This Presentation (together with oral statements made in connection herewith, the “Presentation”) relates to the proposed business combination (the “Business Combination”) between Khosla Ventures Acquisition Co. II (“Khosla”) and Nextdoor, Inc. (“Nextdoor”). This Presentation does not constitute an offer, or a solicitation of an offer, to buy or sell any securities, investment or other specific product, or a solicitation of any vote or approval, nor shall there be any sale of securities, investment or other specific product in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction.

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Forward-Looking Statements

Certain statements in this Presentation may be considered “forward-looking statements” within the meaning of the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995 with respect to the Business Combination. Forward-looking statements are inherently subject to a wide variety of significant business, economic, competitive and other risks and uncertainties that could cause actual results to differ materially from those contained in the prospectus for the securities of Khosla or Nextdoor, including anticipated trends, growth rates, and challenges in those businesses and in the markets in which they operate. Nothing in this Presentation should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. You should not place undue reliance on forward-looking statements in this Presentation, which speak only as of the date they are made and are qualified in their entirety by reference to the cautionary statements herein.

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Use of Projections

This Presentation contains projected financial information with respect to Nextdoor. Such projected financial information constitutes forward-looking information, is for illustrative purposes only and should not be relied upon as being predictive of future results. The assumptions, and estimates underlying such financial forecast information are inherently uncertain and are subject to a wide variety of significant business, economic, competitive and other risks and uncertainties that could cause actual results to differ materially from those contained in such prospective financial information, including without limitation, assumptions regarding Khosla’s and Nextdoor’s ability to consummate the Business Combination, the failure of which to materialize could cause actual results to differ materially from those contained in the prospective financial information. Khosla and Nextdoor caution that their assumptions may not materialize and that current economic conditions render such assumptions, although believed reasonable at the time they were made, subject to greater uncertainty. See the section above titled “Forward-Looking Statements” for a description of the factors and risks that may cause actual results to differ from these projections.

Factors that may cause actual results to differ materially from current expectations include, but are not limited to, various factors beyond management’s control, including general economic conditions and other risks, uncertainties, and factors set forth in the section entitled “Risk Factors” and “Cautionary Note Regarding Forward-Looking Statements” in Khosla’s final prospectus relating to its initial public offering, dated March 23, 2021, the registration statement on Form S-4 relating to the business combination, and other filings with the Securities and Exchange Commission (“SEC”), as well as factors associated with companies, such as Nextdoor, including anticipated trends, growth rates, and challenges in those businesses and in the markets in which they operate. Nothing in this Presentation should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. You should not place undue reliance on forward-looking statements in this Presentation, which speak only as of the date they are made and are qualified in their entirety by reference to the cautionary statements herein.

Disclaimer

The information contained in this Presentation has been taken from or prepared based on the historical financial statements of Nextdoor for the periods presented. An audit of certain of these financial statements was completed and included in the registration statement on Form S-4 filed with the SEC by Khosla in connection with the Business Combination. However, no historical financial information contained herein has been audited, reviewed, compiled or been subject to any procedures by any auditors and actual historical financial information could differ materially from the information contained herein.

Financial Information and Use of Non-GAAP Financial Measures

The financial information contained in this Presentation has been taken from or prepared based on the historical financial statements of Nextdoor for the periods presented. An audit of certain of these financial statements was completed and included in the registration statement on Form S-4 filed with the SEC by Khosla in connection with the Business Combination. However, no historical financial information contained herein has been audited, reviewed, compiled or been subject to any procedures by any auditors and actual historical financial information could differ materially from the information contained herein.

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This presentation includes certain non-GAAP financial measures (including on a forward-looking basis). These non-GAAP financial measures are an addition, and are not a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP and should not be considered as an alternative to their nearest GAAP equivalent or any other performance measures derived in accordance with GAAP. A reconciliation of the non-GAAP financial measures used in this Presentation to their nearest GAAP equivalent is included in the appendix to this Presentation. Nextdoor believes that these non-GAAP financial measures of financial results (including on a forward-looking basis) provide useful information to investors about Nextdoor’s management uses forward-looking non-GAAP measures to evaluate Nextdoor’s projected financials and operating performance. However, there are a number of limitations related to the use of these non-GAAP measures and their nearest GAAP equivalents, including that they exclude significant expenses that are required by GAAP to be recorded in Nextdoor’s financial statements. In addition, other companies may calculate non-GAAP measures differently, or may use other measures to calculate their financial performance, and therefore, Nextdoor’s non-GAAP measures may not be directly comparable to similarly titled measures of other companies. Additionally, to the extent that forward-looking non-GAAP financial measures are presented on a non-GAAP basis without reconciliations of such forward-looking non-GAAP measures due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliations.

Additional Information
In connection with the proposed Business Combination, Khosla has filed with the SEC a registration statement on Form S-4 containing a preliminary proxy statement/prospectus of Khosla and consent solicitation statement of Nextdoor. The registration statement is not yet effective. After the registration statement is declared effective, Khosla and Nextdoor will mail a definitive proxy statement/prospectus/consent solicitation statement relating to the proposed Business Combination to their respective stockholders. This Presentation does not contain any information that should be considered by Khosla’s or Nextdoor’s stockholders and other interested persons concerning the proposed Business Combination and is not intended to constitute the basis of any voting or investment decision in respect of the Business Combination or the securities of Khosla.

This presentation includes certain non-GAAP financial measures (including on a forward-looking basis). These non-GAAP financial measures are provided, they are presented on a non-GAAP basis without reconciliations of such forward-looking non-GAAP measures due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliations.

Participants in the Solicitation
Khosla, Nextdoor and their respective directors and executive officers may be deemed participants in the solicitation of proxies from Khosla’s stockholders with respect to the proposed Business Combination. A list of the names of Khosla’s directors and executive officers and a description of their interests in Khosla is contained in Khosla’s registration statement on Form S-4, which was filed with the SEC and is available free of charge at the SEC’s website at www.sec.gov, or by directing a request to: Khosla Ventures Acquisition Co. II, 2128 Sand Hill Road, Menlo Park, CA 94025.

