

**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)
	2008	% of Revenues	2009	% of Revenues	
Revenues:					
Subscription, license and maintenance	\$ 64,601	90%	\$ 77,349	88%	20%
Professional services and other	7,019	10	10,223	12	46
Total revenues	<u>71,620</u>	<u>100</u>	<u>87,572</u>	<u>100</u>	<u>22</u>
Cost of revenues (1):					
Subscription, license and maintenance	27,071	38	32,748	37	21
Professional services and other	3,627	5	4,141	5	14
Total cost of revenues	<u>30,698</u>	<u>43</u>	<u>36,889</u>	<u>42</u>	<u>20</u>
Gross profit	40,922	57	50,683	58	24
Operating expenses (1):					
Sales and marketing	32,170	45	33,413	38	4
Research and development	8,849	12	8,946	10	1
General and administrative	11,815	17	11,857	14	0
Total operating expenses	<u>52,834</u>	<u>74</u>	<u>54,216</u>	<u>62</u>	<u>3</u>
Loss from operations	(11,912)	(17)	(3,533)	(4)	(70)
Interest income	343	1	67	-	(80)
Interest expense	(230)	-	(324)	-	41
Other income (expense), net	47	-	(551)	(1)	(1,272)
Loss before income taxes	(11,752)	(16)	(4,341)	(5)	(63)
(Benefit from) provision for income taxes	(5,291)	(7)	538	1	(110)
Net loss	<u>\$ (6,461)</u>	<u>(9)%</u>	<u>\$ (4,879)</u>	<u>(6)%</u>	<u>(24)%</u>
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.09)		\$ (0.06)		(33)%
Weighted-average number of shares, basic and diluted	71,720		76,286		6%
Adjusted EBITDA (2)	\$ 13,701	19%	\$ 18,890	22%	38%
(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription, license and maintenance revenues	\$ 865	1%	\$ 753	1%	
Cost of professional services and other revenues	232	0	204	0	
Sales and marketing	3,119	4	2,862	3	
Research and development	1,512	2	1,313	2	
General and administrative	2,423	4	1,957	2	
Total stock-based compensation expenses	<u>\$ 8,151</u>	<u>11%</u>	<u>\$ 7,089</u>	<u>8%</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)
	2008	% of Revenues	2009	% of Revenues	
Revenues:					
Subscription, license and maintenance	\$ 121,770	90%	\$ 154,340	88%	27%
Professional services and other	13,063	10	20,389	12	56
Total revenues	<u>134,833</u>	<u>100</u>	<u>174,729</u>	<u>100</u>	<u>30</u>
Cost of revenues (1):					
Subscription, license and maintenance	50,864	38	63,916	36	26
Professional services and other	6,761	5	8,564	5	27
Total cost of revenues	<u>57,625</u>	<u>43</u>	<u>72,480</u>	<u>41</u>	<u>26</u>
Gross profit	77,208	57	102,249	59	32
Operating expenses (1):					
Sales and marketing	63,386	47	70,915	41	12
Research and development	18,650	14	18,126	11	(3)
General and administrative	22,629	16	23,407	13	3
Total operating expenses	<u>104,665</u>	<u>77</u>	<u>112,448</u>	<u>65</u>	<u>7</u>
Loss from operations	(27,457)	(20)	(10,199)	(6)	(63)
Interest income	1,291	1	192	-	(85)
Interest expense	(457)	-	(680)	-	49
Other income (expense), net	44	-	(1,253)	(1)	(2,948)
Loss before income taxes	(26,579)	(19)	(11,940)	(7)	(55)
(Benefit from) provision for income taxes	(7,176)	(5)	1,121	-	(116)
Net loss	<u>\$ (19,403)</u>	<u>(14)%</u>	<u>\$ (13,061)</u>	<u>(7)%</u>	<u>(33)%</u>
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.28)		\$ (0.17)		(39)%
Weighted-average number of shares, basic and diluted	70,450		75,668		7%
Adjusted EBITDA (2)	\$ 25,898	19%	\$ 35,285	20%	36%
(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription, license and maintenance revenues	\$ 2,492	2%	\$ 1,529	1%	
Cost of professional services and other revenues	491	0	412	0	
Sales and marketing	6,277	5	6,053	4	
Research and development	3,840	3	2,485	1	
General and administrative	4,202	3	3,980	2	
Total stock-based compensation expenses	<u>\$ 17,302</u>	<u>13%</u>	<u>\$ 14,459</u>	<u>8%</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,	
	2008	2009	2008	2009
<b>Reconciliation of Total Revenues on a GAAP Basis to Total Revenues on a Non-GAAP Basis:</b>				
Total revenues on a GAAP basis	\$ 71,620	\$ 87,572	\$ 134,833	\$ 174,729
Acquisition-related adjustment to Touch Clarity deferred revenue (1)	-	-	378	-
Acquisition-related adjustment to Offermatica deferred revenue (1)	161	-	537	2
Acquisition-related adjustment to Visual Sciences deferred revenue (1)	3,117	-	8,738	-
Acquisition-related adjustment to Mercado deferred revenue (1)	-	347	-	959
Total revenues on a non-GAAP basis	<u>\$ 74,898</u>	<u>\$ 87,919</u>	<u>\$ 144,486</u>	<u>\$ 175,690</u>

