

The background features a dark blue-grey gradient with several large, overlapping teal-colored geometric shapes, including circles and a large, stylized 'E' or 'C' shape, creating a modern, abstract design.

Evercommerce

Raymond James Institutional Investor Conference

March 9, 2022

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Simplifying the lives of business owners
whose services support us every day



Leading the Digital Transformation of the Service Economy

600,000+ Global Customers
2,000+ Global Employees of One EverCommerce

\$447M
LTM REVENUE

61%
2018-20
REVENUE CAGR

\$8.6B
EST. ANNUALIZED
TPV

95%
RECURRING &
REOCCURRING
REVENUE



LANDSCAPE

Service SMBs: The Backbone of the Economy



77%

of U.S GDP represented
by service businesses



+40%

of U.S. GDP represented
by SMBs



50M

people in U.S. employed
by service SMBs

Sources: World Bank and Small Business Administration

INDUSTRY TRENDS

Home Services



BOOMING INDUSTRY

Rise in home equity, age of homes, helped fuel a 17% growth in home services TAM.¹

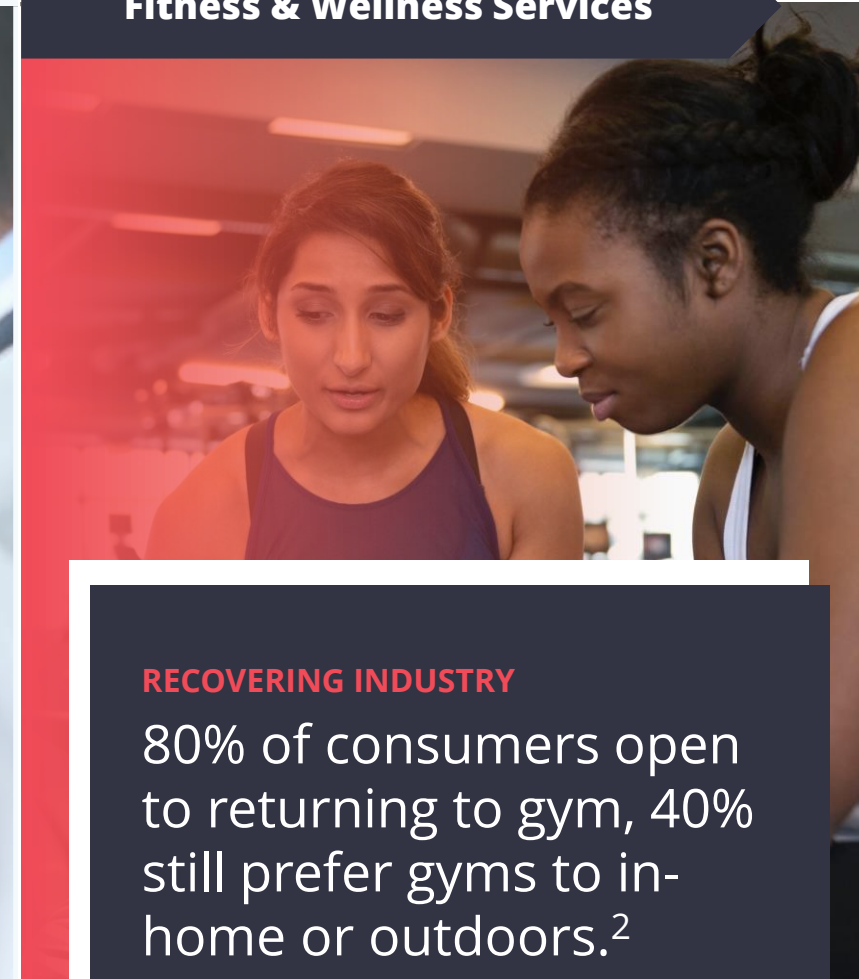
Health Services



DIGITALLY ACCELERATING

Personalization and consumerization of healthcare is accelerating, driving the need for digital solutions.

