

3Q 2021 Investor Fact Sheet

Founded in 1999 with a mission to level the playing field for self-directed investors. Today MarketWise is a leading subscription services platform serving millions of self-directed investors through a diverse portfolio of operating brands as a trusted source for financial research, education, and actionable ideas

~13M+ Digital Platform Members ¹ at 9/30/21	~1M+ Paid Digital Subscribers at 9/30/21	\$772 Industry Leading ARPU as of Q3 '21 ²
\$737M TTM Q3 '21 Billings ³	28% TTM Q3 '21 Adjusted Free Cash Flow Margin ⁴	99.9% TTM Q3 '21 Adjusted CFFO Conversion ⁵ (Low Capex)
+53% YoY Growth		

Key Growth Drivers <ul style="list-style-type: none"> • Paid marketing spend • New products/markets • M&A 	+	Key Profitability Drivers <ul style="list-style-type: none"> • Paid marketing spend • Conversion/upsells • ROIs 	=	SUSTAINED TARGET “ADJUSTED RULE OF 50” FINANCIAL PROFILE¹
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Growth Since 2017

- Primary customer brands grew from 5 to 12
- Products grew from <50 to >160
- Editorial team has grown to 88
- Employees grew from 275 to 769
- Created new Free-to-Paid distribution channel
- Upgraded corporate infrastructure with deployment of new systems & applications, including analytics and machine learning

1. Adjusted Rule of 50 equals annual GAAP Revenue Growth Rate plus Adjusted FCF Margin

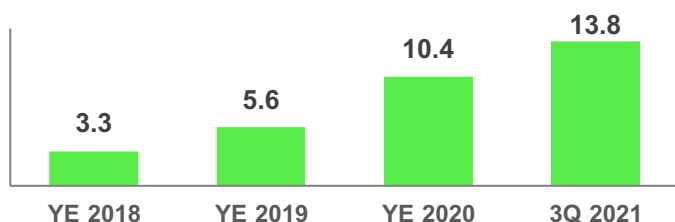
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Since YE 2018

Total Subscribers (in millions)

**Total Subscriber Growth Of Almost 320%,
Or 68% CAGR**

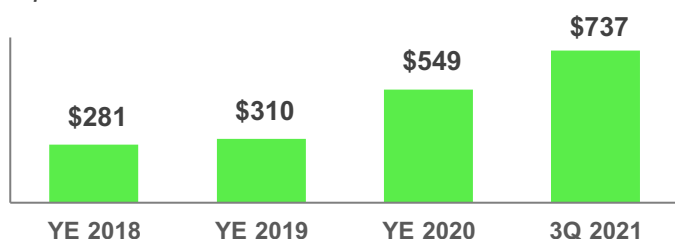
- Increased product offerings and improved subscription metrics



TTM Billings (in millions)

**Trailing 12 Month Billings Up 163%,
Or 42% CAGR Since 2018**

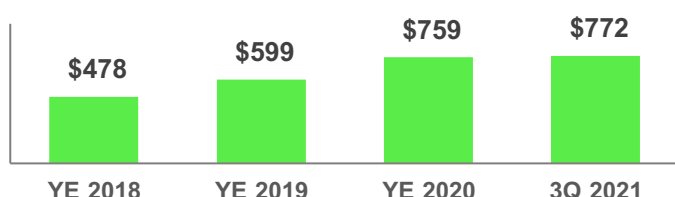
- Average subscriber purchases multiple products over first 18 months



ARPU

Average Revenues Per User Up 61%

- Industry leading per user economics
- 98% Recurring Revenue Rate
- 2020 LTV/CAC > 5x



- Over 20 Year History Of Profitable, Steady, And Sustainable Growth
- Increasing Product Offerings Leading To Significant Subscription Growth
- Best-In-Class Research Analysts, Editorial Content, And Product Offerings Across The Investing Spectrum
- Superior Financial Returns With Industry Leading Cash Flows And Revenues Per User
- Significant Growth Opportunities As Self-Directed Investing Community Continues To Grow And Barriers To Market Access Continue To Ease
- Positioned To Be The Platform Of Choice For The Individual Self-Directed Investor

Traded on NASDAQ

**MKTW – Class A
Common Shares**

MKTW W – Warrants