EverCommerce

Investor Presentation

Q2 2021

IMPORTANT INFORMATION

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this presentation that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding our future operations and financial results, the underlying trends in our business, our market opportunity, our potential for growth and our strategy, including our acquisition strategy. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to, our limited operating history and evolving business; our recent growth rates may not be sustainable or indicative of future growth; we may not achieve profitability in the future; we may continue to experience significant quarterly and annual fluctuations in our operating results due to a number of factors, which makes our future operating results difficult to predict; we may reduce our rate of acquisitions and may be unsuccessful in achieving continued growth through acquisitions; revenues and profits generated through acquisitions may be less than anticipated, and we may fail to uncover all liabilities of acquisition targets; we may need to incur additional indebtedness or seek capital through new equity or debt financings, which may not be available to us on acceptable terms or at all; we may not be able to continue to expand our share of our existing vertical markets or expand into new vertical markets; we face intense competition in each of the industries in which we operate; the industries in which we operate are rapidly evolving and the market for technology-enabled services that empower SMBs is relatively immature and unproven; economic and political risks, including the business cycles of our clients and changes in the overall level of consumer and commercial spending; we are dependent on payment card networks and payment processors and if we fail to comply with the applicable requirements of our payment network or payment processors, they can seek to fine us, suspend us or terminate our registrations through our bank sponsors; the inability to keep pace with rapid developments and changes in the electronic payments market or are unable to introduce, develop and market new and enhanced versions of our software solutions; real or perceived errors, failures or bugs in our solutions; unauthorized disclosure, destruction or modification of data, disruption of our software or services or cyber breaches; our estimated total addressable market is subject to inherent challenges and uncertainties; failure to effectively develop and expand our sales and marketing capabilities; our systems and our third-party providers' systems may fail or our third-party providers may discontinue providing their services or technology or to us specifically; faster growth of lower margin solutions and services than higher margin solutions and services; risks related to the COVID-19 pandemic; our ability to adequately protect or enforce our intellectual property and other proprietary rights; risk of patent, trademark and other intellectual property infringement claims; risks related to governmental regulation; risks related to our sponsor stockholders agreement and qualifying as a "controlled company" under the rules of The Nasdaq Stock Market; as well as the other factors described in our final prospectus for our initial public offering of common stock dated as of June 30, 2021 and filed with the SEC pursuant to Rule 424(b) on July 6, 2021 and our other filings with the SEC. These factors could cause actual results to differ materially from those indicated by the forward-looking statements made in this presentation. Any such forward-looking statements represent management's estimates as of the date of this presentation. While we may elect to update such forward-looking statements at some point in the future, we disclaim any obligation to do so, even if subsequent events cause our views to change.

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Today's Presenters

Eric Remer
FOUNDER / CEO / DIRECTOR

Marc Thompson
CFO

EVERCOMMERCE OVERVIEW

Powering The Service Economy

Leading service commerce platform providing **integrated SaaS solutions for service SMBs.**





PERFORMANCE HIGHLIGHTS

Leading Service Commerce Platform

Scale + Market Leadership	**500,000+** Global Customers	**1,800+** Employees	**$1.3T** TAM
Growth + Visibility	**$338M** 2020 Revenue	**61%** 2018-20 Revenue CAGR	**95%** Recurring & Re-occurring Revenue
Attractive Unit Economics and Retention		**10x** 2020 CLTV / CAC Ratio[1]	**99%** Net Monthly Revenue Retention[1]
Strong Profitability and Cash Flow Generation		**23%** 2020 ADJ. EBITDA MARGIN[2]	**$79M** 2020 ADJ. EBITDA[2]

[1]See definition of CLTV / CAC Ratio and Net Monthly Revenue Retention in appendix.
[2]Adjusted EBITDA and Adjusted EBITDA Margin are non-GAAP financial measures. For a reconciliation of net income and loss, the most directly comparable GAAP financial measure, to Adjusted EBITDA, see Appendix. Adjusted EBITDA Margin is calculated as Adjusted EBITDA divided by Total Revenue.

