

A large, stylized orange flame graphic with multiple curved, pointed segments radiating from a central point, set against a dark blue background.

Investor Presentation

May 2021

Safe harbor



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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

900+ Employees,
Offices in 5 Countries

72k+ 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 March 31, 2021
*** As of March 31, 2021

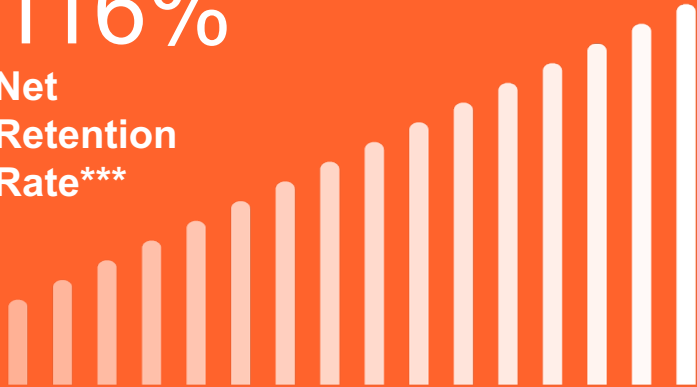


Favorable CAC

50%+ Revenue CAGR* \$167m+ ARR**

76% Gross Margin 2% FCF Margin

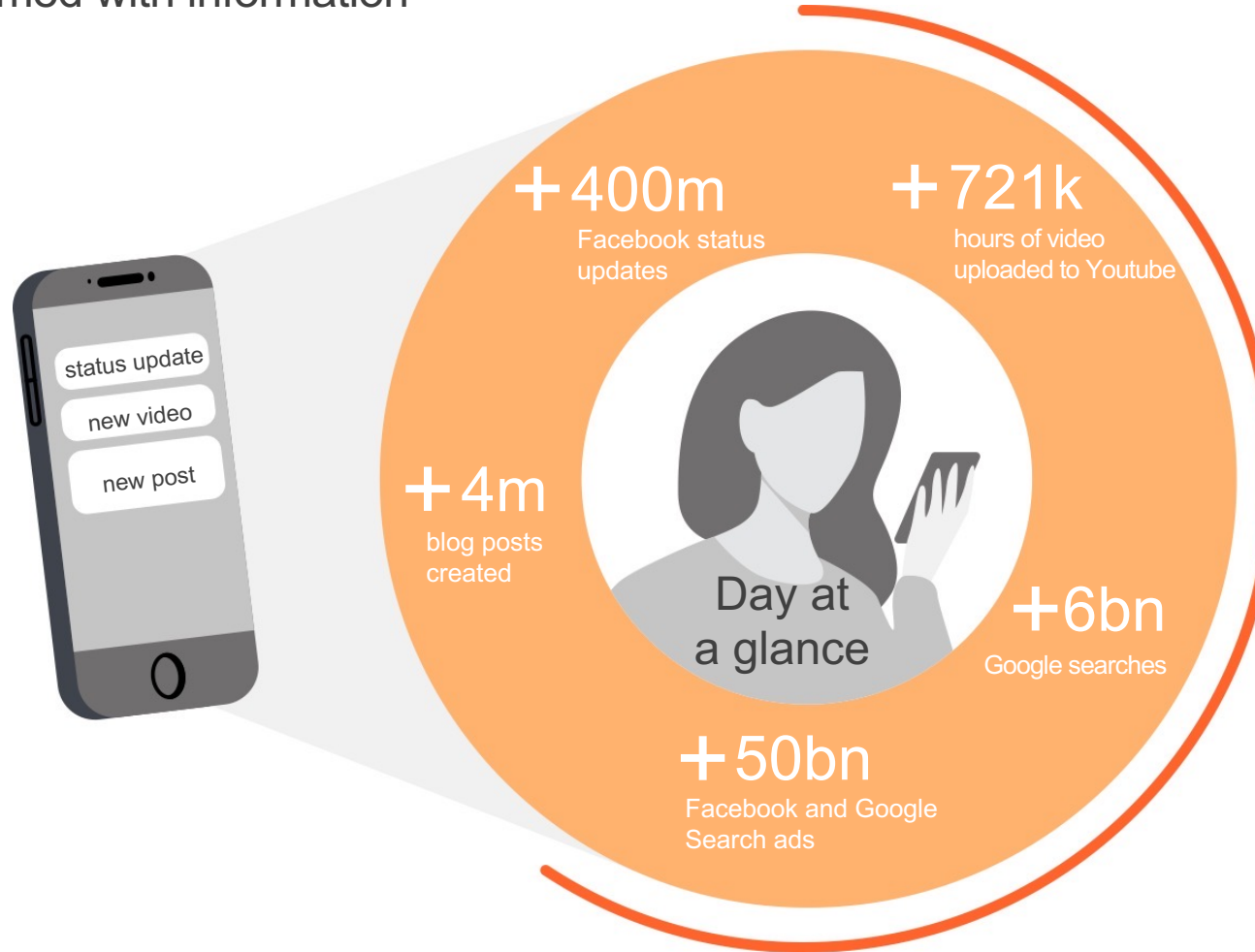
116% Net Retention Rate***



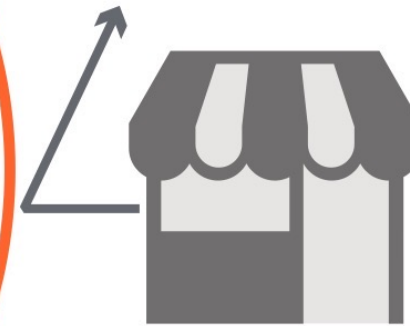


With information overload it is
increasingly hard for businesses
to reach customers online

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



Information barrier gets **bigger every day**



Businesses are struggling to break through information noise and be visible online

