

Ooma, Inc. - Key Metrics (unaudited)

	F3Q19	F2Q19	F1Q19	F4Q18	F3Q18
Core Users - thousands (1)	969	955	945	929	914
Premium Users - thousands (2)	456	445	434	422	412
Premium Users as a % of Core Users	47%	47%	46%	45%	45%
Annualized Exit Recurring Revenue - millions (3)	\$115	\$110	\$105	\$103	\$97
Annual Net Dollar Subscription Retention Rate (4)	102%	100%	101%	101%	99%
Average Revenue Per Core User (monthly) (5)	\$9.92	\$9.56	\$9.31	\$9.24	\$8.83
Subscription Service Revenue Growth Rates (yr./yr.)					
Business	52%	49%	53%	55%	59%
Residential	9%	10%	11%	13%	11%
Combined	20%	19%	20%	22%	20%

Values represent core recurring revenue sources: Ooma Business and Ooma Residential, with the latter including security.

1. Core Users include home user accounts and office user extensions.
2. Premium Users are our subscribers to Ooma Business, Ooma Premier service and other premium services.
3. Annualized Exit Recurring Revenue or AERR is calculated by dividing our recurring revenue (which is defined as total subscription and service revenue from Ooma Business and Ooma Residential) for a quarter by the average of the number of core users at the beginning and end of that quarter, which is then annualized by multiplying by four. We then multiply the result by the number of core users at the end of that quarter.
4. Our annual net dollar retention rate is the percentage year-over-year change in our AERR per core user, which is then adjusted by factoring in the percentage of our core users we have retained during the same period.
5. Average Revenue Per Core User (monthly) is calculated by dividing AERR by the number of core users which is then divided by twelve.