ZoomInfo 2022 Analyst Day

DATE

June 2022

Agenda

01.
Henry Schuck
Founder and Chief Executive Officer

02.
Simon McDougall
Chief Compliance Officer

03.
Customer Interview:
SAP

04.
Chris Hays
President and Chief Operating Officer

05.
Employee Interview:
Carolyn Murray

06.
Tim Strickland
Chief Revenue Officer

07.
Customer Interview:
Adobe

08.
Cameron Hyzer
Chief Financial Officer

09.
Q&A
Henry Schuck
Chris Hays
Cameron Hyzer

Safe Harbor Statement

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. 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. Any statements in this presentation regarding future revenue, earnings, margins, financial performance, cash flow, liquidity, results of operations, unlevered free cash flow conversion rates, stock based compensation expense, depreciation and amortization expense, interest expense, capital expenditures, non-GAAP tax rates, or cash tax rates, our total addressable market ("TAM"), our potential opportunities within existing enterprise customers, our future investments in R&D, innovation and product offerings, the potential impact of COVID-19, future product or service offerings, expected customer growth or net retention, the anticipated benefits of previously announced acquisitions to us and our customers, our acquisition strategy, and any other statements that are not historical facts are forward-looking statements. We have based our forward-looking statements on our management’s beliefs and assumptions based on information available to our management at the time the statements are made. We caution you that assumptions, beliefs, expectations, intentions and projections about future events may and often do vary materially from actual results. Therefore, actual results could differ materially from those expressed or implied by our forward-looking statements.

Factors that could cause actual results to differ from those expressed or implied by our forward-looking statements include, among other things: future economic, competitive, and regulatory conditions, the COVID-19 pandemic, the successful integration of acquired businesses, and future decisions made by us and our competitors. All of these factors are difficult or impossible to predict accurately and many of them are beyond our control. For a further list and description of these and other important risks and uncertainties that may affect our future operations, see Part I, Item 1A - Risk Factors in our most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission, which we may update in Part II, Item 1A - Risk Factors in Quarterly Reports on Form 10-Q we have filed or will file hereafter. Our forward-looking statements do not reflect the potential impact of any future acquisitions, mergers, dispositions, joint ventures, investments, or other strategic transactions we may make. Each forward-looking statement contained in this presentation speaks only as of the date of this presentation, and we undertake no obligation to update or revise any forward-looking statements whether as a result of new information, future developments or otherwise, except as required by law.

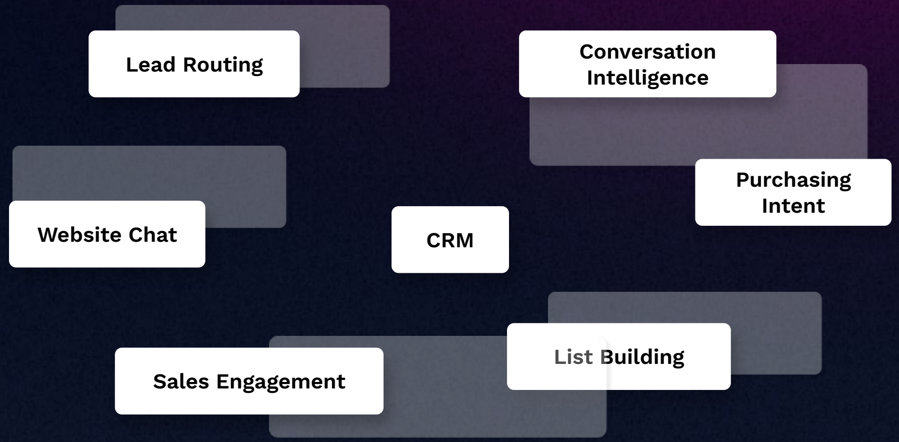
Henry Schuck

FOUNDER AND CHIEF EXECUTIVE OFFICER

zoominfo

Successful Sales Tools of the Past

The New World of Sales

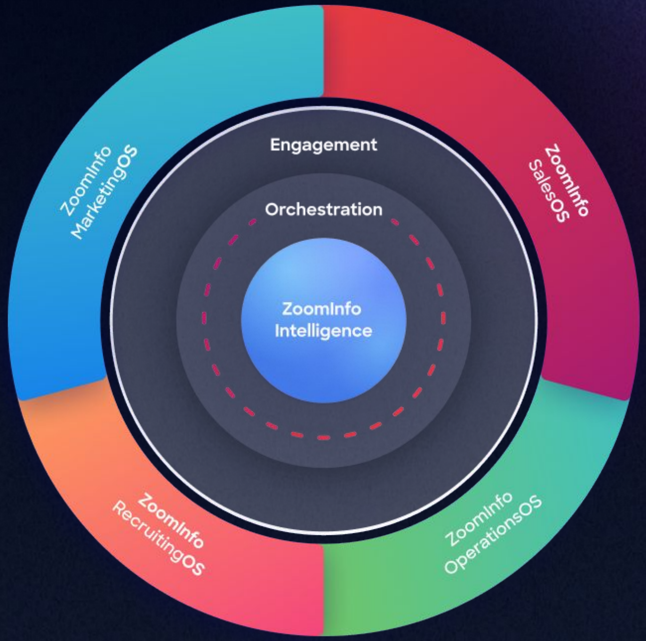


The average number of tools used by sales teams has grown **300%**
-Smart Selling Tools

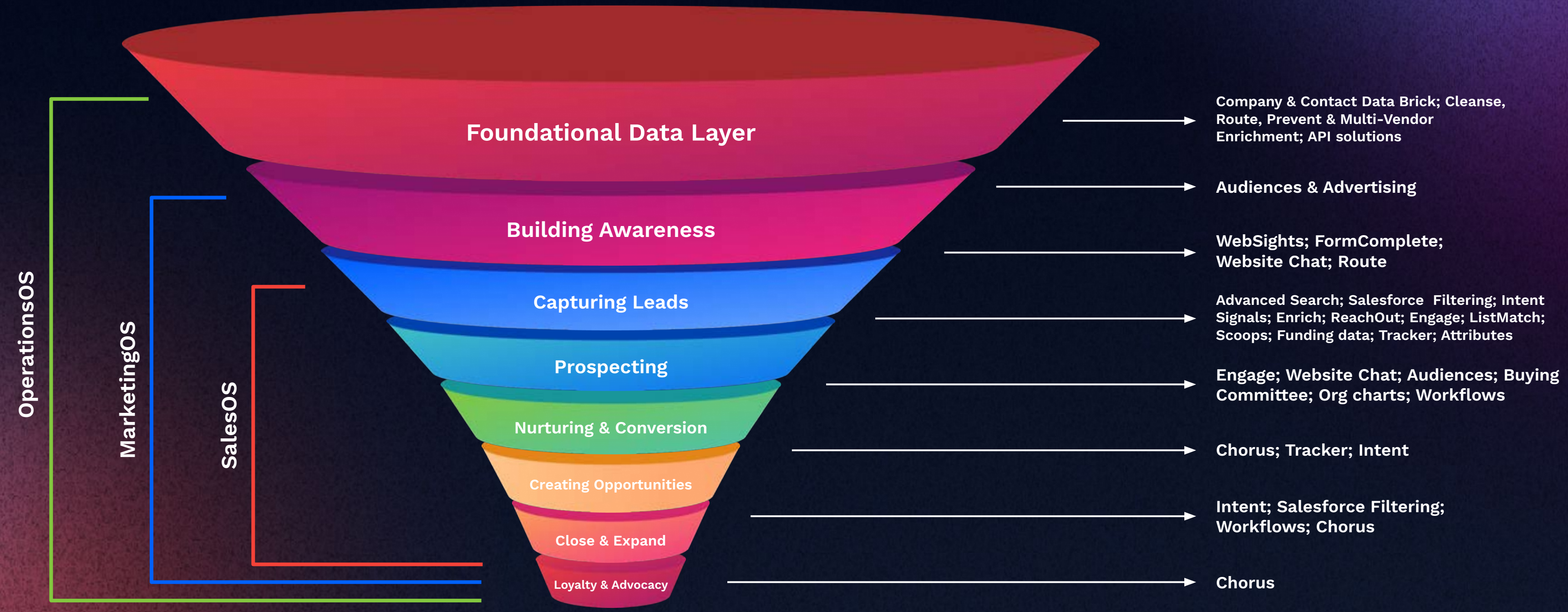
Only **29%** of sales leaders are satisfied with their tech stack.
-Gartner

Reps spend **2/3rds** of their time on non-selling activities.
-Forbes

The Evolution of Product to Platform Selling



The Modern Revenue Operating System



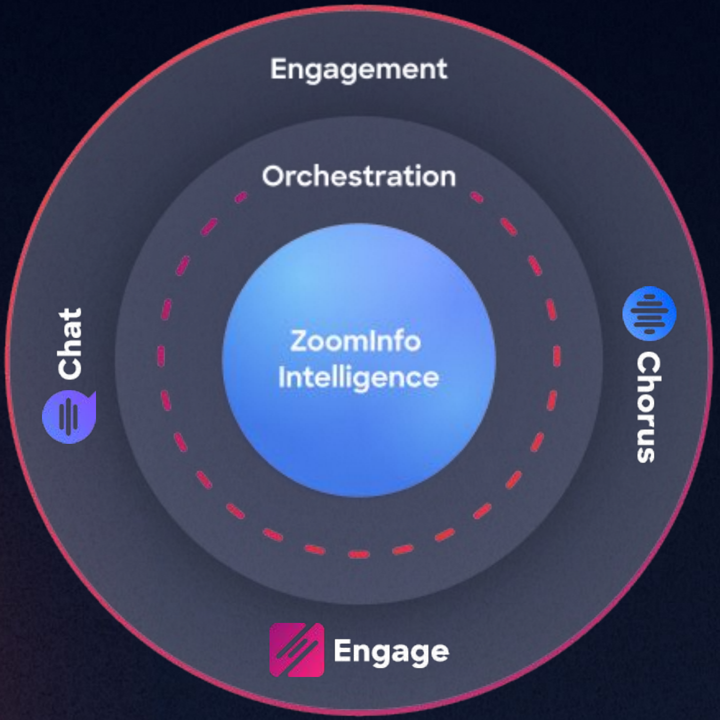
RevOS The Modern Revenue Operating System

