

# BuzzFeed Inc.

**BuzzFeed**  
ENTERTAINMENT

BuzzFeed News  
**HUFFPOST**

**TASTY** LIFESTYLE  
BRANDS

**COMPLEX**  
NETWORKS

Investor Presentation | May 2022

# Note to recipient: disclaimer

## Forward-Looking Statements

Certain statements in this presentation (this "Presentation") may be considered forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, which statements involve substantial risks and uncertainties. BuzzFeed, Inc.'s ("BuzzFeed" or the "Company") forward-looking statements include, but are not limited to, statements regarding our management team's expectations, hopes, beliefs, intentions or strategies regarding the future. In addition, any statements that refer to projections, forecasts (including our outlook for Q2 2022) or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. The words "anticipate," "believe," "can," "contemplate," "continue," "could," "estimate," "expect," "forecast," "intend," "may," "might," "plan," "possible," "potential," "predict," "project," "seek," "should," "target," "will," "would" and similar expressions may identify forward-looking statements, but the absence of these words does not mean that a statement is not forward-looking. Forward-looking statements may include, for example, statements about: (1) anticipated trends, growth rates, and challenges in our business and in the markets in which we operate; (2) demand for products and services and changes in traffic; (3) changes in the business and competitive environment in which we operate; (4) developments and projections relating to our competitors and the digital media industry; (5) the impact of national and local economic and other conditions and developments in technology, each of which could influence the levels (rate and volume) of our subscriptions and advertising, the growth of our business and the implementation of our strategic initiatives; (6) poor quality broadband infrastructure in certain markets; (7) technological developments; (8) our success in retaining or recruiting, or changes required in, officers, key employees or directors; (9) our business, operations and financial performance, including expectations with respect to our financial and business performance, including financial projections and business metrics and any underlying assumptions thereunder and future business plans and growth opportunities; (10) our future capital requirements and sources and uses of cash, including our ability to obtain additional capital in the future; (11) expectations regarding future acquisitions, partnerships or other relationships with third parties; (12) government regulation, including revised foreign content and ownership regulations; (13) the impact of the COVID-19 pandemic on our business and the actions we may take in the future in response thereto; and (14) our ability to maintain the listing of our Class A common stock and warrants on Nasdaq.

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This Presentation contains estimates and information concerning our industry, our business, and the market for our products and services, including our general expectations of our market position, market growth forecasts, our market opportunity, and size of the markets in which we participate, that are based on industry publications, surveys, and reports that have been prepared by independent third parties. This information involves a number of assumptions and limitations, and you are cautioned not to give undue weight to these estimates. Although we have not independently verified the accuracy or completeness of the data contained in these industry publications, surveys, and reports, we believe the publications, surveys, and reports are generally reliable, although such information is inherently subject to uncertainties and imprecision. The industry in which we operate is subject to a high degree of uncertainty and risk due to a variety of factors, including those described in the sections titled “Risk Factors” in our SEC filings. These and other factors could cause results to differ materially from those expressed in these publications and reports.

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# Note to recipient: **disclaimer** (continued)

## **Non-GAAP Financial Measures**

This Presentation includes certain non-GAAP financial measures—Adjusted EBITDA and Adjusted EBITDA margin (including on a forward-looking basis) . These non-GAAP measures are an addition, and not a substitute for or superior to, measures of financial performance prepared in accordance with GAAP and should not be considered as an alternative to their nearest GAAP equivalent or any other performance measures derived in accordance with GAAP. The Company defines Adjusted EBITDA as net income (loss), excluding the impact of net income (loss) attributable to noncontrolling interests, income tax provision (benefit), interest expense, interest income, other income, net, depreciation and amortization, stock-based compensation, change in fair value of warrant liabilities, change in fair value of derivative liability, restructuring costs, public company readiness costs, and other non-cash and non-recurring items that management believes are not indicative of ongoing operations. Adjusted EBITDA margin is calculated by dividing Adjusted EBITDA by revenue for the same period.

A reconciliation of the non-GAAP financial measures used in this Presentation to their nearest GAAP equivalent is included in the appendix to this Presentation. BuzzFeed believes that these non-GAAP measures of financial results (including on a forward-looking basis) provide useful supplemental information to investors about the Company. BuzzFeed's management uses forward-looking non-GAAP measures to evaluate BuzzFeed's projected financials and operating performance. However, there are a number of limitations related to the use of these non-GAAP measures and their nearest GAAP equivalents, including that they exclude significant expenses that are required by GAAP to be recorded in BuzzFeed's financial measures. In addition, other companies may calculate non-GAAP measures differently, or may use other measures to calculate their financial performance, and therefore, BuzzFeed's non-GAAP measures may not be directly comparable to similarly titled measures of other companies. Additionally, to the extent that forward-looking non-GAAP financial measures are provided, they are presented on a non-GAAP basis without reconciliations of such forward-looking non-GAAP measures due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliations.