Service SMBs: The Backbone of the Economy

77%

of U.S GDP represented by service businesses

+40%

of U.S. GDP represented by SMBs

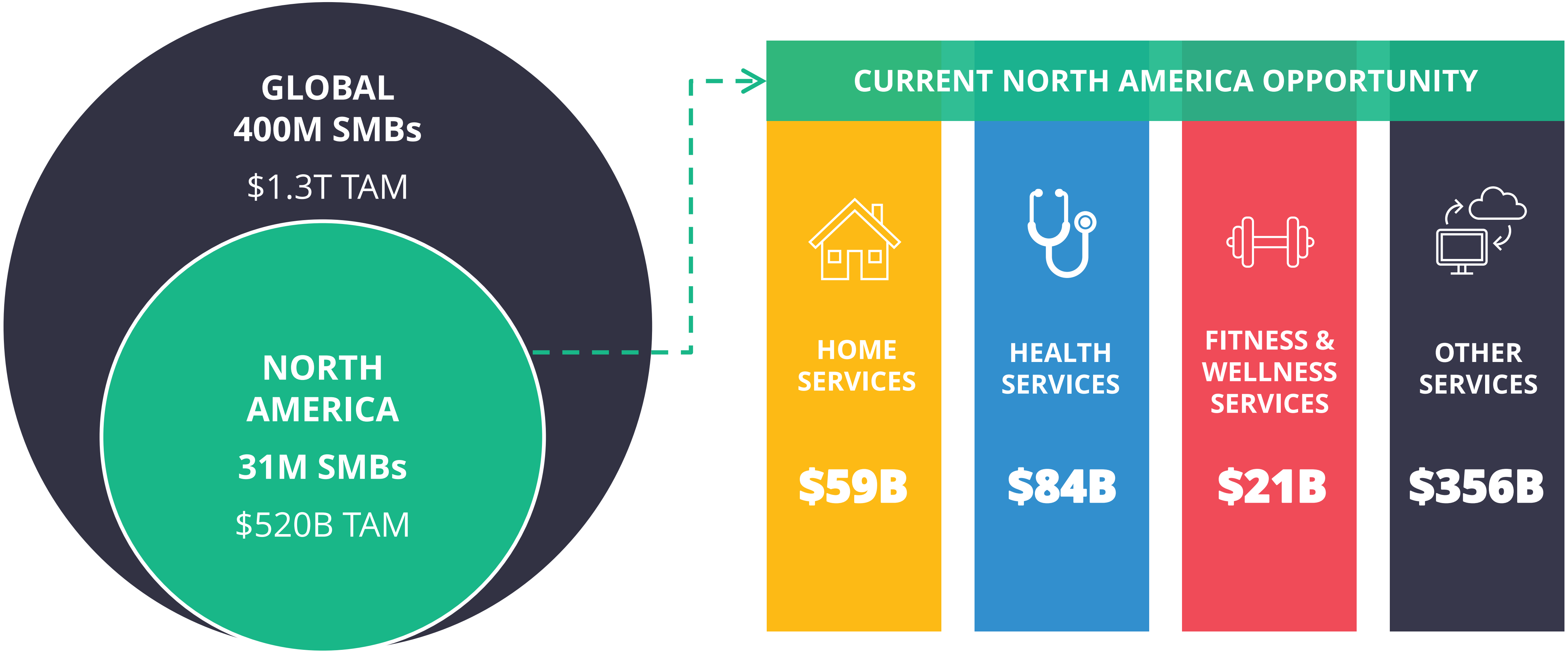
50M

people in U.S. employed by service SMBs

Sources: World Bank and Small Business Administration

OPPORTUNITY

Massive, Growing Target Addressable Market



Source: Management estimate.
North America consists of U.S. and Canada. SMBs include all firms with <500 employees. SMB count takes a longer-term (post-COVID) view, assuming no long-term reduction in total SMBs as a result of COVID (assumes today's closures are temporary and new firms replace closed predecessors).

OPPORTUNITY

Underpenetrated Service SMB Market

Historical solutions haven't met their needs.

- Broad software lacks specialization
- Custom solutions not affordable
- Point solutions lack integration

Source: Management estimate.
SMBs include all firms with <500 employees. SMB count takes a longer-term (post-COVID) view, assuming no long-term reduction in total SMBs as a result of COVID (assumes today's closures are temporary and new firms replace closed predecessors).

Evercommerce

Transforming End-to-end Experiences

VERTICALLY-TAILORED, INTEGRATED SOFTWARE

- BUSINESS MANAGEMENT SOFTWARE
- BILLING & PAYMENT SOLUTIONS
- CUSTOMER ENGAGEMENT APPLICATIONS
- MARKETING TECHNOLOGY SOLUTIONS

