ZipRecruiter®

CORPORATE PRESENTATION

November 2024

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

LEGAL NOTICE

This presentation has been prepared by ZipRecruiter, Inc. (“we,” “us,” “our,” the “Company,” or “ZipRecruiter”). The information set forth herein does not purport to be complete or to contain all relevant information. Statements contained herein are made as of November 6, 2024 unless stated otherwise.

This presentation contains "forward-looking" statements within the meaning of the federal securities laws, and these statements involve substantial risks and uncertainties. Forward-looking statements can be identified by words such as "may," "believe," "anticipate," "expect," "intend," "plan," "project," "projections," "business outlook," "estimate," or other similar expressions. These statements may relate to, but are not limited to, expectations of future operating results or financial performance, our market size and growth opportunities and strategies, competitive position, technological capabilities, and objectives of management for future operations, as well as assumptions relating to the foregoing. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. You should not put undue reliance on any forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all.

Forward-looking statements are based on information available at the time those statements are made and management’s good faith beliefs and assumptions as of that time with respect to future events and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. In light of these risks and uncertainties, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially from those anticipated or implied in the forward-looking statements. These risks and uncertainties include, but are not limited to: our ability to attract and retain employers and job seekers; our ability to compete with well-established competitors and new entrants; our ability to achieve and/or maintain profitability; our ability to protect, maintain and enhance our brand and intellectual property; our dependence on macroeconomic factors; our ability to maintain and improve the quality of our platform; our dependence on the interoperability of our platform with mobile operating systems that we do not control; our ability to successfully implement our business plan during a global economic downturn that may impact the demand for our services or have a material adverse impact on our and our business partners’ financial condition and results of operations; our ability and the ability of third parties to protect our users’ personal or other data from a security breach and to comply with laws and regulations relating to consumer data privacy and data protection; our ability to detect errors, defects or disruptions in our platform; our ability to comply with the terms of underlying licenses of open source software components on our platform; our ability to expand into markets outside the United States; our ability to achieve desired operating margins; our compliance with a wide variety of U.S. and international laws and regulations; our reliance on Amazon Web Services; our ability to mitigate payment and fraud risks; our dependence on our senior management and our ability to attract new talent; and the other important risk factors more fully discussed and described in documents we have filed with the Securities and Exchange Commission (“SEC”), including our Annual Report on Form 10-K for the year ended December 31, 2023 that is filed with the SEC and available on the Investor Relations section of our website at https://ziprecruiter-investors.com/financials/sec-filings/default.aspx and on the website of the SEC. In addition, we operate in a very competitive and rapidly changing environment.

Numerical figures in this presentation may be subject to rounding adjustments. Accordingly, numerical figures shown as totals in various tables or graphs may not be arithmetic aggregations of the figures that precede them. This presentation does not purport to contain all of the information that may be relevant to an evaluation of our company. In all cases, the interested parties should conduct their own independent investigation and analysis. Neither we nor our affiliates or representatives make any representation or warranty, express or implied, as to the accuracy or completeness of this presentation.

In addition to financial information presented in accordance with U.S. generally accepted accounting principles (“GAAP”), this presentation includes certain non-GAAP financial measures, including Adjusted EBITDA and Adjusted EBITDA margin. These non-GAAP measures have limitations as analytical tools and are presented for supplemental informational purposes only, and should not be considered in isolation or as a substitute for financial information presented in accordance with GAAP. For example, other companies may calculate non-GAAP financial measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial measures as tools for comparison. A reconciliation of these measures to the most directly comparable GAAP measures is included in the Appendix to this presentation.

This presentation contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to these estimates. We have not independently verified the accuracy or completeness of the data contained in these industry publications and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after November 6, 2024.

The trademarks included herein are the property of the owners thereof and are used for identification purposes only and shall be considered nominative fair use under trademark law. Such use should not be construed as an endorsement of the products and services of ZipRecruiter.

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

ZIPRECRUITER HIGHLIGHTS

Revenue

Q3’24

$117.1mm

Adjusted EBITDA

Q3’24

$15.0mm

13% margin

Revenue per Paid Employer

Q3’24

$1,795

Note: Revenue figures are GAAP. All other figures are non-GAAP. See Appendix below for additional information regarding non-GAAP measures used in this presentation and a reconciliation of GAAP to non-GAAP measures

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

ZipRecruiter Key Investment Highlights

Actively connecting people to their next great opportunity



Disrupting a Large TAM

Over $300bn TAM[1] opportunity in recruiting industry



Leading AI Technology Powered by Large Proprietary Data Set

+4 million businesses and +150 million job seekers[2] have created **billions of proprietary hiring data points,** used by our AI technology to drive better matches. We delivered **nearly 40 million Great Match candidates in 2023**



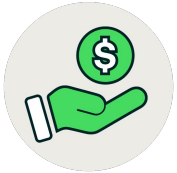
Differentiated Offering

We use technology to **make job search more human**. Unlike traditional online job sites, ZipRecruiter **works like a matchmaker** curating job opportunities for job seekers, and candidates for employers. **Phil, our AI-driven career advisor, leads job seekers through their hiring journey**



Brand Strength

Job seekers love **our #1 rated job search app[3]**. We have invested to build the ZipRecruiter brand to **80% aided brand awareness among U.S. employers and job seekers** since our founding



Flexible Financial Model

We respond to changing macroeconomic conditions quickly with variable sales and marketing expenses. **Healthy 27% Adjusted EBITDA margin** for FY 2023 despite significant macroeconomic headwinds

1. Represents 2023 estimated market size; $300bn+ figure represents summation of "Office Staffing & Temp Agencies in the US" market and "Employment & Recruiting Agencies in the US" market. Source: Based on the following published reports: (i) IBISWorld Inc., Office Staffing & Temp Agencies in the US, Oct-2023, (ii) IBISWorld Inc., Employment & Recruiting Agencies in the US, Oct-2023, and (iii) IBISWorld Inc., Online Recruitment Sites, Jan-2024.
2. Data is as of January 2024 and includes businesses and job seekers who have come to ZipRecruiter for their hiring and job search needs since the founding of ZipRecruiter in 2010.
3. Based on job seeker app ratings, Jan 2023 to Jan 2024 from AppFollow for ZipRecruiter, CareerBuilder, Glassdoor, Indeed, LinkedIn, and Monster.

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.



