Evercommerce

Earnings Call Presentation

Q3 2026 – November 5, 2026

SAFE HARBOR

This presentation contains forward-looking statements. We intend such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). All statements other than statements of historical facts contained in this presentation may be forward-looking statements. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "targets," "projects," "contemplates," "believes," "estimates," "forecasts," "predicts," "potential" or "continue" or the negative of these terms or other similar expressions. Forward-looking statements contained in this presentation include but are not limited to statements regarding our future results of operations and financial position, industry and business trends, changing business strategy, including our artificial intelligence ("AI")-based tools and anticipated expansion efforts, anticipated benefits from changes to our leadership, use of our share repurchase program, capital expenditures, market growth, and our objectives for future operations.

The forward-looking statements in this presentation are only predictions. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our business, financial condition and results of operations. Forward-looking statements 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, the important factors discussed in Part I, Item 1A. "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2025. The forward-looking statements in this presentation are based upon information available to us as of the date of this presentation, and while we believe such information forms a reasonable basis for such statements, such information may be limited or incomplete, and our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all potentially available relevant information. These statements are inherently uncertain and investors are cautioned not to unduly rely upon these statements.

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This presentation includes certain financial measures that are not presented in accordance with generally accepted accounting principles in the United States, ("GAAP"), such as Pro Forma Revenue, Pro Forma Revenue Growth Rate, Pro Forma Subscription and Transaction Revenue, Pro Forma Subscription and Transaction Revenue growth rate, adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit, adjusted gross margin, adjusted sales & marketing expense, adjusted product development expense, adjusted general & administrative expense, levered free cash flow, levered free cash flow margin, adjusted unlevered free cash flow, adjusted unlevered free cash flow margin, credit facility leverage 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.

The Company cannot provide a reconciliation between forecasted Adjusted EBITDA and Adjusted EBITDA margin to net income and net income margin, respectively, the most directly comparable GAAP measures, without unreasonable efforts on a forward-looking basis due to the high variability, complexity and low visibility with respect to certain charges excluded from these non-GAAP measures; 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.

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Alex Goor

Chief Executive Officer

Q3 2026 Highlights

- Strong capitalization with $32.9M generated from continuing operations and $139M in cash with a 2.2x leverage ratio.
- Revenue of $151.4M slightly below the low end of the guidance range. Adjusted EBITDA of $45.0M at the midpoint of the guidance range; Adjusted EBITDA margin of 29.7%.
- Continued cross-sell motion expansion with 27% YoY growth in customers utilizing more than one solution.
- New leadership appointments to strengthen the enterprise. Dynamically investing as we identify opportunities to accelerate growth.



$602.1M
PF LTM REVENUE

2.9%
PF LTM YoY REVENUE GROWTH

29.0%
LTM ADJ. EBITDA MARGIN

$13.1B
LTM TPV

EverCommerce is working to simplify and empower the lives of business owners whose services support us every day

Note: PF metrics exclude the Marketing Technology discontinued operations and include the estimated revenue associated with ZyraTalk prior to the September 15, 2025 acquisition date

Leadership Updates

CEO Priorities



Alex Goor
Chief Executive Officer
Member of the Board of Directors

Guiding Priorities

Customer-first product development
Build differentiated solutions that solve customer problems and simplify how they run their businesses

Continuous Improvements
Strengthen our platforms and feedback loops across product, sales and customer support

Value-driven pricing
Align pricing to the value our products deliver as we enhance our solutions

Ownership and accountability
Align our structure, leaders and incentives to customer and growth outcomes

New Leadership



Andrew Hausman
EverPro President
Focus on accelerating growth, strengthening execution and building on the EverPro strategy



Brian Caulfield
EverHealth Interim President
EverHealth CRO; will lead EverHealth on an interim basis while EverCommerce conducts a search for a permanent President of EverHealth



Gim Lau
Chief Strategy Officer
Lead enterprise strategy, identify and prioritize growth opportunities, investment areas, and support execution



Chris Rogers
Chief Technology Officer
Provide enterprise-wide leadership across the customer-facing technology, cloud infrastructure and security

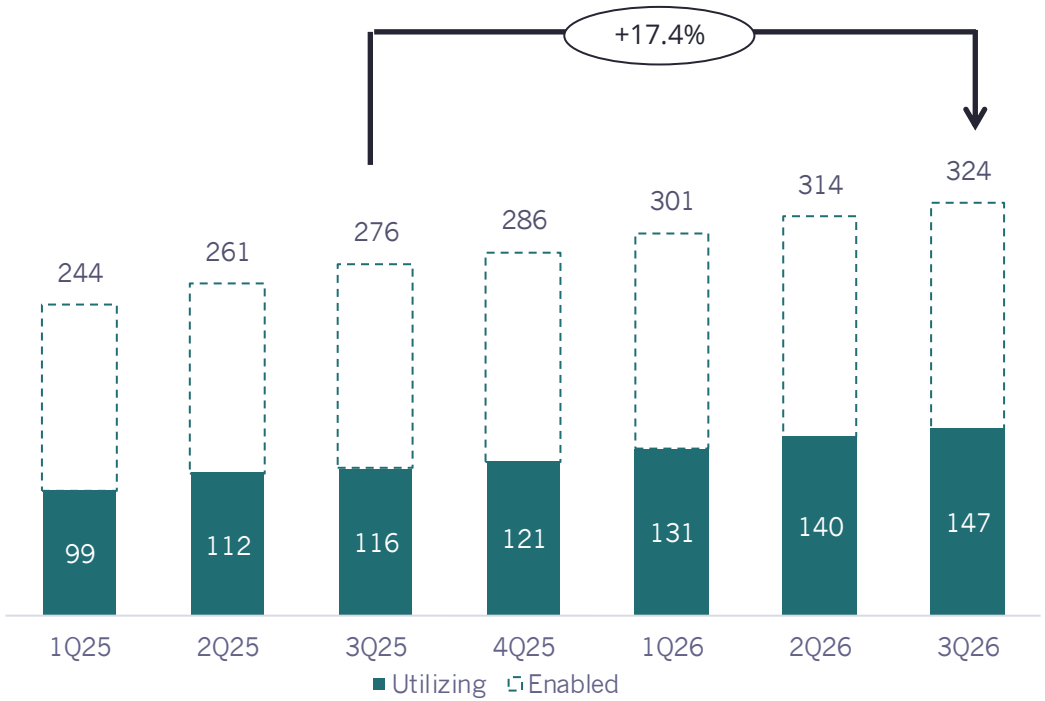
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Ryan Siurek

