

# BRIDGELINE

Investor Presentation

June 30, 2026

|     |       |
|-----|-------|
| AIU | 1.822 |
| EJK | 3.680 |
| HPL | 1.042 |
| KEE | 485   |
| NAH | 8.569 |
| QOP | 6.602 |
| TIK | 890   |
| WAG | 6.280 |
| AHD | 2.436 |

|        |       |        |        |        |        |
|--------|-------|--------|--------|--------|--------|
| HJA    | WWE   | PLD    | EER    | QRT    | OPY    |
| 20,369 | 890   | 6,350  | 10,985 | 665    | 6,800  |
| (+586) | (-28) | (-200) | (+580) | (-15)  | (-115) |
| WAG    | MJB   | BON    | NFR    | UGH    | OMJ    |
| 2,542  | 2,689 | 7,654  | 6,522  | 1,632  | 3,652  |
| (+158) | (+35) | (+169) | (+122) | (-54)  | (+182) |
| QMN    | MMI   | UIT    | KLM    | CCX    | EMH    |
| 5,211  | 7,100 | 7,150  | 782    | 1,901  | 3,280  |
| (+158) | (-60) | (+180) | (+74)  | (+101) | (-120) |
| WFF    | HJM   | QLC    | LSD    | SDH    | GHS    |
| 713    | 1,974 | 3,033  | 421    | 4,207  | 12,420 |

# Safe Harbor Statement

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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# Q3 Highlights

Bridgeline Digital, Inc.  
NASDAQ: BLIN

**\$3.9M**

Subs \$3.1M  
Services \$0.8M

Revenue

**\$1.5M**

Cash

**14%**

Core CAGR

**\$1.7M**

# Licenses 19  
ARR \$370K

Sales

**\$43K**

AI Sales (ARR)

**\$23K**

ARPU

**106%**

NRR

**178**

Days Sales Cycle

## Why Bridgeline?

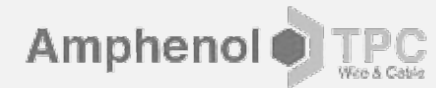
- AI-driven search and merchandising platform gaining rapid traction
- Record pipeline and new logo growth driven by marketing investment
- Expanding AI roadmap unlocking new revenue streams

## New Logo Sales

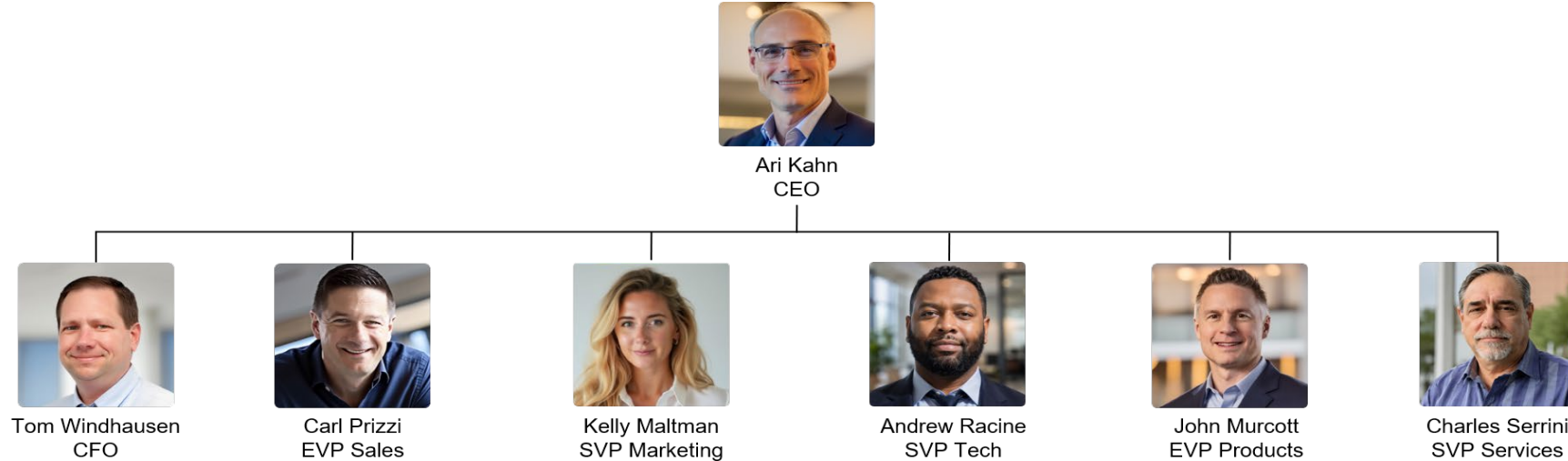
- 9 New Logos
- \$1.7M TCV with \$370K ARR

