



Q2-18 Investor Presentation

July 30, 2018

Chegg[®]

A Smarter Way to Student[™]



Safe Harbor Statement



Forward-Looking Statements

This presentation contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements relate to expectations, beliefs, projections, future plans and strategies, anticipated events or trends and similar expressions concerning matters that are not historical facts. In some cases you can identify forward-looking statements by references to future periods and use of terminology such as “plan,” “outlook,” “non-GAAP,” “expect,” “anticipate,” “guidance,” “as if,” “transition,” or similar words or phrases which are predictions of or indicate future events or trends and which do not relate solely to historical matters. These forward-looking statements include, without limitation Chegg’s positioning to capture market opportunity, Chegg’s upside potential regarding market opportunity, Chegg’s ability to help students with its Writing Tools, 36 million students can benefit from Chegg, Chegg’s ability to affect the student outcomes regarding non-remedial outcomes, Chegg’s ability to make learning math easier with Math Solver, Chegg’s ability to use its Required Materials line to drive brand awareness and loyalty and attach students to Chegg’s other businesses, Chegg’s anticipated generation of \$50 million to \$60 million of net revenues for Required Materials per year at breakeven, Chegg’s planned international expansion, Chegg’s anticipated revenue generation from Required Materials, the non-GAAP presentations of Chegg’s results of operations, and all statements about Chegg’s financial outlook. These statements are not guarantees of future performance, and are based on management’s expectations as of the date of this press release and assumptions that are inherently subject to uncertainties, risks and changes in circumstances that are difficult to predict. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to differ materially from any future results, performance or achievements. Important factors that could cause actual results to differ materially from those expressed or implied by these forward-looking statements include the following: Chegg’s ability to attract new students, increase engagement and increase monetization; the rate of adoption of Chegg’s offerings; the effect of Chegg’s acquisition of Imagine Easy Solutions, Cogeon, and StudyBlue; Chegg’s ability to strategically take advantage of new opportunities to leverage the Student Graph; competitive developments, including pricing pressures; Chegg’s anticipated growth of Chegg Services; Chegg’s

ability to build and expand its services offerings; Chegg’s ability to develop new products and services on a cost-effective basis and to integrate acquired businesses and assets; the impact of seasonality on the business; Chegg’s partnership with Ingram and the parties’ ability to achieve the anticipated benefits of the partnership, including the potential impact of the economic risk-sharing arrangements between Chegg and Ingram on Chegg’s results of operations; Chegg’s ability to effectively control operating costs; changes in Chegg’s addressable market; changes in the education market; and general economic, political and industry conditions. All information provided in this release and in the conference call is as of the date hereof and Chegg undertakes no duty to update this information except as required by law. These and other important risk factors are described more fully in documents filed with the Securities and Exchange Commission, including Chegg’s Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on April 26, 2018, and could cause actual results to vary from expectations. Additional information will also be set forth in Chegg’s Quarterly Report on Form 10-Q for the quarter ended June 30, 2018 to be filed with the Securities and Exchange

Use of Non-GAAP Measures

In addition to financial results presented in accordance with generally accepted accounting principles (GAAP), this presentation includes certain non-GAAP financial measures of financial performance, including adjusted EBITDA and non-GAAP Required Materials revenues. These non-GAAP financial measures are in addition to, and not a substitute for or superior to, measures of financial performance prepared in accordance with GAAP, and may be different from non-GAAP financial measures used by other companies. In addition, these non-GAAP measures have limitations in that they do not reflect all of the amounts associated with Chegg’s results of operations as determined in accordance with GAAP. Reconciliations of these non-GAAP financial measures to the most directly comparable financial measures, are contained in the Appendix to this presentation.