MarketingOS

Display and Social Advertising
Account-based Marketing
Website Chat
Form Enrichment
Abandoned Form Tracking
Audience Solutions

TalentOS

Recruitment Intelligence
Recruitment Automation
Talent Engagement
Talent Pool Management
Employer Branding
Recruitment Marketing



SalesOS

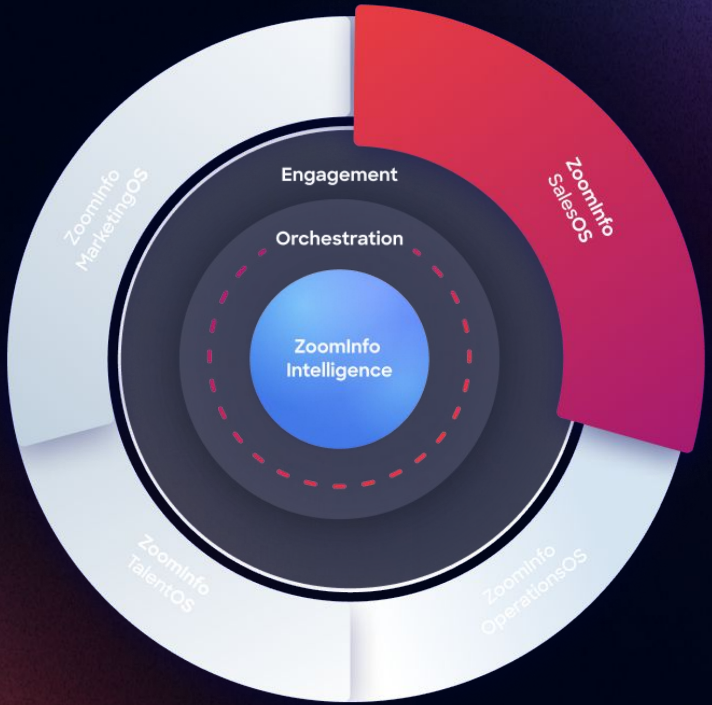
Sales Intelligence
Buyer Intent Data
Key Contact Tracking
Conversation Intelligence
Pipeline Forecasting
Sales Engagement
Website Chat

OperationsOS

Data-as-a-Service
Data Quality Management
Lead-to-Account Matching
Enrichment
Routing
Email Verification

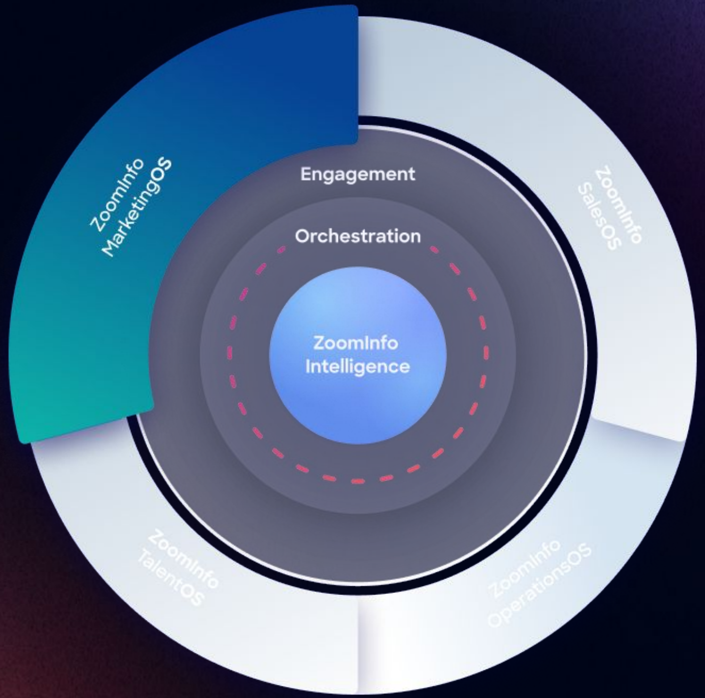
zoominfo SalesOS

- Identify the right accounts and the right contacts.
- Use Intent data to help with prospecting efforts.
- Export ZoomInfo data to your go-to-market tools.
- Build and execute multi-channel outreach campaigns at scale.
- Use conversation intelligence to improve your sales effectiveness.



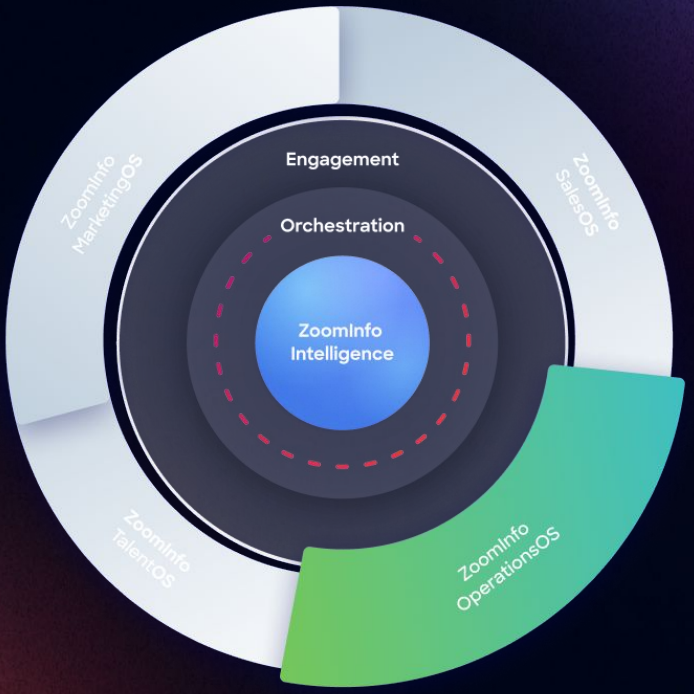
zoominfo MarketingOS

- Target precisely the right audience through a combination of account, contact, Intent, and in-market score activity.
- Easily launch display and social ad campaigns through ZoomInfo's DSP and social integrations.
- Reveal website visitors.
- Automate demand gen and ABM activities through Workflows.
- Improve website conversions through Chat & FormComplete.
- Dedupe, cleanse, enrich, & route leads.



zoominfo OperationsOS

- Automatically cleanse and enrich records from multiple sources.
- Route leads.
- Automate workflows.
- Use APIs to ensure up-to-date GTM data.
- Databricks integrated into any system or workflow.



zoominfo TalentOS

- Improve candidate interest through employer branding.
- Source talent in new ways.
- Improve contact rates.
- Automate and scale outreach process.
- Collaborate and increase transparency for hiring projects.
- Push records to your applicant tracking system.

Mergers & Acquisitions

Since IPO

Oct 2020

Clickagy acquisition

Clickagy's sophisticated data collection infrastructure allows ZoomInfo to do something with Intent data that no other provider has ever been able to do: Deliver B2B Intent Signals in a streaming, real-time format.

Nov 2020

Everstring acquisition

EverString's proprietary machine learning algorithms scour online & offline data, leveraging sources such as corporate filings, SSL certificates, search caches, & more. It catalogues both company & contact data from even the smallest of companies.

May 2021

Insent acquisition

Insent will now allow businesses to activate chat at scale. Paired with ZoomInfo industry-leading B2B intelligence we can provide the most important prospects with personalized experiences without overwhelming internal teams.

July 2021

Chorus acquisition

The acquisition of Chorus will accelerate our vision to deliver a modern GTM platform that brings together best-in-class intelligence. With the largest Conversation Intelligence patent portfolio in the industry, Chorus will advance each aspect of our vision by surfacing a new category of insights, illuminating new workflows, and enabling more targeted engagement at scale.

August 2021

Ringlead acquisition

RingLead is a comprehensive data quality management tool that automates sales, marketing, and revenue operations throughout the entire customer lifecycle. Companies that subscribe to RingLead benefit from a user-friendly and codeless interface that enables them to acquire and merge data from multiple third-party providers in order to enrich and standardize prospect and customer data assets.

