URGENTLY MOBILITY SERVICES PLATFORM

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September 27, 2023

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Additional Information - In connection with the proposed transaction, Urgently has filed with the SEC a registration statement on Form S-4, which has been declared effective by the SEC on September 8, 2023, and which includes a proxy statement of Otonomo regarding the proposed transaction (as amended or supplemented from time to time, the "Proxy Statement/Prospectus"). The Proxy Statement/Prospectus has been sent to all Otonomo shareholders. INVESTORS AND SECURITYHOLDERS ARE URGED TO READ THE PROXY STATEMENT/PROSPECTUS IN ITS ENTIRETY AND ANY OTHER DOCUMENTS FILED BY EACH OF OTONOMO AND URGENTLY WITH THE SEC IN CONNECTION WITH THE PROPOSED TRANSACTION OR INCORPORATED BY REFERENCE THEREIN BECAUSE THEY CONTAIN IMPORTANT INFORMATION ABOUT THE PRODOSED TRANSACTION AND THE PROPOSED TRANSACTION. Investors and shareholders may obtain a free copy of the Proxy Statement/Prospectus and other documents containing important information about Otonomo and Urgently from the SEC's website at <u>www.sec.gov</u>. Otonomo makes available free of charge at <u>www.Otonomo.com</u> (in the "Investors" section) copies of materials it files with, or furnishes to, the SEC).

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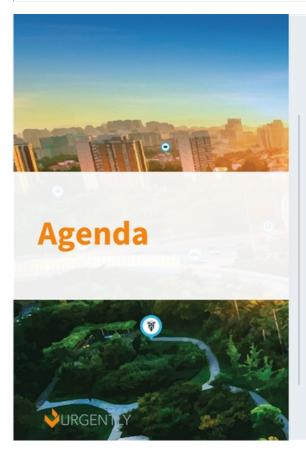
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Participants in the Solicitation - Otonomo, Urgently and their respective directors, executive officers and certain employees and other persons may be deemed to be participants in the solicitation of proxies from the shareholders of Otonomo in connection with the proposed transaction. Securityholders may obtain information regarding the names, affiliations and interests of Otonomo's directors and executive officers in Otonomo's Annual Report on Form 20-F for the fiscal year ended December 31, 2022, which was filed with the SEC on March 31, 2023, as well as the Proxy Statement/Prospectus relating to the proposed transaction.



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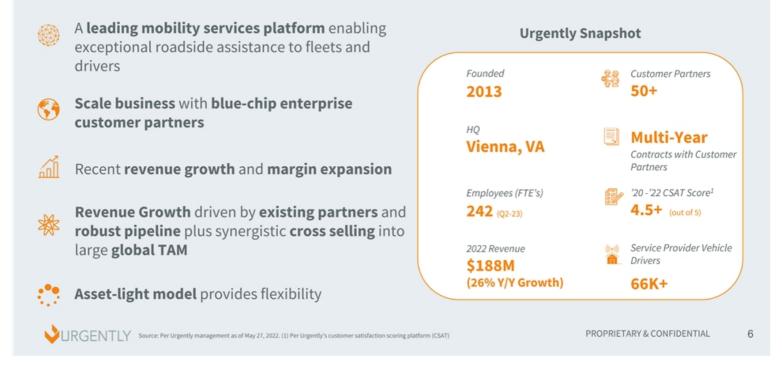


INVESTOR DAY

URGENTLY OVERVIEW	Matt Booth, CEO
PLATFORM DEMONSTRATION	Harrison Russell, SVP Partnerships
MARKET AND GROWTH STRATEGY	Harrison Russell, SVP Partnerships
FINANCIAL REVIEW	Tim Huffmyer, CFO
EXECUTIVE Q&A	

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Key Investment Highlights



Post Close - Highly Experience Board of Directors and Leadership Team

Ryan Pollock

Andy Geisse

Ben Volkow

S OTONOMO (sendo traffix Panasonic

Non Executive Director

Board position: Audit Committee

Non Executive Director

25+ years in the software

and technology industry

Extensive experience in leading and advising software & technology companies

Extensive experience in

LEADERSHIP TEAM



Matt Booth CEO and Director 25+ years in the software and technology industry





Tim Huffm	yer
CFO	
25+ years in fi	nance
SMITH MICRO	EY
BLACK B	



IRON GATE [®] Invested

A Verture

BOARD OF DIRECTORS

ATD James M Micali Chairman Significant public company experience

Leadership with a strong track record of value creation



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livity.



RITCHERATE PURCHE BROS.

