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LTV is calculated as subscription gross margin divided by gross churn. CAC is calculated as trailing twelve months S&M expense divided by quarter 0 subscription revenue annualized less quarter 4 subscription revenue annualized.

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This Presentation may be deemed solicitation material in respect of the Transaction. The Transaction will be submitted to the stockholders of Crescent for their approval. In connection with such stockholder vote, Crescent intends to file with the SEC a preliminary proxy statement on Schedule 14A and, when completed, will mail a definitive proxy statement to its stockholders in connection with Crescent's solicitation of proxies for the special meeting of the stockholders of Crescent to be held to approve the Transaction. This Presentation does not contain all the information that should be considered concerning the proposed Transaction and the other matters to be voted upon at the annual meeting and is not intended to provide the basis for any investment decision or any other decision in respect of such matters. **Crescent's stockholders and other interested parties are urged to read, when available, the preliminary proxy statement, the amendments thereto, the definitive proxy statement and any other relevant documents that are filed or furnished or will be filed or will be furnished with the SEC carefully and in their entirety in connection with Crescent's solicitation of proxies for the annual meeting to be held to approve the Transaction and other related matters, as these materials will contain important information about LiveVox and Crescent and the proposed Transaction.** The definitive proxy statement will be mailed to the stockholders of Crescent as of the record date to be established for voting on the proposed Transaction and the other matters to be voted upon at the special meeting. Such stockholders will also be able to obtain copies of the proxy statement, without charge, once available, at the SEC's website at <http://www.sec.gov>, at Crescent's website at <http://www.crescentpac.com> or by directing a request to Crescent Acquisition Corp, 11100 Santa Monica Blvd., Suite 2000, Los Angeles, CA 90025.

### Participants in the Solicitation

Crescent and LiveVox, and their respective directors and executive officers, may be deemed participants in the solicitation of proxies of Crescent's stockholders in respect of the Transaction. Information about the directors and executive officers of Crescent is set forth in the Crescent's Form 10-K for the year ended December 31, 2019. Information about the directors and executive officers of LiveVox and more detailed information regarding the identity of all potential participants, and their direct and indirect interests, by security holdings or otherwise, will be set forth in the proxy statement for the Transaction when available. Additional information regarding the identity of all potential participants in the solicitation of proxies to Crescent stockholders in connection with the proposed Transaction and other matters to be voted upon at the special meeting, and their direct and indirect interests, by security holdings or otherwise, will be included in the proxy statement that Crescent intends to file with the SEC. Investors may obtain such information by reading such proxy statement when it becomes available.



# Today's Presenters



## LiveVox

**Louis Summe**  
CEO and  
Co-Founder



**LIVEVOX**

**EDS**

Merck-Medco  
*Live life well!*

Physicians' Online

*Experience:  
25+ years*

**Gregg Clevenger**  
EVP,  
Chief Financial Officer



**LIVEVOX**

OPENTEXT | GXS

Morgan Stanley **mpower**

ASPECT

PowerSchool

*Experience:  
30+ years*

## Golden Gate Capital

**Rishi Chandna**  
Managing  
Director



GOLDEN GATE CAPITAL

**BAIN & COMPANY**

*Experience:  
20+ years*

**Boards:**

infor 2020 ExLibris

ENSEMBLE bmc

VECTOR neustar

LIVEVOX

**Stewart Bloom**  
Operating  
Executive



GOLDEN GATE CAPITAL

ASPECT EY

Capgemini ESCALATE

*Experience:  
40+ years*

**Boards:**

infor neustar

VECTOR

LIVEVOX

## Crescent Acquisition Corp

**Robert Beyer**  
Executive  
Chairman



**CRESCENT**  
Crescent Acquisition Corp

**TCW**

*Experience:  
35+ years*

**Boards:**

Allstate Kroger

Jefferies TCW

**Todd Purdy**  
CEO



**CRESCENT**  
Crescent Acquisition Corp

**LGP**

*Experience:  
20+ years*



# Investment Thesis



## Massive Contact Center Software Market Rapidly Moving to Cloud

- Secular shift to underpenetrated cloud CCaaS providers
- Automation of manual labor spend
- Market evolving from voice-centric to omnichannel, analytics and AI

**\$27 Billion**  
Current

TAM

**\$83 Billion**  
2030+ Estimate

## Differentiated Product Strategy

- Native CRM is easy to integrate and low cost for customers
- Strong compliance capabilities
- High Net Promoter Score ("NPS")
- Attractive operating KPIs

**118%**  
Net Retention

KPIs

**8.5x**  
LTV to CAC

## Multiple Levers for Growth

- Proven land and expand growth strategy
- Considerable whitespace within existing customers
- Accelerating investment in sales & marketing behind leading unit economics

**~2x**  
Product  
Expansion  
Opportunity

Existing  
Customer  
Whitespace

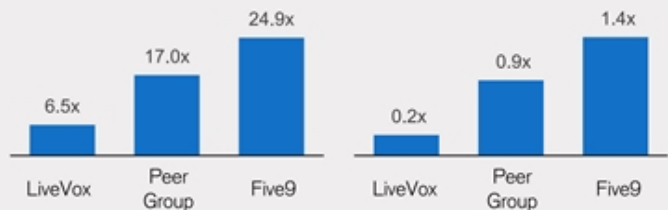
**~10x**  
Seat Count  
Opportunity

## Compelling Initial Valuation

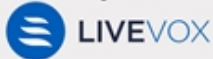
- LiveVox is priced at a significant discount to our closest competitor in Five9 and benchmark SaaS peers
- Predictable, recurring revenue business model

EV / 2021E Revenue

Growth Adjusted<sup>1</sup> EV / 2021E Revenue



<sup>1</sup> Growth adjusted by dividing by 2020E to 2022E Revenue CAGR.  
Source: Magellan Solutions Call Center Benchmarking Report, McKinsey.



# Proposed Transaction Overview



## Pro Forma Valuation | (\$ in millions)

Illustrative Share Price	\$ 10.00
(x) Pro Forma Shares Outstanding	89.6
<b>Pro Forma Equity Value</b>	<b>\$ 896</b>
Less Pro Forma Net Cash	\$ (56)
<b>Pro Forma Enterprise Value</b>	<b>\$ 840</b>

Valuation  
Multiples

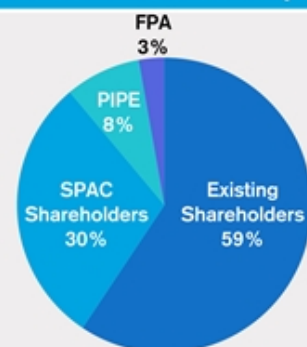
EV / 2021E Revenue: 6.5x

EV / 2022E Revenue: 5.2x

## Cash Sources & Uses | (\$ in millions)

Cash from Trust	\$ 250
Forward Purchase Agreement ("FPA")	25
PIPE	75
<b>Total Cash Sources</b>	<b>\$ 350</b>
Cash to Balance Sheet	\$ 100
Cash to Existing Shareholders	220
Illustrative Transaction Fees	30
<b>Total Cash Uses</b>	<b>\$ 350</b>

## Pro Forma Ownership



- **Enterprise value of \$840 million**
- Existing shareholders of LiveVox will continue to own **59% of LiveVox**
- Transaction close expected in first half of 2021

Note: Excludes impact of (i) 13.3 million warrants from our public offering and FPA, and (ii) earnout shares. All private placement warrants (7.0 million) forfeited for no consideration. All warrants are struck at \$11.50 per share. Sponsor to receive 25% of sponsor shares upfront, with 75% subject to earnout. Sponsor shares included as part of SPAC shareholders. Seller to receive 5.0 million incremental shares subject to earnout. All earnout shares vested ratably at \$12.50, \$15.00 and \$17.50 per share. Pro forma net cash as of 12/31/20.



# Transaction Rationale



## 2014 Golden Gate Acquisition

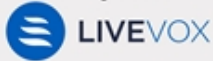
## Today

<b>Product Functionality</b>	<ul style="list-style-type: none"> <li>Cloud-Based Outbound</li> </ul>
<b>Use Cases</b>	<ul style="list-style-type: none"> <li>Collections</li> </ul>
<b>Target Customers</b>	<ul style="list-style-type: none"> <li>Business Process Outsourcers (BPO)</li> </ul>
<b>Served TAM</b> (% of ~\$27B TAM)	\$1B (4% of TAM)
<b>Revenue Growth</b>	11%
<b>Net Retention</b>	88%

<ul style="list-style-type: none"> <li>Voice: Inbound / Outbound</li> <li>Omnichannel</li> <li>CRM/WFO</li> <li>AI</li> </ul>
<ul style="list-style-type: none"> <li>Customer Care</li> <li>Tele-sales</li> <li>Accounts Receivable Management (ARM)</li> <li>Blended inbound/outbound cust. interactions</li> </ul>
<ul style="list-style-type: none"> <li>BPO</li> <li>Enterprise</li> <li>Fortune 1,000 Financial Institutions</li> </ul>
\$19B (70% of TAM)
20%+
119%

*LiveVox's product investments have evolved the platform from a cloud-based dialer to a full-suite offering, expanding our Served TAM ~20x since Golden Gate's investment*

Source: Magellan Solutions Call Center Benchmarking Report, McKinsey.





