

QuinStreet

POWERING THE PERFORMANCE MARKETING CHANNEL



INVESTOR PRESENTATION



Q4 FY21 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 that involve 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. Words such as “believe,” “may,” “might,” “objective,” “estimate,” “continue,” “anticipate,” “project,” “intend,” “will,” “outlook,” “should,” “could,” “plan,” “future,” “expect,” “predict,” “potential,” or the negative of these terms or other similar expressions, are intended to identify forward-looking statements. These forward-looking statements include the statements in quotations from management in this press release, as well as any statements regarding the Company's anticipated financial results, growth and strategic and operational plans. The Company's actual results may differ materially from those anticipated in these forward-looking statements. Factors that may contribute to such differences include, but are not limited to: the Company's ability to maintain and increase client marketing spend; the Company's ability, whether within or outside the Company's control, 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 Company's exposure to data privacy and security risks; the impact from risks and uncertainties relating to the COVID-19 pandemic and its aftermath; the impact of changes in industry standards and government regulation including, but not limited to investigation or enforcement activities of the Federal Trade Commission and other regulatory agencies; the impact of changes in our business, our industry, and the current economic and regulatory climate on the Company's quarterly and annual results of operations; 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 protect our intellectual property rights; and the impact from risks relating to counterparties on the Company's business. 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.



Digital Performance Marketplace Platform



Unique Products and Technologies



Huge Markets and Expansion Opportunities



Massive Shift to Online and Performance Marketing



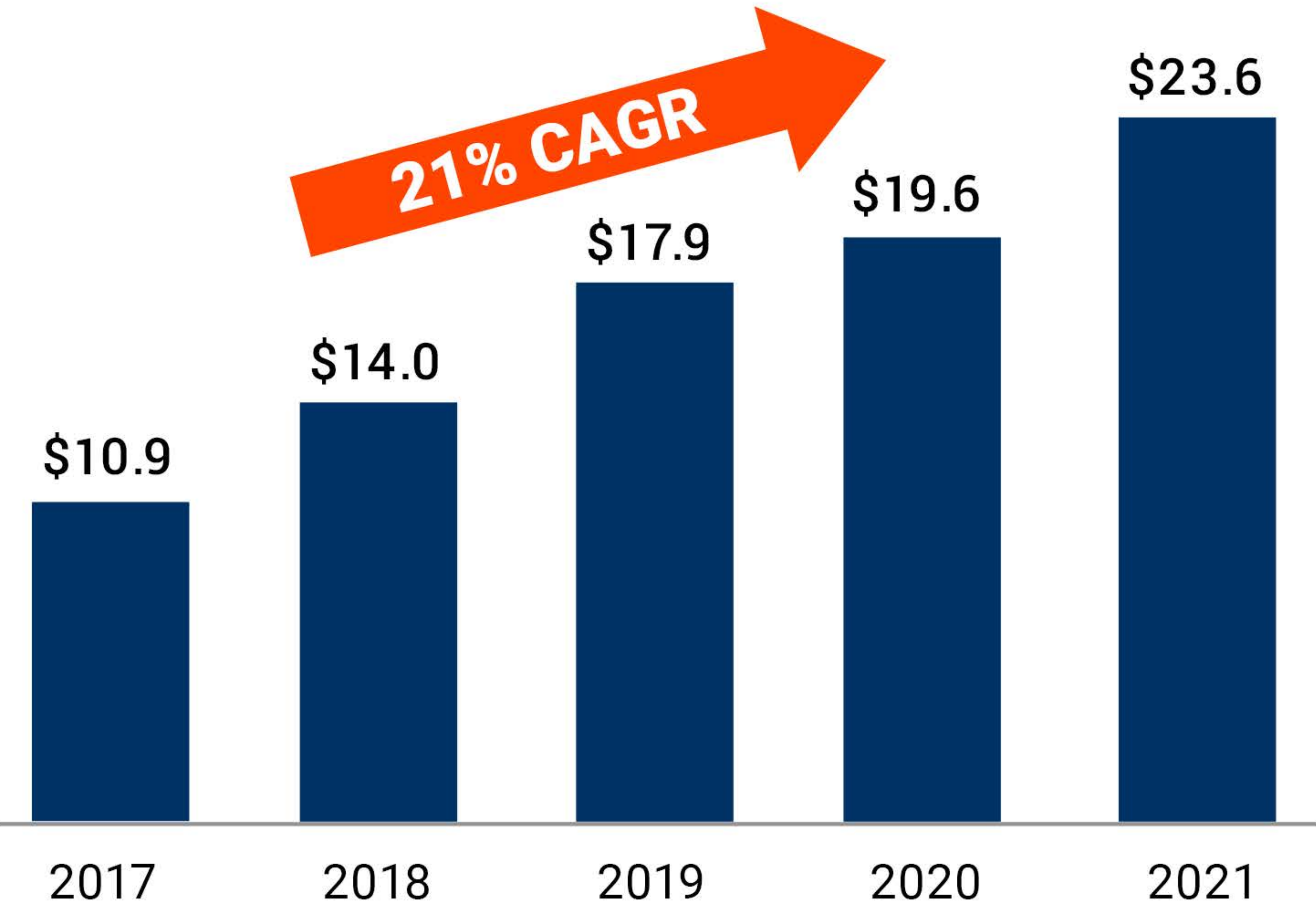
Double-Digit Revenue Growth and Expanding Margins



