

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **January 15, 2025**

**MarketWise, Inc.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

**001-39405**  
(Commission File Number)

**87-1767914**  
(I.R.S. Employer Identification No.)

**1125 N. Charles St.  
Baltimore, Maryland 21201**

(Address of principal executive offices, including zip code)

**(888) 261-2693**  
(Registrant's telephone number, including area code)

**N/A**  
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Class A common stock, \$0.0001 par value per share	MKTW	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**Item 2.02. Results of Operations and Financial Condition.**

On January 15, 2025, MarketWise, Inc. issued a press release announcing preliminary selected unaudited financial and operational updates results for fourth quarter 2024. A copy of the press release is furnished as Exhibit 99.1 to this Current Report on Form 8-K and is herein incorporated by reference.

The foregoing information (including Exhibit 99.1) is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (“Exchange Act”), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as expressly set forth by specific reference in such filing.

**Item 7.01. Regulation FD Disclosure.**

The Company has prepared a presentation concerning its business that it intends to use in connection with meetings with investors, analysts, and other interested parties. A copy of the presentation is furnished as Exhibit 99.2 hereto, incorporated herein by reference, and available on the Company’s investor relations site at [investors.marketwise.com](http://investors.marketwise.com).

On January 15, 2025, MarketWise, Inc. issued a press release announcing that its Board of Directors declared a special dividend to holders of Class A common stock of \$0.03 per share. The dividend will be paid on February 26, 2025. The Record Date is January 29, 2025. A copy of the press release is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The information in Item 7.01 to this Current Report on Form 8-K (including Exhibits 99.1 and 99.2) is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Exchange Act or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such filing.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits.

<u>Exhibit No.</u>	<u>Description</u>
99.1	<a href="#">MarketWise, Inc. press release, dated January 15, 2025</a>
99.2	<a href="#">Investor Presentation, dated January 15, 2025</a>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document).

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**MarketWise, Inc.**

Date: January 15, 2025

By: /s/ Erik Mickels

Name: Erik Mickels

Title: Chief Financial Officer

## **MarketWise Inc. Reports Preliminary Selected Unaudited Fourth Quarter 2024 Billings of \$55 Million, over a 10% Increase from Prior Quarter; Announces Special Dividend of \$0.03 Per Share**

BALTIMORE, MD -- (GLOBE NEWSWIRE)—MarketWise, Inc. (NASDAQ: MKTW) (“MarketWise” or the “Company”), a leading multi-brand digital subscription services platform that provides premium financial research, software, education, and tools for self-directed investors, today reported preliminary selected unaudited financial and operational updates for fourth quarter 2024 below. Our objective is to provide investors with selected information on recent directional trends in advance of issuing our usual earnings press release announcing full year 2024 financial results, which we expect to release in March 2025.

The selected unaudited results in this press release are preliminary and subject to the Company’s normal quarter and year-end accounting procedures and external audit by the Company’s independent registered public accounting firm. Therefore, these preliminary unaudited results are subject to adjustment. In addition, these preliminary unaudited results are not a comprehensive statement of the Company’s financial results for the year ended December 31, 2024 and should not be viewed as a substitute for full, audited financial statements prepared in accordance with generally accepted accounting principles.

### **Q4 2024 Preliminary Selected Unaudited Financial and Operational Updates:**

- Consolidated Paid subscribers at December 31, 2024 were 506 thousand. Active Free subscribers were 3.3 million at December 31, 2024.
- Billings for Q4 2024 totaled approximately \$55 million, representing over a 10% sequential increase compared with Q3 2024.
- The estimated increase in Billings in Q4, coupled with the benefits from operational efficiency initiatives, would result in a return to positive cash flow generation for the quarter, following three quarters of negative cash flow.
- Cash and cash equivalents balance is estimated to have increased from \$94 million at September 30, 2024 to \$98 million at December 31, 2024.
- The Company also announced a special dividend to shareholders of Class A common stock of \$0.03 per share. The dividend which totals approximately \$1.3 million in the aggregate, will be paid on February 26, 2025, to shareholders of record as of January 29, 2025.