Multi-industry, Vertically-tailored Software

Home Services

EverPro

Health Services

EverHealth

Fitness & Wellness Services

EverWell

MARKETING TECHNOLOGY

CUSTOMER ENGAGEMENT APPLICATIONS

BILLING & PAYMENTS SOLUTIONS

BUSINESS MANAGEMENT SOFTWARE SYSTEM OF ACTION

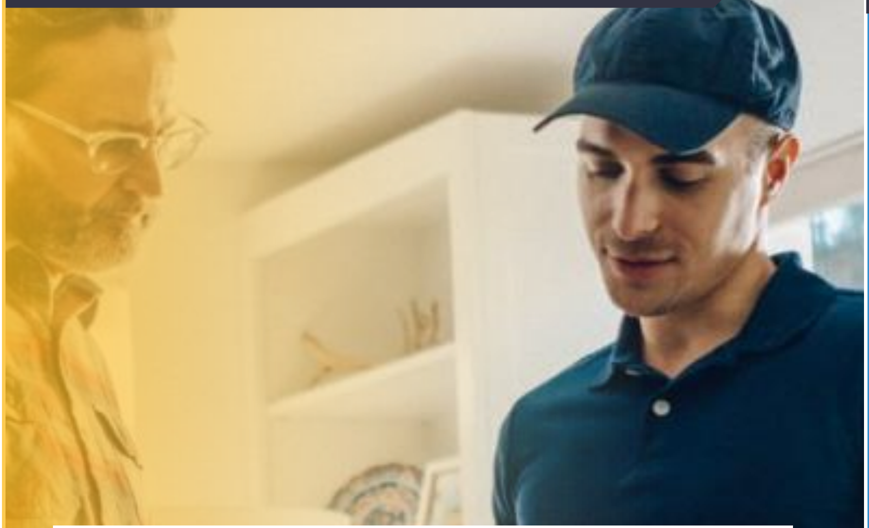
Field Service & Project Management

EHR & Practice Management

Guest & Facilities Management

INDUSTRY TRENDS

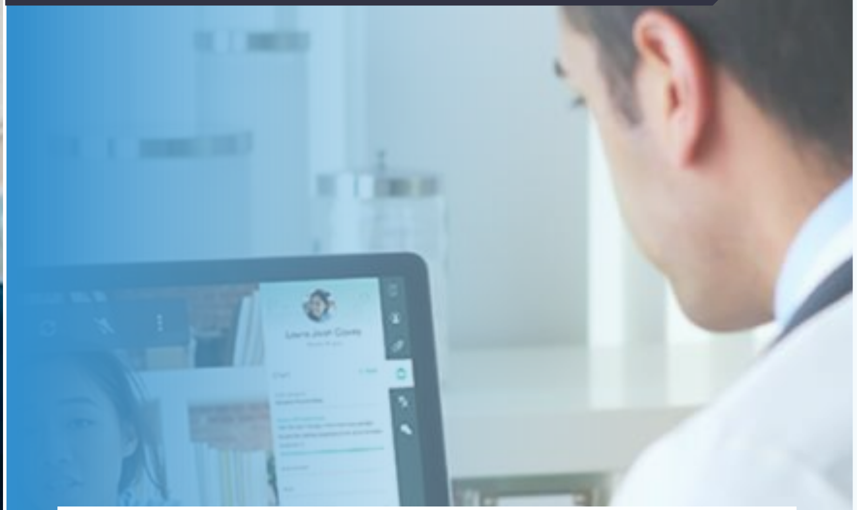
Home Services



BOOMING INDUSTRY

Rise in home equity, age of homes, and interest rates helped fuel a 17% growth in home services TAM.[1]

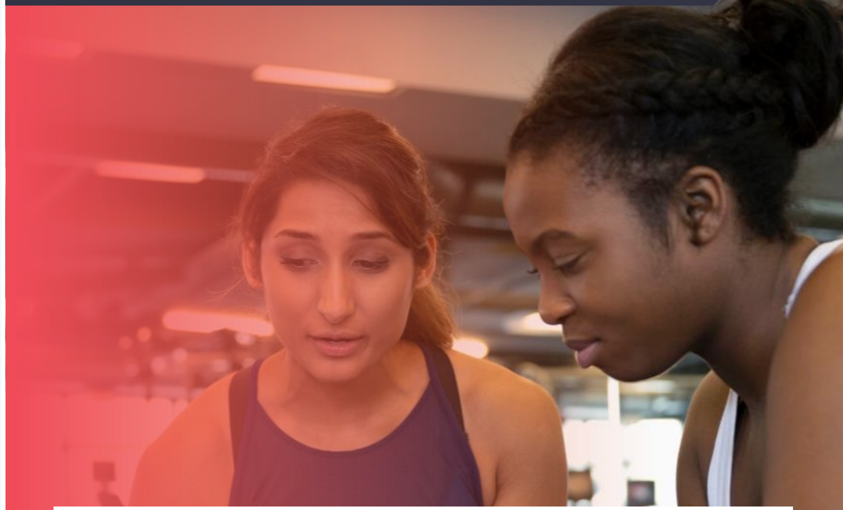
Health Services



DIGITALLY ACCELERATING

Personalization and consumerization of healthcare is accelerating, driving the need for digital solutions.

Fitness & Wellness Services



RECOVERING INDUSTRY

80% of consumers open to returning to gym, 40% still prefer gyms to in-home or outdoors.[2]

[1] Angi, The Economy of Everything Home, 2021

[2] Upswell Survey, February 2021. https://upswellmarketing.com/fitness/upswell-research-uncovers-what-consumers-need-to-rejoin-gyms

GROWTH OPERATIONS

Dual Engines Accelerate Go-to-Market & Growth

ORGANIC GROWTH DRIVERS

Product & Technology
Marketing & Go-to-market
Business Operations & Analytics
Sales & Customer Success

SCALABLE M&A ENGINE
New, complementary solutions

INTEGRATED GO-TO-MARKET

EverPro
EverHealth
EverWell

- Centralized customer acquisition strategy
- Results-driven marketing investments
- Scaled, digital self-serve acquisition models
- Vertically-specialized customer-facing teams

