



On-Demand Commerce + Customer Engagement Platform

Investor Presentation

October 21, 2021

Disclosure

Forward Looking Statements

This presentation contains statements that constitute forward-looking statements. These statements include descriptions regarding the intent, belief or current expectations of the Company or its officers and may be recognized by the use of words such as “expects,” “plans,” “will,” “may,” “estimates,” “anticipate”, “should,” “projects,” “believe,” “intends” or words of similar meaning. These statements include, but are not limited to, statements regarding the expected results of the proposed acquisition on Olo’s future performance, including the potential accretive nature of the acquisition and the potential average revenue per unit expansion, the terms and expected closing date for the acquisition, the benefits and cost synergies of the potential acquisition, expected impacts to operating expenditures, and Olo’s business strategy and competitive position following the acquisition. All forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those that we expected, including, but not limited to, the occurrence of any event, change or other circumstances that could give rise to the right of one or both of Olo or Wisely to terminate the acquisition agreement or could otherwise cause the transactions contemplated therein to fail to close; failure to satisfy closing conditions to the Wisely acquisition; difficulties and delays in integrating Wisely’s businesses; risks that the proposed acquisition disrupts Olo’s current plans and operations; failing to fully realize anticipated synergies, cost savings and other anticipated benefits of the proposed acquisition when expected or at all; potential adverse reactions or changes to business relationships resulting from the announcement or completion of the proposed acquisition; the risk that unexpected costs will be incurred; the ability of Olo to retain and hire key personnel; the diversion of management’s attention from ongoing business operations; the outcome of any legal proceedings that may be instituted against Olo, Wisely, or their respective directors and officers; changes in global, political, economic, business, competitive, market and regulatory forces; changes in tax laws, regulations, rates and policies; competitive developments; and the timing and occurrence (or non-occurrence) of other events or circumstances that may be beyond Olo’s and Wisely’s control. These and other risks, uncertainties, assumptions and other factors may be amplified or made more uncertain by the COVID-19 pandemic, which has caused significant economic uncertainty. The extent to which the COVID-19 pandemic impacts Olo’s and Wisely’s businesses, operations and financial results, including the duration and magnitude of such effects, will depend on numerous factors, which are unpredictable, including, but not limited to, the duration and spread of the outbreak, its severity, the actions taken to contain the virus or treat its impact, and how quickly and to what extent normal economic and operating conditions can resume. Actual results could differ materially from those predicted or implied, and reported results should not be considered as an indication of future performance.

Additional risks are included under the caption “Risk Factors” in our Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2021, and our subsequent SEC filings, which are available on the Investor Relations page of our website at investors.olo.com and on the SEC website at www.sec.gov. Undue reliance should not be placed on the forward-looking statements in this presentation. All forward-looking statements contained herein are based on information available to us as of the date hereof, and we do not assume any obligation to update these statements as a result of new information or future events.

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Strategic Rationale



Accelerates the digital transformation of restaurants



Realizes data ambitions



Expands platform capabilities

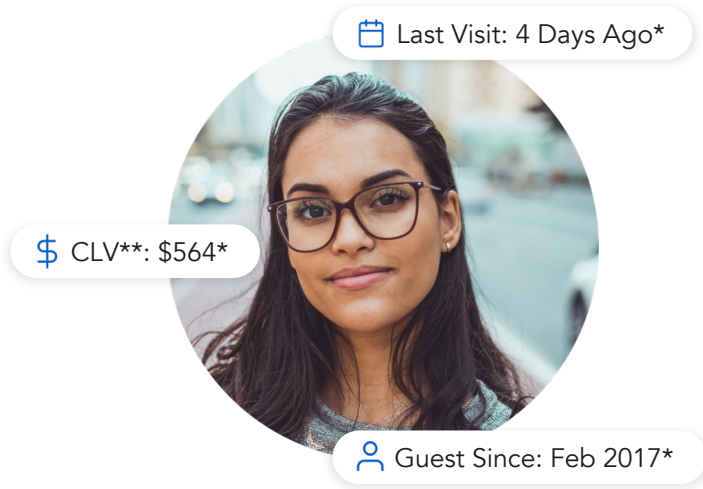


Creates natural upsell opportunity

Customer Intelligence for Restaurants



Wisely enables brands to deliver happy guests and profits at scale by making every experience personal and convenient.



Marketing Automation

CRM Triggered & Mass Email, SMS



Host

Table Management, Waitlist & Reservation



Sentiment

Aggregated & Annotated Reviews, Feedback



Customer Data Platform

First-Ever Restaurant CDP

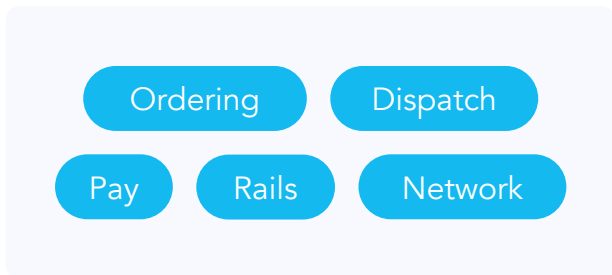
* Illustrative example

** CLV represents Customer Lifetime Value

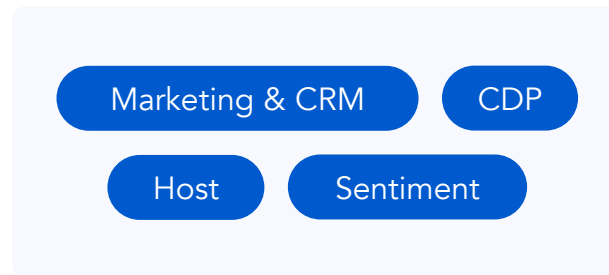
Olo + Wisely

On-Demand Commerce + Customer Engagement Platform

Olo's acquisition of Wisely helps restaurant brands deepen relationships with their customers through enhanced consumer data and relationship management capabilities.



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We Share Common Principles



Values

Family first

Excelsior: Ever upward
Always innovating and achieving

Lead with curiosity and humility



Vision

Power on-demand commerce

Empower restaurant brands to better
serve their customers

Create best-of-breed experiences



Model

Open SaaS platform

Purpose built for restaurants

Subscription + transactions

Transaction Details

- Financial Consideration**
- \$110 million of Olo class A common stock shares
 - \$77 million cash, financed using cash-on-hand
 - Total consideration of \$187 million, subject to customary adjustments

- Compelling Financial Profile**
- Revenue growth accretive
 - Highly recurring revenue mix (95% subscription), similar gross margin profile
 - ARPU expanding opportunity
 - Immaterial impact to Non-GAAP profitability on a consolidated basis

- Organizational Structure**
- Wisely Co-Founder and CEO, Mike Vichich, to be GM & VP, Customer Intelligence and Front of House
 - Wisely products will be incorporated into Olo's branded product portfolio
 - Olo is excited to welcome Wisely employees to the team

- Expected Timing**
- Closing expected during Olo's fourth quarter of fiscal year 2021, subject to receipt of required regulatory approvals and satisfaction of other customary closing conditions

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