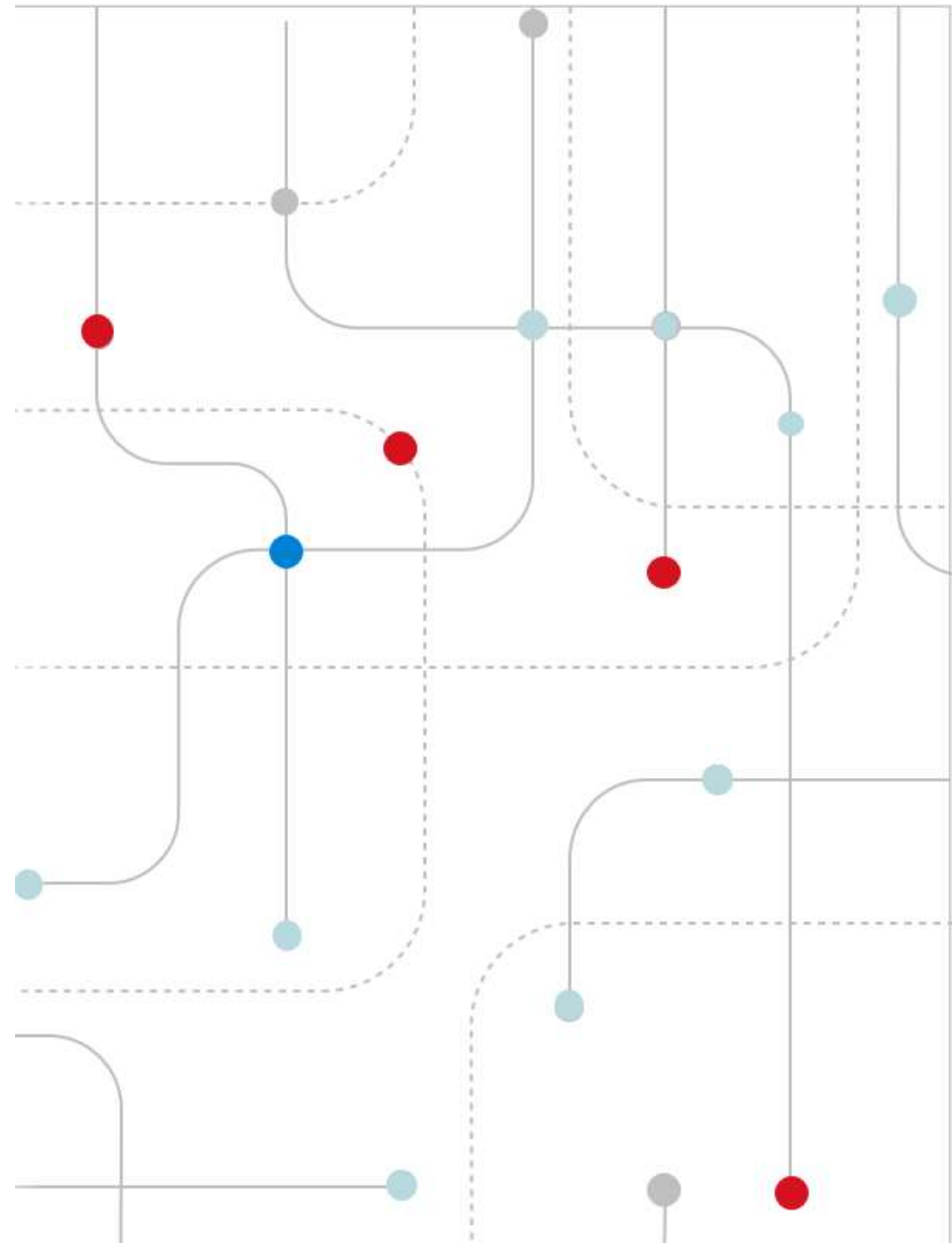




Second Quarter 2024 Earnings

July 31, 2024





Brian Anderson

Vice President,
Strategy & Investor Relations

dlx Today's Presenters



Barry McCarthy

President and
Chief Executive Officer



Chip Zint

Senior Vice President and
Chief Financial Officer



Brian Anderson

Vice President,
Strategy & Investor Relations

dlx Cautionary Statement

Statements made in this presentation concerning Deluxe, the company's or management's intentions, expectations, outlook or predictions about future results or events are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements reflect management's current intentions or beliefs and are subject to risks and uncertainties that could cause actual results or events to vary from stated expectations, which variations could be material and adverse. Factors that could produce such a variation include, but are not limited to, the following: changes in local, regional, national and international economic or political conditions, including those resulting from heightened inflation, rising interest rates, a recession, or intensified international hostilities, and the impact they may have on the company, its data, customers, or demand for the company's products and services; the effect of proposed and enacted legislative and regulatory actions affecting the company or the financial services industry as a whole; continuing cost increases and/or declines in the availability of data, materials and other services; the company's ability to execute its transformational strategy and to realize the intended benefits; the inherent unreliability of earnings, revenue and cash flow predictions due to numerous factors, many of which are beyond the company's control; declining demand for the company's checks, check-related products and services and business forms; risks that the company's strategies intended to drive sustained revenue and earnings growth, despite the continuing decline in checks and forms, are delayed or unsuccessful; intense competition; continued consolidation of financial institutions and/or bank failures, thereby reducing the number of potential customers and referral sources and increasing downward pressure on the company's revenue and gross profit; risks related to acquisitions, including integration-related risks and risks that future acquisitions will not be consummated; risks that any such acquisitions do not produce the anticipated results or synergies; risks that the company's cost reduction initiatives will be delayed or unsuccessful; risks related to any divestitures contemplated or undertaken by the company; performance shortfalls by one or more of the company's major suppliers, licensors, data or service providers; continuing supply chain and labor supply issues; unanticipated delays, costs and expenses in the development and marketing of products and services, including financial technology and treasury management solutions; the failure of such products and services to deliver the expected revenues and other financial targets; risks related to security breaches, computer malware or other cyber-attacks; risks of interruptions to the company's website operations or information technology systems; and risks of unfavorable outcomes and the costs to defend litigation and other disputes. The company's forward-looking statements speak only as of the time made, and management assumes no obligation to publicly update any such statements. Additional information concerning these and other factors that could cause actual results and events to differ materially from the company's current expectations are contained in the company's Form 10-K for the year ended December 31, 2023, and other filings made with the SEC. The company undertakes no obligation to update or revise any forward-looking statements to reflect subsequent events, new information or future circumstances.

Portions of the financial and statistical information that will be discussed during this call are addressed in more detail in today's press release which is posted on the company's investor relations website at www.investors.deluxe.com. This information was also furnished to the SEC on the Form 8-K filed by the company this evening. Any references to non-GAAP financial measures are reconciled to the comparable GAAP financial measures in the press release and as part of this presentation.