EXCEPTIONAL UNIT ECONOMICS

CLTV / CAC[1]
10X

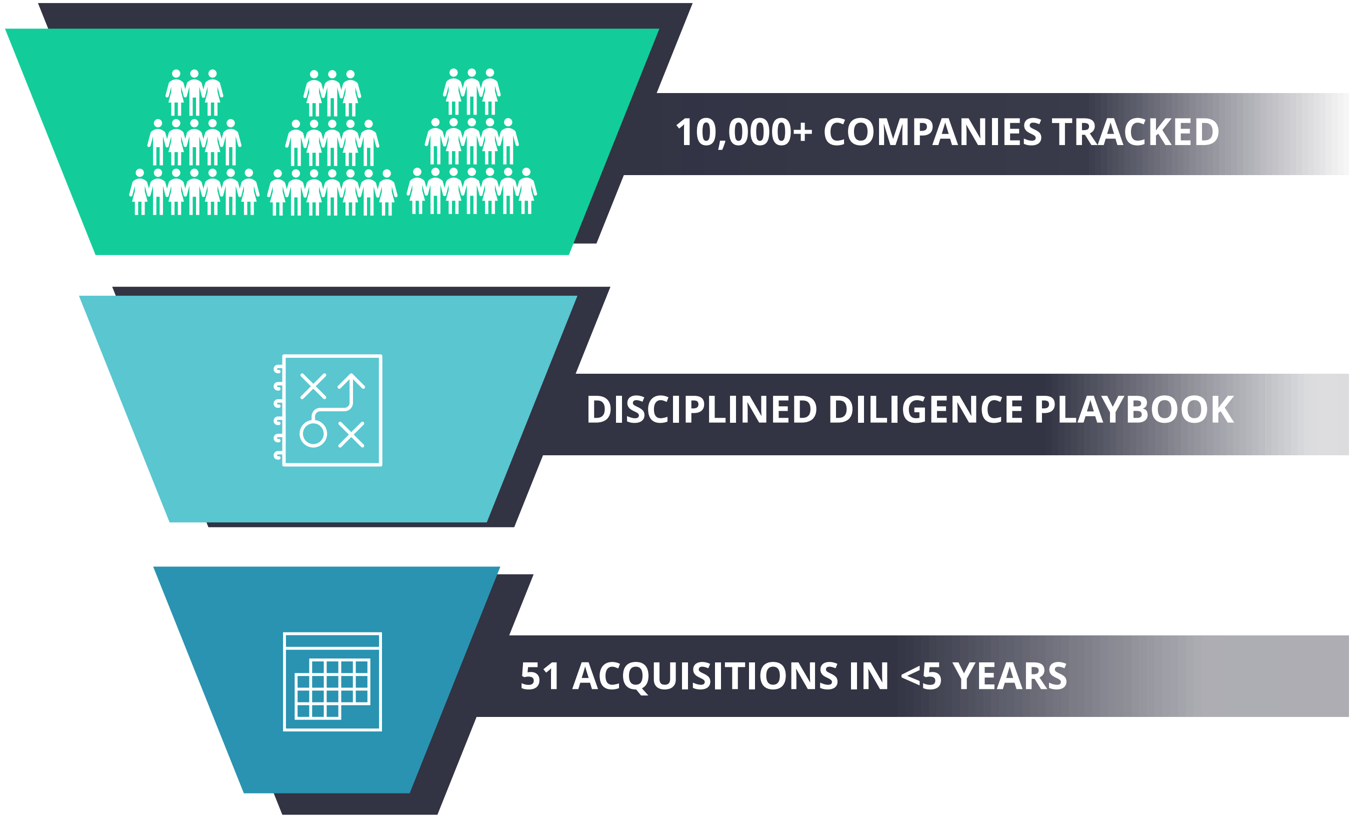
PAYBACK
10 mo.

NET MO. $ RET
+99%

[1]See definition of CLTV / CAC Ratio, Payback period and Net Monthly Revenue Retention in appendix.

GROWTH OUTLOOK

M&A Accelerates Growth



STRATEGY

- Accelerate growth & market penetration
- Expand competitive moat
- Shorten time to market

SELECTION CRITERIA

- Strong, vertically-tailored software
- Can enhance value of the solution
- Solution enhances value to us (via integration and cross-sell)
- Has strong stand-alone economic value proposition

EXECUTION & ONBOARDING

- Scalable sourcing, executing, and onboarding
- Proven, repeatable playbooks
- Scaled centralized platform ensures rapid onboarding

