



***Data-Driven Digital Marketing Technology
Partner for Large Global Brands***

April 2020

Data-Driven Digital Marketing Technology Partner for Large Global Brands April 2020 Exhibit 99.2

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Additional Information. In connection with the Business Combination, Leo intends to file with the SEC a Registration Statement on Form S-4 (the "Registration Statement"), which will include a preliminary prospectus and preliminary proxy statement. Leo will mail a definitive proxy statement/prospectus and other relevant documents to its shareholders. This Investor Presentation is not a substitute for the Registration Statement, the definitive proxy statement/prospectus or any other document that Leo will send to its shareholders in connection with the Business Combination. Investors and security holders of Leo are advised to read, when available, the proxy statement/prospectus in connection with Leo's solicitation of proxies for its extraordinary general meeting of shareholders to be held to approve the Business Combination (and related matters) because the proxy statement/prospectus will contain important information about the Business Combination and the parties to the Business Combination. The definitive proxy statement/prospectus will be mailed to shareholders of Leo as of a record date to be established for voting on the Business Combination. Shareholders will also be able to obtain copies of the proxy statement/prospectus, without charge, once available, at the SEC's website at www.sec.gov or by directing a request to: Leo Holdings Corp., 21 Grosvenor Place, London SW1X 7HF, United Kingdom.

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Leo's Investment Thesis



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Leo's Investment Thesis Compelling Valuation Strong Management Team and Culture of Compliance Powerful Financial Engine with High FCF Conversion Proven M&A Playbook & Robust Pipeline Results-Driven Model Creates Sticky, Recurring Revenue Base Diversified Revenue Model Across High-Value Verticals Proprietary and 1st Party Data-Driven Technology Platform Large, Underpenetrated and Rapidly Growing TAM 1 2 3 4 5 6 7 8 2

1. Business Overview



1. Business Overview

Strategic Partner Providing Digital Marketing Tech to Large Brands

What Do We Do?

- **DMS leverages its proprietary technology and data-driven processes to help large brands acquire their customers** across high value verticals, including:



- We de-risk our partners' marketing spend as **we deliver customers, not just clicks and impressions**

How Do We Do It?

- We help marketers deploy digital ad spend to acquire customers via:
 - **Vertical Marketplaces** where we attract consumer traffic via paid search placement and present relevant offers within our verticals; our customer acquisition model is highly flexible and has no algorithm risk
 - Full-funnel customer acquisition programs (DMS attracts and converts customers on brand's behalf)
- Our proprietary assets:

<i>Owned & operated websites</i>	<i>White Label Software Services</i>	<i>Database of 150mm consumer profiles</i>
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Why DMS Stands Out?

- **Pay-for-performance partner:** we are paid to deliver customers to brands and have proven our ability to do so
 - **95% customer retention rate**¹
- **Proprietary data assets:** database of 150mm consumer profiles built via historical ad spend on DMS platform – a significant barrier to entry
 - **\$1.0bn+** of ad spend on DMS platform since 2012
- **Software as a service:** white-label software tools that allow brands to track their marketing spend and consumer responses in real-time
- **Sector agnostic model:** DMS captures growth across verticals

1. Reflects data through 2018. Retained clients in current year are defined as clients who generated sales in both the previous year and in the current year. % Revenue from retained clients for any given year is calculated as previous year revenue generated for retained clients in given year over the total revenue from the previous year. Data excludes trial clients, development billings, and clients with less than 4 months of activity.

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Strategic Partner Providing Digital Marketing Tech to Large Brands DMS leverages its proprietary technology and data-driven processes to help large brands acquire their customers across high value verticals, including: We de-risk our partners' marketing spend as we deliver customers, not just clicks and impressions We help marketers deploy digital ad spend to acquire customers via: Vertical Marketplaces where we attract consumer traffic via paid search placement and present relevant offers within our verticals; our customer acquisition model is highly flexible and has no algorithm risk Full-funnel customer acquisition programs (DMS attracts and converts customers on brand's behalf) Our proprietary assets: Owned & operated websites Database of 150mm consumer profiles White Label Software Services Pay-for-performance partner: we are paid to deliver customers to brands and have proven our ability to do so 95% customer retention rate¹ Proprietary data assets: database of 150mm consumer profiles built via historical ad spend on DMS platform – a significant barrier to entry \$1.0bn+ of ad spend on DMS platform since 2012 Software as a service: white-label software tools that allow brands to track their marketing spend and consumer responses in real-time Sector agnostic model: DMS captures growth across verticals Insurance Consumer Finance Education Brands Home Services Health & Wellness What Do We Do? How Do We Do It? Why DMS Stands Out? 3 1. Reflects data through 2018. Retained clients in current year are defined as clients who generated sales in both the previous year and in the current year. % Revenue from retained clients for any given year is calculated as previous year revenue generated for retained clients in given year over the total revenue from the previous year. Data excludes trial clients, development billings, and clients with less than 4 months of activity.

Rapidly Growing Business Model

A Powerful Financial Engine...

Financial Highlights

(\$ in mm)

\$340 '20E Revenue	\$57 '20E EBITDA	\$50 '20E UFCF
25% '17A-'19A Organic Revenue Growth	95%+ Customer Retention Rates	17% '20E EBITDA Margin

...Driven by Delivering Tangible Results for Large Brands

Operational Impact

(Results Delivered to DMS Clients)



\$2.8bn in funded mortgages and personal loans



720k insurance policies resulting in > \$615mm in initial insurance premiums



>90k students enrolled

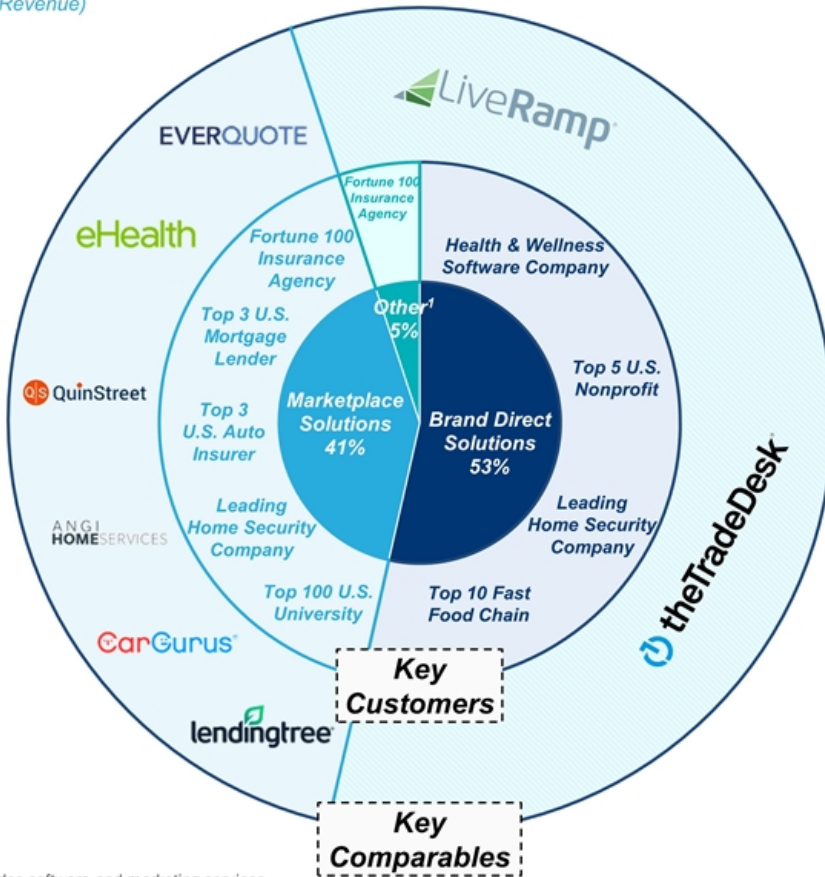


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Rapidly Growing Business Model A Powerful Financial Engine... ...Driven by Delivering Tangible Results for Large Brands \$340 '20E Revenue \$57 '20E EBITDA \$50 '20E UFCF 25% '17A-'19A Organic Revenue Growth 95%+ Customer Retention Rates 17% '20E EBITDA Margin Financial Highlights (\$ in mm) Operational Impact (Results Delivered to DMS Clients) \$2.8bn in funded mortgages and personal loans 720k insurance policies resulting in > \$615mm in initial insurance premiums >90k students enrolled Consumer Finance Insurance Education 4

Powerful Solutions Helping Brands Acquire Customers

Business Mix (% of Revenue)



Brand Direct Solutions

- Customized programs whereby DMS controls marketing spend across channels (search, social, display, etc)
- DMS provides end-to-end capabilities to deliver customers to the brand
- DMS leverages its database to target the most likely customers and convert them to paying customers for our clients

Marketplace Solutions

- Attract consumer audiences on DMS owned websites relevant to specific verticals such as: consumer finance and home services
- Relevant client offers presented to consumers
- Convert consumer audiences to customers leveraging DMS proprietary data (targeting based on millions of precedent interactions)
- Refine DMS database in real time via 100% transparent feedback loop

Other¹

- White label software products for clients
- Creates extremely sticky relationships due to embedded nature of product within client marketing processes
- Exclusive, long-term contractual relationships on software; leads to high ability to cross-sell solutions

