



nextdoor

September 2021

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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 herein generally relate to future events or the future financial or operating performance of Khosla, Nextdoor or the combined company expected to result from the Business Combination (the “Combined Company”). For example, projections of future financial performance of Nextdoor and the Combined Company, the Combined Company’s business plan, other projections concerning key performance metrics, the proceeds of the Business Combination and the Combined Company’s expected cash runway, the listing of the Combined Company’s common stock on the NYSE under the ticker “KIND”, and the potential effects of the Business Combination on Khosla and the Combined Company, are forward-looking statements. In some cases, you can identify forward-looking statements by terminology such as “ may,”“ should,”“ expect,”“ intend,”“ will,” “estimate,”“ anticipate,”“ believe,”“ predict,” “project,” “target,” “plan,” or “potentially” or the negatives of these terms or variations of them or similar terminology. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements.

These forward-looking statements are based upon estimates and assumptions that, while considered reasonable by Khosla, Nextdoor and its management, as the case may be, are inherently uncertain and subject to material change. New risks and uncertainties may emerge from time to time, and it is not possible to predict all risk and uncertainties.

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 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.

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 and the risk factors of Khosla and Nextdoor described above. Neither Khosla nor Nextdoor undertakes any duty to update these forward-looking statements.

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”. 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’s 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.

Disclaimer

This presentation includes certain non-GAAP financial measures (including on a forward-looking basis). These non-GAAP measures are an addition, and 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 measures of financial results (including on a forward-looking basis) provide useful supplemental information to investors about Nextdoor. 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 measures. 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 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.

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. 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. When available, the definitive proxy statement/prospectus/consent solicitation statement and other relevant materials for the proposed Business Combination will be mailed to stockholders of Khosla and Nextdoor as of a record date to be established for voting on the proposed Business Combination. Stockholders will also be able to obtain copies of the preliminary proxy statement/prospectus/consent solicitation statement, the definitive proxy statement/ prospectus/consent solicitation statement and other documents filed with the SEC, without charge, once available, 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.

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 securities 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 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.

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

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Agenda

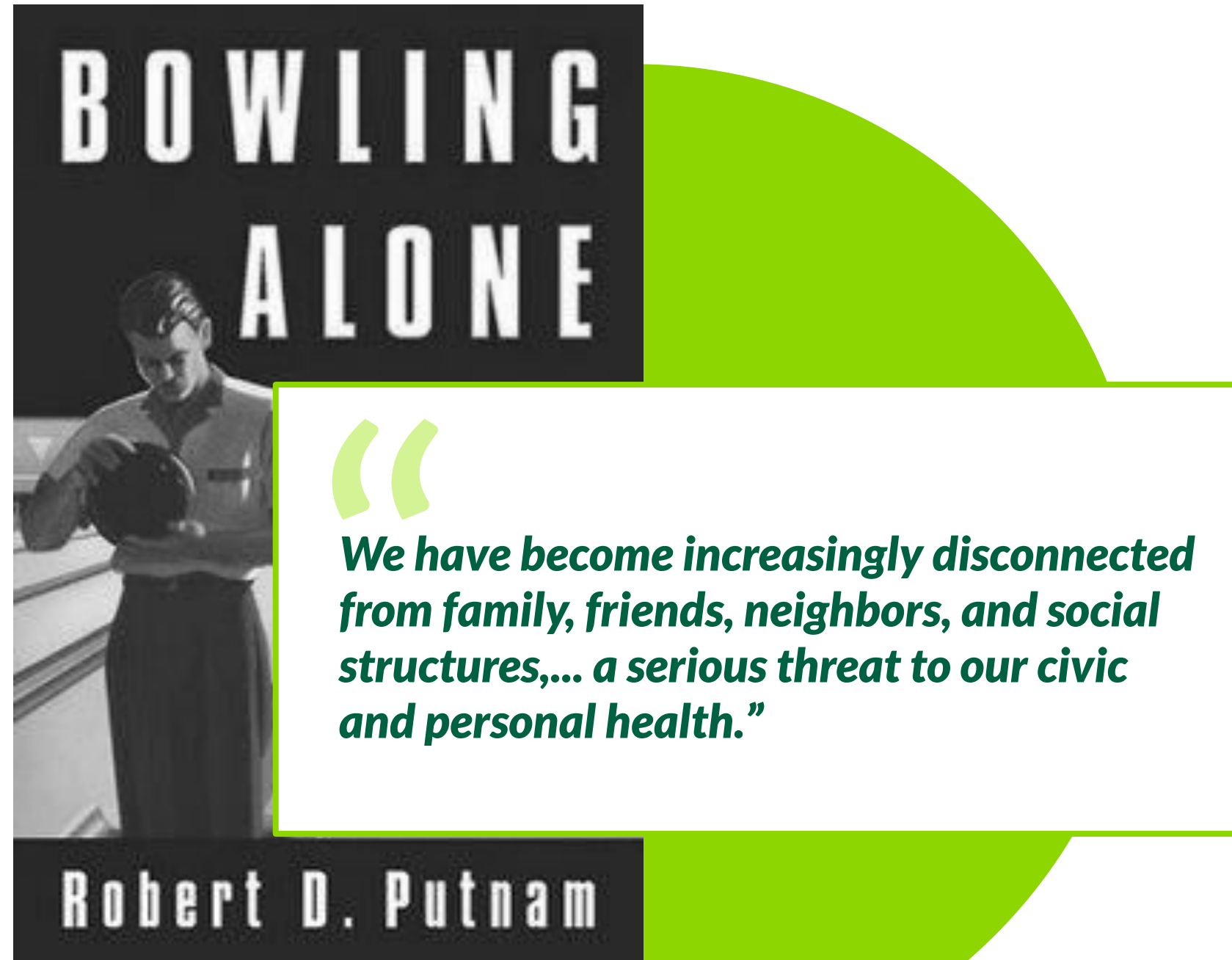
Opening Remarks	<i>Sarah Friar, Chief Executive Officer</i>	Founder’s Story + Community & Moderation	<i>Prakash Janakiraman, Co-Founder, Chief Architect</i>
Our Product	<i>Kiran Prasad, Head of Product</i>	Our Brand	<i>Maryam Banikarim, Head of Marketing</i>
Revenue	<i>Heidi Andersen, Head of Revenue</i>	Financials	<i>Mike Doyle, Chief Financial Officer</i>
Break	10 Minute	Break	10 Minute
Board Member Conversation	<i>Sarah Friar & Bill Gurley, Board of Directors</i>	Q&A Panel	<i>Hosted by Matt Anderson Participants: Sarah Friar, Mike Doyle, Kiran Prasad, Heidi Andersen</i>



Chief Executive Officer

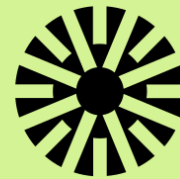
Sarah Friar

Nextdoor was started with a spark...



...and the data strengthened our founders' beliefs in Nextdoor's why

Pew Research Center



JUNE 18, 2010



Do You Know Your Neighbors?

BY [RUSSELL HEIMLICH](#)

Fewer than half of American adults know most or all of their neighbors. When survey respondents were asked if they knew the names of the neighbors who live close to them, 19% of adults said they knew all of their neighbors. Another 24% said they knew most of their neighbors. This left the majority of American adults knowing only some (29%) or none (28%) of their neighbors by name. These numbers are little changed from the last time the question was asked in July 2008. Previous research by the Pew Internet & American Life Project has shown no correlation between internet use and contact with neighbors. In fact, Americans who go online daily are more likely than non-internet users to know some of their neighbors by name. [Read More](#)

“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

A large, diverse group of people, mostly wearing face masks, are gathered outdoors on a grassy area in front of a brick house. The crowd is spread out, with some people standing on the grass and others on a paved path. In the foreground, two individuals are seen from behind, facing the crowd; one is holding a small object in their hand. The scene suggests a community event or a public gathering during a time of health precautions. The text "Connecting neighborhoods one neighbor at a time" is overlaid in the center of the image.

***Connecting neighborhoods
one neighbor at a time***

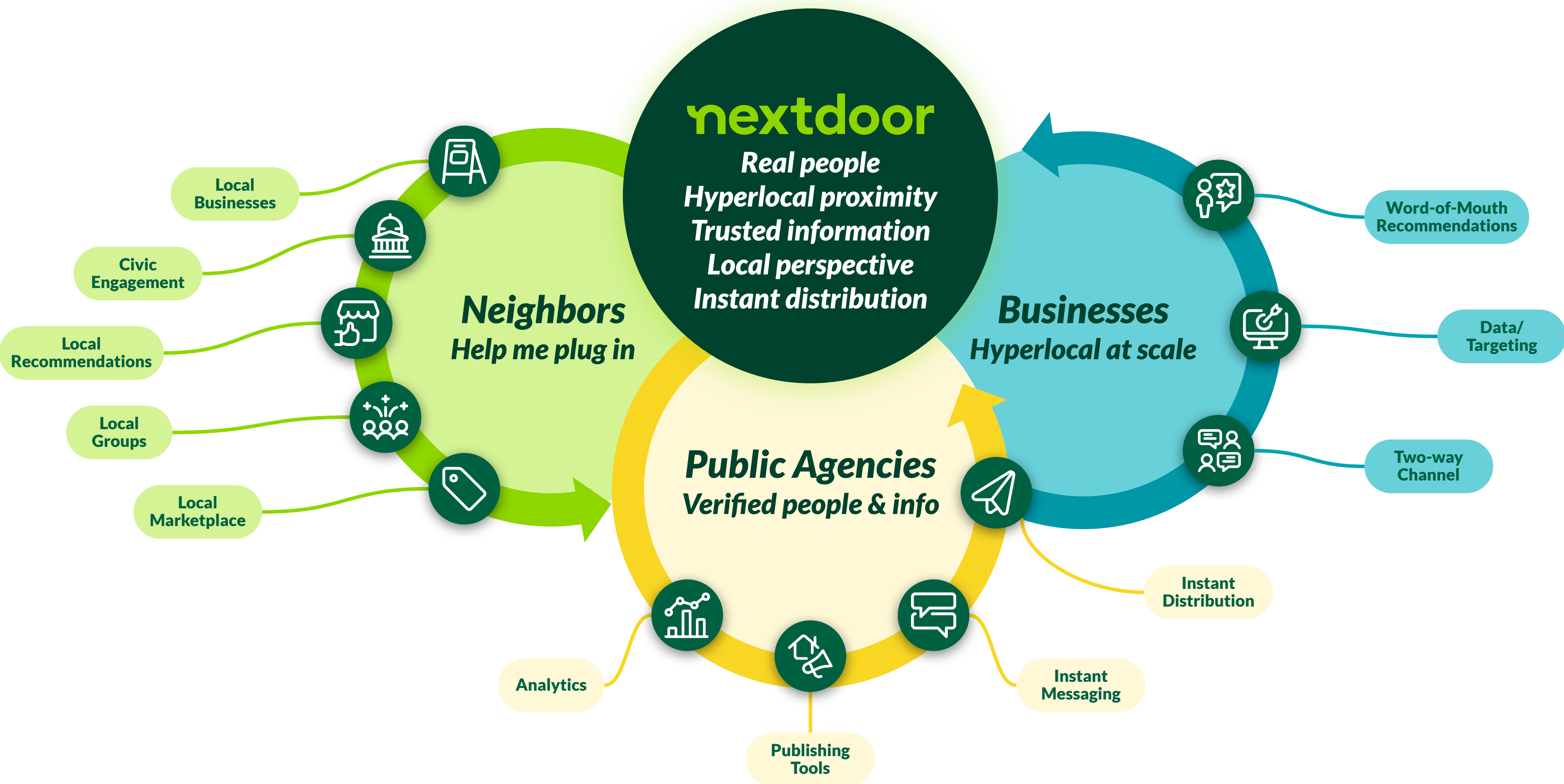
Our purpose

***To cultivate a kinder
world where everyone
has a **neighborhood**
they can rely on***



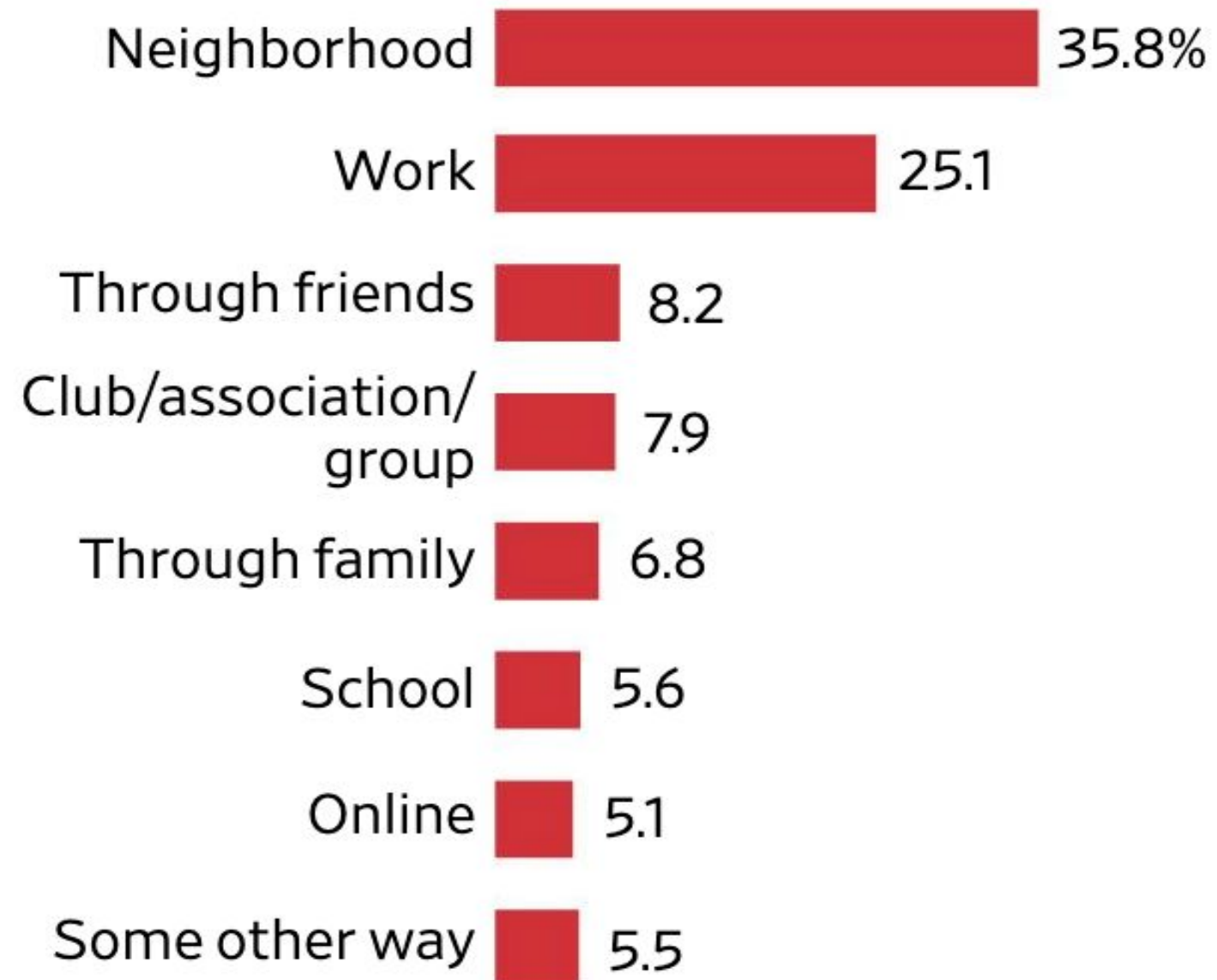
nextdoor

Strong competitive moat with viral growth loops built in



Neighbors are key to our well being

Where friendships are made



Source: Hall, J. A. (2019). How many hours does it take to make a friend? Journal of Social and Personal Relationships.

