This presentation may contain forward-looking statements. You should not rely upon forward-looking statements as predictions of future events. All statements other than statements of historical facts contained in this presentation, including information concerning our possible or assumed future results of operations and expenses, business strategies and plans, competitive position, business and industry environment and potential growth opportunities, are forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Given these uncertainties, you should not place undue reliance on any forward-looking statements in this presentation. Except as required by law, we disclaim any obligation to update any forward-looking statements for any reason after the date of this presentation, or to update the reasons why actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

Further information on potential factors that could affect the financial results of Goosehead Insurance is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Web site.

This presentation is strictly confidential, is for informational purposes only and may not be relied upon in connection with the purchase or sale of any security. You may not disclose any of the information contained herein to any other parties without our prior express written permission.

This presentation shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.
Rapid and Responsible Organic Growth

New Business and Renewal Premium Growth

- 5 Year CAGR: 45%
- 10 Year CAGR: 36%

Corporate and Franchise Channel Premium Growth

- CAGR Since 2017
  - Corporate: 30%
  - Franchise: 58%

1 5 and 10 year CAGR calculations through 12/31/2019
Investment Highlights

- Disruptive model positioned to substantially grow in a massive and fragmented industry
- Outpaced revenue growth driven by strategically solving industry challenges
- Comprehensive value proposition for clients, agents and carriers
- Highly developed recruiting strategy with experienced evaluators of talent
- Robust and innovative technology platform supports high growth business model
- Committed and capable management team with ambitions of industry leadership
- Recurring revenue with strong future visibility and expanding long-term margins
Industry historically has struggled to find the right way to best serve the needs of customers

<table>
<thead>
<tr>
<th>Key Attributes</th>
<th>Independent Agencies</th>
<th>Captive Agencies Owned By Carriers</th>
<th>Carriers Direct To Customer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Offers products from multiple carriers with the support of a best-in-class service organization</td>
<td>Largely very small businesses which sell products from multiple carriers</td>
<td>Largely very small businesses which sell products from only one carrier</td>
</tr>
<tr>
<td>Product Choice</td>
<td><img src="#" alt="Pie Chart" /></td>
<td><img src="#" alt="Pie Chart" /></td>
<td><img src="#" alt="Pie Chart" /></td>
</tr>
<tr>
<td>Service Quality</td>
<td><img src="#" alt="Pie Chart" /></td>
<td><img src="#" alt="Pie Chart" /></td>
<td><img src="#" alt="Pie Chart" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>U.S. Premiums</th>
<th>Home</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Pie Chart" /></td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td><img src="#" alt="Pie Chart" /></td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td><img src="#" alt="Pie Chart" /></td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td><img src="#" alt="Pie Chart" /></td>
<td>89%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: Independent Insurance Agents & Brokers of America

1 Represents GSHD 2019 total written premiums excluding commercial and excess liability premiums and 2017 premiums for the industry, the most recently available data.
Deeply committed to long-term success

% Ownership as of March 31, 2020

- Public Shareholders: 60%
- Founders and Management Ownership: 40%
Delivery of Operations
Redefining the Industry

Personal lines property and casualty insurance broker

Considerably differentiated business model serving the American consumer producing strong, sustained growth and profitability

8 corporate sales offices in Texas, Illinois and North Carolina; 1,012 franchise locations\(^1\) primarily in CA, TX, FL and IL

Well-established and positioned for sustained levels of strong growth and profitability

Accelerating Growth Trajectory

Focused on Personal Lines

TTM Mar20 Total premiums: $806mm

\(^1\) Number of franchise locations include 333 franchises which are under contract but yet to be opened as of 3/31/2020; \(^2\) Excludes gain on sale of $3.5mm \(^3\) Revenue as recognized under ASC 605 \(^4\) Revenue as recognized under ASC 606
Compelling Business Model

Corporate Channel
- Agents typically recruited directly out of college
- Display a high aptitude for learning new skills
- Motivated by professional and financial incentives

Franchise Channel
- High performing agents on their current platform
- Entrepreneurially focused
- Motivated by professional and financial incentives

