



lendingtree[®]
Investor Presentation
Q3 2019

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Forward Looking Statements

Forward Looking Statements

Certain statements herein are “forward-looking statements” made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, as amended. Statements contained herein that are not clearly historical in nature are forward-looking. In many cases, you can identify forward-looking statements by terms such as “may,” “will,” “should,” “expects,” “plans,” “anticipates,” “believes,” “estimates,” “predicts,” “potential” or the negative of these terms or other comparable terminology. These forward-looking statements speak only as of the date hereof and are based on the Company’s current plans and expectations and are subject to a number of known and unknown uncertainties and risks, many of which are beyond the Company’s control. As a consequence, current plans, anticipated actions and future financial position and results of operations may differ significantly from those expressed in any forward-looking statements in the presentation. You should consider the risks in the Company’s periodic reports filed with the U.S. Securities and Exchange Commission (the “SEC”), including those described under the headings “Risk Factors” and “Cautionary Note Regarding Forward-Looking Statements”. You are cautioned not to unduly rely on such forward-looking statements when evaluating the information presented herein and we do not intend to update any of these forward-looking statements except as may be required by applicable law.

Non-GAAP Financial Measures

This presentation includes unaudited non-GAAP financial measures, including Adjusted EBITDA, and the ratios based on these financial measures. We present non-GAAP measures herein because our management believes that such information provides useful information about our operating performance. Non-GAAP financial measures do not have any standardized meaning and are therefore unlikely to be comparable to similar measures presented by other companies. The presentation of non-GAAP financial measures is not intended to be a substitute for, and should not be considered in isolation from, the financial measures reported in accordance with GAAP. See the Appendix for a reconciliation of non-GAAP financial measures to the comparable GAAP measures.

Industry Data

This presentation also contains industry data, forecasts and other information that we obtained from industry publications and surveys, public filings and internal company sources. Statements as to our ranking, market position and market estimates are based on independent industry publications, government publications, third-party forecasts and management’s estimates and assumptions about our markets and our internal research. While we are not aware of any misstatements regarding our market, industry or similar data presented herein, such data involve risks and uncertainties and are subject to change based on various factors.



