Powering the performance marketing channel

QS QuinStreet

Safe Harbor Statement

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.

Mission Statement

Be the premier **performance marketplace & technology** provider to the **financial services** and **home services** industries.

Continue to be the **lead innovator** in **performance marketing**, the business **we pioneered**.

Performance Marketing.
Verified. Scaled. Trusted.

For more than **two decades**, QuinStreet has been a trusted customer acquisition engine for some of the biggest brands and most competitive industries in the world.

As a pioneer in **performance-based digital marketing**, QuinStreet connects millions of in-market consumers with the brands that serve them best — with precision, transparency, and measurable ROI.

QuinStreet at a Glance

Founded in **1999**

Profitable since **2001**

Over **$1B** in revenue

Over **$100M** in Adj. EBITDA

Billions of dollars in marketing campaigns

Thousands of media partners

Strong **cash flow** and **balance sheet**

Making Media Efficient in the World’s Biggest Channel

“In-Market” Consumers in Digital Media

- AI-Driven LLMs
- Large media partners
- Targeted web publishers
- SEM/SEO
- AEO/GEO (AI Search)
- Email & SMS
- Call Center
- Social, Display, Native

FINDING SOLUTIONS BETTER/FASTER

MAXIMIZING MEDIA YIELD/EFFICIENCY

Q | S

MEDIA BUYING POWER

ACCESS & SCALE

PERFORMANCE

COMPLIANCE

MATCHING TECHNOLOGIES

MEDIA & CLIENT INTEGRATIONS

UNSURPASSED, EXPENSIVE, DATA DRIVEN EXPERIENCE CURVE

CONSTANTLY OPTIMIZING MEDIA YIELD AND MONETIZATION

Client Marketers

- Insurance
- Home Services
- Loans & Credit Solutions
- Credit Cards
- Banking

Why Marketing Clients Choose Us

01

Proven Results.

We have over two decades worth of performance-based results driven by our know-how on what works for clients, consumers, and us – built on billions of dollars in media spend.

02

Scale and Reach.

We deliver big volumes for our clients through our access to millions of ready-to-transact consumers across our owned-and operated properties as well as thousands of media partners across the digital landscape.

03

Performance-driven model.

We only get paid if we deliver for our clients — and we only get paid commensurate to the value we provide.

04

End-to-end compliance.

Especially in insurance, finance, and other regulated spaces — our systems were built with compliance first, not bolted on.

Big Media Brands Across Our Verticals

HIGH-VALUE OWNED & OPERATED EXAMPLES

INSURANCE
insurance.com

INSURANCE
insure.com

HOME SERVICES
HomeBuddy.

INSURANCE
CarInsurance.com

CREDIT CARDS
cardratings

HOME SERVICES
modernize®
HOME SERVICES

LOANS & CREDIT SOLUTIONS
AmONE

BANKING
MoneyRates

Deep Competitive Advantages

A fast and effective developer and adopter of leading-edge AI technologies and tools, **we launched our first AI Algorithm in 2008.**

01

Massive store of proprietary data generated from billions of dollars of media spend

02

Massively scalable proprietary sophisticated technology stack

03

Thousands of proprietary workflows

04

Thousands of proprietary integrations with clients and media

05

Hundreds of engineers and technical product employees

06

Millions of permutations of dynamic campaign and marketplace variables

An AI Winner

EXAMPLES

We are expanding the application of AI to multiple of areas of the business.

Performance and Productivity

- Even more powerful optimization algorithms
- New and updated carrier rates faster
- More and better ads or creative, and resulting in faster campaign launches
- AI-enabled natural language analytics
- Dramatically improved software coding productivity

