



The Platform for the Connected Home and Business

November 2017



Safe harbor statement



Forward-Looking Statements

This presentation contains forward-looking statements that involve risks and uncertainties. All statements other than statements of historical fact contained in this presentation, including, but not limited to, statements regarding our possible or expected future results of operations, our financial position, our business strategy, our product development plans, including product and feature releases and related benefits, our competitive position, addressable markets, industry trends, potential growth opportunities, our ability to successfully expand in existing markets including internationally, our ability to attract new subscribers, development and growth in our partner ecosystem, and our future financial performance, including our target financial model and expected future revenue, are forward-looking statements. Any such statements are not guarantees of future performance, but are based on our assumptions, expectations and beliefs as of the date of this presentation and are subject to substantial risks, uncertainties, assumptions, and changes in circumstances that may cause our actual results, performance, or achievements to differ materially from those expressed or implied in any forward-looking statement. Investors should not place undue reliance on our forwardlooking statements. For more information about factors that may cause our actual results to differ materially from these forward-looking statements, please refer to the reports we file with the Securities and Exchange Commission (the "SEC") from time to time, including our most recent Annual Report on Form 10-K for the year ended December 31, 2016, filed with the SEC on March 16, 2017, our most recent Quarterly Report on 10-Q for the quarter ended September 30, 2017, filed with the SEC on November 9, 2017 and our subsequent filings with the SEC. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

The information in this presentation on new products, features or functionality is intended to outline our general product direction. The information on new products, features, and functionality is not a commitment, promise or legal obligation to deliver any feature or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.

Non-GAAP Financial Measures

This presentation also contains certain non-GAAP financial measures as defined by the SEC rules. These non-GAAP financial measures are in addition to, and not a substitute for or superior to, measures of financial performance prepared in accordance with GAAP. As required by Regulation G, we have provided a reconciliation of those measures to their most directly comparable GAAP measures, which is available in the Appendix slides to this presentation. Please refer to our November 8, 2017 press release for information as to why we believe these non-GAAP financial measures are useful to investors and others in assessing our operating results. We urge investors not to rely on any single financial measure to evaluate our business.





Company Overview

Market Opportunity

Alarm.com Solution

Competitive Advantages

Growth Drivers

Financial Overview



Smart Home and Business Solutions to intelligently protect, monitor and manage properties worldwide

COMPANY OVERVIEW

- Founded in 2000
- IPO in June 2015; NASDAQ: ALRM
- Go-to-market via 7,000+ service provider partners
- 5 million+ subscribers
- Connect business acquired in March 2017
- 791 employees





Key Investment Highlights



Large & Growing Market



SaaS Recurring Revenue Model





Strong Growth & Profitable



Market Leading Innovation





Industry 1st

Image Sensor



Leading Platform for the Intelligently Connected Property





"Another impressive app from Alarm.com."

THE WALL STREET JOURNAL.

"Alarm.com's cellular connection withstands line cuts and power outages..."



"Security opens door to truly connected home. Improved security systems make your home smarter."



"Alarm.com's enterprise services support the end-to-end needs of Smart Home Security Dealers."



"One of the coolest integrations we saw was all the smart home stuff you can control through Alarm.com."















MARKET OPPORTUNITY





Smart Home Considerations

Americans Perceive Security as a Top Benefit of a Smart Home System

Personal and family security

Energy/resource management

Property loss protection

Indoor convenience

13%

Who installs, integrates and supports a security-centric smart home system?

Who can create and manage a tightly controlled ecosystem for these devices to work well together?

16%

16%

How can the data from these devices be leveraged?