A list of the names of Nextdoor’s directors and executive officers and a description of their interests in the proposed Business Combination is contained in Khosla’s registration statement on Form S-4, which was filed with the SEC and is available free of charge at the SEC’s website at www.sec.gov, or by directing a request to Khosla Ventures Acquisition Co. II, 2128 Sand Hill Road, Menlo Park, CA 94025.

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## Agenda

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<td>Our Product</td>
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<td>Q&amp;A Panel</td>
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<td>Hosted by Matt Anderson, Participants: Sarah Friar, Mike Doyle, Kiran Prasad, Heidi Andersen</td>
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</table>
Nextdoor was started with a spark...

“We have become increasingly disconnected from family, friends, neighbors, and social structures,... a serious threat to our civic and personal health.”

Robert D. Putnam
…and the data strengthened our founders’ beliefs in Nextdoor’s why

29% of Americans know very few of their neighbors, and 28% of Americans said that they didn’t know a single neighbor by name.”

- 2010 PEW Research Study
Connecting neighborhoods one neighbor at a time
Our purpose

To cultivate a kinder world where everyone has a neighborhood they can rely on.
Strong competitive moat with viral growth loops built in
Neighborhood

Neighbors are key to our well being

Loneliness has a reduction of life span ...similar to smoking 15 cigarettes a day”(1)

Vivek Murthy

And knowing just 6 neighbors reduces the risk of loneliness(2)


And we’re seeing a structural shift towards local

- 73% say neighbors are one of the most important communities in their lives
- 80% expect to work from home at least 3x per week
- 75% plan to shop more locally

Sources: (1) Open Mind Strategy 2020, (2) Owl Labs October, 2020, (3) Brightpearl, 2021.
Nextdoor is THE neighborhood network

- 1 in 3 U.S. Households
- 63M+ Verified Neighbors
- 29M+ Weekly Active Neighbors (WAUs)

Established product-market fit: Enduring neighbor retention...

- 3-month: 75%
- 6-month: 65%
- 12-month: 59%
- 24-month: 55%

After two years >50% of our audience remains engaged.

Monthly active users (MAU) defined as count of unique neighbors who have started a session or opened a content email over the trailing 30 days. 3 month MAU is defined as active in the 30 days preceding day 90, 6 month is active in the 30 days preceding day 180, 12 month is active in the 30 days preceding day 360, and 24 month is active in the 30 days preceding day 720. 3-month data based on users who joined in 2021; 6- and 12-month data based on users who joined in 2020; 24-month data based on users who joined in 2019.
Our path to engagement growth is proven

2.3x increase in weekly engagement as more neighbors join

...Combined with strong network effects...

Percentage of Neighbors Active Weekly reflects U.S. WAUs divided by All time Verified Neighbors. Data as of 3/31/21.
Increasing penetration globally, with top neighborhoods exceeding 60% daily engagement

Data as of 3/31/21.
Network effects with online & offline connection is unique

Each social link is highly valuable because most commerce is local

Robust current digital advertising market, future new revenue models

Many vectors for sustained revenue growth

High barrier to entry: network difficult & time consuming to build

Only digital neighborhood network: purpose-driven & authentic

Proven team: set up for acceleration & execution
Diversity distribution: board directors & advisors

Women: 51%
People of Color: 41%
Experienced management team

Heidi Andersen
Head of Revenue

Maryam Banikarim
Head of Marketing

Mike Doyle
Chief Financial Officer

Sarah Friar
Chief Executive Officer

Prakash Janakiraman
Co-Founder, Chief Architect

Craig Lisowski
Head of Data, Information, Systems and Trust

John Orta
Chief Legal Officer & Head of Corp Dev

Bryan Power
Head of People

Kiran Prasad
Head of Product

Antonio Silveira
Head of Engineering
Seasoned Board of Directors

John Hope Bryant
Entrepreneur, founder, chairman, CEO, author, activist

Sarah Friar
Chief Executive Officer

Bill Gurley
Benchmark

Leslie Kilgore
Former Netflix CMO

Mary Meeker
Bond

Jason Pressman
Shasta Ventures

David Sze
Greylock Capital

Nirav Tolia
Co-Founder

Chris Varelas
Riverwood Capital

Andrea Wishom
President, Skywalker Holdings
Head of Product

Kiran Prasad
Connecting neighborhoods

Neighbors & Organizations

**Businesses:** SMBs and large brands

**Public services:** public agencies, non profits

**Other:** HOAs, churches, schools
Enable neighbors and organizations to build an active valued community
Community

- Shared attribute or interest
- Belonging
- Place
Valued

Trust  Dependable  Exchange value
Active

Involved in the community  Communicate  Give and get help
Neighbors want to stay up to date with what's happening.
Neighbors are looking for resources (and pets)
Neighbors want to discover nearby events and activities

Join us for a free, family-friendly movie night tomorrow, August 20 to watch The Wizard of Oz in Downtown Park! The movie begins at sundown, but come early to snag a spot and enjoy the resource tables. You are also welcome to bring food, blankets, and chairs.
Neighbors want to connect with others who share their interests.
Businesses want to show they’re part of the community to grow
Focusing on value that leads to growth

- Neighbor focus
- Business focus
- Country launch

- Newsfeed
- Maps
- Recommendations
- Nearby Neighborhoods
- Public Agency Pages

- Neighborhood Favorites
- Neighborhood Sponsorships
- Sponsored Posts
- Polls
- UK, Netherlands
- Germany

- Interests
- For Sale & Free
- Digest
- France, Italy, Spain, Australia

- Kindness Reminder
- Verification Platform
- Lead Gen Ads
- Sponsored Maps
- Local Deals
- Sweden, Denmark, Canada

- COVID-19 Info Reminder
- Posts Beyond Neighborhood
- Video and Carousel Ads
- Hyperlocal Ads
- Business Posts
- Sponsorships Expansion
- Neighborhood Ad Center

- Groups
- Help Map
- Community Reviewers
- Good Neighbor Pledge
- Intro Posts
- Video Tools
- Enhanced Profile

- Organizations Pages
- Ask a Neighbor
- Notification Center
- Product Listings Ads
- Conv Optimized Ad Targeting Algorithms
- Next-gen Proprietary Ad Server
- 3rd Party Campaign Mgmt Integrations
- Enhanced Attribution
- Sponsored Search Ads Marketplace
- Content API

- 2011–2015
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021
Evolving our product by learning how neighbors use Nextdoor
Driving value and growth
Connect with more than one neighborhood
Connect with neighbors and organizations.
Making Nextdoor content searchable
Enable neighbors and organizations to build an active valued community
Head of Revenue
Heidi Andersen
Digital advertising TAM represents $600B+ opportunity

2020 TAM

- $355B Global
- $143B U.S.

