

Accelerating Growth

Investor Presentation



Safe Harbor for Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 regarding the future financial performance, business prospects and growth of TechTarget, Inc. d/b/a Informa TechTarget (“Informa TechTarget” or the “Company”). These statements are only predictions based on current assumptions and expectations. Any statements that are not statements of historical fact (including statements containing the words “will,” “projects,” “intends,” “believes,” “plans,” “anticipates,” “expects,” “estimates,” “forecasts,” “continues” and similar expressions) or the negatives of these words or other similar terms or expressions that concern our expectations, strategy, priorities, plans, or intentions should be considered to be forward-looking statements. Forward-looking statements are based upon current plans, estimates, and expectations that are subject to risks, uncertainties, and assumptions. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those indicated or anticipated by such forward-looking statements. Actual events or results may differ materially from those in the forward-looking statements set forth herein. All statements, other than historical facts, are forward-looking statements, including: statements regarding the expected benefits of the Company’s acquisition of Former TechTarget, Inc. such as improved operations, enhanced revenues and cash flow, synergies, growth potential, market profile, business plans, expanded portfolio and financial strength; our expectations surrounding the Transactions and our ability to grow our business and bolster our financial position; our expected contractual obligations and capital expenditures; our future results of operations and financial position; industry and business trends; the impact of market conditions and other macroeconomic factors on our business, financial condition and results of operations; our future business strategy, plans, market growth and our objectives for future operations; our competitive market position within our industry; and timing of our remediation of the material weaknesses in our internal control over financial reporting. Important factors that could cause actual results to differ materially from such plans, estimates, or expectations include, among others: unexpected costs, charges, or expenses resulting from the Transactions; uncertainty regarding our expected financial performance; failure to realize the anticipated benefits of the Transactions, including as a result of integrating our legacy Informa Tech Digital Businesses with our legacy TechTarget business; our ability to implement our business strategy; difficulties and delays in achieving revenue and cost synergies; evolving legal, regulatory, and tax regimes; changes in economic, financial, political, and regulatory conditions in the United States and elsewhere, and other factors that contribute to uncertainty and volatility; natural and man-made disasters, civil unrest, pandemics, geopolitical uncertainty, and conditions that may result from legislative, regulatory, trade, and policy changes associated with the current or subsequent U.S. administrations; our ability to meet expectations regarding the accounting and tax treatments of the Transactions; market acceptance of our products and services; the impact of pandemics and future health epidemics and any related economic downturns on us and the markets in which we and our customers operate; changes in economic or regulatory conditions or other trends affecting the internet, internet advertising and information technology (“IT”) industries; data privacy and artificial intelligence laws, rules, and regulations; the impact of foreign currency exchange rates; certain macroeconomic factors facing the global economy, including instability in the regional banking sector, disruptions in the capital markets, economic sanctions and economic slowdowns or recessions, tariffs and trade disputes, rising inflation and interest rate fluctuations on our operating results; and other matters included in our filings with the Securities and Exchange Commission, and those detailed under Part I, Item 1A, “Risk Factors” of our Annual Report on Form 10-K for the year ended December 31, 2024. Any forward-looking statements speak only as of the date of this Annual Report. Neither we, nor our affiliates, advisors or representatives, undertake any obligation to update any forward-looking statements, whether as a result of new information or developments, future events, or otherwise, except as required by applicable law.

Notes on Presentation

Use of Non-GAAP Financial Measures

This presentation includes financial measures that are not in accordance with U.S. generally accepted accounting principles (“Non-GAAP financial measures”), including Adjusted EBITDA, Adjusted EBITDA Margin, Combined Company Adjusted EBITDA, and Combined Company Adjusted EBITDA Margin. These Non-GAAP financial measures should be viewed in addition to, and not as a substitute for, our reported results under U.S. generally accepted accounting principles (“GAAP”), and may be different from Non-GAAP financial measures used by other companies. In addition, these Non-GAAP financial measures are not based on any comprehensive set of accounting rules or principles. The Company’s management believes the presentation of these Non-GAAP financial measures is useful to investors for comparing prior periods and analyzing ongoing business trends and operating results. The Company is not providing a quantitative reconciliation of forward-looking Non-GAAP gross margin, operating margin, tax rate, earnings per share, Adjusted EBITDA and Adjusted EBITDA margin to the most directly comparable GAAP financial measures because it is unable to estimate with reasonable certainty the ultimate timing or amount of certain significant items without unreasonable efforts. These items include, but are not limited to, acquisition and integration costs, amortization of intangible assets, restructuring and other expense, asset impairment, and the income tax effect of these items. These items are uncertain, depend on various factors, including, but not limited to, our recent acquisition of Former TechTarget and could have a material impact on GAAP reported results for the relevant period.

