

QuinStreet

PERFORMANCE MARKETPLACE
PRODUCTS & TECHNOLOGIES



INVESTOR PRESENTATION



Q1 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 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. 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 intend and undertakes no duty to release publicly any updates or revisions to 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



\$330M - \$345M FY18 Revenue Outlook

Scale - Unparalleled Data and Experience Curve



Unique Products and Technologies

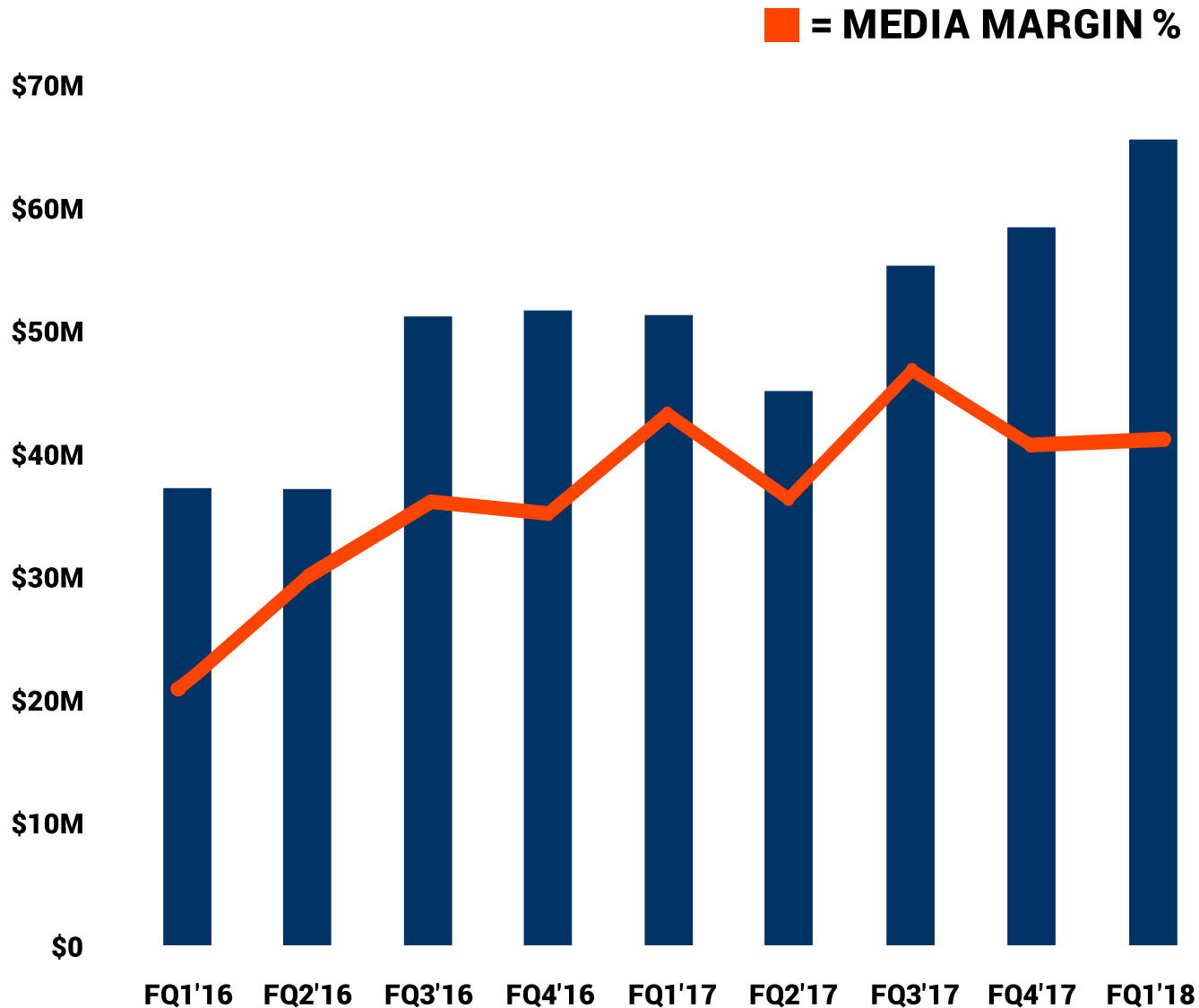
Strong Competitive Advantages



Emerging from Turnaround Period

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

REVENUE



75%
OF TOTAL REVENUE

33%
REVENUE CAGR

50%
MEDIA MARGIN \$ CAGR

**REVENUE
MOMENTUM**

\$87.4M

FQ1'18 ACTUAL
HIGHEST IN 5 1/2 YEARS

+10-15%

FY18 EXPECTATION

**MARGIN
RE-EXPANSION**

8%

FQ1'18 ADJUSTED EBITDA

+536%

YEAR-OVER-YEAR

**HIGHEST
IN 4YRS**

**INCREASING
CASH FLOW**

\$5.6M

FQ1'18 NORMALIZED FREE CASH FLOW

6%

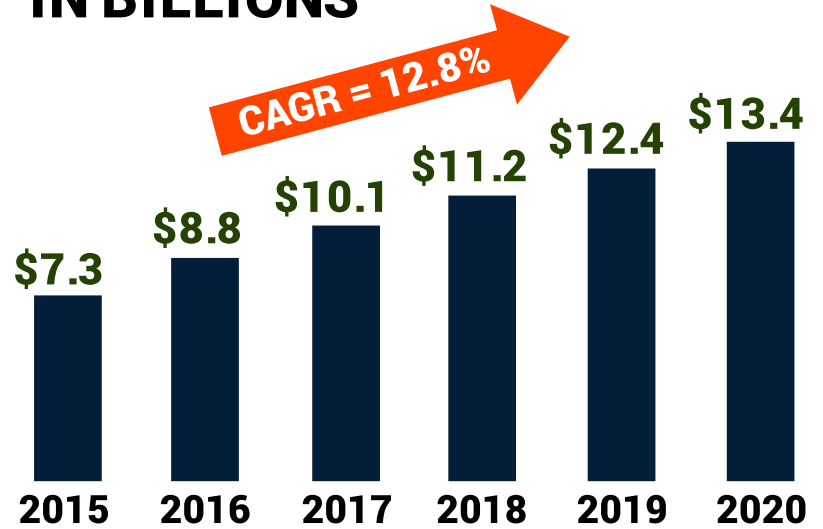
OF REVENUE

**STRONG
BALANCE SHEET**

\$50M CASH &
EQUIVALENTS

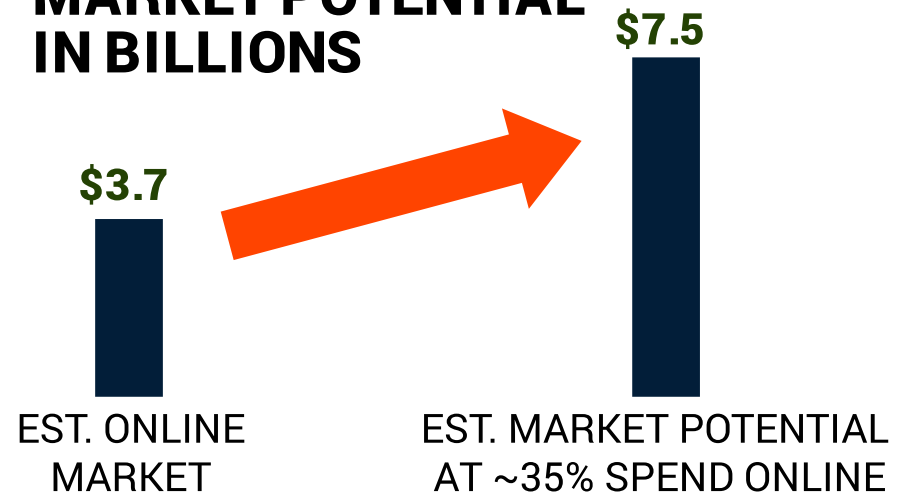
\$0 DEBT

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

**MAKING MEDIA AFFORDABLE
IN THE WORLD'S BIGGEST CHANNEL**

**"RESEARCH
& COMPARE"
CONSUMERS
ONLINE**

 **LARGE
MEDIA
PARTNERS**

 **TARGETED
WEB PUBS**

 **EMAIL**

 **SEO**

 **SEM**

 **CALL
CENTER**

 **SOCIAL**

**FIND,
CONNECT
WITH
RELEVANT