83% Growth to 2024 TAM

- $607B Global
- $262B U.S.

Source: Global and US digital ad markets, eMarketer March 2021
Note: Digital advertising market is based on eMarketer U.S. ad spend and excluding B2B, which represents 6% of digital ad spend in 2020. Global advertising market includes annual ad spend across all countries world-wide and is not adjusted to Nextdoor’s existing 11 markets. For both 2020 and 2024, assumes 6% B2B share across all global markets.
Full funnel approach helping neighbors from awareness to action
Our GTM model is designed to match segment complexity, opportunity, and margin expectations.
We serve customers across all verticals

Core Verticals

- Home Services
- Retail
- Financial Services
- Tech / Telco

Emerging Verticals

- Healthcare
- CPG
- Travel
- Auto
- Government
- Entertainment
Unique targeting and personalization power brand and neighbor connections

Brands

Hyperlocal targeting & creative at scale

~200 Enterprises

>400 Mid-Market

Customer data as of 6/30/2021.
Meeting the moment, iterating quickly with brands to meet demands of community at scale

Albertsons Companies and Moderna are not affiliated.
Brands can reach an incremental audience

% of people who visit Nextdoor at least once per month but do not visit this social media platform at least once per month

- Did not visit Snap: 82%
- Did not visit LinkedIn: 64%
- Did not visit Twitter: 63%
- Did not visit Pinterest: 52%
- Did not visit Instagram: 43%
- Did not visit Facebook & Messenger: 27%

Aggregate market cap of these other platforms: >$1T

Source: Comscore Media Metrix® Multi-Platform, Cross Visiting, Total Audience, % Vertical, March 2021, United States
Peer market cap data as of 6/3/21 per CapitalIQ.
Brands can reach a highly engaged audience

Weekly Active Users (WAU) engage nearly 4 times a week

Source: App Annie. Nextdoor DAU/WAU based on internal data, 2020 daily average. DAU defined as a unique Registered Neighbor who starts a session or opens a content email on a given day. WAU defined as count of unique Registered Neighbors who have started a session or engaged with a content email over the trailing 7 days.
First party, brand, and third party data allow brands to target neighbors with relevant messaging in local context

- Geographic: Country, DMA, State, City, Zip
- Demographic: Gender, New Mover, Income, New Neighbor, Urban Density, Business Page Owner
- Psychographic: Actions on site, Finds, Interests, Post Interest, Post Type (1st Party, Brand Data, 3rd Party)
Insights Series 1
As the pandemic started we saw upticks in neighbor conversation topics - like new fitness trends

- Weights 371%
- Tabata 363%
- Peloton 145%
- HIIT 90%
- Zwift 75%

Insights Series 2
Investing in home offices had an uptick and stayed as the new normal

Insights Series 3
We dug into moving - where were neighbors moving, for how long and why.

Insights Series 4
New Mover Kit helped recent movers settle in

- Knowing as few as 6 of your neighbors reduces the likelihood of loneliness

Insights Series 5
Neighbors are getting back to spending on major purchases

Q1 2020
Q3 2021

Mentions of “movers” are up 84% since March

1 in 5 are planning to buy a car

Over a quarter of neighbors looking to plan a vacation this year

Walmart's Help Groups looked to connect neighbors

New Mover Kit
Neighboer connections can help mental health

Walmart's Help Groups

Our insights series offer unique neighbor perspectives
Nextdoor New Movers kits

Nextdoor data shows that recent movers are more likely to convert with Home Services advertisers

A recent Nextdoor poll reveals nearly 1/4 of neighbors have moved permanently in 2020.
H&R Block helped Make Every Block Better

The first year of our partnership with Nextdoor was the perfect way to launch the platform and it was incredible to see 10 projects come to life after we received nominations from every corner of the country.

Angela Davied
Vice President Corporate Communications, H&R Block

- Submissions from all 50 states
- Sponsored Posts performed 126% above the Nextdoor benchmark
Hershey promoted and sold more delicious Halloween candy

- **140%** above the average “Add to Cart” benchmark via MikMak
- Mentions of the Hershey Company, Kit Kat, and Reese's were up **69%** YOY in October

*During this uncertain time, people are counting on neighbors for connection and information more than ever. Nextdoor has a unique position in the social marketplace to deliver on this type of engagement. Neighbors trust each other with things like creative ways to safely trick-or-treat...We’re looking forward to continuing to explore opportunities for our brands to collaborate with the neighbors of Nextdoor.*

Amy Good
Director, Integrated Media
Walmart created a network to help communities in need

- **10.5M+** unique visitors to the Help Map during Walmart's sponsorship
- **25%** lift in Walmart brand favorability for those who joined a Neighbor Helping Neighbor group

This is a wonderful idea, I am elderly and do need help sometimes. Thank you!

Nextdoor neighbor
UpNest reached homeowners interested in selling through Sponsored Posts on Nextdoor

- 68% Below their CPC goals
- 48% Below their CPA goals

Nextdoor is the perfect fit for our product. It boasts a high-quality, high-intent audience of homeowners looking to learn more about home selling.
Giving small businesses an online presence

Small businesses / Neighbors for hire
Discovery by relevant audiences

>2M local business claimed pages
54M business recommendations

Customer data as of 6/30/2021.
If I had to choose only one [marketing channel], it would be Nextdoor. On others, you have to spend so much money to be seen and it’s not *going to the right audience*. On Nextdoor, it's *people who are looking specifically for you.*

*Coco H.*  
Business Owner of Coco The Geek  
Atlanta, Georgia, USA
Nextdoor has been huge for me. It’s been a great marketing tool. With what I do, there’s a lot of draw to it for people in my direct neighborhood and my direct community. A lot of people end up supporting me as a business owner on Nextdoor because I’m local, I’m women-owned, and I’m a woman of color."

