



# Company Overview

March 2022

## Cautionary Statement

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This presentation contains "forward-looking statements," as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as "expects," "plans," "projects," "will," "may," "anticipate," "believes," "should," "intends," "estimates," and other words of similar meaning. Such forward-looking statements include non-historical statements about our expectations, beliefs or intentions regarding our business, technologies and products, financial condition, strategies or prospects. There are a number of important factors that could cause actual results or events to differ materially from those indicated by such forward-looking statements, including: the risks set forth under the heading "Forward-Looking Statements" and "Risk Factors" in red violet's Form 10-K for the year ended December 31, 2021 filed on March 9, 2022, as may be supplemented or amended by red violet's other SEC filings. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by law.

You are cautioned not to place undue reliance on these forward-looking statements, which are based on red violet's expectations as of the date of this presentation and speak only as of the date of this presentation. red violet undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

Without limiting the foregoing, the inclusion of the financial projections in this presentation should not be regarded as an indication that the Company considered, or now considers, them to be a reliable prediction of the future results. The financial projections were not prepared with a view towards public disclosure or with a view to complying with the published guidelines of the Securities Exchange Commission, the guidelines established by the American Institute of Certified Public Accountants with respect to prospective financial information, or with U.S. generally accepted accounting principles. Neither the Company's independent auditors, nor any other independent accountants, have compiled, examined or performed any procedures with respect to the financial projections, nor have they expressed any opinion or any other form of assurance on such information or its achievability. Although the financial projections were prepared based on assumptions and estimates that the Company's management believes are reasonable, the Company provides no assurance that the assumptions made in preparing the financial projections will prove accurate or that actual results will be consistent with these financial projections. Projections of this type involve significant risks and uncertainties, should not be read as guarantees of future performance or results and will not necessarily be accurate indicators of whether or not such results will be achieved.

Management evaluates the financial performance of our business on a variety of key indicators, including non-GAAP metrics of adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit and adjusted gross margin. Adjusted EBITDA is a financial measure equal to net loss, the most directly comparable financial measure based on US GAAP, excluding interest income, depreciation and amortization, share-based compensation expense, litigation costs, insurance proceeds in relation to settled litigation, transition service income, write-off of long-lived assets and others. We define adjusted EBITDA margin as adjusted EBITDA as a percentage of revenue. We define adjusted gross profit as revenue less cost of revenue (exclusive of depreciation and amortization), and adjusted gross margin as adjusted gross profit as a percentage of revenue.



**March 26, 2018**

Initial Listing



**\$44M**

TTM Revenue<sup>(1)</sup>



**NASDAQ: RDVT**

Ticker Symbol



**75%**

Adj. Gross Margin<sup>(1)</sup>



**6,500+**

Customers



**80%**

Contractual Revenue<sup>(1)</sup>



**Most Advanced Identity Intelligence Platform**

*Cloud-native platform delivering greater intelligence and unparalleled insight for decision-making capabilities*



**Scalable and Efficient**

*Quick and cost-effective deployment that is scalable to virtually unlimited capacity and performance*



**Large and Growing Market**

*Numerous expansion and increased penetration opportunities*



**Designed with Security in Mind**

*Built in a secure payment card industry (PCI) compliant environment*



**Proven Management Team**

*Highly experienced management team with track record of scaling businesses*

**Our Brands**



Leading analytics and information solutions provider delivering actionable intelligence to the risk management industry






























**FOREWARN®**

Instant knowledge to help Real Estate professionals better understand and address risk

<sup>(1)</sup> For the year ended December 31, 2021.

# Seasoned Management Team With Deep Data and Analytics Industry Experience

Name and Title	Biography	Prior Experience
 <b>Derek Dubner</b> <i>CEO</i>	<ul style="list-style-type: none"><li>Over 20 years of experience in the data and analytics industry</li><li>Built leading information management companies which sold for an aggregate value of approximately \$1 billion</li></ul>	      
 <b>James Reilly</b> <i>President</i>	<ul style="list-style-type: none"><li>Over 20 years of executive experience in data markets</li></ul>	    
 <b>Dan MacLachlan</b> <i>CFO</i>	<ul style="list-style-type: none"><li>Over 15 years of experience as the CFO of data-driven technology companies</li></ul>	     
 <b>Jeff Dell</b> <i>CIO</i>	<ul style="list-style-type: none"><li>Over 20 years of experience in Information Security as an executive in data-driven technology companies</li></ul>	  
 <b>Angus Macnab</b> <i>CTO</i>	<ul style="list-style-type: none"><li>Over 15 years of experience in data science, engineering, and scientific computing</li></ul>	 
 <b>Jim Greenwell</b> <i>GM, Identity</i>	<ul style="list-style-type: none"><li>Over 20 years of experience in the digital identity and mobility space, working as an executive and adviser to leading identity management and information solutions providers</li></ul>	     

# Challenges That Businesses Are Facing Today

*Organizations are challenged by the structure, volume and disparity of data. Our platform and applications transform the way customers interact with information, presenting connections and relevance of information otherwise unattainable, which drives actionable insights and better outcomes.*



## Managing Risk

red violet's advanced analytics and enterprise solutions drive successful business decisions in real-time, providing organizations the ability to make informed decisions and mitigate risk.



## Identity Verification

In a world of omnichannel engagement, verifying a consumer's identity is a top challenge. red violet provides identity intelligence that meets a business's specific identity needs and workflow.



## Legislative Compliance

red violet simplifies compliance with turn-key solutions that drive actionable insights and better outcomes, allowing businesses to comply with government and industry regulations.



## Consumer Modeling

Understanding the consumer is more important than ever in a digital economy. red violet's consumer identity graph provides connections and relevant characteristics, allowing businesses to build strong relationships.



Disparate Data

With massive data assets consisting of public record, proprietary and publicly-available data, our differentiated information and innovative platform and solutions deliver intelligence relating to all things identity.



Data Sources



CORE



- Scalable / performant **cloud-native** infrastructure that is fully automated
- **Proprietary**, scalable, distributed memory, data processing platform
- Distributed supervised and unsupervised **machine learning**
- **Low latency / high throughput** search and information retrieval solutions using Boolean and inverted indices
- Scalable to virtually **unlimited capacity** and **performance**



Identity Intelligence



**Financial:**

- Identity Verification / Fraud Prevention
- Collections Activity
- AML, KYC, BSA Efforts
- Due Diligence



**Real Estate:**

- Consumer Data Appends
- Consumer Modeling / Segmentation
- Identity Verification / Risk Assessment



**Collections:**

- Collections Activity / Right-party contact
- Compliance
- Employment Verification/Bank Account Locate



**Retail:**

- Identity Verification / Fraud Prevention
- Collection Activity
- Frictionless Commerce



**Investigative:**

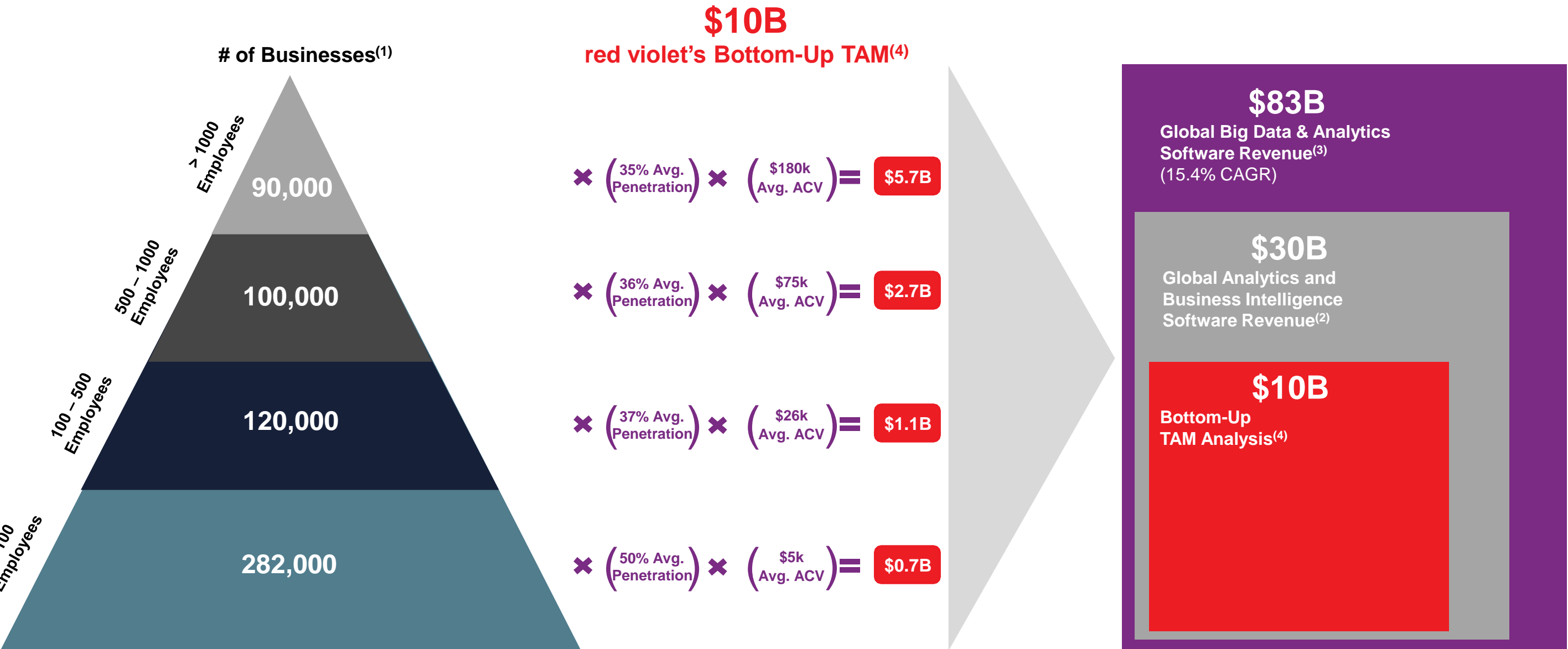
- Investigative Support
- Subject / Asset Locate
- Identity Verification / Fraud Prevention
- Compliance