Chief Financial Officer

Large Customer Base Contributes to Continued Growth in Customers Using Multiple Solutions

Customers Enabled / Utilizing More Than One Solution (000s)[1]



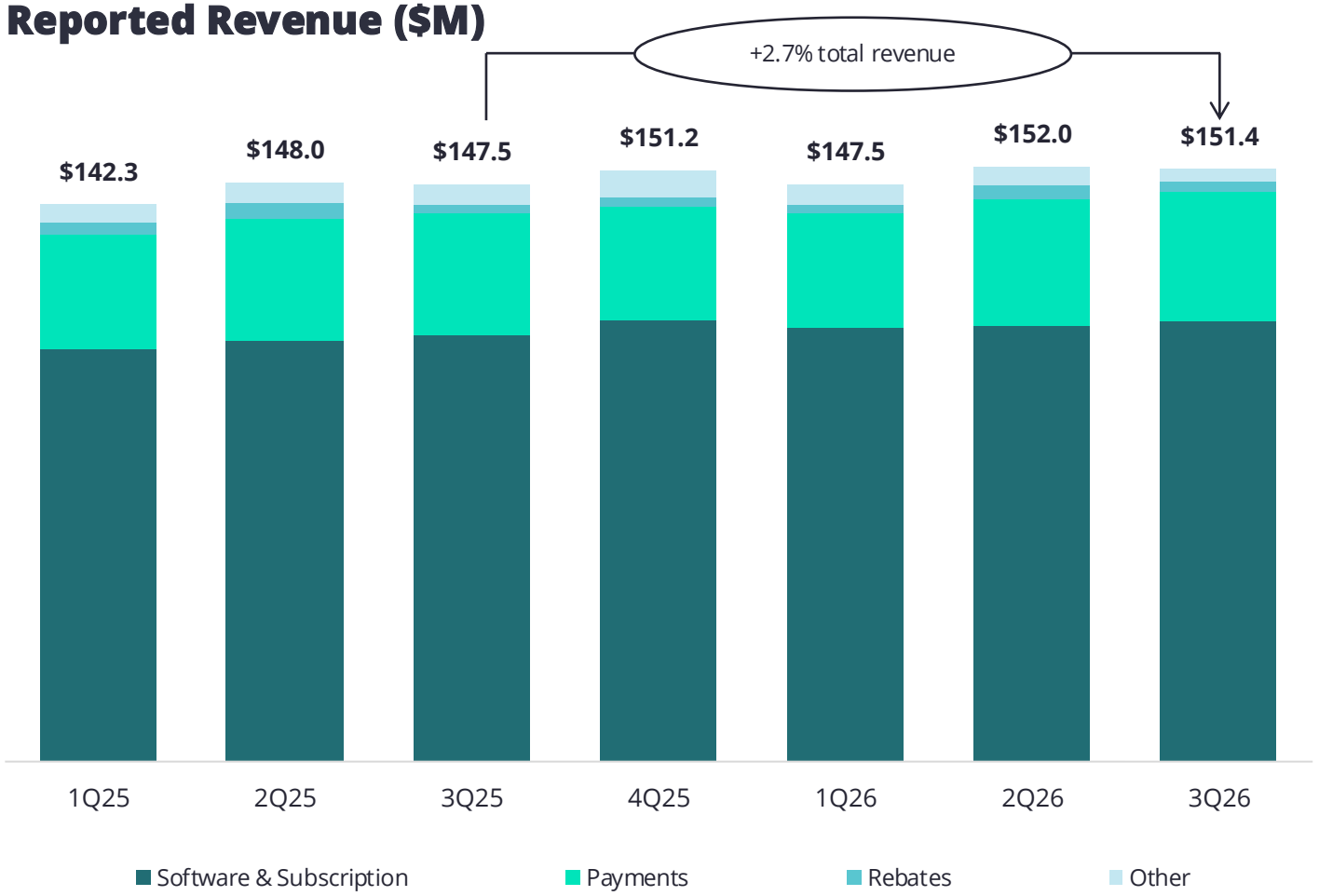
324k total customers enabled for more than one solution, representing **17.4%** YoY growth

147k customers actively utilize more than one solution, reflecting **27.0%** YoY growth and a CAGR of approximately **30.0%** since Q1 2025.

[1] Amounts are estimated as of the end of the most recent quarter and shown on a pro forma basis (excluding discontinued operations). Customers enabled for more than one solution include system of action solution customers that have been onboarded for payments, system of action solution customers that are using other value add solutions such as customer engagement solutions, and currently processing payments customers that are enabled for other solutions.

