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Love your home.
For moving and improving and everything in between.

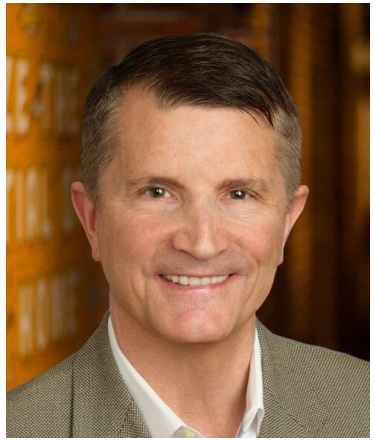
M&A and Investor Update Presentation October 27, 2021

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Presenters



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CEO & Founder,
Porch Group



Marty Heimbigner
CFO,
Porch Group



Joshua Steffan

VP and Group GM,
Inspection and
Real Estate

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DISCLAIMERS

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Some of the financial information and data contained in this presentation, such as Adjusted EBITDA Margin and Contribution Margin, have not been prepared in accordance with United States generally accepted accounting principles ("GAAP"). Porch defines Adjusted EBITDA as net income (loss) adjusted for interest expense, net, income taxes , other expenses, net, depreciation and amortization, certain non-cash long-lived asset impairment charges, stock-based compensation expense and acquisition-related impacts, including compensation to the sellers that requires future service, amortization of intangible assets, gains (losses) recognized on changes in the value of contingent consideration arrangements, if any, gain or loss on divestures and certain transaction costs. Adjusted EBITDA Margin is defined as Adjusted EBITDA as a percentage of total revenue. Contribution Margin is defined as revenue less all variable expenses, including cost of revenue, marketing and sales.

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Other companies may calculate Adjusted EBITDA, Adjusted EBITDA Margin, Contribution Margin and other non-GAAP measures differently, and therefore Porch's Adjusted EBITDA, Adjusted EBITDA Margin, Contribution Margin and other non-GAAP measures may not be directly comparable to similarly titled measures of other companies.

Porch is not providing reconciliations of expected Adjusted EBITDA margin, contribution margin for future periods to the most directly comparable measures prepared in accordance with GAAP because Porch is unable to provide these reconciliations without unreasonable effort because certain information necessary to calculate such measures on a GAAP basis is unavailable or dependent on the timing of future events outside of Porch's control.

Use of Projections

This presentation contains financial forecasts of Porch, namely Porch's projected revenue, Contribution Margin and Adjusted EBITDA Margin for 2021. Porch's independent registered public accounting firm has not audited, reviewed, compiled or performed any procedures with respect to the projections for the purpose of their inclusion in this presentation, and accordingly, did not express an opinion or provide any other form of assurance with respect thereto for the purpose of this presentation. These projections should not be relied upon as being necessarily indicative of future results. The projected financial information contained in this presentation constitutes forward-looking information. The assumptions and estimates underlying such projected financial information are inherently uncertain and are subject to a wide variety of significant business, economic, competitive and other risks and uncertainties that could cause actual results to differ materially from those contained in the prospective financial information. See "Forward-Looking Statements" above. Actual results may differ materially from the results contemplated by the projected financial information contained in this presentation, and the inclusion of such information in this presentation should not be regarded as a representation by any person that the results reflected in such projections will be achieved.

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Business Update



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Porch Unlocks Mortgage Industry With Acquisition of Floify