**Background Screening:**

- Identity Verification / Fraud Prevention
- Criminal Record Research

red violet Plays in a Large and Fast-Growing TAM



# Our Business Model Provides a Compelling Investment Opportunity



## Next-Generation Technology Platform

*Proprietary data and industry agnostic platform drives cost efficient solutions across industries*



## Differentiated Owned Data Asset

*Massive proprietary datasets of alternative and internally generated data unified by proprietary algorithms and analytic processes*



## Subscription-Based

*80% of revenue attributable to customer contracts, generally annual contracts or longer, with auto renewal<sup>(1)</sup>*



## Fixed-Cost Model

*We acquire data using flat-rate, unlimited use long-term contracts, so as revenue scales, our cost of revenue does not*



## Large and Growing Market

*\$10B+ serviceable market today with \$80B+ in total addressable market<sup>(2)</sup>*



## Strong Operating Leverage

*\$9.5M increase in adjusted gross profit provided \$5.0M improvement in adjusted EBITDA over FY2020, ~53% contribution<sup>(1)</sup>*



## Experienced Management Team

*Team previously built current industry competitors which were acquired for an aggregate value of approximately \$1B*

<sup>(1)</sup> For the year ended December 31, 2021.

<sup>(2)</sup> IDC Worldwide Big Data and Analytics Software Forecast, 2021 – 2025, July 2021.



red violet®



IDI's full investigative and risk management tool and your go-to identity verification, location, and skip trace solution. Full views of, and connections between, people, businesses, assets and more. Better information at a better price.

### Batch and API Solutions

Fast, accurate, and cost-effective. Customers can leverage IDI data in a single, automated solution for identity intelligence and more.



Manually verified place of employment and bank account locates. Verified, actionable and guaranteed.

### Custom Data Analytics

IDI's next-generation data fusion platform and analytical applications enable greater insight into your own data, while simultaneously leveraging IDI's massive data repository.



FOREWARN®

### The Value of Instant Due Diligence with FOREWARN:



Using only the incoming phone number, FOREWARN can positively identify over 80% of prospective buyers



Identify if your prospect has a criminal history



Verify current property and vehicle ownership



Verify financial risks (bankruptcies / liens)

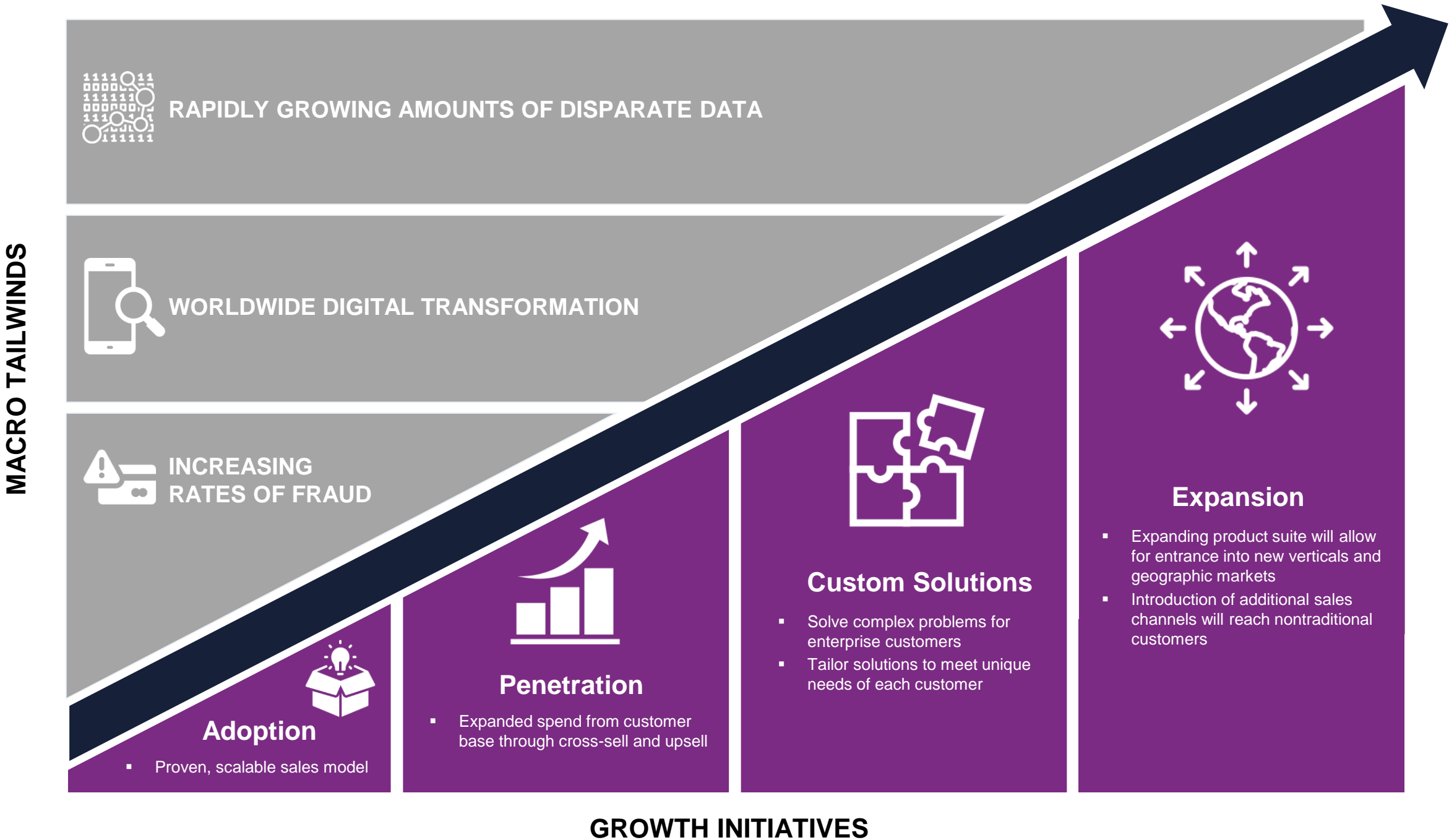


Verify additional phone numbers and full address history



Agents can properly and safely plan for showings with a higher level of confidence





1

### Identity Verification

#### Global Leader in Identity Verification Solutions for Real-time Risk Decisioning

*The ability to prove digital identity is needed to create trust in a digital world*

Customer needed a data solution that would provide broad US consumer coverage and meaningful insights to help reduce friction, improve conversion and combat fraud. We won their business because of the comprehensive consumer coverage of our data assets, accuracy, speed, pricing and scalability of our transaction processing. A customer since early 2020, we continue to partner on solutions that will expand the relationship.

2

### Commercial Entity Resolution

#### Leading Provider of Commercial Real Estate Intelligence

*Commercial real estate is swimming in unstructured data that has become overwhelming and difficult to unify*

In 2018, customer needed better underlying identity data to fuel critical aspects of their commercial real estate due diligence platform. Challenged with understanding exact consumer identities associated with ownership entities gleaned from property-centric information, The customer found our deep, unified data assets, coupled with advanced data delivery and querying capabilities, to be unmatched. Following a brief testing period, a wholesale switch occurred from their previous provider for their applicable information needs and recently renewed for an additional, multi-year agreement.

3

### Background Screening

#### Leading Global Data & Analytics Company

*Timely and accurate information is critical to keep workplaces and businesses safe*

Customer needed a high-volume performant information solution to validate identity and fully profile applicant location histories in support of background verifications and investigations. We won this business from competitive solutions because our cloud-native platform provided higher quality information through a more scalable and performant API at a better price. A customer since early 2017, we have established a great partnership that has seen their business with us grow exponentially since the early days of the relationship.

