



# BuzzFeed Inc.

**Q3 2024**  
Investor Letter

# Forward Looking Statements

Certain statements in this investor letter 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. Our 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 or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. The words "affect," "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 include all matters that are not historical facts. The forward-looking statements contained in this investor letter are based on current expectations and beliefs concerning future developments and their potential effects on us. There can be no assurance that future developments affecting us will be those that we have anticipated. These forward-looking statements involve a number of risks, (some of which are beyond our control) uncertainties or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by these forward-looking statements. These risks and uncertainties include, but are not limited to: (1) developments relating to our competitors and the digital media industry, including overall demand of advertising in the markets in which we operate; (2) demand for our products and services or changes in traffic or engagement with our brands and content; (3) changes in the business and competitive environment in which we and our current and prospective partners and advertisers operate; (4) macroeconomic factors including: adverse economic conditions in the United States and globally, including the potential onset of recession; current global supply chain disruptions; potential government shutdowns or a failure to raise the U.S. federal debt ceiling or to fund the federal government; the ongoing conflicts between Russia and Ukraine and between Israel and Hamas and any related sanctions and geopolitical tensions, and further escalation of trade tensions between the United States and China; the inflationary environment; high unemployment; high interest rates, currency fluctuations; and

# Forward Looking Statements (continued)

the competitive labor market; (5) our future capital requirements, including, but not limited to, our ability to obtain additional capital in the future, to settle conversions of our unsecured convertible notes, repurchase the notes upon a fundamental change such as the delisting of our Class A common stock or repay the notes in cash at their maturity, including upon the holders of the notes requiring repayment of their notes on or after December 3, 2024, any restrictions imposed by, or commitments under, the indenture governing our unsecured notes or agreements governing any future indebtedness, and any restrictions on our ability to access our cash and cash equivalents; (6) significant volatility in the trading of our Class A common stock as a result of the potential inability to repay the notes upon request by the holders of the notes from and after November 22, 2024; (7) developments in the law and government regulation, including, but not limited to, revised foreign content and ownership regulations, and the outcomes of legal proceedings, regulatory disputes or governmental investigations to which we are subject; (8) the benefits of our cost savings measures; (9) our success divesting of companies, assets or brands we sell or in integrating and supporting the companies we acquire; (10) technological developments including artificial intelligence; (11) the impact of activist shareholder activity, including on our strategic direction; (12) our success in retaining or recruiting, or changes required in, officers, other key employees or directors; (13) use of content creators and on-camera talent and relationships with third parties managing certain of our branded operations outside of the United States; (14) the security of our information technology systems or data; (15) disruption in our service, or by our failure to timely and effectively scale and adapt our existing technology and infrastructure; (16) our ability to maintain the listing of our Class A common stock and warrants on The Nasdaq Stock Market LLC; and (17) those factors described under the sections entitled “Risk Factors” in the Company’s annual and quarterly filings with the Securities and Exchange Commission.

Should one or more of these risks or uncertainties materialize, or should any of our assumptions prove incorrect, actual results may vary in material respects from those projected in these forward-looking statements. There may be additional risks that we consider immaterial or which are unknown. It is not possible to predict or identify all such risks. We do not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

# Non-GAAP Financial Measures

Adjusted EBITDA and Adjusted EBITDA margin are non-GAAP financial measures and represent key metrics used by management and our board of directors to measure the operational strength and performance of our business, to establish budgets, and to develop operational goals for managing our business. We define Adjusted EBITDA as net income (loss) from continuing operations, excluding the impact of net income (loss) attributable to noncontrolling interests, income tax (benefit) provision, interest expense, net, other (income) expense, net, depreciation and amortization, stock-based compensation, change in fair value of warrant liabilities, change in fair value of derivative liability, restructuring costs, transaction-related 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.

We believe Adjusted EBITDA and Adjusted EBITDA margin are relevant and useful information for investors because they allow investors to view performance in a manner similar to the method used by our management. There are limitations to the use of Adjusted EBITDA and Adjusted EBITDA margin and our Adjusted EBITDA and Adjusted EBITDA margin may not be comparable to similarly titled measures of other companies. Other companies, including companies in our industry, may calculate non-GAAP financial measures differently than we do, limiting the usefulness of those measures for comparative purposes.

Adjusted EBITDA and Adjusted EBITDA margin should not be considered a substitute for measures prepared in accordance with GAAP. Reconciliations of non-GAAP financial measures to the most directly comparable financial results as determined in accordance with GAAP are included at the end of this investor letter following the accompanying financial data.

# Definitions

BuzzFeed reports revenues across three primary business lines: Advertising, Content and Commerce and other. The definition of Time Spent is also set forth below.

**Advertising revenues** are primarily generated from advertisers for ads distributed against our editorial and news content, including display, pre-roll and mid-roll video products sold directly to brands and also programmatically. We distribute these ad products across our owned and operated sites as well as third-party platforms, primarily YouTube and Apple News.

**Content revenues** are primarily generated from clients for custom assets, including both long-form and short-form content, from branded quizzes to Instagram takeovers to sponsored content and content licensing. Revenues for film and TV projects are also included here.

**Commerce and other revenues** consist primarily of affiliate commissions earned on transactions initiated from our editorial shopping content. Revenues from our product licensing businesses are also included here.