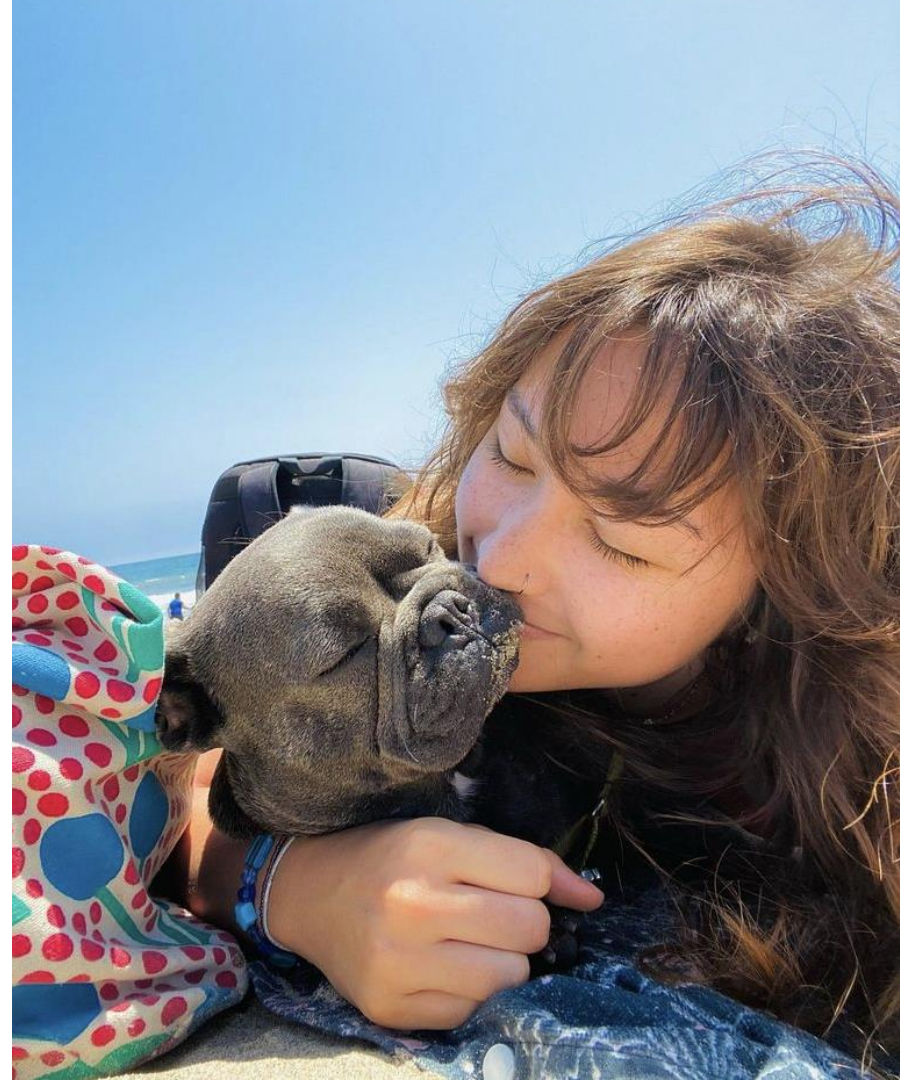
## **Additional Information and Where to Find It**

Investors and others should note that we may announce material business and financial information to our investors using our investor relations website (<https://investors.buzzfeed.com/>), SEC filings, webcasts, press releases, and conference calls. We use these mediums to communicate with investors and the general public about our Company, our products and services, and other issues. It is possible that the information that we make available may be deemed to be material information. We therefore encourage investors, the media, and others interested in our company to review the information that we post on our investor relations website.

