

The background features abstract teal line art on a dark blue-grey gradient. The art consists of several overlapping, irregular shapes that resemble stylized leaves or organic forms, with some shapes having pointed ends and others being more rounded. The lines are of varying thickness and create a sense of depth and movement.

Ever∞mmerce

# Investor Presentation

Q3 2021 – November

## 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.

This presentation also contains estimates and other statistical data prepared by independent parties and by the Company relating to market size and growth and other data about the Company's industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Neither the Company nor any other person makes any representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of this presentation. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which the Company operates are necessarily subject to a high degree of uncertainty and risk. In light of the foregoing, you are urged not to rely on any forward-looking statement or third-party data in reaching any conclusion or making any investment decision about any securities of the Company.

This presentation includes certain financial measures that are not presented in accordance with generally accepted accounting principles in the United States, ("GAAP"), such as adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit, adjusted gross margin, adjusted sales & marketing expense, adjusted product development expense, adjusted general & administrative expense, and debt, net of cash and cash equivalents, to supplement financial information presented in accordance with GAAP. There are limitations to the use of non-GAAP financial measures and such non-GAAP financial measures should not be construed as alternatives to financial measures determined in accordance with GAAP. The non-GAAP measures as defined by the Company may not be comparable to similar non-GAAP measures presented by other companies. The Company's presentation of such measures, which may include adjustments to exclude unusual or non-recurring items, should not be construed as an inference that the Company's future results will be unaffected by other unusual or non-recurring items. A reconciliation is provided elsewhere in this presentation for each non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP.

**500,000+ Global Customers**  
**2,000+ Global Employees**



**\$447M**

LTM REVENUE

**61%**

2018-20  
REVENUE CAGR

**\$8.6B+**

ANNUALIZED  
TPV

**10x**

2020 CLTV /  
CAC RATIO<sup>1</sup>

**95%**

RECURRING &  
REOCURRING  
REVENUE

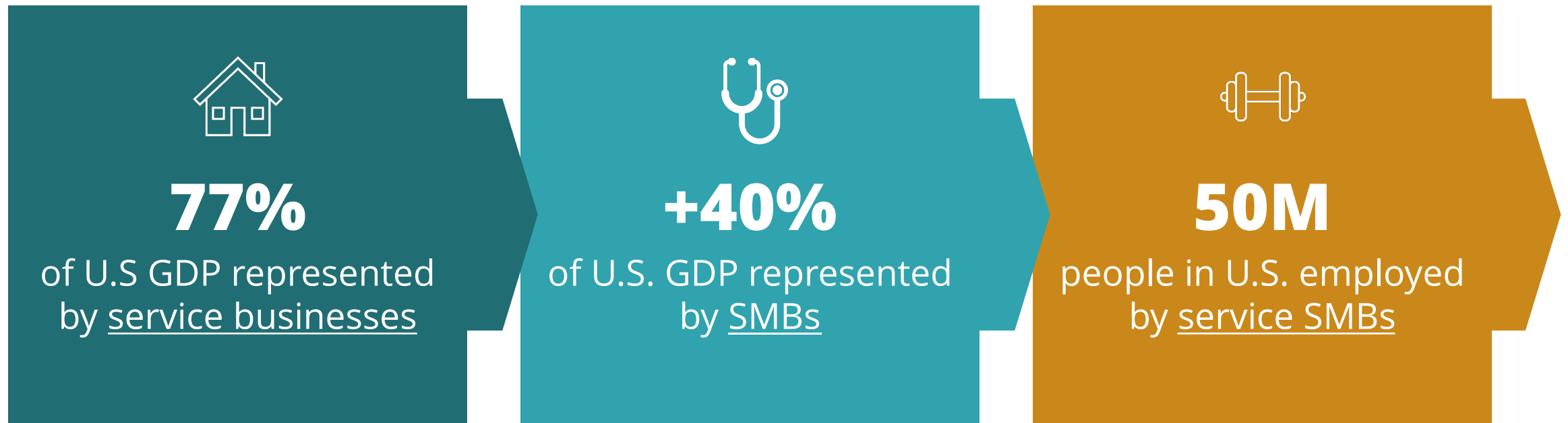
**Leading the digital transformation of the service economy.**