4

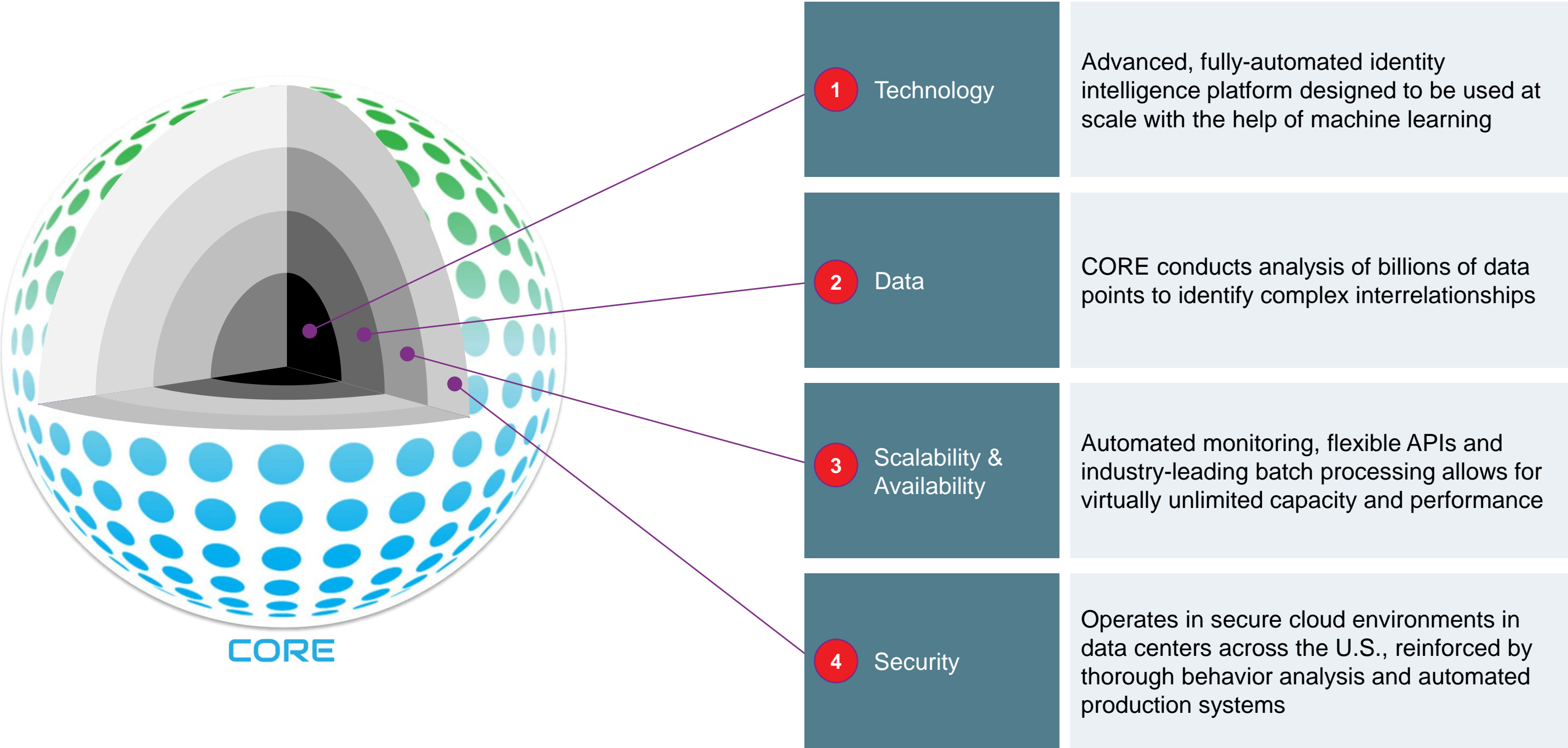
### Consumer Profiling & Segmentation

#### Leading PropTech Company

*The need for true predictive insights in real estate markets has never been greater*

As one of the most trusted providers of comprehensive real estate data nationwide, the customer set out to develop powerful tools that allow their customers (real estate investors, agents, and brokers) to make informed decisions and stay ahead of the game. They needed to partner with an information solutions provider that would augment their comprehensive property coverage by resolving such information back to consumers, creating tools for their customers that provide predictive insights through propensity modeling. By leveraging our consumer identity graph through our flexible API, we were able to win their business by providing significantly better consumer information at scale in terms of both coverage and accuracy. A customer since late 2018, their volume with us has grown significantly as they have integrated and incorporated additional solutions into their platform.

# Differentiation – red violet’s Intelligent Platform



*Harnessing the power of CORE, we have created the most advanced and performant identity intelligence platform.*

Next-Generation Platform



Proprietary, scalable, distributed memory, data processing platform



Superior to “map reduce” frameworks in performance and functionality



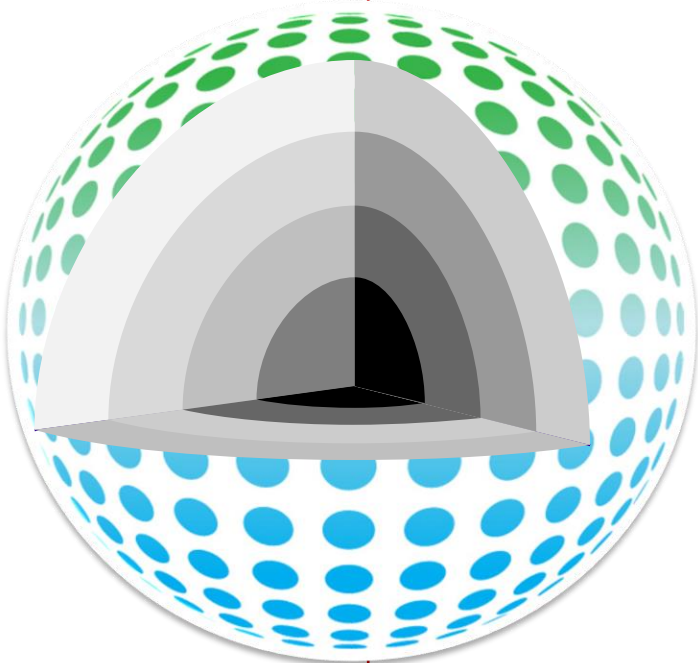
Built upon table operator abstractions using a functional programming approach



Relational and graph database functionality



Scalable/performant cloud-based infrastructure that is fully automated



CORE

Data Analytics and Engineering



Data unification/entity resolution at scale



Graph analysis of complex interrelationships among billions of entities

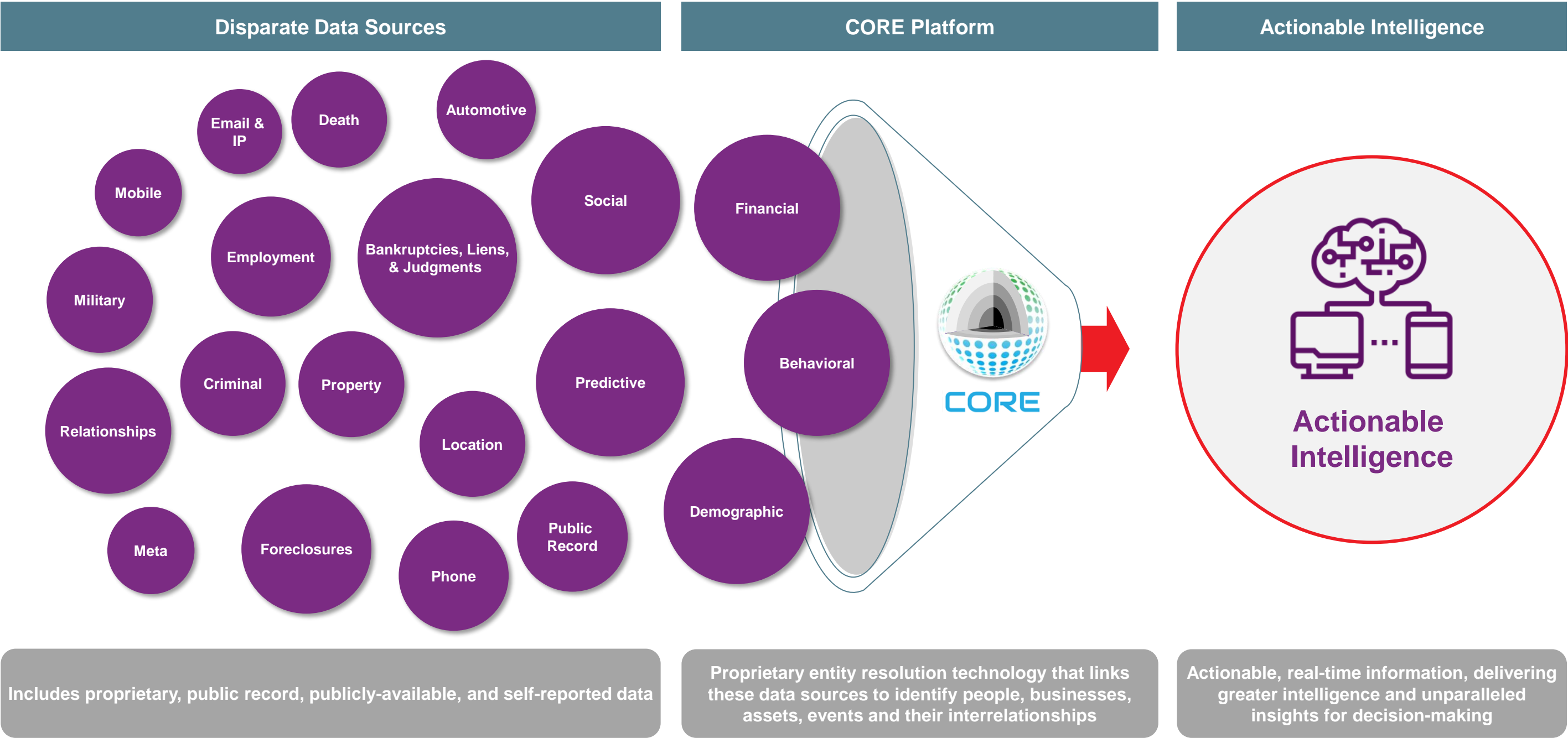


Low latency/high throughput search and information retrieval solutions using Boolean and inverted indices

