

Ooma, Inc. - Key Metrics (unaudited)

	4Q18	3Q18	2Q18	1Q18	4Q17	3Q17	2Q17	1Q17
Core Users - thousands (1)	929	914	895	879	858	833	803	776
Premium Users - thousands (2)	422	413	401	389	374	361	346	328
Premium Users as a % of Core Users	45%	45%	45%	44%	44%	43%	43%	42%
Annualized Exit Recurring Revenue - thousands (3)	\$102,992	\$96,797	\$92,451	\$88,343	\$85,247	\$81,361	\$77,692	\$74,007
Annual Net Dollar Subscription Retention Rate (4)	101%	99%	98%	97%	96%	98%	102%	103%
Average Revenue Per Core User (monthly) (5)	\$9.24	\$8.83	\$8.61	\$8.38	\$8.28	\$8.14	\$8.06	\$7.94

Values exclude Business Promoter

- 1.** Core Users include home user accounts and office user extensions
- 2.** Premium Users are our subscribers to Ooma Office, Ooma premier service and other premium services.
- 3.** Annualized Exit Recurring Revenue or AERR that is calculated by dividing our recurring revenue (which is defined as total subscription and service revenue, excluding Talkatone and Business Promoter revenue) 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.