**One Vision. One Team.**  
**One EverCommerce.**

LANDSCAPE

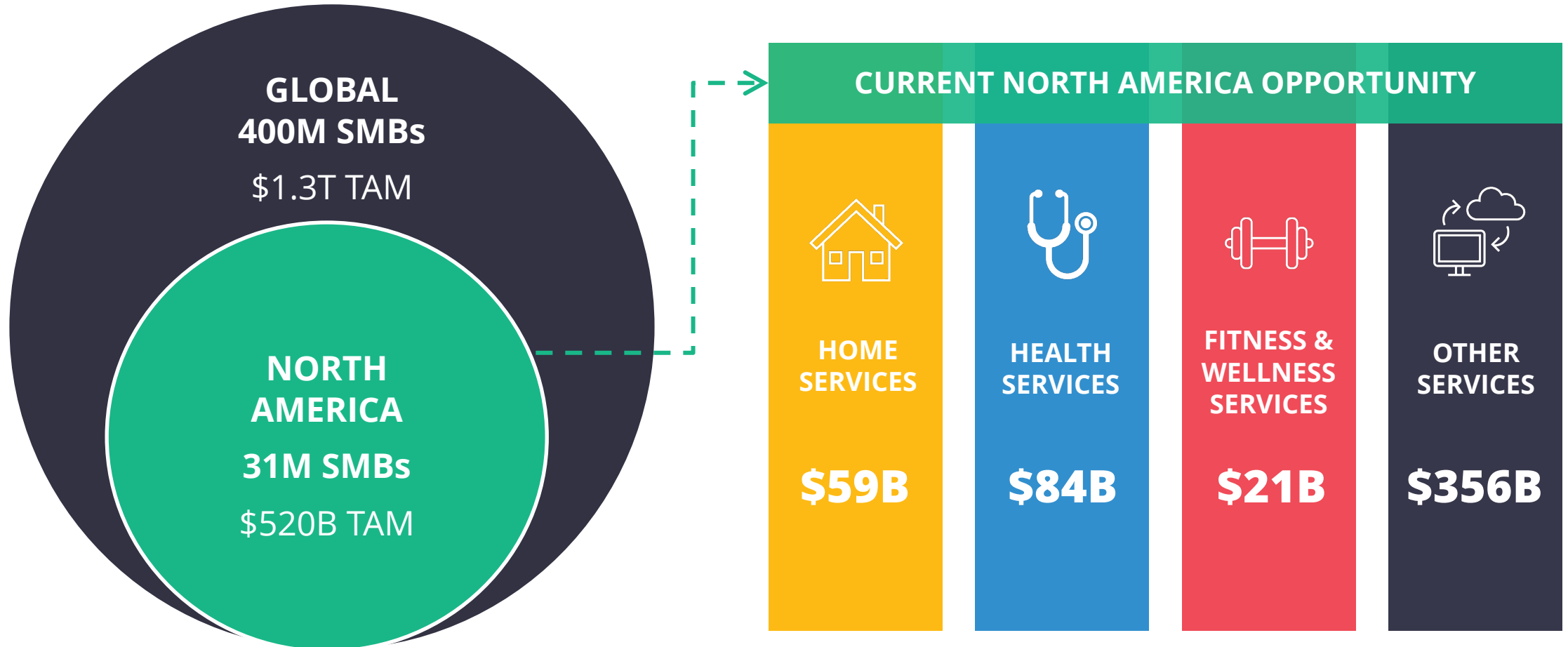
# Service SMBs: The Backbone of the Economy



