

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)
	2006	% of Revenues	2007	% of Revenues	
Revenues:					
Subscription	\$ 17,598	93%	\$ 30,604	91%	74%
Professional services and other	1,226	7	2,875	9	135
Total revenues	<u>18,824</u>	<u>100</u>	<u>33,479</u>	<u>100</u>	78
Cost of revenues (1):					
Subscription	6,804	36	11,032	33	62
Professional services and other	<u>757</u>	<u>4</u>	<u>1,717</u>	<u>5</u>	127
Total cost of revenues	<u>7,561</u>	<u>40</u>	<u>12,749</u>	<u>38</u>	69
Gross profit	11,263	60	20,730	62	84
Operating expenses (1):					
Sales and marketing	8,605	46	15,343	46	78
Research and development	2,076	11	3,969	12	91
General and administrative	<u>2,568</u>	<u>14</u>	<u>5,873</u>	<u>17</u>	129
Total operating expenses	<u>13,249</u>	<u>71</u>	<u>25,185</u>	<u>75</u>	90
Loss from operations	(1,986)	(11)	(4,455)	(13)	124
Interest income	174	1	835	2	380
Interest expense	(415)	(2)	(244)	(1)	(41)
Other expense	<u>(32)</u>	<u>-</u>	<u>(114)</u>	<u>-</u>	256
Loss before provision for income taxes	(2,259)	(12)	(3,978)	(12)	76
Provision for income taxes	24	-	78	-	225
Net loss	<u>\$ (2,283)</u>	<u>(12)%</u>	<u>\$ (4,056)</u>	<u>(12)%</u>	78%
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.16)		\$ (0.08)		(49)%
Weighted-average number of shares, basic and diluted	14,168		49,791		251%
Adjusted EBITDA (2)	\$ 1,842	10%	\$ 5,071	15%	175%
(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription revenues	\$ 39	0%	\$ 434	1%	
Cost of professional services and other revenues	12	0	106	0	
Sales and marketing	248	1	1,540	5	
Research and development	129	1	687	2	
General and administrative	264	2	1,052	3	
Total stock-based compensation expenses	<u>\$ 692</u>	<u>4%</u>	<u>\$ 3,819</u>	<u>11%</u>	

(2) Adjusted EBITDA is equal to net cash provided by operations less the acquisition-related adjustment to deferred revenue, non-operating gains and losses, the net change in operating assets and liabilities, other income (expense), net and provision for income taxes

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)
	2006	% of Revenues	2007	% of Revenues	
Revenues:					
Subscription	\$ 33,138	94%	\$ 57,924	92%	75%
Professional services and other	2,122	6	4,708	8	122
Total revenues	<u>35,260</u>	<u>100</u>	<u>62,632</u>	<u>100</u>	78
Cost of revenues (1):					
Subscription	12,911	37	20,492	32	59
Professional services and other	<u>1,428</u>	<u>4</u>	<u>2,995</u>	<u>5</u>	110
Total cost of revenues	<u>14,339</u>	<u>41</u>	<u>23,487</u>	<u>37</u>	64
Gross profit	20,921	59	39,145	63	87
Operating expenses (1):					
Sales and marketing	16,786	48	28,667	46	71
Research and development	4,048	11	7,112	11	76
General and administrative	<u>5,418</u>	<u>15</u>	<u>10,259</u>	<u>17</u>	89
Total operating expenses	<u>26,252</u>	<u>74</u>	<u>46,038</u>	<u>74</u>	75
Loss from operations	(5,331)	(15)	(6,893)	(11)	29
Interest income	372	1	1,471	3	295
Interest expense	(617)	(2)	(501)	(1)	(19)
Other expense	<u>(62)</u>	<u>-</u>	<u>(467)</u>	<u>(1)</u>	653
Loss before provision for income taxes	(5,638)	(16)	(6,390)	(10)	13
Provision for income taxes	51	-	112	-	120
Net loss	<u>\$ (5,689)</u>	<u>(16)%</u>	<u>\$ (6,502)</u>	<u>(10)%</u>	14%
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.40)		\$ (0.13)		(68)%
Weighted-average number of shares, basic and diluted	14,068		48,772		247%
Adjusted EBITDA (2)	\$ 1,786	5%	\$ 9,043	14%	406%
(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription revenues	\$ 56	0%	\$ 727	1%	
Cost of professional services and other revenues	16	0	210	0	
Sales and marketing	342	1	2,215	4	
Research and development	226	0	1,070	2	
General and administrative	<u>580</u>	<u>2</u>	<u>1,482</u>	<u>2</u>	
Total stock-based compensation expenses	<u>\$ 1,220</u>	<u>3%</u>	<u>\$ 5,704</u>	<u>9%</u>	

