



Everyday Health

Investor Call

December 5, 2016



Safe Harbor for Forward-Looking Statements

Certain statements in this presentation are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, particularly those regarding our 2016 Financial Guidance. Such forward-looking statements are subject to numerous assumptions, risks and uncertainties that could cause actual results to differ materially from those described in those statements. Readers should carefully review the Risk Factors slide of this presentation. These forward-looking statements are based on management’s expectations or beliefs as of December 5, 2016 and as well as those set forth in our Annual Report on Form 10-K filed by us on February 29, 2016 with the Securities and Exchange Commission (“SEC”) and the other reports we file from time-to-time with the SEC. We undertake no obligation to revise or publicly release any updates to such statements based on future information or actual results. Such forward-looking statements address the following subjects, among others:

- Future operating results
- Deployment of cash and investment balances to grow the company
- Ability to acquire businesses on acceptable terms and integrate and recognize synergies from acquired businesses
- Subscriber growth, retention, usage levels and average revenue per account
- Cloud service and digital media growth and continued demand for fax services
- International growth
- New products, services, features and technologies
- Corporate spending including stock repurchases
- Intellectual property and related licensing revenues
- Liquidity and ability to repay or refinance indebtedness
- Network capacity, coverage, reliability and security
- Regulatory developments and taxes



All information in this presentation speaks as of December 5, 2016 and any redistribution or rebroadcast of this presentation after that date is not intended and will not be construed as updating or confirming such information.



Risk Factors

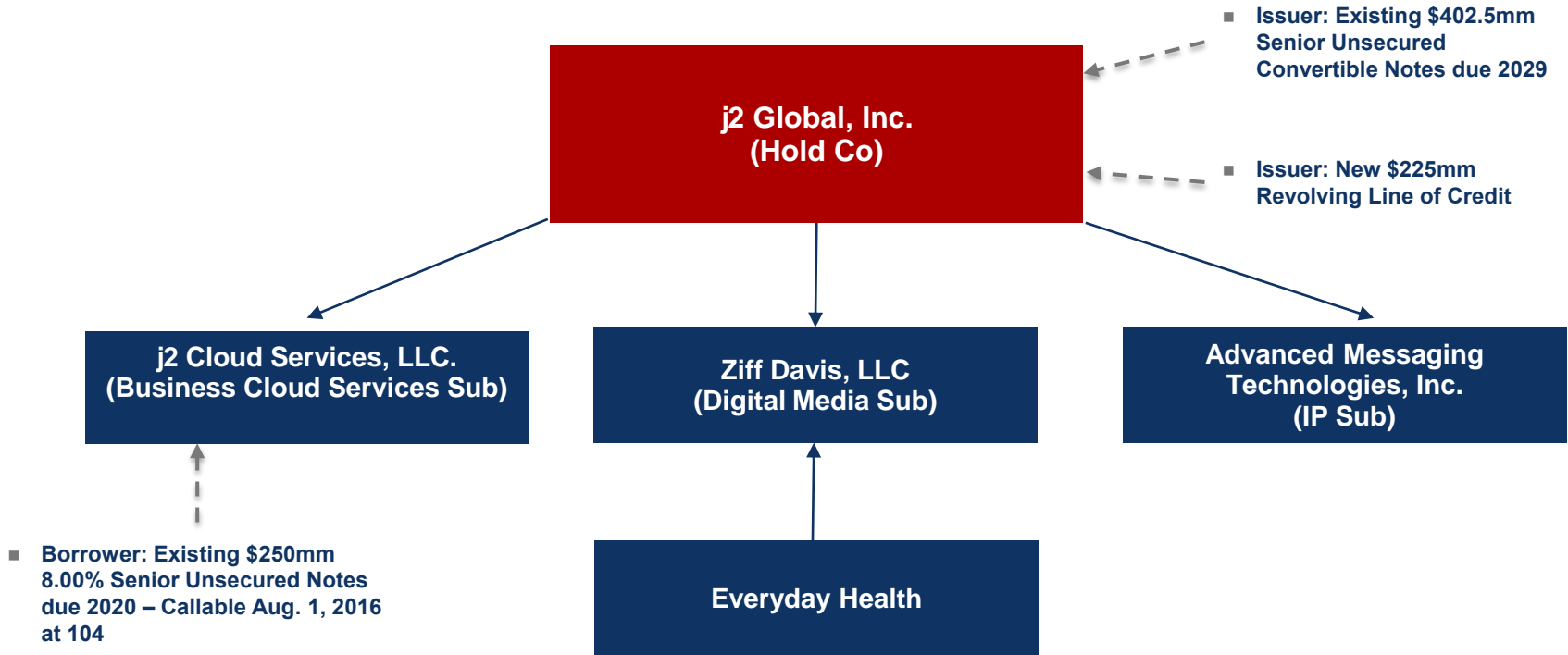
The following factors, among others, could cause our business, prospects, financial condition, operating results and cash flows to be materially adversely affected:

- Inability to sustain growth or profitability, particularly in light of an uncertain U.S. and worldwide economy and the related impact on customer acquisition, retention and usage levels, advertising spend and credit and debit card payment declines
- Reduced use of fax services due to increased use of email, scanning or widespread adoption of digital signatures or otherwise
- Inability to acquire businesses on acceptable terms or successfully integrate and realize anticipated synergies
- Failure to offer compelling digital media content causing reduced traffic and advertising levels; loss of advertisers or reduction in advertising spend; increased prevalence or effectiveness of advertising blocking technologies; inability to monetize handheld devices and handheld traffic supplanting monetized traffic
- New or unanticipated costs or tax liabilities, including those relating to federal and state income tax and indirect taxes, such as sales, value-added and telecommunications taxes
- Inability to manage certain risks inherent to our business, such as fraudulent activity, system failure or a security breach
- Competition from others with regard to price, service, content and functionality
- Inadequate intellectual property (IP) protection, expiration or invalidity of key patents, violations of 3rd party IP rights or inability or significant delay in monetizing IP
- Inability to continue to expand our business and operations internationally
- Inability to maintain required services on acceptable terms with financially stable telecom, co-location and other critical vendors; and inability to obtain telephone numbers in sufficient quantities on acceptable terms and in desired locations
- Level of debt limiting availability of cash flow to reinvest in the business; inability to repay or refinance debt when due; and restrictive covenants relating to debt imposing operating and financial restrictions on business activities or plans
- Inability to maintain and increase our cloud services customer base or average revenue per user
- Enactment of burdensome telecommunications, Internet, advertising or other regulations, or being subject to existing regulations
- Inability to adapt to technological change and diversify services & related revenues at acceptable levels of financial return
- Loss of services of executive officers and other key employees
- Other factors set forth in our Annual Report on Form 10-K filed by us on February 29, 2016 with the Securities and Exchange Commission (“SEC”) and the other reports we file from time-to-time with the SEC



Legal Structure and Financing Overview

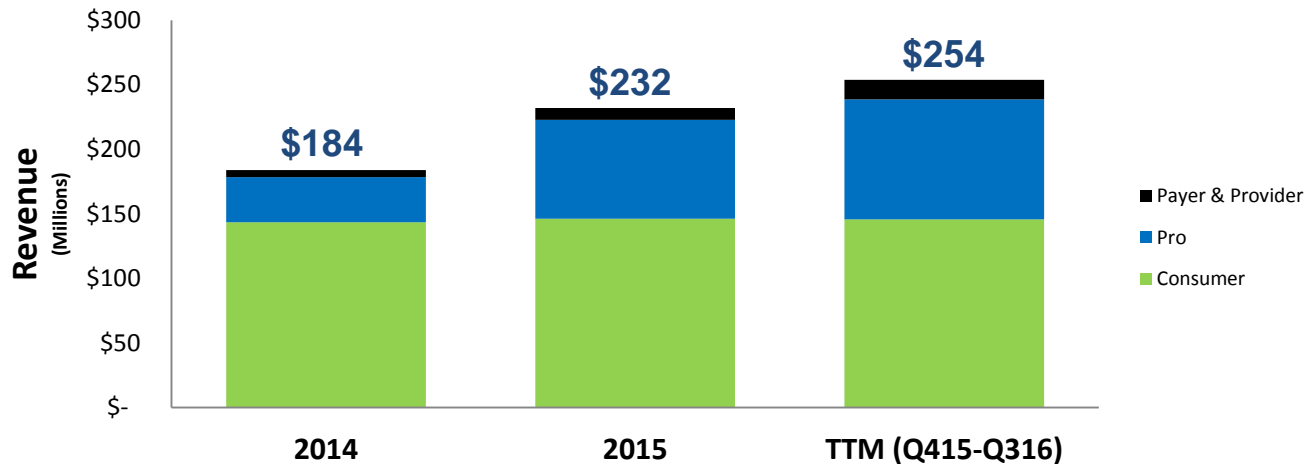
- New \$225 million revolving line of credit
- Acquisition of Everyday Health Inc. by Ziff Davis, LLC





Everyday Health Overview

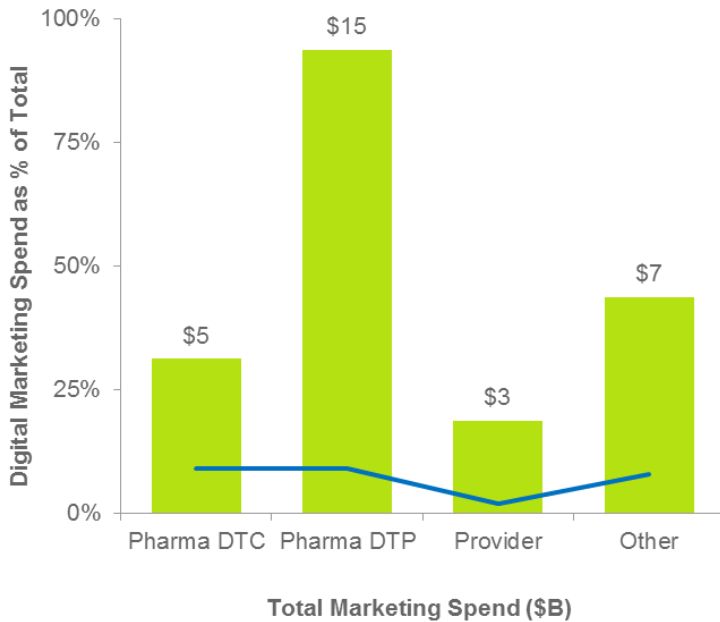
- EVDH operates a portfolio of health and wellness sites; an ad agency for orphan drugs; and a SaaS-based CRM solution for hospitals
- Three key target markets:





Health and Pharma Market Landscape

- ~\$30B spent in the U.S. on health marketing⁽¹⁾
- Rx, OTC, Payers and Providers all focused on creating direct relationships with consumers and healthcare professionals (“HCPs”)
- Digital is the #1 area of healthcare information consumption yet majority of marketing is still offline⁽²⁾
- Rise of specialty drugs, which will represent 50% of total drug sales by 2018, will require targeted media⁽³⁾
- Pharma sales rep jobs have fallen by 38% in a decade as access to HCPs has diminished⁽⁴⁾
- Everyday Health is #2 in the Health Information category according to comScore, behind WebMD⁽²⁾



	Total Unique Visitors/Viewers (000)	% Reach
Total Internet : Total Audience	257,549	100.0
Health - Information	165,067	64.1
1 WebMD Health	64,193	24.9
2 Everyday Health	42,559	16.5
3 Healthgrades	33,262	12.9
4 Healthline	32,017	12.4
5 DRUGS.COM	24,217	9.4
6 LIVESTRONG	23,885	9.3
7 CNN Health	17,450	6.8
8 Lifescript	16,956	6.6
9 VeryWell	14,646	5.7
10 Sharecare Network	12,235	4.8

(1) EVDY Pew Research November 2013

(2) ComScore October 2016

(3) Express Scripts Drug Trend Report May 2013

(4) Medical Marketing & Media, Sales Force Report: Shadowing the Reps November 2012

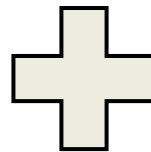


Ziff Davis' Acquisition Rationale

- **Everyday Health operates in a high-value decision-oriented vertical**
- **Everyday Health is well positioned to exploit favorable trends in the pharma landscape**
- **Everyday Health's video and TV capabilities could accelerate shift of TV ad dollars**
- **Everyday Health and Ziff Davis have complementary platforms and skills to engage and monetize audiences**
- **Combined reach and scale of Everyday Health and Ziff Davis strengthens our appeal to marketers**
- **Meaningful growth and margin expansion opportunities**

49,530,000 Unique Visitors⁽¹⁾

42,559,000 Unique Visitors⁽¹⁾



82,900,000 Unique Visitors⁽¹⁾

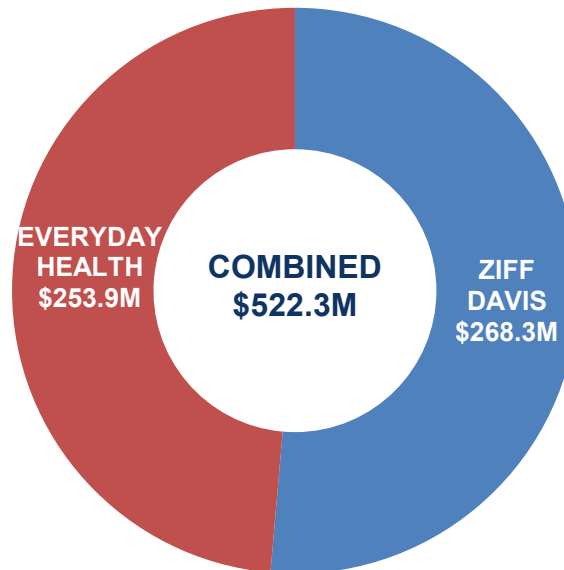
(1) comScore October 2016



Near Term Focus

- “Shrink to grow” by eliminating negative-margin revenues and evaluating low-potential/high-distraction business activities
- Focus on low-effort/high-return revenue-generating opportunities
- Identify and eliminate redundancies across companies and functions
- Evaluate inbound interest in acquiring certain Everyday Health assets

REVENUES TTM Q415-Q316





2016 Guidance

With the inclusion of Everyday Health in our consolidated financial results for the balance of December, we anticipate that revenues will modestly exceed the current high end of our guidance of \$860M and non-GAAP EPS⁽¹⁾ to be near the current high end estimate of \$5.00.

(1) Adjusted earnings per diluted share excludes share-based compensation, amortization of acquired intangibles and the impact of any currently anticipated items, in each case net of tax. It is anticipated that the effective tax rate for 2016 (excluding certain expenses that may not be indicative of our recurring core business operating results) will be between 29% and 31%

