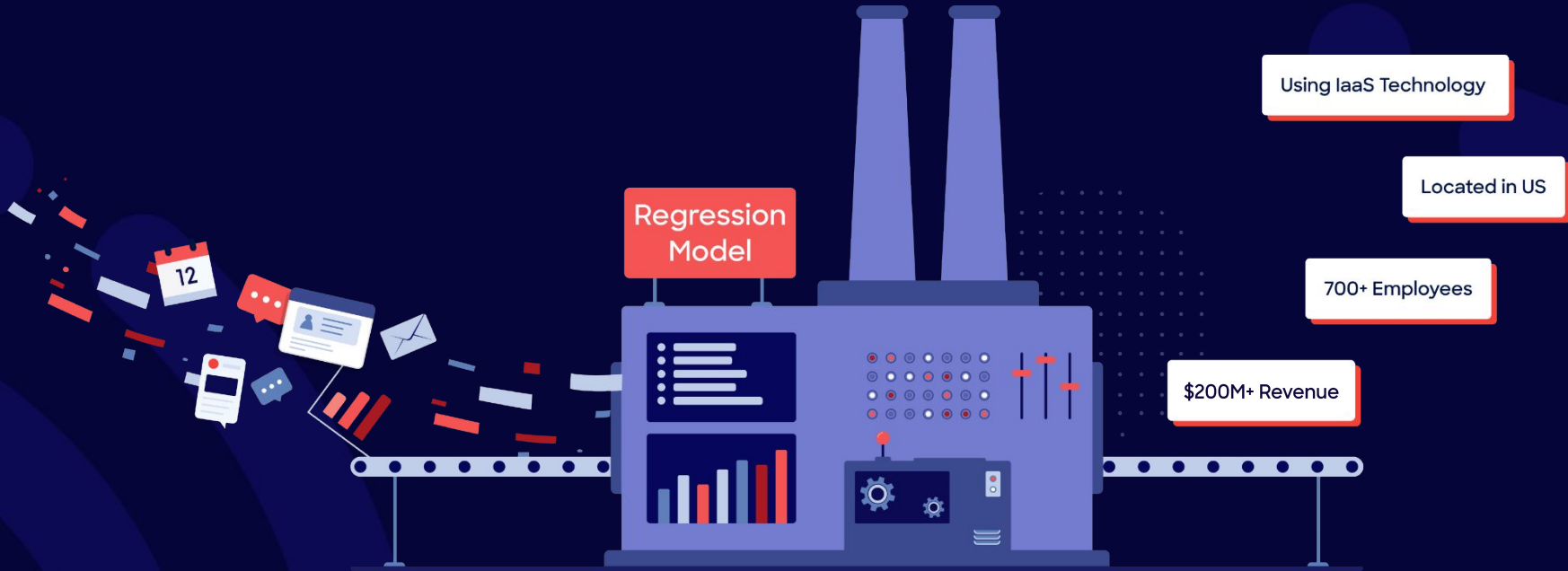
Row	NAME	WEBSITE
1	IRIO	www.irio.com
2	InsideOut Development LLC	www.insideoutdev.com
3	Mouri Tech	www.mouritech.com
4	Votiro	www.votiro.com
5	BullsEye Telecom	www.bullseyetelecom.com
6	SmartOptics	www.smartoptics.com
7	Repro Products - Xerox Dealer	www.reproproducts.com
8	QuadPay Inc	www.quadpay.com
9	Ideal Integrations	www.idealintegrations.net
10	Vertex Software Corporation	www.vertex.com
11	Raxis LLC	www.raxis.com
12	Mythics	www.mythics.com
13	Manta	getmanta.com
14	Search Services LLC	www.searchsvc.com
15	Kinly	www.kinly.com
16	Codero Hosting	www.codero.com
17	XTEL COMMUNICATIONS	www.xtel.net