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

Net loss on a GAAP basis	\$ (6,461)	\$ (4,879)	\$ (19,403)	\$ (13,061)
Acquisition-related adjustment to deferred revenue (1)	3,278	347	9,653	961
Amortization of intangible assets (2)	7,893	7,944	14,806	15,888
Stock-based compensation	8,151	7,089	17,302	14,459
Imputed interest on patent license obligation (3)	62	38	125	89
Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities (4)	(5,613)	-	(7,904)	-
Net income on a non-GAAP basis	<u>\$ 7,310</u>	<u>\$ 10,539</u>	<u>\$ 14,579</u>	<u>\$ 18,336</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	\$ (0.09)	\$ (0.06)	\$ (0.28)	\$ (0.17)
Acquisition-related adjustment to deferred revenue (1)	0.05	-	0.14	0.01
Amortization of intangible assets (2)	0.11	0.10	0.21	0.21
Stock-based compensation	0.12	0.09	0.25	0.19
Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities (4)	(0.08)	-	(0.11)	-
Impact of difference in number of GAAP and non-GAAP diluted shares	(0.01)	-	(0.02)	(0.01)
Diluted net income per share on a non-GAAP basis	<u>\$ 0.10</u>	<u>\$ 0.13</u>	<u>\$ 0.19</u>	<u>\$ 0.23</u>

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

Net loss on a GAAP basis	\$ (6,461)	\$ (4,879)	\$ (19,403)	\$ (13,061)
Other expense, net	(160)	808	(878)	1,741
(Benefit from) provision for income taxes	(5,291)	538	(7,176)	1,121
Loss from operations on a GAAP basis	(11,912)	(3,533)	(27,457)	(10,199)
Depreciation and amortization	14,184	14,987	26,400	30,064
Stock-based compensation	8,151	7,089	17,302	14,459
Acquisition-related adjustment to deferred revenue (1)	3,278	347	9,653	961
Adjusted EBITDA	<u>\$ 13,701</u>	<u>\$ 18,890</u>	<u>\$ 25,898</u>	<u>\$ 35,285</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,	
	2008	2009	2008	2009
Cost of subscription, license and maintenance revenues	\$ 4,794	\$ 4,984	\$ 9,052	\$ 9,948
Sales and marketing	3,008	2,960	5,577	5,913
General and administrative	91	-	177	27
Total amortization of intangible assets	<u>\$ 7,893</u>	<u>\$ 7,944</u>	<u>\$ 14,806</u>	<u>\$ 15,888</u>

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

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

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

	March 31, 2007	June 30, 2007	September 30, 2007	December 31, 2007	March 31, 2008	June 30, 2008	September 30, 2008	December 31, 2008	March 31, 2009	June 30, 2009
Full-time employee headcount	465	531	578	713	985	1,045	1,087	1,189	1,204	1,208
Quarterly number of transactions captured (in billions)	496.0	520.0	561.3	619.3	851.5	886.6	938.8	993.5	1,045.1	1,052.9