# LiveVox at a Glance



## Massive Opportunity

\$27B TAM in 2020 with \$50B+ incremental opportunity over next 10 years

20x whitespace opportunity in LiveVox's current installed base

## Differentiated Product

100% multi-tenant cloud platform with no technical debt

Highly rated customer advocacy (NPS score 54)

## Scale and Growth

\$129M 2021E Revenue

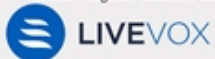
Expected 25%+ growth 2021 & 2022

## Compelling Unit Economics

118% Net Retention

8.5x LTV to CAC

Source: Magellan Solutions Call Center Benchmarking Report, McKinsey, Customer Guru; NPS data from internal Company survey.

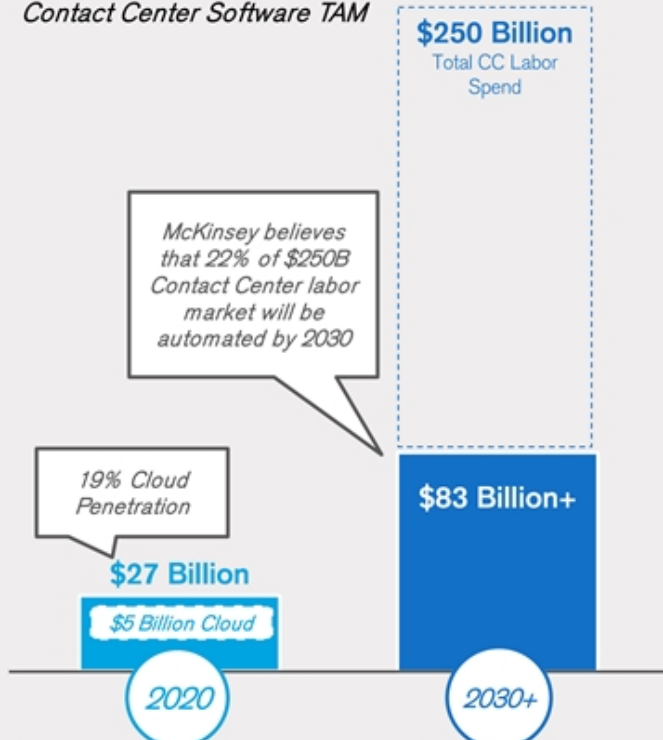


# \$80+ Billion Opportunity That Is in the Early Innings of a Shift to the Cloud

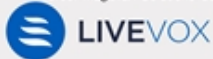


## Current TAM is a Fraction of the Long-Term Opportunity

Contact Center Software TAM



Source: Magellan Solutions Call Center Benchmarking Report, McKinsey.



## Cloud Drivers



**Digital transformation of the Enterprise**



**AI driven analytics** increasingly used to support workflow and agents



**Automation** of manual labor

## Friction Points to Cloud Adoption



**Risk Mitigation:** Security and compliance



**Data Integration:** Many siloed channels, applications, and data

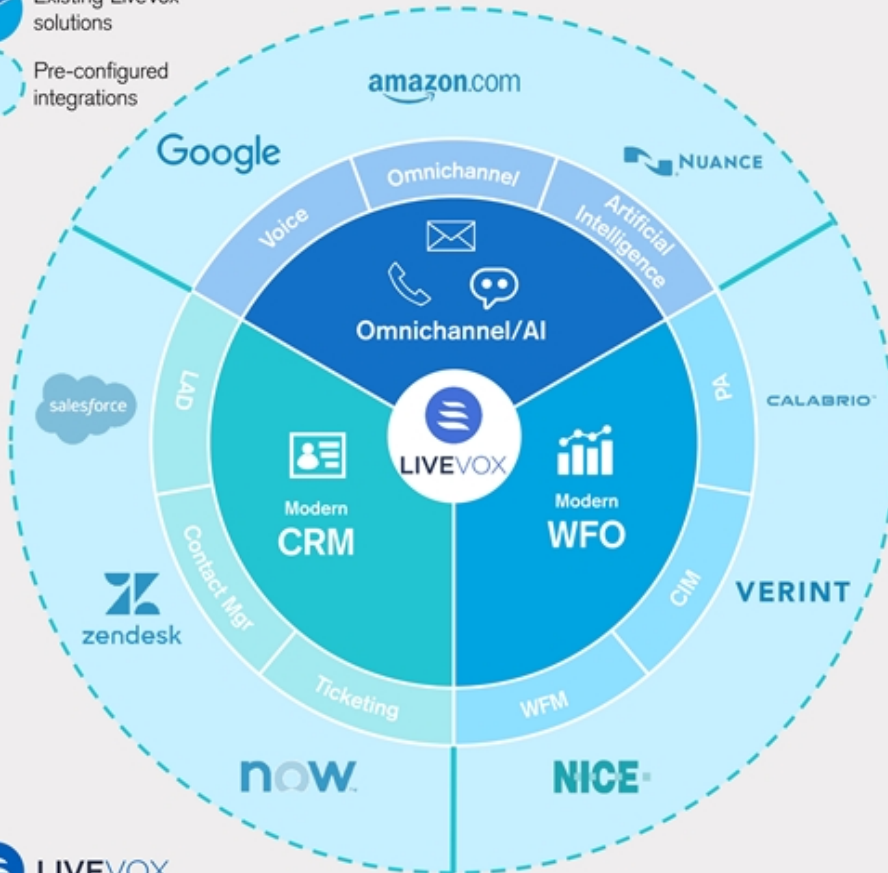


**Investments in Legacy Infrastructure:** 5+ year upgrade cycles

# Easy to Deploy, Out-of-the-Box Solution Translates into Lower Total Cost of Ownership



- Existing LiveVox solutions
- Pre-configured integrations



LiveVox's platform integrates omnichannel communications, CRM, and WFO in a single pane of glass

- ✓ 100% Multi-Tenant platform with a modern user experience
- ✓ Scalable architecture to support enterprise-grade deployments
- ✓ Voice, omnichannel and AI are integrated and enable consistent platform-wide reporting and analysis
- ✓ Differentiated approach to CRM and data management
- ✓ Pre-configured features and functionality reduce cost and time to value for customers



# LiveVox's Omnichannel Capabilities Enable Enterprises to Engage with Customers on Their Channel of Choice

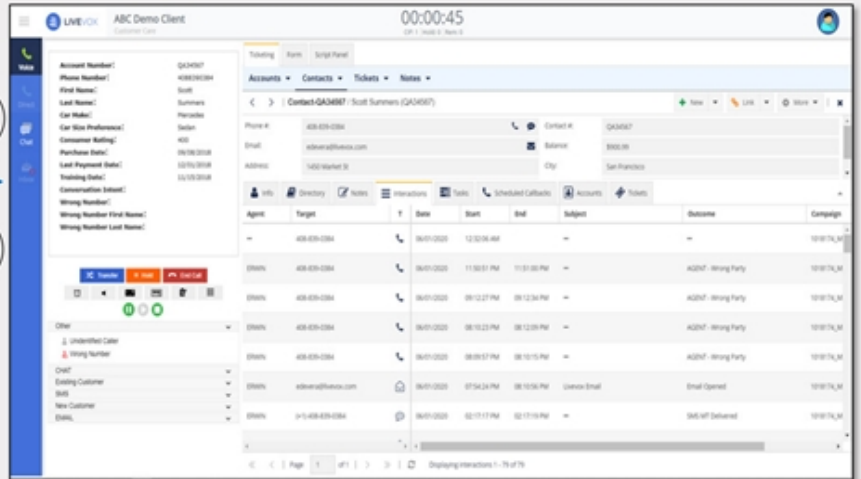
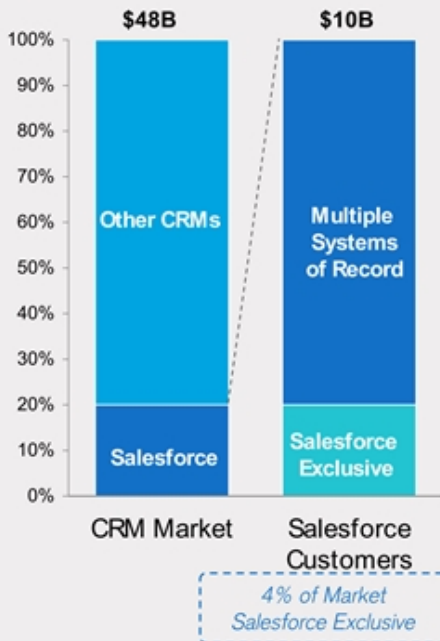


# Our Differentiated Approach to Data Management Gives Customers a Seamless Experience at Lower TCO



Salesforce is ~20% of CRM market, however ~80% of those deployments use multiple systems of record, which means...

