

From: Joni Hanson (InfoSpace Inc)
Sent: Sunday, September 03, 2000 6:25 AM
To: Naveen Jain (InfoSpace Inc)
Subject: FW: analyst day

fyi. Better talk to him about exactly what he thinks he's going to say. The wrong thing will kill us. Historicals are not a good idea.

-----Original Message-----

From: Tammy Halstead (InfoSpace Inc)
Sent: Thursday, August 31, 2000 11:28 AM
To: Rand Rosenberg (InfoSpace Inc)
Cc: Garth MacLeod (InfoSpace Inc); Michael Aiken (InfoSpace Inc); Mark Elder (InfoSpace Inc); Joni Hanson (InfoSpace Inc)
Subject: RE: analyst day

The Finance team have most of these graphs developed. I am forwarding this message to Garth, Michael and Mark to respond.

Rather than revenue by category I would focus on ad vs non ad revenue and revenue by region - particularly by region if you are showing forecast numbers.

In addition, we have never historically provided the street a breakdown of revenue by its components. Knowing that wireless revenues are not coming in where forecasted - I think it would be a mistake to provide at this time.

One very positive graph would be backlog growth as reported at each earnings announcement.

Other graphs that Finance has prepared:

- *growth in number of merchants
- *growth in number of affiliate sites - actually we should have an ARPA graph
- *growth in number of wireless contracts
- *revenue per merchant contract or revenue per merchant per month
- *total expense by department (focusing on growth in product development and S&M) or headcount by department (again focusing on growth in product development and S&M)
- *actual revenue versus consensus estimate
- *actual EPS versus consensus estimate
- *annualized revenue per employee (this fell back in Q1 with the acquisition of Prio and Saraide - but has a nice upward trend for Q2-4 of 2000). At end of year looking at \$220K/employee - we could compare this to industry average.

I'm sure Garth will have some additional thoughts when he returns on Monday. Mark and Michael, any other positive trend graphs you think would be helpful to show during Rand's speech?

tdh

-----Original Message-----

From: Rand Rosenberg (InfoSpace Inc)
Sent: Thursday, August 31, 2000 11:09 AM
To: Tammy Halstead (InfoSpace Inc)
Subject: analyst day

tammy

The first part of my presentation for analyst day will be a historical review of our numbers. I would like to put together a couple of charts or graphs or whatever going back to '96 as follows

Revenue and its components - consumer, merchant, wireless

Revenue by category - ads, subscription, licensing, transactions

% of revenue - gross margin, operating margin, eps

can you have someone pull this together for me. do you have any other thoughts? thanks

rand