Fitness & Wellness Services

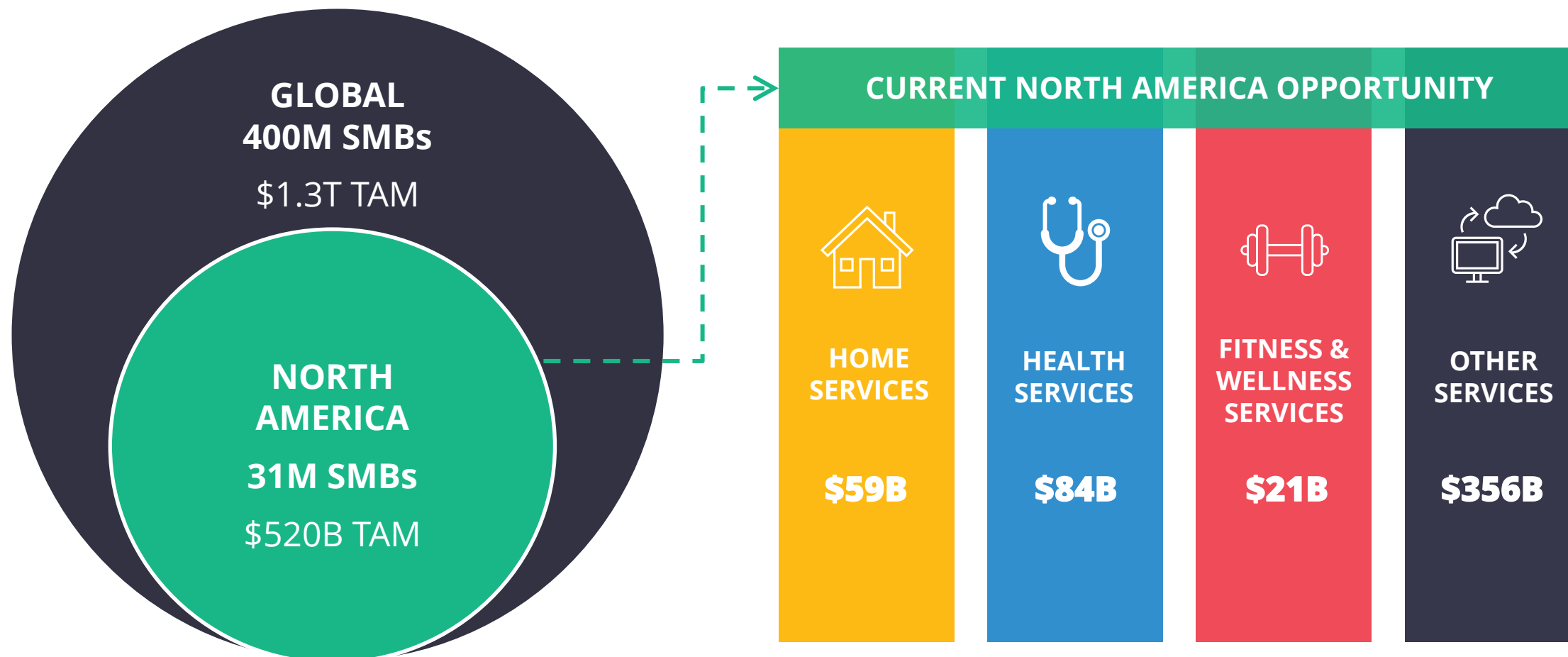


RECOVERING INDUSTRY

80% of consumers open to returning to gym, 40% still prefer gyms to in-home or outdoors.²

OPPORTUNITY

Massive, Growing Target Addressable Market



Source: Management estimate.
North America consists of U.S. and Canada. SMBs include all firms with <500 employees. SMB count takes a longer-term (post-COVID) view, assuming no long-term reduction in total SMBs as a result of COVID (assumes today's closures are temporary and new firms replace closed predecessors).

OPPORTUNITY

Underpenetrated Service SMB Market



Historical solutions haven't met their needs.

- Broad software lacks specialization
- Custom solutions not affordable
- Point solutions lack integration