Aliah H.
Business Owner of Raw Portraiture
San Francisco, California, USA
There are very few platforms that are truly designed to support small, local businesses — and Nextdoor is that. **Nextdoor supports small, local businesses in their local communities, and helps them grow with the love and support of real people — real neighbors.** It allows us to engage on a personal level as not just a brand, but a neighbor.”

*Rita S.*
Business Owner of Cheeky Spices
Ann Arbor, Michigan, USA
Word-of-mouth is the number one way we get our leads. Nextdoor is the perfect platform because that word-of-mouth is coming from neighbors.”

Ariane C.
Business Owner of Joe Hall Roofing
Patego, Texas, USA
Neighborhood Ad Center

Advertiser Value:

- Better performance
- Hands on keyboard access
- Ability to manage accounts programmatically
- Improved measurement & reporting
- Data ingestion & API integration
- New formats
Product Listing Ads

Neighbor Value:

- Neighbors see ads that are dynamic and contextually relevant

Advertiser Value:

- Native advertising feels like organic content
- Advertisers can dynamically cycle through tens of thousands of creatives in a single campaign
Client Advisory Board

Kevin Burke  
Former CMO, Square

Kim F. Grant  
SVP, Marketing  
Bank of America

Melissa Grady  
CMO, Cadillac

Nick Jezarian  
Sr. Director,  
Media Strategy, Target

Steve Katelman  
EVP of Global Strategic Partnerships  
Omnicom Media Group

Allison Lowrie  
CMO, Vacasa

Jonathan Mildenhall  
Co-founder and Chair of  
TwentyFirstCenturyBrand

Jeffrey Nicholson  
CEO, Tracer

Andrea Perez  
Head of the Women’s and Kids business for Brand Jordan at Nike
We’ll be right back
Board of Directors, Benchmark

Q&A with Bill Gurley
Co-founder & Chief Architect

Prakash Janakiraman
From a single neighborhood to over 275,000
Good neighbor pledge

Be helpful
Share this space in a constructive way. Be kind, not judgmental, in your conversations.

Be respectful
You're speaking to your real neighbors. Strong communities are built on strong relationships.

Do not discriminate
We do not tolerate racism, hateful language, or discrimination of any kind.

No harmful activity
We prohibit any activity that could hurt someone, from scams to physical harm.

I agree to treat everyone in the Nextdoor community with respect.

Go to neighborhood
Read our community guidelines
Neighborhood Vitality Advisory Board

Marc Dunkelman
Research Fellow at Brown University

Jennifer L. Eberhardt
Professor of Psychology at Stanford University

Kelli Harding
Assistant Clinical Professor of Psychiatry at Columbia University

Derrick Johnson
President and CEO, NAACP

Sylvia Rosabal
U.S. Agency for Global Media

Julianne Holt-Lunstad
Professor of Psychology & Neuroscience at Brigham Young University

Tracey L. Meares
Professor of Law at Yale University and Founding Director of The Justice Collaboratory

Ryan Streeter
Director of Domestic Policy Studies at American Enterprise Institute
Our human review consists of three pillars

- Neighbors
- Neighborhood Leads & Community Reviewers
- Neighborhood Operations Team
Kind posts make a difference

Your post looks similar to content that's been reported for violating guidelines. Do you want to rephrase it?
Other reminders

**Talking politics?**
Let's keep it local in the main feed. Find or create a group to talk about national politics or the election.

**Facts matter**
If posting about COVID-19, include a link to sources like the CDC, WHO, or local agencies. Nextdoor prohibits false or misleading claims about the virus or vaccines.

**Talking about fireworks?**
Some neighbors love them. Others, not so much. Whichever way you're celebrating, remember to keep the conversation respectful. Learn more.
Head of Marketing
Maryam Banikarim
Organizations driven by purpose and values

Outperformed the general market 15:1
Outperformed comparison companies 6:1
Hi Suzanne,

You couldn’t have picked a better time to join Nextdoor. The outpouring of neighbors offering to help neighbors these last few days has been amazing and gives us all a ray of hope. Welcome! And DM me if you need anything.

Chelsea, New York
Nicole and Lois

I will be leaving NY soon, and wanted to go visit my father's gravesite, and make sure his marker is still there. And wanted to take my 91 year old mom with me. It is out on Staten Island ~ a long trip by public transportation, impossible for my mother. By car, not that difficult. Is there anyone here that would consider driving the two of us out there and bringing us back to the city? Sometime in the next couple weeks? Thank you

Posted in General to Anyone

Like 34 Comments Share Repost
Living our purpose and driving results

- Year over year increase in neighbors hosting an event: ~3x
- Year over year increase in 'block party' mentions: +140%
- Nextdoor neighbors who experienced an act of kindness: 75%

(1) Nextdoor Data, May to July 2021 vs. May to July 2020.
(2) Nextdoor member poll.
We crave a sense of place and connection to our physical community, to our neighborhood, to feel grounded and secure.

My neighborhood is a source of identity and pride.

While I may not always love my neighbors, I do love my neighborhood.
Our culture is realigning around the neighborhood

73% say neighbors are most important community\(^{(1)}\)

87% travel 15 minutes or less for everyday purchases\(^{(2)}\)

57% shop local to keep money close to home\(^{(3)}\)

Come for the utility, stay for the community
Meets neighbors for coffee

Searches for school tutor

Borrows neighbor’s pasta machine

Recommends a local restaurant

Hosts Dads group
Dawn
Grant Park, Georgia, USA
Hosts pop-up events

Updates her business page

Responds to neighbors

Promotes new job listing

Checks in with her business group
Sets up wildfire webinar

Updates Evacuation Order

Alerts neighbors to local wildfire

Monitors metrics

Responds to questions
Our relationship with Public Agencies

95% of top cities in U.S.\(^{(1)}\)

>30K civil servants in the U.S. and beyond\(^{(2)}\)

Sources: (1) Nextdoor internal data as of 9/1/2021; top 100 cities as defined by population, (2) Nextdoor internal data as of 6/30/2021.
Public Agency Advisory Board

