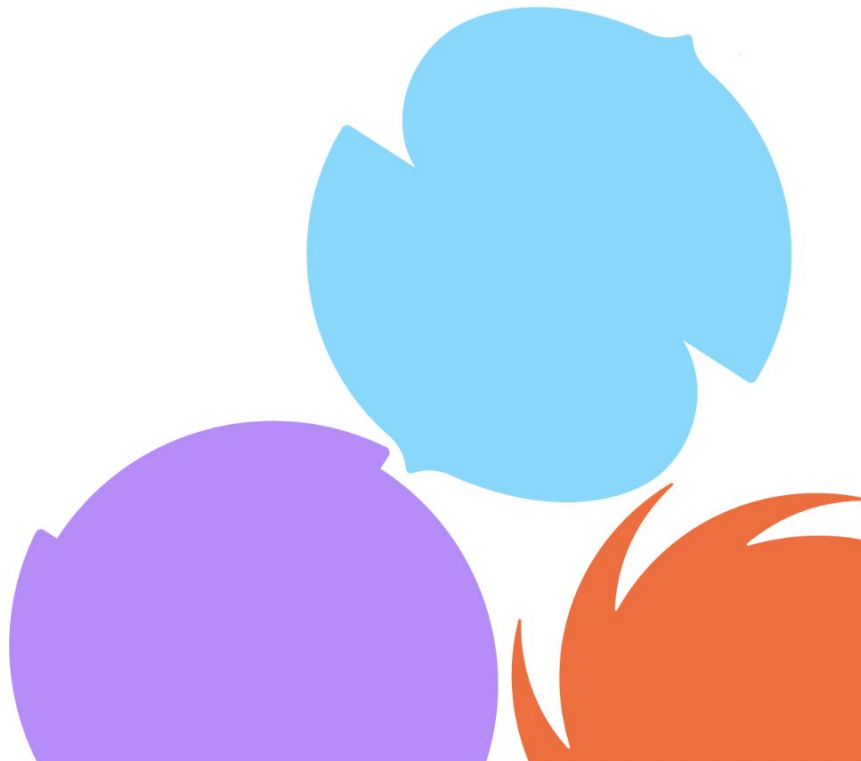


Investor Presentation

August 2024



Safe harbor



This presentation may contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 relating to our business, operations, and financial conditions, including but not limited to current beliefs, expectations, and assumptions regarding the future of our business, future plans and strategies, our future addressable market, our product development plans, and other future conditions. Words such as, but not limited to, “look forward to,” “believe,” “expect,” “anticipate,” “estimate,” “intend,” “plan,” “would,” “should,” “could,” and similar expressions or words, identify forward-looking statements. New risks and uncertainties may emerge from time to time, and it is not possible to predict all risks and uncertainties. Except as required by applicable law, we do not plan to publicly update or revise any forward-looking statements contained herein, whether as a result of any new information, future events, changed circumstances or otherwise. Although we believe the expectations reflected in such forward-looking statements are reasonable, we can give no assurance that such expectations will prove to be correct. Furthermore, actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond our control, including, without limitation, the risks set forth under Part I Item 1A. Risk Factors in our Annual Report on Form 10-K filed March 7, 2024 and our other SEC filings. Accordingly, readers are cautioned not to place undue reliance on these forward-looking statements. No representations or warranties (expressed or implied) are made about the accuracy of such forward-looking statements.

Certain information contained in this presentation relates to or is based on studies, publications, surveys and other data obtained from third-party sources and the Company's own internal estimates and research. While the Company believes these third-party sources to be reliable as of the date of this presentation, it has not independently verified, and makes no representation as to the adequacy, fairness, accuracy, or completeness of, any information obtained from third-party sources. In addition, all of the market data included in this presentation involves a number of assumptions and limitations, and there can be no guarantee as to the accuracy or reliability of such assumptions. Finally, while we believe our own internal research is reliable, such research has not been verified by any independent source.