LAFARGE

Gina Domanig

Non Executive Director

Extensive experience in clean tech growth stage companies

<u>S</u>

Non Executive Director Extensive experience in accounting and advisory Board position: Audit Committee





Matt Booth CEO and Director 25+ years in the software and technology industry

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· Vehicle breakdowns are stressful, often compounded by legacy roadside processes The industry has not digitized to improve the consumer experience through real-time updates with ٠ visual cues and estimates on arrivals ٠ No single dominant Service Provider network in North America Industry comprised of small owner-operators that concentrate on serving limited geographic areas • Digital coordination and aggregation of service providers needed for a reliable, scalable network • Relied upon high-touch call center interactions between recipient, dispatcher and service provider Machine learning algorithms and data science engines can efficiently optimize across a multitude ٠ of stakeholder-related, environmental, geographic and other exogenous variables • Mobility is expanding to include more connected, electric, shared, and soon autonomous vehicles A technologically-enabled platform can offer the ability to proactively diagnose a wide spectrum of breakdown problems and match those to service professionals at scale and in real-time **URGENTLY PROPRIETARY & CONFIDENTIAL**

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Traditional Roadside Assistance is Inefficient

Technology Revolutionizes Industries

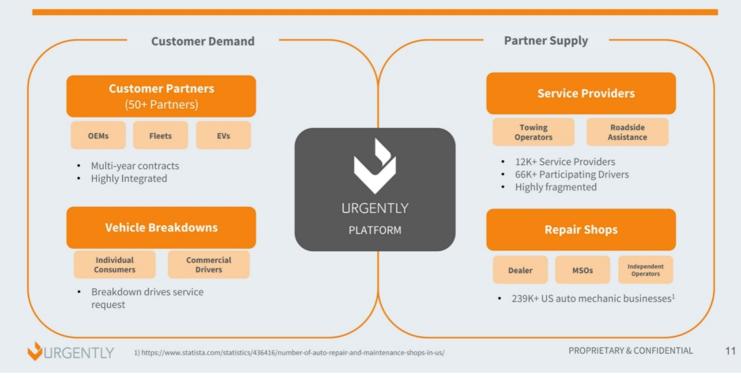
Digitally connected experiences have led to a radical transformation across global market segments creating enduring customer value by improving both transparency and service



Car service Food delivery Retail Delivery Short term rental Mobility assistance: URGENTLY



We Enable Exceptional Mobility Services



Typical Morning on The Road with Urgently



High Visibility into Roadside Assistance Events Happening Every Moment





Platform Demonstration

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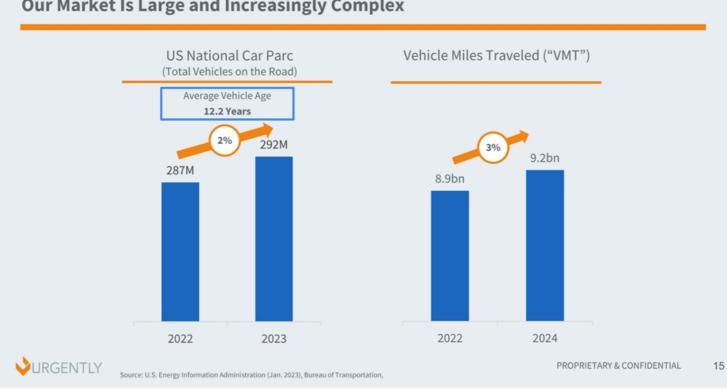


Geospatial Challenge Solved By Our Software Platform



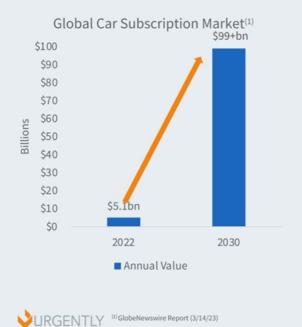


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Our Market Is Large and Increasingly Complex

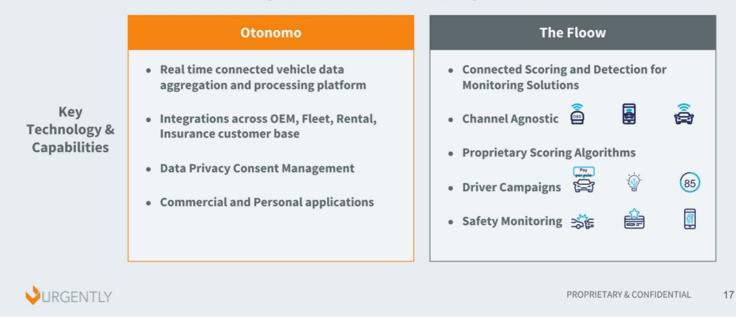
Market Transformation is Expected to Shift Model Towards Subscription Services

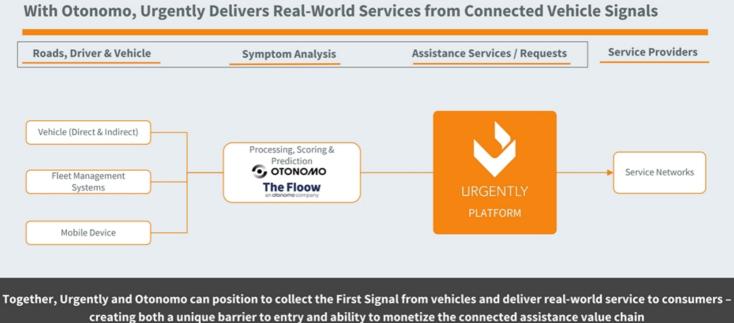


- OEM investment in vehicle connectivity platforms enabling a new wave of services and data
- These services are expected to be available primarily on a subscription basis with the global market increasing to \$99bn by 2030
- These connected service subscriptions will not only enable new forms of customer engagement but drive significant brand engagement and retention
- Technology platforms will be key enablers for customer experience delivery

