

A large, stylized orange circular graphic on the left side of the slide, composed of several curved, flame-like segments radiating from a central point, creating a sense of motion or a stylized 'S' shape.

Investor Presentation

August 2021

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 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” and “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. 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 any such forward-looking statements.

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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.

The Company has filed a registration statement (including a prospectus) with the SEC for the offering to which this presentation relates. Before you invest, you should read the prospectus in that registration statement and other documents we have filed with the SEC for more complete information about the Company and this offering. You may get these documents for free by visiting EDGAR on the SEC website at www.sec.gov. Alternatively, the Company, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it. A copy of the prospectus may be obtained from Goldman Sachs & Co. LLC, Attention: Prospectus Department, 200 West Street, New York, New York 10282, telephone: 1-866-471-2526, facsimile: 212-902-9316 or by emailing prospectus-ny@ny.email.gs.com; J.P. Morgan Securities LLC, c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, New York 11717, collect telephone: 1-212-834-4533, or by emailing at prospectus-eq_fi@jpmchase.com; Jefferies LLC, Attention: Equity Syndicate Prospectus Department, 520 Madison Avenue, 2nd Floor, New York, NY 10022, or by telephone at (877) 547-6340 or by email at prospectus_department@jefferies.com; or KeyBanc Capital Markets, Attn: Prospectus Delivery Department, 127 Public Square, 4th Floor, Cleveland, Ohio 44114, via telephone: 1-800-859-1783.

Semrush in numbers

142 Countries Served

1000+ Employees,
Offices in 5 Countries

76k+ Paying Customers***

Unless otherwise indicated, all statistics are as of December 31, 2020

* CAGR December 31, 2016 – December 31, 2020

** We define ARR as the daily revenue of all paid subscription agreements, that are actively generating revenue as of the last day of the reporting period multiplied by 365. As of June 30, 2021