Revenue growth moderated by continued new customer slowdown, lower than expected rebates[1] & other

Reported Revenue ($M)



$151.4M in reported revenue for 3Q26, **2.7%** 3Q26 YoY Revenue growth

$602.1M in pro forma revenue[2,3] on an LTM basis

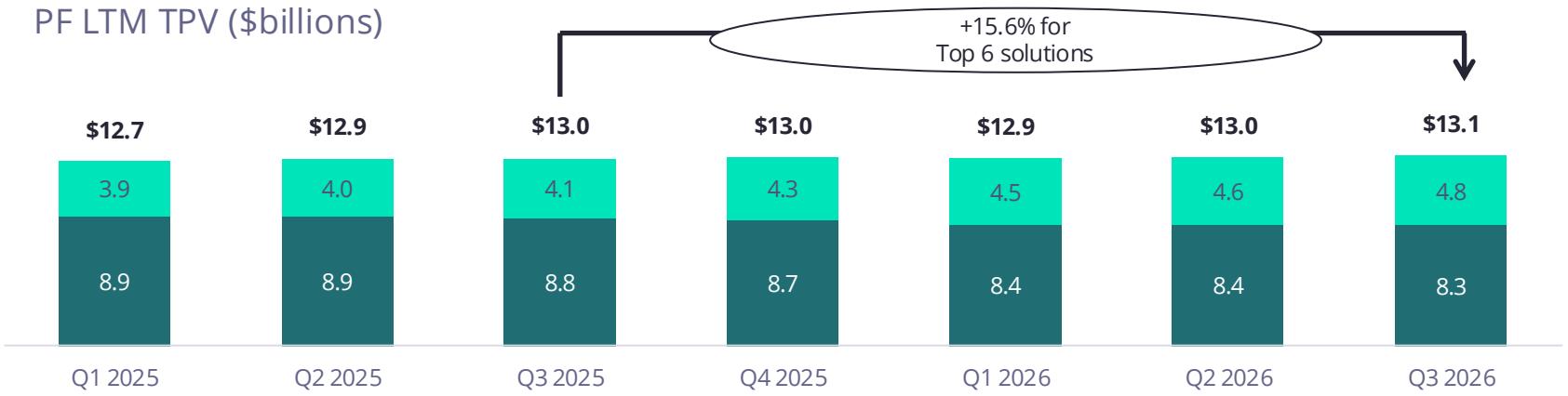
3Q26 Pro Forma Revenue[2,3] grew **2.1%** YoY, including the ZyraTalk acquisition in prior year periods

Rebates and Other Revenue lower than forecasted expectations on macro economics and timing

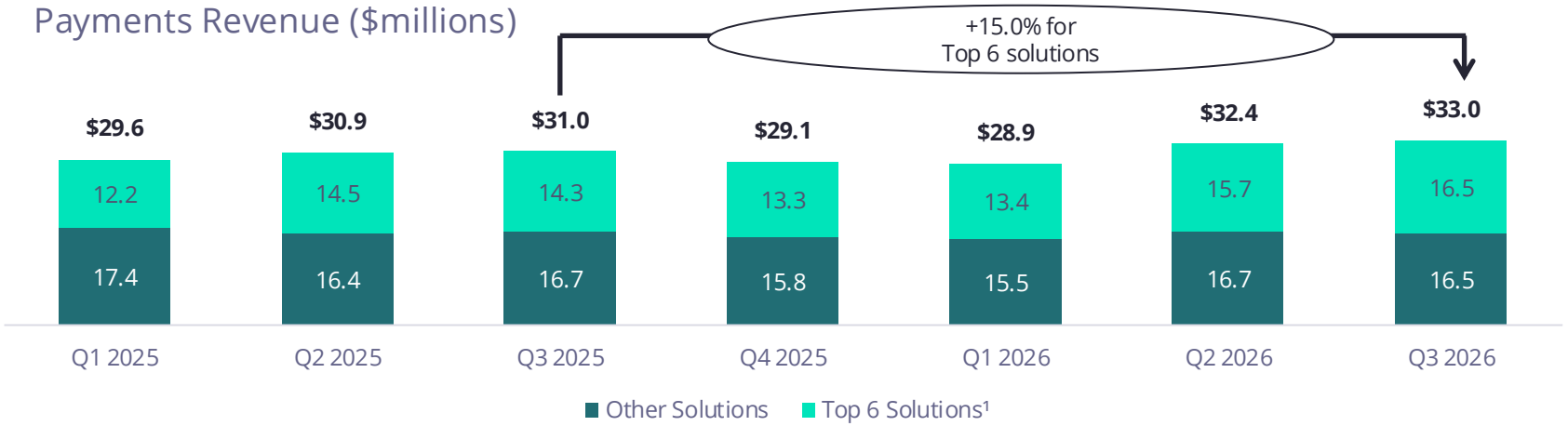
[1]Rebates refer to our EverPro group purchase program where we earn vendor rebates and share in those rebates with our customers
[2]See Appendix for definition of Pro Forma Revenue Growth Rate
[3] Growth rate calculations and Pro Forma revenue include estimated ZyraTalk pre-acquisition revenue.

Payments Revenue Growth Driven by Top 6 Solution Growth of 15%

PF LTM TPV ($billions)



Payments Revenue ($millions)



Total payments revenue growth of **6.4%** YoY with top 6 solutions contributing **15.0%** YoY growth.