This presentation includes non-GAAP financial measures which have certain limitations and should not be considered in isolation, or as alternatives to or substitutes for, financial measures determined in accordance with generally accepted accounting principles in the United States (“GAAP”). The non-GAAP measures as defined by us may not be comparable to similar non-GAAP measures presented by other companies. Our presentation of such measures, which may include adjustments to exclude unusual or non-recurring items, should not be construed as an inference that our future results will be unaffected by these or other unusual or non-recurring items. See the “GAAP to Non-GAAP Reconciliation” slide for a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measures.

This presentation may contain trademarks, service marks, trade names and copyrights of other companies, which are property of their respective owners. Solely for convenience, some of the trademarks, service marks, trade names and copyrights referred to in this presentation may be listed without the TM, SM, © or ® symbols, but we assert, to the fullest extent under applicable law, the rights of the applicable owners, if any, to these trademarks, service marks, trade names and copyrights.

Meet our team



Oleg Shchegolev
Co-founder and CEO



Eugene Levin
President
Former Target Global



Brian Mulroy
Chief Financial Officer
Former Microsoft & Nuance



Vitalii Obishchenko
Chief Operating Officer
Former SEO Quake



Tatiana Starikova
Chief HR Officer
Former Realweb & Adhands



Andrew Warden
Chief Marketing Officer
Former Cisco & SoftServe



David Mason
General Counsel
Former Kayak & EverQuote



Alex Sukennik
Chief Information Officer
Former Avid & Rapid7



Tommie O'Brien
Vice President of Sales
Former Salesforce & LinkedIn

Key investment highlights



Leading digital marketing platform

Trusted by businesses to manage and enhance their online visibility across key channels



Proprietary tech and data

Covering key aspects of online visibility with deep third-party integrations



Large and diverse customer base

Highly efficient go-to-market approach and moving upmarket



Rapid growth with robust margins

Highly attractive customer cohorts and cost-effective SaaS model



Large market opportunity

Proven ability to expand TAM over time with innovative products and third-party apps

Company snapshot



Countries served

150 +

Paying customers

116,000 +



ARR growth year over year



Up 25%

Full time employees

1,400+

Free active users

~1,100,000

Q2 2024 Gross Margin

84%

Offices worldwide

14

Q2 2024 revenue

\$91.0 M

Dollar-Based Net Revenue
Retention Rate

107%

Numbers reflect data as at June 30, 2024 unless otherwise indicated

ARR is defined as of a given date as the monthly recurring revenue that we expect to contractually receive from all paid subscription agreements that are actively generating revenue as of that date multiplied by 12

Dollar Based Net Revenue Retention is defined as (a) the revenue from our customers during the twelve-month period ending one year prior to such period as the denominator and (b) the revenue from those same customers during the twelve months ending as of the end of such period as the numerator

Problems we are solving



- 1 The volume of information online** is increasing everyday, so it's becoming harder to reach customers who are bombarded with ads, social posts, offers and new content
- 2 The number of new businesses** increases everyday, so it's becoming harder to stand out and compete for the customer overwhelmed by choice
- 3 The human attention span online is rapidly decreasing**, so it's becoming harder to capture, maintain, and engage new audiences
- 4 The average consumer spends 7+ hours online everyday**, but search engine algorithms constantly change, so it's becoming harder to create marketing content that ranks and resonates consistently

We enhance online visibility



Our platform is designed to help customers break through the noise by enhancing their online visibility. In the attention economy, it's the businesses seen online that are going to come out on top.



We help small businesses, agencies, and large companies learn about their market segments and competitors' strategies, identify growth opportunities, create high quality content, execute marketing campaigns, and measure the results.



We ignite marketing engines for companies so their current and future customers are more likely to connect with them, learn from them, and buy from them.



We strengthen how and where businesses show up when people use search engines and social networks.