Merger With Otonomo Creates Unique Mobility Services Solution

Highly Complementary and Synergistic Portfolio

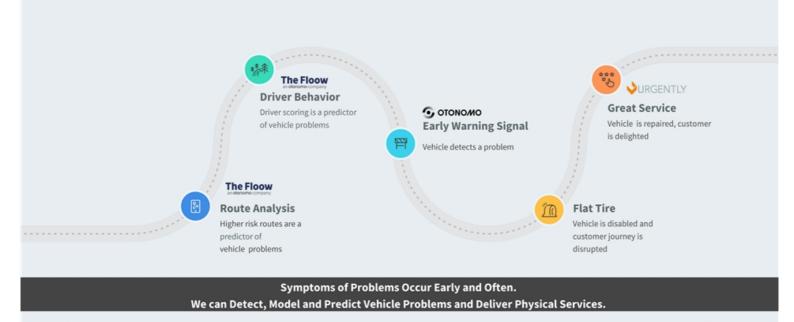




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Unique Platform & Services Solution That Creates A Competitive Moat

Enabling First Notice Of Service To Create Exceptional Customer Experiences







Key Growth Priorities Growth Strategy Supported By Macro Trends

Expand Existing B2B Incident Business	Unlock Emerging Connected Vehicle Services (Revenue Synergies with Otonomo/The Floow)	Support Partner Subscription Offering
Significant Scale in North America; Global Vehicle Roadside Opportunity \$25bn ⁽¹⁾	Global Market Opportunity (Next Decade): \$100bn+ ⁽²⁾	Deployed and Growing in U.S. Market
Reactive	Proactive	Recurring
URGENTLY (1) https://www.factmr.com/repor (2) Ptolemus Consulting Group, M	rt/5348/vehicle-roadside-assistance-market ay 2022.	PROPRIETARY & CONFIDENTIAL

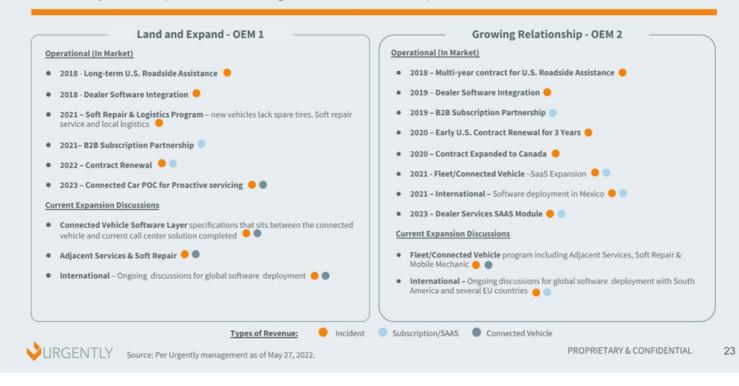
Track Record of Revenue Growth through Wins and Expansion

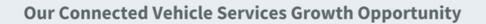
		Emerging Growth Company	
	Chartun	2021-2023	
	Startup	• Top US OEM	
	2018-2020	Top Rental Company	
Early-Stage Startup	Partner Wins European Luxury OEM	 Top Fleet Company US EV OEM 	
2015-2017	Multiple US Insurance Companies European EV OEM	European EV OEM	
artner Wins European Luxury OEM Leading Collision Repair Top Aftermarket	Top Rental Company Top Fleet Company	 New Services B2B2C Subscription Class 7 & 8 	
Mapping Company	Ride Hailing EV Servicing		
ew Services Incident	Collision		
SaaS			

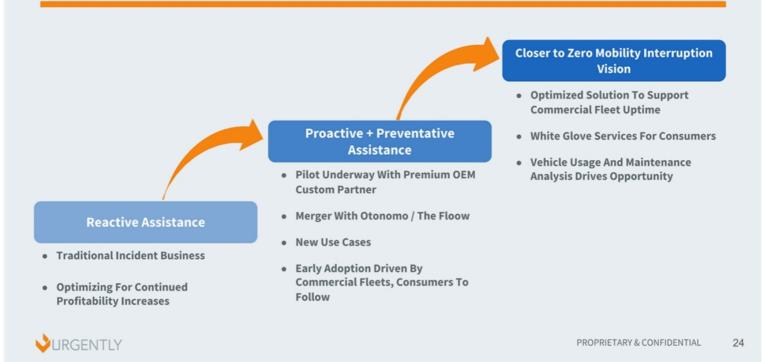
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Capturing Significant New Business From Existing Partners

