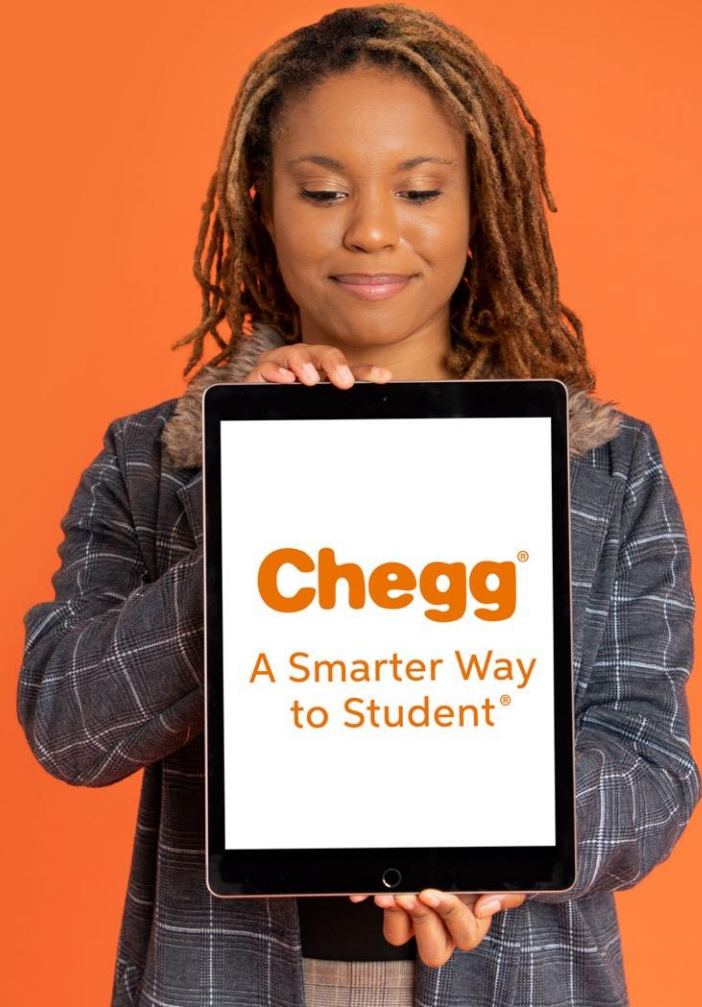


Q1-21 Investor Presentation

May 3, 2021



Safe Harbor Statement



Forward-Looking Statements

This presentation contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements relate to expectations, beliefs, projections, future plans and strategies, anticipated events or trends and similar expressions concerning matters that are not historical facts. In some cases you can identify forward-looking statements by references to future periods and use of terminology such “plan,” “outlook,” “non-GAAP,” “will,” “expect,” “anticipate,” “guidance,” “as if,” “transition,” or similar words or phrases which are predictions of or indicate future events or trends and which do not relate solely to historical matters. These forward-looking statements include, without limitation Chegg’s positioning to capture market opportunity, Chegg’s global academic market opportunity, Chegg’s belief that 102 million students could potentially benefit from Chegg, the non-GAAP presentations of Chegg’s results of operations, and all statements about Chegg’s financial outlook. These statements are not guarantees of future performance, and are based on management’s expectations as of the date of this presentation and assumptions that are inherently subject to uncertainties, risks and changes in circumstances that are difficult to predict. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to differ materially from any future results, performance or achievements. Important factors that could cause actual results to differ materially from those expressed or implied by these forward-looking statements include the following: the effects of the COVID-19 pandemic on our business and the economy generally; to attract new students, which have an inherently high rate of turnover primarily due to graduation; changes in search engine methodologies that modify Chegg’s search result page rankings, resulting in decreased student engagement on our website; competition in aspects of our business, and Chegg expects such competition to increase; Chegg’s ability to maintain its services and systems without interruption, including as a result of technical issues or cybersecurity threats; third-party payment processing risks; the rate of adoption of Chegg’s offerings; mobile app stores and mobile operating systems making our apps and mobile website available to students and to grow our user base and increase their engagement; the effect and integration of Chegg’s acquisition of Imagine Easy Solutions, Cogeon, WriteLab, StudyBlue, Thinkful and Mathway; Chegg’s ability to expand internationally; Chegg’s ability to strategically take advantage of new opportunities; competitive developments, including pricing pressures and other services targeting students; Chegg’s ability to build and expand its services

