

Ooma[®]

Smart Connected Services

Investor Presentation

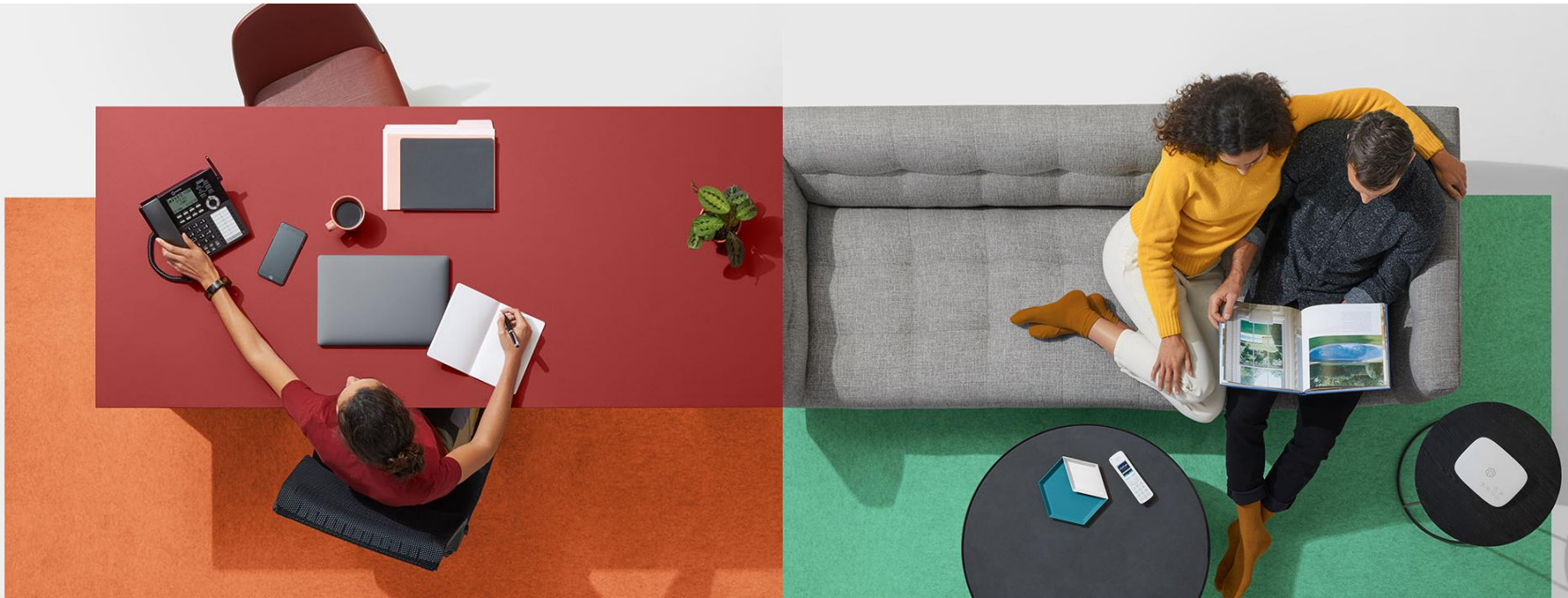
NOVEMBER 21, 2019

Safe Harbor Statement

This presentation contains forward-looking statements. In particular, statements regarding future economic performance, finances, and expectations and objectives of management constitute forward-looking statements. Forward-looking statements can be identified by the fact that they do not relate strictly to historical facts and generally contain words such as “believes”, “expects”, “may”, “will”, “should”, “seeks”, “approximately”, “intends”, “plans”, “estimates”, “anticipates”, and other expressions that are predictions of or indicate future events and trends and that do not relate to historical matters. Although the forward-looking statements contained in this presentation are based upon information available at the time the statements are made and reflect management's good faith beliefs, forward-looking statements inherently involve known and unknown risks, uncertainties and other factors, which may cause the actual results, performance or achievements to differ materially from anticipated future results. Important factors that could cause actual results to differ materially from expectations include, among others: inability to achieve the intended results from our acquisition of Broadsmart; inability to attract new customers on a cost-effective basis our inability to retain customers; intense competition; our reliance on retailers and reseller partnerships to sell our products; our reliance on vendors to manufacture the on-premise appliances and end-point devices we sell; our reliance on third parties for our network connectivity and co-location facilities; our reliance on third parties for some of our software development, quality assurance and operations; our reliance on third parties to provide the majority of our customer service and support representatives; our limited operating history; and interruptions to our service. You should not place undue reliance on these forward-looking statements, which speak only as of the date hereof. We do not undertake to update or revise any forward-looking statements after they are made, whether as a result of new information, future events, or otherwise, except as required by applicable law.

The forward-looking statements contained in this presentation are also subject to other risks and uncertainties, including those more fully described in our filings with the Securities and Exchange Commission, including the risk factors contained in our quarterly filing on form 10-Q for the quarter ended July 31, 2019, filed with the SEC on September 9, 2019. The forward-looking statements in this presentation are based on information available to Ooma as of the date hereof, and Ooma disclaims any obligation to update any forward-looking statements, except as required by law.

