ZipRecruiter®

Corporate Presentation

August 2023

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 August 8, 2023 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, 2022 that is filed with the SEC. In addition, we operate in a very competitive and rapidly changing environment. These documents are 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.

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. 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 August 8, 2023.

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.

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

ZIPRECRUITER HIGHLIGHTS

Revenue

Q2'23

$170.4mm

-29% y/y

Adjusted EBITDA

Q2'23

$43.3mm

25% margin

Revenue per Paid Employer

Q2'23

$1,677

+9% y/y

ZipRecruiter®

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

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

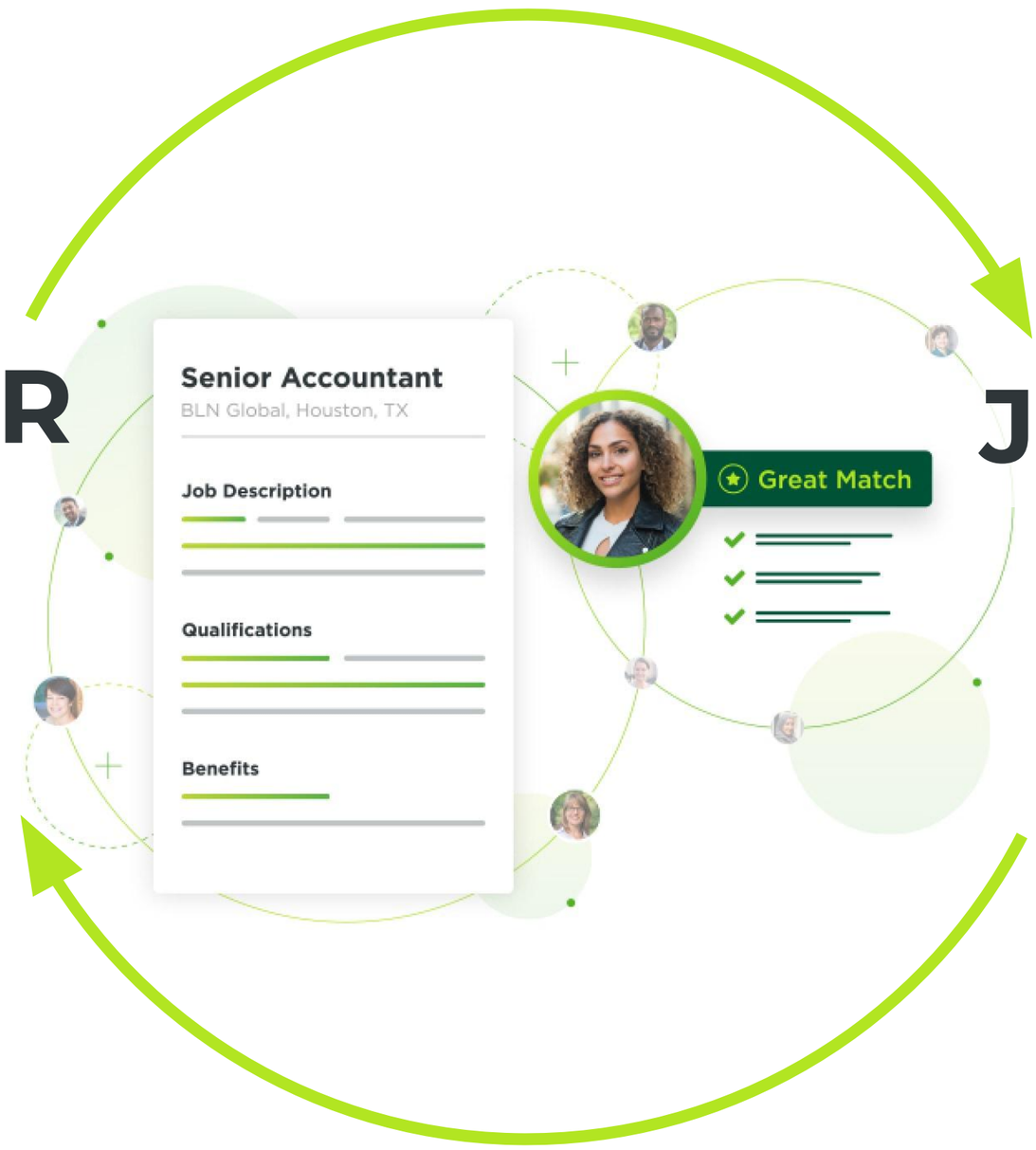
ACTIVELY CONNECTING PEOPLE TO THEIR NEXT GREAT OPPORTUNITY

TWO-SIDED MARKETPLACE CONNECTS EMPLOYERS AND JOB SEEKERS

EMPLOYER

+3mm

EMPLOYERS OF ALL SIZES



JOB SEEKER

+150mm

SEEKERS

ZipRecruiter®

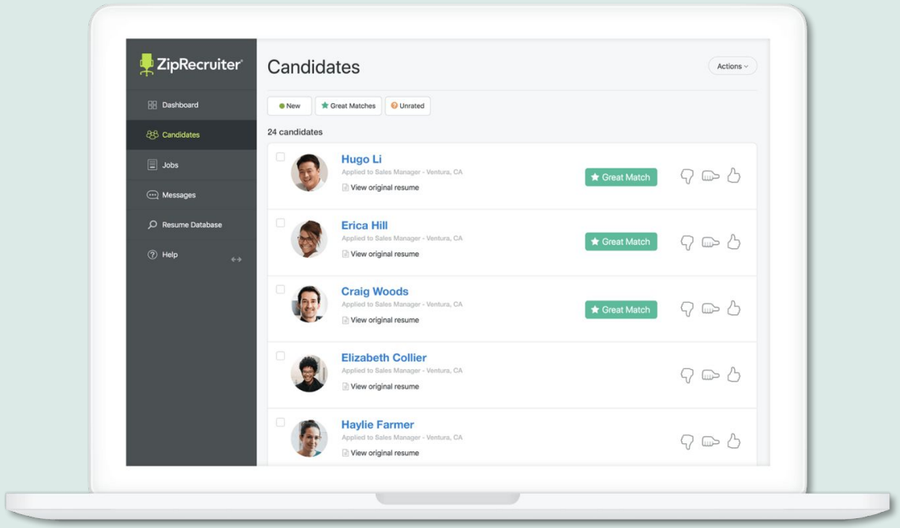
Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

Source: Internal ZipRecruiter data
Note: Data is as of January 2023 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.

