Agenda

01  Company & Platform Overview
02  Real-Time Update
03  Financial Summary
This presentation includes “forward-looking statements” within the meaning of the U.S. federal securities laws. Statements in this presentation that are not statements of historical fact and that concern future results from operations, financial position, economic conditions, product releases and any other statement that may be construed as a prediction of future performance or events, including financial projections and growth in various products, are forward-looking statements that speak only as of the date made and which involve known and unknown risks, uncertainties and other factors which may, should one or more of these risks, uncertainties or other factors materialize, cause actual results to differ materially from those expressed or implied by such statements. These factors and risks include:

Risks Specific to our Business: we have a history of net losses; we have a limited operating history for our current portfolio of assets; the failure to successfully integrate our recent acquisitions may adversely affect our future results; growth may place significant demands on our management and our infrastructure; our operations are global in scope, and we face added business, political, regulatory, legal, operational, financial and economic risks as a result of our international operations; our financial results could vary significantly from quarter-to-quarter and are difficult to predict; a significant portion of our revenue is derived from a limited number of wireless carriers and customers; the risk of impairment of our goodwill; the effects of the current and any future general downturns in the U.S. and the global economy, including financial market disruptions; our products, services and systems rely on software that is highly technical, and if it contains errors or viruses, our business could be adversely affected; our business may involve the use, transmission and storage of confidential information and personally identifiable information; the complexity of and incompatibilities among mobile devices may make it difficult and expensive to implement on these new technologies; adverse effects of negative developments affecting the financial services industry, including events or concerns involving liquidity, defaults, or non-performance by financial institutions; our business and growth may suffer if we are unable to hire and retain key talent; if we are unable to properly safeguard such information could result in significant reputational harm and monetary damages; system security risks and cyber-attacks could disrupt our internal operations or information technology services provided to customers; our business and growth may suffer if we are unable to hire and retain key talent; if we are unable to maintain our corporate culture, our business could be harmed; if we make future acquisitions, this could require significant management attention and disrupt our business; if we fail to implement or are delayed in the implementation of our new ERP system platform, we may not be able to effectively transact our business or produce our financial statements on a timely basis; adverse effects of negative developments affecting the financial services industry, including events or concerns involving liquidity, defaults, or non-performance by financial institutions; risks of public health issues, such as a major epidemic or pandemic; risk related to geopolitical conditions and the global economy, including financial markets, and inflation; risk related to the geopolitical relationship between the U.S. and China or changes in China’s economic and regulatory landscape.

Industry Regulatory Risks: we are subject to rapidly changing and increasingly stringent laws, regulations and contractual requirements related to privacy, data security, and protection of children; we are subject to anti-corruption, import/export, government sanction, and similar laws, especially related to our international operations; government regulation of our marketing methods could restrict or prevent our ability to adequately advertise and promote our content, products and services available in certain jurisdictions; regulatory requirements pertaining to the marketing, advertising, and promotion of our products and services; governmental regulation of our marketing methods.

Risks Related to Our Intellectual Property and Potential Liability: third parties may obtain and improperly use our intellectual property; and if so, our competitive position may be adversely affected, particularly if we do not, or are unable to, adequately protect our intellectual property rights; third parties may sue us for intellectual property infringement, which may prevent or limit our use of the intellectual property and disrupt our business and could require us to pay significant damage awards; our platform contains open source software; litigation may harm our business; indemnity provisions in various agreements potentially expose us to substantial liability for intellectual property infringement, damages caused by malicious software, and other losses.

Risks Related to Our Common Stock and Capital Structure: we have secured and unsecured indebtedness, which could adversely affect our revenue; we may be subject to legal liability associated with providing mobile and online services; risks of public health issues, such as a major epidemic or pandemic; risk related to geopolitical conditions and the global economy, including financial markets, and inflation; risk related to the geopolitical relationship between the U.S. and China or changes in China’s economic and regulatory landscape.

