MARCH 4, 2024

# Investor Presentation

# Important Information and Disclaimer

**Forward-Looking Statements**

This presentation contains forward-looking statements about us and our industry that involve substantial risks and uncertainties. All statements other than statements of historical fact contained in this presentation are forward-looking statements. In some cases, you can identify forward-looking statements because they contain words such as “aim,” “anticipate,” “believe,” “contemplate,” “continue,” “could,” “estimate,” “expect,” “forecast,” “intend,” “may,” “opportunity,” “plan,” “potential,” “predict,” “project,” “prospective,” “should,” “target,” “will” or “would” or other similar terminology. These forward-looking statements include, but are not limited to, statements concerning: the effect of macroeconomic developments and trends, including but not limited to, inflation, rising interest rates, tightening credit markets and general macroeconomic uncertainty on our business results of operations, financial condition and stock price; our expectations regarding our future financial and operating performance, including total revenue, cost of revenue, adjusted EBITDA, non-GAAP operating income, free cash flow and Monthly Unique Users; our plans and expectations regarding capital allocation strategies and their expected results; our ability to grow traffic and engagement on our platform; our expected returns on marketing investments and brand campaigns; our expectations about consumer demand for the products on our platform; our ability to convert users into registered users and improve repeat user rates; our ability to convert consumers into matches with financial services partners; our ability to grow within existing and new verticals; our ability to expand geographically; our ability to maintain and expand our relationships with our existing financial services partners and to identify new financial services partners; our ability to build efficient and scalable technical capabilities to deliver personalized guidance and nudge users; our ability to maintain and enhance our brand awareness and consumer trust; our ability to generate high quality, engaging consumer resources; our ability to adapt to the evolving financial interests of consumers; our ability to compete with existing and new competitors in existing and new market verticals; our ability to maintain the security and availability of our platform; our ability to maintain, protect and enhance our intellectual property; our ability to identify, attract and retain highly skilled, diverse personnel; our ability to stay in compliance with laws and regulations that currently apply or become applicable to our business; the sufficiency of our cash, cash equivalents, and investments to meet our liquidity needs; our ability to effectively manage our growth and expand our infrastructure and maintain our corporate culture; our ability to successfully identify, manage, and integrate any existing and potential acquisitions; and our ability to achieve expected synergies, accretive value and other benefits from completed acquisitions. The outcomes of the events described in these forward-looking statements are subject to risks, uncertainties and other factors described in the section titled “Risk Factors” in our most recent Annual Report on Form 10-K and subsequent filings we make with the Securities and Exchange Commission (SEC) from time to time. These forward-looking statements speak only as of the date they are made and we undertake no obligation to update any forward-looking statements to reflect subsequent events or circumstances, except as required by law. Accordingly, you are cautioned not to place undue reliance on any forward-looking statements.

**Non-GAAP Financial Measures**

This presentation includes certain “non-GAAP financial measures” within the meaning of Regulation G under the Securities Exchange Act of 1934, including adjusted EBITDA, adjusted EBITDA margin, non-GAAP operating income (loss) and non-GAAP operating income (loss) margin. These non-GAAP financial measures may not be comparable to similarly titled measures used by other companies and should not be used as substitutes for measures reported in accordance with GAAP. For reconciliations of these non-GAAP financial measures and additional information, refer to the Appendix of this presentation.

**No Offer or Solicitation**

This presentation does not constitute an offer to sell or solicitation of an offer to purchase any NerdWallet, Inc. securities.

# NerdWallet at a Glance

## Large Market & Audience

**$30B+**
Market Opportunity[1]

**23M | +16%**
Average MUUs[2] in 2023
2019-2023 CAGR

## History of Operating Excellence

**Over 70%**
Organic Traffic[3]

**$26M**
2023 Non-GAAP Operating Income[4]

## Compounding Growth at Scale

**$599M**
2023 Revenue

**27%**
Revenue CAGR 2019-2023

1. eMarketer U.S. Financial Services Digital Ad Spending projected, Aug 2023 report
2. Monthly Unique Users, defined as a unique user with at least one session in a given month as determined by unique device identifiers
3. In the trailing twelve months as of December 31, 2023, over 70% of all traffic to NerdWallet came organically through direct or unpaid channels
4. Reconciliation of Non-GAAP figures, Non-GAAP Operating Income, are included in the Appendix of this presentation

THE PROBLEM TODAY

# *Trustworthy* financial guidance is hard to find

## OUR MISSION

# Provide clarity for all of life’s financial decisions.

## OUR VISION

# A world where everyone makes financial decisions with confidence.

# Our History

- **2009** — NerdWallet founded
- **2010** — Introduced "Best Credit Card" customer resource
- **2011** — Over 100k Monthly Unique Users
- **2013** — Over 1M Monthly Unique Users
- **2015** — Over 2M Monthly Unique Users; Banking & Investing verticals over $1M in revenue
- **2016** — Personal Loans & Mortgage verticals over $1M in revenue
- **2017** — Student Loans & Insurance verticals over $1M in revenue; Launched NerdWallet app
- **2018** — Consumer Action's Consumer Excellence Award
- **2019** — Inc Magazine's "Best Workplaces of 2019"
- **2020** — First International expansion via KYM acquisition; Acquired Fundera enabling SMB expansion
- **2021** — International expansion into Canada; IPO
- **2022** — Acquired On the Barrelhead; NerdWallet Australia launched
- **2023** — Launched new products and experiences including branded NerdUp Credit Card

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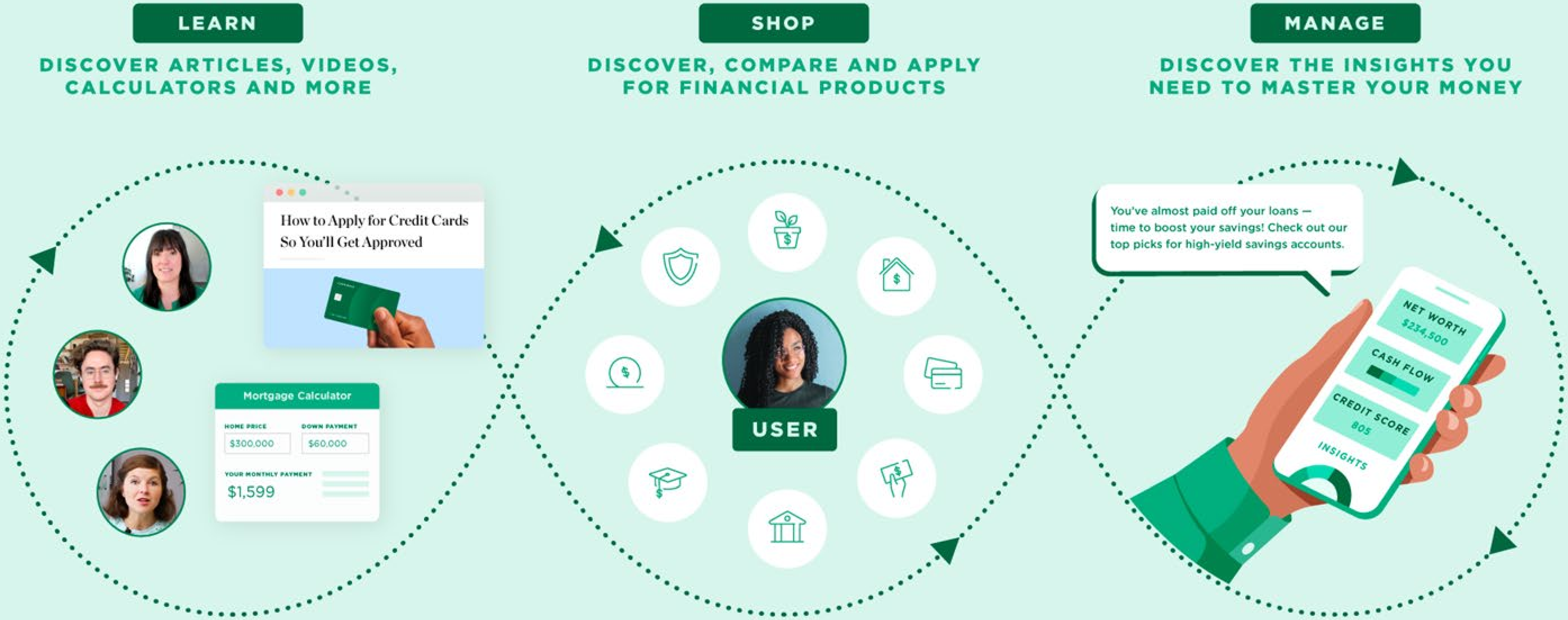
# Our Competitive Advantage is Our Brand & Reach … and We Cut Through the Noise for Both Our Consumers and Financial Institutions

# Our Product


LEARN
DISCOVER ARTICLES, VIDEOS, CALCULATORS AND MORE
How to Apply for Credit Cards So You'll Get Approved
Mortgage Calculator
HOME PRICE
$300,000
DOWN PAYMENT
$60,000
YOUR MONTHLY PAYMENT
$1,599
SHOP
DISCOVER, COMPARE AND APPLY FOR FINANCIAL PRODUCTS
USER
MANAGE
DISCOVER THE INSIGHTS YOU NEED TO MASTER YOUR MONEY
You've almost paid off your loans — time to boost your savings! Check out our top picks for high-yield savings accounts.
NET WORTH
$234,500
CASH FLOW
CREDIT SCORE
805
INSIGHTS