Dr. David “Doc” Eifrig, Interim Chief Executive Officer, commented, “We are pleased with the progress we are making on our strategic pillars of growth, efficiency, and new business, as evidenced by the meaningful sequential increase in Billings and return to cash generation in the fourth quarter.” Doc continued, “I am grateful to our 400 plus employees that continue to deliver for our customers. If we continue to deliver on our plans, I also believe we can increase the intrinsic value per share for our owners over time. We look forward to providing more color in our full year reporting in March.”

### **Balance Sheet and Capital Structure**

As of December 31, 2024, the Company is estimated to hold cash and cash equivalents of \$98 million. Further, the Company currently has no debt outstanding. In October 2024, the Company’s line of credit expired unused as the Company is electing to avoid line fees at this time.

As disclosed previously, MarketWise, LLC is required to make quarterly tax distributions to the members of MarketWise, LLC, including MarketWise, Inc. at the prescribed rate of 49.75%. To the extent the tax distribution to MarketWise, Inc. exceeds its tax liability, the Company may distribute all or part of the excess to the shareholders of Class A common stock. On January 15, 2025, the Company announced a special dividend to shareholders of Class

A common stock of \$0.03 per share, funded from the excess tax distribution received by the Company. The dividend, which totals approximately \$1.3 million in the aggregate, will be paid on February 26, 2025 to shareholders of record as of January 29, 2025. There are numerous factors which will impact the amount of future tax distributions and related special dividends, if any, and there can be no assurances that these special dividends will occur in future periods.

#### **Upcoming Events**

The Company plans to report full and audited results for the fourth quarter and year ended December 31, 2024 no later than March 31, 2025.

The Company will present at the Emerging Growth Conference on January 15, 2025. The Company will also host virtual meetings at the 27<sup>th</sup> Annual Needham Growth Conference on January 16, 2025.

#### **Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding the financial position, business strategy, and the plans and objectives of management for future operations of MarketWise. These forward-looking statements generally are identified by the words “estimate,” “believe,” “project,” “expect,” “anticipate,” “intend,” “strategy,” “future,” “opportunity,” “plan,” “may,” “should,” “will,” “would,” “will be,” “will continue,” “will likely result,” and similar expressions, but the absence of these words does not mean that a statement is not forward-looking. Forward-looking statements are predictions, projections, and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-looking statements in this press release, including, but not limited to: our ability to attract new subscribers and to persuade existing subscribers to renew their subscription agreements with us and to purchase additional products and services from us; our ability to adequately market our products and services, and to develop additional products and product offerings; our ability to manage our growth effectively, including through acquisitions; failure to maintain and protect our reputation for trustworthiness and independence; our ability to attract, develop, and retain capable management, editors, and other key personnel; our ability to grow market share in our existing markets or any new markets we may enter; adverse or weakened conditions in the financial sector, global financial markets, and global economy; current macroeconomic events, including heightened inflation, rise in interest rates and the potential for an economic recession; failure to comply with laws and regulations or other regulatory action or investigations, including the Advisers Act; our ability to respond to and adapt to changes in technology and consumer behavior; failure to successfully identify and integrate acquisitions, or dispose of assets and businesses; our public securities’ potential liquidity and trading; the impact of the regulatory environment and complexities with compliance related to such environment; our future capital needs; our ability to maintain an effective system of internal control over financial reporting, and to address and remediate existing material weaknesses in our internal control over financial reporting; and other factors beyond our control.

The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in the “Risk Factors” section of our filings with the U.S. Securities and Exchange Commission (the “SEC”). These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this press release may not occur and actual results could differ materially and adversely from those anticipated.

Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and we assume no obligation and do not intend to update or revise these forward-looking statements, whether as a result of new information, future events or otherwise. We do not give any assurance that we will achieve our expectations.

