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Limeade®

ASX: LME

Annual Meeting of Shareholders



July 18, 2022 (PDT)

July 19, 2022 (AEST)

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Elizabeth Bastoni

Board Chair

Welcome & Introductions
Address to Shareholders

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Henry Albrecht

CEO

Presentation to Shareholders

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July 18, 2022 (PDT)

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What we do

Limeade is an immersive employee well-being company that creates healthy employee experiences. Today, millions of users at **800+** companies in **100+** countries use Limeade solutions to reduce burnout and turnover and increase well-being and engagement — ultimately elevating business performance

Why we exist

Transform work into a source of positivity, energy, humanity and purpose

Who we are

300+ purpose-driven people in North America (252), EU (17) and APAC (43)

Software-as-a-service (SaaS) business with **94%** recurring revenue

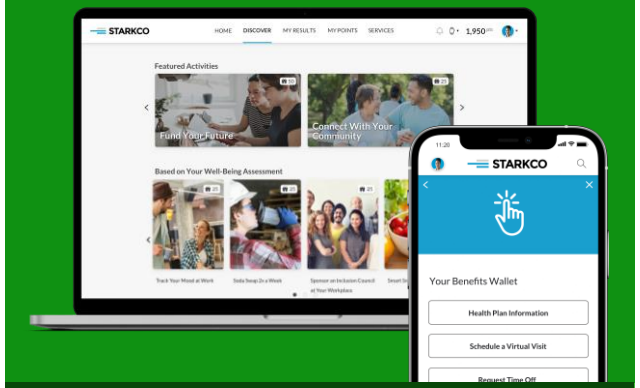
Only company with world-class employee **Well-Being**, **EX** and **Listening** solutions

16 years of experience — the pioneer of holistic workplace well-being

NOTE 1:. Number of employees as at 12/31/2021. This does not include part time employees. These are full time employees and includes employees on leave

Three solutions to create a healthy employee experience

Limeade Well-Being

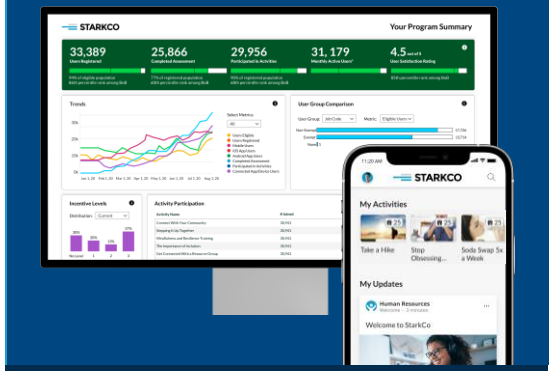


79% CARR
HR Benefits Buyer

Primary Target: Enterprise (5,000+)
Secondary Target: Mid-Market (500-5,000)

An ***immersive employee well-being*** solution that creates healthy employee experiences

Limeade EX

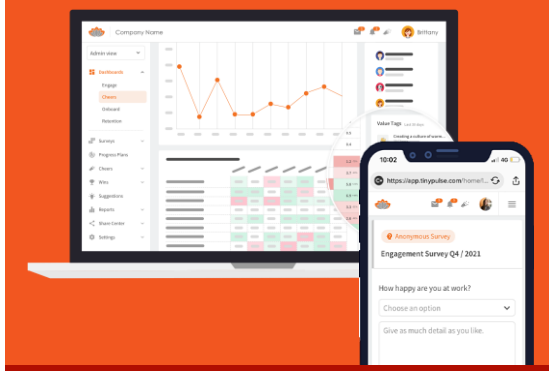


8% CARR
HR Talent & Other Buyers

Primary Target: Enterprise (5,000+)
Secondary Target: Mid-Market (500-5,000)

A ***holistic approach*** to the future of work and an **EX solution with *well-being at its heart***