Ooma Provides Leading Communications Services

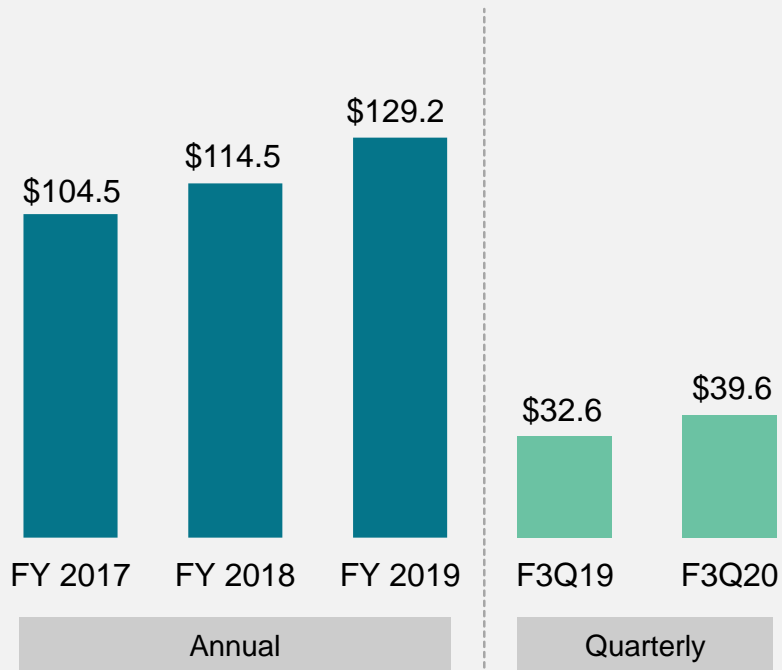


We transform sophisticated technology into elegant, simple communications solutions accessible to everyone.

Ooma Today

TOTAL REVENUE

(in millions)



Founded 2003; IPO 2015 NYSE: OOMA

Multi-tenant SaaS platform

1M+ core users

Customers of all sizes

90%+ recurring revenue (100% retention*)

750+ employees and contractors

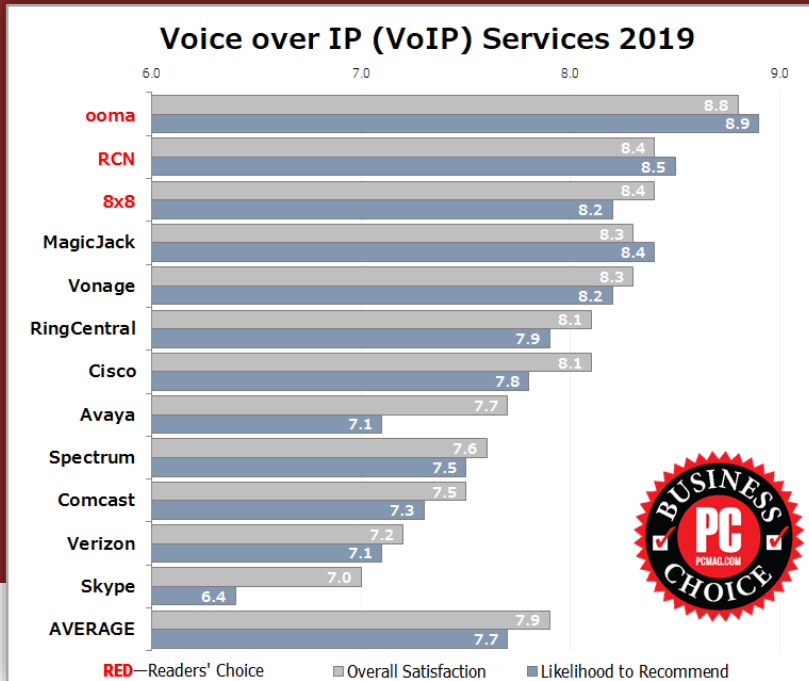
HQ: Sunnyvale, CA

* Net dollar subscription retention rate
Note: Fiscal year end January 31.

Customers Rate Ooma #1

Business

#1 Ranked by Readers
6 Years in a Row



Home

Top Ranked by Readers
7 Times



Order	Type	Provider	Reader score	Survey results			
				Value	Reliability	Call quality	Support
1	VoIP	Ooma	88	●	●	●	●
2	VoIP	WOW	82	●	●	●	●
3	VoIP	Vonage	81	●	●	●	●
4	VoIP	SuddenLink	78	●	●	●	●
5	VoIP	MagicJack	78	●	●	●	●
6	VoIP	Bright House Networks	77	●	●	●	●
7	fiber	Verizon FIOS	76	●	●	●	●
8	VoIP	RCN	75	●	●	●	●
9	VoIP	Cablevision/Optimum	75	●	●	●	●
10	VoIP	Cox	74	●	●	●	●
11	land	Cincinnati Bell	73	●	●	●	●
12	land	Cox	73	●	●	●	●
13	land	TDS	73	●	●	●	●
14	VoIP	Charter	72	●	●	●	●
15	fiber	AT&T U-verse	72	●	●	●	●
16	fiber	CenturyLink	72	●	●	●	●
17	land	Windstream	70	●	●	●	●
18	land	Verizon	70	●	●	●	●
19	land	FairPoint	70	●	●	●	●
20	VoIP	Time Warner Cable	69	●	●	●	●
21	fiber	Frontier	69	●	●	●	●
22	land	CenturyLink	69	●	●	●	●
23	VoIP	Comcast/Xfinity	69	●	●	●	●
24	land	Frontier	68	●	●	●	●
25	land	AT&T	67	●	●	●	●

