

RBC Capital Markets, LLC

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| FY Dec | 2010A | 2011A | 2012E | 2013E |
|-----------------|---------|--------|-----------|---------|
| Revenue (MM) | 279.6 | 337.4 | 432.2 | 500.5 |
| Prev. | | 336.0 | 392.7 | |
| Adj EBITDA (MM) | 25.1 | 36.0 | 46.7 | 78.6 |
| Prev. | | 38.1 | 53.6 | |
| Adj EPS - FD | | 0.07 | (1.33) | (0.74) |
| Prev. | | (0.04) | 0.21 | (, |
| P/AEPS | NM | NM | NM | NM |
| I / ALI J | 1444 | 1000 | 1 1 1 1 1 | 14/11 |
| Revenue (MM) | Q1 | Q2 | Q3 | Q4 |
| 2010 | 63.2A | 81.7A | 73.1A | 61.6A |
| 2011 | 72.7A | 99.0A | 89.6A | 76.0A |
| Prev. | | | | 74.7E |
| 2012 | 92.3E | 125.1E | 114.3E | 100.4E |
| Prev. | 82.5E | 116.0E | 104.9E | 89.3E |
| 2013 | 109.7E | 144.6E | 131.6E | 114.6E |
| Adj EBITDA (MM) | | | | |
| 2010 | 1.1A | 11.8A | 9.3A | 2.9A |
| 2011 | 2.6A | 20.4A | 12.7A | 0.4A |
| Prev. | | | | 2.4E |
| 2012 | (4.2)E | 25.5E | 18.5E | 6.9E |
| Prev. | 5.0E | 26.4E | 18.0E | 4.2E |
| 2013 | (2.0)E | 37.3E | 29.1E | 14.2E |
| Adj EPS - FD | | | | |
| 2011 | (0.12)A | 0.18A | 0.05A | (0.03)A |
| Prev. | | | | (0.15)E |
| 2012 | (0.28)E | 0.19E | (1.14)E | (0.09)E |
| Prev. | (0.07)E | 0.26E | 0.13E | (0.11)E |
| 2013 | (0.22)E | 0.39E | (0.94)E | 0.03E |
| | | | | |

All values in USD unless otherwise noted.

COMPANY UPDATE | COMMENT

FEBRUARY 24, 2012

Active Network, Inc. (NYSE: ACTV)
Steady Growth In Core, Acquisitions Boosting New
Market Expansion

Outperform Above Average Risk

| Price: | 15. 4 9 | Price Target: | 22.00 |
|------------------|--------------------|------------------------|-------|
| | | Implied All-In Return: | 42% |
| Shares O/S (MM): | 54.1 | Market Cap (MM): | 838 |
| Dividend: | 0.00 | Yield: | 0.0% |

Reported 4Q11 Earnings

Net: Active reported revenue 2% above our estimate and in-line EBITDA after adjusting for severance costs. Software revenue growth of 33% Y/Y was above our estimate, driven by recently acquired RTP and strong core hosting and implementation revenue. Core registration revenue was in-line, with revenue per registration growth of 5% and overall registration volume growth of 13%. Excluding the impact from the deferred revenue in 2012, ACTV's EBITDA guidance would have been \$62m at the midpoint (vs. the reported \$48m), and should revert back up in 2013 assuming no additional deferred revenue hits. ACTV continues to gain share in a highly fragmented and underpenetrated space, and we expect fairly stable growth and margin expansion in 2012 and 2013, ex the acquisition-related noise. We have raised our 2012E revenue by 10% to reflect the upside in core and the contribution from Starcite, but reduced our EBITDA by 13% to reflect the \$14m deferred revenue hit. We maintain our Outperform rating and price target of \$22.

Positives: Reported revenue of \$76m was 2% above our estimate and at the high end of the company's guided range. For 2012, management provided strong revenue guidance of \$430m at the midpoint, reflecting core growth of mid-teens, Starcite's \$36m contribution, and \$14m deferred revenue hit. Starcite should significantly increase ACTV's presence in the middle-market corporate events space, a nice addition to the strong footprint in Fortune 100. The Activeworks platform migration is on track and should benefit company margins. Backing out the acquisition of Starcite (\$47m in gross revenue, \$6m of EBITDA, and \$11m of deferred), ACTV is guiding core revenue up 17% to \$394m and EBITDA around \$56m, reflecting a margin of 14.2%, so we should see closer to 16% EBITDA margin in 2013, all else equal and with no additional deferred.