**Our mission is to make it easy for anyone
to grow their business online**

Top of funnel leadership

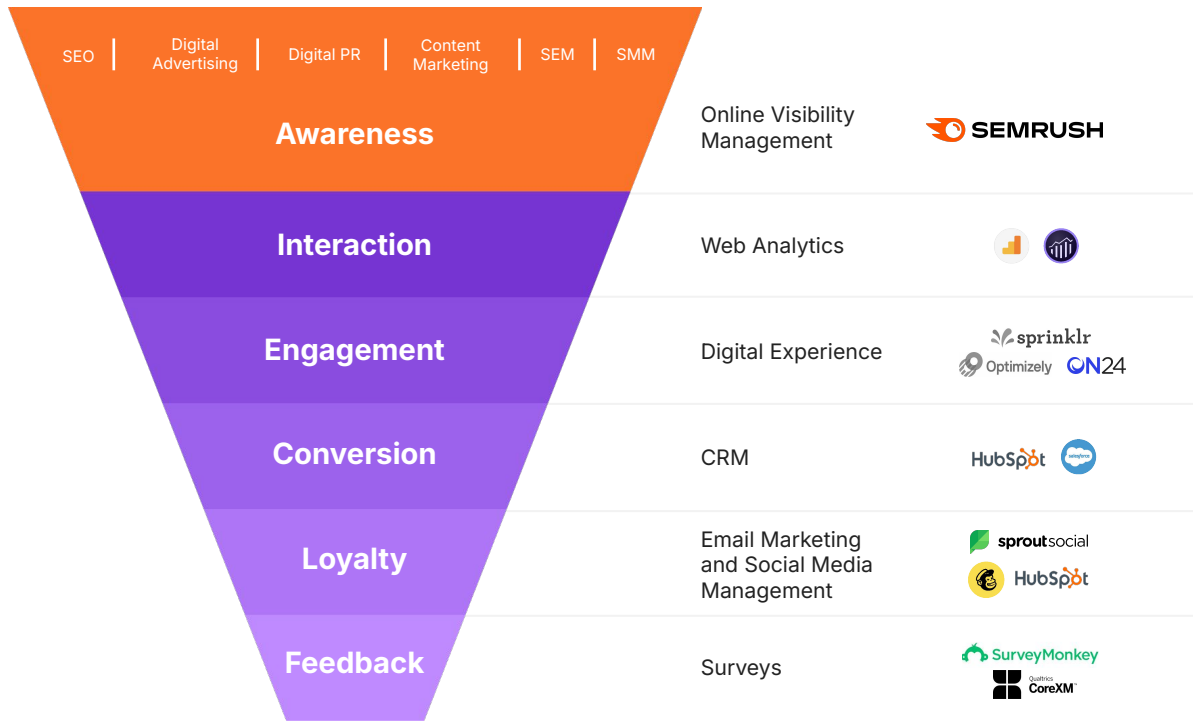


We built and maintained an integral position in the marketing funnel to help companies appear on customer's radars

We provide access and tutorials to 55+ products, tools and add-ons across SEO, SEM, content marketing, market research, advertising research, local marketing, reporting, social media management, and digital PR

We integrate with Google Analytics, Google Search Console, Data Studio, Wordpress, task management tools and social platforms for seamless workflows

We are globally diversified, industry diversified, and vertically diversified, demonstrating our ability **to help grow businesses in any market**



Expanding market opportunity

**Total Global
Businesses**



**Online
Penetration**



**Avg. Revenue
per Customer**

















**Current Global
Opportunity
\$16bn**

**Future Global
Opportunity
\$20bn+**

We estimate our global opportunity based on the number of small and medium sized companies (those with less than 500 employees) and large companies (those with 500 or more employees) in the U.S per the U.S. Census Bureau. As of December 31, 2021, approximately 95% of our customers are in the small and medium sized category and had an ARR per paying customer of \$2,500, while our large enterprise customers had an ARR per paying customer of \$4,500. We believe the opportunity internationally is at least as large as in the U.S. We assume 50% online penetration in the small company segment (those with less than 20 employees) and 100% penetration in the medium sized (those with between 20 and 499 employees) and large company segments.