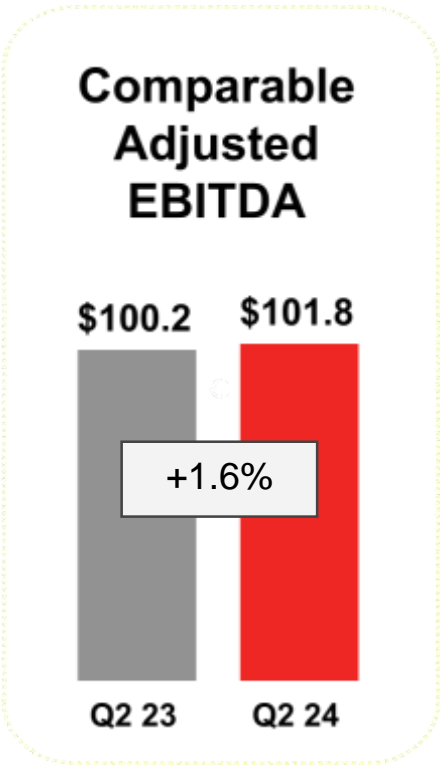
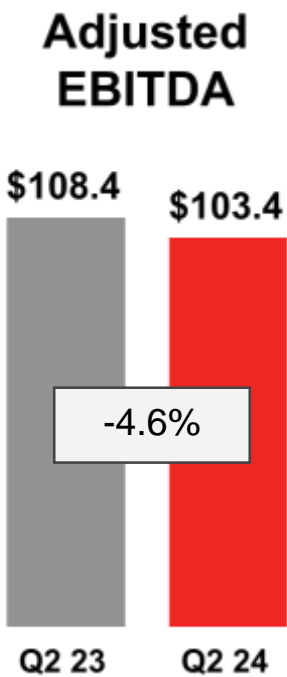
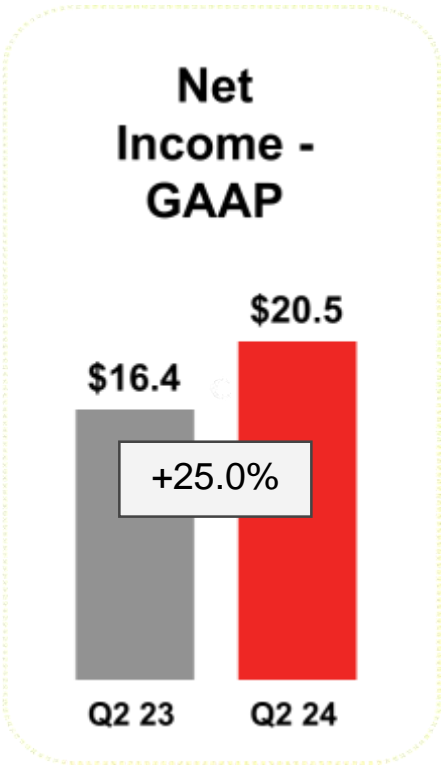
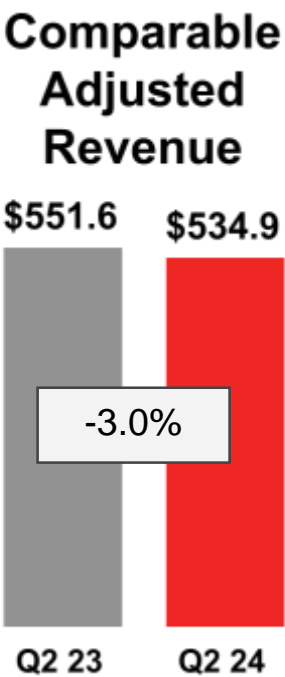
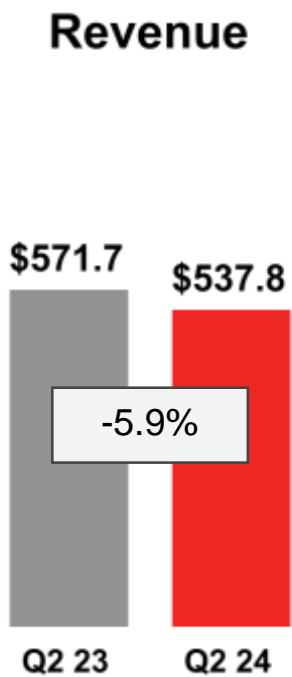
Barry McCarthy

President and Chief Executive Officer

dlx

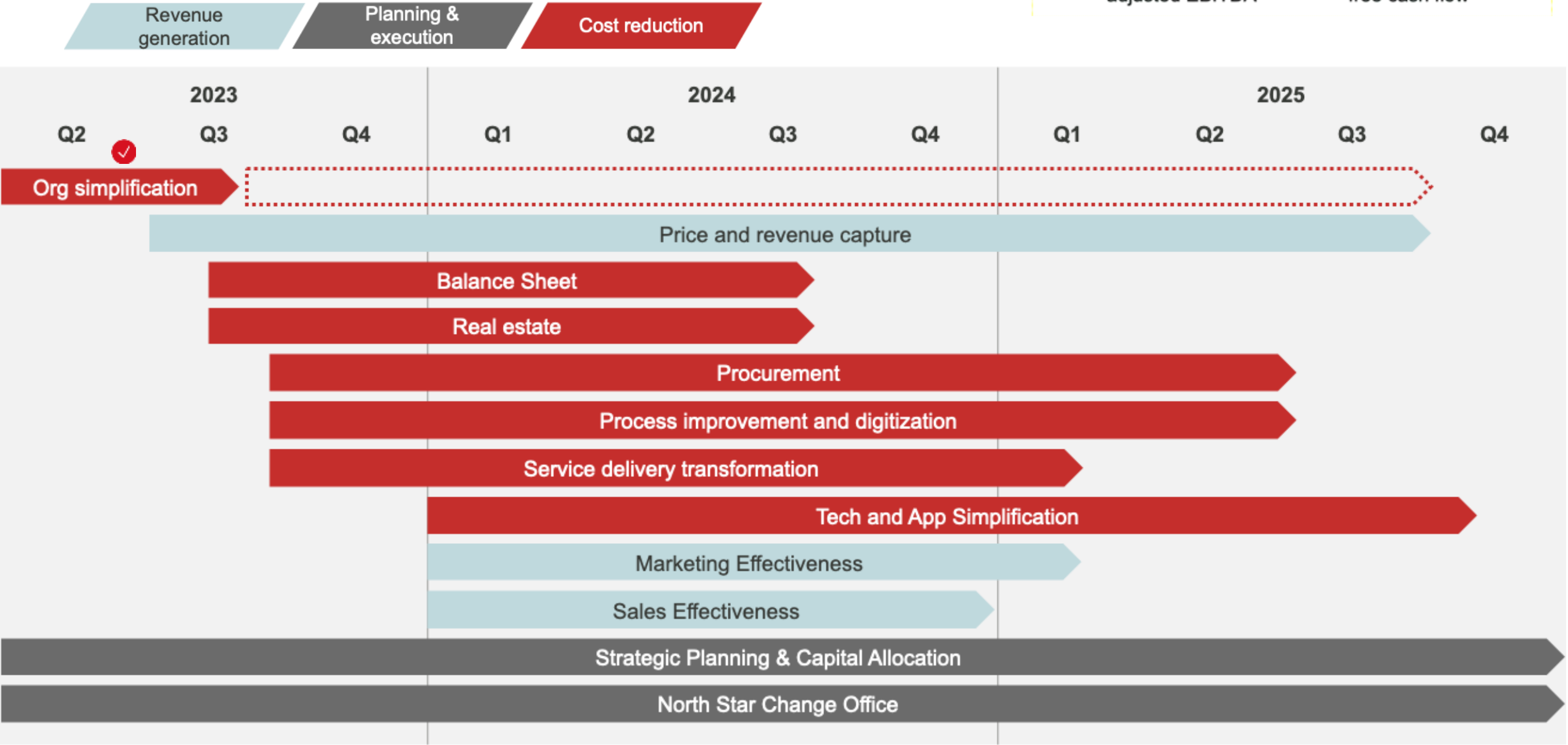
Q2'24 Highlights

(in millions)