Enrich Reference Data with ZoomInfo

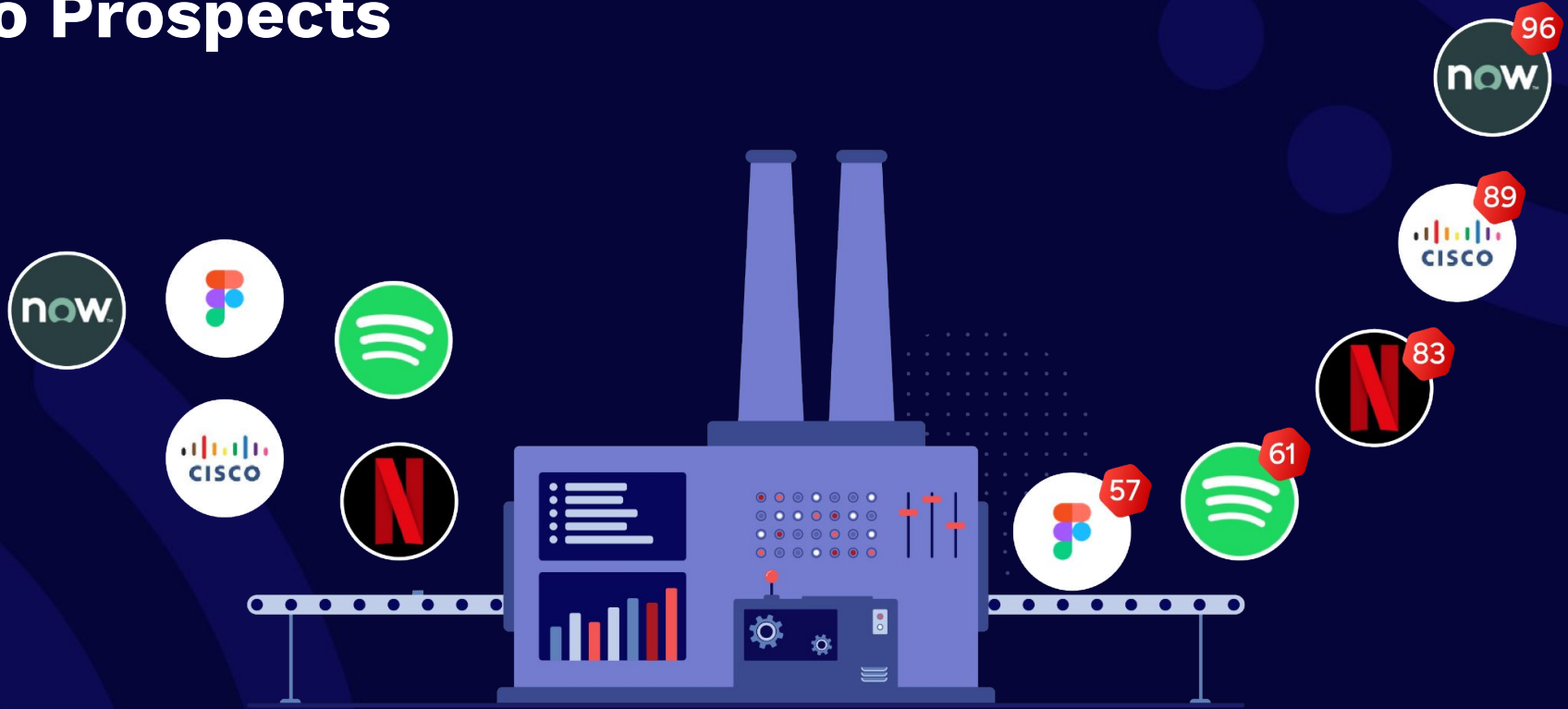
The screenshot displays a data enrichment tool interface. At the top, there are navigation tabs for Databases, Shares, Data Marketplace, Warehouses, Worksheets, and History. The 'Worksheets' tab is active. Below the navigation, there's a 'Find database objects' sidebar on the left and a 'Run' button with a 'All Queries' dropdown and 'Saved 0 seconds ago' indicator. The main area shows a SQL query: `Select name, website, annual_revenue, industry, NUMBER_OF_EMPLOYEES, BILLING_COUNTRY, CRM_C from "Salesforce.Accounts" where type = 'Customer'`. Below the query, the 'Results' section shows 'Data Preview' with a 'Query ID' and 'SQL' link, a progress bar, and '1.23s' execution time for '7,906 rows'. A 'Filter result...' input and 'Copy' button are also present. The results are displayed in a table with columns: Row, NAME, WEBSITE, ANNUAL_REVENUE, INDUSTRY, NUMBER_OF_EMPLOYEES, BILLING_COUNTRY, and CRM_C. A red box highlights the data rows from Row 1 to Row 17.

Row	NAME	WEBSITE	ANNUAL_REVENUE	INDUSTRY	NUMBER_OF_EMPLOYEES	BILLING_COUNTRY	CRM_C
1	IRIO	www.irio.com	8500000	Business Services	24	United States	Salesforce Enterprise
2	InsideOut Development LLC	www.insideoutdev.com	20541000	Business Services	38	United States	Salesforce
3	Mouri Tech	www.mouritech.com	23247000	Business Services	110	United States	Other
4	Votiro	www.votiro.com	18947000	Software	37	Australia	Salesforce
5	BullsEye Telecom	www.bullseyetelecom.com	78134000	Telecommunications	203	United States	Salesforce
6	SmartOptics	www.smartoptics.com	24533000	Holding Companies & Conglomer...	131	Norway	HubSpot
7	Repro Products - Xerox Dealer	www.reproproducts.com	66659000	Retail	73	United States	Microsoft Dynamics
8	QuadPay Inc	www.quadpay.com	11774000	Finance	54	United States	HubSpot
9	Ideal Integrations	www.idealintegrations.net	11047000	Business Services	65	United States	Autotask PSA
10	Vertex Software Corporation	www.vertex.com	4079000	Software	21	United States	Salesforce
11	Raxis LLC	www.raxis.com	3151000	Software	15	United States	Other
12	Mythics	www.mythics.com	46114000	Business Services	301	United States	Netsuite
13	Manta	getmanta.com	6268000	Software	33	United States	Pipedrive
14	Search Services LLC	www.searchsvc.com	3766000	Business Services	15	United States	Bullhorn
15	Kinly	www.kinly.com	126656000	Software	1200	Netherlands	None
16	Codero Hosting	www.codero.com	18963000	Business Services	148	United States	Salesforce
17	XTEL COMMUNICATIONS	www.xtel.net	16155000	Telecommunications	35	United States	Salesforce

Identify Attributes using Regression Models



Apply Buyer Propensity Scores to Prospects



Data Driven Go-To-Market

Chris Hays | Chief Operating Officer



ANALYST DAY // 2021

ZOOMINFO **GTM OVERVIEW**

**50% Revenue Growth
Year-over-Year**

**Over 20k Paying
Customers**

**Internal Sales Talent
Pipeline Development**

**Long-Term Investment in
Customer Centricity**

ZOOMINFO **A DAY IN THE LIFE**

March 24th, 2021

Inbound Hot MQLs
758

Inbound Demos Created
279

Outbound Demos Created
183

Opportunities Created
258

Opportunities Won
49

Organic Visitors
405K

Visitors Interacted
92k

ZOOMINFO **BEST IN CLASS GTM**

Marketing Qualified Leads

>16k Per Month

Total Outbound Demos Created

>4k Per Month

Inbound Response Time

<90 Seconds SLA

Median Sales Cycle

<30 Days

ZOOMINFO GTM **AREAS OF FOCUS**

- 1 Accelerating Enterprise Growth
- 2 International Expansion
- 3 Customer Centric Investment

