

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

| | Three Months Ended December 31, | | Three Months Ended December 31, | | % Increase (Decrease) |
|--|------------------------------------|---------------|------------------------------------|---------------|--------------------------|
| | 2005 | % of Revenues | 2006 | % of Revenues | |
| Revenues: | | | | | |
| Subscription | \$ 12,954 | 94% | \$ 21,907 | 93% | 69% |
| Professional services and other | 793 | 6 | 1,554 | 7 | 96 |
| Total revenues | <u>13,747</u> | <u>100</u> | <u>23,461</u> | <u>100</u> | 71 |
| Cost of revenues (1): | | | | | |
| Subscription | 7,070 | 51 | 8,195 | 35 | 16 |
| Professional services and other | <u>573</u> | <u>4</u> | <u>793</u> | <u>3</u> | 38 |
| Total cost of revenues | <u>7,643</u> | <u>55</u> | <u>8,988</u> | <u>38</u> | 18 |
| Gross profit | 6,104 | 45 | 14,473 | 62 | 137 |
| Operating expenses (1): | | | | | |
| Sales and marketing | 6,941 | 51 | 9,594 | 41 | 38 |
| Research and development | 1,876 | 14 | 2,400 | 11 | 28 |
| General and administrative | 1,992 | 14 | 3,611 | 15 | 81 |
| Litigation settlement | <u>2,604</u> | <u>19</u> | <u>-</u> | <u>-</u> | (100) |
| Total operating expenses | <u>13,413</u> | <u>98</u> | <u>15,605</u> | <u>67</u> | 16 |
| Loss from operations | (7,309) | (53) | (1,132) | (5) | (85) |
| Interest income | 246 | 2 | 884 | 4 | 259 |
| Interest expense | (89) | (1) | (300) | (1) | 237 |
| Other expense | <u>(34)</u> | <u>-</u> | <u>(135)</u> | <u>(1)</u> | 297 |
| Loss before provision for income taxes | (7,186) | (52) | (683) | (3) | (90) |
| Provision for income taxes | 15 | - | 80 | - | 433 |
| Net loss | <u>\$ (7,201)</u> | <u>(52)%</u> | <u>\$ (763)</u> | <u>(3)%</u> | (89)% |
| Net loss per share: | | | | | |
| Net loss per share, basic and diluted | \$ (0.52) | | \$ (0.02) | | (96)% |
| Weighted-average number of shares, basic and diluted | 13,892 | | 47,340 | | 241% |
| Adjusted EBITDA (2) | \$ (526) | (4)% | \$ 3,537 | 15% | (772)% |
| (1) Amounts include stock-based compensation expenses, as follows: | | | | | |
| Cost of subscription revenues | \$ 14 | 0% | \$ 87 | 0% | |
| Cost of professional services and other revenues | 2 | 0 | 24 | 0 | |
| Sales and marketing | 110 | 1 | 359 | 1 | |
| Research and development | 79 | 1 | 182 | 1 | |
| General and administrative | 46 | 0 | 389 | 2 | |
| Total stock-based compensation expenses | <u>\$ 251</u> | <u>2%</u> | <u>\$ 1,041</u> | <u>4%</u> | |

(2) Adjusted EBITDA is equal to the loss from operations less patent license and litigation settlement costs, depreciation, amortization and stock-based compensation