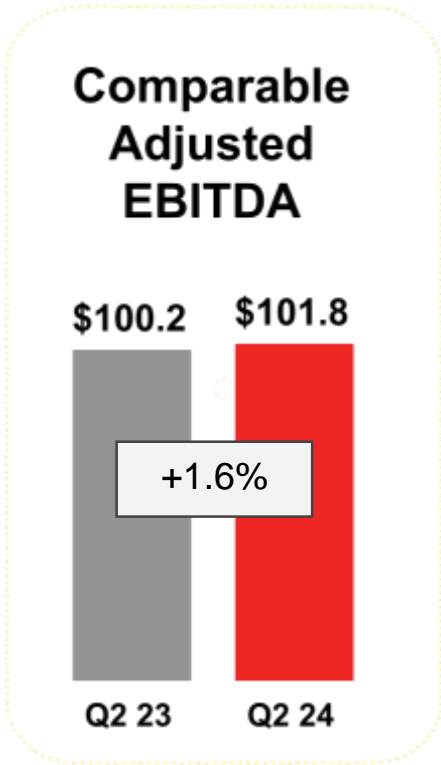
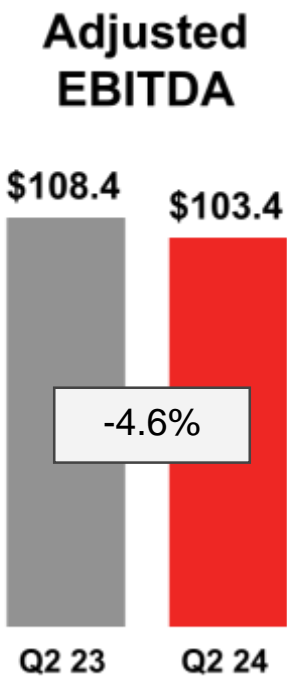
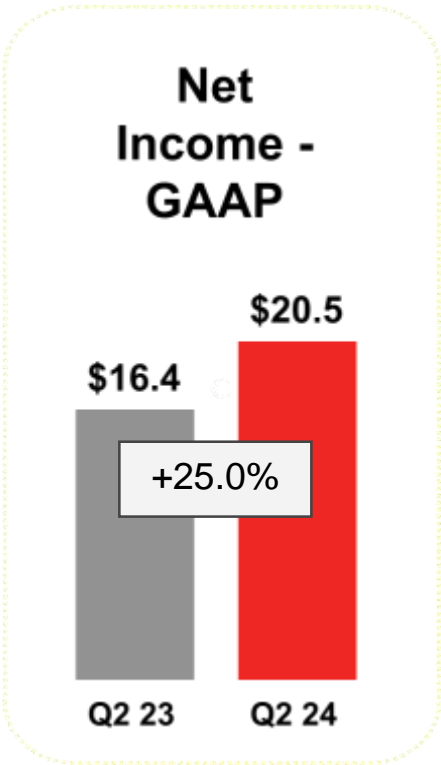
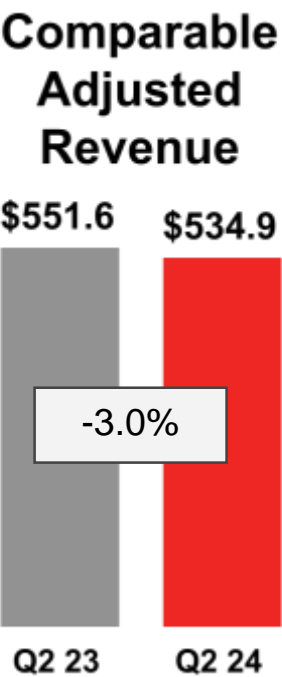
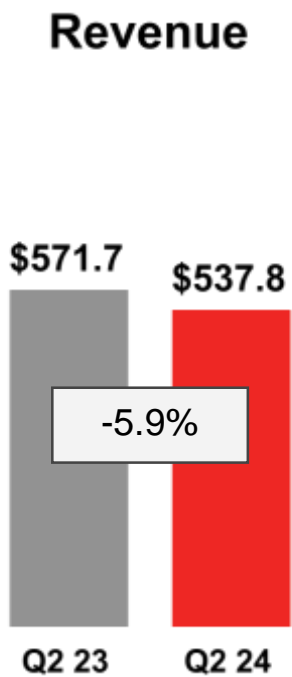
d1x North Star Progress & Timelines

Target
+\$80 million | +\$100 million
incremental comparable
adjusted EBITDA incremental run-rate
free cash flow



dlx Q2'24 Highlights

(in millions)



dlx Q2'24 Segment Highlights

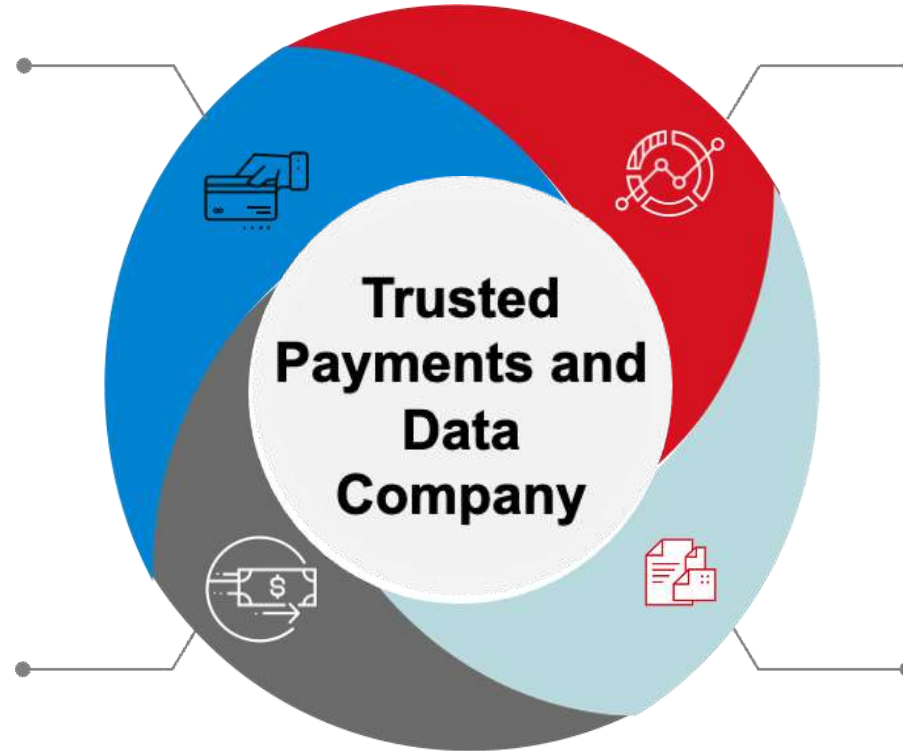
Focused execution sustains YTD Comp Adjusted Earnings and FCF growth