Mortgage and Loan Officer Point of Sale Software

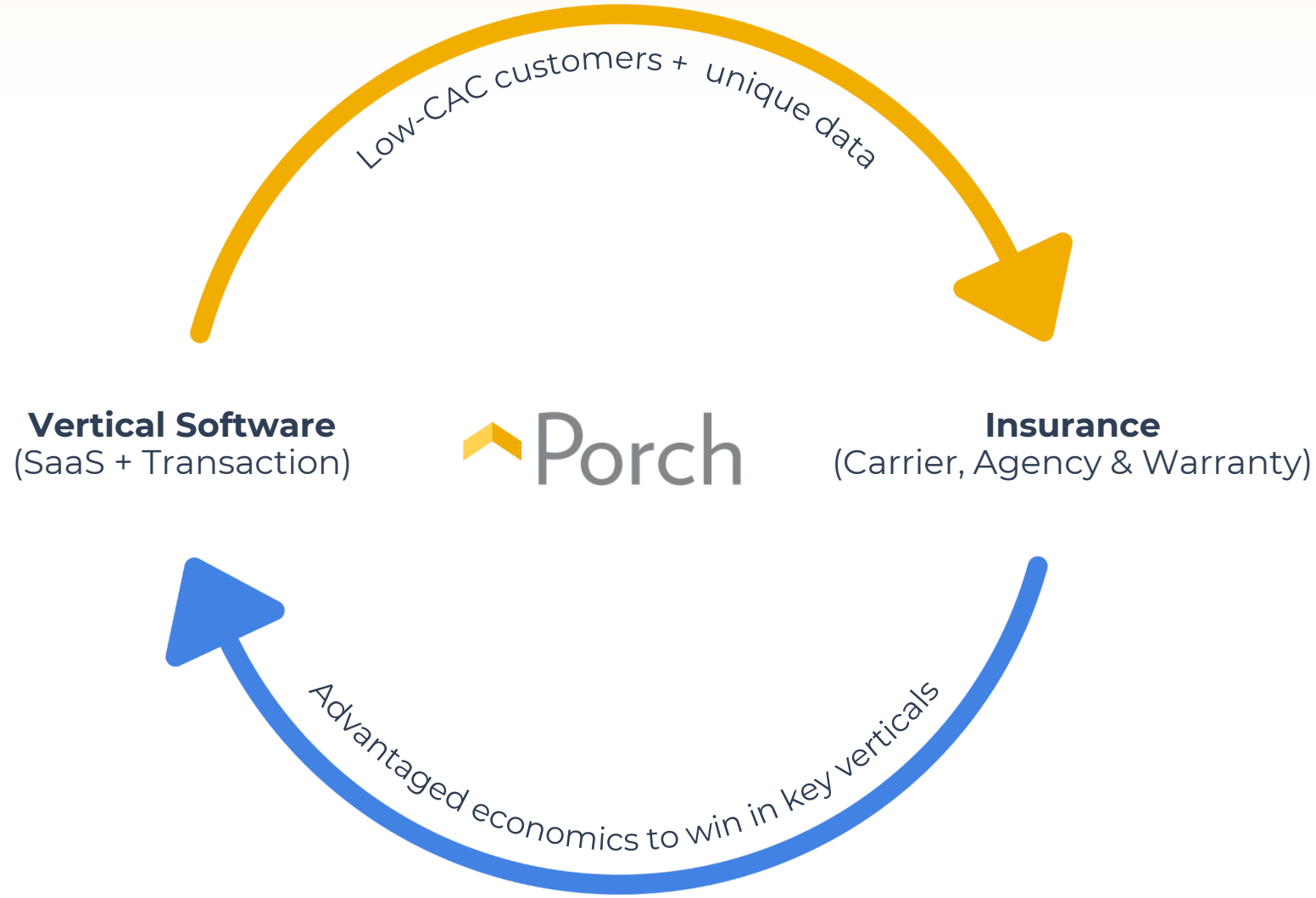
Earliest Access to Homebuyers Within Porch Ecosystem

Recurring Revenue Model With Strong SaaS KPIs

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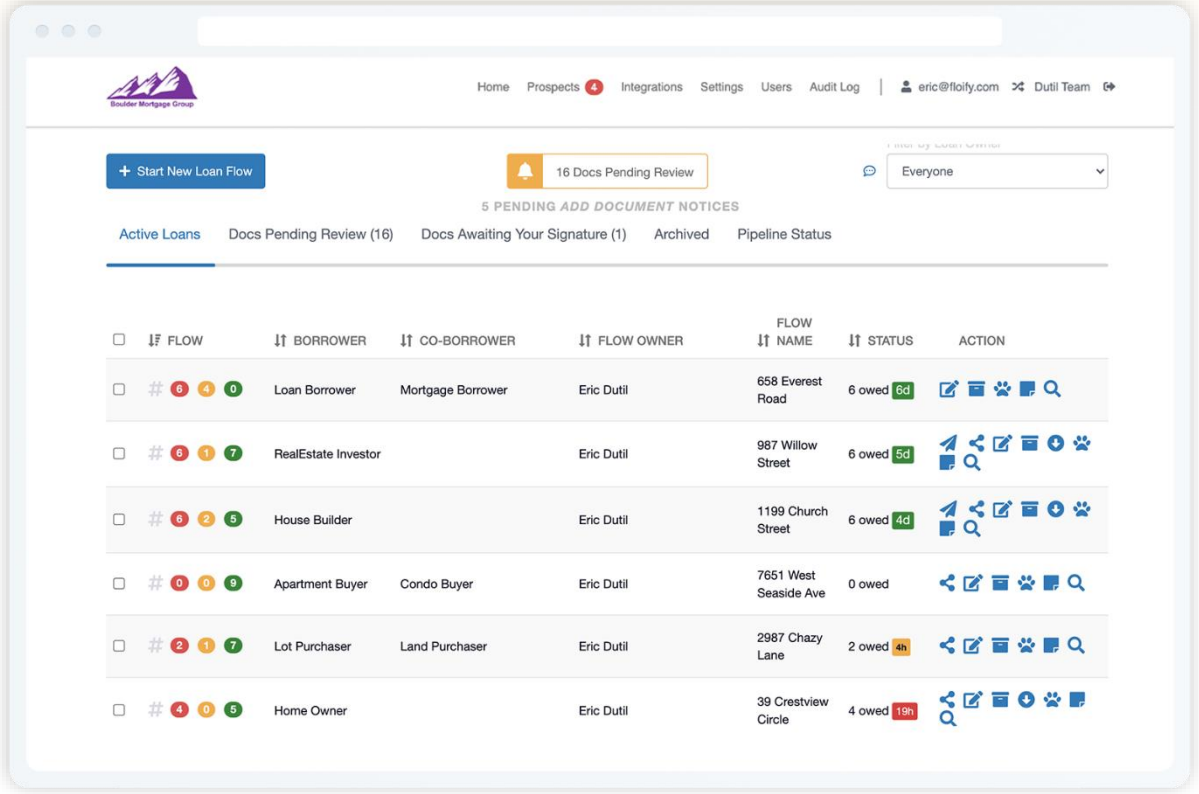
Porch, the Vertical Software Platform for the Home