Market opportunity*



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



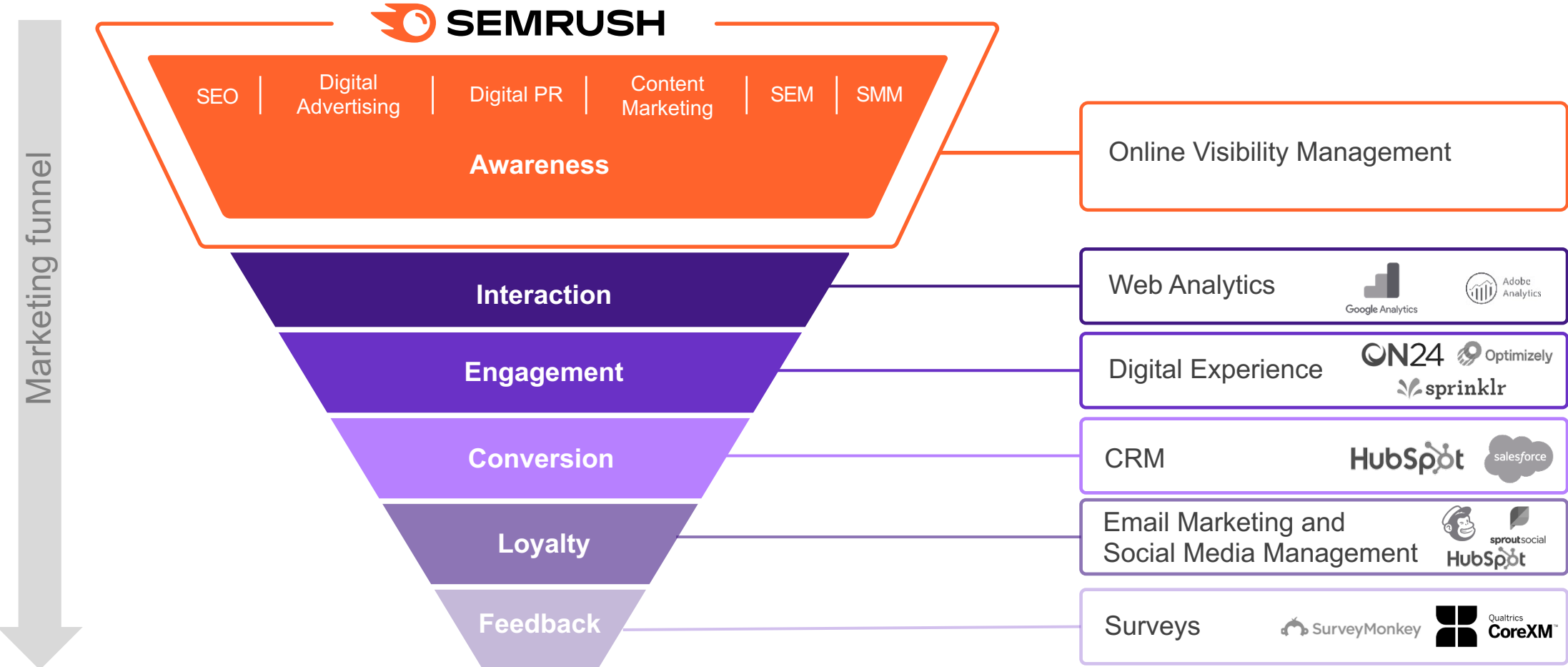
Future Global
opportunity
\$20bn+

*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, 