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

## Transforming End-to-end Experiences

VERTICALLY-TAILORED, INTEGRATED SOFTWARE





GROWTH STRATEGY

# Multi-industry, Vertically-tailored Software

EverPro®

EverHealth®

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

GROWTH STRATEGY

# Introducing EverConnect

EverPro®

EverHealth®

EverWell™

EverConnect™

INTEGRATED PERFORMANCE MARKETING SOLUTIONS

CUSTOMER ENGAGEMENT APPLICATIONS

BILLING & PAYMENTS SOLUTIONS

BUSINESS MANAGEMENT SOFTWARE

SYSTEM OF ACTION

Field Service & Project  
Management

EHR & Practice  
Management

Guest & Facilities  
Management

GROWTH STRATEGY

# Introducing EverConnect



# 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<sup>®</sup>  
EverHealth<sup>®</sup>  
EverWell<sup>SM</sup>

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

## EXCEPTIONAL UNIT ECONOMICS

CLTV / CAC<sup>1</sup>  
10x

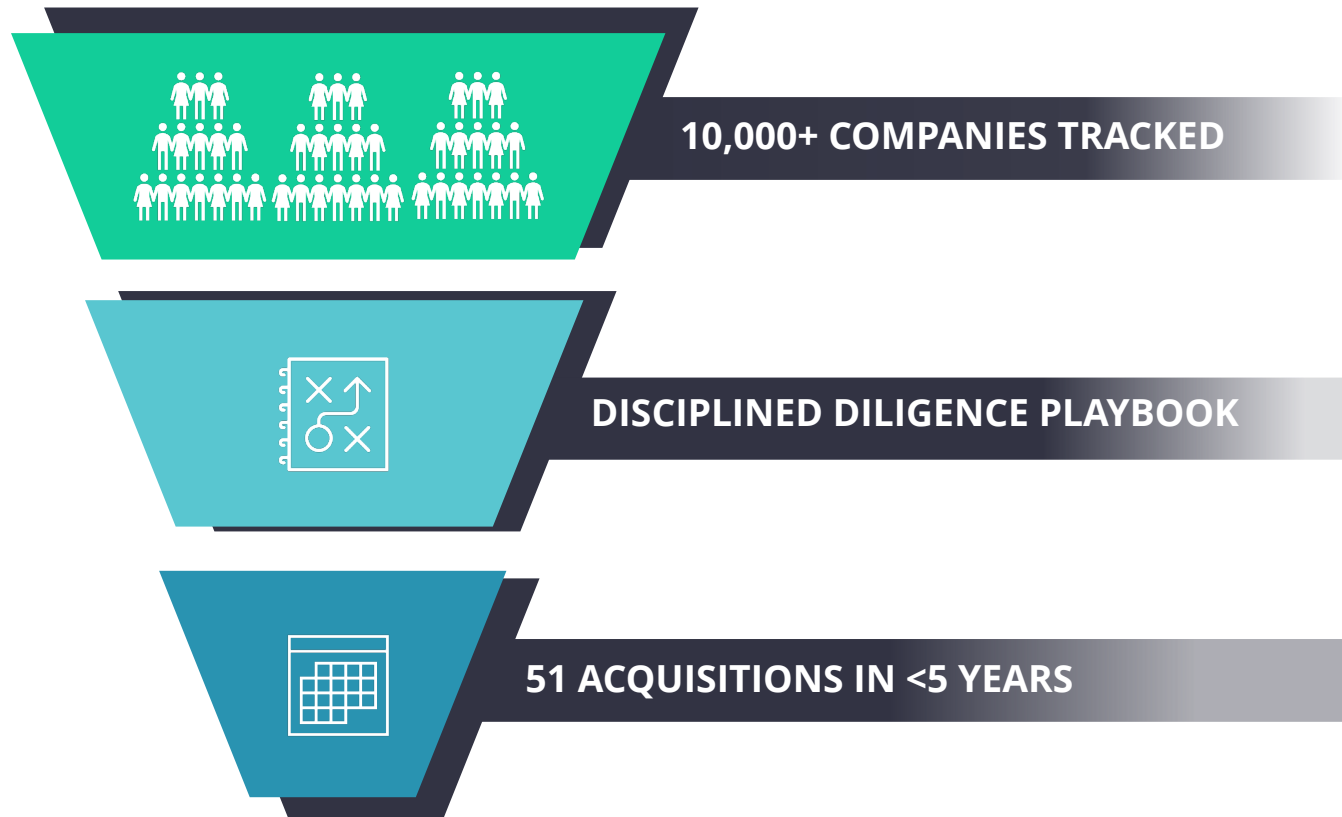
PAYBACK  
10 mo.

NET MO. \$ RET  
+99%

<sup>1</sup>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

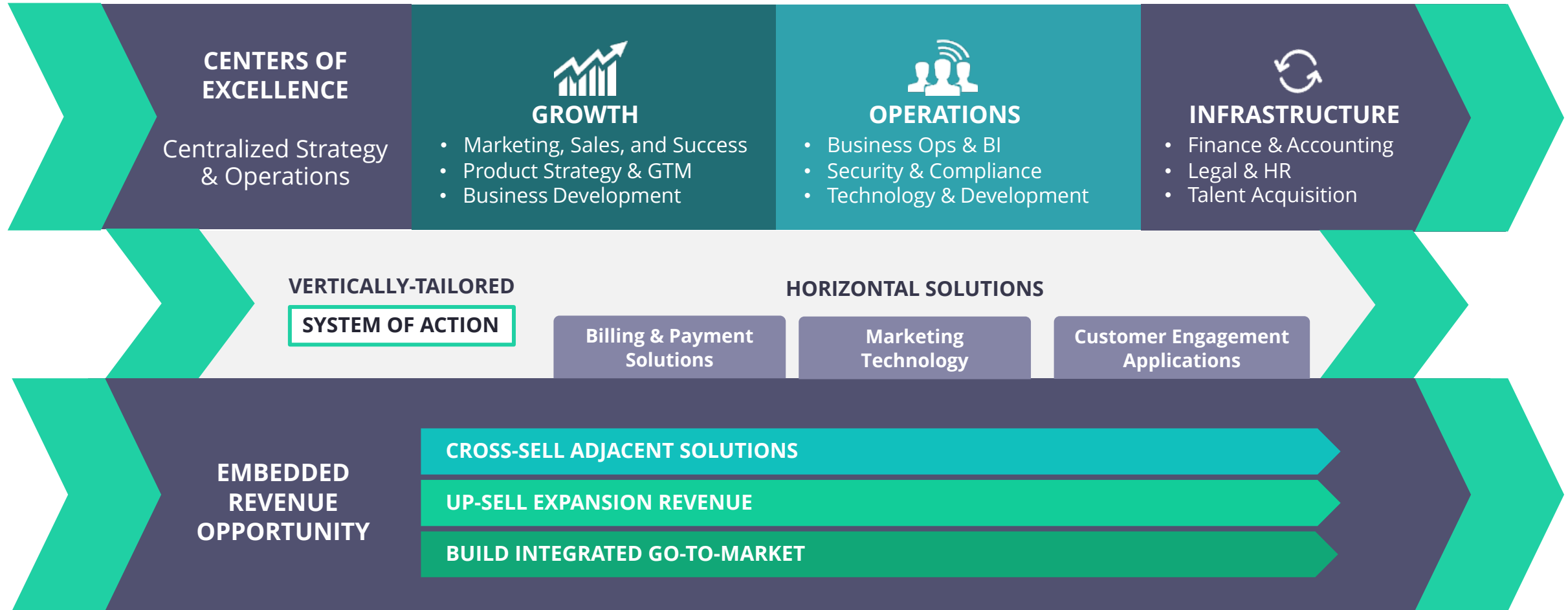
## SELECTION CRITERIA

- Strong, vertically-tailored software
- Enhance value of existing solutions to customers
- Enhance value to us via integration and cross-sell
- 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