ACTIVELY CONNECTING PEOPLE TO THEIR NEXT GREAT OPPORTUNITY

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

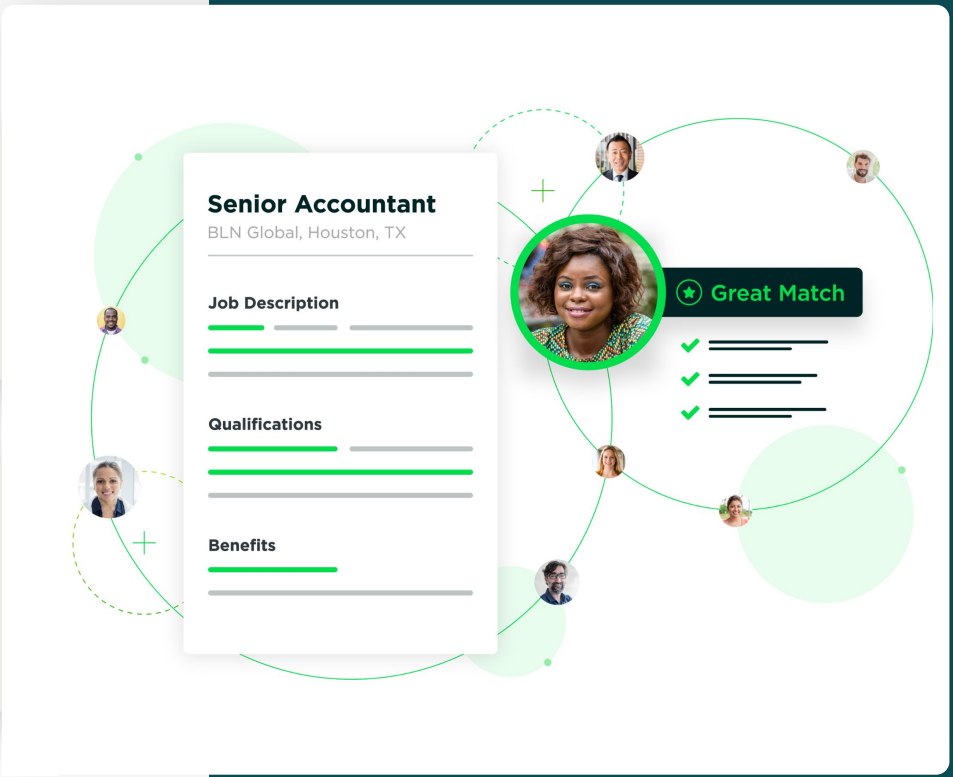
Two-Sided Marketplace Connects Employers And Job Seekers

+4mm

EMPLOYERS OF ALL SIZES

+150mm

JOB SEEKERS

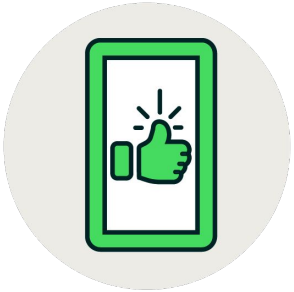


Source: Internal ZipRecruiter data
Note: Data is as of January 2024 and includes businesses and job seekers who have come to ZipRecruiter for their hiring and job search needs since the founding of ZipRecruiter in 2010.

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

You Can See The Improvement In The Metrics

We delivered nearly 40 million Great Match candidates in 2023



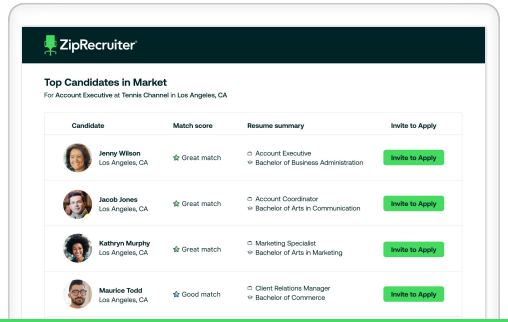
80% of employers that post on ZipRecruiter receive a quality candidate within the first 24 hrs



Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Flexible Business Model Aligned With Employer Success

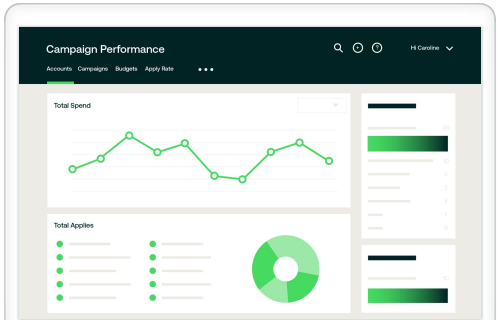
Flat-Rate Pricing



78% of revenue*

Daily, monthly and annual subscription plans

Performance-Based Pricing



22% of revenue*

Cost-per-click on job postings

100% OF OUR REVENUE COMES FROM EMPLOYERS

*Based on the three months ended September 30, 2024.

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Multiple Revenue Growth Paths Across Each Employer Pricing Model

Flat-Rate Pricing

(Subscription Plans | Daily, Monthly & Annual)



Broad distribution across partner network



Premium placements in email alerts and other ad products



Additional job slots



Job posting enhancements (to help ad stand out from the rest)



Personalized outreach: invite to apply

Performance-Based Pricing

(Cost-per-click on job postings)



Land-and-expand: grow spend base by incorporating more of an employer's jobs into campaigns



Pay more, get more; increase CPCs to get more and better job seeker traffic



Integrate with over 150 applicant tracking systems (ATS) used by larger, enterprise employers

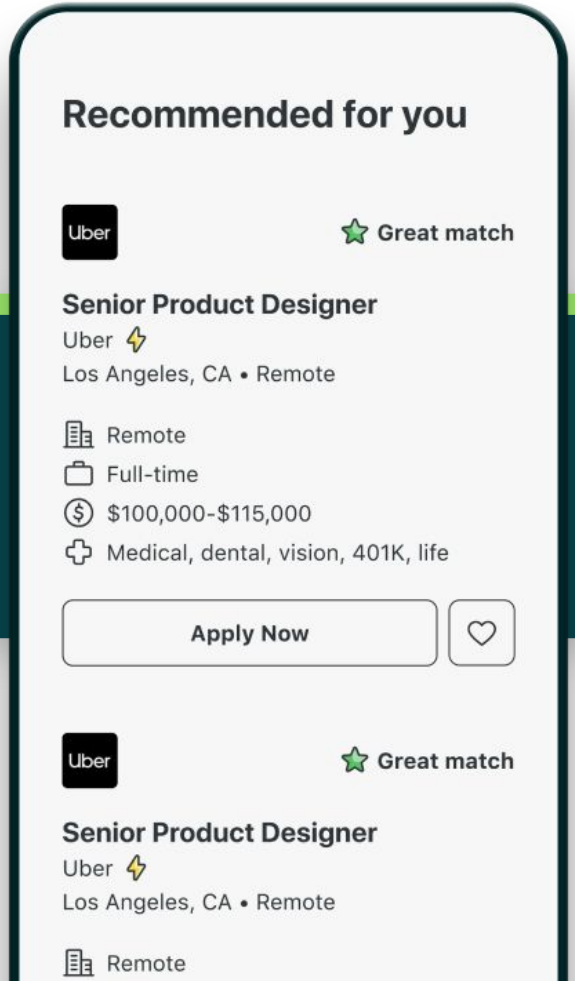
Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

We Are Rated
The #1 App

#1

RATED JOB SEARCH APP FOR JOB SEEKERS

on iOS and Android[1]



#1

RATED EMPLOYMENT JOB SITE

in the U.S.[2]

1 Based on job seeker app ratings, Jan 2023 to Jan 2024 from AppFollow for ZipRecruiter, CareerBuilder, Glassdoor, Indeed, LinkedIn, and Monster.
2 Based on G2 satisfaction ratings as of December 18, 2023.