*** As of June 30, 2021



Favorable CAC

50%+

Revenue
CAGR*

\$188m+

ARR**

76%

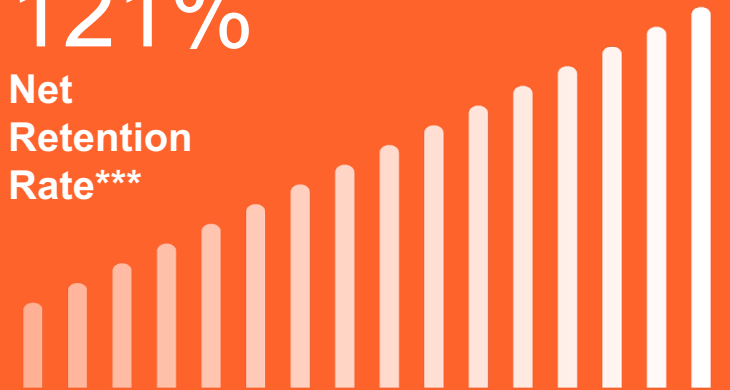
Gross
Margin

2%

FCF
Margin

121%

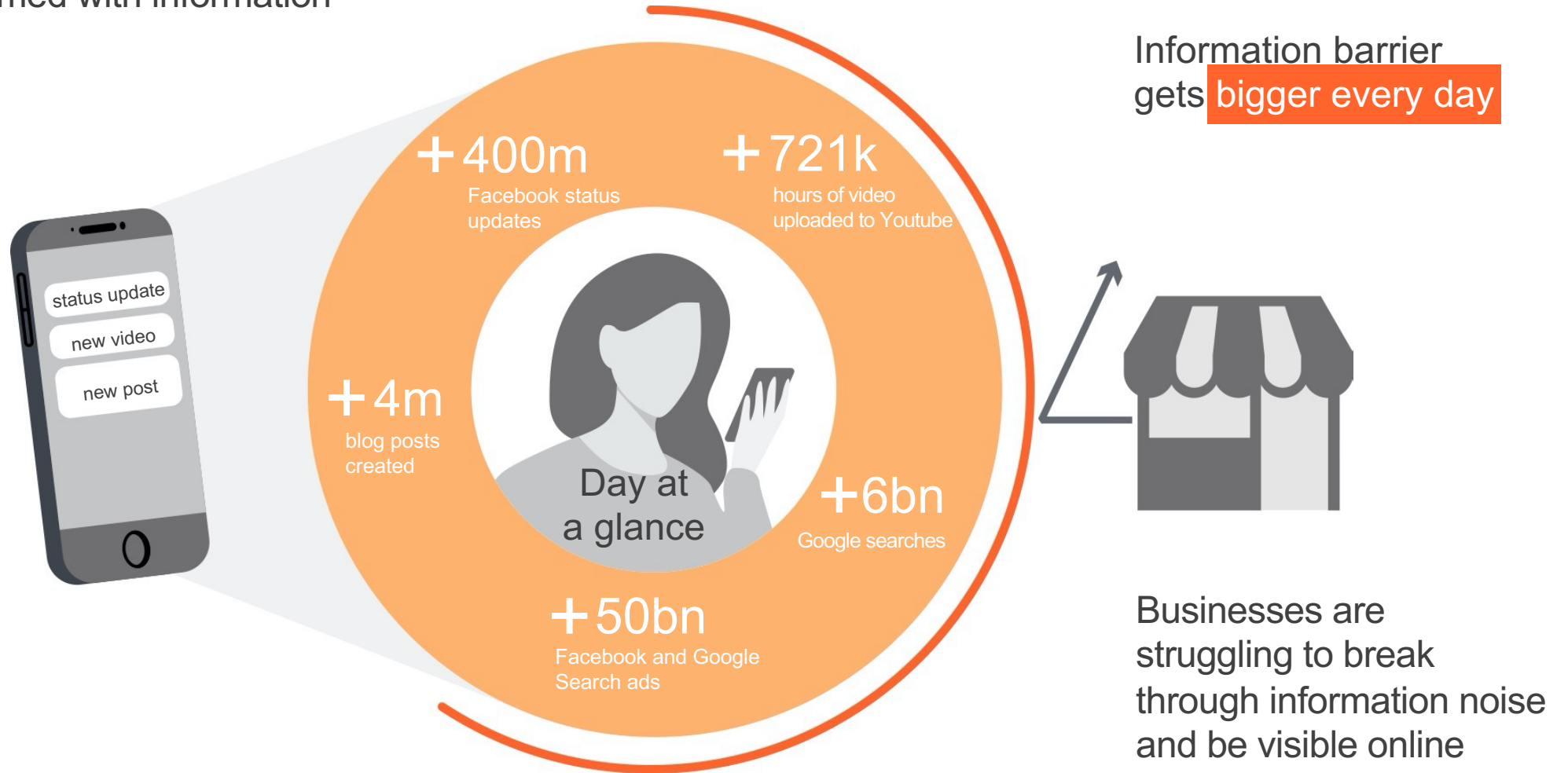
Net
Retention
Rate***





With information overload it is
increasingly hard for businesses
to reach customers online

Average consumer already spends **6.5 hours a day** online and is overwhelmed with information