New Ancillary Services Expected To Be A Driving Force For Mass Market Adoption

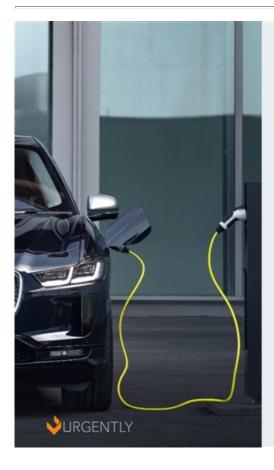




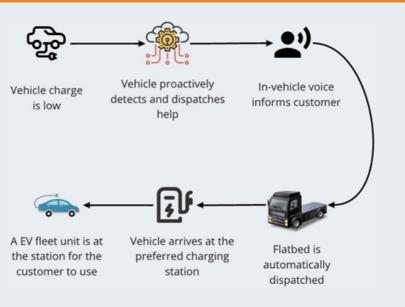


Shift Toward Vehicle Initiated Service Favors Urgently

8 ² 0	 Vehicle health, service needs, and potential problems can be algorithmically detected and service preemptively dispatched
	Connected vehicles are experiencing explosive growth in both sales and market adoption
Connected Vehic	• Unlock value-added proactive and preventive forms of assistance
	Broken down EVs cannot be towed by traditional towing trucks and instead require specialized flatbed trucks for roadside assistance services
<u>%</u> []	Mobile charging is a new service specific to EVs
EVs	Electric vehicle sales reach over 30 million in 2025 and over 70 million in 2030
((Although Autonomous vehicles ("AVs") may decrease the number of collisions
AVs	 … AVs will still be susceptible to the same mechanical breakdowns and other roadside events as traditional vehicles but will require specialized mobility assistance
URGENTLY	https://www.iea.org/reports/global-ev-outlook-2023/prospects-for-electric-vehicle-deployment PROPRIETARY & CONFIDENTIAL 2



Use Case: Platform Driven Assistance For Connected EVs

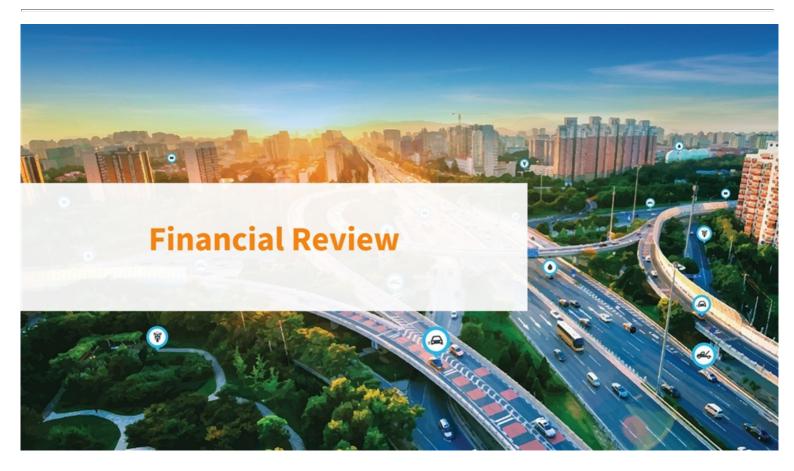


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Market and Growth Summary

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*	Proprietary digital platform solves a key industry need
-	Vehicle owners matched with service professionals, enabled by proprietary technology, algorithms and data ecosystems
6	Rapidly evolving vehicle marketplace increases complexity and reliance on technology
-	EV and AV adoption expands service requirements but highlights Connected Vehicle opportunity
•••	Otonomo / FLOOW combination brings Urgently closer to the Connected Vehicle
-	Real time connected vehicle data aggregation platform plugs directly into the native car data stream
1	Strong track record of new partner growth and partner expansion
-	50+ Customer Partners with robust pipeline opportunity
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Otonomo Merger Update



- All approvals received, subject to 30 day closing period
 - SEC declared S-4 effective on Sep 8, 2023
 - Otonomo shareholders approved deal Sep 18, 2023
- Target closing late October
- Urgently to trade on Nasdaq with ticker "ULY"
- Otonomo and The Floow will become wholly-owned subsidiaries of Urgently
- Urgently and Otonomo shareholders expected to own ~62% and ~38% of combined company, respectively
- Key Statistics for Otonomo
 - 135 employees in UK and Israel as of Mar 31, 2023, down from 225 as of Dec 31, 2022
 - \$7M Revenues in 2022
 - ~\$100M Cash at closing (net of expenses), no debt PROPRIETARY & CONFIDENTIAL

Our Financial Strategy

$oldsymbol{ extsf{D}}$ Drive Profitable Growth

- Land and expand strategy
- Leverage technology to expand margins
- Focus on white space and strategic relationships, only at acceptable margins

💼 🛛 Disciplined Expense Management

- Track record of margin expansion
- Line of sight to profitability next year
- Operating expense leverage

🛱 🖓 Asset Light Business Model

- De Minimis Capex and Investment
- R&D focused on high ROI profits

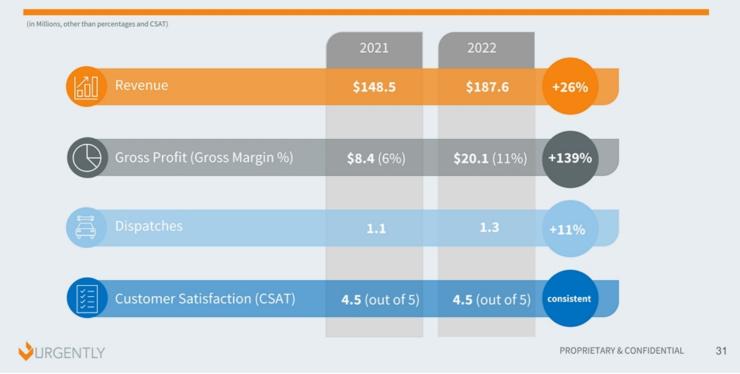
🖷 Capitalized to Capture Market Opportunity