Negatives: Reported 4Q EBITDA of \$0.4m included \$1.9m of severance costs for Starcite; adjusting for that, results would have largely been in line with our \$2.4m estimate. The guidance for 2012 is clouded by the \$14m deferred revenue hit from the Starcite and RTP acquisitions, mentioned previously. Marketing revenues declined 15% Y/Y to \$10.6m; however, the decline was primarily driven by ad spend from a large sports advertiser being pulled forward into 3Q11, which showed 24% Y/Y growth, well above the historical average

Estimate Changes and Valuation: We have increased our 2012 revenue estimate by 10% and decreased our EBITDA estimate by 13%, and we have introduced our 2013 estimates. Our price target remains \$22.

Priced as of prior trading day's market close, EST (unless otherwise noted).

For Required Conflicts Disclosures, see Page 6.

Exhibit 1: 4Q11 Results vs. RBCCM Estimates & Consensus

| | <u>4Q11A</u> | 4Q11E | <u>Variance</u> | <u>3Q11A</u> | <u>% Q/Q</u> | <u>4Q10A</u> | <u>% Y/Y</u> | Cons. | <u>Guidance</u> |
|-------------------------------------|--------------|----------|-----------------|--------------|--------------|--------------|--------------|----------|-----------------|
| Registrations (mm): | | | | | | | | | |
| Total Registrations | 17.3 | 17.4 | -0.6% | 23.5 | -26% | 15.3 | 12.9% | | 12%-14% |
| Avg. Revenue per Registration | \$ 2.68 | \$2.62 | 2.3% | \$ 2.59 | 4% | \$ 2.56 | 4.6% | | 1%-3% |
| Revenues | | | | | | | | | |
| Registration revenue | 46.4 | 45.6 | 1.7% | 60.9 | -23.8% | 39.3 | 18.2% | | |
| Software revenue | 19.1 | 17.9 | 6.9% | 15.4 | 23.6% | 9.9 | 92.4% | | |
| Technology revenue | 65.5 | 63.5 | 3.1% | 76.3 | -14.2% | 49.2 | 33.1% | | |
| Marketing revenue | 10.6 | 11.2 | -5.6% | 13.3 | -20.5% | 12.4 | -15.0% | | |
| Net revenue | 76.0 | 74.7 | 1.8% | 89.6 | -15.2% | 61.6 | 23.4% | 74.4 | 72-76 |
| Cost of Revenues | 36.6 | 34.4 | 6.4% | 39.8 | -8.1% | 28.1 | 30.5% | | |
| Gross Profit | 39.4 | 40.3 | -2.1% | 49.8 | -20.8% | 33.5 | 17.5% | | |
| Operating Expenses: | | | | | | | | | |
| Sales and marketing expenses | 16.9 | 16.9 | 0.0% | 16.8 | 0.4% | 14.1 | 19.6% | | |
| Research and development expenses | 16.3 | 17.9 | -8.9% | 17.3 | -5.9% | 14.8 | 10.5% | | |
| General and administrative expenses | 14.2 | 10.7 | 32.1% | 10.4 | 36.3% | 8.8 | 61.3% | | |
| Amortization of intangibles | 3.9 | 3.9 | -2.0% | 3.7 | 5.5% | 4.0 | -3.2% | | |
| Stock-based compensation | 3.0 | 3.2 | -6.4% | 2.0 | 52.9% | 0.8 | 273.8% | | |
| Total Operating Expenses | 54.3 | 52.7 | 3.0% | 50.2 | 8.1% | 42.5 | 27.7% | | |
| Operating Income | (14.9) | (12.4) | 19.5% | (0.4) | 3506.8% | (8.9) | 66.2% | | |
| Depreciation & Amortization | 12.2 | 11.6 | 5.1% | 11.1 | 9.5% | 11.0 | 10.9% | | |
| Stock Based Compensation | 3.0 | 3.2 | -6.4% | 2.0 | 52.9% | 0.8 | 273.8% | | |
| Adjusted EBITDA | 0.4 | 2.4 | -85.1% | 12.7 | -97.2% | 2.9 | -87.6% | 2.4 | 1-3 |
| Margin | 0.5% | 3.2% | | 14.2% | | 4.6% | | | |
| Interest income | 0.0 | 0.0 | -19.4% | 0.0 | 12.5% | 0.0 | -24.3% | | |
| Interest expense | (0.1) | (0.4) | -77.3% | (0.1) | 16.5% | (1.3) | -93.3% | | |
| Other (expense) income, net | (0.1) | 0.0 | 0.0% | (0.0) | 272.7% | 0.3 | -139.2% | | |
| Pretax Income | (15.0) | (12.8) | 17.6% | (0.5) | 2782.4% | (9.9) | 51.4% | | |
| Income Tax Expense (benefit) | (6.6) | 0.8 | -920.5% | 0.9 | 821.3% | (0.8) | 674.1% | | |
| Reported Net Income | (8.5) | (13.6) | -37.6% | (1.4) | 492.3% | (9.1) | -6.7% | (13.5) | (15)-(13) |
| Adjusted EPS | (\$0.03) | (\$0.15) | -76.8% | \$0.05 | 243.5% | \$0.00 | | (\$0.15) | |