1. Includes software and marketing services.

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Powerful Solutions Helping Brands Acquire Customers Key Comparables Business Mix (% of Revenue) Brand Direct Solutions Marketplace Solutions Other¹ Attract consumer audiences on DMS owned websites relevant to specific verticals such as: consumer finance and home services Relevant client offers presented to consumers Convert consumer audiences to customers leveraging DMS proprietary data (targeting based on millions of precedent interactions) Refine DMS database in real time via 100% transparent feedback loop Customized programs whereby DMS controls marketing spend across channels (search, social, display, etc) DMS provides end-to-end capabilities to deliver customers to the brand DMS leverages its database to target the most likely customers and convert them to paying customers for our clients White label software products for clients Creates extremely sticky relationships due to embedded nature of product within client marketing processes Exclusive, long-term contractual relationships on software; leads to high ability to cross-sell solutions 1. Includes software and marketing services. Key Customers Health & Wellness Software Company Top 5 U.S. Nonprofit Leading Home Security Company Top 10 Fast Food Chain Fortune 100 Insurance Agency Fortune 100 Insurance Agency Top 3 U.S. Mortgage Lender Top 3 U.S. Auto Insurer Leading Home Security Company Top 100 U.S. University 5

Blue Chip Clients Across Diverse Verticals



Insurance

5 of the Largest U.S. Insurance Firms Across Home & Auto



Consumer Finance

Top 3 U.S. Mortgage Lender

Top 3 Consumer Reporting Company



Education

Top-tier Large Universities

Large Learning Software Providers



Brands

Leading Brands Across Numerous Verticals Including: Food, Travel, and Retail Among Others



Home Services

2 of the Leading Home Security Companies in U.S.



Health & Wellness

Numerous Direct-to-Consumer Health & Wellness Brands

95% Customer Retention Rate Across DMS Portfolio

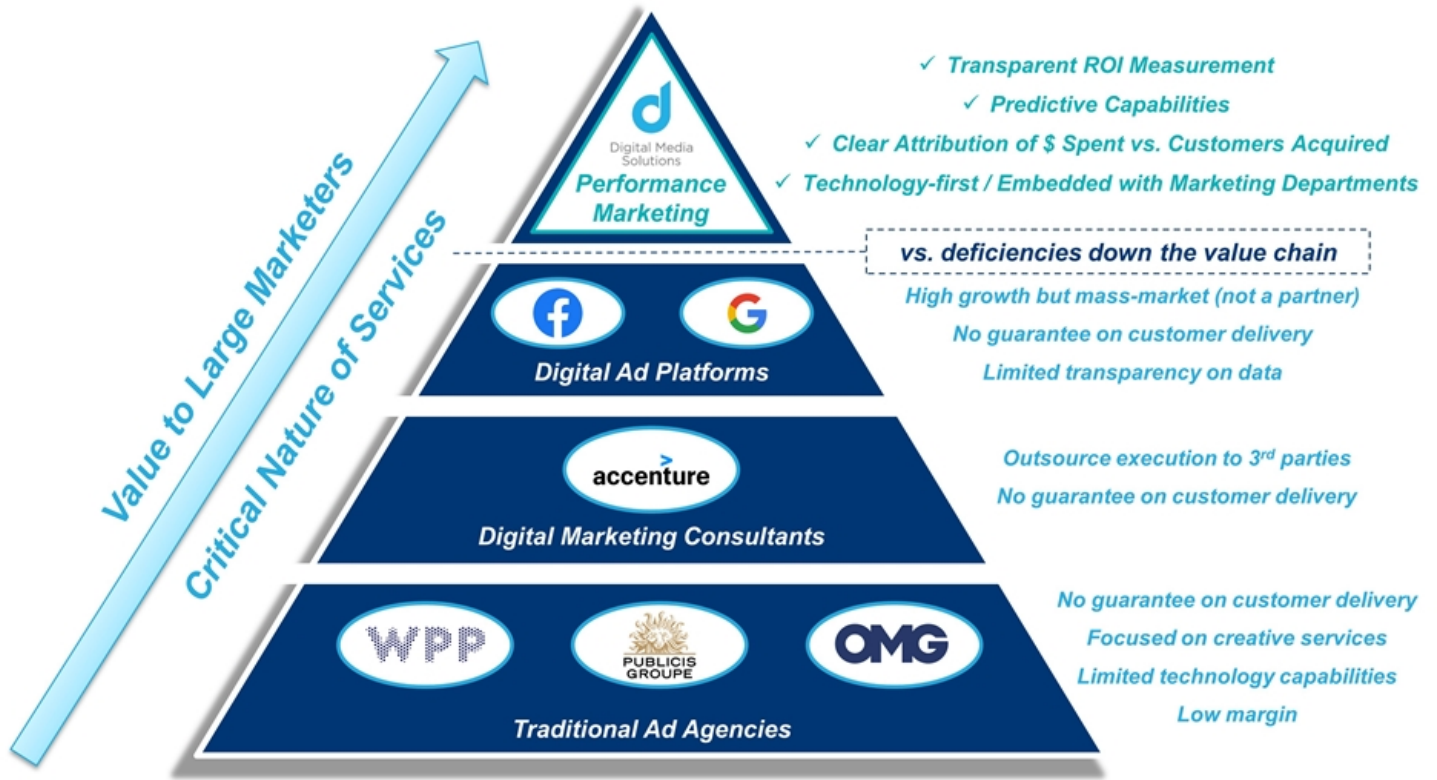


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Blue Chip Clients Across Diverse Verticals Insurance Consumer Finance Education Brands Home Services Health & Wellness 95% Customer Retention Rate Across DMS Portfolio 5 of the Largest U.S. Insurance Firms Across Home & Auto Top 3 U.S. Mortgage Lender Top 3 Consumer Reporting Company Top-tier Large Universities Large Learning Software Providers Leading Brands Across Numerous Verticals Including: Food, Travel, and Retail Among Others 2 of the Leading Home Security Companies in U.S. Numerous Direct-to-Consumer Health & Wellness Brands 6

DMS Stands Out in the Ecosystem

Marketers are Increasingly Demanding Partners that can Prove Clear ROI on Ad Spend



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DMS Stands Out in the Ecosystem Value to Large Marketers Critical Nature of Services Traditional Ad Agencies Performance Marketing Digital Marketing Consultants Digital Ad Platforms vs. deficiencies down the value chain No guarantee on customer delivery Focused on creative services Limited technology capabilities Low margin High growth but mass-market (not a partner) No guarantee on customer delivery Limited transparency on data Outsource execution to 3rd parties No guarantee on customer delivery Transparent ROI Measurement Predictive Capabilities Clear Attribution of \$ Spent vs. Customers Acquired Technology-first / Embedded with Marketing Departments Marketers are Increasingly Demanding Partners that can Prove Clear ROI on Ad Spend 7

DMS Embedded as Trusted Partner to Large-Scale Marketers

Deploying Data Driven Processes and Technology to Outperform Performance Targets

Fortune 100 Insurance Agency

- DMS proprietary marketing technology software integrated into company's marketing department
- DMS also provides leads from DMS owned & operated websites

**Lowered
Customer
Acquisition
Costs by ~10%**

Top 3 U.S. Auto Insurer

- DMS provides leads via owned and operated websites
- Deeply integrated into DMS proprietary click marketplace with customized consumer targeting

**Lowered
Customer
Acquisition
Costs by ~15%**

Top Ranked Home Services Company

- DMS provides leads across DMS vertical marketplace and other direct branded customer acquisition programs

**Lowered
Customer
Acquisition
Costs by ~5%**

Top 100 U.S. University

- DMS provides leads via vertical marketplace and branded customer acquisition programs
- Enabling predictive ROI on marketing spend consistently
- Operationalized compliance procedures

