

Ooma, Inc. - Key Metrics (unaudited)

	4QF23	3QF23	2QF23	1QF23	4QF22
Users - thousands ₁	1,210	1,202	1,181	1,111	1,100
Premium users - thousands ₂	742	729	708	633	615
Premium users as a % of users	61%	61%	60%	57%	56%
Annualized exit recurring revenue - millions _{3, 4, 8}	\$207	\$204	\$187	\$183	\$177
Annual net dollar subscription retention rate _{5, 8}	94%	95%	94%	96%	96%
Average revenue per user _{6, 8}	\$14.24	\$14.16	\$13.80	\$13.71	\$13.41
Organic/Total (all organic before 2QF23) core subscription service revenue growth rates (yr./yr.) ₇					
Business	15%/29%	16%/30%	16%/17%	18%	19%
Residential	2%	2%	3%	4%	3%
Combined	9%/16%	9%/16%	10%/10%	11%	11%

1. Users include residential customers and business user extensions. Talkatone users are not included. During 2QF23 we acquired OnSIP, which added approximately 50 thousand users.

2. Premium users are subscribers to Ooma Business, Ooma Premier residential service and other premium services. All of the 50 thousand users acquired with OnSIP in 2QF23 have been included as business users.

3. Recurring revenue is the total subscription and service revenue of Ooma Business and Ooma Residential services. Talkatone revenue is not included.

4. Annualized exit recurring revenue or AERR is calculated by multiplying Average Revenue Per User or ARPU for a quarter by the number of Users at the end of that quarter, and then the resulting value is multiplied by twelve to annualize it. Because OnSIP was acquired late in 2QF23, it was not included in AERR until 3QF23.

5. Annual net dollar retention rate is the percentage year-over-year change in our AERR per user, which is then multiplied by the percentage of users retained during the same period. Because OnSIP was acquired late in 2QF23 it is not included in the retention rate calculation until 3QF23.

6. Average revenue per user (ARPU) is a per-month value and represents a weighted-average mix of Business and Residential ARPU based on the number of Users for respective category at the end of that quarter. ARPU for Business and Residential Users are calculated by dividing respective subscription and services revenue (excluding Talkatone) for a quarter by the average number of Users during that quarter, and the resulting value is divided by 3. Because OnSIP was acquired late in 2QF23 it was not included in ARPU until 3QF23.

7. Organic/Total growth of core business and residential subscription services revenue does not include Talkatone, but it does include OnSIP in total growth beginning 2QF23. 3QF23 was the first full quarter of OnSIP contribution. OnSIP was acquired nine days before the end of 2QF23 and contributed business revenue of approximately \$0.3 million during 2QF23. The organic growth comparisons do not include OnSIP.

8. 3QF23 values have been revised.