

**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)
	2007	% of Revenues	2008	% of Revenues	
Revenues:					
Subscription, license and maintenance	\$ 39,728	92%	\$ 74,362	90%	87%
Professional services and other	3,385	8	8,637	10	155
Total revenues	<u>43,113</u>	<u>100</u>	<u>82,999</u>	<u>100</u>	<u>93</u>
Cost of revenues (1):					
Subscription, license and maintenance	13,838	32	31,062	38	124
Professional services and other	2,206	5	4,337	5	97
Total cost of revenues	<u>16,044</u>	<u>37</u>	<u>35,399</u>	<u>43</u>	<u>121</u>
Gross profit	27,069	63	47,600	57	76
Operating expenses (1):					
Sales and marketing	17,227	40	33,723	41	96
Research and development	5,489	13	9,126	11	66
General and administrative	7,576	18	12,044	14	59
Total operating expenses	<u>30,292</u>	<u>71</u>	<u>54,893</u>	<u>66</u>	<u>81</u>
Loss from operations	(3,223)	(8)	(7,293)	(9)	126
Interest income	2,067	5	210	-	(90)
Interest expense	(149)	-	(235)	-	58
Other expense, net	(189)	-	(834)	(1)	341
Loss before income taxes	(1,494)	(3)	(8,152)	(10)	446
Provision for (benefit from) income taxes	333	1	(69)	-	(121)
Net loss	<u>\$ (1,827)</u>	<u>(4)%</u>	<u>\$ (8,083)</u>	<u>(10)%</u>	<u>342%</u>
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.03)		\$ (0.11)		267%
Weighted-average number of shares, basic and diluted	59,421		72,731		22%
Adjusted EBITDA (2)	\$ 7,198	17%	\$ 17,269	21%	140%
(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription, license and maintenance revenues	\$ 428	1%	\$ 864	1%	
Cost of professional services and other revenues	117	0	234	0	
Sales and marketing	1,504	4	3,082	4	
Research and development	853	2	1,497	2	
General and administrative	1,224	3	1,808	2	
Total stock-based compensation expenses	<u>\$ 4,126</u>	<u>10%</u>	<u>\$ 7,485</u>	<u>9%</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

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	Year Ended December 31,		Year Ended December 31,		% Increase (Decrease)
	2007	% of Revenues	2008	% of Revenues	
<b>Revenues:</b>					
Subscription, license and maintenance	\$ 132,010	92%	\$ 265,686	90%	101%
Professional services and other	11,117	8	29,927	10	169
Total revenues	<u>143,127</u>	<u>100</u>	<u>295,613</u>	<u>100</u>	<u>107</u>
<b>Cost of revenues (1):</b>					
Subscription, license and maintenance	46,411	32	110,786	38	139
Professional services and other	6,953	5	15,154	5	118
Total cost of revenues	<u>53,364</u>	<u>37</u>	<u>125,940</u>	<u>43</u>	<u>136</u>
Gross profit	89,763	63	169,673	57	89
<b>Operating expenses (1):</b>					
Sales and marketing	61,610	43	129,814	44	111
Research and development	17,257	12	36,966	12	114
General and administrative	24,218	17	46,037	16	90
Total operating expenses	<u>103,085</u>	<u>72</u>	<u>212,817</u>	<u>72</u>	<u>106</u>
Loss from operations	(13,322)	(9)	(43,144)	(15)	224
Interest income	5,816	4	1,869	1	(68)
Interest expense	(835)	(1)	(953)	(1)	14
Other expense, net	(554)	-	(1,375)	-	148
Loss before income taxes	(8,895)	(6)	(43,603)	(15)	390
Provision for income taxes	534	1	1,163	-	118
Net loss	<u>\$ (9,429)</u>	<u>(7)%</u>	<u>\$ (44,766)</u>	<u>(15)%</u>	<u>375%</u>
<b>Net loss per share:</b>					
Net loss per share, basic and diluted	\$ (0.18)		\$ (0.63)		250%
Weighted-average number of shares, basic and diluted	53,710		71,458		33%
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Adjusted EBITDA (2)	\$ 22,377	16%	\$ 59,414	20%	166%
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<b>(1) Amounts include stock-based compensation expenses, as follows:</b>					
Cost of subscription, license and maintenance revenues	\$ 1,502	1%	\$ 4,221	2%	
Cost of professional services and other revenues	430	0	968	0	
Sales and marketing	4,982	3	12,268	4	
Research and development	2,615	2	6,849	2	
General and administrative	3,935	3	8,282	3	
Total stock-based compensation expenses	<u>\$ 13,464</u>	<u>9%</u>	<u>\$ 32,588</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.**  
**Reconciliation of Non-GAAP Measures**  
*(in thousands, except per share data)*  
**(unaudited)**