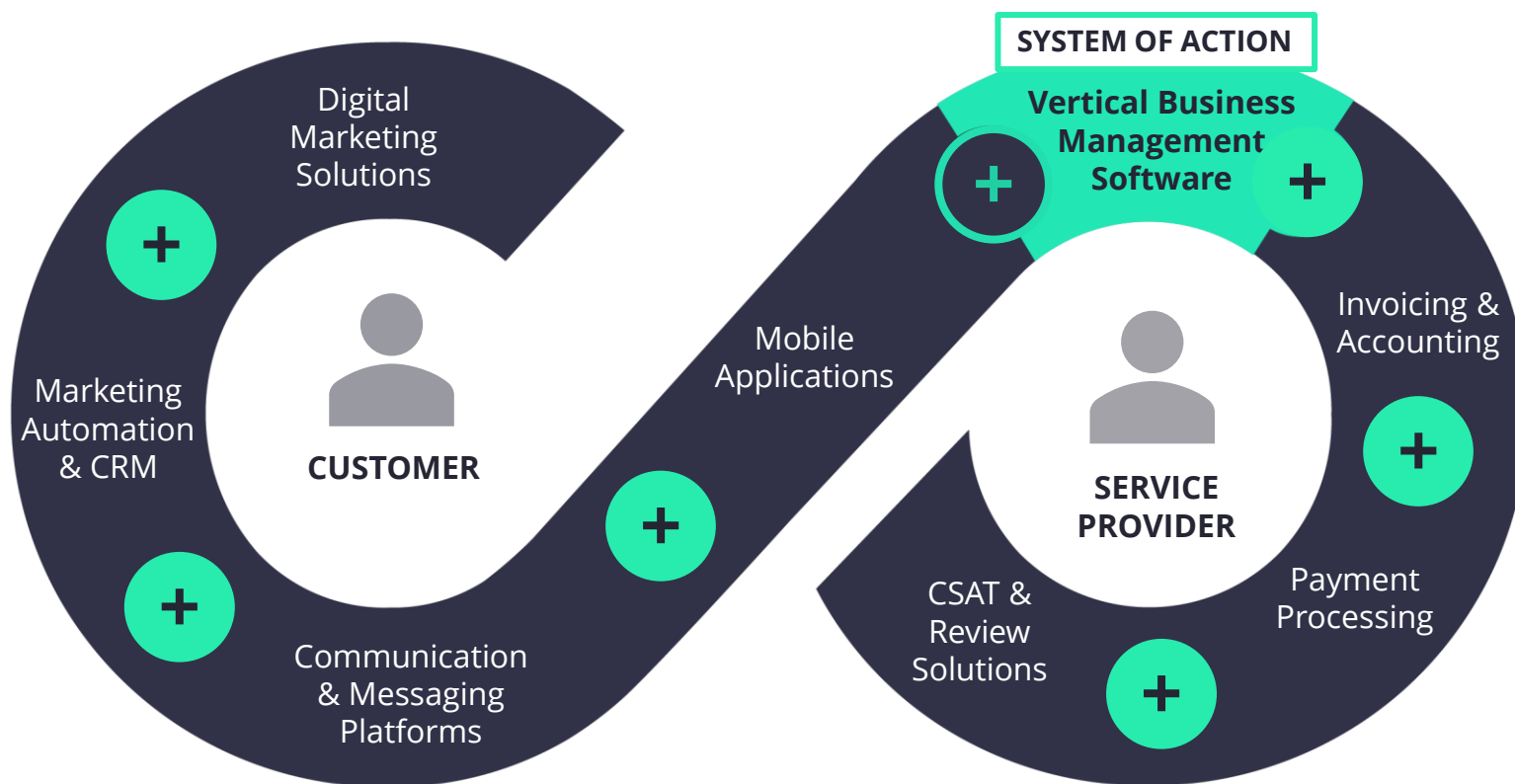
Transforming End-to-end Experiences

VERTICALLY-TAILORED, INTEGRATED SOFTWARE



GROWTH STRATEGY

End-to-end Solutions Support the Service Value Chain



SOFTWARE VALUE CHAIN



GROWTH STRATEGY

Multi-industry, Vertically-tailored Software

EverPro®

EverHealth®

EverWell®

MARKETING TECHNOLOGY

CUSTOMER ENGAGEMENT APPLICATIONS

BILLING & PAYMENTS SOLUTIONS

BUSINESS MANAGEMENT SOFTWARE

SYSTEM OF ACTION

Field Service & Project
Management

EHR & Practice
Management

Guest & Facilities
Management

GROWTH STRATEGY

Introducing EverConnect

EverPro

EverHealth

EverWell

EverConnect

INTEGRATED PERFORMANCE MARKETING SOLUTIONS

CUSTOMER ENGAGEMENT APPLICATIONS