- Fund organic and inorganic growth investments
- Complementary merger with Otonomo brings ~\$100M cash

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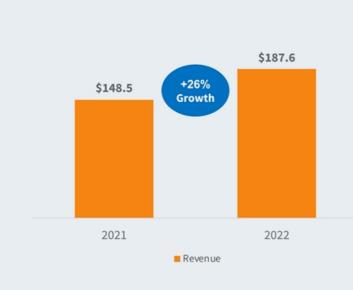
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Urgently Historical Financial Snapshot



Historical Financials - Revenue

(in Millions, other than percentages)

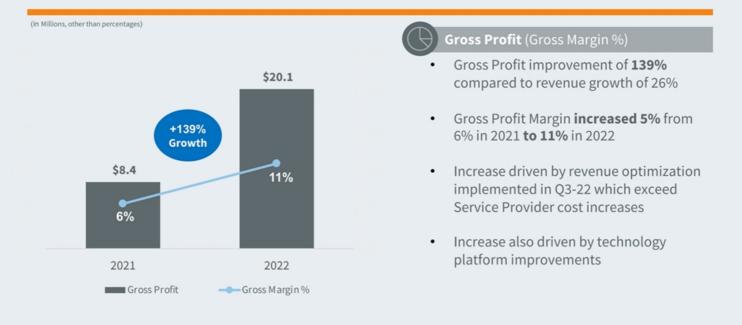


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Revenue

- Revenue Growth of +26% y/y or +\$39.1
- Revenue increase of \$46.6 driven by Customer Partner growth in volume/pricing and \$5.7 driven by new Customer Partners
- Offset by decrease in revenue of (\$13.5) as we shifted away from less profitable business
- **58** customer partners in 2022 up from **50** in 2021

Historical Financials – Gross Profit



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Recent Trends - Focused on Driving Profitable Growth

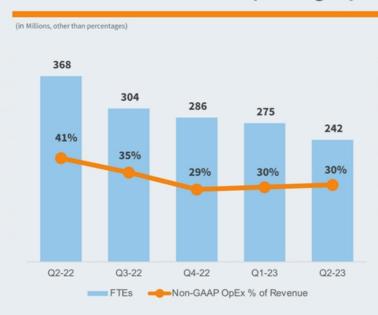


Gross Profit (Gross Margin %)

- Starting in Q3-22, focus & discipline was applied to Gross Profit \$ and %
- Margin expansion achieved through revenue optimization (including CPI alignment) and Margin was prioritized over legacy, less profitable Revenue
- Cost containment achieved through Technology platform improvements, including machine learning (ML) and dispatch algorithms (DA)
- Additional improvements will be achieved through ML and DA

Recent Gross Profit Trends Explained





Recent Trends – Non-GAAP Operating Expense

Operating Expense

- Realignment efforts began in Q3-22 and impacted all functional areas of the organization
- Reduced FTE⁽¹⁾ headcount by 126 (33%) since Q2-22
- Reduced Non-GAAP Operating Expense as a percentage of revenue by 11 percentage points since Q2-22
- With additional tech efficiencies incremental operating leverage will be achieved

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⁽¹⁾ FTE Full Time Equivalent. Does not include personnel employed through staffing contracts with outsourced staffing providers primarily PROPRIETARY & CONFIDENTIAL to provide call center services.

Recent Trends – Non-GAAP Operating Loss

Non-GAAP Operating Loss	(\$46.9)	(\$48.6)	(\$14.6)	(\$12.4)	(\$6.5)	(\$5.4)	(\$4.1)
Restructuring costs	0.0	1.2	0.1	0.4	0.2	0.0	0.1
Transaction expenses	2.0	2.9	0.9	0.1	1.6	4.7	1.8
Stock based compensation	0.7	0.5	0.1	0.1	0.1	0.1	0.1
Depreciation and amortization	0.2	0.3	0.1	0.1	0.1	0.1	0.1
Operating Loss	(49.8)	(53.6)	(15.8)	(13.1)	(8.4)	(10.3)	(6.1)
Operating Expenses	58.2	73.7	19.1	19.2	16.8	19.6	15.4
Gross Profit	8.4	20.1	3.3	6.1	8.4	9.3	9.3
Cost of Revenue	140.1	167.4	40.1	46.1	43.6	40.3	34.7
Total Revenue	\$148.5	\$187.6	\$43.3	\$52.1	\$52.0	\$49.6	\$44.0
in Millions, other than percentages)	2021	2022	Q2-22	Q3-22	Q4-22	Q1-23	Q2-23

Non-GAAP Operating Loss

- Margin focus and discipline are resulting in a reduction of the quarterly Non-GAAP Operating Loss, including a Q2-23 **improvement of 71%** compared to Q2-22
- Non-GAAP Operating Expense rationalization including reduction of FTEs is also contributing to the reduced Operating Loss
- The company expects the Non-GAAP Operating Loss reduction to continue