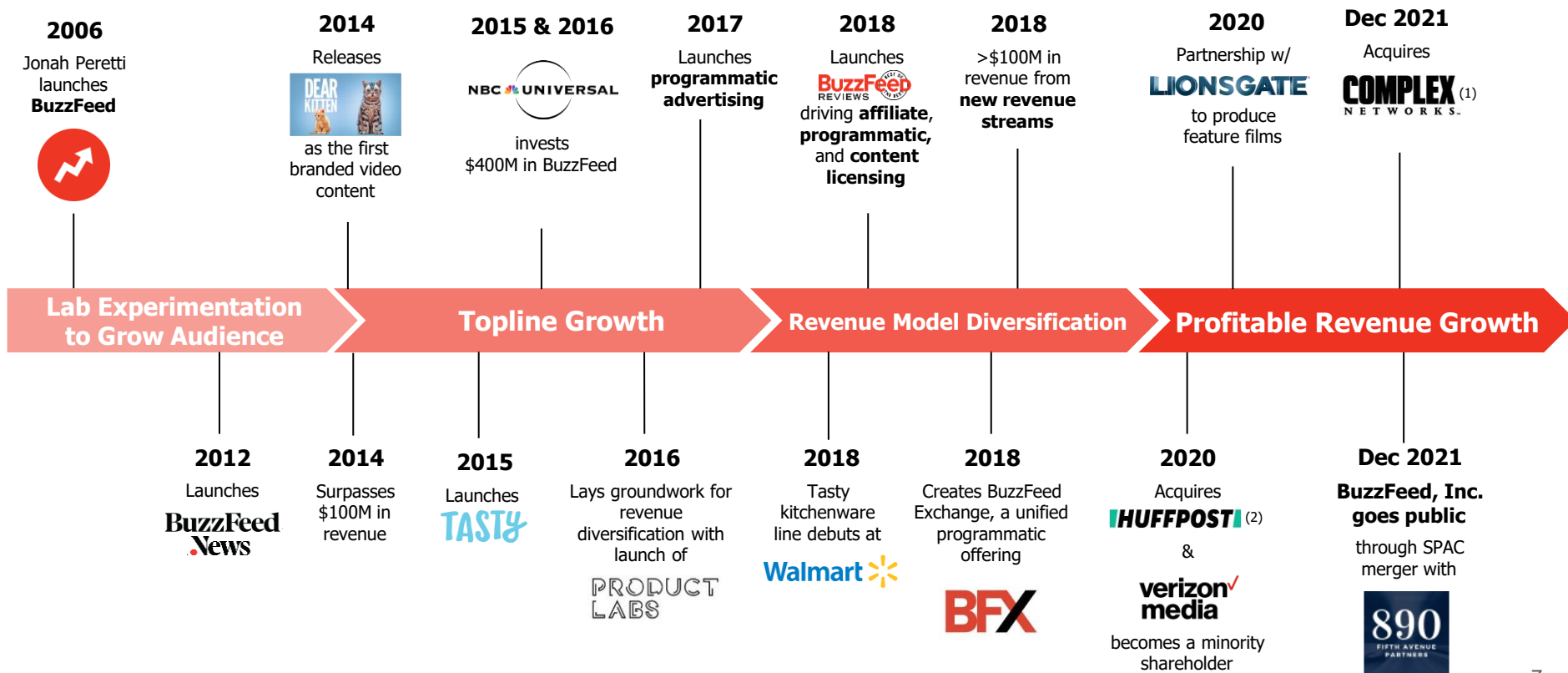
About **BuzzFeed** Inc. 



**BuzzFeed, Inc.** is a premier digital media company for the most diverse, most online, and most socially engaged generations the world has ever seen.

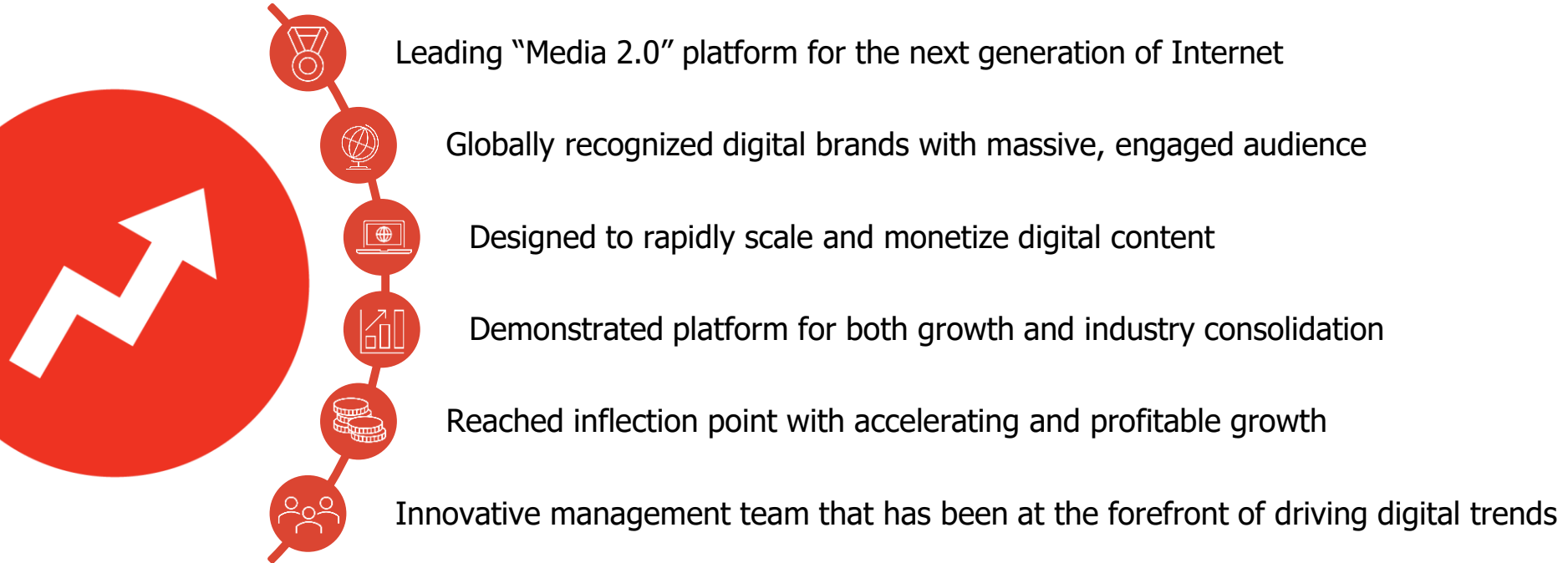


# History of **growth** and **innovation**.



(1) Deal signed in March 2021 and closed in December 2021.  
 (2) Deal signed in November 2020 and closed in February 2021.