# MarketWise

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MarketWise (MKTW)  
Investor Presentation  
January 2025



# MarketWise Important information

## Cautionary Statement Regarding Forward-Looking Statements:

This presentation contains forward-looking statements about MarketWise's financial position, business strategy, and objectives for future operations. These forward-looking statements are generally identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "opportunity," "plan," "may," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions, but the absence of these words does not mean that a statement is not forward-looking. These statements are based on current expectations and assumptions. But the future is uncertain. Myriad factors beyond our control could cause our results to differ from our expectations. We detail these risks and uncertainties in the "Risk Factors" section of our quarterly (10-Q) and annual (10-K) reports. You should consider these risks before investing.

## Non-GAAP Financial Measures:

This presentation uses several financial measures that are not recognized as Generally Accepted Accounting Principles (GAAP), including Adjusted CFFO, Adjusted Free Cash Flow, Adjusted CFFO Conversion, and Adjusted Free Cash Flow Margin. The Company defines Adjusted CFFO as net cash provided by operating activities plus profits distributions to Class B unitholders included in stock-based compensation, plus or minus any non-recurring items. The Company defines Adjusted Free Cash Flow as Adjusted CFFO minus capital expenditures. The Company defines Adjusted CFFO Conversion as Adjusted Free Cash Flow divided by Adjusted CFFO. The Company defines Adjusted Free Cash Flow Margin as Adjusted Free Cash Flow divided by Billings (i.e., amounts invoiced to customers).

These financial measures are not measures of financial performance in accordance with GAAP and may exclude items that are significant in understanding and assessing the Company's financial results. Therefore, these measures should not be considered in isolation or as an alternative to net income, cash flows from operations or other measures of profitability, liquidity or performance under GAAP. You should be aware that the Company's presentation of these measures may not be comparable to similarly-titled measures used by other companies.

MarketWise uses these non-GAAP measures to evaluate ongoing operations and to forecast future performance. This non-GAAP financial information is presented for supplemental informational purposes only and is not a substitute for GAAP measures. However, we believe that when taken together with traditional GAAP metrics these non-GAAP figures give investors a more complete picture of our business. These non-GAAP financial measures are subject to inherent limitations as they reflect the exercise of judgments by management about which expense and income are excluded or included in determining these non-GAAP financial measures. We reconcile these non-GAAP figures with the corresponding GAAP measures in the appendix to this presentation.

## MarketWise About MarketWise

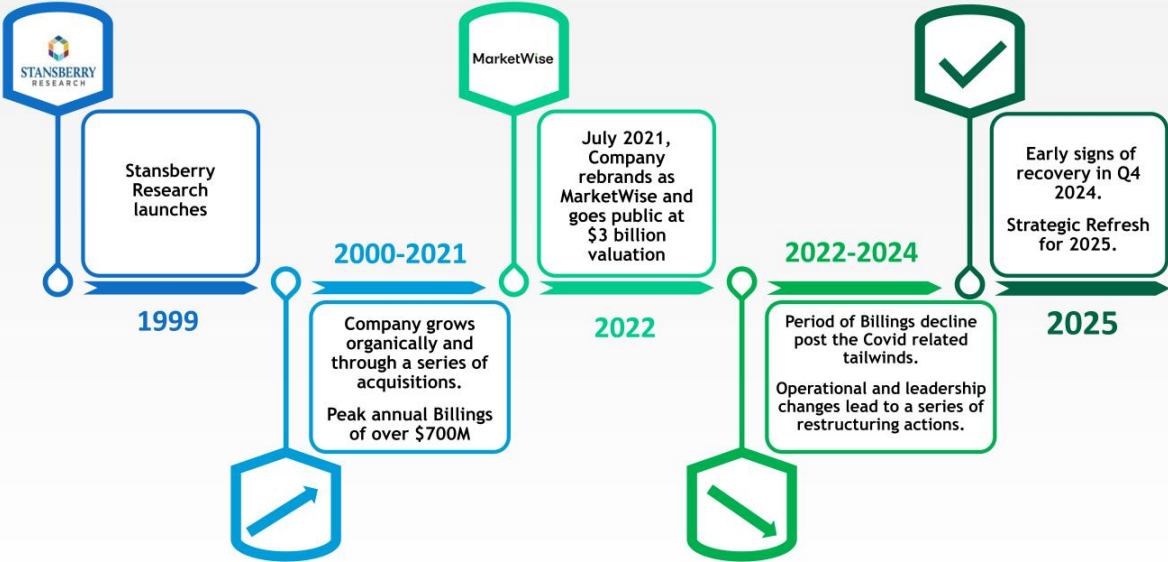
- Founded with a mission to level the playing field for self-directed investors
- MarketWise is a leading multi-brand subscription services platform providing premium financial research, software, education, and tools for investors.
- We serve a community of millions of free and paid subscribers.
- Our products are a trusted source for high-value financial research, education, actionable investment ideas, and investment software.
- 100% digital, direct-to-customer company offering its research across a variety of platforms including mobile, desktops, and tablets.
- Our vision is to become the leading financial solutions platform for self-directed investors.