Top 6 solutions represent our primary area of investment in payments with increasing contribution to PF TPV (**37%** Q3'26 v **32%** Q3'25) and payments revenue (**50%** Q3'26 v **46%** Q3'25)

Payments contribute to Adj. EBITDA margin at **95%**+ profile on an incremental basis

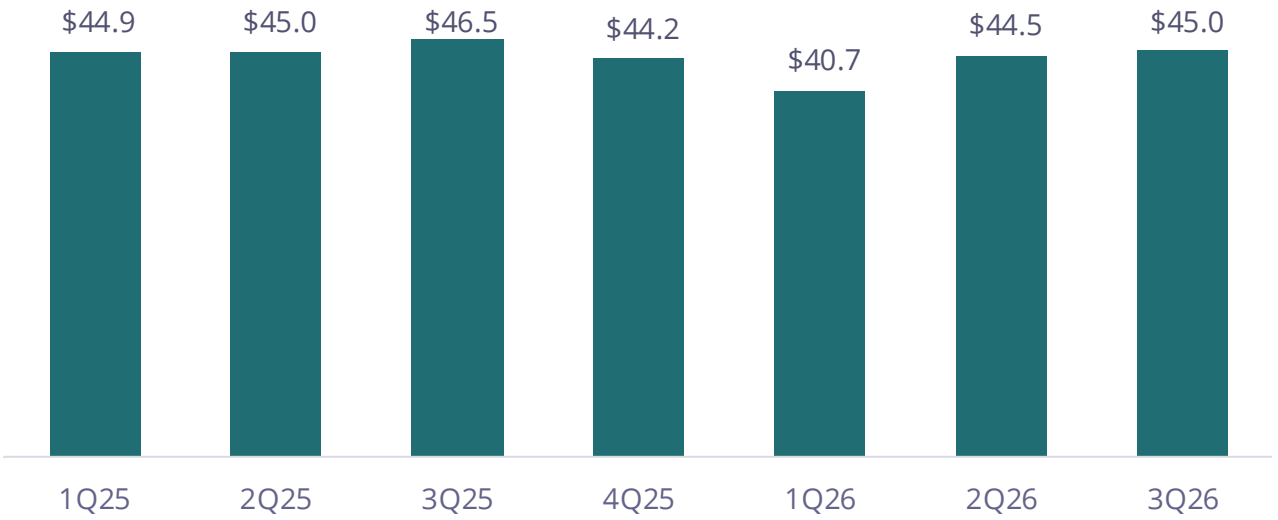
Remaining portfolio solutions represent durable cash-flowing assets used to fund accelerated investments in top solutions

[1] Top 6 solutions TPV and associated payments Revenue include Invoice Simple, Joist, Service Fusion, Dr. Chrono, CollaborateMD and Timely. TPV presented on a PF LTM basis to include impact of seasonality in the periods presented.

Growth percentages are derived from actual, unrounded results and may not tie to the rounded amounts present on the slide

aEBITDA at the Midpoint of Guidance

Adjusted EBITDA ($M)



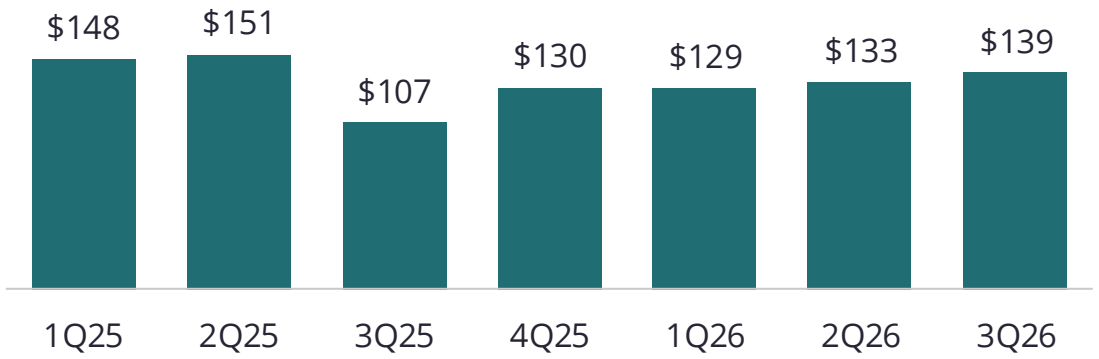
	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26
Adj. Gross Profit Margin[1]	78.1%	77.4%	77.3%	77.5%	77.8%	78.6%	79.3%
Adj. EBITDA Margin[1]	31.6%	30.4%	31.5%	29.2%	27.6%	29.3%	29.7%

$45.0M aEBITDA at the midpoint of guidance range, with focus on continued investments in AI capabilities, other specific growth-oriented investments and disciplined cost management

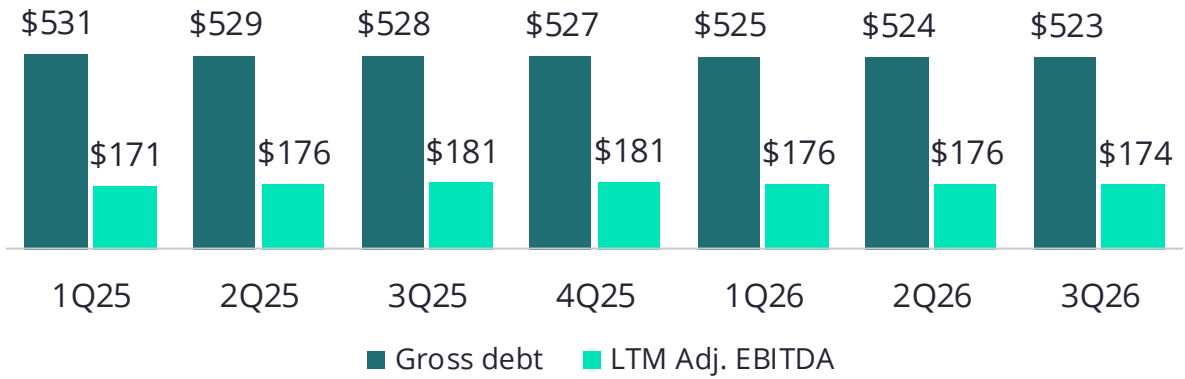
[1] See Appendix for definition. Margins are calculated using reported GAAP revenue

