

# QuinStreet

POWERING THE PERFORMANCE  
MARKETING CHANNEL



INVESTOR PRESENTATION



Q2 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 impact from risks and uncertainties relating to the COVID-19 pandemic; 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 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 impact from risks relating to counterparties on the Company's business; 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 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 exposure to data privacy and security risks; and the Company's ability to protect its intellectual property rights. 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



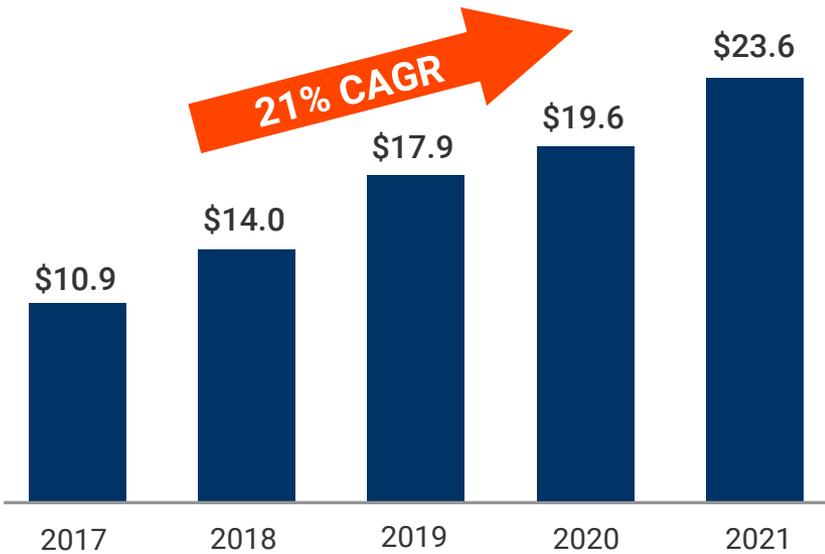
Double-Digit Revenue Growth and Expanding Margins



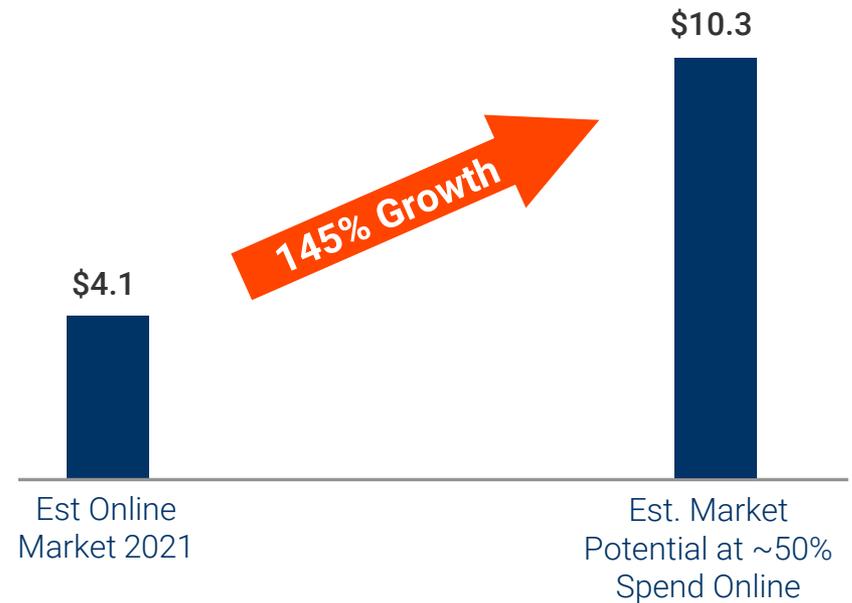
Strong Cash Flow and Balance Sheet

(\$ in billions)