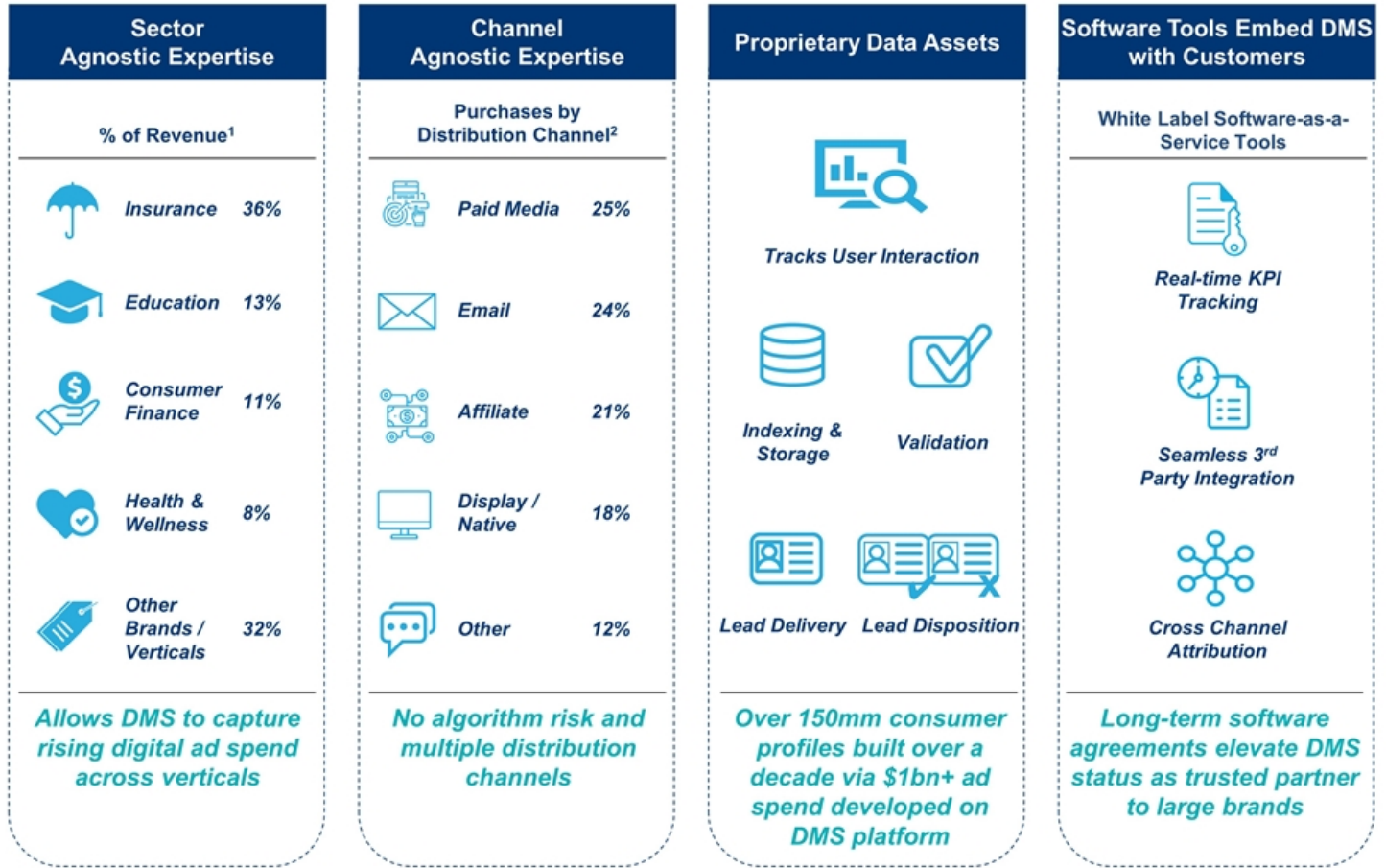
**Increased
Application
Rates by ~20%**



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DMS Embedded as Trusted Partner to Large-Scale Marketers Lowered Customer Acquisition Costs by ~10% Lowered Customer Acquisition Costs by ~15% Lowered Customer Acquisition Costs by ~5% Increased Application Rates by ~20% DMS proprietary marketing technology software integrated into company's marketing department DMS also provides leads from DMS owned & operated websites DMS provides leads via owned and operated websites Deeply integrated into DMS proprietary click marketplace with customized consumer targeting DMS provides leads across DMS vertical marketplace and other direct branded customer acquisition programs DMS provides leads via vertical marketplace and branded customer acquisition programs Enabling predictive ROI on marketing spend consistently Operationalized compliance procedures Deploying Data Driven Processes and Technology to Outperform Performance Targets Fortune 100 Insurance Agency Top 3 U.S. Auto Insurer Top 100 U.S. University Top Ranked Home Services Company 8

DMS Has Clear Points of Differentiation



1. Reflects 2019 pro forma revenue for acquisitions. 2. 2019 data as of August 31, 2019.



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DMS Has Clear Points of Differentiation Proprietary Data Assets Software Tools Embed DMS with Customers Indexing & Storage x Validation Lead Delivery Lead Disposition Tracks User Interaction White Label Software-as-a-Service Tools Over 150mm consumer profiles built over a decade via \$1bn+ ad spend developed on DMS platform Long-term software agreements elevate DMS status as trusted partner to large brands Real-time KPI Tracking Seamless 3rd Party Integration Cross Channel Attribution ✓ Sector Agnostic Expertise Insurance Consumer Finance Education Health & Wellness Other Brands / Verticals 36% 11% 13% 8% 32% Allows DMS to capture rising digital ad spend across verticals % of Revenue¹ Channel Agnostic Expertise No algorithm risk and multiple distribution channels Purchases by Distribution Channel² Paid Media Email Affiliate Display / Native Other 25% 24% 21% 18% 12% 9 1. Reflects 2019 pro forma revenue for acquisitions. 2. 2019 data as of August 31, 2019.

Large, Rapidly Growing TAM with Significant Tailwinds

Rising Digital Ad Spend

Global Digital Ad Spend Growth

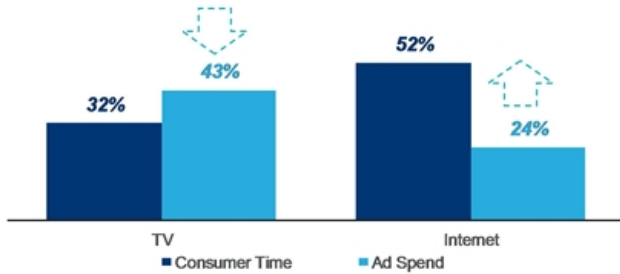


Marketing Spend Still Under-Indexed Relative to Consumer Time Spent on Internet

TV Ad Spend

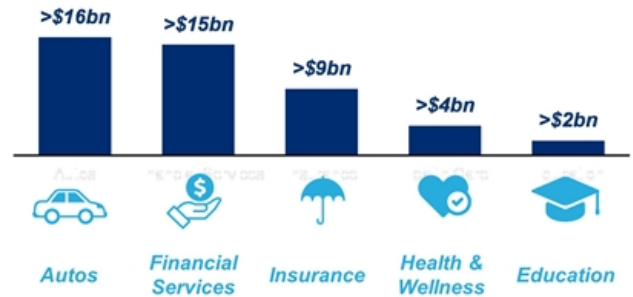


Internet Ad Spend (Inc. mobile)



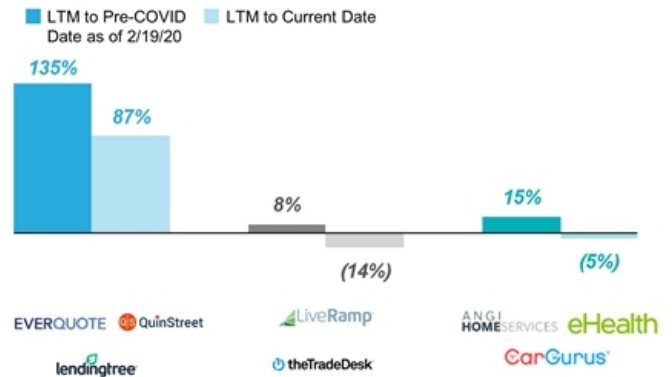
Note: Market data as of 4/22/2020.

Large Digital Ad Spend Across Verticals



Market Recognition of Performance Marketing Growth

Average Market Share Price Performance



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Note: Market data as of 4/22/2020. Large, Rapidly Growing TAM with Significant Tailwinds Rising Digital Ad Spend Global Digital Ad Spend Growth Marketing Spend Still Under-Indexed Relative to Consumer Time Spent on Internet TV Ad Spend Internet Ad Spend (Inc. mobile) '15A-'18A: 21% '19E-'23E: 12% 50% under indexed vs. time viewed 33% over-indexed vs. time viewed Large Digital Ad Spend Across Verticals Market Recognition of Performance Marketing Growth Average Market Share Price Performance Autos Financial Services Insurance Health & Wellness Education 10 LTM to Pre-COVID Date as of 2/19/20 LTM to Current Date



COVID-19 Commentary

Diversified Resilient Business Model Performing in the Current Environment

Vertical

1 Significant portion of revenue comes from verticals that are in the early stages of **transition to digital** and continue on **elevated growth trajectory**



2 Countercyclical verticals with **limited impact to client activity**



3 Certain marketplace solutions have been impacted, however DMS is **committed to being disciplined** on cost side and has **multiple levers** to align expenses



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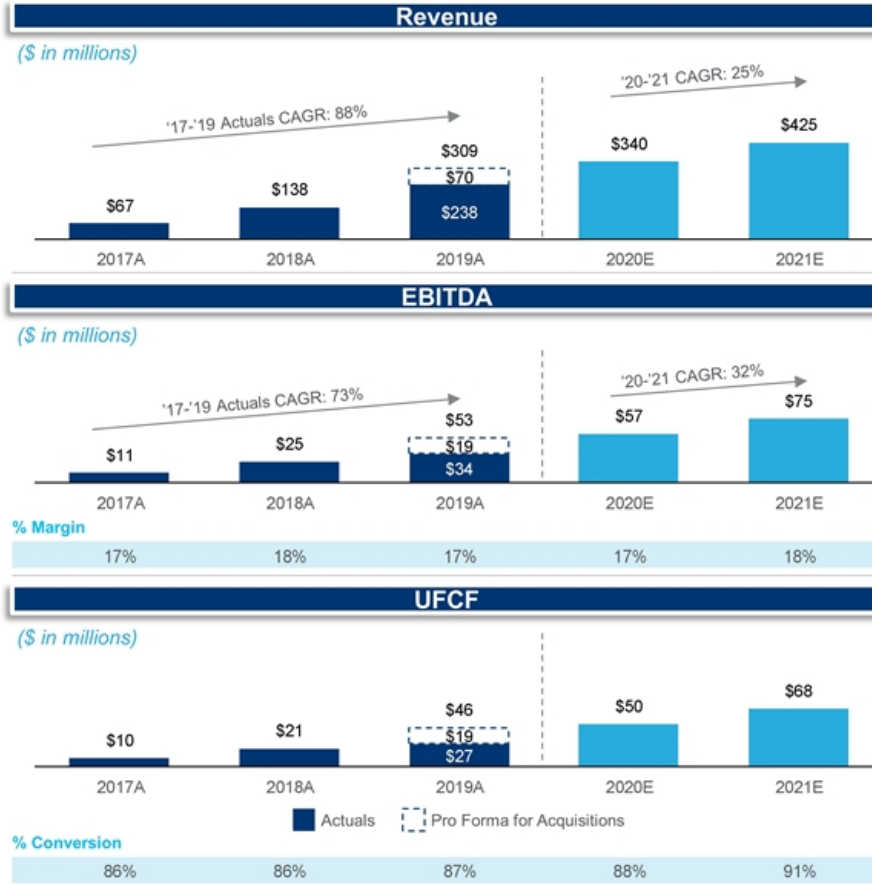
COVID-19 Commentary Significant portion of revenue comes from verticals that are in the early stages of transition to digital and continue on elevated growth trajectory Countercyclical verticals with limited impact to client activity Certain marketplace solutions have been impacted, however DMS is committed to being disciplined on cost side and has multiple levers to align expenses Insurance Brands Health & Wellness 1 2 Education 3 Consumer Finance Diversified Resilient Business Model Performing in the Current Environment Vertical Only represented ~11% of 2019 revenue 11