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

| | Year Ended December 31, | | Year Ended December 31, | | % Increase (Decrease) |
|--|----------------------------|---------------|----------------------------|---------------|--------------------------|
| | 2005 | % of Revenues | 2006 | % of Revenues | |
| | | | (unaudited) | | |
| Revenues: | | | | | |
| Subscription | \$ 41,066 | 96% | \$ 74,580 | 94% | 82% |
| Professional services and other | 1,738 | 4 | 5,169 | 6 | 197 |
| Total revenues | 42,804 | 100 | 79,749 | 100 | 86 |
| Cost of revenues (1): | | | | | |
| Subscription | 18,496 | 43 | 28,827 | 36 | 56 |
| Professional services and other | 1,963 | 5 | 2,999 | 4 | 53 |
| Total cost of revenues | 20,459 | 48 | 31,826 | 40 | 56 |
| Gross profit | 22,345 | 52 | 47,923 | 60 | 114 |
| Operating expenses (1): | | | | | |
| Sales and marketing | 24,259 | 57 | 35,227 | 44 | 45 |
| Research and development | 6,647 | 15 | 8,732 | 11 | 31 |
| General and administrative | 6,220 | 15 | 12,107 | 15 | 95 |
| Litigation settlement | 2,604 | 6 | - | - | (100) |
| Total operating expenses | 39,730 | 93 | 56,066 | 70 | 41 |
| Loss from operations | (17,385) | (41) | (8,143) | (10) | (53) |
| Interest income | 599 | 1 | 2,117 | 2 | 253 |
| Interest expense | (574) | (1) | (1,285) | (2) | 124 |
| Other expense | (66) | - | (219) | - | 232 |
| Loss before provision for income taxes | (17,426) | (41) | (7,530) | (10) | (57) |
| Provision for income taxes | 15 | - | 195 | - | 1,200 |
| Net loss | \$ (17,441) | (41)% | \$ (7,725) | (10)% | (56)% |
| Net loss per share: | | | | | |
| Net loss per share, basic and diluted | \$ (1.27) | | \$ (0.25) | | (80)% |
| Weighted-average number of shares, basic and diluted | 13,694 | | 30,332 | | 121% |
| Adjusted EBITDA (2) | \$ (5,984) | (14)% | \$ 8,047 | 10% | (234)% |

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

| | | | | |
|--|--------|----|----------|----|
| Cost of subscription revenues | \$ 41 | 0% | \$ 203 | 0% |
| Cost of professional services and other revenues | 6 | 0 | 54 | 0 |
| Sales and marketing | 156 | 0 | 993 | 1 |
| Research and development | 243 | 1 | 563 | 1 |
| General and administrative | 64 | 0 | 1,345 | 2 |
| Total stock-based compensation expenses | \$ 510 | 1% | \$ 3,158 | 4% |

(2) Adjusted EBITDA is equal to the loss from operations less patent license and litigation settlement costs, depreciation, amortization and stock-based compensation

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

| | Three Months Ended December 31, | | Year Ended December 31, | |
|---|------------------------------------|---------------|----------------------------|-------------------|
| | 2005 | 2006 | 2005 | 2006 |
| Reconciliation of Net Loss on a GAAP Basis to Net (Loss) Income on a Non-GAAP Basis: | | | | |
| Net loss on a GAAP basis | \$ (7,201) | \$ (763) | \$ (17,441) | \$ (7,725) |
| Stock-based compensation | 251 | 1,041 | 510 | 3,158 |
| Amortization of intangible asset related to co-marketing and reseller agreement (1) | (14) | 81 | 321 | 314 |
| Litigation settlement | 2,604 | - | 2,604 | - |
| Amortization of patent licenses (2) | 1,910 | 315 | 1,910 | 1,260 |
| Imputed interest on patent license obligation (3) | - | 94 | - | 518 |
| Unrealized loss on foreign currency forward contract related to Instadia acquisition (4) | - | 94 | - | 94 |
| Net (loss) income on a non-GAAP basis | <u>\$ (2,450)</u> | <u>\$ 862</u> | <u>\$ (12,096)</u> | <u>\$ (2,381)</u> |

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

| | | | | |
|--|------------------|----------------|------------------|------------------|
| Diluted net loss per share on a GAAP basis | \$ (0.52) | \$ (0.02) | \$ (1.27) | \$ (0.25) |
| Stock-based compensation | 0.02 | 0.03 | 0.04 | 0.10 |
| Amortization of intangible asset related to co-marketing and reseller agreement (1) | (0.00) | 0.00 | 0.02 | 0.01 |
| Litigation settlement | 0.18 | - | 0.19 | - |
| Amortization of patent licenses (2) | 0.14 | 0.01 | 0.14 | 0.04 |
| Imputed interest on patent license obligation (3) | - | 0.00 | - | 0.02 |
| Unrealized loss on foreign currency forward contract related to Instadia acquisition (4) | - | 0.00 | - | 0.00 |
| Diluted net (loss) income per share on a non-GAAP basis | <u>\$ (0.18)</u> | <u>\$ 0.02</u> | <u>\$ (0.88)</u> | <u>\$ (0.08)</u> |