- Integrating multiple CRMs is a complex project for the I.T. department
- LiveVox's native CRM unifies disparate, department-level systems of record to present a single view to the agent, and provide great customer experiences



Source: Gartner; Company Survey Data.



# LiveVox's Differentiated Platform Makes It Easy to Deploy AI



## Traditional CCaaS Vendors

<b>Implementation Process</b>	<ul style="list-style-type: none"> <li>Bespoke integration with disparate CRM ecosystem required at each deployment</li> </ul>	<ul style="list-style-type: none"> <li>AI configured with LiveVox CRM out of the box</li> <li>Highly scalable implementation process</li> </ul>
<b>Cost to Implement</b>	~\$500K avg.	~\$50K avg.
<b>Time to Implement</b>	~6 months avg.	~3 weeks avg.

AI implementation is **prohibitively expensive and time consuming**



AI implementation is **cost effective and painless**

Source: LiveVox Customer Interviews; LiveVox Survey data.



# Why LiveVox Wins



## Account

## Competitors

## Why We Won

- Leading Bank



- ✓ Compliance
- ✓ IVR capabilities
- ✓ Reporting
- ✓ Reliability
- ✓ Total cost of ownership

- Leading FinTech



- ✓ Single pane of glass
- ✓ Integrated data
- ✓ Compliance

- Leading Mortgage Provider



- ✓ Single pane of glass
- ✓ Reliability
- ✓ Integrated data
- ✓ Ease of use
- ✓ Compliance

- Large Retailer



- ✓ Compliance
- ✓ Single pane of glass

- Large Bank



- ✓ Single pane of glass
- ✓ Integrated data
- ✓ Compliance
- ✓ Product flexibility
- ✓ Ease of use
- ✓ Total cost of ownership

*LiveVox Wins by Delivering Out-of-the-Box Solutions to Problems Our Competitors Struggle to Solve*



# Winning Larger Enterprises over Time



Note: Client ranking based on publicly available data.





# Growth Strategy: Land and Expand



*Harvest massive whitespace in customer base and capitalize on leading unit economics to drive growth through increased investment in sales and marketing*



# New Customer Acquisition Strategy: 5 Bundled Offers



## Client Needs...

- Compliance, Consent Tracking, OB Campaigns
- Omnichannel, SMS, Email, Add Digital to Existing ACD
- Automated Scoring, Compliance, Speech Analytics
- AI/Chatbots, IVR, Automation, Self-Service
- Inbound, CX, CRM, Agent Experience



## ...LiveVox Bundles

- Outbound Campaigns and Compliance Bundle
- 2-Way Messaging Bundle
- Speech Analytics Bundle
- Cloud IVR Bundle
- Inbound Contact Center Bundle



Offerings are flexible for different needs of different customers



Marketed to 150k+ companies, based on activity-driven intents



# Classic SaaS Selling Motion for Land and Expand



Client: [2Way Message 1 (PM Team)]

General | Call Centers | Campaigns | Change History | Channels | Billing | Phone Numbers | Job History | Jobs | Messaging | Portal | Reporting | Security | Settings | Services | Versions | Voice Pool

## Platform Features

Client: [ABC Demo Client]

General | Call Centers | Campaigns | Change History | Channels | Billing | Phone Numbers | Job History | Jobs | Messaging | Portal | Reporting | Security | Settings | Services | Trusted Partners | Versions | Voice Pool

Platform Features

<b>General</b> Encrypted Fields <input checked="" type="checkbox"/> Enhanced Call Recording Storage <input checked="" type="checkbox"/> Enhanced Screen Recording Storage <input checked="" type="checkbox"/> Trusted Partners <input checked="" type="checkbox"/>	<b>Channels</b> Voice Channel <input checked="" type="checkbox"/> SMS Channel <input checked="" type="checkbox"/> Email Channel <input checked="" type="checkbox"/> Chat Channel <input checked="" type="checkbox"/>	<b>WFO</b> Agent Scheduling <input checked="" type="checkbox"/> Advanced Agent Scheduling <input checked="" type="checkbox"/> Assessor <input checked="" type="checkbox"/> Screen Recording <input checked="" type="checkbox"/> Work Queue <input checked="" type="checkbox"/> ELearning <input checked="" type="checkbox"/>	<b>Customer Care</b> Tooling <input checked="" type="checkbox"/> Knowledge Base <input checked="" type="checkbox"/>
<b>Analytics</b> BI Analytics <input checked="" type="checkbox"/>	<b>API</b> API <input checked="" type="checkbox"/>	<b>Contact Management</b> PDAS <input checked="" type="checkbox"/> Accounts <input checked="" type="checkbox"/> Designer <input checked="" type="checkbox"/>	<b>Speech</b> Advanced TTS <input checked="" type="checkbox"/> Transcribe <input checked="" type="checkbox"/> Transcribe All Calls <input checked="" type="checkbox"/> Sentiment Analyze All Calls <input checked="" type="checkbox"/> Speech Analysis <input checked="" type="checkbox"/>

LiveVox makes new feature activation easy for its customers

*LiveVox provides clients with the ability to add desired modules to any part of their Contact Centers, giving flexibility and financial prudence to decisions*



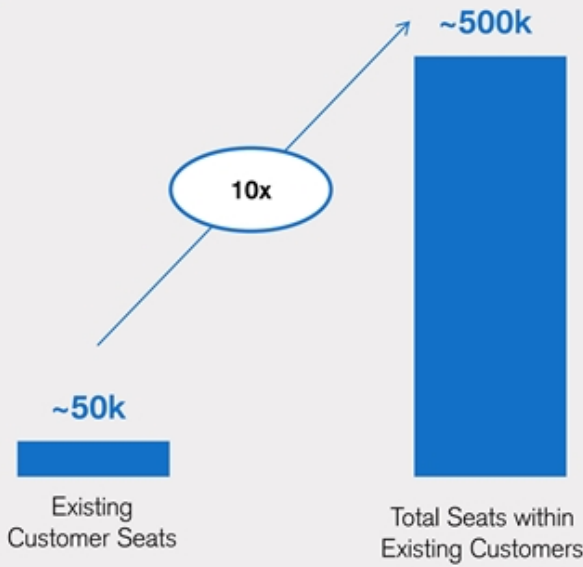
# 20x+ Whitespace Opportunity inside LiveVox's Installed Base



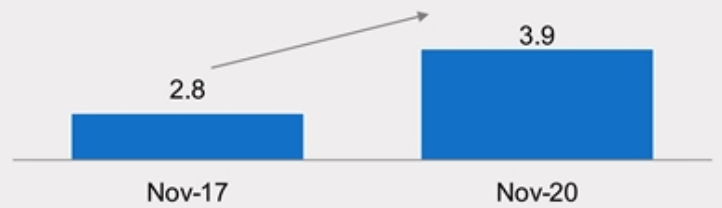
Within Existing Customer Base There is a Large Opportunity For....

Seat Expansion: 10x Opportunity

Product Expansion: Estimated >2x Opportunity



Average Number of Products per Customer



## \$ 1 Billion + Whitespace Opportunity

Source: Company estimates.