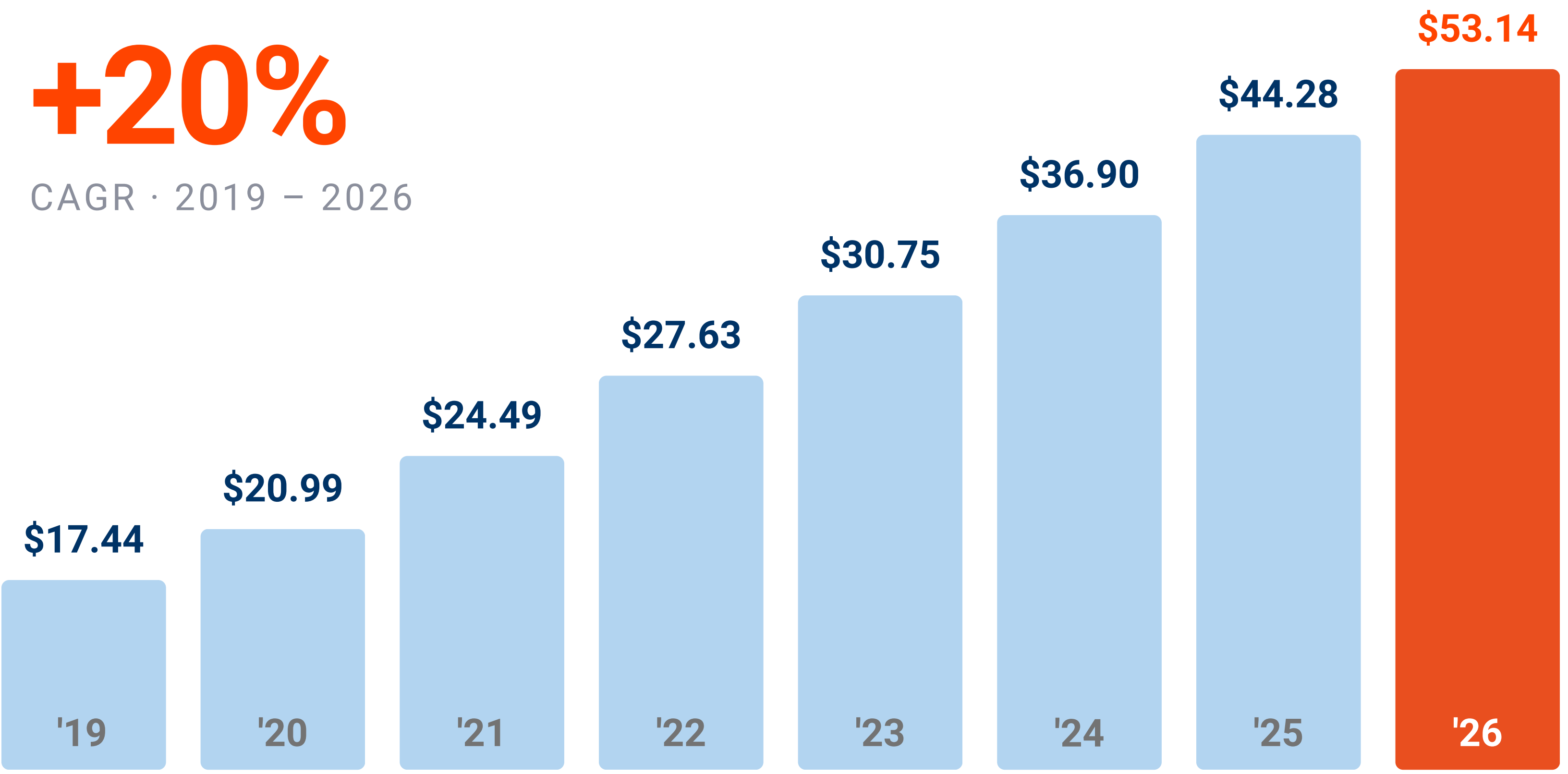
Revenue Opportunities

- Dramatic increase in revenue from our proprietary campaigns on Google as AI Overviews have expanded rapidly
- An early participant in OpenAI's advertising platform (live in both Insurance and Home Services)
- Improving consumer conversions in media and client campaigns through the use of conversational AI and other AI tools in interactions with in-market consumers.