## Existing Customer Sales

- 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

38



10



8

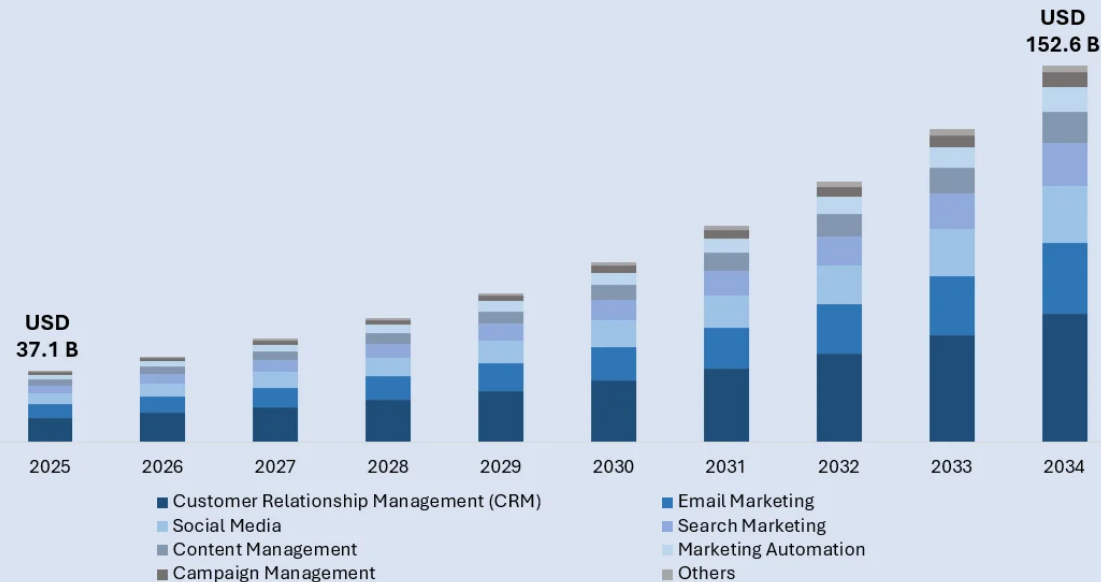


# The MarTech Market

# Marketing Technology

## United States Digital Marketing Software Market Forecast

Size, By Solution, 2025-2034 (USD Billion)



**imarc**  
TRANSFORMING IDEAS INTO IMPACT

**17.02%**

Market CAGR  
(2026-2034)

© Copyright  
IMARC Services Private Limited 2025



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

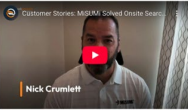
# Product Validation and Market Position

## Customers

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

**What customers say,  
What customers do...**

**60%** of sales  
are to customers



**A Word From MISUMI USA**  
The global manufacturer and distributor saw an increase of 18% in its click-through rate and over 80% in conversion after leveraging powerful HawkSearch features such as Smart Search.



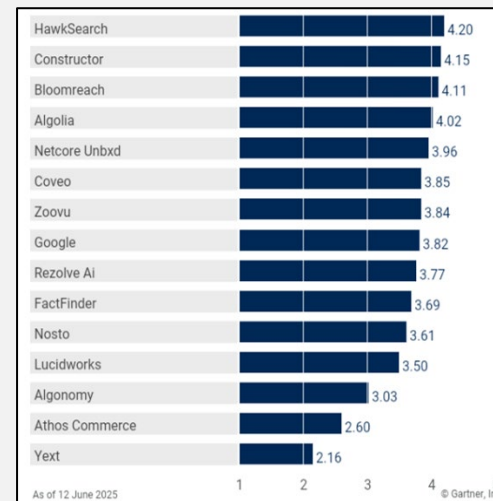
**Borsheims wins with HawkSearch**  
The renowned jeweler saw over 10% year-over-year growth in key categories and further conversion rates for customers using HawkSearch.



**Exploring Deeper AI with HawkSearch**  
Pacific Plumbing's Todd Sisson shared how the company is embracing HawkSearch's growing AI capabilities, after exploring HawkSearch's growing AI capabilities.

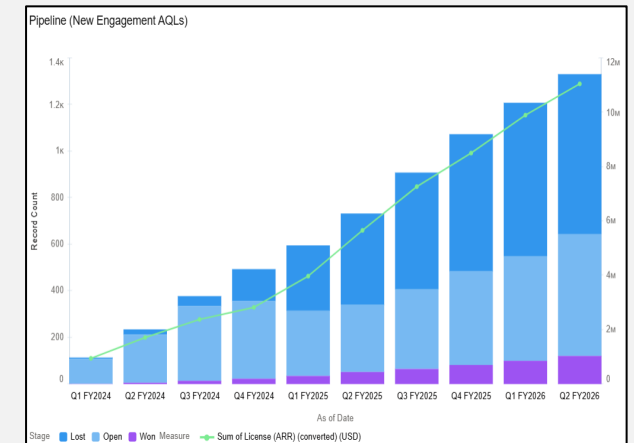
## Analysts

Gartner ranks HawkSearch  
#1 for B2B for second year.