**Time Spent** captures the time audiences spend engaging with our content in the U.S. across our owned and operated sites, as well as YouTube and Apple News, as measured by Comscore. This metric excludes time spent with our content on platforms for which we have minimal advertising capabilities that contribute to our Advertising revenues, including Instagram, TikTok, Facebook, Snapchat and Twitter. There are inherent challenges in measuring the total actual number of hours spent with our content across all platforms; however, we consider the data reported by Comscore to represent industry-standard estimates of the time actually spent on our largest distribution platforms with our most significant monetization opportunities. Time Spent presented above excludes time spent on Complex Networks, as Complex Networks is presented as a discontinued operation within our condensed consolidated financial statements. Time Spent on Complex Networks, as reported by Comscore, was approximately 10.0 million hours through the date of Disposition, February 21, 2024, and 13.4 million and 63.4 million hours for the three and nine months ended September 30, 2023, respectively. Time Spent on Complex Networks, as reported by Comscore, previously included Time Spent on First We Feast, as First We Feast was historically under the Complex Networks' measurement portfolio of Comscore. However, the historical Time Spent on First We Feast cannot be reasonably bifurcated from Time Spent on Complex Networks. Accordingly, for comparability of Time Spent, we have excluded Time Spent on First We Feast from our measure of Time Spent for all periods presented above and for future reporting of Time Spent.

**Jonah Peretti**  
Founder & CEO



We had a great third quarter. To put our results into context, our primary focus this year has been on stabilizing our business. And we have not wavered. In Q1 we announced the sale of Complex, through which we raised significant cash in order to pay down debt, execute restructuring plans and improve our working capital. In doing so, we were able to reorganize the business around two of our largest, highest-margin and most scalable business lines in Programmatic Advertising and Affiliate Commerce. In Q2, these changes started to bear fruit, in the form of improving trends across time spent, revenue and profitability.

And this quarter, I'm pleased to share that **we delivered significant improvements in each of our key operating and financial measures** - time spent, overall revenue growth and Adjusted EBITDA<sup>1</sup> profits - **on a year-over-year basis as well as versus Q2.**

- In Q3, **audience time spent grew 13% versus Q2** and 2% year-over-year to 80 million hours, outpacing our peers, according to Comscore.
  - And, **our flagship BuzzFeed brand continued to lead the way among its competitive set**, garnering vastly more time spent overall and among its core demographic of Millennial and Gen Z.
- **We grew Q3 revenues by 7% year-over-year** to \$64 million, led by strong performance in both Programmatic Advertising and Affiliate Commerce.
  - Our Commerce business had a particularly impressive quarter, growing affiliate commerce revenues by 53% including **our biggest Prime Day ever** in July, which outpaced even Amazon's overall Prime Day growth.
  - **Programmatic Advertising revenues grew 9%** year-over-year, **accelerating** from their Q2 pace of 3% year-over-year.
- We delivered Adjusted EBITDA of approximately \$11 million in the quarter, a nearly **four-fold increase versus Q2** and a **\$10 million improvement versus last year**, when we were roughly breakeven.
  - We also **grew our cash balance by \$8 million** versus Q2, to \$54 million.

These results are a testament to the hard work and resilience of our teams in executing our plans to stabilize the business in a tough environment. While we still have some hard work ahead of us, I am confident in our ability to establish a solid foundation for the business to evolve and thrive in this next era of digital media. And I am grateful for the support of our shareholders as we look to build on this strong performance in the year ahead.

**Jonah Peretti**  
Founder & CEO

<sup>1</sup> As used throughout, Adjusted EBITDA is a non-GAAP financial measure. Please refer to the tables at the back of this investor letter for a reconciliation of our GAAP and non-GAAP results.

# Q3'24 Financial Highlights

Operational and financial metrics here are presented on a continuing operations basis, excluding Complex<sup>1</sup>

## TOTAL REVENUE

Q3'24

\$64M

Q3'23

\$60M

## NET INCOME

Q3'24

\$2M

Q3'23

\$(12)M

## ADJUSTED EBITDA<sup>2</sup>

Q3'24

\$11M

Q3'23

\$-

## TIME SPENT

80M  
hours

## CASH AND CASH EQUIVALENTS

\$54M

<sup>1</sup> The Company determined the assets of Complex Networks, excluding the First We Feast brand, met the classification for “held for sale.” Additionally, the Company concluded the disposal, which occurred on February 21, 2024, represented a strategic shift that had a major effect on our operations and financial results. As such, the historical financial results of Complex Networks have been reflected as discontinued operations in our condensed consolidated financial statements. Amounts presented throughout this investor letter are on a continuing operations basis (i.e., excluding Complex Networks).

<sup>2</sup> A non-GAAP financial measure. See “Reconciliation of GAAP to Non-GAAP Financial Measures” in the Appendix for a reconciliation to the most directly comparable financial measure in accordance with accounting principles generally accepted in the United States (“GAAP”).

