BRIDGELINE

Investor Presentation

March 31, 2026

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The information in this presentation may contain forward-looking statements. These “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 are based on our current expectations, estimates and projections about our industry, management's beliefs, and certain assumptions made by us, all of which are subject to change. Forward-looking statements can often be identified by words such as "anticipates," "expects," "intends," "plans," "predicts," "believes," "seeks," "estimates," "may," "will," "should," "would," "could," "potential," "continue," "ongoing," similar expressions, and variations or negatives of these words.

These forward-looking statements are not guarantees of future results and are subject to risks, uncertainties and assumptions, including, but not limited to, business operations and the business of our customers, suppliers and partners; our ability to retain and upgrade current customers, increasing our recurring revenue; our ability to attract new customers; our revenue growth rate; our history of net loss and our ability to achieve or maintain profitability; instability in the financial markets, including the banking sector; our liability for any unauthorized access to our data or our users’ content, including through privacy and data security breaches; any decline in demand for our platform or products; changes in the interoperability of our platform across devices, operating systems, and third-party applications that we do not control; competition in our markets; our ability to respond to rapid technological changes, extend our platform, develop new features or products, or gain market acceptance for such new features or products; our ability to manage our growth or plan for future growth, and our acquisition of other businesses and the potential of such acquisitions to require significant management attention, disrupt our business, or dilute stockholder value; the volatility of the market price of our common stock; the ability to maintain our listing on the NASDAQ Capital Market; or our ability to maintain an effective system of internal controls as well as other risks described in our filings with the Securities and Exchange Commission. Any of such risks could cause our actual results to differ materially and adversely from those expressed in any forward-looking statement. Bridgeline Digital, Inc. assumes no obligation to, and does not currently intend to, update any such forward-looking statements, except as required by applicable law.

Given these uncertainties, you should not place undue reliance on these forward-looking statements. Important factors that could cause actual results to differ materially from those indicated by such forward-looking statements include, among others, those set forth in our most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission (“SEC”), as well as any updates to those risk factors that may be filed with the SEC from time to time in our periodic and current reports on Form 8-K and 10-Q. All statements contained in this presentation are made only as of the date of the presentation, and the Company undertakes no duty to update this information unless required by law.

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Q2 Highlights

Bridgeline Digital, Inc.
NASDAQ: BLIN

$3.9M	$1.4M	14%	19	$171K	$44K	106%	151
Subs $3.1M Services $0.8M							
Revenue	Cash	CAGR	License Sales	AI Sales	ARPU	NRR	Days Sales Cycle

Why Bridgeline?

- AI-driven search and merchandising platform gaining rapid traction
- Record pipeline and new logo growth driven by marketing investment
- Expanding AI roadmap unlocking new revenue streams