## Market

B2B is going online.  
**79%** Pipeline Growth (Y/Y)



# Bridgeline Powers 5,000+ Sites



Culligan



Oriental Trading



Schaedler  
yesco



INTERLIGHT  
InterlightUS.com



ALLPOINTS  
FOODSERVICE PARTS ADVANTAGE



ReStockIt



Aramisco  
A FAMILY OF COMPANIES



SBP  
SPECIALTY BUILDING PRODUCTS



BLACKHAWK  
INDUSTRIAL



MONTAUK  
FASTENERS  
WHEN YOU NEED IT NOW



Tacoma Screw™



WeatherTech®



DESIGNERIE  
BRIDGELINE

Sika·Design®  
HANDMADE FURNITURE



IVYSTONE

TECHO—BLOC

SAFCO®

# 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

GERRIE

BradyPLUS

Grizzly  
SINCE 1983

FILTERSFAST.COM  
Filter. Purify. Protect.

AIPOINTS  
FOODSERVICE PARTS ADVANTAGE

CED  
CONSOLIDATED ELECTRICAL DISTRIBUTORS, INC.

CRESCENT  
ELECTRIC  
SUPPLY COMPANY

Schaedler  
yesco

Tanner  
A GMS COMPANY

MONTAUK  
FASTENERS  
WHEN YOU NEED IT NOW

## Brands and Catalogs

Do it  
Best

MAX  
WAREHOUSE

SAFCO

BORSHEIMS

Culligan

DESIGNERIE

ups

hp

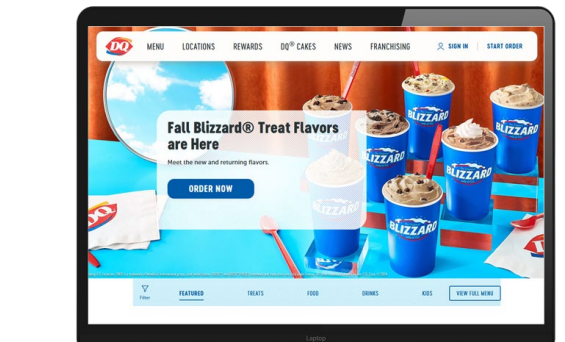
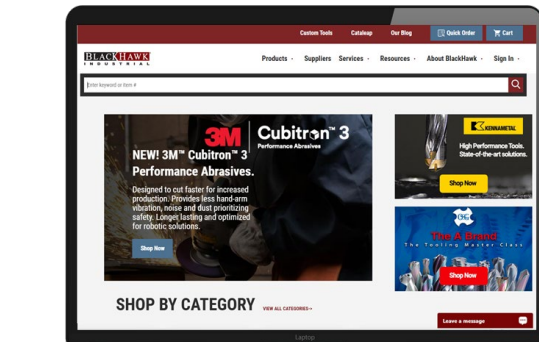
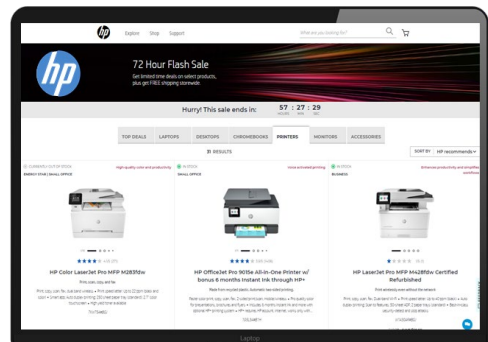
Oriental Trading

ReStockIt

Sika·Design  
HANDMADE FURNITURE

IVYSTONE

Natchez  
SHOOTING & OUTDOORS



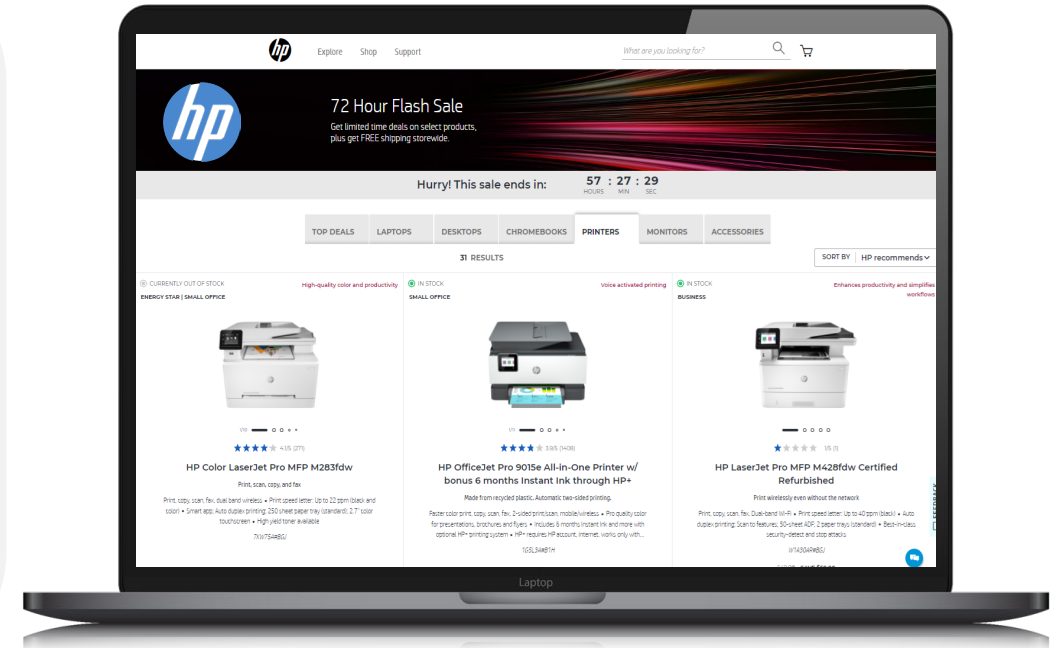
# Bridgeline **Drives** \$1B per month for HP.com

