

**Omniture, Inc.**  
**Condensed Consolidated Statements of Operations**  
*(in thousands, except per share data)*  
(unaudited)

	Three Months Ended June 30,		Three Months Ended June 30,		% Increase (Decrease)
	2007	% of Revenues	2008	% of Revenues	
<b>Revenues:</b>					
Subscription, license and maintenance	\$ 30,604	91%	\$ 64,601	90%	111%
Professional services and other	2,875	9	7,019	10	144
Total revenues	<u>33,479</u>	<u>100</u>	<u>71,620</u>	<u>100</u>	<u>114</u>
<b>Cost of revenues (1):</b>					
Subscription, license and maintenance	11,032	33	27,071	38	145
Professional services and other	1,717	5	3,627	5	111
Total cost of revenues	<u>12,749</u>	<u>38</u>	<u>30,698</u>	<u>43</u>	<u>141</u>
Gross profit	20,730	62	40,922	57	97
<b>Operating expenses (1):</b>					
Sales and marketing	15,343	46	32,170	45	110
Research and development	3,969	12	8,849	12	123
General and administrative	5,873	17	11,815	17	101
Total operating expenses	<u>25,185</u>	<u>75</u>	<u>52,834</u>	<u>74</u>	<u>110</u>
Loss from operations	(4,455)	(13)	(11,912)	(17)	167
Interest income	835	2	343	1	(59)
Interest expense	(244)	(1)	(230)	-	(6)
Other (expense) income, net	(114)	-	47	-	(141)
Loss before provision for (benefit from) income taxes	(3,978)	(12)	(11,752)	(16)	195
Provision for (benefit from) income taxes	78	-	(5,291)	(7)	(6,883)
Net loss	<u>\$ (4,056)</u>	<u>(12)%</u>	<u>\$ (6,461)</u>	<u>(9)%</u>	<u>59%</u>
<b>Net loss per share:</b>					
Net loss per share, basic and diluted	\$ (0.08)		\$ (0.09)		13%
Weighted-average number of shares, basic and diluted	49,791		71,720		44%
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Adjusted EBITDA (2)	\$ 5,071	15%	\$ 13,701	19%	170%
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(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription, license and maintenance revenues	\$ 434	1%	\$ 865	1%	
Cost of professional services and other revenues	106	0	232	0	
Sales and marketing	1,540	5	3,119	4	
Research and development	687	2	1,512	2	
General and administrative	1,052	3	2,423	4	
Total stock-based compensation expenses	<u>\$ 3,819</u>	<u>11%</u>	<u>\$ 8,151</u>	<u>11%</u>	

(2) Adjusted EBITDA is equal to the loss from operations less depreciation and amortization, stock-based compensation and the acquisition-related adjustment to deferred revenue

**Omniture, Inc.**  
**Condensed Consolidated Statements of Operations**  
*(in thousands, except per share data)*  
(unaudited)

	Six Months Ended June 30,		Six Months Ended June 30,		% Increase (Decrease)
	2007	% of Revenues	2008	% of Revenues	
Revenues:					
Subscription, license and maintenance	\$ 57,924	92%	\$ 121,770	90%	110%
Professional services and other	4,708	8	13,063	10	177
Total revenues	<u>62,632</u>	<u>100</u>	<u>134,833</u>	<u>100</u>	<u>115</u>
Cost of revenues (1):					
Subscription, license and maintenance	20,492	32	50,864	38	148
Professional services and other	2,995	5	6,761	5	126
Total cost of revenues	<u>23,487</u>	<u>37</u>	<u>57,625</u>	<u>43</u>	<u>145</u>
Gross profit	39,145	63	77,208	57	97
Operating expenses (1):					
Sales and marketing	28,667	46	63,386	47	121
Research and development	7,112	11	18,650	14	162
General and administrative	10,259	17	22,629	16	121
Total operating expenses	<u>46,038</u>	<u>74</u>	<u>104,665</u>	<u>77</u>	<u>127</u>
Loss from operations	(6,893)	(11)	(27,457)	(20)	298
Interest income	1,471	3	1,291	1	(12)
Interest expense	(501)	(1)	(457)	-	(9)
Other (expense) income, net	(467)	(1)	44	-	(109)
Loss before provision for (benefit from) income taxes	(6,390)	(10)	(26,579)	(19)	316
Provision for (benefit from) income taxes	112	-	(7,176)	(5)	(6,507)
Net loss	<u>\$ (6,502)</u>	<u>(10)%</u>	<u>\$ (19,403)</u>	<u>(14)%</u>	<u>198%</u>
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.13)		\$ (0.28)		115%
Weighted-average number of shares, basic and diluted	48,772		70,450		44%
Adjusted EBITDA (2)	\$ 9,043	14%	\$ 25,898	19%	186%
(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription, license and maintenance revenues	\$ 727	1%	\$ 2,492	2%	
Cost of professional services and other revenues	210	0	491	0	
Sales and marketing	2,215	4	6,277	5	
Research and development	1,070	2	3,840	3	
General and administrative	1,482	2	4,202	3	
Total stock-based compensation expenses	<u>\$ 5,704</u>	<u>9%</u>	<u>\$ 17,302</u>	<u>13%</u>	