Market opportunity*



Total Global
Businesses
X
Online
Penetration
X
Avg. Revenue
per Customer

**Current Global
Opportunity
~\$13bn**

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

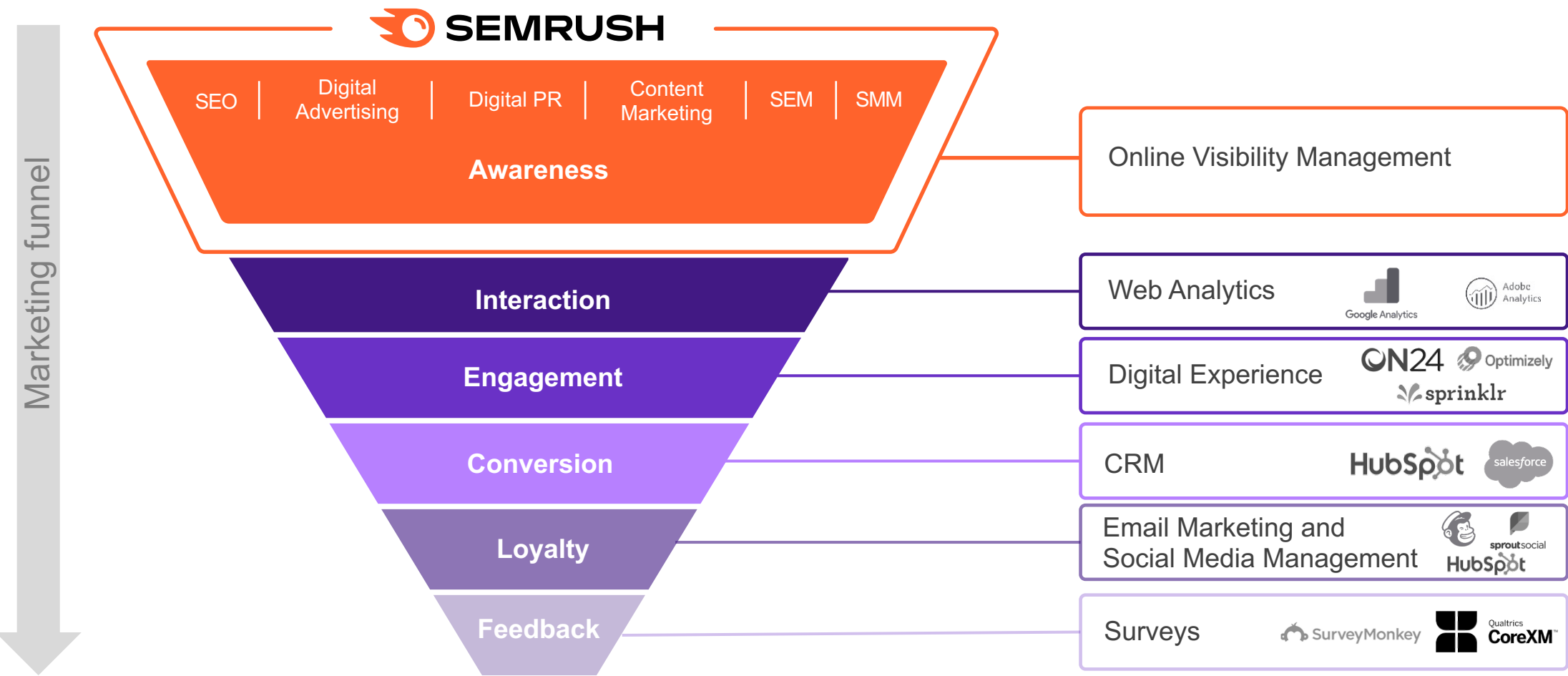
**~\$150mln
Enterprise**

*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, 2020, approximately 95% of our customers are in the small and medium sized category and had an ARR per paying customer of \$2,000, while our large enterprise customers had an ARR per paying customer of \$4,200. 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.

Empowering Online Visibility Management





















Online Visibility across key channels



Source: G2.com

Customers of all sizes and from all verticals



Headcount	Retail	Consumer internet	Finance	Agencies	Software	Other
50–500						
500–1K						
1K–5K						
5K+						

Meet our team



OLEG SHCHEGOLEV

Co-founder and CEO

Experienced serial entrepreneur

13 years



DMITRY MELNIKOV

Co-founder and COO

Experienced serial entrepreneur

13 years



VITALII OBISHCHENKO

Chief Product Officer

Experienced entrepreneur and developer

11 years



EUGENE LEVIN

Chief Strategy Officer

Experienced entrepreneur and investor. Former partner at Target Global

6 years



DEL HUMENIK

Chief Revenue Officer

Former CRO at Dex Media Inc. and SVP of Sales at Paychex (NASDAQ: PAYX)

4 years



EVGENY FETISOV

CFO

Former CFO at Luxoft (NYSE: LXFT) and Moscow Exchange (MOEX: RM)

3 years



SHARON LEVINE

SVP and General Counsel

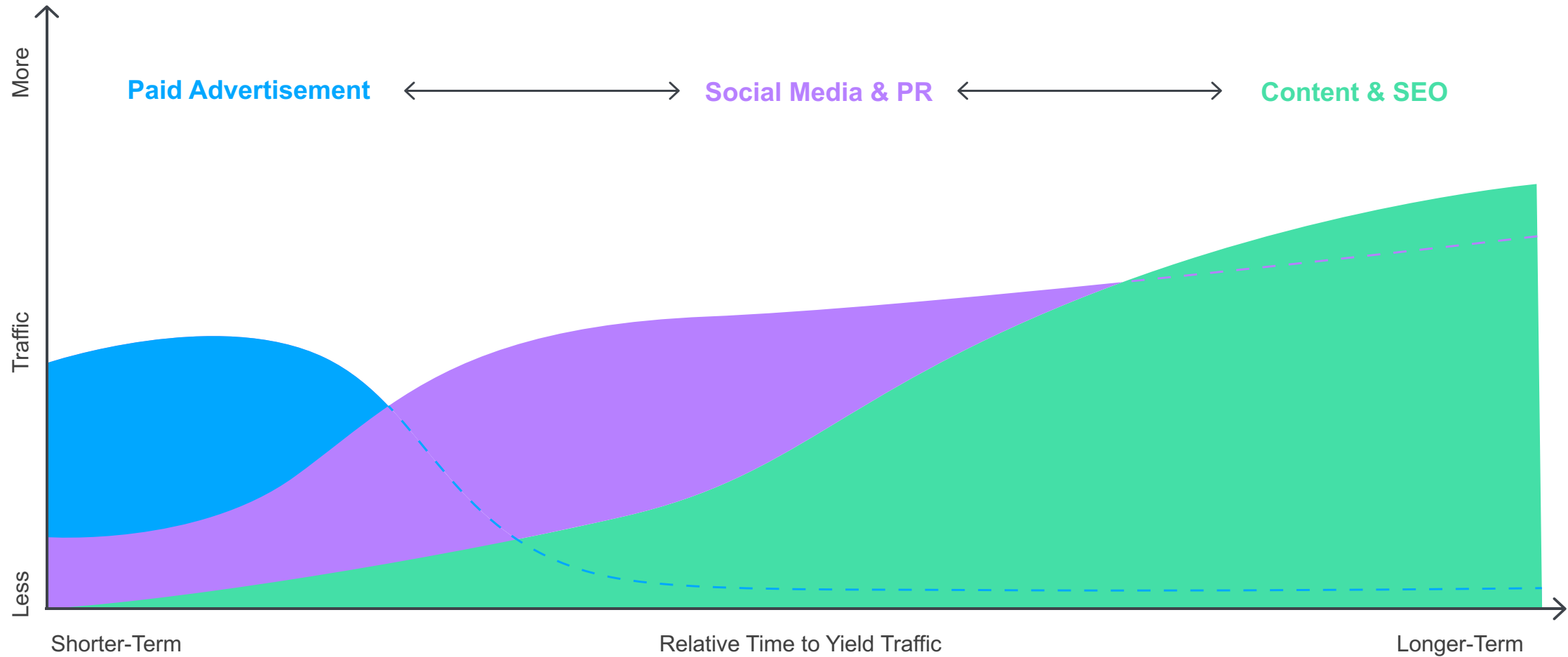
Former VP and GC at Nasuni and Fleetmatics (NYSE: FLTIX)