## 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



# Bridgeline Powers 6,000+ Sites for Do It Best

6,000+

Store Locations

> 30%

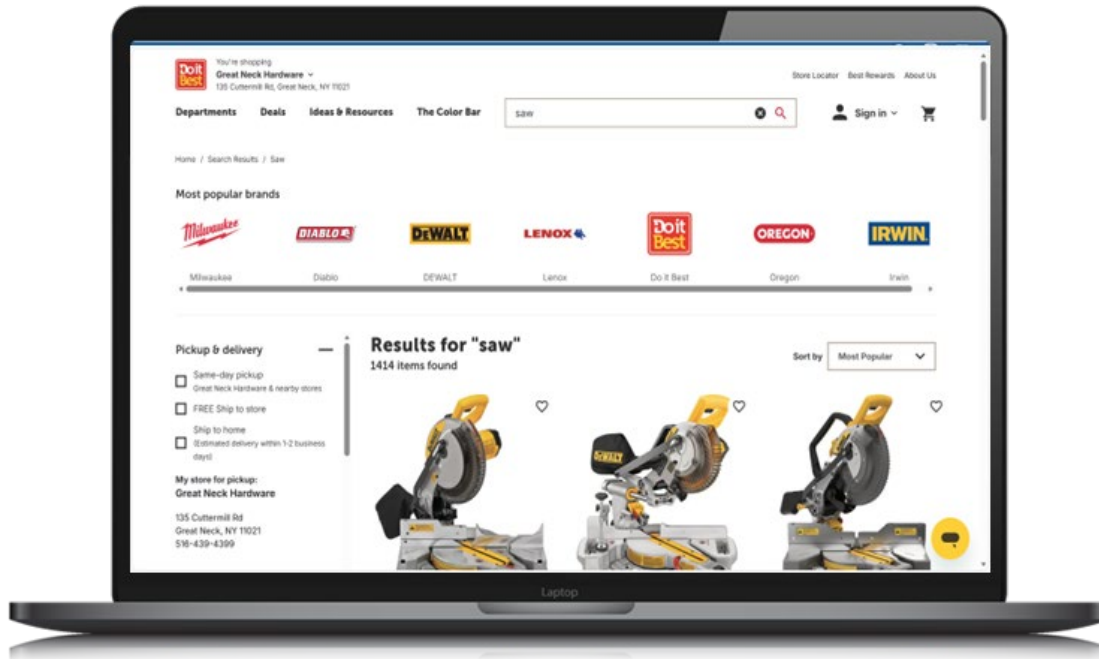
Revenue Boost

> 15%

Traffic Uplift

1M+  
Daily Real-Time

POS Inventory  
Updates



# Innovations in AI

# Product Highlights

## Smart Search

- Large Language Model
- Concept Search
- Image Search

## Spark UX

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

## Smart Response

- Generative AI
- Smart Summaries
- Conversational Search

## Multi-Site

- Franchise and Chains
- Thousands of Sites
- Central Control

## Smart Assistants

- Agentic AI with MCP
- Shopping Assistant
- Merchandising Assistant

## 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  |

The screenshot displays the CED website's 'Indoor Lighting' category page. The page features a search bar at the top, navigation links for 'Products', 'Tools', and 'More', and a breadcrumb trail: 'Home / Categories / Lighting, Lighting Controls / Indoor Lighting'. The main heading is 'Indoor Lighting' with '44999 Results'. Below this is a carousel of product categories: 'Cove & Accent', 'Dock Lights', 'Fixture Accessories', 'Fluorescent', 'Guide Lights', and 'HID & Qua'. A 'Filter Results' section on the left allows filtering by 'Manufacturer' with a search bar and a list of manufacturers: SATCO PRODUCTS (6014), KICHLER LIGHTING (5346), PROGRESS LIGHTING BY HUBBELL (4887), and LITHONIA LIGHTING BY ACUITY (2752). A 'Sort By' dropdown is set to 'Most Relevant'. A 'Switch View' section shows 'List' and 'Grid' options, with 'Show: 25' and '50' options. A 'Compare' checkbox is visible. A 'Shopping Assistant' overlay is present in the bottom right corner, displaying a search query: 'How many circuit breakers do i need for a new build 4k sq. ft. house'. The assistant provides a detailed answer: 'Great question! Based on the same engineering breakdown I just built for your fleet, here's the precise answer for a single 4,000 sq ft new construction home in Ohio (NEC 2020):'. It then shows a table titled 'Circuit Breaker Count — 4,000 SF New Build' with columns for 'Circuit', 'Amps', and 'Qty'. The table lists various circuits and their corresponding amperage and quantities.