April 2022

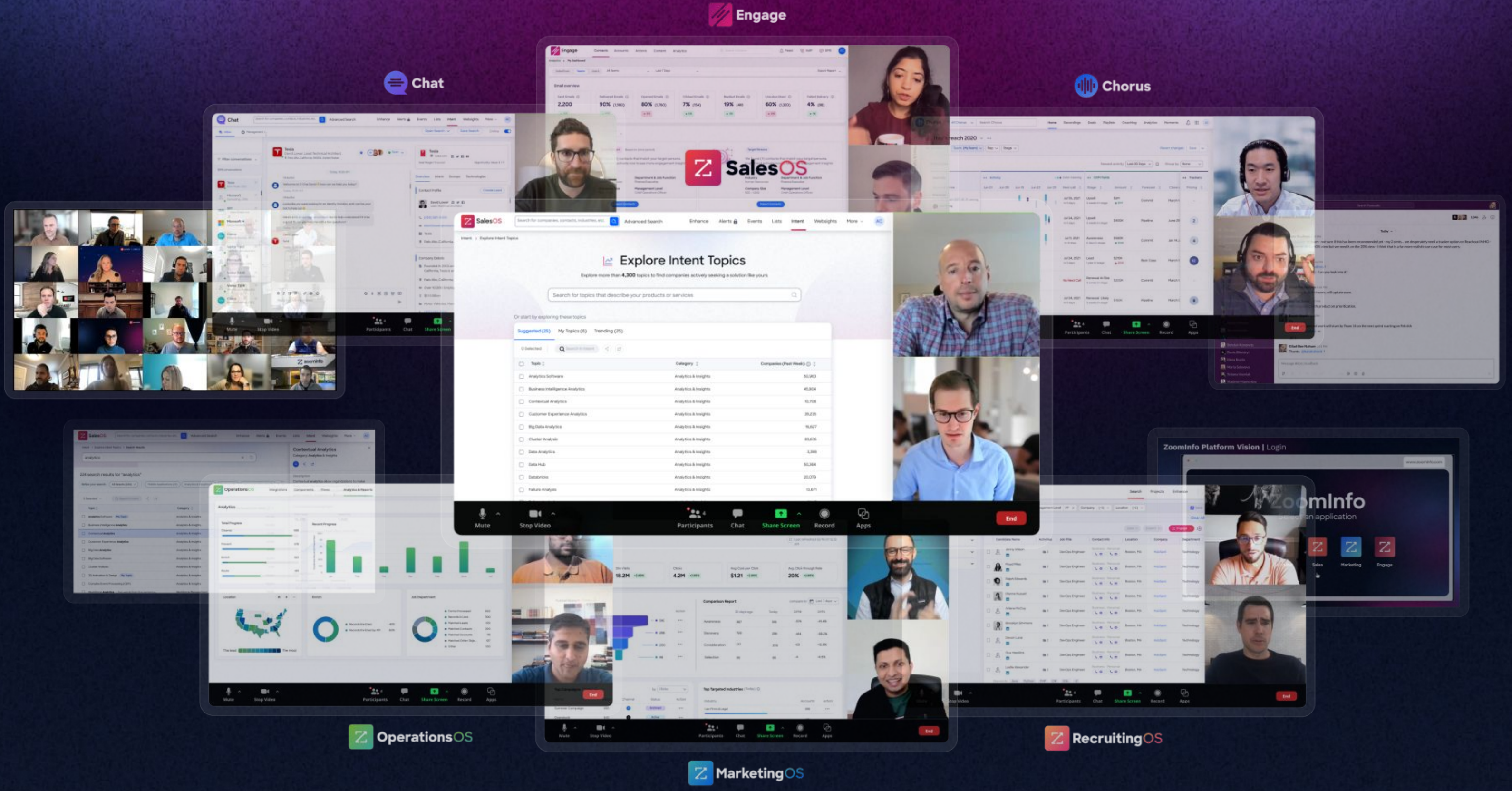
Comparably acquisition

Comparably is a suite of popular SaaS solutions for employer branding and recruitment marketing combined with an employee review platform that reaches millions of candidates each month.

April 2022

Dogpatch acquisition

Dogpatch Advisors is a go-to-market (GTM) consultancy with expertise in scaling revenue teams, creating GTM operations functions and building modern sales and marketing playbooks. Dogpatch has helped large enterprises modernize their workflows and rapidly increase revenue.


Engage
Chat
Chorus
SalesOS
Explore Intent Topics
OperationsOS
MarketingOS
RecruitingOS

zoominfo

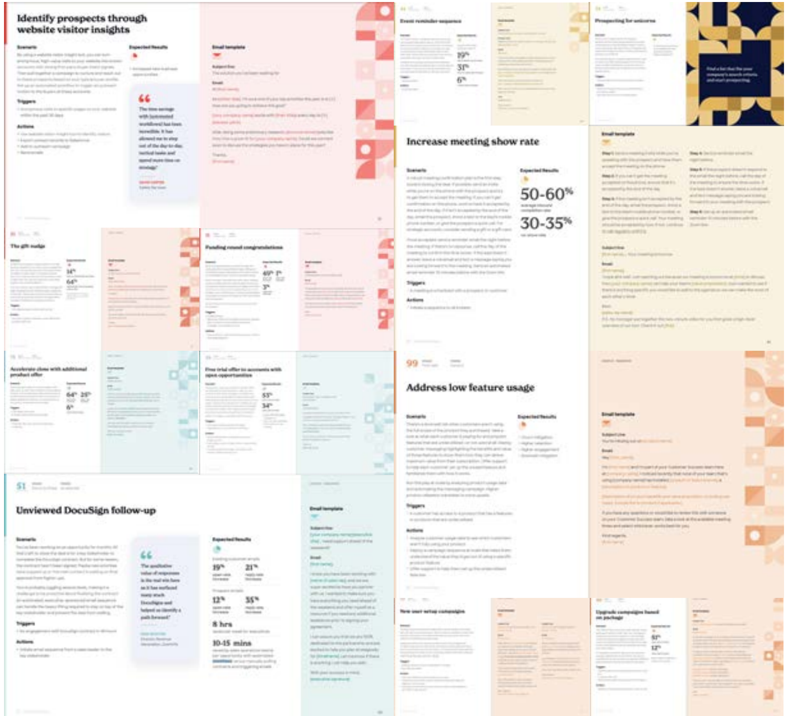
Workflows Evolution

2021.

ZoomInfo Customers can run **12** automations in SalesOS on 12 plays.

2022.

ZoomInfo aims to enable all 100 automated plays on both SalesOS and MarketingOS.

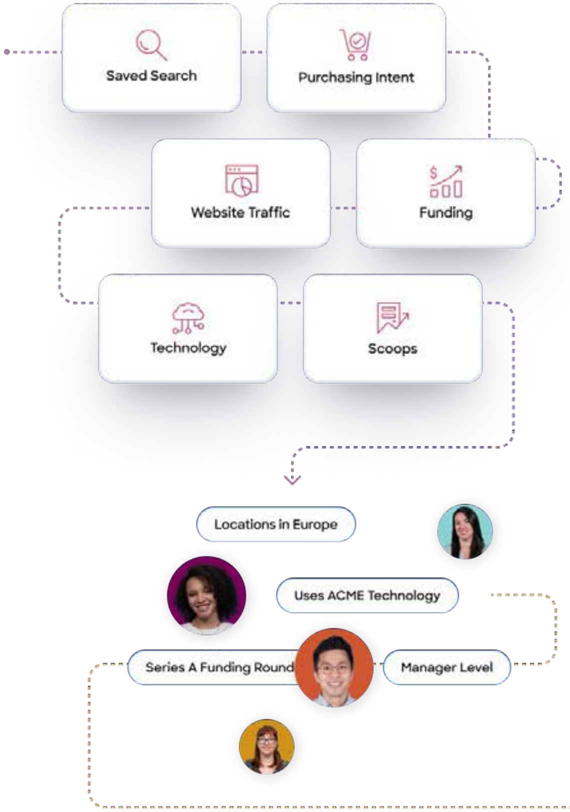


STEP ONE

Select a trigger

Capture key changes happening in your target market.

Trigger workflows based on purchasing intent, website traffic, company funding updates, and more.



STEP TWO

Apply a filter

Use attributes to define what matters to you.

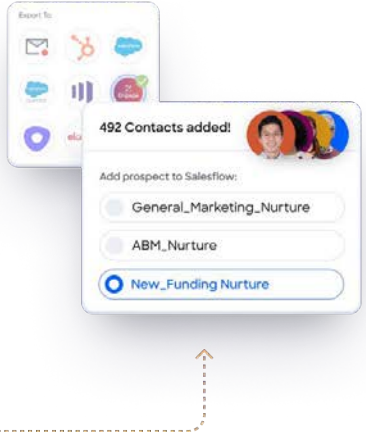
Narrow down the pool of companies or contacts to take action on. Cross-reference signals against your Ideal Customer Profile (ICP) using standard firmographics, technographics, and business dependencies.

STEP THREE

Choose an action

Put your CRM, sales engagement, and marketing automation platform to work.

From contact and account creation to targeting prospects using sales cadences or multi-touch nurture campaigns – ZoomInfo Workflows automates your go-to-market activities.



Case Studies

Case Studies

Morgan Stanley

PUGET SOUND BUSINESS JOURNAL

2021 WASHINGTON'S BEST WORKPLACES

We Define New Possibles.	We are One Team, One Dream.	Our Bar is High.
We are Difference Makers.	We Get Stuff Done.	We are Customer Focused.

2.5x
The career mobility of our SaaS peers

80,051
Number of hours invested in training and people

KEY TAKEAWAYS

We hope that you leave us today with:

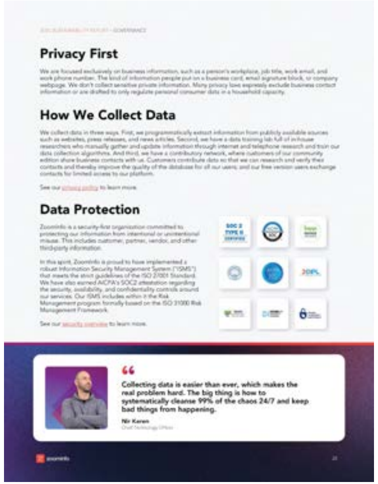
- **Platform Evolution**
- **Differentiated investments in privacy**
- **Enable Enterprise success**
- **Efficiency**
- **Durability of growth & profitability**
- **Unique culture**

