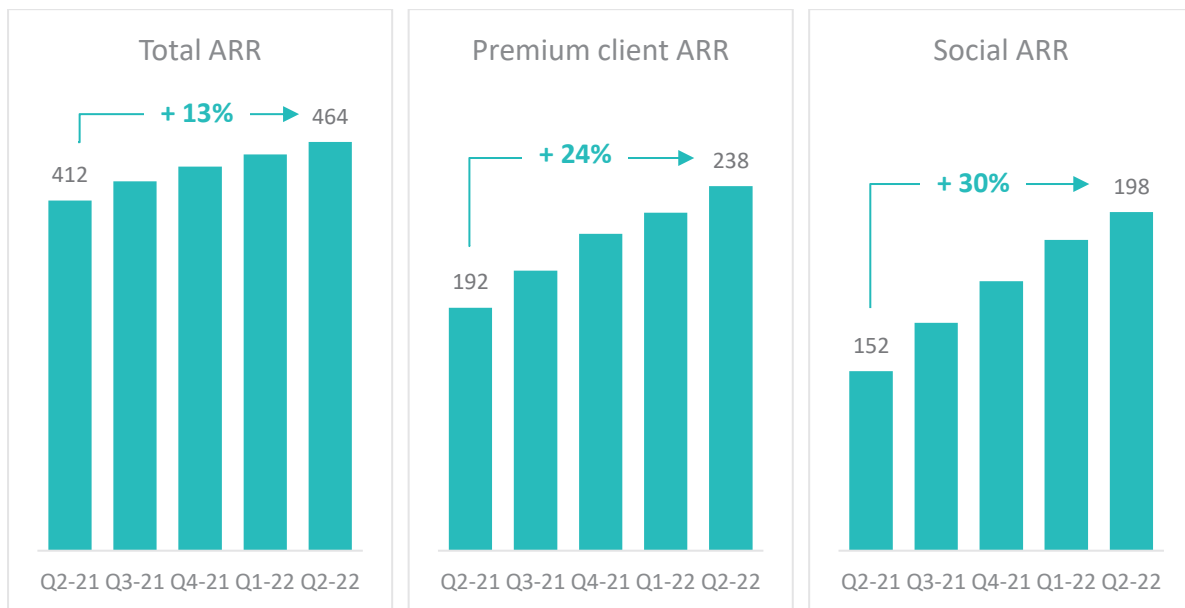


OSLO, July 14<sup>th</sup> 2022 – Meltwater Trading Update Q2 2022

### Meltwater reports Q2 ARR of \$464m, up 13% year over year

*Premium Client growth of 24% organically in Q2 2022; Premium segment reaches \$238m  
Social ARR growth of 30% organically: ARR from Social products reaches \$198m ARR  
Reiterates Full Year Revenue and Adjusted EBITDA 2022 Guidance Despite Macroeconomic  
Climate*



*(Please find more details in the attached data set; note figures are unaudited as of release date.)*

In the second quarter of 2022, Meltwater continues to execute on key strategic focus areas with Premium Client ARR representation increasing to 51% of total ARR, and Social representation increasing to 43% of total ARR. At the same time, the number of \$100k+ clients grew 27% and average ARR per client increased 13% from the same quarter last year. Total ARR at the end of Q2 was \$464m, up 13% YoY and up \$11m from Q1 2022.

#### An update from the CEO of Meltwater, John Box

We are encouraged by another quarter of strong growth as we continue to execute on our core strategy and accelerate our growth trajectory.

The Premium Client segment performance in the second quarter deserves to be highlighted as it grew \$10m compared to a growth of \$8m in Q1. This demonstrates the continued healthy market demand for Meltwater’s products from global brands and organizations. The Premium segment now makes up over 51% of our total ARR, up 4% YoY.

ARR from Social products saw 30% YoY growth in Q2. This number is expected to improve in H2 of this year, driven by both product development and strong market demand for Social products from existing Meltwater customers and the market in general.

Our planned ARR growth will be more heavily weighted towards the second half of the year, driven by new pricing initiatives, growth of our Premium Segment business and expected improvements in retention rates in H2 2022.

We are encouraged by what we see in the market and strong demand for our products, particularly in North America, our largest market. We continue to see this demand at the top of funnel with over a 30% YoY increase in Marketing Qualified Leads in Q2. Combined with good performance in new logo acquisition and the positive development of the Premium Segment, we feel confident in executing on our plan entering the second half of the year.

