

QuinStreet

POWERING THE PERFORMANCE
MARKETING CHANNEL



INVESTOR PRESENTATION



Q2 FY18 UPDATE | CONFIDENTIAL

These slides and the accompanying oral presentation contain "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934 which are subject to risks and uncertainties. All statements other than statements of historical facts in these slides and the accompanying oral presentation, including statements regarding our anticipated financial results, growth, strategic and operational plans and results of analyses on impairment charges, are forward-looking statements. In some cases, you can identify forward-looking statements by terminology such as "believe," "may," "might," "objective," "estimate," "continue," "anticipate," "project," "intend," "will," "should," "could," "plan," "future," "expect," "predict," "potential," or the negative of these terms or other similar expressions. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including, but not limited to, investigation or enforcement activities of the Department of Education, the Federal Trade Commission and other regulatory agencies; the Company's ability to maintain and increase client marketing spend; the Company's ability to maintain and increase the number of visitors to its websites and to convert those visitors and those to its third-party publishers' websites into client prospects in a cost-effective manner; the impact of the current economic climate on the Company's business; the Company's ability to access and monetize Internet users on mobile devices; the Company's ability to attract and retain qualified executives and employees; the Company's ability to compete effectively against others in the online marketing and media industry both for client budget and access to third-party media; the Company's ability to identify and manage acquisitions; and the impact and costs of any alleged failure by the Company to comply with government regulations and industry standards; and a number of other factors out of our control, that may cause our business, industry, strategy or actual results to differ materially from the forward-looking statements. More information about potential factors that could affect the Company's business and financial results are contained in the Company's annual reports on Form 10-K and quarterly reports on Form 10-Q as filed with the Securities and Exchange Commission, and other factors that may not be known to us.

Because forward-looking statements are inherently subject to risk and uncertainties, some of which cannot be predicted or quantified and some of which are beyond our control, you should not rely on these forward-looking statements as predictions of future events. The events and circumstances reflected in our forward-looking statements may not be achieved or occur and actual results could differ materially from those projected in the forward-looking statements. Except as required by law, the Company does not plan to publicly update or revise any forward-looking statements contained herein, whether as a result of any new information, future events, changed circumstances or otherwise.