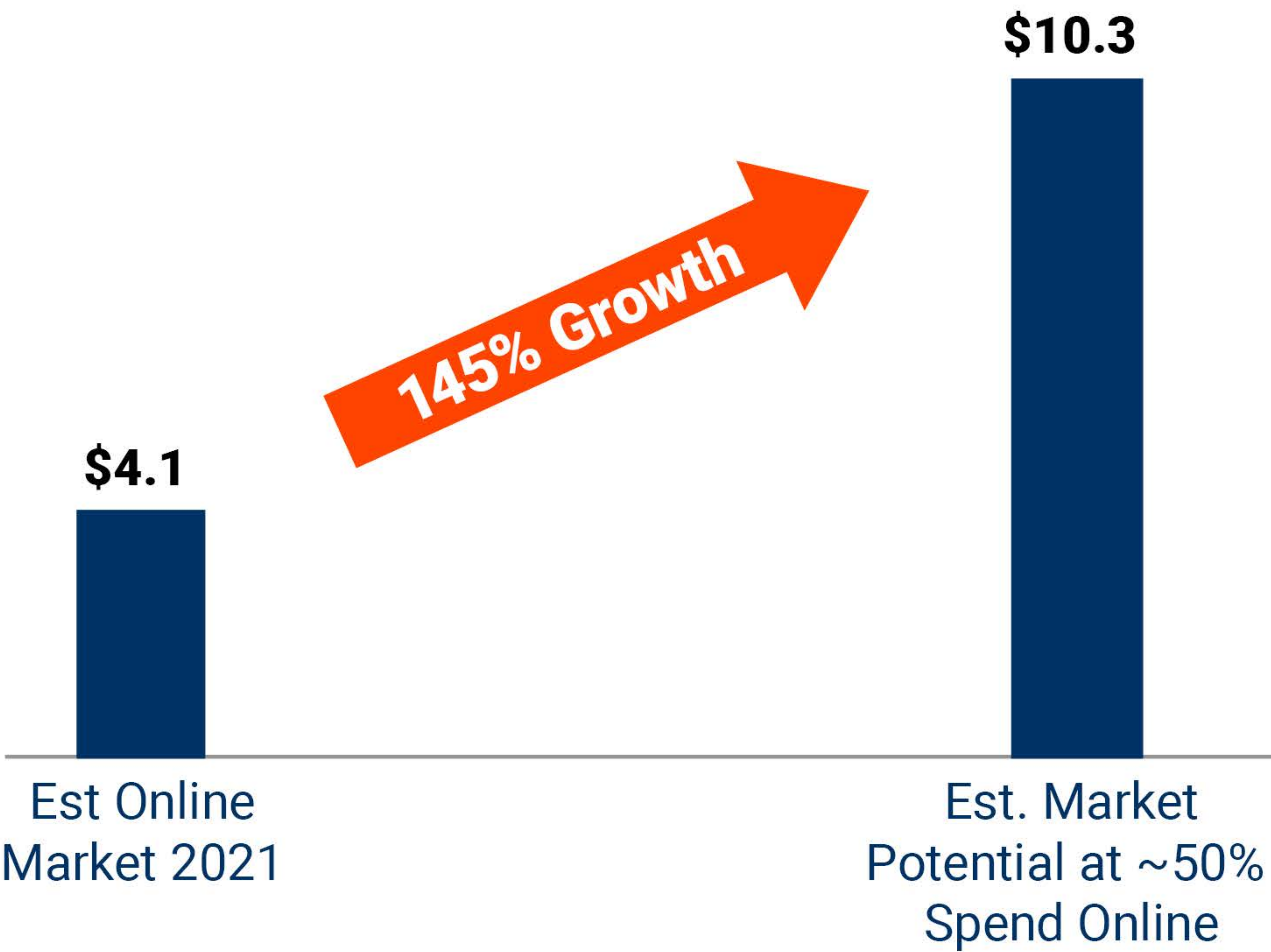
Strong Cash Flow and Balance Sheet

(\$ in billions)