Merchant Services

- Revenue increased 7.7% vs Q2'23, reflecting generally stable economic environment and merchant volume activity
- Adjusted EBITDA margin expanded 60 bps, contributing to 11% growth year-over-year
- Omnichannel capabilities enable client growth across direct, ISO, and partner/ISV go-to-market channels
- Portfolio of legacy brands now unified under Deluxe Merchant Services

B2B Payments

- Revenue decreased 8% vs Q2'23, on some lockbox volume softness, as transition to SaaS offerings continues
- Adjusted EBITDA margins have expanded 60 bps, on a YTD basis, via continued focus on operating and expense efficiencies
- Significant remittance clients onboarding across balance of year and strong SaaS pipeline remains very robust



Data Solutions

- Revenue decreased 3.2% vs Q2'23 lapping very significant FI deposit seeking activity-levels within prior year comparable
- Adjusted EBITDA expanded 17.9% vs Q2'23, on improved mix of campaign activity and continuing expense management
- Continued strength across both core FI space and extended attractive growth verticals
- YTD Revenue growth of 13%, Adjusted EBITDA margins expanded 340 bps versus 1H'23

Print

- Revenue declined 4.8%, vs Q2'23, consistent with unit secular decline forecasts and lapping prior year Q2 ERP-related impacts
- YTD legacy check revenues have declined 2% vs 1H'23
- Legacy Promo revenues declined on softening short-cycle demand trends and prioritization of higher-margin printed business essentials

dlx Long-term Value Creation Algorithm

OUR FOCUS

BY 2026

Drive profitable organic growth in Payments and Data
Keep efficiency focus on Print & Corporate

~2-4% y/y revenue growth,
~4-6% y/y EBITDA growth

Increase our free cash flow by improving leverage ratio &
reducing restructuring charges post-2024

3x leverage
30%+ FCF conversion

Drive focused execution through North Star plan

+\$80MM EBITDA &
+\$100MM FCF

Maintain our dividend: continue to return capital to shareholders

\$0.30 per share per quarter

Sustain performance: Changing culture, talent, & processes through '26 & beyond

15%+ annual total shareholder return through 2026



Chip Zint

Chief Financial Officer

dlx Q2'24 Financial Summary

		Comparable Metrics		
TOTAL REVENUE	NET INCOME	Adjusted EBITDA	Adj. EBITDA margin	Adj. Diluted EPS
\$537.8M Down 5.9% compared to '23; Comparable adjusted revenue decreased 3.0%	\$20.5M Or \$0.46 per share on a diluted basis; Up from \$16.4M in '23, on operations and lower restructuring	\$101.8M Increased 1.6% compared to '23	19.0% Increased 80 basis points compared to '23	\$0.85 Up 4.9% versus '23

dlx Merchant Services



Payment Processing &
Reporting



Omnichannel Payments



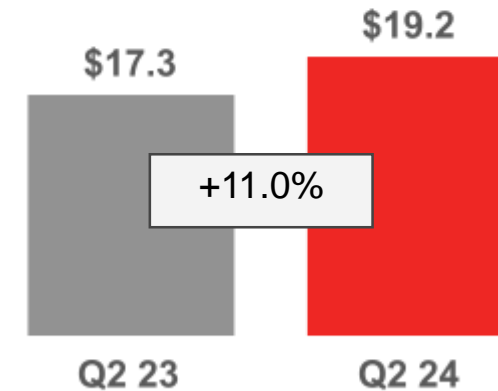
Terminals & Devices

(in millions)

Revenue



Adjusted EBITDA



Adjusted EBITDA margin was 19.5%, up 60 basis points year-over-year on strong revenue and cost leverage

dlx B2B Payments



Treasury Management
Receivables as a Service



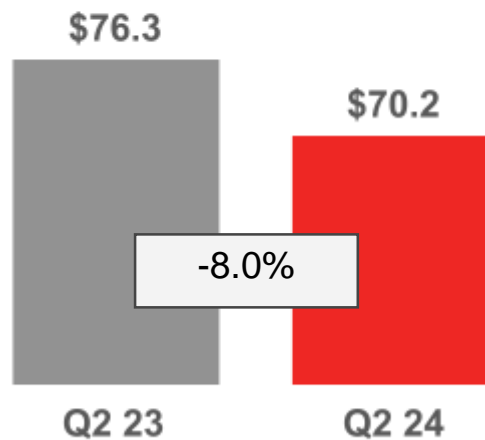
B2B/Digital Payments
Payables as a Service



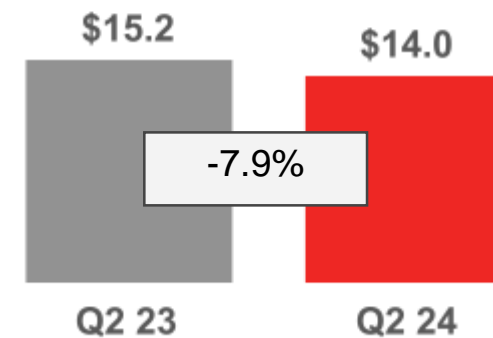
Fraud & Security
Protection

(in millions)

Revenue



Adjusted EBITDA

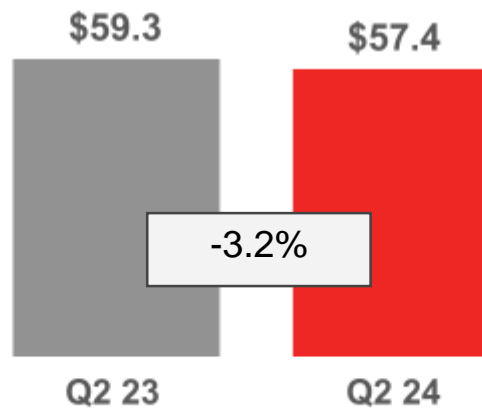


» Adjusted EBITDA margin was 19.9%, flat year-over-year, while YTD margins improved by 60bps

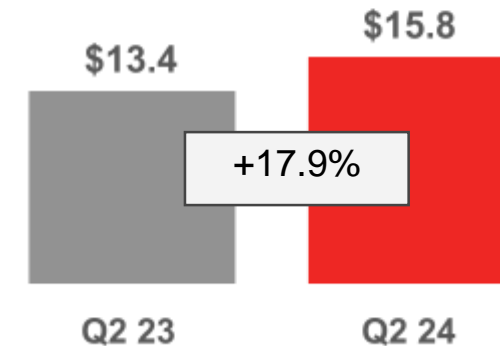


(in millions)