# Case Studies: Land and Expand

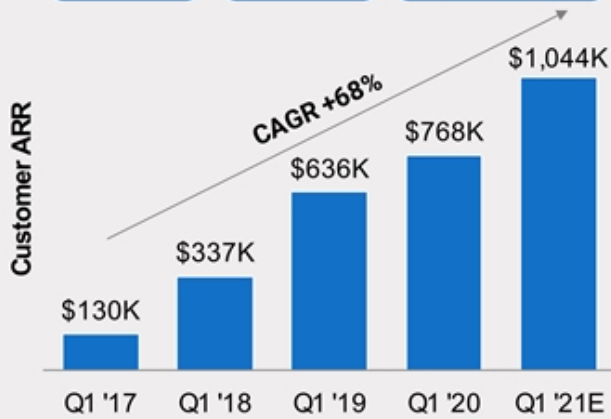


## Financial Services Client

- Voice revenue doubles year over year
- Non-voice products (Email, Messaging) adopted
- Client's Text, Email, and Chat were previously all on separate solutions; LiveVox wins with unified data model

Q1 '17    Q1 '18    Q1 '19    Q1 '20    Q1 '21E

- LiveVox lands with Voice products
- ~200 agents on platform
- Messaging revenues grow 4.3x as LiveVox takes share in account
- President wants all agents on a single pane of glass; U-CRM rolled out to additional Customer Care and Collections Agents
- >1,000 agents on platform

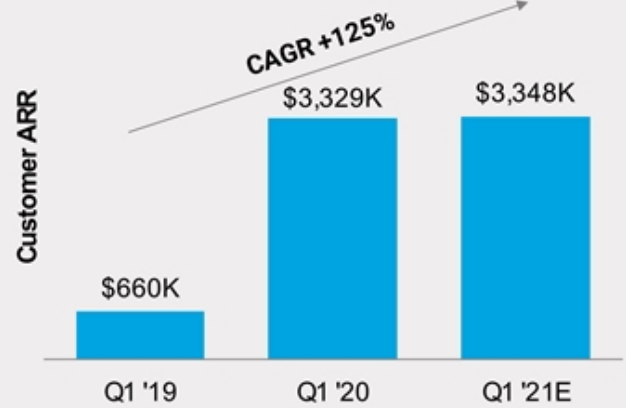


## Retailer

- Successful upsell of SMS and Email
- ~600 agents on platform

Q1 '19    Q1 '20    Q1 '21E

- LiveVox lands with Voice products
- ~200 agents on platform
- Continued expansion of QM / WFO solutions

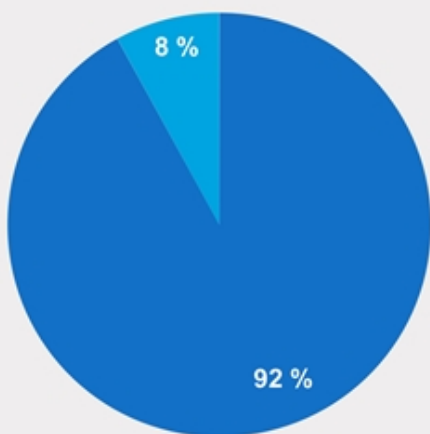


# Installed Base of Highly Satisfied Enterprise Customers

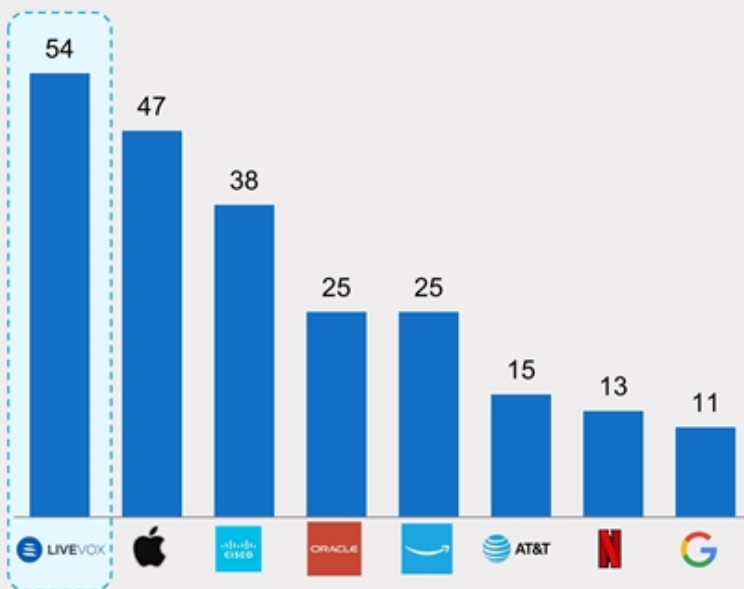


90%+ of Revenue from Enterprise Deployments

Strong NPS



■ Revenue from customers with >50 seat count  
■ Revenue from customers with <50 seat count



Source: Customer Guru.



# Strong Unit Economics



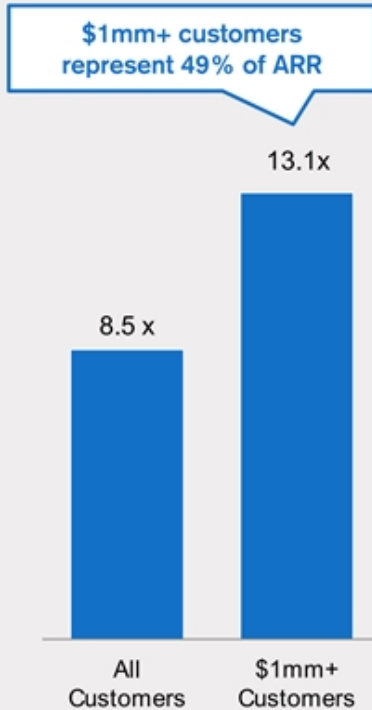
## Net Retention



## CAC (\$ in millions)



## LTV to CAC



# Accelerating Sales and Marketing Investment to Capture the Opportunity Ahead of LiveVox



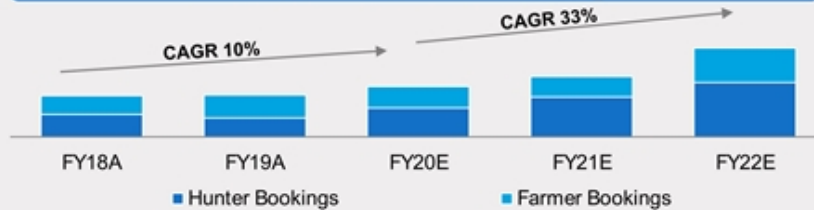
## S&M Investment over Time



## Quota Carrying Reps



## Hunter vs. Farmer Bookings



Note: In general, hunters cover "land" bookings and the first year of "expand" bookings, and farmers cover "expand" bookings beyond that point.

## Areas of Investment

- Net new hunters and farmers
- Challenger methodology
- AE productivity software
- Lead generating rep capacity and skill upgrade
- Increased pay-per-click and social advertising
- Incremental investment in branding
- Channel and geographic expansion
- Full suite of product offerings to address TAM