# Our Growth Pillars

**WHERE WE STARTED**

**LAND & EXPAND**

**VERTICAL INTEGRATION**

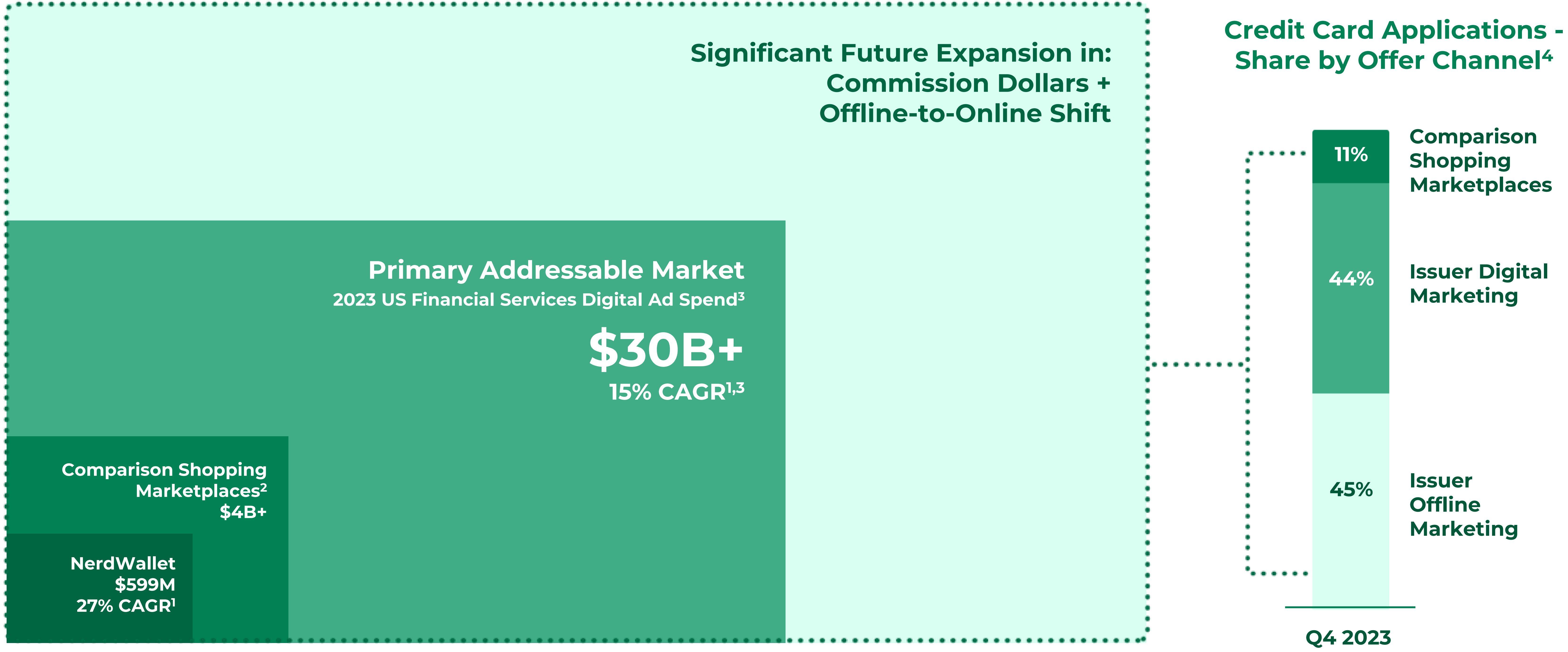
fundera by nerdwallet

On the Barrelhead now NerdWallet

**REGISTRATIONS & DATA-DRIVEN ENGAGEMENT**

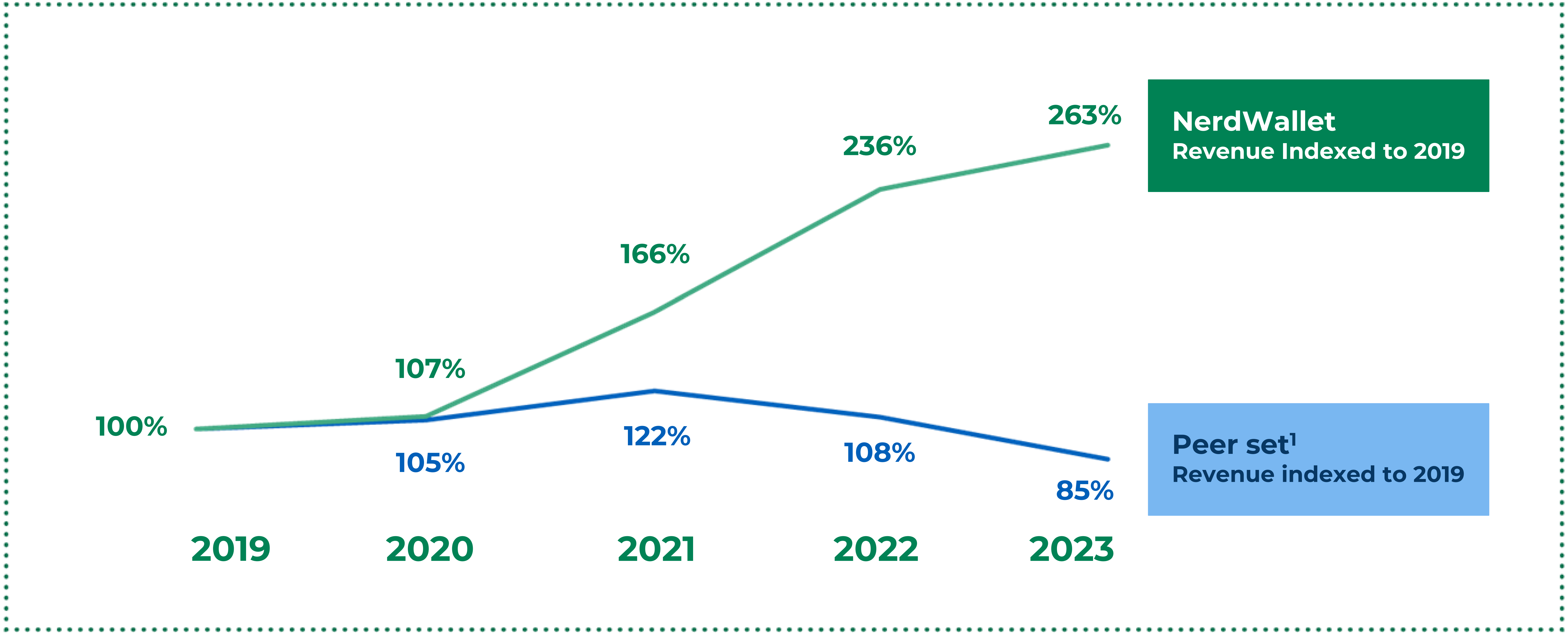
YOU SPENT LESS THIS MONTH, PUT THAT EXTRA MONEY INTO A HIGH-YIELD SAVINGS ACCOUNT!

# Addressable Market is Large, Growing with Opportunity for Significant Continued Expansion




1- 2019 -2023 Compounded Annual Growth Rate
2- Comparison Shopping Marketplaces include Dec 31, 2023 T12M revenue for: NerdWallet, LendingTree, QuinStreet, EverQuote, MediaAlpha; CreditKarma (T12M ended Jan 31, 2024)
3- eMarketer U.S. Financial Services Digital Ad Spending estimated & projected; June 2021, July 2022, August 2023 reports
4- Comperemedia Credit Card Application Behavior Report Q4 2023; Issuers Offline Marketing= Received via Mail, In Person, Over the Phone, Other; Issuers Digital Marketing= Received via Email, Digitally from Bank Website or App, Social Media; Comparison Shopping Marketplaces= Received Digitally outside of a Bank Website or App

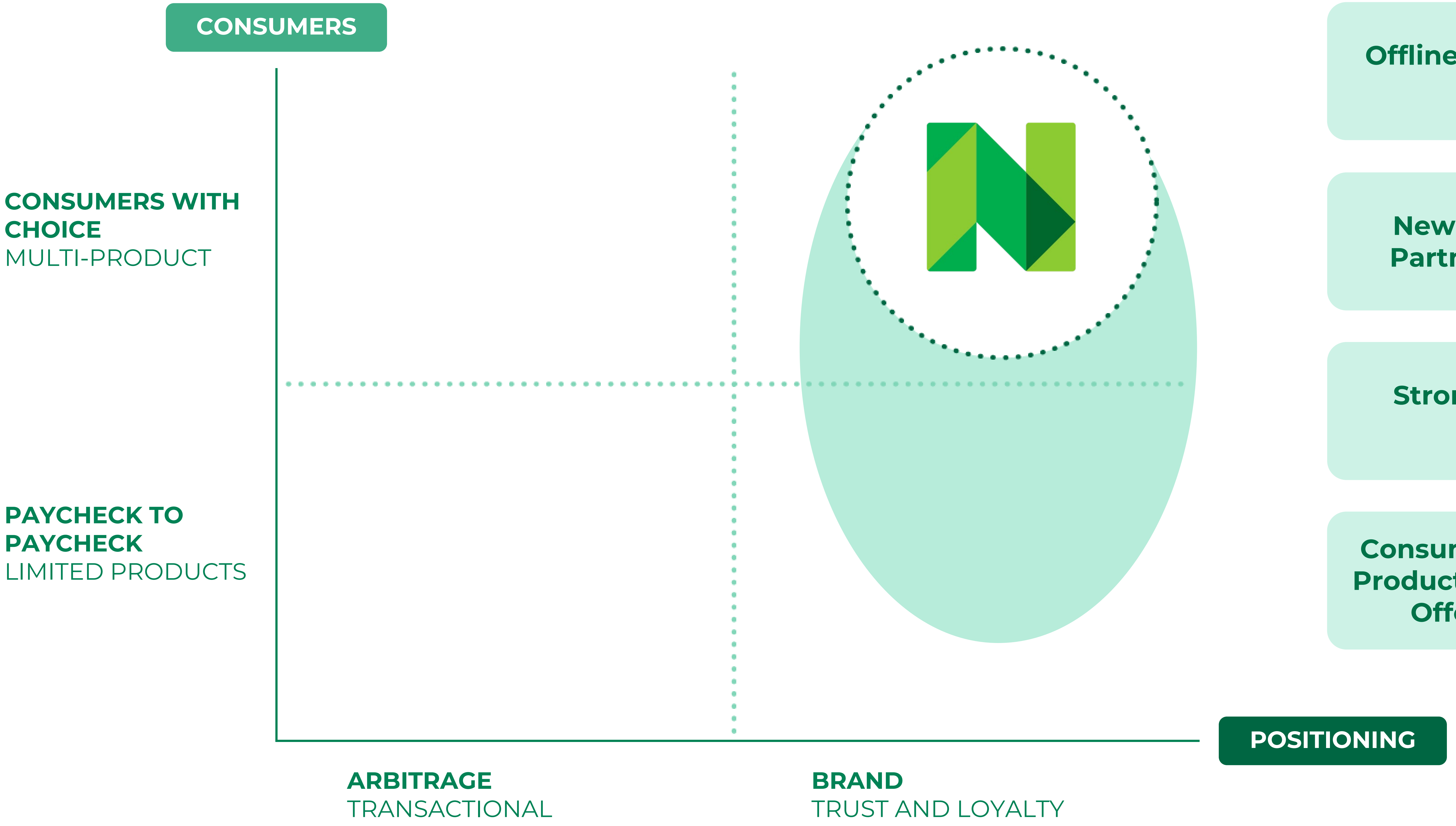
# Gaining Share in a Tough Macro Environment






