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The Leading Marketplace for Home Services

8M+ HOMEOWNERS LTM

142K+ SERVICE PROVIDERS (“SPs”)

NATIONWIDE MARKETPLACE
400+ MSAs COVERED

$12B+ SP PROJECT VALUE LTM

12M+ SERVICE REQUESTS (“SRs”) LTM
Number One
HOME SERVICES MARKETPLACE
and Pulling Away

#1 in REVENUE

#1 in SERVICE PRO NETWORK

#1 in SERVICE PRO NETWORK GROWTH

#1 in SALES FORCE SIZE

#1 in SERVICE REQUESTS

#1 in ON-DEMAND CONNECTIONS
(Only national platform)
Straight Forward Business Model Driven by Customer Success

Service professional connection fees tied to project value and geographic locale

HOMEOWNER SUBMITS SERVICE REQUEST
~$3K Avg Project Value

SERVICE PRO COMPLETES PROJECT
~$30 Avg Connect Fee

~3-4% Effective HomeAdvisor Take Rate
THE BEST WAY TO GET HOME PROJECTS DONE

Unparalleled in convenience, safety and ease for doing home projects.

HOMEOWNER BENEFITS

➤ LARGEST PRO NETWORK
142K+ paying & engaged service pros

➤ SAFETY AND SECURITY
Criminal & financial background checks on pros

➤ ADVANCED MATCHING
Connect with pros available to take on new work in your zip code

➤ ON-DEMAND SERVICE (IB/IC)
Only national scale solution providing on-demand services

➤ BEST RESEARCH TOOLS
Most comprehensive reviews and project cost guide
THE BEST WAY TO CONNECT WITH NEW CUSTOMERS

LARGEST & MOST EFFECTIVE MARKETING PLATFORM FOR HOME SERVICE PROVIDERS

SERVICE PRO BENEFITS

➤ LARGEST CONSUMER AUDIENCE
Leading online destination for homeowners seeking service pros

➤ TRACKABLE ROI
Measure win rate and specific return of marketing spend

➤ TOTAL CONTROL
Turn on and off homeowner project requests as needed

➤ ON-DEMAND
Synchronized calendar & instant phone connections

➤ TAILORED FOR HOME SERVICE PROS
Customer management tools go beyond generic keyword bidding & directory listings
Significant upside on take rate and brand awareness

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Home Services</th>
<th>Crafts &amp; Handmade</th>
<th>Restaurant Reservations</th>
<th>Food Delivery</th>
<th>Vacation Rentals</th>
<th>Real Estate</th>
<th>Travel</th>
<th>eCommerce</th>
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</thead>
<tbody>
<tr>
<td>TAM</td>
<td>$400B</td>
<td>$34B</td>
<td>$3T</td>
<td>$54B</td>
<td>$100B</td>
<td>$77B</td>
<td>$1.4T</td>
<td>$1.7T</td>
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<tr>
<td>GMV (Transaction Value)</td>
<td>$12B</td>
<td>$2.7B</td>
<td>$12B</td>
<td>$2.4B</td>
<td>$4.7B</td>
<td>$3.2B</td>
<td>$61B</td>
<td>$82B</td>
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<td>Market Share</td>
<td>3.0%</td>
<td>8.1%</td>
<td>0.4%</td>
<td>4.4%</td>
<td>4.7%</td>
<td>4.2%</td>
<td>4.4%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Take Rate</td>
<td>3-4%</td>
<td>12%</td>
<td>2-3%</td>
<td>15%</td>
<td>10%</td>
<td>15%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Adjusted EBITDA (LTM)</td>
<td>$42M</td>
<td>$56M</td>
<td>$81M</td>
<td>$118M</td>
<td>$118M</td>
<td>$148M</td>
<td>$1.3B</td>
<td>$3.5B</td>
</tr>
</tbody>
</table>

(1) Domestic for all metrics excl. EBITDA
(2) Company reports; TAM: Fung Global Retail & Technology report; Crafts, Fine Arts & Jewelry & beads spend; Techcrunch: Unpacking Etsy’s S1
(3) TAM: Global restaurant industry; equity analyst research reports mid-2013; EBITDA LTM as of Q2 2014
(4) Company reports; TAM: Euromonitor & MS 2013: Independent & Chain Delivery & Takeaway Market (Excl. Amazon Inventory Sales)
(5) TAM: Skift (Global) (All metrics 2014 pre-Expedia acquisition); Techcrunch: Unpacking Etsy’s S1
(6) TAM represents total real estate agent commissions; Equity Research Reports (BofA Merrill Lynch; Needham); EBITDA Capital IQ $5.5M + $142.5M legal settlement Q2 '16 per company reports
(7) Company reports; eMarketer: 2015 Digital Travel Sales Worldwide; Phocuswright: 2015 Global Online Travel Spending
(8) Company reports; eMarketer: Total Retail Sales Worldwide (Includes StubHub)
MARKET SIZE & OPPORTUNITY
A Very Large Market Size in Terms of Total Spend on Projects

$400B
HOME SERVICES MARKET

WE HAVE ~3%
of Projects

2-3MM
SERVICE PROVIDERS

WE HAVE ~5%
of all SPs

References:
1. NYT
2. $12B GMV / $400B Market
3. Our network of 142K service providers / 2-3M service providers
Two Major Market Opportunities: Online Migration & Millennials Buying Homes