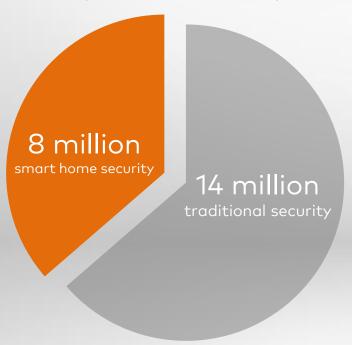
Source: Business Insider, 2016 Copyright © Alarm.com 2017



Home Security Market - 2016

ACCOUNT TYPES

(North American households)



SMART HOME SECURITY

- Controlled and managed via mobile apps
- High subscriber value and engagement

TRADITIONAL SECURITY

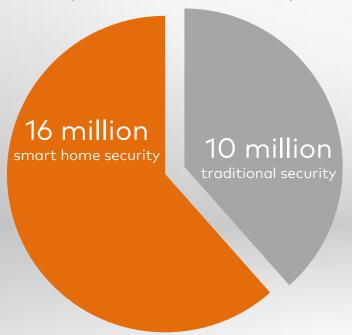
- Controlled and managed locally
- Limited capabilities and low engagement



Projected Home Security Market in 2021

ACCOUNT TYPES

(North American households)



SMART HOME ADOPTION

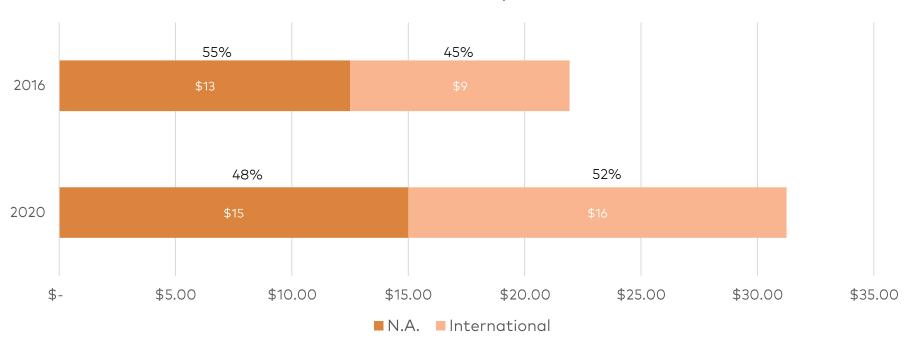
DRIVEN BY THE SECURITY CHANNEL

 Nearly two-thirds of smart home devices are attached to a centralized controller provided by a security company



Residential Security Projected to Grow Globally





Source: Technavio, 2016

ALARM.COM SOLUTION







"Users prefer these Smart Home applications over DIY device specific apps"





Powering the Smart Home and Business















































Unified Customer Experience















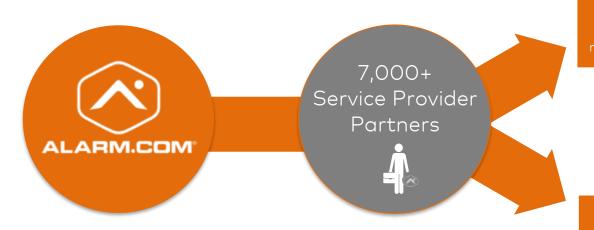


Intelligent Solutions





Go to Market Strategy





Home

~22 million homes in the US have monitored home security (Parks Associates)



Business

~4 million commercial buildings in the US are less than 10,000 square feet (EIA)



Turn-Key Business Platform

Sales & Marketing Customer Acquisition LOGO Doorbell Camera

Installation & Support

Customer Service



Business Intelligence

Retention & Upsell





Partner First Analytics

Descriptive to Prescriptive Analytics
Integrated into Dealer Tools
Maximize customer engagement and account quality







COMPETITIVE ADVANTAGES





Competitive Advantages

DIY, RETAIL PRODUCTS	SMART HOME SECURITY PLATFORMS	ALARM.COM°
Point products	Limited service and functionality	Analytics platform and data-driven services
Basic device integrations	Closed device ecosystems	Open device ecosystem
Difficult to install and maintain	Lack support tools and resources	Trusted service provider network and support services

GROWTH DRIVERS





Compelling growth drivers



Add more subscribers!

(Currently 5 million +)



Add New Service Providers!

(Currently 7,000 +)



Upsell and cross sell existing subscribers

(Smart Home Products & Services)



Expand Commercial



Grow International



Add Verticals
Property Mgmt.
& Vacation
Rental, Demand
Response,
Wellness, Etc

Growth Opportunities

Global Markets

Commercial Services

Property Management

Energy Management





International Presence















Growth Opportunities

Global Markets

Commercial

Property Management

Energy Management





Smarter Business Security

2015



2017

Alarm.com business activations have grown over 200% since 2015

Growth Opportunities

Global Markets

Commercial Services

Property Management

Energy Management





High Growth Potential for Untapped Vacation Rental and Property Management Markets





Vertical solution focused on bringing enterprise scale home automation to property managers and owners of short and long-term rental housing units.