# Long-term **value creation.**





# Our Business Model



# Portfolio of premium digital content brands that **define culture**.

## Entertainment & Culture



#1 in time spent  
among Gen Z and  
Millennials<sup>(1)</sup>



Leader in time spent  
among males  
Ages 18-24<sup>(2)</sup>

## Food



Over 180 million  
Facebook followers<sup>(3)</sup>

## News



Pulitzer Prize-winning  
news organizations



## Emerging Brands



Beauty



Travel



Health



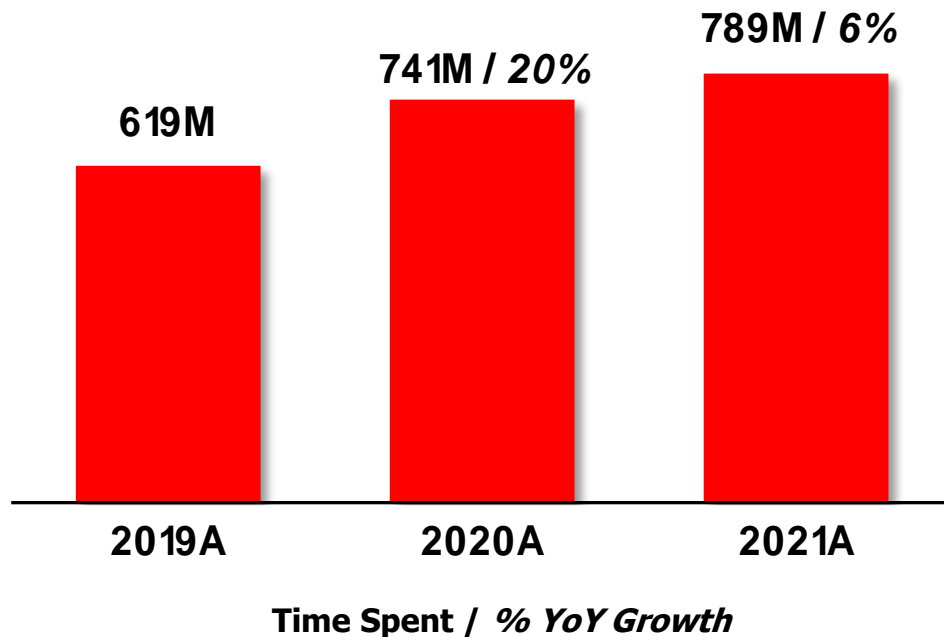
Home

(1) Source: Comscore Media Metrix, Multi-Platform, Key Measures, March 2022 (A18-A34). As compared to competitors including: New York Times Digital, Meredith Corporation, Hearst, Discovery Inc. Conde Nast, Washington Post, Vox Media, Dotdash, Group Nine Media, Vice Media Group, Bustle Digital Group. We define Time Spent as the estimated total number of hours spent by users on (i) our owned & operated US properties, (ii) our content on Apple News, and (iii) on our content on YouTube in the US, as reported by Comscore, and (iv) the estimated total number of hours spent on our content on Facebook, as reported by Facebook. Please refer to Slide 28 in the Appendix for a full definition.

(2) Source: Comscore Media Metrix, Multi-Platform, Key Measures, Feb 2022 (Males 18-24). As compared to competitors including: New York Times Digital, Meredith Corporation, Hearst, Discovery Inc. Conde Nast, Washington Post, Vox Media, Dotdash, Group Nine Media, Vice Media Group, Bustle Digital Group. (3) Tubular Intelligence, March 2022

# Massive, highly-engaged **audience**.

## Total Annual Time Spent (in hours)



Note: We define Time Spent as the estimated total number of hours spent by users on (i) our owned & operated US properties, (ii) our content on Apple News, and (iii) on our content on YouTube in the US, as reported by Comscore, and (iv) the estimated total number of hours spent on our content on Facebook, as reported by Facebook. Time Spent does not reflect time spent with our content across all platforms, including TikTok, Instagram, Snapchat and Twitter. Please refer to the Appendix for a full definition. 2021A includes HuffPost and Complex for the date of each acquisition.

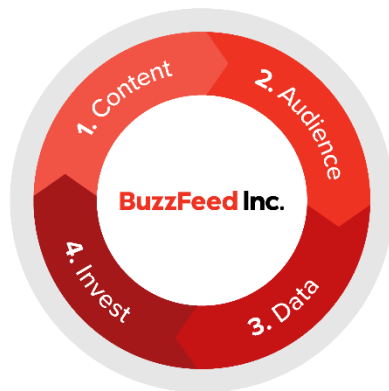
# Scaled model has **powered network effects** creating competitive barriers and driving growth.