Our Solutions Serve Customers Better

HOME

HOME OFFICE

SMALL / MEDIUM BUSINESS

LARGE BUSINESS

ENTERPRISE



Ooma Telo

Superior Value
Innovative Features



*Free home phone service
(just pay taxes and fees)*



Ooma Office

Created for SMB
Simple to Install / Use



*Sound like a big business
at a small business price*



Ooma Enterprise

Extensive Features
Flexible, Customizable



*Business communications
built exclusively for you*

Our Platform Delivers Breakthrough Features

DEPENDABLE VOICE QUALITY

Overcomes Internet Congestion

- Advanced codec
- Adaptive redundancy
- Router / QoS

TAILORED SOLUTIONS

Enables Customization

- Modern flexible design
- Easy integrations

EASE OF USE

Provides End-to-End Solution

- Smart endpoints
- Simple deployments

ENHANCED RELIABILITY

Ensures Real-Time Fail Over

- Fully redundant architecture
- Remote diagnostics



Our Disruptive Cost Structure Enables Superior Value

RECURRING ARPU¹



WHY CUSTOMERS BUY

Ooma Telo

- Free calling / no more phone bills
- Uses existing home phones

“

Ooma is a brand I recognize and trust

Ooma Office

- Value/unlimited nationwide calling
- Easy to install / configure

“

I choose Ooma for its quality, ease of use and value

Ooma Enterprise

- Customizable to individual needs
- High reliability

“

Ooma satisfies our unique requirements

¹Average revenue per user for core users (approximate)

Our Business Scope Provides Sales Synergy



45% of Telo customers and **22%** of Office customers
1st hear about Ooma word of mouth