Leverages ADC platform to provide a differentiated solution through system security and reliability, intelligent device interoperability and enterprise-grade control



Enables property managers to reduce risks, improve operational efficiency, and enhance their asset for greater tenant satisfaction



Valued Solutions



Security"Standard of Care"

- No "floating" keys
- Audit every access
- Add & delete users immediately



Operational Control

- Faster turn-over days
- Real time status & control
- Enterprise site management



Delighted Guests

- Direct-to-house check-in
- Remote checkout
- Comfortable arrival temperature



Happy Homeowners

- Reduce energy costs
- Smart Home Leadership
- Fund keyless



Competitive Differentiator

- Guests expect Smart Home
- Homeowners will do it without you

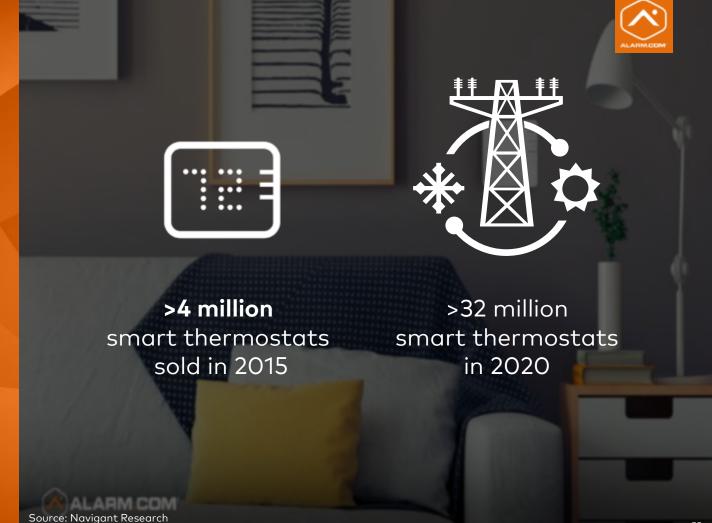
Growth Opportunities

Global Markets

Commercial Services

Property Management

Energy Management





*EnergyHub

Grid Edge

Customer

Utillity

Mercury DERMS Platform









Peak Reduction





Load Shift

Solar Shifting and Firming



Voltage and Frequency Response



Customer Enrollment



Monitoring and Reporting

Thermostats



















Water heaters







Battery storage



Electric vehicles









FINANCIAL OVERVIEW





Q3'17 Snapshot - Continued Strong Execution

Year-over-Year Growth

Results include the contribution of the Connect and Piper acquisitions, closed in March 2017.



488% \$15.1m

NET INCOME



170%

LTM CASH FLOW FROM \$47.2m OPERATING ACTIVITIES



TOTAL REVENUE



ADJUSTED EBITDA (NON-GAAP)



SaaS & LICENSE REVENUE



NET INCOME (NON-GAAP)



GROSS MARGIN



LTM FREE CASH FLOW



Strong Balance Sheet

(\$ in millions)