Charles Husted
City of Sedona, Arizona

Warren Kagarise
King County, Washington

Wunmi Ladele
U.K. National Health Service

Leah LaRue
City of Atlanta, Georgia

Greg Licamele
Fairfax County, Virginia

Jennifer Masterson
Southern California Edison

Janelle McGregor
City of Tampa, Florida

Katie Nelson
Mountain View, California Police Department

Francis Zamora
San Francisco Department of Emergency Management
Everyone is a neighbor
Nextdoor = Neighborhood(s)
A global, scalable platform

312M Households
- U.S. 128M
- International 183M

203M Households
- U.S. 83M
- International 119M

45M Households
- U.S. 37M
- International 8M

+109M Households
Future opportunities in existing markets (U.S. / International)

+158M Households
Next opportunity for additional households at 65% penetration (U.S. / International)

45M Households
claimed in existing markets (U.S. / International)

Source: U.S. Census, Statista and Statistics Canada. Nextdoor Q1 2021 data. U.S. only, excludes neighbors in pilot neighborhoods. Claimed residences have at least one Current Verified Neighbor at the residence. Some figures may not sum due to rounding.
Chief Financial Officer

Mike Doyle
Factors that may cause actual results to differ materially from current expectations include, but are not limited to, various factors beyond management’s control, including general economic conditions and other risks, uncertainties, and other factors set forth in the section entitled “Risk Factors” and “Cautionary Note Regarding Forward-Looking Statements” in Khosla’s final prospectus relating to its initial public offering, dated March 23, 2021, the registration statement on S-4 relating to the business combination, and other filings with the Securities and Exchange Commission (“SEC”), as well as factors associated with companies, such as Nextdoor, including anticipated trends, growth rates, and challenges in those businesses and in the markets in which they operate. Nothing in this Presentation should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. You should not place undue reliance on forward-looking statements in this Presentation, which speak only as of the date they are made and are qualified in their entirety by reference to the cautionary statements herein.

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Use of Projections

This Presentation contains projected financial information with respect to Nextdoor. Such projected financial information constitutes forward-looking information, is for illustrative purposes only and should not be relied upon as being predictive of future results. The assumptions, and estimates underlying such financial forecast information are inherently uncertain and are subject to a wide variety of significant business, economic, competitive and other risks and uncertainties that could cause actual results to differ materially from those estimated. Khosla and Nextdoor caution that their assumptions may not materialize and that current economic conditions render such assumptions, although believed reasonable at the time they were made, subject to greater uncertainty. See the section above titled “Forward-Looking Statements.” The inclusion of financial forecast information in this Presentation should not be regarded as a representation by any person that the results reflected in such forecasts will be achieved. Neither Khosla nor Nextdoor’s independent auditors have audited, reviewed, compiled or performed any procedures with respect to the projections for the purpose of their inclusion in this Presentation or any other purpose, and accordingly, none of such independent auditors has expressed any opinion or provided any other form of assurance with respect to such projections.

Financial Information and Use of Non-GAAP Financial Measures

The financial information contained in this Presentation has been taken from or prepared based on the historical financial statements of Nextdoor for the periods presented. An audit of certain of these financial statements was completed and included in the registration statement on Form S-4 filed with the SEC by Khosla in connection with the Business Combination. However, no historical financial information contained herein has been audited, reviewed, compiled or been subject to any procedures by any auditors and actual historical financial information could differ materially from the information contained herein.
been or will be reflected on Statements of Change in Ownership on Form 4 filed with the SEC.

To the extent that holdings of Form S-4, which was filed with the SEC and is available free of charge at the SEC's web site at www.sec.gov, or by directing a request to Khosla Ventures Acquisition Co. II, 2128 Sand Hill Road, Menlo Park, CA 94025.

You may obtain free copies of these documents as described in the preceding paragraphs.

No Offer or Solicitation

This Presentation shall not constitute a “solicitation” as defined in Section 14 of the Securities Exchange Act of 1934, as amended. This Presentation does not constitute an offer, or a solicitation of an offer, to buy or sell any securities, investment or other specific product, or a solicitation of any vote or approval, nor shall there be any sale of securities, investment or other specific product in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction.

In connection with the proposed Business Combination, Khosla has filed with the SEC a registration statement on Form S-4 containing a preliminary proxy statement/prospectus of Khosla and consent solicitation statement of Nextdoor. The registration statement is not yet effective. After the registration statement is declared effective, Khosla and Nextdoor will mail a definitive proxy statement/prospectus/consent solicitation statement relating to the proposed Business Combination to their respective stockholders. This Presentation does not contain any information that should be considered by Khosla’s or Nextdoor’s stockholders and other interested persons concerning the proposed Business Combination and is not intended to constitute the basis of any voting or investment decision in respect of the Business Combination or the securities of Khosla. Khosla’s and Nextdoor’s stockholders and other interested persons are advised to read the preliminary proxy statement/prospectus/consent solicitation statement and the amendments thereto and the definitive proxy statement/prospectus/consent solicitation statement and other documents filed in connection with the proposed Business Combination, as these materials will contain important information about Khosla, Nextdoor and the Business Combination.

Participants in the Solicitation

Khosla, Nextdoor and their respective directors and executive officers may be deemed participants in the solicitation of proxies from Khosla’s stockholders with respect to the proposed Business Combination. A list of the names of Khosla’s directors and executive officers and a description of their interests in Khosla is contained in Khosla’s registration statement on Form S-4, which was filed with the SEC and is available free of charge at the SEC’s web site at www.sec.gov, or by directing a request to Khosla Ventures Acquisition Co. II, 2128 Sand Hill Road, Menlo Park, CA 94025. To the extent that holdings of Khosla’s stockholders have changed since the amounts printed in Khosla’s registration statement on Form S-4, such changes have been or will be reflected on Statements of Change in Ownership on Form 4 filed with the SEC.

A list of the names of Nextdoor’s directors and executive officers and a description of their interests in the proposed Business Combination is contained in Nextdoor’s registration statement on Form S-4, which was filed with the SEC and is available free of charge at the SEC’s web site at www.sec.gov, or by directing a request to Khosla Ventures Acquisition Co. II, 2128 Sand Hill Road, Menlo Park, CA 94025.