Simon McDougall

CHIEF COMPLIANCE OFFICER

zoominfo

ZoomInfo is Privacy-First



Security & Privacy Controls

ISO 27701

AICPA
Service Organization Control Reports
SERVICE ORGANIZATIONS
SOC
aicpa.org/soc
Formerly SAS 70 Reports

iapp
GOLD
MEMBER

AICPA
SOC
aicpa.org/soc4so
SOC for Service Organizations | Service Organizations

Information Security Management
ISO
27001
Certified

WOMEN
IN SECURITY
AND PRIVACY

20 CIPL
CIPL AT 20 — SHAPING DATA POLICY FOR TOMORROW
HUNTON ANDREWS KURTH

SOC 2
TYPE II
CERTIFIED

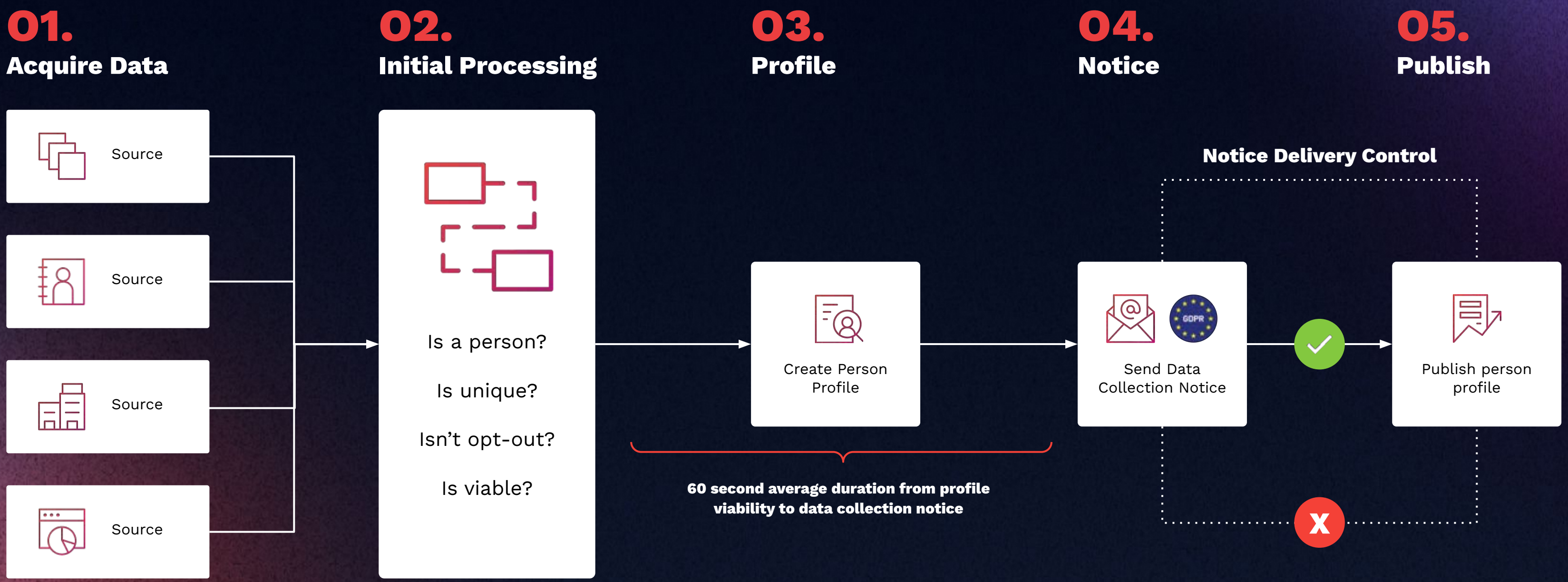
FUTURE OF
PRIVACY
FORUM

TRUSTe
Certified Privacy
Powered by TrustArc

zoominfo

Our Notification Process

Data Collection Notice Flow

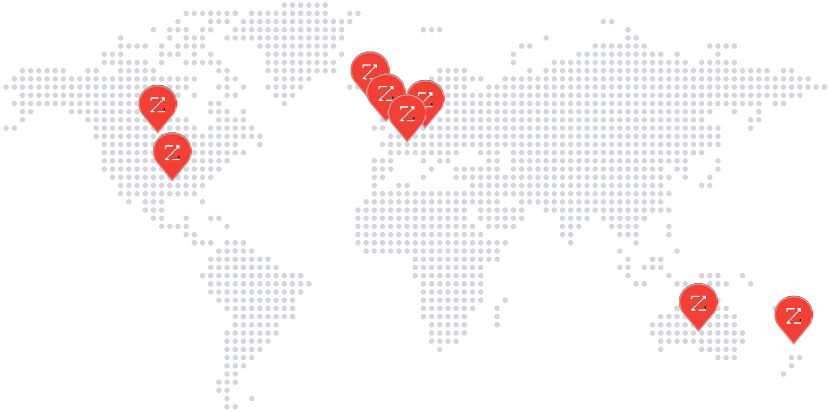


2022 ANALYST DAY > CUSTOMER COMPLIANCE

Helping Our Customers Be Compliant

zoominfo

ZoomInfo's Global DNC Registries



9

Lists for 8 Countries

- **Australia**
- **Canada**
- **France**
- **Germany**
- **Ireland**
- **New Zealand**
- **United Kingdom** (Company & Consumer)
- **United States**

Compliance API

Compliance API accesses the ZoomInfo database to determine where contacts are physically located as well as all known aliases, both professional and personal, to provide a comprehensive overview.

Meet Stricter Requirements

ZoomInfo makes it easy to meet the latest data privacy standards by ensuring all unsubscribe requests are addressed.

Facilitate Compliant Email Lead Generation

Compliance API allows you to keep sales & marketing databases compliant & accessible by flagging at-risk contacts.

Reduce Risk

ZoomInfo helps you reduce financial risk and exposure from unintentional non-compliance.

Compliance Readiness

With the Compliance API, your organization will be ready for any new or changing state and federal privacy regulations.

Cross-reference unsubscribe email addresses with all known aliases

- Current Email Addresses
- Past Email Addresses
- Contact is in EU, Canada, or California
- Contact has Moved
- Notice Provided Date

Leading Our Industry

BIC / BUSINESS INFORMATION COALITION

A convention of peers and competitors in one industry group, made to share best practice and develop an industry voice.

Business Contact Preference Registry

Global database of opt-out requests processed by ZoomInfo that is made available to other B2B data providers.

Market-Leading Approach

01.

Enhance Technology and Automation.

Around our notice and choice framework

02.

Improve Customer Education & Support.

Empowering through privacy literacy

03.

Further Develop Industry Standards.

Share best practice with others

Chris Hays

PRESIDENT AND CHIEF OPERATING OFFICER

zoominfo

Managing Our Talent Pipeline is Key

1-4 Months

Inbound SDR

5-7 Months

Pooled Outbound SDR

Proven Promotion Opportunities
- Account Manager
- Customer Success Manager
- Demand Gen Marketing
- Operations
- Product Manager

8-12 Months

Paired Outbound SDR

Trojan AE

Corporate AE

13-18 Months

Commercial AE

19-24 Months

Strategic AE

25-36 Months

Strategic-Plus AE

Career Progression

Examples of Proven Success

SDR Career Path – Program Benefits

Certified SDR

Provides training and enablement to become a best-in-class professional

- Likely to ramp faster
- Significant, greater long-term success
- Cost effective

Impact on Talent Acquisition

Enablement & Standardization of Sales Process

New Employee

zoominfo

Sales Enablement & Revenue Operations Training Programs

Path to Efficient Growth

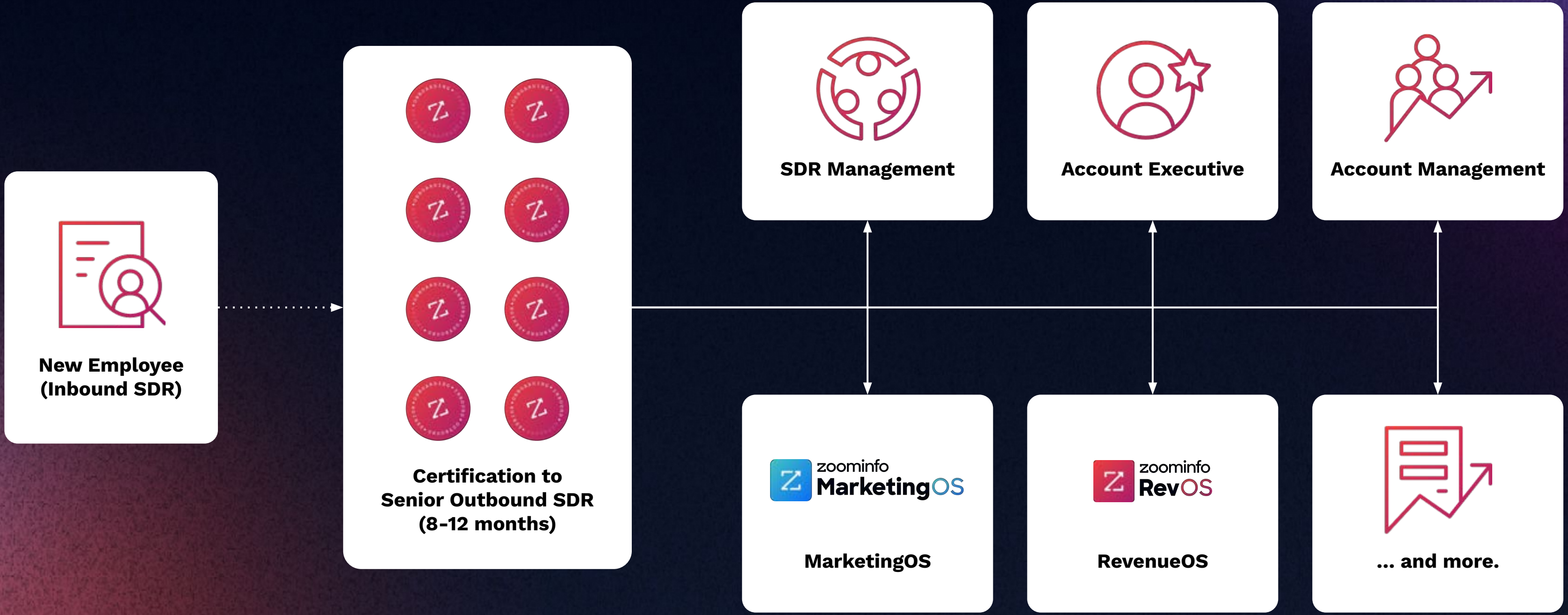
Continuing to uplevel all our teams to accelerate growth