2 year

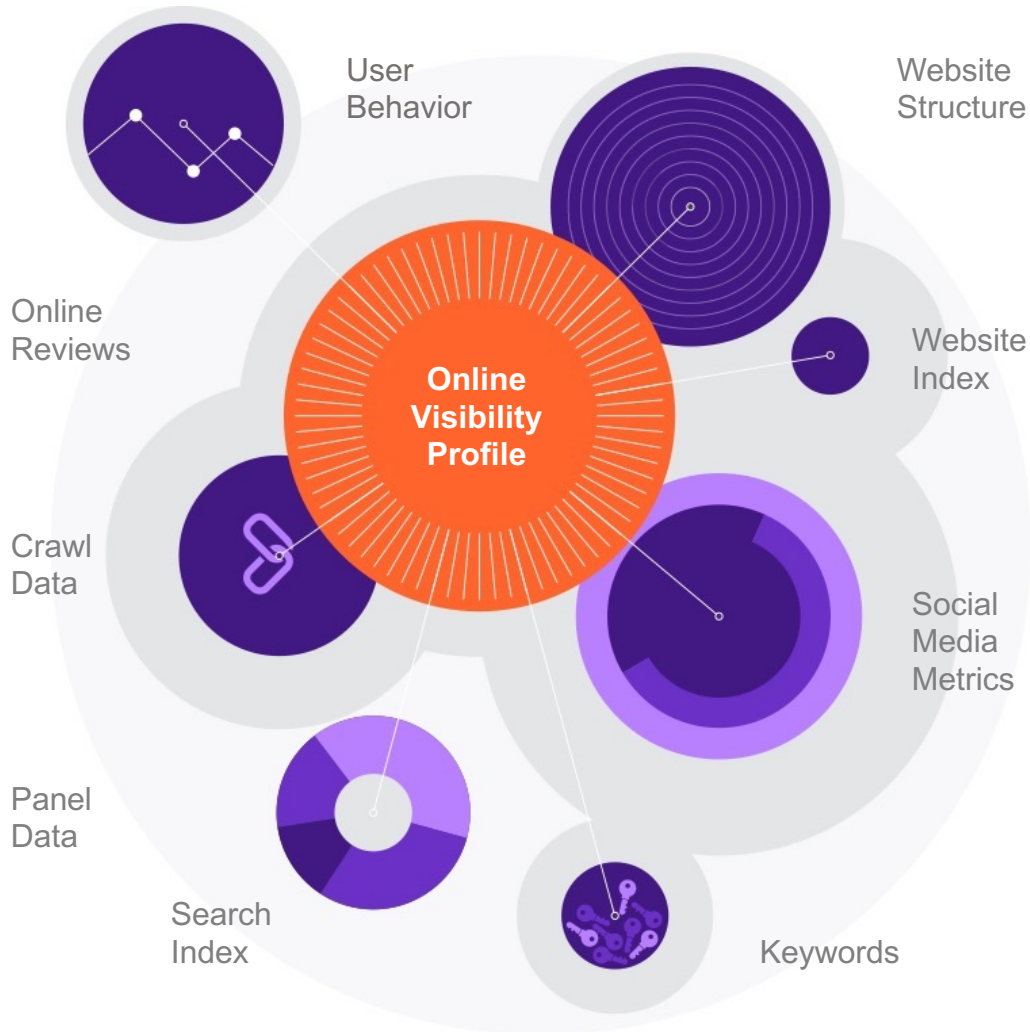


Our solution

Businesses need a holistic online strategy



Unique combination of data assets



Big data facts and stats*

Total profiles

200 million domains
Monitored in 143 countries

Keyword Data

20 billion keywords

Anonymized Panel Data

billions of events analyzed
per week

Display ads data

310 million ad samples








Web Index

41 trillion backlinks
17 billion URLs crawled per day

*Figures as of December 31, 2020

Semrush leadership in traditional martech categories



	 WordStream	 skyword	 HubSpot	 conductor	 ye XT	 SimilarWeb	 MOZ	 reputation.com	 CISION	 SEMRUSH
Search Advertising	Leader									Leader
SEO				Leader		Leader	Leader			Leader
Content Analytics				Leader						Leader
Local SEO					Leader		Leader	Leader		Leader
Listing Management					Leader		Leader	Leader		Leader
Competitive Intelligence						Leader				Leader
Content Creation		Leader								Leader
Marketing Analytics			Leader							Leader
Social Media Analytics								Leader		Leader
Social Media Monitoring								Leader		Leader
Social Media Management			Leader					Leader		Leader
Market Intelligence						Leader				Leader
Marketing Calendar										Contender
PR CRM									Leader	Niche