Diversified and leading customer base



Headcount	Retail	Consumer Internet	Finance	Agencies	Software	Other
50-500		Arkadium 	smartasset™	 acronym	 pendo	Seeking Alpha 
500-1K		Quora	3 R E X	VAYNERMEDIA	 GONG	The Washington Post
1K-5K	The RealReal	 Skyscanner	 wise	iProspect 	 mailchimp	Time Inc.
5K+	ebay		 BNP PARIBAS	dentsu AEGIS network	 salesforce	Disney

Our platform differentiation



- **Superior Data**

Significant breadth and depth of data from different sources allows us to build strong online visibility profiles of businesses of all sizes around the globe

- **Better Insights**

By leveraging data from multiple sources, we build unique insights that other solutions may not uncover

- **Powerful Integrations**

We provide complete workflow through our integrations with industry standard applications such as Trello, Gmail, Google Docs, Wordpress, GA, GSC as well as social networks and reporting tools

- **Ease Of Use**

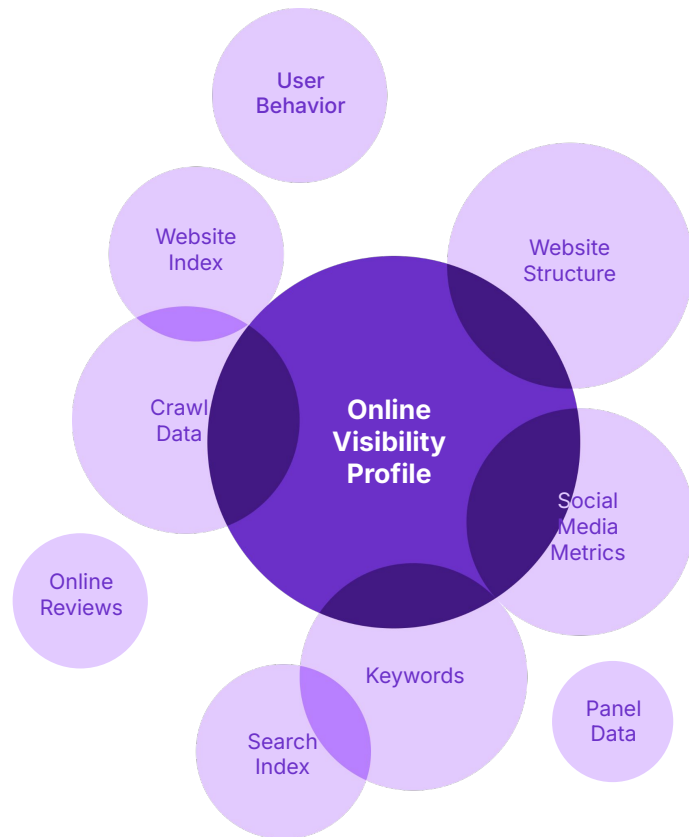
By providing all tools in one interface we help to reduce time customers spend on switching between tools. Our data for different channels is presented in the same format and can be easily analyzed

- **Efficiency**

Comparable capabilities from other solutions may cost meaningfully more on average











- **Team Collaboration**

By combining products for PPC, SMM, Content Marketing and SEO in one platform we help to connect teams, eliminate silos, improve communications and increase their productivity



Strong market positioning



	 SEMRUSH	 klue	 Hootsuite	 HubSpot	 conductor		 similarweb	 ahrefs	 Birdeye	 CISION
SEO	✓				✓		✓	✓		
Content Analytics	✓				✓		✓	✓		
Local SEO	✓					✓			✓	
Local Listing Management	✓					✓			✓	
Competitive Intelligence	✓	✓					✓	✓		
Marketing Analytics	✓			✓						
Social Media Management	✓		✓	✓						
Market Intelligence	✓	✓					✓			
Content Analytics	✓				✓		✓	✓		
Media & Influencer Targeting	✓									✓

Strategic growth drivers



Grow New Customers

We have over 116,000 paying customers and approximately 1,100,000 free active users.

We believe there are **millions of marketers and business owners** who will benefit from our platform, and we plan to continue to grow both our paying customers and free active users.