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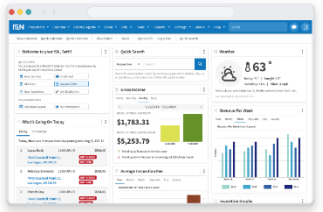
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Porch is a Leading Software Provider in Key Home Verticals



Floify

A Leading Mortgage Automation and Point-of-Sale Solution[1]



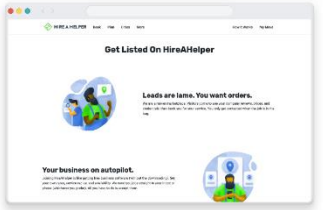
ISN Inspection Support Network

#1 Inspector ERP / CRM[1]



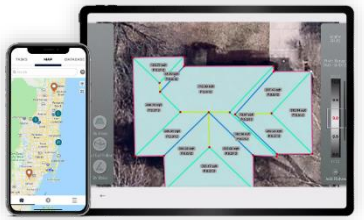
Rynoh

#1 transaction management software for title companies[1]



HIRE A HELPER

#1 Moving Labor + Full Service[1]



iROOFING

(1) Based on Porch management estimates of relative market share

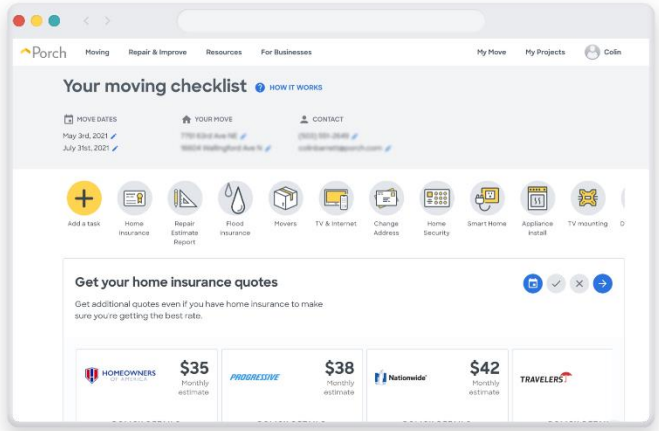
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Porch Has Early Access to High-Intent Homebuyers

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Porch knows homebuyers are moving ~**6 weeks** before the move due to unique early access