Press Release Distribution									Leader	High Performer
PR Analytics									Leader	Niche
Media and Influencer targeting									Leader	High Performer

Sourced from G2.com on February 15, 2021. Ranks for PR categories are for Prowly, fully owned subsidiary of Semrush Inc.

How our platform is differentiated



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 point solutions can't find.



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 reduce time customers spend on switching. Our data for different channels is presented in the same format and can be easily analyzed



EFFICIENCY

Comparable capabilities via point solutions on average cost meaningfully more



TEAM COLLABORATION

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

Financial overview



ARR**

\$188M+

FY2020 Revenue Growth
Rate

36%

Dollar-Based Net Revenue
Retention Rate**

121%

FY2020 Gross
Margin

76%

FY2020 FCF Margin*

2%

FY2021 Revenue Growth
Rate***

46-47%

Note: Figures as of December 31, 2020

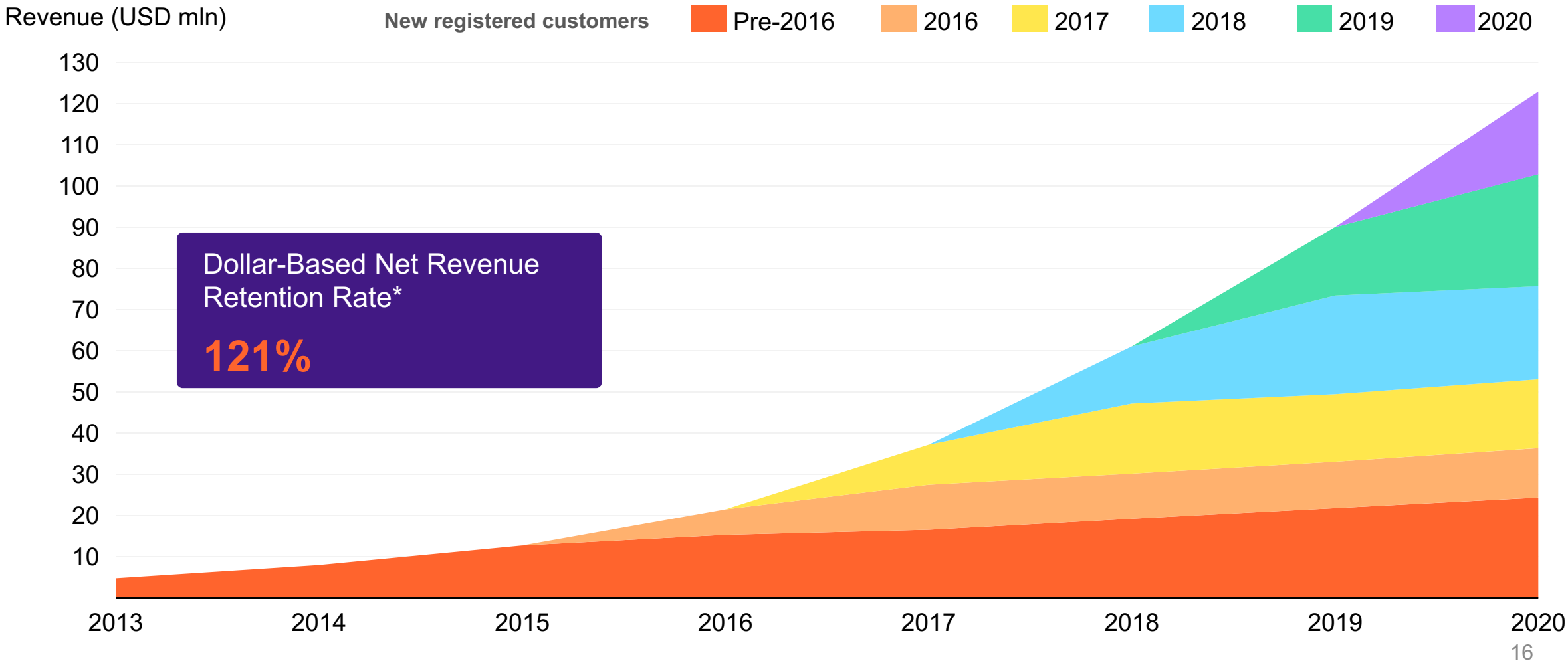
- Free cash flow: net cash provided by operating activities less purchases of property and equipment and capitalized software development costs, FCF margin: Free cash flow divided by revenue

