

Ooma, Inc. - Key Metrics (unaudited)

	2QF23	1QF23	4QF22	3QF22	2QF22	
Users - thousands ₁	1,181	1,111	1,100	1,098	1,091	
Premium Users - thousands ₂	708	633	615	606	595	
Premium Users as a % of Users	60%	57%	56%	55%	55%	
Annualized Exit Recurring Revenue - millions _{3,4}	\$187	\$183	\$177	\$174	\$170	
Annual Net Dollar Subscription Retention Rate ₅	94%	96%	96%	98%	98%	
Average Revenue Per User ₆	\$13.80	\$13.71	\$13.41	\$13.24	\$13.01	
Subscription Service Revenue Growth Rates (yr./yr.) ₇						
	Business	17%	18%	19%	24%	25%
	Residential	3%	4%	3%	4%	3%
	Combined	10%	11%	11%	13%	13%

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. The approximately 50 thousand users acquired with OnSIP in 2QF23 were all business users and therefore also premium 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 dividing recurring revenue for a quarter by the average of the number of users at the beginning and end of that quarter. This value is then multiplied by four to annualize it. The result is then multiplied by the number of users at the end of that quarter to obtain a value for magnitude exiting the quarter. Because OnSIP was acquired late in 2QF23 it is not yet included in AERR.

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 yet included in the retention rate calculation.

6. Average Revenue Per User is a per-month value calculated by dividing AERR by the number of users which is then divided by twelve. Because OnSIP was acquired late in 2QF23 it is not yet included in ARPU.

7. Business and residential subscription services only, not including Talkatone. OnSIP was acquired nine days before the end of 2QF23 and contributed business revenue of approximately \$0.3 million.