1- Public company peer set includes LendingTree, QuinStreet, EverQuote, MediaAlpha

# Scaling in an Attractive Market Segment



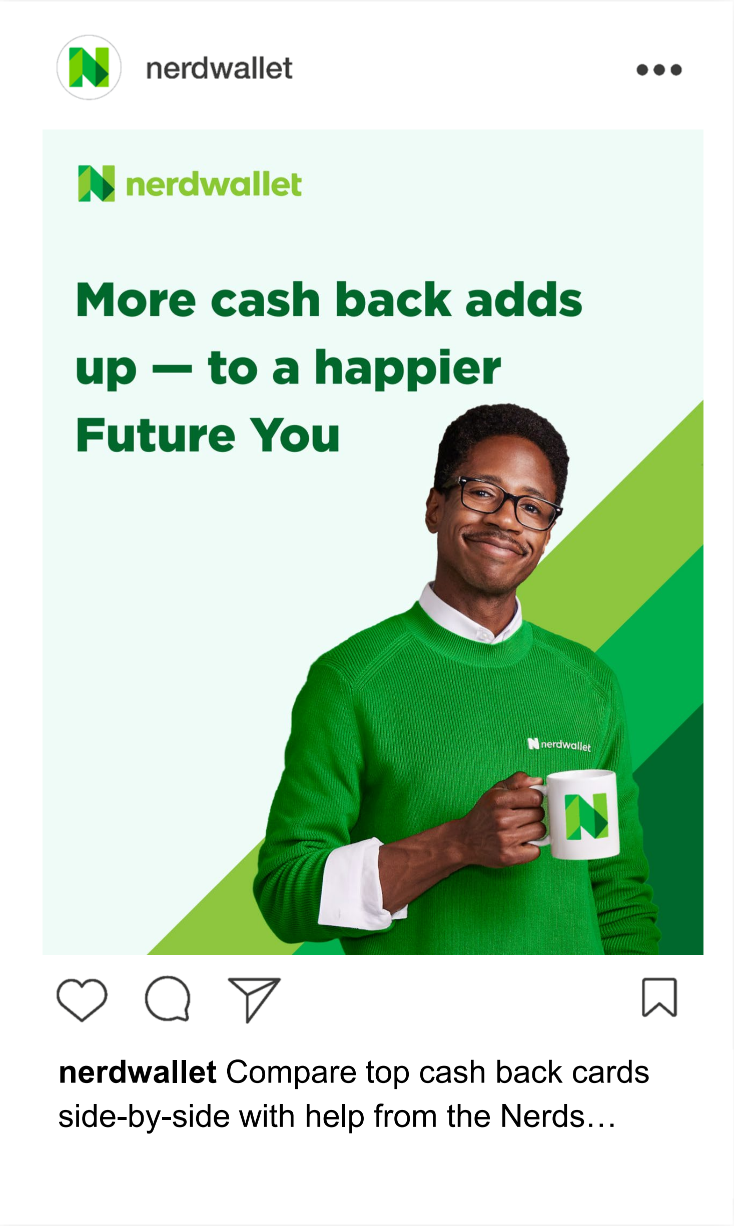

**Offline-to-Online Shift Benefitting All Digital Brands**

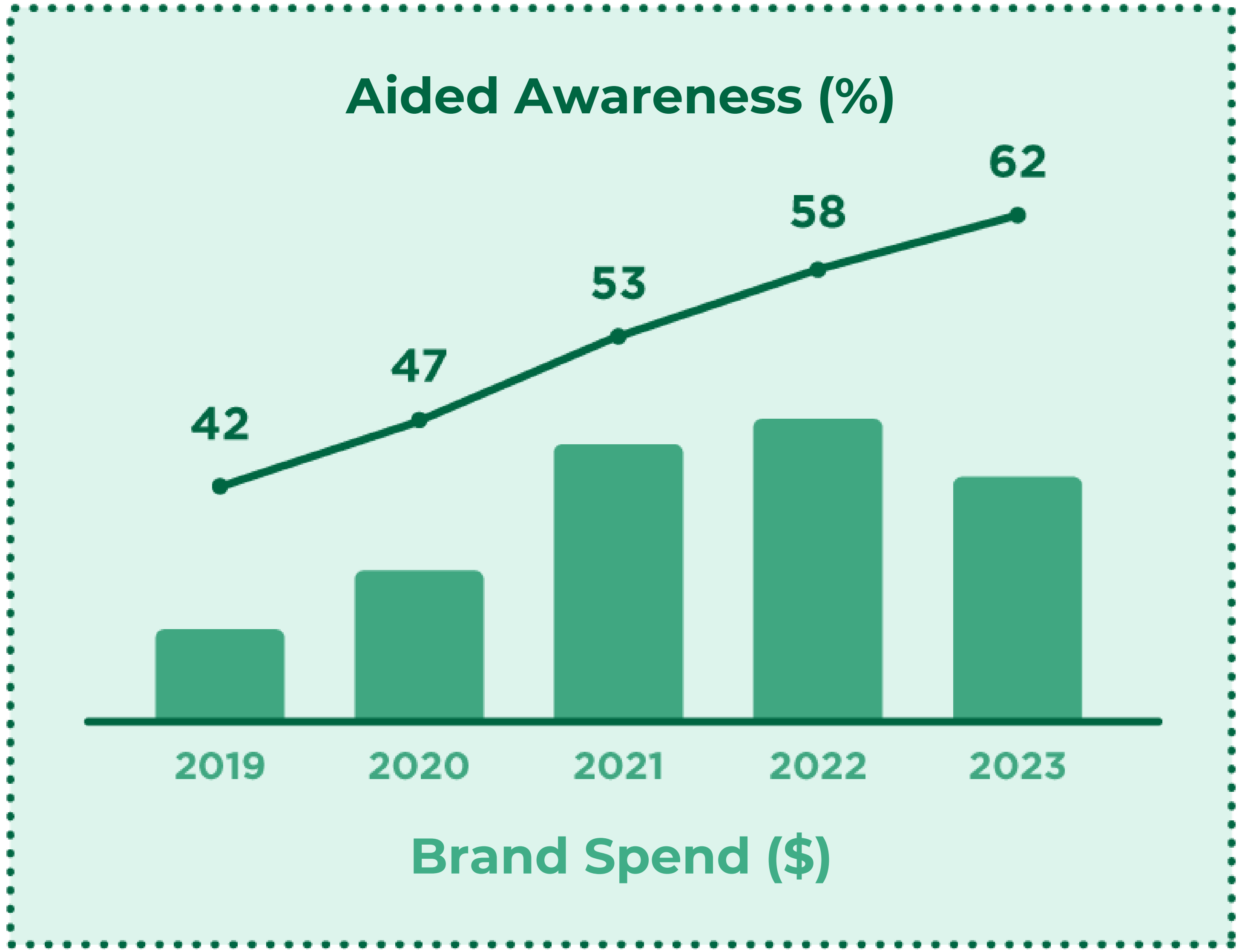
**New Entrant Fintechs Are Our Partners, Not Our Competitors**

