

inwk

 InnerWorkings.

we make  
marketing  
happen.

**inwk** investor presentation

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# Safe Harbor + GAAP Reconciliation

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This presentation contains statements relating to future results. These statements are forward-looking statements under the federal securities laws. We can give no assurance that any future results discussed in these statements will be achieved. Any forward-looking statements represent our views only as of today and should not be relied upon as representing our views as of any subsequent date. These statements are subject to a variety of risks and uncertainties that could cause our actual results to differ materially from the statements contained in this presentation. For a discussion of important factors that could affect our actual results, please refer to our SEC filings, including the "Risk Factors" section of our most recently filed Form 10-K.

This presentation includes the following financial measures defined as "non-GAAP financial measures" by the Securities and Exchange Commission: Non-GAAP Adjusted EBITDA and Non-GAAP diluted earnings per share. We believe these measures provide useful information to investors because they provide information about the estimated financial performance of the Company's ongoing business. These measures are used by management in its financial and operational decision-making and evaluation of overall operating performance. All of these non-GAAP financial measures may be different from similar measures used by other companies. The presentation of this financial information, which is not prepared under any comprehensive set of accounting rules or principles, is not intended to be considered in isolation or as a substitute for the financial information prepared and presented in accordance with generally accepted accounting principles. For a reconciliation of these non-GAAP financial measures to the nearest comparable GAAP measures, please see the "GAAP to Non-GAAP Reconciliation" included in our SEC filings.

The Company has not quantitatively reconciled its guidance for non-GAAP adjusted EBITDA or non-GAAP adjusted diluted earnings per share to their most comparable GAAP measure because the Company does not provide specific guidance for the various reconciling items as certain items that impact these measures have not occurred, are out of the Company's control, or cannot be reasonably predicted. Accordingly, a reconciliation to the nearest GAAP financial metric is not available without unreasonable effort. Please note that the unavailable reconciling items could significantly impact the Company's financial results.

# InnerWorkings at a Glance

we drive efficiency and cost savings in the marketing efforts for the world's most famous brands, through:

- data: unmatched global supplier intelligence
- technology: world-class marketing software solutions
- expertise: innovative processes across the marketing supply chain

**we make marketing happen.**

**13B**  
marketing pieces  
produced annually  
through our  
technology

NASDAQ: **INWK**

~\$500M  
market cap

transacting in **80**  
countries daily

**97%** enterprise  
client retention rate

# Disrupting the Paradigm of the Marketing Supply Chain



**UBER**

The world's largest taxi company  
owns no vehicles



*Instagram*

The most valuable photo company has  
no cameras



**airbnb**

The largest accommodation provider  
owns no real estate



**NETFLIX**

The fastest growing television network  
lays no cables



**facebook**

The world's most popular media company  
creates no content



*Alibaba.com*

The most valuable retailer has no  
inventory



**inwk**

The world's leading marketing execution  
firm owns no manufacturing assets

# Why Partner with InnerWorkings?



## InnerWorkings

**big idea**

marketing professionals  
 data / sourcing intelligence  
 technology

**big idea delivered better**

# Our Offerings



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**FULL SUITE  
OF MARKETING  
EXECUTION SERVICES**

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# Leader in Favorable Market

large, fragmented addressable market and growing BPO trend

Marketing Materials, POS, Direct  
Mail + Packaging <sup>(1)</sup>

**~\$600B**

Marketing procurement  
increasingly becoming a non-  
core function fit to be outsourced

Business Process  
Outsourcing <sup>(2)</sup>

**\$250B+**

Procurement outsourcing is  
expected to continue growing  
~12% per year

# Unique Ability to Drive Value for Clients

## unmatched breadth of offering and supplier network on a global platform

achieve brand consistency and high marketing impact across comprehensive suite of services

buying power and domain expertise enable significantly lower costs for clients

## cutting-edge technology with extensive real-time data



43 countries. 28 currencies. 13 languages.

9,000+ suppliers. 50,000+ daily external users.

### procure

Utilize millions of objective data records to source with intelligence

### commerce

Short lead time and direct access to global purchasing execution

### collaborate

Provides pivotal visibility and encourages sharing successful marketing ideas

### approve

Easy on-demand ordering with transparent reporting and automated approvals



# Recurring Revenue from Diverse, Blue-Chip Client Base



**~97%  
retention rate**

**largest account  
<5% of sales**

**3-7 year contracts**

Recurring Revenue

Minimal Client Concentration

Enterprise Partnership

# Premier Provider in a Fragmented Marketplace

## More competitors and a slightly different set, but InnerWorkings' advantage has increased

### TOP COMPETITORS 5 YEARS AGO

1. in-house marketing procurement
2. manufacturers (e.g., RR Donnelly)
3. print management providers (e.g., Williams Lea)
4. creative agencies
5. regional print brokers

### TOP COMPETITORS TODAY

1. in-house marketing procurement
2. creative agencies
3. technological equipment and imaging solutions providers (e.g., Konica Minolta)
4. digital agencies
5. B2B software providers
6. pure-play providers
7. manufacturers

# Why InnerWorkings?

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## THE RIGHT BUSINESS MODEL WITH A STRAIGHTFORWARD STRATEGY



POISED FOR SUCCESS IN 2018 AND BEYOND