While the current geo-political and macroeconomic climates have presented us with new challenges this year, we are still experiencing strong retention rates and are winning marquee new customers such as RM Williams, Austrade, Dufry, Kao and the Cleveland Clinic.

Financial performance for the second quarter of 2022 is expected on the high end of the guidance we provided during the Q1 2022 earnings release despite FX headwinds. The company also maintains its full year guidance for Revenue and Adjusted EBITDA.

We look forward to reporting the second quarter in more detail in our next earnings call on August 30<sup>th</sup>, 2022.

### Financial highlights Q2 2022

- **Premium Client segment grew in Q2 to \$238m of ARR, up 24% YoY** - Organic growth in Q2 was 24% YoY, an increase from 20% YoY growth in Q2 2021. For the Premium Client Segment, organic trailing twelve-month (TTM) net retention rate in Q2 was 108%, up 6% compared to same period prior year.
- **Number of Meltwater clients \$100k+ ARR grew in Q2 to 367, up 27% YoY** - Organic ARR growth in Q2 from \$100k+ accounts was 25%, an increase from 13% YoY growth in Q2 2021. ARR growth in Q2 from \$100k+ accounts including M&A was 28%. Notable Companies entering 6-figure engagements with Meltwater in Q2 were new clients including DoorDash, Brenntag AG, Restaurant Brands International and existing clients such as Cintas, Kayak, DXC Technology and United Service Organizations (USO).
- **The Premium Client segment now represents 51% of all ARR, up from 47% in Q2 2021** - Growing the Premium Client segment is a strategic focus as customers in this tier have higher retention rates and are more profitable. Driving a larger part of the

business to the Premium Client segment will accelerate both growth and profitability. Lower client tiers are valuable as entry points for new clients that take an initial step into the offering before committing to bigger investments.

- **The Social Business grew in Q2 to \$198m of ARR, up 30% YoY** – Organic growth in Q2 was 30% YoY compared to 31% YoY growth in Q2 2021. Social products are sold to all client tiers, usually as an upsell to an existing client or part of an integrated offering to a new client.
- **Total ARR grew in Q2 to \$464m, up 13% YoY** – Organic growth in Q2 was 13% YoY to \$437m, an increase from 8% YoY growth in Q2 2021.
- **Average Customer ARR grew to \$17.1k in Q2 2022, up 13% YoY.**

### Product highlights Q2 2022

- **Social Media Management** – New functionality for Instagram and YouTube Streamlining workflows for Social teams with more functionality for seamless posting of Instagram Carousel Posts and more tools for YouTube moderation. Users can now schedule and post multi-image Instagram posts directly in the Meltwater platform, and utilize added features for YouTube, making Meltwater the most comprehensive offering for YouTube moderation, publishing and analytics.
- **Media Intelligence** - Enhanced AI-powered searches More powerful search capabilities with automatic AI-powered language detection expanded to 240 languages, dialects, and variations, and the ability to search by topic to get insights quicker. Users can easily search for more than 350 topics and segment and filter by more specific and regional languages, to make search results more relevant.
- **New Meltwater Homepage** - Enabling greater ease-of-use New home page highlighting the most important areas and products unique to each user. Clear and customized layout with direct links to Meltwater Academy courses, and guides and resources, enabling users to get the help they need faster.

### Business highlights Q2 2022

- **Scott Gibbs joins Meltwater as SVP of Global Enterprise** - Gibbs has 27 years of enterprise and public sector technology experience and will lead Meltwater's Enterprise Sales teams globally as the company looks to continue to grow its

customer base with a focus on large global organizations, as part of its overall growth strategy.

- **Meltwater recognized as a Euronext Tech Leader** - Meltwater has been included as one of the Euronext Tech Leaders, a new Euronext initiative composed of 100+ high-growth and leading European tech companies listed on Euronext markets.
- **Meltwater won two new Comparably awards for “Best Global Culture” and “Best Sales Teams,”** recognizing a strong global company culture and best-in-class Sales team. Comparably awards are based on employee reviews, and Meltwater ranked among companies including Google, Adobe, and Hubspot. Meltwater maintained its #1 position in G2 rankings for Media Monitoring, PR Analytics, and Media & Influencer Targeting. G2 is the world's leading B2B technology review platform, and Meltwater was ranked based on high levels of buyer satisfaction and ratings from actual Meltwater users.