CASE STUDY

# Onboard > Optimize > Integrate > Grow

Within 12 months of acquisition, optimized sales & marketing operations and integrated adjacent, value-add solutions **yielding 15% increase in ARPU.**



**+38%**  
PAYMENT  
MONETIZATION  
powered by **PAYSIMPLE**

**+11%**  
PAYMENT  
ADOPTION

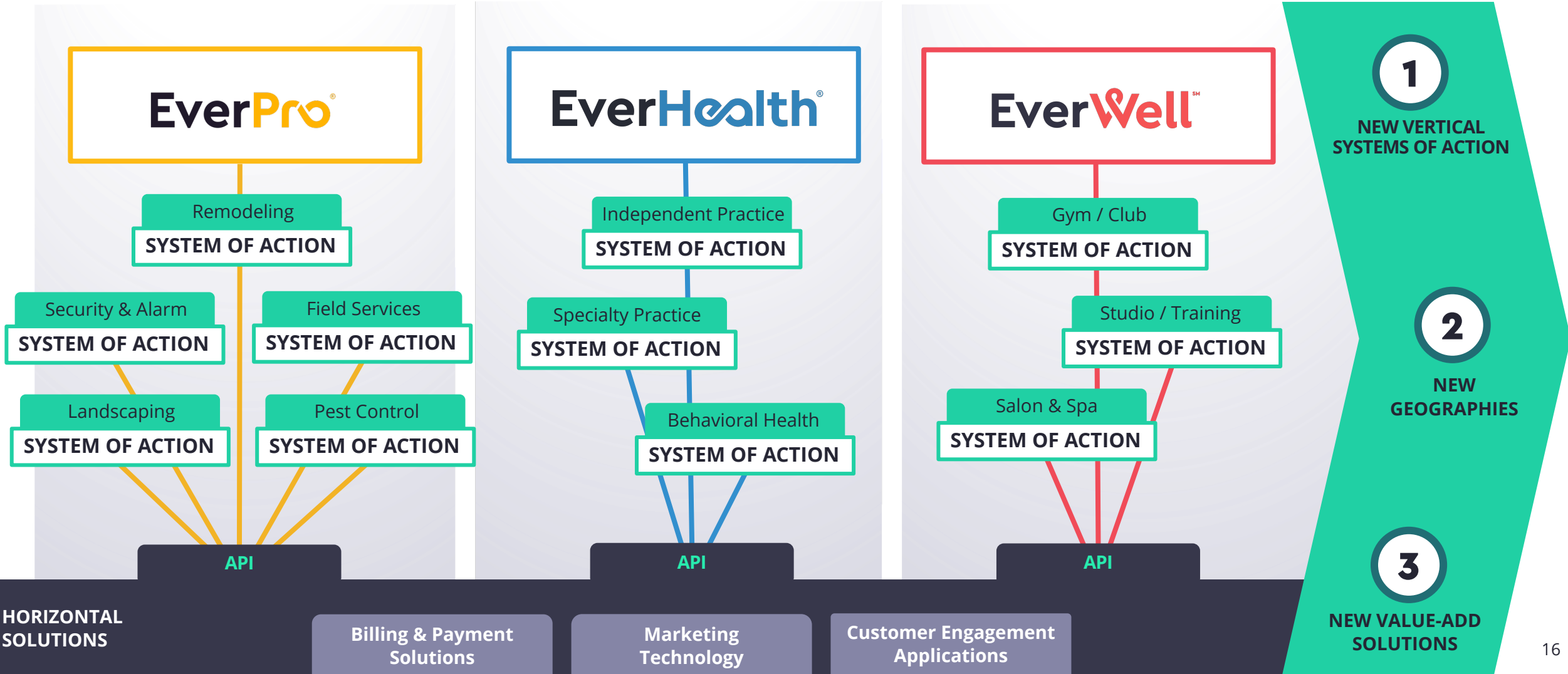
**+24%**  
YOY DIGITAL NEW  
CUSTOMER ACQUISITION  
powered by **CENTRAL COEs**