Strong Balance Sheet with Ample Liquidity

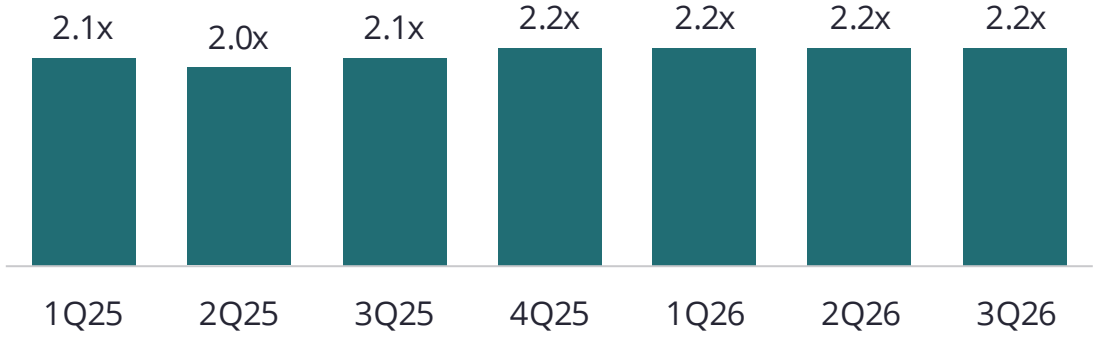
Cash & Equivalents ($M)



Gross Debt vs. LTM EBITDA ($M)



Leverage Ratio[1] (x)



Repurchased **1.6M shares** for **$15.7M** during the third quarter

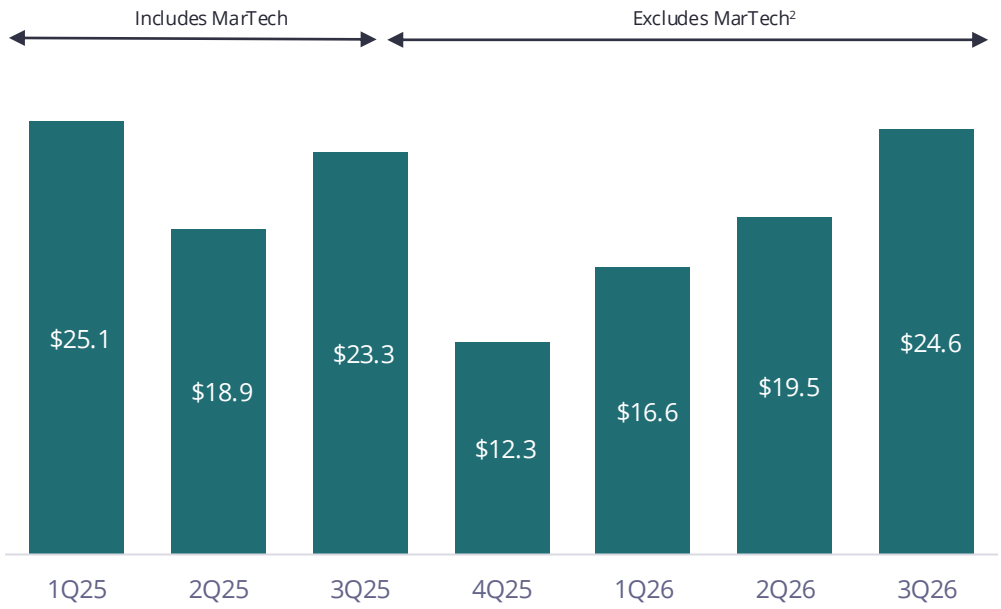
$28.5M of the **$325M** share repurchase authorization remaining as of 9/30/2026

$125M undrawn revolver capacity with availability through July 2030

Cash reflects the ZyraTalk purchase in 3Q25 and the MarTech sale in 4Q25. [1]Leverage ratio includes the effect of declining LTM EBITDA from the MarTech disposition on 10/31/2025.

Continued Strong Cash Generation While Increasing Investments

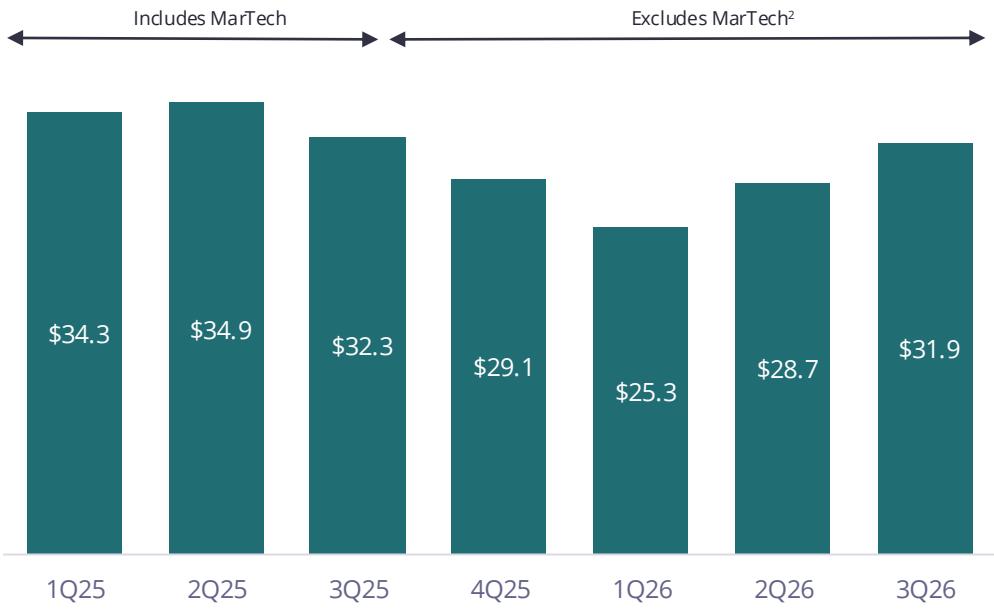
Levered Free Cash Flow[1] (LFCF, $M)