** As of June 30, 2021

*** Guidance as of August 9, 2021

We calculate our dollar-based net revenue retention rate as of the end of a period by using (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. This calculation excludes revenue from new customers and any non-recurring revenue

Highly attractive cohort analysis



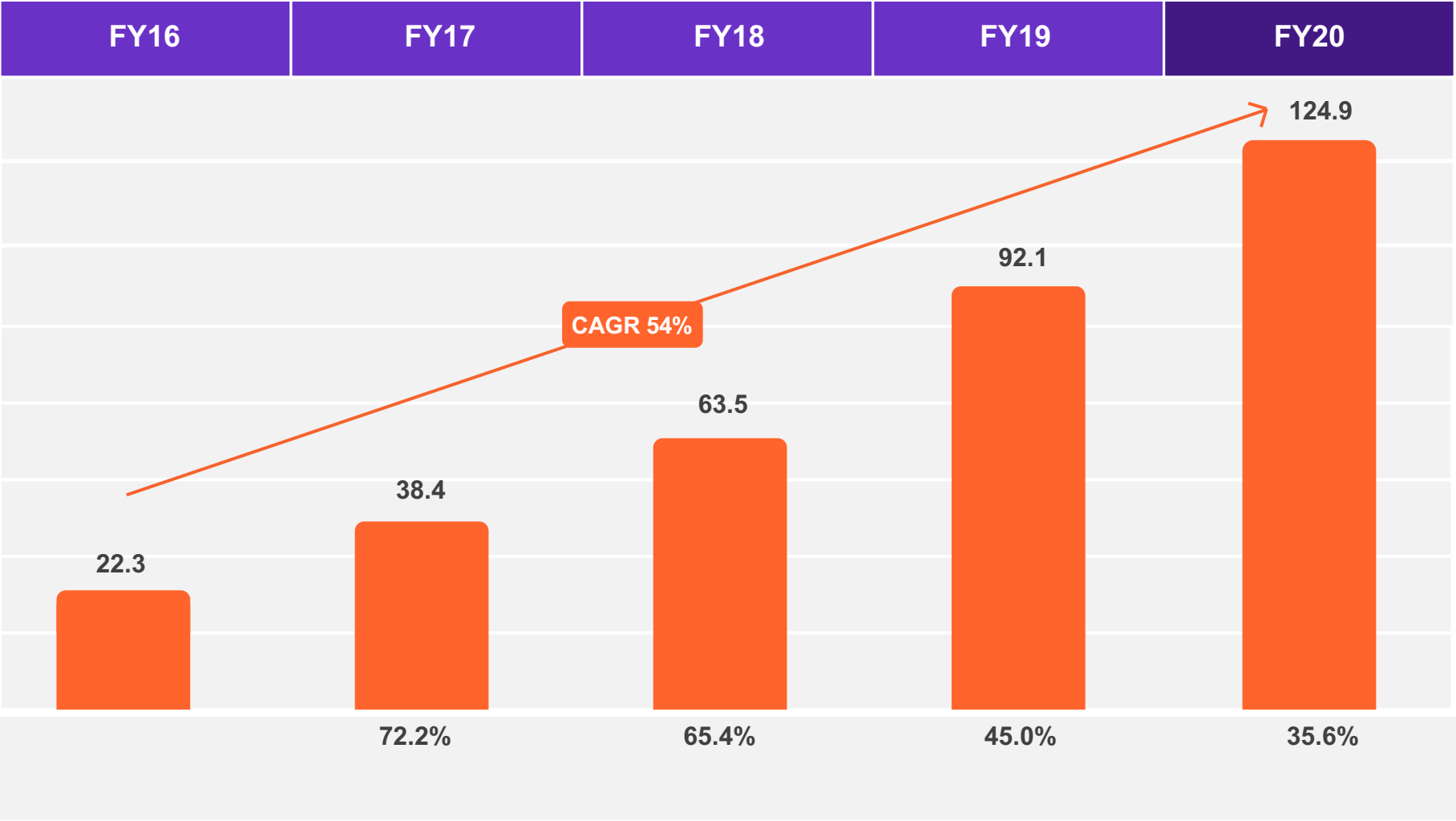
* as of June 30, 2021

Historical financials snapshot (1/2)



Revenue
(USD million)

Revenue Growth
(%)