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: FLTX)

2 years



JEFFREY BELANGER

Chief HR Officer

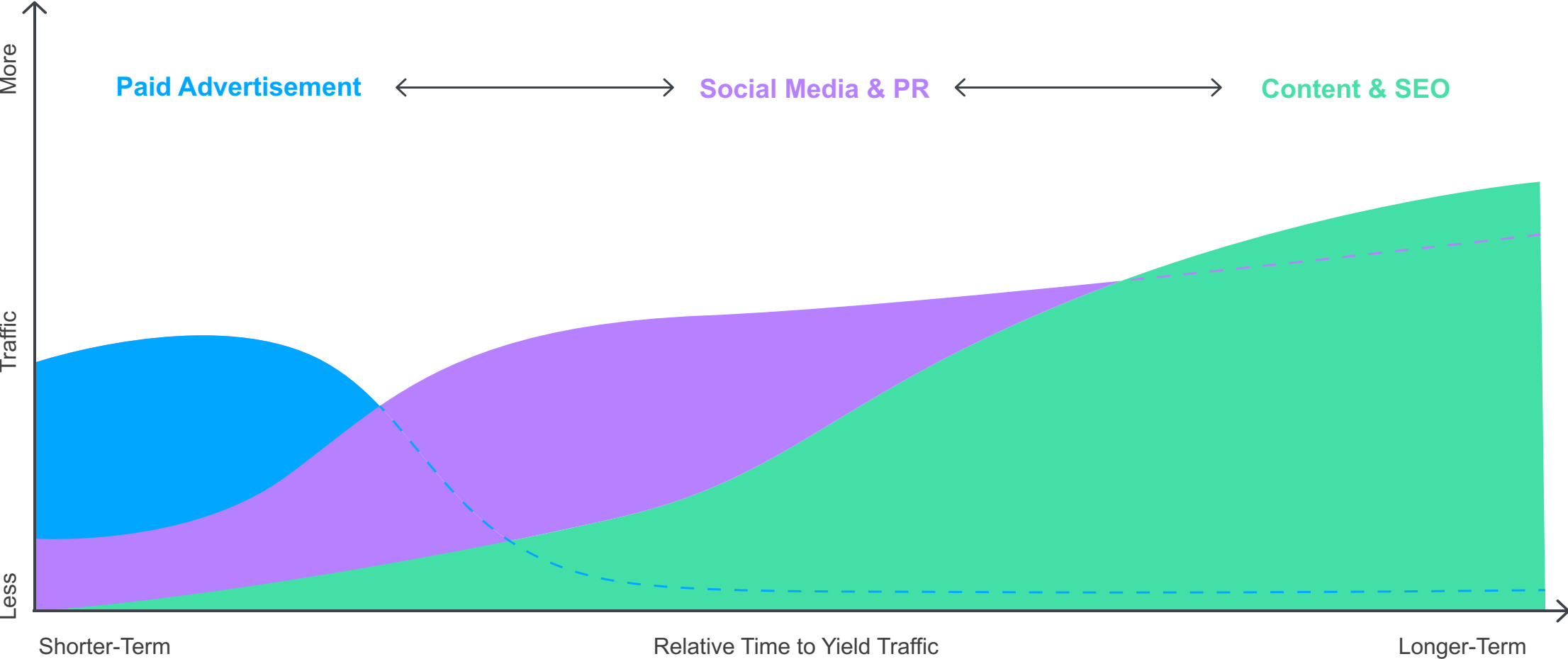
Former VP of People & Culture at Buildium Senior HR Leader at Pandora Media (NYSE: P)

