

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)
	2005	% of Revenues	2006	% of Revenues	
Revenues:					
Subscription	\$ 9,213	97%	\$ 17,598	93%	91%
Professional services and other	290	3	1,226	7	323
Total revenues	9,503	100	18,824	100	98
Cost of revenues (1):					
Subscription	3,662	39	6,804	36	86
Professional services and other	449	5	757	4	69
Total cost of revenues	4,111	44	7,561	40	84
Gross profit	5,392	56	11,263	60	109
Operating expenses (1):					
Sales and marketing	5,939	62	8,605	46	45
Research and development	1,612	17	2,076	11	29
General and administrative	1,432	15	2,568	14	79
Total operating expenses	8,983	94	13,249	71	47
Loss from operations	(3,591)	(38)	(1,986)	(11)	(45)
Interest income	63	1	174	1	176
Interest expense	(170)	(2)	(415)	(2)	144
Other expense	(16)	-	(32)	-	100
Loss before provision for income taxes	(3,714)	(39)	(2,259)	(12)	(39)
Provision for income taxes	-	-	24	-	(*)
Net loss	\$ (3,714)	(39)%	\$ (2,283)	(12)%	(39)%
Net loss per share:					
Basic and diluted net loss per share	\$ (0.27)		\$ (0.16)		(41)%
Weighted-average number of shares, basic and diluted	13,712		14,168		3%
EBITDA (2)	\$ (2,133)	(22)%	\$ 1,842	10%	(186)%

(1) Amounts include stock-based compensation expenses, as follows:

Cost of subscription revenues	\$ 12	0%	\$ 39	0%
Cost of professional services and other revenues	2	0%	12	0%
Sales and marketing	11	0%	248	1%
Research and development	63	1%	129	1%
General and administrative	3	0%	264	2%
Total stock-based compensation expenses	\$ 91	1%	\$ 692	4%

(2) EBITDA is equal to the loss from operations less depreciation, amortization and stock-based compensation

(*) Not meaningful

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	Six Months Ended June 30,		Six Months Ended June 30,		% Increase (Decrease)
	2005	% of Revenues	2006	% of Revenues	
Revenues:					
Subscription	\$ 16,976	97%	\$ 33,138	94%	95%
Professional services and other	567	3	2,122	6	274
Total revenues	17,543	100	35,260	100	101
Cost of revenues (1):					
Subscription	6,950	40	12,911	37	86
Professional services and other	880	5	1,428	4	62
Total cost of revenues	7,830	45	14,339	41	83
Gross profit	9,713	55	20,921	59	115
Operating expenses (1):					
Sales and marketing	10,776	61	16,786	48	56
Research and development	2,764	16	4,048	11	46
General and administrative	2,387	14	5,418	15	127
Total operating expenses	15,927	91	26,252	74	65
Loss from operations	(6,214)	(36)	(5,331)	(15)	(14)
Interest income	103	1	372	1	261
Interest expense	(297)	(2)	(617)	(2)	108
Other expense	(12)	-	(62)	-	417
Loss before provision for income taxes	(6,420)	(37)	(5,638)	(16)	(12)
Provision for income taxes	-	-	51	-	(*)
Net loss	\$ (6,420)	(37)%	\$ (5,689)	(16)%	(11)%
Net loss per share:					
Basic and diluted net loss per share	\$ (0.47)		\$ (0.40)		(15)%
Weighted-average number of shares, basic and diluted	13,545		14,068		4%
EBITDA (2)	\$ (3,443)	(20)%	\$ 1,786	5%	(152)%

(1) Amounts include stock-based compensation expenses, as follows:

Cost of subscription revenues	\$ 16	0%	\$ 56	0%
Cost of professional services and other revenues	2	0%	16	0%
Sales and marketing	15	0%	342	1%
Research and development	86	0%	226	0%
General and administrative	6	0%	580	2%
Total stock-based compensation expenses	\$ 125	1%	\$ 1,220	3%

(2) EBITDA is equal to the loss from operations less depreciation, amortization and stock-based compensation

(*) Not meaningful

Omniture, Inc.
Reconciliation of GAAP Net Loss to Non-GAAP Net Loss and EBITDA
(in thousands, except per share data)
(unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2005	2006	2005	2006
Net loss on a GAAP basis	\$ (3,714)	\$ (2,283)	\$ (6,420)	\$ (5,689)
Stock-based compensation	91	692	125	1,220
Amortization of intangible asset related to co-marketing and reseller agreement (1)	112	81	225	152
Amortization of patent licenses (2)	-	315	-	630
Imputed interest on patent license obligation (3)	-	218	-	292
Net loss on a non-GAAP basis	<u>\$ (3,511)</u>	<u>\$ (977)</u>	<u>\$ (6,070)</u>	<u>\$ (3,395)</u>