Framework for Onboarding

CENTRALIZED STRATEGY & OPERATIONS

GROWTH

- Marketing, Sales, and Success
- Product Strategy & GTM
- Business Development

OPERATIONS

- Business Ops & BI
- Security & Compliance
- Technology & Development

INFRASTRUCTURE

- Finance & Accounting
- Legal & HR
- Talent Acquisition

API INTEGRATIONS

Billing & Payment Solutions

Marketing Technology

Customer Engagement Applications

VERTICALLY-TAILORED

SYSTEM OF ACTION

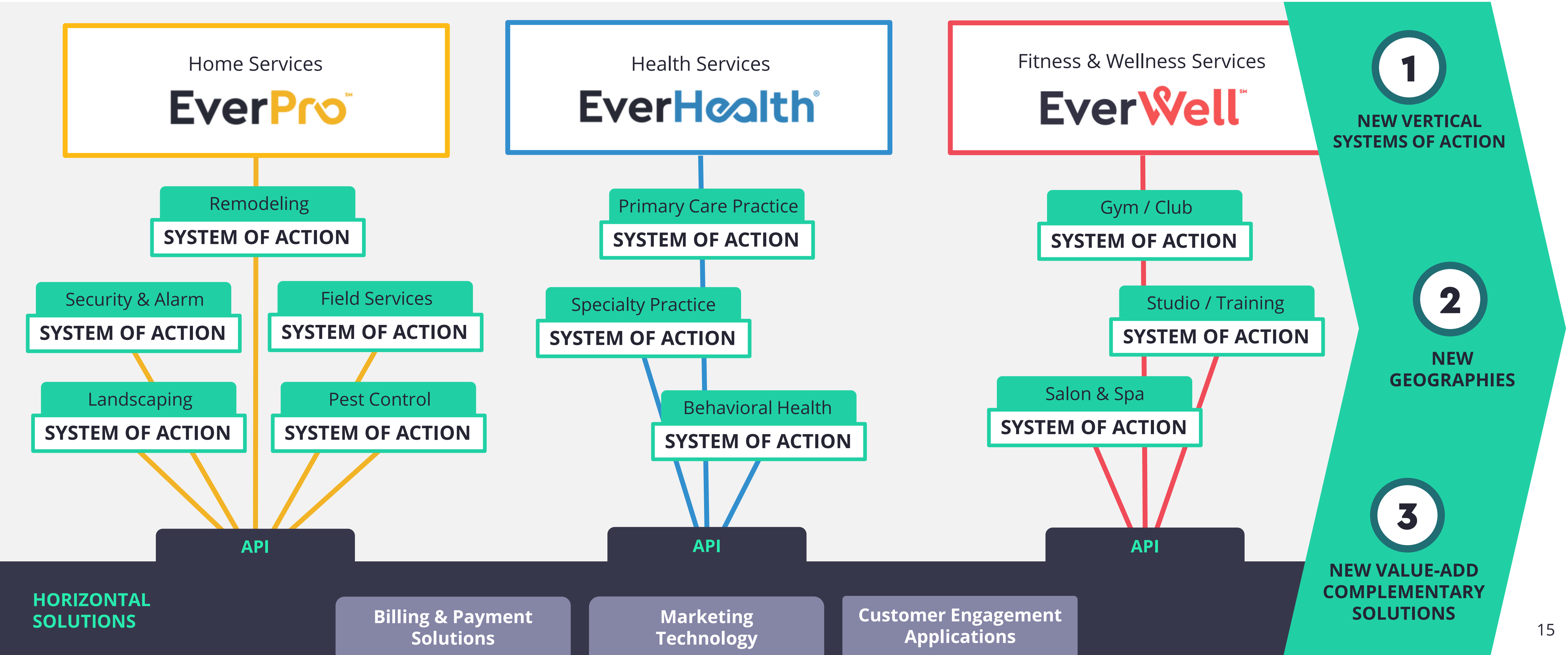
Sales & Customer Support

Product Development

Solution Leadership & Micro-vertical Expertise

GROWTH OUTLOOK

Repeatable, Scalable Technology Ecosystem



GROWTH OUTLOOK

EverCommerce Acquired Timely

Fitness & Wellness Services

EverWell[SM]

Gym / Club

SYSTEM OF ACTION

Studio / Training

SYSTEM OF ACTION

Salon & Spa

SYSTEM OF ACTION

timely

API

- Expands penetration in Fitness & Wellness micro-vertical
- Embedded payments integration opportunity
- Adds global penetration in existing vertical market
- Growth opportunity to deploy in U.S. market
- Services smaller-sized locations of existing vertical market

1 NEW VERTICAL SYSTEMS OF ACTION

2 NEW GEOGRAPHIES

3 NEW VALUE-ADD COMPLEMENTARY SOLUTIONS

HORIZONTAL SOLUTIONS

Billing & Payment Solutions

Marketing Technology

Customer Engagement Applications

GROWTH OUTLOOK

Multiple Levers Driving Durable Growth

Customer Expansion

Massive market and multi-vertical, multi-category solutions **expand routes to market**

Wallet Expansion

Large customer base and breadth of solutions **drive "land & expand" strategy**

Product Expansion

Build/buy optionality into **new and complementary software solutions**

Vertical Expansion

Unique multi-vertical + horizontal market penetration approach creates **testable expansion verticals**

Global Expansion

International acquisitions and focused product development **open untapped global markets**