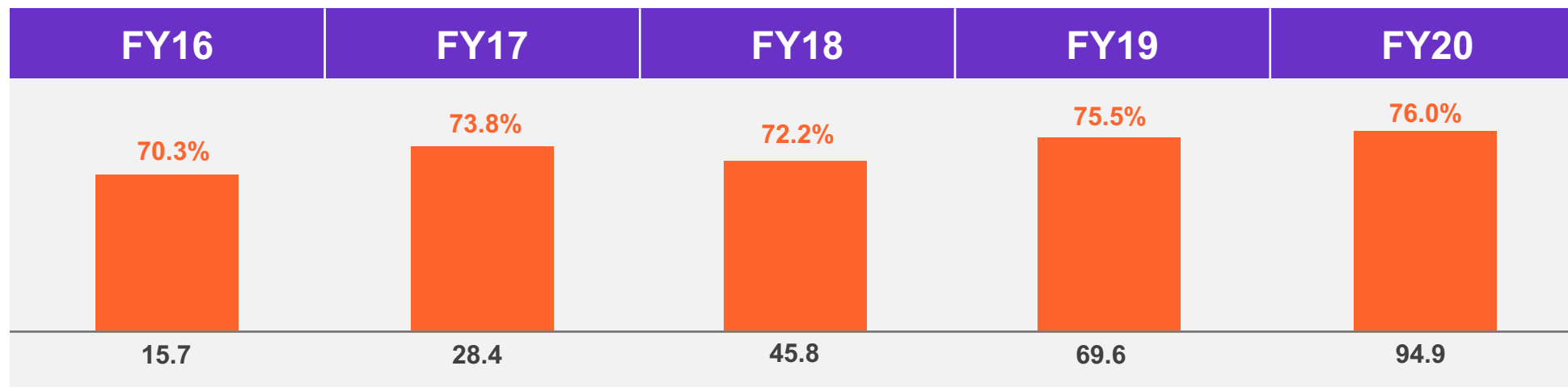


Historical financials snapshot (2/2)



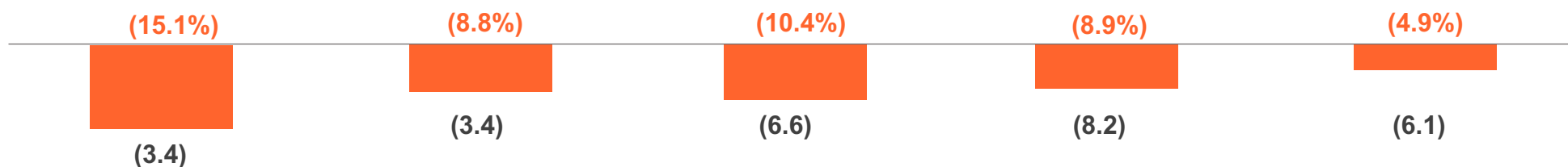
Gross margin

(Margin %, USD mln)



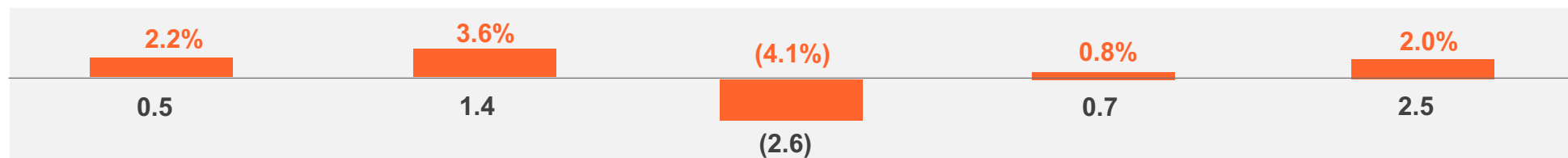
Operating income

(Margin %, USD mln)