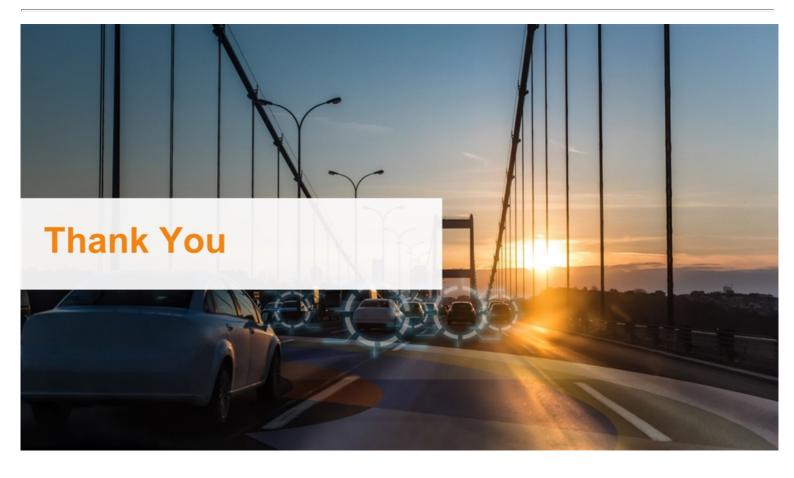
1	URGENTLY	PROPRIETARY & CONFIDENTIAL	37
		Operating Expense excludes Non-GAAP expenses of Deprecation & Amortization, Stock Based Compensation, Transaction Costs, and Restructuring Costs	

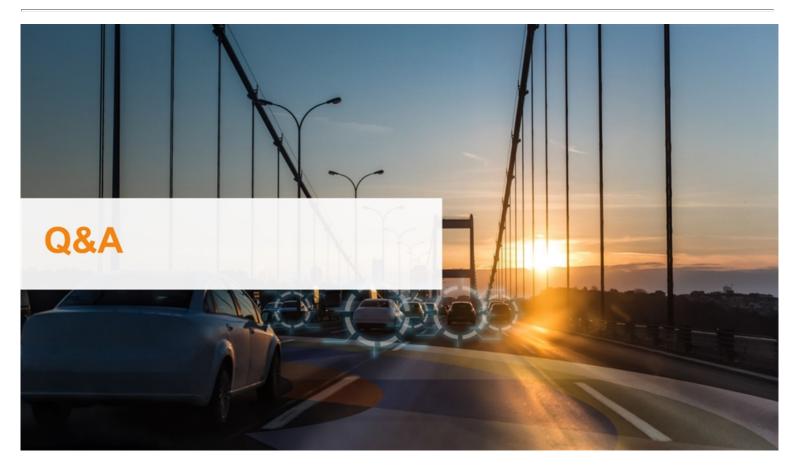
Near Term

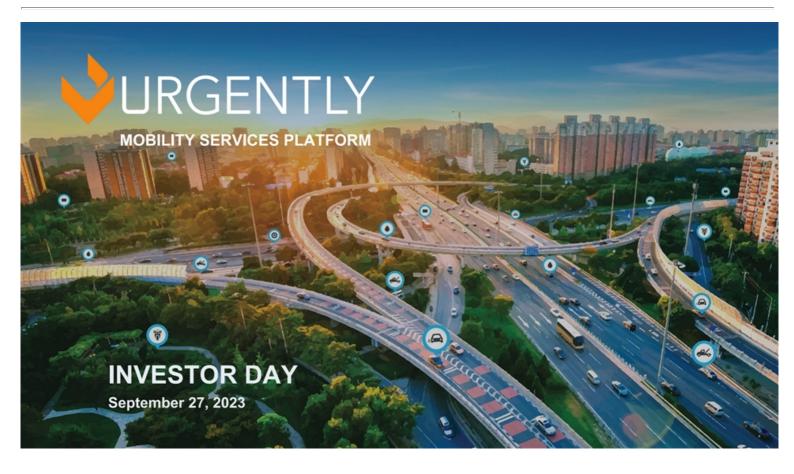
Focus

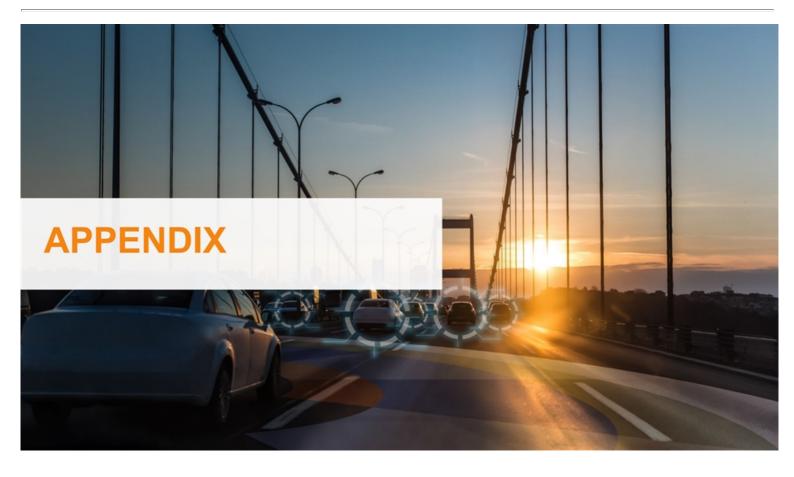
Delivering exceptional service to premier Cust	omer Partners
 Continuous improvement to our 4.5 CSAT score and further support Partners' brands 	our Customer
Expand competitive moat through continued of propriety technology	levelopment of
 Focus on further artificial intelligence/machine learning optimizati efficiency and Otonomo combination for unique mobility services 	
Secure large near-term pipeline and leverage of opportunities of the combined company	cross-selling
 Focus on Revenue growth by cross-selling to existing Customer Partr Urgently products, while designing the combined product for future 	
Line of sight to breakeven profitability and cas	h flow
 Focus Margin expansion, Operating Expense leverage resulting in con breakeven / profitability in 2024 	mbined company
gently's customer satisfaction scoring platform (CSAT)	IETARY & CONFIDENTIAL