Risks Related to Our Mobile Advertising Industry: the mobile advertising business is an intensely competitive industry, and we may not be able to compete successfully; the markets for our products and services are rapidly evolving and may decline or experience limited growth; our business is dependent on the continued growth in usage of smartphones and other mobile connected devices; wireless technologies are changing rapidly, and we may not be successful in working with these new technologies; the complexity of and incompatibilities among mobile devices may require us to use additional resources for the development of our products and services; if wireless subscribers do not continue to use their mobile devices to access mobile content and other applications, our business growth and future revenue may be adversely affected; a shift of technology platform by wireless carriers and mobile device manufacturers could lengthen the development period for our offerings, increase our costs, and cause our offerings to be published later than anticipated; actual or perceived security vulnerabilities in devices or wireless networks could
Company & Platform Overview
A Multi-Hundred Billion Dollar Opportunity Has Been Created As Mobile Devices Have Become The Most Used Device

- Unique combination of massive scale and growth
- Resilient throughout macroeconomic challenges
- Regulatory tailwinds unlock new growth opportunities
This Mobile Ecosystem is Seen as Having 4 Key Stakeholders

Ad Dollars and Tech Investment Have Followed Eyeballs to Create a Multi-Hundred Billion Dollar Opportunity

- **App Publishers**
  - Want revenue once on device

- **Tech “Enablers”**
  - Put ad-tech into apps to **connect the ecosystem**

- **App Advertisers**
  - Want to get on device

- **Brand Advertisers**
  - Want to get seen in apps on device
DT's Combination of On-Device and In-App Tech Transforms The Mobile Ecosystem Opportunity

**App Publishers**
- UA & monetization growth engine
- Premium brand ads with superior UX

**Telecom Partners**
- Value-added user engagement
- New revenues from media dollars

**App Advertisers**
- Direct-to-Device UA
- Single-Tap Programmatic
- Store-like Hubs

**Brand Advertisers**
- Award-winning creatives
- Industry-leading attention

**Value-added user engagement**
- New revenues from media dollars

**Direct-to-Device UA**
- Single-Tap Programmatic
- Store-like Hubs

**Tech on-Device**
- Digital Turbine

**Tech In Apps**
- Digital Turbine

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Driving Results at Scale Within A Massive Market Opportunity

- **App Publishers**
  - +70% of top mobile apps/publishers
  - 45K+ Publisher Partnerships

- **App Advertisers**
  - +750 advertiser relationships
  - +5B Apps installs

- **Telecom Partners**
  - +800M Devices
  - 40+ Partnerships

- **Brand Advertisers**
  - +40 Creative awards won in 2022
  - +100s Top Global Brands

Tech On-Device + Tech In Apps
Delivering Differentiated Value Through Innovative Solutions and Cross-Stakeholder Synergies

**App Publishers**
- Massive scale, diverse audiences
- Premium ads, Superior performance and UX

**App Advertisers**
- Large budgets from chart-topping apps
- Vast on-device and in-app distribution

**Telecom Partners**
- Elevated device UX, increased LTV
- Direct-to-device access at scale

**Brand Advertisers**
- Engaged, attentive users & unique delivery
- Premium ads for diverse, global audiences

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Legend
- **Value contributed**
- **Value gained**
Owning End-to-End In-App Ad Tech Means More Profits For Our Publisher Partners

ADVERTISER → DIGITAL TURBINE → OUR APP PUBLISHERS

profits from not having to pay fees to third parties

make more revenue

Advertiser Pays DT

Remaining Proceeds To Publisher
Without loss of fees to other technology enablers

DT Pays Publisher More $
By Sitting At The Heart Of Global Smartphones, DT Has Unique Upside

Access, Control, Scale & Extensibility Drive Operating Leverage

**DT is a Platform**

- Consistently profitable
- Ecosystem enabler
- Full in-app ad tech stack
- Exclusive, long-term Telecom Deals
- Enterprise-grade On-Device tech

**Platforms are Extensible**

- Massive scale
- Efficient, scalable operating model
- Unique, differentiated experiences
- Well-positioned to benefit from regulatory developments
- Actively and independently growing TAM via innovation and complimentary M&A

By Sitting At The Heart Of Global Smartphones, DT Has Unique Upside

Access, Control, Scale & Extensibility Drive Operating Leverage
Digital Turbine is uniquely positioned to lead the evolution of the App Economy.