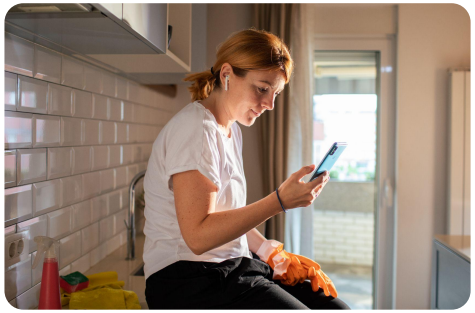
Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Matching That Learns

Marketplace Signals

Job Seekers

- Résumé
- Search Activity
- Application Activity
- Employer Response



- Suggested Jobs
- Invite to Apply
- Email Alerts
- Employer Communication

Employers

- Job Description
- Résumé Views
- Candidate Ratings
- Contact Info Requests



- Suggested Candidates To Invite To Apply
- Search For Similar Candidates

Better Results

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Compelling Marketing Over Time Has Made ZipRecruiter A Household Name With Over 80% Aided Brand Awareness

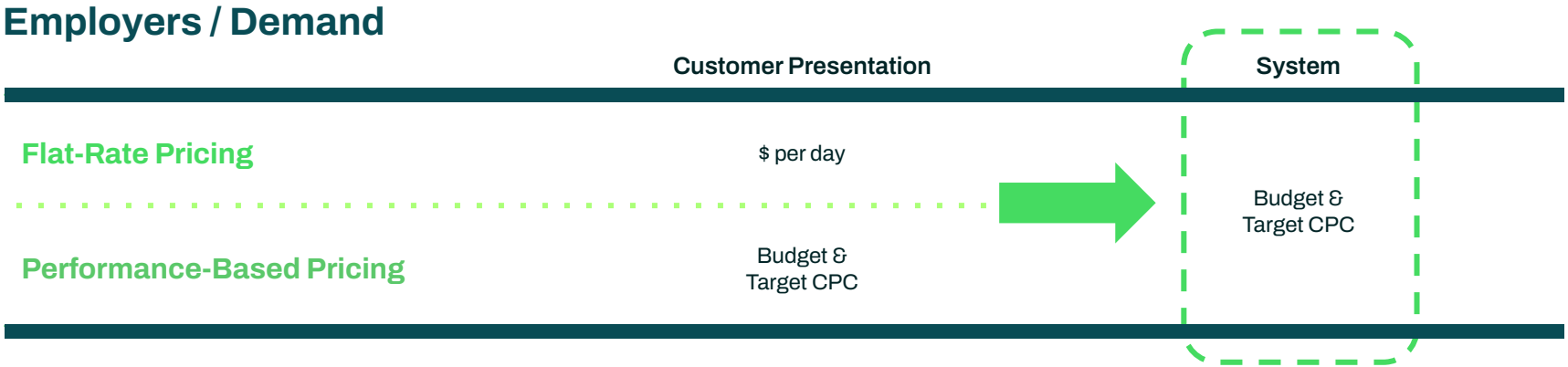
Based on our ZipRecruiter Brand Awareness Survey, 2024, an internal company-designed survey of 630 participants, which included (1) certain persons who had been involved in hiring processes and had used, or intend to use, online job posting websites within the preceding two years in connection with such hiring processes, (2) decision makers at hiring sites or systems, or influencers in the process of hiring candidates and (3) business owners, human resource managers, and non-human resources managers for U.S. based companies with up to 500 employees. The survey responses were used to measure brand health dimensions for us within the U.S. employer market and to explore how we benchmark against our competition. We designed the Brand Awareness Survey in accordance with what we believe are best practices for conducting a survey. Nevertheless, while we believe this survey is reliable, it involves a number of assumptions and limitations, and no independent sources have verified such survey.



Partial list of all marketing relationships (brands included here as of September 2024)

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Sophisticated Back End Ensures Right Unit Economics For Each Customer Across Both Pricing Plans



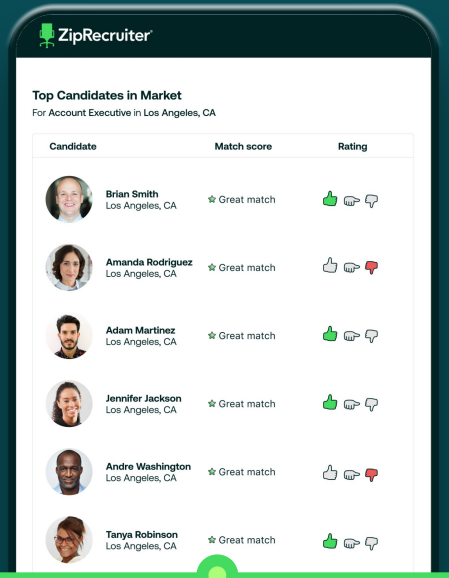
SIMILAR MARGIN STRUCTURE BETWEEN FLAT-RATE AND PERFORMANCE-BASED PRICING

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

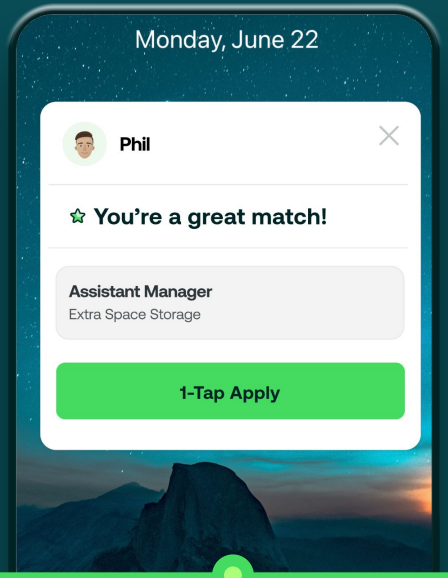
Simple Employer Journey



When a job is posted, AI invites qualified job seekers in the ZipRecruiter marketplace to apply.