FLEXIBLE BUSINESS MODEL ALIGNED WITH EMPLOYER SUCCESS

Flat-Rate Pricing

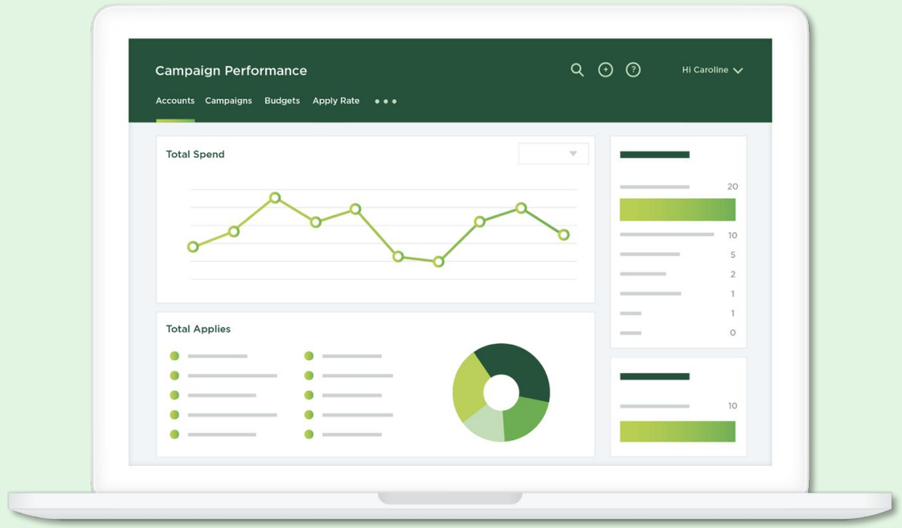
80% of revenue*



Daily, monthly and annual subscription plans

Performance-Based Pricing

20% of revenue*



Cost-per-click on job postings

100% of our revenue comes from employers

ZipRecruiter

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

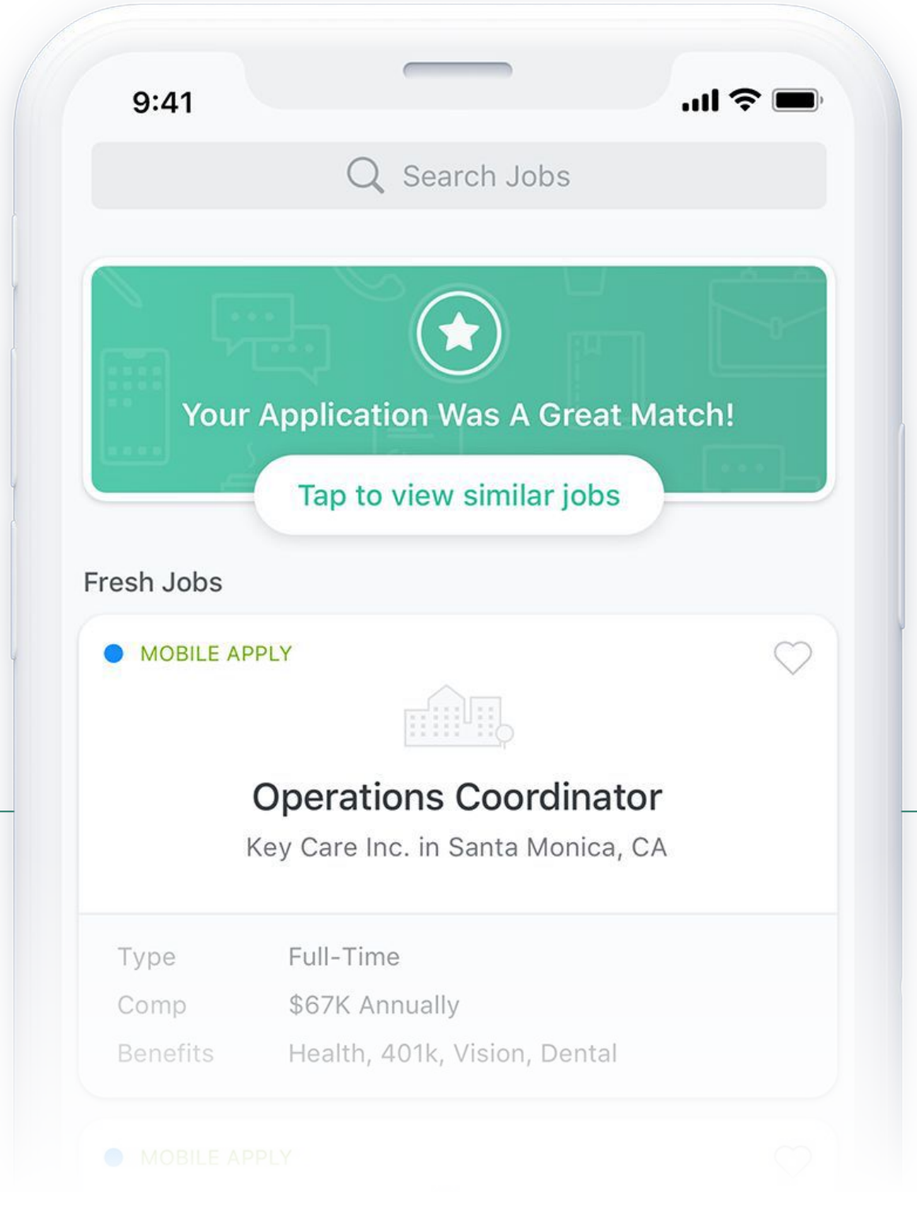
**Based on the three months ended June 30, 2023.*

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]

ZipRecruiter

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

1 Based on job seeker app ratings, as of Jan 2023, from AppFollow for ZipRecruiter, CareerBuilder, Glassdoor, Indeed, LinkedIn, and Monster.
2 Based on G2 satisfaction ratings as of December 13, 2022.

MATCHING THAT LEARNS

MARKETPLACE SIGNALS

Resume

Search Activity

Application Activity

Employer Response

Job Description

Resume Views

Candidate Ratings

Contact Info Requests

JOB SEEKERS



Suggested Jobs

Invite To Apply

Email Alerts

Employer Communication

EMPLOYERS



Suggested Candidates To Invite To Apply

Search For Similar Candidates

BETTER RESULTS

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

COMPELLING MARKETING OVER TIME HAS MADE ZIPRECRUITER A HOUSEHOLD NAME WITH ~80% AIDED BRAND AWARENESS

Based on our ZipRecruiter Brand Awareness Survey, 2023, an internal company-designed survey of 610 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.

ZipRecruiter®

Marketing relationships with brands included here as of June 2023

Copyright © 2023 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

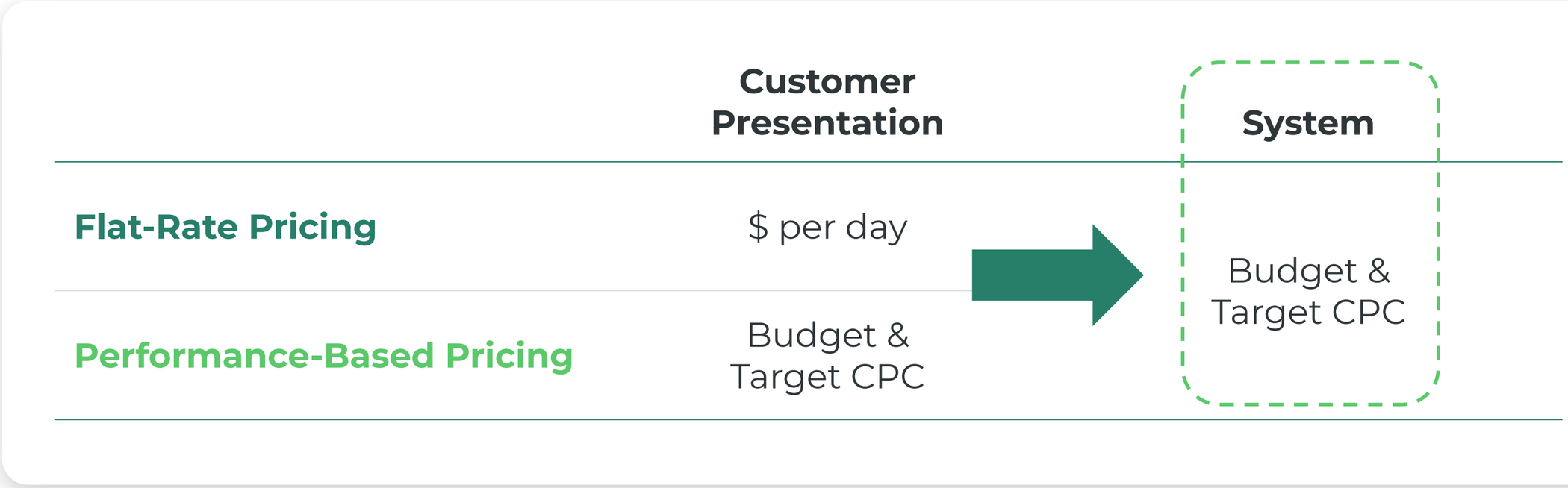
(Cost-per-click on job postings)

- **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**

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

SOPHISTICATED BACK END ENSURES RIGHT UNIT ECONOMICS FOR EACH CUSTOMER ACROSS BOTH PRICING PLANS

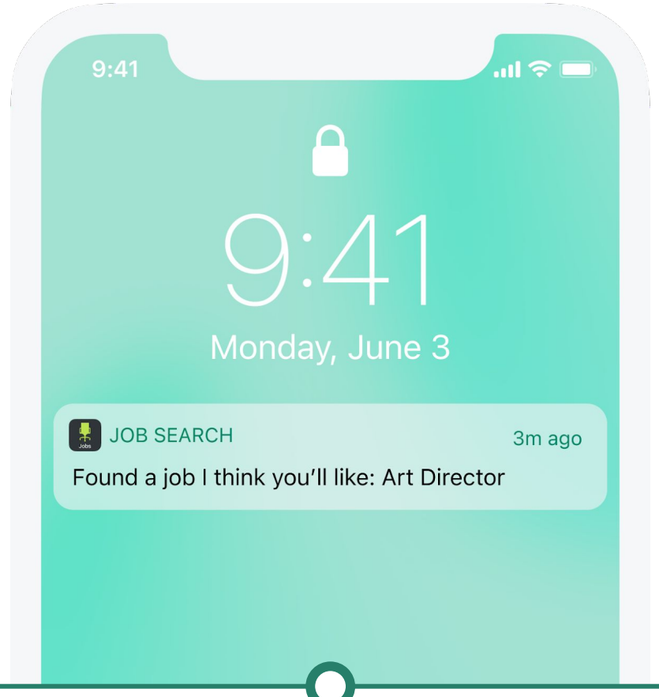
Employers / Demand



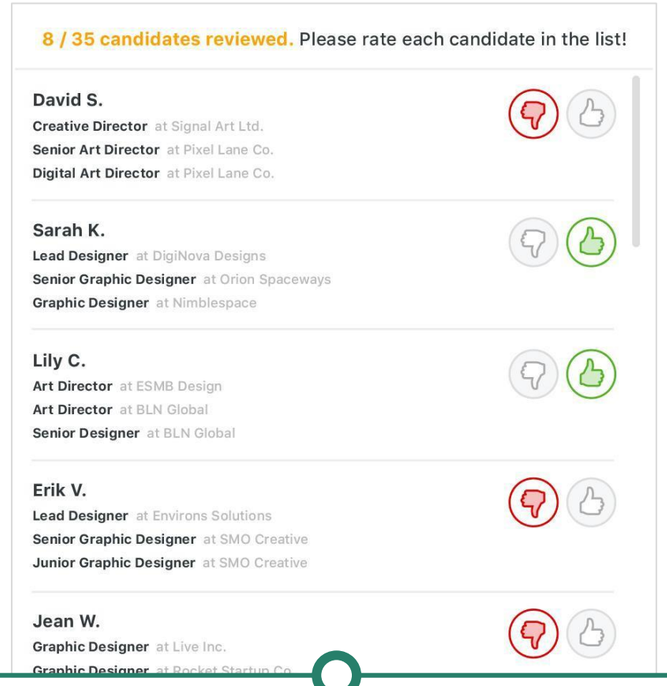
Similar margin structure between Flat-Rate and Performance-Based Pricing