OFFERS**



**COST-
EFFECTIVE,
SCALE
CUSTOMER
ACQUISITION**

MARKETERS

INSURANCE 

MORTGAGE 

**CREDIT
CARDS** 

DEPOSITS 

**PERSONAL
LOANS** 

**HOME
SERVICES** 

**B2B
TECHNOLOGY** 

EDUCATION 

- SEGMENTATION**
- QUALIFICATION & MATCHING**
- RIGHT-PRICING**
- DEEP CLIENT & MEDIA INTEGRATIONS**
- OPTIMIZATION & REPORTING**
- BROADEST RANGE OF PERFORMANCE PRODUCTS**

PAGE 1 RESULTS: "ohio auto insurance"

Google search results for "ohio auto insurance". The search bar shows "ohio auto insurance" and the results page indicates "About 1,780,000 results (0.87 seconds)".

Results include:

- Ad: Progressive.com - Shop Our Official Site for Instant Auto Quotes & Comparisons Today! Ratings: Selection 9.5/10 - Ease of purchase 9.5/10 - Website 9/10 - Local agents 9/10
- Ad: acuity.com - Auto Insurance Ohio - Quick & Easy Online Quote - acuity.com. 4.5 ★★★★★ rating for acuity.com. Auto Insurance Quote In 5 Minutes. 275,000 Vehicles Kept Safe. Buy Online Now!
- Ad: insure.com - \$19 Auto Insurance in OH - Insure.com. Want the Cheapest Auto Insurance? Get Free OH Quotes & Save 55-75%!
- Ad: EverQuote.com - Best Cheap Auto Insurance - EverQuote.com. Cheapest Ohio Auto Insurance. Lowest Rates from \$28.99 / Month!
- Organic result: Ohio Car Insurance | CarInsurance.com. www.carinsurance.com/state/Ohio-car-insurance.aspx. Jun 1, 2017 - Below you'll see average annual rates for Ohio, ranked cheapest to most expensive, for three coverage levels: state minimum liability requirements. Liability limits of \$50,000 per person/\$100,000 per accident and \$50,000 property damage.