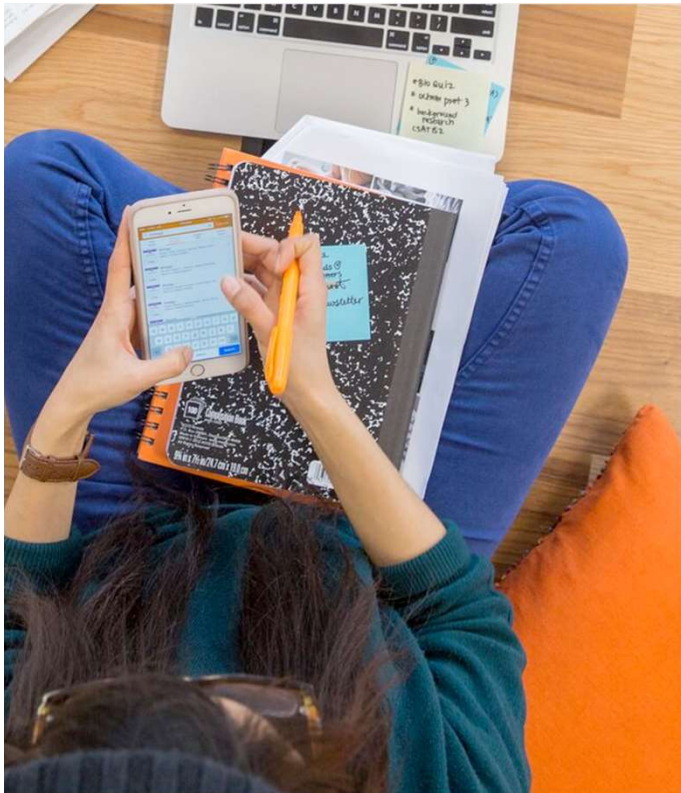


Chegg[®]

**Leading student-first connected learning
platform to improve student outcomes**

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Investment Highlights



Leading Student-First Connected Learning Platform

Large Addressable Market with Compelling Market Trends

All Digital, High Growth, High Margin Model

Competitive Moat Given Brand, Reach, Data and Proprietary Content

Chegg at a Glance¹



2.2 Million

CHEGG SERVICES
ANNUAL SUBSCRIBERS

45%

CHEGG SERVICES SUBSCRIBER
Y/Y GROWTH

2+ Million

REQUIRED MATERIAL
CUSTOMERS

44%

CHEGG SERVICES
Y/Y REVENUE GROWTH

18.2%

ADJUSTED EBITDA
MARGIN⁽²⁾

440 Million

CHEGG STUDY
CONTENT VIEWS

1. All amounts shown for FY17 and based on Company internal data
2. See Appendix for reconciliation to GAAP

Q2 – 18 Highlights

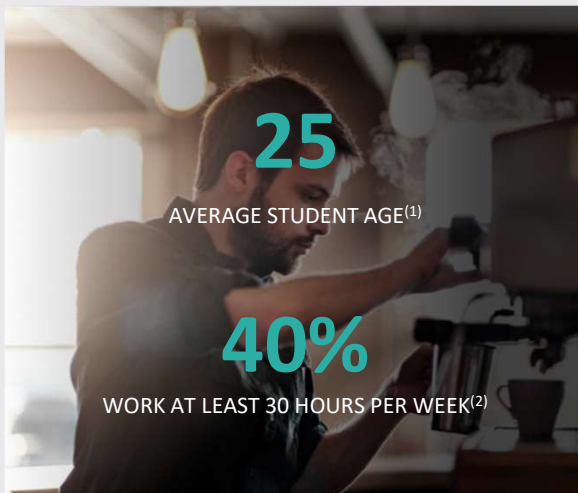


- **Chegg Services subscribers increased 45% y/y**
- **Chegg Services revenue of \$61.8 million, up 38% y/y**
- **158 million Chegg Study content views, up 62% y/y**
- **Increased 2018 guidance**