BILLING & PAYMENTS SOLUTIONS

BUSINESS MANAGEMENT SOFTWARE

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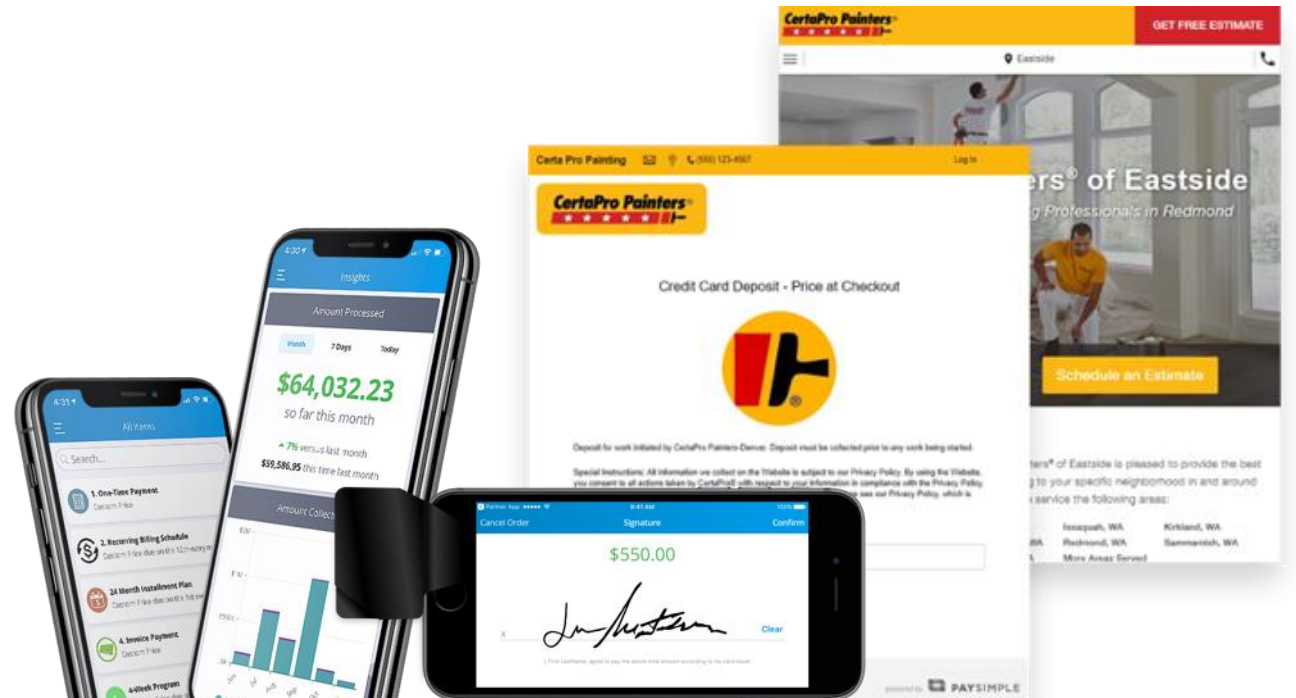
Guest & Facilities
Management

GROWTH STRATEGY

Embedded Billing & Payment Solutions

Streamlined, omni-channel billing & payments.

- Estimating, e-invoicing with branded click-to-pay portals
- Integrated e-commerce and mobile payments
- Point-of-sale and cash flow reporting that sync with the "system of action"



+\$8.6B
ANNUALIZED
TPV

+\$77B
TPV WALLET
OPPORTUNITY

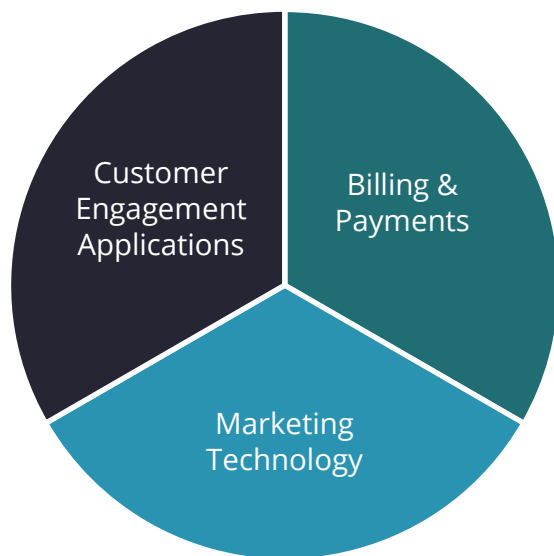
+51k
EMBEDDED PAYMENTS
CUSTOMERS

GROWTH STRATEGY

Driving Higher Revenue per Customer

Multiple levers increase wallet share and support higher CLTV and lower CAC.