offerings; Chegg’s ability to develop new products and services on a cost-effective basis and to integrate acquired businesses and assets; the impact of seasonality on the business; Chegg’s brand and reputation; the outcome of any current litigation; Chegg’s ability to effectively control operating costs; changes in Chegg’s addressable market; regulatory changes, in particular concerning privacy and marketing; any significant disruptions related to cybersecurity or cyber-attacks; changes in the education market, including as a result of COVID-19; and general economic, political and industry conditions. All information provided in this presentation and in the conference call is as of the date hereof and Chegg undertakes no duty to update this information except as required by law. These and other important risk factors are described more fully in documents filed with the Securities and Exchange Commission, including Chegg’s Annual Report on Form 10-K for the year ended December 31, 2020 filed with the Securities and Exchange Commission on February 21, 2021, and could cause actual results to vary from expectations.

Use of Non-GAAP Measures In addition to financial results presented in accordance with generally accepted accounting principles (GAAP), this presentation includes certain non-GAAP financial measures of financial performance, including adjusted EBITDA and non-GAAP Required Materials revenues. These non-GAAP financial measures are in addition to, and not a substitute for or superior to, measures of financial performance prepared in accordance with GAAP, and may be different from non-GAAP financial measures used by other companies. In addition, these non-GAAP measures have limitations in that they do not reflect all of the amounts associated with Chegg’s results of operations as determined in accordance with GAAP. Reconciliations of these non-GAAP financial measures to the most directly comparable financial measures, are contained in the Appendix to this presentation.

**We put learners
first.**

**We strive to improve the overall return on investment in education
by helping learners learn more in less time and at a lower cost.**

Our mission is to help every learner achieve their best, in school and beyond.

Investment Highlights



- Leading Direct-To-Student Connected Learning Platform
- Large Addressable Market in Early Stages of International Growth with Compelling Market Trends
- High Growth and High Margin Model
- Competitive Moat Given Brand, Reach, Data and Proprietary Content

Chegg at a Glance⁽¹⁾



6.6 Million

CHEGG SERVICES
SUBSCRIBERS

67%

CHEGG SERVICES SUBSCRIBERS
Y/Y GROWTH

~19 Million

CHEGG PLATFORM UNIQUE VISITORS IN AN
AVERAGE MONTH

57%

CHEGG SERVICES
Y/Y REVENUE GROWTH

32%

ADJUSTED EBITDA
MARGIN⁽²⁾

VOTED 2021 FORTUNE'S BEST

Small and Medium Workplaces in Technology
Small and Medium Workplaces in the Bay Area