## MarketWise Our Core Principles

- MarketWise was founded in 1999 with three core principles:
    - To deliver great investing ideas to investors
    - To present these ideas in a manner that can be easily understood
    - To treat our subscribers the way we would want to be treated if roles were reversed
  - These core principles are still in place today and have allowed us to:
    - Become a leading multi-brand subscription services platform serving millions of self-directed investors
    - Provide a comprehensive suite of research, software and analytical tools
    - Develop long-term relationships with our subscribers
    - Generate a stable base of recurring revenues
-

# MarketWise Company Timeline



# MarketWise Investment Thesis

- 1. Massive Market Opportunity**
  - Large and growing market
  - Strong secular tailwinds with overall democratization of investing
- 2. Robust Ecosystem with Diversified Product Set**
  - 3.8M active platform members<sup>1</sup>
  - Installed base of over 500K paid subscribers
  - 12 market facing brands with over 100 curated investment products (research & software tools)
- 3. Asset-lite Business Model**
  - Minimal capex
  - Ability to scale quickly to maximize ROI
  - Durable cash flows (Adj CFFO of approx. \$100M from 2022 through 3Q 2024)<sup>2</sup>
- 4. Meaningful Scale with Strong Balance Sheet**
  - Annualized Q4 2024 customer Billings of \$222M<sup>3</sup>
  - Approx. \$98M in cash as of December 31, 2024<sup>4</sup>
  - No Debt Outstanding
- 5. Compelling Capital Allocation Strategy**
  - Potential for opportunistic and accretive M&A
  - Track record of returning capital through dividends

<sup>1</sup> Includes active free (free subscribers with whom we've engaged over the past quarter) and Paid Subscribers

<sup>2</sup> Adjusted CFFO is calculated as net cash provided by operating activities plus or minus any non-recurring items (see appendix for reconciliation to the nearest GAAP measure)

<sup>3</sup> Billings represents amounts invoiced to customers. \$222M represents the annualization of our estimated and unaudited 4Q '24 Billings of \$55.4M

<sup>4</sup> Estimated and unaudited

# MarketWise Key Drivers Of Our Success



## POWERFUL CONTENT PLATFORM

- Compelling content fosters relationships between readers and editors, creates customer loyalty and brand goodwill
- Insightful and engaging content drives conversion of users from free to paid subscribers
- Over 50% of '24 Billings came from subscribers who've been with us for 4+ years



## CUSTOMER FOCUS

- Emphasis on developing long-term relationship with the subscriber
- Typical paid subscriber journey includes multiple subscription purchases



## SCALABLE MODEL

- Industry-leading ROI on new customer acquisition
- Upsell to higher ARPU products with almost all of the upsell revenues falling to the bottom line
- Focus on proven formula to launch & scale new products in a low-risk capital way



## DATA / TECHNOLOGY

- Real-time campaign feedback
- Rapid scalability

**ACTIONABLE IDEAS**

**SOFTWARE & TOOLS**

## Fry's Investment Report

### The Bigger the Lie the the Op

"When you lie," he told me. He was right. Prices can seem to high. That's why it pays for an investor to be skeptical. Sometimes prices will list an incredible and outlandish as the price of a half mark the rest and try to make a market where that were. But in the depths of a bear that of stock. They had an accurate indication of a investment portfolio. Like... All of them.