\$5B Embedded Revenue Opportunity



CROSS-SELL ADJACENT SOLUTIONS

UP-SELL EXPANSION REVENUE

BUILD INTEGRATED GO-TO-MARKET

Dual Engines Accelerate Go-to-Market & Growth

ORGANIC GROWTH DRIVERS

Product & Technology
Marketing & Go-to-market
Business Operations & Analytics
Sales & Customer Success



INTEGRATED GO-TO-MARKET

EverPro®
EverHealth®
EverWell®



Centralized customer
acquisition strategy



Results-driven
marketing investments



Scaled, digital self-serve
acquisition models



Vertically-specialized
customer-facing teams

SCALABLE M&A ENGINE

New, complementary solutions

EXCEPTIONAL UNIT ECONOMICS¹

CLTV / CAC
8x

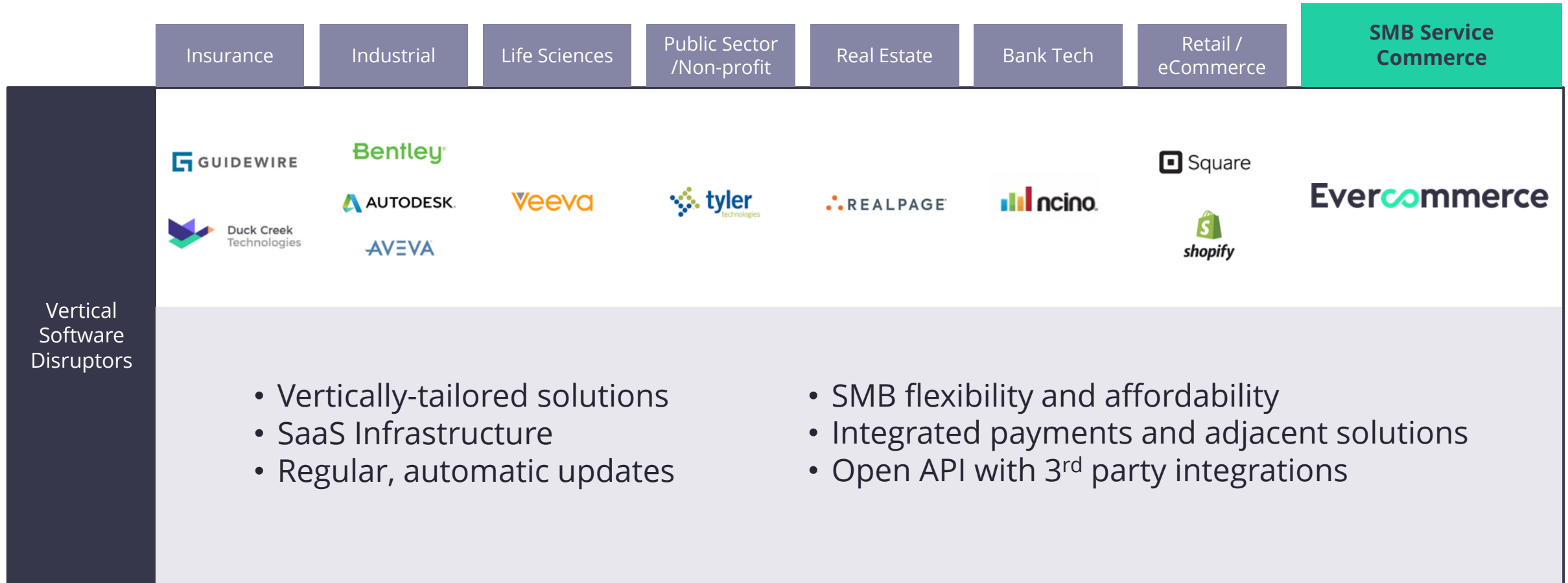
PAYBACK
10 mo.