Combined Company Financial Information

Except as noted below, all references to “pro forma” financial measures reflect the combined results of the Informa Tech Digital Businesses and Former TechTarget which the Informa Tech Digital Business acquired on December 2, 2024, calculated in accordance with Article 11 of Regulation S-X. All references to “combined” or “combined company” financial measures, reflect the combined results of Informa Tech Digital Businesses and Former TechTarget but are not calculated in accordance with Article 11.

Company Overview

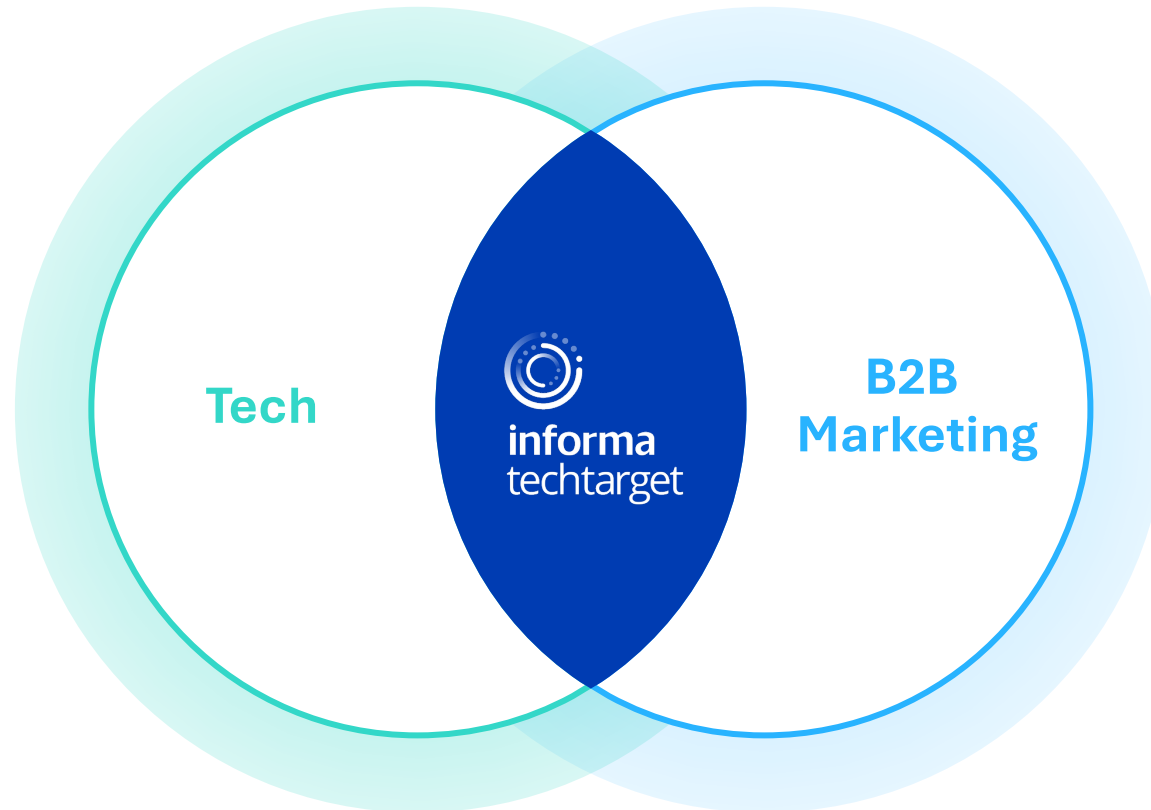
We sit at the intersection of Tech and B2B Marketing powered by compelling long-term tailwinds