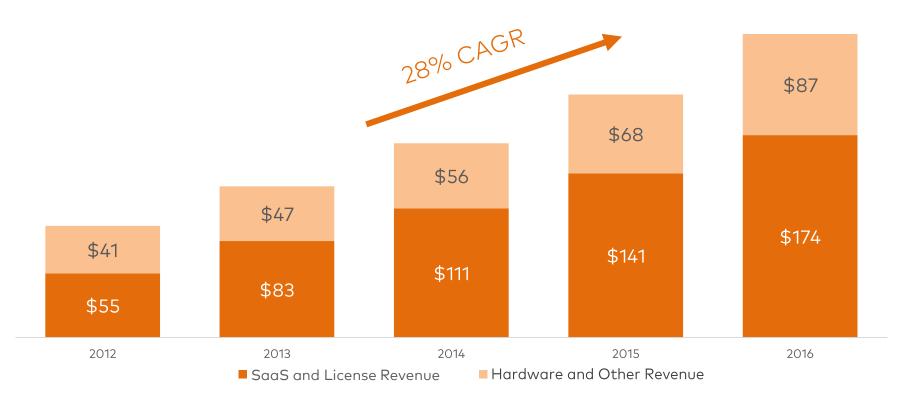
Balance Sheet as of September 30, 2017			Key Balance Sheet Metrics	s:	Notes:				
Cash	\$	84.6							
Accounts Receivable		41.2	A/R DSO	41	Average number of days to collect A/R				
Inventory		13.6	Inventory Turns	7x	Average times inventory turns in a year				
Other Assets		15.8							
Total Current Assets	:	155.2	Quick Ratio	3.2	Current Assets / Current Liabilities				
Other Assets	:	219.5							
Total Assets	\$ 3	374.7							
Current Liabilities		49.1							
Long-Term Debt		72.0	LT Debt to Adj. EBITDA Ratio	1.0	Debt Coverage Ratio (LT Debt / Adj. EBITDA)				
Other LT Liabilities		23.7							
Total Liabilities	\$ 1	144.8							
Shareholder Equity	:	229.9	LT Debt to Equity Ratio	31%	LT Debt / Shareholders Equity				
Total Liabilities & Shareholders Equity	\$ 3	374.7							

Current data represents results as of fiscal quarter ended September 30, 2017. The future financial results presented are not projections, guidance or an outlook for Alarm.com's future financial results.



Consistent Revenue Growth

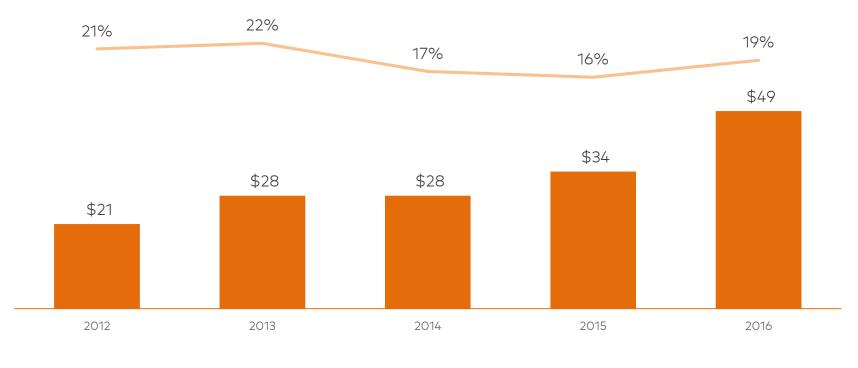
(\$ in millions)





Track Record of Profitability

(\$ in millions)



Note: We define Adjusted EBITDA as net income before interest and other income / (expense), net, provision for income taxes, amortization and depreciation expense, stock-based compensation expense, acquisition-related expense and legal costs incurred in connection with non-ordinary course litigation, particularly costs involved in ongoing intellectual property litigation.

Adj. EBITDA

—Adj. EBITDA margin



Key Financial Highlights





- Highly scalable platform
- 5 million+ subscribers
- 35 million+ connected devices
- 30 billion+ data points processed in 2016

Growing



- Strong compound annual revenue growth
- TAM expanding with Smart Home Adoption

Recurring



- High SaaS and license recurring revenue model
- SaaS and license revenue renewal rate of 93%

Profitable

- Strong cash flow and profitable
- Increased operating leverage as business scales
- Favorable unit Economics: CLTV/CAC ratio of 5.8 LTM; payback of S&M in 12 months

APPENDIX





Investor Data Sheet

Alarm.com Holdings, Inc.