## Key Financial Highlights



### Predictable Growth



118% average Net Retention



Strong Revenue Visibility



Expected 25%+ Top Line Growth

### Proven Ability to Scale EBITDA Margins



8.5x 2020E LTV to CAC



EBITDA Positive Since 2014

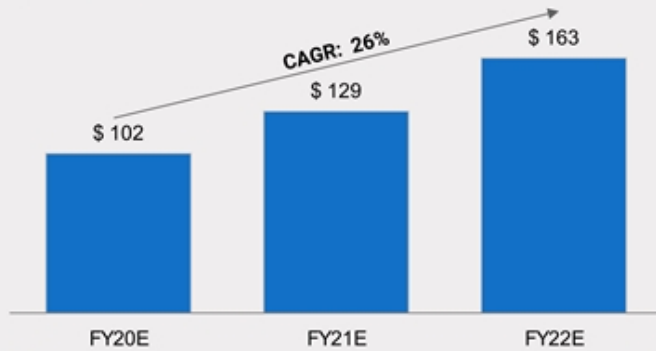


# Expected 25%+ Growth, with Strong Revenue Visibility

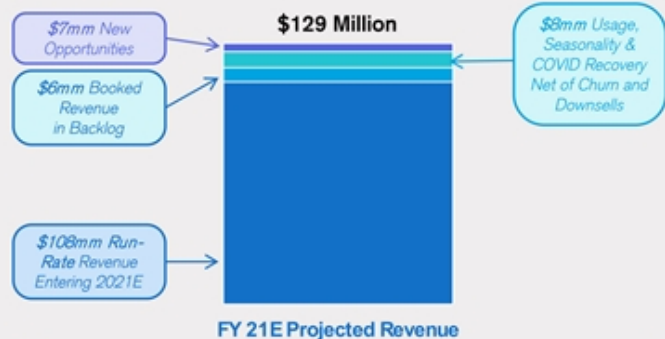


## Strong Projected Revenue Growth

\$ in millions

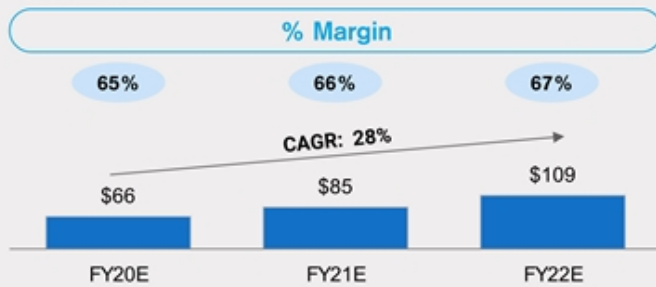


## 95% Visibility into 2021E Revenue



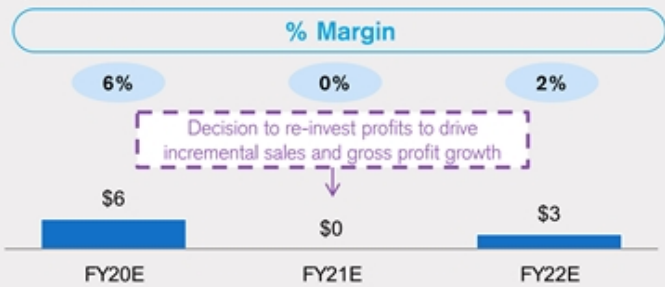
## Expanding Gross Margin

\$ in millions



## Re-Investing EBITDA in Growth

\$ in millions



# LiveVox Revenue Model



## Multi-Pronged Revenue Model

### Contracted Revenue (~2/3 Today)

Contracted revenue is a combination of **(1) per-seat per month fees**, and **(2) minimum contracted usage billing that is billed regardless of consumption every month**

- Strong contracted revenue base which enables long-term revenue visibility
- Mix of revenue has shifted towards contracted as adoption of per-seat, per month modules (e.g., WFO) has accelerated

### Usage Revenue (~1/3 Today)

Usage revenue is billed for customer consumption above their contracted minimum. Premium pricing applies to usage revenue.

- Aligns LiveVox's economics with value customers are receiving from the platform
- Lack of lock-in helps drive upsell; customers frequently move agents onto platform as a "trial" and never move them back

*NPS of 54*

*118% avg.  
Net  
Retention*

*8.5x LTV  
to CAC  
2020E*

*Leading customer  
metrics as a result of  
customer-centric  
approach*

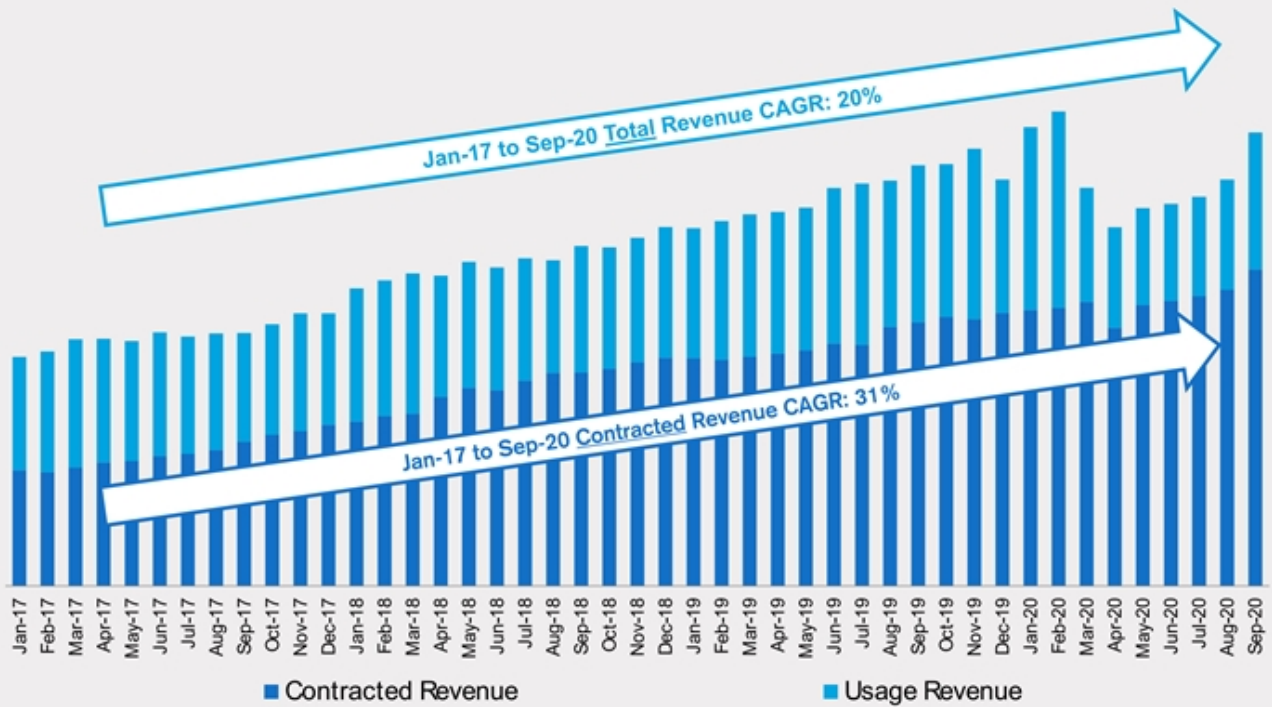
Source: Internal Company NPS Survey.



# Contracted Revenue Has Grown Consistently over the Past 4 Years, Including through COVID-19; Usage has Historically Been Predictable



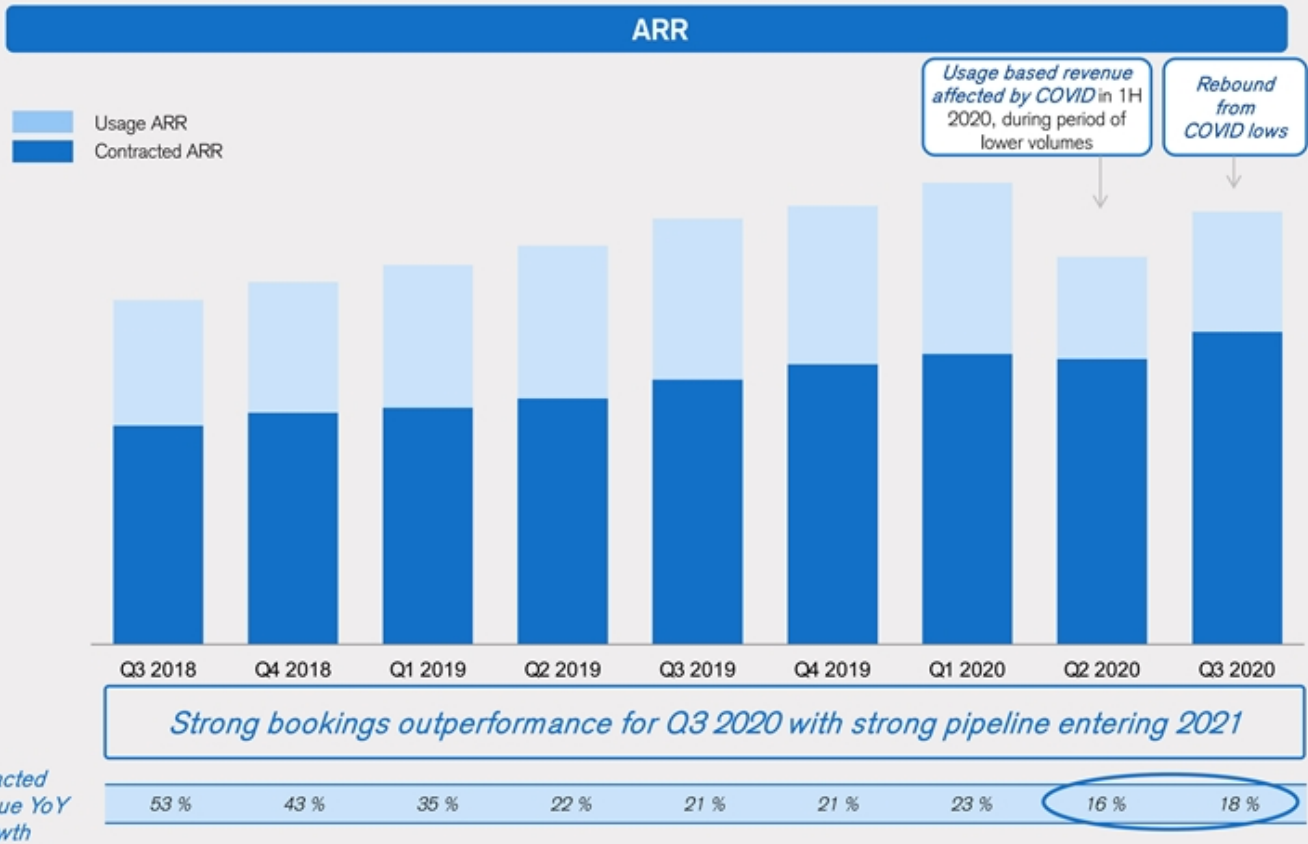
Monthly ARR since 2017



Note: Monthly revenue is normalized for dialing days.