BUILDING MOMENTUM IN THE ENTERPRISE MOTION

**Created Strategic
Account Management
Team**

**Accelerated Growth
by Doubling Down on
Team Size**

**Established Sales
Specialization and
Verticalized Model**



**Resourced
Cross-Functional
Strategic Support
Teams**

**Expanded Strategic
Account Motion to
Named Greenfield
Accounts**

INTERNATIONAL EXPANSION

PRIOR STATE

- **International Leads Funneled into General Account Executive Pool**
- **Minimal Resourcing for International Sales Execution**

CURRENT STATE

- **Exclusive Lead Routing**
- **Full Team on EMEA Hours**
- **Double Account Executive Team Size**
- **Dedicated SDR Team**
- **Dedicated CS and CX Resources**

FUTURE STATE

- **Open Office Overseas**
- **Accelerate Team Growth in US and Overseas**
- **Dedicated Account Management Team**
- **Strategic Partnerships Creating Footprint in Key Global Markets**

CUSTOMER JOURNEY **FOCUS**



Optimize
Onboarding
Experience



Specialized Onboarding Function to
Fast-Track New Customer Adoption



Drive Customer
Training & Adoption



Increase Training Options to Drive
Stickiness



Streamline Complex
Customer
Implementations



Integration Experts to Ensure Full
Value Delivery and Easy Startup



Enhancing
Experience Through
Support



Efficiently Scaled Customer Support
Team Providing Faster Resolutions

BUILDING MOMENTUM



**Expanding
TAM**



**GTM
Operating
System**



**>950 \$100k
Logos**



**108% Net
Retention**



**50% Revenue
Growth**

Customer Panel

Shane Murphy-Reuter | Chief Marketing Officer

Michelle Worley | T-Mobile

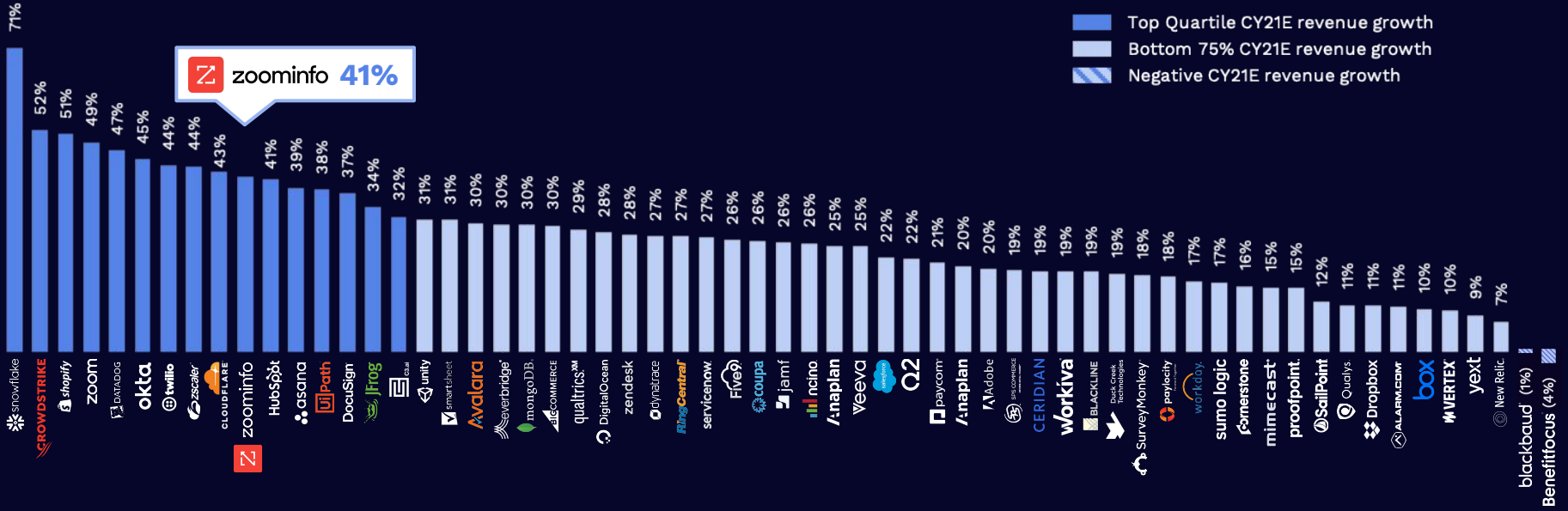
Sean Kay | UiPath

Financial Framework

Cameron Hyzer | Chief Financial Officer

Compelling Subscription Model at Scale

Consensus CY21E Revenue Growth (per FactSet)⁽¹⁾



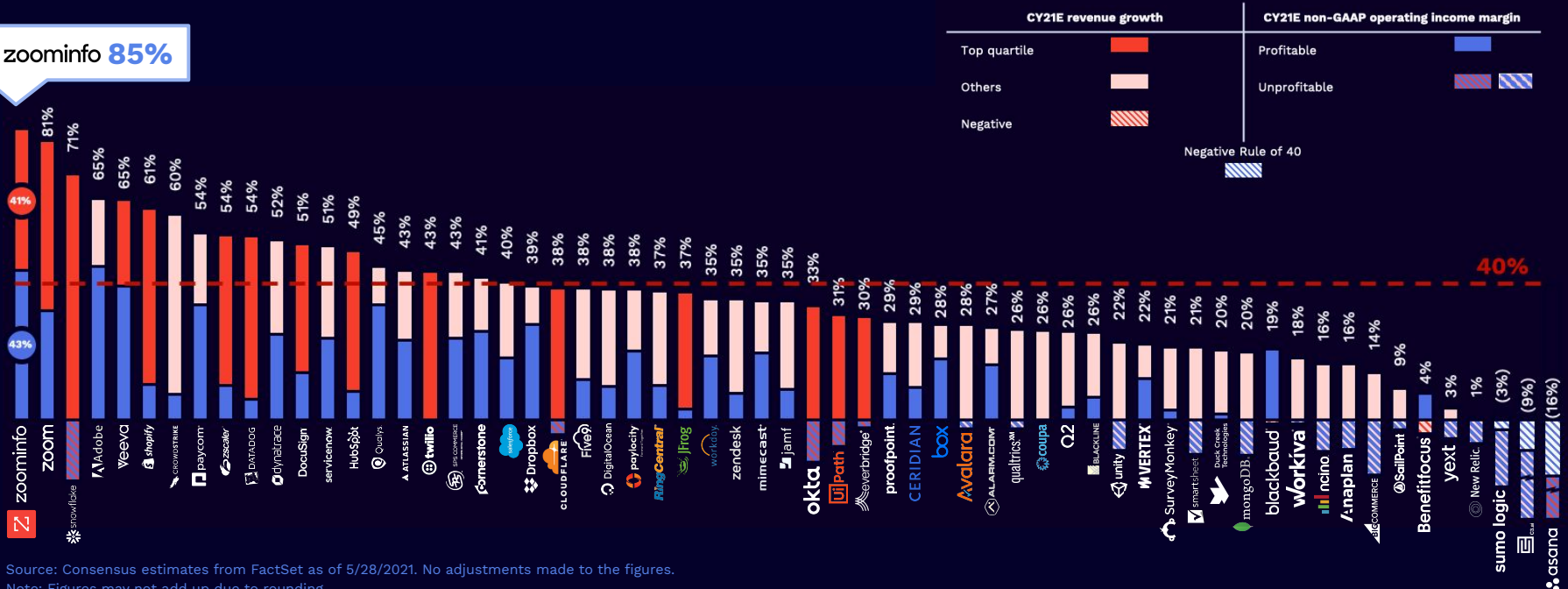
Source: Consensus estimates from FactSet as of 5/28/2021. No adjustments made to the figures.

1. CY21E revenue growth calculated as CY21E revenue divided by CY20 revenue minus 1

Compelling Subscription Model at Scale

Consensus CY21E Revenue Growth + CY21E Non-GAAP Operating Income Margin
(per FactSet)⁽¹⁾⁽²⁾

zoominfo 85%

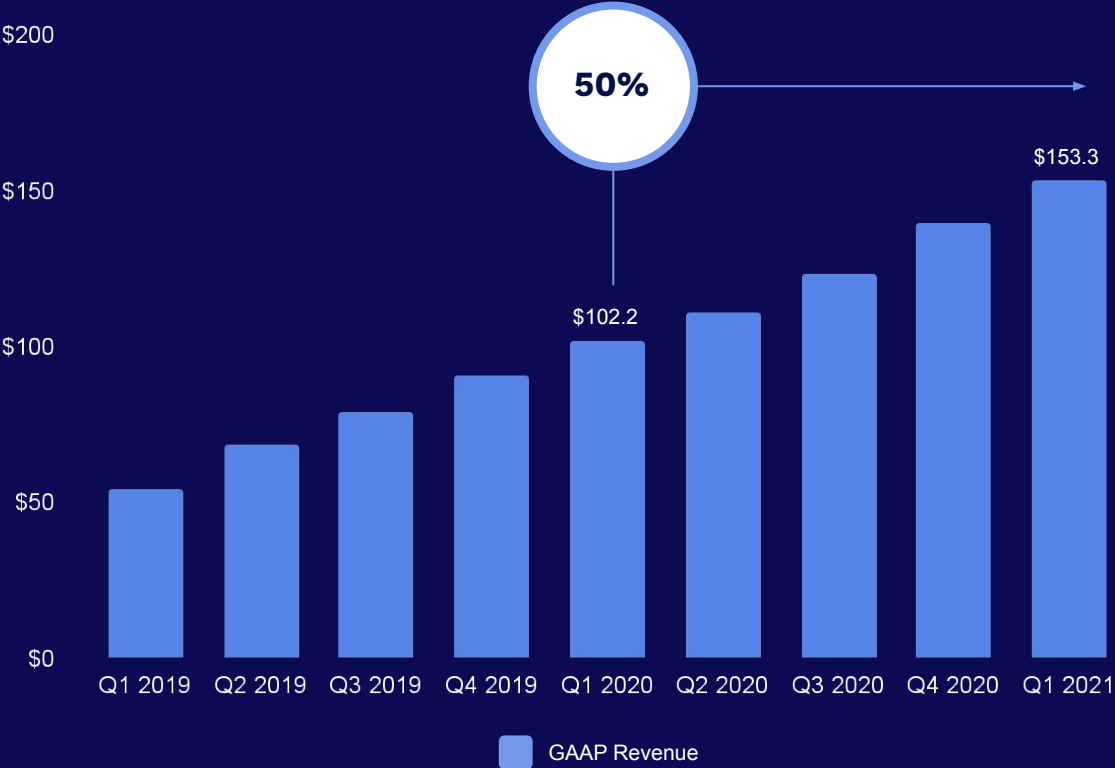


Source: Consensus estimates from FactSet as of 5/28/2021. No adjustments made to the figures.