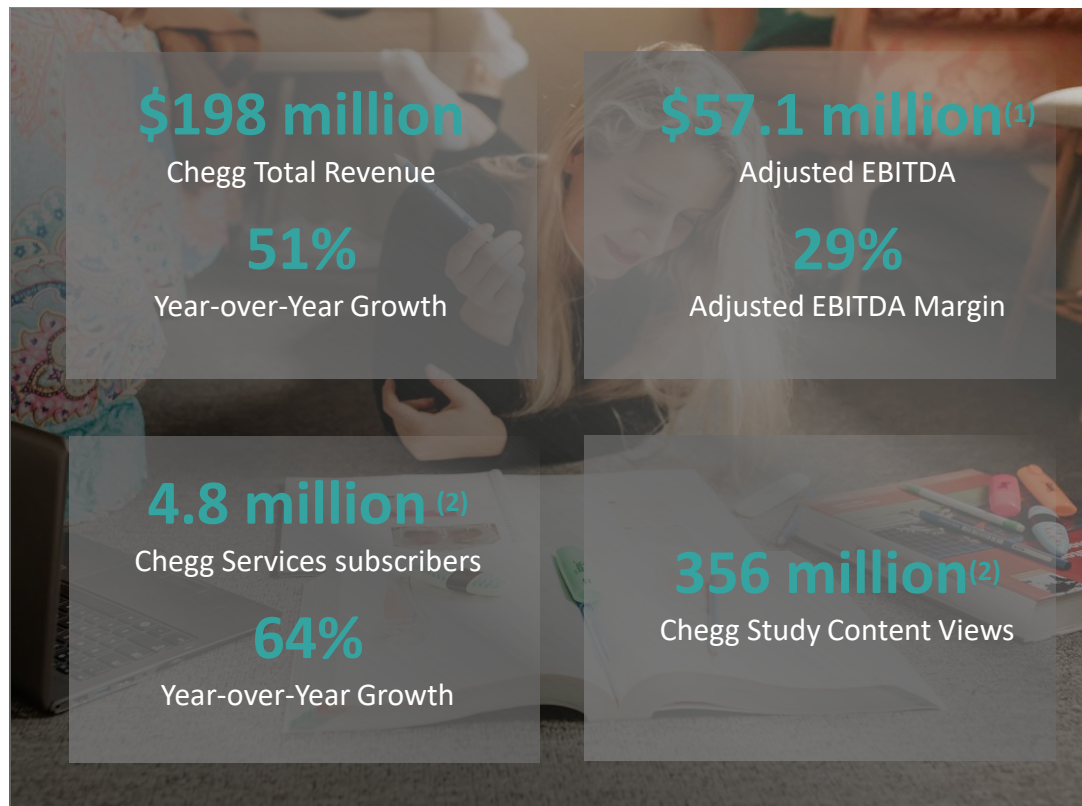
VOTED 2021 COMPARABLY'S BEST

Best Company Outlook
Best Global Culture
+ six other Comparably awards

1. All amounts shown are for FY20 and are based on Company internal data

2. Adjusted EBITDA is a non-GAAP financial measure. See Appendix for reconciliation to GAAP.

Q1 – 21 Highlights



Today's Learners Face More Pressure Than Ever

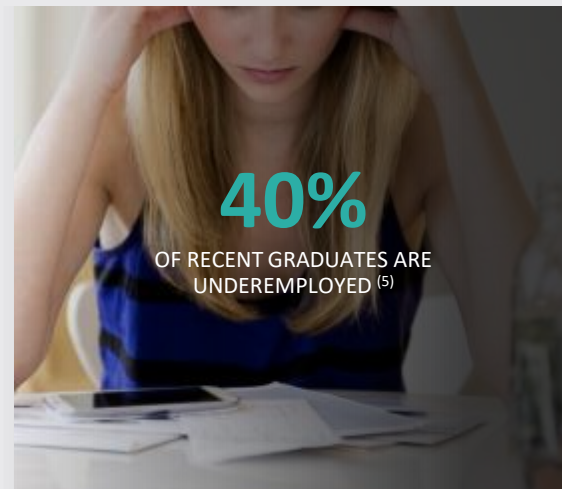
It's Harder to Be a Student



They're Faced with Mounting Costs



They Aren't Prepared for the Workplace



Need a Platform to Support Them

1. Hall and Partners Survey, Oct 2019, (College (n=1737))

2. National Center for Education Statistics, The Condition of Education 2020.

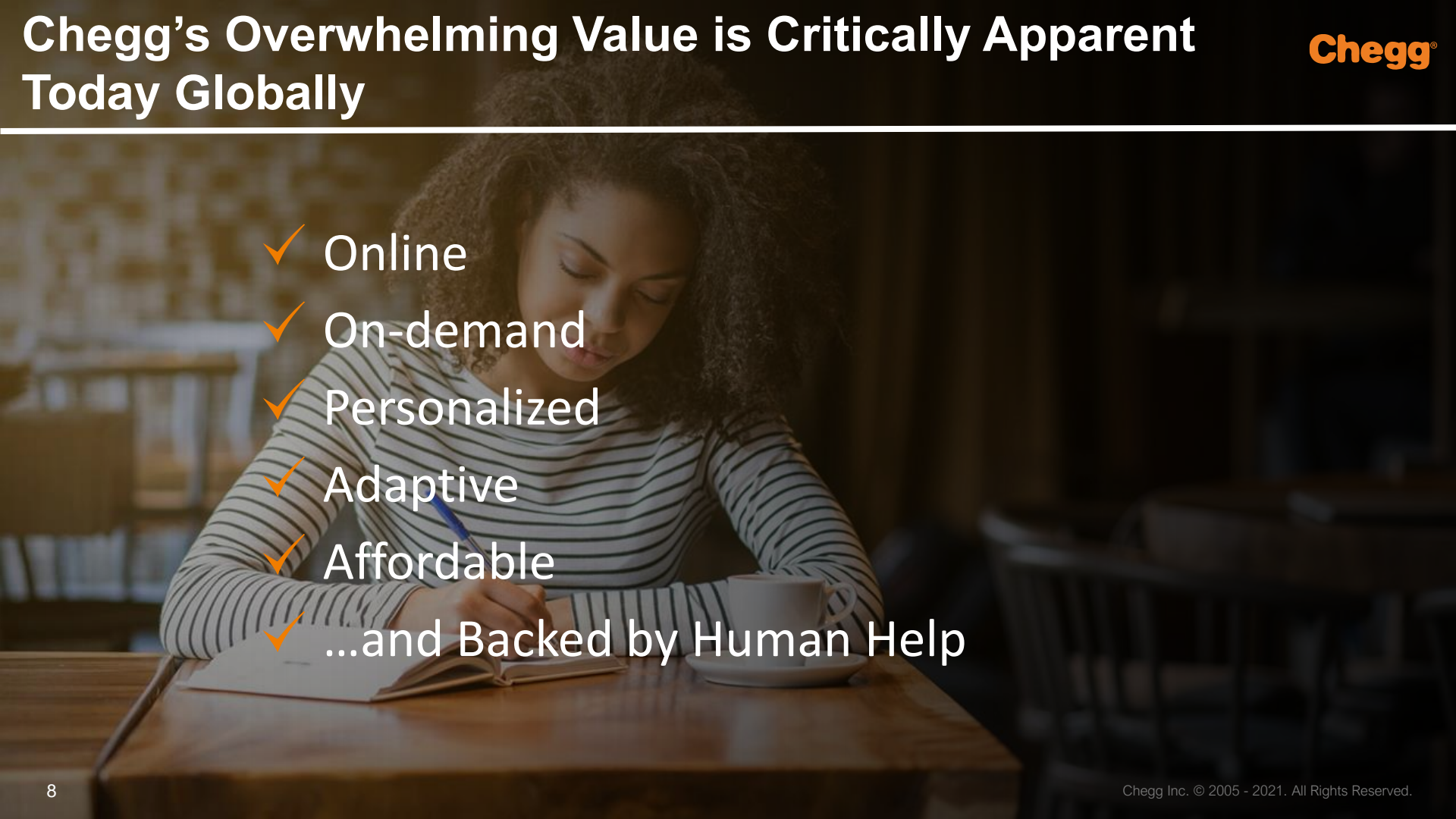
3. National Clearinghouse Research Center (2019); Reflects % of students who don't graduate from a 4-yr public institution in 6 years or less