| Circuit                                                       | Amps | Qty       |
|---------------------------------------------------------------|------|-----------|
| General lighting & outlets (bedrooms, hallways, living areas) | 15A  | 8         |
| Kitchen small appliance circuits (x2 required by NEC)         | 20A  | 2         |
| Bathroom circuits                                             | 20A  | 2         |
| Laundry circuit                                               | 20A  | 1         |
| Refrigerator (dedicated)                                      | 20A  | 1         |
| Garage/outdoor outlets                                        | 20A  | 1         |
| <b>1-Pole Subtotal</b>                                        |      | <b>15</b> |

# Analytics Assistant

## Industrial Analytics Out-of-the-Box

### Opportunity:

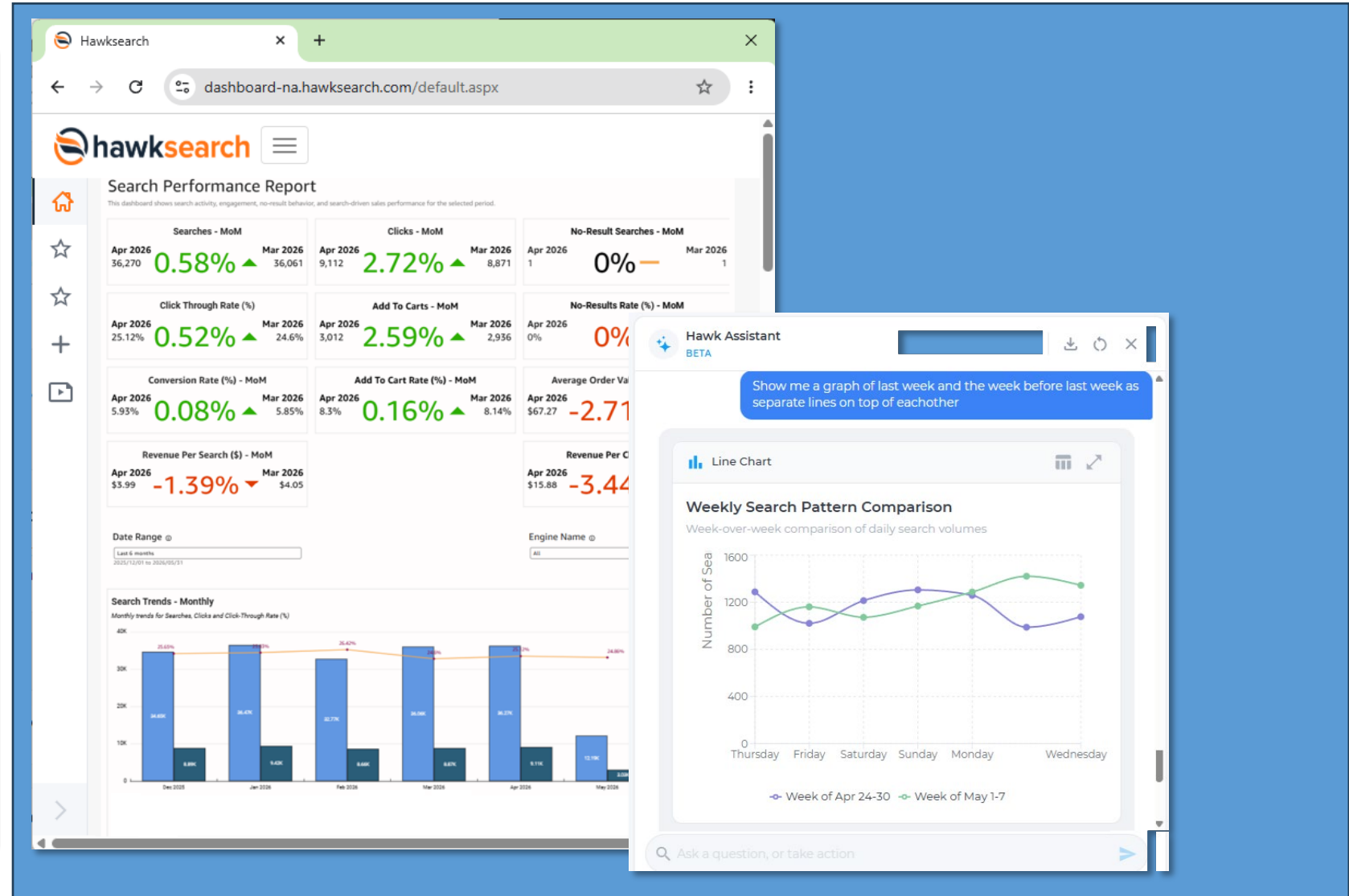
- Existing customers – 20% uplift (\$1.5M)
- New logos – undisputed differentiator