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	Three Months Ended June 30,		Six Months Ended June 30,	
	2008	2009	2008	2009
<b>Revenues by geography (in thousands):</b>				
Customers within the United States	\$ 52,024	\$ 62,895	\$ 98,108	\$ 125,797
Customers outside the United States	19,596	24,677	36,725	48,932
Total revenues	<u>\$ 71,620</u>	<u>\$ 87,572</u>	<u>\$ 134,833</u>	<u>\$ 174,729</u>
<b>Revenues by geography as a percentage of total revenues:</b>				
Customers within the United States	73%	72%	73%	72%
Customers outside the United States	27	28	27	28
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		Six Months Ended	
	June 30,		June 30,	
	2008	2009	2008	2009
<b>Cash flows from operating activities:</b>				
Net loss	\$ (6,461)	\$ (4,879)	\$ (19,403)	\$ (13,061)
Adjustments to reconcile net loss to net cash provided by operating activities:				
Depreciation and amortization	14,184	14,987	26,400	30,064
Stock-based compensation	8,151	7,089	17,302	14,459
Other non-cash transactions	(5,613)	(22)	(7,921)	(32)
Gain from reduction in acquisition-related deferred tax liabilities	(82)	-	(252)	-
Loss on foreign currency forward contracts, net	-	1,963	-	1,787
Net changes in operating assets and liabilities:				
Accounts receivable, net	(16,821)	(7,379)	(27,703)	(11,709)
Prepaid expenses and other assets	137	(24)	2,009	893
Accounts payable	(7,358)	(3,752)	6,224	(1,254)
Accrued and other liabilities	6,352	4,170	(2,011)	(1,010)
Deferred revenues	23,764	2,851	36,966	7,891
Net cash provided by operating activities	<u>16,253</u>	<u>15,004</u>	<u>31,611</u>	<u>28,028</u>
<b>Cash flows from investing activities:</b>				
Purchases of investments	(9,945)	(24,956)	(19,831)	(39,938)
Proceeds from sales of investments	1,171	5,000	36,970	5,000
Maturities of investments	5,000	15,000	5,000	20,000
Purchases of property and equipment	(17,891)	(6,015)	(28,002)	(11,590)
Purchases of intangible assets	(437)	-	(2,874)	(458)
Foreign currency forward contracts	-	(2,439)	-	(2,168)
Business acquisitions, net of cash acquired	(7,851)	(484)	(59,721)	(3,589)
Net cash used in investing activities	<u>(29,953)</u>	<u>(13,894)</u>	<u>(68,458)</u>	<u>(32,743)</u>
<b>Cash flows from financing activities:</b>				
Proceeds from exercise of stock options	3,975	617	6,081	915
Proceeds from employee stock purchase plan	-	-	125	196
Proceeds from issuance of common stock, net of issuance costs	-	-	-	25,000
Repurchases of vested restricted stock	(234)	(505)	(963)	(1,103)
Proceeds from issuance of notes payable	5,000	(26)	8,006	(51)
Principal payments on notes payable and capital lease obligations	(1,209)	(464)	(6,269)	(539)
Net cash provided by (used in) financing activities	<u>7,532</u>	<u>(378)</u>	<u>6,980</u>	<u>24,418</u>
Effect of exchange rate changes on cash and cash equivalents	(49)	254	195	189
Net (decrease) increase in cash and cash equivalents	<u>(6,217)</u>	<u>986</u>	<u>(29,672)</u>	<u>19,892</u>
Cash and cash equivalents at beginning of period	<u>54,310</u>	<u>85,926</u>	<u>77,765</u>	<u>67,020</u>
Cash and cash equivalents at end of period	<u>\$ 48,093</u>	<u>\$ 86,912</u>	<u>\$ 48,093</u>	<u>\$ 86,912</u>

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

	<b>December 31,</b>	<b>June 30,</b>
	<b>2008</b>	<b>2009</b>
<b>Assets:</b>		
Current assets:		
Cash and cash equivalents	\$ 67,020	\$ 86,912
Short-term investments	9,997	29,973
Accounts receivable, net	106,810	119,053
Prepaid expenses and other current assets	10,369	9,858
Total current assets	194,196	245,796
Property and equipment, net	61,482	59,135
Intangible assets, net	137,505	120,941
Goodwill	427,565	426,676
Long-term investments	18,136	13,993
Other assets	3,316	3,041
Total assets	<b>\$ 842,200</b>	<b>\$ 869,582</b>
<b>Liabilities and Stockholders' Equity:</b>		
Current liabilities:		
Accounts payable	\$ 7,662	\$ 6,500
Accrued liabilities	41,179	35,616
Current portion of deferred revenues	101,728	113,564
Current portion of notes payable	1,617	1,958
Current portion of capital lease obligations	150	88
Total current liabilities	152,336	157,726
Deferred revenues, less current portion	10,222	6,976
Notes payable, less current portion	13,528	12,750
Capital lease obligations, less current portion	79	48
Other liabilities	8,467	7,921
Commitments and contingencies		
Stockholders' equity:		
Preferred stock	-	-
Common stock	73	76
Additional paid-in capital	754,151	793,345
Deferred stock-based compensation	(366)	(80)
Accumulated other comprehensive loss	(3,256)	(3,085)
Accumulated deficit	(93,034)	(106,095)
Total stockholders' equity	657,568	684,161
Total liabilities and stockholders' equity	<b>\$ 842,200</b>	<b>\$ 869,582</b>