Ooma, Inc. - Key Metrics (unaudited)

	F3Q20	F2Q20	F1Q20	F4Q19	F3Q19
Core Users - thousands (1)	1,038	1,020	985	976	969
Premium Users - thousands (2)	521	502	469	461	456
Premium Users as a % of Core Users	50%	49%	48%	47%	47%
Annualized Exit Recurring Revenue - millions (3)	$139	$134	$121	$119	$115
Annual Net Dollar Subscription Retention Rate (4)	100%	102%	99%	99%	102%
Average Revenue Per Core User (monthly) (5)	$11.13	$10.93	$10.25	$10.17	$9.92
Subscription Service Revenue Growth Rates (yr./yr.)					
Business	67%*	68%*	45%	50%	52%
Residential	4%	4%	4%	4%	9%
Combined	24%*	23%*	15%	16%	20%

Values represent core recurring revenue sources: Ooma Business and Ooma Residential.

*F3Q20 and F2Q20 include contribution from the May 2019 (F2Q20) Broadsmart acquisition; growth in business Subscription Service Revenue excluding Broadsmart was 41% yr./yr. in F3Q20 and 46% yr./yr. in F2Q20. Core Subscription Service Revenue (business and residential -- not including Talkatone) Growth was 15% excluding Broadsmart in F3Q20 and 16% excluding Broadsmart in F2Q20.

1. Core Users include home user accounts and business 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.