1 year

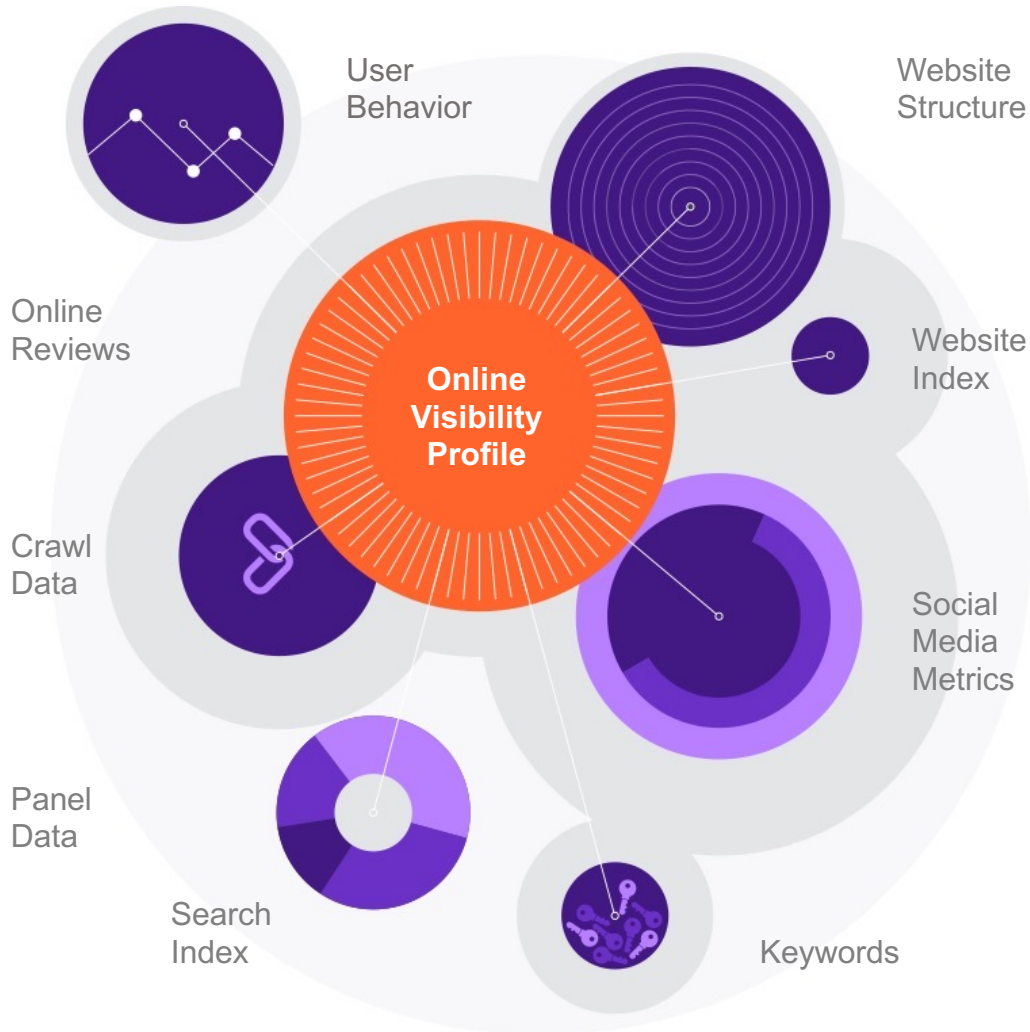


Our solution

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

33 trillion backlinks
17 billion URLs crawled per day

*Figures as of December 31, 2020

Semrush leadership in traditional martech categories



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



FY2020 Revenue Growth Rate

36%

FY2020 Gross Margin

76%