“

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⁾

(1) Harvard Business Review, Work and the Loneliness Epidemic - Reducing isolation at work is good for business. September 26, 2017, Vivek Murthy (2) Nextdoor [Global Loneliness Study](#).

And we're seeing a structural shift towards local

A large green number '73%' with a light green abstract shape behind it.

**say neighbors are one of the
most important communities
in their lives⁽¹⁾**

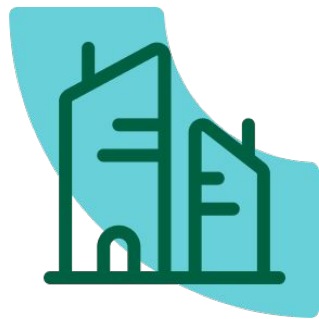
A large green number '80%' with a light yellow abstract shape behind it.

**expect to work from home
at least 3x per week⁽²⁾**

A large green number '75%' with a light blue abstract shape behind it.

plan to shop more locally⁽³⁾

Nextdoor is **THE** neighborhood network



~1 in 3

U.S. Households



63M+

Verified Neighbors

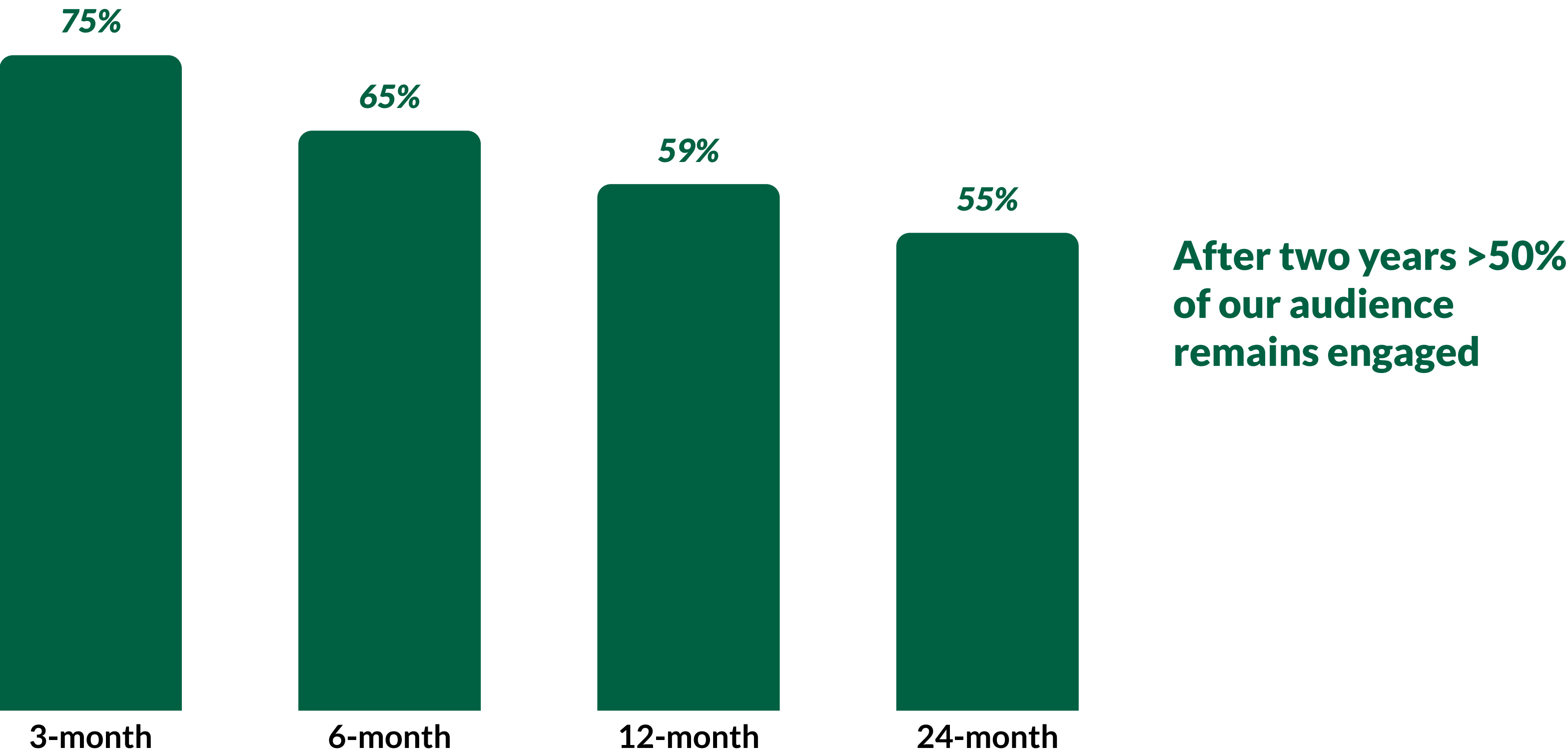


29M+

**Weekly Active Neighbors
(WAUs)**

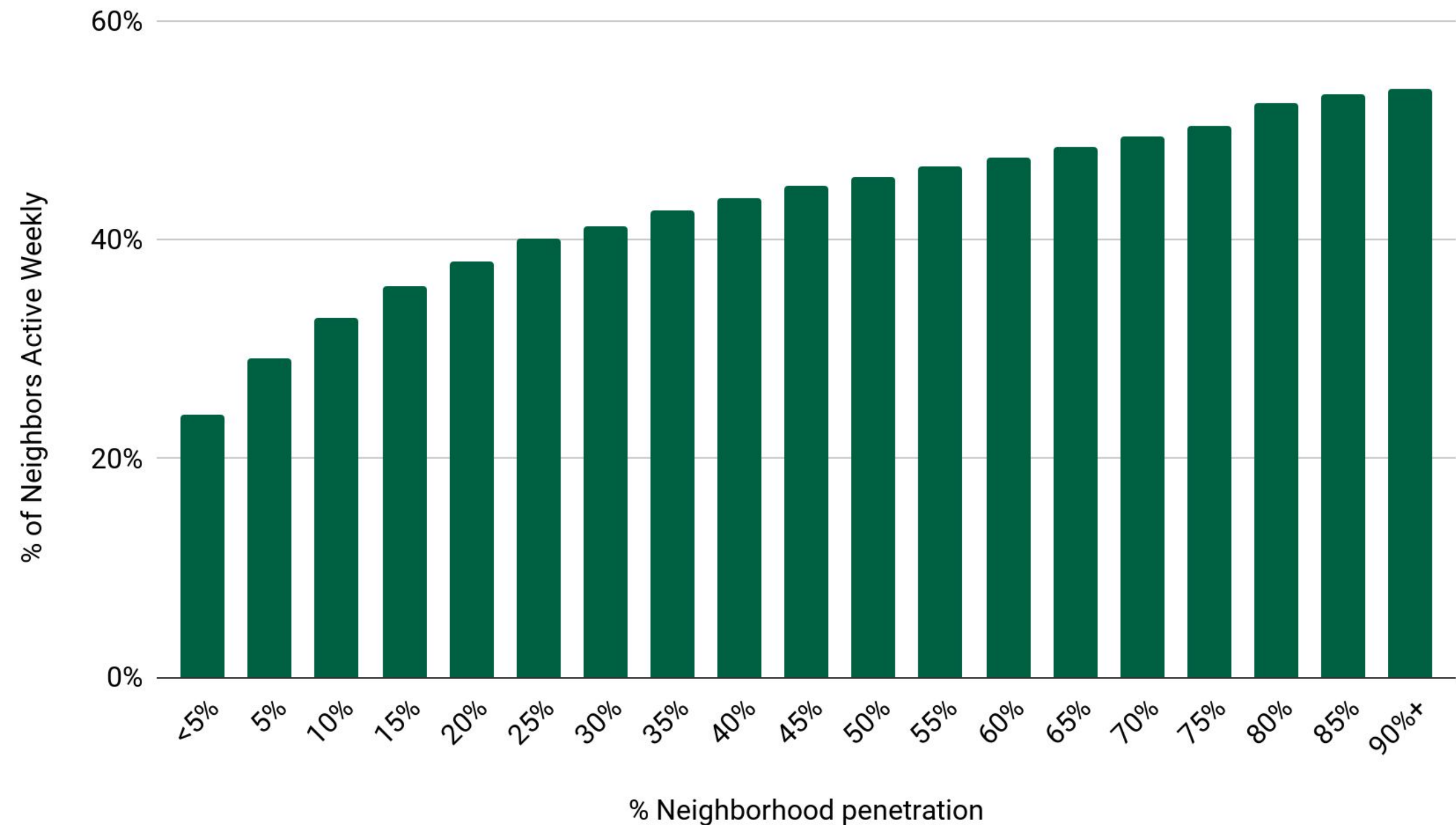
U.S. household and global Verified Neighbor data as of 6/30/21.
Global WAUs reflect the average for the quarter ended 6/30/21.

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



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.

...Combined with strong network effects...



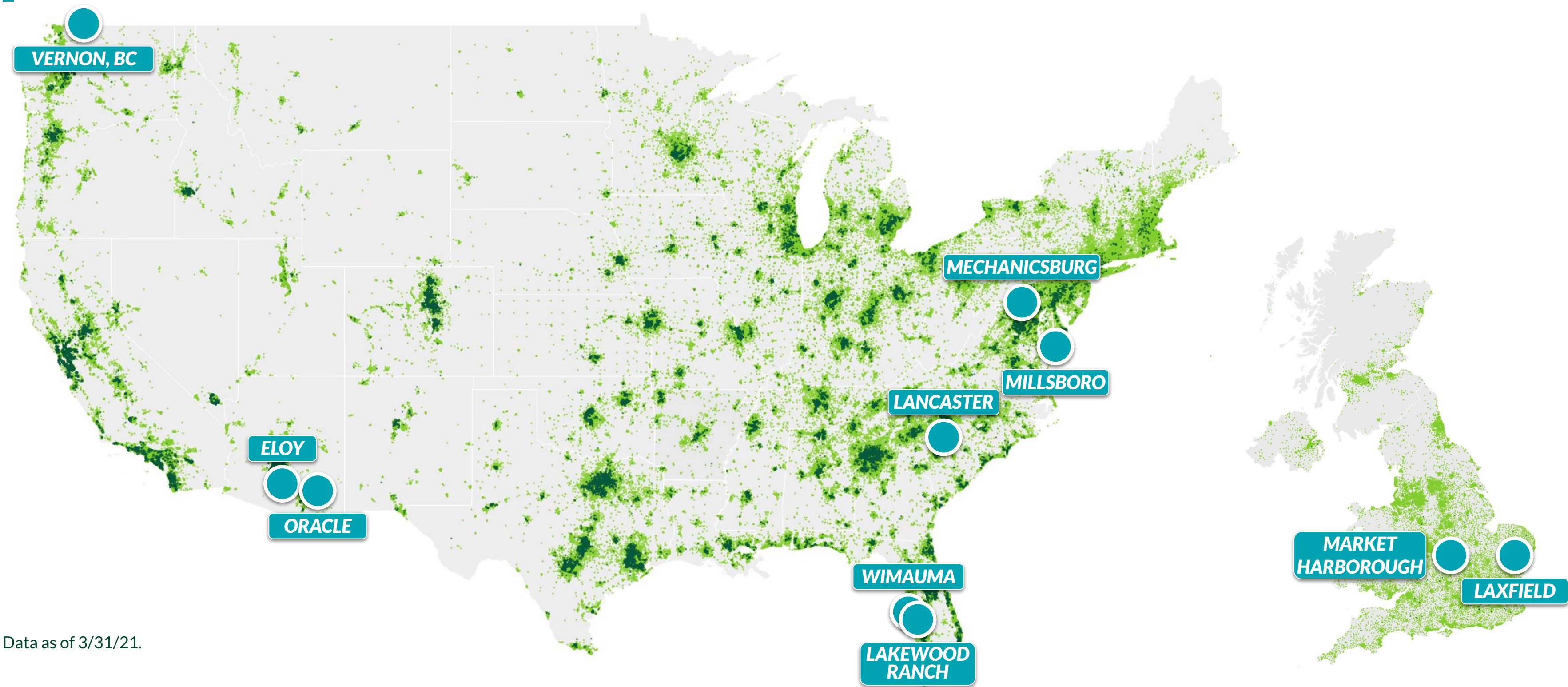
Our path to engagement growth is proven

2.3x increase in weekly engagement as more neighbors join

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

- Neighborhoods with top-quartile (>65%) penetration
- Top 10 engaged neighborhoods (>60% daily engagement)



Data as of 3/31/21.