Leading Marketplace Platform

for "Research & Compare" Consumers on the Internet



Massive Shift to Online and to Performance

Growing Share of Client Spend



~\$360M FY18 Revenue Outlook

Scale - Unparalleled Data and Experience Curve



Unique Products and Technologies

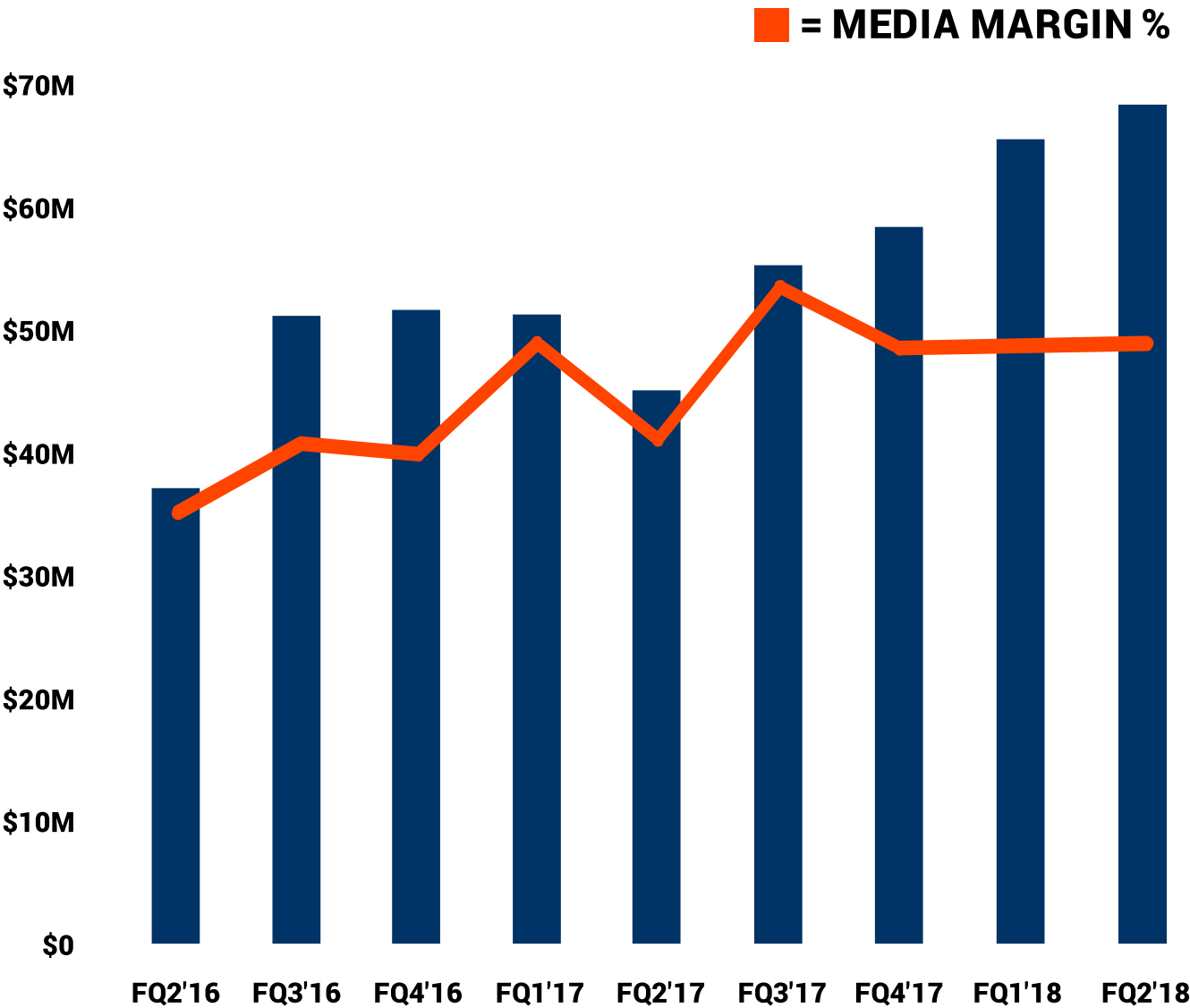
Strong Competitive Advantages



Emerging from Turnaround Period

Re-Expanding Margins and Cash Flow, Strong Growth in Core Verticals

REVENUE



79%
OF TOTAL REVENUE

33%
REVENUE CAGR

46%
MEDIA MARGIN \$ CAGR

**REVENUE
MOMENTUM**

\$87.5M

FQ2'18 ACTUAL – +33% YEAR-OVER-YEAR
HIGHEST IN OVER 5 1/2 YEARS

+~20%

FY18 EXPECTATION

**MARGIN
RE-EXPANSION**

8%

FQ2'18 ADJUSTED EBITDA

+1632%

YEAR-OVER-YEAR
1H FY2018 V. 1H FY2017

**INCREASING
CASH FLOW**

\$5.6M

FQ2'18 NORMALIZED FREE CASH FLOW

6%

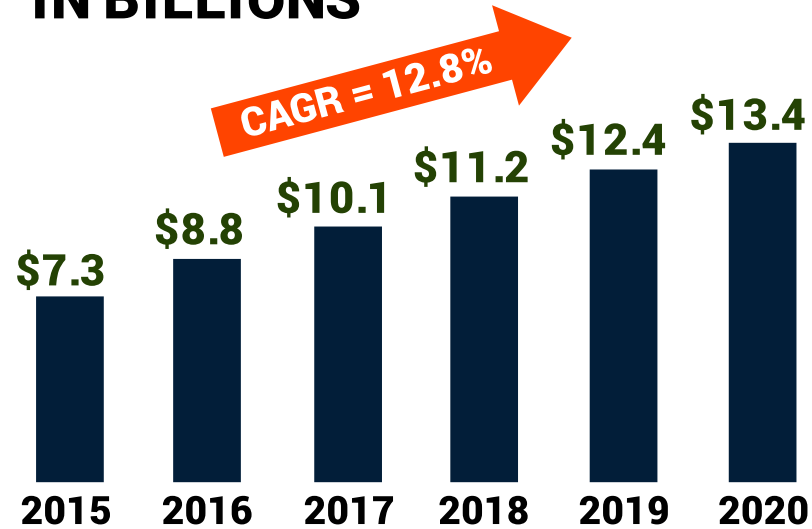
OF REVENUE

**STRONG
BALANCE SHEET**

\$42M CASH &
EQUIVALENTS

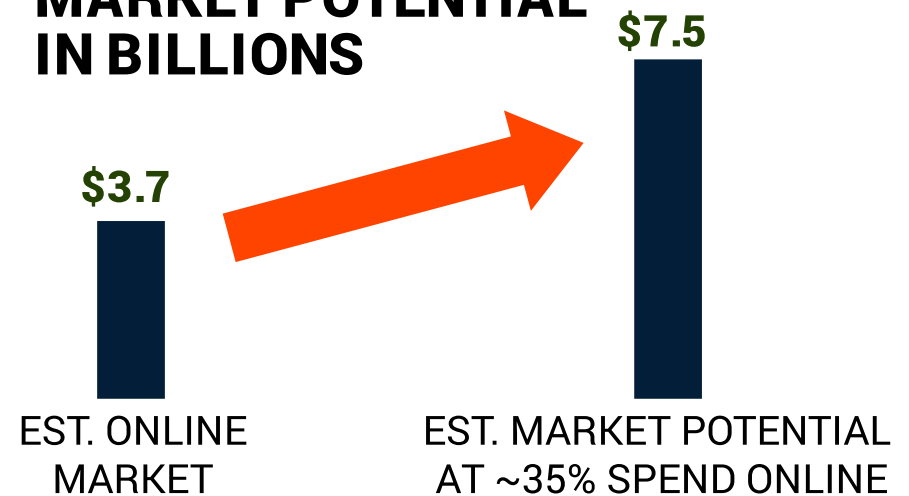
\$0 DEBT

FINANCIAL SERVICES 2015-2020 SPEND ONLINE IN BILLIONS



SOURCE (SRC): eMarketer, SEP 2016

HOME SERVICES FY18 MARKET POTENTIAL IN BILLIONS



SRC: QNST Analysis; Harvard Joint Ctr. for Housing Studies



PAGE 1 RESULTS: "ohio auto insurance"

The screenshot shows the first page of Google search results for the query "ohio auto insurance". The search bar at the top shows the query and the Google logo. Below the search bar, there are tabs for "All", "Maps", "News", "Images", "Shopping", "More", "Settings", and "Tools". The results show approximately 1,780,000 results in 0.87 seconds. The first result is an advertisement for "Auto Insurance Ohio - Quick & Easy Online Quote - acuity.com" with a 4.5-star rating. The second result is an advertisement for "\$19 Auto Insurance in OH - Insure.com". The third result is an advertisement for "Ohio Car Insurance | CarInsurance.com". The fourth result is an advertisement for "Ohio Car Insurance Quotes - Liberty Mutual". The fifth result is an advertisement for "Ohio Car Insurance - Cheap State Minimum Auto Insurance - SafeAuto". The sixth result is an advertisement for "Ohio Car Insurance - Get a Quote and Save - Esurance". The seventh result is a link to "Ohio-auto-insurance-coverages - Allstate". The eighth result is a link to "Best Cheap Car Insurance in Ohio for 2017 - NerdWallet".

