Ooma, Inc. - Key Metrics (unaudited)

	2QF21	1QF21	4QF20	3QF20	2QF20
Core Users - thousands (1)	1,053	1,049	1,048	1,038	1,020
Premium Users - thousands (2)	542	537	532	521	502
Premium Users as a % of Core Users	51%	51%	51%	50%	49%
Annualized Exit Recurring Revenue - millions (3)	$150	$146	$143	$139	$134
Annual Net Dollar Subscription Retention Rate (4)	95%	100%	100%	100%	102%
Average Revenue Per Core User (monthly) (5)	$11.88	$11.56	$11.38	$11.13	$10.93
Subscription Service Revenue Growth Rates (yr./yr.)					
Business	26%	54%*	61%*	67%*	68%*
Residential	3%	4%	3%	4%	4%
Combined	12%	22%*	22%*	24%*	23%*

Values represent core recurring revenue sources: Ooma Business and Ooma Residential. Talkatone revenue is not included.

* Ooma acquired Broadsmart, as an addition to Ooma Business, in 2QF20. Growth rates for Ooma Business Subscription and Service revenue for 2QF20-1QF21 without Broadsmart were 46%, 41%, 38% and 33%, respectively. Overall core Subscription and Service revenue growth rates (including both Business and Residential) without Broadsmart were 16%, 15%, 15% and 14% during these periods.

1. Users include residential user accounts and business user extensions.

2. Premium Users are our subscribers to Ooma Business, Ooma Premier service and other premium services.

3. Annualized Exit Recurring Revenue or AERR is calculated by dividing our recurring revenue (which is defined as total subscription and service revenue from Ooma Business and Ooma Residential) for a quarter by the average of the number of core users at the beginning and end of that quarter, which is then annualized by multiplying by four. We then multiply the result by the number of core users at the end of that quarter.

4.Our annual net dollar retention rate is the percentage year-over-year change in our AERR per core user, which is then adjusted by factoring in the percentage of our core users we have retained during the same period.

5. Average Revenue Per Core User (monthly) is calculated by dividing AERR by the number of core users which is then divided by twelve.