Our TAM is estimated to be worth \$20bn annually

Of the top 1,700 corporate R&D spenders in 2022, ICT hardware, software and ICT services attracted the greatest R&D investment

R&D spend by the top 1,700 corporate R&D spenders in 2022 grew ~19% year-on-year, primarily driven by software and ICT services

AI has the potential to fuel a new generation of products and services, with the AI software market estimated to exceed \$218bn by 2029



Shifting tech buyer behavior focused on self-service and research, which now makes up as much as 75% of the buyer journey

Permissioned Audience data is key – heightened regulation on privacy underscores value of solutions built upon permissioned data

B2B Marketing increasingly going digital as C-Suite demand measurable outcomes and demonstrable ROI

Our business in numbers

Deep Expertise That Shapes Markets

350+

industry analysts & consultants

300+

editors & journalists – the largest B2B editorial team

25+ years

of industry and market experience

Brands & Content That Buyers Trust

220+

owned & operated digital brands

192,000

original expert content assets published each year

Contextually Relevant

expert content draws contextually relevant buyers

Proprietary Market and 1st Party, Permissioned Audience Data

50m+

B2B tech & LOB professionals worldwide

1.4m+

daily Audience interactions monitored across our sites

500,000+

unique, trusted and verified Market datapoints

A loyal Client base of todays and tomorrows Titans of technology

~7,500

Global customers

50+

\$1m+ clients

\$20bn

total addressable market

← Deep Market Expertise, Market Leading Brands, Proprietary Data, Digital Smarts →

Informing, educating, influencing and connecting the buy-side to the sell side

OUR AUDIENCE

Knowledge to technology buyers

- ⊕ Unbiased and trusted information to support the buyer journey
 - Independent research and analysis from 650+ industry analysts and subject matter experts
 - High-quality, award-winning editorial content from 220+ B2B digital brands
 - Influencing the 75% of the buyer journey that is completed before contacting the vendor's sales team

OUR CLIENTS

Growth to technology sellers

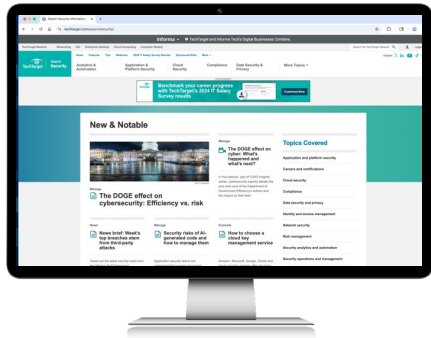
- ⊕ Connecting sellers to buyers at the right time, with the right content in the right place
- ⊕ Solutions that address the product lifecycle from R&D to ROI
 - Intelligence & Advisory that challenges and shapes
 - Brand & Content that engages and solicits action
 - Intent & Demand that targets and converts

Delivering value in an expert-led, data-driven, digitally-enabled manner

Accelerating time to market and to revenue

Technology buyers: Informing, educating and influencing

Optimized for Search



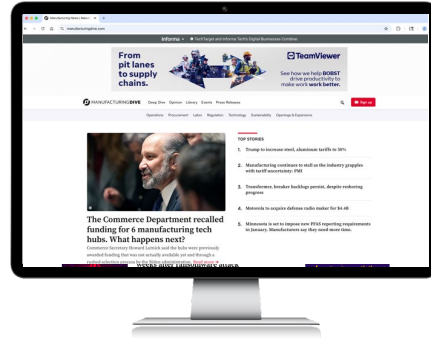
CONTENT

Packages for problem solving and decision support content across the buy cycle of B2B tech.

AUDIENCE

Organic and timely: Buyers find TechTarget when doing relevant research on the web and register to access content relevant to their specific need/search.

Optimized for outreach



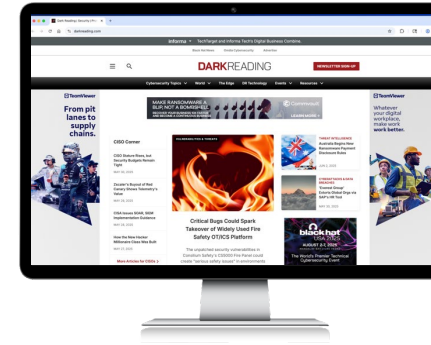
CONTENT

Business journalism that connects execs to content that speaks to their industry needs.