Key Investment Highlights



Diversified Market Leader in Online Shopping for Financial Products



Dominant Brand Creates Sustainable Moat



Massive Industry Shift to Online



Robust Growth & Profitability; Disciplined Capital Allocation



Proven Leadership with Established Track Record

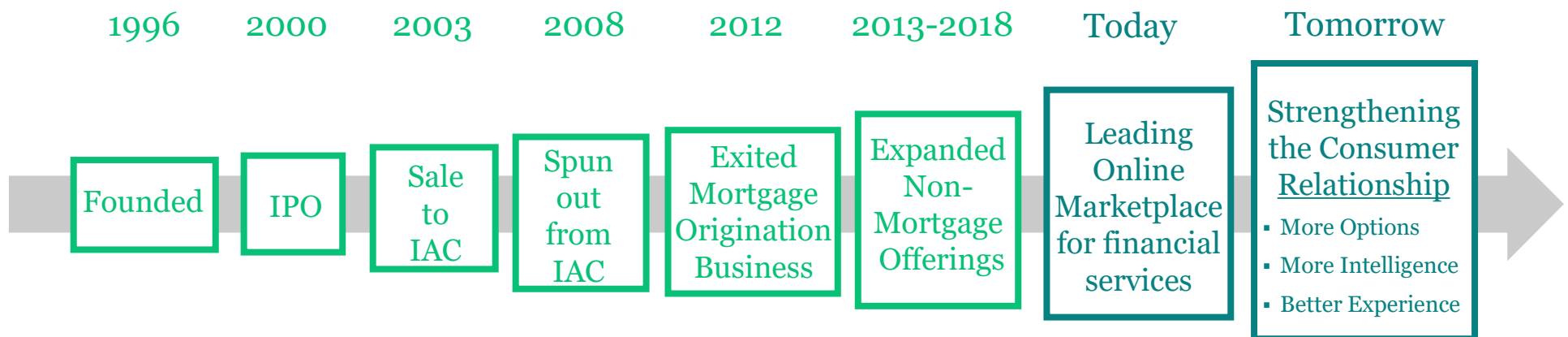


A Marketplace and Brand Built Over 20 Years

LendingTree®

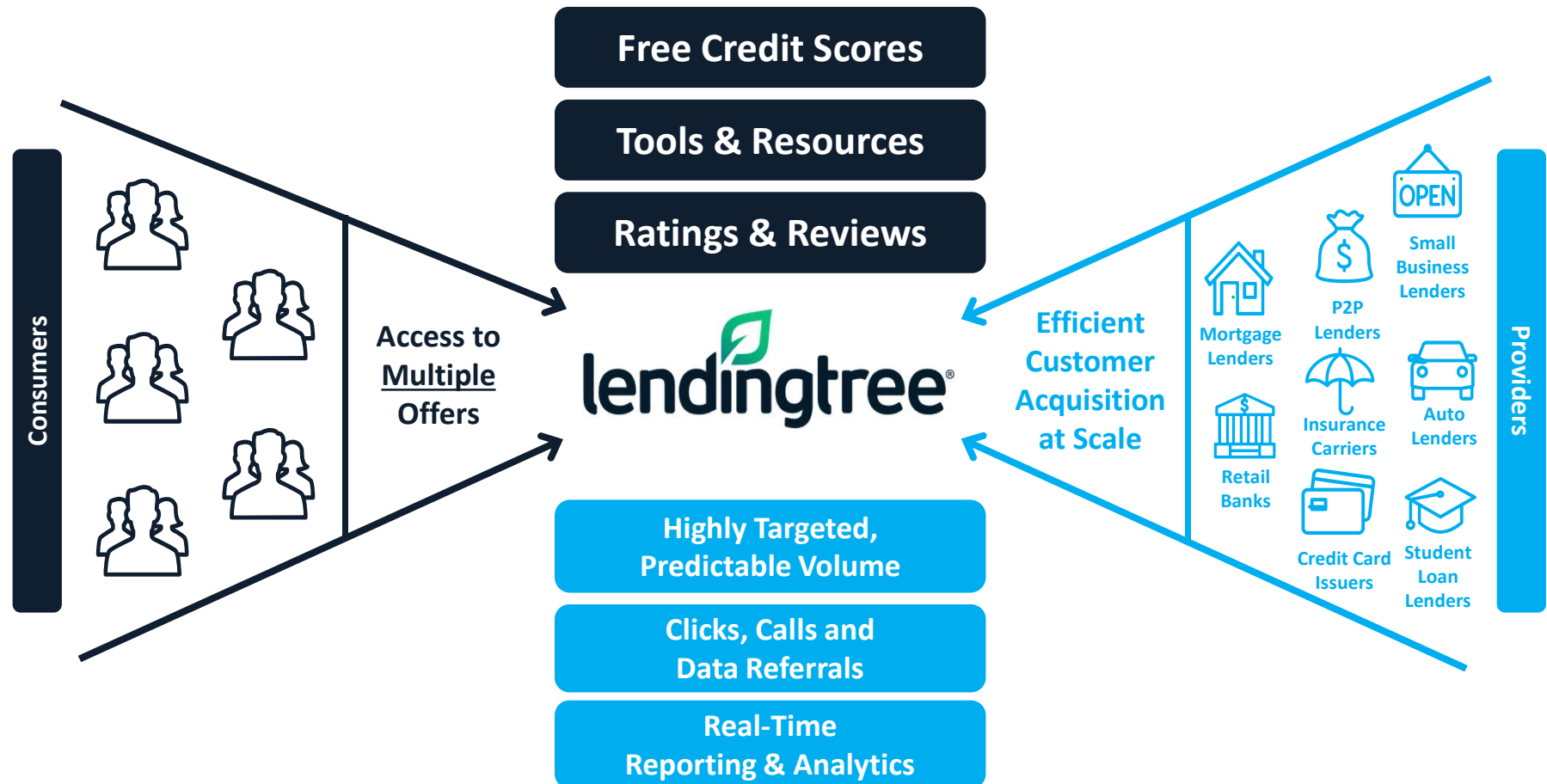
lendingtreeSM

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Online Marketplace Model

An Online Marketplace Enabling Consumers and Providers to Shop for Each Other



Unparalleled Scale and Brand



\$30bn+

Annual Loan Originations
Facilitated⁽¹⁾



700+

Strategic Relationships
with Top Tier Providers



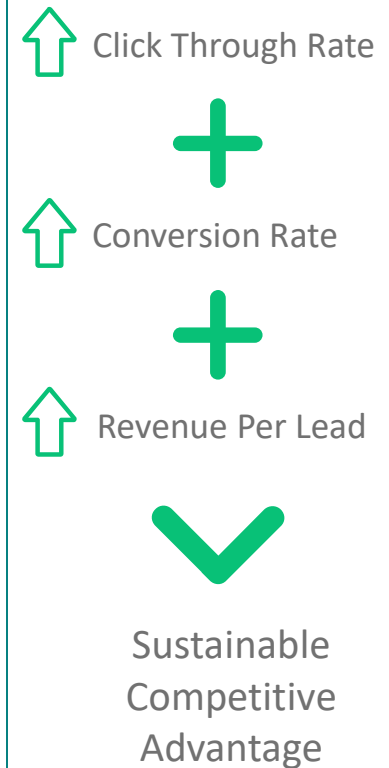
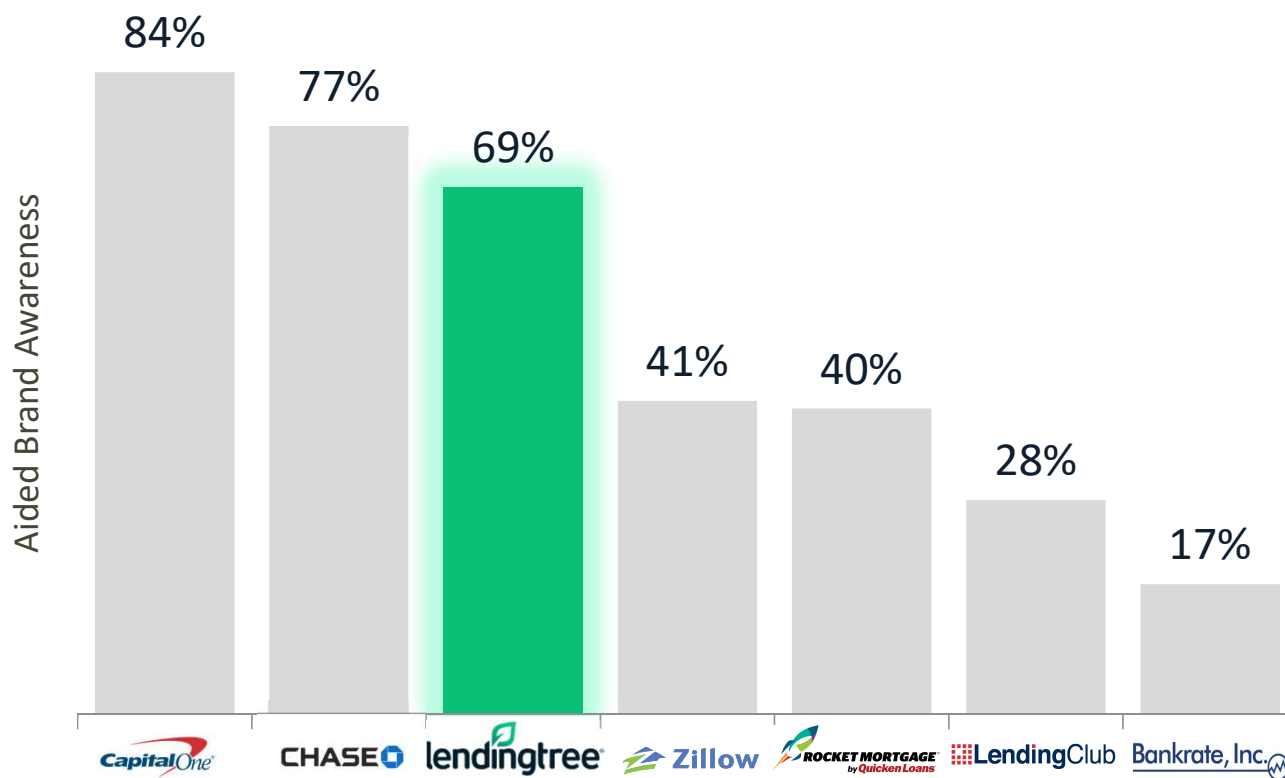
\$2.5bn+

Lifetime Brand
Investment

1) Based on provider-reported funding data and internal estimates.

The Iconic Brand

\$2.5+ billion Lifetime Brand Investment



Source: LendingTree Consumer Research Study conducted by Brand Canvas in Q4 2017. Survey participants were asked to respond to the following question "Regardless of whether you mentioned any of these companies previously, which of the following companies have you heard of when it comes to shopping for loans and credit products online?". Respondents were shown a text-only list of brands.



