Safe Harbor Statement

The information provided in this presentation may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by use of the words "may," "will," "should," "plans," "explores," "expects," "anticipates," "continues," "estimates," "projects," "intends," and similar expressions. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. These risks and uncertainties include, but are not limited to, general economic and business conditions, effects of continued geopolitical unrest and regional conflicts, competition, changes in technology and methods of marketing, delays in completing new customer offerings, changes in customer order patterns, changes in customer offering mix, continued success in technological advances and delivering technological innovations, delays due to issues with outsourced service providers, and various other factors beyond the control of SharpSpring, Inc. (the "Company").

This presentation includes statistical and other industry and market data that the Company obtained from industry publications and research, surveys and studies conducted by third parties. Industry publications and third-party research, surveys and studies generally indicate that their information has been obtained from sources believed to be reliable, although they do not guarantee the accuracy or completeness of such information. While the Company believes that these industry publications and third-party research, surveys and studies are reliable, the Company has not independently verified such data and the Company does not make any representation as to the accuracy of the information.

Adjusted EBITDA is a non-GAAP financial measure. See the Appendix for the definition and reconciliation of Adjusted EBITDA.
Global SaaS marketing automation solution

Platform that caters to the needs of digital marketing agencies and SMB customers

8,000+ businesses utilize SharpSpring to improve communications and accelerate sales
SharpSpring at a Glance

Corporate Overview

- Ticker: NASDAQ: SHSP
- Market Cap (Q3-19): $106 M
- Shares Outstanding: 10.9 M
- 2015 – 2019 CAGR: 52%
- Q3-19 Total Revenue: $5.7 M
- Q3-19 YTD Gross Margin %: 70%
- Q3-19 Adj. EBITDA: ($2.0 M)
- Cash (9/30/19): $13.8 M

Marketing Automation

- Sophisticated, affordable marketing automation
- Improves effectiveness of marketing programs to win new business
- Designed for digital marketing agencies and small and mid-sized businesses
- Winning business against larger competitors such as HubSpot, Act-On and Salesforce/Pardot
- Unified brand, focus and resources around key growth driver

SharpSpring Flagship Product Revenue Growth

- $ in millions
- 2015: $4.3
- 2016: $9.1
- 2017: $12.8
- 2018: $18.3
- Run Rate: $22.7

Customer Mix

- Diverse group of customers with a focus on digital marketing agencies

(1) Represents Q3-19 x 4
Marketing Automation Overview

What Marketing Automation Does:

1. Drives More Leads to Your Business
2. Converts More Leads to Sales
3. Measures Marketing ROI

Key Marketing Automation Functionality:

- Behavior-based triggers
- Automated individualized responses
- Deep analytics on customer interactions
- Lead nurturing and scoring
- Marketing campaign management

Marketing Automation is Becoming Critical for Growth:

91% of the most successful users agree that marketing automation is “very important” to the overall success of their marketing across channels

80% of marketing automation users saw their number of leads increase, and 77% saw the number of conversions increase

Marketeters say that the biggest benefits of marketing automation are saving time (74%), increased customer engagement (68%), and more timely communications (58%)

Best-in-Class companies are 67% more likely to use a marketing automation platform

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(2) VB Insight 2015
(3) “Marketer vs Machine” (2015)
Improving the Marketing Funnel

Marketing Automation

Traditional Marketing

Driving Leads
- Visitor ID
- Next Gen Emails
- Google AdWords Integration
- Reporting Analytics
- Behavioral Based Lead Tracking
- Lead Scoring
- Social Integration
- Shopping Cart
- CRM/CRM Integration
- Lead Scoring

Nurturing
- Bulk email
- Website
- Commercials
- Direct mail
- Phone calls
- Content
- Lead Scoring
- Lead Scoring

Closing
- Blog & RSS Email
- Campaign Tracking
- Dynamic Landing Pages
- Dynamic, Drip Campaigns
- Social Media Management
- Dynamic List Building
- Sales Management
- Smart Email
- ROI Analytics & Reporting
- Ads and offers
- Site visits
- Phone calls

Next Gen Emails
- Visitor ID
- Next Gen Emails
- Google AdWords Integration
- Reporting Analytics
- Behavioral Based Lead Tracking
- Lead Scoring
- Social Integration
- Shopping Cart
- CRM/CRM Integration
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Driving Leads
- Visitor ID
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- Google AdWords Integration
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Nurturing
- Bulk email
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- Blog & RSS Email
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- Dynamic Landing Pages
- Dynamic, Drip Campaigns
- Social Media Management
- Dynamic List Building
- Sales Management
- Smart Email
- ROI Analytics & Reporting
- Ads and offers
- Site visits
- Phone calls
A Rapidly Growing Market

- A $5.1B market in 2018 growing 20%+ annually (1)
- In a recent survey, 65% of respondents were not yet utilizing a marketing automation solution (2)
- Strong M&A activity

**B2B Marketing Automation Systems Market (1)**

(Revenue in US$ millions)
$11+ Billion in M&A Activity Since 2010

Notable recent acquisitions:

2018 Adobe acquisition of Marketo at 12x Revenues

Source: Marketing Automation Insider and company research
SharpSpring’s lower pricing and competitive features allow it to successfully target existing HubSpot and Act-On customers.