Mortgage application begins

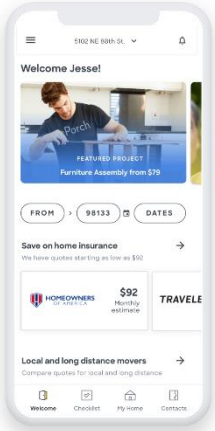
Floify

Title file opened

Receives inspection

Engages with Porch Concierge

Major move-related purchase decisions begin to be made



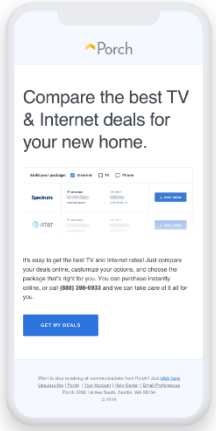
Purchases home insurance

Books movers

Purchases home warranty

Everyone else

Customer info becomes public (available to everyone else) via USPS



Sets up utilities and cable and security

Ongoing home projects

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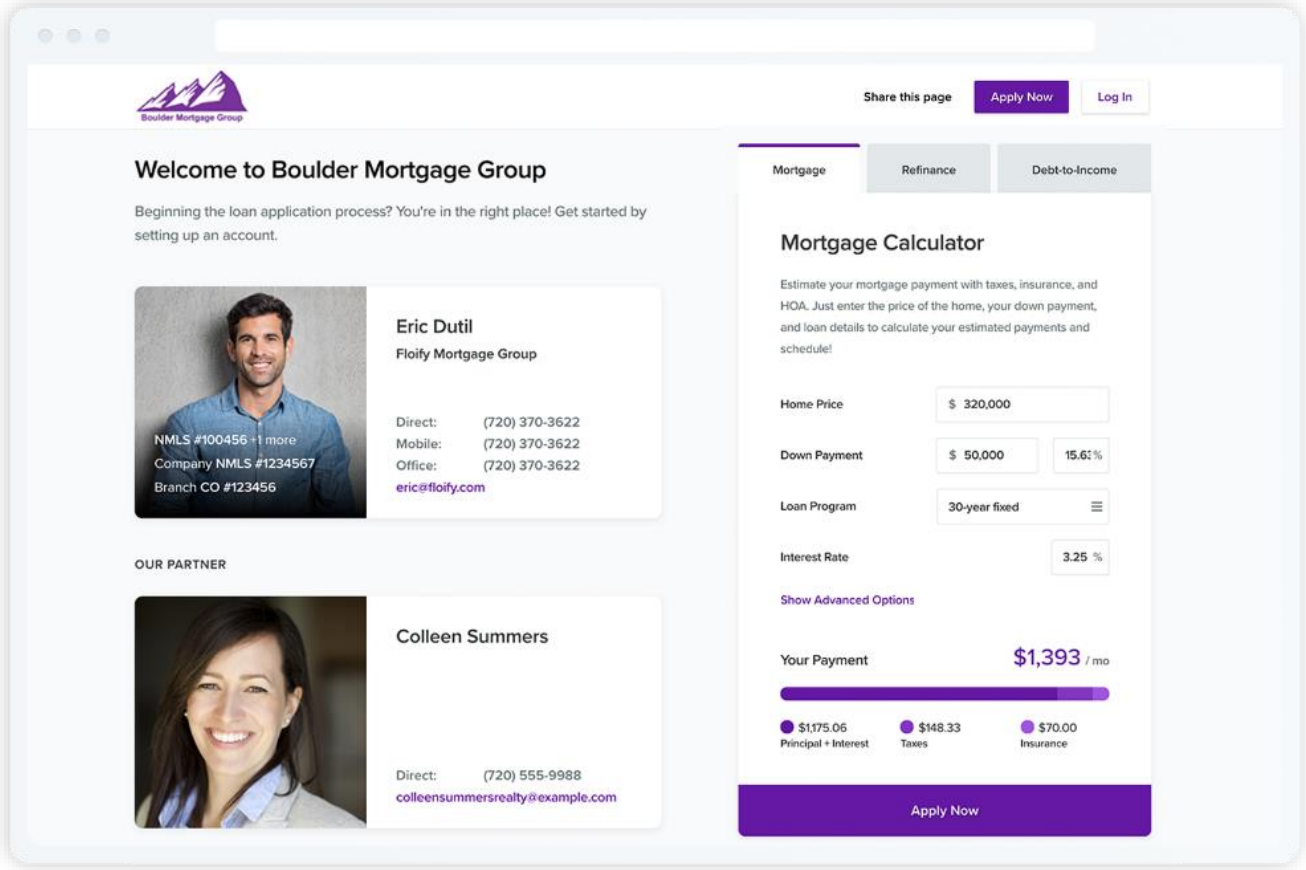
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Floify Deep Dive