# 2020 Performance | ARR has Rebounded from Period of COVID-Driven Lower Usage



Contracted Revenue YoY % Growth



# Long-Term Operating Model



% of Revenue	2017	2018	2019	2020E		Long-Term Model
Gross Margin	61%	60%	63%	65%	<i>Leverage on fixed cost base as revenue grows</i>	75%+
S&M	26%	21%	23%	28%	<i>Continued investment to drive topline growth</i>	~30-35%
R&D	17%	17%	17%	19%	<i>Product-driven company requires continued investment</i>	~15%
G&A	15%	12%	11%	12%	<i>Economies of scale</i>	~5%
EBITDA	3%	10%	13%	6%		~20%+





## VALUATION OVERVIEW



# LiveVox Compares Favorably Against Public Peers...



	LIVEVOX	Five9	NICE	RingCentral	zendesk	LIVEPERSON	
Operational Metrics	Enterprise Value (\$B)	\$ 0.84	\$ 12.4	\$ 17.2	\$ 37.6	\$ 18.6	\$ 4.5
	No. of Customers	325	2,000	25,000	400,000	164,200	18,000
	LTM Revenue per Customer (000s)	\$ 317	\$ 200	\$ 65	\$ 3	\$ 6	\$ 19
	Primary Offering	CCaaS	CCaaS	CC, Financial Crime	UCaaS	Support	Messaging Cloud
Leading KPIs	CAC	1.3 x	~1 x	~3 x	~2 x	~2 x	~2 x
	LTV to CAC	8.5 x	~6 x (Enterprise) ~2 x (Commercial)	~2 x	~4 x	~3 x	~4 x
	Net Dollar Retention	118 %	105 to 107%	Not disclosed	Not disclosed	111 %	>105 to 115% Mid-Market / Enterprise
Financial Metrics	2020 Revenue (\$M)	\$ 102	\$ 422	\$ 1,652	\$ 1,166	\$ 1,024	\$ 363
	2021E Revenue Growth	26 %	18 %	9 %	23 %	24 %	23 %
	CY21E EBITDA Margin	0%	16 %	34 %	14 %	12 %	9 %

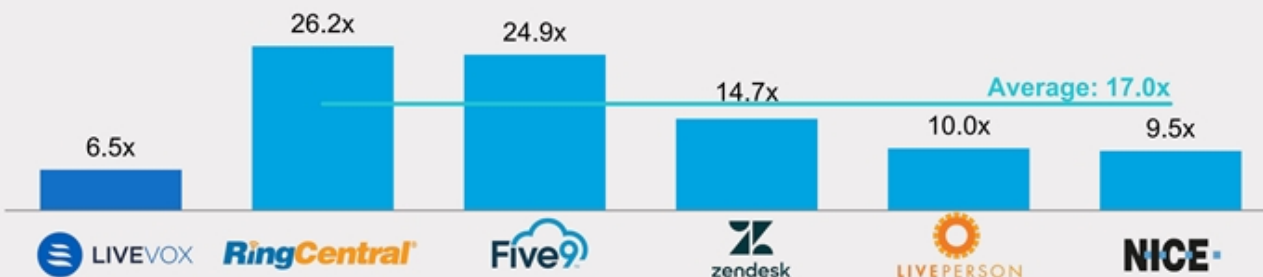
Source: Market Data as of 08-Jan-2021, publicly available equity research reports, Company public filings.



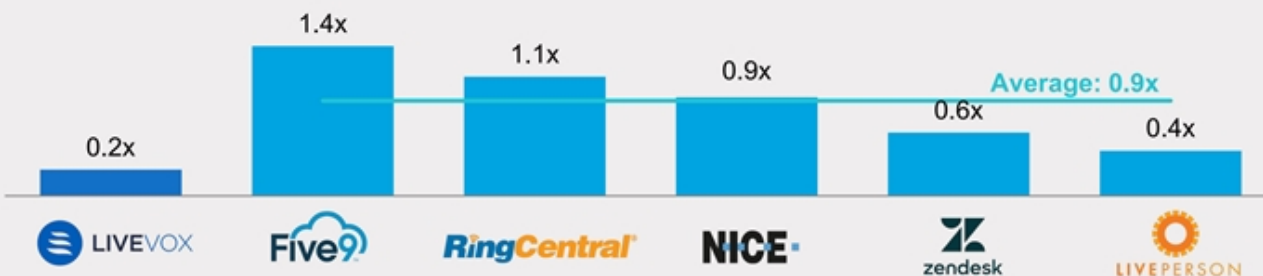
# ...Positioned for an Attractive Valuation



## EV / 2021E Revenue



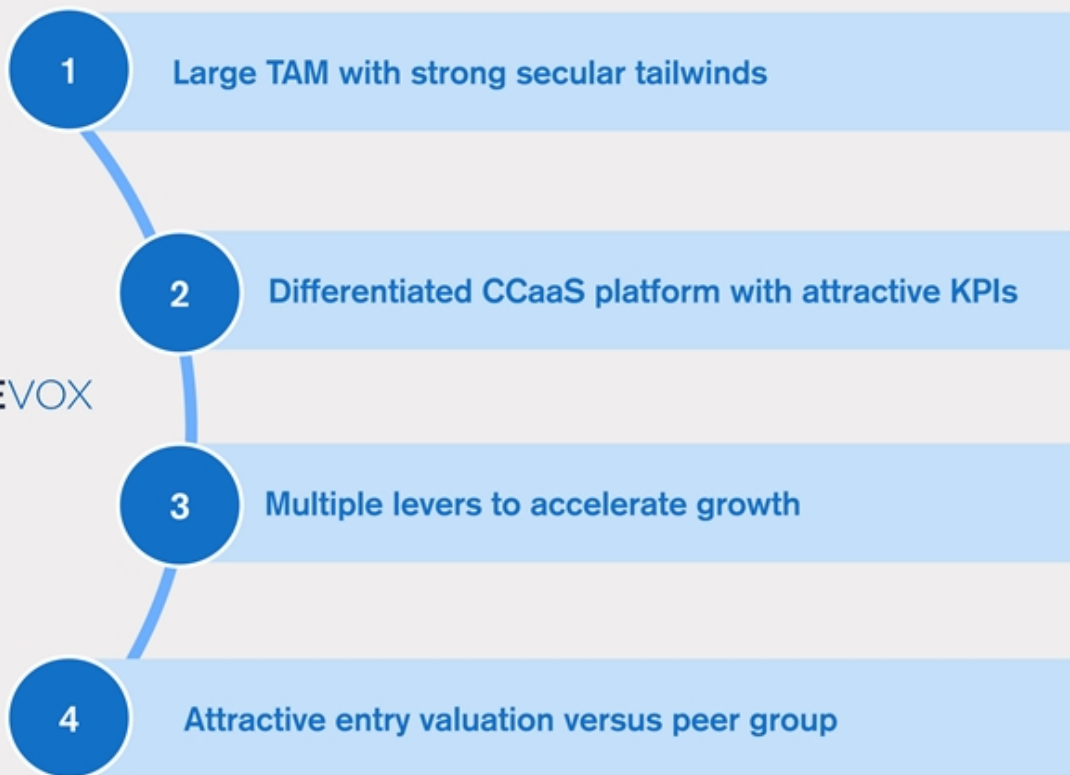
## Growth Adjusted EV / 2021E Revenue ('20 to '22 CAGR)