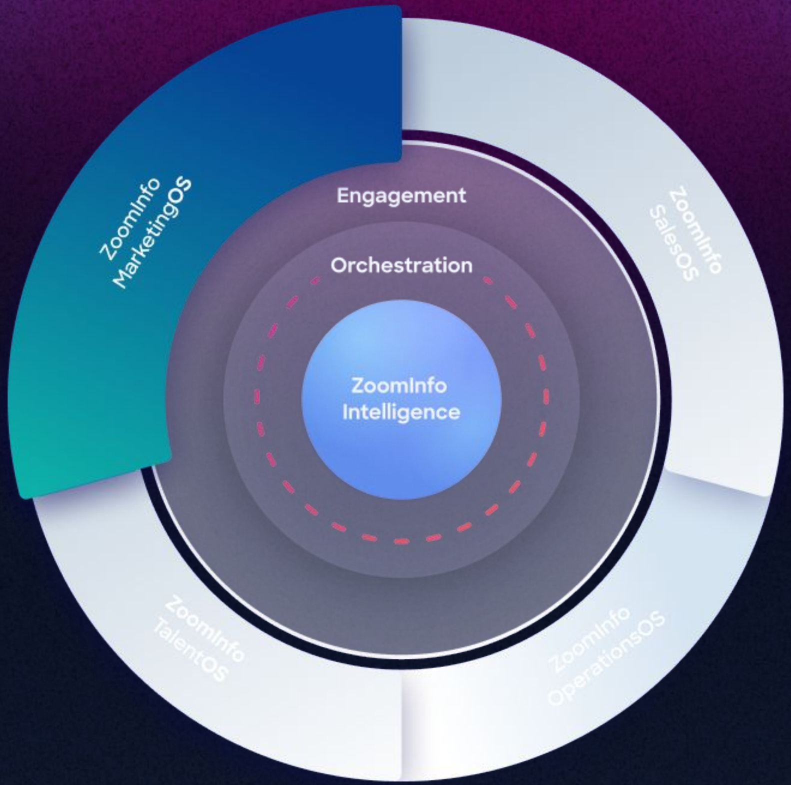
RECENTLY ACQUIRED

Dogpatch Advisors

A modern sales advisory consultancy that helps enterprises scale revenue operations, build sales playbooks, use data and insights to create and refine sales, and build outbound operations functions.

In 2022 and beyond




ZoomInfo MarketingOS
ZoomInfo SalesOS
ZoomInfo OperationsOS
ZoomInfo TalentOS
Engagement
Orchestration
ZoomInfo Intelligence

zoominfo

Tim Strickland

CHIEF REVENUE OFFICER

zoominfo

Large Customer Success

$100K+ CUSTOMERS

>1,600

$1M+ CUSTOMERS

>40

$100K+ CUSTOMERS

YoY ACV Growth

75%

$100K+ ACV
REPRESENTING TOTAL ACV

>40%

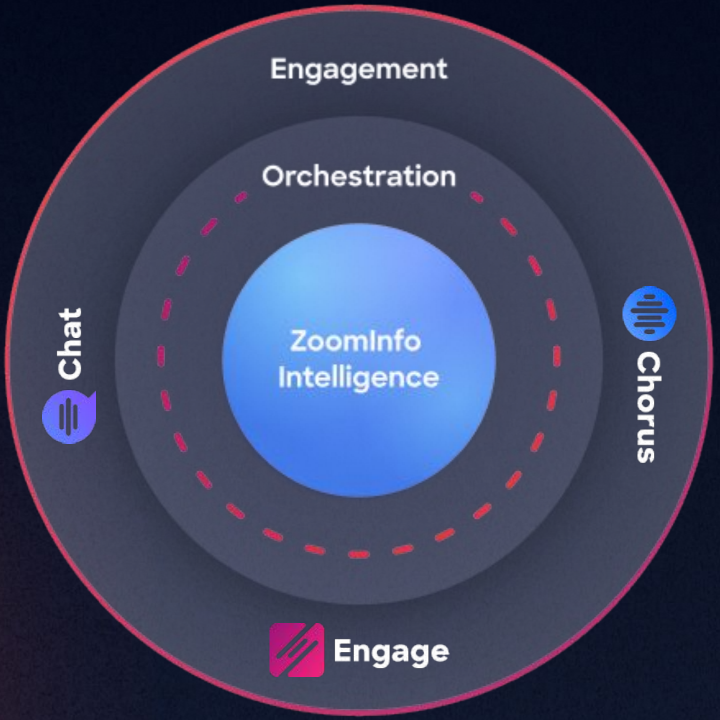
RevOS The Modern Revenue Operating System

MarketingOS

Display and Social Advertising
Account-based Marketing
Website Chat
Form Enrichment
Abandoned Form Tracking
Audience Solutions

TalentOS

Recruitment Intelligence
Recruitment Automation
Talent Engagement
Talent Pool Management
Employer Branding
Recruitment Marketing



SalesOS

Sales Intelligence
Buyer Intent Data
Key Contact Tracking
Conversation Intelligence
Pipeline Forecasting
Sales Engagement
Website Chat

OperationsOS

Data-as-a-Service
Data Quality Management
Lead-to-Account Matching
Enrichment
Routing
Email Verification

coupa

SalesOS

Chorus

Conversation Intelligence

LICENSE EXPANSION

>600%

Combined sales platform strategy showcasing our use cases across business lines.

01.
Faster Rep Ramp Time

02.
Deal Acceleration

03.
Deal Qualification

04.
Improved Meeting Conversion Rates

coupa

During the Expansion Cycle

We relied on our product level specialists to help drive the deal to completion, and we leveraged our core sales team with our prior executive relationships in an orchestrated way.

Adobe

TOTAL CONTRACTUAL RELATIONSHIP

600%

SalesOS ▶ USERS

2,800

Chorus ▶ NEW USERS

HUNDREDS

Added to data enrichment application to run automated data cleansing efforts globally

Adobe

Throughout 2021

Our strategic engagements allowed Adobe to do a few things:

01.

Map ZoomInfo's technology offering

02.

Align our technology offering to their business objectives

03.