FY2020 FCF Margin*

2%

ARR**

\$167M+

Dollar-Based Net Revenue Retention Rate**

116%

FY2021 Revenue Growth Rate***

40-42%

Note: Figures as of December 31, 2020

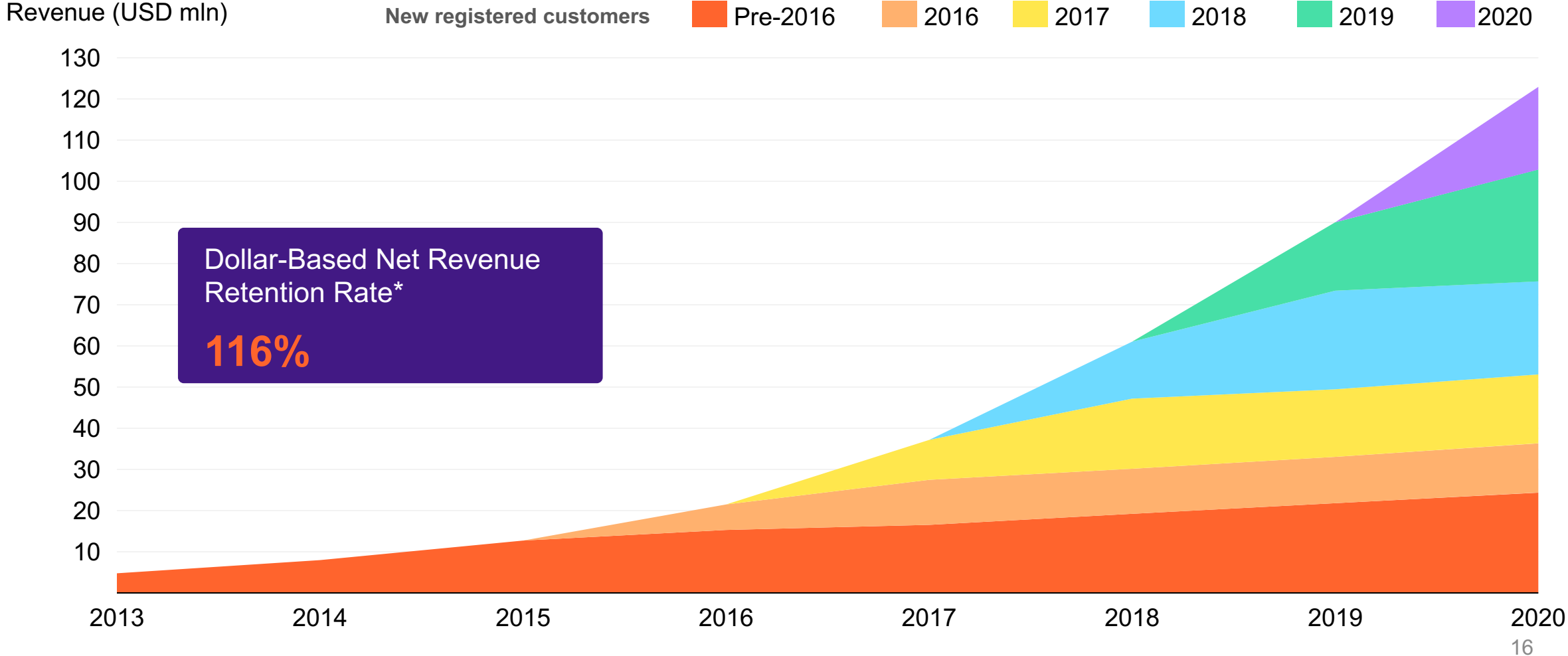
* Free cash flow: net cash provided by operating activities less purchases of property and equipment and capitalized software development costs, FCF margin: Free cash flow divided by revenue