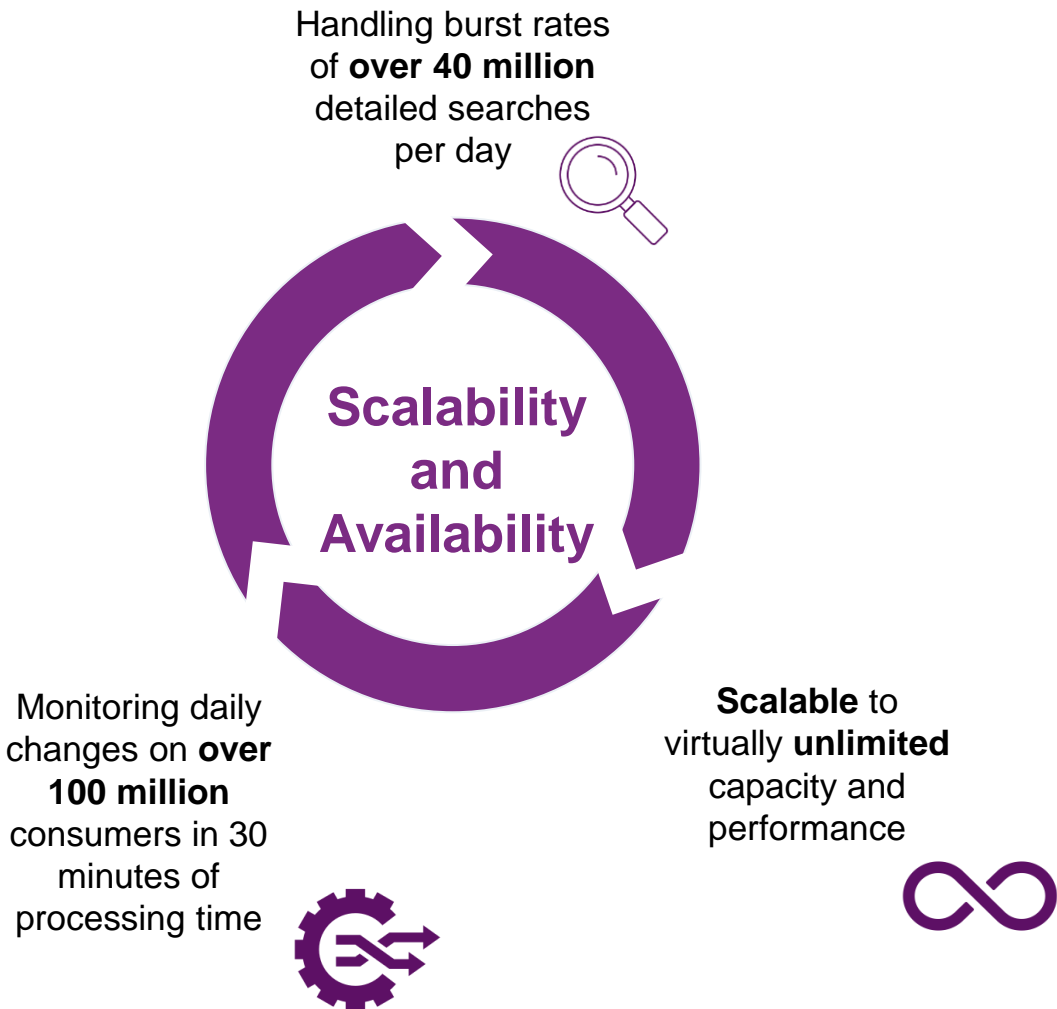
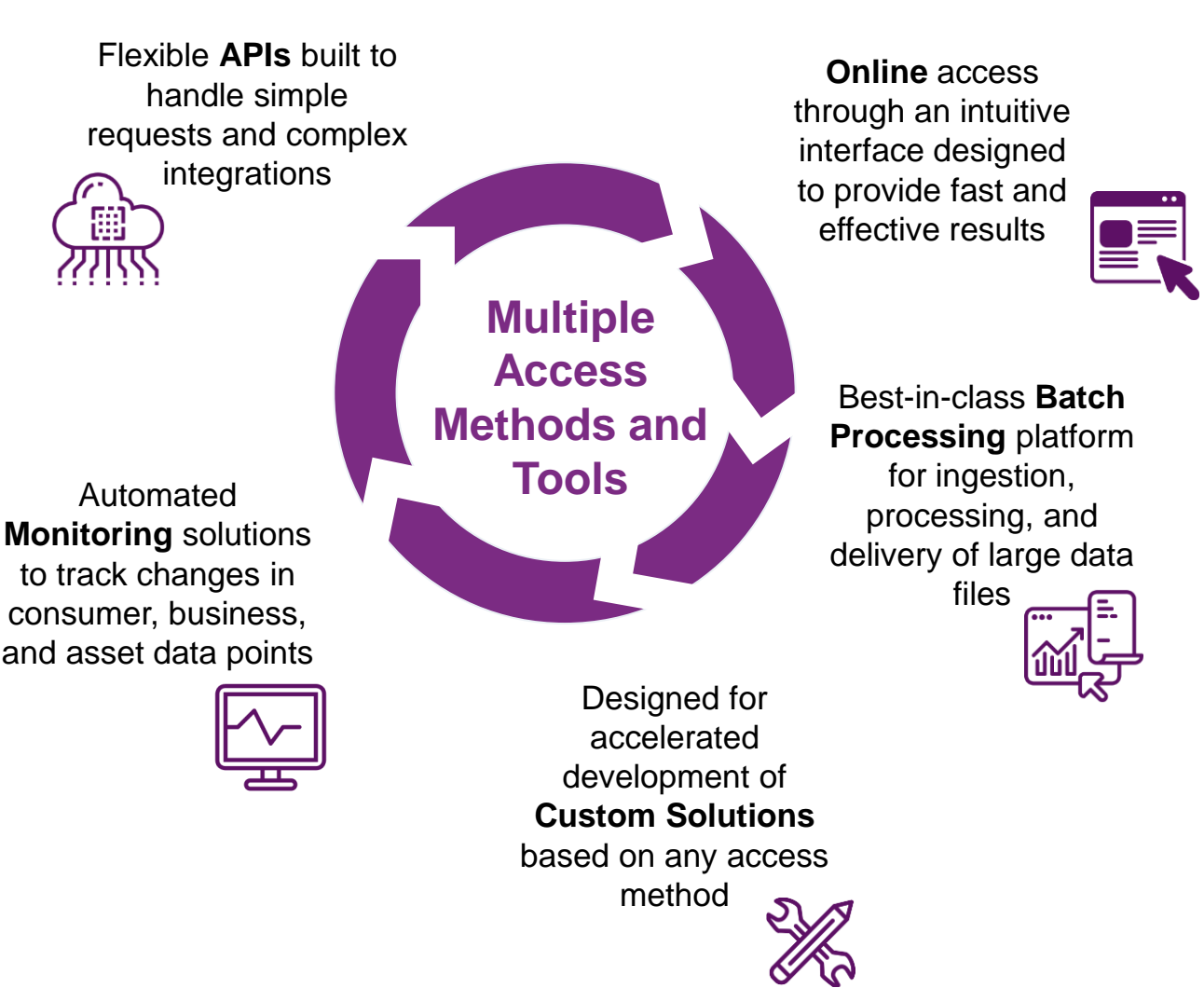


Distributed supervised and unsupervised machine learning



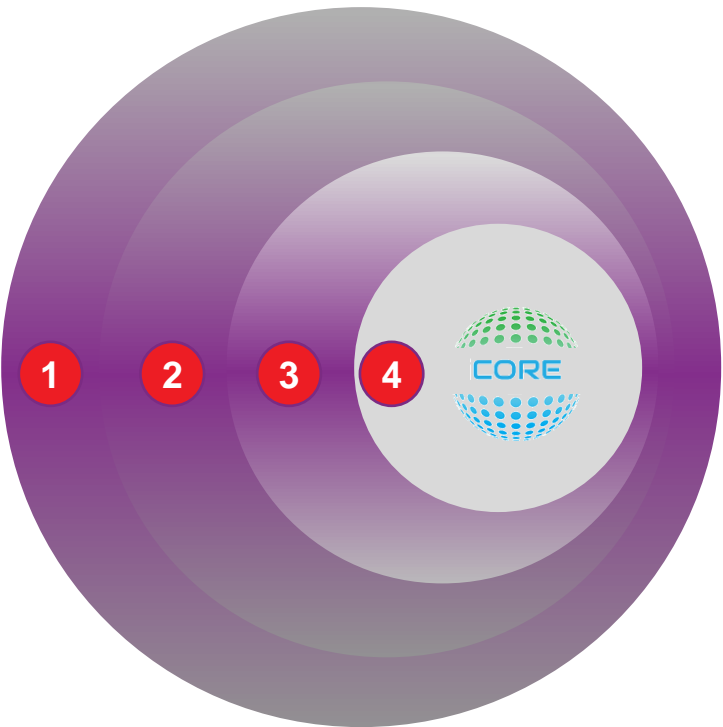


*We uncover the relevance of disparate data points utilizing our analytical capabilities to provide real-time and insightful views of people, businesses, assets and their interrelationships.*