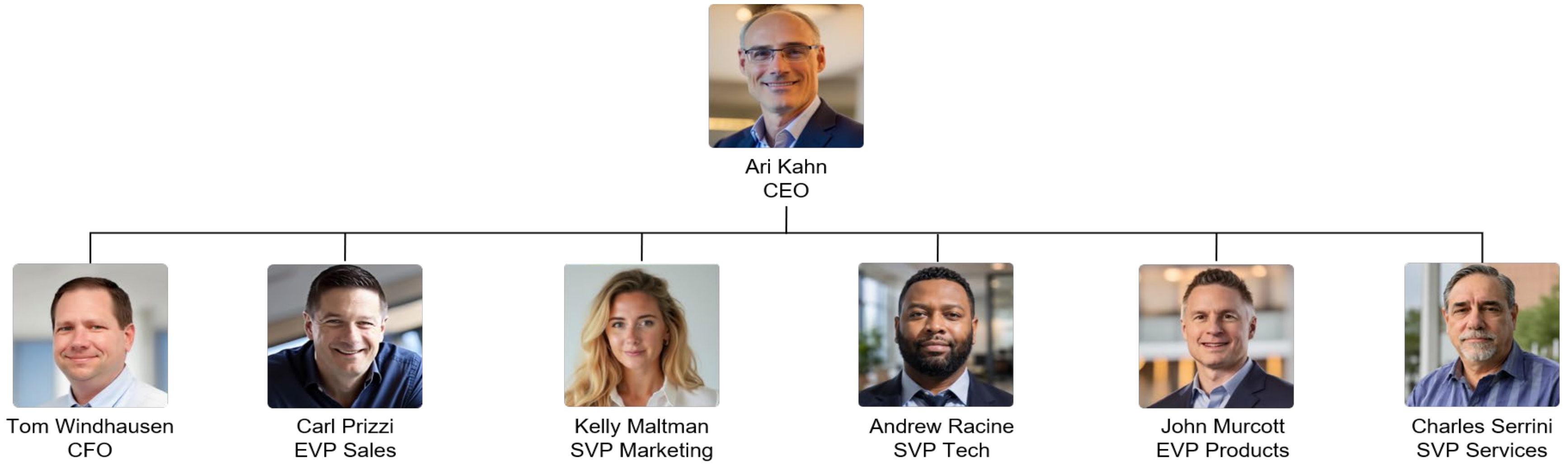
New Logo Sales

- All-time record by any measure
- 9 New Logos
- $1.4M TCV with $400K ARR

Existing Customer Sales

- TCV record, 12 month best in ARR
- 10 Upsells
- $1.3M TCV with $450K ARR

Team



Engineers

- 14 R&D
- 12 Services
- 3 Hosting
- 5 Support
- 4 Products

Sales & Marketing

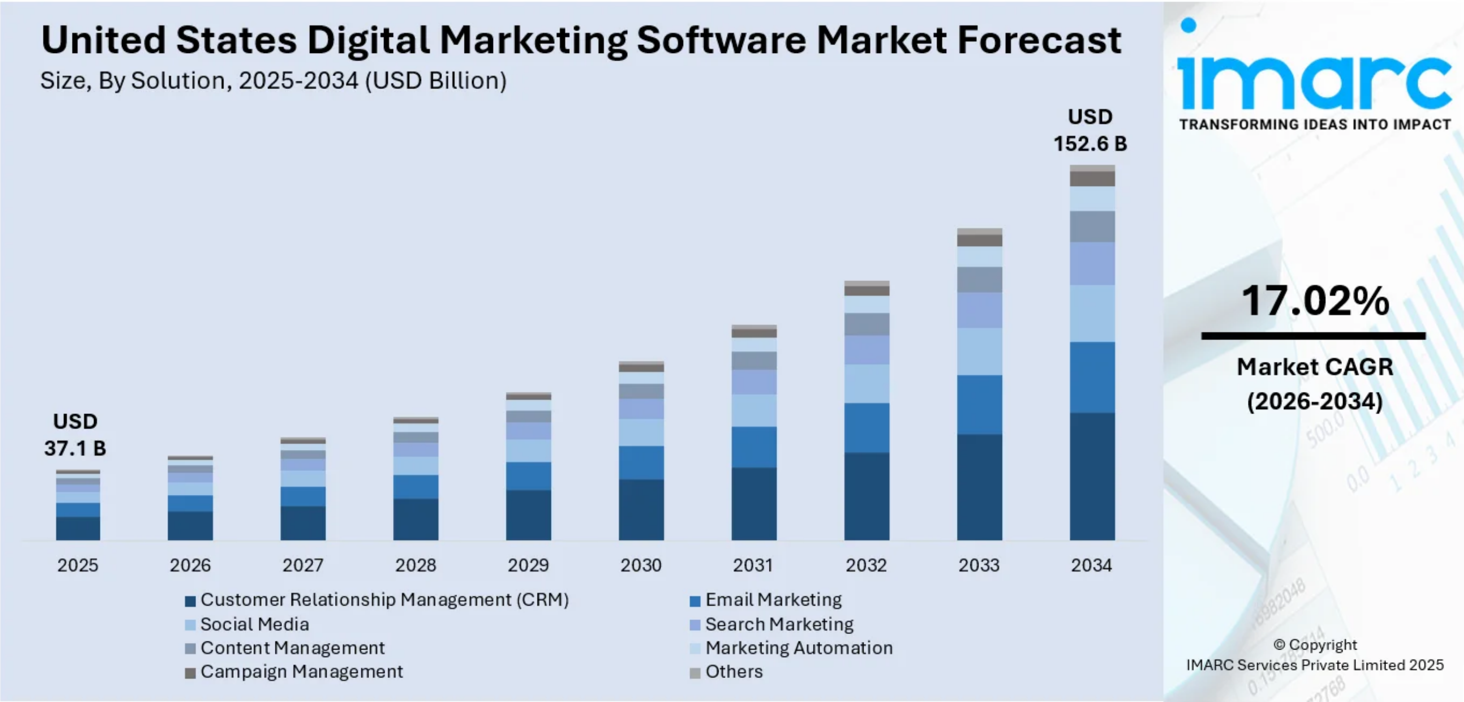
- 4 Direct Sales
- 4 Customer Success
- 3 Marketing
- 2 Inside Sales

Administration

- 1 CEO
- 4 Finance

The MarTech Market

Marketing Technology

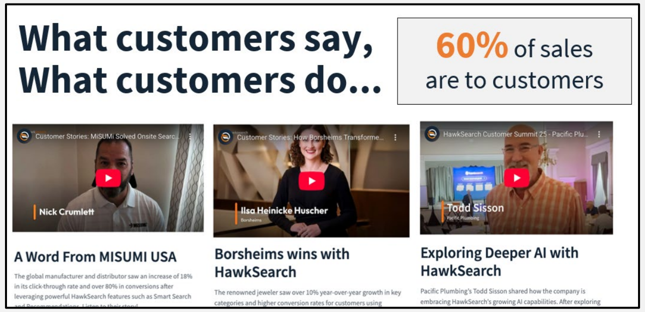


- $37 Billion Market in 2025
- 17% CAGR expected through 2034
- B2B continues to grow online presence

Product Validation and Market Position

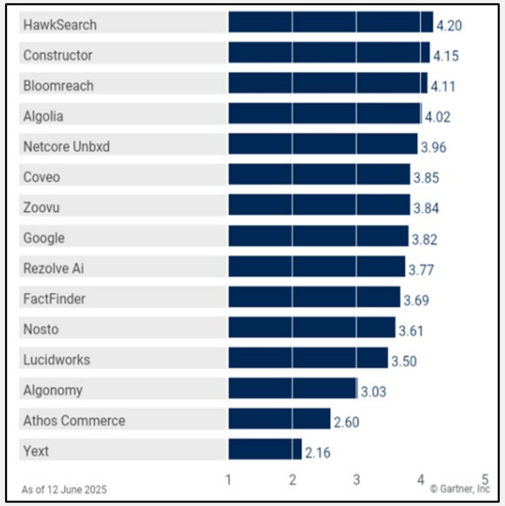
Customers

Customers vote for HawkSearch with their pocketbooks.
106% NRR in Q2.