### Demand:

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

### Differentiation:

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

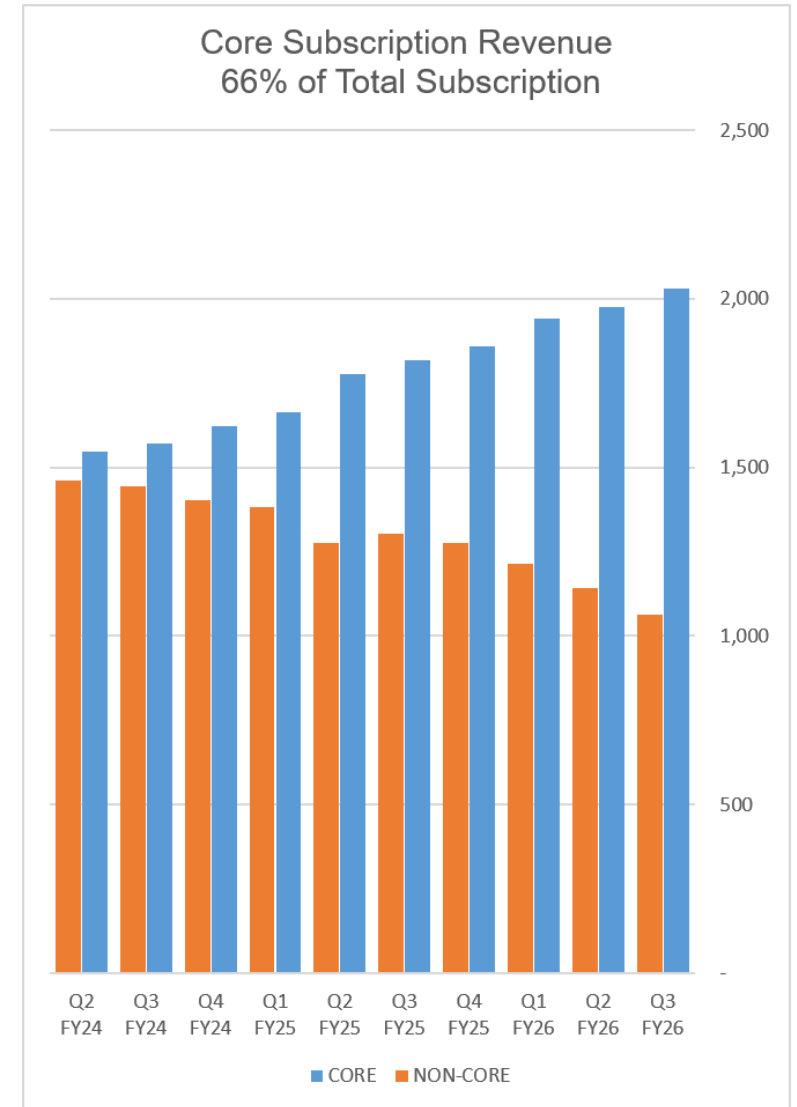


# Financials

# Income Statement

| Income Statement             | Q3 FY26      | Q2 FY26      | Q1 FY26      |
|------------------------------|--------------|--------------|--------------|
| <b>Revenue</b>               |              |              |              |
| Services                     | 827          | 799          | 758          |
| Subscription                 | 3,095        | 3,118        | 3,155        |
| <b>Revenue</b>               | <b>3,922</b> | <b>3,917</b> | <b>3,913</b> |
| <b>Cost of Goods Sold</b>    |              |              |              |
| Services                     | 441          | 422          | 340          |
| Subscription                 | 952          | 974          | 985          |
| <b>Cost of Goods Sold</b>    | <b>1,394</b> | <b>1,396</b> | <b>1,326</b> |
| <b>Gross Profit</b>          |              |              |              |
| Services                     | 386          | 377          | 418          |
| Subscription                 | 2,142        | 2,144        | 2,170        |
| <b>Gross Profit</b>          | <b>2,528</b> | <b>2,521</b> | <b>2,587</b> |
| Services GM                  | 47%          | 47%          | 55%          |
| Subscription GM              | 69%          | 69%          | 69%          |
| Gross Margin                 | 64%          | 64%          | 66%          |
| <b>Operating Expenses</b>    |              |              |              |
| S&M                          | 1,044        | 1,059        | 1,041        |
| G&A                          | 771          | 763          | 711          |
| R&D                          | 936          | 873          | 792          |
| Depr&Amort                   | 179          | 192          | 190          |
| Restructuring/Acquisition    | 68           | 58           | 25           |
| <b>Operating Expenses</b>    | <b>2,999</b> | <b>2,946</b> | <b>2,758</b> |
| <b>Operating Income</b>      | <b>(471)</b> | <b>(425)</b> | <b>(171)</b> |
| <b>Other Income/Expenses</b> | <b>3</b>     | <b>(7)</b>   | <b>85</b>    |
| <b>Net Income</b>            | <b>(468)</b> | <b>(432)</b> | <b>(86)</b>  |
| <b>Adjusted EBITDA</b>       | <b>(103)</b> | <b>(43)</b>  | <b>122</b>   |