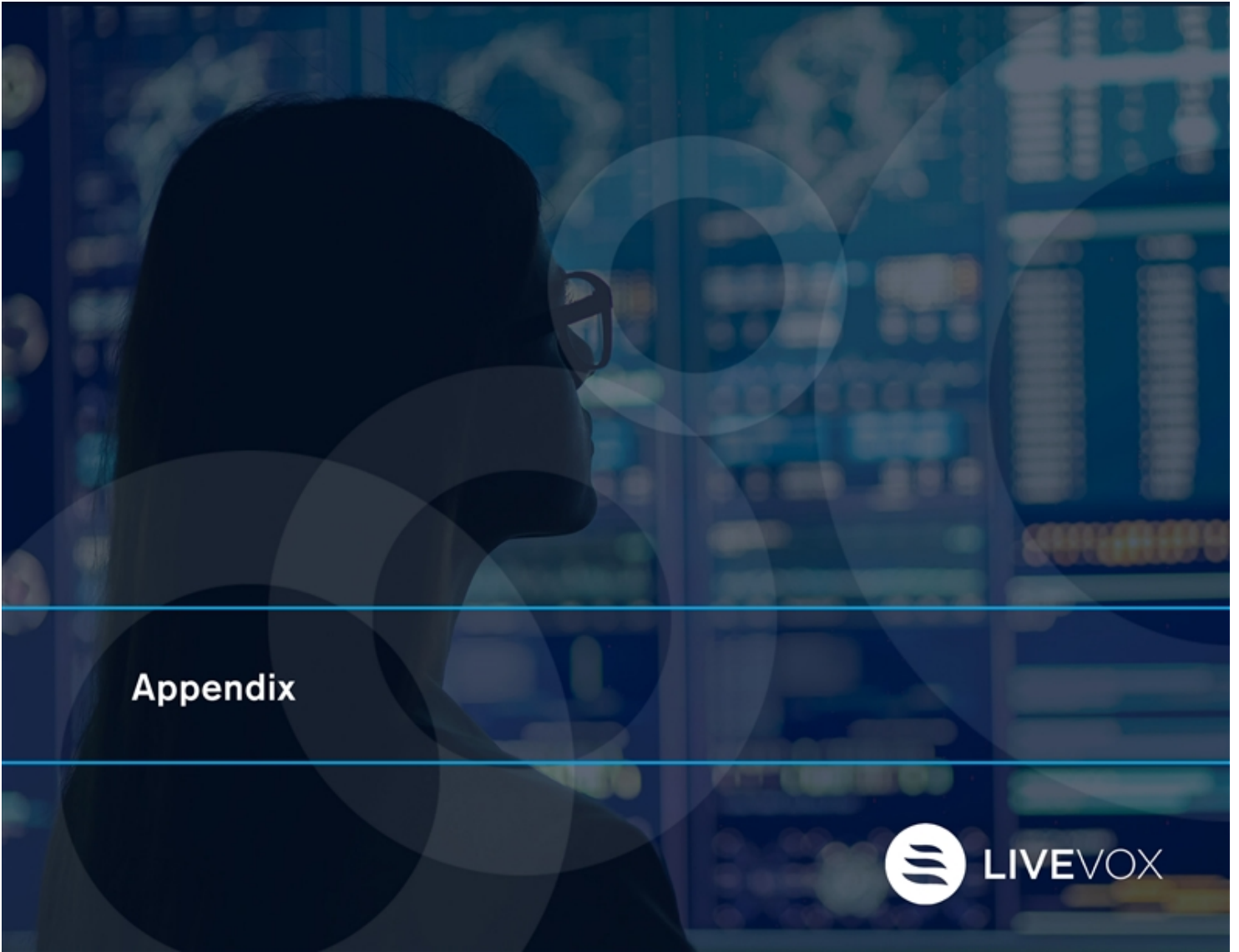


Source: Market Data as of 08-Jan-2021, Wall Street research, Company public filings.



# Concluding Highlights

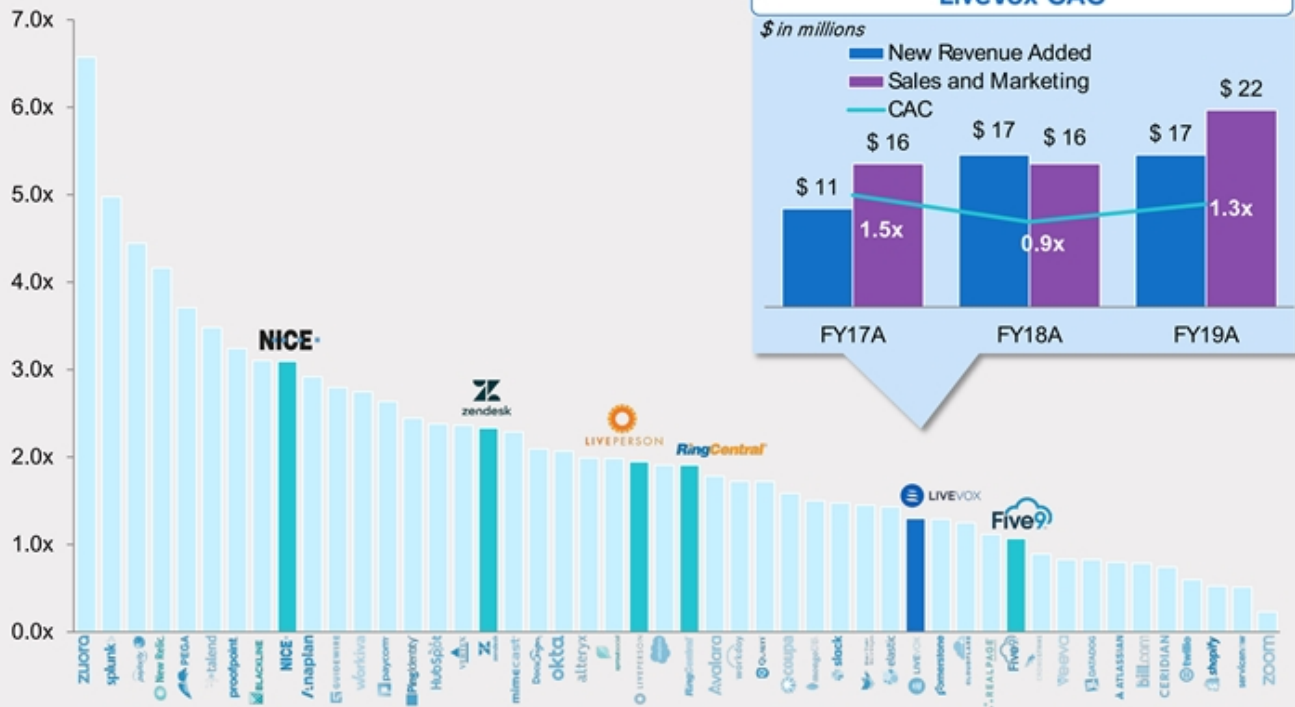




# Strong Sales Efficiency



Less Favorable ← CAC Benchmarking | LiveVox vs. Peers → More Favorable



Source: Wall Street Research, Company public filings.



# Strong Retention Driven by Considerable Upsell

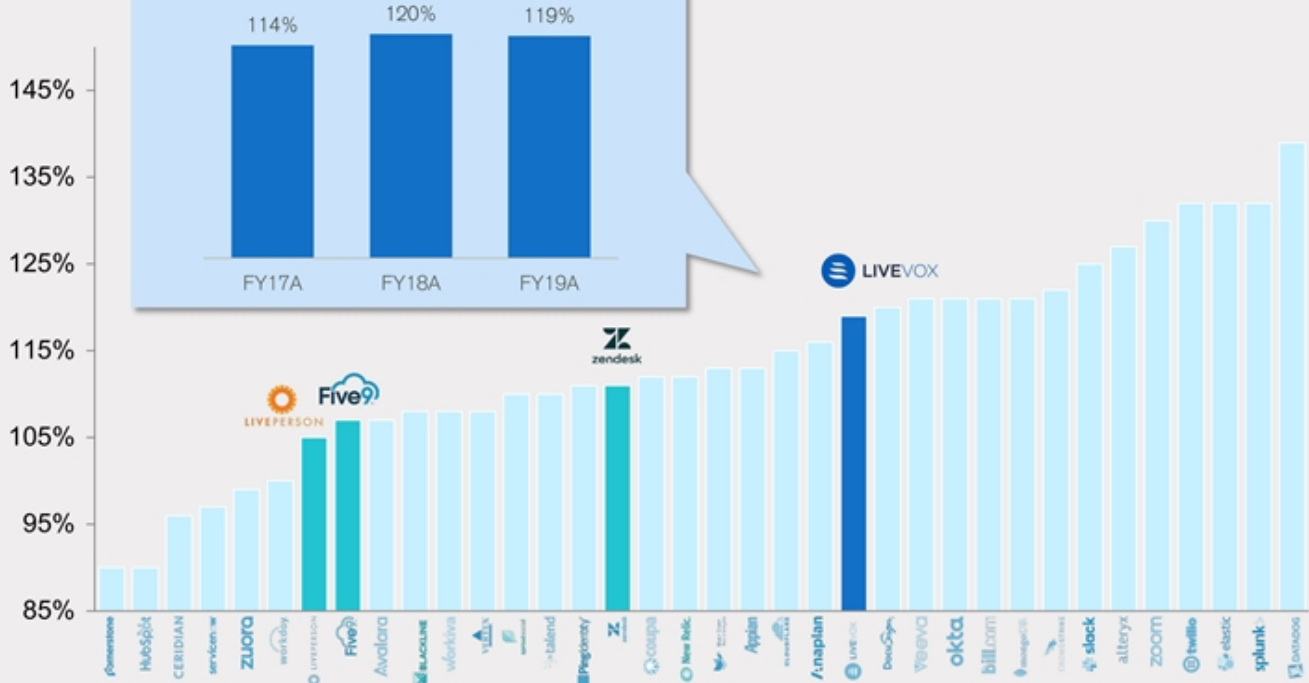


Less Favorable

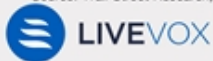
Net Dollar Retention Benchmarking | LiveVox vs. Peers