Cross-Sell and Up-Sell

We have an **extensive, loyal install base** that spans over 150 countries, across industries and market segments from solopreneur to Fortune 500.

We believe we will continue to deliver higher value to our customers by **cross-selling and upselling** within our base and plan to drive an increase in average ARR.



Launch New Products

Our **strong profitability**, deep competitive moat and attentive, loyal base allows us to reinvest in the business and **launch digital marketing tools**.

Our new **Enterprise SEO Platform** is now generally available as we continue to move upmarket on large-scale, multinational accounts.

Sustained focus on AI



AI Social Content Generator

Launched in H1 2023 by Predis.AI on the App Center. The app is a content creation tool for social media that automatically generates images, carousels, and videos with descriptive captions.



ContentShake

Launched in H1 2023 by Semrush on the App Center. The app is an all-in-one content writing tool that uses AI and Semrush's powerful competitive intelligence data to help customers build unique, engaging content faster.







AI Writing Assistant

Launched in H1 2023 by Copymatic on the App Center. The app uses AI to generate engaging and relevant copy in minutes.

Industry recognition and awards



	Leader in 18 categories (2024) 4.5 / 5
	Top-rated in 7 categories (2024) 8.5 / 10
	Top-performer (2024) 4.7 / 5



industry
awards
since 2018



2023
&
2024

Customer testimonials



I love how I am able to efficiently crawl and audit sites. The software is advanced and amazing at helping digital marketers find site issues and fix them.

Stephanie Marie Delgado,
Senior Content Strategist,
Upwork Global Inc.



What I really appreciate about Semrush is how instructive it is. If you don't know how to tackle a technical issue, the Site Audit tool will always have the answer.

Laure Hessin,
Search Marketing Specialist,
Lush Cosmetics



With the help of Semrush we've grown our Organic traffic by 20% despite competing with the toughest players in the industry.

Davina Alemang Segui,
SEO Content Executive,
Air Europa



Semrush helps Wise with market intelligence data, from analyzing our online visibility to planning and briefing our content production across **50+ markets in 30 languages**

Fabrizio Ballarini,
Organic Growth,
Wise



Semrush is our go-to keyword tracking tool. It continues to provide us with a clear picture of changes in search rankings with the benefit of having a user-friendly interface.

Jake Becker,
Director SEO,
New York Post



By using Semrush, my team saves a lot of time by working on the right content and in a more data-driven way. We are able to enhance our digital marketing efforts and work faster and with more direction, at scale. Your tools and apps give us more ammunition to be seen by larger audiences.