## Leading audience & brands

**Nearly 800 million hours** of content consumed in 2021<sup>(1)</sup>

**#1 in Time Spent** among Gen Z and Millennials<sup>(2)</sup>

## Data-driven tech platform



## Scaled cross-platform distribution

Owned & Operated

**BuzzFeed**

BuzzFeed News

**HUFFPOST**

**COMPLEX** **TASTY**  
NETWORKS

Social Platforms



## Diversified revenue model

**Commerce**



**Advertising**

**= profitable growth**

(1) Please refer to the appendix for the methodology of how time spent is computed

(2) Comscore Media Metrix, Multi-Platform, Key Measures, January 2022 (A18-A34). As compared to competitors including: New York Times Digital, Meredith Corporation, Hearst, Discovery Inc. Conde Nast, Washington Post, Vox Media, Dotdash, Group Nine Media, Vice Media Group, Bustle Digital Group.

# Aligned with massive **secular trends**.

## Video & Social

Video advertising contributes to traffic growth, increases average session time, **attracts potential customers and increases sales**<sup>(1)</sup>

86% of users would like to see **more video content from brands**<sup>(1)</sup>



## eCommerce

**Shift to eCommerce accelerated** by COVID-19, **expanding markets** as the modern consumer discovers and buys new things<sup>(2)</sup>

## High Quality Content

Big Tech platforms in need of **trusted, brand-safe supply of digital content at scale**

Demand for voices that call for **racial and social justice** and more **inclusive, transparent and just business practices**



# Diversified **revenue model.**

## Advertising

Ads distributed against our editorial and news content, including display, pre-roll and mid-roll advertising

## Content

Custom advertising assets for clients, including both long-form and short-form content

Affiliate commission earned on sales transactions initiated from sponsored content

BuzzFeed Studios and Complex Networks original studio content

## Commerce

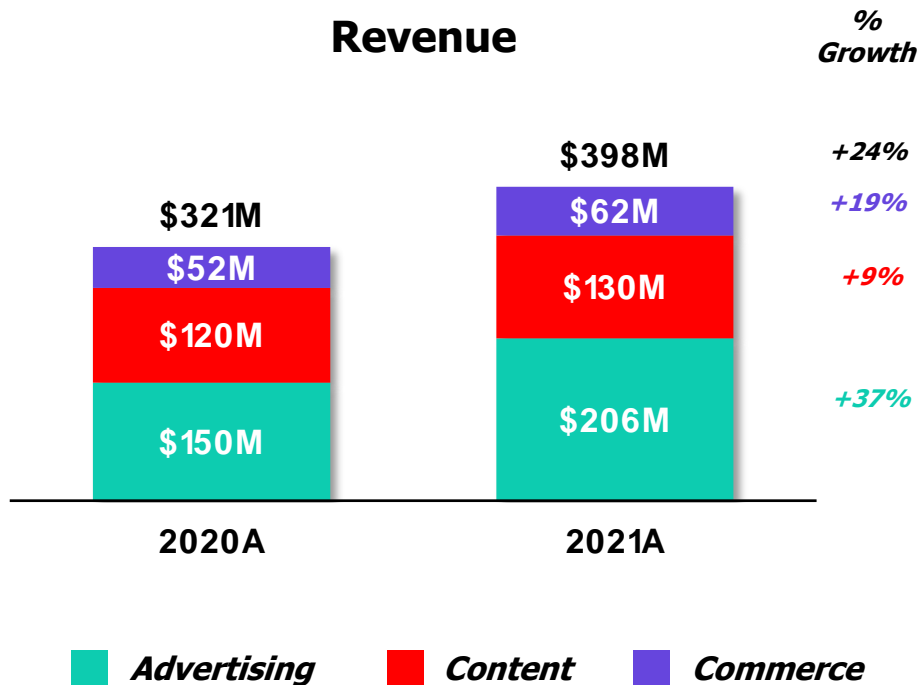
Affiliate commission earned on sales transactions initiated from editorial content