**80 in First 90 Days**  
CUSTOMERS ADOPTED  
INTEGRATED CUSTOMER  
MARKETING  
powered by **CUSTOMER LOBBY**

**Q1 2022**  
LAUNCHING INTEGRATED  
FLAT-RATE MOBILE  
SELLING APPLICATION  
powered by **PROFIT RHINO**

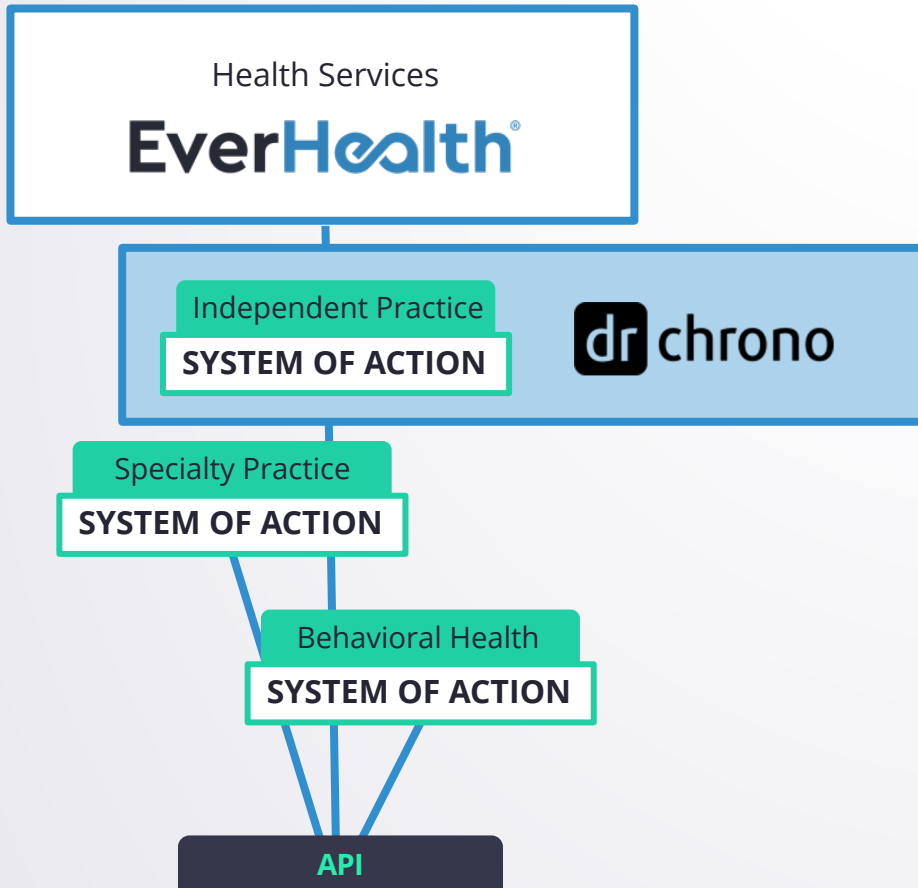
GROWTH OUTLOOK

# Repeatable, Scalable Technology Ecosystem





# EverCommerce Acquisition of DrChrono



- Expands penetration in health services micro-vertical
- Embedded payments integration opportunity
- Integrates with existing, adjacent EverHealth solutions
- Extends modern, mobile capabilities for EverHealth suite