(2) Adjusted EBITDA is equal to net cash provided by operations less the acquisition-related adjustment to deferred revenue, non-operating gains and losses, the net change in operating assets and liabilities, other income (expense), net and provision for income taxes

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

	Three Months Ended		Six Months Ended	
	June 30,		June 30,	
	2006	2007	2006	2007
Reconciliation of Total Revenues on a GAAP Basis to Total Revenues on a Non-GAAP Basis:				
Total revenues on a GAAP basis	\$ 18,824	\$ 33,479	\$ 35,260	\$ 62,632
Acquisition-related adjustment to Instadia deferred revenue (1)	-	104	-	269
Acquisition-related adjustment to Touch Clarity deferred revenue (1)	-	479	-	659
Total revenues on a non-GAAP basis	<u>\$ 18,824</u>	<u>\$ 34,062</u>	<u>\$ 35,260</u>	<u>\$ 63,560</u>

Reconciliation of Net Loss on a GAAP Basis to Net (Loss) Income on a Non-GAAP Basis:				
Net loss on a GAAP basis	\$ (2,283)	\$ (4,056)	\$ (5,689)	\$ (6,502)
Acquisition-related adjustment to deferred revenue (1)	-	583	-	928
Amortization of patent licenses (2)	315	330	630	652
Stock-based compensation	692	3,819	1,220	5,704
Amortization of intangible assets acquired from business acquisitions (3)	-	1,049	-	1,487
Amortization of intangible asset related to co-marketing and reseller agreement (4)	81	81	152	162
Imputed interest on patent license obligation (5)	218	51	292	120
Loss on foreign currency forward contract related to Instadia acquisition (6)	-	-	-	243
Net (loss) income on a non-GAAP basis	<u>\$ (977)</u>	<u>\$ 1,857</u>	<u>\$ (3,395)</u>	<u>\$ 2,794</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	\$ (0.16)	\$ (0.08)	\$ (0.40)	\$ (0.13)
Acquisition-related adjustment to deferred revenue (1)	-	0.01	-	0.02
Amortization of patent licenses (2)	0.02	0.01	0.04	0.01
Stock-based compensation	0.05	0.08	0.09	0.12
Amortization of intangible assets acquired from business acquisitions (3)	-	0.02	-	0.03
Amortization of intangible asset related to co-marketing and reseller agreement (4)	0.01	-	0.01	-
Imputed interest on patent license obligation (5)	0.01	-	0.02	-
Loss on foreign currency forward contract related to Instadia acquisition (6)	-	-	-	0.01
Impact of difference in number of GAAP and Non-GAAP diluted shares	-	(0.01)	-	(0.01)
Diluted net (loss) income per share on a non-GAAP basis	<u>\$ (0.07)</u>	<u>\$ 0.03</u>	<u>\$ (0.24)</u>	<u>\$ 0.05</u>

Reconciliation of Net Cash Provided By (Used In) Operating Activities to Adjusted EBITDA:				
Net cash provided by (used in) operating activities	\$ 681	\$ 10,182	\$ (1,892)	\$ 13,107
Acquisition-related adjustment to deferred revenue	-	583	-	928
Non-operating gains and losses, net	-	19	-	(224)
Net changes in operating assets and liabilities	864	(5,314)	3,320	(4,377)
Other expense (income), net	273	(477)	307	(503)
Provision for income taxes	24	78	51	112
Adjusted EBITDA	<u>\$ 1,842</u>	<u>\$ 5,071</u>	<u>\$ 1,786</u>	<u>\$ 9,043</u>