3Q26 LFCF of **$24.6M**

$73.0M LTM LFCF, an **11.9%** margin

Adjusted Unlevered Free Cash Flow[1] (aUFCF, $M)



3Q26 aUFCF of **$31.9M**

LTM aUFCF of **$114.9M**, an **18.8%** margin

[1] See Appendix for definition. Amounts shown here are inclusive of continuing and discontinued operations cash flows
[2] Marketing Technology cash flows excluded from metrics prospectively from the disposition date of October 31, 2025

Outlook

FY 2026 Guidance

	FY 2026
Total Revenue	Approximately $600M
Adjusted EBITDA	Approximately $170M

Updated full-year 2026 guidance reflects:

- ***Incremental Q4'26 investments in paid marketing and other growth initiatives;***
- ***Reduced new customer acquisition consistent with current trending;***
- ***Q4'26 rebates consistent with PY; and***
- ***Q4'26 other revenue below PY due to expected milestone implementation delays***

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Q&A

Appendix

GAAP to Non-GAAP Adj EBITDA Reconciliation

Adjusted EBITDA	Three months ended							LTM						
($ in 000s)	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	Q3 2026	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	Q3 2026
Net Income from Continuing Operations	$934	$5,761	$5,804	$5,705	$7,171	$9,716	$6,005	$1,747	$10,060	$24,979	$18,204	$24,441	$28,396	$28,597
Adjusted to Exclude the Following:														
Interest and Other Expense, Net	12,759	8,798	8,902	7,632	4,774	6,286	5,720	42,528	41,774	32,344	38,091	30,106	27,594	24,412
Income Tax Expense (Benefit)	512	1,243	1,247	(47)	632	1,472	1,120	428	968	1,277	2,955	3,075	3,304	3,177
Depreciation and Amortization	16,768	16,589	16,763	17,108	15,115	15,264	15,407	76,514	73,202	70,014	67,228	65,575	64,250	62,894
Other Amortization	1,482	1,541	1,590	1,653	1,702	1,754	1,793	5,590	5,810	6,030	6,266	6,486	6,699	6,902
Stock-based Compensation Expense	6,755	8,072	6,724	6,378	5,881	5,769	11,522	27,075	28,900	27,674	27,929	27,055	24,752	29,550
Transaction-Related and Other Non-Recurring or Unusual Costs	5,735	2,953	5,423	5,726	5,394	4,281	3,463	16,769	15,461	18,186	19,837	19,496	20,824	18,864
Adjusted EBITDA from Continuing Operations	**$44,945**	**$44,957**	**$46,453**	**$44,155**	**$40,669**	**$44,542**	**$45,030**	**$170,651**	**$176,175**	**$180,504**	**$180,510**	**$176,234**	**$175,819**	**$174,396**
Adjusted EBITDA Margin [1]	*31.6%*	*30.4%*	*31.5%*	*29.2%*	*27.6%*	*29.3%*	*29.7%*	*30.1%*	*30.7%*	*31.0%*	*30.7%*	*29.7%*	*29.4%*	*29.0%*

[1]Calculated as a percentage of GAAP Revenue as of the respective period presented
Note: minor rounding differences may exist in the figures presented

GAAP to Non-GAAP Adj Gross Profit Reconciliation

Adjusted Gross Profit								LTM	
($ in 000s)	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	Q3 2026	Q3 2025	Q3 2026
Gross Profit from Continuing Operations	$106,433	$110,067	$109,145	$112,293	$109,884	$114,468	$114,837	$432,987	$451,482
Adjusted to Exclude the Following:									
Depreciation and Amortization	4,652	4,553	4,846	4,855	4,897	5,032	5,187	19,313	19,971
Adjusted Gross Profit from Continuing Operations[1]	**$111,085**	**$114,620**	**$113,991**	**$117,148**	**$114,781**	**$119,500**	**$120,024**	**$452,300**	**$471,453**
Adjusted Gross Profit Margin	*78.1%*	*77.4%*	*77.3%*	*77.5%*	*77.8%*	*78.6%*	*79.3%*	*77.8%*	*78.3%*

[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).
Note: minor rounding differences may exist in the figures presented

Pro Forma Revenue Metrics[2]

Pro Forma Revenue

($ in 000s)	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	Q3 2026	LTM Q3 2025	LTM Q3 2026
Revenue as reported	$142,273	$148,015	$147,466	$151,153	$147,465	$152,017	$151,445	$581,458	$602,080
Plus acquisition revenue [1]	921	1,018	874	-	-	-	-	3,623	-
Pro Forma Revenue	**$143,194**	**$149,033**	**$148,340**	**$151,153**	**$147,465**	**$152,017**	**$151,445**	**$585,081**	**$602,080**
Pro Forma Revenue Growth (YoY)	**7.8%**	**7.8%**	**5.3%**	**4.6%**	**3.0%**	**2.0%**	**2.1%**	**7.6%**	**2.9%**