Who Has the Cheapest Auto Insurance Quotes in Ohio? - ValuePenguin
<https://www.valuepenguin.com/best-cheap-car-insurance-ohio/>
 Here are the best auto insurance companies with the cheapest car insurance rates in Ohio. Click to compare auto insurance rates across companies and cities ...
[Cheapest Auto Insurance Companies](#) · [Best Car Insurance Rates: by City](#)

Acceptance Insurance | Ohio
<https://www.acceptanceinsurance.com/our-products/auto-insurance/ohio/>
 State Requirements. Drivers in Ohio must have a minimum of \$25,000 per person and \$50,000 per accident in bodily injury liability coverage, and \$25,000 per accident in property damage liability coverage. Basic Liability Coverage. Comprehensive and Collision Coverage. Uninsured Motorist Coverage.

Ohio Car Insurance Quotes - Liberty Mutual
 Looking for an Ohio car insurance quote? Learn more about auto coverage in the Buckeye State and a free quote today.

Ohio Car Insurance - Cheap State Minimum Auto Insurance - SafeAuto
 Learn more about the minimum requirements for auto insurance in Ohio. SafeAuto offers cheap car insurance to fit your budget. Get a free quote online.

Ohio Car Insurance - Get a Quote and Save - Esurance
 Get a personalized quote for car insurance in Ohio. From money-saving discounts to state-required coverages, we've got the lowdown on auto insurance.

Ohio-auto-insurance-coverages - Allstate
<https://www.allstate.com/auto-insurance/ohio-auto-insurance-coverages.aspx>
 Learn about Ohio auto insurance coverage levels and most common coverages in the state for all drivers or Graduated Driver Licensing for teen drivers.

Best Cheap Car Insurance in Ohio for 2017 - NerdWallet
<https://www.nerdwallet.com/blog/insurance/cheapest-car-insurance-in-ohio-oh/>
 May 9, 2017 - Find the best auto insurance in Ohio: Compare car insurance companies to get the cheapest insurance quotes and coverage.

■ = QNST O&O SITE

■ = QNST PARTNER

PARTNER BRAND NAMES INTENTIONALLY OBSCURED

PAGE 1 RESULTS (CONT.)

HIGH-VALUE SEO/SEM OWNED & OPERATED SITES

insurance.com  SM

Insure.com

 **CarInsurance**.COM

card**ratings** 

SAVINGSACCOUNTS.com

 **Schools.com**™
your future starts here

 **OnlineColleges**
WEBOPEDIA™

insurance.com
Shop. Switch. Save!

Auto Life Health Home Motorcycle

Home / Auto Insurance / Car Insurance For Teens

See how much YOU can save

Zip Code Age Current Insurance

☒ I own my home
the military?

Get Quote

See Offers From Our Top-Rated Partners

Get Quote

esurance **Get Quote**

MERCURY INSURANCE **Get Quote**

Car Insurance for teens

Posted: August 01, 2017

drivers and car insurance, things get confusing - and expensive - adding a male teen to their policy can expect their new rate to run in some cases 227% higher than insuring an adult driver alone, policy can be even more expensive. Let us guide you through special circumstances - so you find the best teen car

usually to add them onto your policy to mitigate some of ons and discounts that can save you money. We did as much ble for you, hunting down discounts and reading the fine print. In ompare auto insurance quotes using our quote comparison tool is best for you.

g, simply scroll down. You can also jump directly to your unique

compare to others

esurance an Allstate company	\$875
MERCURY INSURANCE	\$950
Safeco Insurance A Liberty Mutual Company Coverage has been changed	\$868
Titan Insurance Member National Company	\$835

Find the best car insurance rates

Buy car insurance online or over the phone in minutes

Compare Rates With Agent

LEADS

CLICKS

QUOTE COMPARISON

CALLS