	Three Months Ended June 30,		Six Months Ended June 30,	
	2005	2006	2005	2006
Diluted net loss per share on a GAAP basis	\$ (0.27)	\$ (0.16)	\$ (0.47)	\$ (0.40)
Stock-based compensation	-	0.05	0.01	0.09
Amortization of intangible asset related to co-marketing and reseller agreement (1)	0.01	0.01	0.01	0.01
Amortization of patent licenses (2)	-	0.02	-	0.04
Imputed interest on patent license obligation (3)	-	0.01	-	0.02
Diluted net loss per share on a non-GAAP basis	<u>\$ (0.26)</u>	<u>\$ (0.07)</u>	<u>\$ (0.45)</u>	<u>\$ (0.24)</u>

	Three Months Ended June 30,		Six Months Ended June 30,	
	2005	2006	2005	2006
Net loss on a GAAP basis	\$ (3,714)	\$ (2,283)	\$ (6,420)	\$ (5,689)
Other expense, net	123	273	206	307
Income taxes	-	24	-	51
Loss from operations on a GAAP basis	<u>(3,591)</u>	<u>(1,986)</u>	<u>(6,214)</u>	<u>(5,331)</u>
Depreciation	1,237	2,725	2,331	5,088
Amortization of intangible assets	130	411	315	809
Stock-based compensation	91	692	125	1,220
EBITDA	<u>\$ (2,133)</u>	<u>\$ 1,842</u>	<u>\$ (3,443)</u>	<u>\$ 1,786</u>

(1) This item is recorded in sales and marketing expense in the Condensed Consolidated Statements of Operations

(2) This item is recorded in cost of subscription revenues in the Condensed Consolidated Statements of Operations

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

Omniture, Inc.
Impact of Non-GAAP Adjustments on Forward Looking GAAP Net Loss
(in millions)
(unaudited)

	Three Months Ended September 30, 2006	Year Ended December 31, 2006
Net loss on a GAAP basis	\$(1.8) to \$(1.4)	\$(9.0) to \$(8.2)
Stock-based compensation	0.9	3.2
Amortization of intangible asset related to co-marketing and reseller agreement (1)	0.1	0.3
Amortization of patent licenses (2)	0.3	1.3
Imputed interest on patent license obligation (3)	0.1	0.5
Net (loss) income on a non-GAAP basis	<u><u>\$(0.4) to \$0.0</u></u>	<u><u>\$(3.7) to \$(2.9)</u></u>

Omniture, Inc.
Reconciliation of Forward Looking GAAP Net Loss to EBITDA
(in millions)
(unaudited)

	Three Months Ended September 30, 2006	Year Ended December 31, 2006
Net loss on a GAAP basis	\$(1.8) to \$(1.4)	\$(9.0) to \$(8.2)
Other income, net	(0.1)	(0.2)
Income taxes	-	0.1
Loss from operations on a GAAP basis	<u>(1.9) to (1.5)</u>	<u>(9.1) to (8.3)</u>
Depreciation	3.0	11.4
Amortization of intangible assets	0.4	1.6
Stock-based compensation	0.9	3.2
EBITDA	<u><u>\$2.4 to \$2.8</u></u>	<u><u>\$7.1 to \$7.9</u></u>

(1) This item is recorded in sales and marketing expense in the Condensed Consolidated Statements of Operations

(2) This item is recorded in cost of subscription revenues in the Condensed Consolidated Statements of Operations

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

Omniture, Inc.
Additional Metrics
(unaudited)

	<u>March 31, 2005</u>	<u>June 30, 2005</u>	<u>Sept. 30, 2005</u>	<u>Dec. 31, 2005</u>	<u>March 31, 2006</u>	<u>June 30, 2006</u>
Full-time employee headcount	200	262	294	305	312	324
Number of transactions captured (in billions)	104.9	139.5	191.0	240.9	288.5	315.0