**1**  
NEW VERTICAL SYSTEMS OF ACTION

**2**  
NEW GEOGRAPHIES

**3**  
NEW VALUE-ADD SOLUTIONS

HORIZONTAL SOLUTIONS

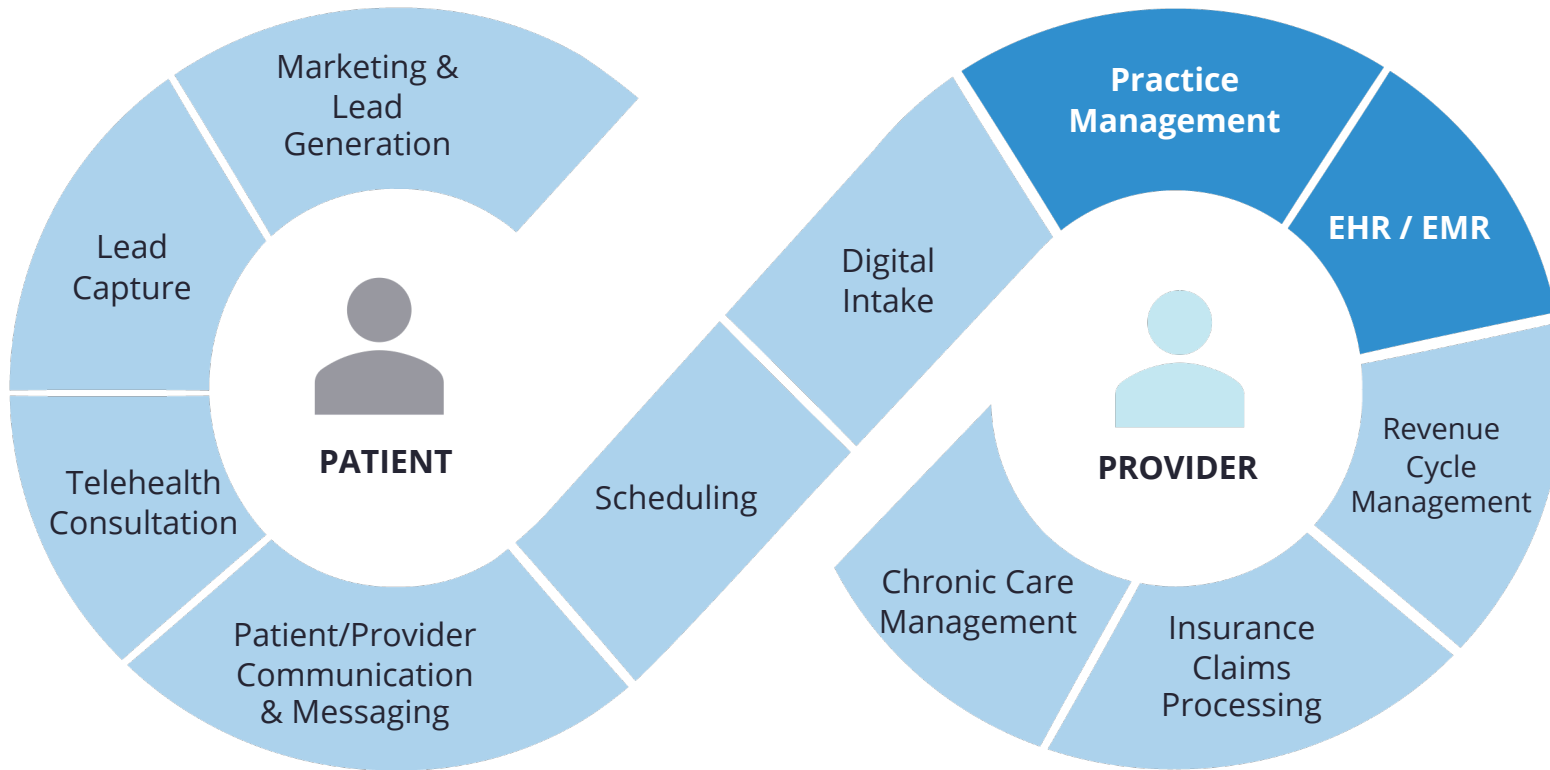
Billing & Payment Solutions

Marketing Technology

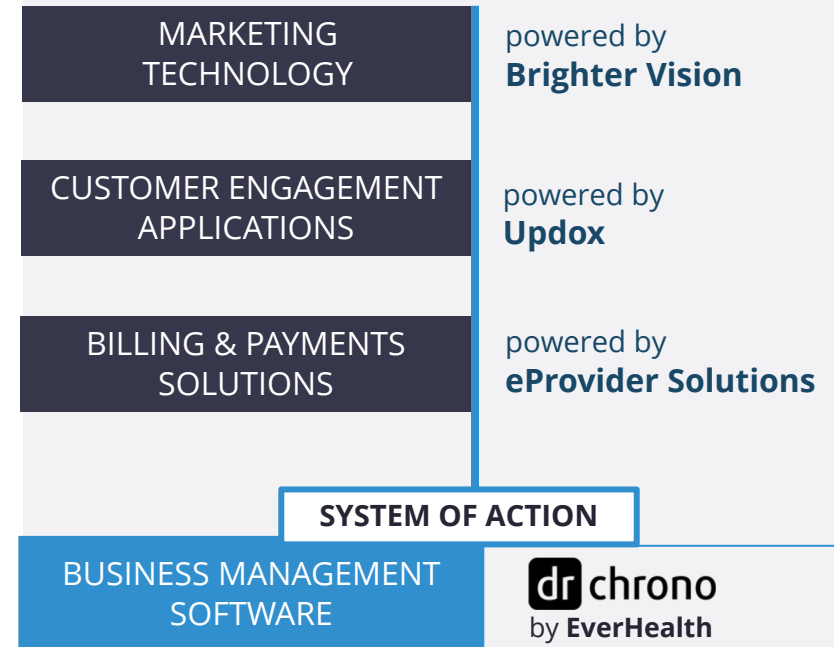
Customer Engagement Applications

GROWTH OUTLOOK

# End-to-end Integrated Solutions















## EverHealth<sup>®</sup> SOLUTIONS VALUE CHAIN



GROWTH OUTLOOK

# EverCommerce: Service Commerce Disruptor

	Insurance	Industrial	Life Sciences	Public Sector /Non-profit	Real Estate	Bank Tech	Retail / eCommerce	SMB Service Commerce
Vertical Software Disruptors								
		 						

- Vertically-tailored software
- Embedded payments & adjacent solutions
- SaaS Infrastructure

- SMB flexibility and affordability
- Open API with 3<sup>rd</sup> party integrations
- Regular, automatic updates