Service Team
- Handle cases from cradle to grave
- Revenue generation focus
- All fully licensed agents

Corporate Team
- Training, marketing and support
- Quality Control and processing
- Carrier management

Industry-leading technology

Deploy intellectual capital across the platform
Highly Developed Recruiting Strategy Supports Sustainable Outsized Growth

- New college graduates with entrepreneurial spirit
- Driven by professional development and financial reward based on personal performance
- Well defined target school list with strong on campus relationships and strong sponsorship

- Highly effective producers who are seeking autonomy
- Entrepreneurially motivated to continue to build their own business
- Target professionals from captive agencies and other independent agencies

- Continue to deploy highly refined recruiting and training process for new agents
- Expand geographically through recruiting at additional college campuses

- Continue to recruit and train top producers who desire autonomy from captive agencies and other independent agencies
- Approximately 99,000 potential franchise candidates in the current pipeline

**Average age: 27 vs. industry average 54**

**Corporate Channel**

- 2017: 111
- 2018: 167
- 2019: 248
- Q1 2019: 184
- Q1 2020: 241

CAGR: 49% CAGR: 31%

**Franchise Channel**

- 2017: 119
- 2018: 292
- 2019: 614
- Q1 2019: 501
- Q1 2020: 679

CAGR: 52% CAGR: 45%

**Average age: 42 vs. industry average 54**

- Franchises signed but yet to open as of the end of the indicated period

* 2017: 411
* 2018: 646
* 2019: 948
* Q1 2019: 698
* Q1 2020: 1012

CAGR: 52% CAGR: 45%
“Goosehead Insurance leverages Salesforce technology to transform how it serves its partners and customers. Creating innovative applications that bring greater intelligence and value to their industry, Goosehead is a disruptor we are proud to support.”

*Michael Khoury, Vice President – Financial Services, Salesforce.com*
Constantly Innovating to Remain a Step Ahead

Enhancing Tech Platform to Optimize Efficiency and Effectiveness

1. Application Development and Investment
   - Comparative Rater
     - Consolidate data entry into one interface
     - Eliminates 75% of required input fields
     - Saves agents approximately 15 minutes per quote
   - Cloud-based Voice Solution
     - Unified communications platform
     - Mobile capabilities (text, live chat)
     - Omnichannel client engagement capabilities

2. Leveraging Big Data
   - Nationwide Property Database
     - Provides info for every U.S. county on age of home, construction type, square footage, roof type, etc.
     - Allows for far more efficient and accurate quoting
   - Proprietary Mortgage Database
     - Provides U.S. mortgage activity data down to micro-targeted level
     - Agents market services with sophistication and precision

Strengthening Barriers to Entry
Industry-Leading New Business Production
For New and Seasoned Agents

Compelling and proven sales focused model has resulted in industry-leading production

New business per agent by tenure ($000s)

- Corporate Channel: $137
- Franchise Channel: $49
- 3+ Years: $67

3.4x

1.7x

$88

$40

Industry Best Practice

1 Represents industry best practice per Reagan Consulting 2019 Best Practices Study (using 2018 data); most industry agents have tenures significantly longer than 2 to 3 years
Technology Drives Margins While Simultaneously Ensuring Client Satisfaction

Technology enables Company to deliver service highly efficiently

2018 Service payroll as a % of gross personal lines commissions

- 3.8x
- 7.3%
- 27.4%

Key service center metrics

- Net Promoter Score: 89
- Omnichannel Approach
- Client Portal
- Chat and Text Features
- New business generation
- Cross-sell / Upsell

In addition, we also carefully monitor call abandonment rate, call back rate and speed of answer

Service agent compensation

2019 compensation: $46k

---

1 Indicates, per Reagan Consulting 2019 Best Practices Study (using 2018 data) service compensation as a percentage of personal lines revenue for agencies with revenues of greater than $25M; 2 Represents Q1 2020 NPS
Best-In-Class Customer Service Drives High Revenue Retention

Net Promoter Scores (NPS) above several of the most respected brands in the U.S.\textsuperscript{1} has resulted in stable and recurring revenue with a customer retention rate of 88\% in Q1 2020.