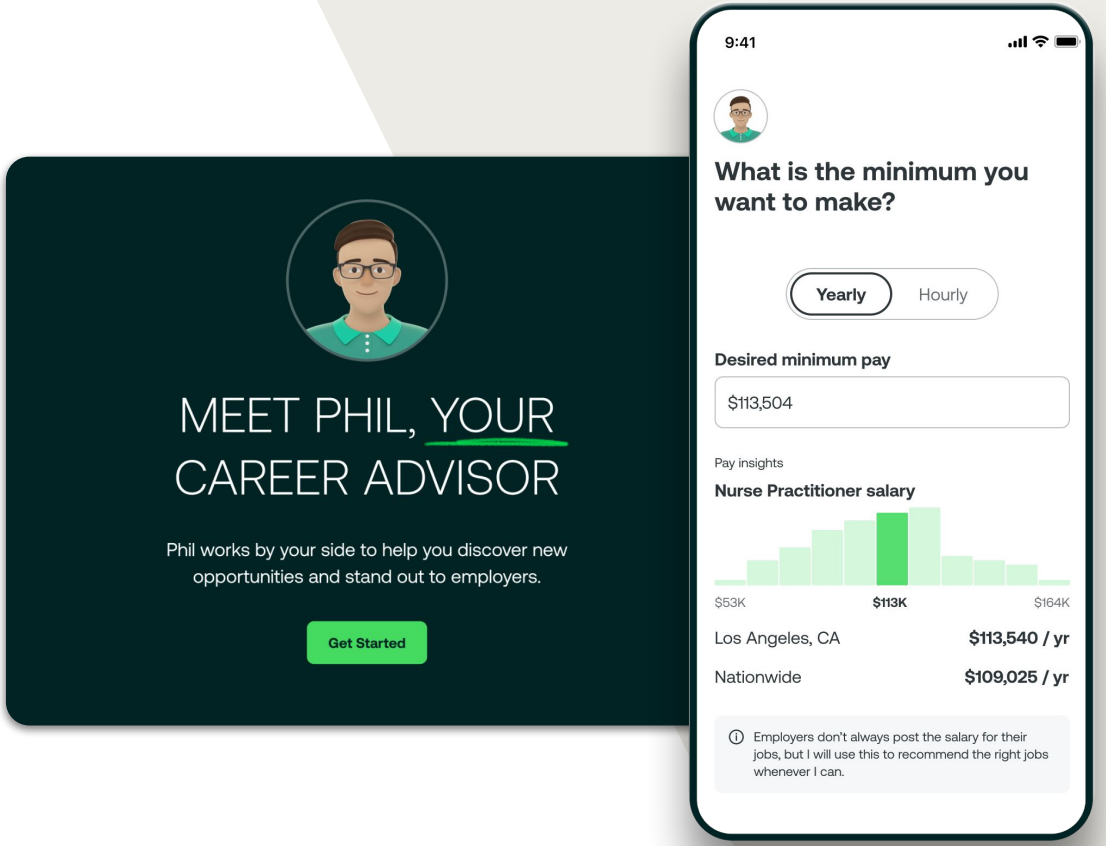
Applicants can be rated by the employer as they come in.



AI learns employer preferences and invites similar candidates to apply.

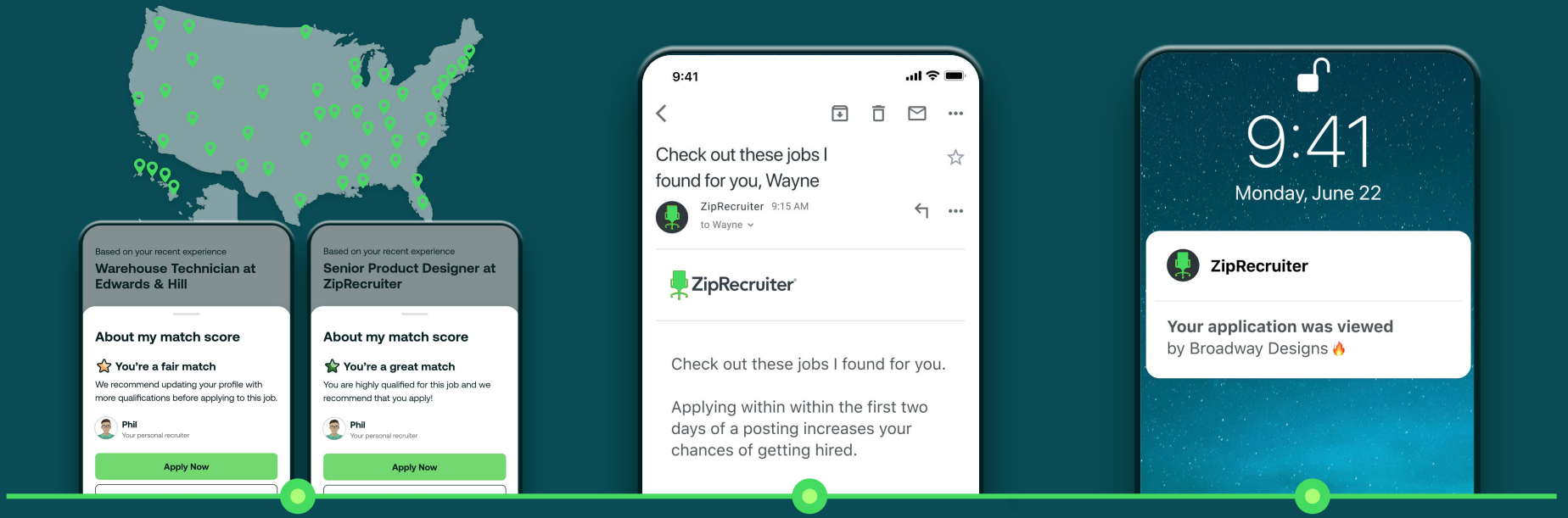
Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Phil, Our AI-Powered Career Advisor, Leads Job Seekers Through The Hiring Journey



Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Simple Job Seeker Journey



Guidance on which jobs are a match

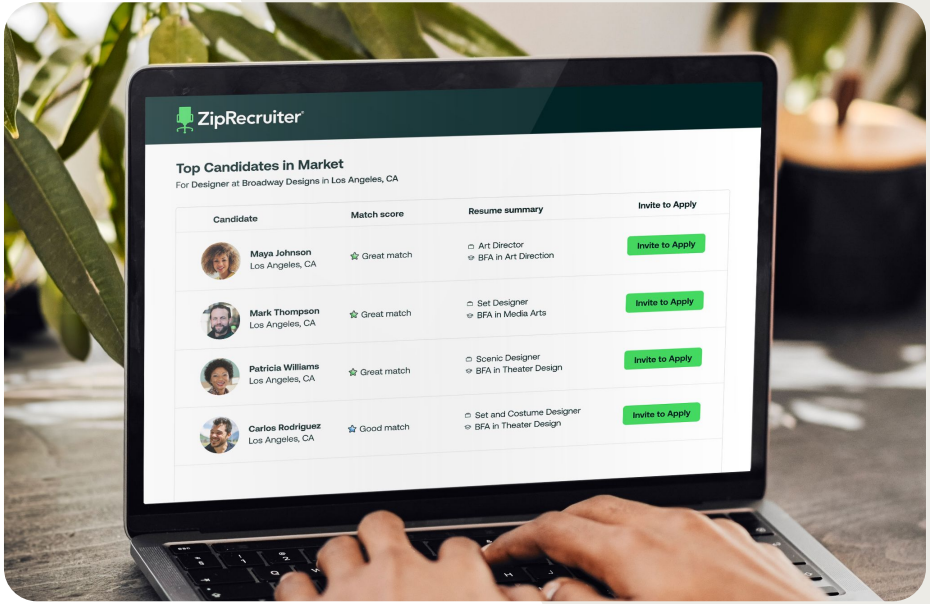
Curated opportunities

Updates when the employer views their application or gives them a rating

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

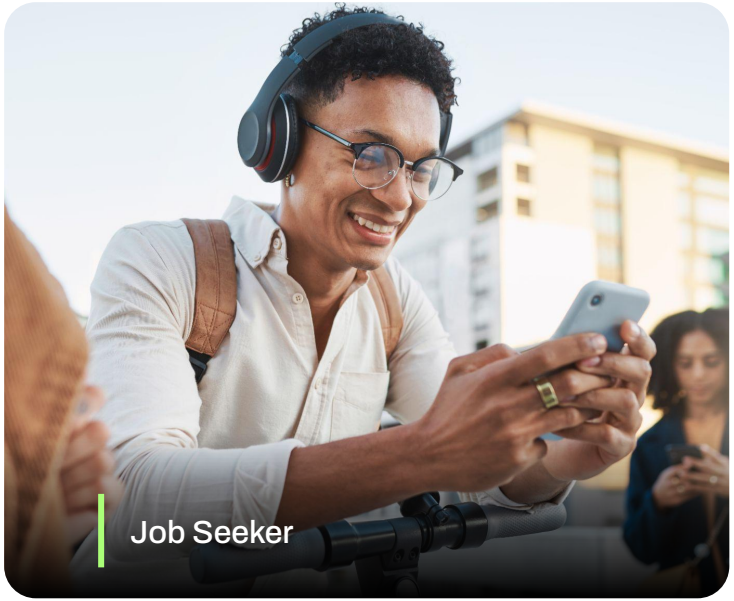
“Invite to Apply” Changes The Way The Whole Hiring Category Works

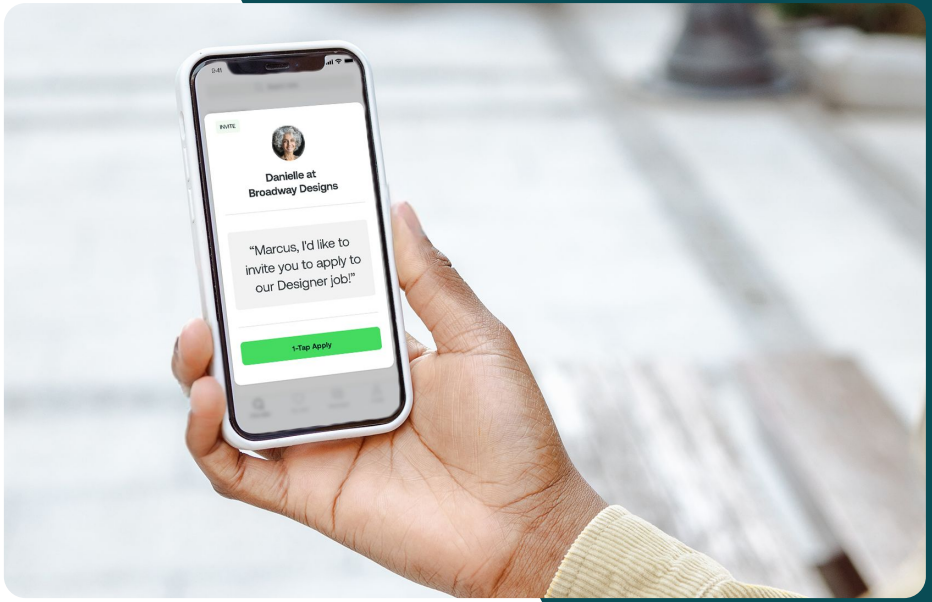




Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Job Seekers Go From Searching To Getting Recruited





Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Ability to Weather All Market Cycles

Cooling hiring environment results in declining revenue of 29% in 2023...

Revenue



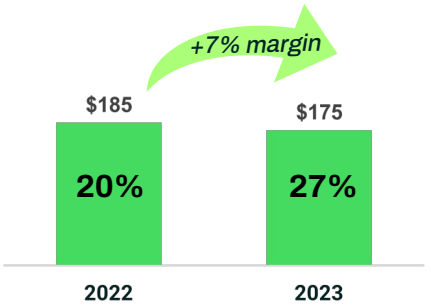
45% reduction in Sales & Marketing spend in response to macroeconomic headwinds...

Sales & Marketing Expense



Resulting in 27% Adjusted EBITDA margin, an expansion of 7% y/y

Adjusted EBITDA



Note: Sales and Marketing expense and Revenue are GAAP ($ in mm). All other figures are non-GAAP. See Appendix below for additional information regarding non-GAAP measures used in this presentation and a reconciliation of GAAP to non-GAAP measures.

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Recruiting Is a Big Category In The U.S.

U.S. Employment & Recruiting Agencies and Staffing & Temp Market

$300bn+

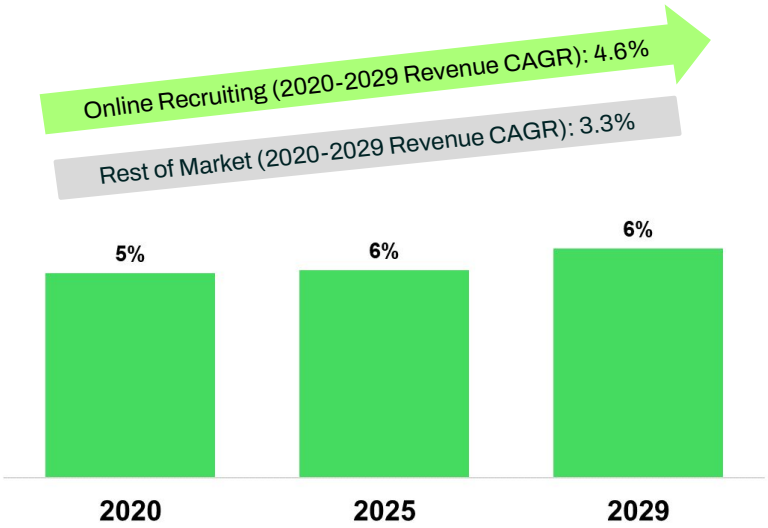
Online Recruitment Sites
$15bn+

Note: IBIS periodically updates their industry reports and restates historically reported actuals with the latest information. Online Recruitment Sites report restated the 2023 actuals in January 2024, and Office Staffing & Temp Agencies in the US and Employment & Recruiting Agencies in the US reports restated 2023 and prior actuals in October 2023.

Note: Represents 2023 estimated market size; $300bn+ figure represents summation of "Office Staffing & Temp Agencies in the US" market and "Employment & Recruiting Agencies in the US" market. Source: Based on the following published reports: (i) IBISWorld Inc., Office Staffing & Temp Agencies in the US, Oct-2023, (ii) IBISWorld Inc., Employment & Recruiting Agencies in the US, Oct-2023, and (iii) IBISWorld Inc., Online Recruitment Sites, Jan-2024.