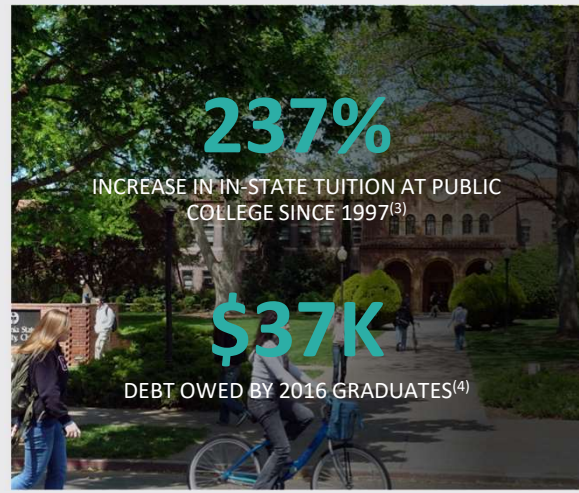
Today's Students Face More Pressure Than Ever



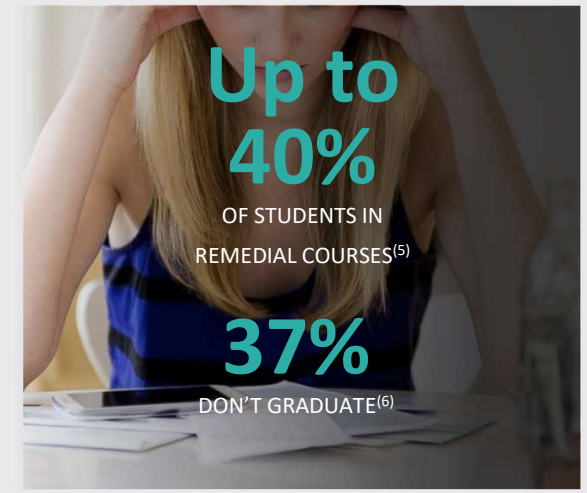
It's Harder to Be a Student



They're Faced with Mounting Costs



They Don't Get Support



Students Need a Platform to Support Them



1. Hall and Partners Survey, Oct 2017, (College (n=1788))

2. <https://cew.georgetown.edu/wp-content/uploads/Working-Learners-Report.pdf>

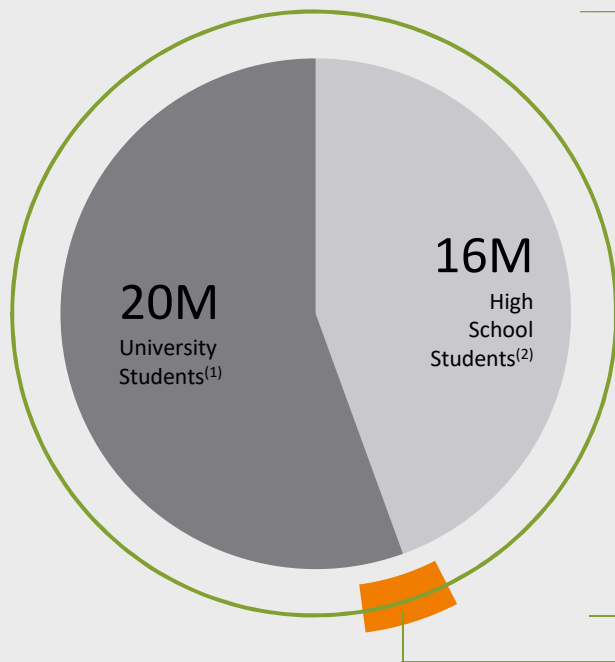
3. <https://www.usnews.com/education/best-colleges/paying-for-college/articles/2017-09-20/see-20-years-of-tuition-growth-at-national-universities>

4. <https://studentloanhero.com/student-loan-debt-statistics/>

5. <http://www.ncsl.org/documents/educ/ReformingRemedialEd.pdf>

6. National Clearinghouse Research Center (2018); Reflects % of students who don't graduate from a 4-yr institution in 6 years or less