Source: RBCCM Estimates, Company reports

Exhibit 2: Summary of Estimate Changes

| Cildinges | | | | | | |
|----------------|---|--|--|--|---|--|
| | 1Q12E | | | 2012E | | Introducing 2013E |
| <u>Current</u> | <u>Prior</u> | <u>Delta</u> | <u>Current</u> | <u>Prior</u> | <u>Delta</u> | <u>Current</u> |
| 80.6 | 70.8 | 13.8% | 378.9 | 338.7 | 11.9% | 440.3 |
| 11.7 | 11.7 | 0.0% | 53.3 | 54.0 | -1.4% | 60.2 |
| 92.3 | 82.5 | 11.8% | 432.2 | 392.7 | 10.1% | 500.5 |
| 71.8 | 50.0 | -43.5% | 284.5 | 220.8 | -28.8% | 292.0 |
| (24.6) | (4.5) | 451.7% | (46.0) | 4.6 | -1109.7% | (3.1) |
| (4.2) | 5.0 | -183.9% | 46.7 | 53.6 | -12.9% | 78.6 |
| -4.6% | 6.1% | | 10.8% | 13.6% | | 15.7% |
| (24.6) | (6.1) | 300.8% | (45.9) | 67.2 | -168.3% | (3.0) |
| (\$0.28) | (\$0.07) | 297.1% | (\$1.33) | \$0.21 | -739.0% | (\$0.74) |
| | 80.6 11.7 92.3 71.8 (24.6) (4.2) -4.6% (24.6) | TQ12E Current 80.6 70.8 11.7 11.7 92.3 82.5 71.8 50.0 (24.6) (4.5) (4.2) -4.6% 6.1% (24.6) (6.1) | 1Q12E Current Prior Delta 80.6 70.8 13.8% 11.7 11.7 0.0% 92.3 82.5 11.8% 71.8 50.0 -43.5% (24.6) (4.5) 451.7% (4.2) 5.0 -183.9% -4.6% 6.1% (24.6) (6.1) 300.8% | 1Q12E Current Prior Delta Current 80.6 70.8 13.8% 378.9 11.7 11.7 0.0% 53.3 92.3 82.5 11.8% 432.2 71.8 50.0 -43.5% 284.5 (24.6) (4.5) 451.7% (46.0) (4.2) 5.0 -183.9% 46.7 -4.6% 6.1% 10.8% (24.6) (6.1) 300.8% (45.9) | 1Q12E 2012E Current Prior Delta Current Prior 80.6 70.8 13.8% 378.9 338.7 11.7 11.7 0.0% 53.3 54.0 92.3 82.5 11.8% 432.2 392.7 71.8 50.0 -43.5% 284.5 220.8 (24.6) (4.5) 451.7% (46.0) 4.6 (4.2) 5.0 -183.9% 46.7 53.6 -4.6% 6.1% 10.8% 13.6% (24.6) (6.1) 300.8% (45.9) 67.2 | 1Q12E 2012E Current Prior Delta Current Prior Delta 80.6 70.8 13.8% 378.9 338.7 11.9% 11.7 11.7 0.0% 53.3 54.0 -1.4% 92.3 82.5 11.8% 432.2 392.7 10.1% 71.8 50.0 -43.5% 284.5 220.8 -28.8% (24.6) (4.5) 451.7% (46.0) 4.6 -1109.7% (4.2) 5.0 -183.9% 46.7 53.6 -12.9% -4.6% 6.1% 10.8% 13.6% (24.6) (6.1) 300.8% (45.9) 67.2 -168.3% |

Source: RBCCM Estimates, Company reports

RBC Capital Markets®

Valuation

We value ACTV using a blended approach on our 2012 and 2013 estimates using 15x EV/EBITDA, a 3% FCF yield and 3.5x revenue. We take an average of these three metrics to arrive at our \$22 price target. These multiples are in range of the rest of our coverage universe, and we believe they are justified given the high revenue visibility and rapid EBITDA growth.