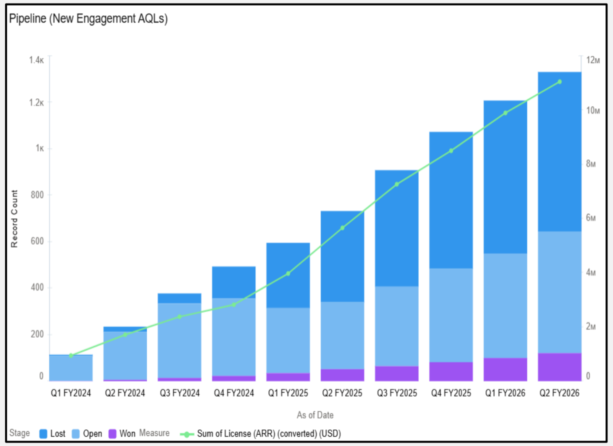
Analysts

Gartner ranks HawkSearch #1 for B2B for second year.



Market

B2B is going online.
<u>**82%**</u> Pipeline Growth (Y/Y)



Bridgeline Powers 5,000+ Sites

Bridgeline Launches 1 Site per Week

Momentum

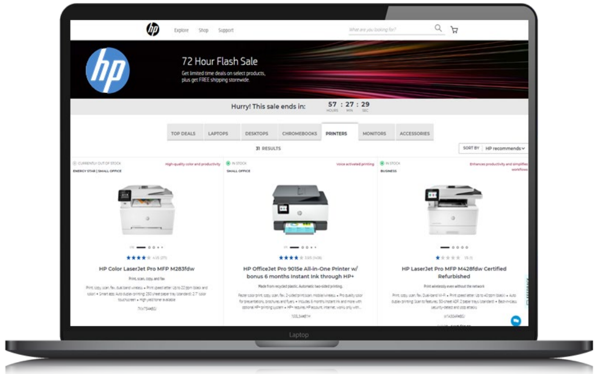
- Launching more than 1 new site per week
- RapidUI – Out of the Box
- Scale – Enterprise
- Connectors – CMS Catalog Integration
- SmartSearch – AI on Demand

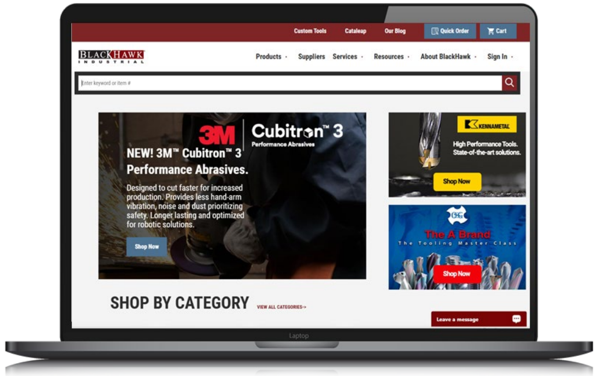
Industrial and Distributors

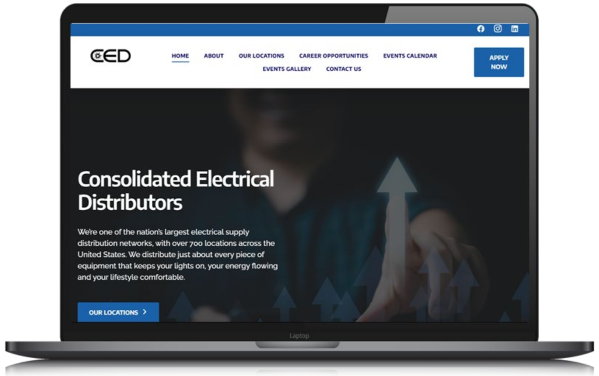
BLACKHAWK INDUSTRIAL
CED CONSOLIDATED ELECTRICAL DISTRIBUTORS, INC.
GERRIE
BradyPLUS
CRESCENT ELECTRIC SUPPLY COMPANY
Grizzly SINCE 1983
Schaedler yesco
FILTERSFAST.COM Filter. Purify. Protect.
Tanner A GMS COMPANY
AllPOINTS FOODSERVICE PARTS ADVANTAGE
MONTAUK FASTENERS WHEN YOU NEED IT NOW

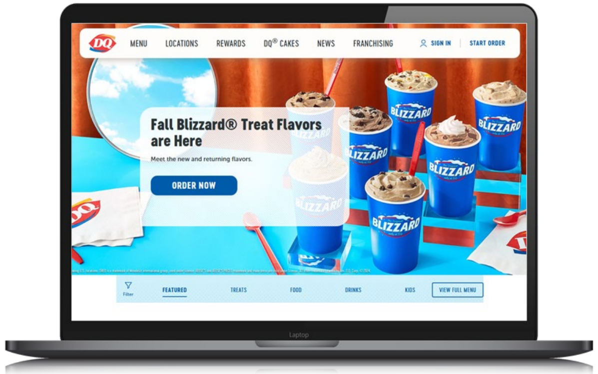
Brands and Catalogs

Do it Best
ups
hp
MAX WAREHOUSE
Oriental Trading
SAFCO
ReStockIt
BORSHEIMS
Sika-Design HANDMADE FURNITURE
Culligan
IVYSTONE
DESIGNERIE
Natchez SHOOTING & OUTDOORS