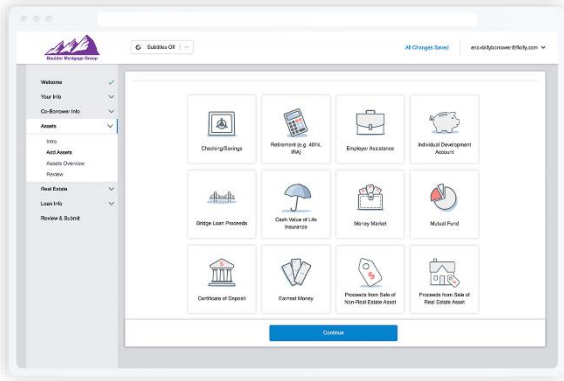


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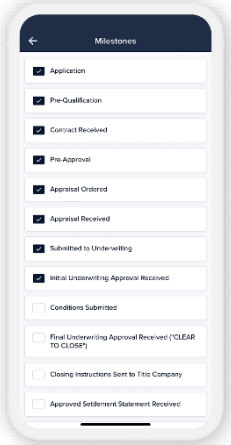
Floify Dramatically Streamlines the Mortgage Process for Borrowers



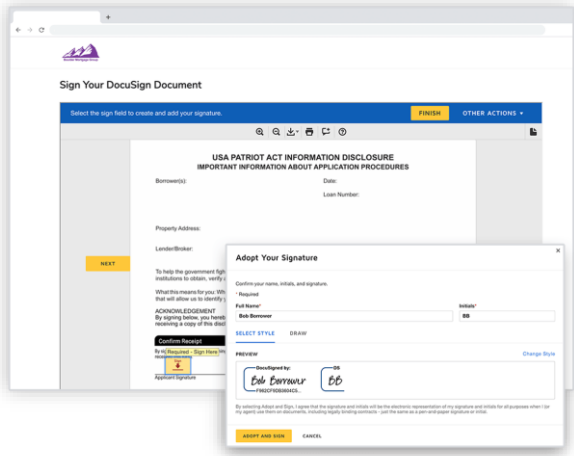
Improved consumer mortgage experience



Easy data inputs



Checklist

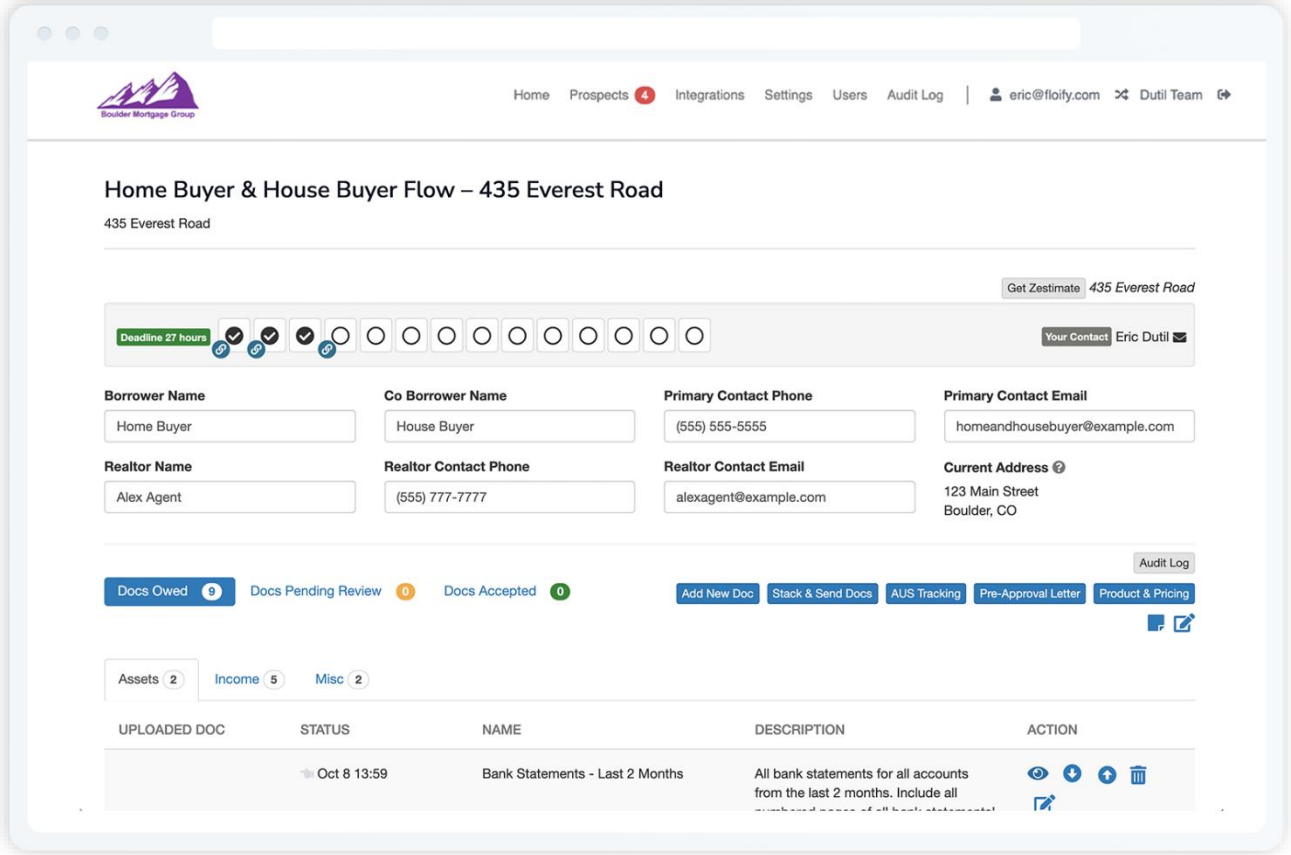


eSign

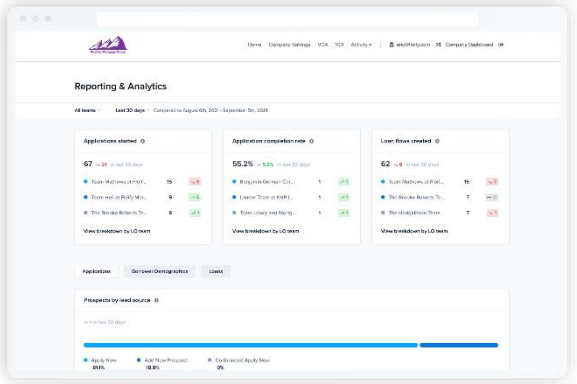
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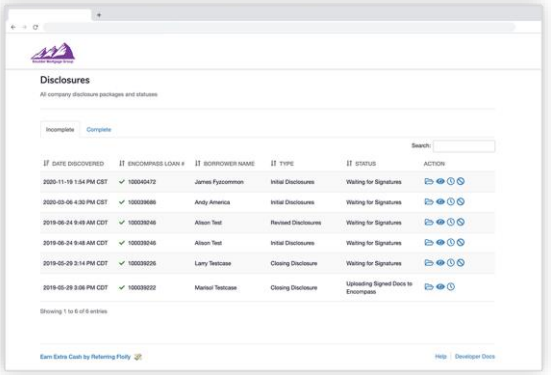
Floify Makes Mortgage Companies and Loan Officers More Efficient



Loan officer point-of-sale software



Sales tracker



Borrower disclosure management

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Floify by the Numbers

Exceptional SaaS Metrics

~100%
Recurring Revenue

10.5x
1H-21 LTV / CAC[1]

130%
Q2-21 Net Revenue Retention (NRR)

143%
Q2-21 Large[2] Customer NRR

Efficient and Rapid Growth

71%
Q2-21E YoY ARR Growth

$10M
September '21 ARR

$15M
2022 Revenue (Expected)

$0M
Outside Capital Raised

Robust Customer Base

~10K
Loan Officers

>1500
Companies

~77k
Loan Applications per Month

Large Target Market

$1B+
SaaS Fee TAM[3]