Large Student Domestic Market Opportunity



36 Million Total
Students Can Benefit from
Chegg[®]

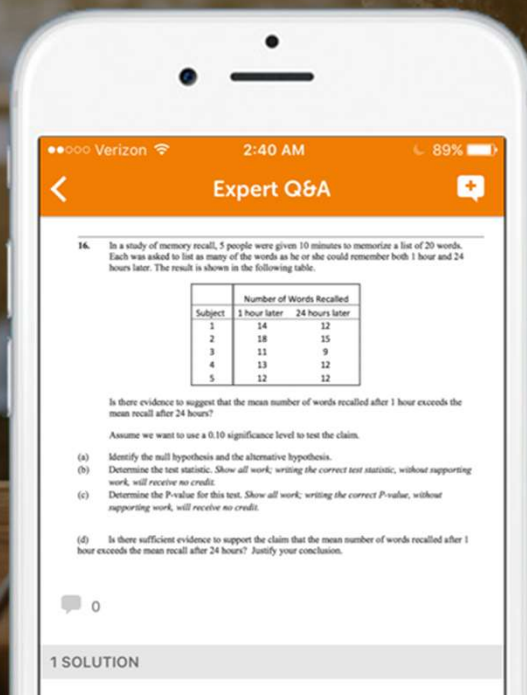
2.2 Million
Chegg Services
Subscribers in 2017
YoY growth of 45%

**Planned
Expansion in
International
Markets**

Chegg Aims to Provide Overwhelming Value to Solve Students' Problems

Chegg®

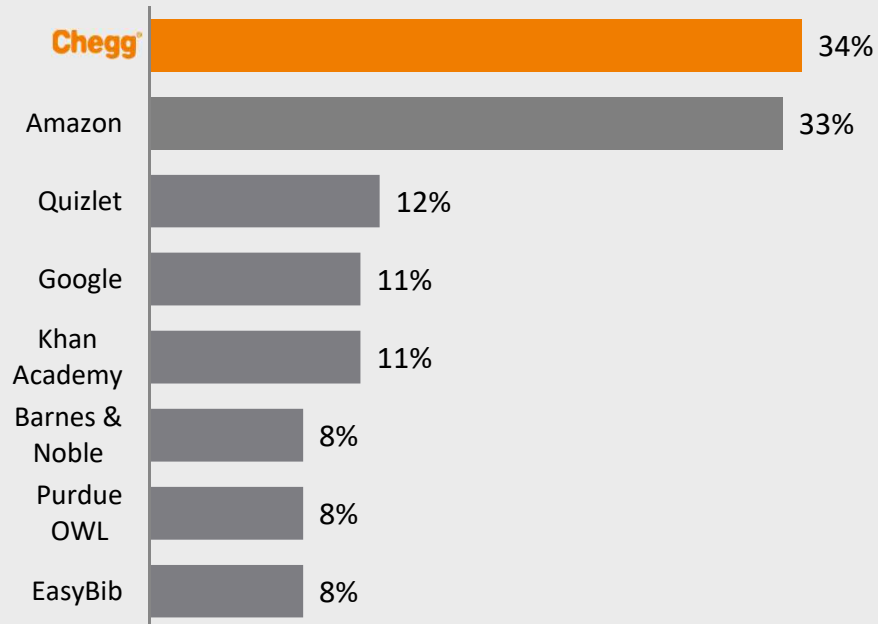
- ✓ Online
- ✓ On-demand
- ✓ Personalized
- ✓ Adaptive
- ✓ Affordable
- ✓ ...and Backed by Human Help



Chegg is Well-Known Among Students



Percent Unaided Awareness (College)⁽¹⁾



80%+

OF COLLEGE STUDENTS HAVE HEARD OF A CHEGG SERVICE⁽¹⁾

Integrated Platform of Connected Educational Services



Chegg Services

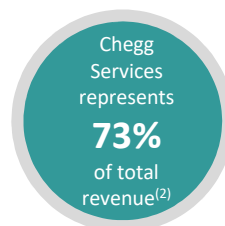
Students subscribe to our learning services:

- Chegg Study
- Chegg Writing
- Chegg Tutors
- Chegg Math Solver

Required Materials

Purchase or rent required class materials for less:

- Print Textbooks & eTextbooks

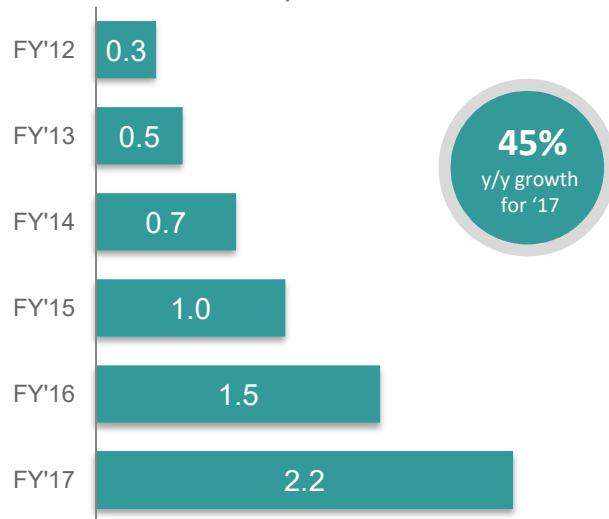


Rapid Growth of Chegg Services



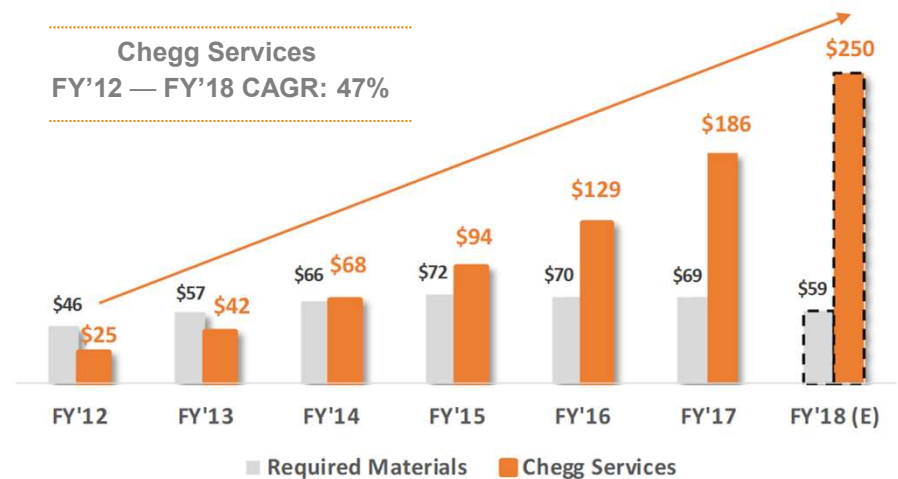
Chegg Services Subscribers

Annual Chegg Services Subscribers (in millions)



Chegg Services Revenue

Revenue Growth (\$ in millions)*



* Prior to FY 2017, Required Materials revenues are shown on a non-GAAP basis as if the transition of print textbook business to Ingram was complete and the revenues from our print textbook business were entirely commission-based. Chegg has completed its transition to Ingram and in FY 2017 all Required Materials revenues are commission-based. A reconciliation of Required Materials revenues to non-GAAP Required Materials revenues is set forth in the appendix hereto. FY 2018 revenues represents the midpoint of full year 2018 guidance. Chegg Inc. © 2005 - 2018. All Rights Reserved.