Source: External NPS data from Satmetrix; \textsuperscript{1} Ritz, USAA, Apple, Amazon; \textsuperscript{2} Represents Q1 2020 NPS; \textsuperscript{3} Represents average of auto industry and home industry.
Meaningful Growth Opportunity

- Continued Technology Upgrades
- Continued Corporate Channel Recruiting
- Continued Improvements in Productivity and Customer Service
- National Rollout of Franchise Channel

States with signed franchises or operating corporate offices as of 3/31/2020
Goosehead has a highly developed process for recruiting new agents which we have continually refined over the last 10+ years. Additional college campuses to be added.

The ongoing enhancements to our recruiting and training processes has resulted in higher success rates for our corporate agents.

After working for more than three years, the typical Goosehead corporate agent earns more than $135k annually.

Average corporate agent compensation by tenure ($000s):

- < 2 years: $46
- 2 - 3 years: $64
- 3+ years: $139

2019
National Rollout Of Franchise Channel

### Pipeline Growth

<table>
<thead>
<tr>
<th>State</th>
<th>Leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>MI</td>
<td>3,000</td>
</tr>
<tr>
<td>FL</td>
<td>4,000</td>
</tr>
<tr>
<td>NC</td>
<td>4,000</td>
</tr>
<tr>
<td>PA</td>
<td>4,000</td>
</tr>
<tr>
<td>IL</td>
<td>7,000</td>
</tr>
<tr>
<td>TX</td>
<td>12,000</td>
</tr>
<tr>
<td>CA</td>
<td>12,000</td>
</tr>
<tr>
<td>Other</td>
<td>53,000</td>
</tr>
</tbody>
</table>

Total Leads as of Mar 2020: 99,000

- ~69 members on the recruiting team as of Q1 20
- Recruiting targets include the universe of nearly 400,000 U.S. insurance agents

### Production Ramp-up

<table>
<thead>
<tr>
<th>Year</th>
<th>Leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$59</td>
</tr>
<tr>
<td>2019</td>
<td>$66</td>
</tr>
</tbody>
</table>

12% Growth

### National Implications

- Market share of homeowners insurance in new mortgage originations/refinancings in Texas: 11.6%
- 2018 TX mortgage originations/refinancing: ~459k

- Goosehead market share: 11.6%
- 7.7mm Originations/refinancing in the U.S.
- 893k Potential new clients each year

Non-Texas New Business per agency, >1 year ($000s)

---

1 Source: 2018 Home Mortgage Disclosure Act Data
Only 22% of total revenue is exposed to housing market conditions

**TTM 3/31/2020 Revenue**

- $83.1MM
  - **New Business** 33%
  - **Contingent Commissions** 8%
  - **Initial Franchise Fees** 5%
  - **Renewals** 54%

- $27.1MM
  - **Client Referral** 32%
  - **Referral Partner** 68%

---

1 TTM 3/31/2020 Revenue as recognized under ASC 606
2 Includes TTM New Business Commissions, Agency Fees, and New Business Royalty Fees
3 Includes TTM Renewal Commissions and Renewal Royalty Fees
Economics of our Business
Strong Revenue Growth and Stable Margins

Total revenue ($mm)

2017 2018 2019

$42.7 $60.1 $84.1

CAGR: 40%

2019

$77.5

Total revenue ($mm)

2017 2018 2019

$42.7 $60.1 $84.1

CAGR: 40%

Adj. EBITDA Margin

25.1% 24.5% 27.1%

1 Includes royalty fees; 2 Related to the training and onboarding of new franchise locations; 3 Excludes gain on sale of $3.5mm 4 See Appendix for GAAP reconciliation 5 2019 Revenue as recognized under ASC 605 6 Revenue as recognized under ASC 606
Outpacing the Industry in Growth with a Clear Path to Margin Expansion

2019 Organic revenue growth

- Goosehead: 40%
- Public Brokerage Average: 4%

2019 Adjusted EBITDA margins

- Goosehead: 27%
- Public Brokerage Average: 25%

Source: Public filings; ¹ Represents 2019 Revenue and Adjusted EBITDA margin as recognized under ASC 605; ² Represents 2019 Revenue and Adjusted EBITDA margin as recognized under ASC 606 see Appendix for GAAP reconciliation.