2. Financial Highlights



2. Financial Highlights

Proven Ability to Grow Organically



Commentary / Guidance

- Organic revenue growth has accelerated due to significant investments in platform
 - 25% '17-'19 Organic CAGR
- Investments provide increased ability to cross-sell leads, enhanced software capabilities, and improve proprietary technology systems
- 9 M&A deals completed since 2016 with an average EV / EBITDA multiple of 5.1x
 - Based on current EBITDA of the acquired assets, the effective multiple would be 3.8x
- Strategic expansion of key client accounts across the DMS ecosystem while continuing to execute on plan to go direct and disintermediate agencies
- Industry diversification; significant growth opportunities in the DMS Insurance and Performance Affiliate

Proven Ability to Grow Organically Organic revenue growth has accelerated due to significant investments in platform 25% '17-'19 Organic CAGR Investments provide increased ability to cross-sell leads, enhanced software capabilities, and improve proprietary technology systems 9 M&A deals completed since 2016 with an average EV / EBITDA multiple of 5.1x Based on current EBITDA of the acquired assets, the effective multiple would be 3.8x Strategic expansion of key client accounts across the DMS ecosystem while continuing to execute on plan to go direct and disintermediate agencies Industry diversification; significant growth opportunities in the DMS Insurance and Performance Affiliate Commentary / Guidance (\$ in millions) Revenue (\$ in millions) EBITDA (\$ in millions) UFCF % Margin % Conversion '17-'19 Actuals CAGR: 88% '20-'21 CAGR: 25% '20-'21 CAGR: 32% '17-'19 Actuals CAGR: 73% Actuals Pro Forma for Acquisitions 12

Q1 Performance Update

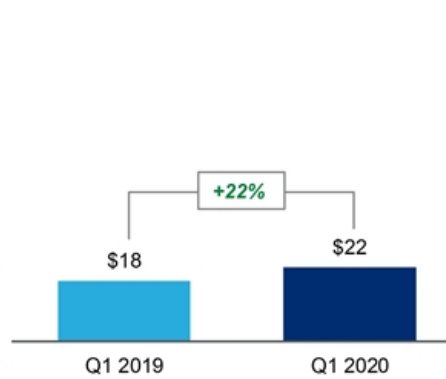
Diversified Resilient Business Model Performing in the Current Environment

Revenue



- Positive shift in business mix towards brand direct solutions
- Most verticals stable and continue to grow
 - Insurance continues to represent significant portion of revenue
 - Consumer finance vertical down from 2019, though expect recovery in 2H20

Gross Profit



- Spending continues to get more efficient with new consumer experiences
- Able to shift expenses real-time to manage ad-spend vs. inventory

EBITDA



- Benefitting from shifting mix, leading to efficiencies in delivery to advertisers

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Q1 Performance Update Revenue Gross Profit EBITDA Diversified Resilient Business Model Performing in the Current Environment +28% Positive shift in business mix towards brand direct solutions Most verticals stable and continue to grow Insurance continues to represent significant portion of revenue Consumer finance vertical down from 2019, though expect recovery in 2H20 Spending continues to get more efficient with new consumer experiences Able to shift expenses real-time to manage ad-spend vs. inventory Benefitting from shifting mix, leading to efficiencies in delivery to advertisers +22% EBITDA Margin +14% 13

Attractive Free Cash Flow Generation

Unlevered FCF Build

(\$ in millions)

	2019A	2020E
Total Standalone EBITDA	\$34	\$51
1 (+) Pro Forma Cost Savings	2	3
2 (+) UE Technology Synergies	3	3
3 (+) Transaction Expenses	4	--
4 (+) Acquisitions	9	--
Pro Forma Adjusted EBITDA	\$53	\$57
5 (-) Capital Expenditures	(\$7)	(\$7)
Unlevered Free Cash Flow	\$46	\$50
<i>% Conversion</i>	<i>87%</i>	<i>88%</i>

Commentary

- Strong FCF conversion provides capital for further investment in the business or acquisitions

Adjustments

- 1 Annualized cost savings resulting primarily from Ad Network reorganization
- 2 Annualized cost savings related to redundant technology infrastructure at acquired companies
- 3 One-time transaction expenses related to UE acquisition
- 4 EBITDA generated by acquired entities (primarily UE.com) prior to closing
- 5 Minimal Corporate Capital Expenditures requirement; primarily associated with software development

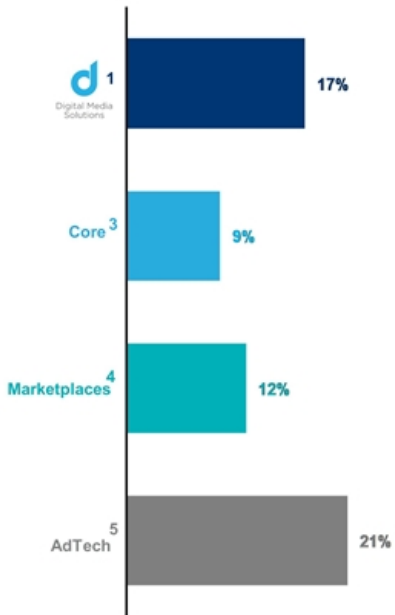
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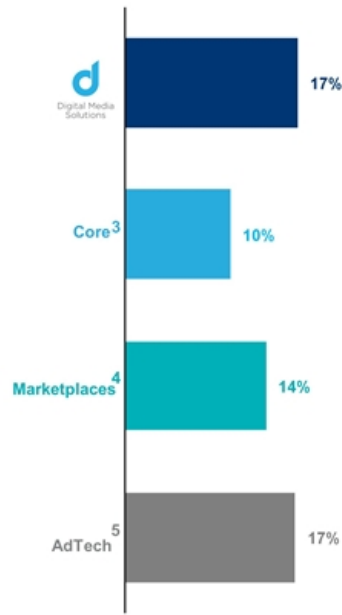
Attractive Free Cash Flow Generation Commentary Strong FCF conversion provides capital for further investment in the business or acquisitions
 Adjustments Annualized cost savings resulting primarily from Ad Network reorganization Annualized cost savings related to redundant technology infrastructure at acquired companies One-time transaction expenses related to UE acquisition EBITDA generated by acquired entities (primarily UE.com) prior to closing Minimal Corporate Capital Expenditures requirement; primarily associated with software development 1 2 3 4 5
 Unlevered FCF Build (\$ in millions) 2019A 2020E Total Standalone EBITDA \$34 \$51 (+) Pro Forma Cost Savings 2 3 (+) UE Technology Synergies 3 3 (+) Transaction Expenses 4 -- (+) Acquisitions 9 -- Pro Forma Adjusted EBITDA \$53 \$57 (-) Capital Expenditures (\$7) (\$7) Unlevered Free Cash Flow \$46 \$50 % Conversion 87% 88% 1 2 3 4 5 14

DMS Benchmarks Well Against Peer Universe

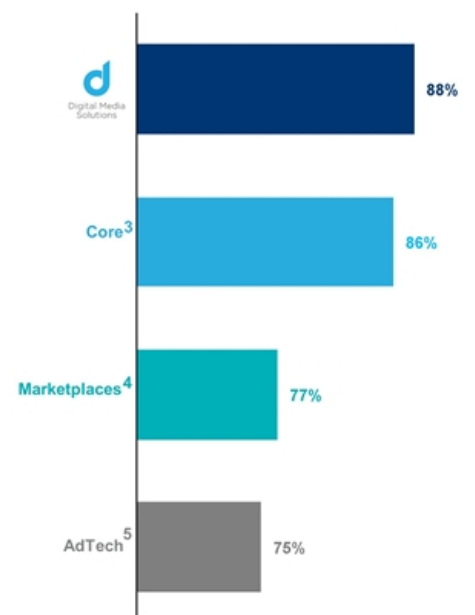
'19A-'21E Revenue CAGR



'20E EBITDA Margin



'20E FCF Conversion²



Source: Wall Street Research, Company Filings, Factset Estimates. Market Data as of 4/22/2020.