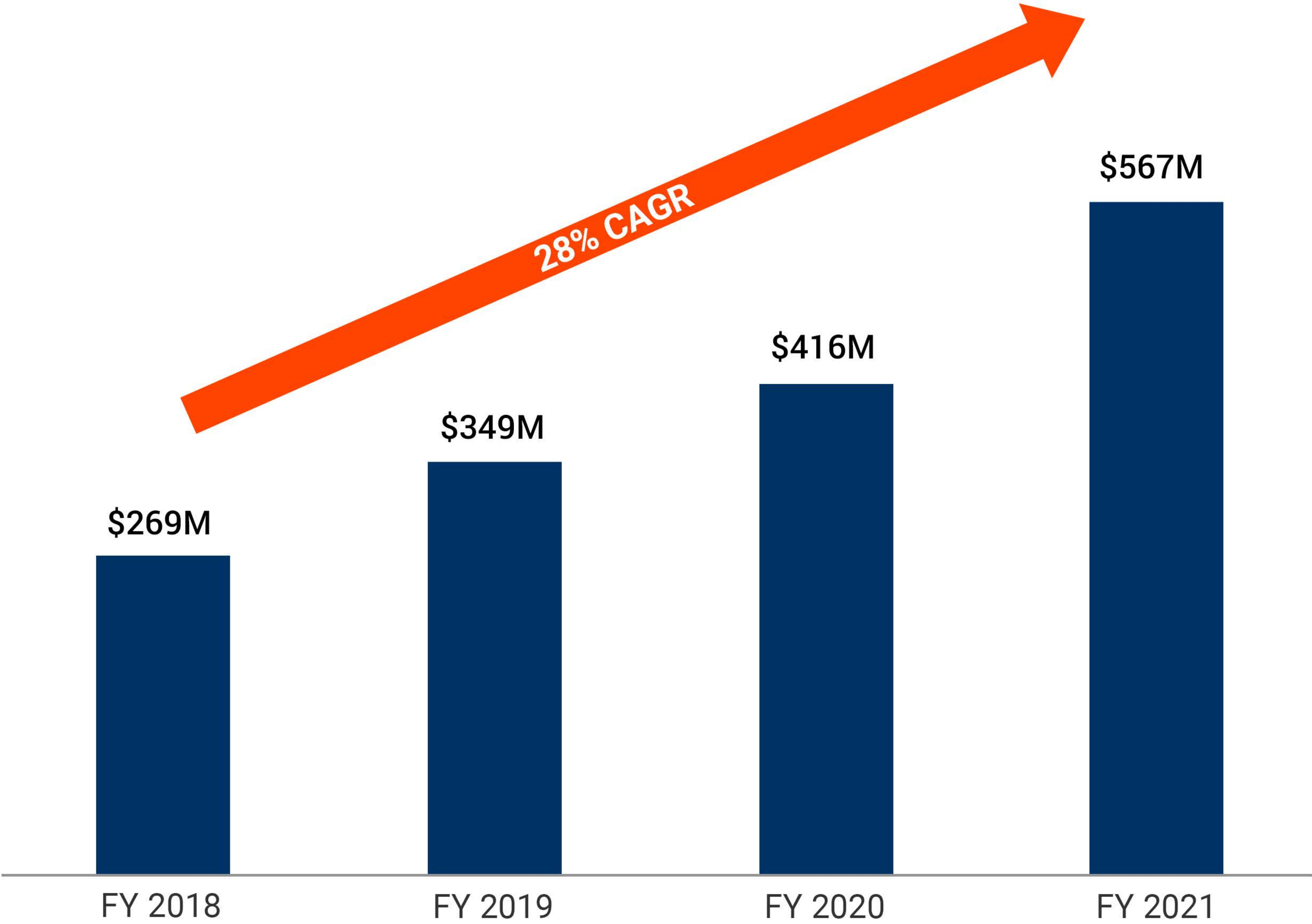
U.S. Financial Services Digital Ad Spend (2017-2021)