*Built in a secure payment card industry (PCI) compliant cloud environment, we operate in data centers across the U.S. using an intelligent framework and leveraging a microservices architecture.*

## Leading-Edge Security Features

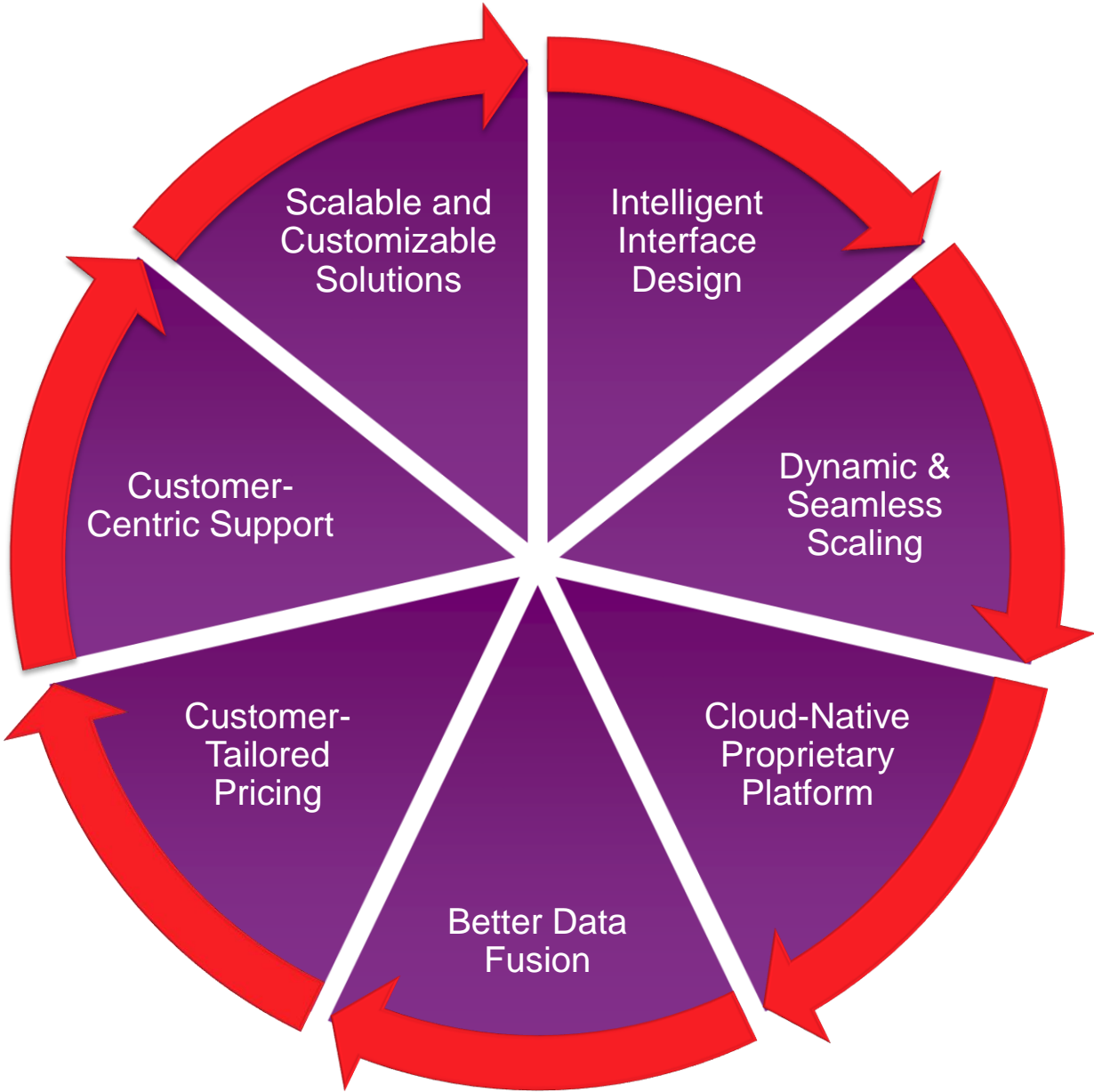


- 1 Processing of over 100 GB of log data daily
- 2 Automated internal and customer activity behavior analysis
- 3 Heavily fortified, fully auditable, secure environment
- 4 Automation of production systems to enforce layered security

## Secure Environment



# Why We Win



**Cloud-native technology platform providing the most advanced and performant identity intelligence**

**Massively scalable and customizable platform meeting the high-volume needs of customers**

**Significantly better data fusion at scale for improved coverage and accuracy**

**Robust operating leverage and efficiency leading to customer-centric, value pricing**

# Scalable Go-To-Market Strategy

## New Customer Acquisition

- New opportunities are sourced from each of the 3 primary channels below
- Once the opportunity is qualified and credentialed for proper use case, they generally begin with a free trial
- The free trial is followed by an initial purchase on a transactional basis or minimum-committed monthly spend

1

### Inside Sales

Cultivates relationships through inbound/outbound calling, and ultimately closes business with their end-user markets

*% of FY2021A Revenue*

49%

2

### Strategic Sales

With leading industry knowledge, provides a more personal, face-to-face approach for top-tier accounts within certain industries

16%

3

### Distributors, Resellers & Strategic Partners

We power organizations with a significant foothold in industries that we have not historically served, as well as to further penetrate those industries that we do serve

35%

## Existing Customers

### Land and Expand

As organizations derive benefits from our solutions, we are able to expand within organizations as additional use cases are presented across departments, divisions and geographic locations and customers become increasingly reliant on our solutions in their daily workflow

## Financial Highlights

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**\$44.0M**

Revenue

**51%**

FY2017 - FY2021  
Revenue CAGR

**75%**

Adj. Gross Margin

**25%**

Adj. EBITDA Margin

**80%**

Contractual  
Revenue

**4%**

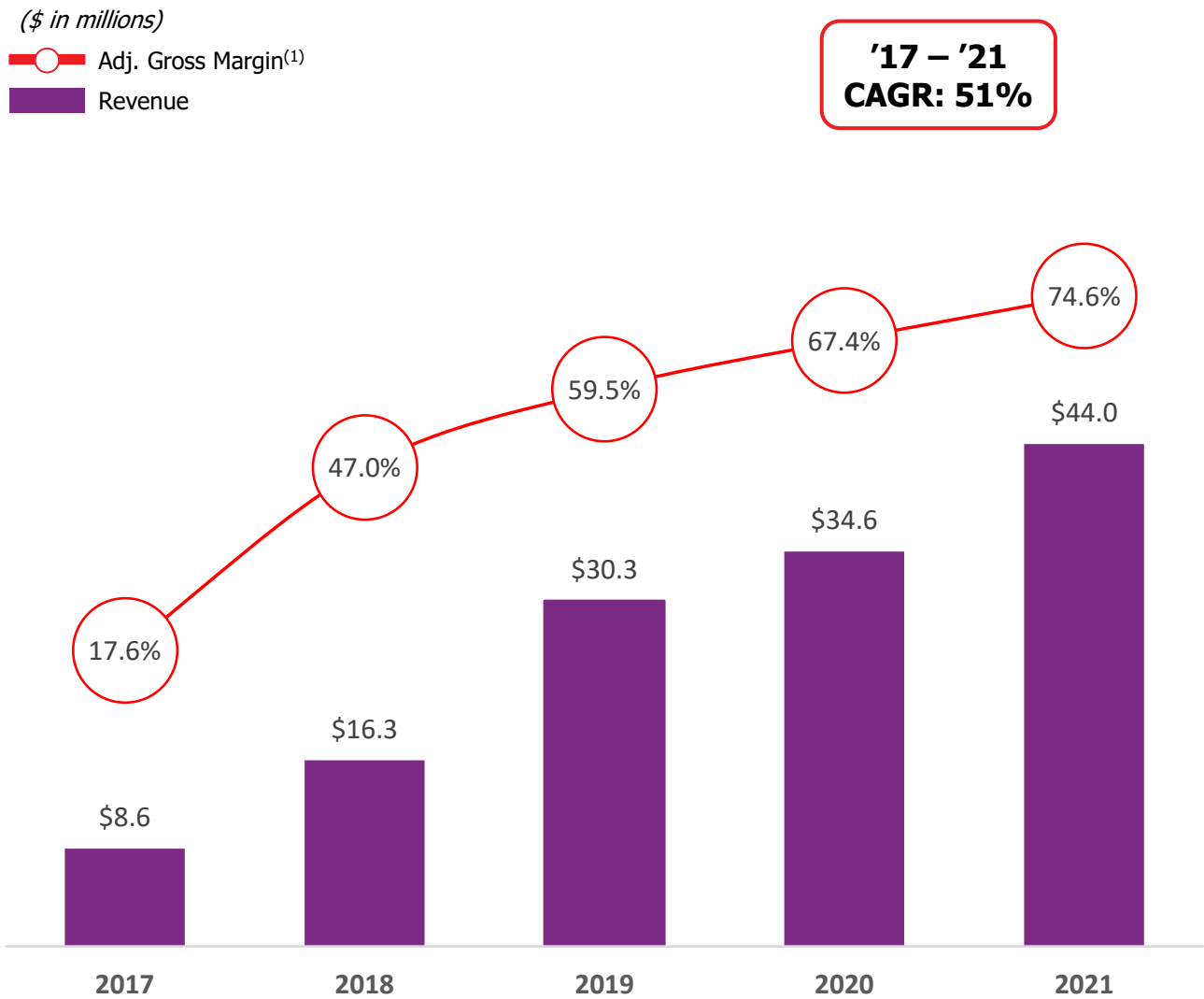
Revenue  
Attrition

(1) For the year ended December 31, 2021.