FCF*

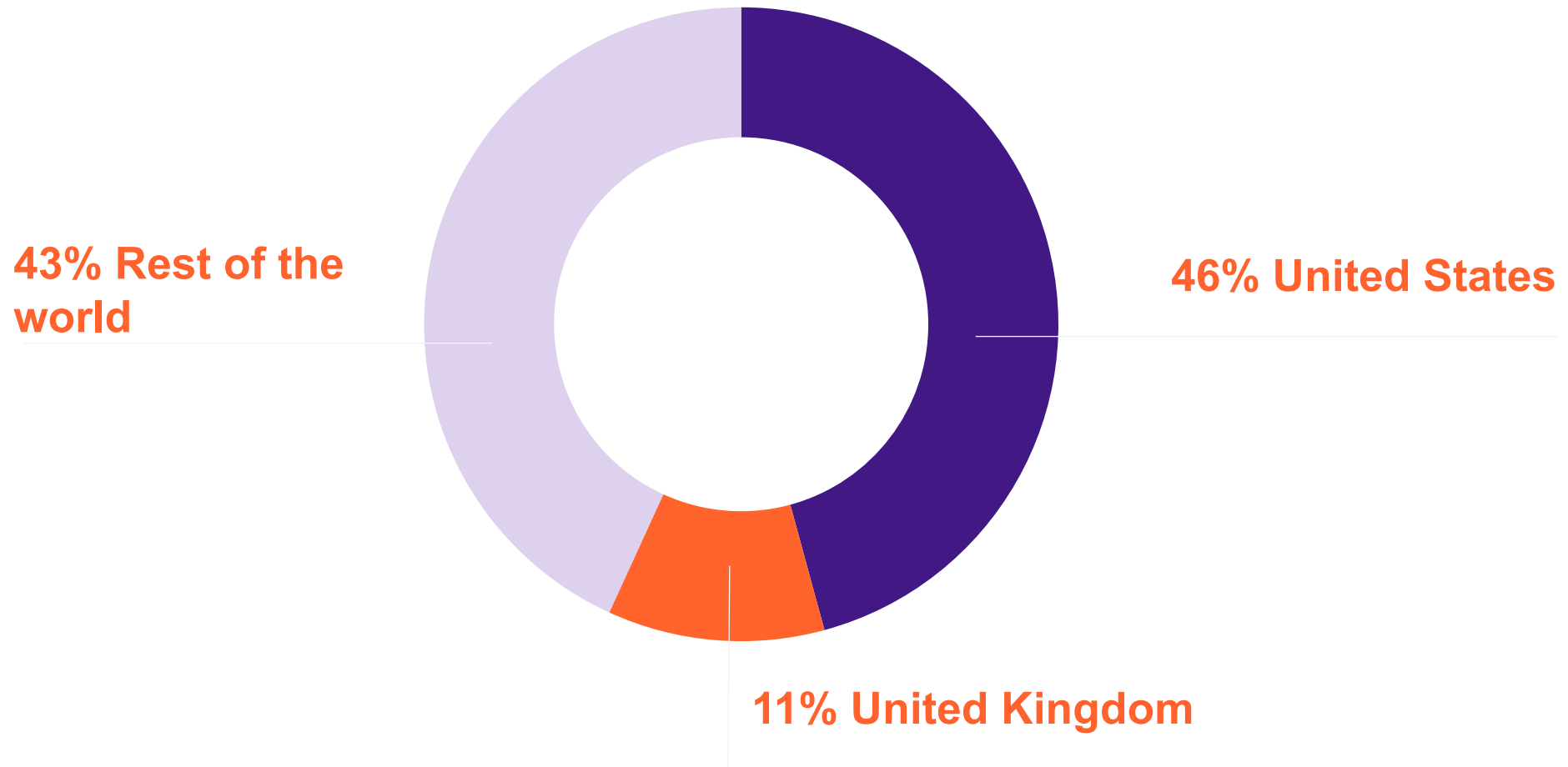
(Margin %, USD mln)



* Free cash flow: net cash provided by operating activities less purchases of property and equipment and capitalized software development costs, FCF margin: Free cash flow divided by revenue

Geographic revenue breakdown

FY2020



Target Model – GAAP and Non-GAAP



	2019	2020	2Q21	Target Model
Gross Margin	76%	76%	77%	80%
Operating Expenses:				
Sales & Marketing	45%	44%	41%	35%
Research & Development	15%	14%	13%	15%
General & Administrative	24%	23%	23%	10%
Operating Income	(9%)	(5%)	0%	20%
Adjusted Operating Income	(8%)	(4%)	1.2%	>20%

Note: All metrics are calculated as a percentage of revenue. Adjusted Operating Income excludes stock-based compensation expense.

Key business highlights



1

Empowering Online Visibility Management

Helping Businesses
Manage Online
Visibility Across
Key Channels

2

Proprietary Tech and Data

That
Cover Key
Aspects of Online
Visibility With
Deep Third-Party
Integrations

3

Large And Diverse Customer Base

With Highly-
Efficient Go-to-
Market Approach

4

Rapid Growth at Scale With Robust Margins

And Highly
Attractive
Customer
Cohorts

5

Large Market Opportunity

With Proven
Ability to Expand
TAM Over Time
Via New Products

A large, stylized orange flame-like graphic that serves as a background for the "Thank you" text.

Thank you

GAAP to Non-GAAP Reconciliation

(USD million)



	FY 16	FY 17	FY 18	FY 19	FY 20	2Q21
GAAP net cash and cash equivalents provided by operating activities	1.1	2.6	(1.9)	1.9	5.9	1.0
Purchases of property & equipment and capitalization of software development costs	(0.6)	(1.4)	(1.1)	(1.2)	(3.4)	(0.3)
Free cash flow	0.5	1.2	(3.0)	0.7	2.5	0.7
GAAP operating income				(8.2)	(6.1)	(0.0)
Stock-based compensation expense				.5	1.0	.57
Adjusted operating income				(7.7)	(5.1)	.57