Source: Ooma new customer survey

Our Reach Extends to New Opportunities

PARTNER-FRIENDLY SOLUTIONS



RESELLER-FRIENDLY SOLUTIONS



WIRELESS INTERNET



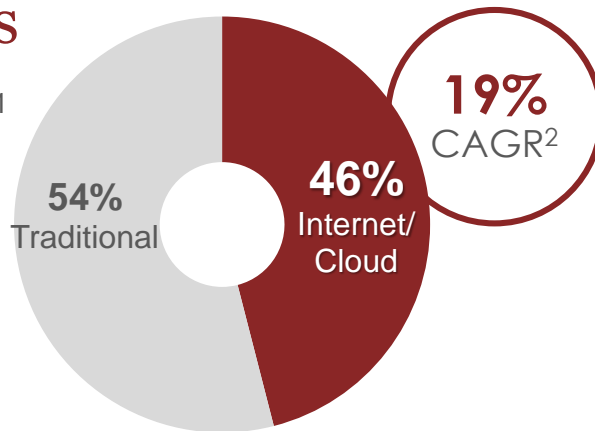
SECURITY



Massive Market Transformation Underway

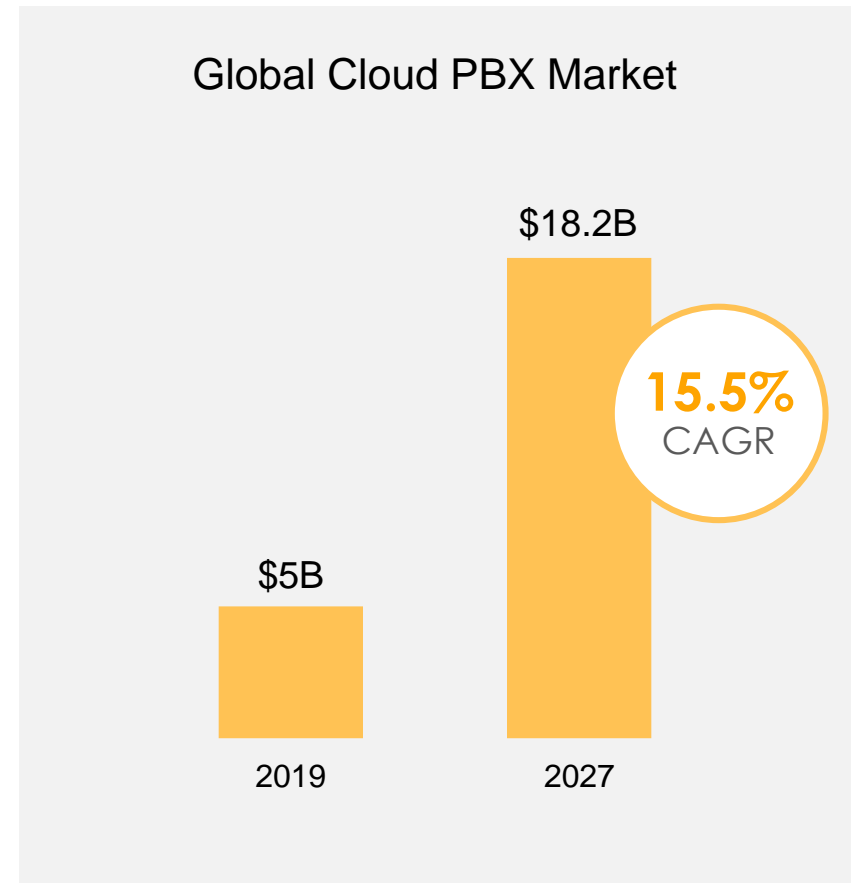
Business

61M Lines¹



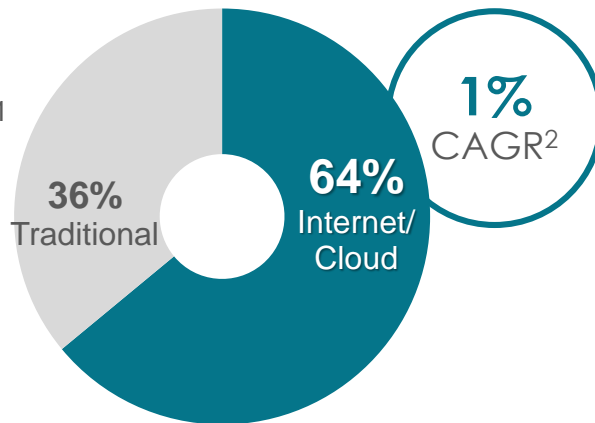
Growth Opportunity

Global Cloud PBX Market



Home

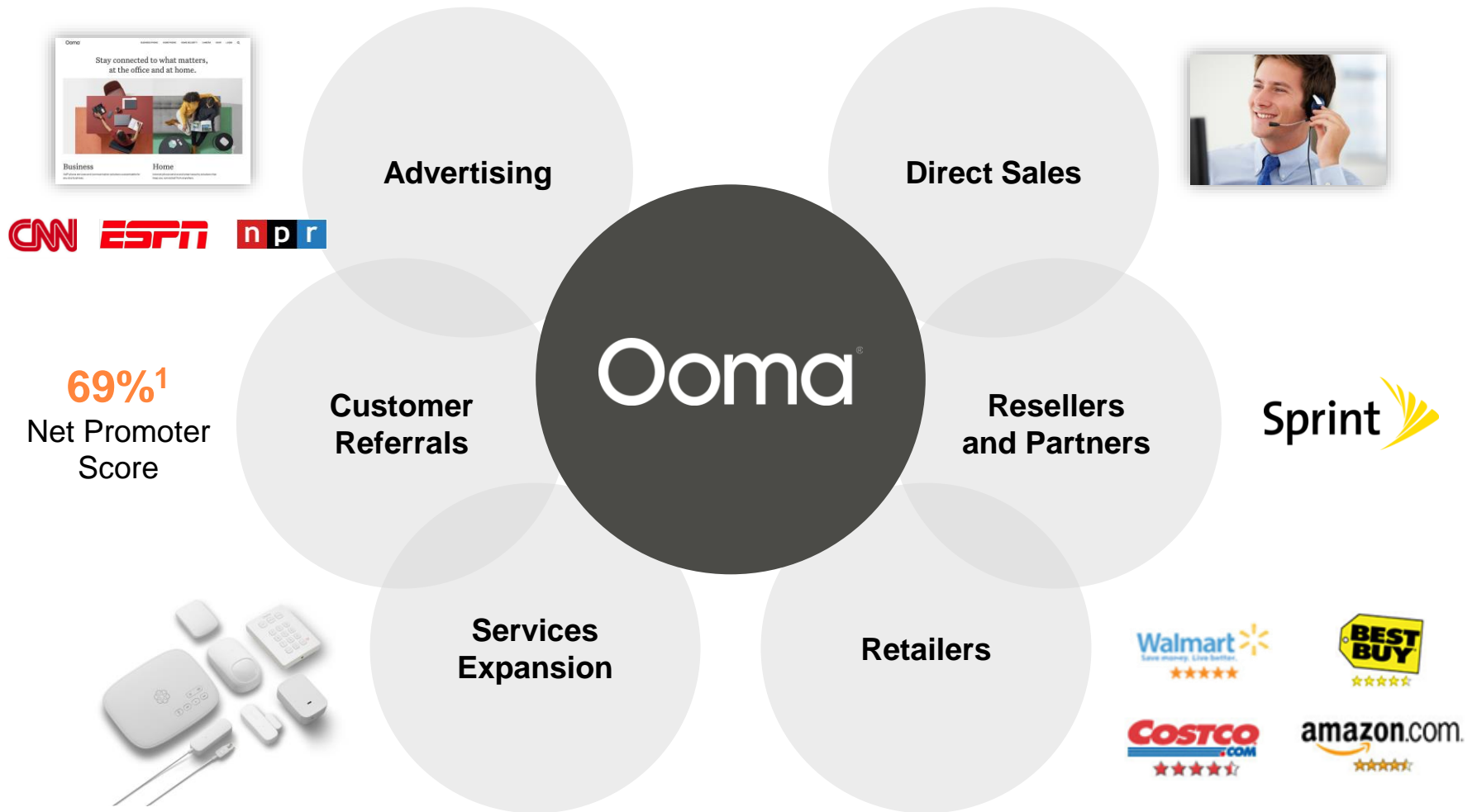
70M Lines¹



¹North America. ²2014 - 2017

Source: FCC Voice Telephone Services: Status as of December 31, 2016; CRTC Communications Monitoring Report 2018; IDC: U.S. Consumer Landline Voice Services 2014-2018 Forecast; Research and Markets, June 2019