| FY25           | Q4 FY25      | Q3 FY25      | Q2 FY25      | Q1 FY25      |
|----------------|--------------|--------------|--------------|--------------|
| <b>3,028</b>   | 737          | 724          | 823          | 743          |
| <b>12,355</b>  | 3,133        | 3,122        | 3,052        | 3,048        |
| <b>15,383</b>  | <b>3,870</b> | <b>3,846</b> | <b>3,875</b> | <b>3,791</b> |
| <b>1,488</b>   | 369          | 363          | 393          | 363          |
| <b>3,654</b>   | 960          | 934          | 867          | 893          |
| <b>5,141</b>   | <b>1,329</b> | <b>1,297</b> | <b>1,259</b> | <b>1,256</b> |
| <b>1,540</b>   | 369          | 361          | 431          | 380          |
| <b>8,701</b>   | 2,173        | 2,188        | 2,185        | 2,155        |
| <b>10,242</b>  | <b>2,542</b> | <b>2,549</b> | <b>2,616</b> | <b>2,535</b> |
| <b>51%</b>     | 50%          | 50%          | 52%          | 51%          |
| <b>70%</b>     | 69%          | 70%          | 72%          | 71%          |
| <b>67%</b>     | 66%          | 66%          | 68%          | 67%          |
| <b>4,457</b>   | 1,102        | 1,298        | 1,075        | 982          |
| <b>3,138</b>   | 795          | 774          | 783          | 786          |
| <b>4,012</b>   | 868          | 961          | 1,110        | 1,073        |
| <b>779</b>     | 193          | 196          | 195          | 195          |
| <b>242</b>     | 25           | 10           | 197          | 10           |
| <b>12,628</b>  | 2,984        | 3,238        | 3,361        | 3,046        |
| <b>(2,387)</b> | <b>(442)</b> | <b>(689)</b> | <b>(745)</b> | <b>(511)</b> |
| <b>(150)</b>   | 58           | (100)        | 15           | (124)        |
| <b>(2,537)</b> | <b>(383)</b> | <b>(789)</b> | <b>(730)</b> | <b>(634)</b> |
| <b>(919)</b>   | <b>(157)</b> | <b>(330)</b> | <b>(239)</b> | <b>(193)</b> |



# Balance Sheet

| Balance Sheet                                     | Q3 FY26       | Q2 FY26       | Q1 FY26       |
|---------------------------------------------------|---------------|---------------|---------------|
| <b>Assets</b>                                     |               |               |               |
| Current Assets                                    |               |               |               |
| Cash and Cash Equivalents                         | 1,465         | 1,373         | 1,481         |
| Accounts Receivable and Unbilled Rev.             | 1,245         | 1,398         | 1,590         |
| Prepays and Other Current Assets                  | 544           | 702           | 618           |
| <b>Current Assets</b>                             | <b>3,254</b>  | <b>3,473</b>  | <b>3,689</b>  |
| Equipment, Leases, Other Assets                   | 962           | 573           | 586           |
| Intangibles                                       | 2,642         | 2,810         | 2,993         |
| Goodwill                                          | 8,468         | 8,468         | 8,468         |
| <b>Total Assets</b>                               | <b>15,326</b> | <b>15,324</b> | <b>15,736</b> |
|                                                   |               |               |               |
| <b>Liabilities and Stockholders' Equity</b>       |               |               |               |
| <b>Current Liabilities</b>                        | <b>5,325</b>  | <b>5,211</b>  | <b>5,227</b>  |
| Debt - Long Term                                  | 104           | 125           | 150           |
| Warrant Liability                                 | 6             | 8             | 12            |
| Other Long Term Liabilities                       | 998           | 745           | 793           |
| <b>Total Liabilities</b>                          | <b>6,433</b>  | <b>6,089</b>  | <b>6,182</b>  |
|                                                   |               |               |               |
| <b>Total Stockholders' Equity</b>                 | <b>8,893</b>  | <b>9,235</b>  | <b>9,554</b>  |
| <b>Total Liabilities and Stockholders' Equity</b> | <b>15,326</b> | <b>15,324</b> | <b>15,736</b> |