** As of March 31, 2021

*** Guidance as of May 11, 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

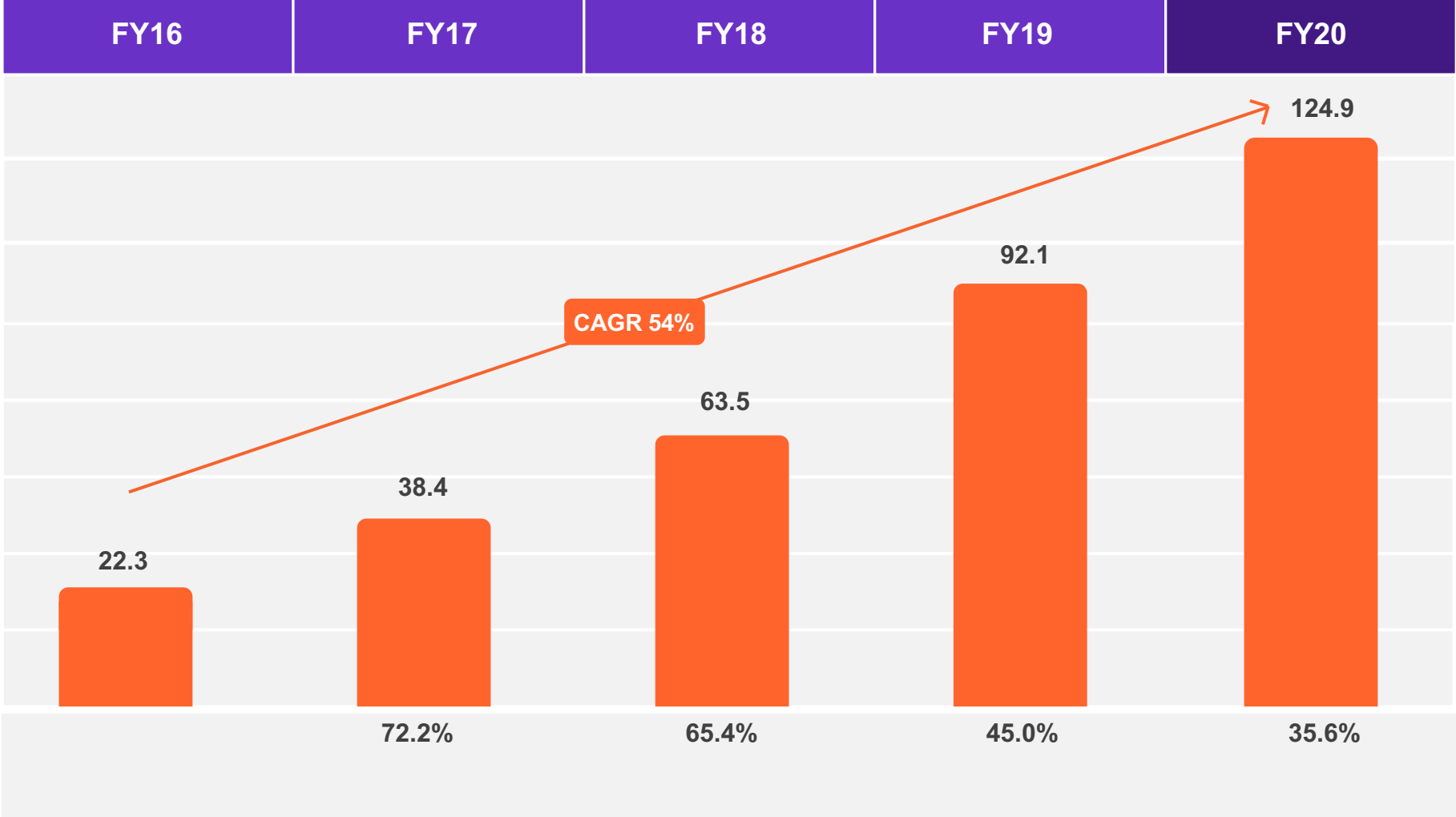


* as of March 31, 2020

Historical financials snapshot (1/2)