**Stronger Brands Drive Quality Audience Over Time**

**Consumers with Choice Qualify for Products Across Verticals While We Offer Content For Everyone**

# Brand Investments Delivering Results

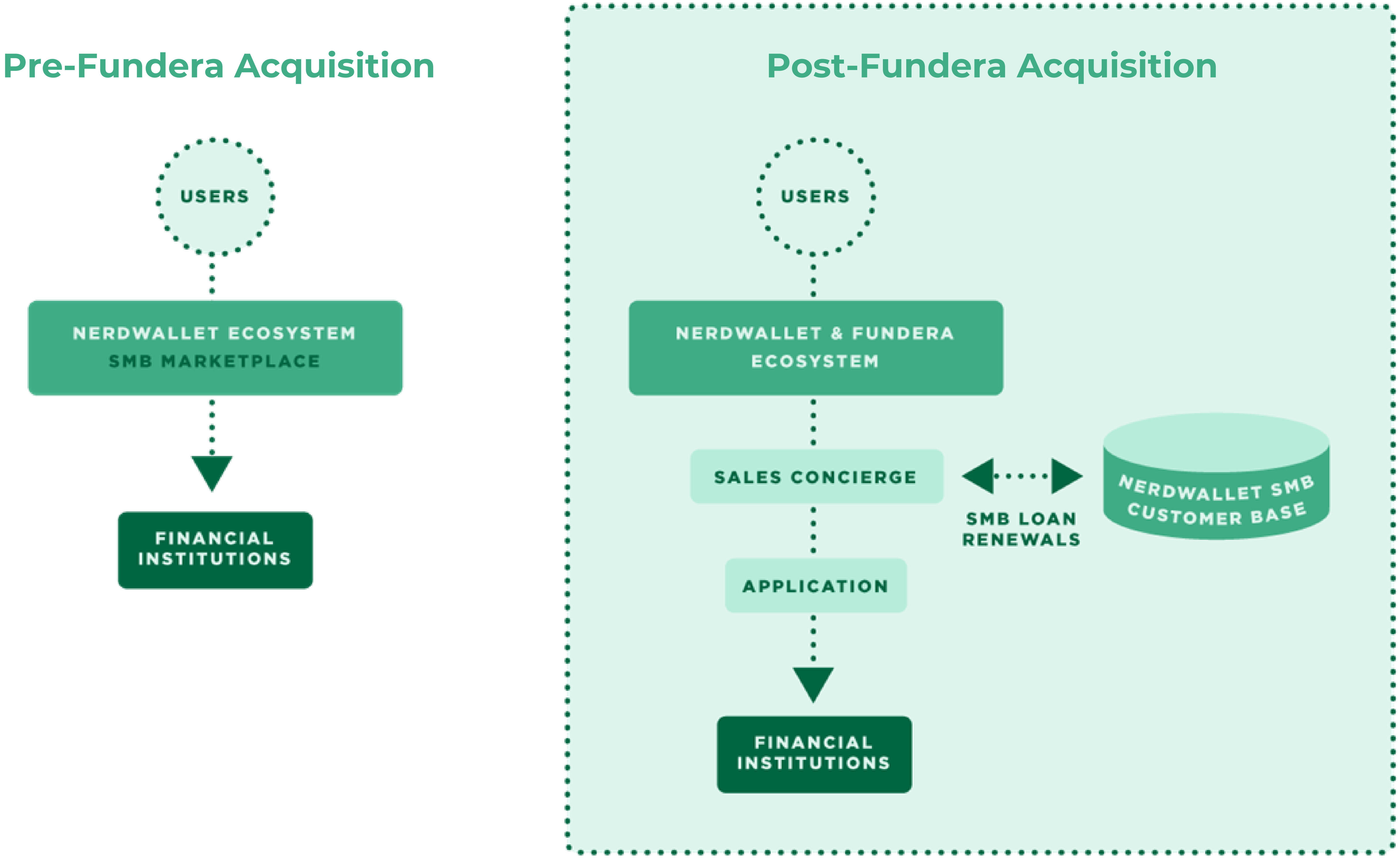





Aided awareness percentages represent the annual average

# Vertical Integration Case Study - SMB Products



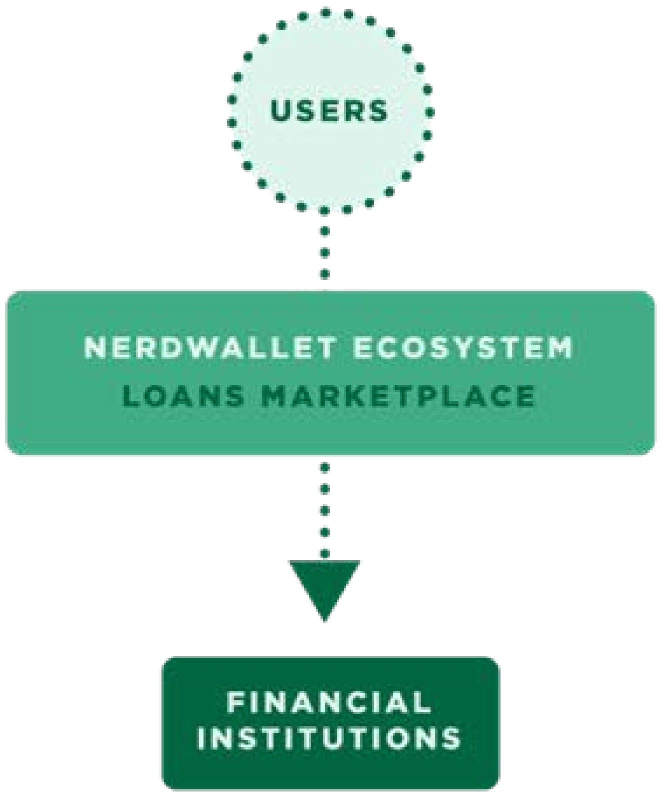

- **>3x SMB Products revenue vs pre-acquisition pro-forma revenue**
- **12-month cohort Net Dollar repeat rate up to 50%**
- **3-year cohorts ~2X revenue vs initial transaction**



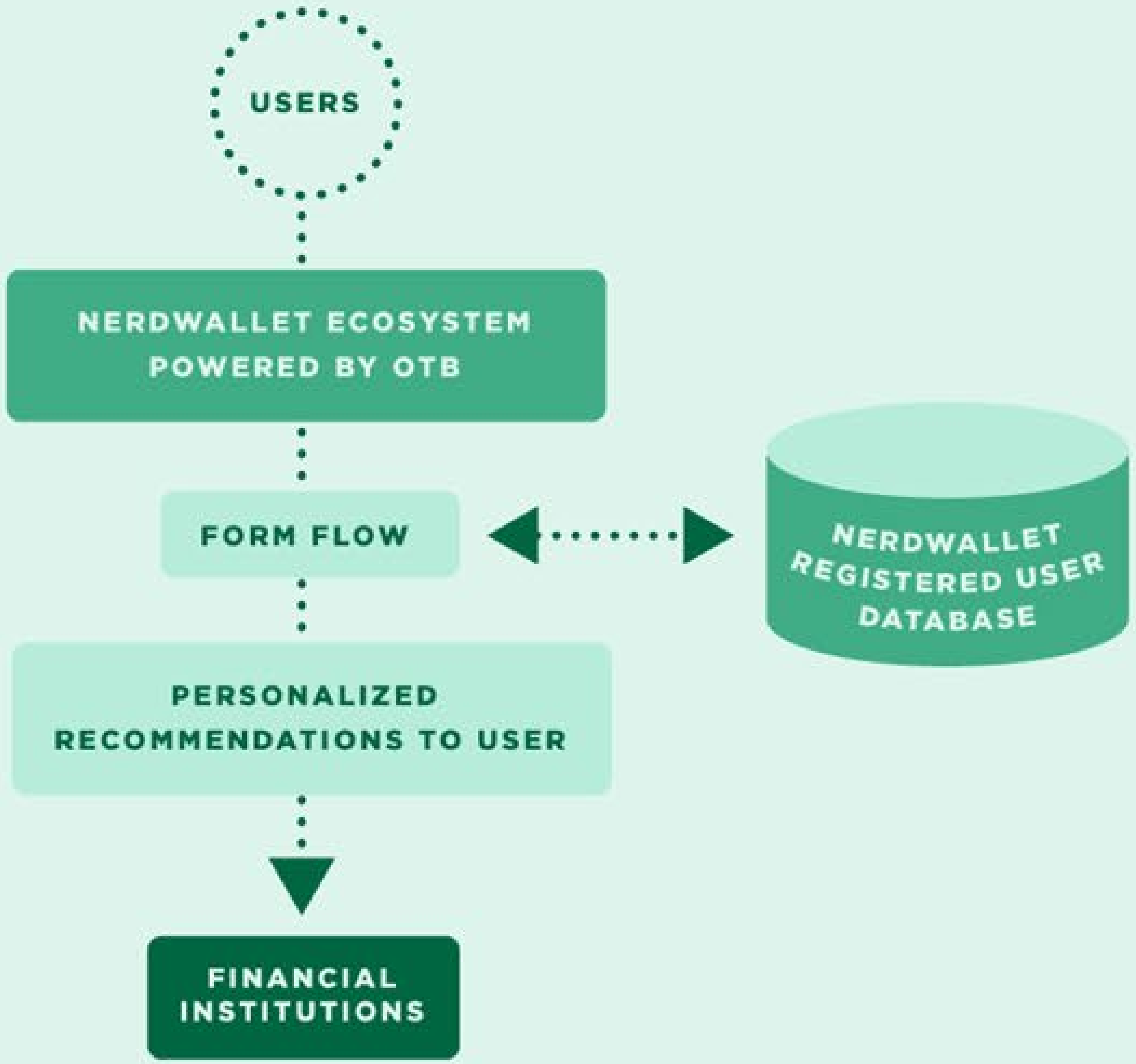
Net dollar repeat rate represents incremental revenue generated from a cohort as a percentage of the initial transaction