Select Financial Data | Fiscal Year End December 31, | (\$ in thousands)

Statement of Operations Data:	2014	2015	2016	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017
SaaS and license revenue	\$111,515	\$140,936	\$173,540	\$38,689	\$40,012	\$42,010	\$44,630	\$46,888	\$50,226	\$58,928	\$61,924
Hardware and other revenue	55,797	67,952	87,566	18,232	19,031	22,413	23,216	22,906	23,968	27,060	28,038
Total revenue	167,312	208,888	261,106	56,921	59,043	64,423	67,846	69,794	74,194	85,988	89,962
Cost of Saas and license revenue	23,007	25,722	30,229	6,628	6,781	7,211	7,787	8,450	8,092	8,500	9,545
Cost of hardware and other revenue	44,172	51,652	69,151	13,481	14,335	17,972	18,579	18,265	18,543	21,335	22,288
Total cost of revenue	67,179	77,374	99,380	20,109	21,116	25,183	26,366	26,715	26,635	29,835	31,833
Net income	\$13,502	\$11,768	\$10,154	\$3,275	\$2,738	\$1,873	\$2,567	\$2,976	\$3,963	\$9,865	\$15,103
Net income (loss) per share, diluted	\$0.14	\$(0.30)	\$0.21	\$0.07	\$0.06	\$0.04	\$0.05	\$0.06	\$0.08	\$0.20	\$0.31
Weighted-average common shares											
outstanding - diluted	3,890,121	24,108,362	47,875,522	47,353,327	47,303,896	47,523,187	48,319,952	48,025,847	48,758,774	49,000,553	49,259,701
Balance Sheet Data (as of):											
Cash and cash equivalents	\$42,572	\$128,358	\$140,634	\$128,358	\$135,845	\$134,164	\$135,050	\$140,634	\$63,150	\$68,916	\$84,640
Non-GAAP financial measures ¹ :											
Adjusted EBITDA ¹	\$28,321	\$34,370	\$49,034	\$9,768	\$10,823	\$12,079	\$11,821	\$14,311	\$14,103	\$15,881	\$19,478
Adjusted net income ¹ Adjusted net income attributable to	17,082	20,577	31,138	6,595	6,124	7,132	9,260	9,057	7,822	10,654	13,335
common stockholders ¹	4,143	7,066	31,126	6,587	6,119	7,130	9,257	9,055	7,821	10,651	13,330

Adjusted EBITDA, adjusted net income and adjusted net income attributable to common stockholders are non-GAAP financial measures - see next page for reconciliation to GAAP.



Investor Data Sheet

Alarm.com Holdings, Inc.

Non-GAAP Reconciliations | Fiscal Year Ended December 31 | (\$ in thousands)

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	2014	2015	2016	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3		
Adjusted EBITDA:	2014	2013	2010	2015	2016	2016	2016	2016	2017	2017	2017		
Net income	\$13,502	\$11,768	\$10,154	\$3,275	\$2,738	\$1,873	\$2,567	\$2,976	\$3,963	\$9,865	\$15,103		
Adjustments:													
Interest expense and other income / (expense), net	681	526	(323)	336	(70)	(41)	(90)	(122)	(21)	537	316		
Provision for income tax	6,817	5,697	4,227	1,116	1,593	976	358	1,300	543	(4,506)	(5,018)		
Amortization and depreciation	3,991	5,808	6,490	1,438	1,591	1,613	1,659	1,627	2,864	4,846	5,071		
Stock-based compensation expense	3,267	4,124	4,001	669	852	942	1,086	1,121	1,313	1,915	1,906		
Acquisition-related expense	_	100	11,098	100	570	2,040	3,187	5,301	3,648	1,973	221		
Litigation expense	63	6,347	13,387	2,834	3,549	4,676	3,054	2,108	1,793	1,251	1,879		
Total adjustments	14,819	22,602	38,880	6,493	8,085	10,206	9,254	11,335	10,140	6,016	4,375		
Adjusted EBITDA	\$28,321	\$34,370	\$49,034	\$9,768	\$10,823	\$12,079	\$11,821	\$14,311	\$14,103	\$15,881	\$19,478		
Adjusted Net Income:													
Net income, as reported	\$13,502	\$11,768	\$10,154	\$3,275	\$2,738	\$1,873	\$2,567	\$2,976	\$3,963	\$9,865	\$15,103		
Provision for income tax	6,817	5,697	4,227	1,116	1,593	976	358	1,300	543	(4,506)	(5,018)		
Income before income taxes	20,319	17,465	14,381	4,391	4,331	2,849	2,925	4,276	4,506	5,359	10,085		
Adjustments:													
Other income / (expense), net	485	348	(513)	286	(111)	(88)	(139)	(175)	(237)	(137)	(342)		
Amortization	1,568	2,151	1,750	561	498	435	435	382	1,493	3,530	3,682		
Stock-based compensation expense	3,267	4,124	4,001	669	852	942	1,086	1,121	1,313	1,915	1,906		
Acquisition-related expense	_	100	11,098	100	570	2,040	3,187	5,301	3,648	1,973	221		
Litigation expense	63	6,347	13,387	2,834	3,549	4,676	3,054	2,108	1,793	1,251	1,879		
Non-GAAP adjusted income before income taxes	25,702	30,535	44,104	8,841	9,689	10,854	10,548	13,013	12,516	13,891	17,431		
Income tax ¹	(8,620)	(9,958)	(12,966)	(2,246)	(3,565)	(3,722)	(1,288)	(3,956)	(4,694)	(3,237)	(4,096)		
Non-GAAP adjusted net income	\$17,082	\$20,577	\$31,138	\$6,595	\$6,124	\$7,132	\$9,260	\$9,057	\$7,822	\$10,654	\$13,335		
Non-GAAP adjusted net income per share - diluted	\$1.07	\$0.27	\$0.65	\$0.14	\$0.13	\$0.15	\$0.19	\$0.19	\$0.16	\$0.22	\$0.27		
Effective tax rate	33.5 %	32.6 %	29.4 %	25.4 %	36.8 %	34.3 %	12.2 %	30.4 %	37.5 %	23.3 %	23.5 %		