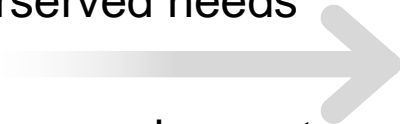
Integrated Growth Strategy



¹PC Mag 2019, for Ooma's Small Business Solution

Significant Growth Drivers

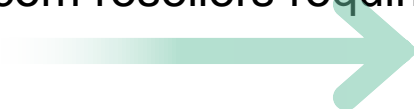
Small businesses with underserved needs



Large businesses with custom requirements



Telecom resellers requiring own-brand solutions



New adjacent services



Geographic expansion



Our platform uniquely enables **solutions** to untapped opportunities

Financial Overview

Investment Highlights

Massive connected services opportunity

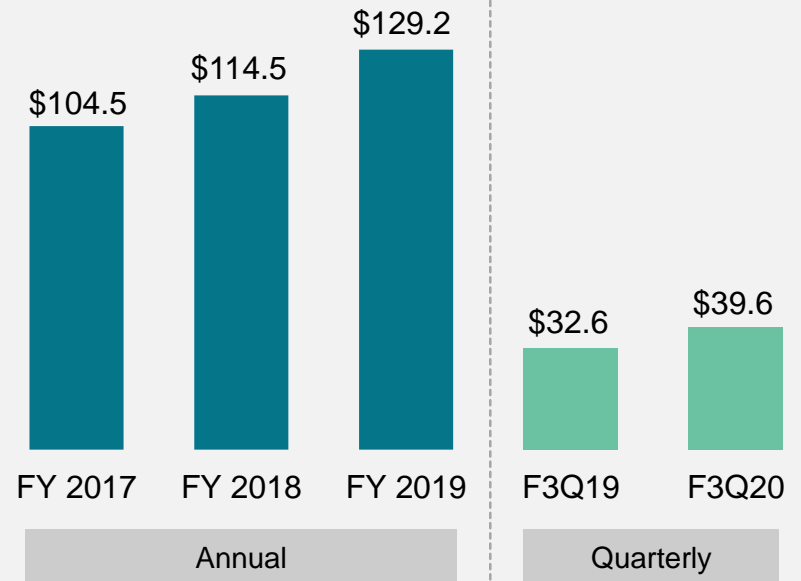
Unique SaaS platform solution

Disruptive cloud communications and other connected services

Efficient integrated go-to-market strategy

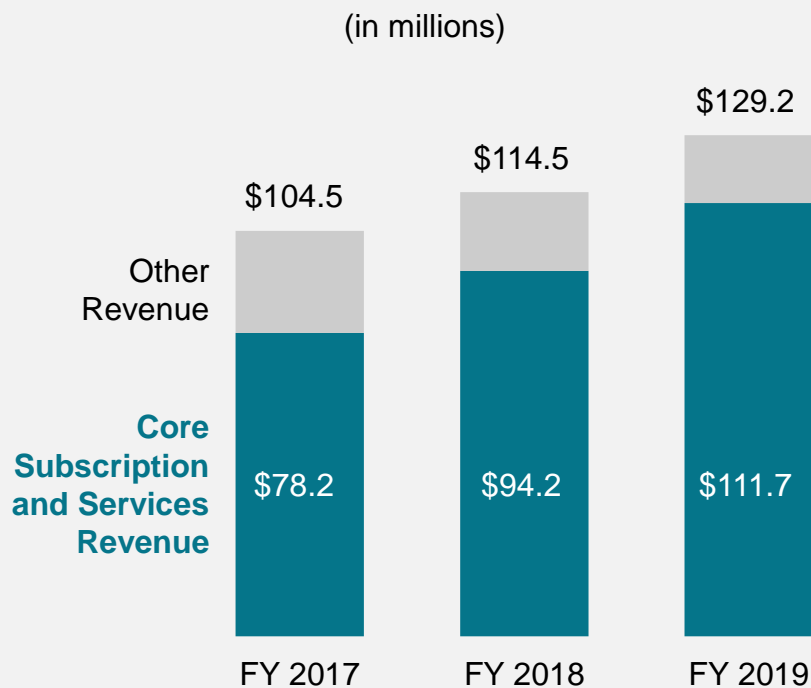
Predictable SaaS / subscription economics

TOTAL REVENUE
(in millions)