■ = QNST O&O SITE
 ■ = QNST PARTNER

PARTNER BRAND NAMES INTENTIONALLY OBSCURED

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 - Safeco
 Learn more about the minimum requirements for auto insurance in Ohio. Safeco 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.

PAGE 1 RESULTS (CONT.)

HIGH-VALUE SEO/SEM OWNED & OPERATED SITES

insurance.com  SM

Insure.com

 **CarInsurance.com**

card**ratings**

SAVINGSACCOUNTS.com

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

 **OnlineColleges**
WEBOPEDIATM

LEADS

CLICKS

CALLS

BINDABLE QUOTE COMPARISON

Compare Rates With Agent

See how much YOU can save

Home / Auto Insurance / Car Insurance For Teens

Auto Life Health Home Motorcycle

Shop. Switch. Save!

Zip Code Age Current Insurance

I own my home the military?

Get Quote

See Offers From Our Top-Rated Partners

PROGRESSIVE 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, and a policy can be even more expensive. Let us guide you through the process, special circumstances - so you find the best teen car insurance.

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

For example, simply scroll down. You can also jump directly to your unique quote for your car insurance policy.

Company	Rate
esurance on Allstate company	\$875
MERCURY INSURANCE	\$950
Safeco Insurance - Coverage has been changed	\$868
Titan Insurance	\$835