Limeade Advanced Listening



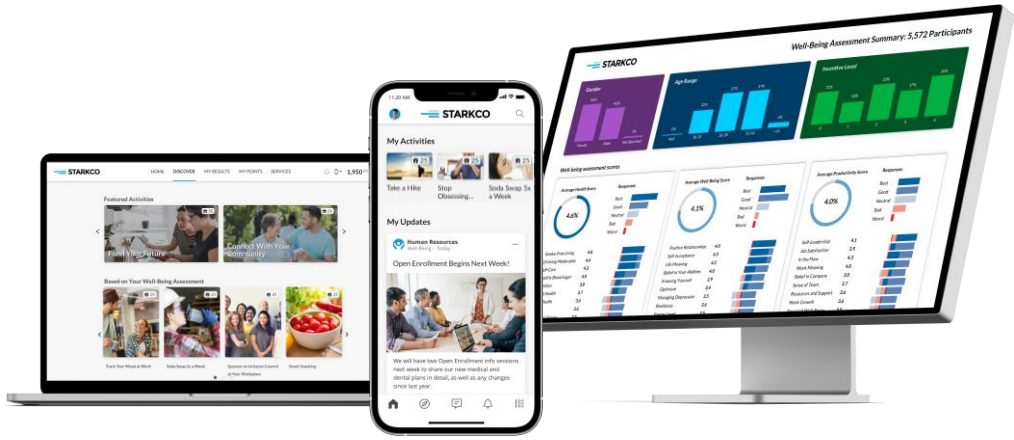
13% CARR
HR Talent & Other Buyers

Primary Target: Mid-Market (500-5,000)
Secondary Target: Enterprise **(5,000+)**

Tools and insights to build an ***employee engagement strategy*** that works

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A tech platform that helps companies care for people — and people care for themselves



Limeade Well-Being | Limeade EX | Limeade Advanced Listening

Web, App and Mobile Experiences | **Flow of Work** | **Self-Service and Administration**

ACTIVITIES & CONTENT	REWARDS & RECOGNITION	LISTENING & CONVERSATIONS	UPDATES	INTEGRATIONS	ACTIONS & INSIGHTS
Offer employees the opportunity to care for themselves, learn and improve	Encourage employees to recognize peers, teams and projects	Listen to employees, understand their needs and act	Reach and connect with all employees with regular, flexible communications	Promote company resources, benefits and Limeade partner services	Measure what matters and get actionable insights from real-time dashboards

Personalization

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Huge, growing market

TAM
Well-Being · Listening · Recognition

$70.6B Global Market Size[1]

12.5% CAGR (FY22-25)[1]

Massive pain

People are *Leaving*

49M+
US voluntary quits in 2021[2]

10.9M+
US job openings at start of 2022[2]

Mental Health Crisis

57%
Very or Extremely Stressed[3]

32%
Stress is unmanageable[3]

Work & Life Disrupted

43%
Burned out at work[3]

49%
Feel organization cares about their well-being[3]

Limeade is poised for success

"Today, wellbeing platform providers are creating a seamless employee experience, using artificial intelligence to stitch together any number of specific solutions for the workforce in a highly personalized app or desktop experience — effectively creating a one-stop shop that is curated for each employee. Limeade is a good example of this — it's an immersive well-being company that brings together all the pieces and makes it easy for employees to engage with the services and tools they need most."

Five Essential Truths about Corporate Well-Being, The Josh Bersin Company, 2021

"[Limeade] shines for its holistic focus on employee well-being. It also shines for its clean and attractive user interface, all informed by the science of care, mobile app, fitness tracker data, and benchmarking capabilities."

Forrester, 2020

"Limeade brings 15 years of insights and innovation — from wellbeing surveys, fitness trackers, biometrics and more — to promote personalized, in-the-moment wellbeing experiences into the flow of work. This collaboration further helps Microsoft customers get moving and connect to relevant company benefits to reduce burnout and boost energy."