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

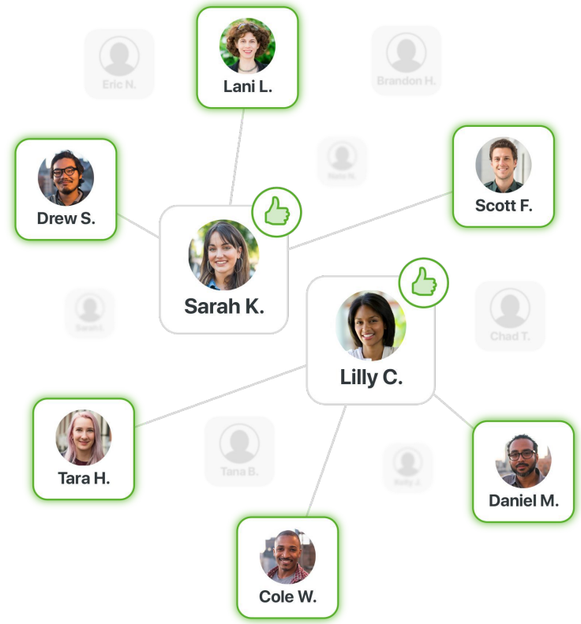
SIMPLE EMPLOYER JOURNEY



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

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

YOU CAN SEE THE IMPROVEMENT IN THE METRICS

We delivered over **30 million Great Match candidates** in 2022



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



Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

PHIL, OUR AI-POWERED PERSONAL RECRUITER, LEADS JOB SEEKERS THROUGH THE HIRING JOURNEY

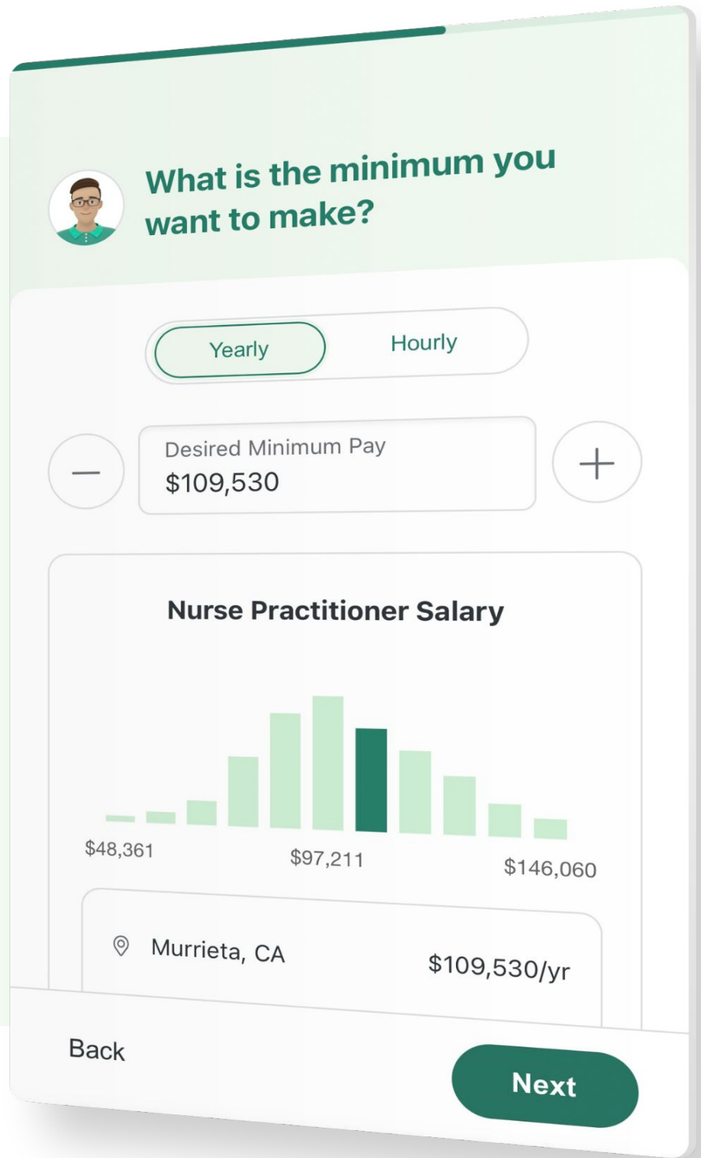


Meet Phil, Your Personal Recruiter

Phil will be by your side during your job search to help you discover new opportunities and stand out to employers.

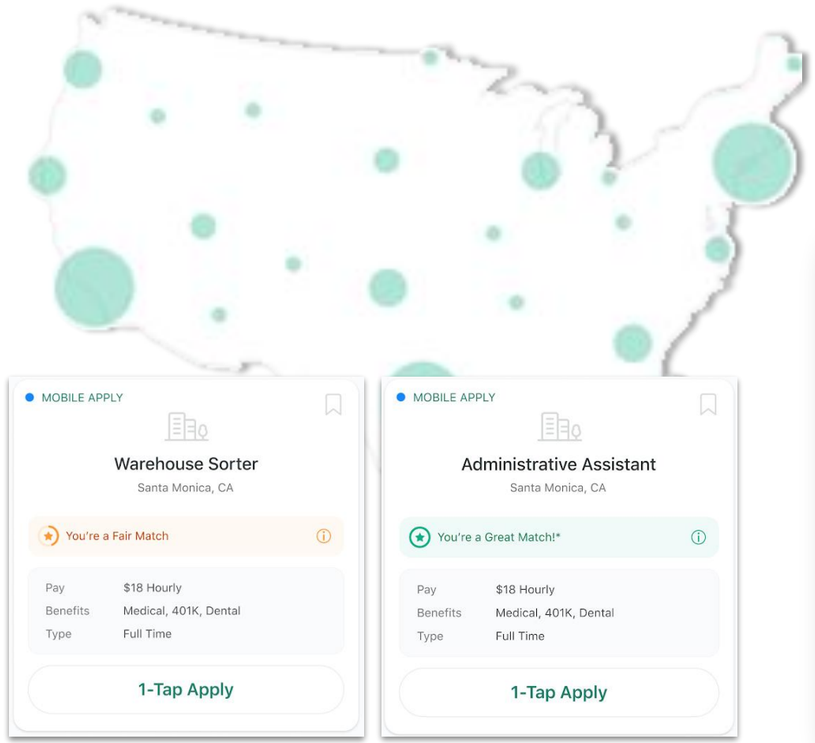
Who is Phil?

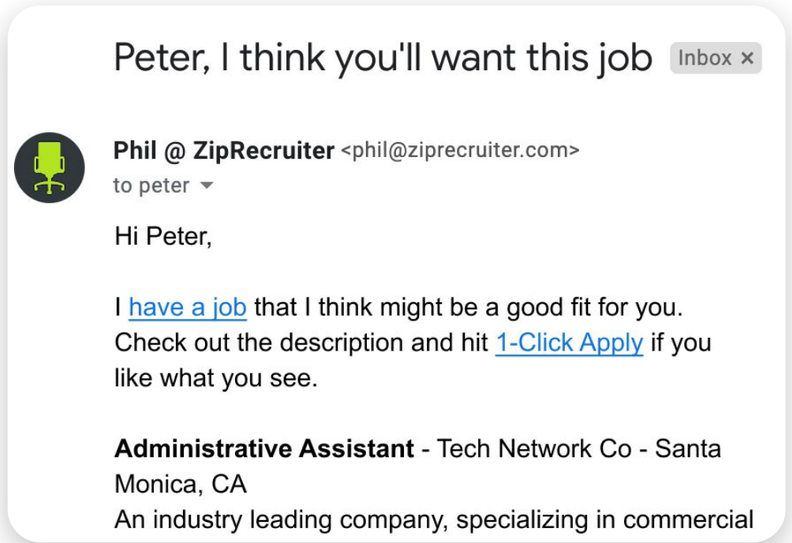
Discover Jobs



Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

SIMPLE JOB SEEKER JOURNEY







Guidance on which jobs are a match

Curated opportunities

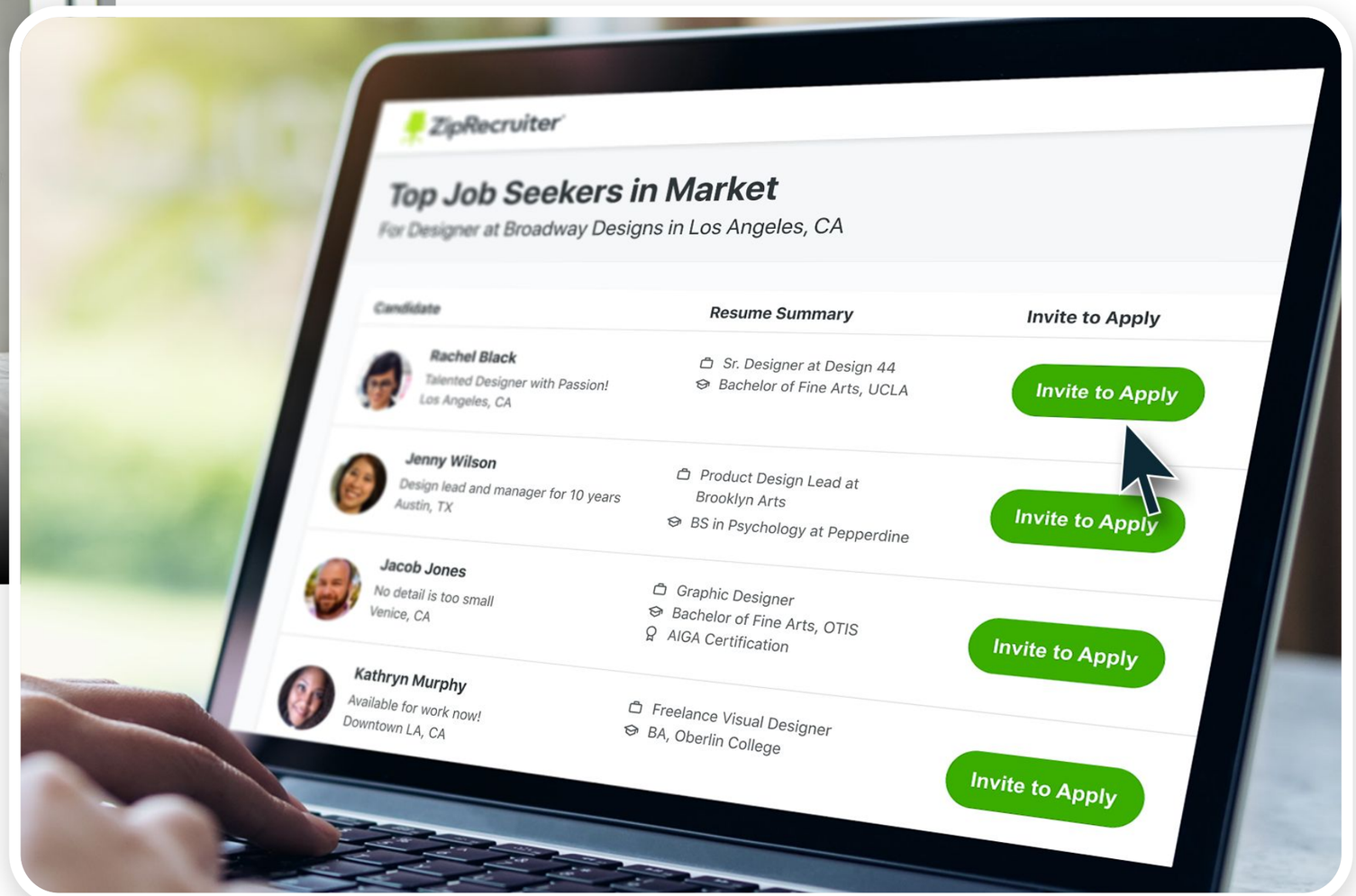
Updates when the employer reads their application or gives them a rating