VURGENTLY Per Urgently's customer satisfaction scoring platform (CSA









HISTORICAL FINANCIALS – Balance Sheet

in thousands)	ASSETS	Jun	e 30, 2023 ⁽¹⁾	March	31, 2023 (1)	Decemb	er 31, 2022	Decemb	er 31, 202
	Current assets:								
	Cash and cash equivalents	\$	11,947	S	7,730	\$	6,357	\$	30,15
	Restricted cash		1,050		1,050		1,050		1,05
	Accounts receivable, net		28,865		30,452		33,966		32,75
	Prepaid expenses and other current assets		1,073		1,233		2,102		2,10
	Total current assets		42,935		40,465		43,475		66,06
	Right-of-use assets		2,148		2,316		2,485		
	Property and equipment, net		341		403		414		50
	Intangible assets, net		31		31		31		3
	Other non-current assets		468		501		538		1,21
	Total assets	\$	45,923	\$	43,716	S	46,943	Ş	67,81
	LIABILITIES, REDEEMABLE CONVERTIBLE PREFERRED STOCK AND STOCKHOLDERS' DEFICIT								
	Current liabilities:								
	Accounts payable	s	9,368	\$	12,023	\$	7,536	S	4,3
	Accrued expenses		22,624		22,254		13,122		9,1
	Accrued interest		11,049		8,784		6,689		1,1
	Deferred revenue, current		67		62		349		1
	Current lease liabilities		675		714		740		
	Derivative liability		26,566						
	Current portion of long-term debt		123,122		53,786		-		2,5
	Total current liabilities		193,471		97,623	-	28,436		17,3
	Deferred rent		-				-		4
	Long-term lease liabilities		1,821		1,964		2,120		
	Long-term debt, net				50,206		99,443		83,6
	Derivative liability		-		33,368		32,765		
	Warrant liability		9,444		10,324		13,957		7,0
	Other long-term liabilities		39		2,739		5,059		
	Total liabilities		204,775		196,224		181,780		108,5
	Redeemable convertible preferred stock		46,334		46,334		46,334		79,8
	Stockholders' deficit:								
	Common stock		-		-		-		
	Additional paid-in capital		48,480		48,404		48,327		7,1
	Accumulated deficit		(253,666)		(247,246)		(229,498)		(127,73
	Total stockholders' deficit		(205,186)		(198,842)		(181,171)		(120,57
	Total liabilities, redeemable convertible preferred stock and stockholders' deficit	ć	45,923	S	43,716	S	46,943	¢	67,8

HISTORICAL FINANCIALS – Consolidated Statement of Operations

thousands, ept per share	Quarter Ended June 30, 2023 (1)	Quarter Ended March 31, 2023 ⁽¹⁾	Year Ended December 31, 2022	Year Ended December 31, 2021
data) Revenue	\$ 43,977	\$ 49,578	\$ 187,589	\$ 148,508
Cost of revenue	34,717	40,319	167,442	140,095
Gross margin	9,260	9,259	20,147	8,413
Operating expenses:				
Research and development	3,668	3,742	16,733	12,25
Sales and marketing	875	1,072	5,647	4,12
Operations and support	6,046	7,201	36,893	28,68
General and administrative	4,757	7,480	14,129	12,875
Depreciation and amortization	62	72	297	24
Total operating expenses	15,408	19,567	73,699	58,17
Operating loss	(6,148)	(10,308)	(53,552)	(49,758
Other income (expense), net:				
Interest expense	(13,219)	(10,951)	(31,454)	(3,712
Interest income	-		7	
Change in fair value of derivative liabilities	7,138	(111)	(4,077)	
Change in fair value of warrant liabilities	1,927	3,633	(5,809)	(2,23)
Warrant expense	(1,047)	-	(1,009)	(705
Gain on debt extinguishment	4,913			
Foreign exchange gain (loss)	16	(11)	(88)	6
Total other expense, net	(272)	(7,440)	(42,430)	(6,581
Loss before income taxes	(6,420)	(17,748)	(95,982)	(56,339
Provision for income taxes	<u> </u>			
Net loss	(6,420)	(17,748)	\$ (95,982)	\$ (56,339
Loss per share, basic and diluted	\$ (41.48)	\$ (114.66)	\$ (949.36)	\$ (1,061.64
Weighted average shares outstanding, basic and diluted	154,786	154,786	101,102	53,06