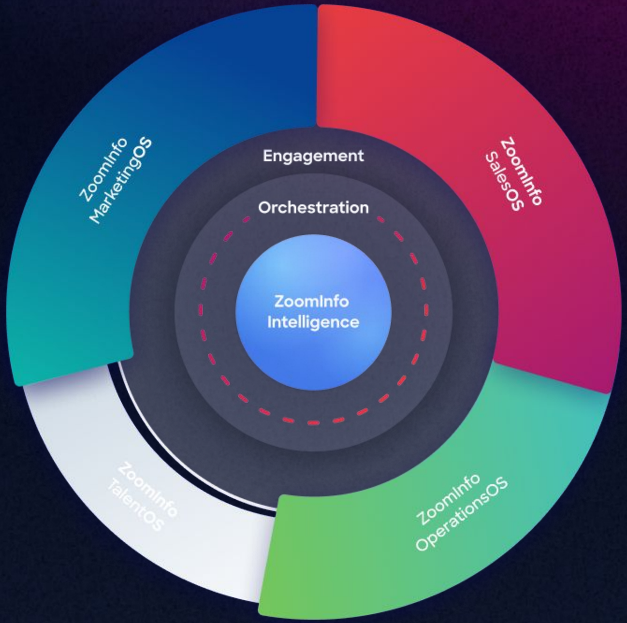
Justify the increase in investment

2022 ANALYST DAY > ADOBE

Driving Towards Larger Customer Relationships

zoominfo

Adobe



RECENTLY LICENSED

Chorus

Customer Conversations - Adobe

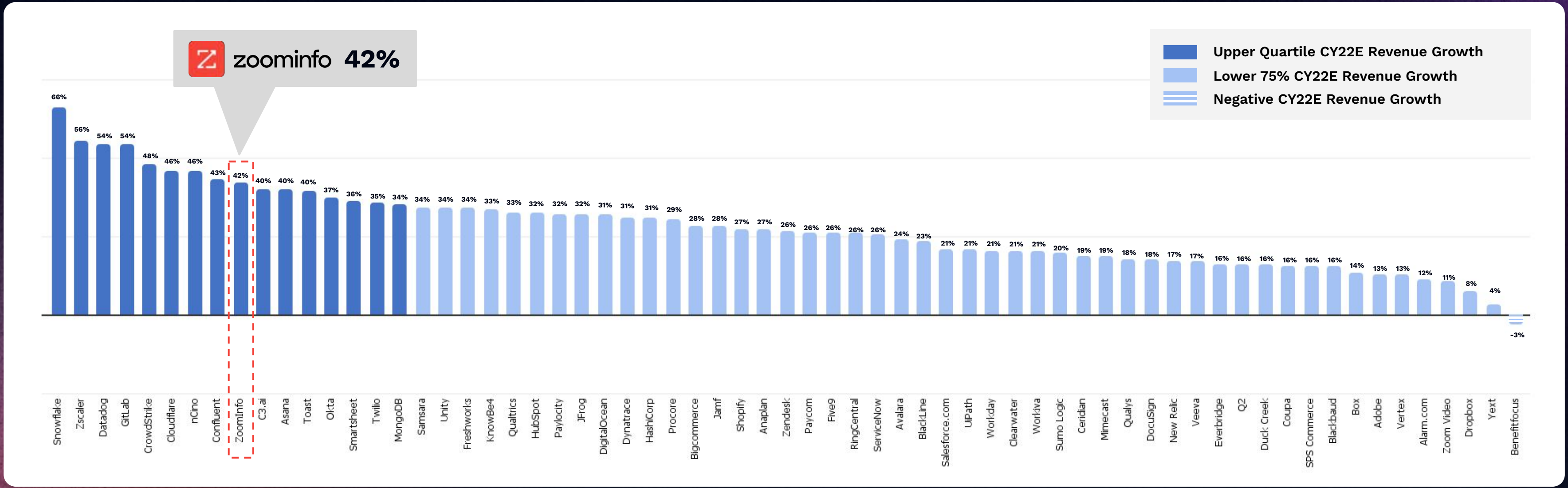
Cameron Hyzer

CHIEF FINANCIAL OFFICER

zoominfo

Leading Revenue Growth Model at Scale

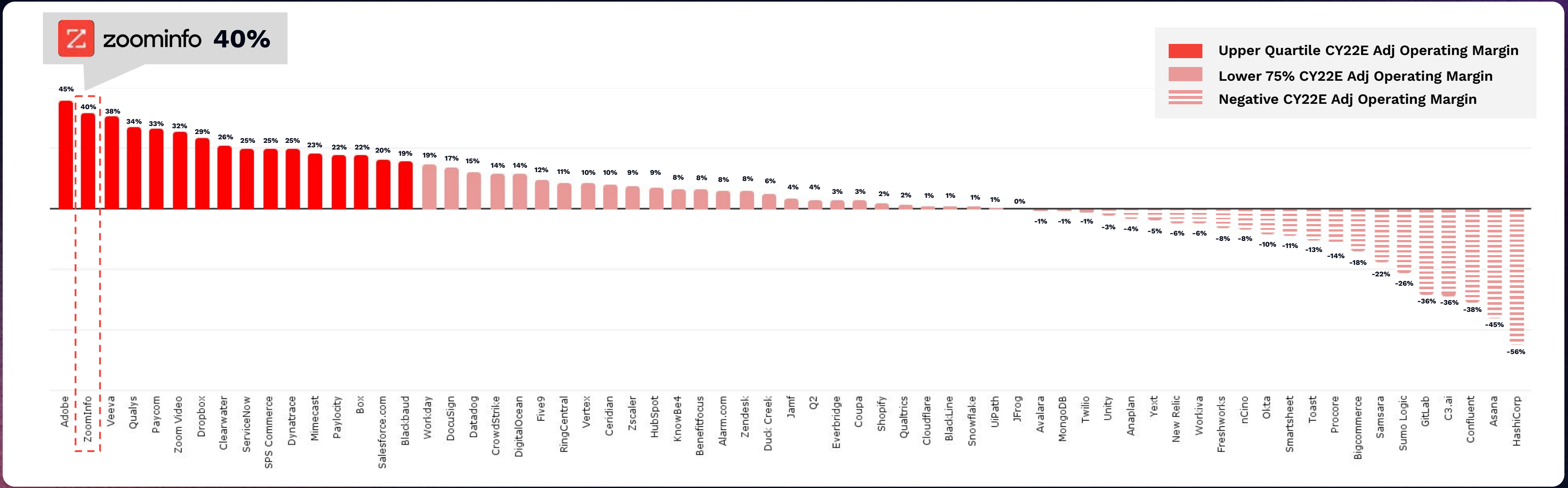
Consensus CY22E Revenue Growth (per Bloomberg)[1]



Source: Consensus estimates from Bloomberg as of 5/9/2022. No adjustments made to the figures.
1. CY22E revenue growth calculated as CY22E revenue divided by CY21 revenue minus 1

Leading Profitability Model at Scale

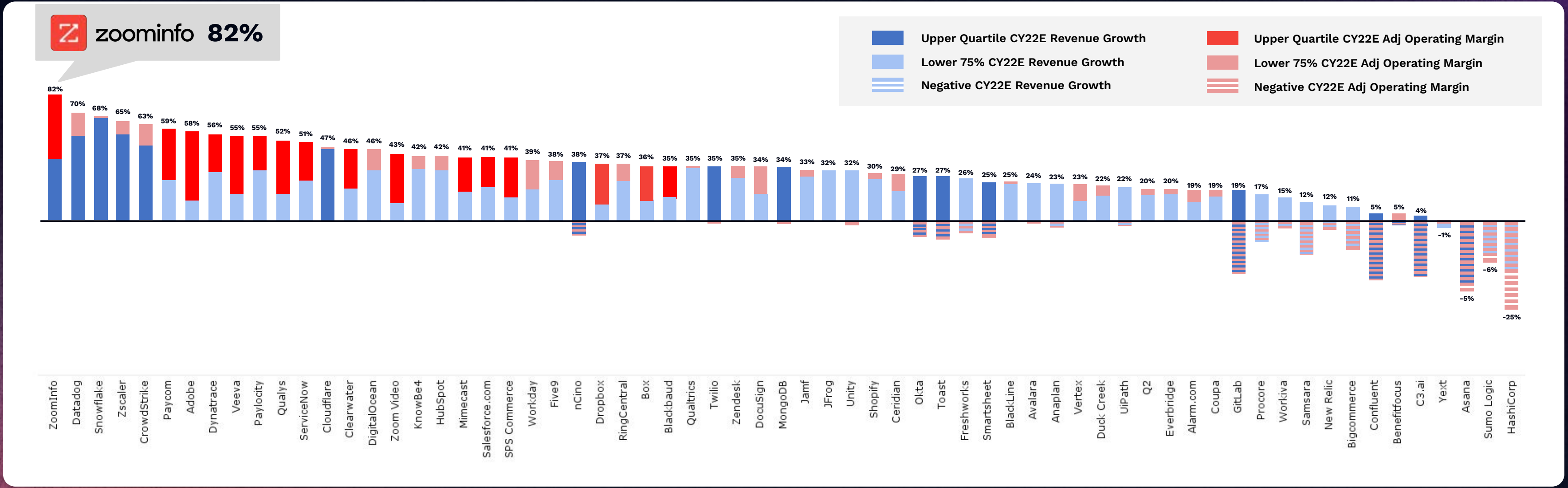
Consensus CY22E Adj Operating Margin (per Bloomberg)[1]



Source: Consensus estimates from Bloomberg as of 5/9/2022. No adjustments made to the figures.
1. CY22E adj operating margin calculated as CY22E ((Adjusted EBIT / Operating Income) / (Revenue)) *100

Leading Revenue Growth and Profitability at Scale

Consensus CY22E Revenue Growth + CY22E Adj Operating Margin(1)(2)



Source: Consensus estimates from Bloomberg as of 5/9/2022. No adjustments made to the figures. Note: Figures may not add up due to rounding

1. CY22E revenue growth calculated as CY22E revenue divided by CY21 revenue minus 1
2. Non-GAAP operating income margin calculated as CY22E non-GAAP operating income divided by CY22E revenue

Addressing a Large and Growing Opportunity

ZoomInfo's Global TAM

Today[5][6]

$40B SalesOS	$30B OperationsOS	$20B MarketingOS	$10B TalentOS	$100B

Latest Earnings Slides as of 12/31/21[2][3][4]

$14B North America Intelligence	$12B International Intelligence	$18B Conversation Intelligence	$6B Data Mgt.	$7B Chat	$6B Recruiter	$7B Engage	$70B

At IPO[1]

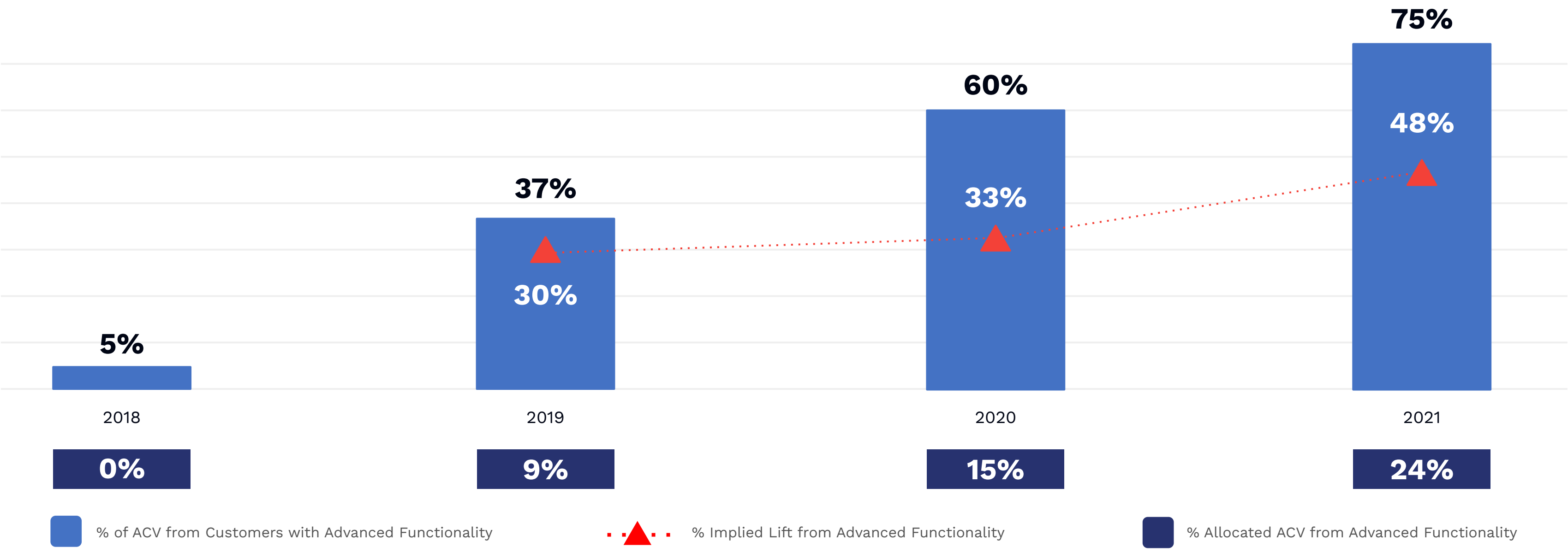
$13B North America Intelligence	$11B International Intelligence	$24B

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 spendby 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 estimated our TAM most recently reported with our 12/31/21 earnings 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. Conversation Intelligence assumes 40% of ACV as per footnote 2 for enterprise, and 100% of ACV as per footnote 2 for mid-market and SMBs; 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.
5. We calculated our TAM today by estimating the total number of B2B companies by employee size for companies with 1,000 or more employees (enterprise), companies with 100 to 999 employees (mid-market), and companies with 25 to 99 employees (SMBs) and applying the ACV to each respective company using internally generated data of actual customerspend 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 dataon current customer spend by persona as we sell today. For our companies with 1,000 or more employees, we have applied the average ACV of the top half 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 25to 99 employees, we have applied an average ACV based on current spend for our customers in these bands. Note we have applied a haircut for 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.
6. Company counts based on ZoomInfo platform as of 3/31/2022; ACV values as of 12/31/2021.

