

Ooma, Inc. - Key Metrics (unaudited)

	1QF21	4QF20	3QF20	2QF20	1QF20
Core Users - thousands (1)	1,049	1,048	1,038	1,020	985
Premium Users - thousands (2)	537	532	521	502	469
Premium Users as a % of Core Users	51%	51%	50%	49%	48%
Annualized Exit Recurring Revenue - millions (3)	\$146	\$143	\$139	\$134	\$121
Annual Net Dollar Subscription Retention Rate (4)	100%	100%	100%	102%	99%
Average Revenue Per Core User (monthly) (5)	\$11.56	\$11.38	\$11.13	\$10.93	\$10.25
Subscription Service Revenue Growth Rates (yr./yr.)					
Business	54%*	61%*	67%*	68%*	45%
Residential	4%	3%	4%	4%	4%
Combined	22%*	22%*	24%*	23%*	15%

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

*1QF21, 4QF20, 3QF20 and 2QF20 include contribution from the May 2019 (F2Q20) Broadsmart acquisition; growth in business Subscription Service Revenue excluding Broadsmart was 33% yr./yr. in 1QF21 38% yr./yr. in 4QF20, 41% yr./yr. in 3QF20 and 46% yr./yr. in 2QF20. Core Subscription Service Revenue (business and residential -- not including Talkatone) yr./yr. growth excluding Broadsmart was 14% in 1QF21, 15% in 4QF20, 15% in 3QF20 and 16% in 2QF20.

1. Users include residential 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.