Pro Forma Subscription and Transaction Fees Revenue

($ in 000s)	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	Q3 2026	LTM Q3 2025	LTM Q3 2026
Subscription and Transaction Fees Revenue as reported	$137,779	$142,841	$142,184	$144,111	$142,099	$147,350	$148,159	$560,452	$581,719
Plus acquisition revenue[1]	921	1,018	874	-	-	-	-	3,623	-
Pro Forma Subscription and Transaction Fees Revenue	**$138,700**	**$143,859**	**$143,058**	**$144,111**	**$142,099**	**$147,350**	**$148,159**	**$564,075**	**$581,719**
Pro Forma Subscription and Transaction Fees Revenue Growth (YoY)	**8.0%**	**7.8%**	**4.4%**	**4.1%**	**2.5%**	**2.4%**	**3.6%**	**7.4%**	**3.1%**

Note: minor rounding differences may exist in the figures presented
[1] Acquisition revenue includes the estimated revenue associated with ZyraTalk prior to the September 15, 2025 acquisition date (see Pro Forma Revenue and Pro Forma Revenue Growth Rate definition under Non-GAAP financial measures).
[2] All metrics from continuing operations

LFCF and aUFCF Reconciliations[1]

Levered and Adjusted Unlevered Free Cash Flow

($ in 000s)	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	Q3 2026	LTM Q3 2025	LTM Q3 2026
Cash Flow from Operations	$30,678	$26,981	$32,524	$21,273	$24,602	$28,543	$32,890	$138,596	$107,308
Adjusted for the Following:									
Purchase of PP&E	(493)	(499)	(941)	(293)	(856)	(629)	(142)	(2,187)	(1,920)
Capitalized Software Costs	(5,065)	(7,603)	(8,268)	(8,689)	(7,187)	(8,392)	(8,117)	(25,310)	(32,385)
Levered Free Cash Flow	**$25,120**	**$18,879**	**$23,315**	**$12,291**	**$16,559**	**$19,522**	**$24,631**	**$111,099**	**$73,003**
LFCF Margin	*14.7%*	*10.3%*	*12.9%*	*7.6%*	*11.2%*	*12.8%*	*16.3%*	*15.7%*	*11.9%*
Adjusted EBITDA	$47,699	$47,736	$50,308	$46,346	$40,669	$44,542	$45,030	$196,128	$176,587
Adjusted for the Following:									
Transaction-Related and Other Non-Recurring or Unusual Costs	(5,961)	(3,169)	(5,659)	(6,009)	(5,263)	(4,281)	(2,990)	(19,093)	(18,543)
Purchase of PP&E	(493)	(499)	(941)	(293)	(856)	(629)	(142)	(2,187)	(1,920)
Capitalized Software Costs	(5,065)	(7,603)	(8,268)	(8,689)	(7,187)	(8,392)	(8,117)	(25,310)	(32,385)
Capitalized Commissions	(1,930)	(1,574)	(3,109)	(2,274)	(2,112)	(2,519)	(1,895)	(8,939)	(8,800)
Adjusted Unlevered Free Cash Flow	**$34,250**	**$34,891**	**$32,331**	**$29,081**	**$25,251**	**$28,721**	**$31,886**	**$140,599**	**$114,939**
Adjusted aUFCF Margin	*20.0%*	*19.1%*	*17.9%*	*18.0%*	*17.1%*	*18.9%*	*21.1%*	*19.8%*	*18.8%*

[1]These metrics are inclusive of continuing and discontinued operations.
Note: minor rounding differences may exist in the figures presented

Non-GAAP Operating Expense Reconciliation[2]

($ in 000s)	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	Q3 2026	LTM Q3 2025	LTM Q3 2026
Sales and Marketing as reported	$28,783	$30,611	$26,526	$33,583	$33,087	$33,724	$33,311	$114,950	$133,705
Adjusted for the Following:									
Stock-based Compensation Expense	(320)	(393)	(435)	(508)	(364)	(521)	(528)	(1,321)	(1,921)
Other Amortization	(1,482)	(1,541)	(1,590)	(1,653)	(1,702)	(1,754)	(1,793)	(6,030)	(6,902)
Transaction-Related and Other Non-Recurring or Unusual Costs	(64)	(5)	(16)	(19)	(502)	(565)	(155)	(403)	(1,241)
Adjusted Sales and Marketing	**$26,917**	**$28,672**	**$24,485**	**$31,403**	**$30,519**	**$30,884**	**$30,835**	**$107,196**	**$123,641**
Product Development as reported	$19,963	$19,497	$19,387	$20,171	$21,199	$21,396	$21,547	$77,357	$84,313
Adjusted for the Following:									
Stock-based Compensation Expense	(460)	(653)	(693)	(674)	(648)	(833)	(855)	(2,242)	(3,010)
Transaction-Related and Other Non-Recurring or Unusual Costs	(1,282)	(490)	256	(799)	(281)	(486)	(593)	(1,148)	(2,159)
Adjusted Product Development	**$18,221**	**$18,354**	**$18,950**	**$18,698**	**$20,270**	**$20,077**	**$20,099**	**$73,967**	**$79,144**
General and Administrative as reported	$31,281	$32,121	$35,362	$32,996	$32,672	$31,642	$36,441	$131,385	$133,751
Adjusted for the Following:									
Stock-based Compensation Expense	(5,975)[1]	(7,026)[1]	(5,596)[1]	(5,196)[1]	(4,869)[1]	(4,415)[1]	(10,139)[1]	(24,111)[1]	(24,619)[1]
Transaction-Related and Other Non-Recurring or Unusual Costs	(4,304)	(2,458)	(5,663)	(4,908)	(4,480)	(3,230)	(2,242)	(16,641)	(14,860)
Adjusted General and Administrative	**$21,002**	**$22,637**	**$24,103**	**$22,892**	**$23,323**	**$23,997**	**$24,060**	**$90,633**	**$94,272**
Total Adjusted Operating Expenses	**$66,140**	**$69,663**	**$67,538**	**$72,993**	**$74,112**	**$74,958**	**$74,994**	**$271,796**	**$297,057**
% of Revenue	*46.5%*	*47.1%*	*45.8%*	*48.3%*	*50.3%*	*49.3%*	*49.5%*	*46.7%*	*49.3%*