Home Services Market Potential







Source: eMarketer (19-Aug-2020); Transunion (31-Jul-2019); QNST Analysis; Harvard Jount Ctr. For Housing Studies



*Includes revenue excluding divested businesses



-  **Focusing on our biggest, best market opportunities**
-  **Growing client wallet share of digital and for QuinStreet**
-  **Adding products to capture more client spend and meet the needs of more consumers**
-  **Expanding the depth and breadth of our digital media reach**

PAGE 1 RESULTS: "ohio auto insurance"

The screenshot displays 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, navigation tabs for "All", "Maps", "News", "Images", "Shopping", "More", "Settings", and "Tools" are visible. The search results indicate "About 1,780,000 results (0.87 seconds)".

The results are categorized by color-coded boxes: orange for QNST O&O sites and blue for QNST Partner sites. The orange boxes include:

- Auto Insurance Ohio - Quick & Easy Online Quote - acuity.com**: An advertisement for acuity.com, featuring a 4.5-star rating and a link to www.acuity.com/.
- \$19 Auto Insurance in OH - Insure.com**: An advertisement for insure.com, offering free OH quotes and savings of 55-75%.
- Ohio Car Insurance | CarInsurance.com**: A page from carinsurance.com providing average annual rates for Ohio, ranked from cheapest to most expensive.

The blue boxes include:

- Who Has the Cheapest Auto Insurance Quotes in Ohio? - ValuePenguin**: A page from valuepenguin.com offering the best auto insurance companies with the cheapest rates in Ohio.
- Acceptance Insurance | Ohio**: A page from acceptanceinsurance.com detailing state requirements for auto insurance in Ohio.
- Ohio Car Insurance Quotes - Liberty Mutual**: A page from libertymutual.com looking for an Ohio car insurance quote.
- Ohio Car Insurance - Cheap State Minimum Auto Insurance - Safeco**: A page from safeco.com learning more about minimum requirements for auto insurance in Ohio.
- Ohio Car Insurance - Get a Quote and Save - Esurance**: A page from esurance.com getting a personalized quote for car insurance in Ohio.
- Ohio-auto-insurance-coverages - Allstate**: A page from allstate.com learning about Ohio auto insurance coverage levels.
- Best Cheap Car Insurance in Ohio for 2017 - NerdWallet**: A page from nerdwallet.com finding the best auto insurance in Ohio.

Legend:

- Orange box = QNST O&O SITE
- Blue box = 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**

 **MoneyRates**

 banktracker **AmONE**

modernize[®]
HOME SERVICES