4. Student Loan Hero (last updated January 15, 2020)

5. Federal Reserve Bank of New York; as of December 2020

Chegg's Overwhelming Value is Critically Apparent Today Globally



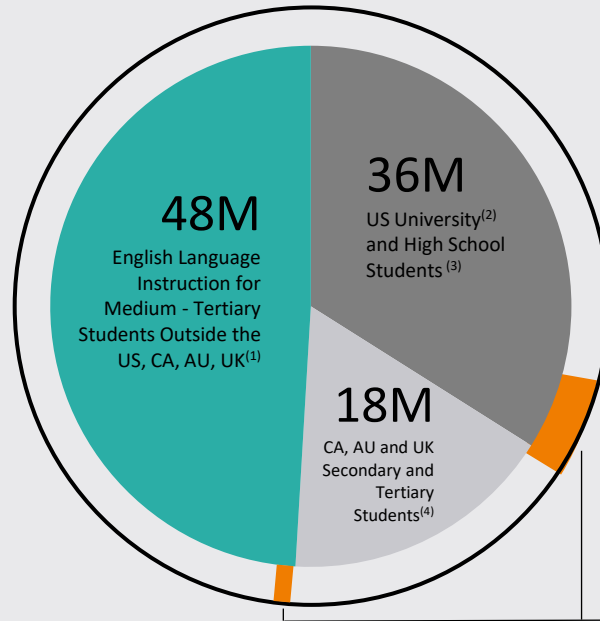
- 
- ✓ Online
 - ✓ On-demand
 - ✓ Personalized
 - ✓ Adaptive
 - ✓ Affordable
 - ✓ ...and Backed by Human Help

Large Global Academic Market Opportunity

102 Million

Total Students Can Benefit from

Chegg®



6.6 Million⁽⁵⁾

Chegg Services Subscribers in 2020
Y/Y growth of 67%

Chegg's Integrated Platform of Connected Services



Chegg Services

Academic



Chegg Study

Homework help learning service with a library of 59 million pieces of content (~53 million expert answered Q&As and ~6 million textbook solutions)*



Chegg Writing

A leading provider of online writing tools. Creates bibliographies and checks for grammar errors and plagiarism



Chegg Math Solver

Step by step math problem solver

Chegg Study Pack

Three-in-one package that bundles together Chegg Study, Chegg Writing, and Chegg Math Solver

Skills



Thinkful

High quality on-line skills-based courses

- Data science
- Data analytics
- UX / UI design
- Project management
- Technical project management
- Digital marketing
- Software engineering