SharpSpring’s broad functionality can attract interest from agencies, and its low price point makes it more attractive to small businesses.

“SharpSpring ranks as a leader in the small business segment based on both product and vendor strength.”

Raab Associates
Primary Target Customer: Digital Marketing Agencies

- Typically 5-20 employees
- Managing numerous clients simultaneously (usually between 10-100)
- Combination of retainer and project-based clients, with strong preference for retainer-based relationships
- Responsible for generating leads and helping move leads through the sales funnel
- Provide creative services and deliver campaigns including PPC, SEO, email and social
- Need to show the impact of their services in the form of calculated ROI

Agencies are regarded as the thought leaders in the digital industry

More than 300,000 businesses turn to digital agencies to address complex needs
We Quickly Became #2 in the Agency Vertical

Agency Customers as of September 30, 2019

<table>
<thead>
<tr>
<th>Brand</th>
<th>Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>HubSpot</td>
<td>3,500+</td>
</tr>
<tr>
<td>SharpSpring</td>
<td>1,933</td>
</tr>
<tr>
<td>Salesforce/Pardot</td>
<td>621</td>
</tr>
<tr>
<td>Marketo</td>
<td>361</td>
</tr>
<tr>
<td>Act-On</td>
<td>277</td>
</tr>
</tbody>
</table>

**Strategic value:**
- As technology complexity increases, more firms turn to agencies
- We estimate there are 50,000+ digital marketing agencies in the USA alone
- Agencies provide a cost-effective path to end-users of various products & services

Our best prospect is an agency already using a competitor:
- Our pricing allows them to reach customers they can’t with other solutions
- Our features are comparable and our flexibility speeds implementations
- We treat agencies as our customers, whereas competitors treat them as product resellers
- An agency may have 20 customers with 2 on a competitor; we want to win the other 18 accounts

Data represents internal data for SharpSpring and select provider information sourced from Zoominfo (as of 11/9/2019) or company materials.
Award-Winning Platform

SharpSpring Recognized with Three Major Industry Awards in Less than One Month

GAINESVILLE, FL – July 8, 2019 – SharpSpring, Inc. (NASDAQ: SHSP), a leading cloud-based marketing automation platform, today announced it has been recognized with its third industry award in as many weeks. These awards include: a TrustRadius Top Rated All-in-One Marketing Tool for 2019, Top Marketing Resource Management Software by G2 Crowd and, most recently, a TrustRadius 2019 Most Revolutionary Software Award.

TrustRadius considered every review on its site to-date, a collection of more than 50,000 B2B software reviews across hundreds of product categories, to determine the most ‘revolutionary’ products for 2019.

“SharpSpring has won an award for being one of the 10 Most Revolutionary products on TrustRadius,” said Megan Headley, VP of Research at TrustRadius. “This unique title is awarded to a select group of products that have been declared revolutionary by their customers. Reviewers on TrustRadius highlight SharpSpring’s scalability, workflow automation features, and flexible integration capabilities.”

Some of the most ‘revolutionary’ comments on TrustRadius about SharpSpring include:

“SharpSpring truly is the all-in-one that solves the marketing and sales needs of many businesses like ours. We highly recommend this product... SharpSpring is

- Three Awards in One Month
- Most revolutionary Software
- Top Marketing Resource Management
- Top Rated All-in-one Marketing Tool
- Appear alongside HubSpot, Marketo, and Oracle Eloqua
Price Comparison

SharpSpring offers similar functionality at a fraction of the price

<table>
<thead>
<tr>
<th></th>
<th>Up Front</th>
<th>Annual Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>SharpSpring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HubSpot</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Act-On</td>
<td>$600/mo.</td>
<td></td>
</tr>
<tr>
<td>Pardot</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Standard Agency Partner Pricing**
- $600/mo. for 3-pack of licenses, plus one license for the agency itself
- $200/mo. for expansion licenses over the initial 3-pack
- $1,800 up-front fee
- Volume-based charges apply for usage above limits (mainly emails and contacts in the platform)
- No long-term contracts

**Standard Direct Customer Pricing**
- Between $450-$875/mo. for a single direct license (based on # of contacts in system)
- $1,800 up-front fee
- Volume-based charges apply
- Annual contract

Source: company websites as of March 2019 and internal pricing program per license through agency partners.
Agency SaaS Economics

- The first 18-24 months of a customer relationship is comprised of heavier attrition and lower expansion.
- After 18-24 months, customers attrite less and begin creating more value by adding more expansion client licenses.
- After 3-4 years, the aggregate revenue is growing and attrition is minimal.
- Customer groups generate revenues perpetually, leading to high long-term lifetime values.