Note: Figures may not add up due to rounding

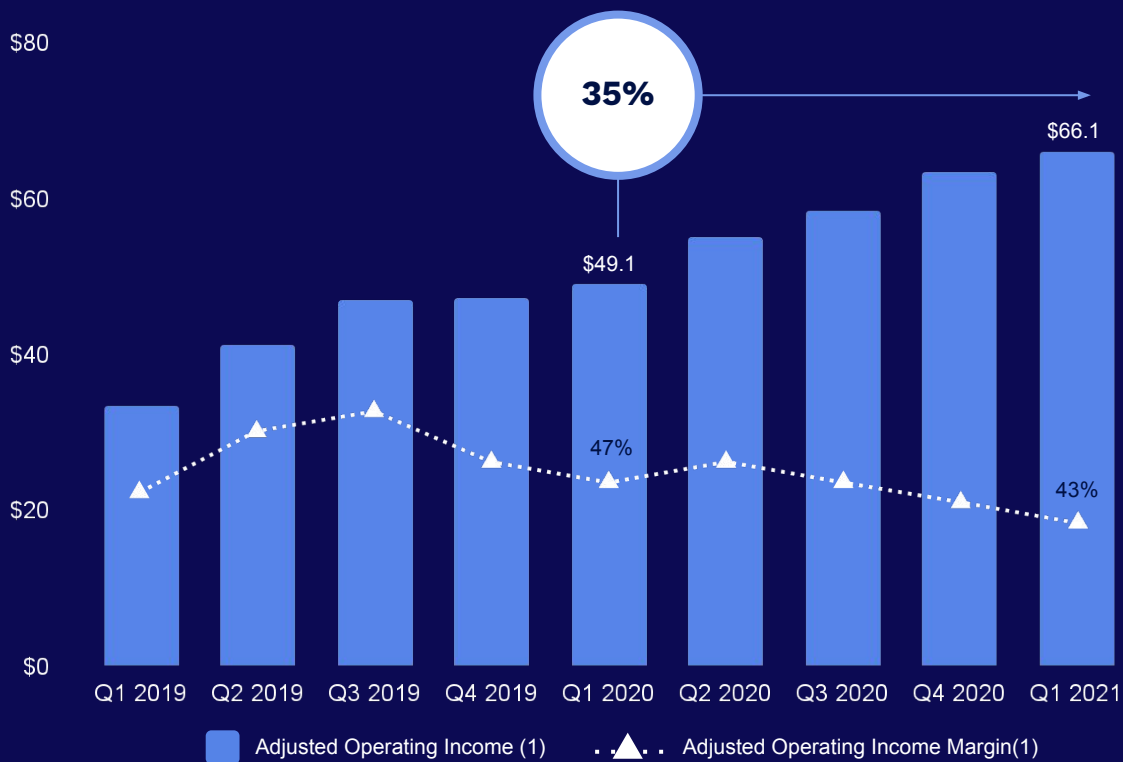
- 1. CY21E revenue growth calculated as CY21E revenue divided by CY20 revenue minus 1
- 2. Non-GAAP operating income margin calculated as CY21E non-GAAP operating income divided by CY21E revenue

GAAP Revenue Growth (\$mm)



Q1 2021
YoY Growth
50%

Adjusted Operating Income (\$mm) and Margin⁽¹⁾



Q1 2021

43%

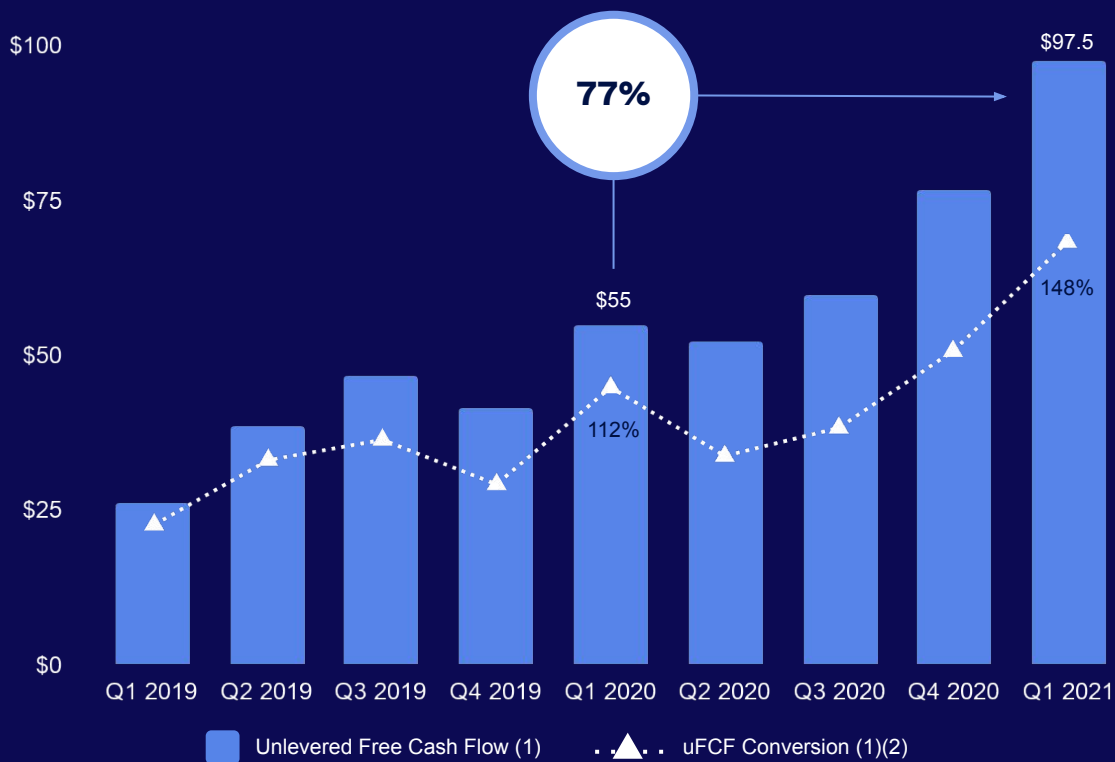
Adjusted Operating
Income Margin⁽¹⁾

35%

YoY Growth in Adjusted
Operating Income⁽¹⁾

1. GAAP to non-GAAP reconciliations available in the non-GAAP reconciliations section of this presentation

Unlevered Free Cash Flow (uFCF) (\$mm) and uFCF Conversion⁽¹⁾⁽²⁾



Q1 2021

148%

Unlevered free cash flow conversion⁽¹⁾⁽²⁾

63%

Unlevered Free Cash Flow Margin⁽¹⁾

1. GAAP to non-GAAP reconciliations available in the non-GAAP reconciliations section of this presentation
2. Unlevered Free Cash Flow Conversion defined as Unlevered Free Cash Flow divided by Adjusted Operating Income