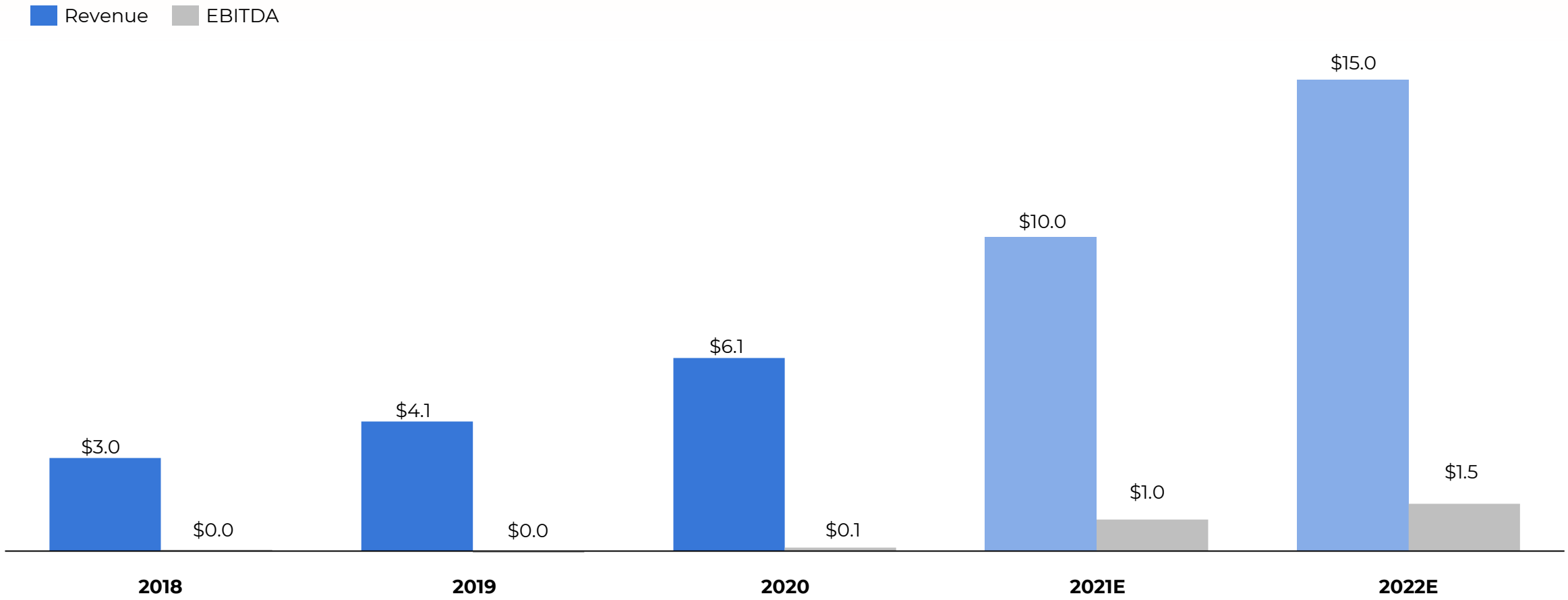
1) LTV / CAC calculated as average estimated lifetime revenue per client divided by average variable sales and marketing costs
2) Large Customer defined as customers who have generated $10K+ in ARR on average over their lifetime or for a consistent period of time on a monthly basis
3) Management estimate

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Floify's Strong Track Record of Growth and Profitability

Summary Financials ($M)



1) Per company financials and management estimates

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Significant Growth Levers to Support Strong Historical ARR growth

Launch Transaction Monetization

Introduce homebuyers utilizing Floify to Porch's Insurance and Move-related services

Drive transaction revenue and consumer satisfaction

Expand S&M Operations

Increase S&M spend

Expand inside sales team

Launch enterprise sales team

Launch Additional Modules

Expand Floify+

Develop new modules as separate products

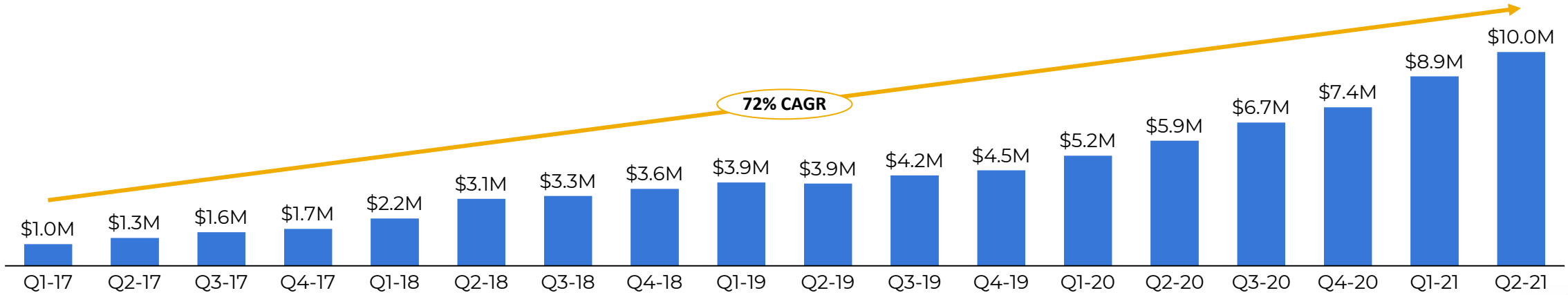
Expand POS Functionality

Rollout of recently launched mobile app

Expand relationships with enterprise companies

Evaluate Floify pricing

Consistent ARR Growth



1) Per company financials

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Floify Helps Companies Operate More Effectively[1]

79%
Loan Officers Reported Closing Loans 1-10 Days Faster

91%
Reported Reduced Workload

92%
Reported Improved Communication

~100%
Reported Shorter Time Spent Per Loan

"If you want to be a better loan officer or if you want your customers and your referral partners to perceive you to be a well-organized, efficient loan officer, Floify is the best thing for that"

