

Ooma, Inc. - Key Metrics (unaudited)

	3QF23	2QF23	1QF23	4QF22	3QF22
Users - thousands ₁	1,202	1,181	1,111	1,100	1,098
Premium users - thousands ₂	729	708	633	615	606
Premium users as a % of users	61%	60%	57%	56%	55%
Annualized exit recurring revenue - millions _{3,4}	\$207	\$187	\$183	\$177	\$174
Annual net dollar subscription retention rate ₅	96%	94%	96%	96%	98%
Average revenue per user ₆	\$14.38	\$13.80	\$13.71	\$13.41	\$13.24
Organic/Total (all organic before 2QF23) core subscription service revenue growth rates (yr./yr.) ₇					
Business	16%/30%	16%/17%	18%	19%	24%
Residential	2%	3%	4%	3%	4%
Combined	9%/16%	10%/10%	11%	11%	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. 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 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 the AERR. Because OnSIP was acquired late in 2QF23, it was included in AERR in 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 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 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.