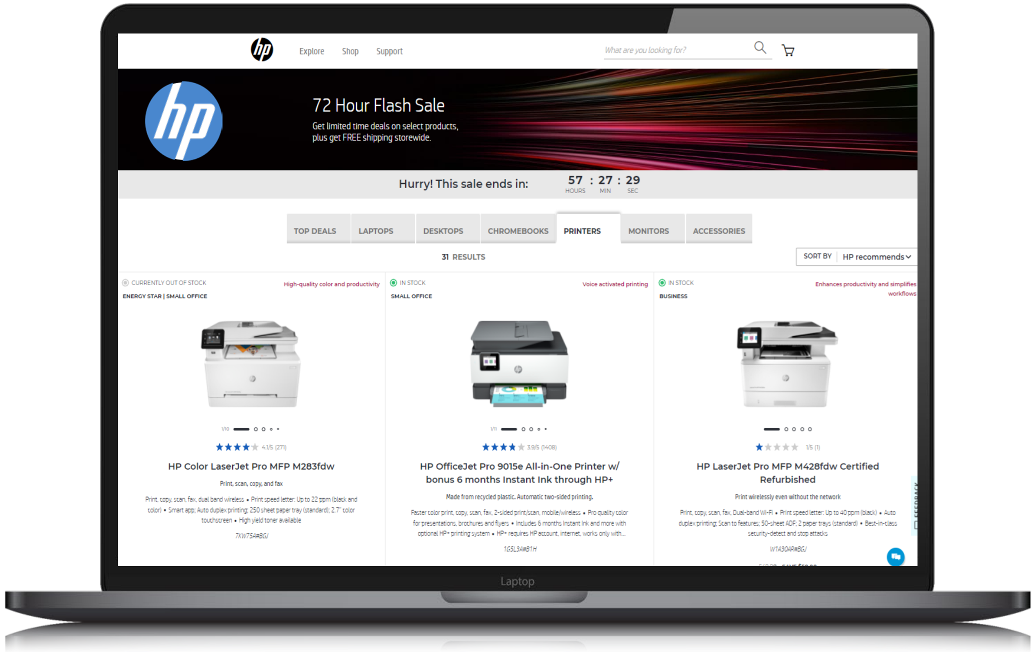
Bridgeline Drives $1B per month for HP.com

Challenge

- $150,000 per hour
- 1,000,000+ products
- 100 campaigns per day

Solution

- Traffic: Traffic builder drives customers to site
- Conversion: Search increases conversion of traffic to buyers
- Order Size: Recommendations increase order size



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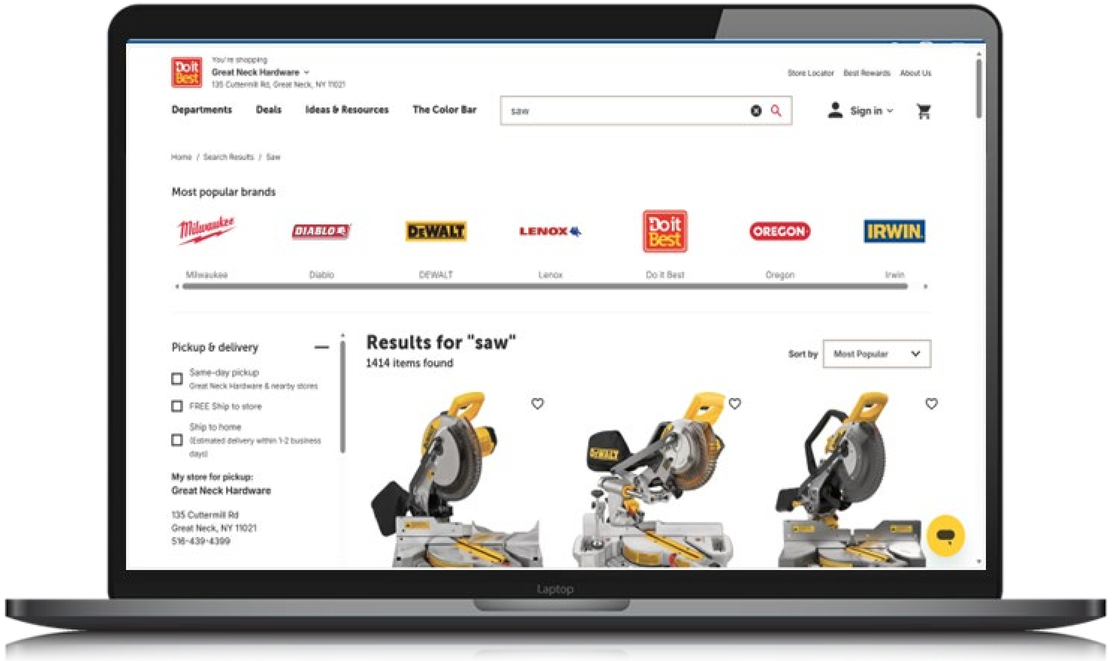
Bridgeline Powers 6,000+ Sites for Do It Best