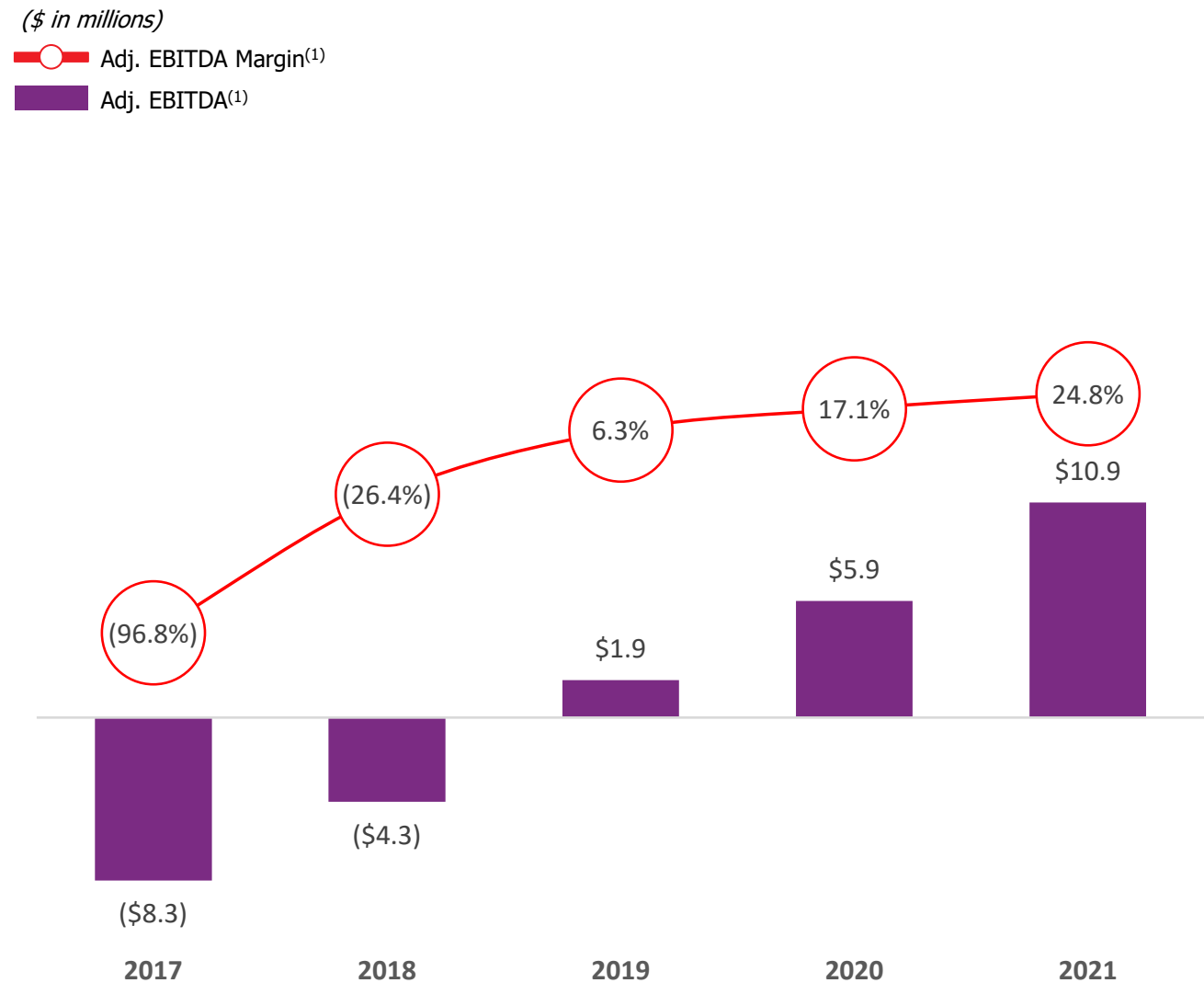


# Robust Top-Line Momentum & Building Substantial Operating Leverage

## Revenue and Adj. Gross Margin



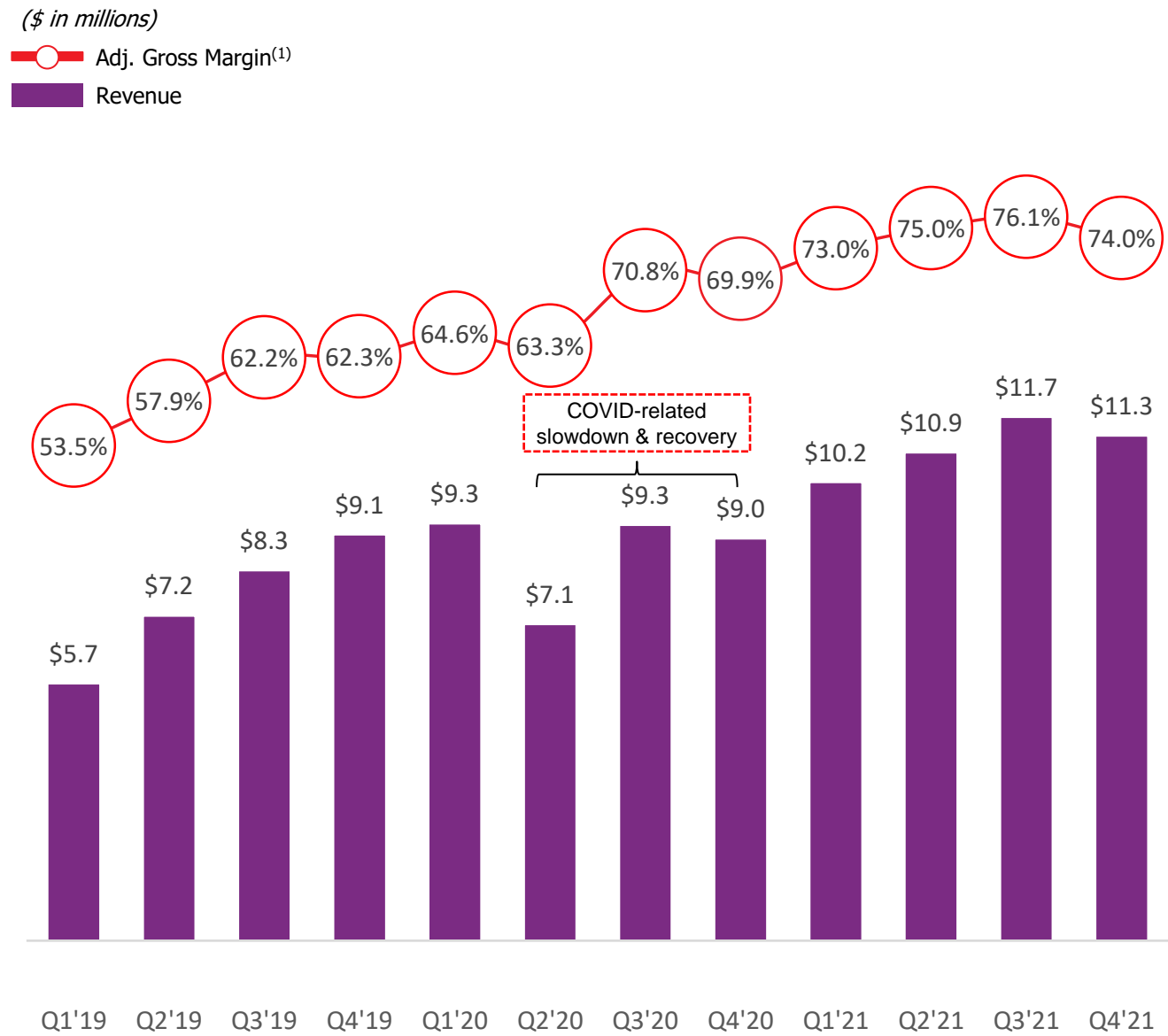
## Adj. EBITDA



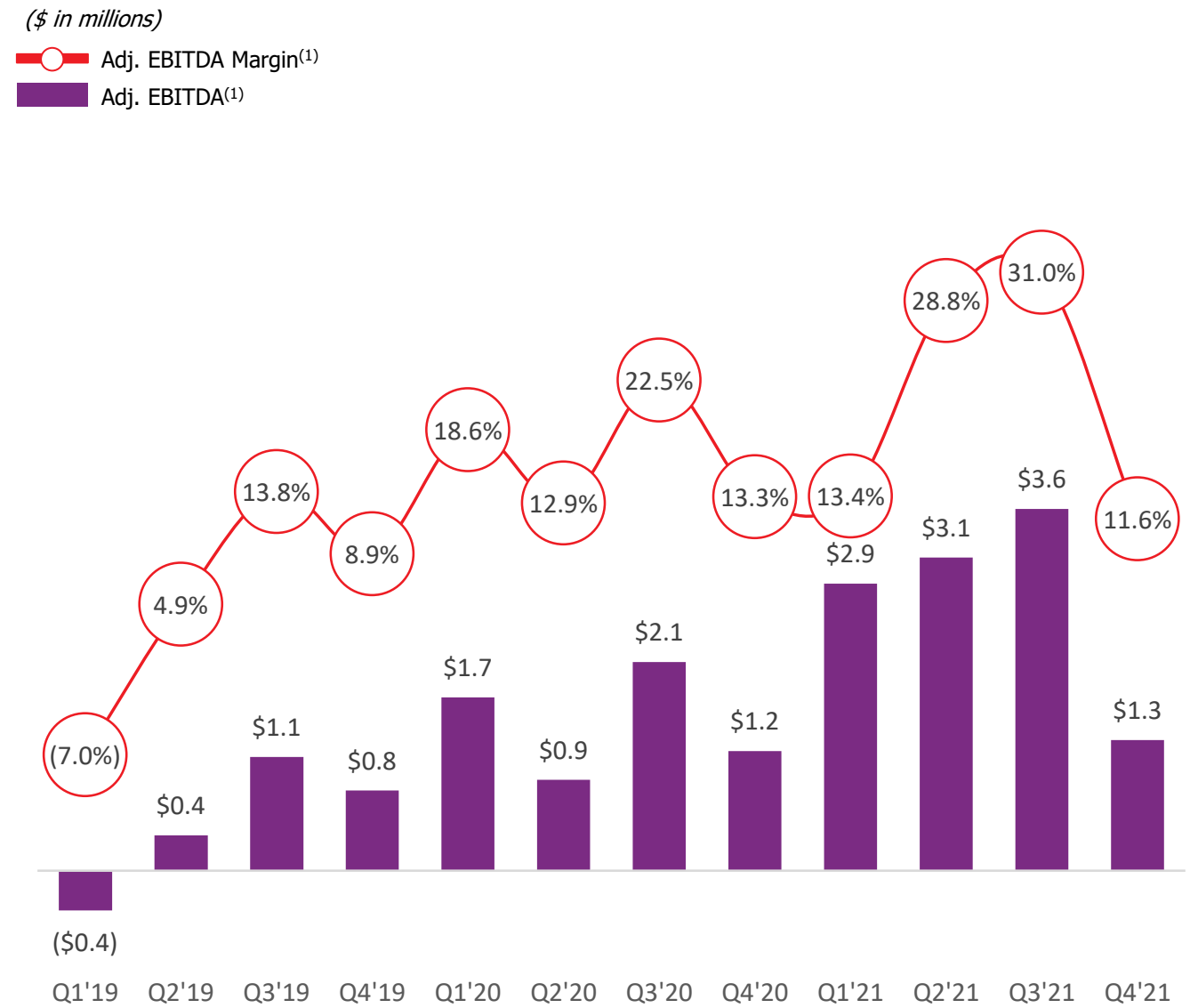
(1) Adjusted gross margin, adjusted EBITDA and adjusted EBITDA margin are non-GAAP financial measures. For a reconciliation of these non-GAAP financial measures, please see slide 24.

# Strong Unit Economics Underpin Financial Model Leverage

Revenue and Adj. Gross Margin



Adj. EBITDA



(1) Adjusted gross margin, adjusted EBITDA and adjusted EBITDA margin are non-GAAP financial measures. For a reconciliation of these non-GAAP financial measures, please see slide 25.



## Appendix

# Use and Reconciliation of Non-GAAP Financial Measures

Management evaluates the financial performance of our business on a variety of key indicators, including non-GAAP metrics of adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit and adjusted gross margin. Adjusted EBITDA is a financial measure equal to net loss, the most directly comparable financial measure based on US GAAP, excluding interest income, net, depreciation and amortization, share-based compensation expense, litigation costs, net, sales and use tax expense, insurance proceeds in relation to settled litigation, transition service income, and write-off of long-lived assets and others. We define adjusted EBITDA margin as adjusted EBITDA as a percentage revenue. We define adjusted gross profit as revenue less cost of revenue (exclusive of depreciation and amortization) and adjusted gross margin as adjusted gross profit as a percentage of revenue.

(In thousands)	2017	2018	(Unaudited)											
			Q1'19	Q2'19	Q3'19	Q4'19	Q1'20	Q2'20	Q3'20	Q4'20	Q1'21	Q2'21	Q3'21	Q4'21
<b>Net income (loss)</b>	\$ (21,500)	\$ (6,868)	\$ (1,378)	\$ (3,850)	\$ (992)	\$ (4,856)	\$ (1,481)	\$ (2,532)	\$ (925)	\$ (1,875)	\$ (578)	\$ 1,761	\$ 1,256	\$ (1,784)
Income tax expense	-	-	-	-	-	-	-	-	-	-	-	-	-	198
Interest expense (income), net	-	(84)	(40)	(37)	(46)	(13)	(31)	-	7	6	5	4	(1)	(1)
Depreciation and amortization	1,138	1,996	618	681	750	840	910	992	1,118	1,196	1,258	1,330	1,345	1,466
Share-based compensation expense	2,871	709	274	3,609	1,407	4,623	2,221	2,342	1,853	1,648	2,048	2,165	986	1,418
Gain on extinguishment of debt	-	-	-	-	-	-	-	-	-	-	(2,175)	-	-	-
Litigation costs, net	9,191	382	94	(47)	7	-	-	-	-	-	120	6	-	-
Sales and use tax expense	-	-	-	-	-	205	-	-	-	-	-	-	-	-