Investment thesis

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

51%



Women

41%



People of Color

Experienced management team



Heidi Andersen
Head of Revenue



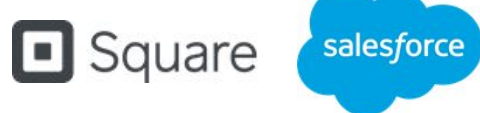
Maryam Banikarim
Head of Marketing



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



Abraham
Kingstowne Thompson
Center, VA, USA



Stefan
Norra Ängby,
Stockholm, Sweden



Ana
Paseo del Prado,
Madrid, Spain



Shawn
12 South
Nashville, TN, USA



Dawn
Grant Park,
GA, USA



Delene
Berwick,
Melbourne, AU



Noel
Etobicoke, Ontario,
Canada



Cecile
San Mateo-Santa
Cruz, CA, USA

Our strategy

*Enable neighbors and
organizations to build an
active valued community*

Community

**Shared attribute
or interest**

Belonging

Place



Valued

Trust

Dependable

Exchange
value

A group of people, including adults and children, are playing soccer in a grassy park. One child is on the ground with a soccer ball nearby. The background is filled with lush green trees. A large teal banner with the word 'Active' is overlaid on the top left. Three teal vertical bars with text are positioned across the middle of the image.

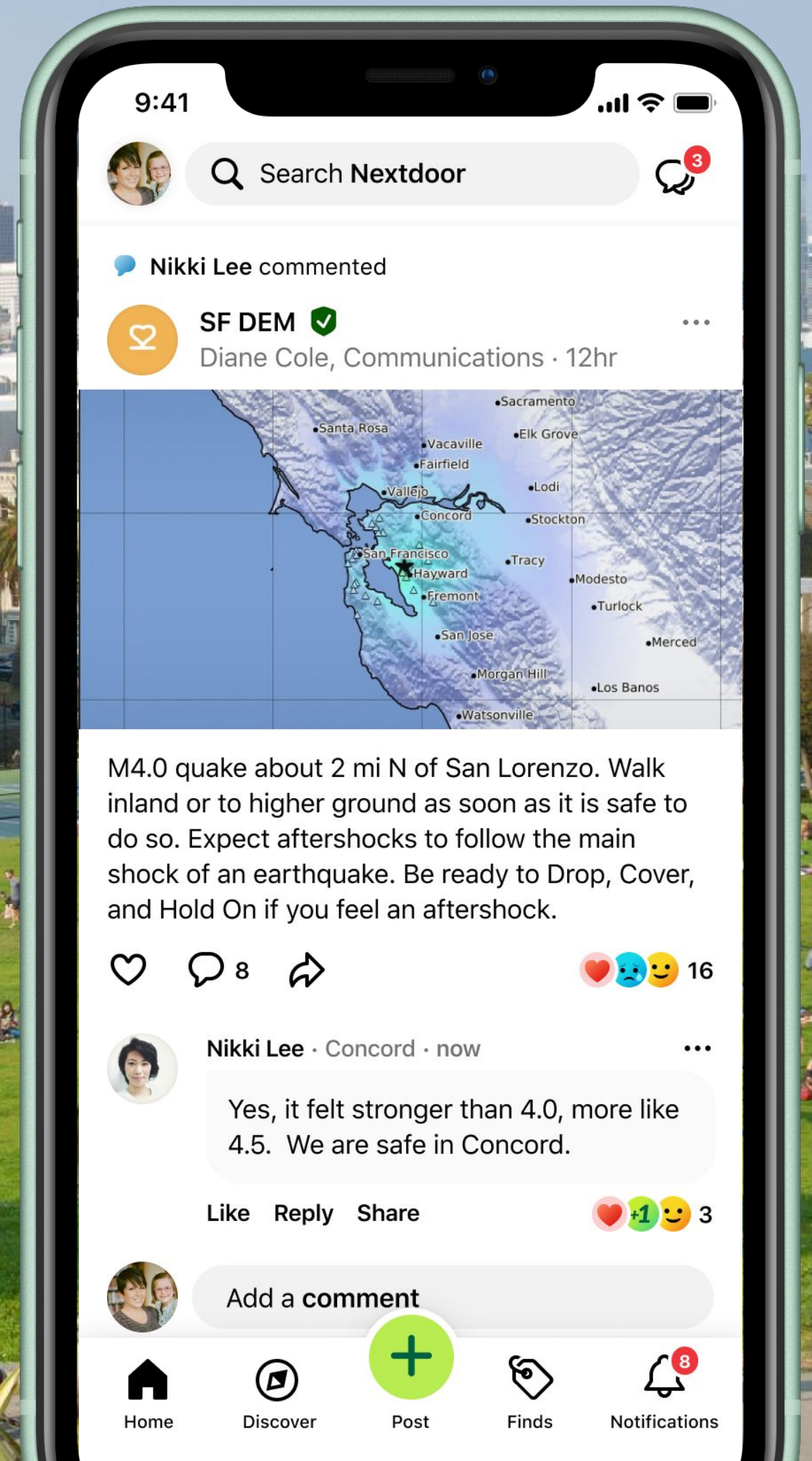
Active

***Involved in the
community***

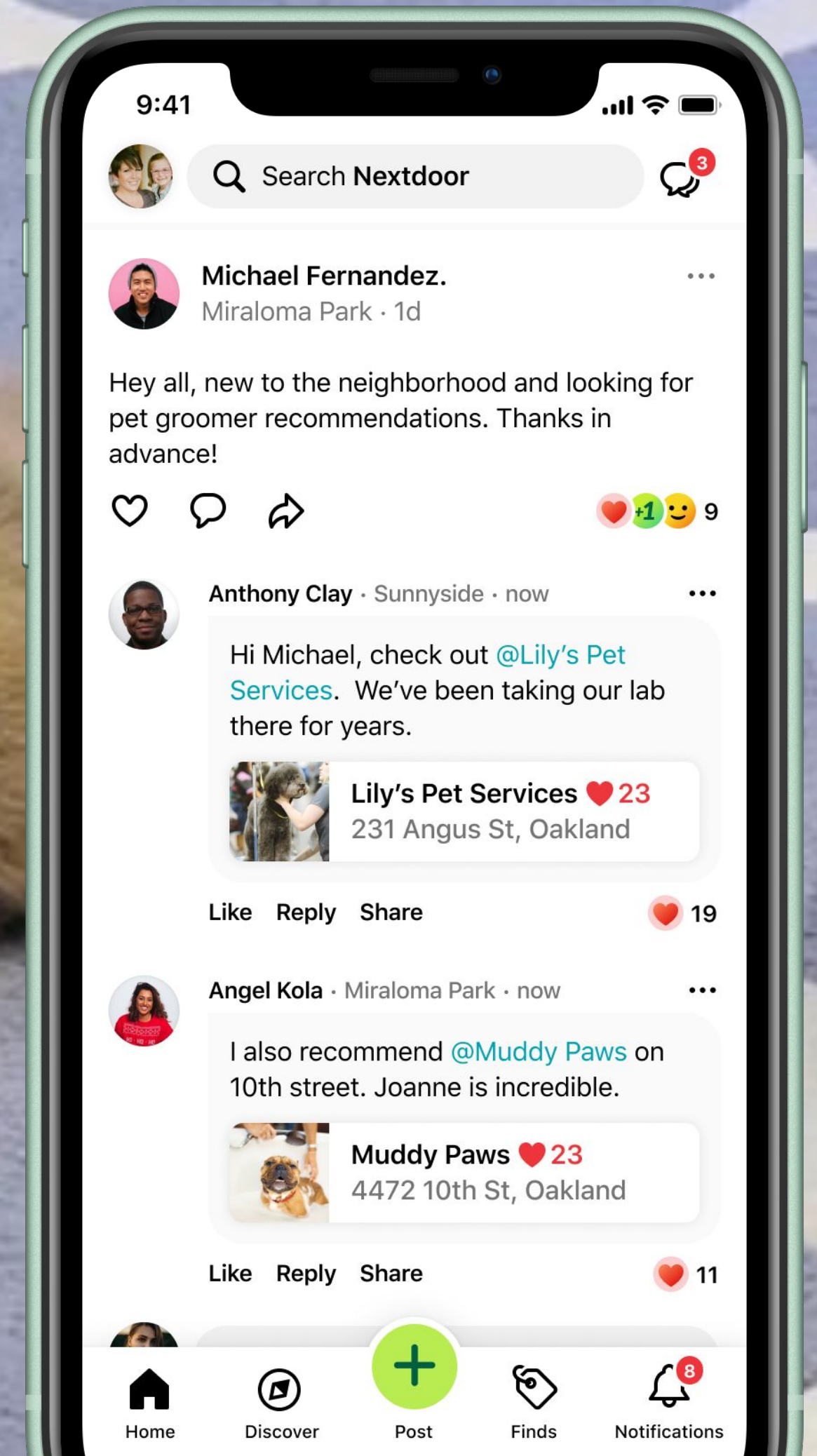
Communicate

***Give and
get help***

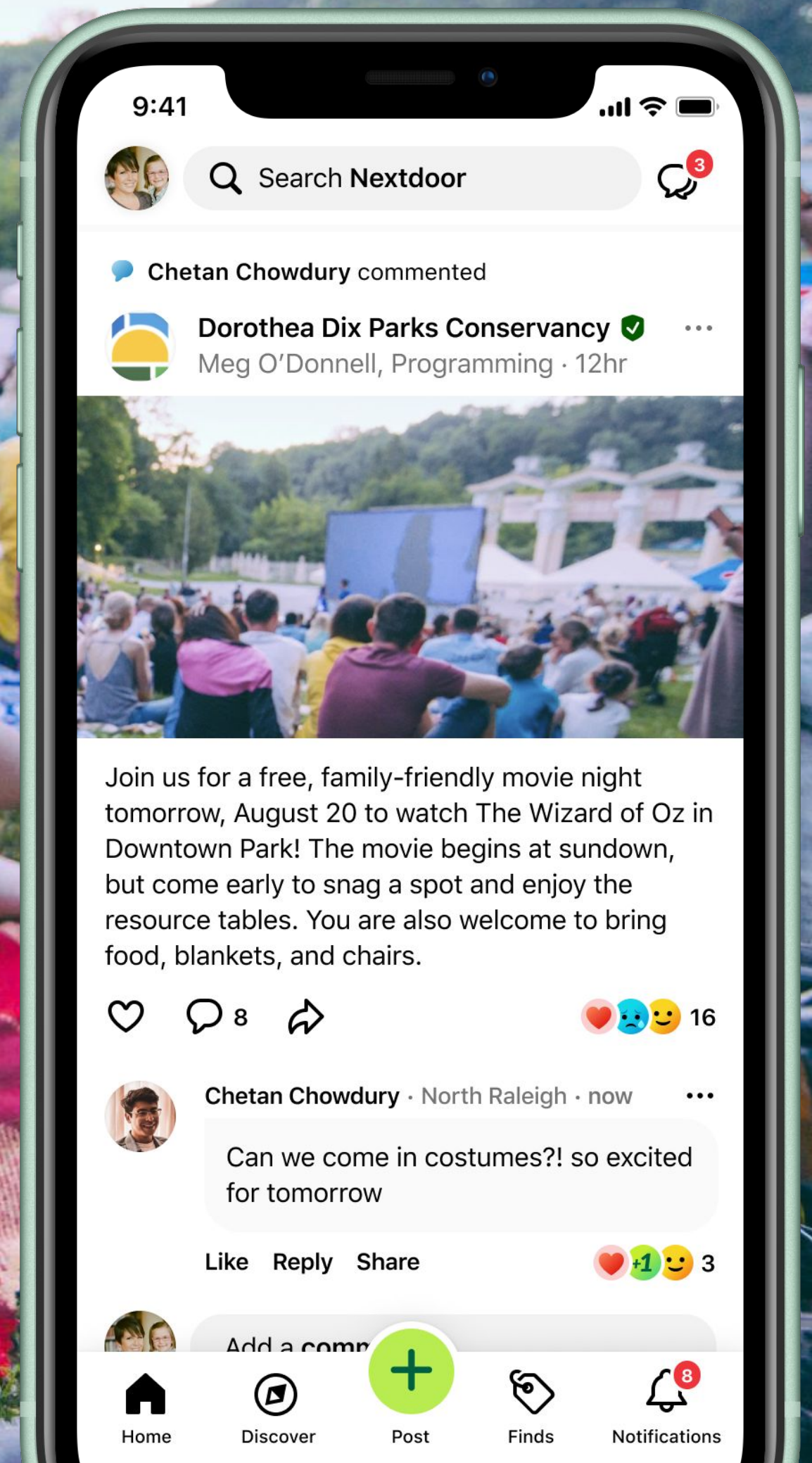
Neighbors want to stay up to date with what's happening