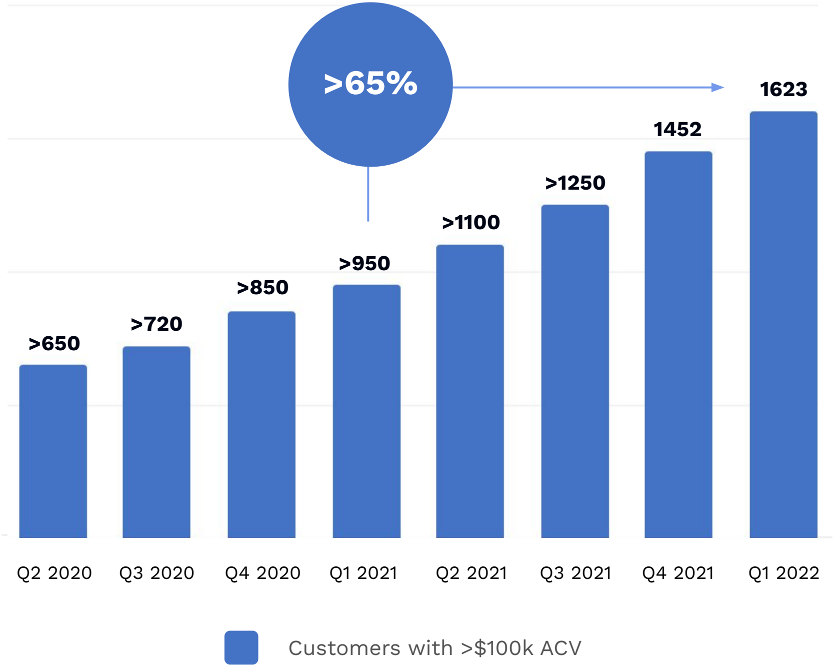
zoominfo

Growing Application Stack

ACV Across Customers Utilizing Advanced Functionality



>$100k ACV Cohort



Q1 2022

YoY Growth in >$100k ACV Customers

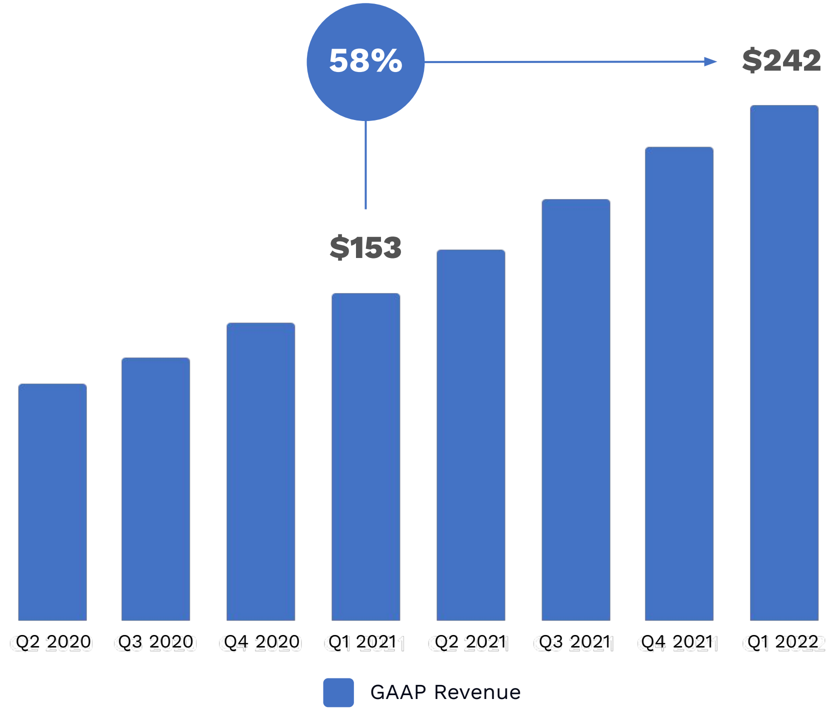
>65%

Q1 2022

>$1M ACV Customers

>40

GAAP Revenue Growth ($mm)



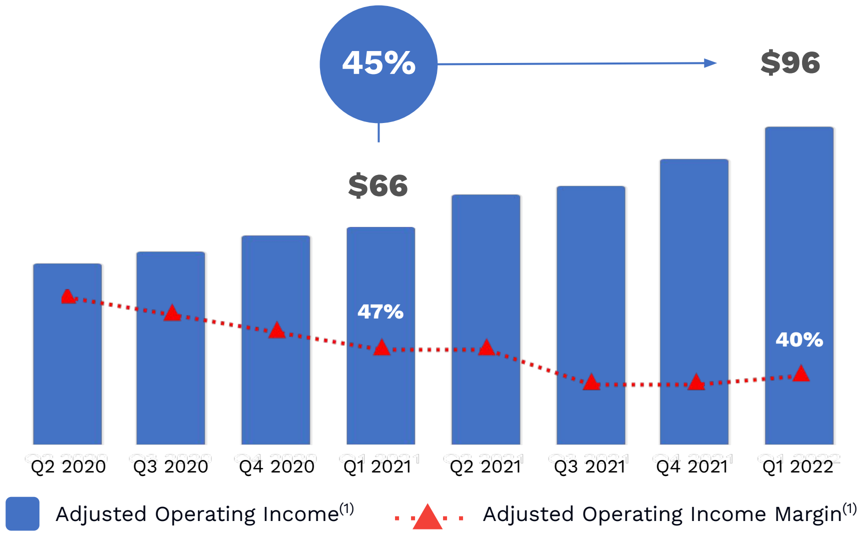
Q1 2022
GAAP Revenue Growth
58%

Q1 2022
Organic Revenue Growth[(1)]
49%

zoominfo

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

Adjusted Operating Income ($MM) and Margin[1]



Q1 2022

Adjusted Operating Income Margin[1]

39%

Q1 2022

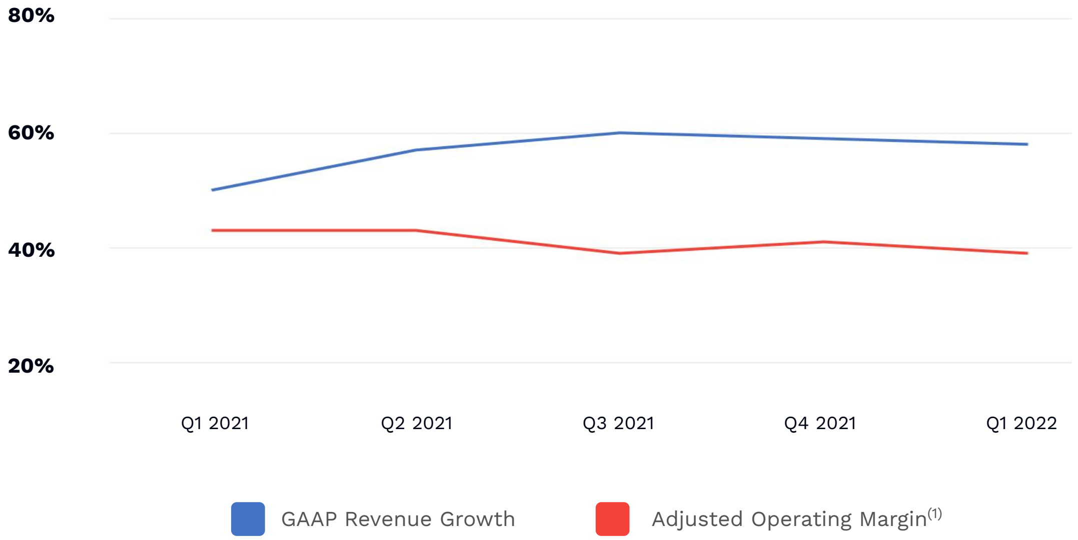
YoY Growth in Adjusted Operating Income[1]

45%

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

Growth and Profitability

An AND Statement, not an OR Question



What to Expect

MARGIN

Mid 40%

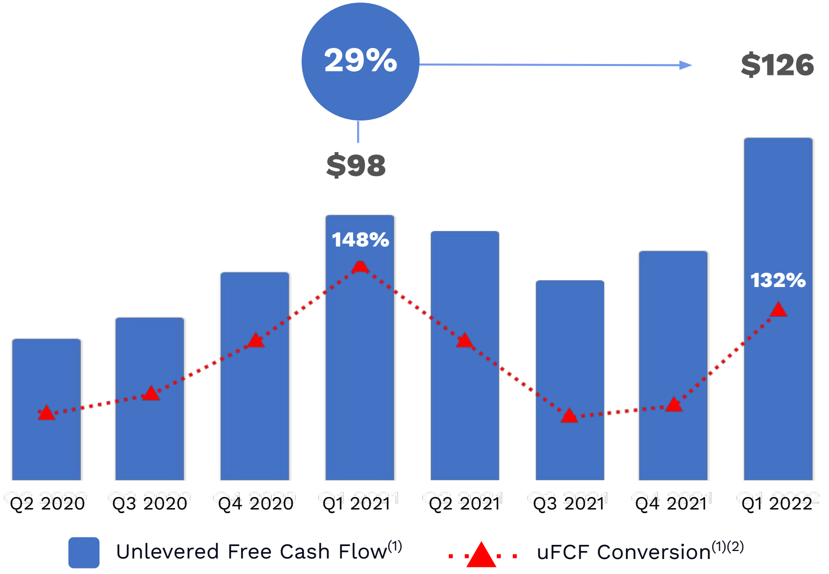
at

GROWTH RATES

~40%

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 2022

Unlevered free cash flow conversion(1)(2)