### Forward looking statements

The Q2 2022 report is scheduled for release on August 30<sup>th</sup>, 2022. Revenue guidance for Q3 2022 will be provided as part of this release; the report will include development in both actual currency and using 2021 FX rates for YoY comparison. The full Income Statement will be shared as part of the Q2 2022 report.

### For further information, please contact:

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### About Meltwater

Meltwater provides social and media intelligence. By analyzing ~1 billion online documents each day, Meltwater enables PR, Communications, and Marketing professionals to make informed strategic decisions and influence the world around them. The Company was founded in Oslo, Norway, in 2001 and is headquartered in San Francisco, California, with ~50 offices across six continents. The Company has ~2,200 employees and ~27,000 corporate customers, including industry leaders in several sectors. Learn more at [meltwater.com](https://meltwater.com).

*The information contained in this statement has not been audited and may be subject to change. Please see Meltwater Company Disclosures on <https://www.meltwater.com/en/about/investor-relations> to stay up to date on company news and updates.*

### Cautionary Note Regarding Forward-Looking Statements

*This communication may contain certain forward-looking statements relating to the business, financial performance and results of the Company and/or the industry in which it operates. Forward-looking statements concern future circumstances and results and other statements that are not historical facts, sometimes identified by the words "believes", "expects", "predicts", "intends", "projects", "plans", "estimates", "aims", "foresees", "anticipates", "targets", and similar expressions. Any such forward-looking statements are solely opinions and forecasts reflecting views as of the date set out on the cover of these materials, which are subject to risks, uncertainties and other factors that may cause actual events to differ materially from any anticipated development, including the risk factors set forth in the Information Document prepared by the Company in connection with the Listing, available at <https://newsweb.oslobors.no/message/519564> under the heading "Vedlegg". No liability for such statements, or any obligation to update any such statements or to conform such statements to actual results, is assumed. Furthermore, information about past performance given in this communication is given for illustrative purposes only and should not be relied upon as, and is not, an indication of future performance.*

## Attachment

### KPI's

<i>2021 Weighted Avg. exchange rates<sup>1</sup></i>	Q1-20	Q2-20	Q3-20	Q4-20	Q1-21	Q2-21	Q3-21	Q4-21	Q1-22	Q2-22
<b>Premium Client ARR (\$m)</b>	144	148	155	161	170	192	206	220	228	238
YoY growth	8%	9%	9%	12%	18%	30%	34%	36%	35%	24% <sup>2</sup>
YoY growth (excluding M&A)	8%	9%	9%	12%	18%	20%	23%	25%	24%	24%
TTM Premium Client Net Retention	98%	99%	98%	100%	103%	102%	105%	108%	108%	108%
Average ARR per Premium Client (\$k)	54.8	55.2	55.6	54.9	54.9	56.6	57.4	57.7	57.6	57.9
Premium Client % of total ARR	40%	41%	42%	44%	45%	47%	48%	50%	50%	51%
<b>Social ARR (\$m)</b>	97	101	108	114	122	152	166	178	190	198
YoY growth	19%	19%	23%	21%	26%	51%	54%	56%	56%	30% <sup>2</sup>
YoY growth (excluding M&A)	19%	19%	23%	21%	26%	31%	34%	36%	36%	30%
Social ARR % of total ARR	27%	28%	29%	31%	32%	37%	39%	40%	42%	43%
<b>Total ARR (\$m)</b>	360	361	367	369	378	412	429	442	453	464
YoY growth	3%	2%	2%	2%	5%	14%	17%	20%	20%	13% <sup>2</sup>
YoY growth (excluding M&A)	3%	2%	2%	2%	5%	8%	10%	13%	13%	13%
Average ARR per Client (\$k)	12.8	13.1	13.5	13.9	14.3	15.1	15.6	16.3	16.6	17.1
TTM Client Net Retention	86%	86%	85%	86%	89%	89%	92%	95%	95%	95%

<sup>1</sup>According to Company practice and consistent with the industry practice, ARR numbers are reported in constant currency for the results being compared to for growth rate calculations. Since Q1 2022 the Company is reporting ARR in constant currency using weighted average exchange rates of the prior year twelve months.

<sup>2</sup> Q2 2022 is the first quarter since Q1 2021 where YoY ARR comparison is not impacted by M&A in the preceding 12 month period.