AUDIENCE

Curated and specialized: Curated email newsletters and sites based on industry and persona. Content is 1:1 match, making it a “go-to daily source”.

Optimized for brand exposure



CONTENT

One stop for news, analysis and commentary on business-critical issues facing B2B leaders.

AUDIENCE

Direct and loyal: Destination of must-read brands, where audiences return to stay current on what's happening with their topics and markets.

650+

Industry Analysts,
Editors & Journalists

delivering

192k

Original Content Assets
per Year

across

220+

Digital Brands

to

50m+

Permissioned Audience

Technology sellers: Addressing our clients’ needs across their product lifecycle



Intelligence & Advisory

Market Strategy

Product Strategy & Roadmap

Go-to-Market Strategy


by informatechtarget
ESTIMATED TAM
~\$8 billion

Brand & Content

Brand Awareness & Reputation

Content Strategy

Thought Leadership


by informatechtarget
ESTIMATED TAM
~\$6 billion

Intent & Demand

Buyer Intent / Buying Groups

Marketing Qualified Leads

Sales Qualified Leads


CORPORATION by informatechtarget
ESTIMATED TAM
~\$6 billion

Our end-to-end solutions drive success from R&D to ROI

Strategy & Product Teams

Marketing Teams

Sales Teams

R&D



ROI

Strategy

Connect the dots with actionable data & insights

Syndicated Market Research
Strategic Consulting
GTM Strategy & Advisory
Purchase Intent Insights

Content

Expert-crafted content to educate buyers & influence decisions

Content Strategy
Content Development
Analyst Content
Sponsorable Content
Full-Service Content Studio
Custom Sites

Awareness

Contextually relevant ads help you make more shortlists

Digital Advertising
Email Advertising
Editorial Sponsorships

Demand

Engage, convert & build pipeline faster with intent-driven leads

Content Syndication
Webinar Audience & Channel
Modern BANT Leads
Always-On Buying Groups

Intent

Fuel your GTM with precise account- and contact-level insights

Prospect-Level Intent Data
Account-Level Intent Data
Intent Data for Sales

Built on a foundation of proprietary market and permissioned 1st party audience data

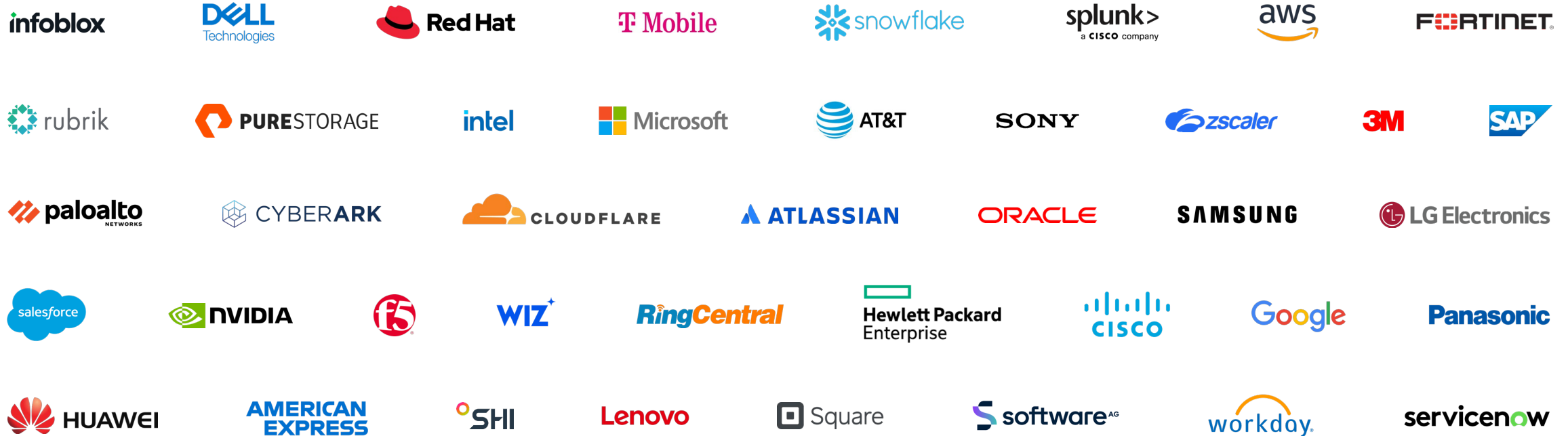
In a fragmented market, Informa TechTarget offers unique value across the product lifecycle