Royalties on licensing of IP

Live events

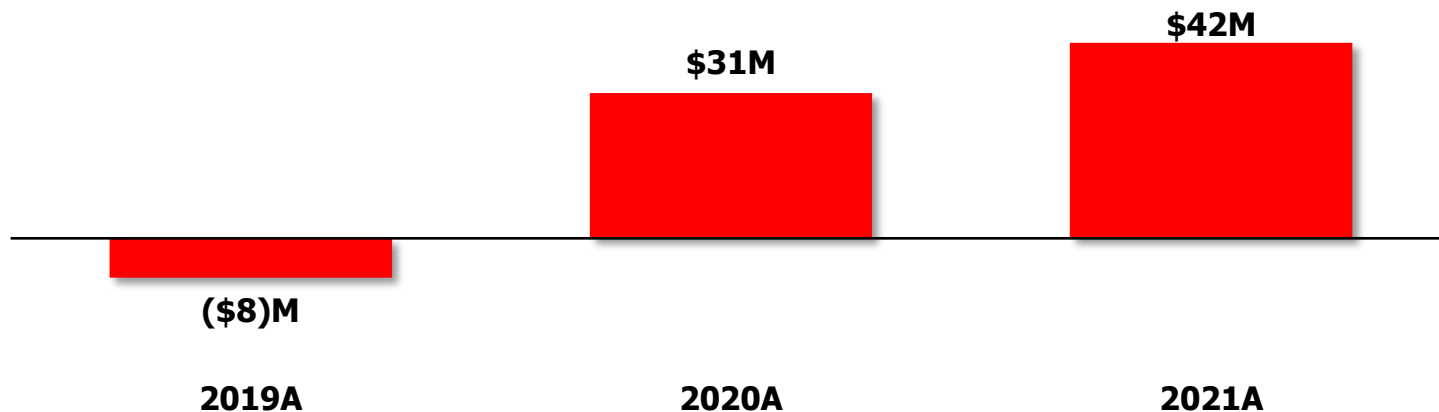


# Diversified **revenue model** operating at scale.



# Delivering **profitability** at scale.

## Adjusted EBITDA<sup>(1)</sup>



Note: Dollars in millions. Adjusted EBITDA is presented on an as-reported basis (2021A includes HuffPost and Complex from each date of acquisition).

(1) Please refer to Appendix for Adjusted EBITDA reconciliation.

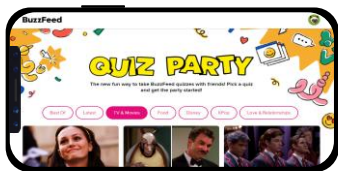


**Powered by Rich  
Audience Insights**



# Proprietary tech stack creating growth flywheel.

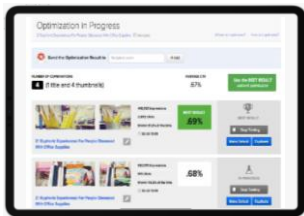
Creating content requires data, technology and scale. All are key competitive moats and differentiators of BuzzFeed, Inc.'s relationship with audiences.



## Proprietary Quiz Maker Built into CMS

### *25M unique quiz takers*

Enables a dozen varieties of addictive quizzes, with new formats developed regularly



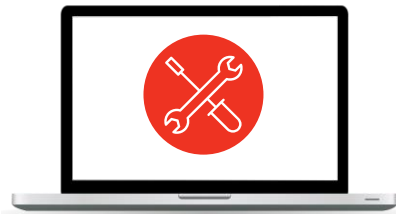
## Headline Optimization

Post-publication, BuzzFeed's technology automatically finds the best headline from several options



## Proprietary Machine Learning Algorithms

Generate both recommendations and automation of what and when to publish on social platforms