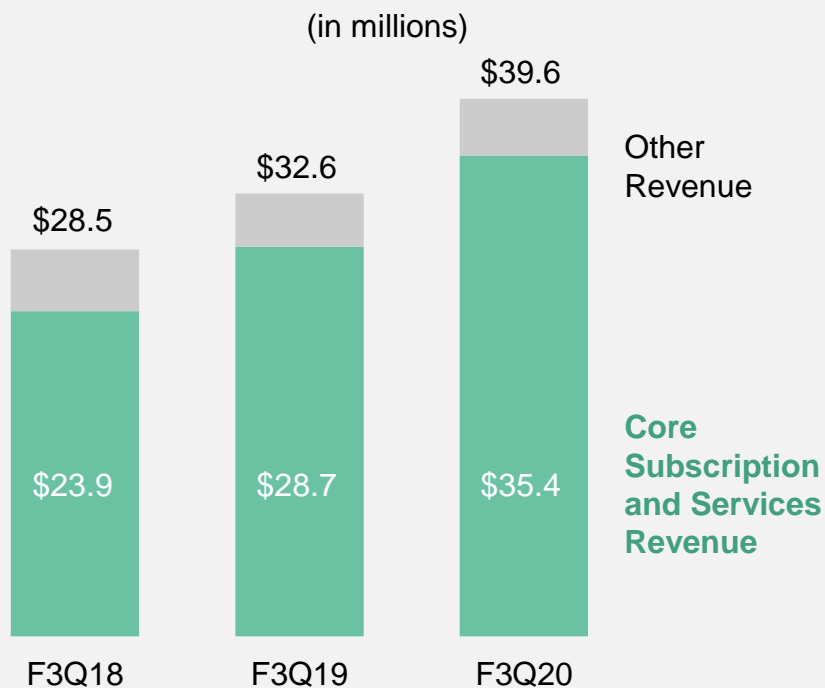


Compounding Subscriptions Drive Revenue

ANNUAL REVENUE



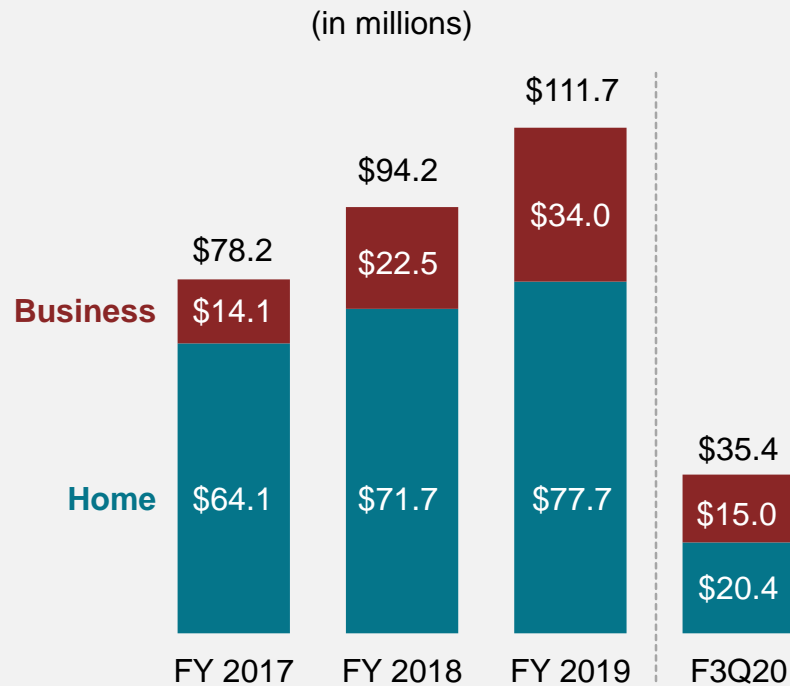
QUARTERLY REVENUE



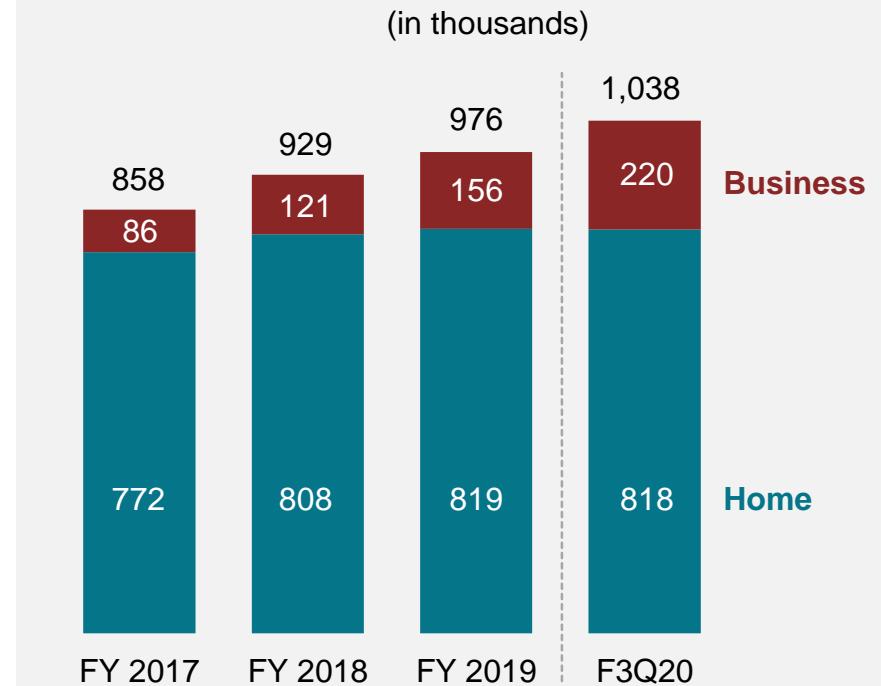
Core Subscription & Services Revenue includes Ooma Business, which is the combined revenue of Office and Enterprise, and Residential. Other Revenue includes Product sales and Talkatone.

