

IZEA Worldwide, Inc.
Consolidated Balance Sheets

| | September 30, 2021 | December 31, 2020 |
|---|-----------------------|----------------------|
| Assets | | |
| Current assets: | | |
| Cash and cash equivalents | \$ 74,451,857 | \$ 33,045,225 |
| Accounts receivable, net | 7,093,028 | 5,207,205 |
| Prepaid expenses | 1,646,895 | 199,294 |
| Other current assets | 40,853 | 74,467 |
| Total current assets | <u>83,232,633</u> | <u>38,526,191</u> |
| Property and equipment, net | 157,769 | 230,918 |
| Goodwill | 4,016,722 | 4,016,722 |
| Intangible assets, net | — | 505,556 |
| Software development costs, net | 1,127,093 | 1,472,684 |
| Total assets | <u>\$ 88,534,217</u> | <u>\$ 44,752,071</u> |
| Liabilities and Stockholders' Equity | | |
| Current liabilities: | | |
| Accounts payable | \$ 1,372,546 | \$ 1,880,144 |
| Accrued expenses | 2,419,917 | 1,924,973 |
| Contract liabilities | 10,660,068 | 7,180,264 |
| Current portion of notes payable | — | 1,477,139 |
| Total current liabilities | <u>14,452,531</u> | <u>12,462,520</u> |
| Finance obligation, less current portion | 34,292 | 43,808 |
| Notes payable, less current portion | 31,470 | 459,383 |
| Total liabilities | <u>14,518,293</u> | <u>12,965,711</u> |
| Commitments and Contingencies | — | — |
| Stockholders' equity: | | |
| Preferred stock; \$.0001 par value; 10,000,000 shares authorized; no shares issued and outstanding | — | — |
| Common stock; \$.0001 par value; 200,000,000 shares authorized; 61,809,573 and 50,050,167, respectively, issued and outstanding | 6,190 | 5,005 |
| Additional paid-in capital | 148,229,391 | 102,416,131 |
| Accumulated deficit | <u>(74,219,657)</u> | <u>(70,634,776)</u> |
| Total stockholders' equity | <u>74,015,924</u> | <u>31,786,360</u> |
| Total liabilities and stockholders' equity | <u>\$ 88,534,217</u> | <u>\$ 44,752,071</u> |

IZEA Worldwide, Inc.
Consolidated Statements of Operations and Comprehensive Loss

| | Three Months Ended September 30, | | Nine Months Ended September 30, | |
|--|----------------------------------|----------------|---------------------------------|----------------|
| | 2021 | 2020 | 2021 | 2020 |
| Revenue | \$ 7,607,546 | \$ 4,036,120 | \$ 19,521,917 | \$ 11,934,827 |
| Costs and expenses: | | | | |
| Cost of revenue (exclusive of amortization) | 3,975,532 | 1,701,770 | 9,664,543 | 5,256,536 |
| Sales and marketing | 2,240,936 | 1,403,037 | 6,622,128 | 4,154,871 |
| General and administrative | 2,670,785 | 1,827,267 | 7,865,510 | 6,165,597 |
| Impairment of goodwill | — | — | — | 4,300,000 |
| Depreciation and amortization | 220,453 | 372,483 | 949,906 | 1,250,859 |
| Total costs and expenses | 9,107,706 | 5,304,557 | 25,102,087 | 21,127,863 |
| Loss from operations | (1,500,160) | (1,268,437) | (5,580,170) | (9,193,036) |
| Other income (expense): | | | | |
| Interest expense | (1,558) | (16,448) | (24,090) | (42,542) |
| Other income (expense), net | 20,961 | 30,085 | 2,019,379 | 26,175 |
| Total other income (expense), net | 19,403 | 13,637 | 1,995,289 | (16,367) |
| Net loss | \$ (1,480,757) | \$ (1,254,800) | \$ (3,584,881) | \$ (9,209,403) |
| Weighted average common shares outstanding – basic and diluted | 61,883,017 | 45,772,638 | 59,875,142 | 38,879,218 |
| Basic and diluted loss per common share | \$ (0.02) | \$ (0.03) | \$ (0.06) | \$ (0.24) |