# Q3'24 Revenue Performance

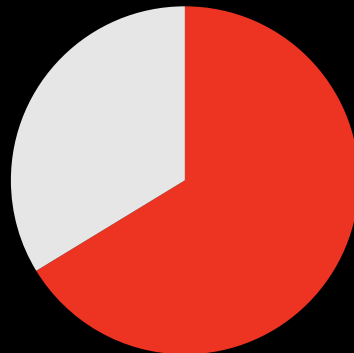
## Q3 2024 ADVERTISING REVENUE

**\$26.1M**

**+9%**

Programmatic Advertising Revenue

- Programmatic Advertising
- Direct Sold Advertising



Q3'24

\$17.3M

Q3'23

\$15.9M

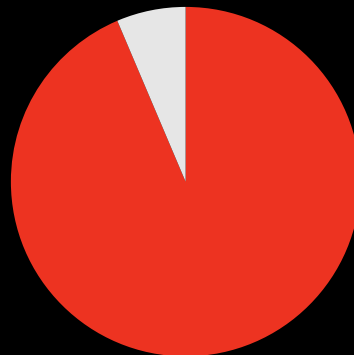
## Q3 2024 COMMERCE REVENUE

**\$20.9M**

**+53%**

Organic Affiliate Commerce Revenue

- Organic Affiliate
- Other



Q3'24

\$19.6M

Q3'23

\$12.8M

## Q3 2024 CONTENT REVENUE

**\$17.4M**

**-7%**

Content Revenue

Q3'24

\$17.4M

Q3'23

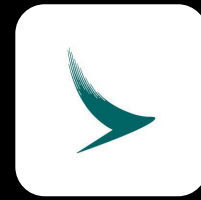
\$18.6M



# Selected Client Wins

## CATHAY PACIFIC | BUZZFEED

In Q3, Cathay Pacific and BuzzFeed launched a robust campaign to position Cathay Pacific as the leading premium airline for the best seat to Hong Kong and beyond. Kicking off on World Travel Day with an interactive takeover on BuzzFeed's homepage, the campaign also featured a first-to-market AI-powered itinerary generator and a vertical video series featuring one of BuzzFeed's top creators, Alix Traeger, experiencing Cathay Pacific's Business Class firsthand. The campaign has continued in Q4 off the back of high engagement across Cathay Pacific's key audiences.



## CHASE UNITED | HUFFPOST



In July, Chase United selected HuffPost as a strategic partner to drive awareness to its three co-branded credit cards. The partnership centered around a relaunch of HuffPost Travel and spanned Chase United sponsorships of multiple editorial travel programs, HuffPost Life takeovers, network video and targeted media spend. The program offered the client massive reach across the HuffPost audience in order to reach their target demographic of affluent travel lovers. The campaign also delivered authentic integration of Chase United credit cards, category exclusivity, and added value including a press and social push. Performance has exceeded benchmarks across turnkey media and editorial sponsorship, in terms of both click-thru-rate and impressions.

## STELLA ARTOIS | HOT ONES

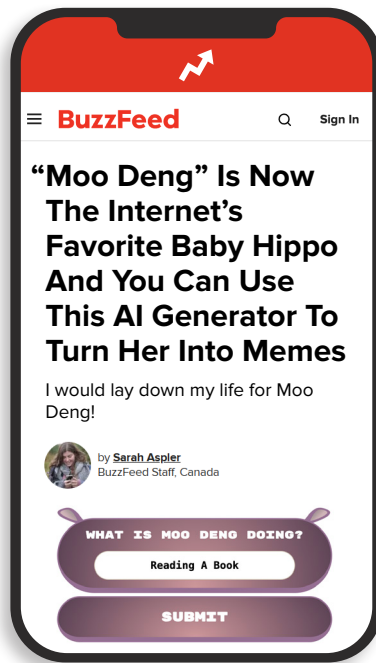
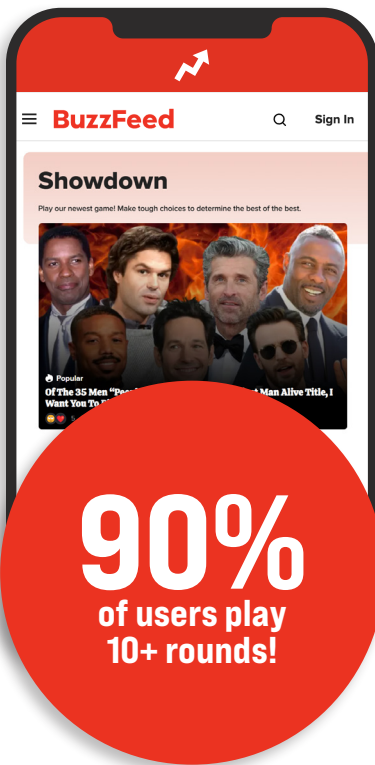
As the Official Beer of Hot Ones Summer, Stella Artois sponsored multiple Hot Ones episodes in Q3, including two special episodes featuring brand ambassadors David Beckham and Ludacris. The partnership also included branded content, a sustained media advertising presence across Hot Ones channels and access to Hot Ones IP for themed activations at retailers, bars, restaurants and live events. This multifaceted campaign delivered hundreds of millions earned impressions and drove positive brand lift for Stella Artois.