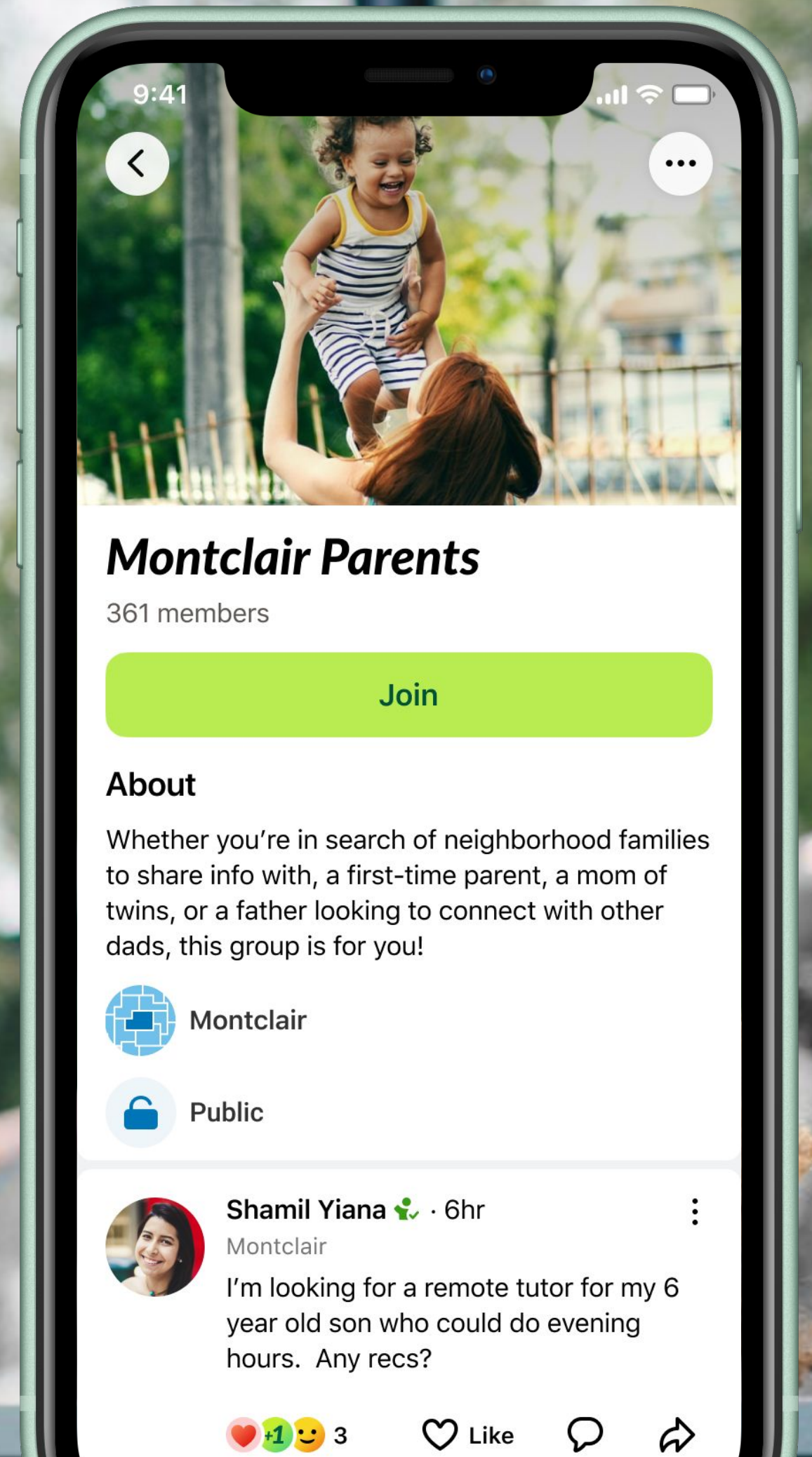
Neighbors are looking for resources (and pets)



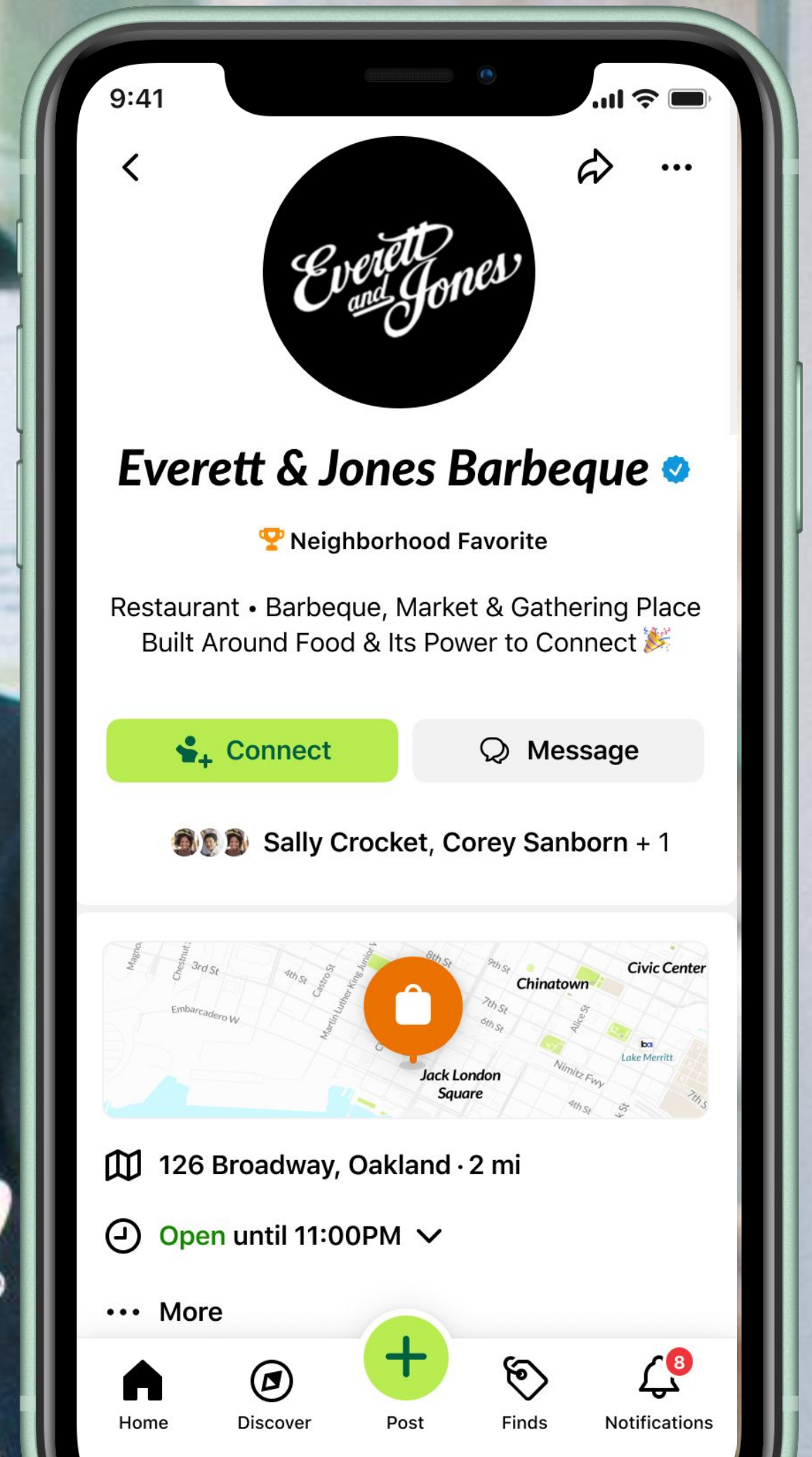
Neighbors want to discover nearby events and activities



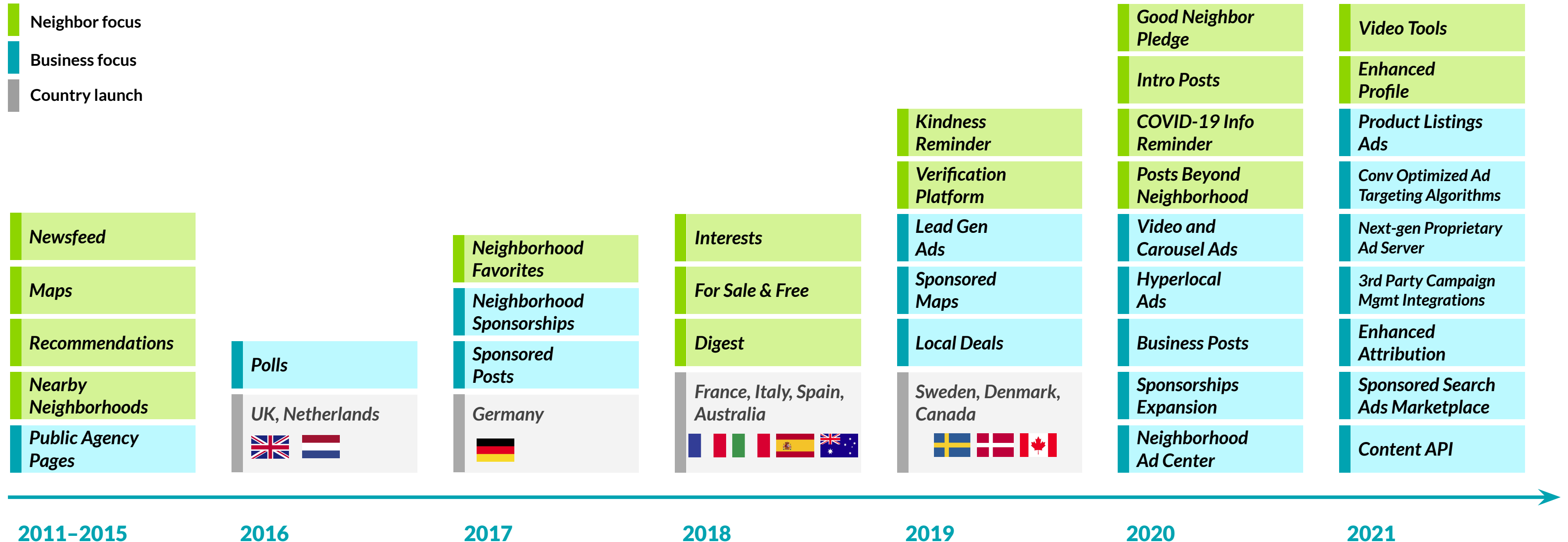
**Neighbors want to
connect with others who
share their interests**