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Differentiated products with contextual relevance enable sustainable growth

High levels of neighbor retention enable consistent growth and ROI on acquisition spend

Network effects increase WAU engagement as penetration increases

ARPU expansion with multiple levers provides opportunity to continue to increase monetization

Multiple under-monetized products creating potential for significant upside in the growth

Significant opportunity to monetize in rapidly growing international markets
Growing base of users...

### Annual

<table>
<thead>
<tr>
<th>Year</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>33M</td>
<td>3M</td>
<td>36M</td>
</tr>
<tr>
<td>2019</td>
<td>42M</td>
<td>6M</td>
<td>48M</td>
</tr>
<tr>
<td>2020</td>
<td>49M</td>
<td>9M</td>
<td>58M</td>
</tr>
<tr>
<td>2021</td>
<td>2M</td>
<td>2M</td>
<td>4M</td>
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</tbody>
</table>

2018–2020 CAGR: 33%

### Quarterly

<table>
<thead>
<tr>
<th>Quarter</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2 2018</td>
<td>28M</td>
<td>2M</td>
<td>30M</td>
</tr>
<tr>
<td>Q2 2019</td>
<td>36M</td>
<td>4M</td>
<td>40M</td>
</tr>
<tr>
<td>Q2 2020</td>
<td>47M</td>
<td>7M</td>
<td>54M</td>
</tr>
<tr>
<td>Q2 2021</td>
<td>53M</td>
<td>10M</td>
<td>63M</td>
</tr>
</tbody>
</table>

Q2 2018–Q2 2021 CAGR: 31%

2018–2020 CAGR: 31%

2018–2021 CAGR: 33%
...And engaged users...

### Annual

<table>
<thead>
<tr>
<th>Year</th>
<th>WAU</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>13.3M</td>
</tr>
<tr>
<td>2019</td>
<td>19.5M</td>
</tr>
<tr>
<td>2020</td>
<td>26.7M</td>
</tr>
</tbody>
</table>

2018–2020 CAGR: 42%

### Quarterly

<table>
<thead>
<tr>
<th>Quarter</th>
<th>WAU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2 2018</td>
<td>13.1M</td>
</tr>
<tr>
<td>Q2 2019</td>
<td>19.2M</td>
</tr>
<tr>
<td>Q2 2020</td>
<td>27.8M</td>
</tr>
<tr>
<td>Q2 2021</td>
<td>29.2M</td>
</tr>
</tbody>
</table>

Q2 2018–Q2 2021 CAGR: 31%

**WAU** defined as the count of unique neighbors who have started a session or opened a content email over the trailing 7 days. Some figures may not tie due to rounding.
...Leading to revenue growth...

**Annual**

2018: $51M  
2019: $83M  
2020: $123M  

56%  
2018–2020 CAGR

**Quarterly**

Q2 2018: $12M  
Q2 2019: $20M  
Q2 2020: $28M  
Q2 2021: $46M  

58%  
Q2 2018–Q2 2021 CAGR
...And increasing levels of monetization

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual ARPU</th>
<th>Quarterly ARPU</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$3.83</td>
<td>$3.52</td>
</tr>
<tr>
<td>2019</td>
<td>$4.23</td>
<td>$4.23</td>
</tr>
<tr>
<td>2020</td>
<td>$4.62</td>
<td>$3.97</td>
</tr>
<tr>
<td>Q2 2018</td>
<td>$3.52</td>
<td>$4.23</td>
</tr>
<tr>
<td>Q2 2019</td>
<td>$4.62</td>
<td>$3.97</td>
</tr>
<tr>
<td>Q2 2020</td>
<td>$4.23</td>
<td>$3.52</td>
</tr>
<tr>
<td>Q2 2021</td>
<td>$6.28</td>
<td>$4.62</td>
</tr>
</tbody>
</table>

**10%**
2018–2020 CAGR

**21%**
Q2 2018–Q2 2021 CAGR

ARPU shown above is calculated as total global revenue divided by the average total global weekly active users (WAU) in the period. WAU defined as the count of unique neighbors who have started a session or opened a content email over the trailing 7 days. Quarterly ARPU is annualized.
Sustained monetization trajectory

2021E ARPU Growth 34%

U.S. ARPU:
- Q1 A 2020: $4.36
- Q2 A: $4.50
- Q3 A: $5.34
- Q4 A: $6.72
- Q1 A 2021: $5.71
- Q2 A: $7.22
- Q3 E: $7.05
- Q4 E: $7.86

1. ARPU shown is calculated by annualizing U.S. revenue divided by the weekly active users (WAU) in the period.
A verified daily audience with significant monetization potential

<table>
<thead>
<tr>
<th>U.S. DAU</th>
<th>ARPU $</th>
</tr>
</thead>
<tbody>
<tr>
<td>90M</td>
<td>$10</td>
</tr>
<tr>
<td>36M</td>
<td>$18</td>
</tr>
<tr>
<td>12M</td>
<td>$59</td>
</tr>
</tbody>
</table>

Source: Company filings and internal data for 2020. Comparison is illustrative as each company calculates daily active users differently. Snap includes U.S., Canada, Mexico, the Caribbean, and Central America. Twitter and Nextdoor include the U.S. only.

1. Snap and Twitter DAU and ARPU figures reflect data provided in their 2020 10-Ks.
$51M
$83M
$123M
$181M
+$3M
$252M
+$3M
+$40%
$252M
+$3M

2018A
2019A
2020A
2021E
2022E

49%
62%
49%
47%
40%

2018A–2022E Growth

Strong foundation for continued revenue growth

Forward looking estimates are subject to change. Actual figures may be materially different.
An overview of our investments for growth

**Product Development**
- Proprietary ad platform
- ML capabilities
- Video tools
- Scaling global infrastructure

**Sales and Marketing**
- Global neighbor and SMB acquisition
- International expansion and operations
- Marketing technology
- Scalable moderation

**General and Administrative**
- Teams and systems to enable world-class finance, legal, people, facilities, IT, and executive functions
### Focusing on value that leads to growth

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Neighbor focus</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Business focus</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Country launch</td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