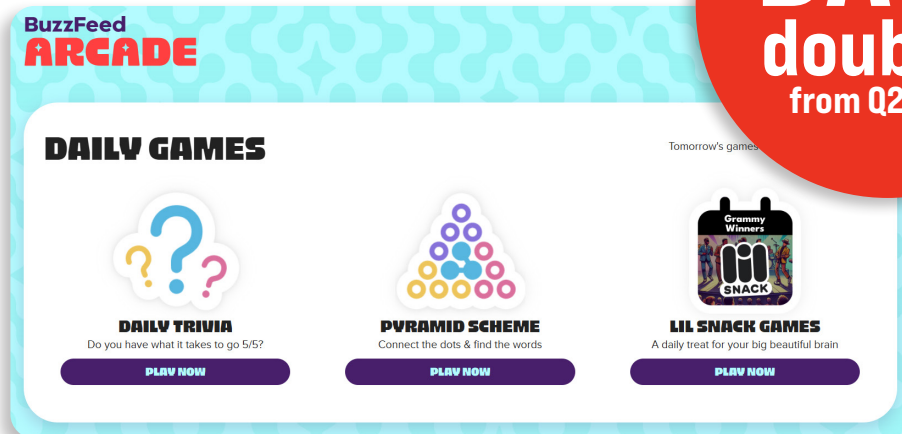
## ADVANCING CREATIVITY AND ENHANCING THE AUDIENCE EXPERIENCE WITH AI-INSPIRED CONTENT

Tech-powered improvements continued to drive audience loyalty in Q3 - including the debut of the new BuzzFeed homepage, a redesign of the BuzzFeed Arcade and popular AI content generators.



In September, the percentage of loyal users reached its highest level in nearly two years

DAUs doubled from Q2 to Q3





## PRODUCING MORE PREDICTABLE SUCCESS IN LONG-FORM PREMIUM CONTENT

### EXmas Reaches New International Markets in Time for the 2024 Holiday Season

BuzzFeed Studios secured several additional sales of its 2023 film EXmas for a holiday 2024 release in new markets. *Noël, mon ex et moi* releases on TF1 in France and other French markets in Q4 2024, and our distribution deal with Gravitas unlocked additional distribution in Poland and Russia and with multiple airlines. The 2024 sales show the power of the property after its initial strong performance on Amazon/Freevee in 2023.



### Gravitas Ventures to Distribute BuzzFeed Studios' 'Brother Orange' Documentary

BuzzFeed Studios secured a distribution deal with Gravitas Ventures for Brother Orange, a documentary feature chronicling BuzzFeed writer Matt Stopera's viral telling of what happened when his phone was stolen at a New York City bar – a story that takes us to China and creates an unexpected international friendship. The doc is set to release in Q1'25.

### BuzzFeed Content Library Driving Strong YoY Viewership and Revenue Growth on YouTube

By leaning into BuzzFeed's vast content library, BuzzFeed Studios drove increased watchtime and revenue across BuzzFeed's YouTube channels, delivering the highest single-day of YouTube watchtime in more than a year, and resulting in strong double-digit growth in Q3 revenues year-over-year.





## ATTRACTING THE NEXT GENERATION OF FOOD CREATORS ON THE INTERNET

**Tasty Minis**, the brand’s new micro content format introduced last quarter, drove impressive growth on Instagram in Q3 with multiple of the <:15 second videos garnering tens of millions of views each



### Tasty x Johnsonville

In Q3, Tasty and Johnsonville launched a partnership to help Johnsonville align its sausage products with loyal everyday users across Tasty’s massive social scale. The partnership focused on a Tasty trending flavor video series hosted by Tasty creators that featured potluck spread recipes perfect for every summer cookout or fall game day gathering. Early performance of the campaign has shown high product consideration, positive consumer sentiment and message retention among our audience.





**FIRST WE FEAST'S HIT CELEBRITY INTERVIEW SHOW ON YOUTUBE AND MASSIVE IP UNIVERSE AT THE INTERSECTION OF FOOD AND POP CULTURE**

**Hot Ones wrapped Season 24 with record-breaking Deadpool episode featuring Ryan Reynolds and Hugh Jackman**

**The most 24 hour views in Hot Ones history!**



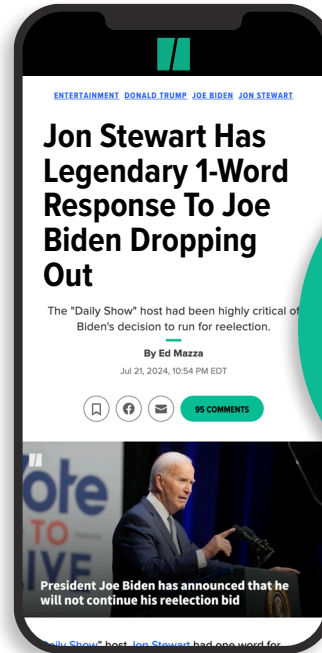
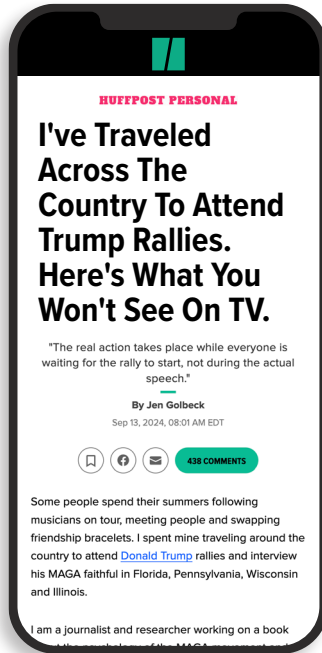
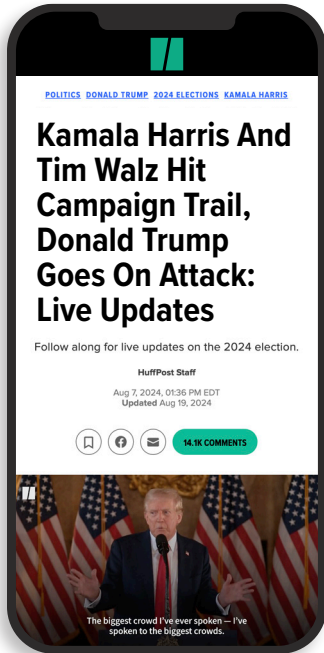
### **Hot Ones Partners with Panda Express To Launch Blazing Bourbon Chicken Nationwide**