¹ Income tax is calculated at the quarterly effective tax rate for all periods prior to Q1 2017. Income tax for each quarter in 2017 is calculated using the effective tax rate excluding the impact of the new accounting standard for employee share-based transactions.

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Investor Data Sheet

Alarm.com Holdings, Inc.

Non-GAAP Reconciliations | Fiscal Year Ended December 31 | (\$ in thousands)

·	1 (*)										
	2014	2015	2016	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Adjusted net income attributable to common stockholders:		2013		2015	2016	2016	2016	2016	2017	2017	2017
Net income (loss) attributable to common stockholders, as reported	\$563	(\$7,219)	\$10,142	\$3,267	\$2,733	\$1,871	\$2,564	\$2,974	\$3,960	\$9,860	\$15,097
Provision for income taxes	6,817	5,697	4,227	1,116	1,593	976	358	1,300	543	(4,506)	(5,018)
Income attributable to common stockholders before taxes	7,380	(1,522)	14,369	4,383	4,326	2,847	2,922	4,274	4,503	5,354	10,079
Adjustments:											
Dividends paid to participating securities	_	18,987	_	_	_	_	_	_	_	_	_
Other income / (expense), net	485	348	(513)	286	(111)	(88)	(139)	(175)	(237)	(137)	(342)
Amortization	1,568	2,151	1,750	561	498	435	435	382	1,493	3,530	3,682
Stock-based compensation expense	3,267	4,124	4,001	669	852	942	1,086	1,121	1,313	1,915	1,906
Acquisition-related expense	_	100	11,098	100	570	2,040	3,187	5,301	3,648	1,973	221
Litigation expense	63	6,347	13,387	2,834	3,549	4,676	3,054	2,108	1,793	1,251	1,879
Non-GAAP adjusted income attributable to common stockholders before income	12,763	30,535	44,092	8,833	9,684	10,852	10,545	13,011	12,513	13,886	17,425
Income tax ¹	(8,620)	(9,958)	(12,966)	(2,246)	(3,565)	(3,722)	(1,288)	(3,956)	(4,692)	(3,235)	(4,095)
Less: income allocated to participating securities	_	(13,511)	_	_	_	_	_	_	_	_	_
Non-GAAP adjusted net income attributable to common stockholders	\$4,143	\$7,066	\$31,126	\$6,587	\$6,119	\$7,130	\$9,257	\$9,055	\$7,821	\$10,651	13,330
Effective tax rate	33.5 %	32.6 %	29.4 %	25.4 %	36.8 %	34.3 %	12.2 %	30.4 %	37.5 %	23.3 %	23.5 %

¹ Income tax is calculated at the quarterly effective tax rate for all periods prior to Q1 2017. Income tax for each quarter in 2017 is calculated using the effective tax rate excluding the impact of the new accounting standard for employee share-based transactions.