Informa TechTarget offers unrivalled breadth and scale to meet the needs of industry titans, scale ups and start ups

Company Overview

Informa TechTarget is a trusted and proven partner to 7,500+ B2B companies across diverse verticals & geographies at scale

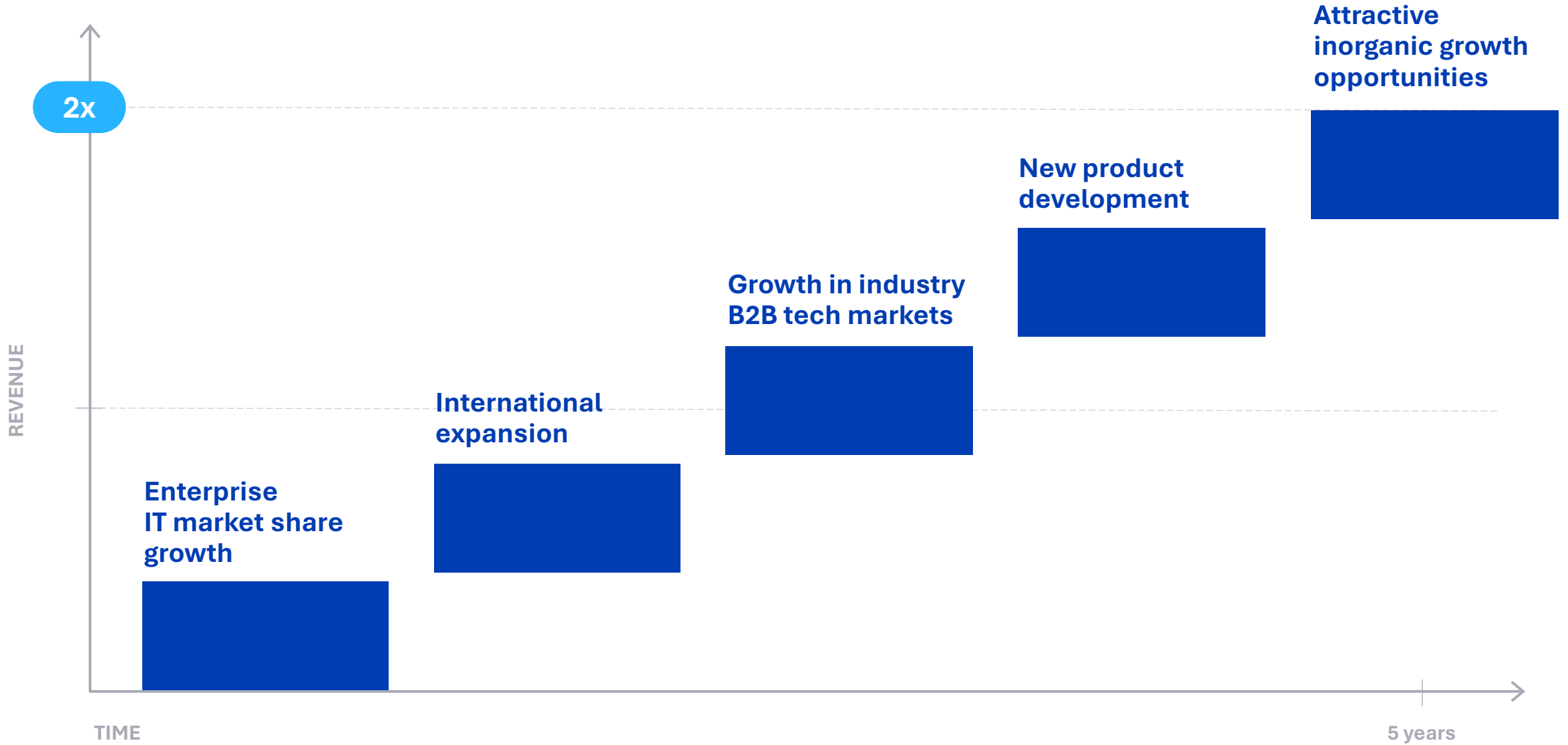


50+ spending >\$1m annually

800+ spending >\$100k annually

Future Growth Drivers

Ambition to double revenues over five years



The AI Opportunity

“Worldwide spending on AI software will more than double, growing at 18% CAGR 2024-2029 when it is expected to reach \$218bn.”