ZipRecruiter®

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

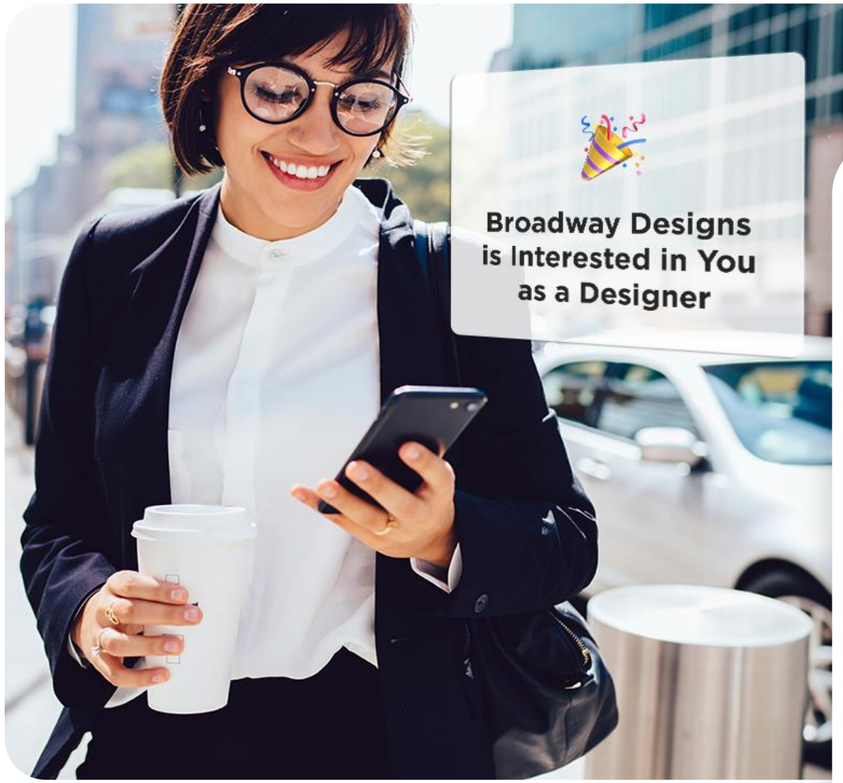
“INVITE TO APPLY” CHANGES THE WAY THE WHOLE HIRING CATEGORY WORKS

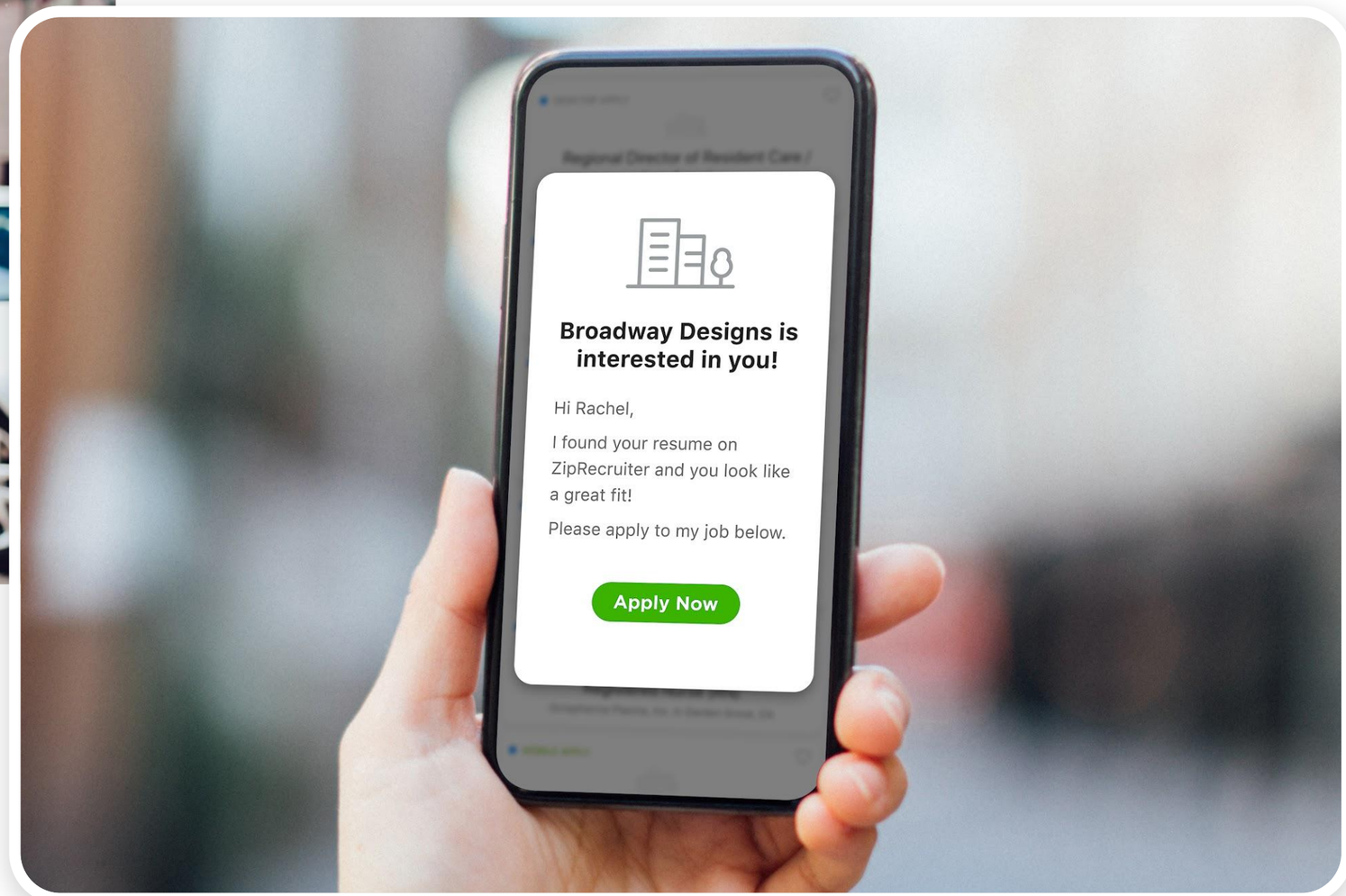




Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

JOB SEEKERS GO FROM SEARCHING TO GETTING RECRUITED





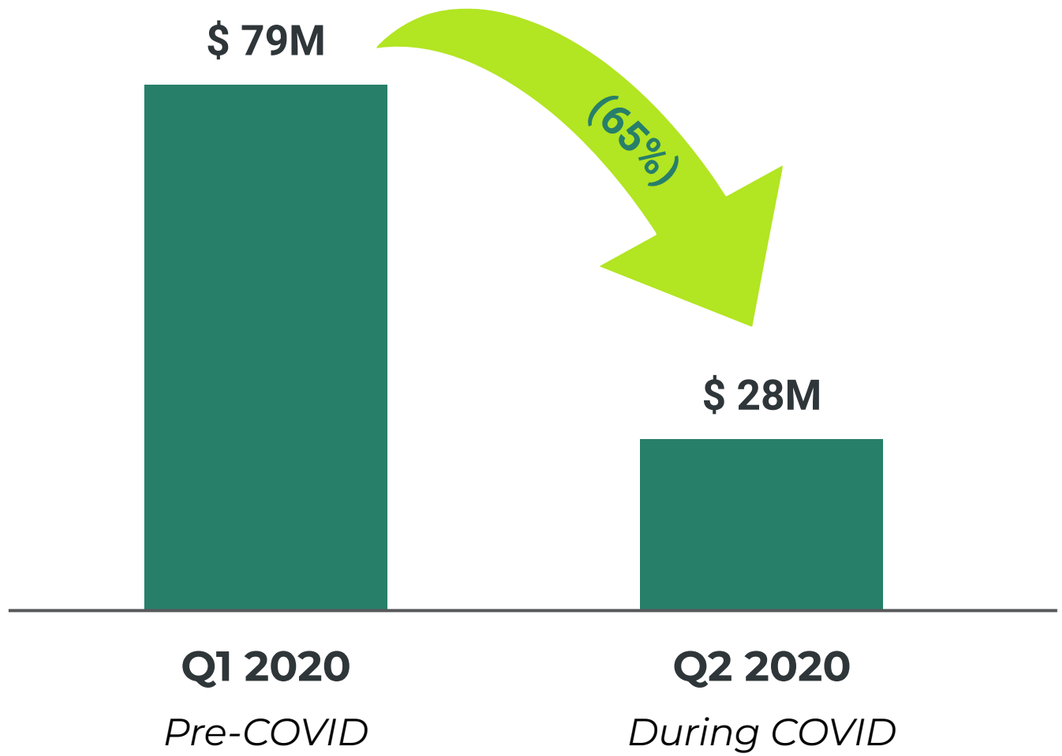
Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