	Three Months Ended December 31,		Year Ended December 31,	
	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	\$ 43,113	\$ 82,999	\$ 143,127	\$ 295,613
Acquisition-related adjustment to Instadia deferred revenue (1)	-	-	333	-
Acquisition-related adjustment to Touch Clarity deferred revenue (1)	414	-	1,377	378
Acquisition-related adjustment to Offermatica deferred revenue (1)	139	39	139	656
Acquisition-related adjustment to Visual Sciences deferred revenue (1)	-	1,384	-	11,942
Acquisition-related adjustment to Mercado deferred revenue (1)	-	418	-	418
Total revenues on a non-GAAP basis	<u>\$ 43,666</u>	<u>\$ 84,840</u>	<u>\$ 144,976</u>	<u>\$ 309,007</u>

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

Net loss on a GAAP basis	\$ (1,827)	\$ (8,083)	\$ (9,429)	\$ (44,766)
Acquisition-related adjustment to deferred revenue (1)	553	1,841	1,849	13,394
Amortization of intangible assets (2)	1,693	7,873	5,459	30,530
Stock-based compensation	4,126	7,485	13,464	32,588
Imputed interest on patent license obligation (3)	15	53	168	234
Loss on foreign currency forward contract related to Instadia acquisition (4)	-	-	243	-
Net income on a non-GAAP basis	<u>\$ 4,560</u>	<u>\$ 9,169</u>	<u>\$ 11,754</u>	<u>\$ 31,980</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	\$ (0.03)	\$ (0.11)	\$ (0.18)	\$ (0.63)
Acquisition-related adjustment to deferred revenue (1)	0.01	0.03	0.03	0.19
Amortization of intangible assets (2)	0.03	0.11	0.11	0.43
Stock-based compensation	0.07	0.10	0.25	0.46
Loss on foreign currency forward contract related to Instadia acquisition (4)	-	-	0.01	-
Impact of difference in number of GAAP and non-GAAP diluted shares	(0.01)	(0.01)	(0.02)	(0.03)
Diluted net income per share on a non-GAAP basis	<u>\$ 0.07</u>	<u>\$ 0.12</u>	<u>\$ 0.20</u>	<u>\$ 0.42</u>

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

Net loss on a GAAP basis	\$ (1,827)	\$ (8,083)	\$ (9,429)	\$ (44,766)
Other (income) expense, net	(1,729)	859	(4,427)	459
Provision for (benefit from) income taxes	333	(69)	534	1,163
Loss from operations on a GAAP basis	<u>(3,223)</u>	<u>(7,293)</u>	<u>(13,322)</u>	<u>(43,144)</u>
Depreciation and amortization	5,742	15,236	20,386	56,576
Stock-based compensation	4,126	7,485	13,464	32,588
Acquisition-related adjustment to deferred revenue (1)	553	1,841	1,849	13,394
Adjusted EBITDA	<u>\$ 7,198</u>	<u>\$ 17,269</u>	<u>\$ 22,377</u>	<u>\$ 59,414</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 December 31,		Year Ended December 31,	
	2007	2008	2007	2008
Cost of subscription, license and maintenance revenues	\$ 1,189	\$ 4,854	\$ 3,810	\$ 18,684
Sales and marketing	420	2,941	1,362	11,503
General and administrative	84	78	287	343
Total amortization of intangible assets	<u>\$ 1,693</u>	<u>\$ 7,873</u>	<u>\$ 5,459</u>	<u>\$ 30,530</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

**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 March 31, 2009</b>
Total revenues on a GAAP basis	\$85 to \$87
Acquisition-related adjustment to deferred revenue	1.0
Total revenues on a non-GAAP basis	\$86 to \$88

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

	<b>Three Months Ended March 31, 2009</b>
Diluted net loss per share on a GAAP basis	\$(0.11) to \$(0.10)
Acquisition-related adjustment to deferred revenue	0.01
Stock-based compensation	0.10
Amortization of intangible assets	0.11
Diluted net income per share on a non-GAAP basis	\$0.11 to \$0.12

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

	<b>Three Months Ended March 31, 2009</b>
Net loss on a GAAP basis	\$(8.2) to \$(7.2)
Other expense, net	0.3
Provision for income taxes	0.6
Loss from operations on a GAAP basis	(7.3) to (6.3)
Depreciation and amortization	15.6
Stock-based compensation	7.7
Acquisition-related adjustment to deferred revenue	1.0
Adjusted EBITDA	\$17.0 to \$18.0

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

	March 31, 2006	June 30, 2006	September 30, 2006	December 31, 2006	March 31, 2007	June 30, 2007	September 30, 2007	December 31, 2007	March 31, 2008	June 30, 2008	September 30, 2008	December 31, 2008
Full-time employee headcount	312	324	323	353	465	531	578	713	985	1,045	1,087	1,189
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	938.8	993.5

	Three Months Ended December 31,		Year Ended December 31,	
	2007	2008	2007	2008
<b>Revenues by geography (in thousands):</b>				
Customers within the United States	\$ 31,727	\$ 59,537	\$ 106,258	\$ 213,212
Customers outside the United States	11,386	23,462	36,869	82,401
Total revenues	<u>\$ 43,113</u>	<u>\$ 82,999</u>	<u>\$ 143,127</u>	<u>\$ 295,613</u>