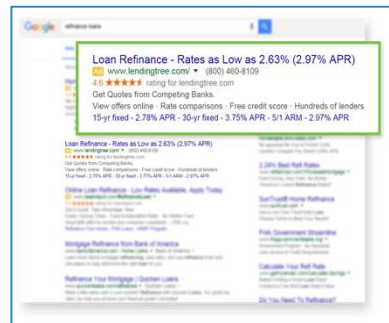
Large Scale, Diversified Marketing Mix

Deploying Brand Strength Through a Variety of Digital Media

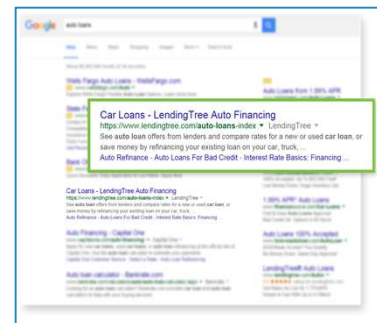
Offline



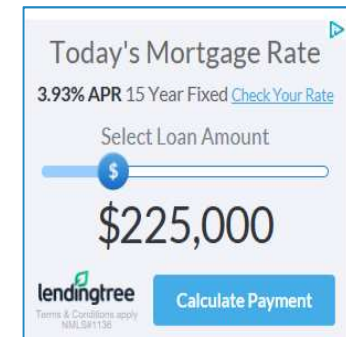
SEM



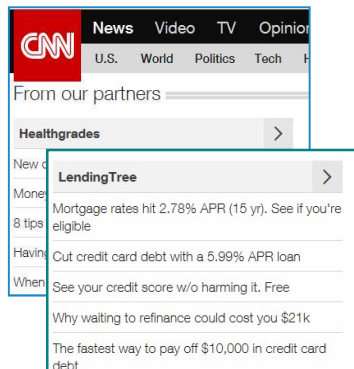
SEO



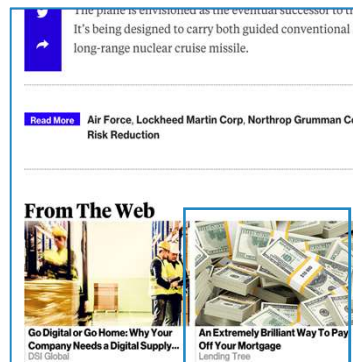
Display



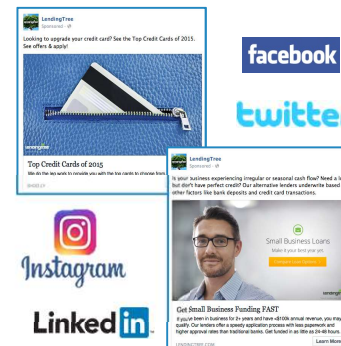
Partnerships



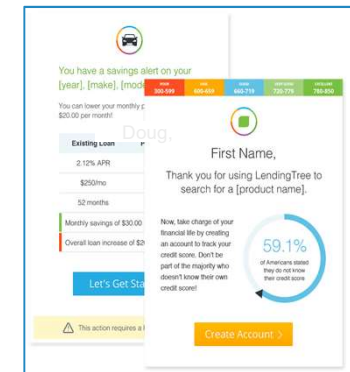
Native Ads



Social Media



CRM

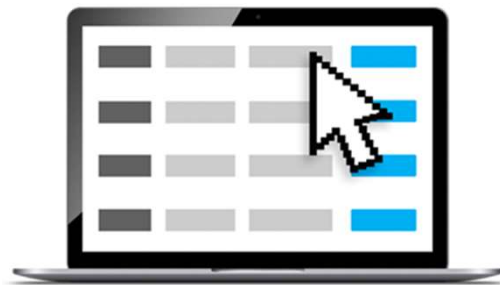


Delivering a Fast, Easy Experience that Gets Results

Easy Three Minute Process



Live Competitive Quotes

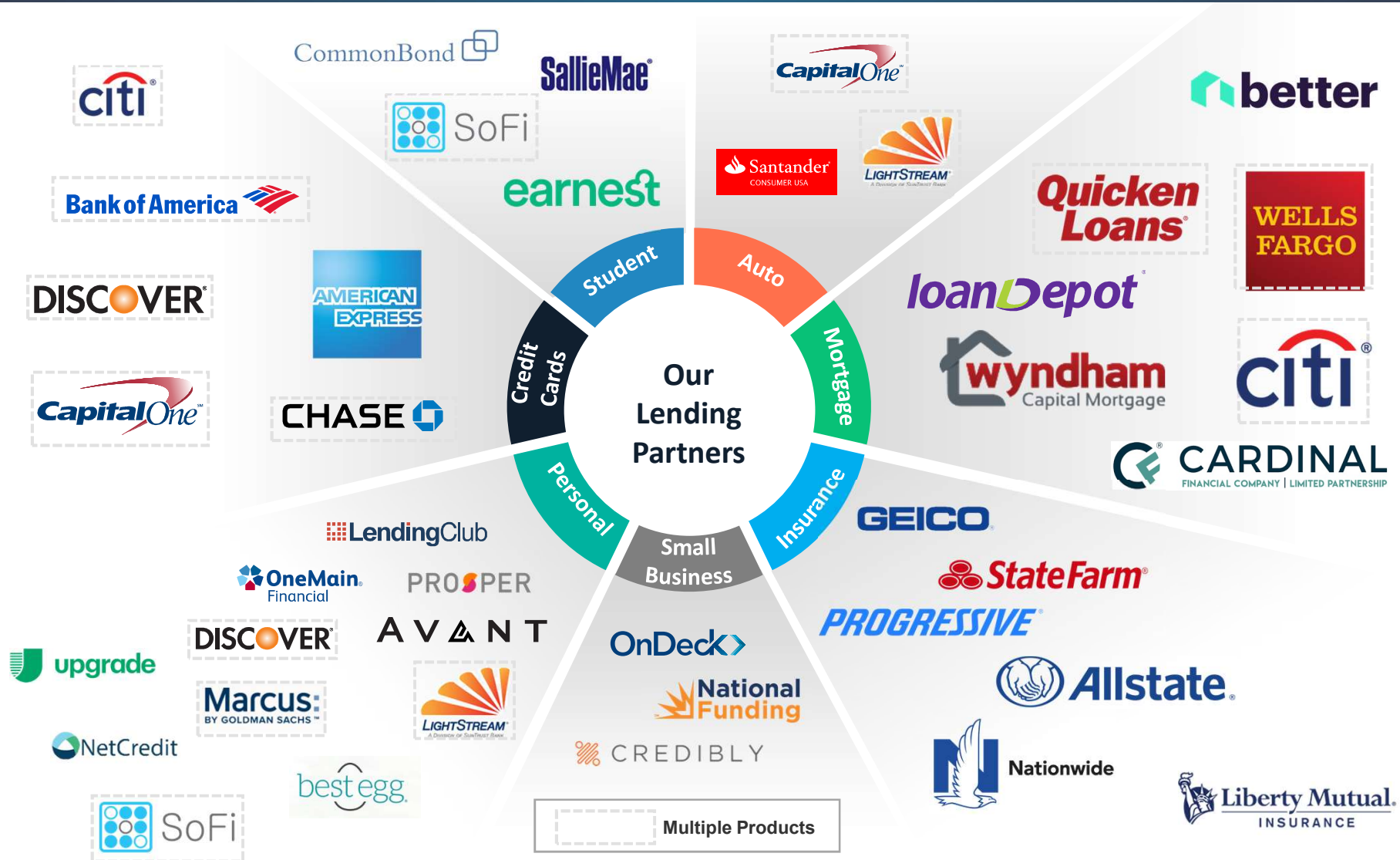


Proven Savings



Intuitive Mobile Experience

Top Tier Partners Across the Spectrum



Evolving the Model Through My LendingTree

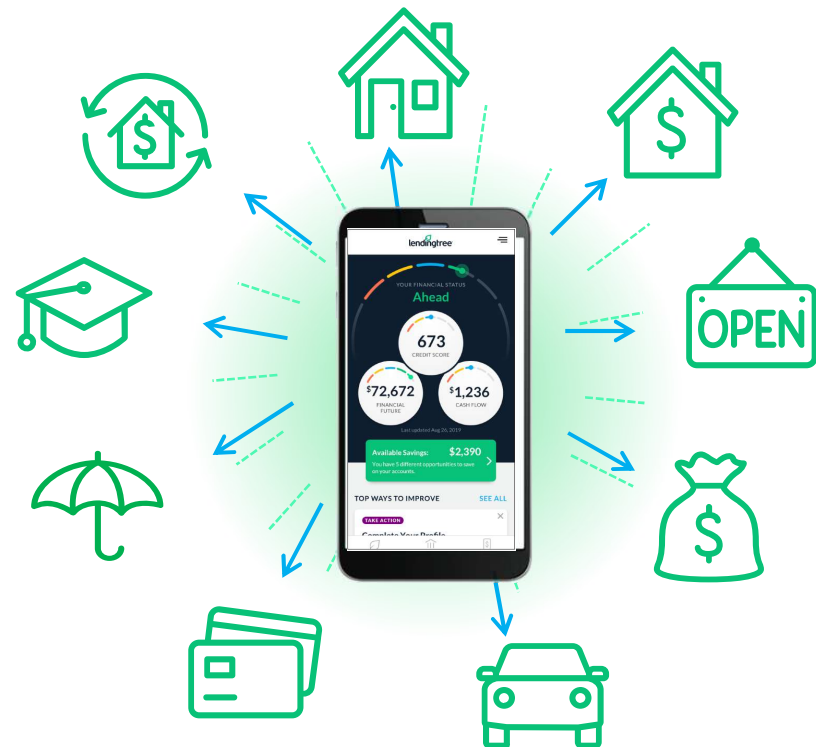
From the Old Transaction Model...

Periodic, mortgage-centric transactions



...To the New Relationship Model

Recurring, highly diversified transactions

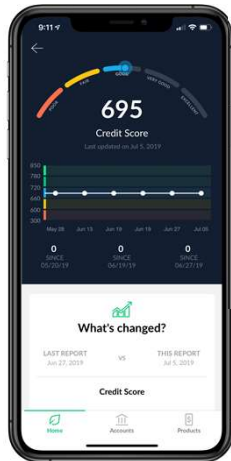


Building Strong, Recurring User Engagement

Driving Engagement by Promoting Financial Wellness