Following a popular limited release in 2023, Hot Ones partnered with Panda Express to bring Blazing Bourbon Chicken to Panda stores nationwide. The rollout was hugely successful, selling out two months ahead of schedule.



## ENGAGING READERS WITH RESONANT COVERAGE OF THE WORLD'S BIGGEST CULTURAL MOMENTS

In Q3, HuffPost set a new record for cross-platform pageviews as the election news cycle went into overdrive



**+28%**  
y/y growth in cross-platform pageviews



Season 2 of the hit podcast Am I Doing It Wrong? launched in Q3, hosted by HuffPost editors Raj Punjabi and Noah Michelson, who tackle topics like caring for plants, navigating airports, and credit cards

HuffPost debuted a new Games section, which drives reader loyalty and habit-forming behavior among the HuffPost audience



# Q3'24 Financial Results

We achieved a number of milestones in the third quarter, returning the business to overall growth in both time spent and revenues, driving exponential year-on-year growth in Adjusted EBITDA profitability, and improving our cash balance versus Q2. Below are some highlights from across the business:

- Audience time spent grew 2% year-over-year and 13% quarter-over-quarter to 80 million hours, according to Comscore, the first quarter of year-over-year growth in time spent since Q1 2023.
- Overall Q3 revenues grew 7%, exceeding our August outlook, led by strong year-over-year growth in both Programmatic Advertising and Affiliate Commerce, including our biggest Prime Day ever in July.
- We delivered Q3 Adjusted EBITDA near the high end of our guidance range, generating approximately \$11 million, as compared to roughly flat Adjusted EBITDA in the year ago quarter, a \$10 million improvement year-over-year.
- And, we ended the quarter with \$54 million in cash, a \$8 million improvement versus Q2.

Our primary focus in 2024 has been on stabilizing the business and driving profitability. These results underscore the significant progress we have made and position us well to focus on driving consistent topline growth and expanded profitability in 2025 and beyond.

**Overall** revenues for Q3 2024 grew 7% year-over-year to \$64.3 million, exceeding our August outlook. Performance by revenue line was as follows:

- **Programmatic Advertising revenues** grew 9% year-over-year, accelerating from Q2, to reach

## TOTAL REVENUE

Q3'24 **\$64M**

Q3'23 **\$60M**

## ADVERTISING REVENUE

Q3'24 **\$26M**

Q3'23 **\$27M**

## CONTENT REVENUE

Q3'24 **\$17M**

Q3'23 **\$19M**

## COMMERCE REVENUE

Q3'24 **\$21M**

Q3'23 **\$14M**

# Q3'24 Financial Results (continued)

\$17.3 million. This strong performance reflects the shift in our strategy to prioritize our most scalable, high margin and tech-enabled revenue lines. This growth was offset by ongoing pressure in our **direct** sales channel, resulting in a 3% year-over-year decline in overall **Advertising revenues**, to \$26.1 million.

- **Content revenue** trends improved versus Q2, but declined 7% year-over-year to \$17.4 million. As a reminder, branded content is primarily sold through our direct sales channel - a much smaller team than we had a year ago as we continue to prioritize our programmatic advertising and affiliate commerce revenue lines.
- **Commerce and other revenues** of \$20.9 million grew 45% year-over-year, driven primarily by July Prime Day, which was our biggest to date.

We delivered Q3 Adjusted EBITDA of \$10.5 million, in line with the high end of our August outlook, and \$10 million better than the year ago quarter. This reflects the strong revenue performance in two of our largest and highest margin business lines - Programmatic Advertising and Affiliate Commerce - as well as the cumulative impact of our cost savings plan announced in February.

We ended the third quarter with **cash and cash equivalents** of approximately \$54 million, a net **increase** of approximately \$18 million year-to-date and \$8 million versus Q2.

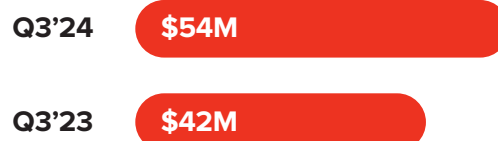
## NET INCOME (LOSS)



## ADJUSTED EBITDA<sup>1</sup>



## CASH AND CASH EQUIVALENTS



<sup>1</sup> Adjusted EBITDA is a non-GAAP financial measure. See "Reconciliation of GAAP to Non-GAAP Financial Measures" in the Appendix for a reconciliation to the most directly comparable financial measure in accordance with accounting principles generally accepted in the United States ("GAAP").