(2) Adjusted EBITDA is equal to the loss from operations less depreciation and amortization, stock-based compensation and the acquisition-related adjustment to deferred revenue

**Omniture, Inc.**  
**Reconciliation of Non-GAAP Measures**  
*(in thousands, except per share data)*  
(unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2007	2008	2007	2008
<b>Reconciliation of Total Revenues on a GAAP Basis to Total Revenues on a Non-GAAP Basis:</b>				
Total revenues on a GAAP basis	\$ 33,479	\$ 71,620	\$ 62,632	\$ 134,833
Acquisition-related adjustment to Instadia deferred revenue (1)	104	-	269	-
Acquisition-related adjustment to Touch Clarity deferred revenue (1)	479	-	659	378
Acquisition-related adjustment to Offermatica deferred revenue (1)	-	161	-	537
Acquisition-related adjustment to Visual Sciences deferred revenue (1)	-	3,117	-	8,738
Total revenues on a non-GAAP basis	<u>\$ 34,062</u>	<u>\$ 74,898</u>	<u>\$ 63,560</u>	<u>\$ 144,486</u>

**Reconciliation of Net Loss on a GAAP Basis to Net Income on a Non-GAAP Basis:**

Net loss on a GAAP basis	\$ (4,056)	\$ (6,461)	\$ (6,502)	\$ (19,403)
Acquisition-related adjustment to deferred revenue (1)	583	3,278	928	9,653
Amortization of intangible assets (2)	1,460	7,893	2,301	14,806
Stock-based compensation	3,819	8,151	5,704	17,302
Imputed interest on patent license obligation (3)	51	62	120	125
Loss on foreign currency forward contract related to Instadia acquisition (4)	-	-	243	-
Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities (5)	-	(5,613)	-	(7,904)
Net income on a non-GAAP basis	<u>\$ 1,857</u>	<u>\$ 7,310</u>	<u>\$ 2,794</u>	<u>\$ 14,579</u>

**Reconciliation of Diluted Net Loss per Share on a GAAP Basis to Diluted Net Income per Share on a Non-GAAP Basis:**

Diluted net loss per share on a GAAP basis	\$ (0.08)	\$ (0.09)	\$ (0.13)	\$ (0.28)
Acquisition-related adjustment to deferred revenue (1)	0.01	0.05	0.02	0.14
Amortization of intangible assets (2)	0.03	0.11	0.04	0.21
Stock-based compensation	0.08	0.12	0.12	0.25
Loss on foreign currency forward contract related to Instadia acquisition (4)	-	-	0.01	-
Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities (5)	-	(0.08)	-	(0.11)
Impact of difference in number of GAAP and non-GAAP diluted shares	(0.01)	(0.01)	(0.01)	(0.02)
Diluted net income per share on a non-GAAP basis	<u>\$ 0.03</u>	<u>\$ 0.10</u>	<u>\$ 0.05</u>	<u>\$ 0.19</u>

**Reconciliation of Net Loss on a GAAP Basis to Adjusted EBITDA:**

Net loss on a GAAP basis	\$ (4,056)	\$ (6,461)	\$ (6,502)	\$ (19,403)
Other (income) expense, net	(477)	(160)	(503)	(878)
Provision for (benefit from) income taxes	78	(5,291)	112	(7,176)
Loss from operations on a GAAP basis	<u>(4,455)</u>	<u>(11,912)</u>	<u>(6,893)</u>	<u>(27,457)</u>
Depreciation and amortization	5,124	14,184	9,304	26,400
Stock-based compensation	3,819	8,151	5,704	17,302
Acquisition-related adjustment to deferred revenue (1)	583	3,278	928	9,653
Adjusted EBITDA	<u>\$ 5,071</u>	<u>\$ 13,701</u>	<u>\$ 9,043</u>	<u>\$ 25,898</u>

(1) This item is recorded in subscription, license and maintenance revenue in the Condensed Consolidated Statements of Operations

(2) Amortization of intangible assets is allocated as follows in the Condensed Consolidated Statement of Operations:

	Three Months Ended June 30,		Six Months Ended June 30,	
	2007	2008	2007	2008
Cost of subscription, license and maintenance revenues	\$ 1,023	\$ 4,794	\$ 1,586	\$ 9,052
Sales and marketing	359	3,008	586	5,577
General and administrative	78	91	129	177
Total amortization of intangible assets	<u>\$ 1,460</u>	<u>\$ 7,893</u>	<u>\$ 2,301</u>	<u>\$ 14,806</u>

(3) This item is recorded in interest expense in the Condensed Consolidated Statements of Operations

(4) This item is recorded in other expense, net in the Condensed Consolidated Statements of Operations

(5) This item is recorded in provision for (benefit from) income taxes in the Condensed Consolidated Statements of Operations

**Omniture, Inc.**  
**Reconciliation of Forward Looking Measures**  
*(in millions, except per share data)*  
(unaudited)

**Reconciliation of Forward Looking Total Revenues on a GAAP Basis to Total Revenues on a Non-GAAP Basis**

	<b>Three Months Ended September 30, 2008</b>	<b>Year Ended December 31, 2008</b>
Total revenues on a GAAP basis	\$76 to \$78	\$295 to \$300
Acquisition-related adjustment to deferred revenue	2.5	13
Total revenues on a non-GAAP basis	<u>\$78.5 to \$80.5</u>	<u>\$308 to \$313</u>

**Reconciliation of Forward Looking GAAP Diluted Net Loss Per Share to Non-GAAP Diluted Net Income Per Share**

	<b>Three Months Ended September 30, 2008</b>	<b>Year Ended December 31, 2008</b>
Diluted net loss per share on a GAAP basis	\$(0.12) to \$(0.11)	\$(0.47) to \$(0.42)
Acquisition-related adjustment to deferred revenue	0.03	0.18
Stock-based compensation	0.12	0.48
Amortization of intangible assets	0.11	0.42
Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities	(0.03)	(0.17)
Impact of difference in number of GAAP and non-GAAP diluted shares	(0.01)	(0.03)
	<u>\$0.10 to \$0.11</u>	<u>\$0.41 to \$0.46</u>

**Reconciliation of Forward Looking Net Loss on a GAAP Basis to Adjusted EBITDA**

	<b>Three Months Ended September 30, 2008</b>	<b>Year Ended December 31, 2008</b>
Net loss on a GAAP basis	\$(8.8) to \$(7.8)	\$(33.7) to \$(29.7)
Other income, net	(0.1)	(1.2)
Benefit from income taxes	(2.0)	(11.1)
Loss from operations on a GAAP basis	(10.9) to (9.9)	(46.0) to (42.0)
Depreciation and amortization	14.6	58.0
Stock-based compensation	8.3	34.0
Acquisition-related adjustment to deferred revenue	2.5	13.0
Adjusted EBITDA	<u>\$14.5 to \$15.5</u>	<u>\$59.0 to \$63.0</u>

**Omniture, Inc.**  
**Additional Metrics**  
(unaudited)

	<u>March 31, 2006</u>	<u>June 30, 2006</u>	<u>September 30, 2006</u>	<u>December 31, 2006</u>	<u>March 31, 2007</u>	<u>June 30, 2007</u>	<u>September 30, 2007</u>	<u>December 31, 2007</u>	<u>March 31, 2008</u>	<u>June 30, 2008</u>
Full-time employee headcount	312	324	323	353	465	531	578	713	985	1,045
Quarterly number of transactions captured (in billions)	288.5	315.0	362.7	420.7	496.0	520.0	561.3	619.3	851.5	886.6

	<u>Three Months Ended June 30,</u>		<u>Six Months Ended June 30,</u>	
	<u>2007</u>	<u>2008</u>	<u>2007</u>	<u>2008</u>
<b>Revenues by geography (in thousands):</b>				
Customers within the United States	\$ 24,709	\$ 52,024	\$ 47,257	\$ 98,108
Customers outside the United States	8,770	19,596	15,375	36,725
Total revenues	<u>\$ 33,479</u>	<u>\$ 71,620</u>	<u>\$ 62,632</u>	<u>\$ 134,833</u>
<b>Revenues by geography as a percentage of total revenues:</b>				
Customers within the United States	74%	73%	75%	73%
Customers outside the United States	<u>26</u>	<u>27</u>	<u>25</u>	<u>27</u>
Total	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