[1] Includes approximately $0.1M of stock-based compensation expense recorded to cost of revenues
[2] All metrics from continuing operations
Note: minor rounding differences may exist in the figures presented

Definitions

Unless otherwise noted, all amounts, percentages and discussions below and in the following reconciliations reflect only the results of operations and financial condition of our continuing operations (i.e., excluding Marketing Technology Solutions, which qualifies as discontinued operations). In each case, the most directly comparable GAAP metric is presented from continuing operations only.

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, stock-based compensation expense and transaction-related and other non-recurring or unusual costs. Other amortization includes amortization for capitalized contract acquisition costs. Transaction-related costs are specific deal-related costs such as legal fees, financial and tax due diligence, consulting and escrow fees. Other non-recurring or unusual costs are expenses such as impairment charges, (gains) losses from divestitures, system implementation costs including amortization of cloud-based software implementation costs, executive separation costs, severance expense related to planned restructuring activities, and costs associated with integration and transformation improvements. Transaction-related and other non-recurring or unusual costs are excluded as they are not representative of our underlying operating performance.

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).

Annualized Net Revenue Retention: The percentage of recurring revenue retained from existing customers over a 12 month period. It takes into account revenue increases from upsell and cross-sell, as well as revenue decreases from downgrades and cancellation.

Adjusted Operating Expenses: Adjusted Operating Expenses (Sales and Marketing, Product Development, and General and Administrative) are calculated as reported operating expense, adjusted to exclude stock-based compensation expense, other amortization, and transaction-related and other non-recurring or unusual costs. Other amortization includes amortization for capitalized contract acquisition costs. Transaction-related costs are specific deal-related costs such as legal fees, financial and tax due diligence, consulting and escrow fees. Other non-recurring or unusual costs are expenses such as system implementation costs, including amortization of cloud-based software implementation costs, executive separation costs, and severance related to planned restructuring activities. Transaction-related costs and other non-recurring or unusual costs are excluded as they are not representative of our underlying operating performance.

Adjusted Unlevered Free Cash Flow: Adjusted Unlevered Free Cash Flow (aUFCF) is inclusive of continuing and discontinued operations for all periods presented and is calculated as Adjusted EBITDA, less transaction-related and other non-recurring or unusual costs, purchases of PP&E, capitalized software costs, and capitalized commissions. Transaction-related and other non-recurring or unusual costs, capitalized software costs and capitalized commissions are costs that are excluded from Adjusted EBITDA but are cash costs and as such are included in the aUFCF calculation. Transaction-related costs are specific deal-related costs such as legal fees, financial and tax due diligence, consulting and escrow fees. Other non-recurring or unusual costs are expenses such as system implementation costs, executive separation costs, and severance related to planned restructuring activities.

Definitions

Levered Free Cash Flow: Levered Free Cash Flow (LFCF) is inclusive of continuing and discontinued operations for all periods presented and is calculated as Cash Flow from Operations, adjusted for purchases of PP&E and capitalized software costs. Purchases of PP&E and capitalized software costs are cash expenses unrelated to financing activities and as such are included in the definition of LFCF.

Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate: Pro Forma Revenue, Pro Forma Payments Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate are key performance measures that our management uses to assess our consolidated operating performance from continuing operations over time. Management also uses these metrics for planning and forecasting purposes.

Our year-over-year Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate are calculated as though all acquisitions and divestitures closed as of the end of the latest period were completed as of the first day of the prior year period presented. In calculating Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate, we add the revenue from acquisitions for the reporting periods prior to the date of acquisition (including estimated purchase accounting adjustments) and exclude revenue from divestitures for the reporting periods prior to the date of divestiture, and then calculate our revenue growth rate between the two reported periods. As a result, Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate includes pro forma revenue from businesses acquired and excludes revenue from businesses divested of during the period, including revenue generated during periods when we did not yet own the acquired businesses and excludes revenue prior to the divestiture of the business. In including such pre-acquisition revenue and excluding pre-divestiture revenue, Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate allow us to measure the underlying revenue growth of our business as it stands as of the end of the respective period, which we believe provides insight into our then-current operations. Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate do not represent organic revenue generated by our business as it stood at the beginning of the respective period. Pro Forma Revenue, Pro Forma Subscription and Transaction Revenue, Pro Forma Revenue Growth Rate, and Pro Forma Subscription and Transaction Revenue Growth Rate are not necessarily indicative of either future results of operations or actual results that might have been achieved had the acquisitions and divestitures been consummated on the first day of the prior year period presented. We believe that these metrics are useful to investors in analyzing our financial and operational performance period over period and evaluating the growth of our business, normalizing for the impact of acquisitions and divestitures. These metrics are particularly useful to management due to the number of acquired entities.

Total Payments Volume ("TPV"): Total Payments Volume is the annualized run rate volume of payments processed by an EverCommerce customer through an EverCommerce solution.