Chegg Study: A Powerful Learning Tool



Chegg Study is the largest non-required homework help service for students, which contains **17 million expert answered Q&As and 7 million step-by-step textbook solution sets**⁽¹⁾

Library of 24M solution sets and expert answers⁽¹⁾

>30K textbook ISBNs in Chegg Study database⁽¹⁾

440 million content views⁽²⁾, up **69% Y/Y** in 2017



1. As of Q2 2018
2. Textbook solutions and expert Q&As viewed during FY2017

Writing: Helping Students from Middle School Onwards

Chegg Writing is a leading provider of online writing tools

With nearly **25% of college freshmen required to take remedial courses**⁽¹⁾, Chegg has the opportunity to impact this outcome before students enroll and save time and money

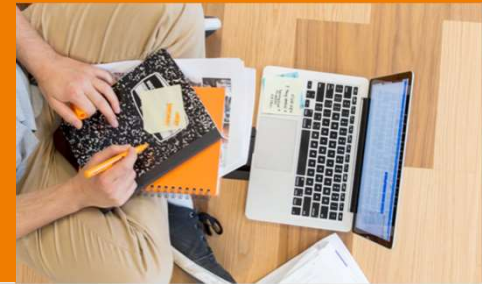
500M
citations in
2017⁽³⁾

Market Opportunity

~\$3B⁽²⁾

spent annually on remedial
courses at the college level

133M Citations created
in Q2-18



Tutors: Online On-demand Personalized Instruction



Chegg Tutors is a **simple, reliable and affordable** service which allows students to quickly match with a human tutor to receive **one-on-one help**.

**Key subjects:
Computer
Science,
Calculus,
Statistics,
Finance and
Accounting**

Market Opportunity

~\$5-7B⁽¹⁾⁽²⁾

Total tutoring market for all subjects

60% of Chegg Tutors customers attach from other Chegg Services⁽³⁾

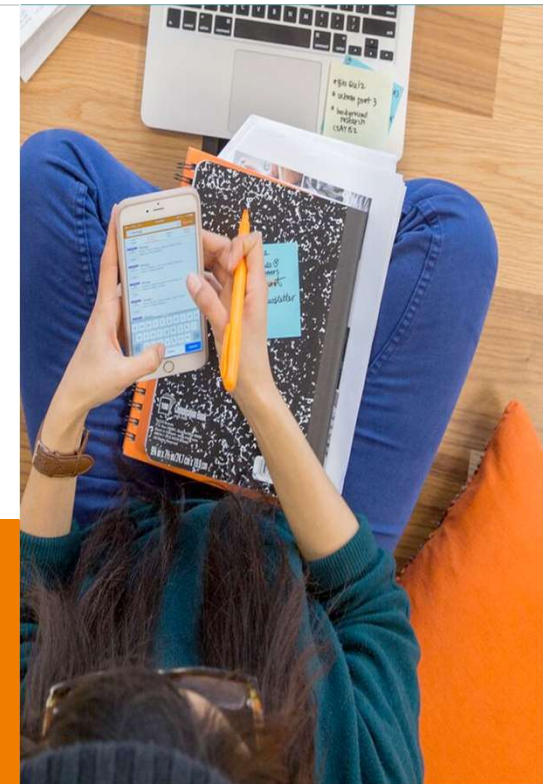


Math Solver: Step-by-step Problem Solver and Calculator **Chegg**

Step-by-step math problem solver and calculator makes learning math easier.

A.I.-driven math technology which provides guided explanations for each step in solving a problem.

64% of high school students are not prepared for college-level math.¹ Over 40% of college students must take at least one remedial math or English course.²



¹ Source: http://www.educationworld.com/a_news/there-reason-us-students-struggle-math

² Source: <https://www.americanprogress.org/issues/education/reports/2016/09/28/144000/remedial-education/>

Required Materials Drives Brand Awareness & Loyalty



A **comprehensive selection** of textbooks and eBooks to rent or buy at an **affordable price**

Builds **brand awareness**, maintains the **direct-to-student relationship** and creates **opportunities for students to attach** to Chegg's other services

Win-win Ingram relationship—Chegg collects **~20% commission per transaction**. Beneficial partnership allows Chegg to invest more rapidly in its digital services.