EverCommerce Investment Highlights

Massive, growing underpenetrated TAM with strong tailwinds

Large, diversified multi-vertical base of global customers

Strategic central operating platform drives exceptional unit economics

Differentiated market penetration strategy drives long-term organic growth

Significant scale and access to invest in growing service SMB market

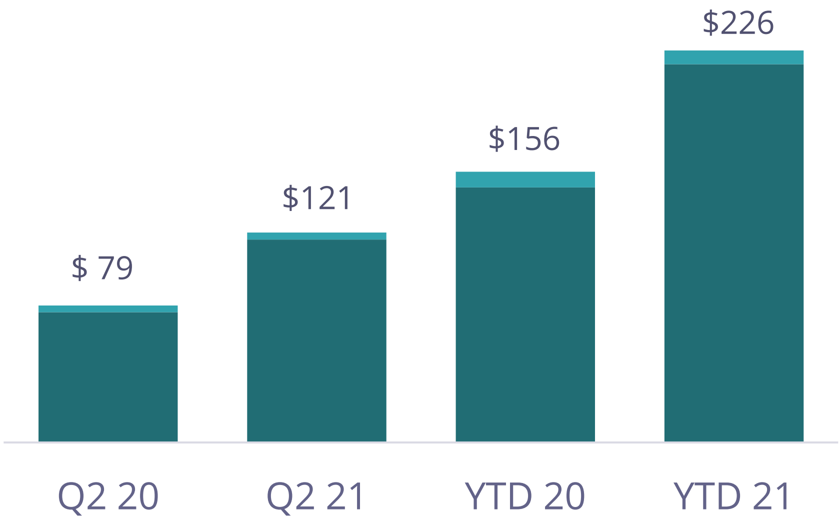
Financial Overview

Q2 2021

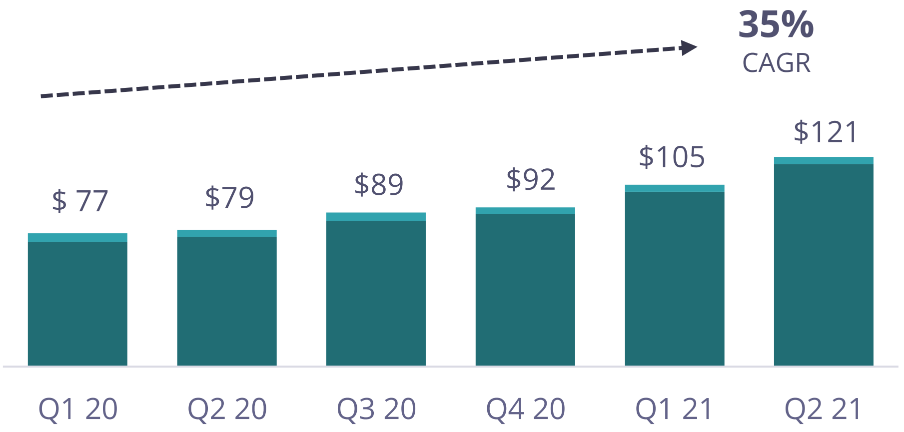
FINANCIAL HIGHLIGHTS

Revenue Growth at Scale

Revenue Growth ($mm)