Revenue by type:

| | Three Months Ended September 30, | | | | | |
|---------------------------------|----------------------------------|-------|--------------|-------|--------------|----------|
| | 2021 | | 2020 | | \$ Change | % Change |
| Managed Services Revenue | \$ 7,153,517 | 94 % | \$ 3,513,806 | 87 % | \$ 3,639,711 | 104 % |
| Marketplace Spend Fees | 89,196 | 1 % | 120,630 | 3 % | (31,434) | (26)% |
| License Fees | 354,850 | 5 % | 396,549 | 10 % | (41,699) | (11)% |
| Other Fees | 9,983 | — % | 5,135 | — % | 4,848 | 94 % |
| SaaS Services Revenue | 454,029 | 6 % | 522,314 | 13 % | (68,285) | (13)% |
| Total Revenue | \$ 7,607,546 | 100 % | \$ 4,036,120 | 100 % | \$ 3,571,426 | 88 % |

| | Nine Months Ended September 30, | | | | YTD | YTD |
|---------------------------------|---------------------------------|-------|---------------|-------|--------------|----------|
| | 2021 | | 2020 | | \$ Change | % Change |
| Managed Services Revenue | \$ 18,139,370 | 93 % | \$ 10,129,210 | 85 % | \$ 8,010,160 | 79 % |
| Marketplace Spend Fees | 269,160 | 1 % | 482,817 | 4 % | (213,657) | (44)% |
| License Fees | 1,082,734 | 6 % | 1,291,002 | 11 % | (208,268) | (16)% |
| Other Fees | 30,653 | — % | 31,798 | — % | (1,145) | (4)% |
| SaaS Services Revenue | 1,382,547 | 7 % | 1,805,617 | 15 % | (423,070) | (23)% |
| Total Revenue | \$ 19,521,917 | 100 % | \$ 11,934,827 | 100 % | \$ 7,587,090 | 64 % |

Gross billings by revenue type:

| | Three Months Ended September 30, | | | | YTD | |
|--|----------------------------------|-------|--------------|-------|--------------|----------|
| | 2021 | | 2020 | | \$ Change | % Change |
| Managed Services Gross Billings | \$ 7,153,517 | 83 % | \$ 3,513,806 | 64 % | \$ 3,639,711 | 104 % |
| Marketplace Spend Fees | 1,105,516 | 13 % | 1,605,729 | 29 % | (500,213) | (31)% |
| License Fees | 354,850 | 4 % | 396,549 | 7 % | (41,699) | (11)% |
| Other Fees | 9,983 | — % | 5,135 | — % | 4,848 | 94 % |
| SaaS Services Gross Billings | 1,470,349 | 17 % | 2,007,413 | 36 % | (537,064) | (27)% |
| Total Gross Billings | \$ 8,623,866 | 100 % | \$ 5,521,219 | 100 % | \$ 3,102,647 | 56 % |

| | Nine Months Ended September 30, | | | | YTD | |
|--|---------------------------------|-------|---------------|-------|--------------|----------|
| | 2021 | | 2020 | | \$ Change | % Change |
| Managed Services Gross Billings | \$ 18,139,370 | 80 % | \$ 10,129,210 | 63 % | \$ 8,010,160 | 79 % |
| Marketplace Spend Fees | 3,295,451 | 15 % | 4,702,383 | 29 % | (1,406,932) | (30)% |
| License Fees | 1,082,734 | 5 % | 1,291,002 | 8 % | (208,268) | (16)% |
| Other Fees | 30,653 | — % | 31,798 | — % | (1,145) | (4)% |
| SaaS Services Gross Billings | 4,408,838 | 20 % | 6,025,183 | 37 % | (1,616,345) | (27)% |
| Total Gross Billings | \$ 22,548,208 | 100 % | \$ 16,154,393 | 100 % | \$ 6,393,815 | 40 % |

IZEA Worldwide, Inc.
Reconciliation of GAAP Net loss to Non-GAAP Adjusted EBITDA

| | Three Months Ended September 30, | | Nine Months Ended September 30, | |
|---|----------------------------------|---------------------|---------------------------------|-----------------------|
| | 2021 | 2020 | 2021 | 2020 |
| Net loss | \$ (1,480,757) | \$ (1,254,800) | \$ (3,584,881) | \$ (9,209,403) |
| Gain on the forgiveness of debt | — | — | (1,927,220) | — |
| Non-cash stock-based compensation | 229,039 | 108,568 | 633,219 | 356,846 |
| Non-cash stock issued for payment of services | 37,544 | 31,250 | 109,784 | 93,749 |
| Interest expense | 1,558 | 16,448 | 24,090 | 42,542 |
| Depreciation and amortization | 220,453 | 372,483 | 949,906 | 1,250,859 |
| Impairment of goodwill | — | — | — | 4,300,000 |
| Other non-cash items | (13,732) | 1,283 | (21,522) | (22,423) |
| Adjusted EBITDA | <u>\$ (1,005,895)</u> | <u>\$ (724,768)</u> | <u>\$ (3,816,624)</u> | <u>\$ (3,187,830)</u> |
| Revenue | <u>\$ 7,607,546</u> | <u>\$ 4,036,120</u> | <u>\$ 19,521,917</u> | <u>\$ 11,934,827</u> |
| Adjusted EBITDA as a % of Revenue | (13)% | (18)% | (20)% | (27)% |