# Earnings Conference Call

- BuzzFeed, Inc. Founder and CEO Jonah Peretti and CFO Matt Omer will host a conference call to discuss the results on **Tuesday, November 12, 2024 at 5:00 PM EST**.
- The financial results conference call will be available via webcast at **[investors.buzzfeed.com](https://investors.buzzfeed.com)** under the heading News and Events. A replay of the call will be made available at the same URL. To participate in the conference call, interested parties must register in advance. Upon registration, all telephone participants will receive a confirmation email detailing how to join the conference call, including the dial-in number along with a unique PIN that can be used to access the call. While it is not required, it is recommended you join 10 minutes prior to the event start time.

# Appendix

**BUZZFEED, INC.**  
**Financial Highlights**  
**(Unaudited, dollars in thousands)**

|  | Three Months Ended September30, |             |          | Nine Months Ended September 30, |             |          |
|--|---------------------------------|-------------|----------|---------------------------------|-------------|----------|
|  | 2024                            | 2023        | % Change | 2024                            | 2023        | % Change |
| Advertising                                  | \$ 26,066                       | \$ 26,915   | (3)%     | \$ 71,303                       | \$ 83,720   | (15)%    |
| Content                                      | 17,357                          | 18,616      | (7)%     | 41,833                          | 56,606      | (26)%    |
| Commerce and other                           | 20,897                          | 14,447      | 45 %     | 42,871                          | 36,688      | 17 %     |
| Total revenue                                | \$ 64,320                       | \$ 59,978   | 7 %      | \$ 156,007                      | \$ 177,014  | (12)%    |
| Income (loss) from continuing operations     | \$ 3,579                        | \$ (6,732)  | 153 %    | \$ (21,448)                     | \$ (47,631) | 55 %     |
| Net income (loss) from continuing operations | \$ 1,968                        | \$ (12,049) | 116 %    | \$ (31,084)                     | \$ (63,920) | 51 %     |
| Adjusted EBITDA                              | \$ 10,540                       | \$ 341      | NM       | \$ 1,935                        | \$ (19,950) | 110 %    |

**NM: Not meaningful**

**BUZZFEED, INC.**  
**Condensed Consolidated Balance Sheets**  
**(Unaudited, dollars and shares in thousands, except per share amounts)**

|  | September 30,<br>2024 (Unaudited) | December 31,<br>2023 |
|--|-----------------------------------|----------------------|
| <b>Assets</b>  |                                   |                      |
| Current assets   |                                   |                      |
| Cash and cash equivalents  | \$ 53,723                         | \$ 35,637            |
| Accounts receivable (net of allowance for doubtful accounts of \$1,069 as at September 30, 2024 and \$1,424 as at December 31, 2023)   | 49,625                            | 75,692               |
| Prepaid expenses and other current assets  | 17,572                            | 21,460               |
| Current assets of discontinued operations  | —                                 | —                    |
| <b>Total current assets</b>  | <b>120,920</b>                    | <b>132,789</b>       |
| Property and equipment, net  | 7,662                             | 11,856               |
| Right-of-use assets  | 33,313                            | 46,715               |
| Capitalized software costs, net  | 22,704                            | 22,292               |
| Intangible assets, net   | 24,531                            | 26,665               |
| Goodwill   | 57,562                            | 57,562               |
| Prepaid expenses and other assets  | 9,851                             | 9,508                |
| Noncurrent assets of discontinued operations   | —                                 | 104,089              |
| <b>Total assets</b>  | <b>\$ 276,543</b>                 | <b>\$ 411,476</b>    |
| <b>Liabilities and Stockholders' Equity</b>  |                                   |                      |
| Current liabilities  |                                   |                      |
| Accounts payable   | \$ 15,008                         | \$ 46,378            |
| Accrued expenses   | 20,592                            | 15,515               |
| Deferred revenue   | 1,313                             | 1,895                |
| Accrued compensation   | 14,486                            | 12,970               |
| Current lease liabilities  | 22,804                            | 21,659               |
| Current debt   | 102,929                           | 124,977              |
| Other current liabilities  | 3,212                             | 4,401                |
| Current liabilities of discontinued operations   | —                                 | —                    |
| <b>Total current liabilities</b>   | <b>180,344</b>                    | <b>227,795</b>       |
| Noncurrent lease liabilities   | 20,360                            | 37,820               |
| Debt   | —                                 | 33,837               |
| Warrant liabilities  | 988                               | 406                  |
| Other liabilities  | 781                               | 435                  |
| Noncurrent liabilities of discontinued operations  | —                                 | —                    |
| <b>Total liabilities</b>   | <b>202,473</b>                    | <b>300,293</b>       |
| Commitments and contingencies  |                                   |                      |
| <b>Stockholders' equity</b>  |                                   |                      |
| Class A Common stock, \$0.0001 par value; 700,000 shares authorized; 36,610 and 35,035 shares issued and outstanding at September 30, 2024 and December 31, 2023, respectively | 3                                 | 3                    |
| Class B Common stock, \$0.0001 par value; 20,000 shares authorized; 1,344 and 1,368 shares issued and outstanding at September 30, 2024 and December 31, 2023, respectively    | 1                                 | 1                    |
| Additional paid-in capital   | 728,525                           | 723,092              |
| Accumulated deficit  | (652,895)                         | (611,768)            |
| Accumulated other comprehensive loss   | (3,954)                           | (2,500)              |
| <b>Total BuzzFeed, Inc. stockholders' equity</b>   | <b>71,680</b>                     | <b>108,828</b>       |
| Noncontrolling interests   | 2,390                             | 2,355                |
| <b>Total stockholders' equity</b>  | <b>74,070</b>                     | <b>111,183</b>       |
| <b>Total liabilities and stockholders' equity</b>  | <b>\$ 276,543</b>                 | <b>\$ 411,476</b>    |