Reconciliation of Net Cash Provided By (Used In) Operating Activities to Adjusted EBITDA:

| | | | | |
|---|-----------------|-----------------|-------------------|-----------------|
| Net cash provided by (used in) operating activities | \$ 187 | \$ 4,765 | \$ (4,789) | \$ 3,735 |
| Loss on disposal of property and equipment | - | - | (5) | - |
| Net changes in operating assets and liabilities | (605) | (859) | (1,246) | 4,730 |
| Other (income) expense, net | (123) | (449) | 41 | (613) |
| Provision for income taxes | 15 | 80 | 15 | 195 |
| Adjusted EBITDA | <u>\$ (526)</u> | <u>\$ 3,537</u> | <u>\$ (5,984)</u> | <u>\$ 8,047</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

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

Omniture, Inc.
Reconciliation of Forward Looking GAAP Diluted Net Loss Per Share to Non-GAAP Diluted Net Loss Per Share
(unaudited)

| | Three Months Ended March 31, 2007 | Year Ended December 31, 2007 |
|---|--|---|
| Diluted net loss per share on a GAAP basis | \$(0.05) to \$(0.04) | \$(0.15) to \$(0.13) |
| Stock-based compensation | 0.04 | 0.18 |
| Amortization of certain intangible assets (1) | 0.00 | 0.02 |
| Amortization of patent licenses (2) | 0.01 | 0.02 |
| Imputed interest on patent license obligation (3) | 0.00 | 0.00 |
| Diluted net income per share on a non-GAAP basis | <u>\$0.00 to \$0.01</u> | <u>\$0.07 to \$0.09</u> |

Omniture, Inc.
Reconciliation of Forward Looking GAAP Net Cash Provided By Operating Activities to Adjusted EBITDA
(in millions)
(unaudited)

| | Three Months Ended March 31, 2007 | Year Ended December 31, 2007 |
|---|--|---|
| Net cash provided by operating activities on a GAAP basis | \$1.9 to \$2.4 | \$16.0 to \$18.0 |
| Net changes in operating assets and liabilities | 0.5 | 2.2 |
| Other income, net | (0.5) | (2.5) |
| Provision for income taxes | 0.1 | 0.3 |
| Adjusted EBITDA | <u>\$2.0 to \$2.5</u> | <u>\$16.0 to \$18.0</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)

| | March 31, 2005 | June 30, 2005 | September 30, 2005 | December 31, 2005 | March 31, 2006 | June 30, 2006 | September 30, 2006 | December 31, 2006 |
|---|---------------------------|--------------------------|-------------------------------|------------------------------|---------------------------|--------------------------|-------------------------------|------------------------------|
| Full-time employee headcount | 200 | 262 | 294 | 305 | 312 | 324 | 323 | 353 |
| Number of transactions captured (in billions) | 104.9 | 139.5 | 191.0 | 240.9 | 288.5 | 315.0 | 362.7 | 420.7 |

| | Three Months Ended December 31, | | Year Ended December 31, | |
|--|--|------------------|--------------------------------|------------------|
| | 2005 | 2006 | 2005 | 2006 |
| Revenues by geography (in thousands): | | | | |
| Customers within the United States | \$ 12,025 | \$ 19,261 | \$ 38,108 | \$ 66,468 |
| Customers outside the United States | 1,722 | 4,200 | 4,696 | 13,281 |
| Total revenues | <u>\$ 13,747</u> | <u>\$ 23,461</u> | <u>\$ 42,804</u> | <u>\$ 79,749</u> |

As a percentage of total revenues:

| Revenues by geography: | | | | |
|-------------------------------------|-------------|-------------|-------------|-------------|
| Customers within the United States | 87% | 82% | 89% | 83% |
| Customers outside the United States | 13 | 18 | 11 | 17 |
| Total | <u>100%</u> | <u>100%</u> | <u>100%</u> | <u>100%</u> |