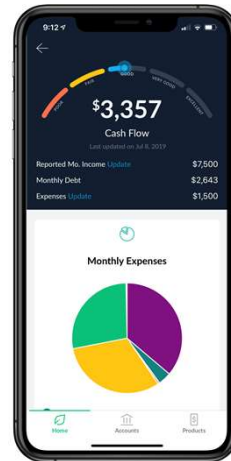
Dashboard



Credit Score
Details



Financial
Future



Cash Flow



Total
Users¹

13+ MILLION



Quarterly
Active Users¹

+56% YoY



Revenue
Contribution¹

+40% YoY

- ✓ Product Breadth & Smart Alerts Driving Customer Retention
- ✓ Delivering Engaging Consumer Experiences
- ✓ Proactive Savings Recommendations Through Rich Data & Analytics
- ✓ Providing Leverage to Paid Marketing

Our Market Opportunity



Evolving Model Supported by Strong Tailwinds

Leveraged Squarely to Key Consumer Trends



Simplification

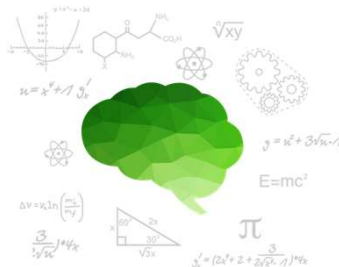


Transparency

Lender 1	Lender 2	Lender 3
Your Free Offers	Your Free Offers	Your Free Offers
APR 7.16%	APR 7.28%	APR 7.19%
APR 8.55%	APR 8.45%	APR 8.24%
		Est. Payments \$122/mo.
		Loan Amount \$5,000
		Est. Payments \$188/mo.
		Loan Amount \$7,000



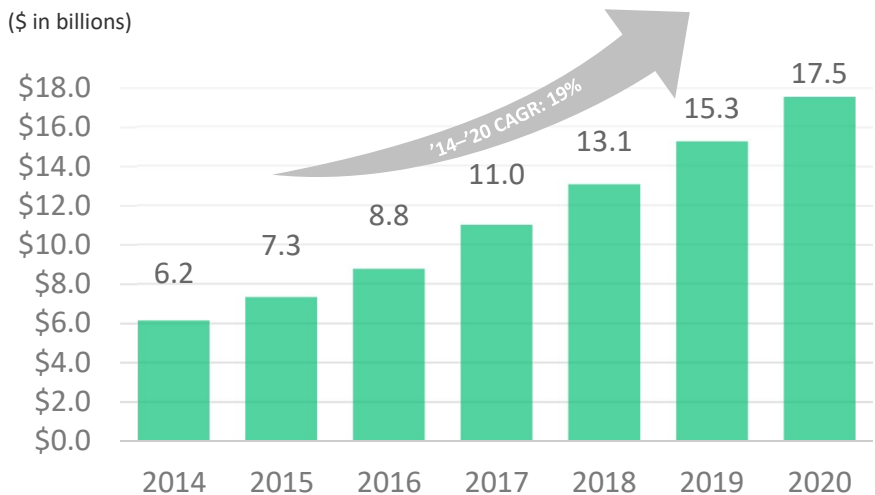
Insights



Benefiting From Secular Shift Towards Online

US Financial Services Industry Digital Ad Spend⁽¹⁾

(\$ in billions)



Digital ad spending by the financial services industry should continue to grow at a healthy clip