NET MO. \$ RET
+99%

¹See definition of CLTV / CAC Ratio, Payback period and Net Monthly Revenue Retention in appendix.

GROWTH OUTLOOK

EverCommerce: Service Commerce Disruptor



GROWTH OUTLOOK

Multiple Levers Driving Durable Growth

Customer Expansion

Massive market and multi-vertical, multi-category solutions **expand routes to market**

Wallet Expansion

Large customer base and breadth of solutions **drive “land & expand” strategy**

Product Expansion

Build/buy optionality into **new and complementary software solutions**

Vertical Expansion

Unique multi-vertical + horizontal market penetration approach creates **testable expansion verticals**

Global Expansion

International acquisitions and focused product development **open untapped global markets**



EverCommerce Investment Highlights

Massive, growing underpenetrated TAM with strong tailwinds

Large, diversified multi-vertical base of global customers

Strategic central operating platform drives exceptional unit economics

Differentiated market penetration strategy drives long-term organic growth

Significant scale and access to invest in growing service SMB market\

Combination of robust growth and sustainable profitability

The background is a dark blue gradient with several overlapping teal-colored geometric shapes. These shapes include large circles, arcs, and a complex polygonal form on the right side. The text 'Q&A' is positioned in the lower-left area of the image.

Q&A

Definitions

Adjusted Gross Profit: Adjusted Gross Profit is calculated as gross profit adjusted to exclude depreciation and amortization allocated to cost of revenues. Gross profit is calculated as total revenues less cost of revenues (exclusive of depreciation and amortization), amortization of developed technology, amortization of capitalized software and depreciation expense (allocated to cost of revenues).

Adjusted EBITDA: Adjusted EBITDA is calculated as net income (loss), adjusted to exclude interest and other expense, net, income tax expense (benefit), loss on debt extinguishment, depreciation and amortization, other amortization, acquisition related costs, stock-based compensation, and other non-recurring costs. Other amortization includes amortization for capitalized contract acquisition costs. Acquisition related costs are specific deal-related costs such as legal fees, financial and tax due diligence, consulting and escrow fees. Other non-recurring costs are expenses such as system implementation costs and severance related to planned restructuring activities. Acquisition related costs and other non-recurring costs are excluded as they are not representative of our underlying operating performance.

Pro Forma Revenue Growth Rate: Our year-over-year Pro Forma Revenue Growth Rate is calculated as though all acquisitions closed as of the end of the latest period were closed as of the first day of the prior year period presented. In calculating Pro Forma Revenue Growth Rate, we add the revenue from acquisitions for the reporting periods prior to the date of acquisition (including estimated purchase accounting adjustments) to our results of operations, and then calculate our revenue growth rate between the two reported periods. As a result, Pro Forma Revenue Growth Rate includes pro forma revenue from businesses acquired during the period, including revenue generated during periods when we did not yet own the acquired businesses.

CLTV / CAC Ratio and Payback Period: Customer lifetime value (CLTV) is the average revenue per customer over the number of months in the customer lifetime, net of cost of revenue (exclusive of depreciation and amortization). We calculate lifetime value of a customer using a projected average customer lifetime, which we extrapolate by taking actual customer retention data for months 1-24 of a customer's lifetime and projecting customer retention data beyond month 24 using a monthly average rate of change over the prior 12 months. We then total the amount that an average customer produces in monthly revenue across the number of months in our projected average customer lifetime, and apply a gross margin factor, calculated as revenues less cost of revenues (exclusive of depreciation and amortization), to estimate a lifetime value. We calculate our customer acquisition costs (CAC) as the total of all of our direct sales and marketing expenses associated with acquiring new customers for a fiscal year divided by the total number of new customers acquired during such fiscal year. Direct sales and marketing expenses include fully loaded salary and commission as well as advertising costs. We have excluded certain overhead costs allocated to the sales and marketing department including but not limited to professional fees, recruiting, and office supplies as they are not costs that are directly related to acquiring incremental customers. Customer acquisition costs are calculated as if acquisitions that were closed during the periods presented were closed on the first day of the period.

Net Monthly Revenue Retention: Represents the sum of the total of annual recurring and re-occurring revenue generated from customers in such period that also generated recurring or re-occurring revenue in the respective prior year period, as a percentage of total recurring and re-occurring revenue generated from such customers in the respective prior year period, then divided by twelve.