**Newsfeed**
- Neighborhood Favorites
- Neighborhood Sponsorships
- Sponsored Posts

**Maps**
- Polls
- UK, Netherlands
- Germany

**Recommendations**
- Interests
- For Sale & Free
- Digest

**Nearby Neighborhoods**
- France, Italy, Spain, Australia

**Public Agency Pages**
- France, Italy, Spain, Canada
- US, UK, Netherlands, Germany

**Connections**
- Groups
- Help Map
- Community Reviewers
- Good Neighbor Pledge
- Intro Posts
- neighborhood ads

**Finds**
- Verification Platform
- Lead Gen Ads
- Sponsored Maps
- Local Deals

**Browse Other Neighborhoods**
- Posts Beyond Neighborhood
- Video and Carousel Ads
- Hyperlocal Ads
- Business Posts

**Organization Pages**
- Video Tools
- Neighborhood Ads
- Sponsorships
- Neighborhood Ad Server

**Ask a Neighbor**
- Next-gen Proprietary Ad Server
- 3rd Party Campaign Mgmt Integrations
- Enhanced Attribution

**Notification Center**
- Product Listings Ads
- Enhanced Profile

**Platform**
- COVID-19 Info Reminder
- Video Tools

**Ask a Neighbor**
- Product Listings Ads
- Enhanced Profile

**Groups**
- Videos
- Enhanced Profile

**Intro Posts**
- neighborhood ads

**For Sale & Free**
- Local Deals

**Digest**
- Sponsored Maps

**Maps**
- Video and Carousel Ads

**Sponsored**
- Neighborhood Ads

**Sponsored Posts**
- Hyperlocal Ads

**Sponsored Search Ads Marketplace**
- Enhanced Attribution

**Videos**
- Videos

---

**2016**
- Neighborhood Sponsorships

**2017**
- Sponsored Posts

**2018**
- France, Italy, Spain, Australia

**2019**
- Sweden, Denmark, Canada

**2020**
- Neighborhood Ad Center

**2021**
- 3rd Party Campaign Mgmt Integrations

---

**2011–2015**
- Neighborhood Favorites

**2016**
- Neighborhood Sponsorships

**2017**
- Sponsored Posts

---

**2011–2015**
- Neighborhood Favorites

**2016**
- Neighborhood Sponsorships

**2017**
- Sponsored Posts

---

**2011–2015**
- Neighborhood Favorites

**2016**
- Neighborhood Sponsorships

**2017**
- Sponsored Posts

---

**2011–2015**
- Neighborhood Favorites

**2016**
- Neighborhood Sponsorships

**2017**
- Sponsored Posts

---

**2011–2015**
- Neighborhood Favorites

**2016**
- Neighborhood Sponsorships

**2017**
- Sponsored Posts
Efficiently scaling our R&D investment

22% 2021E increase in R&D efficiency despite substantial ongoing investment

1. Reflects total revenue divided the number of full time Research & Development (R&D) employees.
Cost effective neighbor acquisition globally

~5 quarters

Payback on global paid acquisition

~$5 Paid CPA

Mailed invitations

Email / Text Message Invites

Word of mouth

68% of US acquisition is organic

Sharing

Contact sync

Emerging drivers of organic growth

1. Based on Q2 2021 annualized data.
A model that scales globally...

85%
UK Neighbor Growth
Q2 2018–Q2 2021
3-Year CAGR

200%+
International Revenue Growth
YoY (Q2'21 v. Q2'20)
Historically driven primarily by expansion in the UK
...with a consistent trajectory in newer markets

108%

Canada Neighbor Growth
Q2 2020–Q2 2021
1-Year

Reflects a repeatable playbook, with ample runway to drive daily and weekly usage
Sustainable growth; additional capital a potential accelerant

<table>
<thead>
<tr>
<th>Annual Summary</th>
<th>2019A</th>
<th>2020A</th>
<th>2021E</th>
<th>2022E</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$83M</td>
<td>$123M</td>
<td>$181M</td>
<td>$252M</td>
</tr>
<tr>
<td>% Growth</td>
<td>62%</td>
<td>49%</td>
<td>47%</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Total ARPU</strong></td>
<td>$4.23</td>
<td>$4.62</td>
<td>$6.05</td>
<td>$6.47</td>
</tr>
<tr>
<td>% Growth</td>
<td>10%</td>
<td>9%</td>
<td>31%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Operating Expenses</strong></td>
<td>$158M</td>
<td>$200M</td>
<td>$273M</td>
<td>$356M</td>
</tr>
<tr>
<td>% of Total Revenue</td>
<td>191%</td>
<td>162%</td>
<td>151%</td>
<td>141%</td>
</tr>
<tr>
<td>% Growth</td>
<td>70%</td>
<td>27%</td>
<td>37%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Net Loss</strong></td>
<td>$(73M)</td>
<td>$(75M)</td>
<td>$(101M)</td>
<td>$(103M)</td>
</tr>
<tr>
<td><strong>Non-GAAP Operating Expenses</strong></td>
<td>$141M</td>
<td>$174M</td>
<td>$229M</td>
<td>$297M</td>
</tr>
<tr>
<td>% of Total Revenue</td>
<td>171%</td>
<td>141%</td>
<td>127%</td>
<td>118%</td>
</tr>
<tr>
<td>% Growth</td>
<td>66%</td>
<td>23%</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Adj. EBITDA</strong></td>
<td>$(59M)</td>
<td>$(50M)</td>
<td>$(49M)</td>
<td>$(45M)</td>
</tr>
<tr>
<td>% Margin</td>
<td>(71%)</td>
<td>(41%)</td>
<td>(27%)</td>
<td>(18%)</td>
</tr>
<tr>
<td>Y/Y Margin Improvement</td>
<td>(3%)</td>
<td>31%</td>
<td>14%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Forward looking estimates are subject to change. Actual figures may be materially different. For a reconciliation of non-GAAP financial measures to GAAP, see appendix.

1. Non-GAAP Operating Expenses includes cost of revenue, sales and marketing, research and development and general and administrative expenses, excluding depreciation and amortization, stock-based compensation and acquisition-related costs.

Current model does not assume additional capital.
Additional funding can significantly accelerate growth.