Required Materials



Textbooks

Rent or buy print textbooks or eTextbooks

Chegg Serves Students of Diverse Backgrounds*



33% First generation

34% Family income < \$25k

32% Minorities

58% Female

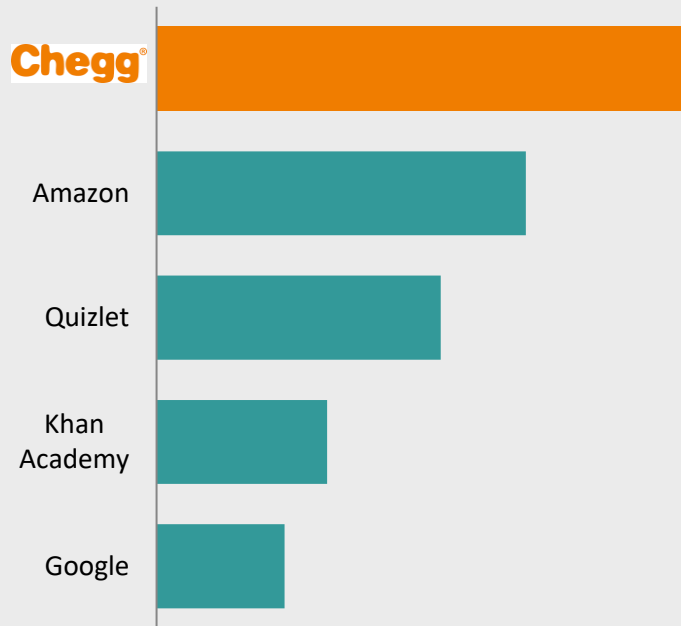
28% Over 25 years old

11% Work full-time / **33%** work part-time

Chegg is Well-Known Among College Students



Chegg scores highest in unaided awareness among college students⁽¹⁾



87%

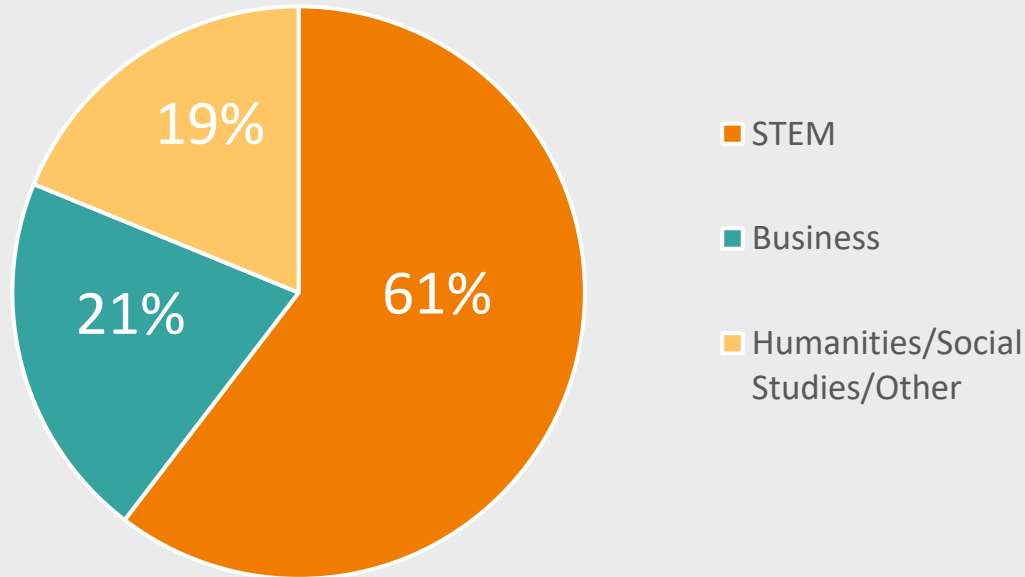
OF COLLEGE STUDENTS HAVE HEARD OF A CHEGG SERVICE ⁽¹⁾

(1) H&P Annual Survey, October 2019 (College n=1737). Based on the question: "What companies, websites, and resources can you think of that provide students with support with their studies and their lives around school (such as buying/renting textbooks, tutoring, homework help, writing help, citations, college and scholarship search, test preparation for entrance exams and finding internships)?"

Chegg Services are Used by Students Across Several Fields of Study



Primary Field of Study for Chegg Services
Subscribers*



*= Hall & Partners Brand Tracker October 2019 (College n=1737).
May not sum to 100% due to rounding

Chegg Delivers Positive Learner Outcomes



Learn & Understand

92%

Say that Chegg helps them **better understand** the concepts they are studying in school. And 92% also say Chegg helps them **learn** their coursework.