Exhibit 3: Valuation Worksheet

| Current Price | \$15.49 |
|---------------------------------|---------|
| Diluted Shares Outstanding | 54.1 |
| Current Market Cap | 838 |
| Less: Cash and Cash Equivalents | 108.7 |
| Less: Other Assets | 0.0 |
| Plus: Debt | 0.0 |
| Adjusted Enterprise Value | 729.4 |

| EV to EBITDA | 2012E | <u>2013E</u> |
|---|-------------------------------------|--------------------------------------|
| Adjusted EBITDA | 46.7 | 78.6 |
| Current EV/EBITDA Multiple | 15.6x | 9.3x |
| Target Multiple | 15.0x | 15.0x |
| Enterprise Value | 700.3 | 1179.7 |
| Plus: YE Cash | 86.4 | 119.2 |
| Plus: Other Assets | 0.0 | 0.0 |
| Less: YE Debt | 0.0 | 0.0 |
| Less: Minority Interest | 0.0 | 0.0 |
| Equity Market Capitalization | 786.6 | 1299.0 |
| FY End Projected Sharecount | 55.9 | 57.7 |
| Implied Stock Price on Forward EBITDA | \$14 | \$23 |
| _ | | |
| FCF Yield | <u>2012E</u> | 2013E |
| FCF per Share | \$0.36 | \$0.60 |
| Current FCF Yield | 2.3% | 3.9% |
| Target Yield | 3.0% | 3.0% |
| Implied Stock Price on Forward FCF | \$12 | \$20 |
| | | |
| EV to Revenue | <u>2012E</u> | <u>2013E</u> |
| Revenue | 432.2 | 500.5 |
| Current EV / Revenue Multiple | 1.7x | 1.5x |
| Target Multiple | | |
| raiget multiple | 3.5x | 3.5x |
| Enterprise Value | 3.5 x 1512.5 | 3.5x 1751.6 |
| • | | |
| Enterprise Value | 1512.5 | 1751.6 |
| Enterprise Value Plus: YE Cash | 1512.5 86.4 | 1751.6 119.2 |
| Enterprise Value Plus: YE Cash Plus: Other Assets | 1512.5 86.4 0.0 | 1751.6 119.2 0.0 |
| Enterprise Value Plus: YE Cash Plus: Other Assets Less: YE Debt | 1512.5 86.4 0.0 0.0 | 1751.6 119.2 0.0 0.0 |
| Enterprise Value Plus: YE Cash Plus: Other Assets Less: YE Debt Less: Minority Interest | 1512.5 86.4 0.0 0.0 0.0 | 1751.6 119.2 0.0 0.0 0.0 |

| Average | \$22 |
|---------|------|

Source: RBCCM Estimates, Company reports

Valuation

We value ACTV using a blended approach on our 2012 and 2013 estimates using 15x EV/EBITDA, a 3% FCF yield and 3.5x revenue. We take an average of these three metrics to arrive at our \$22 price target. These multiples are in range of the rest of our coverage universe, and we believe they are warranted by the high revenue visibility and rapid EBITDA growth.

Price Target Impediment

- 1) Margin expansion does not play out as expected.
- 2) Large contracts material to financial statements are lost during periodic re-bidding process.
- 3) Complications from M&A integration.

Company Description

Active Network provides event registration software and services to community, sport, business and outdoor organizations. In addition to registration processing, Active Network's technology platform provides organizations with various marketing, operating and analytics tools which help their clients' event management end-to-end by increasing event participation and reducing overall event costs.