Ooma Business Drives Core User and Subscription Revenue Growth

SUBSCRIPTION AND SERVICES REVENUE



CORE USERS

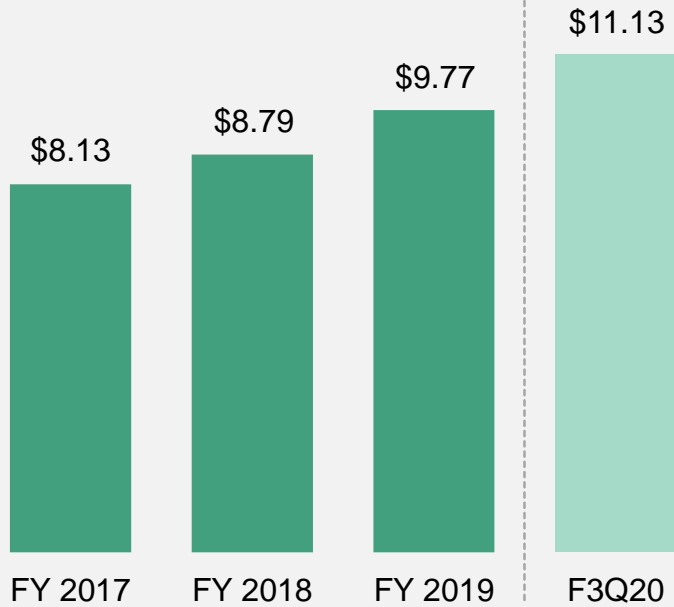


3Q20 Ooma Business Subscription Revenue Growth of 67% YoY

Key Metrics

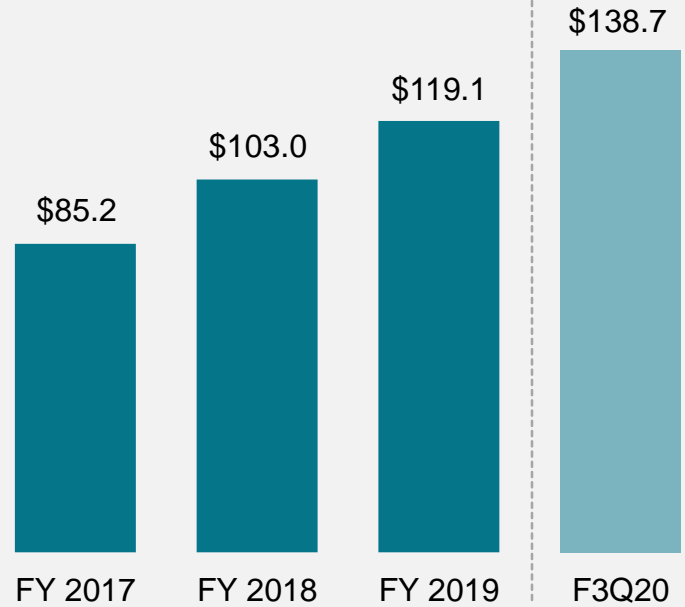
ARPU

(\$ per month)



AERR

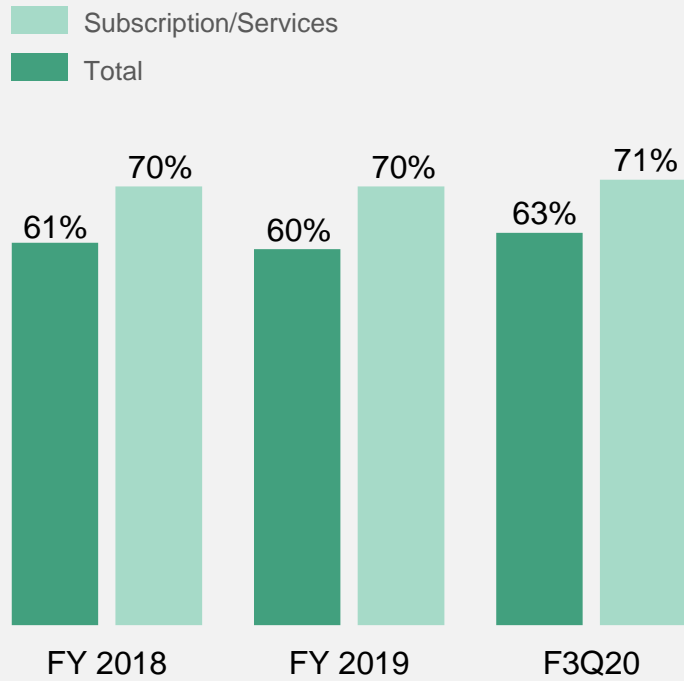
(\$ millions)