Better Grades

94%

Say they **get better grades** when they use Chegg to understand coursework. And 91% confirmed their grades have improved since starting to use Chegg.

More Efficient

95%

Say that they **work more efficiently** when they use Chegg to understand their coursework.

Help When You Need It

96%

Say that Chegg helps them figure it out and move on if they get stuck or **have a question outside of typical office hours**.

Help Figuring It Out

96%

Say that Chegg often helps them **figure out a concept** or problem that they were stuck on.

Source: Results reflect a Chegg online survey conducted among a random sample of U.S. Chegg Study and Chegg Study Pack customers that used Chegg Study or Chegg Study Pack in Q4 2020 and Q1 2021. Respondent base (n=745) among approximately 144,000 invites. Sample size represents this population of customers within a margin of error of 3.6% at 95% confidence. Survey responses are not a guarantee of any particular results as individual experiences may vary. Survey fielded between April 23–April 25, 2021. Current survey undertaken as part of a larger Chegg survey (of up to 500,000 respondents total) where each respondent will be entered into a drawing to win 1 of 10 \$500 e-gift cards.

Learning to Earning with Skills

We succeed when
our learners
succeed.

We're always striving to
improve our accountability,
hiring partnerships, and
placement rates to help our
learners achieve more.

Thinkful Learner Outcomes



(1) Results reflect an online survey conducted among Thinkful graduates for the period July 1 – December 31, 2019 who reported landing an in-field job post-Thinkful and have been working for at least a year. Respondent base (n = 244). Sample size represents this population of customers within a margin of error of 6.24% at 95% confidence. Survey responses are not a guarantee of any particular results as individual experiences may vary. Survey fielded on a rolling basis when Thinkful graduates report landing an in-field job post-Thinkful.

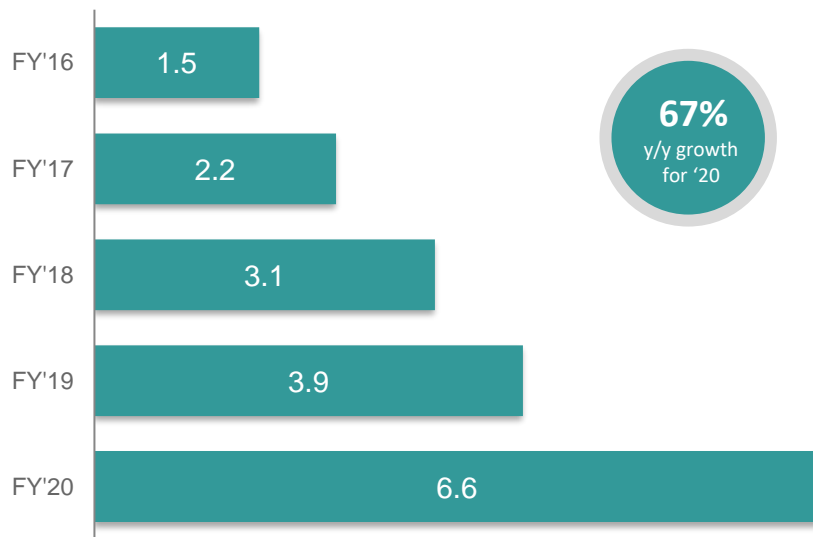
(2) Results reflect a Thinkful online survey conducted among Thinkful graduates who reported an in-field job between September 2018 and February 2020. Respondent base (n=232) among 336 graduate invites. Sample size represents this population of customers within a margin of error of 6.4% at 95% confidence. Survey responses are not a guarantee of any particular results as individual experiences may vary. Survey fielded between February 16th and February 28th, 2021. Graduates invited to the survey were offered a \$25 gift card.

Rapid Growth of Chegg Services



Chegg Services Subscribers

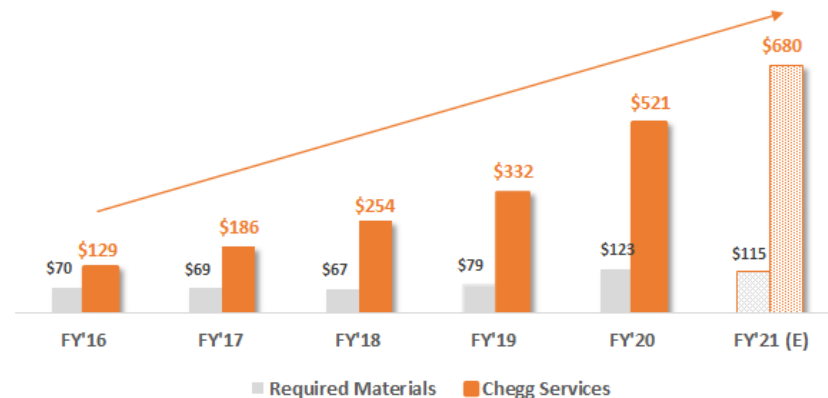
Annual Chegg Services Subscribers (in millions)



