

Ooma, Inc. - Key Metrics (unaudited)

	2QF27	1QF27	4QF26	3QF26	2QF26
Core Users - thousands ₁	1,427	1,420	1,404	1,233	1,230
Premium core users - thousands ₂	1,022	999	987	816	808
Premium users as a fraction of core users	72%	70%	70%	66%	66%
Annualized exit recurring revenue (AERR) - millions ₃	\$299	\$295	\$291	\$243	\$240
Average revenue per user (ARPU) _{4, 8}	\$16.95	\$16.77	\$15.99	\$15.82	\$15.68
Quarterly net dollar subscription retention rate (NDRR) _{5, 8}	99%	99%	99%	99%	100%
Organic/total core subscription service revenue growth rates (yr./yr.) _{6, 7}					
Business	9%/40%	9%/41%	7%/24%	7%	6%
Residential	-1%	0%	-1%	-1%	-2%
Combined	5%/25%	6%/26%	4%/15%	4%	3%

1. Core user metrics include Ooma Business user extensions and residential customers. Talkatone users and 2600Hz users are not included, since Talkatone is not a subscription business and 2600Hz is a wholesale business. Ooma Business user revenue includes that of Ooma Office, Ooma Enterprise, OnSIP, FluentStream and Phone.com.

2. Premium end users are subscribers to core Ooma Business, Ooma Premier residential service and other premium services.

3. Annualized exit recurring revenue (AERR) is the most recent quarter annualized subscription and service revenue of Ooma Business, 2600Hz and Ooma residential services. Talkatone revenue is not included in AERR because it is not a subscription-based recurring revenue business. AERR is calculated by multiplying average revenue per user or ARPU for a quarter by the number of users at the end of that quarter, and then the resulting value is multiplied by twelve to annualize it.

4. Average revenue per end user (ARPU) is a per-month value and represents a weighted-average mix of Business and Residential ARPU based on the number of users for respective category at the end of that quarter. ARPU is calculated by dividing core subscription and services revenue for a quarter by the average number of core users during that quarter, and the resulting value is divided by 3. Talkatone is excluded from ARPU because it is not a subscription-based recurring revenue business. 2600Hz is excluded from the ARPU we report because it is a wholesale business and we do not report its number of users.

5. As with ARPU, and for similar reasons as for ARPU, data for 2600Hz and Talkatone are not included in our NDRR calculations.

We define our NDRR as (i) one plus (ii) the quotient of Net Dollar Change divided by Average Monthly Recurring Subscription Revenue. We define Net Dollar Change as the quotient of (i) the difference of our Monthly Recurring Subscription Revenue at the end of a period minus our Monthly Recurring Subscription Revenue at the beginning of a period minus our Monthly Recurring Subscription Revenue at the end of the period from new customers we added during the period, all divided by (ii) the number of months in the period. We define our Average Monthly Recurring Subscription Revenue as the average of the Monthly Recurring Subscription Revenue at the beginning and end of the measurement period.

Our NDRR calculation methodology is mathematically described as follows:

Monthly recurring subscription revenue at the end of a period = S_e

Monthly recurring subscription revenue at the beginning of a period = S_b

Monthly recurring subscription revenue from customers added during the period = S_a

Months in the period: M_p

$$NDRR = 1 + [((S_e - S_b - S_a) / M_p) / ((S_e + S_b) / 2)]$$

6. Growth of core subscription and services revenue includes Ooma Business and residential subscription and services revenue; it excludes 2600Hz and Talkatone.

7. Total core subscription service revenue for Business, as well as Combined, includes FluentStream and Phone.com, which were acquired during 4QF26. Organic growth of core Business, as well as Combined subscription services revenue does not include FluentStream or Phone.com. Residential is entirely organic and, during the periods presented, so was all of Business before these acquisitions.

8. ARPU and NDRR exclude the effects of the FluentStream and Phone.com acquisitions prior to 1QF27 because previously these businesses only had a partial quarter starting from their respective acquisition dates of December 1, 2025 and December 26, 2025.