# Vertical Integration Case Study - On the Barrelhead (OTB)

## Pre-OTB Acquisition




## Post-OTB Acquisition

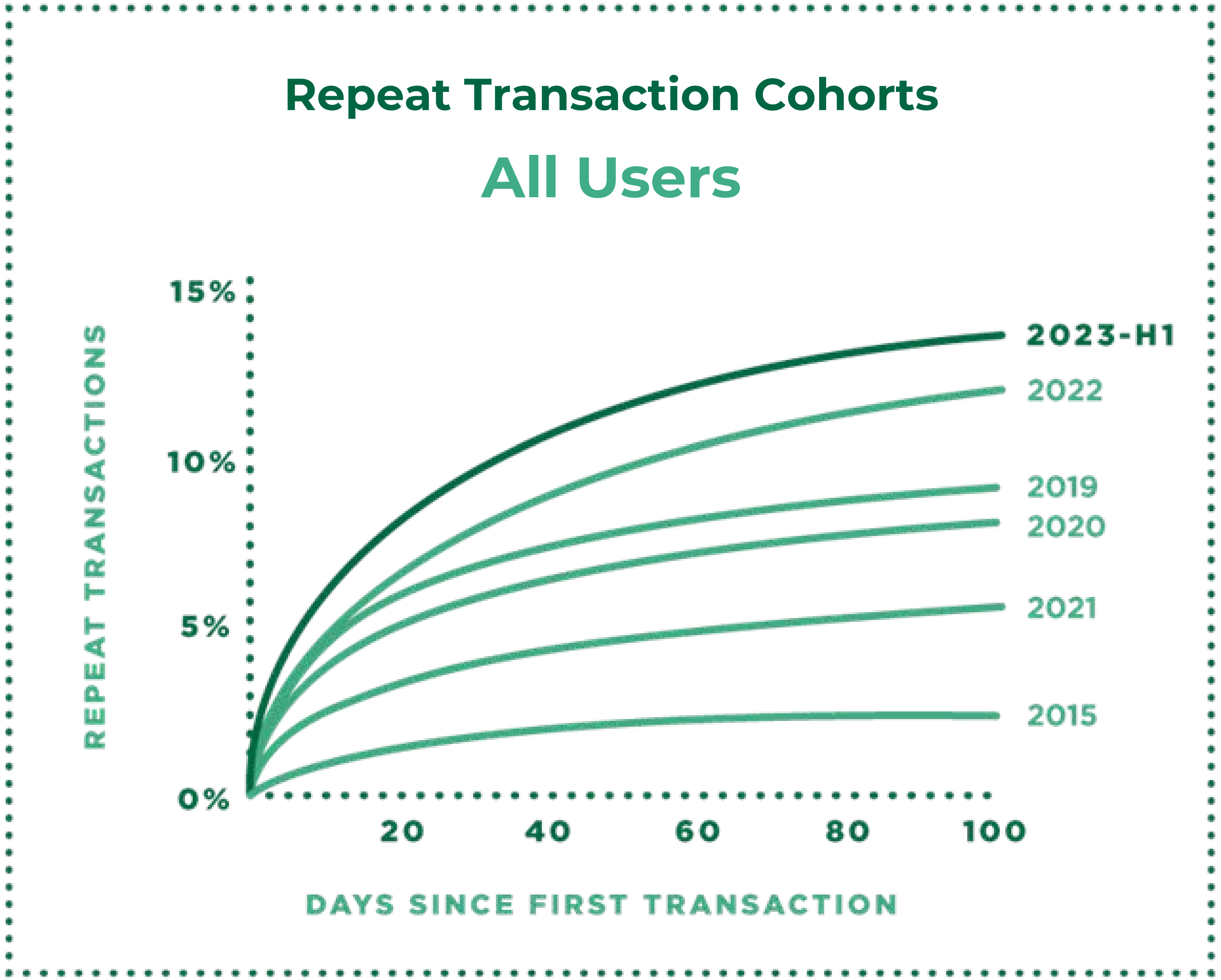


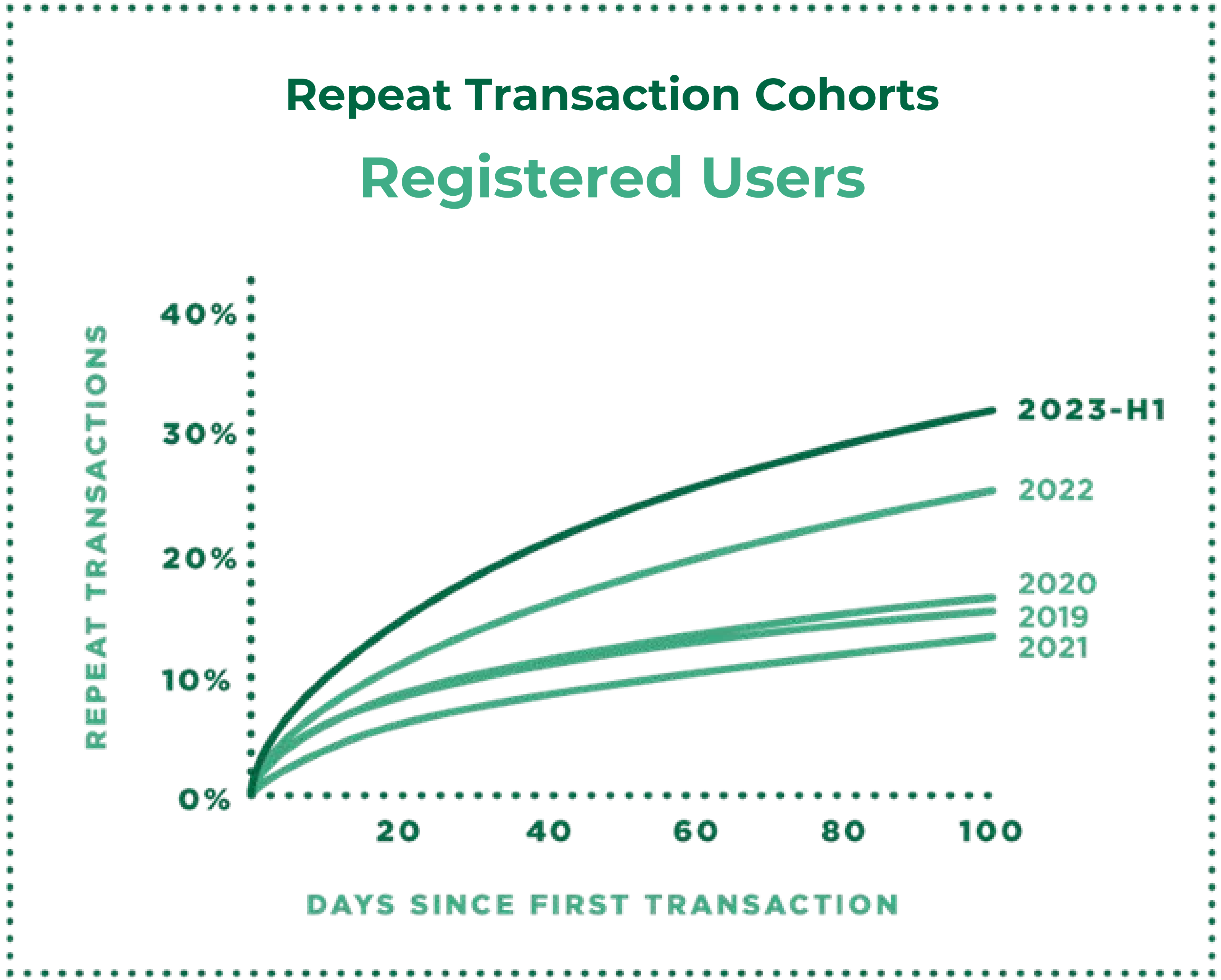

- **NerdWallet personal loans Revenue +21% y/y in Q4’23**
- **Peer set median y/y revenue change was (4%) in Q4’23[1]**

**Post-acquisition personal loans match rate 2X pre-acquisition leveraging OTB technology and data-driven customer experience**

1- Peer set includes median of revenue year-over-year rates of growth/decline from quarter ended Dec 31, 2023: LendingTree (personal loans), LendingClub, SoFi (Lending Segment), Upstart, Quinstreet (personal loans)

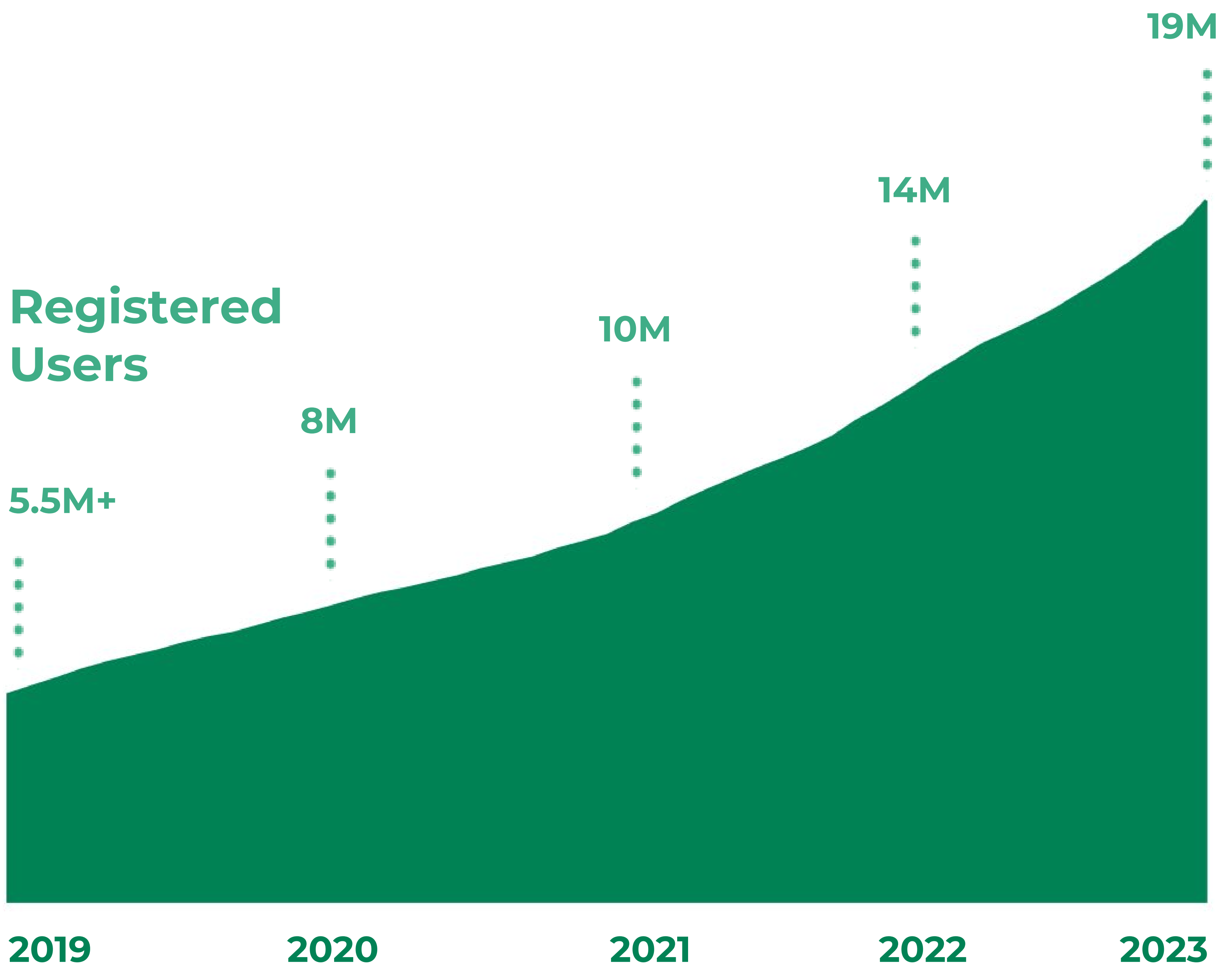
# Driving Quality Engagement with Consumers




US NerdWallet consumer data; excludes impacts of recent acquisitions for comparative purposes. Data is subject to variances driven by vertical mix as well as mix of revenue recognition method and is intended to be a representation of user engagement with the intent to shop for a financial service providers' product through our marketplaces.