Active Network -- Quarterly Earnings Analysis (\$ in millions, except per share amounts)

| | | 2010 |)A | ĺ | | | 201 | 1A | ſ | | | 201 | 2E | ſ | | | 2013 | E | ſ | |
|---|----------------|--------------------|--------------------|--------------------|----------------|------------------------------|----------------|--------------------|-----------------|-----------------|-----------------|----------------|----------------------|------------------|-----------------------|---------------------|------------------|------------------|--------------------|------------------|
| EV.D.: | Mar A | Jun A | Sep A | Dec A | 20404 | Mar A | Jun A | Sep A | Dec A | 20111 | Mar E | Jun E | Sep E | Dec E | 00405 | Mar E | Jun E | Sep E | Dec E | 00405 |
| FY Dec Technology revenue | 1QA 54.9 | 2QA 71.2 | 3QA 62.4 | 4QA 49.2 | 2010A 237.7 | 1QA 63.1 | 2QA 85.6 | 3QA 76.3 | 4QA 65.5 | 2011A 290.5 | 1QE 80.6 | 2QE 111.2 | 3QE 100.4 | 4QE 86.8 | 2012E 378.9 | 1 QE 96.4 | 2QE 128.8 | 3QE 115.8 | 4QE 99.2 | 2013E 440.3 |
| Marketing revenue | 8.3 | 10.5 | 10.7 | 12.4 | 41.9 | 9.6 | 13.5 | 13.3 | 10.6 | 46.9 | 11.7 | 13.9 | 14.0 | 13.6 | 53.3 | 13.3 | 15.7 | 15.8 | 15.4 | 60.2 |
| Net revenue | 63.2 | 81.7 | 73.1 | 61.6 | 279.6 | 72.7 | 99.0 | 89.6 | 76.0 | 337.4 | 92.3 | 125.1 | 114.3 | 100.4 | 432.2 | 109.7 | 144.6 | 131.6 | 114.6 | 500.5 |
| Cost of Revenues | | | | | | | | | | | | | | | | | | | | |
| Technology | 27.0 | 32.3 | 29.3 | 26.4 | 115.0 | 33.0 | 38.7 | 38.2 | 34.9 | 144.8 | 43.7 | 51.4 | 47.8 | 44.1 | 186.9 | 49.4 | 55.7 | 51.7 | 47.4 | 204.2 |
| Marketing | 1.0 | 1.7 | 1.8 | 1.6 | 6.2 | 1.2 | 1.5 | 1.6 | 1.7 | 6.0 | 1.4 | 1.5 | 1.6 | 2.2 | 6.7 | 1.5 | 1.6 | 1.8 | 2.4 | 7.4 |
| Total Cost of Revenues | 28.0 | 34.0 | 31.1 | 28.1 | 121.2 | 34.1 | 40.1 | 39.8 | 36.6 | 150.7 | 45.1 | 52.9 | 49.4 | 46.3 | 193.6 | 50.9 | 57.3 | 53.5 | 49.8 | 211.5 |
| Gross Profit | 35.2 | 47.6 | 42.0 | 33.5 | 158.4 | 38.6 | 58.9 | 49.8 | 39.4 | 186.6 | 47.2 | 72.3 | 64.9 | 54.1 | 238.5 | 58.7 | 87.3 | 78.1 | 64.8 | 288.9 |
| Operating Expenses: | | | | | | | | | | | | | | | | | | | | |
| Sales & Marketing | 14.5 | 15.0 | 14.9 | 14.1 | 58.5 | 16.8 | 18.3 | 16.8 | 16.9 | 68.8 | 24.5 | 24.4 | 21.5 | 20.3 | 90.7 | 26.9 | 25.3 | 22.1 | 20.9 | 95.2 |
| Research & Development | 14.9 | 16.2 | 15.0 | 14.8 | 60.9 | 16.1 | 16.2 | 17.3 | 16.3 | 65.8 | 20.4 | 20.4 | 20.9 | 20.5 | 82.3 | 22.0 | 20.7 | 21.5 | 21.1 | 85.3 |
| General & Administrative Amortization of Intangibles | 9.8 4.0 | 10.4 4.1 | 8.9 4.0 | 8.8 4.0 | 38.0 16.1 | 10.2 3.7 | 11.1 3.7 | 10.4 3.7 | 14.2 3.9 | 45.8 15.0 | 19.4 4.2 | 17.7 4.1 | 17.9 4.1 | 18.2 4.6 | 73.2 17.0 | 19.7 4.5 | 16.1 4.0 | 16.6 4.1 | 17.4 4.7 | 69.8 17.2 |