TREMENDOUS BRAND STRENGTH

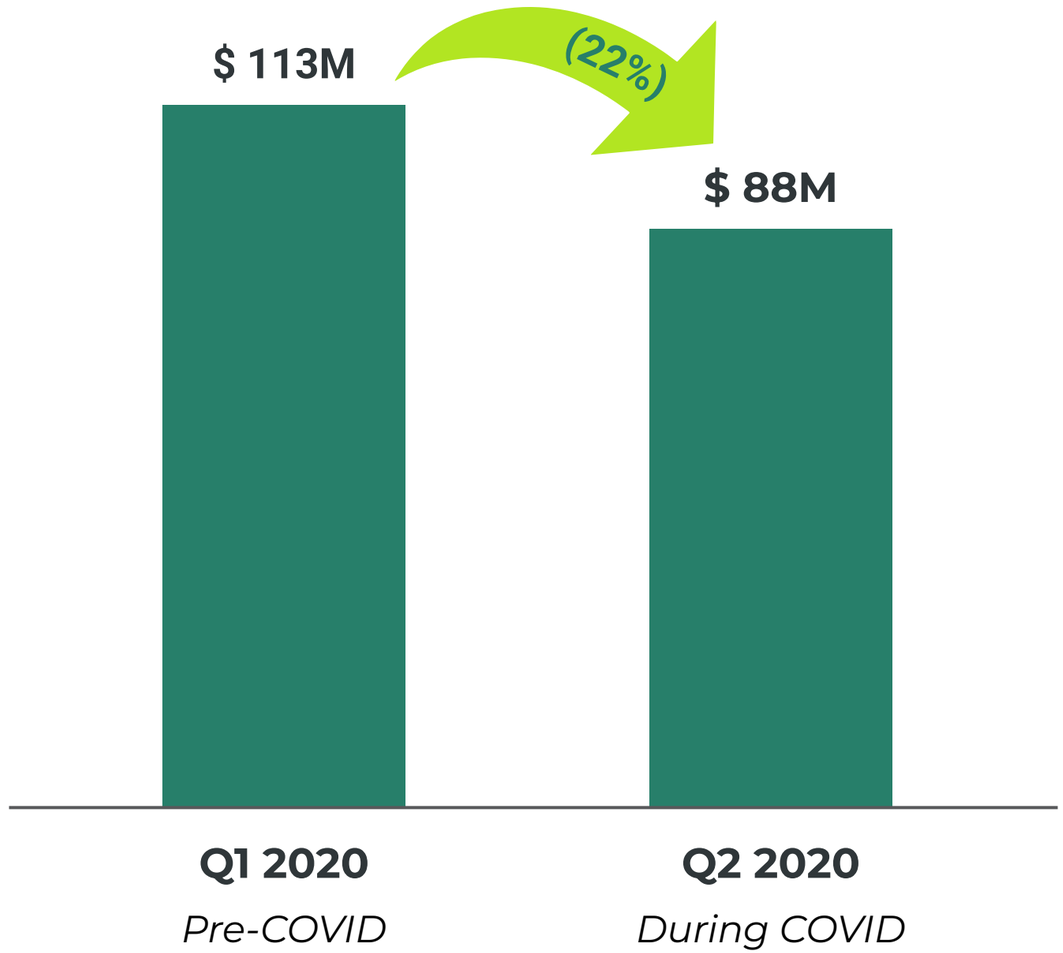
Substantial reduction in Sales & Marketing spend in response to COVID…

…but only a moderate decline in Revenue by comparison

Sales & Marketing Expense



Revenue



ZipRecruiter®

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

Note: Sales and Marketing expense and Revenue are GAAP

RECRUITING IS A BIG CATEGORY IN THE U.S.



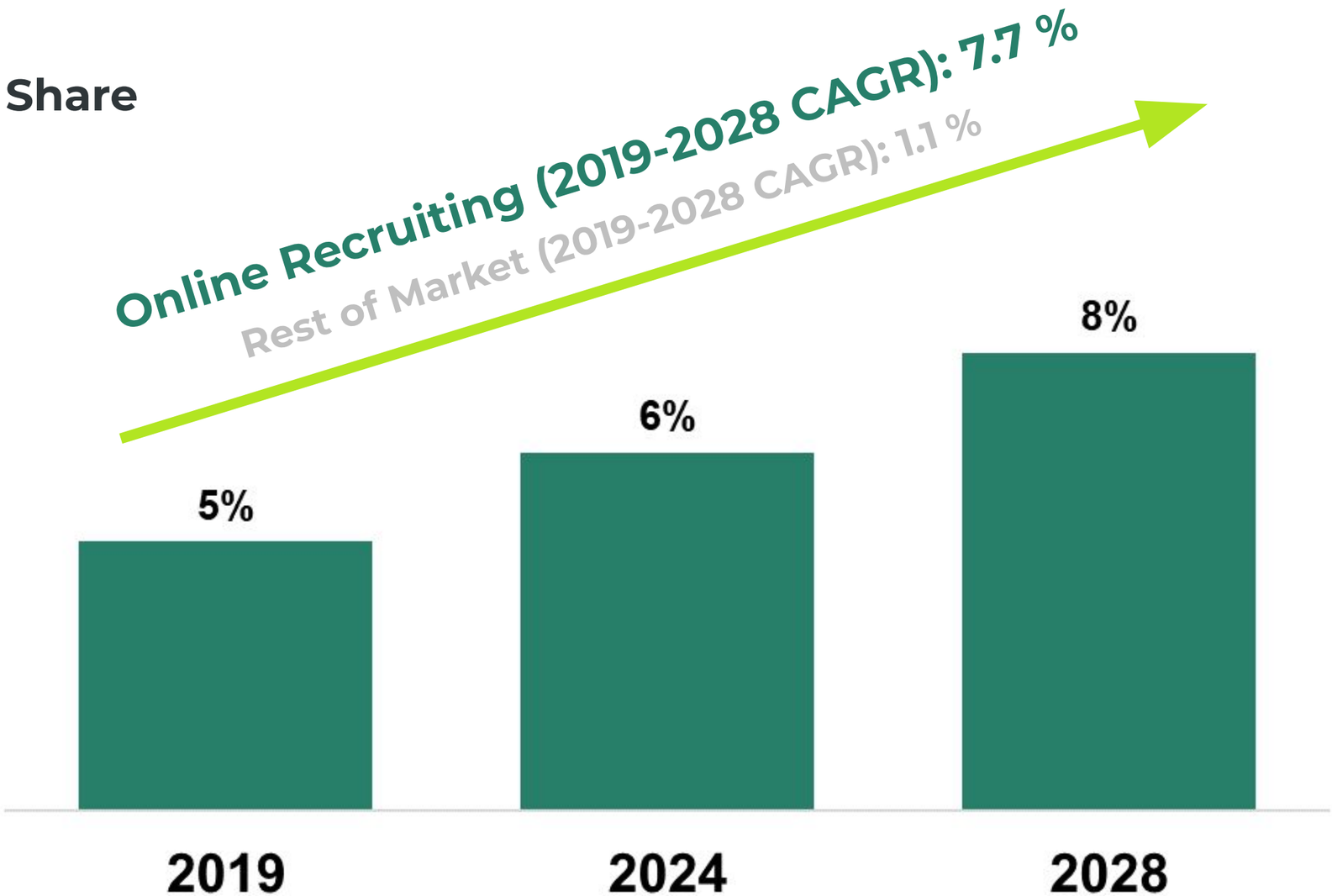
Source: Based on the following published reports: (i) IBISWorld Inc., Office Staffing & Temp Agencies in the US, Jan-2023, (ii) IBISWorld Inc., Employment & Recruiting Agencies in the US, Jan-2023, and (iii) IBISWorld Inc.
Online Recruitment Sites, Feb-2023.
Note: Represents 2023 estimated market size; $280bn+ figure represents summation of "Office Staffing & Temp Agencies in the US" market and "Employment & Recruiting Agencies in the US" market.