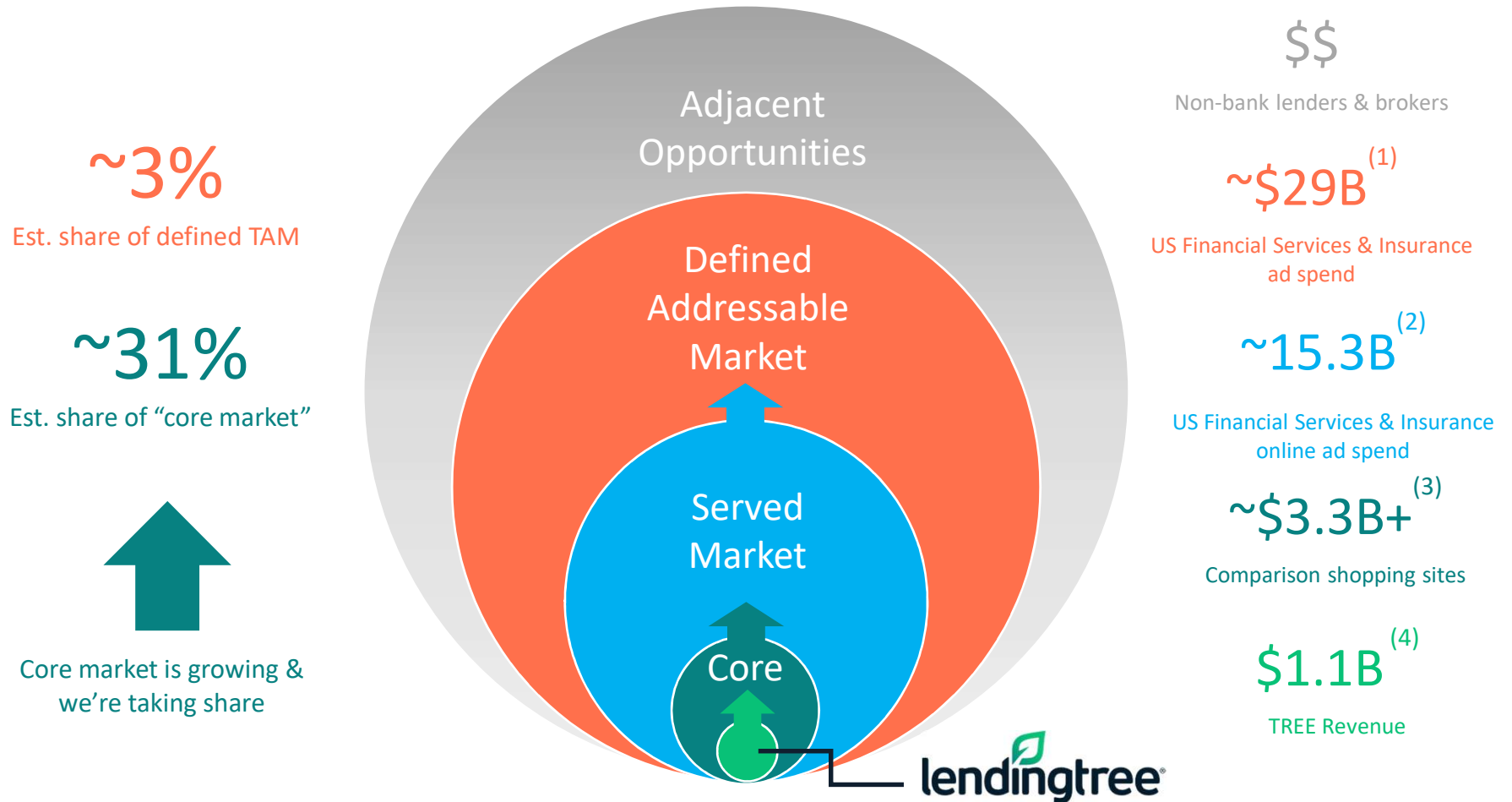
The number of US mobile financial services users to double from 45 million in 2012 to nearly 90 million in 2017



Nearly half (49.4%) of all consumer interactions with banks and financial services companies now occur online

1) Frost & Sullivan, "Financial Services Digital Marketers: Four Opportunities to Improve the Customer Experience," June 2015; eMarketer, "Retail Dominates Digital Ad Spending in the US" June 2018.

Massive Market Opportunity



1) The Financial Brand and Aite Group, "2015 State of Bank & Credit Union Marketing" as cited in Aite Group blog post, Jan 28, 2015. Wall Street research and internal estimates.

2) eMarketer, "Retail Dominates Digital Ad Spending in the US" June 2018.

3) Mortgage Brokers Association, Wall Street research, Wall Street Journal, Department of Education, Federal Reserve, Scotsman Guide, RealtyTrac, Booz & Co., company filings and internal estimates.

4) Reflects mid-point of FY19 revenue guidance provided on 10/30/19.

Note: Financial Services segment includes; Banks, Credit Unions and Insurance Carriers.