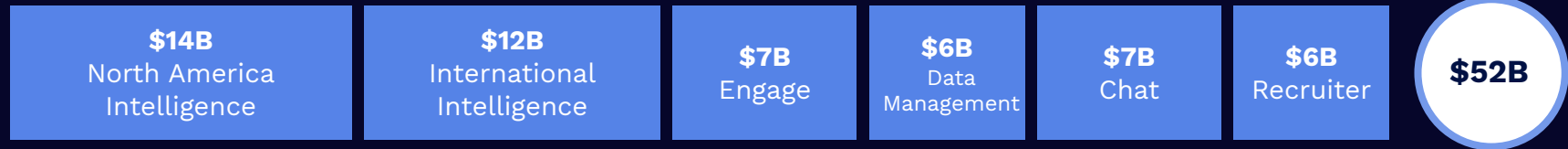
Addressing a Large and Growing Opportunity

ZOOMINFO'S GLOBAL TAM

At IPO⁽¹⁾



Today⁽²⁾⁽³⁾⁽⁴⁾



1. We calculated our TAM at IPO by estimating the total number of companies by employee size for companies with 1,000 or more employees (enterprise), companies with 100 to 999 employees (mid-market), and companies with 10 to 99 employees (SMBs) and applying the ACV to each respective company using internally generated data of actual customer spend by company size. The aggregate calculated value represents our estimated TAM. Data for numbers of companies by employee count is from our Zoominfo platform that we have identified as relevant prospects for our platform. The ACV applied to the specifically identified number of companies by employee size is calculated by leveraging internal company data on current customer spend, which is concentrated on sales and marketing use cases today. For our companies with 1,000 or more employees, we have applied the average ACV of our top quartile of customers with 1,000 or more employees, who we believe have achieved broader implementation of our platform across their organizations. For companies with 100 to 999 employees and companies with 10 to 99 employees, we have applied an average ACV based on current spend for our customers in these bands.
2. We calculated our TAM today with the same methodology as per footnote 1 above with the following changes: 1) SMBs sized based on companies 25 to 99 employees, 2) ACV excludes Engage, Everstring and Recruiter as those TAMs are being calculated separately and 3) applying North America and International ACV to applicable company counts by assuming 45% of North America ACV for International enterprise and 75% of North America ACV for mid-market and SMBs
3. Engage assumes 25% of ACV as per footnote 2 for enterprise, mid-market and SMBs; Data Management assumes 33% of ACV as per footnote 2 for enterprise and mid-market only; Recruiter assumes \$100K ACV for enterprise (50 reps x \$2,000 / rep), \$8K ACV for mid-market (4 reps x \$2,000 / rep), \$2K ACV for SMBs (2 reps x \$2,000 / rep); Chat assumes 25% of ACV as per footnote 2 for enterprise, mid-market and SMBs
4. Company counts based on Zoominfo platform as of 5/13/2021; ACV values as of 3/31/2021

2025 Revenue Growth Target



**Large and
Growing TAM**



**Continued
Execution**



**Building Sales
Capacity**

Path to \$2B



Sell to new and existing customers



Develop additional solutions, products and use cases



Continue our international expansion efforts

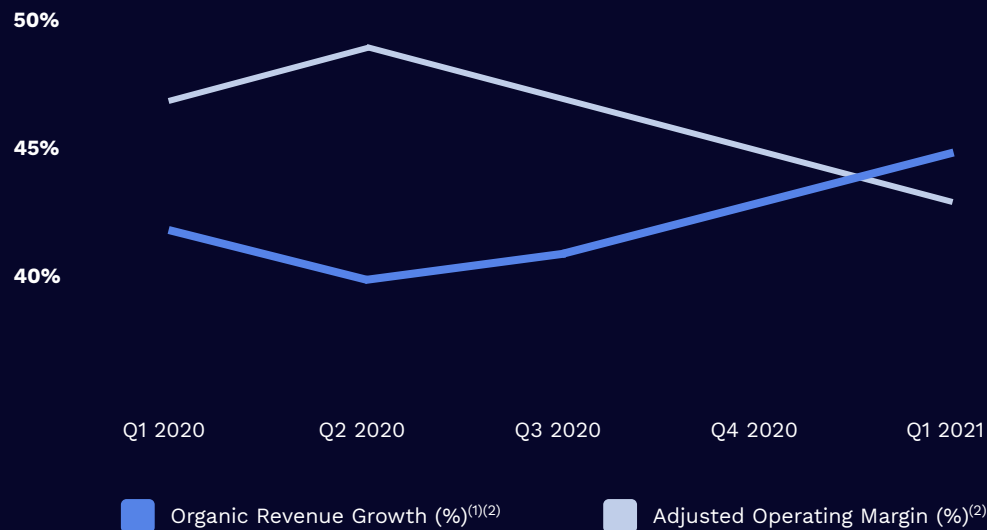


Acquire select businesses to complement our platform



Sales Capacity

Balance of Growth and Profitability



1. Organic revenue growth is defined as the growth of Allocated Combined Receipts for the periods reported (through Q3 2020), or GAAP revenue thereafter, minus revenue from products acquired within the preceding 12 months, compared to the prior year period
2. GAAP to non-GAAP reconciliations available in the non-GAAP reconciliations section of this presentation

Financial Profile

Current Leverage

- 1.2x Net Leverage Ratio⁽⁴⁾
- Gross Debt = 4% of Enterprise Value
- Net Debt = 2% of Enterprise Value

Target Capitalization

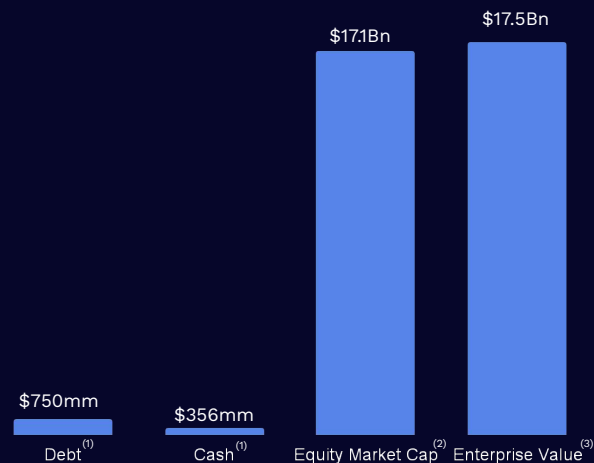
- Prudent approach to leverage
- Target upward rating trajectory and credit profile consistent with Investment Grade over the next several years