**Omniture, Inc.**  
**Condensed Consolidated Statements of Cash Flows**  
*(in thousands)*  
*(unaudited)*

	Three Months Ended June 30,		Six Months Ended June 30,	
	2007	2008	2007	2008
<b>Cash flows from operating activities:</b>				
Net loss	\$ (4,056)	\$ (6,461)	\$ (6,502)	\$ (19,403)
Adjustments to reconcile net loss to net cash provided by operating activities:				
Depreciation and amortization	5,124	14,184	9,304	26,400
Stock-based compensation	3,819	8,151	5,704	17,302
Non-cash tax benefit	-	(5,613)	-	(7,921)
Other non-cash transactions	10	(82)	253	(252)
Net changes in operating assets and liabilities:				
Accounts receivable, net	(719)	(16,821)	(8,045)	(27,703)
Prepaid expenses and other assets	668	137	681	2,009
Accounts payable	727	(7,358)	4,214	6,224
Accrued and other liabilities	478	6,352	(1,019)	(2,011)
Deferred revenues	4,131	23,764	8,517	36,966
Net cash provided by operating activities	<u>10,182</u>	<u>16,253</u>	<u>13,107</u>	<u>31,611</u>
<b>Cash flows from investing activities:</b>				
Purchases of investments	(71,846)	(9,945)	(83,846)	(19,831)
Proceeds from sales of investments	1,000	1,171	1,000	36,970
Maturities of investments	-	5,000	-	5,000
Purchases of property and equipment	(2,984)	(17,891)	(5,286)	(28,002)
Purchases of intangible assets	(946)	(437)	(2,574)	(2,874)
Payment related to loss on foreign currency forward contract	-	-	(337)	-
Business acquisitions, net of cash acquired	(11,867)	(7,851)	(38,131)	(59,721)
Net cash used in investing activities	<u>(86,643)</u>	<u>(29,953)</u>	<u>(129,174)</u>	<u>(68,458)</u>
<b>Cash flows from financing activities:</b>				
Proceeds from exercise of stock options	490	3,975	1,149	6,081
Proceeds from employee stock purchase plan	-	-	99	125
Proceeds from issuance of common stock, net of issuance costs	143,104	-	143,104	-
Repurchases of vested restricted stock	-	(234)	-	(963)
Proceeds from issuance of notes payable	397	5,000	397	8,006
Principal payments on notes payable and capital lease obligations	(1,745)	(1,209)	(3,368)	(6,269)
Net cash used in financing activities	<u>142,246</u>	<u>7,532</u>	<u>141,381</u>	<u>6,980</u>
Effect of exchange rate changes on cash and cash equivalents	39	(49)	39	195
Net increase (decrease) in cash and cash equivalents	<u>65,824</u>	<u>(6,217)</u>	<u>25,353</u>	<u>(29,672)</u>
Cash and cash equivalents at beginning of period	<u>27,816</u>	<u>54,310</u>	<u>68,287</u>	<u>77,765</u>
Cash and cash equivalents at end of period	<u>\$ 93,640</u>	<u>\$ 48,093</u>	<u>\$ 93,640</u>	<u>\$ 48,093</u>

**Omniture, Inc.**  
**Condensed Consolidated Balance Sheets**  
*(in thousands)*  
**(unaudited)**

	<b>December 31,</b>	<b>June 30,</b>
	<b>2007</b>	<b>2008</b>
<b>Assets:</b>		
Current assets:		
Cash and cash equivalents	\$ 77,765	\$ 48,093
Short-term investments	56,924	14,951
Accounts receivable, net	51,971	98,244
Prepaid expenses and other current assets	3,663	3,675
Total current assets	<u>190,323</u>	<u>164,963</u>
Property and equipment, net	31,214	58,280
Intangible assets, net	50,769	146,907
Goodwill	94,960	426,839
Long-term investments	-	20,432
Other assets	3,457	2,427
Total assets	<u><u>\$ 370,723</u></u>	<u><u>\$ 819,848</u></u>
<b>Liabilities and Stockholders' Equity:</b>		
Current liabilities:		
Accounts payable	\$ 6,470	\$ 14,065
Accrued liabilities	17,126	26,406
Current portion of deferred revenues	42,041	79,352
Current portion of notes payable	4,407	5,588
Current portion of capital lease obligations	246	237
Total current liabilities	<u>70,290</u>	<u>125,648</u>
Deferred revenues, less current portion	1,815	10,808
Notes payable, less current portion	2,948	7,656
Capital lease obligations, less current portion	173	95
Other liabilities	4,422	12,901
Commitments and contingencies		
Stockholders' equity:		
Preferred stock	-	-
Common stock	61	72
Additional paid-in capital	340,424	731,845
Deferred stock-based compensation	(1,182)	(772)
Accumulated other comprehensive income (loss)	40	(734)
Accumulated deficit	(48,268)	(67,671)
Total stockholders' equity	<u>291,075</u>	<u>662,740</u>
Total liabilities and stockholders' equity	<u><u>\$ 370,723</u></u>	<u><u>\$ 819,848</u></u>