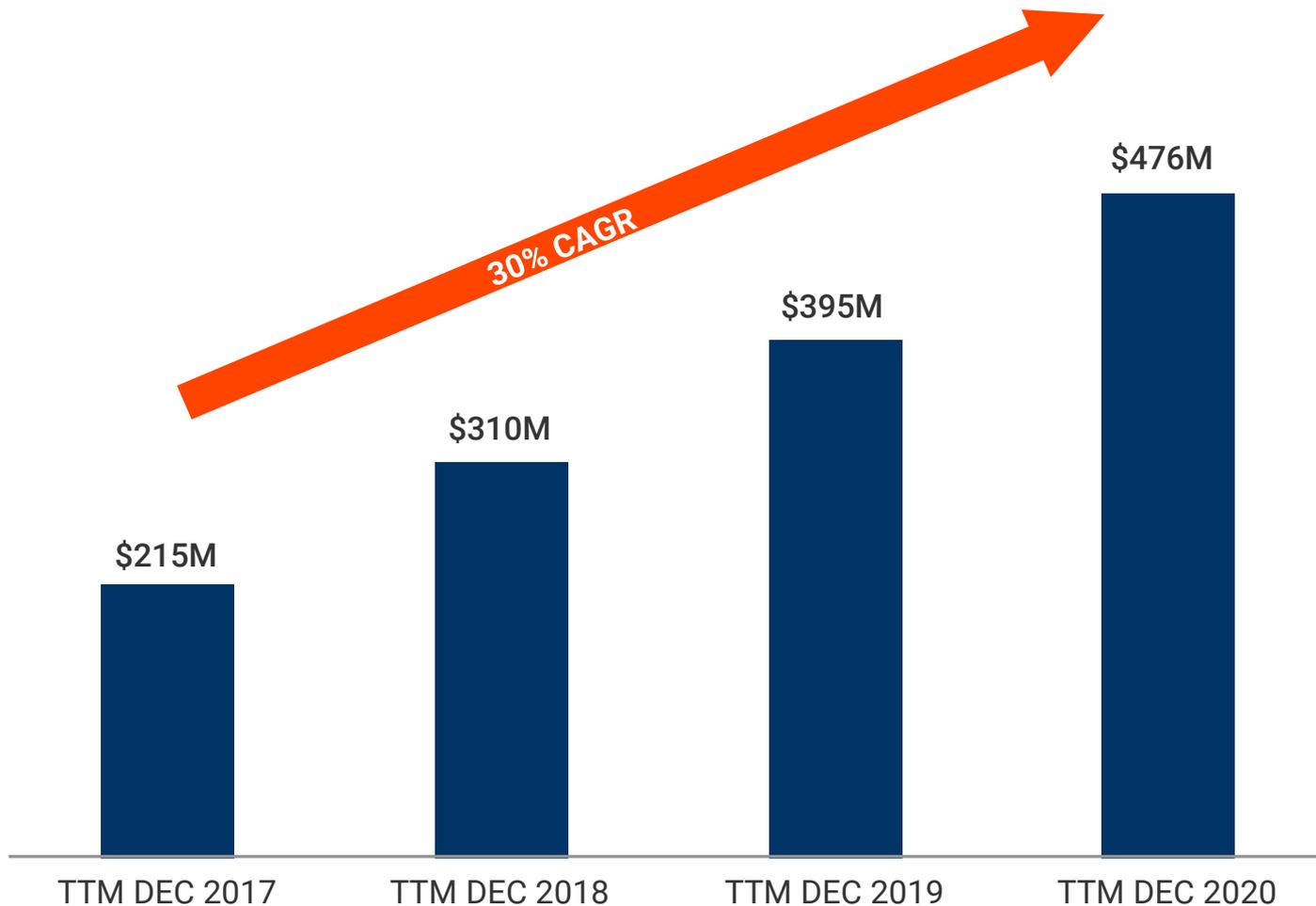
### U.S. Financial Services Digital Ad Spend (2017-2021)



### 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; deepening client integrations; adding clients in existing and new sub-verticals**
- **Expanding products to increase consumer and media yield; applying capabilities to serve broader range of client opportunities**
- **Adding and expanding relationships with major media partners; expanding owned and operated footprint**

## 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:** 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
- Auto Insurance Ohio - Quick & Easy Online Quote - acuity.com**  
www.acuity.com/ 4.5 ★★★★★ rating for acuity.com  
Auto Insurance Quote In 5 Minutes. 275,000 Vehicles Kept Safe. Buy Online Now!  
Home And Auto Insurance · Vehicle Replacement · Comprehensive & Collision · Liability Insurance  
A+ Rating 15 Years In A Row – Better Business Bureau  
Get Motorcycle Insurance · Bundle & Save · Homeowners Insurance · Auto Insurance 101
- \$19 Auto Insurance in OH - Insure.com**  
auto.insure.com/Ohio  
Want the Cheapest Auto Insurance? Get Free OH Quotes & Save 55-75%!  
Live Reps to Assist · Personalized Rates · Save on Average \$540 · Quotes in 5 Mins. or Less  
Insurance coverage: Car Insurance, Auto / Home Bundles, Multiple Discounts  
Best Ohio Rates · OH Drivers · Young & Teen Drivers · Compare Top Carriers · High Risk Coverage
- Ad:** Cheapest Ohio Auto Insurance. Lowest Rates from \$28.99 / Month!
- 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: tate minimum liability requirements. Liability limits of \$50,000 per person/\$100,000 per accident and \$50,000 property damage.  
You visited this page.

■ = 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 - Geico**  
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.

**Ohio Cheap Car Insurance - BestQuote.com**  
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**  <sup>SM</sup>

**insure.com**

 **CarInsurance.com**

card**ratings**

 **MoneyRates**

 banktracker **AmONE**

**modernize**<sup>®</sup>  
HOME SERVICES