1. Reflects 2019 pro forma revenue for acquisitions. 2. UFCF defined as EBITDA – Capex. 3. Core comparables include EverQuote, LendingTree, and QuinStreet. 4. Marketplaces comparables include eHealth, Angi HomeServices, and CarGurus. 5. AdTech comparables include LiveRamp and TradeDesk.

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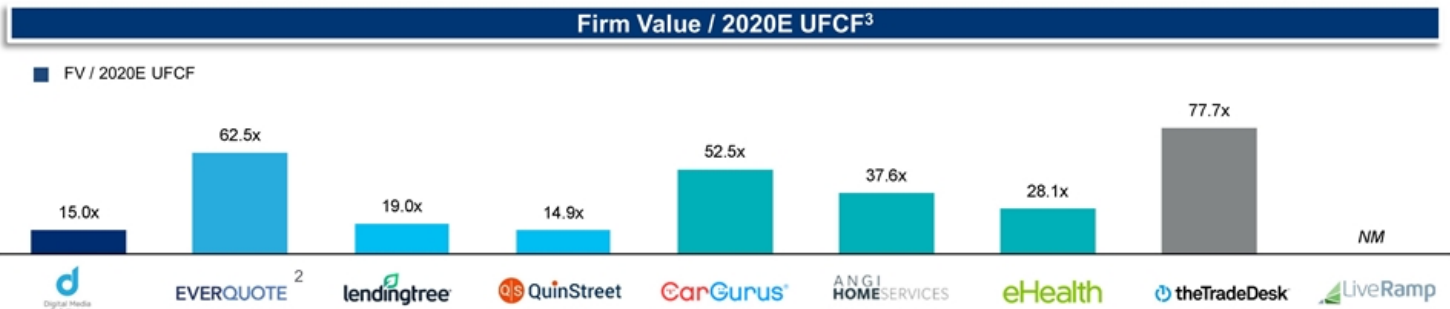
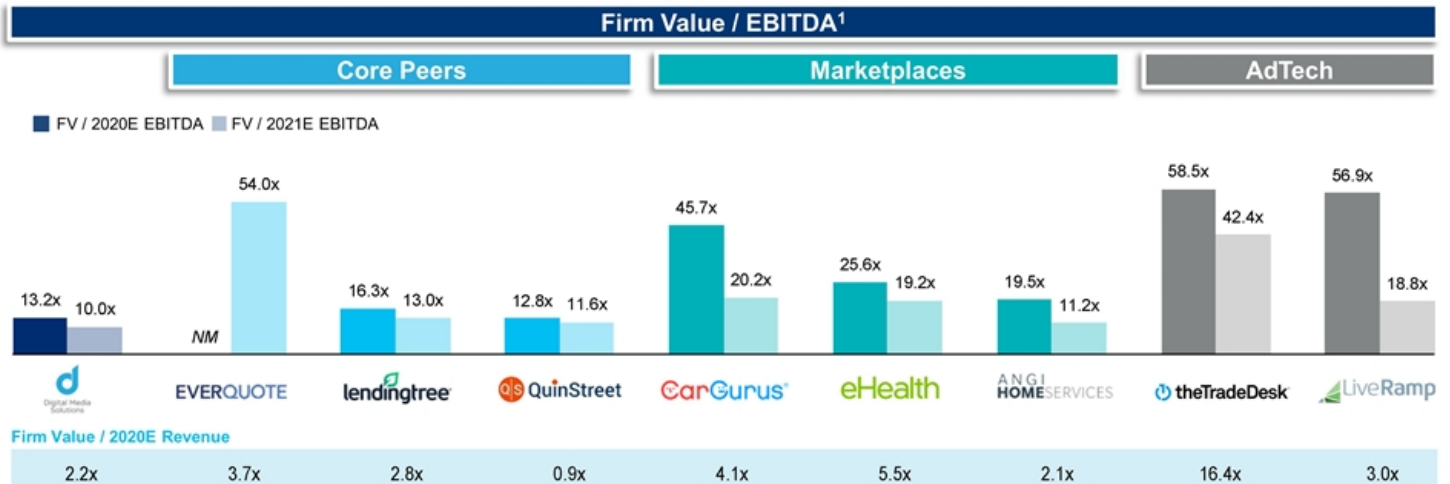
AdTech AdTech Marketplaces Marketplaces Core Core Marketplaces Core DMS Benchmarks Well Against Peer Universe Source: Wall Street Research, Company Filings, Factset Estimates. Market Data as of 4/22/2020. 1. Reflects 2019 pro forma revenue for acquisitions. 2. UFCF defined as EBITDA – Capex. 3. Core comparables include EverQuote, LendingTree, and QuinStreet. 4. Marketplaces comparables include eHealth, Angi HomeServices, and CarGurus. 5. AdTech comparables include LiveRamp and TradeDesk. '19A-'21E Revenue CAGR '20E EBITDA Margin '20E FCF Conversion 4 4 4 3 3 3 5 5 2 AdTech 15 1

3. Business Combination



3. Business Combination

Compelling Valuation



Source: Wall Street Research, Company Filings, Factset Selected Estimates. Median estimates based on updated financial projections of peers since outlooks were revised in late March. EverQuote and LiveRamp calculated using median consensus estimates, for lack of sufficient updated data points. Market Data as of 4/22/2020.

1. Based on Calendar Year EBITDA for all companies. 2. Based on 2021E multiples since EverQuote's 2020E multiples are non-meaningful. 3. UFCF defined as EBITDA – Capex.



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FV / 2020E EBITDA FV / 2021E EBITDA Compelling Valuation Source: Wall Street Research, Company Filings, Factset Selected Estimates. Median estimates based on updated financial projections of peers since outlooks were revised in late March. EverQuote and LiveRamp calculated using median consensus estimates, for lack of sufficient updated data points. Market Data as of 4/22/2020. 1. Based on Calendar Year EBITDA for all companies. 2. Based on 2021E multiples since EverQuote's 2020E multiples are non-meaningful. 3. UFCF defined as EBITDA – Capex. Firm Value / EBITDA¹ Firm Value / 2020E UFCF³ Marketplaces Core Peers AdTech Firm Value / 2020E Revenue² FV / 2020E UFCF³ 16

Detailed Transaction Overview

Illustrative Pro Forma Valuation

(\$ in millions)

DMS Illustrative Share Price	\$10.12
Pro Forma Shares Outstanding	58.5
Pro Forma Equity Value	\$592
(+) Assumed Pro Forma Net Debt ¹	165
Pro Forma Enterprise Value	\$757
Transaction Multiples	Metric
EV / 2020E Adj. EBITDA	\$57 13.2x
EV / 2021E Adj. EBITDA	75 10.0
Leverage Multiples	Metric
Net Debt/2019A Adj. EBITDA	\$53 3.1x
Net Debt/2021E Adj. EBITDA	75 2.2

Sources and Uses²

(\$ in millions)

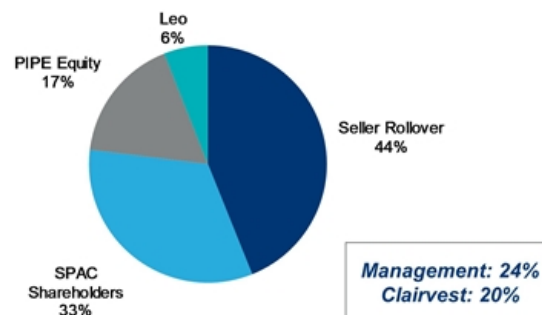
Sources	Amount	% of Total
SPAC Cash in Trust ³	\$200	26%
PF Net Debt	165	22
Leo Founder Shares	35	5
Seller Rollover	257	34
Additional PIPE Equity	100	13
Total Sources	\$757	100%
Uses	Amount	% of Total
PF Net Debt	\$165	22%
Seller Proceeds	238	31
Leo Founder Shares	35	5
Seller Rollover	257	34
Repayment of Debt	10	1
Cash to Balance Sheet	30	4
Estimated Fees & Expenses	22	3
Total Uses	\$757	100%

1. Assumes \$10mm repayment of debt and \$30mm contribution to the balance sheet at close.

2. Assumes 0% redemptions.

3. Reflects current cash in trust as of 2/12/2020.

Pro Forma Economic Ownership



Other Key Terms/Timeline

- \$200mm minimum cash condition inclusive of PIPE proceeds
- Sellers subject to 6-month lock-up on residual stake / 1-year lock-up for Leo founder shareholders subject to certain exceptions
- Management and Clairvest will have over 50% ownership of voting interests

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Detailed Transaction Overview 1. Assumes \$10mm repayment of debt and \$30mm contribution to the balance sheet at close. 2. Assumes 0% redemptions. 3. Reflects current cash in trust as of 2/12/2020. \$200mm minimum cash condition inclusive of PIPE proceeds Sellers subject to 6-month lock-up on residual stake / 1-year lock-up for Leo founder shareholders subject to certain exceptions Management and Clairvest will have over 50% ownership of voting interests Illustrative Pro Forma Valuation Pro Forma Economic Ownership Other Key Terms/Timeline Sources and Uses2 (\$ in millions) (\$ in millions) Management: 24% Clairvest: 20% 17