Big Addressable Markets

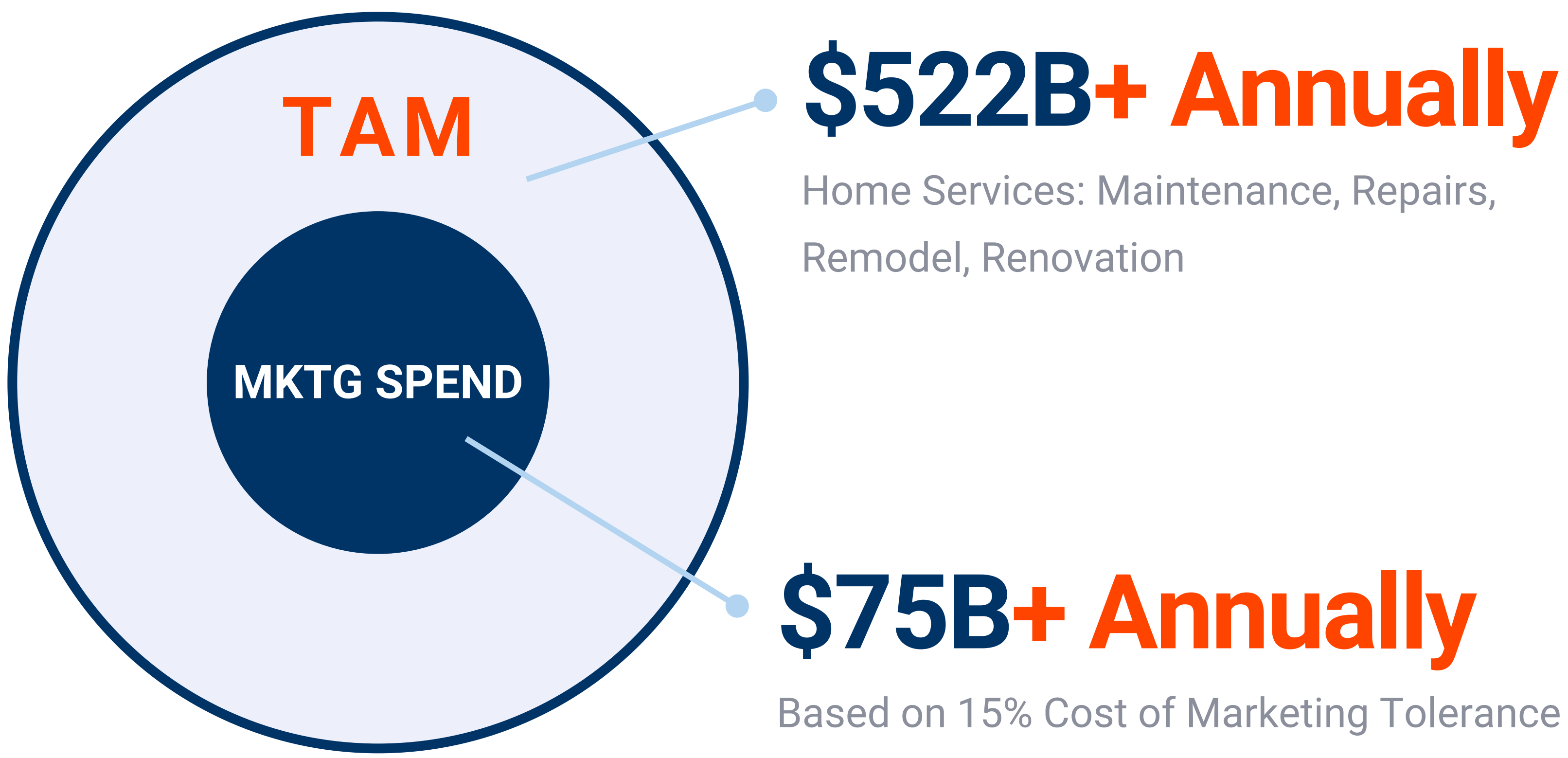
$ IN BILLIONS

U.S. Financial Services Digital Ad Spend, 2019–2026



$ IN BILLIONS

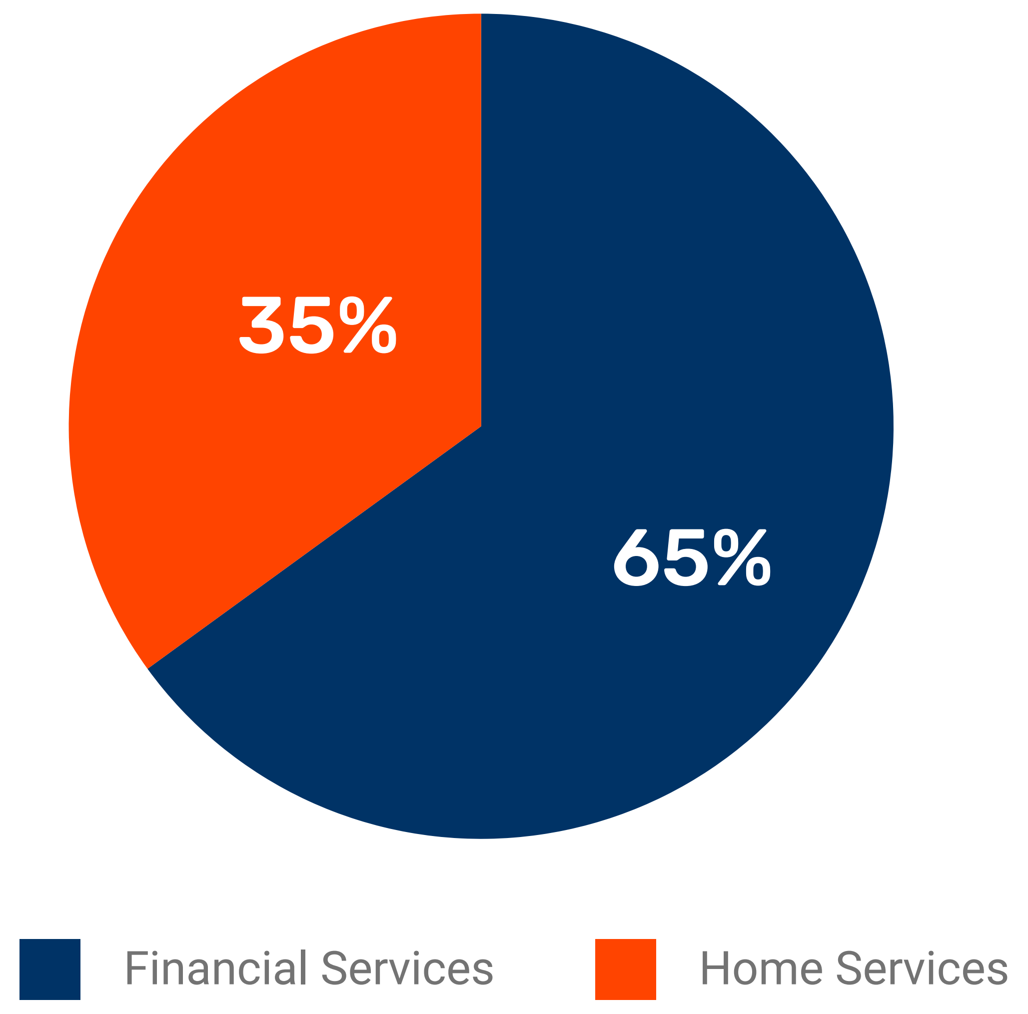
Home Services Market Potential

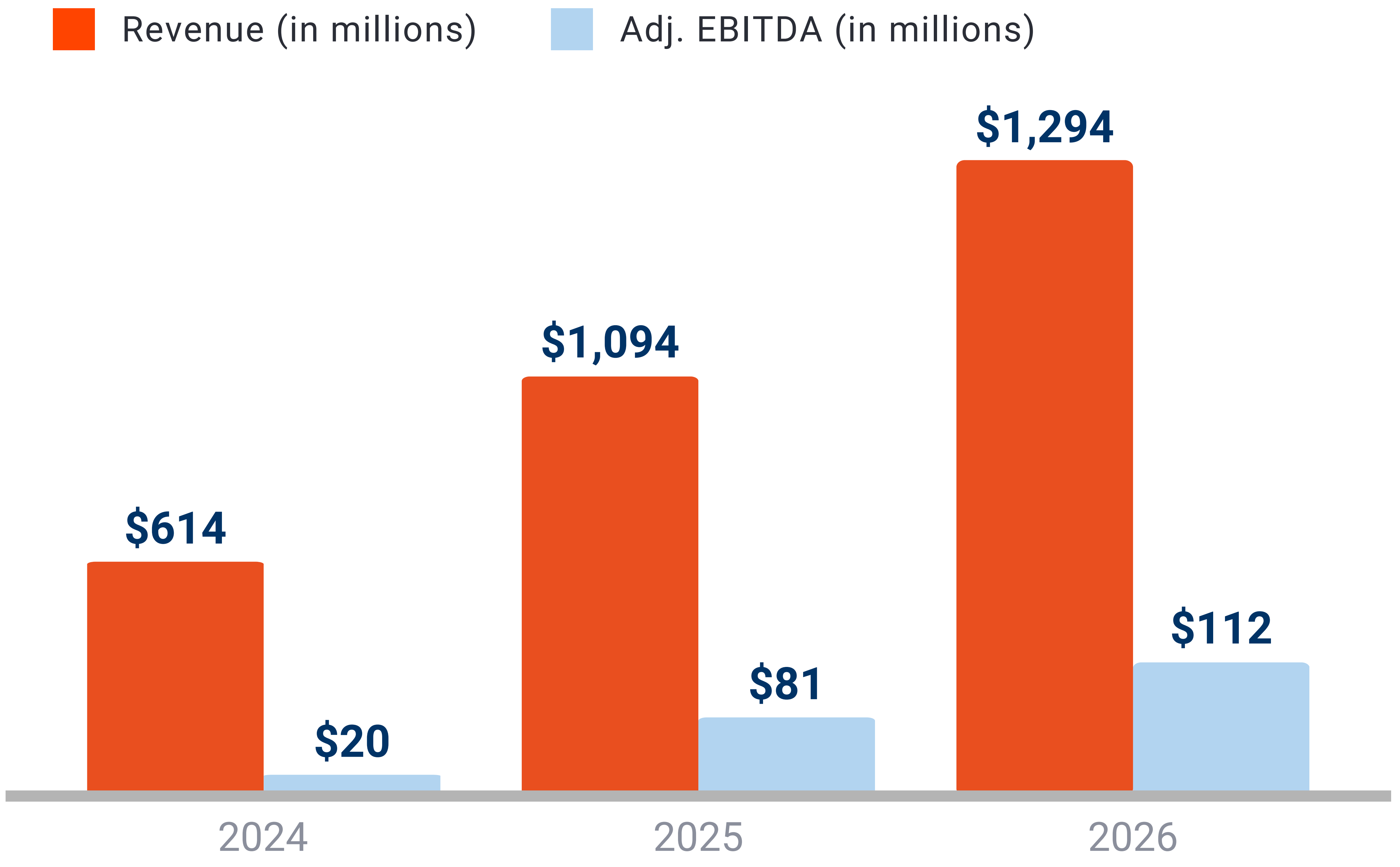


Source: Statista Research Department (07-Jul-2022); QNST Analysis; Angi, The Economy of Everything Home

Financials — Growing Revenue & Expanding Margins

Revenue as of 2027





Capital Deployment Framework

Investing in Core Business Growth

- **Investment in Growth Initiatives**
- **Working Capital**
- **Capital Expenditures**
  ↳ Less than 1% of Revenue

Targeted Acquisitions & Industry Consolidation

- **Acquisitions**
  ↳ HomeBuddy, Modernize, AquaVida, AmOne

Returning Capital to Shareholders

- **Share Repurchases**
  ↳ Over $100 Million completed; $40 Million New Authorization

Key Growth Initiatives

01 **Scaling Nine-Figure Businesses in Big Markets: Insurance, Home Services, & Credit-Driven Verticals**

02 **Continuing to Grow Digital and Client Wallet Share**

03 **Expanding Footprint to Capture More Budget, Access More Media, and Increase Yield**

04 **Continue to Develop Industry Best Technologies**

Key Investment **Highlights**

01 Digital Performance Marketplace Platform

02 Unique & Strong Competitive Advantages

03 Huge Markets & Expansion Opportunities

04 Massive Shift to Online and Performance Marketing

05 Growing Revenue & Expanding Margins

06 Strong Cash Flow & Balance Sheet