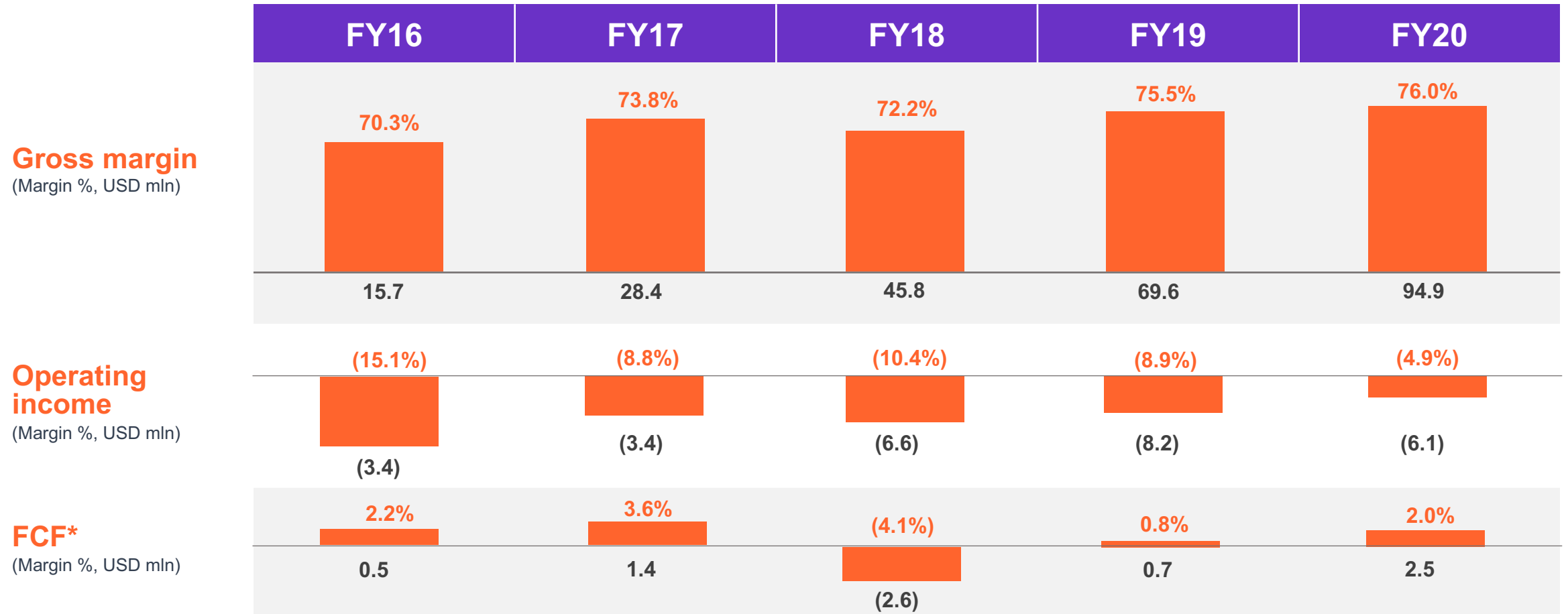


Revenue
(USD million)



Revenue Growth
(%)

Historical financials snapshot (2/2)