**BUZZFEED, INC.**  
**Condensed Consolidated Statements of Operations**  
(Unaudited, dollars and shares in thousands, except per share amounts)

|   | Three Months Ended September 30, |                    | Nine Months Ended September 30, |                    |
|---|----------------------------------|--------------------|---------------------------------|--------------------|
|   | 2024                             | 2023               | 2024                            | 2023               |
| Revenue   | \$ 64,320                        | \$ 59,978          | \$ 156,007                      | \$ 177,014         |
| Costs and Expenses  |                                  |                    |                                 |                    |
| Cost of revenue, excluding depreciation and amortization  | 33,697                           | 31,902             | 89,761                          | 108,106            |
| Sales and marketing   | 4,754                            | 8,253              | 18,408                          | 30,300             |
| General and administrative  | 14,698                           | 18,747             | 44,999                          | 60,922             |
| Research and development  | 2,581                            | 2,442              | 8,532                           | 8,921              |
| Depreciation and amortization   | 5,011                            | 5,366              | 15,755                          | 16,396             |
| Total costs and expenses  | <u>60,741</u>                    | <u>66,710</u>      | <u>177,455</u>                  | <u>224,645</u>     |
| Income (loss) from continuing operations  | 3,579                            | (6,732)            | (21,448)                        | (47,631)           |
| Other income (expense), net   | 2,226                            | (1,307)            | 3,838                           | (4,362)            |
| Interest expense, net   | (4,034)                          | (4,089)            | (12,496)                        | (11,818)           |
| Change in fair value of warrant liabilities   | 87                               | 104                | (582)                           | (94)               |
| Change in fair value of derivative liability  | <u>—</u>                         | <u>30</u>          | <u>—</u>                        | <u>150</u>         |
| Income (loss) from continuing operations before income taxes  | 1,858                            | (11,994)           | (30,688)                        | (63,755)           |
| Income tax (benefit) provision  | <u>(110)</u>                     | <u>55</u>          | <u>396</u>                      | <u>165</u>         |
| Net income (loss) from continuing operations  | 1,968                            | (12,049)           | (31,084)                        | (63,920)           |
| Net income (loss) from discontinued operations, net of tax  | <u>166</u>                       | <u>(1,883)</u>     | <u>(9,924)</u>                  | <u>(14,109)</u>    |
| Net income (loss)   | 2,134                            | (13,932)           | (41,008)                        | (78,029)           |
| Less: net income (loss) attributable to noncontrolling interests  | 45                               | (210)              | 119                             | (470)              |
| Net income (loss) attributable to BuzzFeed, Inc.  | <u>\$ 2,089</u>                  | <u>\$ (13,722)</u> | <u>\$ (41,127)</u>              | <u>\$ (77,559)</u> |
| Net income (loss) from continuing operations attributable to holders of Class A and Class B common stock: |                                  |                    |                                 |                    |
| Basic   | \$ 1,923                         | \$ (11,839)        | \$ (31,203)                     | \$ (63,450)        |
| Diluted   | \$ 1,923                         | \$ (11,839)        | \$ (31,203)                     | \$ (63,450)        |
| Net income (loss) per Class A and Class B common share:   |                                  |                    |                                 |                    |
| Basic and diluted   | \$ 0.05                          | \$ (0.33)          | \$ (0.84)                       | \$ (1.78)          |
| Diluted   | \$ 0.05                          | \$ (0.33)          | \$ (0.84)                       | \$ (1.78)          |
| Weighted average common shares outstanding:   |                                  |                    |                                 |                    |
| Basic   | 37,949                           | 36,263             | 37,181                          | 35,646             |
| Diluted   | 38,608                           | 36,263             | 37,181                          | 35,646             |