# Our Registered User Base is Growing Rapidly and Highly Engaged




**5x+**

Registered User LTV as a multiple of unregistered visitor LTV

**3x+**

Registered User visits per month on average

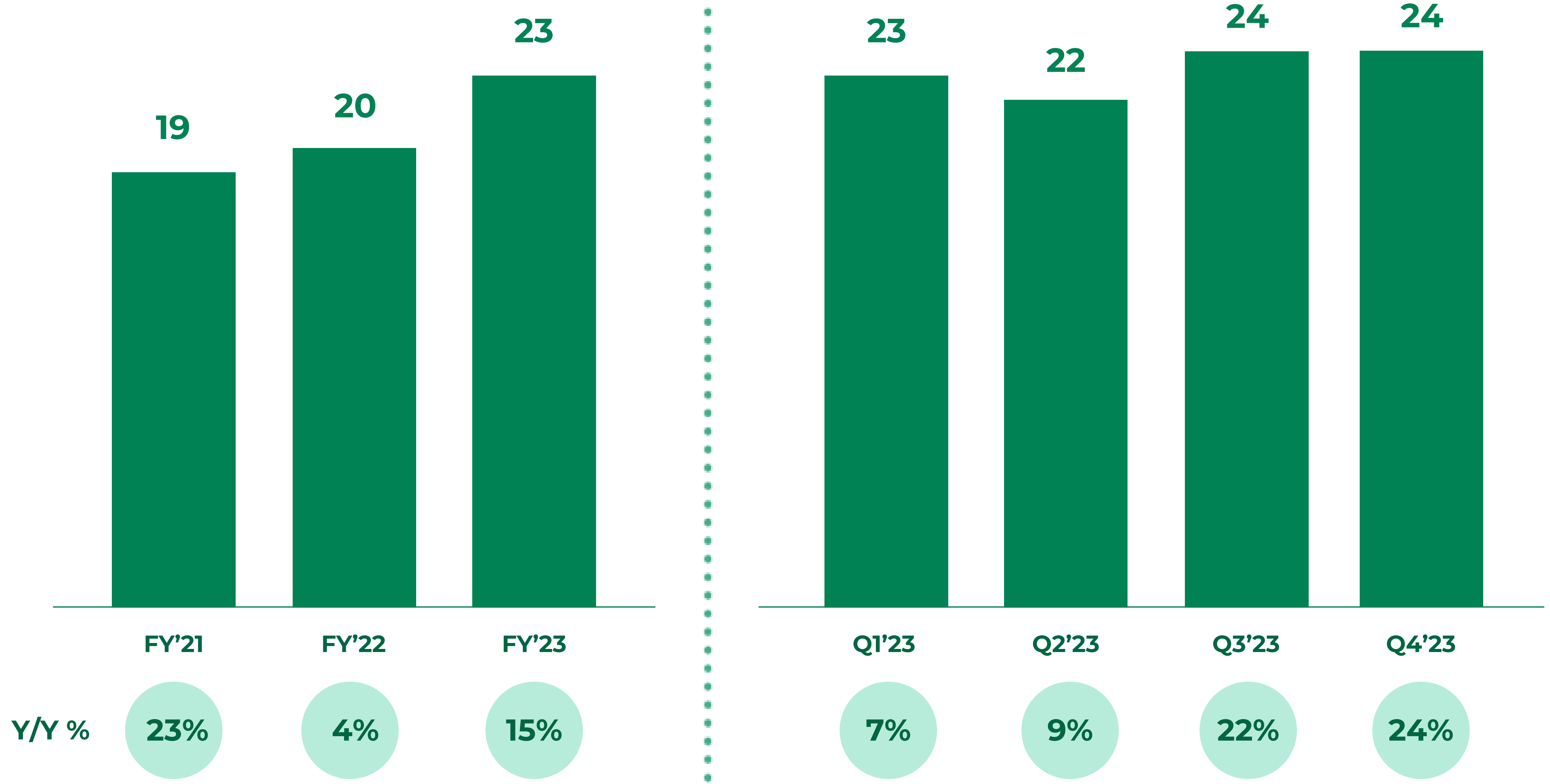
**37%**

Year-over-Year Revenue growth from Registered Users as of the end of 2023

# Financial Highlights

# Large Growing User Base as we Land & Expand

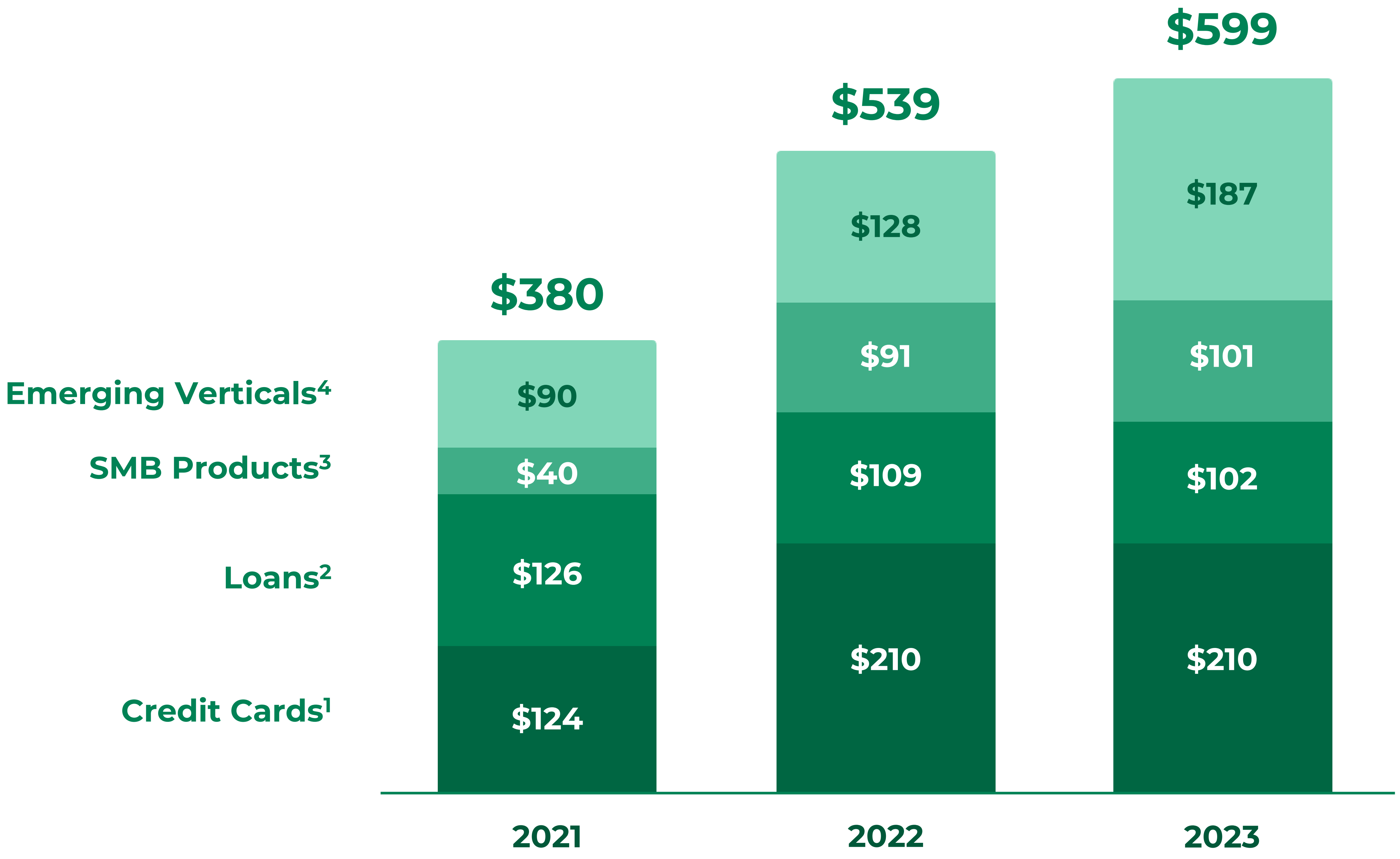
## Monthly Unique Users (Million MUUs)




- **2021** growth was supported by the meme stock phenomenon, strong refinance demand in mortgage and an extended tax filing season
- **2022** saw strength in SMB, Banking and Credit Cards offset by lapping 2021 growth drivers which did not repeat
- **2023** growth was driven by Banking and Insurance, combined with full-year benefit of the OTB Integration, primarily in Personal Loans