Pro Forma Revenue Growth Rate[1]		
	Q2 2021	YTD 2021
PF Growth %	31%	21%

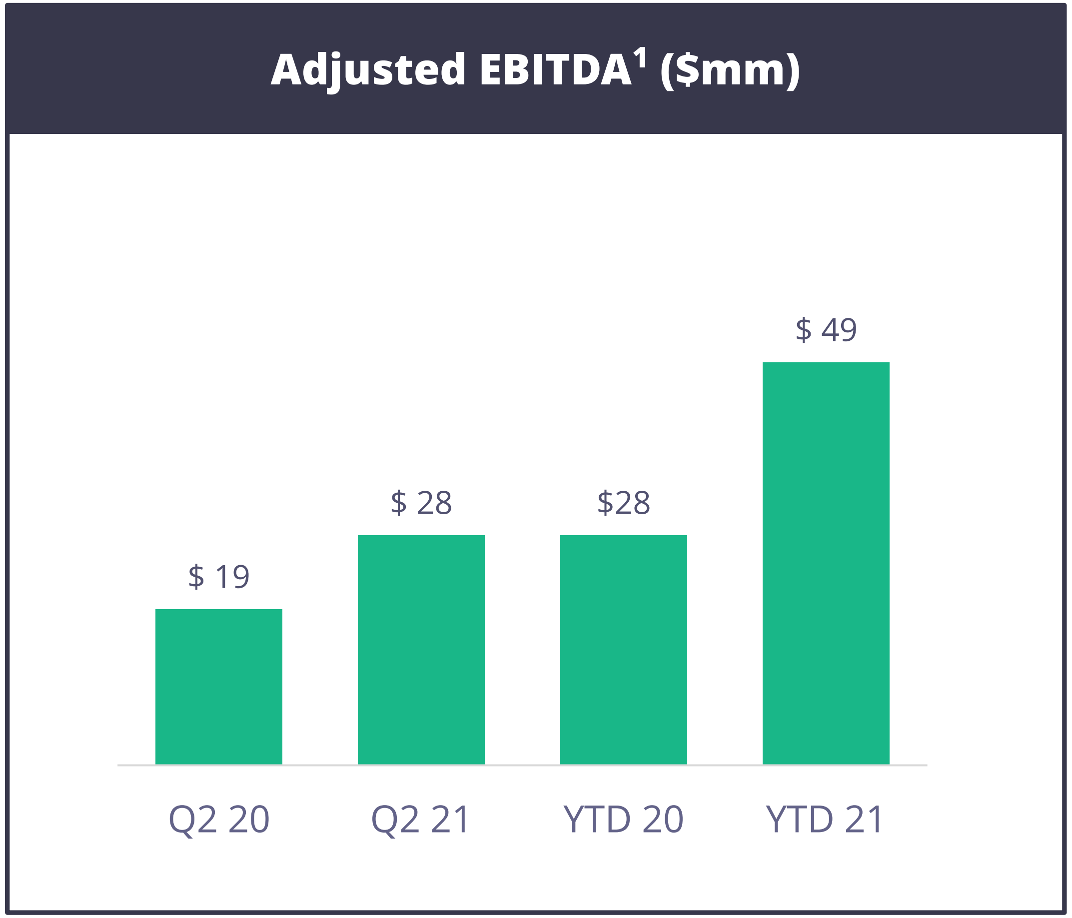


Recurring + Re-occurring **Other**

[1]See Appendix for definition of Pro Forma Revenue Growth Rate.

FINANCIAL HIGHLIGHTS

Centralized Operations Driving Profitability



	Q2 2020	Q2 2021	YTD 2020	YTD 2021
Adj. Gross Margin[1,2]	63%	66%	64%	66%
Adj. Sales & Marketing[1,2] (% of Total Revenue)	13%	18%	15%	18%
Adj. Product Development[1,2] (% of Total Revenue)	8%	10%	9%	10%
Adj. General & Administrative[1,2] (% of Total Revenue)	18%	15%	22%	16%
Adj. EBITDA Margin[1,2]	24%	23%	18%	22%

[1]These are non-GAAP financial measures. For reconciliations of the most directly comparable GAAP financial measures, see Appendix.
[2] Metrics are calculated as a percentage of Total Revenue as of the respective period presented.

Liquidity and Leverage

($mm)	Q2 2021	As adjusted Q2 2021[1]
BALANCE SHEET		
Cash and cash equivalents (a)	$199	$200
Debt (b)	$766	$381
Debt, net of cash and cash equivalents ((b)-(a))	$567	$181
LEVERAGE		
Credit facility leverage[2]	4.3x	1.4x

- Concurrent with the IPO on July 6th, 2021, EVCM refinanced its outstanding facility with a new credit facility:
  - $350M term loan and $190M revolver, of which $79M was borrowed upon closing
  - 7-year term on term loans with $0.9M quarterly principal payments, and 5-year term on the revolver
- Refinancing qualified as an extinguishment of the existing facility – approximately $29M loss on extinguishment will be recorded in Q3 2021
- As adjusted cash[1] of $200M at June 30th, 2021

[1]As adjusted Q2 2021 shows the estimated impact of EVCM's IPO and concurrent existing credit facility refinancing on our cash and cash equivalents, debt, and net debt balance. As adjusted cash and cash equivalents, debt, net debt and our credit facility leverage calculation does not reflect the use of cash for Timely which was approximately $99.9 million.
[2]Credit facility leverage is TTM Adjusted EBITDA utilized in the calculation of leverage per our Credit Facility, and includes additional addbacks allowed per the Credit Agreement. TTM Adjusted EBITDA is calculated as of June 30, 2021.

2H 2021 Financial Outlook

	Q3 2021	FY 2021
Total Revenue	$122M - $124M	$471M - $474M
Adjusted EBITDA[1]	$23M - $24M	$100M - $102M

[1] A reconciliation of Adjusted EBITDA to net income, the most directly comparable GAAP measure, is not available without unreasonable efforts on a forward-looking basis due to the high variability, complexity and low visibility with respect to certain charges excluded from this non-GAAP measure; in particular, the measures and efforts of stock-based compensation expense specific to equity compensation awards that are directly impacted by unpredictable fluctuations in our stock price. It is important to note that these charges could be material to EverCommerce's results computed in accordance with GAAP.