Note: Public comparables include AON, AJG, BRO, MMC and WLTW; represent North American retail insurance brokerage organic growth or closest approximation.
Compelling Economics Drive Growth And Visibility

Allowing agents to focus solely on selling creates a clear path to continued organic growth and revenue visibility

Corporate Channel Revenue

Year 1 | Year 2 | Year 3
---|---|---
$100 | $100 | $265

- New business commissions
- Renewal commissions

Franchise Channel Revenue

Year 1 | Year 2 | Year 3
---|---|---
$20 | $44 | $103

- New business royalty
  - 20% royalty
- Renewal royalty
  - 50% royalty

Revenue increases even if no new business is written

Note: Illustrative example

1 Represents Q1 2020 client retention rate
Mechanical Growth Provides Abundant and Predictable Organic Opportunity

**New franchise units take several years to materially impact revenue**

**Young tenure of franchises provides large volumes of predictable future revenue**

---

**Royalty Revenue ($MM)**

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>#</td>
<td>$3.5</td>
<td>$6.9</td>
<td>$11.1</td>
<td>$17.0</td>
<td>$26.4</td>
</tr>
<tr>
<td>%</td>
<td>100%</td>
<td>91%</td>
<td>21%</td>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>

**YOY Unit Growth**

- 2015: 52%
- 2016: 54%
- 2017: 57%
- 2018: 34%

**Franchise Channel Tenure Profile**

- > 4 years: 93
- 3 - 4 years: 58
- 2 - 3 years: 113
- 1 - 2 years: 160
- 0 - 1 year: 588¹ (58%)

¹ Number of franchise locations include 333 franchises which are under contract but yet to be opened as of 3/31/2020.² 2019 Revenue as recognized under ASC 605.
### Margins Increase Mechanically As New Business Becomes Renewal Business

#### New and renewal business costs

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>New Business</th>
<th>Renewal Business</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commissions to agents / franchisees (net revenue)</td>
<td>◻</td>
<td>◼</td>
<td>◼ &gt;50% lower for renewal business</td>
</tr>
<tr>
<td>Client service salaries and bonuses</td>
<td>◻</td>
<td>◼</td>
<td>◼ Critical to both new and renewal business; burden heaviest for new clients</td>
</tr>
<tr>
<td>Quality control salaries and bonuses</td>
<td>◻</td>
<td>◼</td>
<td>◼ Not relevant for renewal business</td>
</tr>
<tr>
<td>Training salaries</td>
<td>◻</td>
<td>◼</td>
<td>◼ Not relevant for renewal business</td>
</tr>
<tr>
<td>Client development costs</td>
<td>◻</td>
<td>◼</td>
<td>◼ Not relevant for renewal business</td>
</tr>
<tr>
<td>Franchise support</td>
<td>◻</td>
<td>◼</td>
<td>◼ Not relevant for renewal business</td>
</tr>
</tbody>
</table>

*Opportunities to further expand margins through operating leverage created by revenue growth*
Investments In People Will Result In Long-Term Growth And Margin Expansion

Making significant investments today to ensure growth and profitability is sustainable for years to come

![Bar charts showing Agent Head Count, Agent New Business Productivity, Agent Commission, Other Costs, Franchises Operating, Franchise New Business Productivity, Franchise Commission, Other Costs](image_url)

1 Excludes all new signings and franchises in implementation; 2 Year ended 12/31/2019
Investment Highlights

- Disruptive model positioned to substantially grow in a massive and fragmented industry
- Outpaced revenue growth driven by strategically solving industry challenges
- Comprehensive value proposition for clients, agents and carriers
- Highly developed recruiting strategy with experienced evaluators of talent
- Robust and innovative technology platform supports high growth business model
- Committed and capable management team with ambitions of industry leadership
- Recurring revenue with strong future visibility and expanding long-term margins
Appendix
Executive biographies