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

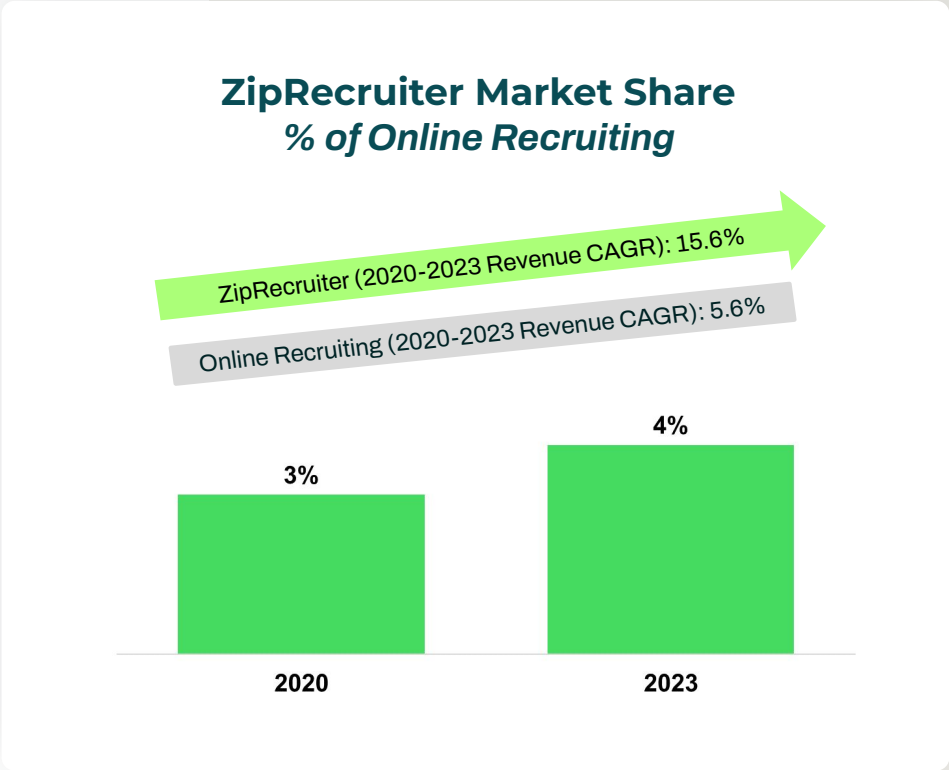
Online Recruiting Growing Faster Than The Category Overall



Note: IBIS periodically updates their industry reports and restates historically reported actuals with the latest information. Online Recruitment Sites report restated the 2023 actuals in January 2024, and may do so again in the future based on further information.
Source: Based on the following published reports: (i) IBISWorld Inc., Office Staffing & Temp Agencies in the US, Oct-2023, (ii) IBISWorld Inc., Employment & Recruiting Agencies in the US, Oct-2023, and (iii) IBISWorld Inc., Online Recruitment Sites, Jan-2024.
Note: All data is US only; Online Recruiting market based on IBISWorld "Online Recruitment Sites" market; Total Recruiting market based on IBISWorld "Office Staffing & Temp Agencies in the US" + "Employment & Recruiting Agencies in the US."

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

ZipRecruiter Increasing Market Share Through Downturn



Note: IBIS periodically updates their industry reports and restates historically reported actuals with the latest information. Online Recruitment Sites report restated the 2023 actuals in January 2024, and may do so again in the future based on further information.
Source: Based on the following published report: IBISWorld Inc., Online Recruitment Sites, Jan-2024.

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Our Growth Strategies



Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Our ZipRecruiter Team

Ian Siegel
Co-Founder & CEO



INDEPENDENT BOARD MEMBERS

Brie Carere


Mike Gupta


Yvonne Hao


Cipora Herman


Blake Irving


Emily McEvilly


EXECUTIVE TEAM

Megan Allen
EVP, Chief Product Officer


Amy Garefis
EVP, Chief People Officer


Ryan Sakamoto
EVP, Chief Legal Officer


Monika Shah
EVP, Chief Marketing Officer


Boris Shimanovsky
EVP, Chief Technology Officer


David Travers
President


Elliot Wilson
EVP, Sales & Support

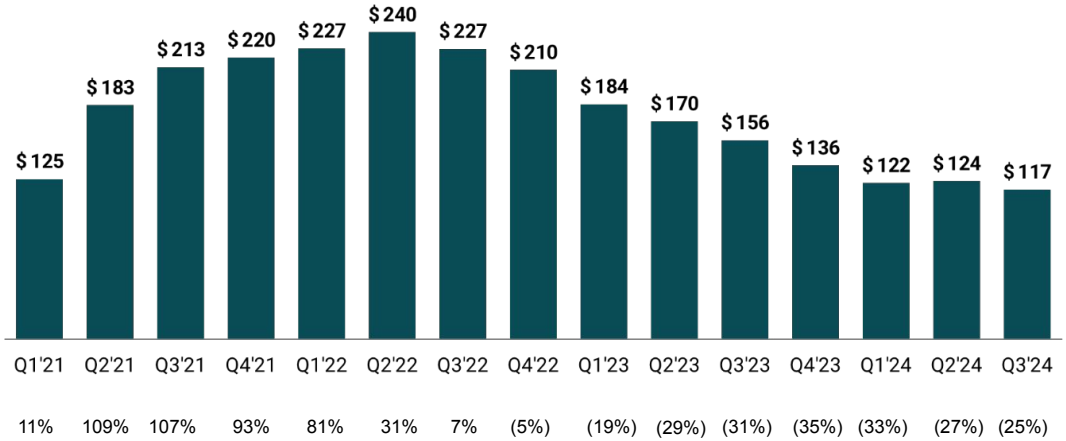

Tim Yarbrough
EVP, Chief Financial Officer


Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

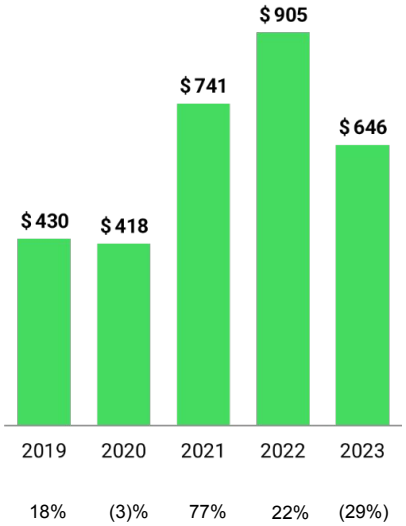
Revenue Performance Through The Economic Cycle

Total Revenue

Quarterly Revenue



Annual Revenue



Revenue ($mm)