Board Composition



**Mary
Minnick**

- Chairperson of Board
- Formerly Global President of Marketing, Strategy and Innovation at The Coca-Cola Corporation
- Currently serves on the boards of Target Corporation and Glanbia PLC, and previously served on the boards of Heineken and WhiteWave Foods



**Fernando
Borghese**

- Co-Founder & COO of DMS
- Current Board Member of LeadsCouncil



**Robert
Darwent**

- CFO of Leo Holdings
- Currently serves on board of Loungers PLC



**Robbie
Isenberg**

- Managing Director at Clairvest Group
- In addition to DMS, has served on the board of Cieslok Media, KUBRA and Lyophilization Services of New England
- Other portfolio companies include New Meadowlands Racetrack



**Lyndon
Lea**

- Chairman & CEO of Leo Holdings
- Previously served on the boards of Aber Corp, Premier Foods and Yell



**Joe
Marinucci**

- Co-Founder & CEO of DMS
- Previously Executive Board Member of LeadsCouncil



**Jim
Miller**

- General Counsel and Corporate Secretary at Clairvest Group
- Serves on the board of Head Digital Works (Ace2Three) and plays an active transaction execution role in all of Clairvest's investment transactions

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Board Composition Joe Marinucci Fernando Borghese Lyndon Lea Co-Founder & CEO of DMS Previously Executive Board Member of LeadsCouncil Co-Founder & COO of DMS Current Board Member of LeadsCouncil Chairman & CEO of Leo Holdings Previously served on the boards of Aber Corp, Premier Foods and Yell Robert Darwent Jim Miller Robbie Isenberg CFO of Leo Holdings Currently serves on board of Loungers PLC General Counsel and Corporate Secretary at Clairvest Group Serves on the board of Head Digital Works (Ace2Three) and plays an active transaction execution role in all of Clairvest's investment transactions Managing Director at Clairvest Group In addition to DMS, has served on the board of Cieslok Media, KUBRA and Lyophilization Services of New England Other portfolio companies include New Meadowlands Racetrack Mary Minnick Chairperson of Board Formerly Global President of Marketing, Strategy and Innovation at The Coca-Cola Corporation Currently serves on the boards of Target Corporation and Glanbia PLC, and previously served on the boards of Heineken and WhiteWave Foods 18

Appendix: Investment Highlights



Appendix: Investment Highlights

Key Investment Highlights

- 1  • Positioned well within **large, underpenetrated and rapidly growing total addressable market** with significant tailwinds
- 2  • **Proprietary and data-driven technology platform** paired with owned and operated websites power the DMS ecosystem and provide a competitive advantage
- 3  • **Proven client value across high-value verticals** with high diversification and limited exposure to single industry
- 4  • **ROI driven model** provides accountability and transparency to the digital marketing process, **driving high client retention**
- 5  • Selected **accretive acquisitions along with exceptional pipeline** of sourced targets have **positioned the Company for accelerated growth** and success
- 6  • Powerful financial engine that drives **high FCF conversion compared to peers**
- 7  • **Best-in-class management team** committed to strong compliance and monitoring initiatives that drive client collaboration and wins

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Key Investment Highlights Positioned well within large, underpenetrated and rapidly growing total addressable market with significant tailwinds Proprietary and data-driven technology platform paired with owned and operated websites power the DMS ecosystem and provide a competitive advantage Proven client value across high-value verticals with high diversification and limited exposure to single industry ROI driven model provides accountability and transparency to the digital marketing process, driving high client retention Selected accretive acquisitions along with exceptional pipeline of sourced targets have positioned the Company for accelerated growth and success Powerful financial engine that drives high FCF conversion compared to peers Best-in-class management team committed to strong compliance and monitoring initiatives that drive client collaboration and wins 1 2 3 4 5 6 7 19

1 Large, Underpenetrated and Rapidly Growing >\$150bn TAM

Shift to Digital

Global Digital Ad Spend Growth

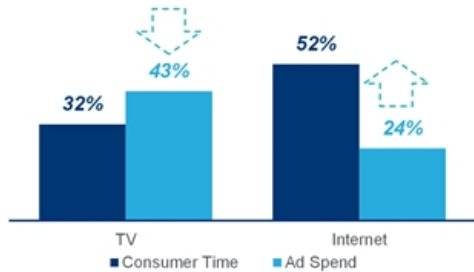


Marketing Spend Still Under-Indexed Relative to Consumer Time Spent on Internet

TV Ad Spend



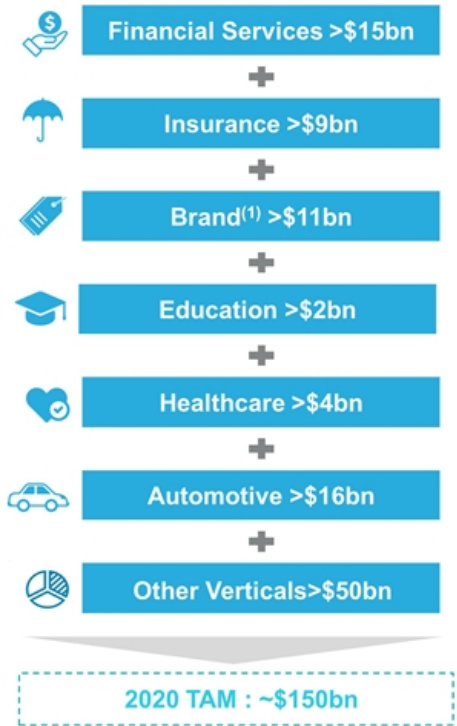
Internet Ad Spend (Inc. mobile)



Source: eMarketer, Forrester, Statista, PulsePoint and Facebook.
1. Consists of CPG and Consumer Products.

DMS' Current Addressable Market

2019E US Digital Ad Spend by Vertical



Key Tailwinds

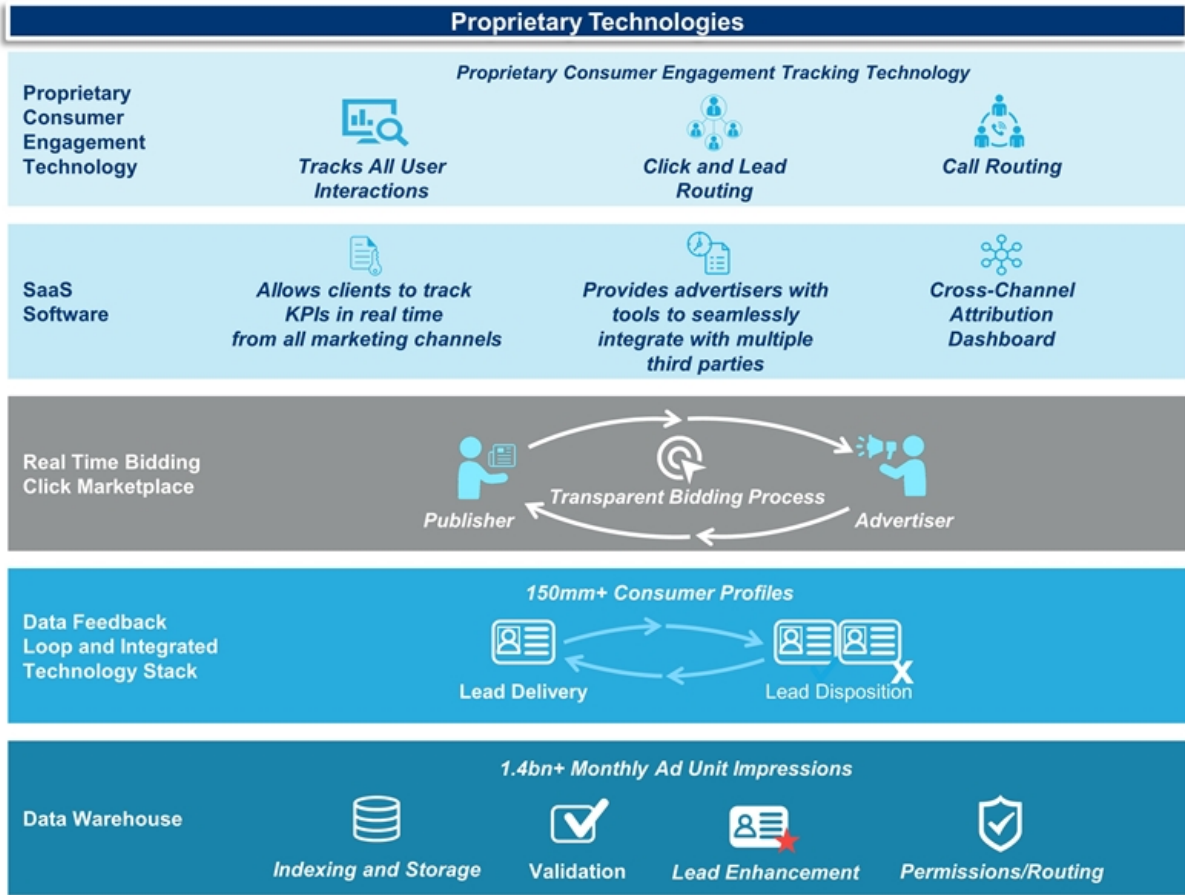
- Consumers increasing time spent on digital channels
- Marketing spend under-indexed relative to time spent on internet
- Recession resilient – marketers will switch spending where
- Results are measurable
- Fixed cost advertising maximizes ROI
- Demand for granular, 1-to-1 targeting of customers
- Discoverability of accessible high intent audiences to maximize conversion rate