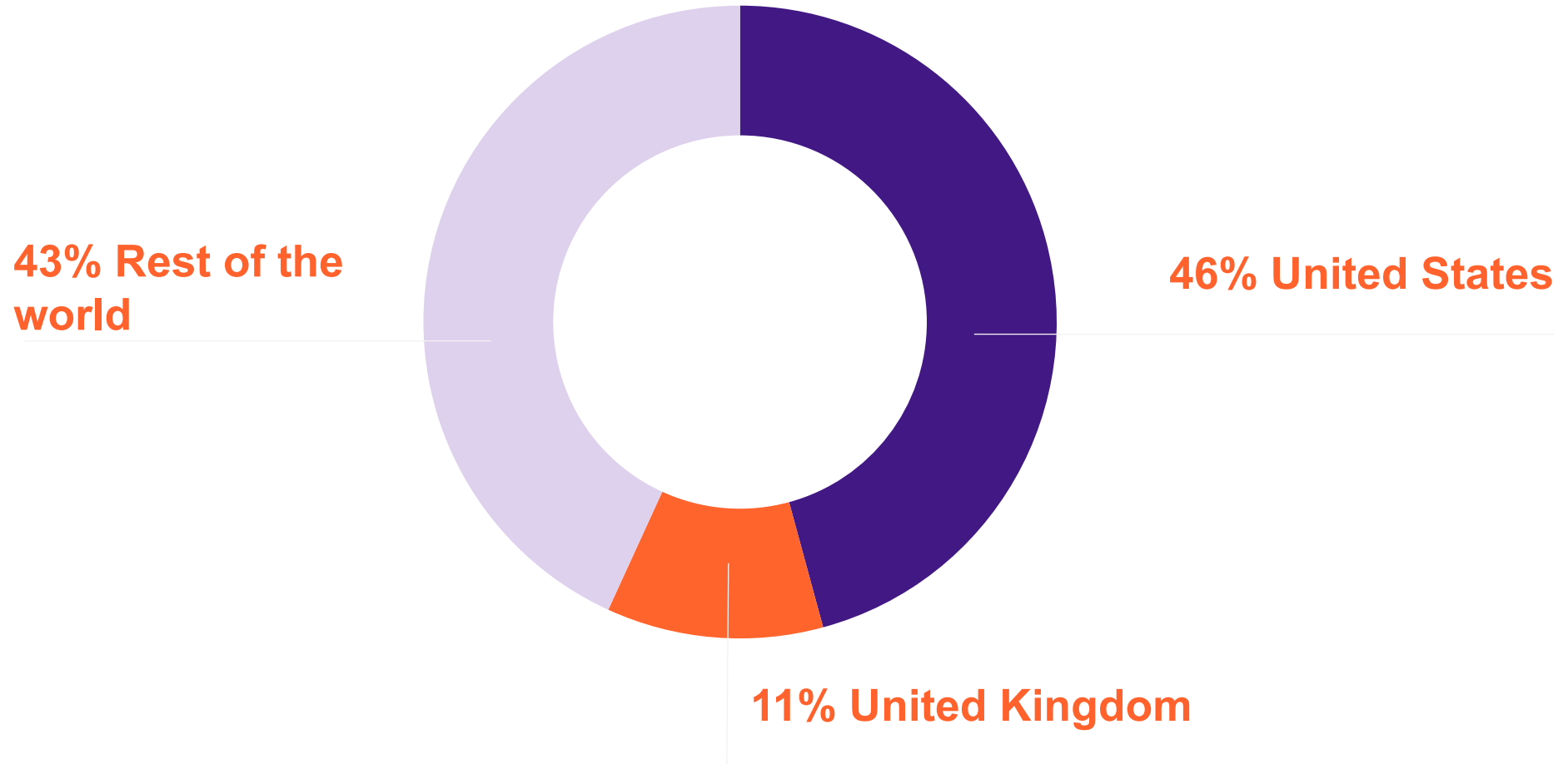


* Free cash flow: net cash provided by operating activities less purchases of property and equipment and capitalized software development costs, FCF margin: Free cash flow divided by revenue

Geographic revenue breakdown



FY2020



Target Model – GAAP and Non-GAAP



	2019	2020	1Q21	Target Model
Gross Margin	76%	76%	78%	80%
Operating Expenses:				
Sales & Marketing	45%	44%	41%	35%
Research & Development	15%	14%	13%	15%
General & Administrative	24%	23%	20%	10%
Operating Income	(9%)	(5%)	4%	20%
Adjusted Operating Income	(8%)	(4%)	5%	>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



Thank you

GAAP to Non-GAAP Reconciliation

(USD million)



	FY 16	FY 17	FY 18	FY 19	FY 20	1Q21
GAAP net cash and cash equivalents provided by operating activities	1.1	2.6	(1.9)	1.9	5.9	9.0
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	8.7
GAAP operating income				(8.2)	(6.1)	1.5
Stock-based compensation expense				0.5	1.0	0.6
Adjusted operating income				(7.7)	(5.1)	2.1