Business anticipates to generate **~\$50-60M in net revenues** per year at **breakeven**

Business Outlook: 2018



	Q2 2018 Results	Q3 2018 Guidance		Full Year 2018 Guidance
Total Net Revenues	\$74.2m	\$68m - \$69.5m	▶	\$306m - \$311m
Chegg Services Revenue	\$61.8m	\$52m - \$53.5m	▶	\$248m - \$251m
Gross Margin %	76%	71% - 73%	▶	73% - 75%
Adjusted EBITDA*	\$19.3m	\$10m - \$11m	▶	\$79m - \$81m
CapEx	\$5.2m		▶	\$30m - \$35m

Appendix

Reconciliation of Net Loss to EBITDA and Adjusted EBITDA



CHEGG, INC.
RECONCILIATION OF NET LOSS TO EBITDA AND ADJUSTED EBITDA
(in thousands)
(unaudited)

	<u>Three Months Ended June 30,</u>		<u>Six Months Ended June 30,</u>	
	<u>2018</u>	<u>2017</u>	<u>2018</u>	<u>2017</u>
Net loss	\$ (3,909)	\$ (6,025)	\$ (6,526)	\$ (12,426)
Interest expense, net	3,664	18	3,684	37
Provision for income taxes	428	716	969	1,363
Depreciation and amortization expense	5,448	4,704	10,665	9,093
EBITDA	5,631	(587)	8,792	(1,933)
Share-based compensation expense	12,043	9,099	23,685	17,377
Other (income) expense, net	(894)	9	(1,458)	208
Restructuring charges	15	59	235	959
Acquisition-related compensation costs	2,456	1,500	4,704	3,000
Adjusted EBITDA	\$ 19,251	\$ 10,080	\$ 35,958	\$ 19,611

Reconciliation of Forward Looking Net Loss to EBITDA and Adjusted EBITDA



CHEGG, INC.
RECONCILIATION OF FORWARD-LOOKING NET LOSS TO EBITDA AND ADJUSTED EBITDA
(in thousands)
(unaudited)

	Three Months Ending September 30, 2018	Year Ending December 31, 2018
	*	*
Net loss	\$ (15,600)	\$ (14,700)
Interest expense, net	4,000	11,700
Provision for income taxes	600	2,100
Depreciation and amortization expense	6,100	23,200
EBITDA	(4,900)	22,300
Share-based compensation expense	13,400	50,500
Other income, net	(900)	(3,200)
Restructuring charges	200	400
Acquisition-related compensation costs	2,700	10,000
Adjusted EBITDA*	\$ 10,500	\$ 80,000

* Adjusted EBITDA guidance for the three months ending September 30, 2018 and the year ending December 31, 2018 represents the midpoint of the ranges of \$10 million to \$11 million and \$79 million to \$81 million, respectively. Our adjusted EBITDA outlook does not include any amortization for intangible assets of StudyBlue, Inc. as the amount of any such amortization cannot be appropriately estimated at this time.

Reconciliation of Required Materials Net Revenues to Non-GAAP Required Materials Net Revenues



CHEGG, INC.
RECONCILIATION OF REQUIRED MATERIALS NET REVENUES TO NON-GAAP REQUIRED MATERIALS NET REVENUES
(in thousands, except percentages)
(unaudited)

	Year Ended December 31,				
	2016	2015	2014	2013	2012
Required Materials net revenues	\$ 124,755	\$ 207,088	\$ 236,717	\$ 213,746	\$ 188,530
Adjustment as if transition to Ingram is complete	(54,671)	(135,270)	(170,606)	(156,554)	(142,617)
Non-GAAP Required Materials net revenues	\$ 70,084	\$ 71,818	\$ 66,111	\$ 57,192	\$ 45,913