Revenue



Adjusted EBITDA



» Adjusted EBITDA margin was 27.5%, up 490 basis points year-over-year driven by revenue mix and on-going expense management



Consumer and
Business Checks



Business Essentials



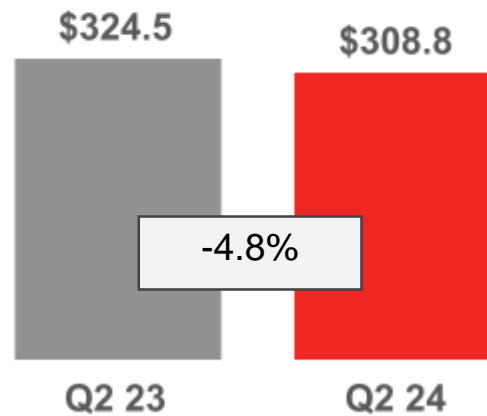
Extensive range of
Promotional offerings



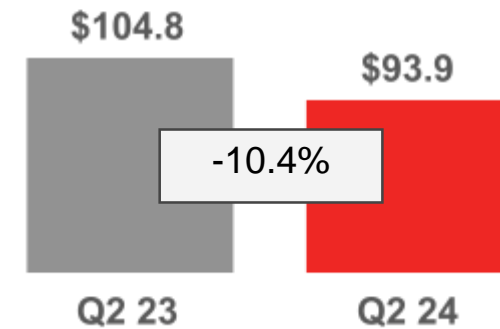
Web Storefront Platform
for Branded Products

(in millions)

Revenue



Adjusted EBITDA



» Adjusted EBITDA margin was 30.4%, down 190 basis points year-over-year driven by specific Q2 A/R reserve adjustments and lower revenues

dlx Balance Sheet and Cash Flow

Net Debt to Adjusted EBITDA

(in millions)

	For the 12 Months Ended		
	6/30/2024	12/31/2023	Variance
Net Debt	\$1,534.9	\$1,520.9	\$14.0
LTM Adjusted EBITDA	\$412.2	\$417.1	(\$4.9)
Net Debt to Adjusted EBITDA	3.7x	3.6x	

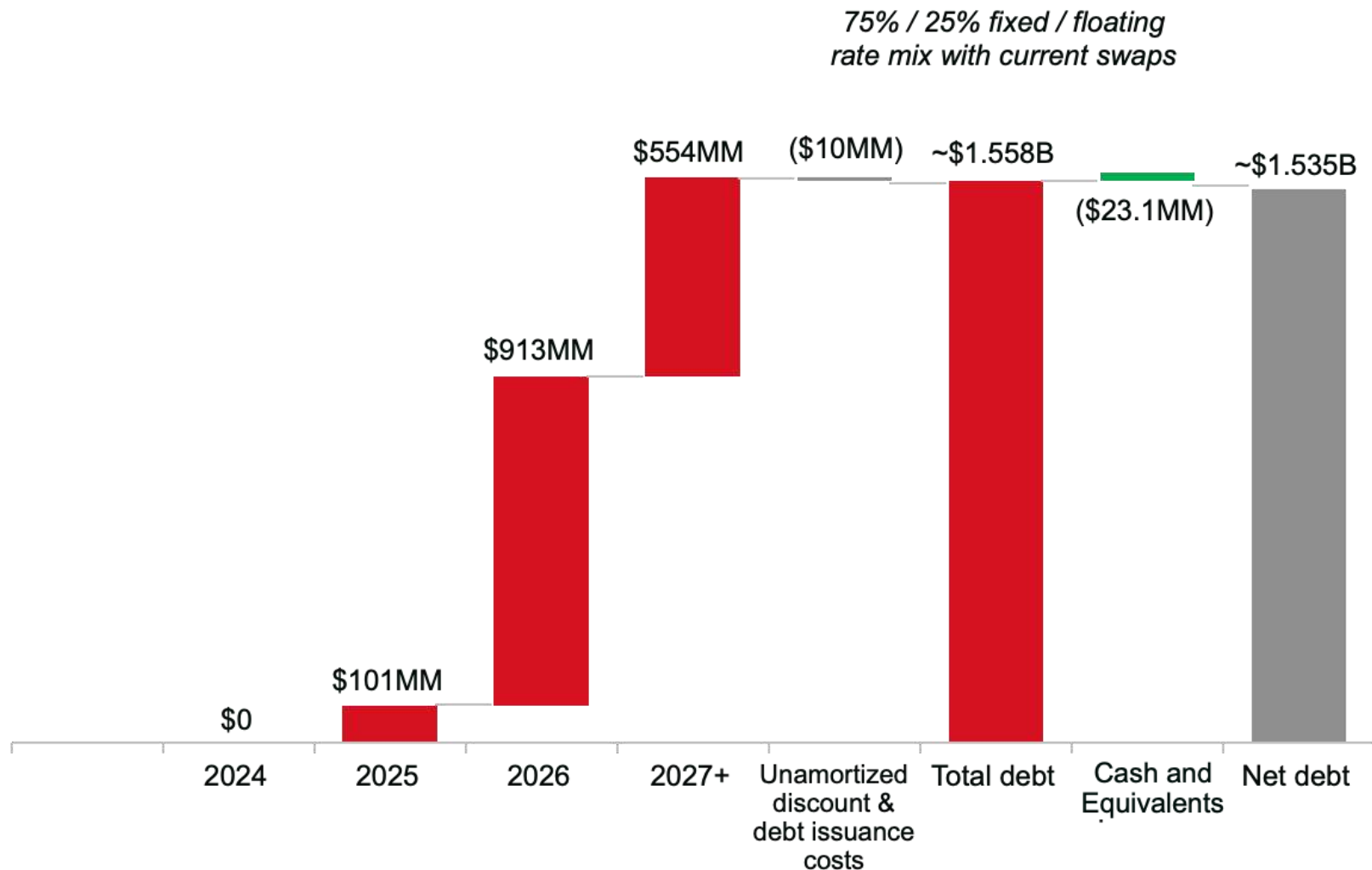
Free Cash Flow

(in millions)