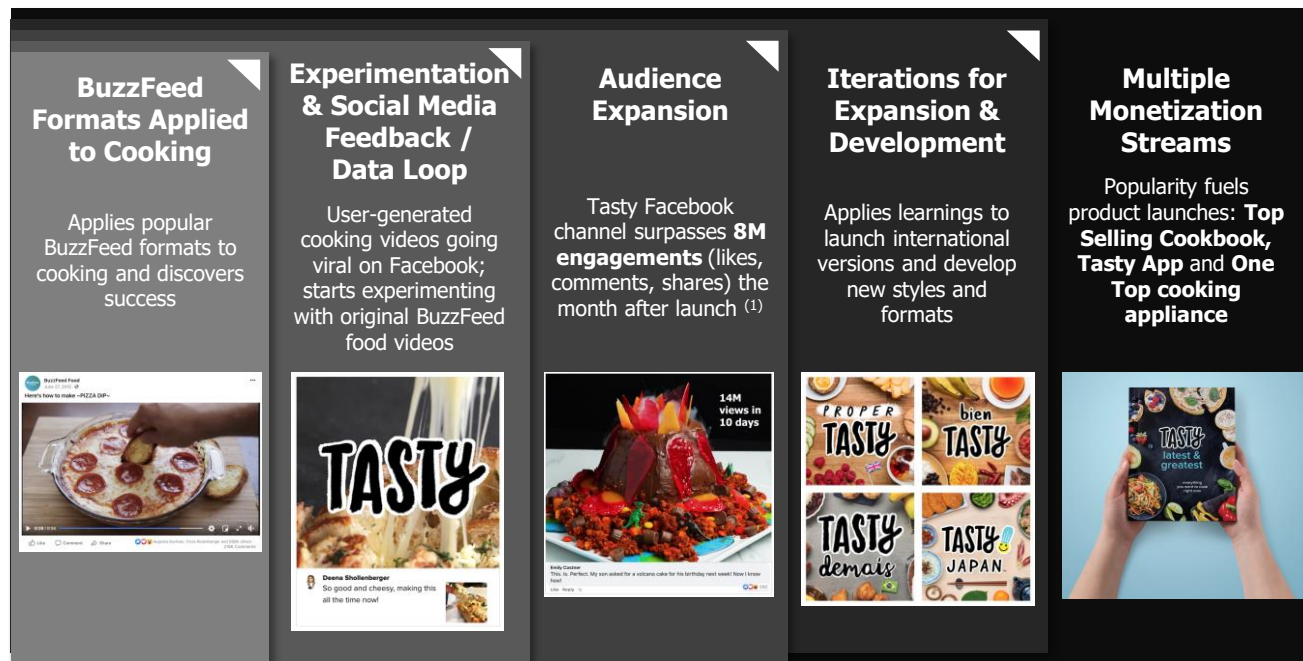


## Custom Tools for Content Creators

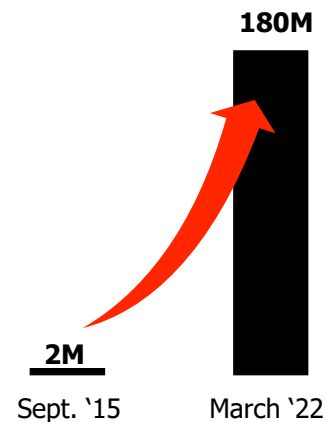
Support the efficient creation of the best content from what readers love and engage in, including flipped posts from comments and subbuzz remixer for market

# Powering **organic growth** of brands.

In five years, BuzzFeed has built Tasty into a scaled, cross-platform brand with multiple revenue streams.



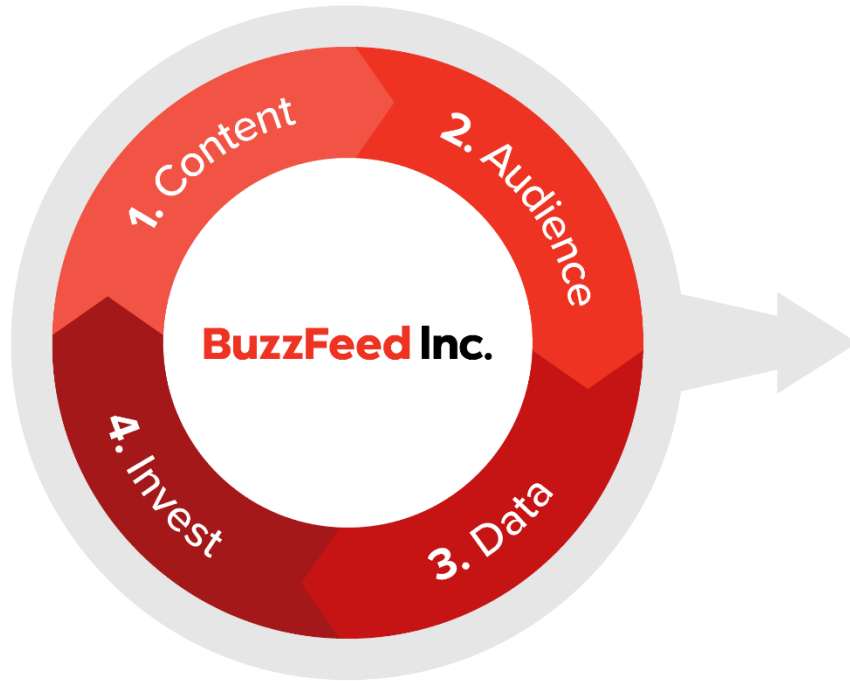
## Tasty Facebook Followers



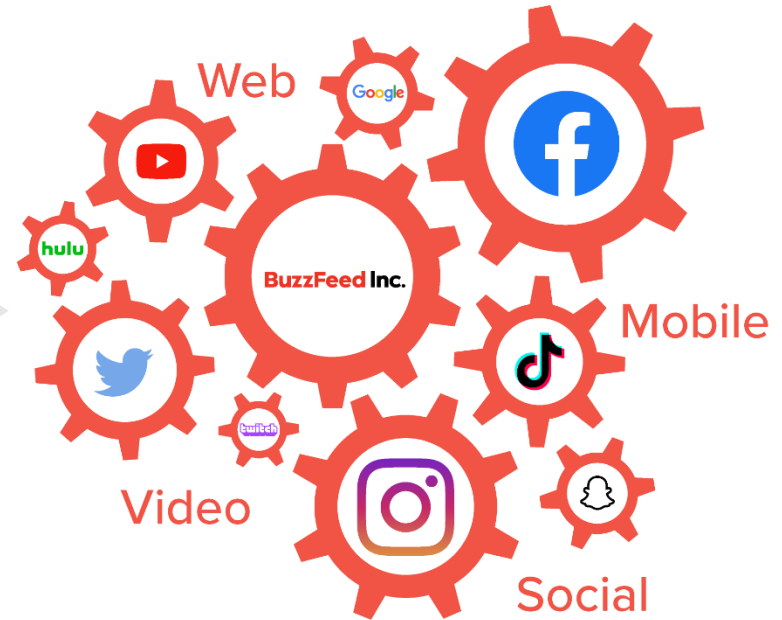
(1) Source: Tubular Intelligence, March 2022

## Differentiated approach to cross-platform **content creation** and **distribution**.

Data-driven approach is  
repeatable & scalable



Reaching our audiences  
wherever they are



Data-driven business model enables massive audience reach and  
establishes BuzzFeed, Inc. as a one-stop shop for advertisers

# Emerging businesses.

Extending our core business model with a continued focus on revenue diversification.