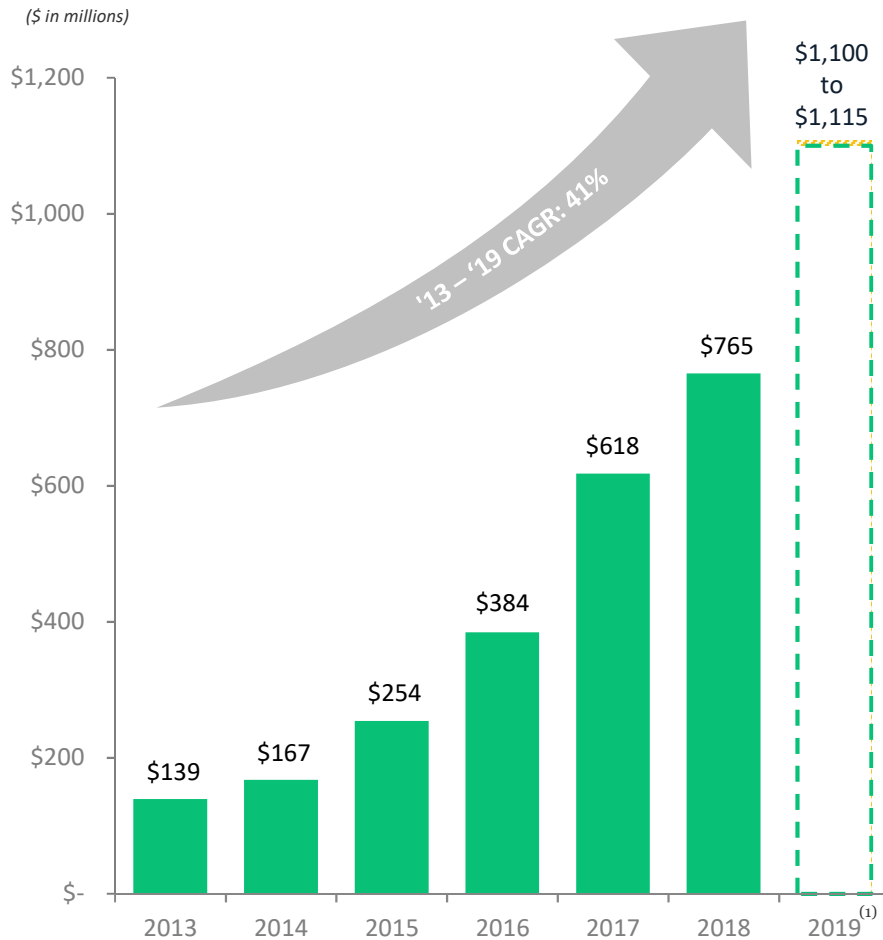


Financial Profile

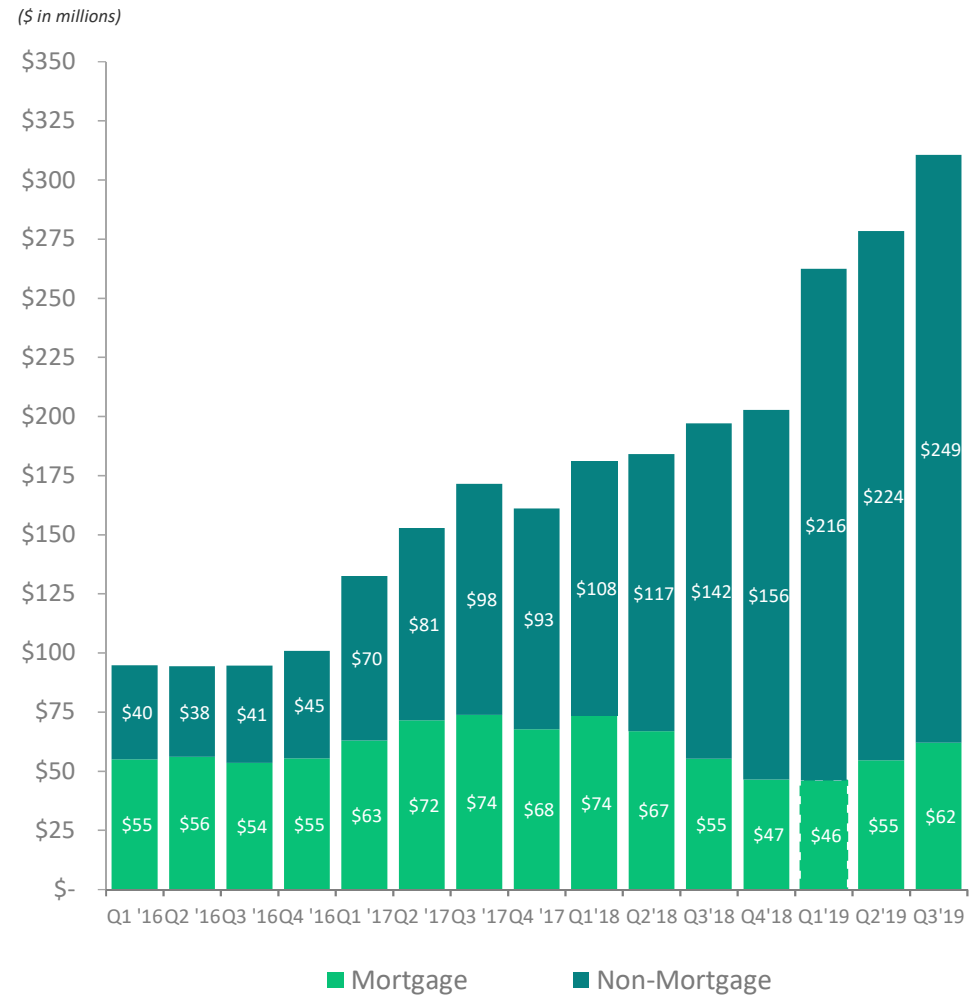


Strong and Consistent Revenue Growth

Annual Revenue