| Stock Based Compensation | 1.8 | 1.4 | 1.3 | 0.8 | 5.3 | 0.7 | 2.1 | 2.0 | 3.9 | 7.8 | 3.3 | 5.9 | 5.5 | 6.6 | 21.3 | 3.9 | 6.7 | 6.2 | 7.5 | 24.4 |
| Total Operating Expenses | 45.1 | 47.1 | 44.2 | 42.5 | 178.9 | 47.4 | 51.4 | 50.2 | 54.3 | 203.3 | 71.8 | 72.5 | 69.9 | 70.3 | 284.5 | 77.1 | 72.9 | 70.5 | 71.5 | 292.0 |
| Operating Income | (9.9) | 0.6 | (2.2) | (8.9) | (20.5) | (8.8) | 7.5 | (0.4) | (14.9) | (16.6) | (24.6) | (0.3) | (4.9) | (16.1) | (46.0) | (18.3) | 14.4 | 7.7 | (6.8) | (3.1) |
| Depreciation & Amortization | 9.2 | 9.9 | 10.2 | 11.0 | 40.3 | 10.7 | 10.8 | 11.1 | 12.2 | 44.9 | 17.1 | 19.9 | 18.0 | 16.4 | 71.4 | 12.4 | 16.2 | 15.2 | 13.5 | 57.4 |
| Stock Based Compensation | 1.8 | 1.4 | 1.3 | 0.8 | 5.3 | 0.7 | 2.1 | 2.0 | 3.0 | 7.8 | 3.3 | 5.9 | 5.5 | 6.6 | 21.3 | 3.9 | 6.7 | 6.2 | 7.5 | 24.4 |
| Adjusted EBITDA | 1.1 | 11.8 | 9.3 | 2.9 | 25.1 | 2.6 | 20.4 | 12.7 | 0.4 | 36.0 | (4.2) | 25.5 | 18.5 | 6.9 | 46.7 | (2.0) | 37.3 | 29.1 | 14.2 | 78.6 |
| Interest income | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Interest expense | (1.3) | (1.5) | (1.3) | (1.3) | (5.4) | (1.3) | (1.4) | (0.1) | (0.1) | (2.9) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other (expense) income, net | (0.4) | (0.2) | 0.8 | 0.3 | 0.5 | (0.1) | 0.2 | (0.0) | (0.1) | (0.0) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Pretax Income Income Tax Expense (benefit) | (11.6) 0.9 | (1.1) 0.9 | (2.8) 1.1 | (9.9) (0.8) | (25.3) 1.9 | (10.2) 0.8 | 6.3 0.8 | (0.5) 0.9 | (15.0) (6.6) | (19.4) (4.1) | (24.6) 0.0 | (0.3) 0.0 | (4.9) 0.0 | (16.1) 0.0 | (45.9) 0.0 | (18.3) 0.0 | 14.4 0.0 | 7.7 0.0 | (6.8) 0.0 | (3.0) 0.0 |
| Reported Net Income | (12.4) | (1.9) | (3.8) | (9.1) | (27.3) | (10.9) | 5.5 | (1.4) | (8.5) | (15.3) | (24.6) | (0.3) | (4.9) | (16.1) | (45.9) | (18.3) | 14.4 | 7.7 | (6.8) | (3.0) |
| • | (.=, | (::=) | (=.=) | (=, | (=::=) | () | | () | (===) | () | (=) | () | (112) | (, | (, | (1212) | | | (0.0) | (0.0) |
| Diluted Earnings per Share Pro forma Earnings per Share | | | | | | (\$0.15) | \$0.21 | \$0.06 | (\$0.03) | \$0.07 | (\$0.28) | \$0.19 | (\$1.14) | (\$0.09) | (\$1.33) | (\$0,22) | \$0.39 | (\$0.94) | \$0.03 | (\$0.74) |
| Adjusted Earnings per Share | | | | | | (\$0.13) (\$0.12) | \$0.21 | \$0.05 | (\$0.03) | \$0.07 | (\$0.28) | \$0.19 | (\$1.14) | (\$0.09) | (\$1.33) | (\$0.22) | \$0.39 | (\$0.94) | \$0.03 \$0.03 | (\$0.74) |
| B (B) B (B) | | | | | . " | | | | | | | S. | | | 4.0 | . | | | | |