## Commerce



- A social-first approach to developing **trusted shopping content** created by our editorial team and **informed by our strong audience signal**
- Leading customers down the path from discovery to inspiration to real world transactions with a single click
- Drove **~\$600 million in attributable transactions** in 2021, **up almost ten-fold** since business was launched in 2016

## BuzzFeed Studios



- We are capitalizing on **unprecedented demand for premium content** by offering a diverse slate of programming from BuzzFeed Studios
- Our approach leverages our **proprietary first party data** and **vast library of IP** to develop film and TV concepts that resonate with Gen Z and Millennials
- Our broader creative leadership position and brand portfolio serves as a platform for **innovative marketing campaigns**

# **Our Track Record as an Industry-Leading Consolidation Platform**



# Completed acquisition of **HuffPost**.

## **HUFFPOST**

### Acquisition Rationale

- Universally known brand with cross-platform appeal & influence
- Extends leadership position and enhances scale
- Expanding reach into attractive, complementary audiences
- Near term opportunities to lift monetization
- Clear opportunity to drive profitability

### Highlights

A Leading News Outlet for Gen Z and Millennials<sup>(1)</sup>

Pulitzer Prize-Winning Newsroom

Complementary audience demographic

### Immediate Value Creation



Rapidly integrated into cross-platform distribution network



Successfully extended diversified revenue model



Achieved Profitability Post-Acquisition

# Completed acquisition of **Complex Networks**.



## Acquisition Rationale

- **Expands further into new audiences and verticals with clear category leadership**
- **Deepens engagement with existing demographic**
- **Cements opportunity as defining youth media platform**
- **Clear two-way synergies and monetization opportunities**

## Highlights

**Leader in Time Spent among males 18-24 <sup>(1)</sup>**

**1.9x more diverse reader demographic compared to total digital population <sup>(2)</sup>**

## Iconic Brands and IP



Source: (1) Comscore Media Metrix, Multi-Platform, Key Measures, February 2022 (Males 18-24). As compared to competitors including: New York Times Digital, Meredith Corporation, Hearst, Discovery Inc. Conde Nast, Washington Post, Vox Media, Dotdash, Group Nine Media, Vice Media Group, Bustle Digital Group.

(2) Refers to Black/African-American males age 18-34. Comscore, March 2022.



# Long-term **value creation.**



# Appendix



# BuzzFeed, Inc. net income to adjusted EBITDA reconciliation.

<i>(\$ in millions)</i>	<b>FY'19A</b>	<b>FY'20A</b>	<b>FY'21A</b>
<b>Net income (loss)<sup>(1)</sup></b>	<b>\$(37)</b>	<b>\$11</b>	<b>\$26</b>
Income tax provision (benefit)	(0)	1	(26)
Loss on disposition of subsidiary	-	1	1
Interest expense	0	1	3
Interest income	(2)	(0)	(0)
Other expense (income), net	(2)	(2)	3
Depreciation and amortization	19	17	23
Stock-based compensation	3	1	24
Change in fair value of warrant liabilities	-	-	(5)
Change in fair value of derivative liability	-	-	(27)
Restructuring <sup>(2)</sup>	10	-	4
Transaction costs <sup>(3)</sup>	-	-	15
Public company readiness costs <sup>(4)</sup>	-	-	1
<b>Adjusted EBITDA</b>	<b>\$(8)</b>	<b>\$31</b>	<b>\$42</b>

Note: Values subject to rounding. Figures are presented on an as-reported basis (FY'21A includes HuffPost and Complex from each date of acquisition).

(1) Excludes minority interest adjustment relating to non-controlling interests.

(2) For the year ended December 31, 2021, reflects costs associated with involuntary terminations of employees across various roles and levels as part of the integration of the HuffPost Acquisition. For the year ended December 31, 2019, reflects costs associated with involuntary terminations of employees across various roles and levels in an effort to better position us to execute on our strategy.

(3) Reflects one-time legal, advisory, consulting and incremental compensation expenses associated with the acquisition of Complex Networks and the transaction with 890 Fifth Avenue Partners, Inc.

(4) Reflects public company readiness costs associated with the establishment of our public company structure and processes.

## Definition of **time spent**.

We define **"Time Spent"** as the time audiences spend engaging with our content across our owned and operated US sites, as well as YouTube and Apple News in the US, as measured by Comscore and on Facebook, as reported by Facebook.

(Excludes platforms for which we do not have advertising capabilities that materially contribute to our revenues, including TikTok, Instagram, Snapchat and Twitter.)

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