**Businesses want to show
they're part of the
community to grow**

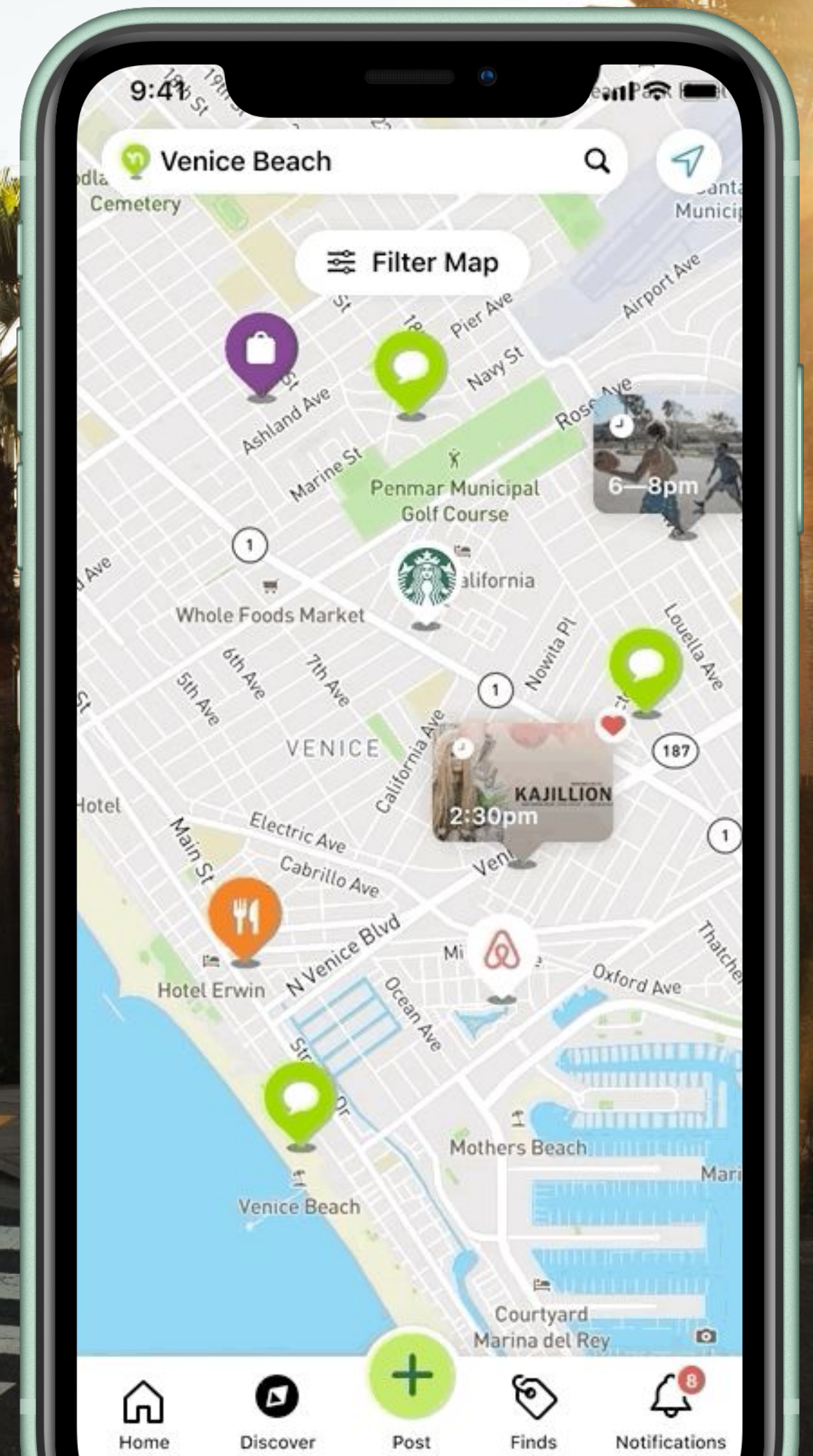


Focusing on value that leads to growth

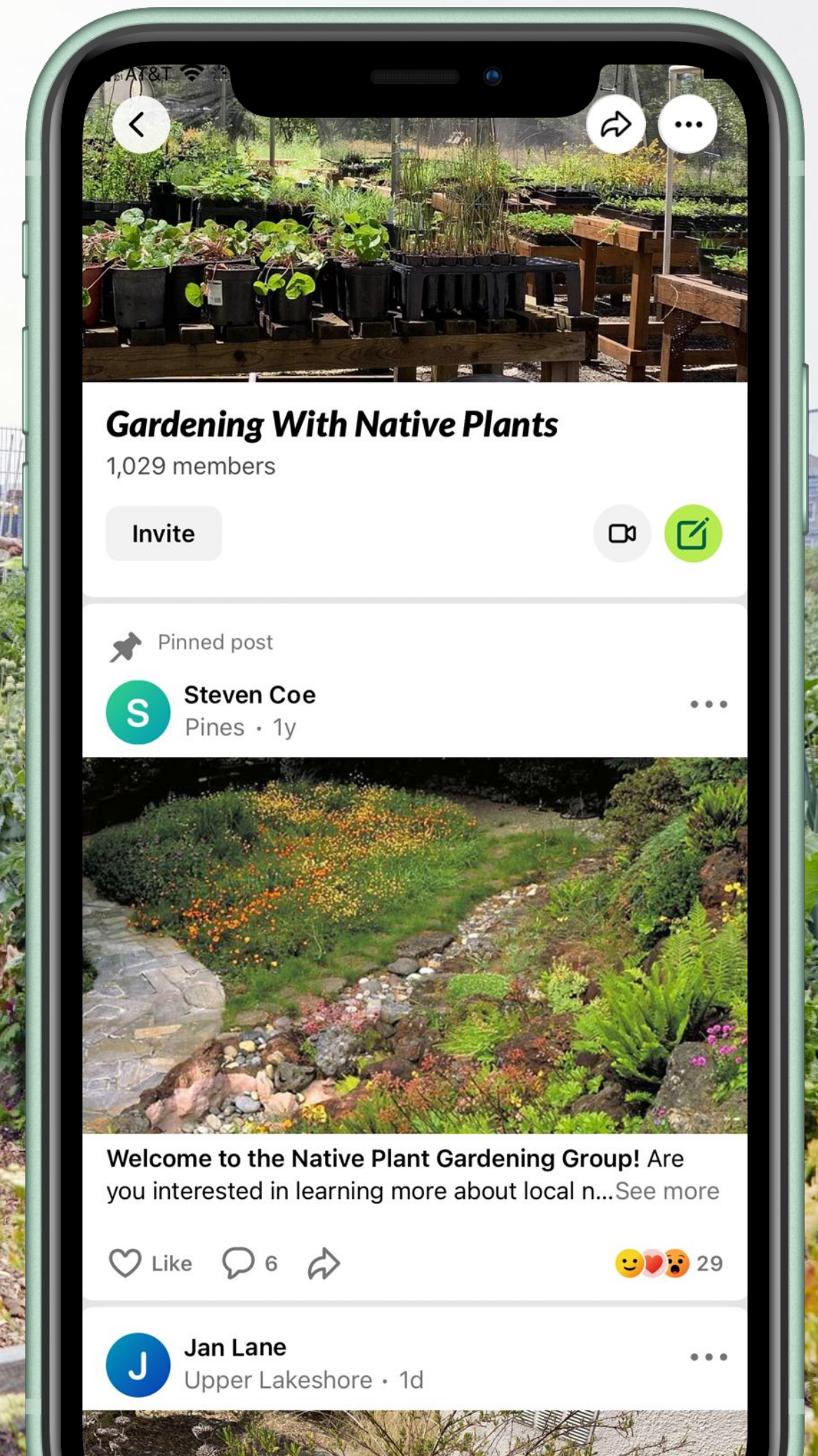


***Evolving our product
by learning how neighbors
use Nextdoor***

Maps



Groups



Gardening With Native Plants

1,029 members

Invite



Pinned post

Steven Coe
Pines · 1y



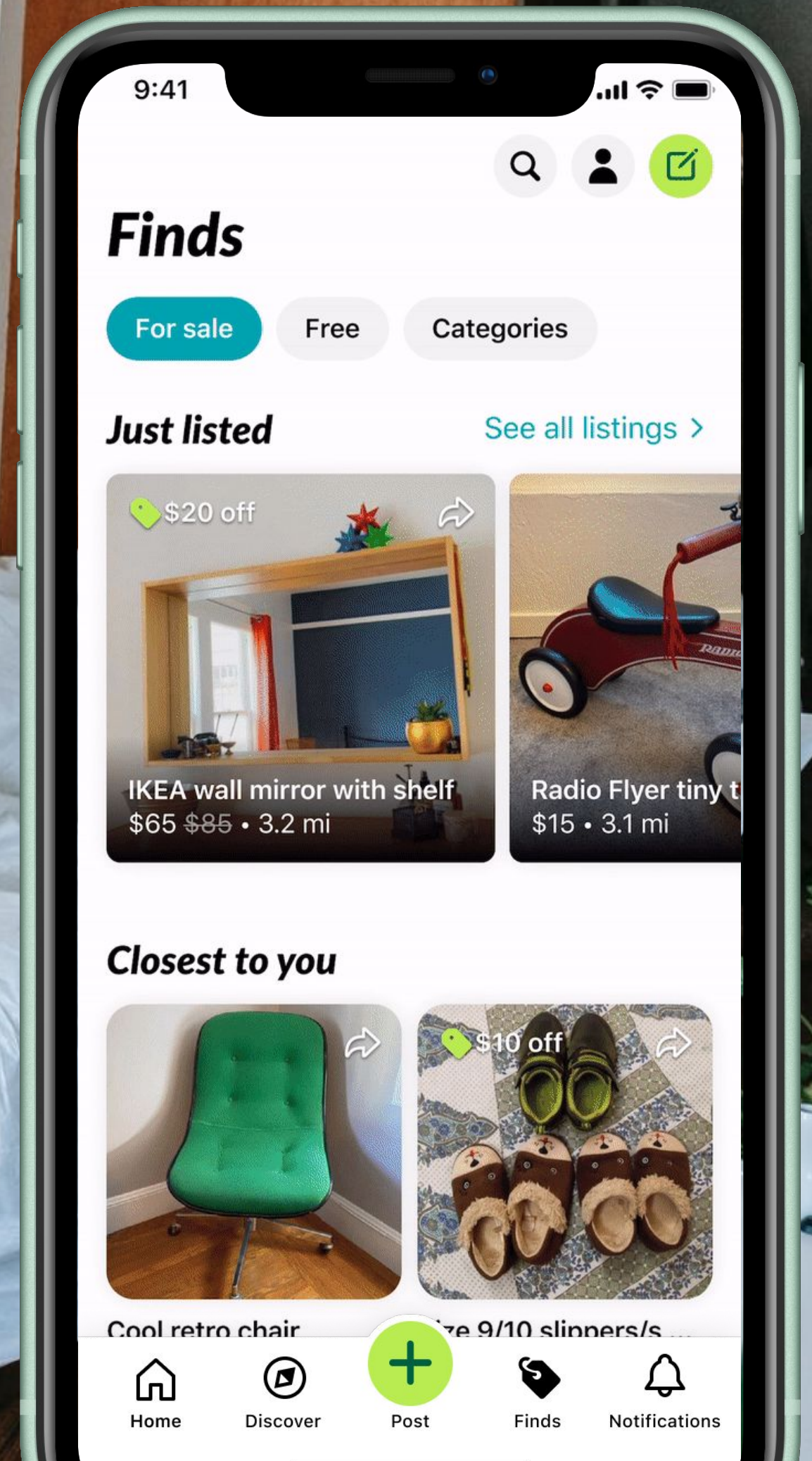
Welcome to the Native Plant Gardening Group! Are you interested in learning more about local n...See more