| Pro forma Shares Outstanding | | | | | | 57.4 | 57.4 | 62.8 | 54.1 | 57.9 | 55.6 | 55.7 | 55.8 | 55.9 | 55.7 | 57.4 | 57.5 | 57.6 | 57.7 | 57.5 |
| Margin Analysis | | | | | | | | | | | | | | | | | | | | |
| Gross Profit Margin | 55.7% | 58.3% | 57.5% | 54.4% | 56.6% | 53.1% | 59.4% | 55.6% | 51.8% | 55.3% | 51.2% | 57.8% | 56.8% | 53.9% | 55.2% | 53.6% | 60.4% | 59.4% | 56.5% | 57.7% |
| Sales & Marketing as % of Net Revenue Research & Development as % of Net Revenue | 23.0% 23.6% | 18.3% 19.8% | 20.4% 20.6% | 22.9% 23.9% | 20.9% 21.8% | 23.0% 22.1% | 18.5% 16.3% | 18.8% 19.3% | 22.2% 21.4% | 20.4% 19.5% | 26.5% 22.1% | 19.5% 16.3% | 18.8% 18.3% | 20.2% 20.4% | 21.0% 19.0% | 24.5% 20.1% | 17.5% 14.3% | 16.8% 16.3% | 18.2% 18.4% | 19.0% 17.1% |
| General & Administrative as % of Net Revenue | 15.5% | 12.8% | 12.2% | 14.3% | 13.6% | 14.0% | 11.2% | 11.6% | 18.7% | 13.6% | 21.0% | 14.2% | 15.6% | 18.2% | 16.9% | 18.0% | 11.2% | 12.6% | 15.2% | 14.0% |
| Amortization as % of Net Revenue | 6.4% | 5.0% | 5.5% | 6.5% | 5.8% | 5.1% | 3.8% | 4.1% | 5.1% | 4.4% | 4.6% | 3.3% | 3.6% | 4.6% | 3.9% | 4.1% | 2.8% | 3.1% | 4.1% | 3.4% |
| Total Operating Expenses as % of Net Revenue | 71.3% | 57.6% | 60.5% | 69.0% | 64.0% | 65.2% | 51.9% | 56.0% | 71.4% | 60.2% | 77.8% | 58.0% | 61.1% | 70.0% | 65.8% | 70.3% | 50.4% | 53.6% | 62.4% | 58.4% |
| Operating Margin Adjusted EBITDA Margin | -15.6% 1.7% | 0.7% 14.5% | -3.1% 12.8% | -14.5% 4.6% | -7.3% 9.0% | -12.2% 3.5% | 7.6% 20.6% | -0.5% 14.2% | -19.5% 0.5% | -4.9% 10.7% | -26.7% -4.6% | -0.2% 20.4% | -4.3% 16.2% | -16.1% 6.8% | -10.6% 10.8% | -16.7% -1.8% | 9.9% 25.8% | 5.8% 22.1% | -5.9% 12.4% | -0.6% 15.7% |
| Incremental EBITDA Margin | 37.4% | 7.4% | 8.0% | 47.4% | 25.5% | 15.7% | 49.4% | 20.4% | -17.4% | 18.9% | -34.6% | 19.5% | 23.5% | 26.8% | 11.2% | 12.8% | 60.8% | 61.2% | 51.7% | 46.8% |
| Effective Tax Rate | -7.4% | -78.5% | -38.4% | 8.5% | -7.6% | -7.8% | 12.5% | -174.3% | 43.6% | 21.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Reported Net Income | -19.6% | -2.4% | -5.2% | -14.8% | -9.8% | -15.0% | 5.6% | -1.6% | -11.2% | -4.5% | -26.6% | -0.2% | -4.3% | -16.0% | -10.6% | -16.7% | 10.0% | 5.8% | -5.9% | -0.6% |
| Year Over Year Growth | | | | | | | | | | | | | | | | | | | | |
| Technology | 23.6% | 10.9% | 7.3% | 12.6% | 12.9% | 14.9% | 20.2% | 22.3% | 33.1% | 22.2% | 27.6% | 30.0% | 31.5% | 32.5% | 30.4% | 19.7% | 15.9% | 15.4% | 14.3% | 16.2% |
| Marketing | 29.5% | 36.3% | 40.2% | 16.5% | 29.4% | 15.9% | 28.2% | 24.3% | -15.0% | 11.9% | 22.3% | 3.5% | 5.0% | 29.0% | 13.5% | 13.0% | 13.0% | 13.0% | 13.0% | 13.0% |