ZipRecruiter®
Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

ONLINE RECRUITING GROWING FASTER THAN THE CATEGORY OVERALL

Online Recruiting Share

% of Total Market



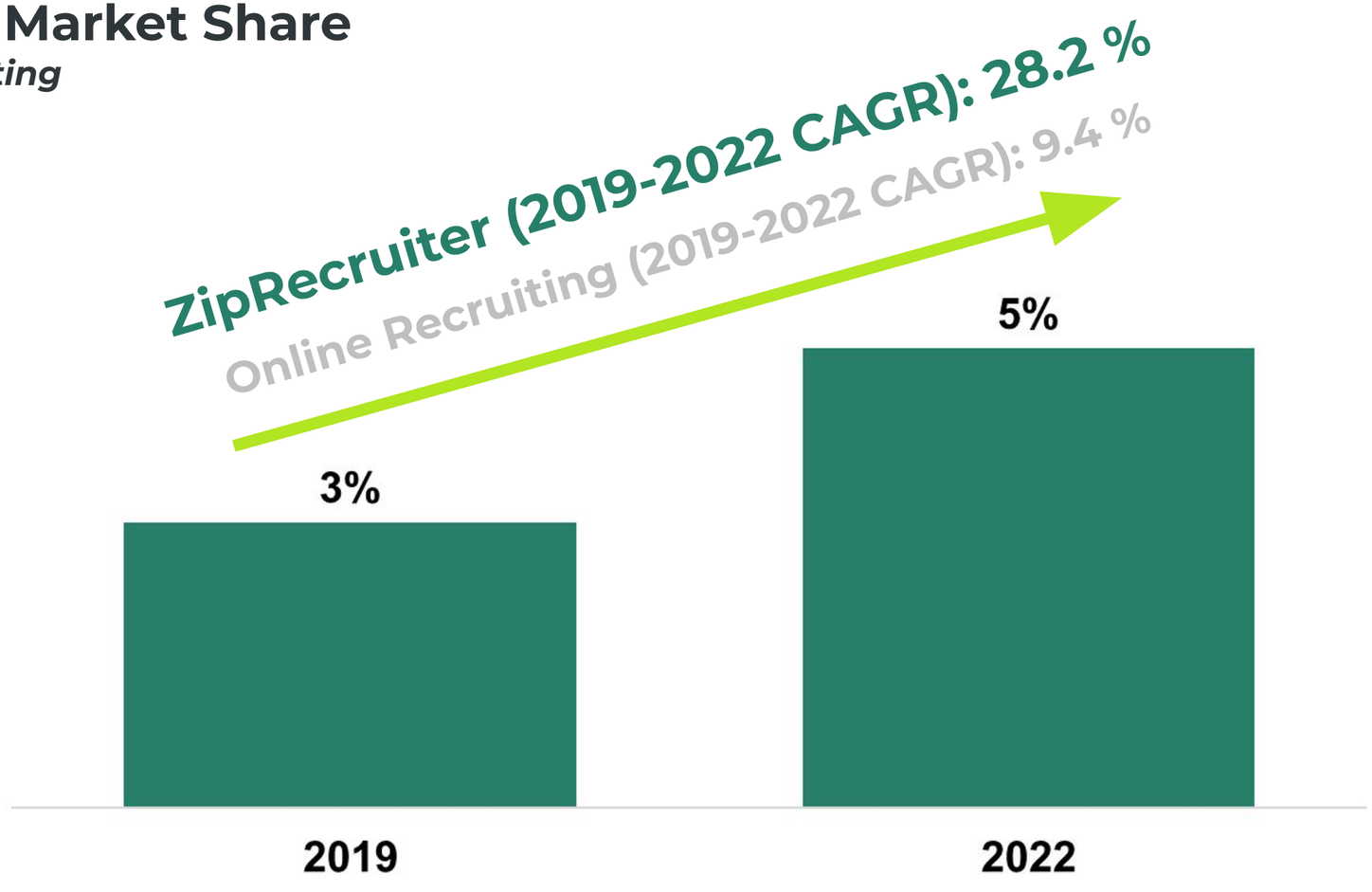
Source: Based on the following published reports: (i) IBISWorld Inc., Office Staffing & Temp Agencies in the US, Jan-2023, (ii) IBISWorld Inc., Employment & Recruiting Agencies in the US, Jan-2023, and (iii) IBISWorld Inc., Online Recruitment Sites, Jan-2023.
Note: All data is US only; Online Recruiting 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."