	<u>Three Months Ended June 30,</u>		<u>Six Months Ended June 30,</u>	
	<u>2005</u>	<u>2006</u>	<u>2005</u>	<u>2006</u>
Revenues by geography (in thousands):				
United States	\$ 8,548	\$ 15,739	\$ 15,815	\$ 29,825
Americas (non-U.S.)	331	632	635	1,144
Europe and the Middle East	525	1,438	914	2,681
Asia Pacific	99	1,015	179	1,610
Total revenues	<u>\$ 9,503</u>	<u>\$ 18,824</u>	<u>\$ 17,543</u>	<u>\$ 35,260</u>

As a percentage of total revenues:

Revenues by geography:				
United States	90%	84%	90%	85%
Americas (non-U.S.)	3	3	4	3
Europe and the Middle East	6	8	5	8
Asia Pacific	1	5	1	4
Total	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

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

	December 31,	June 30,
	2005	2006
		(unaudited)
Assets:		
Current assets:		
Cash and cash equivalents	\$ 22,196	\$ 16,368
Accounts receivable, net	12,325	18,560
Prepaid expenses and other current assets	720	727
Total current assets	35,241	35,655
Property and equipment, net	27,517	33,653
Intangible assets, net	10,150	9,396
Other assets	143	2,637
Total assets	\$ 73,051	\$ 81,341
Liabilities, Convertible Preferred Stock and Stockholders' Deficit:		
Current liabilities:		
Accounts payable	\$ 4,081	\$ 7,637
Accrued liabilities	13,993	14,408
Current portion of deferred revenues	12,855	15,088
Current portion of notes payable	3,035	6,237
Current portion of capital lease obligations	86	76
Total current liabilities	34,050	43,446
Deferred revenues, less current portion	396	1,396
Notes payable, less current portion	2,794	6,995
Capital lease obligations, less current portion	77	46
Other liabilities	4,118	2,316
Commitments and contingencies		
Convertible preferred stock	61,882	61,838
Stockholders' deficit:		
Common stock	14	14
Additional paid-in capital	4,104	4,801
Deferred stock-based compensation	(3,270)	(2,709)
Accumulated other comprehensive income	-	1
Accumulated deficit	(31,114)	(36,803)
Total stockholders' deficit	(30,266)	(34,696)
Total liabilities, convertible preferred stock and stockholders' deficit	\$ 73,051	\$ 81,341

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

	Three Months Ended June 30,		Six Months Ended June 30,	
	2005	2006	2005	2006
Cash flows from operating activities:				
Net loss	\$ (3,714)	\$ (2,283)	\$ (6,420)	\$ (5,689)
Adjustments to reconcile net loss to net cash (used in) provided by operating activities:				
Depreciation and amortization	1,367	3,136	2,646	5,897
Stock-based compensation	91	692	125	1,220
Loss on disposal of property and equipment	5	-	5	-
Net changes in operating assets and liabilities:				
Accounts receivable, net	(1,041)	(2,581)	(1,906)	(6,235)
Prepaid expenses and other assets	(160)	(1,042)	112	(2,501)
Accounts payable	1,798	2,263	771	3,556
Accrued and other liabilities	844	(1,018)	685	(1,373)
Deferred revenues	687	1,514	941	3,233
Net cash (used in) provided by operating activities	<u>(123)</u>	<u>681</u>	<u>(3,041)</u>	<u>(1,892)</u>
Cash flows from investing activities:				
Purchases of property and equipment	(4,624)	(5,961)	(6,512)	(11,224)
Purchases of intangible assets	-	(99)	-	(99)
Net cash used in investing activities	<u>(4,624)</u>	<u>(6,060)</u>	<u>(6,512)</u>	<u>(11,323)</u>
Cash flows from financing activities:				
Proceeds from exercise of stock options	23	16	183	25
Proceeds from issuance of convertible preferred stock, net of issuance costs	34,540	-	34,533	-
Proceeds from issuance of notes payable	500	4,508	500	9,608
Principal payments on notes payable and capital lease obligations	(1,006)	(1,327)	(1,819)	(2,246)
Net cash provided by financing activities	<u>34,057</u>	<u>3,197</u>	<u>33,397</u>	<u>7,387</u>
Net increase (decrease) in cash and cash equivalents	29,310	(2,182)	23,844	(5,828)
Cash and cash equivalents at beginning of period	3,461	18,550	8,927	22,196
Cash and cash equivalents at end of period	<u>\$ 32,771</u>	<u>\$ 16,368</u>	<u>\$ 32,771</u>	<u>\$ 16,368</u>