% y/y

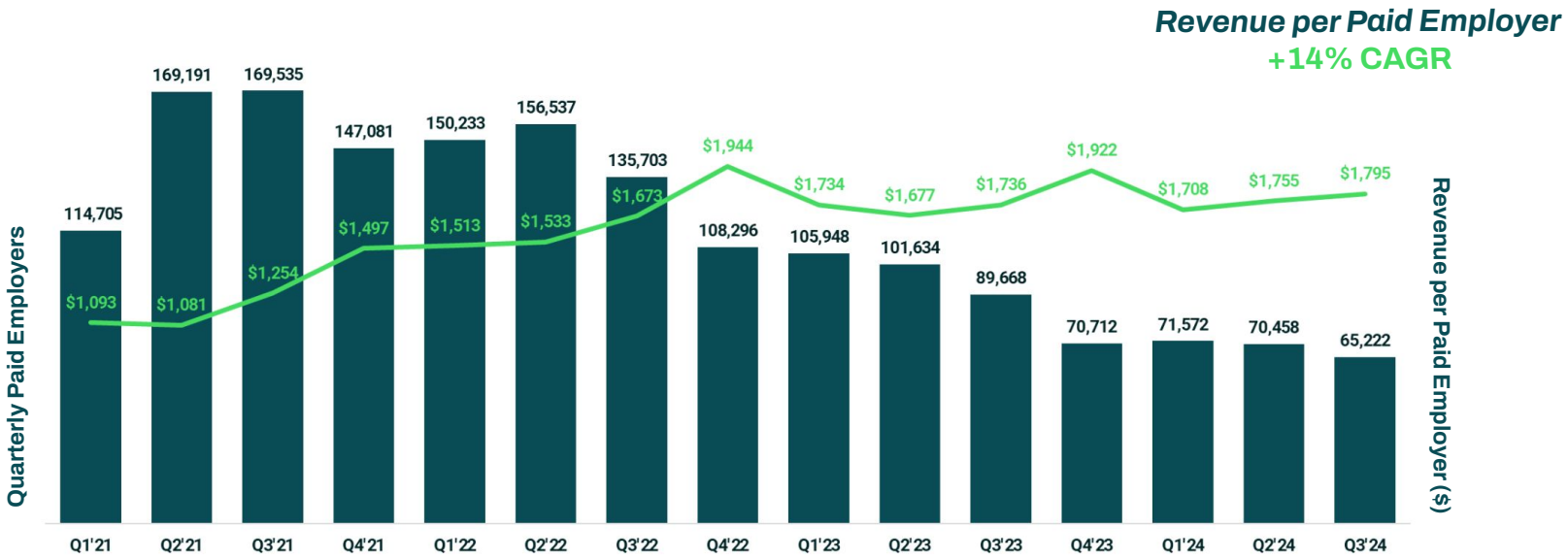
Note: Total Revenue is GAAP

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Key Revenue Drivers: Delivering Increasing Value For Employers Over Time

Quarterly Paid Employers and Revenue per Paid Employer

Revenue per Paid Employer equals total Company revenue in a period divided by Paid Employers in the same period

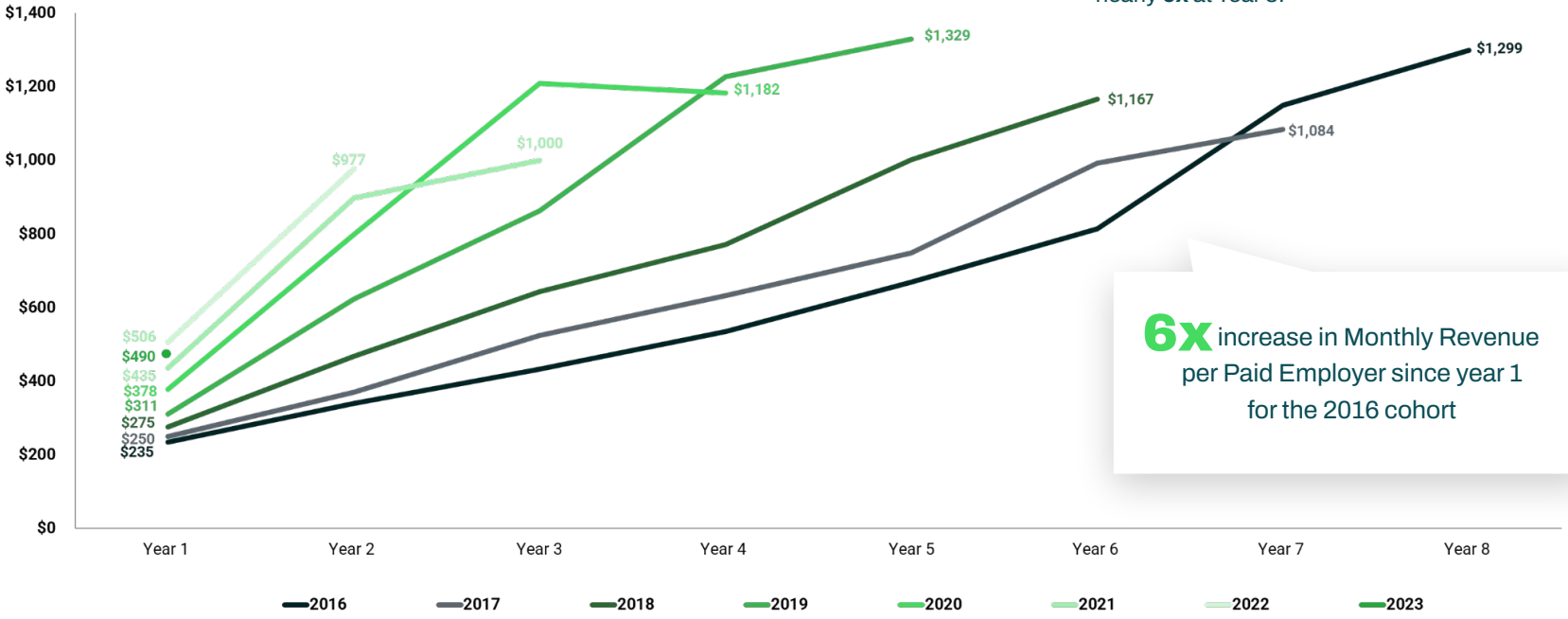


Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

Proven Ability To Deepen Our Engagement

Monthly Revenue Per Paid Employer by Cohort

Monthly Revenue per Paid Employer in Year 1 among our 2016 cohort has increased by nearly **6x** at Year 8.



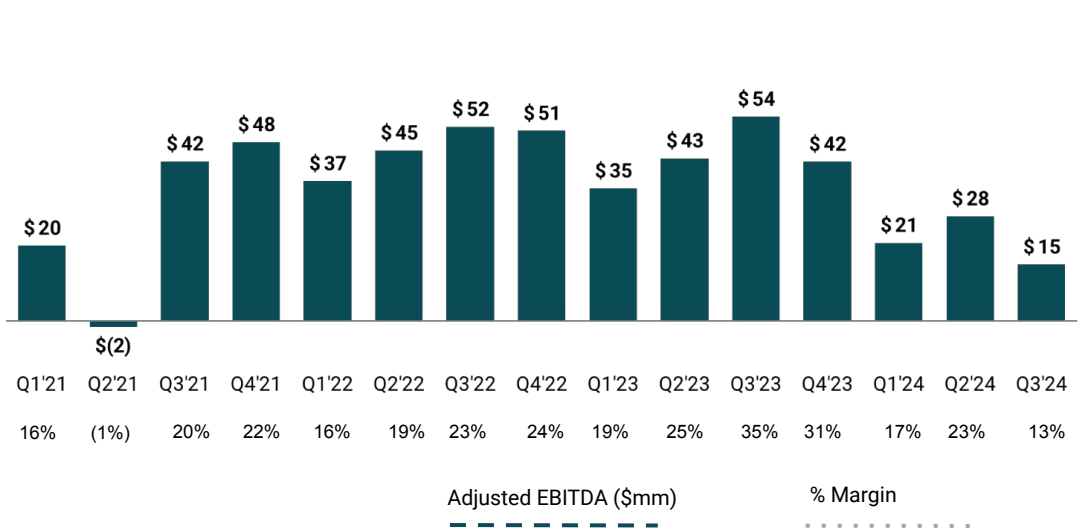
6x increase in Monthly Revenue per Paid Employer since year 1 for the 2016 cohort