Monthly Revenue Over Time

Average billing per Agency:
- Start: $600/mo.
- 18-24 months: $900/mo.
- 36-48 months: $1,400/mo.

Note: Long-term trends are based on expected values.
SharpSpring’s Financial Model

Compelling CAC / LTV Metrics

✓ Average Customer Acquisition Costs = **$7,400** (1)
  • Reflects all-in sales and marketing effort to acquire customers

✓ Estimated Lifetime Value = **$40,000-$50,000**
  • Long-term customer value driven by mature agency customers

Continued New Customer Wins

Continued expansion of the flagship product customer base drives higher levels of annual recurring revenue and future predictability

TTM Avg Qtr New Wins: 315 Customers with ARR of **$2.2M**

Agency LTV to CAC Ratio:

**6.8x**

(1) Represents customer acquisition costs (CAC) based on spend for the TTM ended 12/31/18 and the number of new customers acquired in the TTM ended 3/31/19 to account for sales cycle time lag.
Revenue Model

Ongoing Success

1. Land New Agencies

Focus to Date
- Proven success
- Agency focused features and business model
- #2 behind Hubspot / Passed Marketo and others
- 6.8x LTV : CAC
- Accelerating sales velocity

2. Expand Clients in Agencies

In Process Now
- "Share of agency wallet"
- Account Managers
  - Increased expansion
  - Lower attrition
- START Program
- Deal registration
- Partner events
- New features

3. Cross / Upsell

Barely Tapped
- Existing features
- New Paid features
  - Sales Optimizer
  - Custom Reporting
  - Sales Dialer
- Marketing Automation is core for digital marketers and grows from there

4. Pricing Power

Lowest Cost Platform
- Prior price increases created low attrition impact
- Opportunity for large increases going forward
- Currently remaining patient to drive new user growth and engagement

We have several growth pillars upon which to build incremental revenue:

- Continue to add new agencies
- Expand clients within agencies (increased focus in 2019)
- Cross/Upsell existing and new features (increased focus for 2020 and beyond)
- Future pricing power
Our Long-Term Sustainable Market Position

**Incumbents**
- Cannibalization Risk
- High Cost Structures

**SharpSpring**
- Full Feature Platform
- Disruptively Priced at 1/10th of Competitors

**New Entrants**
- High Technical Barriers to Entry
- Constantly Evolving Market

Incumbents cannot come down to compete

High barriers to entry protect us from new entrants
Growth Drivers

- New customer growth from accelerated marketing tactics & growing industry adoption
- 6.8:1 LTV to CAC ratio for agencies will generate significant return over time
- Additional license fees related to agency client expansion (sell through)
- Improvements to net revenue attrition
- Potential price increases commensurate with product enhancements
- Long-term increased targeting of end user customers with dramatically larger addressable market
Financial Overview
## Summary Financials

**Investing in sales & marketing to accelerate future growth**

**SaaS revenue model**

**52% flagship product 4-year CAGR**

### Select Results

<table>
<thead>
<tr>
<th></th>
<th>Q1 2017</th>
<th>Q2 2017</th>
<th>Q3 2017</th>
<th>Q4 2017</th>
<th>Q1 2018</th>
<th>Q2 2018</th>
<th>Q3 2018</th>
<th>Q4 2018</th>
<th>Q1 2019</th>
<th>Q2 2019</th>
<th>Q3 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>$3,023</td>
<td>$3,246</td>
<td>$3,412</td>
<td>$3,767</td>
<td>$4,185</td>
<td>$4,442</td>
<td>$4,873</td>
<td>$5,151</td>
<td>$5,326</td>
<td>$5,517</td>
<td>$5,724</td>
</tr>
<tr>
<td><strong>Gross Profit (GAAP)</strong></td>
<td>$1,752</td>
<td>$1,951</td>
<td>$2,201</td>
<td>$2,547</td>
<td>$2,784</td>
<td>$2,935</td>
<td>$3,401</td>
<td>$3,733</td>
<td>$3,778</td>
<td>$3,892</td>
<td>$3,883</td>
</tr>
<tr>
<td><strong>Gross Margin</strong></td>
<td>58%</td>
<td>60%</td>
<td>65%</td>
<td>68%</td>
<td>67%</td>
<td>66%</td>
<td>70%</td>
<td>72%</td>
<td>71%</td>
<td>71%</td>
<td>68%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>($1,564)</td>
<td>($1,273)</td>
<td>($1,248)</td>
<td>($1,252)</td>
<td>($1,651)</td>
<td>($1,530)</td>
<td>($1,504)</td>
<td>($1,562)</td>
<td>($1,830)</td>
<td>($1,716)</td>
<td>($1,973)</td>
</tr>
</tbody>
</table>

All figures in $000's

Please refer to the appendix or the Company's website for a reconciliation to Adjusted EBITDA.