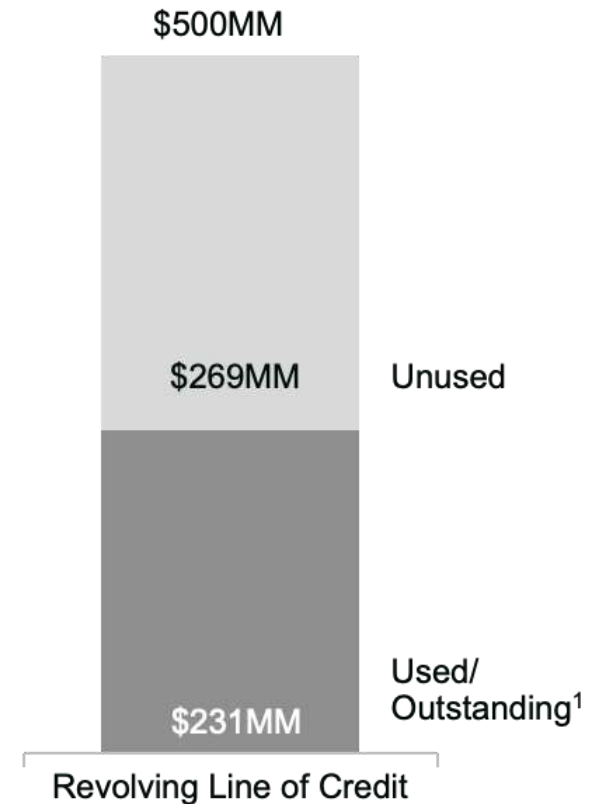
	For the Six Months Ended June 30,		
	6/30/2024	06/30/2023	Variance
Cash Provided by Operating Activities	\$66.2	\$47.3	\$18.9
Less Capital Expenditures	(48.6)	(55.9)	7.3
Free Cash Flow	\$17.6	(\$8.6)	\$26.2

dlx Capital Structure - Debt maturity ladder

Material debt maturities in mid-2026 and 2029



... significant portion of revolving credit remains unused



Note: Figures are as of June 30, 2024, and rounded to the nearest millionth. 1. Used/Outstanding includes \$223MM drawn on revolving credit facility and ~\$8MM in outstanding letters of credit.

dlx 2024 Guidance

» Declared regular dividend of \$0.30 per share

	2024F Guidance ¹	Comp. Adj. % Δ vs. 2023F ¹
Revenue	\$2.12 – 2.16 billion	(1%) to +1%
Adj. EBITDA	\$400 – 420 million	+2-7%
Adj. EPS	\$3.10 – \$3.40	+3-13%
Free cash flow	\$80 – 100 million	(18%) to +2%

Additional modeling assumptions:

- Interest expense of approximately \$120 - \$125 million
- Adjusted tax rate of 26%
- Depreciation and amortization of \$160 million, of which acquisition amortization is approximately \$70 million
- Average outstanding share count of 45 million shares
- Capital expenditures of approximately \$100 million

All figures are approximate, and subject to, among other things, prevailing macroeconomic conditions, labor supply issues, inflation, and the impact of divestitures..

1. Divestiture of our Hosting business and our Payroll businesses are expected to result in a \$56MM revenue impact, \$26MM EBITDA impact, and \$0.30 EPS impact to our comparable adjusted figures

dlx Long-term Value Creation Algorithm

OUR FOCUS

BY 2026

Drive profitable organic growth in Payments and Data
Keep efficiency focus on Print & Corporate

~2-4% y/y revenue growth,
~4-6% y/y EBITDA growth

Increase our free cash flow by improving leverage ratio &
reducing restructuring charges post-2024

3x leverage
30%+ FCF conversion

Drive focused execution through North Star plan

+\$80MM EBITDA &
+\$100MM FCF

Maintain our dividend: continue to return capital to shareholders

\$0.30 per share per quarter

Sustain performance: Changing culture, talent, & processes through '26 & beyond

15%+ annual total shareholder return through 2026



Q & A



dlx



Brian Anderson

Vice President,
Strategy & Investor Relations

dlx Upcoming Conferences/Events

Date	Event
September 16, 2024	CL King Annual Best Ideas Conference - Virtual

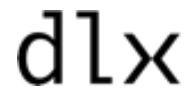


|Appendix

dlx Consolidated Condensed Statements of Income

in millions, except per share amounts (Unaudited)

	Quarter Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Product revenue	\$309.2	\$323.8	\$609.6	\$634.1
Service revenue	228.6	247.9	463.2	483.0
Total revenue	537.8	571.7	1,072.8	1,117.1
Cost of products	(115.1)	(125.5)	(229.6)	(244.0)
Cost of services	(133.9)	(144.5)	(270.9)	(276.7)
Total cost of revenue	(249.0)	(270.0)	(500.5)	(520.7)
Gross profit	288.8	301.7	572.3	596.4
Selling, general and administrative expense	(233.9)	(245.3)	(467.9)	(492.9)
Restructuring and integration expense	(11.0)	(24.2)	(24.9)	(37.1)
Gain on sale of businesses and long-lived assets	15.4	21.9	24.0	21.9
Operating income	59.3	54.1	103.5	88.3
Interest expense	(30.2)	(31.9)	(61.0)	(61.9)
Other income	1.8	0.8	4.7	3.2
Income before income taxes	30.9	23.0	47.2	29.6
Income tax provision	(10.4)	(6.6)	(15.9)	(10.4)
Net income	20.5	16.4	31.3	19.2
Non-controlling interest	—	—	—	(0.1)
Net income attributable to Deluxe	\$20.5	\$16.4	\$31.3	\$19.1
Weighted-average dilutive shares outstanding	44.7	43.7	44.6	43.7
Diluted earnings per share	\$0.46	\$0.37	\$0.70	\$0.44
Adjusted diluted earnings per share	0.86	0.93	1.62	1.73
Comparable adjusted diluted earnings per share	0.85	0.81	1.57	1.50
Capital expenditures	28.2	30.4	48.6	55.9
Depreciation and amortization expense	41.7	42.6	83.4	86.1
EBITDA	102.8	97.5	191.6	177.5
Adjusted EBITDA	103.4	108.4	203.8	208.8
Comparable adjusted EBITDA	101.8	100.2	198.6	190.8



Segment Information

in millions (Unaudited)

	Quarter Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Revenue:				
Merchant Services	\$98.5	\$91.5	\$195.0	\$180.6
B2B Payments	70.2	76.3	139.7	151.5
Data Solutions	57.4	59.3	117.1	103.7
Print	308.8	324.5	612.1	638.6
Business exits ⁽¹⁾	2.9	20.1	8.9	42.7
Total	<u>\$537.8</u>	<u>\$571.7</u>	<u>\$1,072.8</u>	<u>\$1,117.1</u>
Comparable adjusted revenue	<u>\$534.9</u>	<u>\$551.6</u>	<u>\$1,063.9</u>	<u>\$1,074.4</u>
Adjusted EBITDA:				
Merchant Services	\$19.2	\$17.3	\$40.6	\$35.7
B2B Payments	14.0	15.2	27.3	28.7
Data Solutions	15.8	13.4	30.7	23.6
Print	93.9	104.8	184.8	200.0
Business Exits ⁽¹⁾ / Corporate	(39.5)	(42.3)	(79.6)	(79.2)
Total	<u>\$103.4</u>	<u>\$108.4</u>	<u>\$203.8</u>	<u>\$208.8</u>
Comparable adjusted EBITDA	<u>\$101.8</u>	<u>\$100.2</u>	<u>\$198.6</u>	<u>\$190.8</u>
Adjusted EBITDA Margin:				
Merchant Services	19.5%	18.9%	20.8%	19.8%
B2B Payments	19.9%	19.9%	19.5%	18.9%
Data Solutions	27.5%	22.6%	26.2%	22.8%
Print	30.4%	32.3%	30.2%	31.3%
Total	19.2%	19.0%	19.0%	18.7%
Comparable adjusted EBITDA	19.0%	18.2%	18.7%	17.8%

Effective January 1, 2024, the company realigned its organization structure to better reflect its portfolio mix and offerings, and it updated its reportable segments to correspond with these changes. The company did not operate under the new segment structure during 2023. Prior period segment information has been recast to reflect the revised reportable segments. The methodology utilized to determine segment operating performance did not change, and information regarding this methodology is provided in the Notes to Consolidated Financial Statements included in the company's Annual Report on Form 10-K for the year ended December 31, 2023.