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**

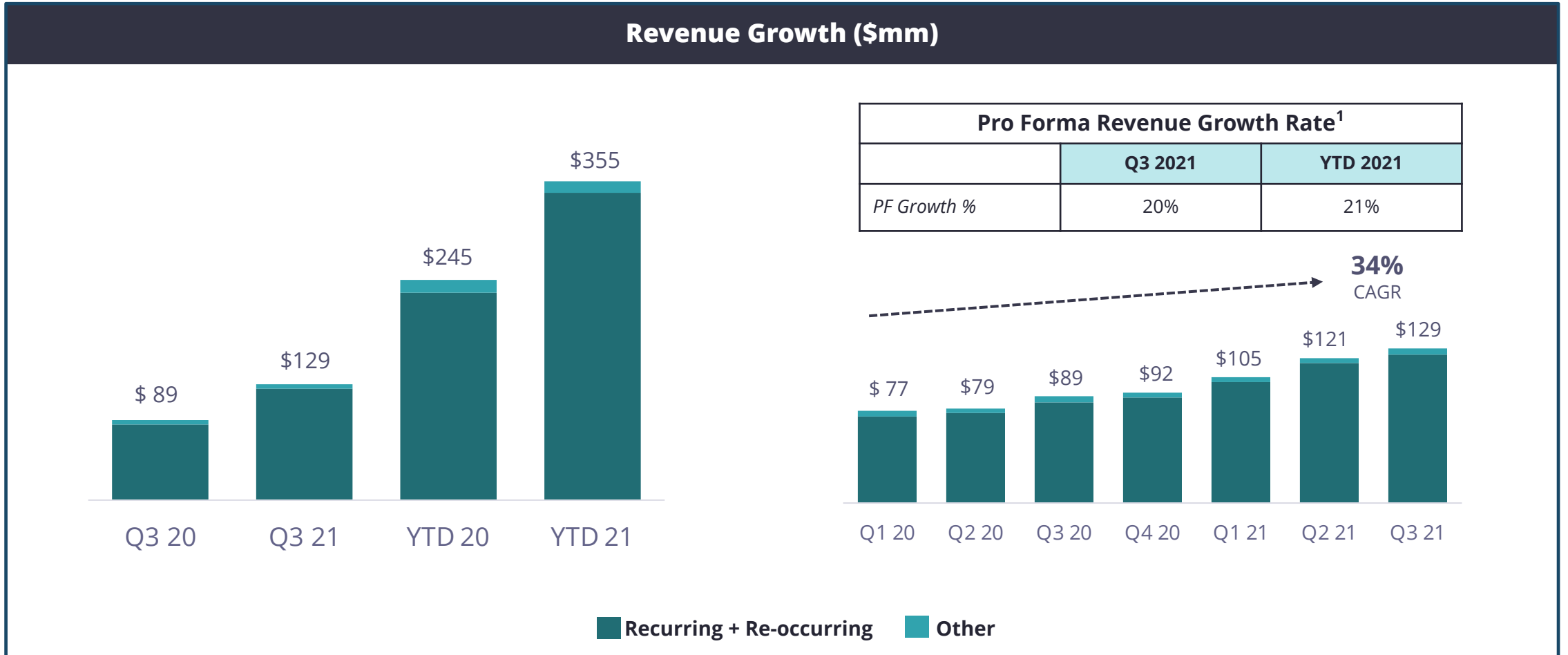
The background features a dark blue-grey gradient with a horizontal line across the middle. Overlaid on this are several large, overlapping, teal-colored line art shapes that resemble stylized letters or abstract forms, creating a modern and dynamic aesthetic.

Ever∞mmerce

# Financial Overview

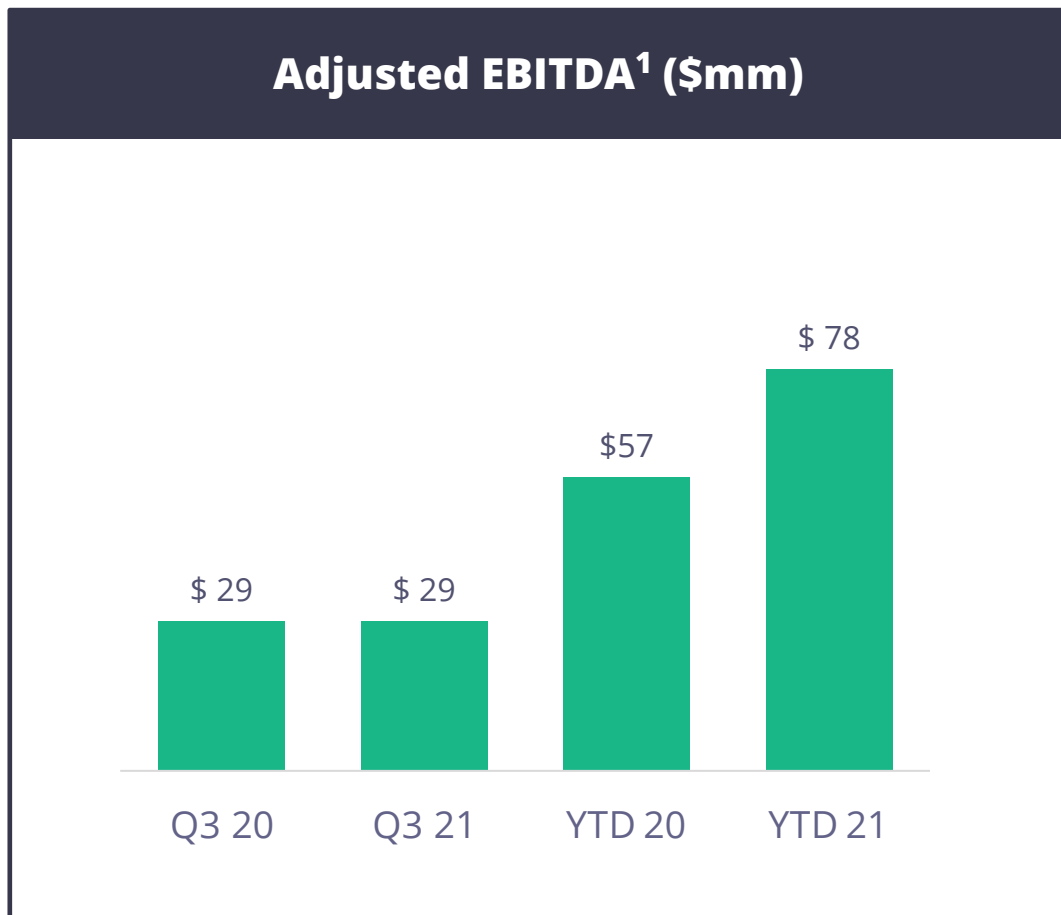
Q3 2021

# Revenue Growth at Scale



<sup>1</sup>See Appendix for definition of Pro Forma Revenue Growth Rate.