Like 6

29

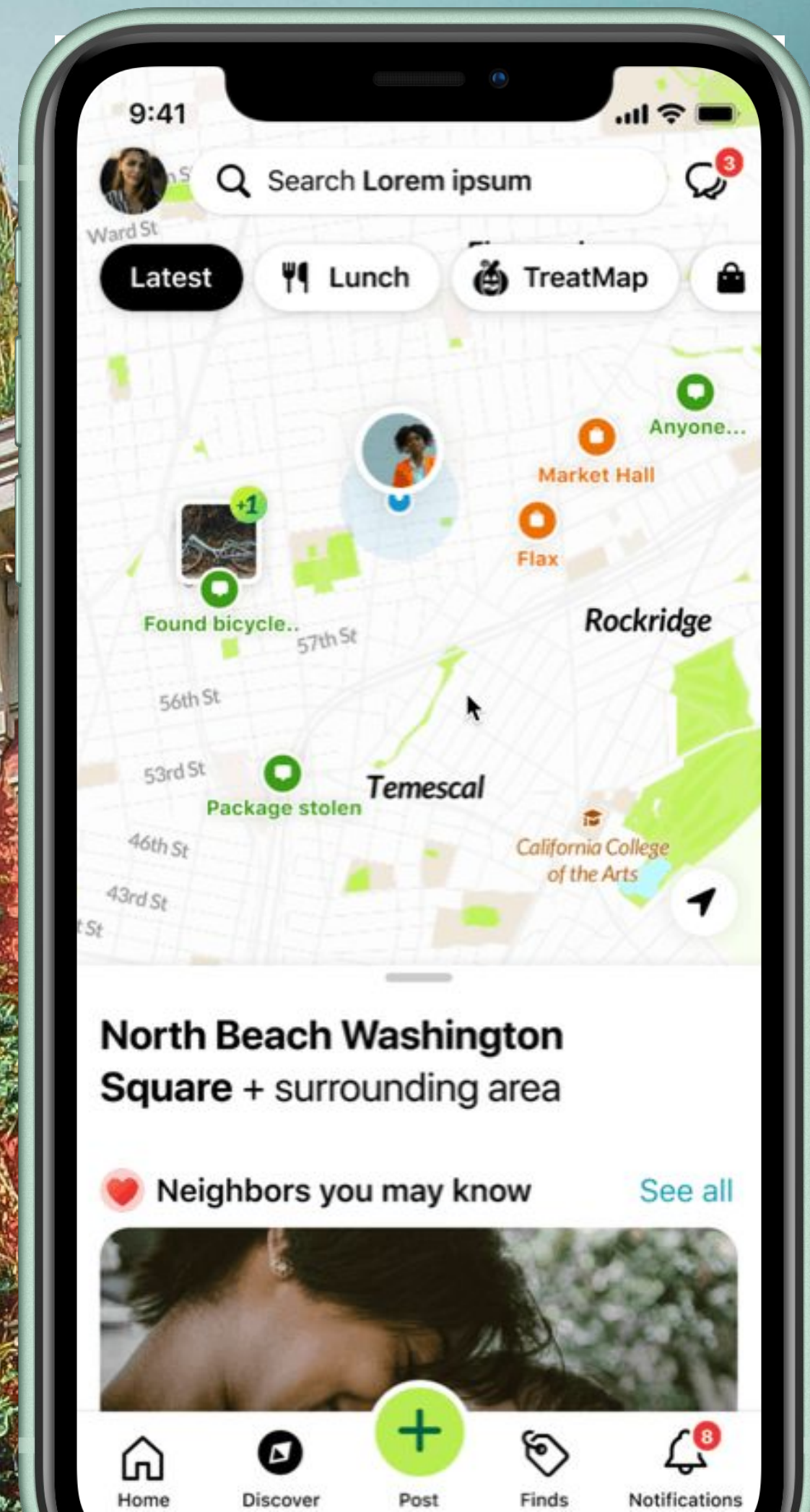
Jan Lane
Upper Lakeshore · 1d

Finds

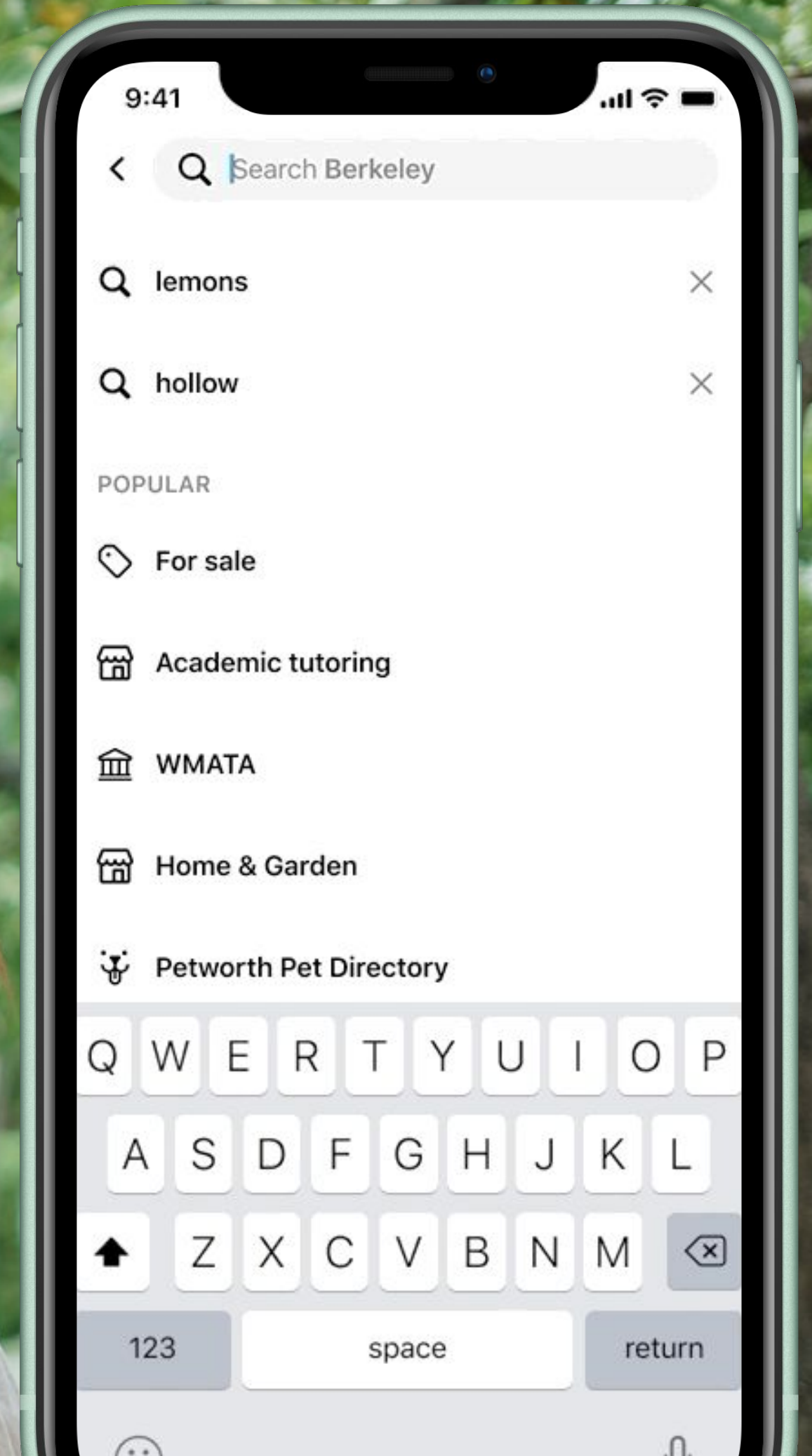


***Driving value
and growth***

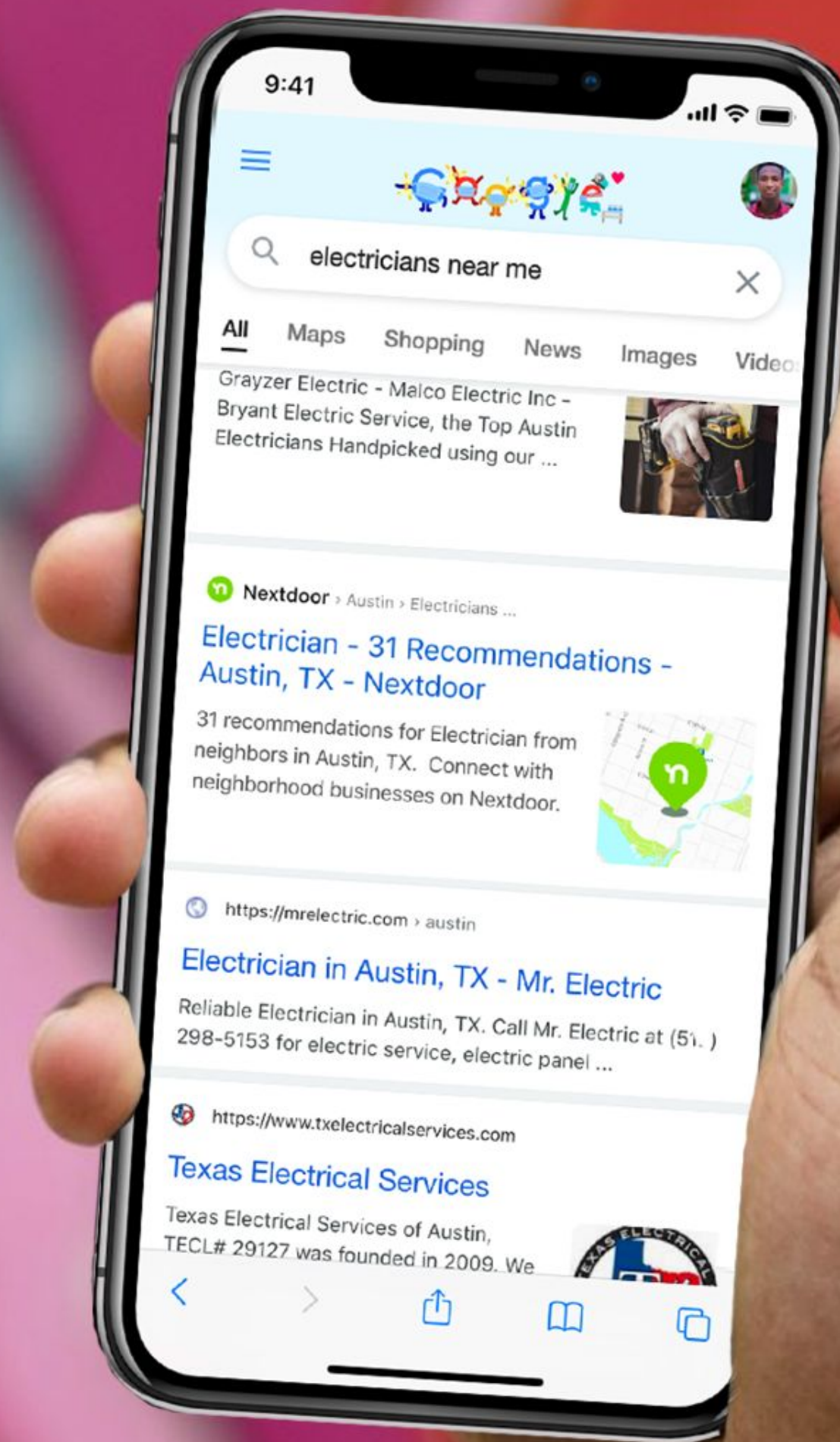
**Connect with more than
one neighborhood**



***Connect with neighbors
and organizations***



Making Nextdoor content searchable



Our strategy

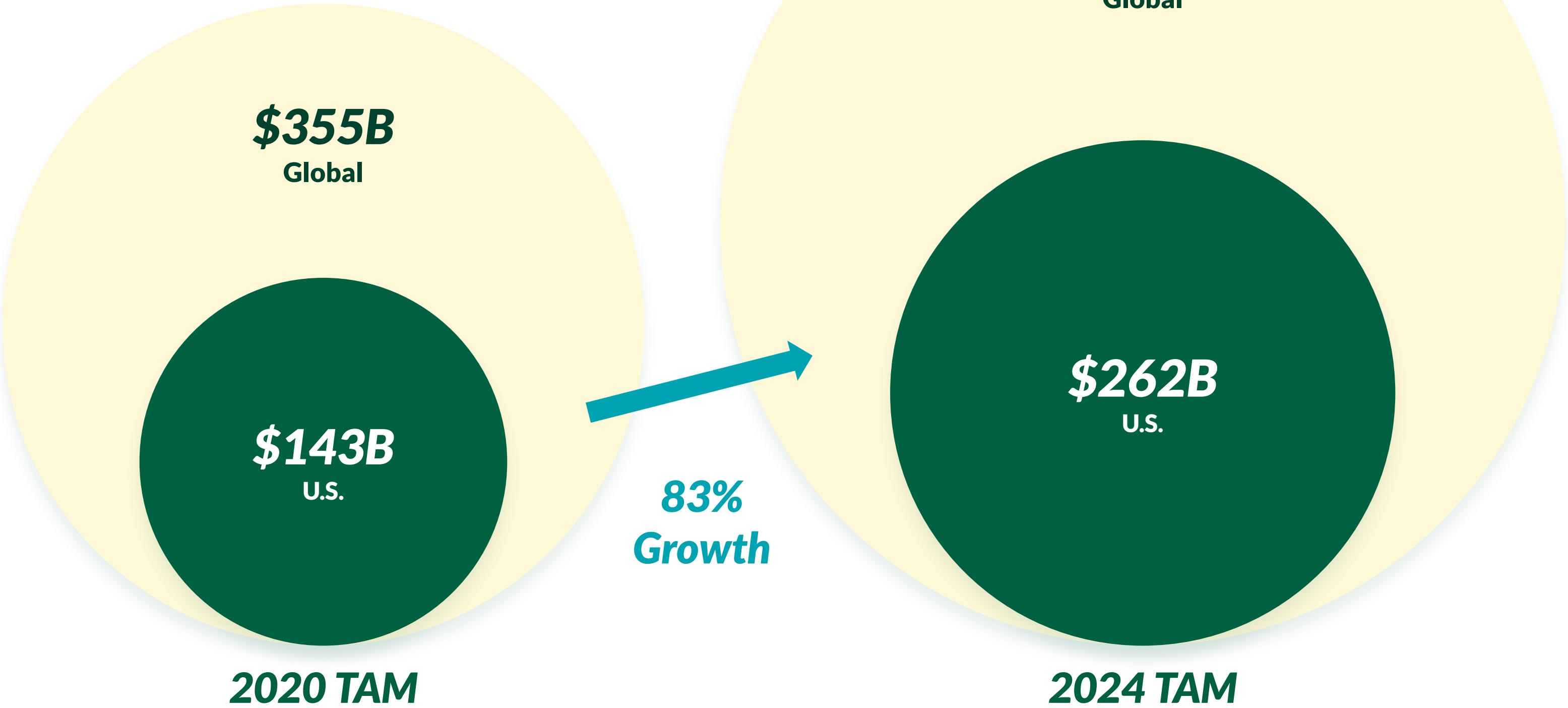
*Enable neighbors and
organizations to build an
active valued community*



Head of Revenue

Heidi Andersen

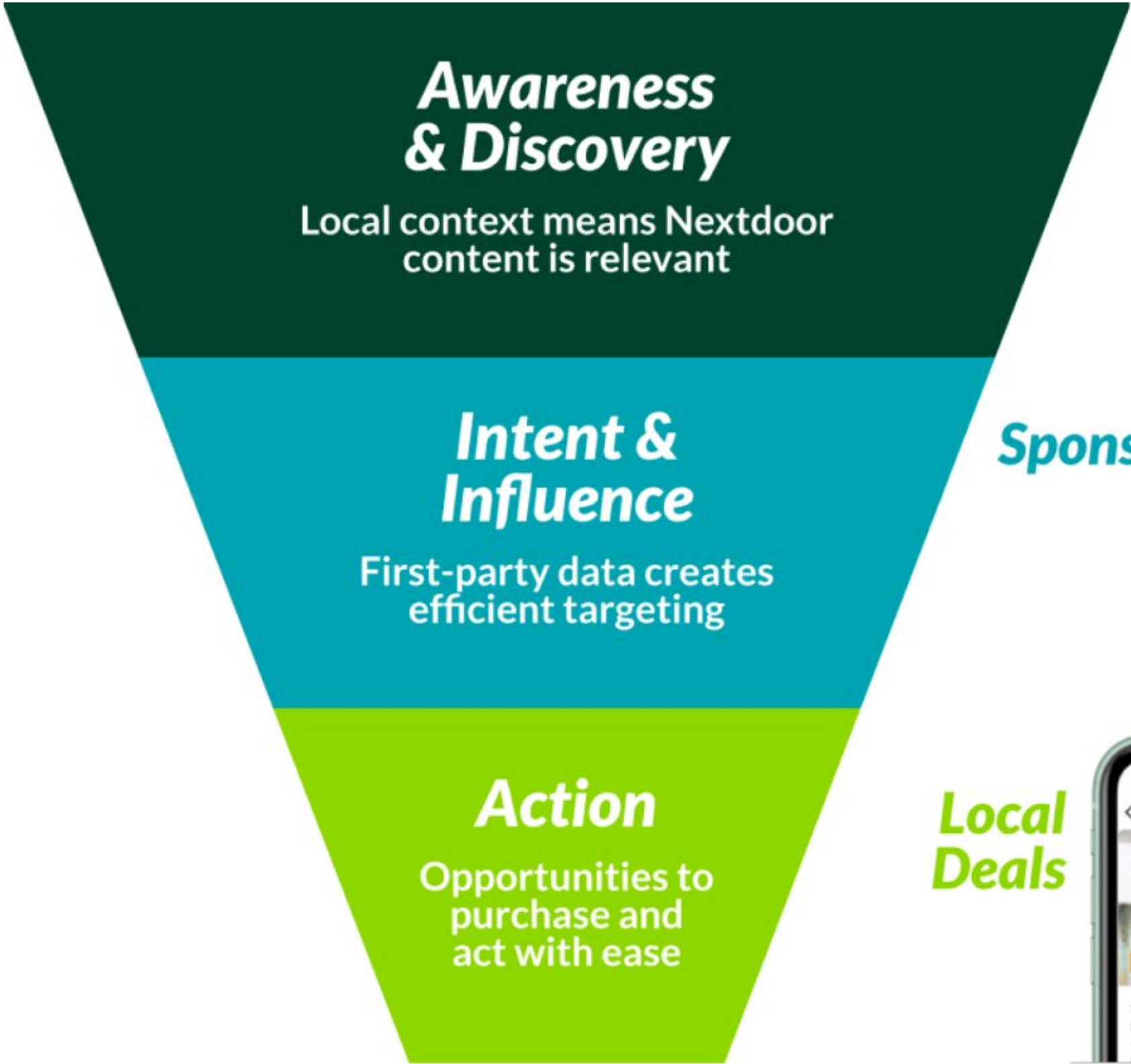
Digital advertising TAM represents \$600B+ opportunity



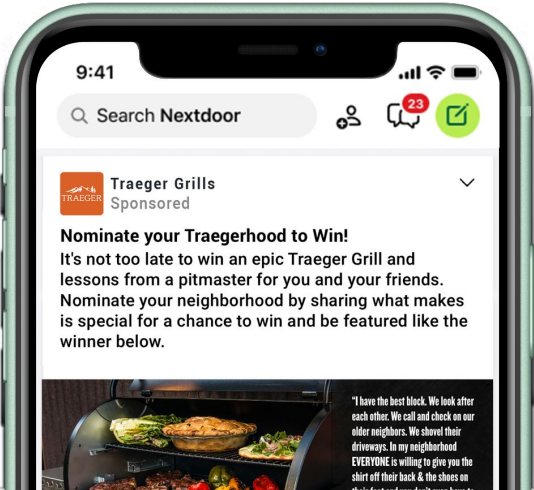
- Large Adjacent Markets**
- Home services
 - Local commerce
 - Classifieds
 - Real estate
 - Local events