Simply stated, investors have the good news. The compelling investment up Consider a couple of recent selling and that the prices were calculated at that. They were priced for the so allow prices - many of it

### Here's What You Blockchain Dece

Dear reader,

Welcome to our new subscribers. By day early.

If you haven't already, I recommend look at our special reports and Main learning more about reputable exit!

This week, I'm covering **Comcast** (A announcements. And I'm looking at

This week, I'm also explaining why specifically the seemingly infinite is looking for one easy way to do ever that in mind, I'm also looking at wh

Finally, I'm following up on a story

UPDATE

CHAIKIN ANALYTICS

## PowerGauge REPORT

### This Stock Will Soon Be Rated a "BUY" at Every Bank on Wall Street

As Chaikin Analytics, we believe in a "Top-Down Approach" to investing. We'll discuss elements like the strength of the overall market, manage investment risks, and maximize risk and emotional decisions. The most important of all, Chaikin Analytics are based solely on a consistency on what, since it's a trillion business case often to the popularity of this approach.

The Power Gauge starts with a "Big picture" analysis. This means starting point allows investors to make decisions based on overall trends in the market. It begins with looking at the market as a whole, then moves and subscribers, and, finally, drilling down to find the best stocks to invest in.

Especially compared to the conventional, "Bottom-Up Investing," a type of that investing that involves analyzing individual stocks and individual aspects of a company. "Top-Down Investing" is a more strategic approach to individual investments and can help better against risk.

The overall investing starts with understanding the trend of the market. Looking at trends. To determine to invest with the direction of the market, rather than against it. Often the overall market trend can greatly impact the investment of individual stocks.

Think of the global "Big picture" view of the market. This means using the top-down approach to look at the market for over one year, generally using the "Big picture" of the market to get your investment "Trend."

Note that this is a general which direction the market is headed, not

#### ABOUT THE EDITOR:

##### Marc Chaikin

Marc Chaikin is a former Wall Street trader and investment advisor. He has worked for several major financial institutions and has a deep understanding of the market. He is the author of several books on investing and has been featured in various media outlets. He is currently the founder and CEO of Chaikin Analytics.

CHAIKIN ANALYTICS

Power Gauge Report 1/1

TRADESMITH

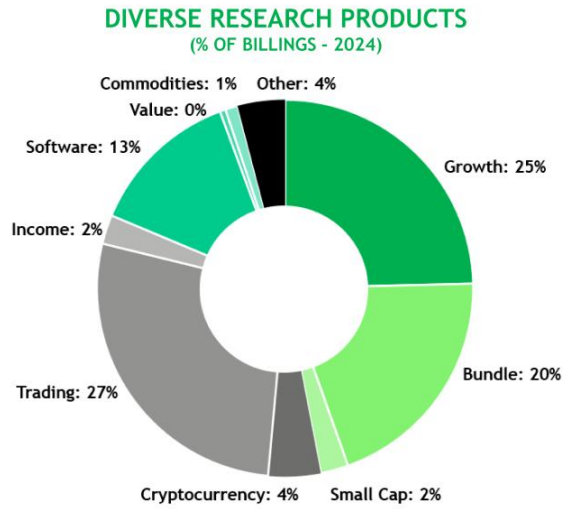


THE ALTIMETER

CHAIKIN ANALYTICS



# MarketWise Diverse Research Portfolio Across Different Asset Classes



- 140+ product offerings at 12/31/24
- Provides a portfolio of investing ideas for self-directed investors
- Breadth of ideas provides relevant content in most market conditions