Appendix

GAAP to Non-GAAP Reconciliation

Adjusted EBITDA	Three Months Ended June 30,		Six Months Ended June 30,	
($ in 000s)	2021	2020	2021	2020
Net Loss	$(24,334)	$(13,685)	$(40,329)	$(33,587)
Adjusted to Exclude the Following:				
Interest and Other Expense, Net	13,165	10.146	26,114	20,897
Income Tax Benefit	367	(977)	(3,160)	(2,174)
Depreciation and Amortization	24,224	19,310	47,921	36,148
Other Amortization	677	410	1,277	794
Acquisition Related Non-recurring Costs	1,142	1,780	2,240	2,273
Stock-based Compensation	11,201	981	12,104	1,827
Other Non-recurring Costs	1,131	1,461	2,716	1,461
Adjusted EBITDA	**$27,573**	**$19,426**	**$48,883**	**$27,639**

GAAP to Non-GAAP Reconciliation

Adjusted Gross Profit	Three Months Ended June 30,		Six Months Ended June 30,	
($ in 000s)	2021	2020	2021	2020
Gross Profit[1]	$75,521	$46,681	$140,166	$92,579
Adjusted to Exclude the Following:				
Depreciation and Amortization	4,673	3,584	9,260	6,899
Adjusted Gross Profit	**$80,194**	**$50,265**	**$149,426**	**$99,478**

[1]Gross profit is calculated as total revenues less cost of revenues (exclusive of depreciation and amortization), amortization of developed technology, amortization of capitalized software and depreciation expense (allocated to cost of revenues).

GAAP to Non-GAAP Reconciliation

Adjusted Operating Expenses	Three Months Ended June 30,		Six Months Ended June 30,	
($ in 000s)	2021	2020	2021	2020
Sales and Marketing	$22,802	$10,629	$42,491	$24,233
Adjusted to Exclude the Following:				
Stock-based Compensation	113	–	142	–
Other Amortization	677	410	1,277	794
Adjusted Sales and Marketing	**$22,012**	**$10,219**	**$41,072**	**$23,439**
Product Development	$12,047	$6,208	$22,372	$14,660
Adjusted to Exclude the Following:				
Stock-based Compensation	105	–	138	–
Adjusted Product Development	**$11,942**	**$6,208**	**$22,234**	**$14,660**
General and Administrative	$31,923	$18,634	$54,017	$39,301
Adjusted to Exclude the Following:				
Stock-based Compensation	10,978	981	11,818	1,827
Acquisition related non-recurring costs	1,142	1,780	2,240	2,273
Other non-recurring costs	1,131	1,461	2,716	1,461
Adjusted General and Administrative	**$18,672**	**$14,412**	**$37,243**	**$33,740**

Definitions

Adjusted Gross Profit: Adjusted Gross Profit is calculated as gross profit adjusted to exclude depreciation and amortization allocated to cost of revenues. Gross profit is calculated as total revenues less cost of revenues (exclusive of depreciation and amortization), amortization of developed technology, amortization of capitalized software and depreciation expense (allocated to cost of revenues.

Adjusted EBITDA: Adjusted EBITDA is calculated as net income (loss), adjusted to exclude interest and other expense, net, income tax expense (benefit), depreciation and amortization, other amortization, acquisition related costs, stock-based compensation, and other non-recurring costs. Other amortization includes amortization for capitalized contract acquisition costs. Acquisition related costs are specific deal-related costs such as legal fees, financial and tax due diligence, consulting and escrow fees. Other non-recurring costs are expenses such as system implementation costs and severance related to planned restructuring activities. Acquisition related costs and other non-recurring costs are excluded as they are not representative of our underlying operating performance.

Pro Forma Revenue Growth Rate: Our year-over-year Pro Forma Revenue Growth Rate is calculated as though all acquisitions closed as of the end of the latest period were closed as of the first day of the prior year period presented. In calculating Pro Forma Revenue Growth Rate, we add the revenue from acquisitions for the reporting periods prior to the date of acquisition (including estimated purchase accounting adjustments) to our results of operations, and then calculate our revenue growth rate between the two reported periods. As a result, Pro Forma Revenue Growth Rate includes pro forma revenue from businesses acquired during the period, including revenue generated during periods when we did not yet own the acquired businesses.

CLTV / CAC Ratio and Payback Period: Customer lifetime value (CLTV) is the average revenue per customer over the number of months in the customer lifetime, net of cost of revenue (exclusive of depreciation and amortization). We calculate lifetime value of a customer using a projected average customer lifetime, which we extrapolate by taking actual customer retention data for months 1-24 of a customer's lifetime and projecting customer retention data beyond month 24 using a monthly average rate of change over the prior 12 months. We then total the amount that an average customer produces in monthly revenue across the number of months in our projected average customer lifetime, and apply a gross margin factor, calculated as revenues less cost of revenues (exclusive of depreciation and amortization), to estimate a lifetime value. We calculate our customer acquisition costs (CAC) as the total of all of our direct sales and marketing expenses associated with acquiring new customers for a fiscal year divided by the total number of new customers acquired during such fiscal year. Direct sales and marketing expenses include fully loaded salary and commission as well as advertising costs. We have excluded certain overhead costs allocated to the sales and marketing department including but not limited to professional fees, recruiting, and office supplies as they are not costs that are directly related to acquiring incremental customers. Customer acquisition costs are calculated as if acquisitions that were closed during the periods presented were closed on the first day of the period.

Net Monthly Revenue Retention: Represents the sum of the total of annual recurring and re-occurring revenue generated from customers in such period that also generated recurring or re-occurring revenue in the respective prior year period, as a percentage of total recurring and re-occurring revenue generated from such customers in the respective prior year period, then divided by twelve.