Supplemental Financial Data

Supplemental Financial Data | Fiscal Year Ended December 31 | (\$ in thousands)

Supplemental Financial Data:	2014	2015	2016	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017
SaaS and license revenue	\$111,515	\$140,936	\$173,540	\$38,689	\$40,012	\$42,010	\$44,630	\$46,888	\$50,226	\$58,928	\$61,924
Hardware and other revenue	55,797	67,952	87,566	18,232	19,031	22,413	23,216	22,906	23,968	27,060	28,038
Total revenue	167,312	208,888	261,106	56,921	59,043	64,423	67,846	69,794	74,194	85,988	89,962
Cost of SaaS and license revenue	23,007	25,722	30,229	6,628	6,781	7,211	7,787	8,450	8,092	8,500	9,545
Cost of hardware and other revenue	44,172	51,652	69,151	13,481	14,335	17,972	18,579	18,265	18,543	21,335	22,288
Total cost of revenue	67,179	77,374	99,380	20,109	21,116	25,183	26,366	26,715	26,635	29,835	31,833
Sales and marketing	25,836	32,240	38,980	7,835	8,976	9,851	10,705	9,448	10,314	11,899	10,426
General and administrative	26,113	35,473	57,926	9,477	13,129	14,191	14,804	15,802	15,375	13,450	12,974
Research and development	23,193	40,002	44,272	13,335	9,970	10,777	11,477	12,048	14,521	20,062	19,257
Amortization and depreciation	3,991	5,808	6,490	1,438	1,591	1,613	1,659	1,627	2,864	4,846	5,071
Total operating expenses	79,133	113,523	147,668	32,085	33,666	36,432	38,645	38,925	43,074	50,257	47,728
Operating income	21,000	17,991	14,058	4,727	4,261	2,808	2,835	4,154	4,485	5,896	10,401
Interest expense	(196)	(178)	(190)	(50)	(41)	(47)	(49)	(53)	(216)	(674)	(658)
Other income / (expense), net	(485)	(348)	513	(286)	111	88	139	175	237	137	342
Income before income taxes	20,319	17,465	14,381	4,391	4,331	2,849	2,925	4,276	4,506	5,359	10,085
Provision for income taxes	6,817	5,697	4,227	1,116	1,593	976	358	1,300	543	(4,506)	(5,018)
Net income	\$13,502	\$11,768	\$10,154	\$3,275	\$2,738	\$1,873	\$2,567	\$2,976	\$3,963	\$9,865	\$15,103
Stock-based compensation expense data:											
Sales and marketing	\$338	\$372	\$536	\$112	\$141	\$151	\$130	\$114	\$113	\$65	\$181
General and administrative	1,862	2,486	1,430	180	227	236	444	523	569	755	584
Research and development	1,067	1,266	2,035	377	484	555	512	484	631	1,095	1,141
Total stock-based compensation expense	\$3,267	\$4,124	\$4,001	\$669	\$852	\$942	\$1,086	\$1,121	\$1,313	\$1,915	\$1,906
As a percent of revenue:											
Cost of SaaS and license revenue as a percentage of											
SaaS and license revenue	21%	18%	17%	17%	17%	17%	17%	18%	16%	14%	15%
Cost of hardware and other revenue as a percentage of											
hardware and other revenue	79%	76%	79%	74%	75%	80%	80%	80%	77%	79%	79%
Sales and marketing	15%	15%	15%	14%	15%	15%	16%	14%	14%	14%	12%
General and administrative	16%	17%	22%	17%	22%	22%	22%	23%	21%	16%	14%
Research and development	14%	19%	17%	23%	17%	17%	17%	17%	20%	23%	21%
Amortization and depreciation	2%	3%	2%	3%	3%	3%	2%	2%	4%	6%	6%
Total operating expenses	47%	54%	57%	56%	57%	57%	57%	56%	58%	58%	53%
Operating income	13%	9%	5%	8%	7%	4%	4%	6%	6%	7%	12%
Net income	8%	6%	4%	6%	5%	3%	4%	4%	5%	11%	17%





"Users prefer these Smart Home applications over DIY device specific apps"