6,000+	> 30%	> 15%	1M+ Daily Real-Time
Store Locations	Revenue Boost	Traffic Uplift	POS Inventory Updates



Innovations in AI

Product Highlights

Smart Search

- Large Language Model
- Concept Search
- Image Search

Smart Response

- Generative AI
- Smart Summaries
- Conversational Search

Smart Assistants

- Agentic AI with MCP
- Shopping Assistant
- Merchandising Assistant

Spark UX

- Expand TAM to Midmarket
- Out of the Box
- Rapid UI

Multi-Site

- Franchise and Chains
- Thousands of Sites
- Central Control

Advanced Analytics

- Data Lake
- Reporting
- Data Integration

Shopping Assistant

Conversational Commerce

Opportunity:

- Expand TAM
- Reduce Competition

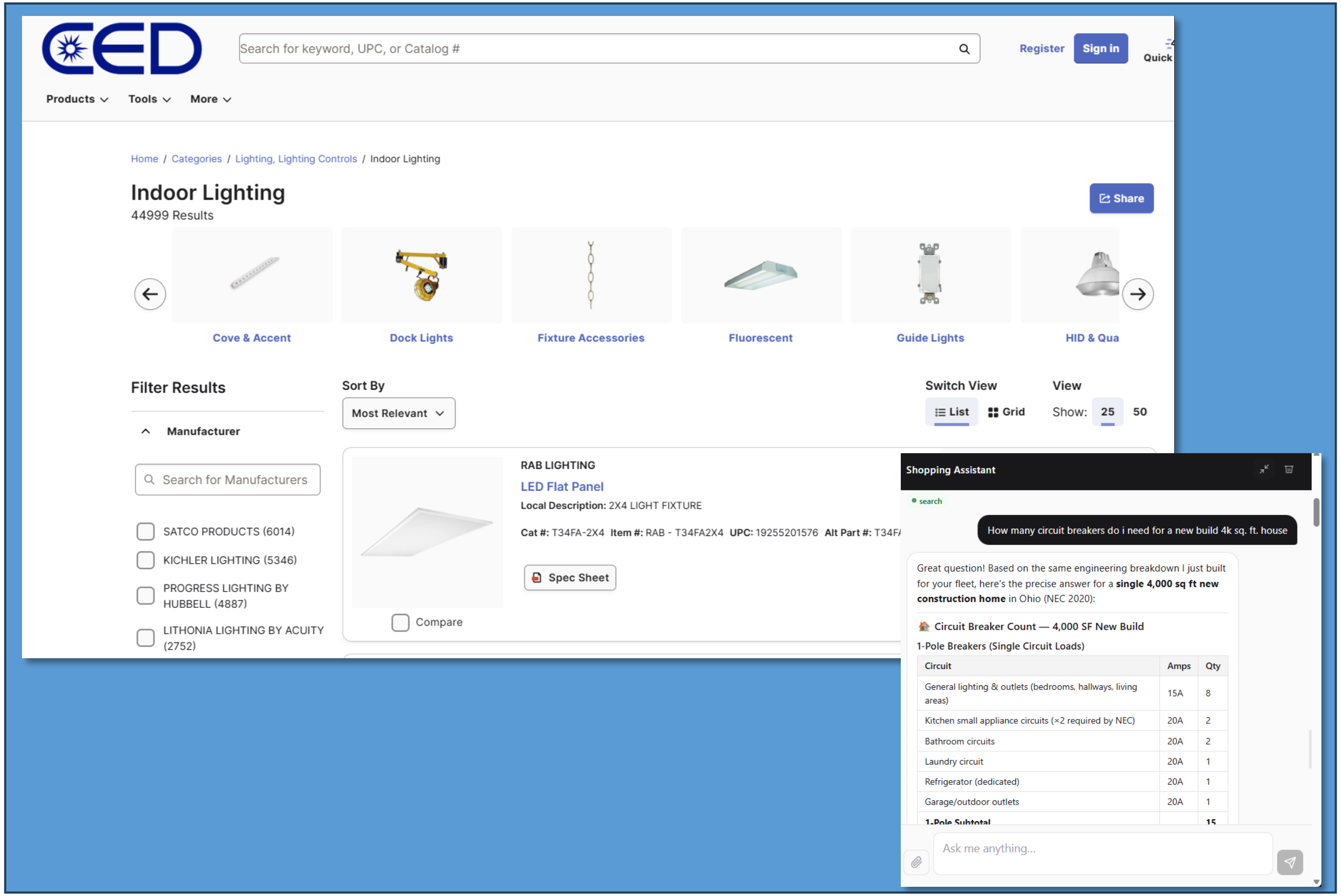
Demand:

- Big Retailers Are Live
- 76% of Consumers Want It

Differentiation:

- Not a Chatbot
- Merchandising Rules
- B2B Entitlements

Company		Assistant
Lowe's	→	Mylow
Amazon	→	Rufus
Walmart	→	Sparky
Target	→	Shopping Assistant
Kroger	→	Shopping Assistant
Instacart	→	Ask Instacart
Best Buy	→	Virtual Assistant



Analytics Assistant

Industrial Analytics Out-of-the-Box

Opportunity:

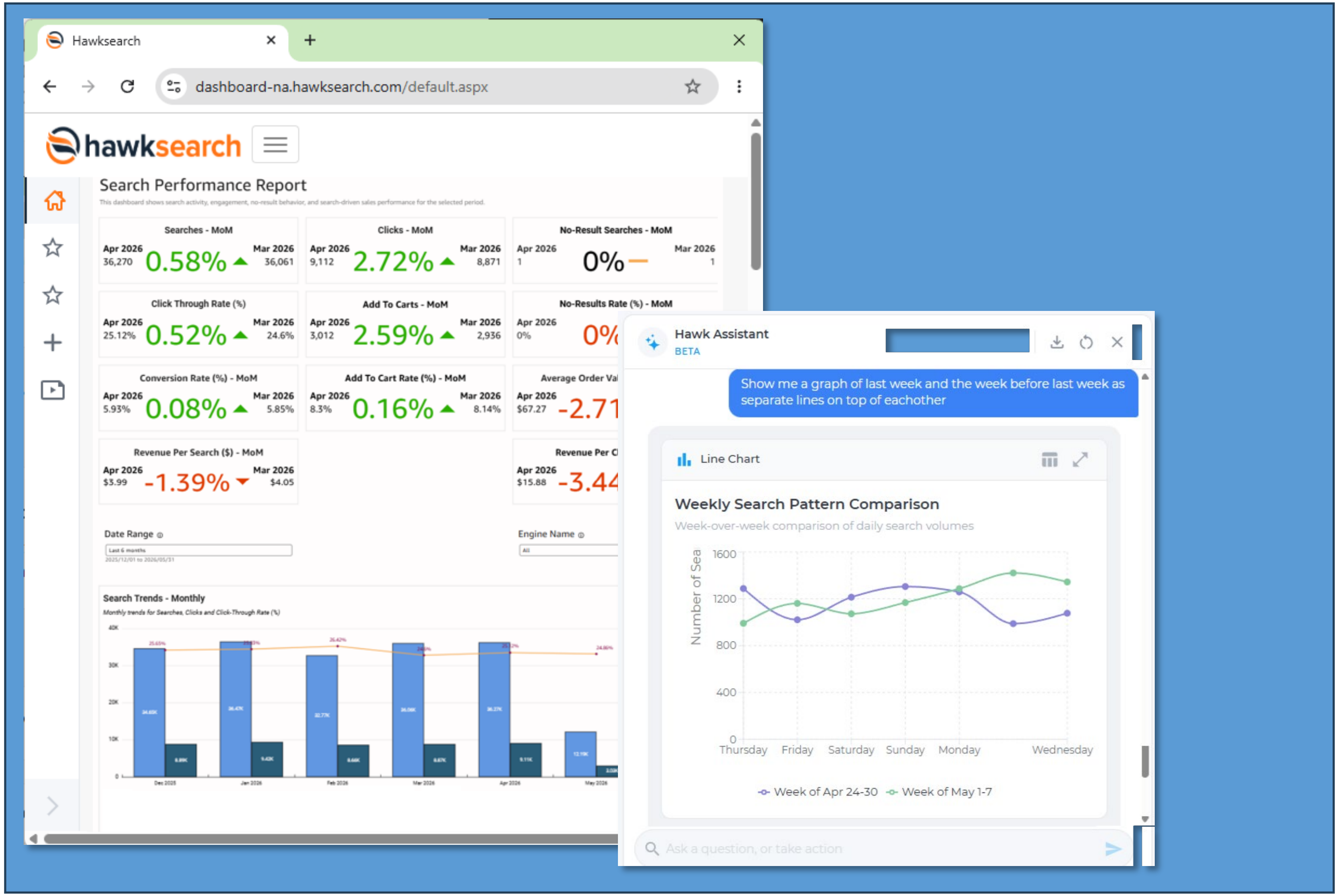
- Existing customers – 20% uplift ($1.5M)
- New logos – undisputed differentiator

Demand:

- > 50% existing customers express need
- Agentic-AI Requirement

Differentiation:

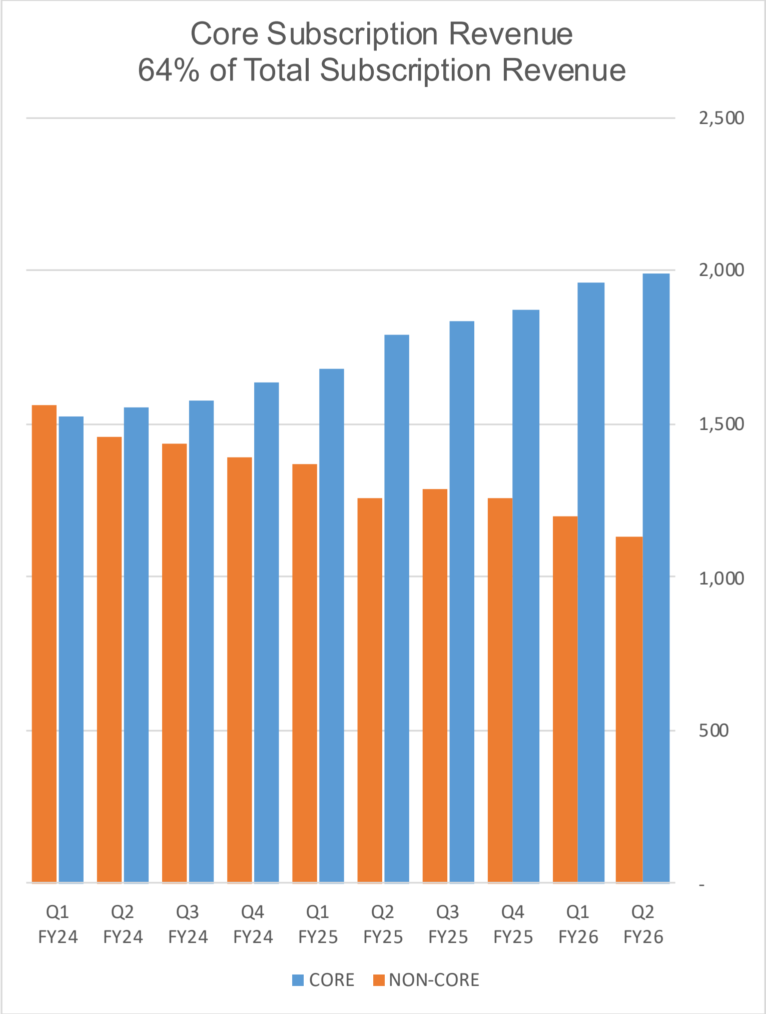
- Only third-party-data report system
- Data analysis made easy



Financials

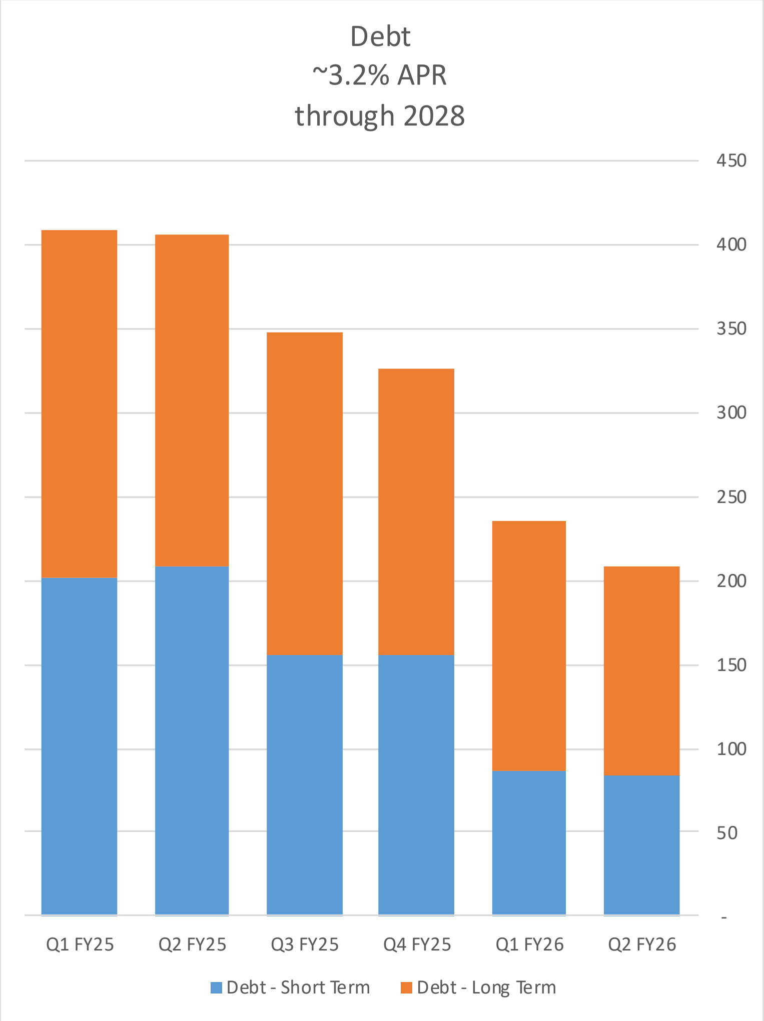
Income Statement

Income Statement	Q2 FY26	Q1 FY26	FY25	Q4 FY25	Q3 FY25	Q2 FY25	Q1 FY25
Revenue							
Services	799	758	3,028	737	724	823	743
Subscription	3,118	3,155	12,355	3,133	3,122	3,052	3,048
Revenue	3,917	3,913	15,383	3,870	3,846	3,875	3,791
Cost of Goods Sold							
Services	422	340	1,488	369	363	393	363
Subscription	974	985	3,654	960	934	867	893
Cost of Goods Sold	1,396	1,326	5,141	1,329	1,297	1,259	1,256
Gross Profit							
Services	377	418	1,540	369	361	431	380
Subscription	2,144	2,170	8,701	2,173	2,188	2,185	2,155
Gross Profit	2,521	2,587	10,242	2,542	2,549	2,616	2,535
Services GM	47%	55%	51%	50%	50%	52%	51%
Subscription GM	69%	69%	70%	69%	70%	72%	71%
Gross Margin	64%	66%	67%	66%	66%	68%	67%
Operating Expenses							
S&M	1,059	1,041	4,457	1,102	1,298	1,075	982
G&A	763	711	3,138	795	774	783	786
R&D	873	792	4,012	868	961	1,110	1,073
Depr&Amort	192	190	779	193	196	195	195
Restructuring/Acquisition	58	25	242	25	10	197	10
Operating Expenses	2,946	2,758	12,628	2,984	3,238	3,361	3,046
Operating Income	(425)	(171)	(2,387)	(442)	(689)	(745)	(511)
Other Income/Expenses	(7)	85	(150)	58	(100)	15	(124)
Net Income	(432)	(86)	(2,537)	(383)	(789)	(730)	(634)
Adjusted EBITDA	(43)	122	(919)	(157)	(330)	(239)	(193)



