

Ooma, Inc. - Key Metrics (unaudited)

	3QF21	2QF21	1QF21	4QF20	3QF20	
Users - thousands (1)	1,063	1,053	1,049	1,048	1,038	
Premium Users - thousands (2)	554	542	537	532	521	
Premium Users as a % of Users	52%	51%	51%	51%	50%	
Annualized Exit Recurring Revenue - millions (4)	\$154	\$150	\$146	\$143	\$139	
Annual Net Dollar Subscription Retention Rate (5)	95%	95%	100%	100%	100%	
Average Revenue Per User (6)	\$12.10	\$11.88	\$11.56	\$11.38	\$11.13	
Subscription Service Revenue Growth Rates (yr./yr.)						
	Business (7)	17%	26%	33%	38%	41%
	Residential	2%	3%	4%	3%	4%
	Combined (7)	9%	12%	14%	15%	15%

Values represent core recurring revenue of Ooma Business and Ooma Residential services (3).

1. Users include residential customers and business user extensions.

2. Premium Users are subscribers to Ooma Business, Ooma Premier residential service and other premium services.

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.

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.

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.

7. Organic growth: does not include contribution from the 2QF20 Broadsmart acquisition for 3QF20-1QF21.