~90% of homeowners use WORD OF MOUTH & OFFLINE when hiring a home pro

~2X homeowners ages 18-34 willingness to HIRE A PRO ONLINE vs. homeowners aged 50+

(1) 11% of homeowners surveyed found their pro online (HomeAdvisor quarterly survey of homeowners)
(2) Farnsworth Online Home Study
FORMULA FOR GROWTH
3 Key Drivers of Growth in the Business

Strong Product Innovation supported by investment in Brand Marketing and Sales

**PRODUCT INNOVATION**
OPERATING LEVERAGE through increased repeat use & retention

**SALES FORCE**
Grow the HIGHEST QUALITY SP network

**BRAND MARKETING**
Drive PROFITABLE, BRAND-FOCUSED marketing
HomeAdvisor is Emerging as the Go-To Provider for Home Services Anywhere, Anytime

"I found you a pre-screened handyman"
INSTANT BOOKING, The Only Nationwide On-Demand Platform

Book an appointment directly

→ Schedule service or in-person estimate

→ See average project costs in advance

→ Nearly 1M appointments in 2016
Proprietary Matching Algorithm Superior to Static Directories
Delivers screened pros who are available to do work now

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Product Innovation Driving Homeowner and Service Pro Success

Higher connection and success rates driving significant economic growth

My HomeAdvisor
Homeowner Portal to manage and optimize projects

Service Pro Tools
Manage and optimize homeowner requests
Marketing and Sales Investment Drives Marketplace Growth

Investment in growing both sides of marketplace

MARKETING
Grow branded Service Requests

SALES FORCE
Grow quality Service Provider Network

$160M+ Spend Q3 2016 LTM

~1000 Sales Reps
Accelerating Growth Through Profitable Marketing Investment

Profitable marketing growth in line with revenue growth
Investment in Sales Driving Network Growth

Growth in paying SPs outpacing growth in sales force due to strong productivity & higher quality SPs

2X increase in Sales Force

2.6X increase in paying SPs
Sales Reps More Efficient

Sales reps take 1/3 of the time to positive contribution

New Sales Rep Months to Positive Contribution

- Pre-Rebrand: 24
- 2016E: 9

Pre-Rebrand \( \frac{1}{3} \times \) 2016E

3-Year Revenue Per New Sales Rep

- Pre-Rebrand: 
- 2016E: \( 2x+ \)

Sales reps take a 1/3 the time to positive contribution

And drive 2X the revenue
SPs are Making More Money and Staying Longer

Service Provider ROI is better than ever

Value of Projects Won Over 3 Years by Average SP

2.1X increase in Value of Projects Won

Pre-Rebrand 2016E

SP Retention

1.7X increase in Retention

Q4 '13 2016E
FINANCIAL IMPACT
HomeAdvisor Revenue & Adjusted EBITDA Trends

LTM Revenue by Quarter ($M)

- Other
- Domestic

LTM Adjusted EBITDA by Quarter ($M)

30% 3 Year Revenue CAGR

Adj EBITDA run-rate 3x over last 6 qtrs
Growing Both Sides of the Marketplace Creates Network Effects

Virtuous cycle accelerates growth

Service Requests (M)

- 2014: 7
- 2015: 10
- Q3 ’16 LTM: 12

Domestic Revenue ($M)

- 2014: $207
- 2015: $297
- Q3 ’16 LTM: $399

Service Providers (K)

- 2014: 70
- 2015: 102
- Nov ’16: 142

SP Project Value ($B)

- 2014: $6
- 2015: $8
- Q3 ’16 LTM: $12

More Project Requests

More SPs

More Projects Completed

Happier Homeowners

2014 2015 Q3 '16 LTM
APPENDIX
## HomeAdvisor LTM Adjusted EBITDA Reconciliation

<table>
<thead>
<tr>
<th>LTM (in thousands)</th>
<th>2013</th>
<th></th>
<th>2014</th>
<th></th>
<th>2015</th>
<th></th>
<th>2016</th>
<th></th>
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<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
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<tr>
<td>Operating income</td>
<td>18,377</td>
<td>10,759</td>
<td>3,400</td>
<td>284</td>
<td>2,302</td>
<td>(205)</td>
<td>(1,656)</td>
<td>1,060</td>
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<tr>
<td>add back:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Stock-based comp.</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>138</td>
<td>558</td>
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<tr>
<td>Depreciation</td>
<td>4,764</td>
<td>4,911</td>
<td>5,071</td>
<td>5,174</td>
<td>5,283</td>
<td>5,550</td>
<td>5,794</td>
<td>6,521</td>
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<tr>
<td>Amortization of int.</td>
<td>5,202</td>
<td>7,585</td>
<td>9,733</td>
<td>9,916</td>
<td>10,020</td>
<td>10,020</td>
<td>9,962</td>
<td>8,287</td>
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<tr>
<td>Adjusted EBITDA</td>
<td>28,343</td>
<td>23,256</td>
<td>18,204</td>
<td>15,273</td>
<td>17,623</td>
<td>15,365</td>
<td>14,930</td>
<td>17,701</td>
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