Insurance proceeds in relation to settled litigation	-	(350)	-	-	-	-	-	-	-	-	-	-	-	-
Transition service income	-	(218)	-	-	-	-	-	-	-	-	-	-	-	-
Write-off of long-lived assets and others	-	92	30	-	11	3	111	106	35	222	19	41	34	9
<b>Adjusted EBITDA</b>	<b>\$ (8,300)</b>	<b>\$ (4,341)</b>	<b>\$ (402)</b>	<b>\$ 356</b>	<b>\$ 1,137</b>	<b>\$ 802</b>	<b>\$ 1,730</b>	<b>\$ 908</b>	<b>\$ 2,088</b>	<b>\$ 1,197</b>	<b>\$ 2,872</b>	<b>\$ 3,132</b>	<b>\$ 3,620</b>	<b>\$ 1,306</b>
Revenue	\$ 8,578	\$ 16,302	\$ 5,734	\$ 7,245	\$ 8,257	\$ 9,050	\$ 9,300	\$ 7,056	\$ 9,267	\$ 8,963	\$ 10,217	\$ 10,879	\$ 11,668	\$ 11,258
<b>Net income (loss) margin</b>	<b>(250.6%)</b>	<b>(42.1%)</b>	<b>(24.0%)</b>	<b>(53.1%)</b>	<b>(12.0%)</b>	<b>(53.7%)</b>	<b>(15.9%)</b>	<b>(35.9%)</b>	<b>(10.0%)</b>	<b>(20.9%)</b>	<b>(5.7%)</b>	<b>16.2%</b>	<b>10.8%</b>	<b>(15.8%)</b>
<b>Adjusted EBITDA margin</b>	<b>(96.8%)</b>	<b>(26.6%)</b>	<b>(7.0%)</b>	<b>4.9%</b>	<b>13.8%</b>	<b>8.9%</b>	<b>18.6%</b>	<b>12.9%</b>	<b>22.5%</b>	<b>13.4%</b>	<b>28.1%</b>	<b>28.8%</b>	<b>31.0%</b>	<b>11.6%</b>
(In thousands)	2017	2018	(Unaudited)											
			Q1'19	Q2'19	Q3'19	Q4'19	Q1'20	Q2'20	Q3'20	Q4'20	Q1'21	Q2'21	Q3'21	Q4'21
Revenue	\$ 8,578	\$ 16,302	\$ 5,734	\$ 7,245	\$ 8,257	\$ 9,050	\$ 9,300	\$ 7,056	\$ 9,267	\$ 8,963	\$ 10,217	\$ 10,879	\$ 11,668	\$ 11,258
Cost of revenue (exclusive of depreciation and amortization)	7,066	8,638	2,669	3,052	3,122	3,414	3,292	2,587	2,703	2,694	2,761	2,720	2,787	2,927
Depreciation and amortization of intangible assets	866	1,730	554	617	689	777	850	934	1,063	1,143	1,258	1,330	1,288	1,407
<b>Gross profit</b>	<b>646</b>	<b>5,934</b>	<b>2,511</b>	<b>3,576</b>	<b>4,446</b>	<b>4,859</b>	<b>5,158</b>	<b>3,535</b>	<b>5,501</b>	<b>5,126</b>	<b>6,198</b>	<b>6,829</b>	<b>7,593</b>	<b>6,924</b>
Depreciation and amortization of intangible assets	866	1,730	554	617	689	777	850	934	1,063	1,143	1,258	1,330	1,288	1,407
<b>Adjusted gross profit</b>	<b>\$ 1,512</b>	<b>\$ 7,664</b>	<b>\$ 3,065</b>	<b>\$ 4,193</b>	<b>\$ 5,135</b>	<b>\$ 5,636</b>	<b>\$ 6,008</b>	<b>\$ 4,469</b>	<b>\$ 6,564</b>	<b>\$ 6,269</b>	<b>\$ 7,456</b>	<b>\$ 8,159</b>	<b>\$ 8,881</b>	<b>\$ 8,331</b>
<b>Gross margin</b>	<b>8%</b>	<b>36%</b>	<b>44%</b>	<b>49.4%</b>	<b>53.8%</b>	<b>53.7%</b>	<b>55.5%</b>	<b>50.1%</b>	<b>59.4%</b>	<b>57.2%</b>	<b>60.7%</b>	<b>62.8%</b>	<b>65.1%</b>	<b>61.5%</b>
<b>Adjusted gross margin</b>	<b>18%</b>	<b>47%</b>	<b>53%</b>	<b>57.9%</b>	<b>62.2%</b>	<b>62.3%</b>	<b>64.6%</b>	<b>63.3%</b>	<b>70.8%</b>	<b>69.9%</b>	<b>73.0%</b>	<b>75.0%</b>	<b>76.1%</b>	<b>74.0%</b>