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

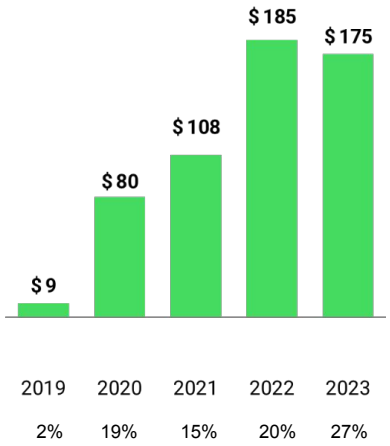
Disciplined Financial Approach

Adjusted EBITDA

Quarterly Adjusted EBITDA



Annual Adjusted EBITDA



Q2'21 Adjusted EBITDA includes $31.9M of direct listing related expenses
See Appendix below for additional information regarding non-GAAP measures used in this presentation and a reconciliation of GAAP to non-GAAP measures

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

THANK YOU

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.



Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

APPENDIX

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

RECONCILIATIONS OF NON-GAAP FINANCIAL MEASURES TO THE MOST DIRECTLY COMPARABLE GAAP MEASURES

RECONCILIATION OF GAAP NET INCOME (LOSS) TO ADJUSTED EBITDA
(in thousands, except Adjusted EBITDA margin data)

	FY2019	FY2020	Q1'21	Q2'21	Q3'21	Q4'21	FY2021	Q1'22	Q2'22	Q3'22	Q4'22	FY2022	Q1'23	Q2'23	Q3'23	Q4'23	FY2023	Q1'24	Q2'24	Q3'24
GAAP net income (loss)	($6,349)	$86,048	$13,398	($52,847)	$22,060	$20,989	$3,600	$8,417	$13,110	$20,556	$19,411	$61,494	$5,011	$14,380	$24,076	$5,631	$49,098	($6,505)	$7,014	($2,570)
Stock-based compensation	6,740	5,752	1,226	64,366	22,033	19,633	107,258	20,494	17,660	19,324	19,478	76,956	21,571	17,639	19,095	25,930	84,235	18,576	15,589	15,088
Depreciation and amortization	8,944	9,949	2,302	2,233	2,464	2,464	9,463	2,485	2,637	2,867	2,693	10,682	2,731	3,109	2,619	3,165	11,624	3,110	2,837	3,139
Interest expense	575	1,037	209	266	221	220	916	6,285	7,511	7,361	7,341	28,498	7,341	7,346	7,351	7,355	29,393	7,356	7,361	7,475
Other (income) expense, net	(1,132)	(942)	(386)	181	154	19	(32)	25	(36)	(321)	(5,022)	(5,354)	(5,022)	(5,014)	(4,695)	(5,775)	(20,506)	(4,879)	(5,599)	(6,320)
Income tax expense (benefit)	588	(21,711)	3,245	(15,917)	(4,467)	4,263	(12,876)	(503)	4,512	1,875	6,706	12,590	3,630	5,812	5,934	6,076	21,452	3,122	647	(1,824)
Adjusted EBITDA	$9,366	$80,133	$19,994	($1,718)	$42,465	$47,588	$108,329	$37,203	$45,394	$51,662	$50,607	$184,866	$35,262	$43,272	$54,380	$42,382	$175,296	$20,780	$27,849	$14,988
Adjusted EBITDA margin	2%	19%	16%	-1%	20%	22%	15%	16%	19%	23%	24%	20%	19%	25%	35%	31%	27%	17%	23%	13%

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.

KEY OPERATING METRICS AND NON-GAAP FINANCIAL MEASURES

This presentation includes certain key operating metrics, including Quarterly Paid Employers and Revenue per Paid Employer, and non-GAAP financial measures, including Adjusted EBITDA and Adjusted EBITDA margin.

We define Paid Employers as any employer(s) (or entities acting on behalf of an employer) on a paying subscription plan or performance marketing campaign for at least one day. Paid Employer(s) excludes employers from our Job Distribution Partners or other indirect channels, employers who are not actively searching for candidates, but otherwise have access to previously posted jobs, and employers on free trial. Job Distribution Partners are defined as third-party sites who have a relationship with us and advertise jobs from our marketplace. Quarterly Paid Employers means, with respect to any fiscal quarter, the count of Paid Employers during such fiscal quarter. Revenue per Paid Employer is the total company revenue in a particular period divided by the count of Quarterly Paid Employers in the same period.

We define Adjusted EBITDA as our net income (loss) before interest expense, other income (expense), net, income tax expense (benefit) and depreciation and amortization, adjusted to eliminate stock-based compensation expense. Adjusted EBITDA margin represents Adjusted EBITDA as a percentage of revenue for the same period.

Management and our board of directors use these key operating metrics and non-GAAP financial measures as supplemental measures of our performance because they assist us in comparing our operating performance on a consistent basis, as they remove the impact of some items not directly resulting from our core operations. We also use these key operating metrics and non-GAAP financial measures for planning purposes, including the preparation of our internal annual operating budget and financial projections, to evaluate the performance and effectiveness of our strategic initiatives and to evaluate our capacity for capital expenditures to expand our business.

Adjusted EBITDA and Adjusted EBITDA margin should not be considered in isolation, as an alternative to, or superior to net income (loss), revenue, cash flows or other measures derived in accordance with GAAP. These non-GAAP measures are frequently used by analysts, investors and other interested parties to evaluate companies in our industry. Management believes that the presentation of non-GAAP financial measures is an appropriate measure of operating performance because they eliminate the impact of some expenses that do not relate directly to the performance of our underlying business.

These non-GAAP financial measures should not be construed as an inference that our future results will be unaffected by unusual or other items. Additionally, Adjusted EBITDA and Adjusted EBITDA margin are not intended to be a measure of free cash flow for management's discretionary use, as they do not reflect our tax payments and certain other cash costs that may recur in the future, including, among other things, cash requirements for costs to replace assets being depreciated and amortized. Management compensates for these limitations by relying on our GAAP results in addition to using Adjusted EBITDA and Adjusted EBITDA margin as supplemental measures of our performance. Our measures of Adjusted EBITDA and Adjusted EBITDA margin used herein are not necessarily comparable to similarly titled captions of other companies due to different methods of calculation.

See the tables above regarding reconciliations of these non-GAAP financial measures to the most directly comparable GAAP measures.

Proprietary and Confidential. © 2024 ZipRecruiter, Inc. All Rights Reserved.