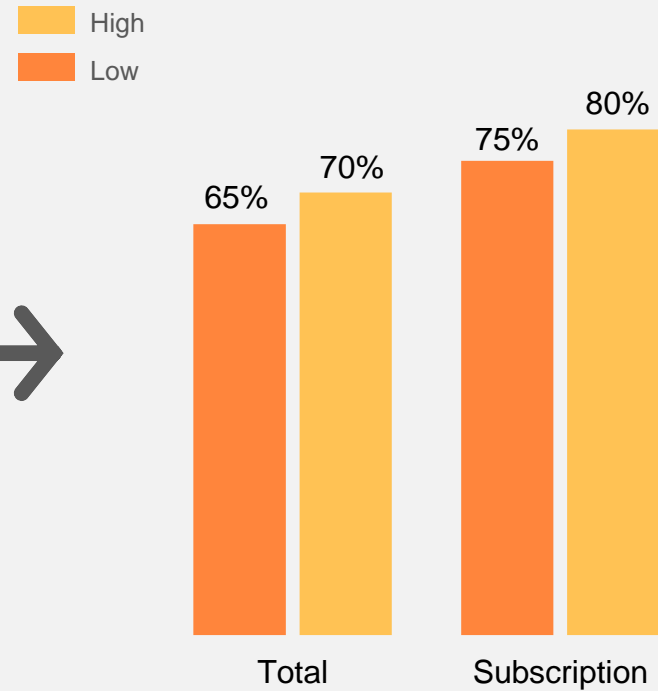
Monthly Business ARPU ~\$20, Monthly Home ARPU ~\$8

ARPU is blended monthly average subscription and services revenue per core user/seat. AERR is annualized exit recurring revenue.

Robust Gross Margin



LONG TERM GROSS MARGIN RANGES



Strong Financial Position

(\$ millions)	FY 2018	FY 2019	F3Q20
Cash and Investments	\$51.8	\$42.6	\$27.5
Cash from (used in) Operations	\$3.2	(\$3.9)	(\$0.6)
Capital Spending	(\$2.5)	(\$1.9)	(\$0.8)
Adjusted EBITDA	(\$0.2)	(\$1.9)	\$0.6

Long-Term Target Model (Non-GAAP)

(% revenue)	FY 2018	FY 2019	F3Q20	3 Year Targets	Long-Term Ranges
Subscription & Services Gross Margin	70%	70%	71%	70%-75%	75% - 80%
Overall Gross Margin	61%	60%	63%	62%-65%	65% - 70%
Sales & Marketing	31%	30%	31%	32%-35%	20% - 25%
Research & Development	22%	23%	22%	17%-19%	12% - 15%
General & Administrative	9%	10%	10%	7%-9%	6% - 8%
Adjusted EBITDA	(0%)	(1%)	1%	5%	20% - 25%

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Thank You.

GAAP to Non-GAAP Reconciliation

\$ Thousands	FY 2017	FY 2018	FY 2019	F3Q19	F3Q20
GAAP Gross Profit	\$59,329	\$68,092	\$76,491	\$20,073	\$22,040
Add: Stock-based compensation expense and related taxes	1,038	1,129	957	257	348
Amortization of Intangibles	162	183	549	146	128
Restructuring charges	-	-	-	-	2,289
Non-GAAP Gross Profit	\$60,529	\$69,404	\$77,997	\$20,476	\$24,805
GAAP Sales and Marketing	\$33,768	\$37,302	\$40,761	\$10,755	\$13,205
Add: Stock-based compensation expense and related taxes	(1,455)	(\$1,857)	(1,501)	(371)	(528)
Amortization of Intangibles	-	-	(159)	(45)	(254)
Restructuring charges	-	-	-	-	(162)
Non-GAAP Sales and Marketing	\$32,313	\$35,445	\$39,101	\$10,339	\$12,261
GAAP Research and Development	\$24,239	\$29,328	\$33,903	\$8,593	\$10,639
Add: Stock-based compensation expense and related taxes	(3,619)	(4,046)	(3,906)	(1,022)	(1,226)
Amortization of Intangibles	(7)	(6)	(5)	(1)	(2)
Restructuring charges	-	-	-	-	(634)
Non-GAAP Research and Development	\$20,613	\$25,276	\$29,992	\$7,570	\$8,777
GAAP General and Administrative	\$14,598	\$15,186	\$17,613	\$4,589	\$5,136
Add: Stock-based compensation expense and related taxes	(3,754)	(4,086)	(4,331)	(1,125)	(1,281)
Amortization of Intangibles	(179)	(124)	(27)	(5)	-
Acquisition related costs	-	(118)	(423)	-	(49)
Litigation costs	-	-	(142)	-	-
Change in fair value of acquisition-related contingent consideration	-	-	342	-	-
Non-GAAP General and Administrative	\$10,665	\$10,858	\$13,032	\$3,459	\$3,806
GAAP Operating Loss	(\$13,276)	(\$13,724)	(\$15,786)	(\$3,864)	(\$6,940)
Add: Stock-based compensation expense and related taxes	9,866	11,118	10,695	2,775	3,383
Amortization of Intangibles	348	313	740	197	384
Acquisition related costs	-	118	81	-	49
Litigation costs	-	-	142	-	-
Restructuring charges	-	-	-	-	3,085
Non-GAAP Operating Loss	(\$3,062)	(\$2,175)	(\$4,128)	(\$892)	(\$39)