Mark E. Jones

Co-Founder, Chairman and Chief Executive Officer

Mr. Jones is a co-founder of the company and has served as Chief Executive Officer since inception in 2003. Under his leadership, Goosehead has grown to be counted among the largest and fastest growing personal lines insurance agencies in the country. Prior to joining the company, he was a Senior Partner and Director of Bain & Company, the global management consulting firm. Earlier in his career, he worked in the audit and mergers and acquisitions practice groups for Ernst & Young. He holds a Bachelor of Commerce degree from the University of Alberta and an MBA from Harvard Business School.

Michael Colby

President and Chief Operating Officer

Mr. Colby joined Goosehead Insurance in 2006, was promoted to Senior Vice President and Chief Financial Officer, and served in that role from 2010 to 2014. He was appointed Executive Vice President and Chief Operating Officer in 2011 and then promoted to President and COO in 2016. Mr. Colby has led the franchise operations of the company since 2011, leading Goosehead’s exponential growth and expansion into several states. Earlier in his career, Mr. Colby worked with KPMG in their audit practice. He holds a B.B.A in Accounting and an M.S. in Finance from Texas A&M University.

Mark Colby

Chief Financial Officer

Mr. Colby has served as Chief Financial Officer since 2016. Mr. Colby joined Goosehead in 2012 as Manager of Strategic Initiatives, where he worked on Information Systems platform development and migration, real estate planning, and business diversification initiatives. Since his promotion to Vice President of Finance in 2015, Mr. Colby has overseen Goosehead’s internal and external financial reporting, budgeting and forecasting, payroll/401(k) administration, treasury function, and Quality Control/Risk Management department. Prior to joining Goosehead full-time, Mr. Colby worked in Ernst & Young’s Transaction Advisory Services and Audit service lines from 2009 to 2012. He graduated cum laude from Texas A&M University in 2009 with a B.B.A. in Accounting and a M.S. in Finance and is a Certified Public Accountant.

Ryan Langston

General Counsel

Mr. Langston joined Goosehead Insurance in 2014 as Vice President and General Counsel. He is responsible for coordinating and leading legal activity and compliance. Prior to joining Goosehead, Mr. Langston was an attorney with Strasburger & Price, LLP where he represented businesses in commercial litigation and arbitration involving business dissolutions, theft of trade secrets, enforcement of noncompetition agreements, and breach of contracts. He holds a Bachelor of Arts degree from Brigham Young University and received his J.D. from the University of Texas School of Law.
Mr. Delavan joined Goosehead Insurance as an Account Executive in 2005, became a Sales Manager in 2007, was promoted to Partner and Director in 2010, and now serves as Vice President of Corporate Sales. As Vice President of Corporate Sales, Mr. Delavan leads the strategic growth and development of the company's high-octane Corporate Sales teams located in Irving, Fort Worth, Houston, Austin and Chicago. In his 12 years at Goosehead, Mr. Delavan has been involved in many aspects of the business, including recruiting top talent, training & development of that talent, geographic expansion and supporting Goosehead’s network of franchise owners. As a third generation Longhorn, Mr. Delavan attended the University of Texas where he graduated Cum Laude with a Major in Finance and minor in Accounting.

Mr. Moxley serves as Vice President of Service Delivery for Goosehead Insurance. He joined the company from Transcom Global, an international BPO company, where he was Director of Service Delivery for North America, having oversight for a service operations team spanning four service centers and two countries. Prior to Transcom, Mr. Moxley worked with Alorica, another global BPO firm, where he was a key contributor to their expansion strategy, growing operations to over 3,000 agents in five centers. Earlier in his career Mr. Moxley spent more than 10 years leading various sales and service teams for AT&T. Mr. Moxley has over 13 years of experience in scaling service operations and driving client satisfaction.