Chegg Services Revenue

Revenue Growth (\$ in millions)*

Chegg Services
FY'16 — FY'21E CAGR: 39%



* Prior to FY 2017, Required Materials revenues are shown on a non-GAAP basis as if the transition of print textbook business to Ingram was complete and the revenues from our print textbook business were entirely commission-based. Chegg has completed its transition to Ingram and in FY 2017 all Required Materials revenues are commission-based. A reconciliation of Required Materials revenues to non-GAAP Required Materials revenues is set forth in the appendix hereto. FY'21 (E) is based on the midpoint of guidance provided on May 3, 2021.

Chegg Services Drives Margin Expansion

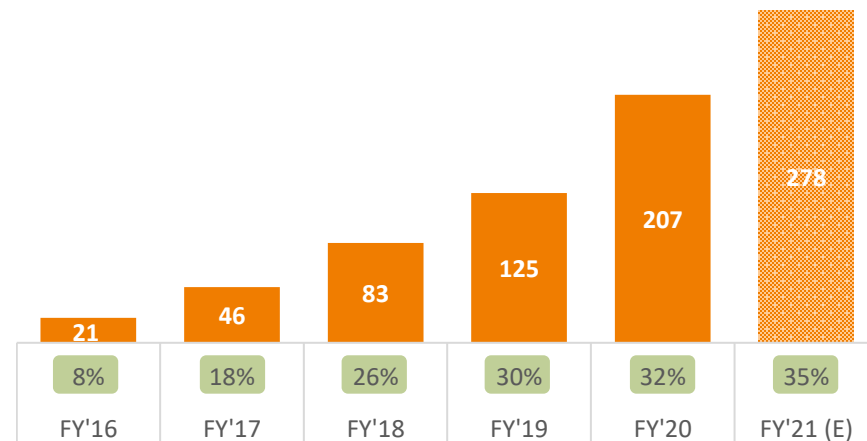


Chegg's business model supports operating leverage

- Proven history of expanding margin while investing in future growth
- Majority of subscribers are acquired through unpaid channels
- Create content once, used by learners many times
- Content is relevant globally
- Proven history of profitably scaling acquisitions

Adjusted EBITDA

Annual Chegg Adj. EBITDA (\$million) & Margin (%)



78%
2016-2020
CAGR

A reconciliation of Net Income (loss) to Adjusted EBITDA is set forth in the appendix. FY'21 (E) is based on the midpoint of guidance provided on May 3, 2021.

Business Outlook



	Q1 2021 Results	Q2 2021 Guidance		Full Year 2021 Guidance
Total Net Revenues	\$198.4m	\$188m - \$190m	▶	\$790m - \$800m
Chegg Services Revenue	\$162.4m	\$166m - \$168m	▶	\$675m - \$685m
Gross Margin %	64%	69% - 70%	▶	68% - 69%
Adjusted EBITDA*	\$57.1m	\$72m - \$74m	▶	\$275m - \$280m
CapEx	\$19.5m		▶	\$90m - \$100m
Free Cash Flow	\$54.1m		▶	50-60% of adjusted EBITDA*

* = Non-GAAP financial measure. See appendix for reconciliation of 1) Q1-21 net income (loss) to EBITDA and adjusted EBITDA, and 2) forward looking net income to EBITDA and adjusted EBITDA

CapEx includes Purchases of property and equipment, Purchases of textbooks, and Proceeds from disposition of textbooks

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Appendix

Reconciliation of Net Loss to EBITDA and Adjusted EBITDA



CHEGG, INC.
RECONCILIATION OF NET LOSS TO EBITDA AND ADJUSTED EBITDA
(in thousands)
(unaudited)