Liquidity

- Maintain strong liquidity, including for strategic acquisitions and organic growth initiatives
- Balanced between cash and revolver capacity

Capital Allocation

- Focus on investments for growth
- Balanced approach to acquisitions – must fit well with rigorous strategy and financial criteria



1. As of March 31, 2021

2. Based off of the closing price of the company's Class A common stock as of May 28, 2021 (\$43.83), and 391,359,732 shares of Class A, Class B, and Class C common stock outstanding as of April 23, 2021

3. Enterprise Value defined as Equity Market Cap + Debt - Cash

4. See Net Debt / Credit Agreement EBITDA reconciliation available in the non-GAAP reconciliations section of this presentation

Non-GAAP Reconciliations

Non-GAAP Financial Measures

To supplement our consolidated financial statements presented in accordance with GAAP, this presentation contains non-GAAP financial measures, including Adjusted Operating Income, Adjusted Operating Income Margin, Unlevered Free Cash Flow, Unlevered Free Cash Flow Conversion, Net Leverage Ratio, and Credit Agreement EBITDA. We believe these non-GAAP measures are useful to investors in evaluating our operating performance because they eliminate certain items that affect period-over-period comparability and provide consistency with past financial performance and additional information about our underlying results and trends by excluding certain items that may not be indicative of our business, results of operations, or outlook.

Non-GAAP financial measures are not meant to be considered in isolation or as a substitute for the comparable GAAP measures, but rather as supplemental information to our business results. This information should be read only in conjunction with our consolidated financial statements prepared in accordance with GAAP. There are limitations to these non-GAAP financial measures because they are not prepared in accordance with GAAP and may not be comparable to similarly titled measures of other companies due to potential differences in methods of calculation and items or events being adjusted. In addition, other companies may use different measures to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial measures as tools for comparison. A reconciliation is provided at the end of this presentation for each historical non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP. We do not provide a quantitative reconciliation of the forward-looking non-GAAP financial measures included in this presentation to the most directly comparable GAAP measures due to the high variability and difficulty to predict certain items excluded from these non-GAAP financial measures; in particular, the effects of stock-based compensation expense, taxes and amounts under the exchange tax receivable agreement, deferred tax assets and deferred tax liabilities, and restructuring and transaction expenses. We expect the variability of these excluded items may have a significant, and potentially unpredictable, impact on our future GAAP financial results.

We define Adjusted Operating Income as income from operations plus (i) impact of fair value adjustments to acquired unearned revenue, (ii) amortization of acquired technology and other acquired intangibles, (iii) equity-based compensation expense, (iv) restructuring and transaction-related expenses, and (v) integration costs and acquisition-related compensation. We exclude the impact of fair value adjustments to acquired unearned revenue and amortization of acquired technology and other acquired intangibles, as well as equity-based compensation, because these are non-cash expenses or non-cash fair value adjustments and we believe that excluding these items provides meaningful supplemental information regarding performance and ongoing cash-generation potential. We exclude restructuring and transaction-related expenses, as well as integration costs and acquisition-related compensation, because such expenses are episodic in nature and have no direct correlation to the cost of operating our business on an ongoing basis. Adjusted Operating Income is presented because it is used by management to evaluate our financial performance and for planning and forecasting purposes. Additionally, we believe that it and similar measures are widely used by securities analysts and investors as a means of evaluating a company's operating performance. Adjusted Operating Income should not be considered as an alternative to operating income as an indicator of operating performance. We define Adjusted Operating Income Margin as Adjusted Operating Income divided by the sum of revenue and the impact of fair value adjustments of acquired unearned revenue.

Non-GAAP Financial Measures

We define Unlevered Free Cash Flow as net cash provided from operating activities less (i) purchases of property and equipment and other assets, plus (ii) cash interest expense, (iii) cash payments related to restructuring and transaction-related expenses, and (iv) cash payments relating to integration costs and acquisition-related compensation. We define Unlevered Free Cash Flow Margin as Unlevered Free Cash Flow divided by the sum of revenue and the amortization of the impact of fair value adjustments to acquired unearned revenue. Unlevered Free Cash Flow is presented because it is used by management to evaluate our financial performance and for planning and forecasting purposes. Additionally, we believe that it and similar measures are widely used by securities analysts and investors as a means of evaluating a company's operating performance. Unlevered Free Cash Flow should not be considered as an alternative to cash flows from operating activities as a measure of liquidity or as an alternative to operating income or net income as indicators of operating performance. Unlevered Free Cash Flow does not represent residual cash flow available for discretionary expenditures since, among other things, we have mandatory debt service requirements.

We define Net Leverage Ratio as the total contractual maturity of outstanding indebtedness less cash and cash equivalents, divided by our Adjusted EBITDA for the 12 months ended as of such date. EBITDA is defined as earnings before debt-related costs, including interest and loss on debt extinguishment, provision for taxes, depreciation, and amortization. Management further adjusts EBITDA to exclude certain items of a significant or unusual nature, including other (income) expense, net, impact of certain non-cash items, such as fair value adjustments to acquired unearned revenue and equity-based compensation, restructuring and transaction-related expenses, and integration costs and acquisition-related compensation. Our first lien credit agreement defines Credit Agreement EBITDA and it differs from Adjusted EBITDA due to certain defined add-backs, including pro forma cost savings from synergies and cash generated from changes in unearned revenue. We exclude these items because these are non-cash expenses or non-cash fair value adjustments, which we do not consider indicative of performance and ongoing cash-generation potential or are episodic in nature and have no direct correlation to the cost of operating our business on an ongoing basis. Adjusted EBITDA is presented because it is used by management to evaluate our financial performance and for planning and forecasting purposes. Additionally, we believe that it and similar measures are widely used by securities analysts and investors as a means of evaluating a company's operating performance. Adjusted EBITDA should not be considered as an alternative to cash flows from operating activities as a measure of liquidity or as an alternative to operating income or net income as indicators of operating performance and Net Leverage Ratio should not be considered as an alternative to other ratios of GAAP earnings to indebtedness.