20



Large, Underpenetrated and Rapidly Growing >\$150bn TAM Source: eMarketer, Forrester, Statista, PulsePoint and Facebook. 1. Consists of CPG and Consumer Products. 1 Key Tailwinds Consumers increasing time spent on digital channels Marketing spend under-indexed relative to time spent on internet Recession resilient – marketers will switch spending where Results are measurable Fixed cost advertising maximizes ROI Demand for granular, 1-to-1 targeting of customers Discoverability of accessible high intent audiences to maximize conversion rate DMS' Current Addressable Market Financial Services >\$15bn 2019E US Digital Ad Spend by Vertical Automotive >\$16bn Brand(1) >\$11bn Education >\$2bn Healthcare >\$4bn Insurance >\$9bn Other Verticals >\$50bn Shift to Digital Global Digital Ad Spend Growth Marketing Spend Still Under-Indexed Relative to Consumer Time Spent on Internet TV Ad Spend Internet Ad Spend (Inc. mobile) '15A-'18A: 21% '19E-'23E: 12% 2020 TAM : ~\$150bn 50% under indexed vs. time viewed 33% over-indexed vs. time viewed 20

2 Proprietary and 1st Party Data-Driven Technology Platform



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Proprietary and 1st Party Data-Driven Technology Platform 2 Proprietary Technologies Real Time Bidding Click Marketplace Publisher Advertiser
 Transparent Bidding Process SaaS Software Proprietary Consumer Engagement Technology Tracks All User Interactions Click and Lead Routing
 Call Routing Proprietary Consumer Engagement Tracking Technology Data Warehouse Indexing and Storage Validation Lead Enhancement
 Permissions/Routing 1.4bn+ Monthly Ad Unit Impressions Data Feedback Loop and Integrated Technology Stack x Lead Disposition Lead
 Delivery 150mm+ Consumer Profiles Allows clients to track KPIs in real time from all marketing channels Provides advertisers with tools to
 seamlessly integrate with multiple third parties Cross-Channel Attribution Dashboard 21

3 Diversified Revenue Model Across High-Value Verticals

Key Statistics¹

Top 20 Customers Account for ~45% of Total Sales

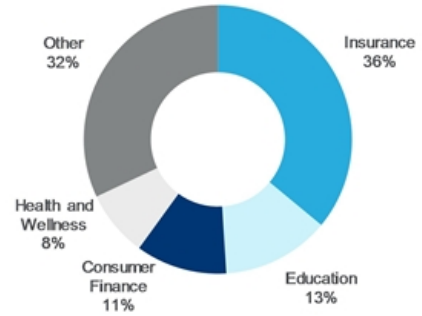
No Customer Represents More Than 6% of Total Sales

Service ~5,000 SMB's via the Agents Inside DMS' Biggest Insurance Customers

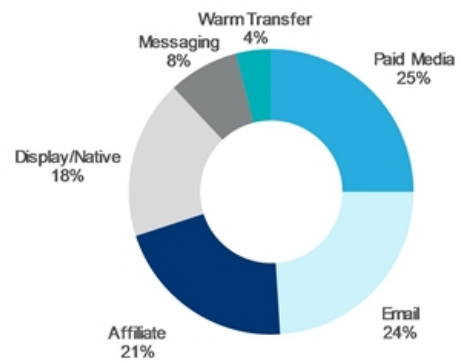
Largest Portion of Distribution ~25% (Paid Media)

1. Reflects 2019 pro forma revenue for acquisitions.
 2. 2019 data as of August 31, 2019.

Consolidated Revenues by Vertical¹



Purchases by Distribution Channel²

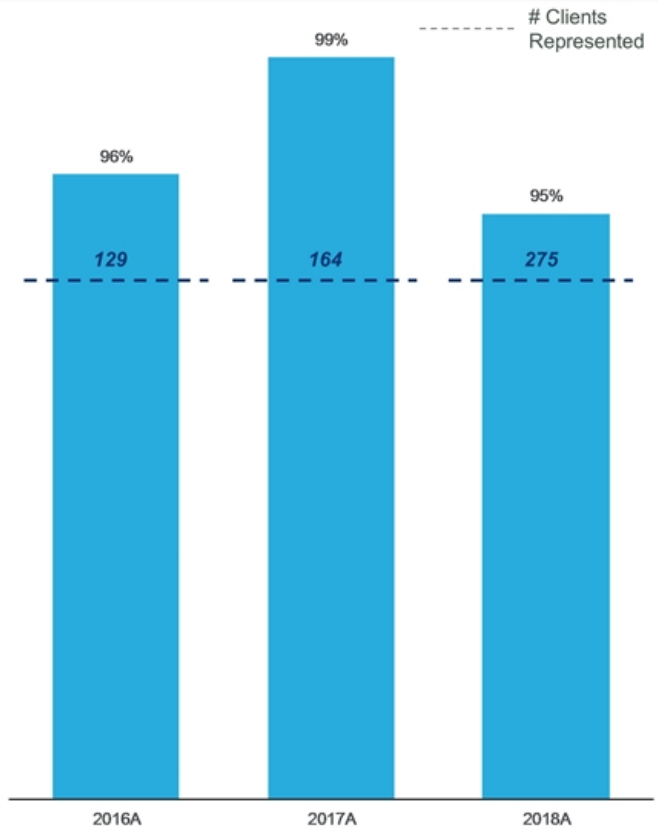


4 Results-driven Model Creates Sticky, Recurring Revenue Base

Commentary

- ROI driven model provides accountability and transparency to the digital marketing process, driving high client retention
 - DMS revenues driven by client success
- Deeply embedded in clients' marketing processes, creating a highly sticky revenue profile with significant switching costs
- ROI across multiple distribution channels
- Driven by breadth of offering, mission-critical nature, data quality, continuous innovation, and client service
- Company continues to experience new clients growth through:
 - Expansion of platform and capabilities
 - Vertical diversification
 - Tuck-in acquisitions

Previous Year Revenue from Retained Clients¹



1. Retained clients in current year are defined as clients who generated sales in both the previous year and in the current year. % Revenue from retained clients for any given year is calculated as previous year revenue generated for retained clients in given year over the total revenue from the previous year. Data excludes trial clients, development billings, and clients with less than 4 months of activity.



Results-driven Model Creates Sticky, Recurring Revenue Base 4 Previous Year Revenue from Retained Clients¹ Commentary 129 164 275 ROI driven model provides accountability and transparency to the digital marketing process, driving high client retention DMS revenues driven by client success Deeply embedded in clients' marketing processes, creating a highly sticky revenue profile with significant switching costs ROI across multiple distribution channels Driven by breadth of offering, mission-critical nature, data quality, continuous innovation, and client service Company continues to experience new clients growth through: Expansion of platform and capabilities Vertical diversification Tuck-in acquisitions # Clients Represented 1. Retained clients in current year are defined as clients who generated sales in both the previous year and in the current year. % Revenue from retained clients for any given year is calculated as previous year revenue generated for retained clients in given year over the total revenue from the previous year. Data excludes trial clients, development billings, and clients with less than 4 months of activity. 23

5 Proven M&A Playbook and Robust Pipeline

Attributes

- ✓ All self-sourced from strong industry relationships
- ✓ Accretive and delevering
- ✓ Ability to integrate into DMS platform and extract synergies
- ✓ DMS able to accelerate growth inside the DMS platform
- ✓ Attractive EV/LTM EBITDA multiples (Historical average of 5.1x)
- ✓ Based on current EBITDA of the acquired assets, the effective multiple would be 3.8x
- ✓ Supports talent acquisition
- ✓ 9 M&A deals completed since 2016

Target Aspects

Add / Strengthen Verticals

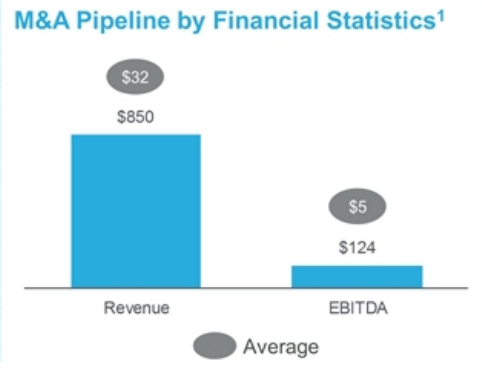
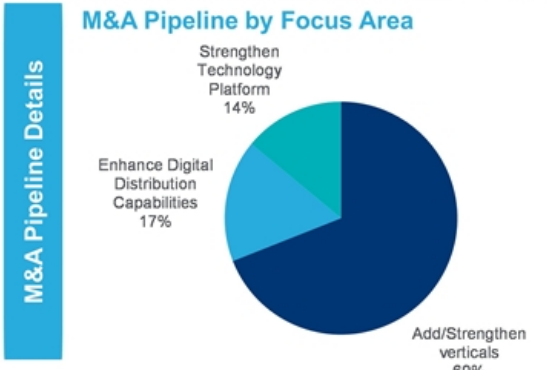
- Automotive
- Brand
- Consumer Finance
- Education
- Health and Wellness
- Home Services
- Insurance
- Career
- Gig Economy

Strengthen Technology Platform

- SMS
- Tech
- Websites / Content

Enhance Digital Distribution Capabilities

- Affiliate
- Call Center
- Email
- Native Ads
- Search
- SMS
- Display
- Social
- Programmatic



Note: Dollars in millions. 1. DMS assumptions and available data for 2019.