⁽¹⁾ Includes the North American web hosting and logo design businesses, which were sold in June 2023, and the payroll and human resources services business, which the company is currently exiting.

dlx Reconciliation of GAAP to Non-GAAP Measures

EBITDA, Adjusted EBITDA and Adjusted EBITDA margin

in millions (Unaudited)

	Quarter Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Net income	\$20.5	\$16.4	\$31.3	\$19.2
Non-controlling interest	—	—	—	(0.1)
Interest expense	30.2	31.9	61.0	61.9
Income tax provision	10.4	6.6	15.9	10.4
Depreciation and amortization expense	41.7	42.6	83.4	86.1
EBITDA	102.8	97.5	191.6	177.5
Restructuring and integration expense	11.0	27.5	25.8	41.6
Share-based compensation expense	5.0	5.5	10.1	11.4
Certain legal-related expense (benefit)	—	(0.2)	0.3	0.2
Gain on sale of businesses and long-lived assets	(15.4)	(21.9)	(24.0)	(21.9)
Adjusted EBITDA	<u>\$103.4</u>	<u>\$108.4</u>	<u>\$203.8</u>	<u>\$208.8</u>
Adjusted EBITDA margin	19.2%	19.0%	19.0%	18.7%

dlx Reconciliation of GAAP to Non-GAAP Measures

Adjusted Diluted EPS - Q2 2024

dollars and shares in millions, except per share amounts (Unaudited)

	Q2 2024 GAAP	Acquisition and accelerated amortization	Restructuring and integration expense	Share-based compensation expense	Gain on sale of businesses/ assets	Income tax impact of adjustments	Q2 2024 Adjusted
Total revenue	\$537.8	\$—	\$—	\$—	\$—	\$—	\$537.8
Total cost of revenue	(249.0)	2.4	—	0.2	—	—	(246.4)
Gross profit	288.8	2.4	—	0.2	—	—	291.4
Selling, general and administrative expense	(233.9)	18.4	—	4.8	—	—	(210.7)
Restructuring and integration expense	(11.0)	—	11.0	—	—	—	—
Gain on sale of businesses and long-lived assets	15.4	—	—	—	(15.4)	—	—
Operating income	59.3	20.8	11.0	5.0	(15.4)	—	80.7
Interest expense	(30.2)	—	—	—	—	—	(30.2)
Other income	1.8	—	—	—	—	—	1.8
Income before income taxes	30.9	<u>\$20.8</u>	<u>\$11.0</u>	<u>\$5.0</u>	<u>(\$15.4)</u>	—	52.3
Income tax provision	(10.4)					<u>(\$3.5)</u>	(13.9)
Net income	<u>\$20.5</u>						<u>\$38.4</u>
Income attributable to Deluxe available to common shareholders	<u>\$20.5</u>						\$38.4
Business exits							(0.5)
Comparable adjusted income available to common shareholders							<u>\$37.9</u>
Weighted-average dilutive shares	44.7						44.7
Diluted EPS	\$0.46						\$0.86
Comparable Adjusted Diluted EPS							\$0.85

dlx Reconciliation of GAAP to Non-GAAP Measures

Adjusted Diluted EPS - Q2 2023

dollars and shares in millions, except per share amounts (Unaudited)

	Q2 2023 GAAP	Acquisition amortization	Restructuring and integration expense	Share-based compensation expense	Certain legal- related benefit	Gain on sale of businesses/ assets	Income tax impact of adjustments	Q2 2023 Adjusted
Total revenue	\$571.7	\$—	\$—	\$—	\$—	\$—	\$—	\$571.7
Total cost of revenue	(270.0)	3.2	3.3	0.2	—	—	—	(263.3)
Gross profit	301.7	3.2	3.3	0.2	—	—	—	308.4
Selling, general and administrative expense	(245.3)	17.8	—	5.3	(0.2)	—	—	(222.4)
Restructuring and integration expense	(24.2)	—	24.2	—	—	—	—	—
Gain on sale of businesses and long-lived assets	21.9	—	—	—	—	(21.9)	—	—
Operating income	54.1	21.0	27.5	5.5	(0.2)	(21.9)	—	86.0
Interest expense	(31.9)	—	—	—	—	—	—	(31.9)
Other income	0.8	—	—	—	—	—	—	0.8
Income before income taxes	23.0	<u>\$21.0</u>	<u>\$27.5</u>	<u>\$5.5</u>	<u>(\$0.2)</u>	<u>(\$21.9)</u>	—	54.9
Income tax provision	(6.6)						<u>(\$7.5)</u>	(14.1)
Net income	<u>\$16.4</u>							<u>\$40.8</u>
Income attributable to Deluxe available to common shareholders	<u>\$16.4</u>							\$40.8
Business exits								(5.2)
Comparable adjusted income available ot common shareholders								<u>\$35.6</u>
Weighted-average dilutive shares	43.7							43.7
Diluted EPS	\$0.37							\$0.93
Comparable Adjusted Diluted EPS								\$0.81

dlx Reconciliation of GAAP to Non-GAAP Measures

Adjusted Diluted EPS - June YTD 2024

dollars and shares in millions, except per share amounts (Unaudited)

	June YTD 2024 GAAP	Acquisition and accelerated amortization	Restructuring and integration expense	Share-based compensation expense	Certain legal- related expense	Gain on sale of businesses/ assets	Income tax impact of adjustments	June YTD 2024 Adjusted
Total revenue	\$1,072.8	\$—	\$—	\$—	\$—	\$—	\$—	\$1,072.8
Total cost of revenue	(500.5)	7.8	0.9	0.4	—	—	—	(491.4)
Gross profit	572.3	7.8	0.9	0.4	—	—	—	581.4
Selling, general and administrative expense	(467.9)	30.9	—	9.7	0.3	—	—	(427.0)
Restructuring and integration expense	(24.9)	—	24.9	—	—	—	—	—
Gain on sale of businesses and long-lived assets	24.0	—	—	—	—	(24.0)	—	—
Operating income	103.5	38.7	25.8	10.1	0.3	(24.0)	—	154.4
Interest expense	(61.0)	—	—	—	—	—	—	(61.0)
Other income	4.7	—	—	—	—	—	—	4.7
Income before income taxes	47.2	\$38.7	\$25.8	\$10.1	\$0.3	(\$24.0)	—	98.1
Income tax provision	(15.9)						(\$9.9)	(25.8)
Net income	\$31.3							\$72.3
Income attributable to Deluxe available to common shareholders	\$31.2							\$72.3
Business exits								(2.1)
Comparable adjusted income available to common shareholders								\$70.2
Weighted-average dilutive shares	44.6							44.6
Diluted EPS	\$0.70							\$1.62
Comparable Adjusted Diluted EPS								\$1.57

dlx Reconciliation of GAAP to Non-GAAP Measures

Adjusted Diluted EPS - June YTD 2023

dollars and shares in millions, except per share amounts (Unaudited)