- AI as a market to serve
- AI to improve quality and reduce cost
- AI to enhance product

A growth business with diversity and scale

- ✓ High-quality audiences that span Technology decision makers and influencers.

- ✓ End market diversification from adjacent markets beyond Enterprise IT

- ✓ Increased scale across global geographic markets

- ✓ Ability to tap into three distinct, adjacent budget pools with unique market dynamics

- ✓ Integration into our customers workflows and systems

Financial Tables

Summary financial metrics 2024

(in \$000's, except %)	2024	2023	2022
Revenues	284,897	252,101	197,094
Cost of revenues	107,256	98,826	72,308
Gross profit	177,641	153,275	124,786
<i>Gross profit margin (%)</i>	62.4%	60.8%	63.3%
Operating expenses	296,750	198,642	135,886
Operating profit/(loss)	(119,109)	(45,367)	(11,100)
Net profit/(loss)	(116,863)	(57,777)	(4,285)
Diluted loss per share	(2.65)	(1.39)	(0.10)
Adjusted EBITDA	\$30,899	\$20,401	\$30,143
<i>Adjusted EBITDA margin (%)</i>	10.8%	8.1%	15.3%

Reconciliation to Adjusted EBITDA

(in \$000's)	2024	2023	2022
Net profit/(loss)	(116,863)	(57,777)	(4,285)
Interest income/expense, net	13,602	21,162	10,239
Income tax benefit	(12,535)	(9,627)	(16,857)
Depreciation	1,614	895	620
Amortization	48,610	42,203	21,545
EBITDA	(65,572)	(3,144)	11,262
Stock Based compensation	2,395	1,198	914
Impairment of goodwill	66,235	139,645	-
Impairment of long-lived assets	2,019	577	178
Acquisition and integration costs	48,258	6,069	9,789
Remeasurement of contingent consideration	(22,436)	(123,944)	8,000
Adjusted EBITDA	30,899	20,401	30,143

Reported and Combined Company Adjusted EBITDA reconciliation

(in \$000's)	2024 - Reported	2024 - Combined Company
Net profit/(loss)	(116,863)	(165,996)
Interest income/expense, net	13,602	2,011
Income tax benefit	(12,535)	(6,199)
Depreciation	1,614	2,661
Amortization	48,610	102,678
EBITDA	(65,572)	(64,845)
Stock Based compensation	2,395	58,472
Impairment of goodwill	66,235	66,235
Impairment of long-lived assets	2,019	2,019
Acquisition and integration costs	48,258	42,187
Remeasurement of contingent consideration	(22,436)	(22,436)
Adjusted EBITDA	30,899	81,632

Combined Company Consolidated Statement of Operations⁽¹⁾

(in \$000's)	2024
Revenues	\$490,391
Cost of revenues	201,236
Gross profit	289,155
Selling and marketing	155,018
General and administrative	111,981
Product development	22,253
Depreciation	2,661
Amortization, excluding \$19,867 including in Cost of revenues	82,811
Impairment of goodwill	66,235
Impairment of long-lived assets	2,019
Acquisition and integration costs	42,187
Remeasurement of contingent consideration	(22,436)
Total Operating Expenses	462,729
Operating loss	(173,573)
Interest expense	2,299
Interest income	(18,027)
Interest on related party loans	17,740
Other income (expense), net	(3,390)
Loss before income tax benefits	(172,194)
Income tax benefit	6,199
Net Loss	(165,996)

(1) The Combined Company Consolidated Statement of Operations presents Informa TechTarget's results of operations for the year ended December 31, 2024 as if the acquisition of Former TechTarget had occurred on January 1, 2023 and is not necessarily indicative of Informa TechTarget's operating results that may have actually occurred had the acquisition of Former TechTarget been completed on January 1, 2023.