Mr. Colby is a Co-Founder of Goosehead Insurance’s Houston Office and currently serves as Vice President of Agency Sales. He began his professional career at Charles Schwab as a 401(k) Associate in their Plan Conversions Department. He joined Goosehead Insurance Dallas as an Account Executive in 2007, and was promoted to Manager in 2008. In 2009, Mr. Colby moved to Houston to open Goosehead’s first satellite office. Prior to working at Goosehead, Mr. Colby obtained a Bachelor of Science at Texas A&M University where he majored in Political Science with a minor in Business Administration.

Ms. Bailey serves as Vice President of Franchise Sales for Goosehead Insurance. She joined Goosehead in 2011 to launch the franchise division of the firm. Goosehead has since grown to over 400 franchise locations in six years. She has over 15 years of sales and management experience including retail, advertising, and software. Originally from Cedar Rapids, Iowa, Megan graduated from the University of Iowa with a Bachelor’s degree in Business Communications.
Executive biographies (cont’d)

Drew Burks

**Chief Information Officer**

Mr. Burks joined Goosehead Insurance in 2006 serving in both risk management and technology roles. In 2013 he was promoted to Director of Risk Management, transitioned to Director of Information Systems in 2015, and now serves as Chief Information Officer. Mr. Burks is a Salesforce Certified Administrator and has led Goosehead’s development of this platform since its implementation in 2009. He also holds DocuSign for Salesforce and Dell Boomi Integration Developer I certifications. Mr. Burks graduated from Baylor University in 2003 with a B.B.A. in Management Information Systems.

Mark Jones, Jr.

**Vice President**

Mr. Jones joined Goosehead in 2016 as Controller, and was promoted to Vice President – Finance in 2020. Mr. Jones made significant contributions in strengthening the finance function leading up to and following the company’s initial public offering. Mr. Jones currently oversees Goosehead’s SEC reporting, financial planning and analysis, and payroll functions. Prior to joining Goosehead, Mr. Jones worked in Ernst & Young’s Audit practice, primarily focused on financial services companies. Mr. Jones graduated from Texas A&M University with a B.B.A. in Accounting and a M.S. in Finance and is a Certified Public Accountant.

Brian Pattillo

**Vice President**

Mr. Pattillo joined Goosehead Insurance in 2009 as an Account Executive, and was the first inductee into Goosehead’s President’s Club. In 2014, he was promoted to Sales Manager and then to Managing Director in 2016. While in sales, Brian worked closely with the technology group to develop the real estate transaction database, the comparative rating platform, as well as many other technology initiatives. He now serves as Vice President, driving the innovation efforts across Goosehead by interfacing between each business function and the technology group. Prior to joining Goosehead, Brian received his BBA in Business Administration and MS in Marketing from Texas A&M University.

Dan Farrell

**Vice President**

Mr. Farrell joined Goosehead Insurance in 2020 as Vice President, Capital Markets. In this role, he is responsible for leading the company’s Investor Relations and Public Relations efforts. Dan has over 19 years of experience in the insurance sector. Prior to joining Goosehead, he was Head of Investor Relations for Marsh & McLennan Companies and Head of Strategy for Mercer. Dan spent much of his career as sell side equity analyst covering the insurance sector for 16 years. He graduated from Georgetown University with a B.A. in Economics.
## Non-GAAP Adjusted EBITDA Reconciliation

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Income</td>
<td>$8.7</td>
<td>$(18.7)</td>
</tr>
<tr>
<td>Other (Income) Expense</td>
<td>(3.5)</td>
<td>0.2</td>
</tr>
<tr>
<td>Interest Expense</td>
<td>2.5</td>
<td>4.3</td>
</tr>
<tr>
<td>Depreciation and Amortization</td>
<td>0.9</td>
<td>1.5</td>
</tr>
<tr>
<td>Equity Compensation</td>
<td>2.2</td>
<td>27.1</td>
</tr>
<tr>
<td>Income Tax Expense</td>
<td>-</td>
<td>0.4</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$10.7</td>
<td>$14.8</td>
</tr>
<tr>
<td>Adjusted EBITDA Margin</td>
<td>25.1%</td>
<td>24.5%</td>
</tr>
</tbody>
</table>