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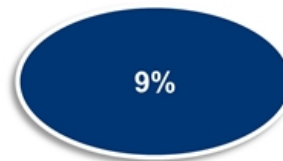
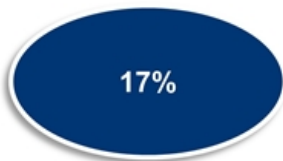
Proven M&A Playbook and Robust Pipeline 5 Target Aspects Attributes All self-sourced from strong industry relationships Accretive and delevering Ability to integrate into DMS platform and extract synergies DMS able to accelerate growth inside the DMS platform Attractive EV/LTM EBITDA multiples (Historical average of 5.1x) Based on current EBITDA of the acquired assets, the effective multiple would be 3.8x Supports talent acquisition 9 M&A deals completed since 2016 Enhance Digital Distribution Capabilities Add / Strengthen Verticals Education Brand Consumer Finance Insurance Career Health and Wellness Automotive Home Services M&A Pipeline by Focus Area M&A Pipeline by Financial Statistics¹ Call Center Email SMS Affiliate Search Social Native Ads Programmatic Display Strengthen Technology Platform SMS Tech Websites / Content M&A Pipeline Details Gig Economy \$32 \$5 Average Note: Dollars in millions. 1. DMS assumptions and available data for 2019. 24

6 Powerful Financial Engine with High FCF Conversion



Peer Average¹

**Revenue
CAGR²
('19-'21)**



**EBITDA
Margin
('20E)**



**FCF
Conversion
('20E)**



Source: Wall Street Research, Company Filings, Factset.

Note: Market Data as of 4/22/2020.

1. Core Peers include LendingTree, EverQuote, and Quinstreet; 2. Reflects 2019 pro forma revenue for acquisitions.



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Powerful Financial Engine with High FCF Conversion 6 Source: Wall Street Research, Company Filings, Factset. Note: Market Data as of 4/22/2020. 1. Core Peers include LendingTree, EverQuote, and Quinstreet; 2. Reflects 2019 pro forma revenue for acquisitions. Revenue CAGR2 ('19-'21) EBITDA Margin ('20E) FCF Conversion ('20E) Peer Average1 17% 17% 88% 9% 10% 86% 25

7 Strong Management Team and Culture of Compliance

130+ years of Combined Experience

Joe Marinucci
Co-Founder and CEO

Fernando Borghese
Co-Founder and COO

Randy Koubek
CFO

Joey Liner
CRO

Jonathan Katz
Chief Media Officer

Matthew Goodman
Co-Founder and CIO

Jason Rudolph
CTO

Ryan Foster
General Counsel and
EVP of Compliance

Compliance Initiatives, Monitoring/Audit Tools

PerformLine Website Audits

- Instant notification of changes made to internal and affiliate sites to ensure compliance

Consent Checks

- Capture consent on all internal websites

Suppression Mgmt. Consolidation

- Audit affiliates to ensure compliance with CAN-SPAM

Cybersecurity

- Compliance checkpoints
- Legal, Compliance and IT working group

Call Center Management

- Internal QA scoring and reporting
- Compliance audits (TCPA)

Vendor Management Process

- Documented affiliate onboarding processes
- Compliance procedures to assist in mitigating risk

Website Launch Process

- Defined process for website onboarding

Messaging Creative Review Process

- Oversees review process from affiliate management team for SMS and email

SMS Opt-Out and Compliance Process

- Data source auditing and seeding
- Local number portability check

Compliance Remediation Process

- Issue research and breakdown discovery
- Policy and procedure modification



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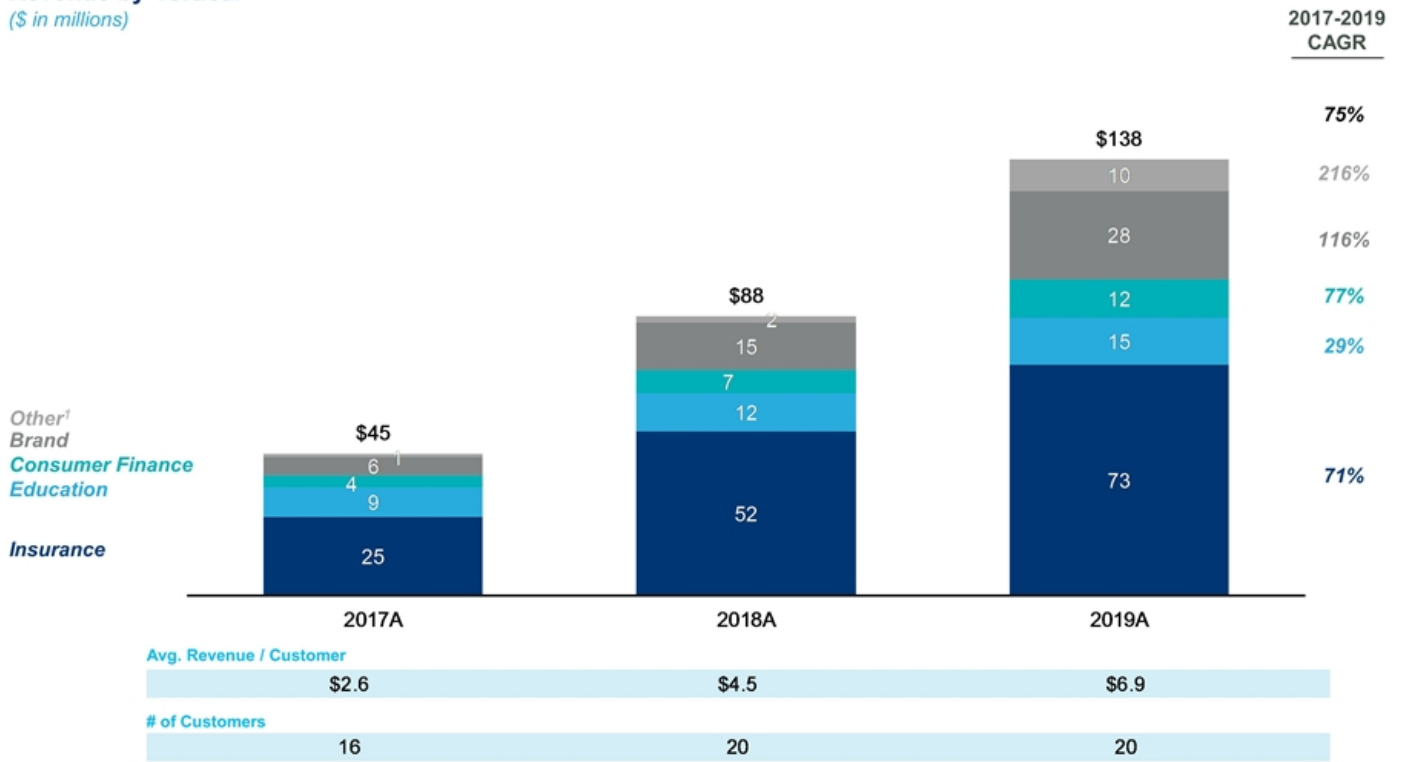
18+ 16+ 20+ Fernando Borghese Co-Founder and COO Joe Marinucci Co-Founder and CEO Strong Management Team and Culture of Compliance 7 Randy Koubek CFO Instant notification of changes made to internal and affiliate sites to ensure compliance Documented affiliate onboarding processes Compliance procedures to assist in mitigating risk Audit affiliates to ensure compliance with CAN-SPAM Defined process for website onboarding Internal QA scoring and reporting Compliance audits (TCPA) Issue research and breakdown discovery Policy and procedure modification Data source auditing and seeding Local number portability check Compliance checkpoints Legal, Compliance and IT working group Compliance Remediation Process Website Launch Process SMS Opt-Out and Compliance Process Vendor Management Process PerformLine Website Audits Suppression Mgmt. Consolidation Cybersecurity Call Center Management Oversees review process from affiliate management team for SMS and email Messaging Creative Review Process Capture consent on all internal websites Consent Checks Compliance Initiatives, Monitoring/Audit Tools 130+ years of Combined Experience 15+ 13+ 20+ 14+ 17+ 20+ 18+ 20+ Ryan Foster General Counsel and EVP of Compliance Jason Rudolph CTO Matthew Goodman Co-Founder and CIO Jonathan Katz Chief Media Officer Joey Liner CRO 26

Top 20 Customer Sales Evolution

Of 2019A's Top 20 Customers That Spend an Average of \$6.9mm, 16 of Them Were Customers in 2017 and Spent an Average of \$2.6mm, with the Difference Representing New Logo Wins in 2018

Revenue by Vertical

(\$ in millions)



1. Other includes Health and Wellness, Marketing and Other.



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Top 20 Customer Sales Evolution (\$ in millions) Revenue by Vertical Insurance Education Consumer Finance Brand Other¹ 2017-2019 CAGR 75% 216% 116% 77% 29% 71% Of 2019A's Top 20 Customers That Spend an Average of \$6.9mm, 16 of Them Were Customers in 2017 and Spent an Average of \$2.6mm, with the Difference Representing New Logo Wins in 2018 1. Other includes Health and Wellness, Marketing and Other. Avg. Revenue / Customer # of Customers 27