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

| | December 31, | |
|---|--------------|-------------|
| | 2005 | 2006 |
| | | (unaudited) |
| Assets: | | |
| Current assets: | | |
| Cash and cash equivalents | \$ 22,196 | \$ 68,287 |
| Accounts receivable, net | 12,325 | 24,126 |
| Prepaid expenses and other current assets | 720 | 1,571 |
| Total current assets | 35,241 | 93,984 |
| Property and equipment, net | 27,517 | 31,128 |
| Intangible assets, net | 10,150 | 9,796 |
| Other assets | 143 | 302 |
| Total assets | \$ 73,051 | \$ 135,210 |
| Liabilities, Convertible Preferred Stock and Stockholders' (Deficit) Equity: | | |
| Current liabilities: | | |
| Accounts payable | \$ 4,081 | \$ 2,586 |
| Accrued liabilities | 13,993 | 11,435 |
| Current portion of deferred revenues | 12,855 | 21,885 |
| Current portion of notes payable | 3,035 | 5,997 |
| Current portion of capital lease obligations | 86 | 53 |
| Total current liabilities | 34,050 | 41,956 |
| Deferred revenues, less current portion | 396 | 2,170 |
| Notes payable, less current portion | 2,794 | 4,117 |
| Capital lease obligations, less current portion | 77 | 24 |
| Other liabilities | 4,118 | 518 |
| Commitments and contingencies | | |
| Convertible preferred stock | 61,882 | - |
| Stockholders' (deficit) equity: | | |
| Common stock | 14 | 47 |
| Additional paid-in capital | 4,104 | 127,380 |
| Deferred stock-based compensation | (3,270) | (2,172) |
| Accumulated other comprehensive income | - | 9 |
| Accumulated deficit | (31,114) | (38,839) |
| Total stockholders' (deficit) equity | (30,266) | 86,425 |
| Total liabilities, convertible preferred stock and stockholders' (deficit) equity | \$ 73,051 | \$ 135,210 |

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

| | Three Months Ended December 31, | | Year Ended December 31, | |
|---|------------------------------------|------------------|----------------------------|------------------|
| | 2005 | 2006 | 2005 | 2006 |
| | (unaudited) | (unaudited) | | (unaudited) |
| Cash flows from operating activities: | | | | |
| Net loss | \$ (7,201) | \$ (763) | \$ (17,441) | \$ (7,725) |
| Adjustments to reconcile net loss to net cash provided by (used in) operating activities: | | | | |
| Depreciation and amortization | 2,018 | 3,628 | 6,377 | 13,032 |
| Stock-based compensation | 251 | 1,041 | 510 | 3,158 |
| Loss on disposal of property and equipment | - | - | 5 | - |
| Patent license and litigation settlement costs | 4,514 | - | 4,514 | - |
| Net changes in operating assets and liabilities: | | | | |
| Accounts receivable, net | (948) | (2,578) | (6,444) | (11,801) |
| Prepaid expenses and other assets | 77 | 93 | 60 | (1,010) |
| Accounts payable | (1,388) | (286) | (101) | (1,495) |
| Accrued and other liabilities | 475 | 513 | 2,047 | (1,228) |
| Deferred revenues | 2,389 | 3,117 | 5,684 | 10,804 |
| Net cash provided by (used in) operating activities | <u>187</u> | <u>4,765</u> | <u>(4,789)</u> | <u>3,735</u> |
| Cash flows from investing activities: | | | | |
| Purchases of property and equipment | (5,455) | (1,241) | (18,852) | (14,934) |
| Purchases of intangible assets | - | (1,402) | - | (6,380) |
| Net cash used in investing activities | <u>(5,455)</u> | <u>(2,643)</u> | <u>(18,852)</u> | <u>(21,314)</u> |
| Cash flows from financing activities: | | | | |
| Proceeds from exercise of stock options | 2 | 56 | 194 | 237 |
| Proceeds from issuance of convertible preferred stock, net of issuance costs | 99 | - | 39,752 | - |
| Proceeds from issuance of common stock, net of issuance costs | - | (122) | - | 59,234 |
| Proceeds from issuance of notes payable | - | - | 500 | 9,608 |
| Principal payments on notes payable and capital lease obligations | (775) | (1,582) | (3,536) | (5,409) |
| Net cash (used in) provided by financing activities | <u>(674)</u> | <u>(1,648)</u> | <u>36,910</u> | <u>63,670</u> |
| Net (decrease) increase in cash and cash equivalents | (5,942) | 474 | 13,269 | 46,091 |
| Cash and cash equivalents at beginning of period | 28,138 | 67,813 | 8,927 | 22,196 |
| Cash and cash equivalents at end of period | <u>\$ 22,196</u> | <u>\$ 68,287</u> | <u>\$ 22,196</u> | <u>\$ 68,287</u> |