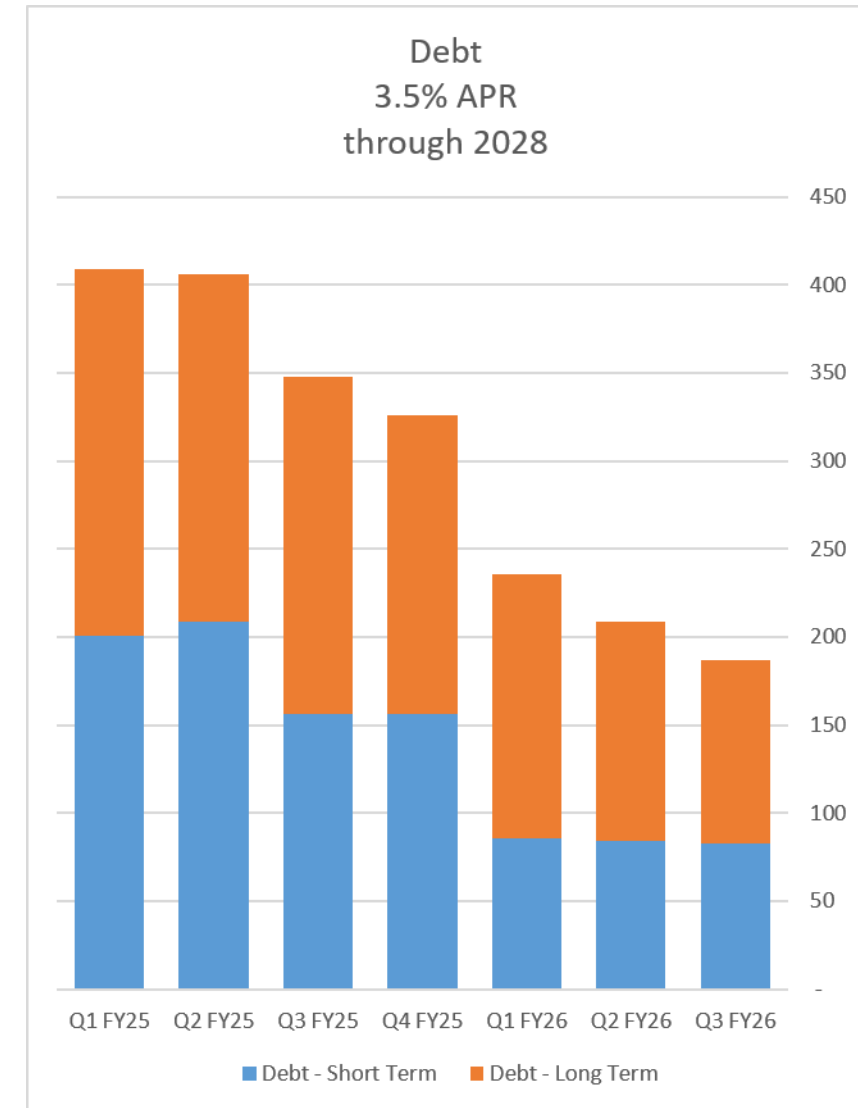
|                        |    |    |    |
|------------------------|----|----|----|
| Days Sales Outstanding | 68 | 71 | 79 |
|------------------------|----|----|----|

|          |    |       |       |
|----------|----|-------|-------|
| Net Cash | 92 | (108) | (145) |
|----------|----|-------|-------|

| FY25          | Q4 FY25       | Q3 FY25       | Q2 FY25       | Q1 FY25       |
|---------------|---------------|---------------|---------------|---------------|
|               |               |               |               |               |
| <b>1,626</b>  | 1,626         | 2,103         | 2,751         | 1,483         |
| <b>1,542</b>  | 1,542         | 1,401         | 1,400         | 1,170         |
| <b>310</b>    | 310           | 581           | 583           | 474           |
| <b>3,478</b>  | <b>3,478</b>  | <b>4,085</b>  | <b>4,734</b>  | <b>3,127</b>  |
| <b>204</b>    | 204           | 236           | 275           | 226           |
| <b>3,176</b>  | 3,176         | 3,359         | 3,542         | 3,724         |
| <b>8,468</b>  | 8,468         | 8,468         | 8,468         | 8,468         |
| <b>15,326</b> | <b>15,326</b> | <b>16,148</b> | <b>17,019</b> | <b>15,545</b> |
|               |               |               |               |               |
| <b>4,982</b>  | <b>4,982</b>  | <b>5,285</b>  | <b>5,475</b>  | <b>5,082</b>  |
| <b>170</b>    | 170           | 192           | 197           | 208           |
| <b>102</b>    | 102           | 154           | 185           | 212           |
| <b>504</b>    | 504           | 568           | 572           | 493           |
| <b>5,758</b>  | <b>5,758</b>  | <b>6,199</b>  | <b>6,429</b>  | <b>5,995</b>  |
|               |               |               |               |               |
| <b>9,568</b>  | <b>9,568</b>  | <b>9,949</b>  | <b>10,590</b> | <b>9,550</b>  |
| <b>15,326</b> | <b>15,326</b> | <b>16,148</b> | <b>17,019</b> | <b>15,545</b> |

|    |    |    |    |    |
|----|----|----|----|----|
| 67 | 72 | 79 | 62 | 56 |
|----|----|----|----|----|

|     |       |       |       |    |
|-----|-------|-------|-------|----|
| 236 | (477) | (648) | 1,268 | 93 |
|-----|-------|-------|-------|----|



# Cap Table March 31, 2026

| Cap Table     | Total Shares |
|---------------|--------------|
| Common Stock  | 12,599,879   |
| Warrants      | 662,106      |
| Stock Options | 2,137,289    |
| Total         | 15,399,274   |

## Warrants

- 592,106 - \$2.51 exercise price (Nov 2026)
- 70,000 - \$1.88 exercise price (Mar 2030)

## Employee Stock Options

- \$1.89 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.