	June YTD 2023 GAAP	Acquisition amortization	Restructuring and integration expense	Share-based compensation expense	Certain legal- related expense	Gain on sale of businesses/ assets	Income tax impact of adjustments	June YTD 2023 Adjusted
Total revenue	\$1,117.1	\$—	\$—	\$—	\$—	\$—	\$—	\$1,117.1
Total cost of revenue	(520.7)	6.4	4.5	0.4	—	—	—	(509.4)
Gross profit	596.4	6.4	4.5	0.4	—	—	—	607.7
Selling, general and administrative expense	(492.9)	35.9	—	11.0	0.2	—	—	(445.8)
Restructuring and integration expense	(37.1)	—	37.1	—	—	—	—	—
Gain on sale of businesses and long-lived assets	21.9	—	—	—	—	(21.9)	—	—
Operating income	88.3	42.3	41.6	11.4	0.2	(21.9)	—	161.9
Interest expense	(61.9)	—	—	—	—	—	—	(61.9)
Other income	3.2	—	—	—	—	—	—	3.2
Income before income taxes	29.6	<u>\$42.3</u>	<u>\$41.6</u>	<u>\$11.4</u>	<u>\$0.2</u>	<u>(\$21.9)</u>	—	103.2
Income tax provision	(10.4)						<u>(\$17.0)</u>	(27.4)
Net income	19.2							75.8
Non-controlling interest	(0.1)							(0.1)
Income attributable to Deluxe	<u>\$19.1</u>							<u>\$75.7</u>
Income attributable to Deluxe available to common shareholders	<u>\$19.1</u>							\$75.7
Business exits								(10.1)
Comparable adjusted income available to common shareholders								<u>\$65.6</u>
Weighted-average dilutive shares	43.7							43.7
Diluted EPS	\$0.44							\$1.73
Comparable Adjusted Diluted EPS								\$1.50

dlx Reconciliation of GAAP to Non-GAAP Measures

Comparable Adjusted Revenue / Comparable Adjusted EBITDA / Comparable Adjusted EBITDA Margin
in millions (Unaudited)

	Quarter Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Total revenue	\$537.8	\$571.7	\$1,072.8	\$1,117.1
Business exits	(2.9)	(20.1)	(8.9)	(42.7)
Comparable adjusted revenue	<u>\$534.9</u>	<u>\$551.6</u>	<u>\$1,063.9</u>	<u>\$1,074.4</u>
Adjusted EBITDA	\$103.4	\$108.4	\$203.8	\$208.8
Business exits	(1.6)	(8.2)	(5.2)	(18.0)
Comparable adjusted EBITDA	<u>\$101.8</u>	<u>\$100.2</u>	<u>\$198.6</u>	<u>\$190.8</u>
Comparable adjusted EBITDA margin	19.0%	18.2%	18.7%	17.8%

dlx Reconciliation of GAAP to Non-GAAP Measures

Comparable Adjusted Revenue / Comparable Adjusted EBITDA / Comparable Adjusted EPS Outlook
(Unaudited)

	Total Year	
	2024 Outlook	2023 Actual
(in billions)		
Total revenue	\$2.120 - \$2.160	\$2.192
Less: Business exits	—	(0.056)
Comparable adjusted revenue	\$2.120 - \$2.160	\$2.136
Comparable adjusted revenue (decline) growth %	(1%) - 1%	
(in millions)		
Adjusted EBITDA	\$400 - \$420	\$417
Less: Business exits	—	(26)
Comparable adjusted EBITDA	\$400 - \$420	\$391
Comparable adjusted EBITDA growth %	2% - 7%	
Adjusted diluted EPS	\$3.10 - \$3.40	\$3.32
Less: Business exits	—	(0.30)
Comparable adjusted diluted EPS	\$3.10 - \$3.40	\$3.02
Comparable adjusted diluted EPS growth	3% - 13%	

Reconciliations of full year 2023 adjusted EBITDA and adjusted diluted EPS to net income can be found in the MD&A discussion included in the company's Annual Report on Form 10-K for the year ended December 31, 2023.

The company has not reconciled the comparable adjusted EBITDA, comparable adjusted diluted EPS, adjusted income tax rate or free cash flow outlook for 2024 to the directly comparable GAAP financial measures because the company does not provide outlook guidance for the reconciling items between net income, adjusted net income and adjusted EBITDA, and certain of these reconciling items impact cash flows from operating activities. Because of the substantial uncertainty and variability surrounding certain of these forward-looking reconciling items, including: asset impairment charges, restructuring and integration expense, gains and losses on sales of businesses and long-lived assets, and certain legal-related expenses, a reconciliation of the outlook for these non-GAAP financial measures to the corresponding GAAP measures is not available without unreasonable effort. The probable significance of certain of these reconciling items is high and, based on historical experience, could be material.

dlx Reconciliation of GAAP to Non-GAAP Measures

Net Debt to Adjusted EBITDA

dollars in millions (Unaudited)

	June 30, 2024	December 31, 2023
Total debt	\$1,558.0	\$1,592.9
Cash and cash equivalents	(23.1)	(72.0)
Net debt	<u>\$1,534.9</u>	<u>\$1,520.9</u>
TRAILING 12 MONTHS ADJUSTED EBITDA:		
	12 Months Ended June 30, 2024	12 Months Ended December 31, 2023
Net income	\$38.3	\$26.2
Non-controlling interest	—	(0.1)
Interest expense	124.7	125.6
Income tax provision	19.2	13.6
Depreciation and amortization expense	167.0	169.7
Restructuring and integration expense	74.7	90.5
Share-based compensation	19.2	20.5
Certain legal-related expense	2.3	2.2
Loss on sale of investment securities	1.3	1.3
Gain on sale of businesses and long-lived assets	(34.5)	(32.4)
Adjusted EBITDA	<u>\$412.2</u>	<u>\$417.1</u>
NET DEBT TO ADJUSTED EBITDA	3.7	3.6

dlx Reconciliation of GAAP to Non-GAAP Measures

Free Cash Flow

in millions (Unaudited)

	Quarter Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
Net cash provided (used) by operating activities	\$39.6	\$54.1	\$66.2	\$47.3
Purchases of capital assets	(28.2)	(30.4)	(48.6)	(55.9)
Free cash flow	<u>\$11.4</u>	<u>\$23.7</u>	<u>\$17.6</u>	<u>(\$8.6)</u>

The image features the word "deluxe" in a lowercase, sans-serif font. The letters "deluxe" are in black, while the "x" is in red. A registered trademark symbol (®) is located at the end of the word. The text is centered on a light gray background. On the left and right sides of the background, there are large, stylized, overlapping geometric shapes in white and light gray, creating a modern, architectural feel.

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