More Favorable

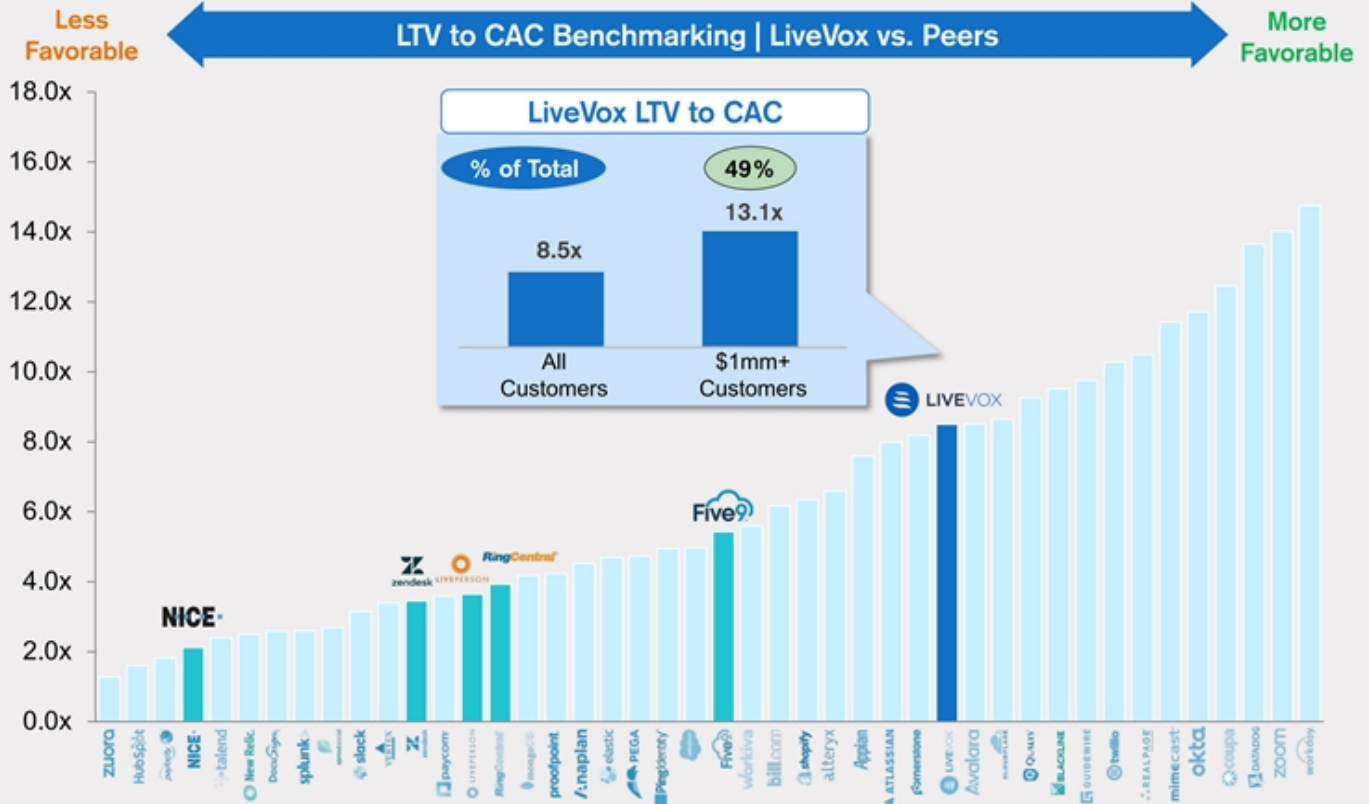
## LiveVox Net Dollar Retention



Source: Wall Street Research, Company public filings.



# Large Land and Expand Opportunity through Strong LTV to CAC



Source: Wall Street Research, Company public filings.  
 Note: LTV calculated as subscription gross margin divided by gross churn. CAC is calculated as trailing twelve months S&M expense divided by quarter 0 subscription revenue annualized less quarter 4 subscription revenue annualized.



## GAAP Reconciliation



## Reconciliation Between GAAP Figures and Adjusted Figures

<i>\$ in millions</i>	2017A	2018A	2019A
<b>GAAP Gross Margin</b>	<b>\$ 34.4</b>	<b>\$ 43.7</b>	<b>\$ 54.5</b>
(+) Adjustments	3.3	3.9	6.2
<b>Adjusted Gross Margin</b>	<b>\$ 37.7</b>	<b>\$ 47.6</b>	<b>\$ 60.7</b>
% Revenue	61 %	60 %	63 %
<b>GAAP Net Income</b>	<b>\$(3.9)</b>	<b>\$ 1.9</b>	<b>\$(6.9)</b>
(+) Net Interest Expense	2.4	3.3	3.3
(+) Income Taxes	0.2	0.4	0.1
(+) Depreciation & Amortization	4.4	4.6	4.9
(+/-) Other Items	0.5	0.1	(0.0)
<b>GAAP Based EBITDA</b>	<b>\$ 3.5</b>	<b>\$ 10.4</b>	<b>\$ 1.4</b>
(+) Pre-Acquisition Net Income	(2.7)	(2.6)	(1.0)
(+) Pre-Acquisition Interest	0.1	0.1	0.0
(+) Incentive Compensation Bonus	0.0	0.0	9.2
(+) Acquisition Fees	0.0	0.0	1.4
(+) Management & Board Fees	0.6	0.8	1.0
(+/-) Other Adjustments	0.4	(0.7)	0.1
<b>Adjusted EBITDA</b>	<b>\$ 1.9</b>	<b>\$ 8.0</b>	<b>\$ 12.1</b>
(/) Pro Forma Revenue	<b>\$ 61.5</b>	<b>\$ 78.9</b>	<b>\$ 95.6</b>
<b>Adjusted EBITDA % Margin</b>	<b>3 %</b>	<b>10 %</b>	<b>13 %</b>
<i>Memo:</i>			
Pro Forma Adjustments	\$ 8.4	\$ 8.7	\$ 20.0
Pre-Acquisition Adjustments	(2.7)	(2.6)	(1.0)

Note: Adjustments include: Interest, Taxes, Depreciation & Amortization, one-time non-recurring costs, non-cash costs, other costs unique to private company ownership and pre-acquisition financials for periods prior to GAAP consolidation. Note historical financials are not presented pro forma for the Transaction.



## GAAP Reconciliation



## Reconciliation Between GAAP Figures and Adjusted Figures

<i>\$ in millions</i>	2017A	2018A	2019A
<b>GAAP Sales &amp; Marketing Expense</b>	<b>\$ 15.2</b>	<b>\$ 14.6</b>	<b>\$ 23.0</b>
(+) Adjustments	0.9	1.8	(0.7)
<b>Adjusted Sales &amp; Marketing Expense</b>	<b>\$ 16.1</b>	<b>\$ 16.3</b>	<b>\$ 22.4</b>
% Revenue	26 %	21 %	23 %
<b>GAAP Research &amp; Development Expense</b>	<b>\$ 8.9</b>	<b>\$ 12.4</b>	<b>\$ 16.6</b>
(+) Adjustments	1.4	1.4	(0.7)
<b>Adjusted Research &amp; Development Expense</b>	<b>\$ 10.2</b>	<b>\$ 13.8</b>	<b>\$ 15.9</b>
% Revenue	17 %	17 %	17 %
<b>GAAP General &amp; Administrative Expense</b>	<b>\$ 11.2</b>	<b>\$ 11.1</b>	<b>\$ 18.3</b>
(+) Adjustments	(1.7)	(1.5)	(8.0)
<b>Adjusted General &amp; Administrative Expense</b>	<b>\$ 9.5</b>	<b>\$ 9.5</b>	<b>\$ 10.3</b>
% Revenue	15 %	12 %	11 %

Note: Adjustments include: Interest, Taxes, Depreciation & Amortization, one-time non-recurring costs, non-cash costs, other costs unique to private company ownership and pre-acquisition financials for periods prior to GAAP consolidation. Note historical financials are not presented pro forma for the Transaction.