ZipRecruiter®
Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

ZIPRECRUITER INCREASING MARKET SHARE OVER TIME

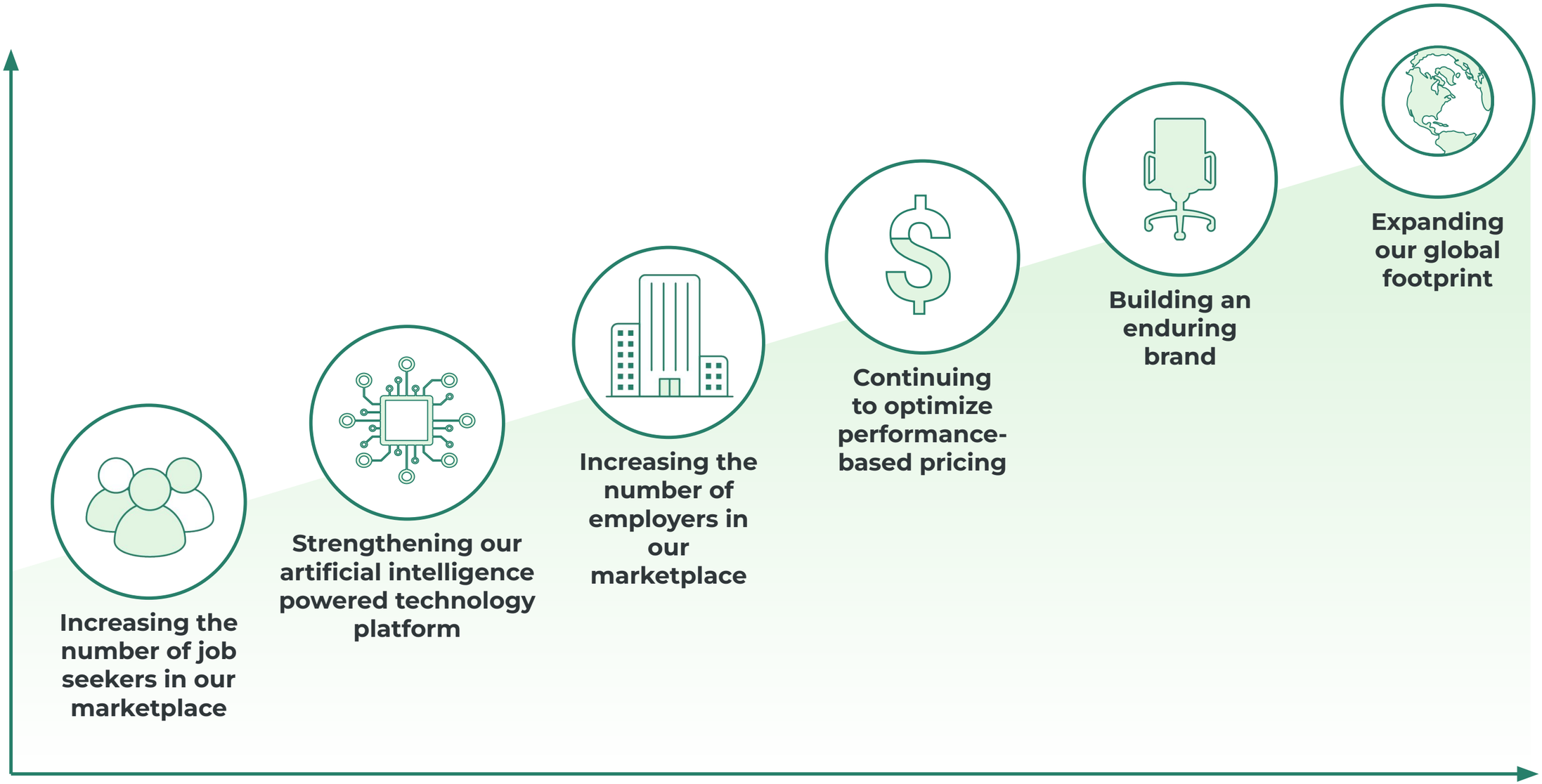
ZipRecruiter Market Share

% of Online Recruiting



Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

OUR GROWTH STRATEGIES



Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

OUR ZIPRECRUITER TEAM



Ian Siegel
Co-Founder & *CEO*

INDEPENDENT BOARD MEMBERS



Brie Carere



Yvonne Hao



Cipora Herman



Blake Irving



Eric Liaw



Emily McEvilly

EXECUTIVE TEAM



Amy Garefis
EVP, Chief People Officer



Qasim Saifee
Chief Operating Officer



Ryan Sakamoto
EVP, Chief Legal Officer



Boris Shimanovsky
EVP, Chief Technology Officer



David Travers
President



Elliot Wilson
EVP, Sales & Support



Tim Yarbrough
EVP, Chief Financial Officer

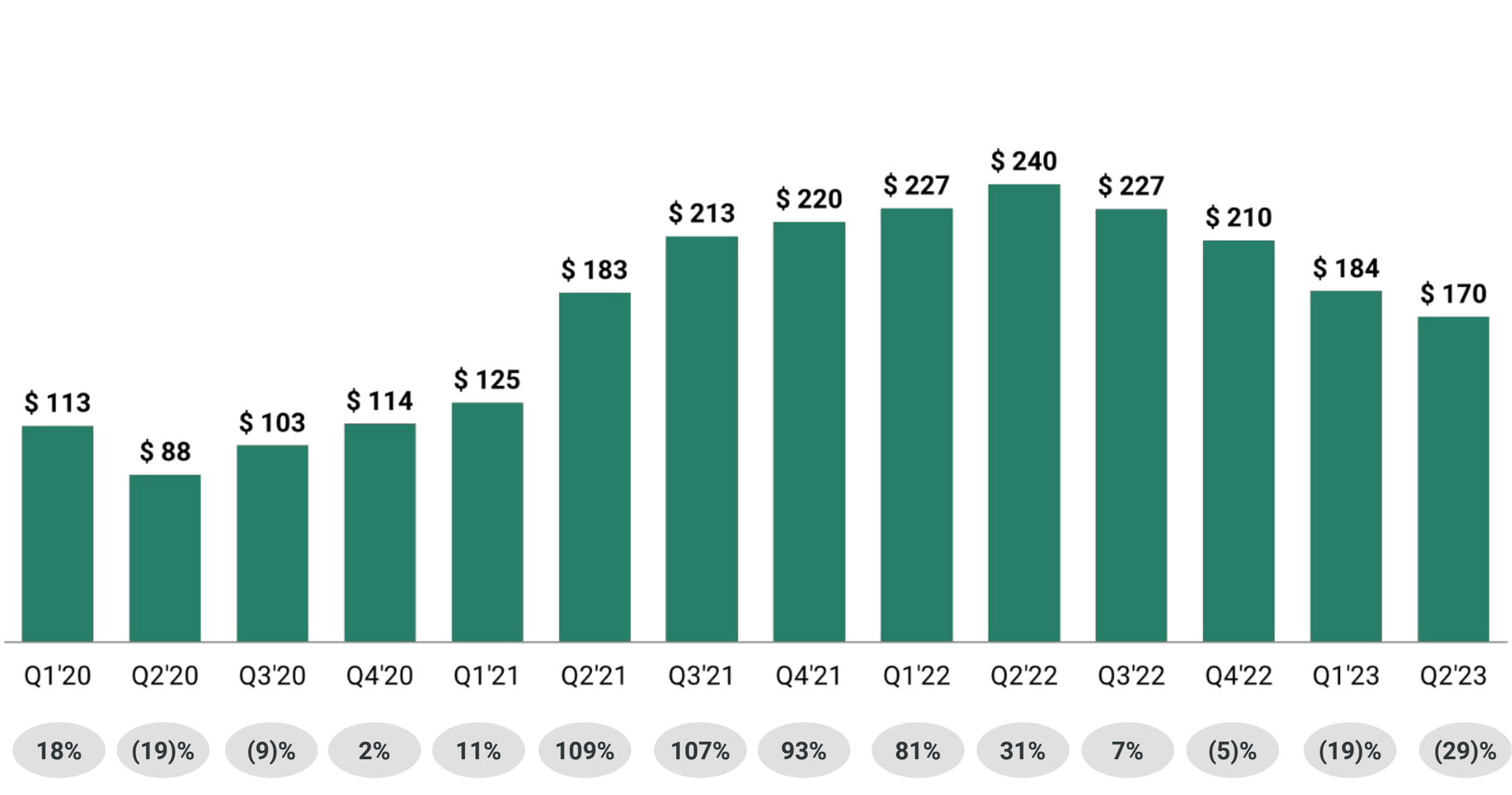
Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

Note: logos represent prior experience

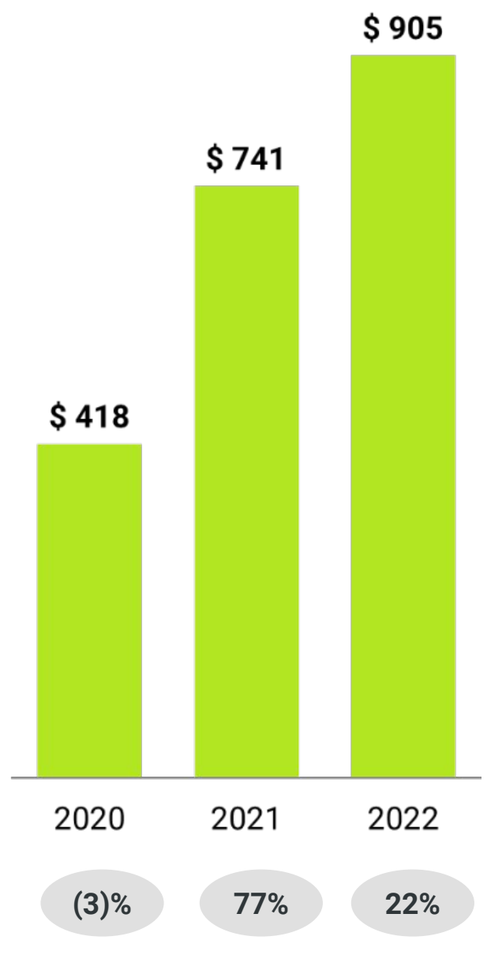
STRONG REVENUE GROWTH AT SCALE

Total Revenue

Quarterly Revenue



Annual Revenue



Total Revenue ($mm) YoY Growth

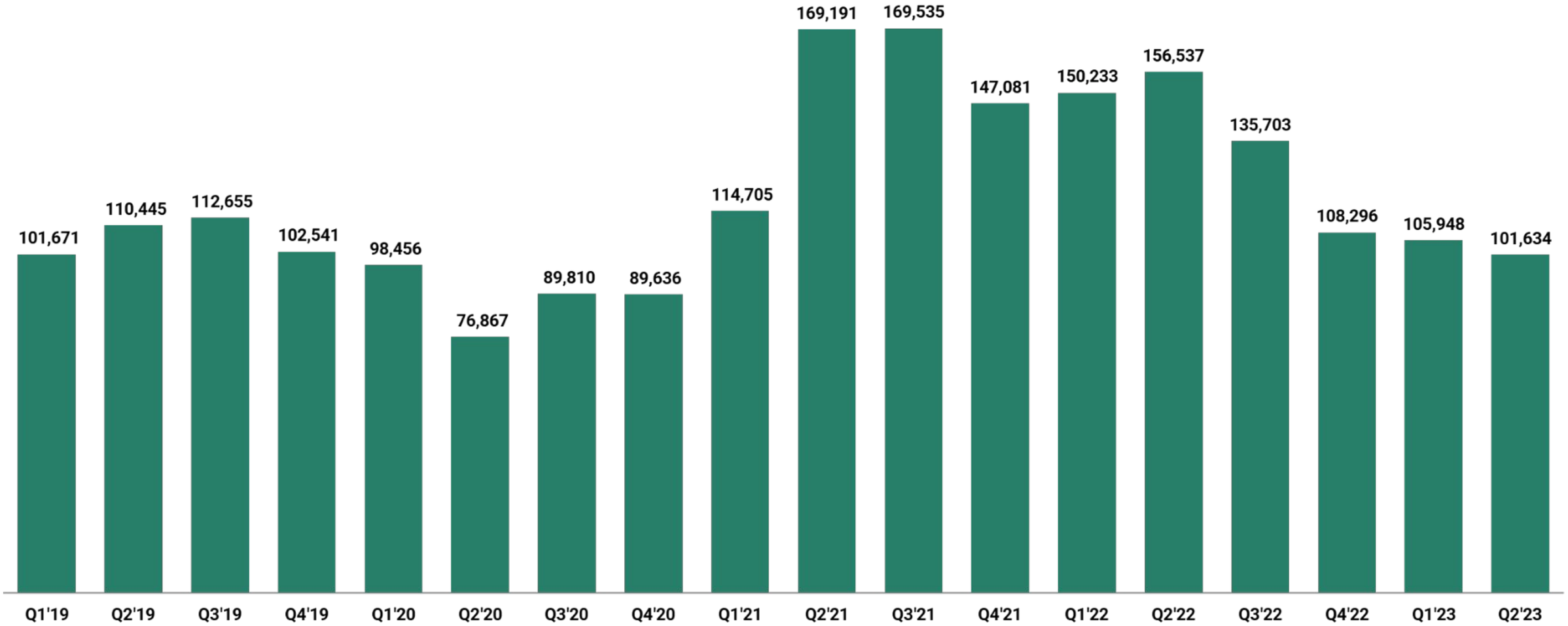
ZipRecruiter

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

Note: Total Revenue is GAAP

KEY REVENUE DRIVER: SCALING EMPLOYER SIDE OF MARKETPLACE OVER TIME

Quarterly Paid Employers

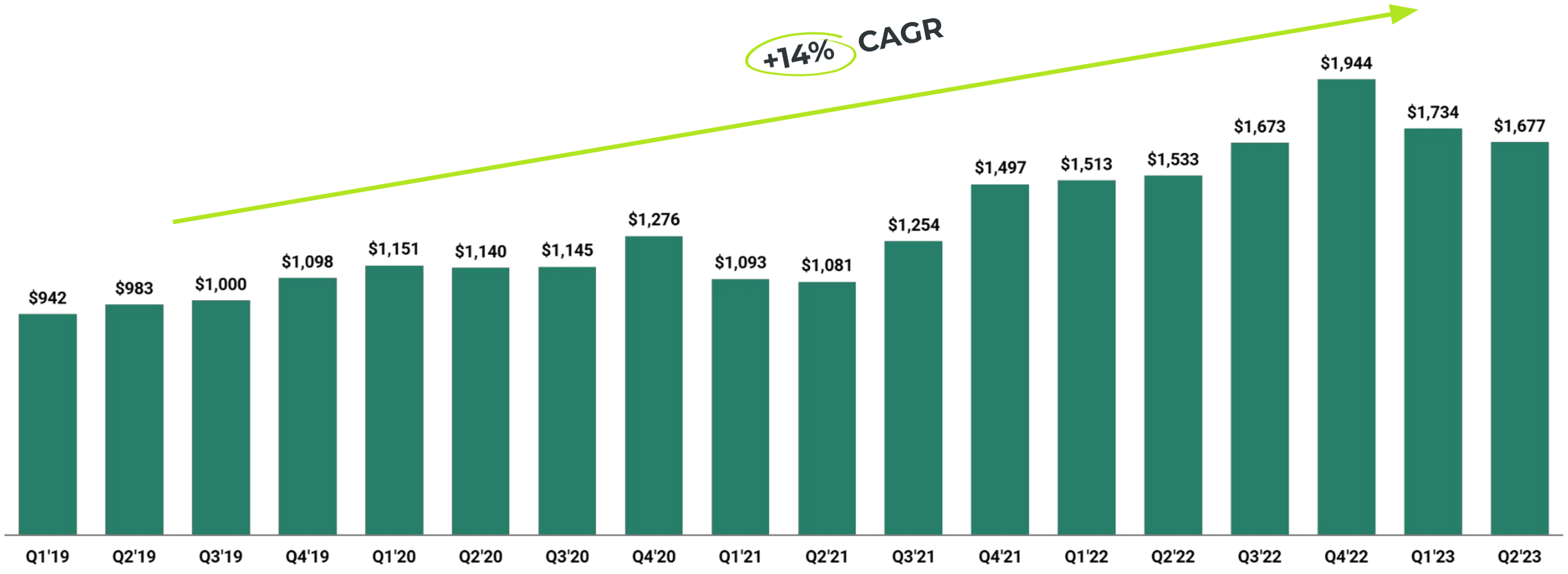


Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

KEY REVENUE DRIVER: DELIVERING INCREASING VALUE FOR EMPLOYERS OVER TIME

Revenue Per Paid Employer

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



Paid Employers	**101,671**	**110,445**	**112,655**	**102,541**	**98,456**	**76,867**	**89,810**	**89,636**	**114,705**	**169,191**	**169,535**	**147,081**	**150,233**	**156,537**	**135,703**	**108,296**	**105,948**	**101,634**