# MarketWise Provides Diverse, Actionable & Affordable Content

	SOCIAL MEDIA COMMUNITIES	ONLINE TOOLS	ONLINE BROKERS	ONLINE NEWSLETTERS	GENERAL FINANCIAL PUBLICATIONS	SPECIALTY FINANCIAL RESEARCH	INSTITUTIONAL INFO SERVICES	INSTITUTIONAL RESEARCH	MarketWise
ACTIONABLE CONTENT									
DATA & INFO									
DIVERSIFIED PRODUCT OFFERING									
FULL RANGE OF PRICES									
	reddit Stocktwits	yahoo! Finance MarketWatch	Fidelity Robinhood Ameritrade	Seeking Alpha The Motley Fool	BARRONS WSJ <small>Wall Street Journal</small>	M&A ZACKS	Bloomberg FACTSET REUTERS S&P Global Sell Side Platforms Moody's	BCC Research Wall Street Research	

# MarketWise Subscriber Composition

	# OF SUBSCRIBERS <sup>1</sup>	CUMULATIVE LIFETIME SPEND <sup>1</sup>	SELECTED EXAMPLES
<b>Active Free</b> General market commentary, current events - Insightful and educational	3.3M		<ul style="list-style-type: none"> <li>• Stansberry Digest</li> <li>• Whitney Tilson's Daily</li> <li>• Hypergrowth Investing</li> </ul>
<b>Paid</b> Mega Cap equities and basic investment strategies	224K <sup>2</sup>	<\$600	<ul style="list-style-type: none"> <li>• Fry's Investment Report - \$249</li> <li>• Retirement Millionaire - \$199</li> </ul>
<b>High Value</b> More advanced investing strategies - Value Investing, Microcaps, Real Estate, Options, Trading, Cryptocurrencies	156K <sup>2</sup>	\$600-\$5,000	<ul style="list-style-type: none"> <li>• Crypto Capital - \$5,000</li> <li>• Chaikin Power Gauge Investor - \$5,000</li> </ul>
<b>Ultra High Value</b> Product bundles	126K <sup>2</sup>	>\$5,000	<ul style="list-style-type: none"> <li>• Alliance - \$34,000 one-time + \$499 annually</li> <li>• Total Portfolio - \$15,000 one-time + \$499 annually</li> </ul>

1. As of December 31, 2024

2. Number of subscribers indicated correspond with the cumulative lifetime spend to the right (e.g., 224K of the 506K total paid subscribers have less than \$600 of cumulative lifetime spend)



# MarketWise

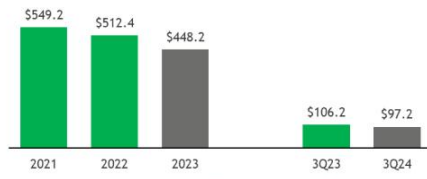
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Financial Summary and Capital  
Structure

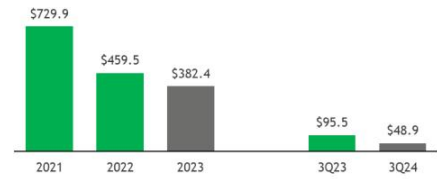


# MarketWise Financial Summary (3Q24)

REVENUE (\$ IN MILLIONS)<sup>1</sup>



BILLINGS (\$ IN MILLIONS)<sup>1,2</sup>



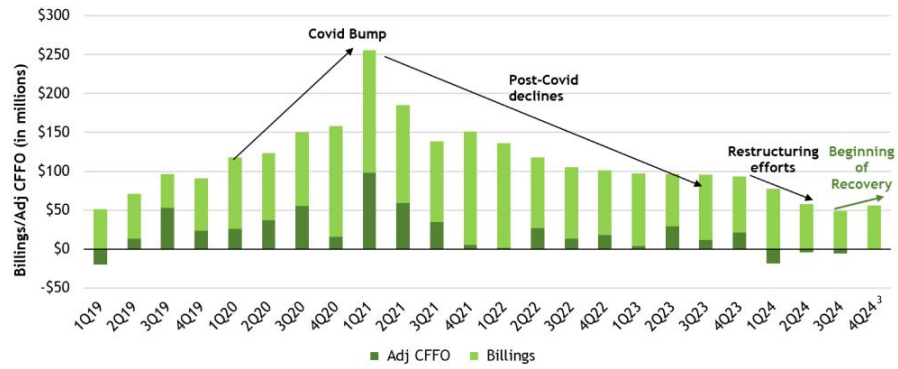
ADJUSTED CFO (\$ IN MILLIONS)<sup>1,3</sup>