<b>Revenues by geography as a percentage of total revenues:</b>				
Customers within the United States	74%	72%	74%	72%
Customers outside the United States	<u>26</u>	<u>28</u>	<u>26</u>	<u>28</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 December 31,		Year Ended December 31,	
	2007	2008	2007	2008
<b>Cash flows from operating activities:</b>				
Net loss	\$ (1,827)	\$ (8,083)	\$ (9,429)	\$ (44,766)
Adjustments to reconcile net loss to net cash (used in) provided by operating activities:				
Depreciation and amortization	5,742	15,236	20,386	56,576
Stock-based compensation	4,126	7,485	13,464	32,588
Other non-cash transactions	(315)	(3)	(946)	(328)
(Gains) losses on foreign currency forward contracts, net	-	(1,067)	243	(738)
Net changes in operating assets and liabilities:				
Accounts receivable, net	(9,170)	(10,019)	(23,121)	(35,173)
Prepaid expenses and other assets	(1,340)	(1,113)	(1,599)	(1,001)
Accounts payable	(2,186)	(4,124)	2,145	82
Accrued and other liabilities	(253)	1,180	617	3,992
Deferred revenues	5,024	8,319	16,245	57,095
Net cash (used in) provided by operating activities	(199)	7,811	18,005	68,327
<b>Cash flows from investing activities:</b>				
Purchases of investments	(6,023)	(9,980)	(144,019)	(34,788)
Proceeds from sales of investments	35,000	-	48,150	36,970
Maturities of investments	30,000	5,000	40,000	25,000
Purchases of property and equipment	(2,783)	(3,464)	(11,975)	(45,335)
Purchases of intangible assets	(982)	(650)	(4,545)	(3,967)
Foreign currency forward contracts	-	1,783	(337)	1,454
Business acquisitions, net of cash acquired	(34,703)	(7,865)	(78,882)	(68,687)
Net cash provided by (used in) investing activities	20,509	(15,176)	(151,608)	(89,353)
<b>Cash flows from financing activities:</b>				
Proceeds from exercise of stock options	998	158	3,606	8,715
Proceeds from employee stock purchase plan	-	-	194	330
Proceeds from issuance of common stock, net of issuance costs	-	-	142,233	-
Income tax benefit of stock option exercises	294	-	294	-
Repurchases of vested restricted stock	-	(34)	-	(1,027)
Proceeds from issuance of notes payable	2,364	14,344	2,761	22,350
Principal payments on notes payable and capital lease obligations	(1,110)	(11,672)	(6,129)	(19,424)
Net cash provided by financing activities	2,546	2,796	142,959	10,944
Effect of exchange rate changes on cash and cash equivalents	8	(102)	122	(663)
Net increase (decrease) in cash and cash equivalents	22,864	(4,671)	9,478	(10,745)
Cash and cash equivalents at beginning of period	54,901	71,691	68,287	77,765
Cash and cash equivalents at end of period	\$ 77,765	\$ 67,020	\$ 77,765	\$ 67,020

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

	<u>December 31,</u> <u>2007</u>	<u>December 31,</u> <u>2008</u>
<b>Assets:</b>		
Current assets:		
Cash and cash equivalents	\$ 77,765	\$ 67,020
Short-term investments	56,924	9,997
Accounts receivable, net	51,971	106,810
Prepaid expenses and other current assets	<u>3,663</u>	<u>10,369</u>
Total current assets	190,323	194,196
Property and equipment, net	31,214	61,482
Intangible assets, net	50,769	137,505
Goodwill	94,960	427,565
Long-term investments	-	18,136
Other assets	<u>3,457</u>	<u>3,316</u>
Total assets	<u><u>\$ 370,723</u></u>	<u><u>\$ 842,200</u></u>
<b>Liabilities and Stockholders' Equity:</b>		
Current liabilities:		
Accounts payable	\$ 6,470	\$ 7,662
Accrued liabilities	17,126	41,179
Current portion of deferred revenues	42,041	101,728
Current portion of notes payable	4,407	1,617
Current portion of capital lease obligations	<u>246</u>	<u>150</u>
Total current liabilities	70,290	152,336
Deferred revenues, less current portion	1,815	10,222
Notes payable, less current portion	2,948	13,528
Capital lease obligations, less current portion	173	79
Other liabilities	4,422	8,467
Commitments and contingencies		
Stockholders' equity:		
Preferred stock	-	-
Common stock	61	73
Additional paid-in capital	340,424	754,151
Deferred stock-based compensation	(1,182)	(366)
Accumulated other comprehensive income (loss)	40	(3,256)
Accumulated deficit	<u>(48,268)</u>	<u>(93,034)</u>
Total stockholders' equity	291,075	657,568
Total liabilities and stockholders' equity	<u><u>\$ 370,723</u></u>	<u><u>\$ 842,200</u></u>