In order to assist readers of our consolidated financial statements in understanding the operating results that management uses to evaluate the business and for financial planning purposes, we present non-GAAP measures of adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit and adjusted gross margin as supplemental measures of our operating performance. We believe they provide useful information to our investors as they eliminate the impact of certain items that we do not consider indicative of our cash operations and ongoing operating performance. In addition, we use them as an integral part of our internal reporting to measure the performance and operating strength of our business.

We believe adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit and adjusted gross margin are relevant and provide useful information frequently used by securities analysts, investors and other interested parties in their evaluation of the operating performance of companies similar to ours and are indicators of the operational strength of our business. We believe adjusted EBITDA eliminates the uneven effect of considerable amounts of non-cash depreciation and amortization, share-based compensation expense and the impact of other non-recurring items, providing useful comparisons versus prior periods or forecasts. Adjusted EBITDA margin is calculated as adjusted EBITDA as a percentage of revenue. Our adjusted gross profit is a measure used by management in evaluating the business's current operating performance by excluding the impact of prior historical costs of assets that are expensed systematically and allocated over the estimated useful lives of the assets, which may not be indicative of the current operating activity. Our adjusted gross profit is calculated by using revenue, less cost of revenue (exclusive of depreciation and amortization). We believe adjusted gross profit provides useful information to our investors by eliminating the impact of non-cash depreciation and amortization, and specifically the amortization of software developed for internal use, providing a baseline of our core operating results that allow for analyzing trends in our underlying business consistently over multiple periods. Adjusted gross margin is calculated as adjusted gross profit as a percentage of revenue.

Adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit and adjusted gross margin are not intended to be performance measures that should be regarded as an alternative to, or more meaningful than, financial measures presented in accordance with GAAP. The way we measure adjusted EBITDA, adjusted gross profit and adjusted gross margin may not be comparable to similarly titled measures presented by other companies, and may not be identical to corresponding measures used in our various agreements.

# Supplemental Metrics and Definitions

The following metrics are intended as a supplement to the financial information found in this presentation and other information furnished or filed with the SEC. These supplemental metrics are not necessarily derived from any underlying financial statement amounts. We believe these supplemental metrics help investors understand trends within our business and evaluate the performance of such trends quickly and effectively. In the event of discrepancies between amounts in these tables and the Company's historical disclosures or financial statements, readers should rely on the Company's filings with the SEC and financial statements in the Company's most recent earnings release.

We intend to periodically review and refine the definition, methodology and appropriateness of each of these supplemental metrics. As a result, metrics are subject to removal and/or changes, and such changes could be material.

(Dollars in thousands)	(Unaudited)											
	Q1'19	Q2'19	Q3'19	Q4'19	Q1'20	Q2'20	Q3'20	Q4'20	Q1'21	Q2'21	Q3'21	Q4'21
<b>Customer metrics</b>												
IDI - billable customers <sup>(1)</sup>	4,020	4,370	4,781	5,064	5,326	5,375	5,758	5,726	5,902	6,141	6,314	6,548
FOREWARN - users <sup>(2)</sup>	15,444	19,721	23,853	30,577	36,506	40,857	44,927	48,377	58,831	67,578	74,377	82,419
<b>Revenue metrics</b>												
Contractual revenue % <sup>(3)</sup>	67%	62%	66%	66%	69%	79%	68%	77%	80%	81%	80%	79%
Revenue attrition % <sup>(4)</sup>	5%	5%	6%	6%	8%	11%	10%	11%	7%	6%	5%	4%
Revenue from new customers <sup>(5)</sup>	\$ 1,285	\$ 1,596	\$ 1,406	\$ 1,018	\$ 1,417	\$ 916	\$ 726	\$ 877	\$ 967	\$ 929	\$ 876	\$ 920
Base revenue from existing customers <sup>(6)</sup>	\$ 3,593	\$ 4,480	\$ 5,578	\$ 6,690	\$ 6,629	\$ 5,047	\$ 5,797	\$ 6,678	\$ 7,351	\$ 8,354	\$ 9,187	\$ 9,114
Growth revenue from existing customers <sup>(7)</sup>	\$ 856	\$ 1,169	\$ 1,273	\$ 1,342	\$ 1,254	\$ 1,093	\$ 2,744	\$ 1,408	\$ 1,899	\$ 1,596	\$ 1,605	\$ 1,224
<b>Platform financial metrics</b>												
Platform revenue <sup>(8)</sup>	\$ 4,894	\$ 6,152	\$ 7,086	\$ 7,651	\$ 8,109	\$ 6,856	\$ 8,968	\$ 8,603	\$ 9,813	\$ 10,588	\$ 11,296	\$ 10,787
Cost of revenue (exclusive of depreciation and amortization)	\$ 2,069	\$ 2,287	\$ 2,286	\$ 2,431	\$ 2,498	\$ 2,428	\$ 2,489	\$ 2,448	\$ 2,488	\$ 2,529	\$ 2,525	\$ 2,606
Adjusted gross margin	58%	63%	68%	68%	69%	65%	72%	72%	75%	76%	78%	76%
<b>Services financial metrics</b>												
Services revenue <sup>(9)</sup>	\$ 840	\$ 1,093	\$ 1,171	\$ 1,399	\$ 1,191	\$ 200	\$ 299	\$ 360	\$ 404	\$ 291	\$ 372	\$ 471
Cost of revenue (exclusive of depreciation and amortization)	\$ 600	\$ 765	\$ 836	\$ 983	\$ 794	\$ 159	\$ 214	\$ 246	\$ 273	\$ 191	\$ 262	\$ 320
Adjusted gross margin	29%	30%	29%	30%	33%	21%	28%	32%	32%	34%	30%	32%
<b>Other metrics</b>												
Employees - sales and marketing	47	48	48	51	51	53	52	53	56	57	49	54
Employees - support	6	7	8	7	8	8	9	9	9	9	10	10
Employees - infrastructure	12	12	13	11	13	12	12	14	15	16	16	18
Employees - engineering	20	20	25	23	26	27	27	32	31	33	35	37
Employees - administration	14	14	13	16	15	14	15	18	16	19	20	22

(1) We define a billable customer of IDI as a single entity that generated revenue in the last three months of the period. Billable customers are typically corporate organizations. In most cases, corporate organizations will have multiple users and/or departments purchasing our solutions, however, we count the entire organization as a discrete customer.

(2) We define a user of FOREWARN as a unique person that has a subscription to use the FOREWARN service as of the last day of the period. A unique person can only have one user account.

(3) Contractual revenue % represents revenue generated from customers pursuant to pricing contracts containing a monthly fee and any additional overage divided by total revenue. Pricing contracts are generally annual contracts or longer, with auto renewal.

(4) Revenue attrition is defined as the revenue lost as a result of customer attrition, net of reinstated customer revenue. It excludes expansion revenue and revenue from FOREWARN. Revenue is measured once a customer has generated revenue for six consecutive months. Revenue is considered lost when all revenue from a customer ceases for three consecutive months; revenue generated by a customer after the three-month loss period is defined as reinstated revenue. Revenue attrition percentage is calculated on a trailing twelve-month basis, the numerator of which is the revenue lost during the period due to attrition, net of reinstated revenue, and the denominator of which is total revenue based on an average of total revenue at the beginning of each month during the period.

(5) Revenue from new customers represents the total monthly revenue generated from new customers in a given period. A customer is defined as a new customer during the first six months of revenue generation.

(6) Base revenue from existing customers represents the total monthly revenue generated from existing customers in a given period that does not exceed the customers' trailing six-month average revenue. A customer is defined as an existing customer six months after their initial month of revenue.

(7) Growth revenue from existing customers represents the total monthly revenue generated from existing customers in a given period in excess of the customers' trailing six-month average revenue.

(8) Platform revenue consists of both contractual and transactional revenue generated from our data fusion technology platform, CORE. It includes all revenue generated through our IDI and FOREWARN solutions. The cost of revenue, which consists primarily of data acquisition costs, remains relatively fixed irrespective of revenue generation.

(9) Services revenue consists of transactional revenue generated from our idiVERIFIED service. The cost of revenue, which consists primarily of third-party servicer costs, is variable.