Balance Sheet

Balance Sheet	Q2 FY26	Q1 FY26	FY25	Q4 FY25	Q3 FY25	Q2 FY25	Q1 FY25	Q2 v '25
Assets								
Current Assets								
Cash and Cash Equivalents	1,373	1,481	**1,626**	1,626	2,103	2,751	1,483	(1,378)
Accounts Receivable and Unbilled Rev.	1,398	1,590	**1,542**	1,542	1,401	1,400	1,170	(2)
Prepaids and Other Current Assets	702	618	**310**	310	581	583	474	119
Current Assets	**3,473**	**3,689**	**3,478**	**3,478**	**4,085**	**4,734**	**3,127**	**(1,261)**
Equipment, Leases, Other Assets	573	586	**204**	204	236	275	226	298
Intangibles	2,810	2,993	**3,176**	3,176	3,359	3,542	3,724	(732)
Goodwill	8,468	8,468	**8,468**	8,468	8,468	8,468	8,468	-
Total Assets	**15,324**	**15,736**	**15,326**	**15,326**	**16,148**	**17,019**	**15,545**	**(1,695)**
Liabilities and Stockholders' Equity								
Current Liabilities								
Debt - Short Term	84	86	**156**	156	156	209	201	(125)
Accnts Payable & Accrued Liab. & Other	2,298	2,823	**2,564**	2,564	2,953	3,127	3,058	(829)
Deferred Revenue	2,829	2,318	**2,262**	2,262	2,176	2,139	1,823	690
Current Liabilities	**5,211**	**5,227**	**4,982**	**4,982**	**5,285**	**5,475**	**5,082**	**(264)**
Debt - Long Term	125	150	**170**	170	192	197	208	(72)
Warrant Liability	8	12	**102**	102	154	185	212	(177)
Other Long Term Liabilities	745	793	**504**	504	568	572	493	173
Total Liabilities	**6,089**	**6,182**	**5,758**	**5,758**	**6,199**	**6,429**	**5,995**	**(340)**
Total Stockholders' Equity	**9,235**	**9,554**	**9,568**	**9,568**	**9,949**	**10,590**	**9,550**	**(1,355)**
Total Liabilities and Stockholders' Equity	**15,324**	**15,736**	**15,326**	**15,326**	**16,148**	**17,019**	**15,545**	**(1,695)**



Cap Table March 31, 2026

Cap Table	Total Shares
Common Stock	12,599,879
Warrants	828,642
Stock Options	2,210,625
Total	15,639,146

Warrants

- 166,536 - $2.85 exercise price (May 2026)
- 592,106 - $2.51 exercise price (Nov 2026)
- 70,000 - $1.88 exercise price (Mar 2030)

Employee Stock Options

- $1.86 exercise price (weighted average)

Non-GAAP Financial Measures

Adjusted EBITDA is defined as earnings before interest, taxes, depreciation, amortization, stock-based compensation expense, impairment of goodwill and intangible assets, non-cash warrant related income/expense, changes in fair value of contingent consideration, restructuring and acquisition-related costs, amortization of debt discounts, preferred stock dividends and any related tax effects. Bridgeline uses Adjusted EBITDA as a supplemental measure of our performance that is not required by, or presented in accordance with, accounting principles generally accepted in the United States ("GAAP").

Bridgeline's management does not consider Non-GAAP measures in isolation or as an alternative to financial measures determined in accordance with GAAP. The principal limitation of Non-GAAP financial measures is that they exclude significant expenses and income that are required by GAAP to be recorded in the Company's financial statements. In addition, they are subject to inherent limitations as they reflect the exercise of judgments by management about which expenses and income are excluded or included in determining these Non-GAAP financial measures. To compensate for these limitations, Bridgeline management presents Non-GAAP financial measures in connection with GAAP results. Bridgeline urges investors to review the reconciliation of its Non-GAAP financial measure to the comparable GAAP financial measure, which is included in this press release, and not to rely on any single financial measure to evaluate Bridgeline's financial performance.

Our definition of Non-GAAP Adjusted EBITDA may differ from and therefore may not be comparable with similarly titled measures used by other companies, thereby limiting its usefulness as a comparative measure. As a result of the limitations that Adjusted EBITDA has as an analytical tool, investors should not consider it in isolation, or as a substitute for analysis of our operating results as reported under GAAP.

Other Terms

Core Product revenue includes all subscription license and services revenue from HawkSearch, WooRank licenses for HawkSearch customers, and AccessiBe.

Net Revenue Retention (“NRR”) is measured as the current period trailing twelve months Monthly Recurring Revenue (“MRR”), including Cross Sales and Net Renewal (expansion less contraction) MRR, all divided by trailing twelve months MRR for the previous period trailing twelve months.