Limeade Joins Microsoft Efforts to Help Employees Thrive in the New World of Work, Seth Patton, General Manager, Microsoft 365 Next Gen Productivity & Employee Experience at Microsoft, 2021

NOTE 1: Total Available Market (TAM) estimate is based on IDC report "Worldwide and U.S. Employee Experience Software and Services Forecast, 2021–2025," dated July 2021. Their definition of EX is "survey feedback/measurement and recognition and well-being (including mental, physical, and financial well-being)." For a more detailed and updated TAM analysis using substantially the same methodology as the Limeade 2019 IPO prospectus, please contact Limeade Investor Relations and request "Limeade Independent Expert Report 2022: Employee Experience (EX) Software Solutions."
NOTE 2: Bureau of Labor Statistics, 2022
NOTE 3: Limeade Institute Survey, 2021

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FY21 Financial Summary

$56.1M
Revenue[1]
down 1% from FY20

76%
Gross Margin[1]
down 2% from FY20

($6.5M)
EBITDA[1]
down $7.7M from FY20

$56.8M
CARR
up 3% from FY20

79%
NRR[2]
down 8% from FY20

$13.9M
Cash at Bank
plus $15M available line of credit

101
New Customers[3]
(FY21)
13 new Enterprise Customers
88 new Mid-Market customers

832
Total Customers[4]
91 Enterprise Customers
741 Mid-Market customers

$527K
Enterprise Average CARR[4]
down $58K from FY20

$9.7K
Mid-Market Average CARR[5]
down $176 from FY20

NOTE 1: Proforma Revenue, Gross Margins, and EBITDA. See Proforma reconciliation slide for details. Proforma excludes the revenue write-down from purchased deferred revenue per GAAP, one-time transaction costs, and non-cash stock comp expense.
NOTE 2: Net revenue retention (NRR), defined as CARR at the beginning of the period plus any CARR added in that period through sale of new solutions to customers who were customers at the beginning of the period (existing customers) or expansion in the number of employees of existing customers; less any reduction in CARR in that period through existing customers who terminate, decide not to renew their subscription or reduce usage of Limeade solutions amongst their employee population, divided by CARR at the beginning of the period.
NOTE 3: Enterprise refers to accounts with $100k or greater in CARR (contracted annual recurring revenue)
Mid-Market refers to accounts with less that $100k in CARR
NOTE 4: Total Customer refers to the number of unique logo customers
Total Accounts refers to the number of group subscriptions. If a Limeade transacts with multiple divisions or business units from the same company and they are managed separately each in considered an Account.
NOTE 5: Average CARR is calculated by total CARR divided by number of Customers (see note 3)

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Q1 2022 Highlights

60
New Contracts Signed

100%
Net Revenue Retention (NRR)

$50.1M
Total Sales Pipeline

$16.3M
Finalist & Verbal Stage

>2,000
Registrants for Limeade Engage Conference

113
New Enterprise Leads from Limeade Engage

Commentary

- On a sequential basis compared to Q4 2021, the sales pipeline was up 6% due to pipeline progression: finalist and verbal stages increased 11%
- The top 20 enterprise customers on average having 17 months remaining on their contracts
- Several important senior executive appointments with of Dr. Patti Fletcher as Chief Marketing Officer (CMO), Maria Rowcliffe as VP Chief of Staff and Andrew Jacobus as VP of Limeade Institute

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FY22 Guidance

Proforma[1]

$55-58M Revenue

($6-8M) ADJ EBITDA

($8-11M) NPAT

Commentary

- FY22 proforma revenue is forecast between $55-58M, which includes the deferred revenue adjustment from TINYpulse acquisition
- Proforma adjusted EBITDA loss of $6-8M, which includes deferred revenue adjustment above and excludes stock-based compensation expense

NOTE 1. See Proforma reconciliation slide for details. Proforma excludes the revenue write-down from purchased deferred revenue per GAAP, one-time transaction costs, and non-cash stock-based compensation expense.

Thank You

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