(1) Represents growth of SharpSpring Marketing Automation product revenue from 2016 through 2019 run rate of Q3-19.
Balance Sheet and Capital Structure

As of September 30, 2019

### BALANCE SHEET (1)

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$13.8M</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$34.5M</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$8.3M</td>
</tr>
<tr>
<td>Shareholders Equity</td>
<td>$26.2M</td>
</tr>
</tbody>
</table>

### SHARES OUTSTANDING (2)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic shares outstanding</td>
<td>10,946,086</td>
</tr>
<tr>
<td>Options (weighted avg. exercise price of $6.79)</td>
<td>1,337,488</td>
</tr>
<tr>
<td>Warrants</td>
<td>0</td>
</tr>
<tr>
<td>Convertible Notes</td>
<td>0</td>
</tr>
<tr>
<td>Fully diluted shares outstanding</td>
<td>12,283,574</td>
</tr>
</tbody>
</table>

- Significant ownership by insiders
- Line of credit provides additional financial flexibility

---

(1) Represents amounts disclosed in 8-K filed on November 7, 2019
(2) Represents amounts disclosed in 10-Q filed on August 14, 2019, for quarter ended 6/30/19
Investment Highlights

• Growing provider of SaaS marketing technologies

• Compelling SaaS metrics with significant estimated customer lifetime value

• Rapidly achieved meaningful penetration in agency market while winning customers from HubSpot, Act-On & Pardot

• Technology capabilities and agency presence are strategically important in a sector with significant M&A activity
Experienced Leadership Team

**Rick Carlson**
Chief Executive Officer & President

- Proven executive and entrepreneur; founder of SharpSpring
- Over 15 years of executive management experience in the technology sector, holding president, CEO, general manager, and board positions at several successful internet security companies
- Prior to founding SharpSpring, Carlson was Managing Director of Panda Security US, an internet security company, and was Managing Director of North America Operations at AVG Technologies, leading the expansion of consumer, SMB and OEM channels in the United States and Canada

**Brad Stanczak**
Chief Financial Officer

- Over 14 years of experience in finance and accounting roles, with a focus on growing technology companies
- Prior to SharpSpring, Stanczak was Vice President of Finance and Accounting for Resonate, a VC-backed MarTech SaaS company, where he helped increase SaaS sales from zero to over $10M of ARR

**Travis Whitton**
Chief Technology Officer

- Co-founded SharpSpring; responsible for the technical design and development strategy of SharpSpring
- Prior to SharpSpring, Whitton was the primary data storage architect at Grooveshark.com where he implemented solutions to scale the online music streaming service for millions of visitors per day

Our leadership team focuses on accountability and efficiency. Each of us has long-term equity incentives that are well-aligned with our shareholders.
Reconciliation to Adjusted EBITDA

<table>
<thead>
<tr>
<th></th>
<th>Quarter Ended</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9/30/17</td>
</tr>
<tr>
<td>Net loss</td>
<td>$ (1,582)</td>
</tr>
<tr>
<td>Provision (benefit) for income tax</td>
<td>(111)</td>
</tr>
<tr>
<td>Other (expense) income, net</td>
<td>3</td>
</tr>
<tr>
<td>Non-cash gain (loss) on embedded derivative</td>
<td>-</td>
</tr>
<tr>
<td>Non-cash gain (loss) on induced conversion</td>
<td>-</td>
</tr>
<tr>
<td>Depreciation &amp; amortization</td>
<td>204</td>
</tr>
<tr>
<td>Non-cash stock compensation</td>
<td>200</td>
</tr>
<tr>
<td>Acquisition related charges</td>
<td>38</td>
</tr>
<tr>
<td>Non-employee stock issuance expense</td>
<td>-</td>
</tr>
<tr>
<td>Restructuring charges</td>
<td>-</td>
</tr>
<tr>
<td>Franchise tax settlement</td>
<td>-</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$ (1,248)</td>
</tr>
</tbody>
</table>

Adjusted EBITDA reflects net income adjusted for, but not limited to, non-cash, non-recurring, or irregular items.