# Diversified Revenue Leads to Sustained Growth

## Revenue ($M)

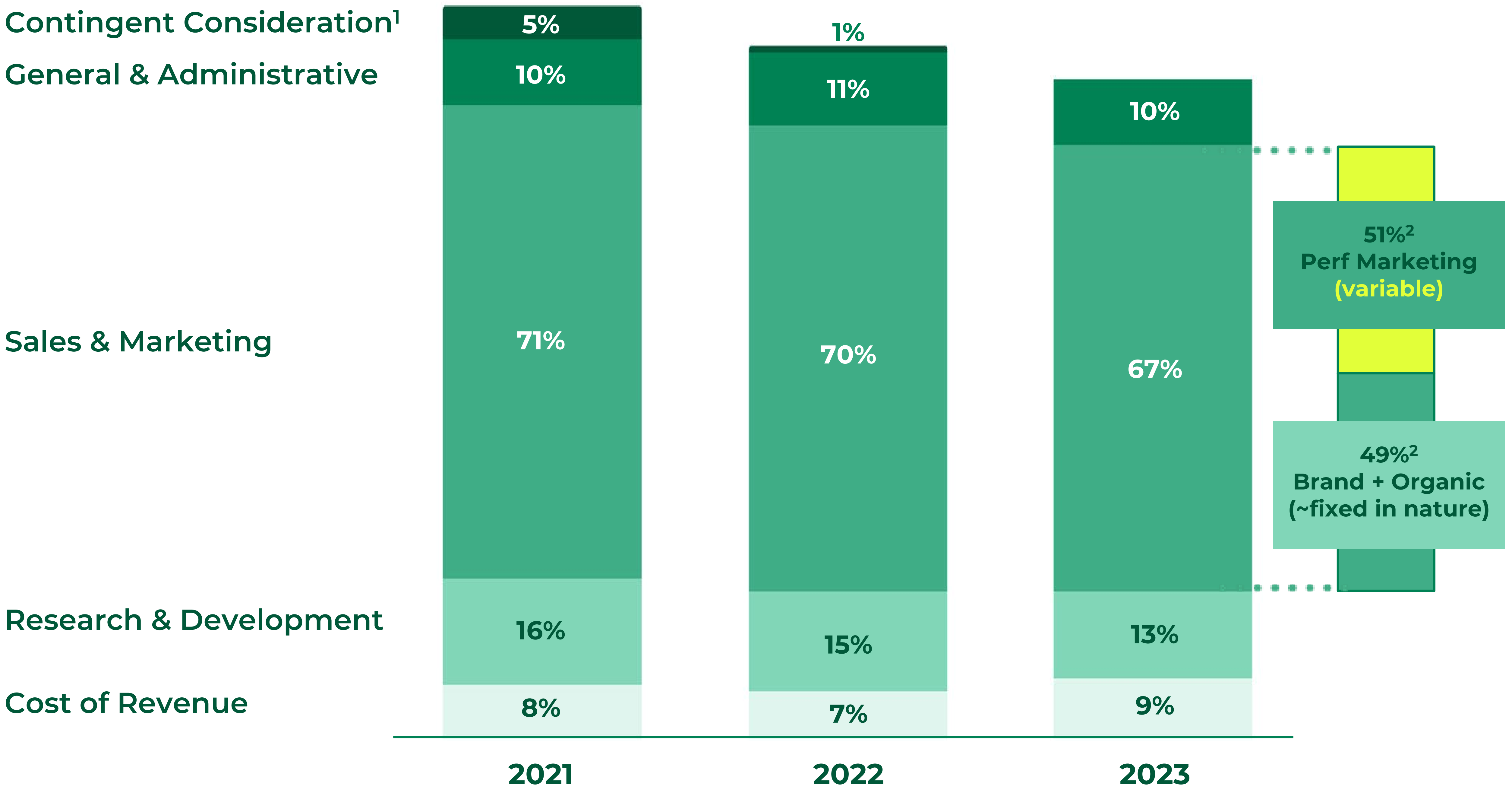



- **2022** saw significant recovery in Credit cards combined with strength in SMB products. As interest rates began to rise, strength in banking was partially offset by headwinds in mortgages.
- **2023** began with a strong start and had a banking tailwind throughout the year. In the spring, increasing macroeconomic headwinds followed the regional banking crisis, and ongoing rate hikes affected Loans, Credit cards, and SMB products; they did not fully recover by year end. In addition, the strong insurance rebound during Q1 2023 was premature; the industry pulled back through the remainder of the year.

1- Credit cards revenue consists of revenue from consumer credit cards
2- Loans revenue includes revenue from mortgages, personal loans, student loans, and auto loans
3- SMB products revenue consists of revenue from loans, credit cards and other financial products and services intended for small and mid-size businesses
4- Emerging verticals revenue includes revenue from other product sources, including banking, insurance, investing and international

# Gaining Leverage Across Our Fixed Portion of Cost Base As We Scale

## GAAP Expense Items (% of Revenue)

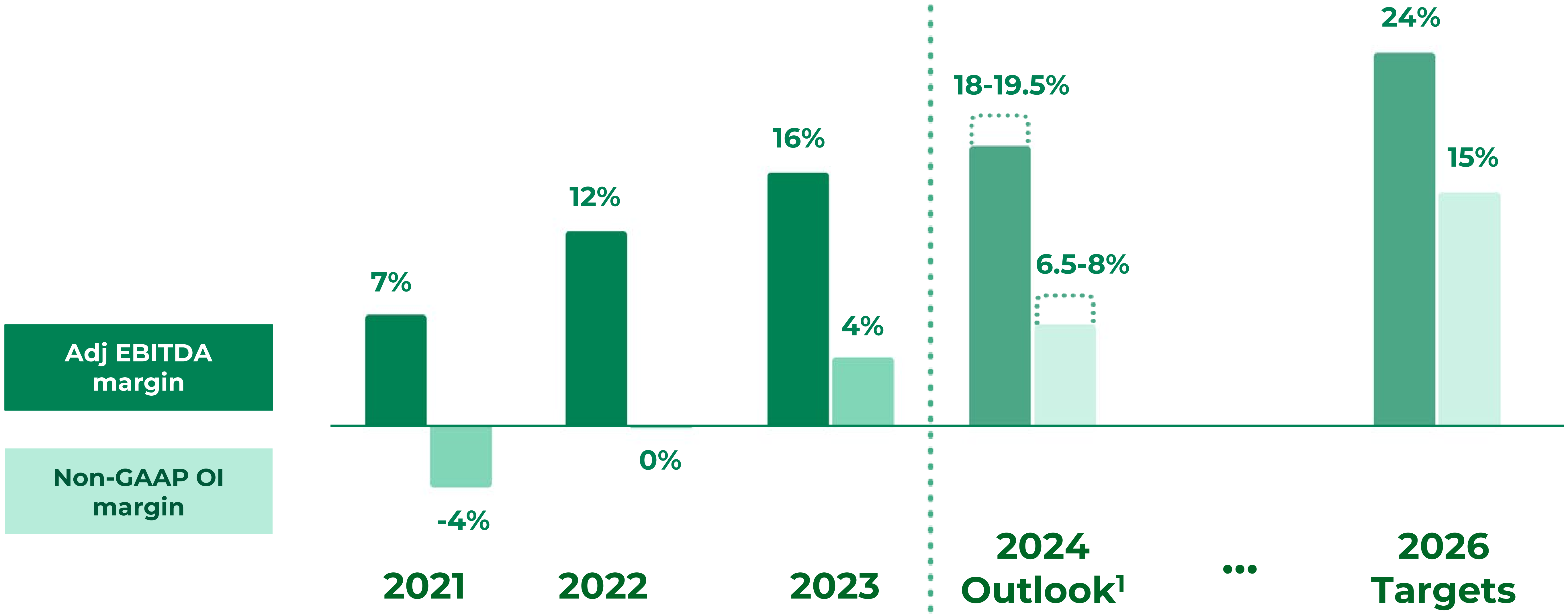



- Our cost base that is relatively fixed in nature consists of areas such as General & Administrative, Research & Development, brand spend and headcount associated with our Organic marketing efforts
- Our variable costs comprise performance marketing and some of our human-assisted and member-related data costs

1- Change in fair value of contingent consideration related to earnouts
2- Represents the % of Sales & Marketing expenses for Performance Marketing and Brand and Organic & other marketing

# Delivering on Margin Accretion

## Adjusted EBITDA & Non-GAAP Operating Income Margin (% of Revenue)




**Within our 2024 Outlook[1], we would return to 2019 Adjusted EBITDA margin levels**
**Our main profitability metric going forward will be Non-GAAP OI**



1- Refers to 2024 outlook as previously disclosed and contained in our Q4'23 Earnings Release issued on February 14, 2024
Reconciliation of Non-GAAP figures, Adjusted EBITDA and Non-GAAP Operating Income, are included in the Appendix of this presentation

# Capital Allocation Philosophy

### M&A

Pair existing distribution with more personalized and data-driven shopping experiences

### Organic Investments

Drive organic re-engagement and re-occurring revenue streams

### Capital Returns

Opportunistically return capital to shareholders though share repurchase authorization

**Maximize long-term free cash flow per share**

# Mid- to Long-Term Targets

| 2026 | Long-Term |
| --- | --- |
| **15%** of revenue<br>**Non-GAAP Operating Income Margin** | **15-20%**<br>**Revenue Growth** |
| Leverage in fixed cost base<br>Brand low double-digits % of revenue | >10% growth expected in financials services digital advertising[1]<br>+5-10 points driven by execution in growth pillars |
| 24% of revenue<br>Adjusted EBITDA Margin | |

1- eMarketer U.S. Financial Services Digital Ad Spending projected, Aug 2023 report
Reconciliation of forecasted Non-GAAP figures, Non-GAAP Operating Income margin, are included in the Appendix of this presentation

# On The Path To Executing Our Vision

- Taking share in a growing market
- NerdWallet Brand is a real and growing differentiator and re-investment moat
- Driving sustained audience growth in both existing + new verticals
- Long capital deployment runway through Vertical Integration + Reg & Data-driven engagement
- Delivering margin leverage as we execute on growth pillars

# Appendix

# Non-GAAP Financial Measures

We use non-GAAP operating income (loss) and adjusted EBITDA in conjunction with GAAP measures as part of our overall assessment of our performance, including the preparation of our annual operating budget and quarterly forecasts, to evaluate the effectiveness of our business strategies, and to communicate with our Board of Directors concerning our financial performance.