Richard David,
Co-founder and COO

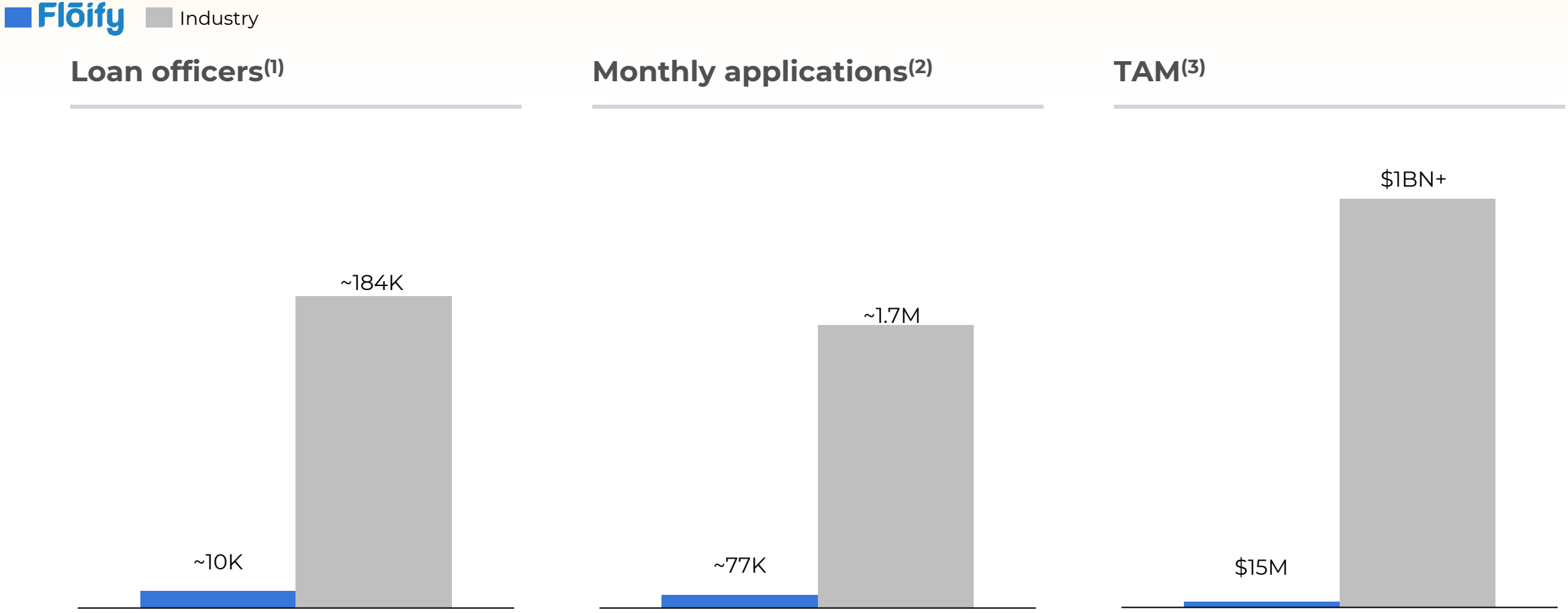
MY MORTGAGE
WE TREAT YOUR MORTGAGE LIKE MY MORTGAGE

1) Based on survey conducted by Floify of customers during Q3/Q4 2019

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Floify Has a Large Total Available Market



1) Floify count as of July, 2021; Industry data from Conference of State Bank Supervisors 2020 MLO Report
2) Floify represents average number of completed loan applications January-September, 2021. Industry data for 2020 per CFPB 2020 Mortgage Market Activity and Trends report
3) Floify represents 2022E revenue; $1BN+ based on management estimates of addressable mortgage service market

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Floify Offers an Attractive Entrance to the Mortgage Space

Transaction Summary

- Definitive Agreements signed: October 27, 2021
- Total closing consideration of $86.5M represents ~5.75X 2022 estimated $15M revenue
- Consideration includes:
  - $76.5M of cash at closing
  - $10M in Porch stock at closing
  - Porch is guaranteeing the Sellers that the $10 million of Porch common stock will double in value by the end of 2024 with respect to any such Porch shares retained by the Sellers throughout that period

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Closing



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Porch Group Investment Highlights

1. Vertical software leader to key home service companies with low churn and high NPS
2. Large and ideal consumer audience provided via software companies, with low acquisition costs
3. Unique, substantial, and valuable property data
4. Large insurance operation with CAC, pricing, data, and value prop advantages
5. Proven team with strong track record
6. Massive and expanded >$320B addressable TAM
7. Strong financial results with fast revenue growth and high contribution margins
8. Positioned for long-term leadership for the home: SaaS, insurance, warranty, moving and maintenance

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Thank you

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