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



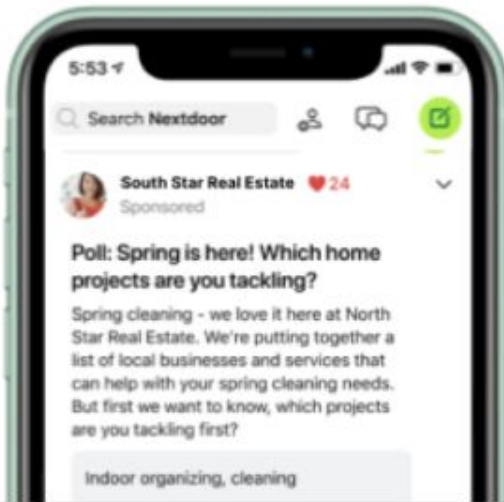
Sponsored Posts



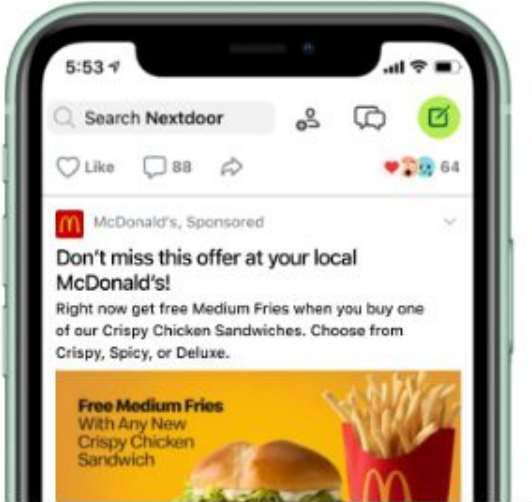
Maps



Sponsorships



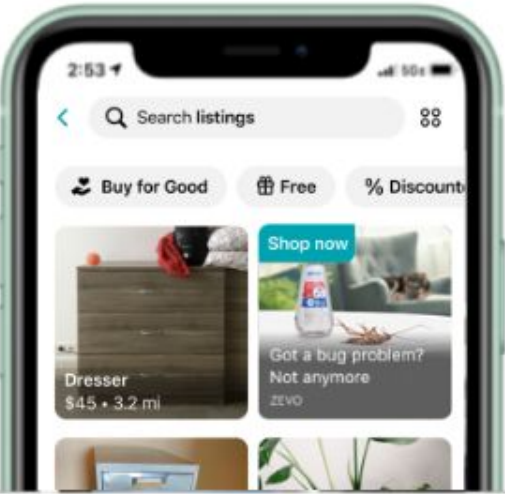
Dynamic Local Ads



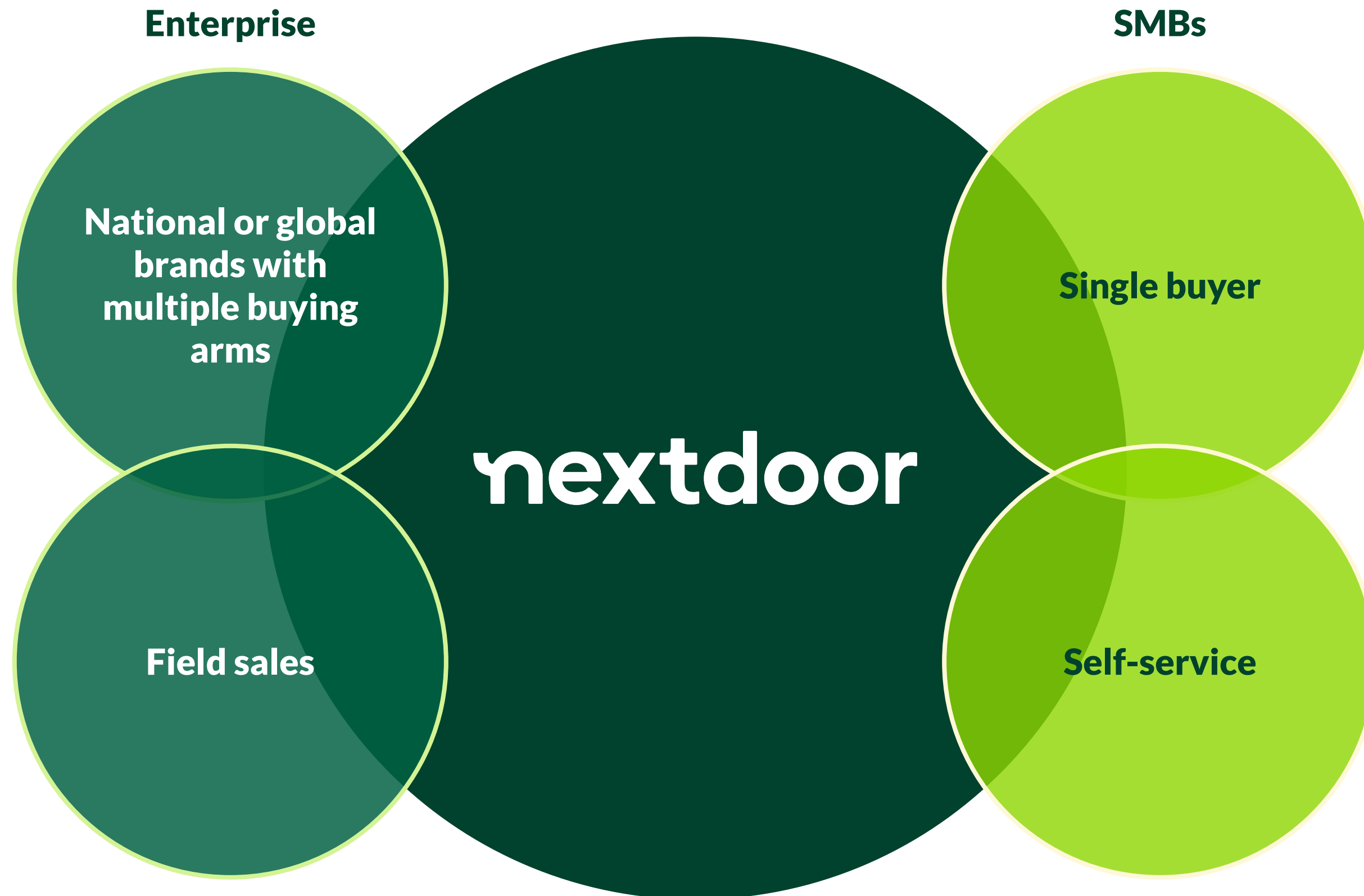
Local Deals



Finds



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

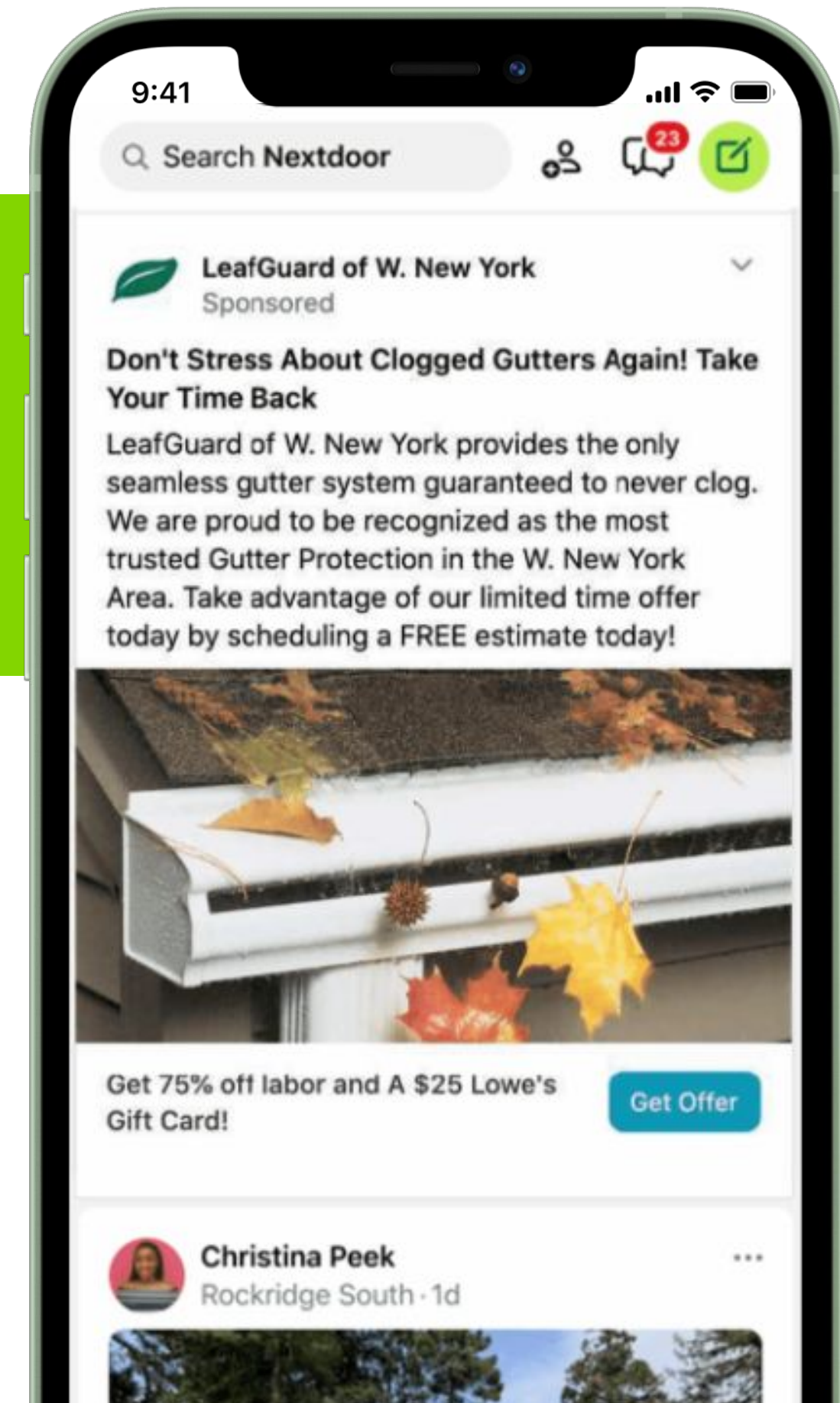
~200

Enterprises

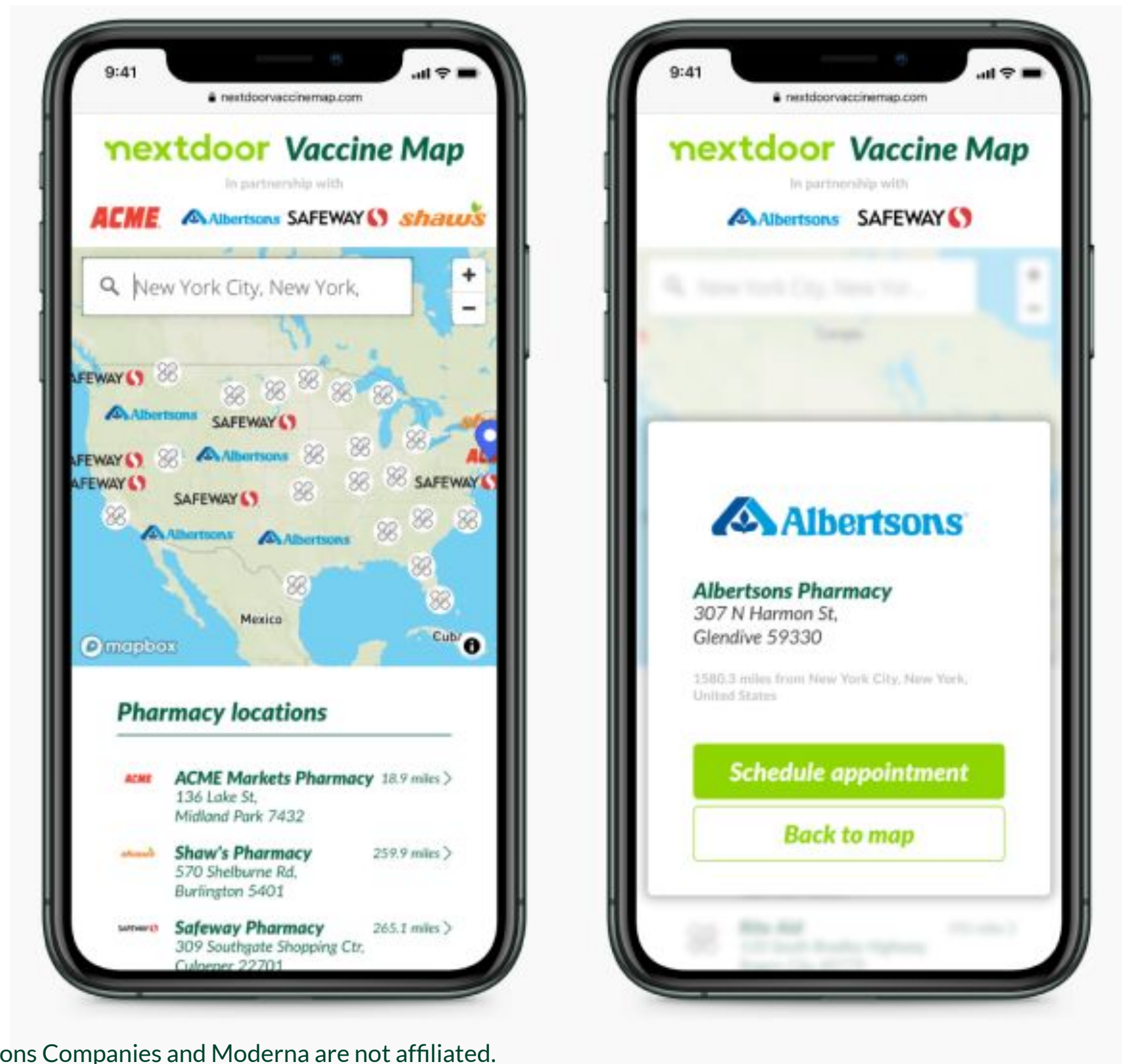
>400

Mid-Market

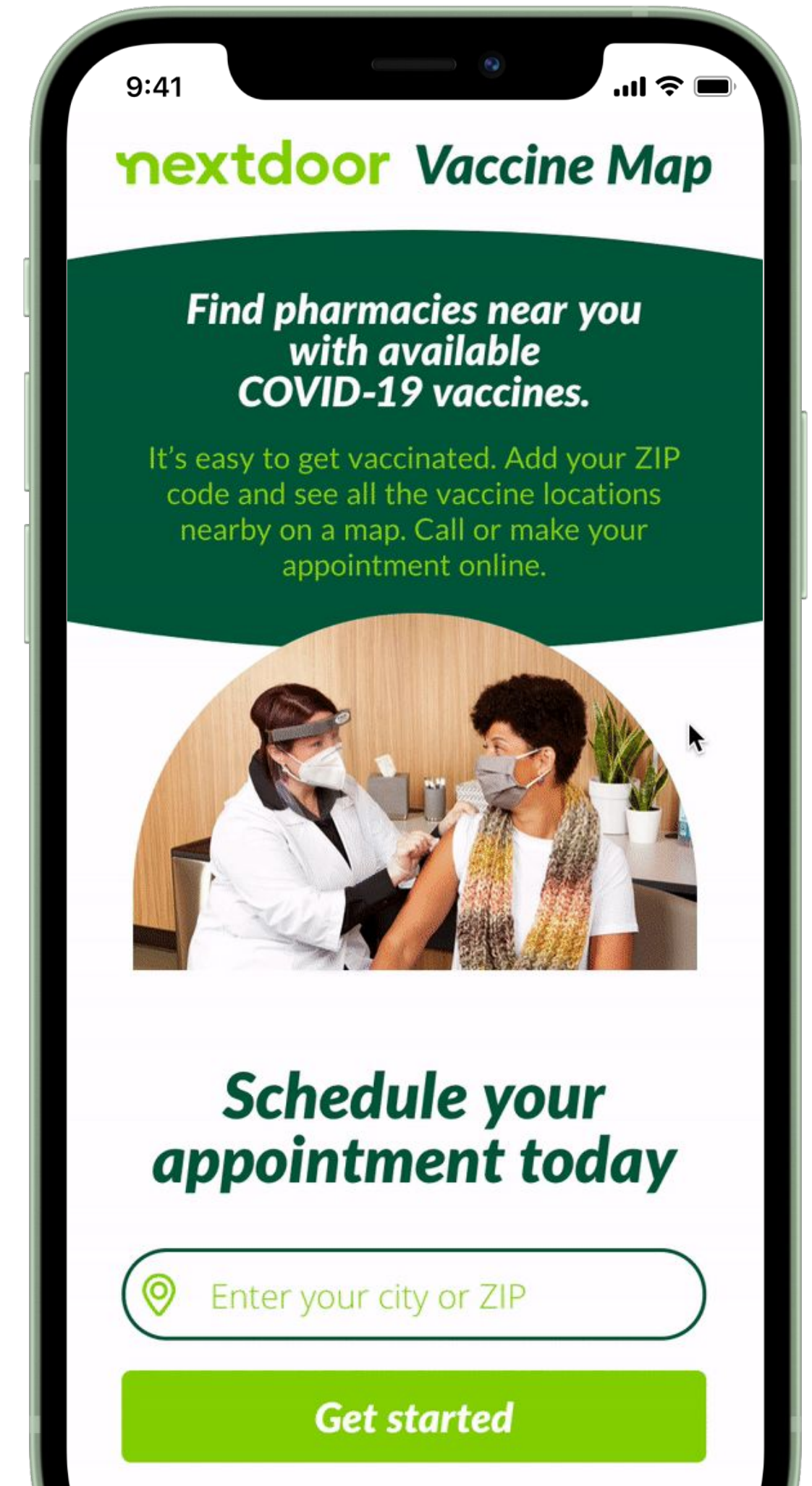
Customer data as of 6/30/2021.



Meeting the moment, iterating quickly with brands to meet demands of community at scale

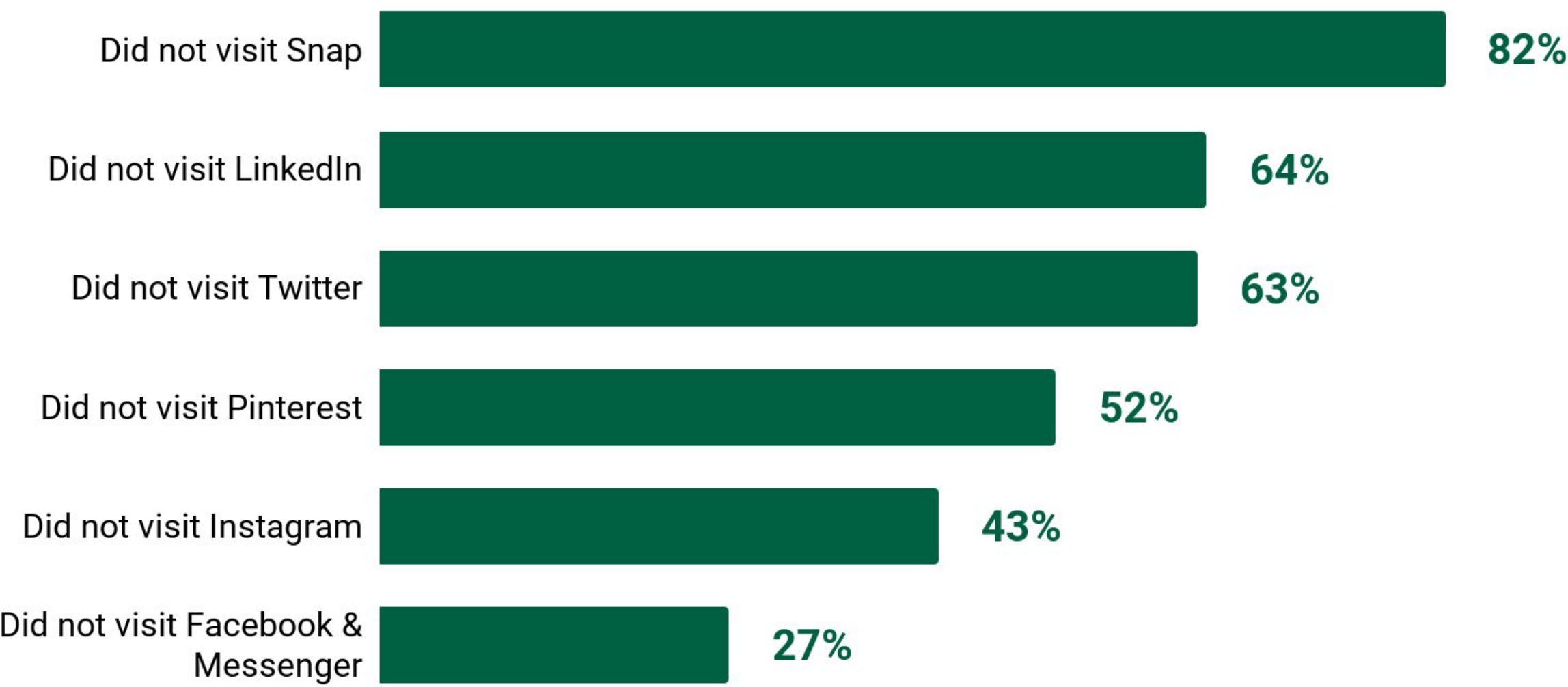


Albertsons Companies and Moderna are not affiliated.



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

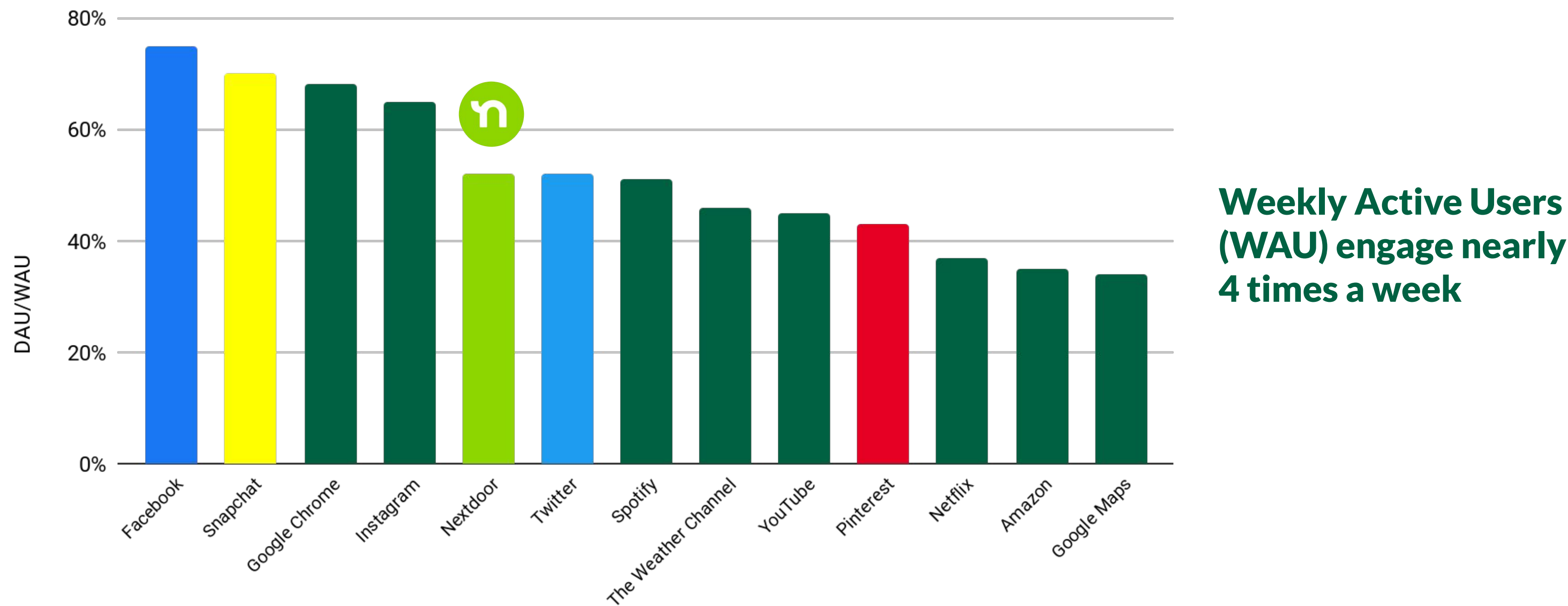


>\$1T