| Net Revenue Cost of Revenues | 24.3% 15.8% | 13.6% 12.7% | 11.1% 11.7% | 13.3% 13.2% | 15.1% 13.2% | 15.0% 21.8% | 21.2% 18.0% | 22.6% 28.1% | 23.4% 30.5% | 20.7% 24.3% | 26.9% 32.1% | 26.4% 31.7% | 27.5% 24.0% | 32.1% 26.3% | 28.1% 28.4% | 18.8% 13.0% | 15.5% 8.4% | 15.1% 8.2% | 14.1% 7.7% | 15.8% 9.2% |
| Gross Profit | 32.1% | 14.2% | 10.7% | 13.5% | 16.6% | 9.6% | 23.6% | 18.6% | 17.5% | 17.9% | 22.4% | 22.8% | 30.4% | 37.4% | 27.8% | 24.4% | 20.8% | 20.4% | 19.6% | 21.1% |
| Operating Income | -23.2% | -153.0% | -56.8% | -28.0% | -35.0% | -10.5% | 1227.6% | -81.7% | 66.2% | -19.0% | 178.3% | -103.7% | 1100.1% | 8.5% | 176.6% | -25.5% | -5316.2% | -254.9% | -57.9% | -93.3% |
| Adjusted EBITDA | -130.6% | 6.5% | 6.7% | -600.7% | 59.5% | 137.1% | 72.3% | 36.2% | -87.6% | 43.5% | -263.8% | 25.0% | 45.7% | 1831.6% | 29.6% | -53.0% | 46.3% | 57.2% | 106.7% | 68.5% |
| Reported Net Income | -12.5% | -28.3% | -44.4% | -35.4% | -28.0% | -11.8% | -385.0% | -62.6% | -6.7% | -43.8% | 124.7% | -104.7% | 243.8% | 89.8% | 199.2% | -25.5% | -5684.0% | -256.1% | -58.1% | -93.5% |
| Pro Forma Diluted Earnings per Share Adjusted Earnings per Share | NA NA | NA NA | NA NA | NA NA | NA NA | NA NA | NA NA | NA NA | NA NA | NA NA | 87.7% 125.4% | -12.8% 4.8% | -2056.8% -2389.2% | 156.5% 156.5% | -1877.2% -1877.2% | -23.3% -23.3% | 106.9% 106.9% | -17.8% -17.8% | -129.3% -129.3% | -44.0% -44.0% |
| | INA | INA | INA | INA | INA | INA | INA | INA | INA | INA | 120.470 | 4.070 | 2003.270 | 100.076 | 1011.270 | 20.070 | 100.370 | 17.070 | 123.070 | T-1.0 /0 |
| Other Metrics Peer Defined Free Cash Flow | 29.7 | (3.3) | (4.9) | (9.9) | 11.7 | 31.6 | 20.0 | (12.9) | (8.8) | 30.0 | 2.9 | 16.4 | 12.4 | (11.9) | 19.9 | (1.3) | 19.4 | 22.7 | (6.3) | 34.5 |
| Free Cash Flow per Share | \$0.69 | (3.3) | (4.9) | (9.9) | \$0.30 | \$0.55 | \$0.35 | (\$0.20) | (8.8) | \$0.53 | \$0.05 | \$0.30 | \$0.22 | (\$0.21) | \$0.36 | (\$0.02) | \$0.34 | \$0.39 | (\$0.11) | \$0.60 |
| Company Defined Free Cash Flow | 33.8 | 0.0 | (2.5) | (9.5) | 21.8 | 34.8 | 22.9 | (15.5) | (33.7) | 8.6 | (34.3) | 21.8 | 17.3 | (5.9) | (1.1) | 2.2 | 25.7 | 28.5 | 0.6 | 57.1 |
| Free Cash Flow per Share | \$0.79 | \$0.00 | (\$0.05) | (\$0.21) | \$0.53 | \$0.61 | \$0.40 | (\$0.25) | (\$0.62) | \$0.14 | (\$0.62) | \$0.39 | \$0.31 | (\$0.11) | (\$0.02) | \$0.04 | \$0.45 | \$0.50 | \$0.01 | \$0.99 |

Source: Company reports and RBC Capital Markets



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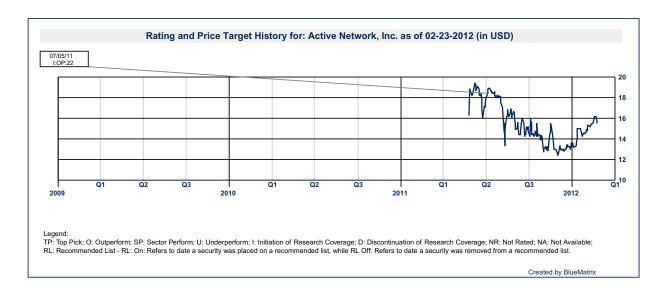
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| Rating | Count | Percent | Count | Percent | | | | | |
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