Reconciliation from GAAP Net Income (Loss) to Adjusted Operating Income

(\$ in Millions)	Q1 2020	Q1 2021
Net income (loss)	\$(5.9)	\$(33.9)
Add (less): Expense (benefit) from income taxes	(0.4)	49.7
Add: Interest expense, net	24.5	6.5
Add: Loss on debt extinguishment	2.2	5.9
Add (less): Other expense (income), net	(0.1)	(0.2)
Income (loss) from operations	20.3	28.0
Add: Impact of fair value adjustments to acquired unearned revenue	1.4	0.6
Add: Amortization of acquired technology	5.6	6.7
Add: Amortization of other acquired intangibles	4.6	4.8
Add: Equity-based compensation	11.3	18.1
Add: Restructuring and transaction-related expenses	2.9	4.4
Add: Integration costs and acquisition-related expenses	3.0	3.4
Adjusted Operating Income	\$49.1	\$66.1
Revenue	102.2	153.3
Impact of fair value adjustments to acquired unearned revenue	1.4	0.6
Revenue for adjusted operating margin calculation	103.6	154.0
<i>Adjusted Operating Income Margin</i>	47%	43%

Reconciliation from GAAP Net Income (Loss) to Credit Agreement EBITDA

(\$ in Millions)	Trailing Twelve Months as of March 31, 2021
Net income (loss)	\$(64.4)
Income tax expense (benefit)	54.8
Interest expense, net	51.2
Loss on debt extinguishment	18.6
Depreciation	10.9
Amortization of acquired technology	24.4
Amortization of other acquired intangibles	18.9
EBITDA	114.5
Other (income) expense, net	(15.5)
Impact of fair value adjustments to acquired unearned revenue	1.9
Equity-based compensation expense	128.4
Restructuring and transaction related expenses	14.0
Integration costs and acquisition-related expenses	9.4
Adjusted EBITDA	252.6
Unearned revenue adjustment	83.3
Pro forma cost savings	—
Cash rent adjustment	1.0
Other lender adjustments	(1.1)
Credit Agreement EBITDA	335.7

Reconciliation from GAAP Operating Cash Flow to Unlevered Free Cash Flow

(\$ in Millions)	Q1 2020	Q1 2021
Cash flow from operating activities	\$28.3	\$93.0
Interest paid in cash	23.3	6.8
Purchases of property and equipment and other assets	(4.1)	(4.7)
Restructuring and transaction-related expenses paid in cash	3.9	1.1
Integration costs and acquisition-related compensation paid in cash	3.6	1.3
Unlevered Free Cash Flow	\$55.0	\$97.5
Adjusted Operating Income	49.1	66.1
Unlevered Free Cash Flow conversion	112%	148%
Revenue	102.2	153.3
Impact of fair value adjustments to acquired unearned revenue	1.4	0.6
Revenue for uFCF margin calculation	103.6	153.9
Unlevered Free Cash Flow Margin	53%	63%

Reconciliation from Revenue to Allocated Combined Receipts

(\$ in Millions)	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
GAAP Revenue	\$54.6	\$68.5	\$79.1	\$91.1	\$102.2	\$110.9	\$123.4
Impact of fair value adjustments to acquired unearned revenue	8.5	10.7	8.1	4.9	1.4	0.3	0.2
Pre-acquisition ZI revenue	9.7	—	—	—	—	—	—
Impact of fair value adjustments to acquired unearned revenue recorded by pre-Acquisition ZI	0.1	—	—	—	—	—	—
Pre-acquisition revenue of other acquired companies	0.2	0.2	0.2	—	—	—	—
Allocated Combined Receipts	\$73.1	\$79.4	\$87.5	\$96.1	\$103.6	\$111.2	\$123.6
Year-over-year Growth					42%	40%	41%

1. As Allocated Combined Receipts converges with GAAP revenue, we do not expect to continue reporting ACR following Q3 2020

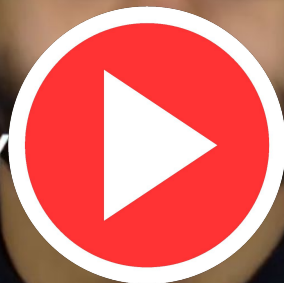
Reconciliation to Calculate Organic Growth

(\$ in Millions)	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021
Allocated Combined Receipts	\$103.6	\$111.2	\$123.6		
GAAP Revenue				\$139.7	\$153.3
Revenue from products acquired in preceding 12 months				(2.0)	(3.0)
Numerator for Organic Growth Calculation	\$103.6	\$111.2	\$123.6	\$137.7	\$150.3
Denominator for Organic Growth Calculation (Prior Year ACR)	\$73.1	\$79.4	\$87.5	\$96.1	\$103.6
Year-over-year Growth	42%	40%	41%	43%	45%

- Organic revenue growth is defined as the growth of Allocated Combined Receipts for the periods reported (through Q3 2020), or GAAP revenue thereafter, minus revenue from products acquired within the preceding 12 months, compared to the prior year period

Break

WE ASKED OUR EMPLOYEES WHAT THEY HAD TO SAY ABOUT CUSTOMER REVIEWS



Q&A

Henry Schuck | Founder and Chief Executive Officer

Chris Hays | Chief Operating Officer

Cameron Hyzer | Chief Financial Officer

Thank you!



2021