Note: Financials represent Goosehead Financial, LLC and Subsidiaries and Affiliates. May not sum to total due to rounding.
Non-GAAP Adjusted EBITDA Reconciliation

<table>
<thead>
<tr>
<th></th>
<th>2019 (ASC 606)</th>
<th>2019 (ASC 605)</th>
<th>2018 (ASC 605)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Income</td>
<td>$ 10.4</td>
<td>$ 15.3</td>
<td>$(18.7)</td>
</tr>
<tr>
<td>Other (Income) Expense</td>
<td>-</td>
<td>-</td>
<td>0.2</td>
</tr>
<tr>
<td>Interest Expense</td>
<td>2.4</td>
<td>2.4</td>
<td>0.2</td>
</tr>
<tr>
<td>Depreciation and Amortization</td>
<td>1.9</td>
<td>1.9</td>
<td>4.3</td>
</tr>
<tr>
<td>Equity Compensation</td>
<td>1.5</td>
<td>1.5</td>
<td>27.1</td>
</tr>
<tr>
<td>Income Tax Expense</td>
<td>1.3</td>
<td>1.8</td>
<td>0.4</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td><strong>$ 17.5</strong></td>
<td><strong>$ 22.3</strong></td>
<td><strong>$ 14.8</strong></td>
</tr>
<tr>
<td>Adjusted EBITDA Margin</td>
<td>23%</td>
<td>27%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Note: Financials represent Goosehead Financial, LLC and Subsidiaries and Affiliates. May not sum to total due to rounding.
## 2019 ASC 606 and 605

### Total Revenues

<table>
<thead>
<tr>
<th></th>
<th>2019 (ASC 606)</th>
<th>2019 (ASC 605)</th>
<th>2018 (ASC 605)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$77,486</td>
<td>$84,098</td>
<td>$60,148</td>
</tr>
<tr>
<td><strong>Core Revenue:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Renewal Commissions&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>$22,924</td>
<td>$22,620</td>
<td>$18,357</td>
</tr>
<tr>
<td>Renewal Royalty Fees&lt;sup&gt;(2)&lt;/sup&gt;</td>
<td>19,462</td>
<td>19,240</td>
<td>12,104</td>
</tr>
<tr>
<td>New Business Commissions&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>11,961</td>
<td>11,892</td>
<td>9,347</td>
</tr>
<tr>
<td>New Business Royalty Fees&lt;sup&gt;(2)&lt;/sup&gt;</td>
<td>7,149</td>
<td>7,307</td>
<td>4,873</td>
</tr>
<tr>
<td>Agency Fees&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>6,058</td>
<td>6,548</td>
<td>5,169</td>
</tr>
<tr>
<td><strong>Total Core Revenue</strong></td>
<td>67,554</td>
<td>67,607</td>
<td>49,850</td>
</tr>
<tr>
<td><strong>Cost Recovery Revenue:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Initial Franchise Fees&lt;sup&gt;(2)&lt;/sup&gt;</td>
<td>3,784</td>
<td>6,640</td>
<td>6,045</td>
</tr>
<tr>
<td>Interest Income</td>
<td>617</td>
<td>625</td>
<td>422</td>
</tr>
<tr>
<td><strong>Total Cost Recovery Revenue</strong></td>
<td>4,401</td>
<td>7,265</td>
<td>6,467</td>
</tr>
<tr>
<td><strong>Ancillary Revenue:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contingent Commissions&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>5,423</td>
<td>9,118</td>
<td>3,831</td>
</tr>
<tr>
<td>Other Income&lt;sup&gt;(2)&lt;/sup&gt;</td>
<td>108</td>
<td>108</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Ancillary Revenue</strong></td>
<td>5,531</td>
<td>9,226</td>
<td>3,831</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$77,486</td>
<td>$84,098</td>
<td>$60,148</td>
</tr>
</tbody>
</table>

Note: Financials represent Goosehead Financial, LLC and Subsidiaries and Affiliates. May not sum to total due to rounding.