	Three Months Ended March 31,	
	2021	2020
Net loss	\$ (65,179)	\$ (5,713)
Interest expense, net	1,929	13,427
Provision for income taxes	2,821	522
Print textbook depreciation expense	3,760	3,527
Other depreciation and amortization expense	14,846	9,243
EBITDA	(41,823)	21,006
Print textbook depreciation expense	(3,760)	(3,527)
Share-based compensation expense	23,100	18,334
Other (expense) income, net	77,208	(4,960)
Acquisition-related compensation costs	2,421	940
Adjusted EBITDA	<u>\$ 57,146</u>	<u>\$ 31,793</u>

Reconciliation of Net Loss to EBITDA and Adjusted EBITDA



CHEGG, INC.
RECONCILIATION OF NET LOSS TO EBITDA AND ADJUSTED EBITDA
(in thousands)
(unaudited)

	Year Ended December 31,				
	2020	2019	2018	2017	2016
Net loss	\$ (6,221)	\$ (9,605)	\$ (14,888)	\$ (20,283)	\$ (42,245)
Interest expense, net	66,297	44,851	11,225	74	171
Provision for income taxes	5,360	2,634	1,430	1,802	1,707
Print textbook depreciation expense	15,397	—	—	—	9,267
Other depreciation and amortization expense	47,018	30,247	22,805	19,337	14,520
EBITDA	127,851	68,127	20,572	930	(16,580)
Print textbook depreciation expense	(15,397)	—	—	—	(9,267)
Share-based compensation expense	84,055	64,909	52,030	38,359	41,785
Other income, net	(8,683)	(20,063)	(3,987)	(560)	297
Acquisition-related compensation costs	9,232	10,466	14,096	6,623	4,988
Loss from impairment of strategic equity investment	10,000	—	—	—	—
Donation from Chegg Foundation	—	1,478	—	—	—
Restructuring charges (credits)	—	97	589	1,047	(423)
Adjusted EBITDA	<u>\$ 207,058</u>	<u>\$ 125,014</u>	<u>\$ 83,300</u>	<u>\$ 46,399</u>	<u>\$ 20,800</u>

Reconciliation of Forward-Looking Net Income to EBITDA and Adjusted EBITDA



CHEGG, INC.
RECONCILIATION OF FORWARD-LOOKING NET INCOME TO EBITDA AND ADJUSTED EBITDA
(in thousands)
(unaudited)

	Three Months Ending June 30, 2021	Year Ending December 31, 2021
Net income	\$ 25,500	\$ 5,900
Interest expense, net	1,800	7,000
Provision for income taxes	1,900	8,500
Textbook library depreciation expense	3,700	15,400
Other depreciation and amortization expense	14,000	59,500
EBITDA	46,900	96,300
Textbook library depreciation expense	(3,700)	(15,400)
Share-based compensation expense	29,000	115,000
Other (expense) income, net	(700)	75,200
Acquisition-related compensation costs	1,500	6,400
Adjusted EBITDA*	<u>\$ 73,000</u>	<u>\$ 277,500</u>

* Adjusted EBITDA guidance for the three months ending June 30, 2021 and year ending December 31, 2021 represent the midpoint of the ranges of \$72 million to \$74 million and \$275 million to \$280 million, respectively.

Reconciliation of Required Materials Net Revenues to Non-GAAP Required Materials Net Revenues



CHEGG, INC.
RECONCILIATION OF REQUIRED MATERIALS NET REVENUES TO NON-GAAP REQUIRED MATERIALS NET REVENUES
(in thousands, except percentages)
(unaudited)

	Year Ended December 31,				
	2016	2015	2014	2013	2012
Required Materials net revenues	\$ 124,755	\$ 207,088	\$ 236,717	\$ 213,746	\$ 188,530
Adjustment as if transition to Ingram is complete	(54,671)	(135,270)	(170,606)	(156,554)	(142,617)
Non-GAAP Required Materials net revenues	<u>\$ 70,084</u>	<u>\$ 71,818</u>	<u>\$ 66,111</u>	<u>\$ 57,192</u>	<u>\$ 45,913</u>

Reconciliation of Net Cash Provided by Operating Activities to Free Cash Flow



CHEGG, INC.
RECONCILIATION OF NET CASH PROVIDED BY OPERATING ACTIVITIES TO FREE CASH FLOW
(in thousands)
(unaudited)

	<u>Three Months Ended March 31,</u>	
	<u>2021</u>	<u>2020</u>
Net cash provided by operating activities	\$ 73,573	\$ 62,967
Purchases of property and equipment	(18,984)	(19,965)
Purchases of textbooks	(4,527)	(36,830)
Proceeds from disposition of textbooks	4,038	2,170
Free cash flow	<u>\$ 54,100</u>	<u>\$ 8,342</u>