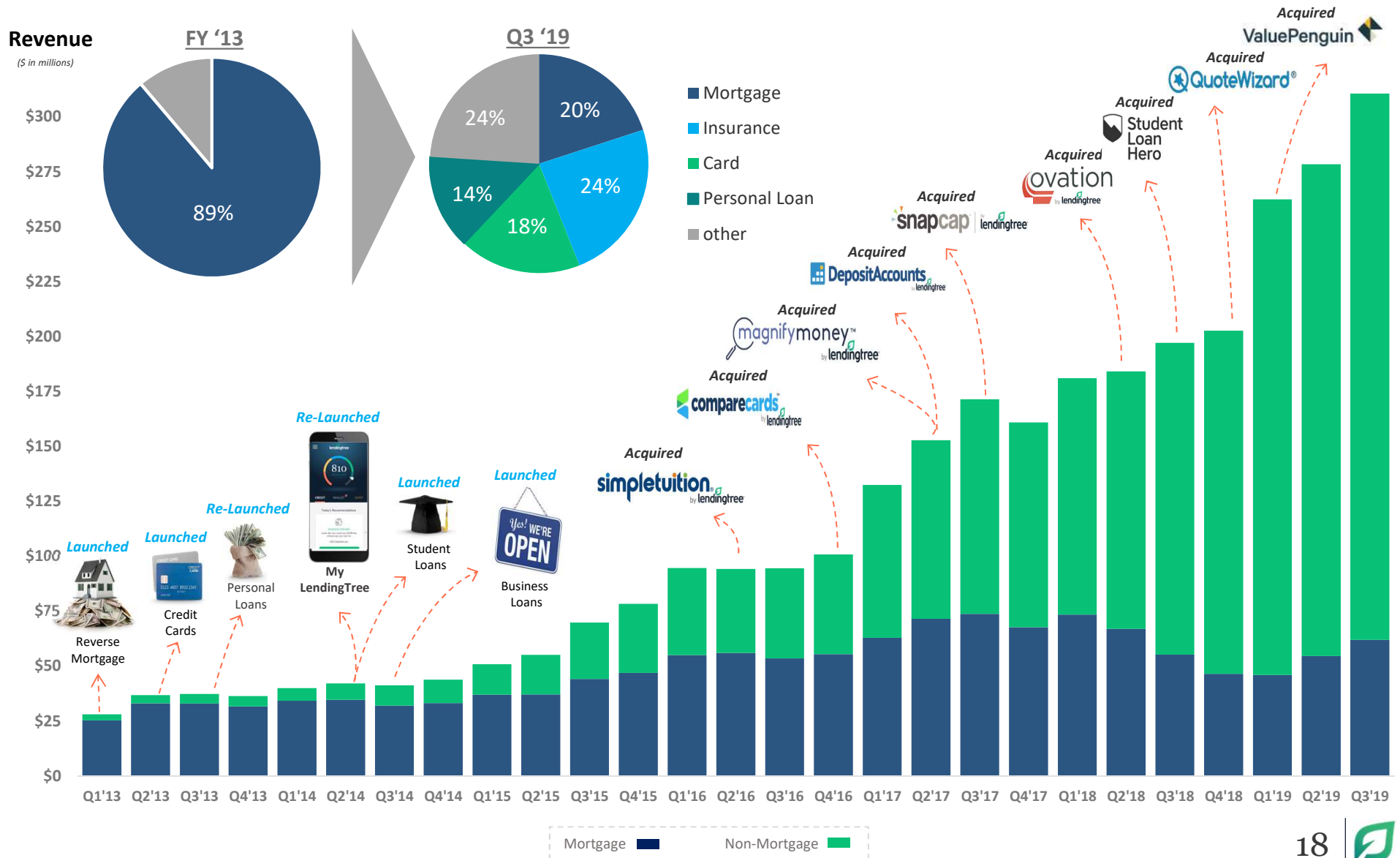


Quarterly Revenue by Revenue Segment



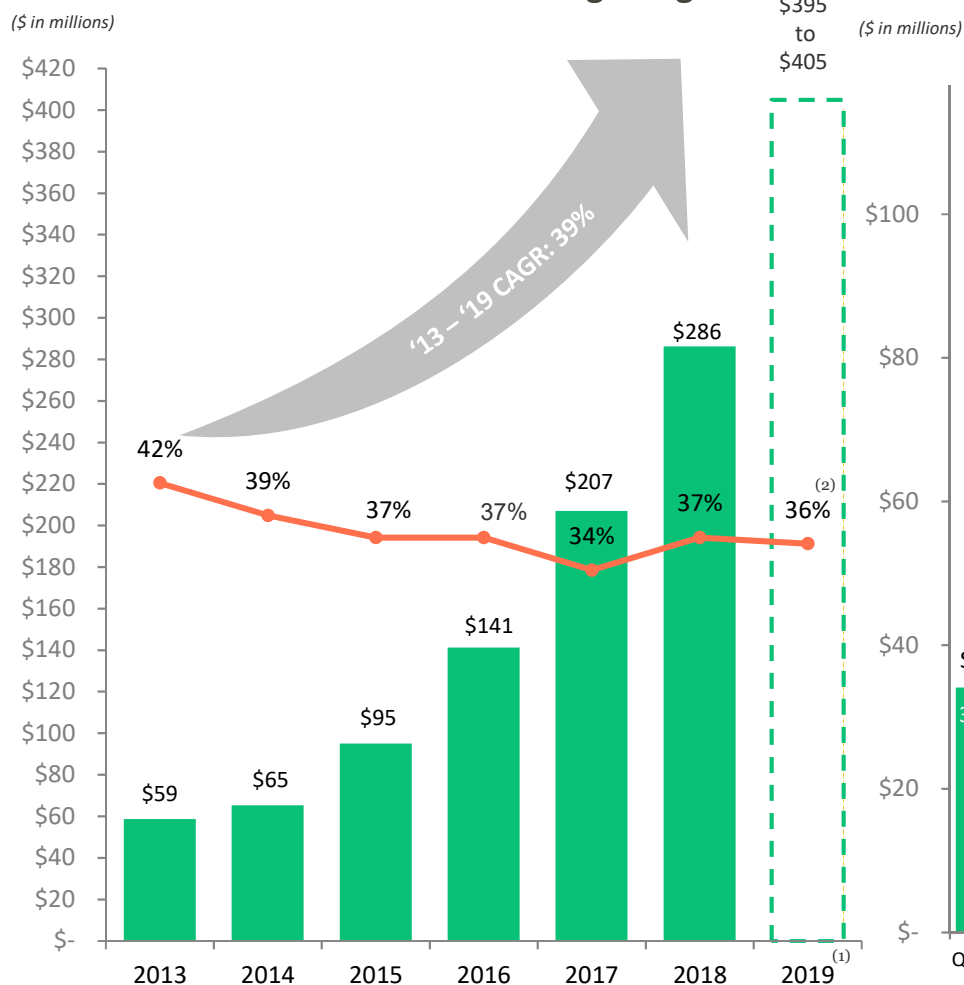
1) Reflects company guidance as of 10/30/19 Earnings Release.