Raised Guidance (+$3M)
Raised Guidance (+$1M)

Long Term Target Margins:
Adjusted EBITDA Margins of ~40%
Viral growth loops reinforce the strength of our model

- Increased Scale
- Increased reach & engagement
- Improved unit economics, reinvestment for growth & product expansion
- Improved advertiser retention & platform activity monetization
- Enhanced advertiser performance & additional revenue opportunities
**Why Nextdoor wins: We are the neighborhood network, strong network effects, and clear monetization upside**

<table>
<thead>
<tr>
<th>Nextdoor = Neighborhoods</th>
<th>Nextdoor is where you connect to the neighborhoods that matter to you.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose-driven brand</td>
<td><em>Purpose-driven brand</em> — promotes growth, differentiates the business, and aligns the organization.*</td>
</tr>
<tr>
<td>Global relevance</td>
<td><em>63M+ global Verified Neighbors today, and over 70% neighbor retention.</em></td>
</tr>
<tr>
<td>Unique value prop</td>
<td><em>Built on trusted information, physical proximity, and uniquely local perspective.</em></td>
</tr>
<tr>
<td>Significant global addressable market</td>
<td><em>Everyone is a neighbor. Near-term opportunity to add 150M+ households globally.</em></td>
</tr>
<tr>
<td>Product innovation</td>
<td><em>10 years of singular focus on all things neighborhood provides utility that can’t be replicated.</em></td>
</tr>
<tr>
<td>Multiple drivers of monetization</td>
<td><em>Global ARPU growth of 58% Y/Y in Q2 ’21 accelerating from 29% Y/Y in Q1 ‘21.</em></td>
</tr>
</tbody>
</table>

ARPU shown is calculated by annualizing total global revenue divided by the weekly active users (WAU) in the period.
Coming soon...

KIND
_____
LISTED
_____ 
NYSE
We’ll be right back
It starts with a wave
### Adjusted EBITDA Reconciliation

<table>
<thead>
<tr>
<th></th>
<th>2019A</th>
<th>2020A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Loss</strong></td>
<td>($73.3M)</td>
<td>($75.2M)</td>
</tr>
<tr>
<td><strong>Depreciation and amortization</strong></td>
<td>$2.1M</td>
<td>$3.1M</td>
</tr>
<tr>
<td><strong>Stock-based compensation</strong></td>
<td>14.1M</td>
<td>22.6M</td>
</tr>
<tr>
<td><strong>Interest</strong></td>
<td>(2.5M)</td>
<td>(0.7M)</td>
</tr>
<tr>
<td><strong>Provision for income taxes</strong></td>
<td>0.2M</td>
<td>0.1M</td>
</tr>
<tr>
<td><strong>Acquisition-related costs</strong></td>
<td>0.6M</td>
<td>—</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>($58.8M)</td>
<td>($50.2M)</td>
</tr>
</tbody>
</table>
## Non-GAAP Operating Expenses Reconciliation

<table>
<thead>
<tr>
<th></th>
<th>2019A</th>
<th>2020A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of revenue</td>
<td>$13.7M</td>
<td>$21.6M</td>
</tr>
<tr>
<td>Sales and marketing</td>
<td>81.0M</td>
<td>80.3M</td>
</tr>
<tr>
<td>Research and development</td>
<td>42.6M</td>
<td>69.2M</td>
</tr>
<tr>
<td>General and administrative</td>
<td>20.7M</td>
<td>28.8M</td>
</tr>
<tr>
<td><strong>Total GAAP Operating Expenses</strong></td>
<td><strong>$158.0M</strong></td>
<td><strong>$199.9M</strong></td>
</tr>
<tr>
<td>(-) Depreciation and amortization</td>
<td>($2.1M)</td>
<td>($3.1M)</td>
</tr>
<tr>
<td>(-) Stock-based compensation</td>
<td>(14.1M)</td>
<td>(22.6M)</td>
</tr>
<tr>
<td>(-) Acquisition-related costs</td>
<td>(0.6M)</td>
<td>0.0M</td>
</tr>
<tr>
<td><strong>Non-GAAP Operating Expenses</strong></td>
<td><strong>$141.2M</strong></td>
<td><strong>$174.2M</strong></td>
</tr>
<tr>
<td>% of Total Revenue</td>
<td>171%</td>
<td>141%</td>
</tr>
<tr>
<td>% Growth</td>
<td>66%</td>
<td>23%</td>
</tr>
</tbody>
</table>
### Definitions

<table>
<thead>
<tr>
<th><strong>Metrics</strong></th>
<th><strong>Definition</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Household</td>
<td>A single (U.S.) residence containing at least one Current Verified Neighbor</td>
</tr>
<tr>
<td>Neighborhoods</td>
<td>The number of active Launched (10+ member) neighborhoods. A “neighborhood” is a specific geographic area with a defined boundary. Neighborhoods do not overlap.</td>
</tr>
<tr>
<td>Verified Neighbors/Users</td>
<td>The number of neighbors who are verified in a valid Launched (10+ member) or Pilot (&lt; 10 member) neighborhood, and in good standing (i.e. not deleted, deactivated, or suspended.)</td>
</tr>
<tr>
<td>Daily Active Users (DAU)</td>
<td>Count of unique neighbors who have started a session or opened a content email on a given day</td>
</tr>
<tr>
<td>Weekly Active Users (WAU)</td>
<td>Count of unique neighbors who have started a session or opened a content email over the trailing 7 days</td>
</tr>
<tr>
<td>Monthly Active User (MAU)</td>
<td>Count of unique neighbors who have started a session or opened a content email over the trailing 30 days</td>
</tr>
<tr>
<td>Engagement</td>
<td>Used to refer to neighbor activity — usually WAU unless otherwise specified</td>
</tr>
<tr>
<td>Neighbor retention</td>
<td>3 month MAU is defined as active in the 30 days preceding day 90, 6 month is active in the 30 days preceding day 180, 12 month is active in the 30 days preceding day 360, and 24 month is active in the 30 days preceding day 720. 3-month data based on users who joined in 2021; 6- and 12-month data based on users who joined in 2020; 24-month data based on users who joined in 2019.</td>
</tr>
<tr>
<td>Neighborhood penetration</td>
<td>U.S. Households (see above) divided by the total number of Households (claimed or otherwise) in the neighborhood.</td>
</tr>
<tr>
<td>Local Business Claimed Pages</td>
<td>Local business pages that have been claimed by a Nextdoor partner</td>
</tr>
</tbody>
</table>