**BUZZFEED, INC.**  
**Condensed Consolidated Statements of Cash Flows**  
**(Unaudited, USD in thousands)**

|   | <b>Nine Months Ended September 30,</b> |             |
|---|--|-------------|
|   | <b>2024</b>                            | <b>2023</b> |
| <b>Operating activities:</b>  |  |             |
| Net (loss)  | \$ (41,008)                            | \$ (78,029) |
| Less: net loss from discontinued operations, net of tax   | 9,924                                  | 14,109      |
| Net loss from continuing operations   | (31,084)                               | (63,920)    |
| Adjustments to reconcile net loss to net cash used in operating activities:                                     |  |             |
| Depreciation and amortization   | 15,755                                 | 16,396      |
| Unrealized (gain) loss on foreign currency  | (1,923)                                | 30          |
| Stock based compensation  | 4,238                                  | 4,524       |
| Change in fair value of warrants  | 582                                    | 94          |
| Change in fair value of derivative liability  | —                                      | (150)       |
| Amortization of debt discount and deferred issuance costs   | 4,052                                  | 3,542       |
| Deferred income tax   | (462)                                  | 404         |
| Provision for doubtful accounts   | (355)                                  | (10)        |
| Loss (gain) on investment   | —                                      | 3,500       |
| Gain on disposition of assets   | (1,250)                                | (175)       |
| Non-cash lease expense  | 13,528                                 | 15,460      |
| Changes in operating assets and liabilities:  |  |             |
| Accounts receivable   | 27,815                                 | 54,823      |
| Prepaid expenses and other current assets and prepaid expenses and other assets                                 | 3,783                                  | (1,540)     |
| Accounts payable  | (30,710)                               | 14,421      |
| Accrued compensation  | 1,528                                  | (16,299)    |
| Accrued expenses, other current liabilities and other liabilities   | 4,181                                  | (10,451)    |
| Lease liabilities   | (16,469)                               | (18,028)    |
| Deferred revenue  | (581)                                  | (569)       |
| Cash (used in) provided by operating activities from continuing operations                                      | (7,372)                                | 2,052       |
| Cash used in operating activities from discontinued operations  | (8,752)                                | (4,415)     |
| Cash used in operating activities   | (16,124)                               | (2,363)     |
| <b>Investing activities:</b>  |  |             |
| Capital expenditures  | (500)                                  | (761)       |
| Capitalization of internal-use software   | (9,294)                                | (10,920)    |
| Proceeds from sale of asset   | 350                                    | 175         |
| Cash used in investing activities from continuing operations  | (9,444)                                | (11,506)    |
| Cash provided by investing activities from discontinued operations  | 108,575                                | —           |
| Cash provided by (used in) investing activities   | 99,131                                 | (11,506)    |
| <b>Financing activities:</b>  |  |             |
| Proceeds from exercise of stock options   | 1                                      | 29          |
| Payment for shares withheld for employee taxes  | (291)                                  | (407)       |
| Borrowings on Revolving Credit Facility   | —                                      | 2,128       |
| Payments on Revolving Credit Facility   | (33,837)                               | (1,796)     |
| Payment on Convertible Notes  | (31,233)                               | —           |
| Proceeds from the issuance of common stock in connection with the at-the-market offering, net of issuance costs | 660                                    | 902         |
| Payment of early termination fee for Revolving Credit Facility  | (500)                                  | —           |
| Cash (used in) provided by financing activities   | (65,200)                               | 856         |
| Effect of currency translation on cash and cash equivalents   | 279                                    | (291)       |
| Net increase (decrease) in cash and cash equivalents  | 18,086                                 | (13,304)    |
| Cash and cash equivalents at beginning of period  | 35,637                                 | 55,774      |
| Cash and cash equivalents at end of period  | \$ 53,723                              | \$ 42,470   |

**BUZZFEED, INC.**  
**Reconciliation of GAAP to Non-GAAP**  
**(Unaudited, USD in thousands)**

|  | Three Months Ended September 30, |               | Nine Months Ended September 30, |                    |
|--|----------------------------------|---------------|---------------------------------|--------------------|
|  | 2024                             | 2023          | 2024                            | 2023               |
| Net income (loss) from continuing operations   | \$ 1,968                         | \$ (12,049)   | \$ (31,084)                     | \$ (63,920)        |
| Income tax (benefit) provision   | (110)                            | 55            | 396                             | 165                |
| Interest expense, net  | 4,034                            | 4,089         | 12,496                          | 11,818             |
| Other (income) expense, net  | (2,226)                          | 1,307         | (3,838)                         | 4,362              |
| Depreciation and amortization  | 5,011                            | 5,366         | 15,755                          | 16,396             |
| Stock-based compensation   | 1,739                            | 1,707         | 4,238                           | 4,524              |
| Change in fair value of warrant liabilities  | (87)                             | (104)         | 582                             | 94                 |
| Change in fair value of derivative liability   | —                                | (30)          | —                               | (150)              |
| Restructuring <sup>1</sup>   | —                                | —             | 3,179                           | 6,761              |
| Transaction-related costs <sup>2</sup>   | 211                              | —             | 211                             | —                  |
| Adjusted EBITDA  | <u>\$ 10,540</u>                 | <u>\$ 341</u> | <u>\$ 1,935</u>                 | <u>\$ (19,950)</u> |
| Adjusted EBITDA margin   | 16.4 %                           | 0.6 %         | 1.2 %                           | (11.3)%            |
| Net income (loss) from continuing operations as a percentage of revenue <sup>3</sup> | 3.1 %                            | (20.1)%       | (19.9)%                         | (36.1)%            |

(1) We exclude restructuring expenses from our non-GAAP measures because we believe they do not reflect expected future operating expenses, they are not indicative of our core operating performance, and they are not meaningful in comparison to our past operating performance.

(2) Reflects transaction-related costs and other items which are either not representative of our underlying operations or are incremental costs that result from an actual or contemplated transaction and include professional fees, integration expenses, and certain costs related to integrating and converging information technology systems.

(3) Net income (loss) from continuing operations as a percentage of revenue is included as the most comparable GAAP measure to Adjusted EBITDA margin, which is a Non-GAAP measure.

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**BuzzFeed** Inc.