Strategic Diversification; A Competitive Advantage

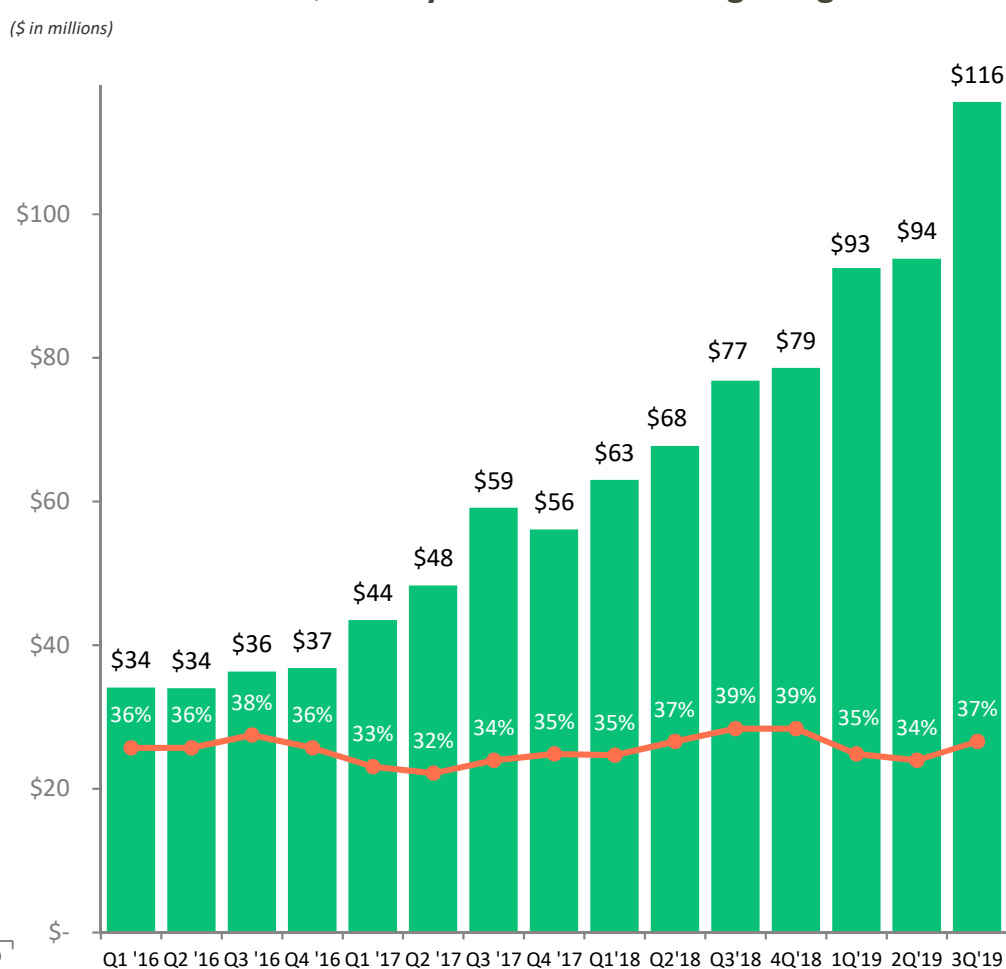


Focus on Growing VMM Dollars

Annual Variable Marketing Margin



Quarterly Variable Marketing Margin

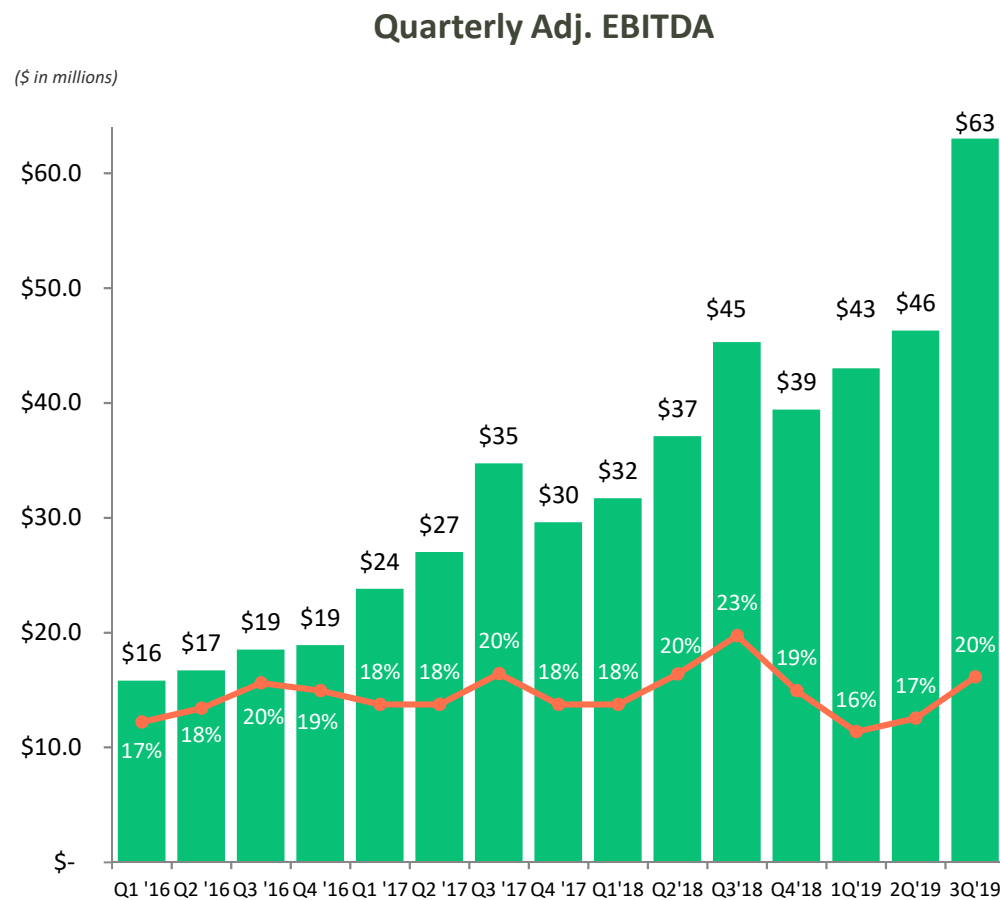
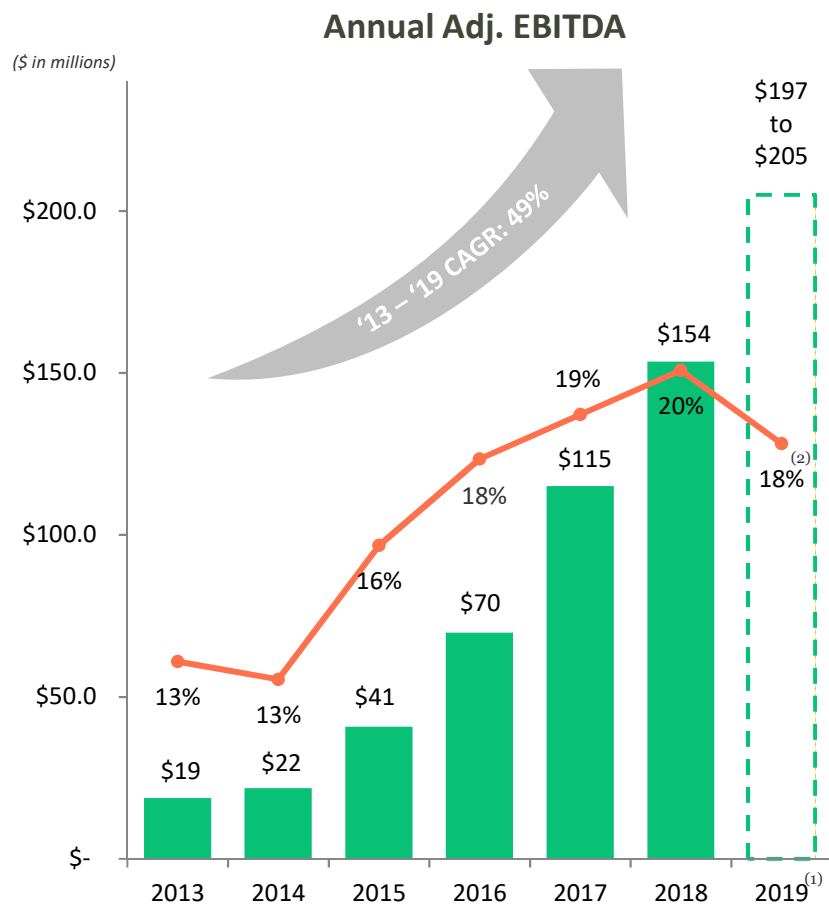


1) Reflects company guidance as of 10/30/19 Earnings Release.

2) Calculated off of the midpoint of company EBITDA and Revenue guidance.



Attractive and Expanding EBITDA Margins



1) Reflects company guidance as of 10/30/19 Earnings Release.

2) Calculated off of the midpoint of company EBITDA and Revenue guidance.



Advantage Comes in Many Forms



Organic and acquired
category expansion

Weathering
tough macro

Surrounding consumers with
choice, education, & support

2013

2017

2018

2019 & Beyond

**Diversification as a
growth engine**

**Diversification as a
Financial Advantage**

**Diversification as an
Operational Advantage**



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Proven Leadership with Established Track Record