- Estimated and unaudited Q4 2024 Billings were approximately \$55m, more than a 10% sequential increase
- Significant difference between Revenue and Billings due to amortization of cash receipts
- Billings decline and restructuring costs led to reduction in CFO

1. Quarterly numbers are unaudited  
 2. Billings represents amounts invoiced to customers  
 3. Adjusted CFO = net cash provided by operating activities plus profits distributions to Class B unitholders included in stock-based compensation expense plus or minus any non-recurring items. Adjusted CFO Margin = Adjusted CFO / Billings.

# MarketWise Recovery in Billings Expected to Result in Higher Adj CFFO<sup>1</sup>



- While Billings have been in decline, cash generation has remained resilient
- Negative cash flow in 2024 largely due to reorganization and restructuring efforts (headcount declined by 145 or 25% year over year)
- Some seasonality in Adjusted CFFO due to timing of compensation and royalty payments

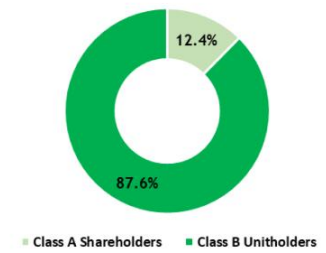
1. Adjusted CFFO is calculated as net cash provided by operating activities plus or minus any non-recurring items  
 2. Billings represents amounts invoiced to customers  
 3. 4Q24 Billings are estimated and unaudited

# MarketWise Capital Structure

As of December 31, 2024

TYPE	SHARES	OWNERSHIP
Class A Shareholders	39,562,797	12.4%
Class B Unitholders	279,890,147	87.6%
<b>Total</b>	<b>319,452,944<sup>1</sup></b>	<b>100.0%</b>
Share Price as of Dec. 31, 2024	\$0.57	
Market Cap as of Dec. 31, 2024	\$182.1M	

Current Ownership



<sup>1</sup> Excludes 24M unvested RSUs that vest over time

MarketWise

Appendix



MarketWise Our Customer-Facing Brands



# MarketWise Income Statement (3Q24)

(\$ in 000's)	3Q23	3Q24 <sup>1</sup>	% Variance		3Q23	3Q24
<b>Total Revenue</b>	<b>106,150</b>	<b>97,186</b>	<b>-8%</b>	<b>Total Revenue</b>	<b>100%</b>	<b>100%</b>
Operating Expenses				Operating Expenses		
Cost of Revenue	13,812	12,902	-7%	Cost of Revenue	13%	13%
Sales and Marketing	52,466	36,644	-30%	Sales and Marketing	49%	38%
General and Administrative	25,005	22,480	-10%	General and Administrative	24%	23%
Research and Development	2,085	2,614	25%	Research and Development	2%	3%
Depreciation and Amortization	1,001	635	-37%	Depreciation and Amortization	1%	1%
Impairment of Intangible Assets	584	-	N/M	Impairment of Intangible Assets	1%	0%
Related Party Expenses	155	9	-94%	Related Party Expenses	0%	0%
Total Operating Expenses	95,108	75,284	-21%	Total Operating Expenses	90%	77%
Income (Loss) from Operations	11,042	21,902	98%	Income (Loss) from Operations	10%	23%
Other Income (Expense), net	182	632	247%	Other Income (Expense), net	0%	1%
Interest Income (Expense), net	1,511	1,185	-22%	Interest Income (Expense), net	1%	1%
<b>Net Income (Loss) Before Income Taxes</b>	<b>12,735</b>	<b>23,719</b>	<b>86%</b>	<b>Net Income (Loss) Before Income Taxes</b>	<b>12%</b>	<b>24%</b>
Income Tax Expense/(Benefit)	691	973	41%	Income Tax Expense	1%	1%
<b>Net Income (Loss)</b>	<b>12,044</b>	<b>22,746</b>	<b>89%</b>	<b>Net Income (Loss)</b>	<b>11%</b>	<b>23%</b>
(\$ in 000's)	3Q23	3Q24 <sup>1</sup>	% Variance	<b>Stock-Based Compensation Line Item Summary</b>	3Q23	3Q24
<b>Stock-Based Compensation Expense</b>				Cost of Revenue	1%	1%
2021 Incentive Award Plan stock-based compensation expense	2,848	3,124	10%	Sales and Marketing	1%	1%
Employee Stock Purchase Plan	84	36	-57%	General and Administrative	2%	1%
Profits interests	643	44	-93%	<b>Total Stock-Based Compensation Expense</b>	<b>3%</b>	<b>3%</b>
<b>Total Stock-Based Compensation Expense</b>	<b>3,575</b>	<b>3,204</b>	<b>-10%</b>			
<b>Stock-Based Compensation Line Item Summary</b>						
Cost of Revenue	688	889	29%			
Sales and Marketing	711	880	24%			
General and Administrative	2,176	1,435	-34%			
<b>Total Stock-Based Compensation Expense</b>	<b>3,575</b>	<b>3,204</b>	<b>-10%</b>			