Non-GAAP operating income (loss): We define non-GAAP operating income (loss) as income (loss) from operations adjusted to exclude depreciation and amortization, and further exclude (1) impairment of right-of-use asset, (2) losses (gains) on disposals of assets, (3) change in fair value of contingent consideration related to earnouts, (4) deferred compensation related to earnouts, and (5) acquisition-related costs. We also reduce income from operations, or increase loss from operations, for capitalized internally developed software costs.

Adjusted EBITDA: We define adjusted EBITDA as net income (loss) from continuing operations adjusted to exclude depreciation and amortization, interest income (expense), net, provision (benefit) for income taxes, and further exclude (1) impairment of right-of-use asset, (2) losses (gains) on disposals of assets, (3) change in fair value of contingent consideration related to earnouts, (4) deferred compensation related to earnouts, (5) stock-based compensation, and (6) acquisition-related costs.

The above items are excluded from our non-GAAP operating income (loss) and adjusted EBITDA measures because these items are non-cash in nature, or because the amounts are not driven by core operating results and renders comparisons with prior periods less meaningful. We deduct capitalized internally developed software costs in our non-GAAP operating income (loss) measure to reflect the cash impact of personnel costs incurred within the time period.

We believe that non-GAAP operating income (loss) and adjusted EBITDA provide useful information to investors and others in understanding and evaluating our operating results and in comparing operating results across periods. Moreover, non-GAAP operating income (loss) and adjusted EBITDA are key measurements used by our management internally to make operating decisions, including those related to analyzing operating expenses, evaluating performance, and performing strategic planning and annual budgeting. However, the use of these non-GAAP measures have certain limitations because they do not reflect all items of income and expense that affect our operations. Non-GAAP operating income (loss) and adjusted EBITDA have limitations as financial measures, should be considered as supplemental in nature, and are not meant as substitutes for the related financial information prepared in accordance with GAAP. These limitations include the following:

- Non-GAAP operating income (loss) and adjusted EBITDA exclude certain recurring, non-cash charges, such as amortization of software, depreciation of property and equipment, amortization of intangible assets, impairment of right-of-use asset, and (losses) gains on disposals of assets. Although these are non-cash charges, the assets being depreciated and amortized may have to be replaced in the future, and non-GAAP operating income (loss) and adjusted EBITDA do not reflect all cash requirements for such replacements or for new capital expenditure requirements;
- Non-GAAP operating income (loss) and adjusted EBITDA exclude acquisition-related costs, including acquisition-related retention compensation under compensatory retention agreements with certain key employees, acquisition-related transaction expenses, contingent consideration fair value adjustments related to earnouts, and deferred compensation related to earnouts;
- Adjusted EBITDA excludes stock-based compensation, including for acquisition-related inducement awards, which has been, and will continue to be for the foreseeable future, a significant recurring expense in our business and an important part of our compensation strategy; and
- Adjusted EBITDA does not reflect interest income (expense) and other gains (losses), net, which include unrealized and realized gains and losses on foreign currency exchange, as well as certain nonrecurring gains (losses).

In addition, non-GAAP operating income (loss) and adjusted EBITDA as we define them may not be comparable to similarly titled measures used by other companies. Because of these limitations, you should consider non-GAAP operating income (loss) and adjusted EBITDA alongside other financial performance measures, including income (loss) from operations, net income (loss), and our other GAAP results.

# Non-GAAP Financial Measure Reconciliation - Non-GAAP OI

Non-GAAP operating income (loss) as we define it may not be comparable to similarly titled measures used by other companies. Because of these limitations, you should consider non-GAAP operating income (loss) alongside other financial performance measures, including income (loss) from operations and our other GAAP results.

We compensate for these limitations by reconciling non-GAAP operating income (loss) to income (loss) from operations, the most comparable GAAP financial measure, as follows:

| | Year Ended December 31, | | |
|---|---|---|---|
| *(in millions)* | **2021** | **2022** | **2023** |
| **Revenue** | **$ 379.6** | **$ 538.9** | **$ 599.4** |
| | | | |
| **Income (loss) from operations** | **(39.0)** | **(19.0)** | **3.6** |
| Depreciation and amortization | 27.1 | 37.0 | 48.2 |
| Acquisition-related retention | — | 2.8 | 5.3 |
| Deferred compensation related to earnouts | 2.1 | 1.7 | — |
| Impairment of right-of-use asset | — | — | 1.4 |
| Loss on disposal of assets | 0.8 | — | 0.2 |
| Change in fair value of contingent consideration related to earnouts | 18.1 | 6.7 | — |
| Acquisition-related expenses | 0.1 | 3.5 | 0.1 |
| Capitalized internally developed software costs | (24.0) | (33.7) | (32.4) |
| **Non-GAAP operating income (loss)** | **$ (14.8)** | **$ (1.0)** | **$ 26.4** |
| | | | |
| Operating income (loss) margin | (10%) | (4%) | 1% |
| Non-GAAP operating income (loss) margin[1] | (4%) | (0%) | 4% |

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(1)Represents non-GAAP operating income as a percentage of revenue

# Non-GAAP Financial Measure Reconciliation - Adjusted EBITDA

Adjusted EBITDA as we define it may not be comparable to similarly titled measures used by other companies. Because of these limitations, you should consider adjusted EBITDA alongside other financial performance measures, including net income (loss) and our other GAAP results.

We compensate for these limitations by reconciling adjusted EBITDA to net income (loss), the most comparable GAAP financial measure, as follows:

| | Year Ended December 31, | | |
|---|---|---|---|
| *(in millions)* | **2021** | **2022** | **2023** |
| **Revenue** | **$ 379.6** | **$ 538.9** | **$ 599.4** |
| | | | |
| **Net Loss** | **(42.5)** | **(10.2)** | **(11.8)** |
| Depreciation and amortization | 27.1 | 37.0 | 48.2 |
| Stock-based compensation | 17.9 | 34.4 | 38.8 |
| Acquisition-related retention | — | 2.8 | 5.3 |
| Deferred compensation related to earnouts | 2.1 | 1.7 | — |
| Impairment of right-of-use asset | — | — | 1.4 |
| Loss on disposal of assets | 0.8 | — | 0.2 |
| Change in fair value of contingent consideration related to earnouts | 18.1 | 6.7 | — |
| Acquisition-related expenses | 0.1 | 3.5 | 0.1 |
| Interest (income) expense, net | 1.3 | 1.0 | (2.8) |
| Other (gains) losses, net | (2.6) | — | 0.1 |
| Income tax provision (benefit) | 4.8 | (9.8) | 18.1 |
| **Adjusted EBITDA** | **$ 27.1** | **$ 67.1** | **$ 97.6** |
| | | | |
| Net loss margin | (11%) | (2%) | (2%) |
| Adjusted EBITDA margin[1] | 7% | 12% | 16% |

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(1)Represents adjusted EBITDA as a percentage of revenue

# Non-GAAP Financial Measure Reconciliation - 2024 Outlook

Refers to 2024 outlook as previously disclosed and contained in our Q4'23 Earnings Release issued on February 14, 2024

Non-GAAP operating income (loss) as we define it may not be comparable to similarly titled measures used by other companies. Because of these limitations, you should consider non-GAAP operating income (loss) alongside other financial performance measures, including income (loss) from operations and our other GAAP results.

We compensate for these limitations by reconciling reconciling forecasted non-GAAP operating income margin to forecasted operating income margin, the most comparable GAAP financial measure, as follows:

| | Forecasted Full Year 2024 |
|---|---|
| **Operating income margin[1]** | **3-4.5%** |
| Estimated adjustments for: | |
| Depreciation and amortization | 7-7.5% |
| Acquisition-related retention | 1% |
| Capitalized internally developed software costs | (4.5)-(5%) |
| **Non-GAAP operating income margin[2]** | **6.5-8%** |

(1) Represents forecasted operating income as a percentage of forecasted revenue
(2) Represents forecasted non-GAAP operating income as a percentage of forecasted revenue

**Adjusted EBITDA:** We have not provided a quantitative reconciliation of forecasted adjusted EBITDA margin, represented as forecasted adjusted EBITDA as a percentage of forecasted revenue, to the most directly comparable GAAP measure herein because we are unable, without making unreasonable efforts, to calculate certain reconciling items with confidence. These items include, but are not limited to, income taxes which are directly impacted by unpredictable fluctuations in the market price of the company's capital stock. These items, which could materially affect the computation of forward-looking GAAP net income (loss), are inherently uncertain and depend on various factors, many of which are outside of NerdWallet's control.

# Non-GAAP Financial Measure Reconciliation - 2026 Outlook

Non-GAAP operating income (loss) as we define it may not be comparable to similarly titled measures used by other companies. Because of these limitations, you should consider non-GAAP operating income (loss) alongside other financial performance measures, including income (loss) from operations and our other GAAP results.

We compensate for these limitations by reconciling reconciling forecasted non-GAAP operating income margin to forecasted operating income margin, the most comparable GAAP financial measure, as follows:

| | Forecasted Full Year 2026 |
|---|---|
| **Operating income margin[1]** | **13.5%** |
| Estimated adjustments for: | |
| Depreciation and amortization | 5-5.5% |
| Capitalized internally developed software costs | (3.5)-(4%) |
| **Non-GAAP operating income margin[2]** | **15%** |

(1) Represents forecasted operating income as a percentage of forecasted revenue
(2) Represents forecasted non-GAAP operating income as a percentage of forecasted revenue

**Adjusted EBITDA:** We have not provided a quantitative reconciliation of forecasted adjusted EBITDA margin, represented as forecasted adjusted EBITDA as a percentage of forecasted revenue, to the most directly comparable GAAP measure herein because we are unable, without making unreasonable efforts, to calculate certain reconciling items with confidence. These items include, but are not limited to, income taxes which are directly impacted by unpredictable fluctuations in the market price of the company's capital stock. These items, which could materially affect the computation of forward-looking GAAP net income (loss), are inherently uncertain and depend on various factors, many of which are outside of NerdWallet's control.

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