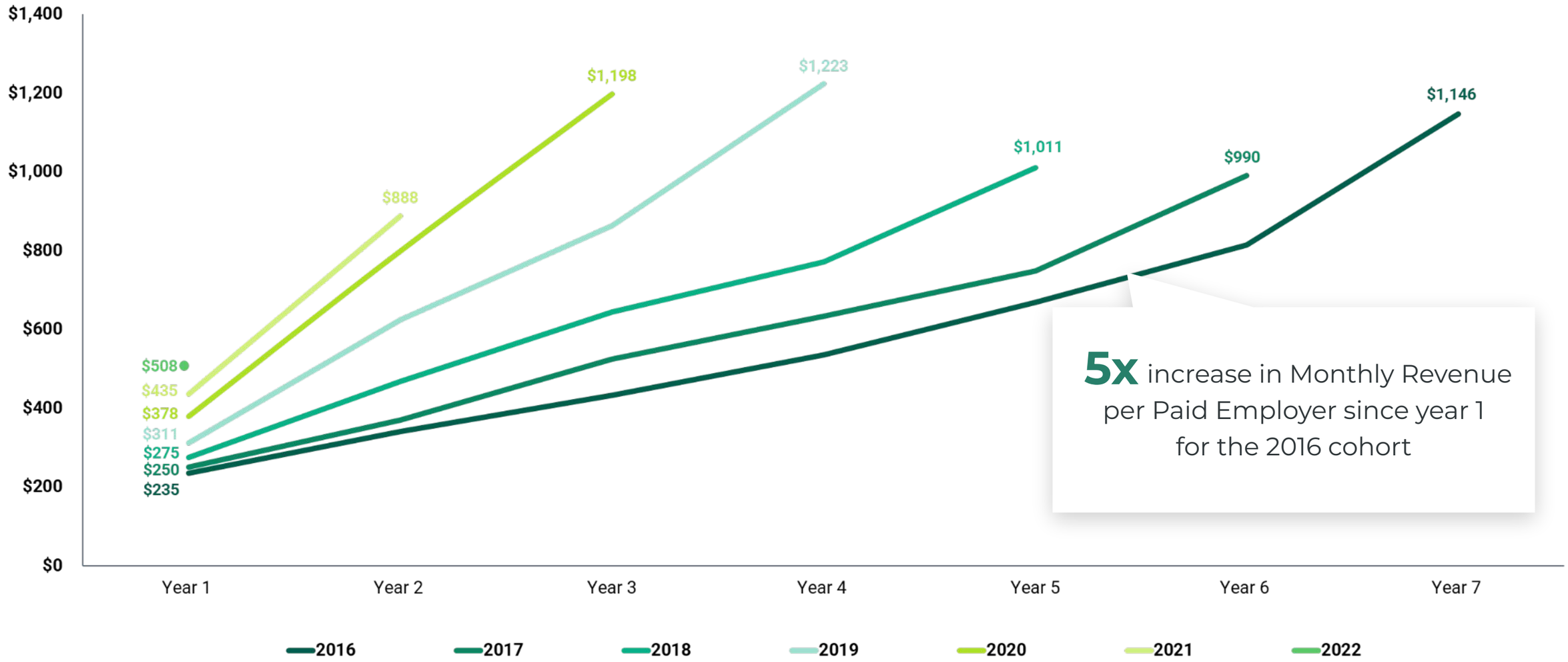
ZipRecruiter®

Copyright © 2023 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 **5x** at Year 7, with increases in each consecutive year



5x increase in Monthly Revenue per Paid Employer since year 1 for the 2016 cohort

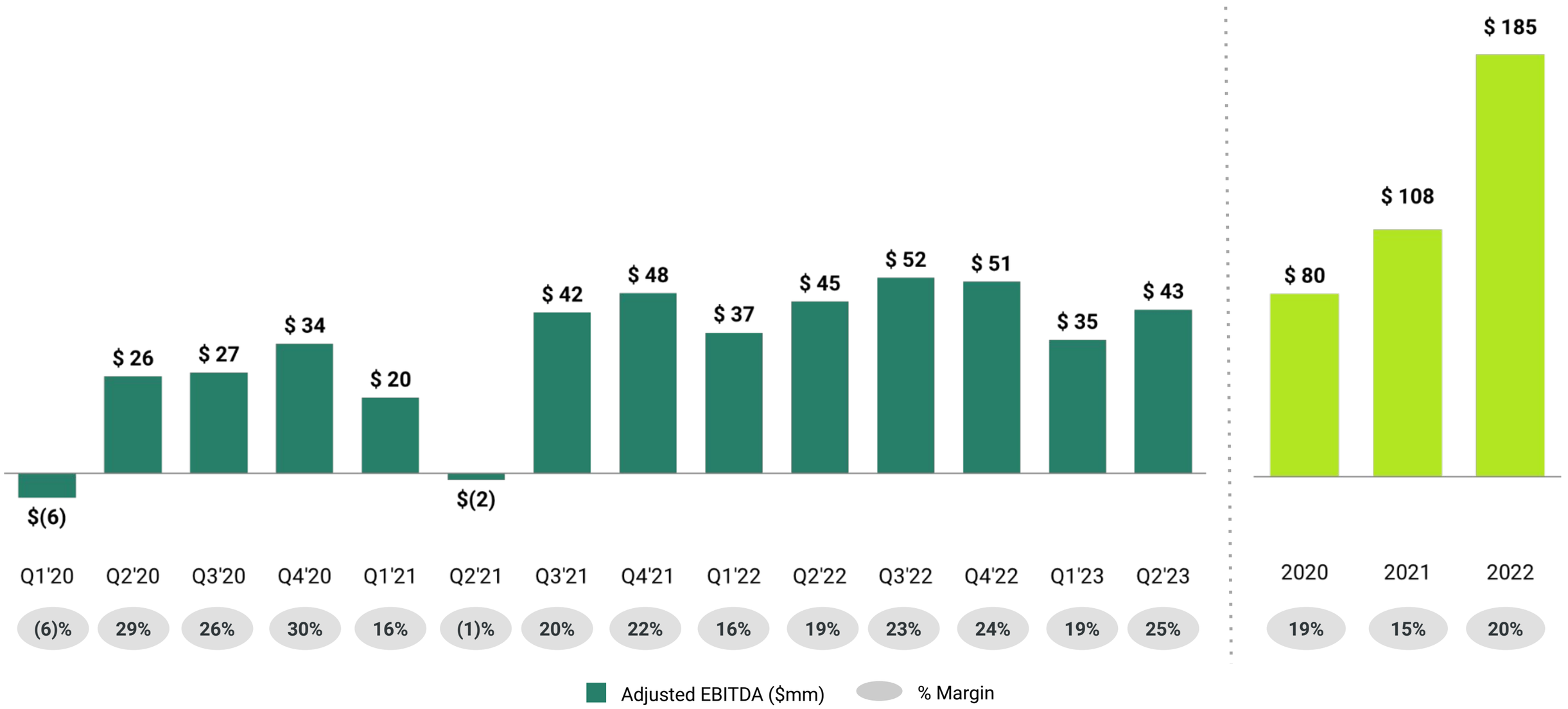
Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

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

ZipRecruiter®
Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.

THANK YOU

APPENDIX

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)

	Q1'20	Q2'20	Q3'20	Q4'20	FY 2020	Q1'21	Q2'21	Q3'21	Q4'21	FY2021	Q1'22	Q2'22	Q3'22	Q4'22	FY2022	Q1'23	Q2'23
GAAP net income (loss)	($11,082)	$21,323	$23,106	$52,701	$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
Stock-based compensation	1,958	1,346	1,256	1,192	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
Depreciation and amortization	2,434	2,607	2,303	2,605	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
Interest expense	279	367	179	212	1,037	209	266	221	220	916	6,285	7,511	7,361	7,341	28,498	7,341	7,346
Other (income) expense, net	(138)	(207)	(378)	(219)	(942)	(386)	181	154	19	(32)	25	(36)	(321)	(5,022)	(5,354)	(5,022)	(5,014)
Income tax expense (benefit)	167	165	187	(22,230)	(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
Adjusted EBITDA	($6,382)	$25,601	$26,653	$34,261	$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
Adjusted EBITDA margin	-6%	29%	26%	30%	19%	16%	-1%	20%	22%	15%	16%	19%	23%	24%	20%	19%	25%

Copyright © 2023 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.

Copyright © 2023 ZipRecruiter, Inc. All Rights Reserved.