1. Quarterly results are unaudited

# MarketWise Balance Sheet (as of September 30, 2024)

(\$ in 000's)	Dec 31, 2023 Sep 30, 2024 <sup>1</sup>		(\$ in 000's)	Dec 31, 2023 Sep 30, 2024 <sup>1</sup>	
<b>Assets</b>			<b>Liabilities and Stockholders' Deficit</b>		
Current Assets			Current Liabilities		
Cash and Cash Equivalents	155,174	94,111	Trade and Other Payables	559	2,326
Accounts Receivable	4,528	2,224	Related Party Payables	1,137	1,133
Prepaid Expenses	9,305	8,993	Accrued Expenses	55,041	22,370
Related Party Receivables	5,182	930	Deferred Revenue and Other Contract Liabilities	287,751	229,735
Deferred Contract Acquisition Costs	91,480	64,757	Operating Lease Liabilities	1,446	1,639
Other Current Assets	2,172	1,480	Other Current Liabilities	27,959	26,769
Total Current Assets	267,841	172,495	Total Current Liabilities	373,893	283,972
Property and Equipment, Net	690	567	Long-Term Liabilities - Related Party	-	316
Operating Lease Right-of-Use Assets	7,331	5,801	Deferred Revenue and Other Contract Liabilities, Noncurrent	304,342	233,096
Intangible Assets, Net	6,255	7,687	Related Party Tax Receivable Agreement Liability, Noncurrent	2,151	2,669
Goodwill	31,038	33,560	Other Liabilities, Noncurrent	746	2,313
Deferred Contract Acquisition Costs, Noncurrent	73,420	49,746	Operating Lease Liabilities, Noncurrent	4,366	3,100
Deferred Tax Assets	9,693	8,469	Total Liabilities	685,498	525,466
Other Assets	287	26			
<b>Total Assets</b>	<b>396,555</b>	<b>278,351</b>	Stockholders' Deficit		
			Common Stock - Class A	4	4
			Common Stock - Class B	29	28
			Preferred Stock	-	-
			Additional Paid-In Capital	115,164	101,857
			Accumulated Other Comprehensive Income	65	56
			Accumulated Deficit	(126,343)	(121,422)
			Total Stockholders' Deficit Attributable to MarketWise, Inc.	(11,081)	(19,477)
			Noncontrolling Interest	(277,862)	(227,638)
			Total Stockholders' Deficit	(288,943)	(247,115)
			<b>Total Liabilities and Stockholders' Deficit</b>	<b>396,555</b>	<b>278,351</b>

1. Quarterly results are unaudited