VIRGENTLY (1) March 31, 2023 and June 30, 2023 financial statements are unau

HISTORICAL FINANCIALS – Statement of Cash Flows

(in thousands)		Quarter Ended	Quarter Ended	Year Ended	Year Ende
	Cash flows from operating activities:	June 30, 2023 ⁽¹⁾	March 31, 2023 ⁽¹⁾	December 31, 2022	December 31, 202
	Net loss	\$ (6,420)	\$ (17,748)	\$ (95,982)	\$ (56,339
	Adjustments to reconcile net loss to net cash used in operating activities:				
	Depreciation and amortization	62	72	297	24
	Amortization of right-of-use assets	168	169	675	
	Amortization of contract costs to obtain	21	25	697	4
	Amortization of contract costs to fulfill	11	12	116	1
	Amortization of deferred financing fees	358	342	1,388	75
	Stock-based compensation	76	77	494	6
	Bad debt expense (recoveries)	200		(269)	3
	Gain on debt extinguishment	(4,913)			
	Change in fair value of derivative and warrant liabilities	(9,065)	(3,522)	9,886	2,2
	Warrant expense	1,047		1,009	7
	Noncash interest expense	10,755	8,722	22,002	3
	Issuance of common stock warrants for services			92	
	Changes in operating assets and liabilities:				
	Accounts receivable	1,387	3,514	(944)	(8,48
	Prepaid expenses and other current assets	160	869	3	(1,34
	Other assets	1		(135)	(70
	Accounts payable	(2,655)	4,487	3,146	1,6
	Accrued expenses	1,496	7,204	3,812	2,2
	Deferred rent				(1
	Deferred revenue	5	(287)	222	1
	Lease liabilities	(182)	(182)	(756)	
	Long-term liabilities	(250)	(4,770)	10	(23
	Net cash used in operating activities	(7,738)	(1,016)	(54,237)	(57,21
	Cash flows from investing activities:				
	Purchases of property, equipment and software		(61)	(208)	(34
	Acquisition of intangible asset				(1
	Net cash used in investing activities		(61)	(208)	(35
	Cash flows from financing activities:				
	Proceeds from issuance of long-term debt, net of discount	10,000			56,7
	Proceeds from revolving line of credit				41,0
	Repayment of revolving line of credit and term loan				(55,32
	Refunds (payments) of deferred financing fees	(291)		629	(4,42
	Proceeds from issuance of convertible notes payable	2,246	2,450	30,000	39,9
	Proceeds from exercise of warrants				
	Proceeds from exercise of stock options			17	
	Net cash provided by financing activities	11,955	2,450	30,646	78,0
	Net increase (decrease) in cash, cash equivalents and restricted cash	4,217	1,373	(23,799)	20,4
	Cash, cash equivalents and restricted cash at beginning of period	8,780	7,407	31,206	10,7
	Cash, cash equivalents and restricted cash at end of period	\$ 12,997	\$ 8,780	\$ 7,407	\$ 31,2
URGENT	(1) March 31, 2023 and June 30, 2023 financial statements are unaudited				

GAAP vs. NON-GAAP OPERATING EXPENSE RECONCILIATION

(In Millions)

	Year Ended		Year Ended		Q2		Q3		Q4		Q1		Q2	
		2021		2022		2022		2022	2022		2023		2023	
GAAP Operating Expense	\$	58.2	\$	73.7	\$	19.1	\$	19.2	\$ 16.8	\$	19.6	\$	15.4	
Depreciation and amortization		0.2		0.3		0.1		0.1	0.1		0.1		0.1	
Stock-based compensation expense		0.7		0.5		0.1		0.1	0.1		0.1		0.1	
Transaction expenses		2.0		2.9		0.9		0.1	1.6		4.7		1.8	
Restructuring costs		0.0		1.2		0.1		0.4	0.2		0.0		0.1	
Non-GAAP Operating Expense	\$	55.3	\$	68.8	\$	17.8	\$	18.5	\$ 14.9	\$	14.7	\$	13.4	



GAAP vs. NON-GAAP OPERATING LOSS RECONCILIATION

(In Millions)

	Ye	ar Ended	Year Ended		Q2		Q3		Q4		Q1		Q2	
		2021		2022		2022		2022		2022		2023		2023
GAAP Operating Loss	\$	(49.8)	\$	(53.6)	\$	(15.8)	\$	(13.1)	\$	(8.4)	\$	(10.3)	\$	(6.1)
Depreciation and amortization		0.2		0.3		0.1		0.1		0.1		0.1		0.1
Stock-based compensation expense		0.7		0.5		0.1		0.1		0.1		0.1		0.1
Transaction expenses		2.0		2.9		0.9		0.1		1.6		4.7		1.8
Restructuring costs		0.0		1.2		0.1		0.4		0.2		0.0		0.1
Non-GAAP Operating Loss	\$	(47.1)	\$	(48.6)	\$	(14.6)	\$	(12.4)	\$	(6.5)	\$	(5.4)	\$	(4.1)