Market Tides Are Changing, Creating an Opportunity for Disruption

**Market Tailwinds**
- Large Developers pushing back
- Regulatory Intervention

**The Path Towards Disruption**
- Large Developers pushing back
- Regulatory Intervention

**Scale & Experience**
- 800M+ devices
- A decade of alt. app distribution

**Innovation & Growth Solutions**
- SingleTap
- In-app UA and monetization

**Complete Solution**
- Payments
- App porting

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Our Platform and Unique Market Position Unlock New Opportunities

New Products \times \text{More Devices} \times \text{Advertiser Demand} = \text{Platform Network Effects}
Real-Time Update
Core Business Growth Despite Macro Headwinds in FY23
Impact of Exit from Non-Strategic Businesses\(^1\) Overshadowed Core Business Growth in FY23

Headwinds:
- Comps of non-core businesses
- Macro environment (devices)

Tailwinds:
- US Revenue Per Device growth
- DSP SingleTap growth
- AdTech execution

\(^1\)Non-Strategic Businesses comprised of select Prepaid Content Media and AdColony legacy reseller businesses that were exited during FY23.
Key Growth Drivers

New Products • SingleTap Licensing Ramping
• DT Hub Expansion
• AdTech product enhancements

More Devices • New/Expanded supply partners
• New device types

Advertiser Demand • Performance Expansion
• Brand Expansion
• Strategic demand partnerships

= Platform Network Effects
Financial Summary
Rapid & Profitable Growth

Non-GAAP adjusted EBITDA\(^1\) CAGR of 207% from FY19 through FY23
Non-GAAP adjusted EBITDA\(^1\) Margin Expansion from <10% in FY19 to 25% in FY23

\(^1\)See Financial Appendix attached hereto for the definition of Non-GAAP adjusted EBITDA and reconciliation to comparable GAAP measures.
Wrap Up
The Digital Turbine Summary Investment Thesis

“We have the software solutions that the market wants in today’s mobile advertising ecosystem, the business model to realize value for shareholders, and the leadership team to deliver results”

End-to-end platform uniquely positioned to capitalize on newly emerging market opportunities
- Entrenched, trusted partnerships with global telecom operators
- Embedded, differentiated software on devices with increasingly diverse functionality
- Products designed to help partners and publishers improve monetization while forging more favorable end-user experiences
- Conducive regulatory environment for alternative means of app distribution and usage

Highly scalable platform business model with proven operating leverage and cash flow generation
- Increasingly diverse revenue mix rapidly shifting to higher-margin revenue streams

Experienced management team and board with proven track records across the technology & telecom landscape
Financial Appendix
Non-GAAP adjusted EBITDA Measure

Non-GAAP adjusted EBITDA is calculated as GAAP Net Income/(Loss) excluding the following cash and non-cash expenses: stock-based compensation expense, depreciation and amortization, net interest income/(expense), change in fair value of contingent liability, foreign exchange transaction gains/(losses), income tax provision, transaction-related expenses, severance costs, and adjustment to acquisition-related liabilities. Readers are cautioned that non-GAAP adjusted EBITDA should not be construed as an alternative to net income determined in accordance with GAAP as an indicator of performance, which is the most comparable measure under GAAP.

Non-GAAP measures are provided to enhance investors' overall understanding of the Company's current financial performance, prospects for the future and as a means to evaluate period-to-period comparisons. The Company believes that these non-GAAP measures provide meaningful supplemental information regarding financial performance by excluding certain expenses and benefits that may not be indicative of recurring core business operating results. The Company believes the non-GAAP measures that exclude such items when viewed in conjunction with GAAP results and the accompanying reconciliations enhance the comparability of results against prior periods and allow for greater transparency of financial results. The Company believes non-GAAP measures facilitate management's internal comparison of its financial performance to that of prior periods as well as trend analysis for budgeting and planning purposes. The presentation of non-GAAP measures is not intended to be considered in isolation or as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP.
## GAAP NET INCOME TO NON-GAAP ADJUSTED EBITDA

(in millions)

(Unaudited)

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<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
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<td>Change in fair value of contingent consideration</td>
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<td>Loss on extinguishment of debt</td>
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<td>Foreign exchange transaction gain (loss)</td>
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<td>0.0</td>
<td>(2.1)</td>
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<td>Transaction-related expenses</td>
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<td>Non-GAAP adjusted EBITDA</td>
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<td>$ 19.6</td>
<td>$ 75.6</td>
<td>$ 195.2</td>
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