132%

Q1 2022

Unlevered Free Cash Flow Margin(1)

52%

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

Financial Profile

Current Leverage

- 1.8x Current Net Debt-to-Credit Agreement EBITDA[(1),(2)]
- Gross Debt = 8% of Enterprise Value
- Net Debt = 6% of Enterprise Value

Target Capitalization

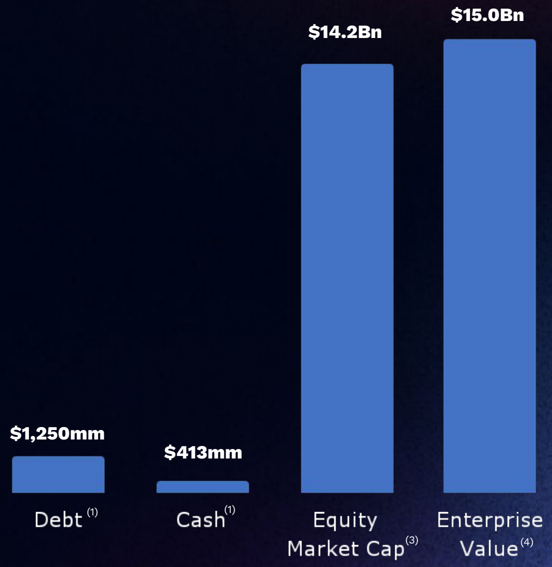
- Prudent approach to leverage
- Target upward rating trajectory and credit profile consistent with Investment Grade over the next several years
- Commitment to existing leverage target 3.0x net leverage

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. Cash and debt as of March 31, 2022.
2. Based off of Trailing Twelve Months (TTM) Cash EBITDA of $475.6M reported for the period of of March 31, 2022.
3. Based off of the closing price of the company's Class A common stock as of May 24, 2022 ($34.61). Fully diluted shares outstanding based on 403,392,697 shares of Class A common stock outstanding as of April 22, 2022 (including 2,692,109 of restricted stock), 5,983,638 of restricted stock units as of March 31, 2022, and 395,503 of Class A common stock options at an exercise price of $21.00 as of March 31, 2022.
4. Enterprise Value defined as Equity Market Cap + Debt - Cash.

M&A Philosophy

Key Criteria

Fits into our 4 RevOS Personas

Leverage our GTM Motion

>10x

LTV TO CAC[1]

Tightly Integrate with our Data Cloud

Growth & Profitability

Accretive to growth and AOI in the near-to-medium term

Recent Acquisitions

CLICKAGY | EVERSTRING | Insent | Chorus | RingLead | COMPARABLY | Dogpatch

1. For the trailing twelve month period ended March 31, 2022. “LTV” is average lifetime value expected from a customer. “CAC” is our average customer acquisition cost.

Non-GAAP Reconciliations

zoominfo

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, Adjusted Net Income, Adjusted Net Income Per Share, Unlevered Free Cash Flow, Unlevered Free Cash Flow Conversion, TTM Adjusted EBITDA, Net Leverage Ratio, Adjusted Gross Margin, Adjusted Sales and Marketing Expense, Adjusted Research and Development Expense, and Adjusted General and Administrative Expense. 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 Organic Revenue as GAAP revenue less revenue from products acquired within the last 12 months. 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 to acquired unearned revenue.

We define Adjusted Net Income as Adjusted Operating Income less (i) interest expense, net (ii) other (income) expense, net, excluding TRA liability remeasurement expense (benefit) and (iii) income tax expense (benefit) including incremental tax effects of adjustments to arrive at Adjusted Operating Income and current tax benefits related to the TRA. Adjusted Net 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 Net Income 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.

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 related 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 Unlevered Free Cash Flow Conversion as Unlevered Free Cash Flow divided by Adjusted Operating Income.

We define Net Leverage Ratio to Adjusted EBITDA as total contractual maturity of outstanding indebtedness less cash and cash equivalents, restricted cash, and short-term investments, divided by trailing twelve months Adjusted EBITDA. EBITDA is defined as earnings before debt-related costs, including interest and loss on debt modification and 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. 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. Net Leverage Ratio should not be considered as an alternative to other ratios of GAAP earnings to indebtedness.

We define Adjusted Gross Profit as gross profit plus (i) equity-based compensation expense included as part of Cost of Service, and (ii) integration and deal related compensation included as part of Cost of Service, and (iii) amortization of acquired technology. Adjusted Gross Margin is Adjusted Gross Profit divided by the sum of revenue and the impact of fair value adjustments to acquired unearned revenue.

We define Adjusted Sales and Marketing Expense as sales and marketing expense less (i) integration and deal related compensation expense, and (ii) the equity-based compensation expense included as part of sales and marketing expense. Adjusted Sales and Marketing as a percentage of Adjusted Revenue is Adjusted Sales and Marketing divided by the sum of revenue and the impact of fair value adjustments to acquired unearned revenue.

We define Adjusted Research and Development Expense as research and development expense less (i) integration and deal related compensation expense, and (ii) the equity-based compensation expense included as part of research and development expense. Adjusted Research and Development as a percentage of Adjusted Revenue is Adjusted Research and Development divided by the sum of revenue and the impact of fair value adjustments to acquired unearned revenue.

We define Adjusted General and Administrative Expense as general and administrative expense, less (i) integration and deal related compensation expense, and (ii) the equity-based compensation expense included as part of general and administrative expense. Adjusted General and Administrative as a percentage of Adjusted Revenue is Adjusted General and Administrative divided by the sum of revenue and the impact of fair value adjustments to acquired unearned revenue.

Net revenue retention is an annual metric that we calculate based on customers that were contracted for services at the beginning of the year, or, for those that became customers through an acquisition, at the time of the acquisition. Net revenue retention is calculated as: (a) the ACV for those customers at the end of the year divided by (b) ZoomInfo ACV at the beginning of the year plus the ACV of acquired companies at the time of acquisition.

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

($M except percent figures)	Q1 2021	Q1 2022
Net income (loss)	**$(33.9)**	**$6.2**
Add (less): Expense (benefit) from income taxes	49.7	13.0
Add: Interest expense, net	6.5	11.8
Add: Loss on debt modification and extinguishment	5.9	—
Add (less): Other expense (income), net	(0.2)	1.4
Income (loss) from operations	**28.0**	**32.4**
Add: Impact of fair value adjustments to acquired unearned revenue	0.6	1.1
Add: Amortization of acquired technology	6.7	11.2
Add: Amortization of other acquired intangibles	4.8	5.3
Add: Equity-based compensation	18.1	42.5
Add: Restructuring and transaction-related expenses	4.4	2.5
Add: Integration costs and acquisition-related expenses	3.4	0.6
Adjusted Operating Income	**$66.1**	**$95.7**
Revenue	153.3	241.7
Impact of fair value adjustments to acquired unearned revenue	0.6	1.1
Revenue for adjusted operating margin calculation	154.0	242.8
Adjusted Operating Income Margin	*43%*	*39%*

zoominfo

Reconciliation from GAAP Operating Cash Flow to Unlevered Free Cash Flow

($M except percent figures)	Q1 2021	Q1 2022
Cash flow from operating activities	**$93.0**	**$105.0**
Interest paid in cash	6.8	(6.6)
Purchases of property and equipment and other assets	(4.7)	19.5
Restructuring and transaction-related expenses paid in cash	1.1	8.0
Integration costs and acquisition-related compensation paid in cash	1.3	0.0
Unlevered Free Cash Flow	**$97.5**	**$125.9**
Adjusted Operating Income	66.1	95.7
Unlevered Free Cash Flow conversion	**148%**	**132%**
Revenue	153.3	241.7
Impact of fair value adjustments to acquired unearned revenue	0.6	1.1
Revenue for uFCF margin calculation	153.9	242.8
Unlevered Free Cash Flow Margin	**63%**	**52%**

Reconciliation from GAAP Net Income (Loss) to Cash EBITDA

($M)	Trailing Twelve Months as of March 31, 2021	Trailing Twelve Months as of March 31, 2022
Net income (loss)	**$(64.4)**	**$135.0**
Add (less): Expense (benefit) from income taxes	54.8	(30.6)
Add: Interest expense, net	51.2	49.2
Add: Loss on debt modification and extinguishment	18.6	1.8
Add: Depreciation	10.9	13.2
Add: Amortization of acquired technology	24.4	39.8
Add: Amortization of other acquired intangibles	18.9	20.8
EBITDA	114.5	229.2
Add (less): Other expense (income), net	(15.5)	(37.6)
Add: Impact of fair value adjustments to acquired unearned revenue	1.9	5.0
Add: Equity-based compensation expense	128.4	117.3
Add: Restructuring and transaction related expenses (excluding depreciation)	14.0	21.0
Add: Integration costs and acquisition-related expenses	9.4	13.7
Adjusted EBITDA	252.6	348.6
Add: Unearned revenue adjustment	83.3	128.9
Add: Pro forma cost savings	—	1.9
Add (less): Cash rent adjustment	1.0	(0.3)
Add (less): Pre-Acquisition EBITDA	—	(4.7)
Add (less): Other lender adjustments	(1.1)	1.2
Cash EBITDA[(1)]	**$335.7**	**$475.6**

zoominfo

1. Defined as Consolidated EBITDA in our Credit Agreements

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%

zoominfo

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

Thank you

zoominfo

zoominfo

Q&A

We’re experiencing some technical difficulties. Thank you for your patience.