Idan Segal,
Director of Growth,
Wix



Financial highlights

Q2 2024 highlights



**Q2 revenue of
\$91.0 million**

**Up 22%
year-over-year**



**ARR of \$377.7
million**

**Up 25%
year-over-year**



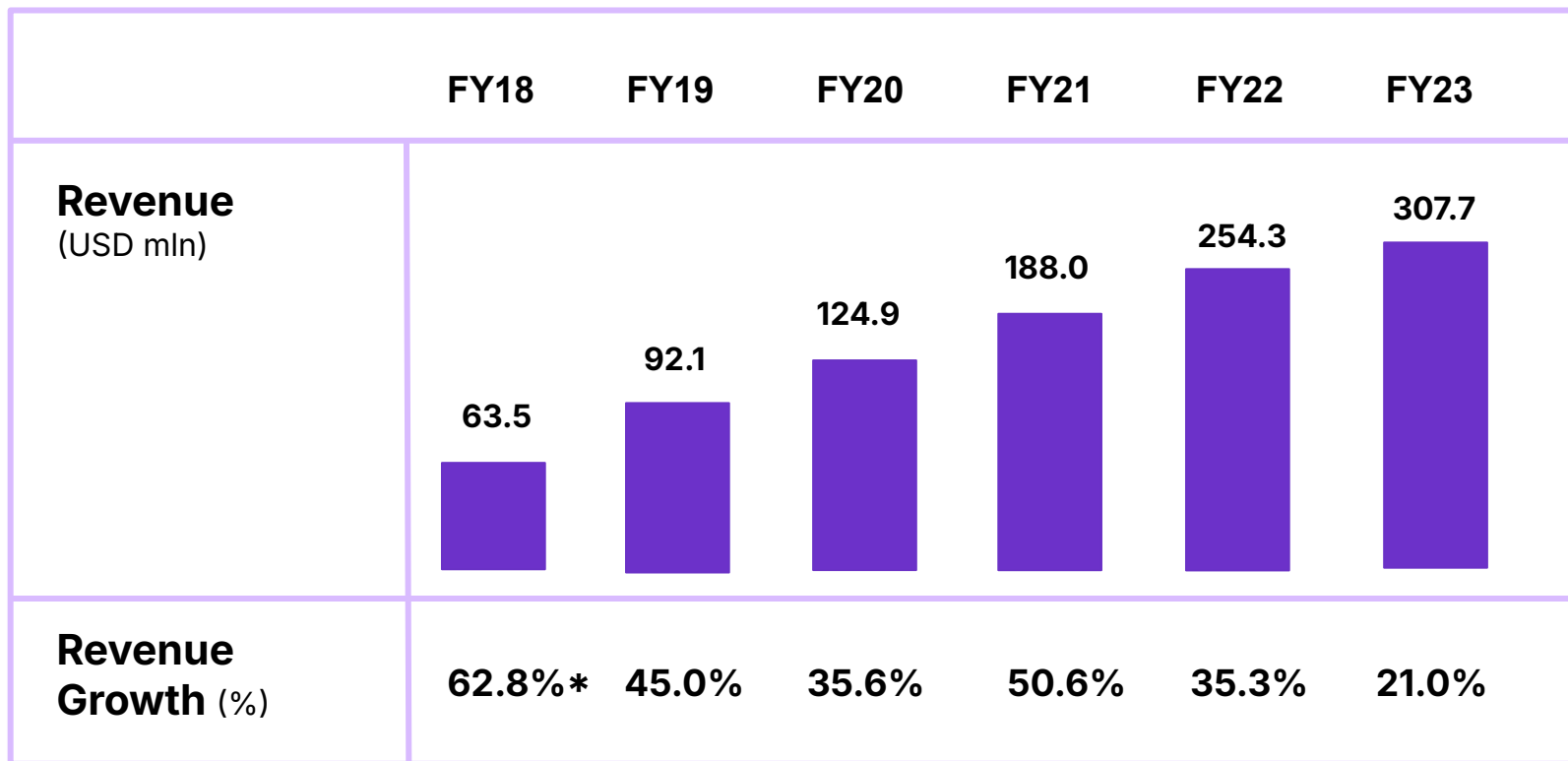
**116,000+ paying
customers**

**Up 11.5% from a
year ago**



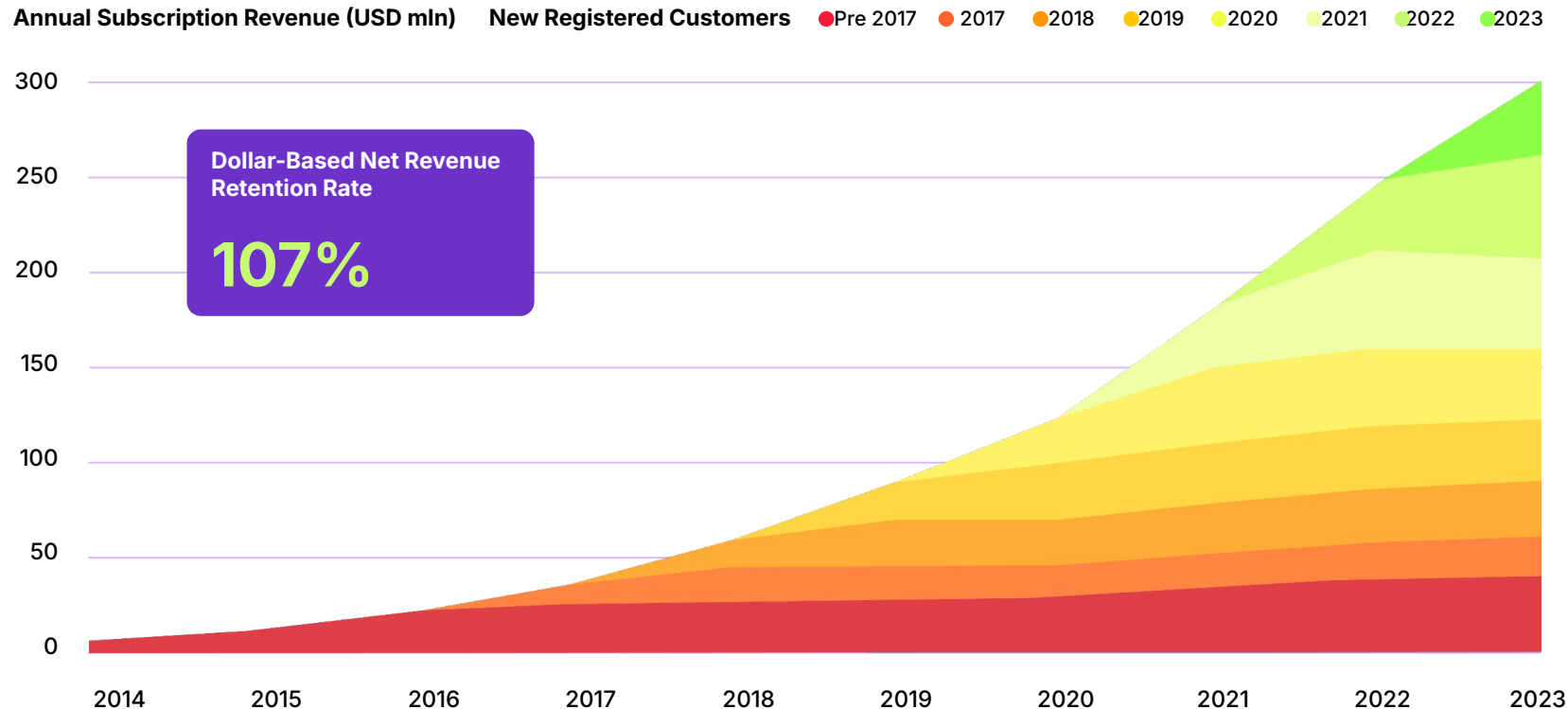
**~1.1 million
active free
customers**

Strong track record of revenue growth



* indicates revenue growth % increase from FY17 revenue, which is not presented in the table.

Cohort analysis



Long-term target operating model



	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	Target Model
Gross Margin	76%	76%	78%	81%	83%	80%
Sales & Marketing	45%	44%	43%	50%	41%	35%
Research & Development	15%	14%	13%	16%	19%	15%
General & Administrative	24%	23%	23%	25%	25%	10%
Operating Income (Loss) Margin	(9%)	(5%)	(1%)	(14)%	(2%)	20%

Note: All metrics are calculated as a percentage of revenue.

Appendix



GAAP to Non-GAAP reconciliation



(USD in millions, except margin amounts)

	FY 19	FY 20	FY 21	FY 22	FY 23	Q2 24
GAAP operating income (loss)	(8.2)	(6.1)	(2.5)	(36.4)	(7.7)	3.4
Stock-based compensation expense	0.5	1.0	2.7	7.4	15.3	7.2
Amortization of acquired intangibles	-	0.1	0.2	1.9	2.3	0.9
Restructuring and other costs	-	-	-	11.3	1.3	-
Acquisition-related costs, net	-	-	-	-	0.4	0.7
Non-GAAP operating income (loss)	(7.7)	(5.0)	0.4	(15.8)	11.6	12.2
GAAP Revenue	92.1	124.9	188.0	254.3	307.7	91.0
Non-GAAP operating income (loss) margin	(8)%	(4)%	0%	(6)%	4%	13%