# Centralized Operations Driving Profitability



	Q3 2020	Q3 2021	YTD 2020	YTD 2021
Adj. Gross Margin <sup>1,2</sup>	67%	67%	65%	66%
Adj. Sales & Marketing <sup>1,2</sup> (% of Total Revenue)	13%	19%	14%	18%
Adj. Product Development <sup>1,2</sup> (% of Total Revenue)	9%	10%	9%	10%
Adj. General & Administrative <sup>1,2</sup> (% of Total Revenue)	13%	16%	18%	16%
Adj. EBITDA Margin <sup>1,2</sup>	33%	23%	23%	22%

<sup>1</sup>These are non-GAAP financial measures. For reconciliations of the most directly comparable GAAP financial measures, see Appendix.

<sup>2</sup> Metrics are calculated as a percentage of Total Revenue as of the respective period presented.



FINANCIAL HIGHLIGHTS

# Liquidity and Leverage

(\$mm)	Q3 2021	As adjusted Q3 2021 <sup>2</sup>
<b>BALANCE SHEET</b>		
Cash and cash equivalents (a)	\$96	\$68
Debt (b)	\$385	\$540
Debt, net of cash and cash equivalents ((b)-(a))	\$289	\$472
<b>LEVERAGE</b>		
Credit facility leverage <sup>1</sup>	2.2x	3.7x

Estimated credit facility leverage of 3.7x reflects the impact of our pending acquisition of DrChrono

<sup>1</sup>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 September 30, 2021.

<sup>2</sup>As adjusted Q3 2021 shows the estimated impact of EVCM's pending acquisition of DrChrono on our cash and cash equivalents, debt, and net debt balance.

FINANCIAL HIGHLIGHTS

# Q4 and FY 2021 Financial Outlook

	Q4 2021	FY 2021
Total Revenue	\$129.5M – 131M	\$484M – 485.5M
Adjusted EBITDA <sup>1</sup>	\$27M – 28M	\$105M – 106M

<sup>1</sup> 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.

The background features a dark blue gradient with a horizontal line across the middle. Overlaid on this are several overlapping, hand-drawn style teal lines that form abstract, organic shapes, including circles, ovals, and irregular polygons.

# **Appendix**

# GAAP to Non-GAAP Reconciliation

Adjusted EBITDA	Three Months Ended September 30,		Nine Months Ended September 30,	
	2021	2020	2021	2020
(\$ in 000s)				
Net Loss	\$(36,906)	\$(5,444)	\$(77,235)	\$(39,031)
<b>Adjusted to Exclude the Following:</b>				
Interest and Other Expense, Net	5,148	9,756	31,262	30,653
Income Tax Benefit	(1,022)	(574)	(4,182)	(2,748)
Loss on Debt Extinguishment	28,714	–	28,714	–
Depreciation and Amortization	25,996	19,152	73,917	55,300
Other Amortization	679	477	1,956	1,271
Acquisition Related Non-recurring Costs	746	2,249	2,986	4,522
Stock-based Compensation	4,745	3,470	16,849	5,297
Other Non-recurring Costs	938	40	3,654	1,501
<b>Adjusted EBITDA</b>	<b>\$29,038</b>	<b>\$29,126</b>	<b>\$77,921</b>	<b>\$56,765</b>

# GAAP to Non-GAAP Reconciliation

Adjusted Gross Profit	Three Months Ended September 30,		Nine Months Ended September 30,	
	2021	2020	2021	2020
<i>(\$ in 000s)</i>				
Gross Profit <sup>1</sup>	\$80,327	\$56,062	\$220,493	\$148,641
<b><i>Adjusted to Exclude the Following:</i></b>				
Depreciation and Amortization	5,249	3,609	14,509	10,508
<b>Adjusted Gross Profit</b>	<b>\$85,576</b>	<b>\$59,671</b>	<b>\$235,002</b>	<b>\$159,149</b>

<sup>1</sup>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 <i>(\$ in 000s)</i>	Three Months Ended September 30,		Nine Months Ended September 30,	
	2021	2020	2021	2020
Sales and Marketing	\$25,156	\$12,072	\$67,647	\$36,305
<b>Adjusted to Exclude the Following:</b>				
Stock-based Compensation	160	–	298	–
Other Amortization	679	477	1,957	1,271
<b>Adjusted Sales and Marketing</b>	<b>\$24,317</b>	<b>\$11,595</b>	<b>\$65,392</b>	<b>\$35,034</b>
Product Development	\$12,711	\$7,622	\$35,083	\$22,282
<b>Adjusted to Exclude the Following:</b>				
Stock-based Compensation	295	–	437	–
<b>Adjusted Product Development</b>	<b>\$12,416</b>	<b>\$7,622</b>	<b>\$34,646</b>	<b>\$22,282</b>
General and Administrative	\$25,779	\$17,087	\$79,796	\$56,388
<b>Adjusted to Exclude the Following:</b>				
Stock-based Compensation	4,117	3,470	15,936	5,297
Acquisition related non-recurring costs	746	2,249	2,986	4,522
Other non-recurring costs	938	40	3,654	1,501
<b>Adjusted General and Administrative</b>	<b>\$19,978</b>	<b>\$11,328</b>	<b>\$57,220</b>	<b>\$45,068</b>

# 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), loss on debt extinguishment, 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.