(1) This item is recorded in subscription revenue 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) Amortization of intangible assets acquired from business acquisitions is allocated as follows in the Condensed Consolidated Statement of Operations:

	Three Months Ended		Six Months Ended	
	June 30,		June 30,	
	2006	2007	2006	2007
Cost of subscription revenues	\$ -	\$ 693	\$ -	\$ 934
Sales and marketing	-	278	-	424
General and administrative	-	78	-	129
	<u>\$ -</u>	<u>\$ 1,049</u>	<u>\$ -</u>	<u>\$ 1,487</u>

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

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

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

Omniture, Inc.
Reconciliation of Forward Looking Total Revenues on a GAAP Basis to Total Revenues on a Non-GAAP Basis
(in millions)
(unaudited)

	Three Months Ended September 30, 2007	Year Ended December 31, 2007
Total revenues on a GAAP basis	\$36.1 to \$37.1	\$139 to \$140
Acquisition-related adjustment to deferred revenue (1)	0.4	2
Total revenues on a non-GAAP basis	<u>\$36.5 to \$37.5</u>	<u>\$141 to \$142</u>

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

	Three Months Ended September 30, 2007	Year Ended December 31, 2007
Diluted net loss per share on a GAAP basis	\$(0.07) to \$(0.06)	\$(0.22) to \$(0.20)
Acquisition-related adjustment to deferred revenue (1)	0.01	0.03
Amortization of patent licenses (2)	0.01	0.03
Stock-based compensation	0.07	0.26
Amortization of intangible assets acquired from business acquisitions	0.02	0.07
Amortization of intangible asset related to co-marketing and reseller agreement (3)	0.00	0.01
Impact of difference in number of GAAP and Non-GAAP diluted shares	0.00	(0.02)
Diluted net income per share on a non-GAAP basis	<u>\$0.04 to \$0.05</u>	<u>\$0.16 to \$0.18</u>

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

	Three Months Ended September 30, 2007	Year Ended December 31, 2007
Net cash provided by operating activities on a GAAP basis	\$5.6 to \$6.1	\$27.3 to \$28.3
Acquisition-related adjustment to deferred revenue	0.4	1.7
Non-operating gains and losses, net	0.0	(0.2)
Net changes in operating assets and liabilities	0.4	(4.3)
Other income, net	(2.0)	(4.8)
Provision for income taxes	0.1	0.3
Adjusted EBITDA	<u>\$4.5 to \$5.0</u>	<u>\$20.0 to \$21.0</u>

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

Omniture, Inc.
Additional Metrics
(unaudited)

	<u>March 31, 2006</u>	<u>June 30, 2006</u>	<u>September 30, 2006</u>	<u>December 31, 2006</u>	<u>March 31, 2007</u>	<u>June 30, 2007</u>
Full-time employee headcount	312	324	323	353	465	531
Quarterly number of transactions captured (in billions)	288.5	315.0	362.7	420.7	496.0	520.0

	<u>Three Months Ended June 30,</u>		<u>Six Months Ended June 30,</u>	
	<u>2006</u>	<u>2007</u>	<u>2006</u>	<u>2007</u>
Revenues by geography (in thousands):				
Customers within the United States	\$ 15,739	\$ 24,709	\$ 29,825	\$ 47,257
Customers outside the United States	3,085	8,770	5,435	15,375
Total revenues	<u>\$ 18,824</u>	<u>\$ 33,479</u>	<u>\$ 35,260</u>	<u>\$ 62,632</u>

As a percentage of total revenues:

	<u>Three Months Ended June 30,</u>		<u>Six Months Ended June 30,</u>	
	<u>2006</u>	<u>2007</u>	<u>2006</u>	<u>2007</u>
Revenues by geography:				
Customers within the United States	84%	74%	85%	75%
Customers outside the United States	16	26	15	25
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 June 30,		Six Months Ended June 30,	
	2006	2007	2006	2007
Cash flows from operating activities:				
Net loss	\$ (2,283)	\$ (4,056)	\$ (5,689)	\$ (6,502)
Adjustments to reconcile net loss to net cash provided by (used in) operating activities:				
Depreciation and amortization	3,136	5,124	5,897	9,304
Stock-based compensation	692	3,819	1,220	5,704
Loss on disposal of property and equipment	-	10	-	10
Loss on foreign currency forward contract	-	-	-	243
Unrealized loss on available for sale securities	-	(29)	-	(29)
Net changes in operating assets and liabilities:				
Accounts receivable, net	(2,581)	(719)	(6,235)	(8,045)
Prepaid expenses and other assets	(1,042)	668	(2,501)	681
Accounts payable	2,263	727	3,556	4,214
Accrued and other liabilities	(1,018)	507	(1,373)	(990)
Deferred revenues	1,514	4,131	3,233	8,517
Net cash provided by (used in) operating activities	681	10,182	(1,892)	13,107
Cash flows from investing activities:				
Purchases of short-term investments	-	(71,846)	-	(83,846)
Sale of short-term investments	-	1,000	-	1,000
Purchases of property and equipment	(5,961)	(2,984)	(11,224)	(5,286)
Purchases of intangible assets	(99)	(946)	(99)	(2,574)
Payment related to foreign currency forward contract	-	-	-	(337)
Business acquisitions, net of cash acquired	-	(11,867)	-	(38,131)
Net cash used in investing activities	(6,060)	(86,643)	(11,323)	(129,174)
Cash flows from financing activities:				
Proceeds from exercise of stock options	16	490	25	1,149
Proceeds from employee stock purchase plan	-	-	-	99
Proceeds from issuance of common stock, net of issuance costs	-	143,104	-	143,104
Proceeds from issuance of notes payable	4,508	397	9,608	397
Principal payments on notes payable and capital lease obligations	(1,327)	(1,745)	(2,246)	(3,368)
Net cash provided by financing activities	3,197	142,246	7,387	141,381
Effect of exchange rate changes on cash and cash equivalents	-	39	-	39
Net (decrease) increase in cash and cash equivalents	(2,182)	65,824	(5,828)	25,353
Cash and cash equivalents at beginning of period	18,550	27,816	22,196	68,287
Cash and cash equivalents at end of period	\$ 16,368	\$ 93,640	\$ 16,368	\$ 93,640

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

	<u>December 31,</u> <u>2006</u>	<u>June 30,</u> <u>2007</u> <i>(unaudited)</i>
Assets:		
Current assets:		
Cash and cash equivalents	\$ 68,287	\$ 93,640
Short-term investments	-	82,890
Accounts receivable, net	24,126	33,823
Prepaid expenses and other current assets	1,571	1,566
Total current assets	<u>93,984</u>	<u>211,919</u>
Property and equipment, net	31,128	31,175
Intangible assets, net	9,796	35,287
Goodwill	-	48,251
Other assets	302	548
Total assets	<u><u>\$ 135,210</u></u>	<u><u>\$ 327,180</u></u>
Liabilities and Stockholders' Equity:		
Current liabilities:		
Accounts payable	\$ 2,586	\$ 7,209
Accrued liabilities	11,435	13,208
Current portion of deferred revenues	21,885	33,175
Current portion of notes payable	5,997	4,679
Current portion of capital lease obligations	53	386
Deferred consideration related to business acquisition	-	25,379
Total current liabilities	<u>41,956</u>	<u>84,036</u>
Deferred revenues, less current portion	2,170	2,542
Notes payable, less current portion	4,117	2,811
Capital lease obligations, less current portion	24	286
Other liabilities	518	1,239
Stockholders' equity:		
Common stock	47	57
Additional paid-in capital	127,380	283,488
Deferred stock-based compensation	(2,172)	(1,656)
Accumulated other comprehensive income (deficit)	9	(282)
Accumulated deficit	<u>(38,839)</u>	<u>(45,341)</u>
Total stockholders' equity	<u>86,425</u>	<u>236,266</u>
Total liabilities and stockholders' equity	<u><u>\$ 135,210</u></u>	<u><u>\$ 327,180</u></u>