Aggregate market cap of these other platforms

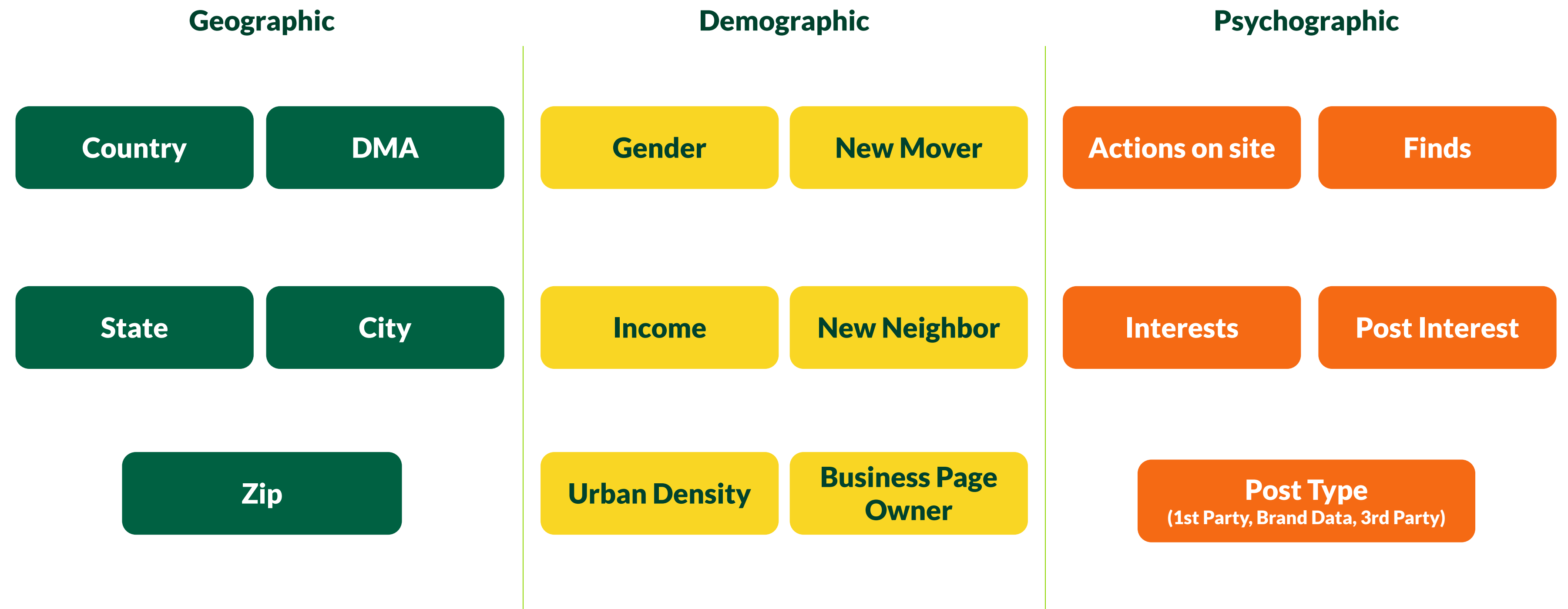
Source: Comscore Media Metrix® Multi-Platform, Cross Visiting, Total Audience, % Vertical, March 2021, United States
Peer market cap data as of 6/3/21 per CapitalIQ.

Brands can reach a highly engaged audience



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



Our insights series offer unique neighbor perspectives

Insights Series 1

As the pandemic started we saw upticks in neighbor conversation topics - like new fitness trends

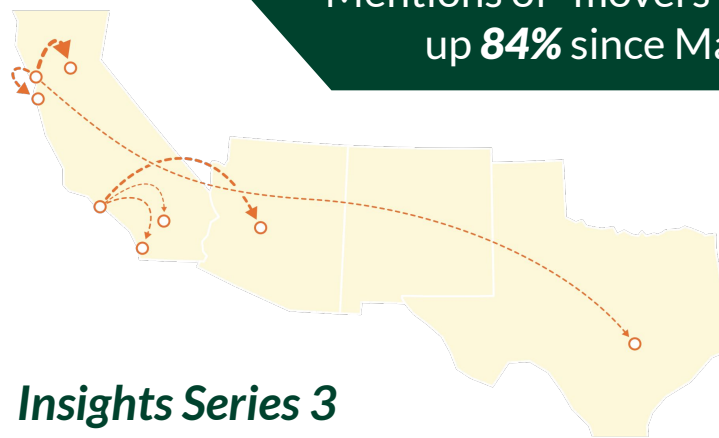


Weights	371%
Tabata	363%
Peloton	145%
HIIT	90%
Zwift	75%

Insights Series 3

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

Mentions of “movers” are up **84%** since March



Insights Series 5

Neighbors are getting back to spending on major purchases

1 in 5 are planning to buy a car

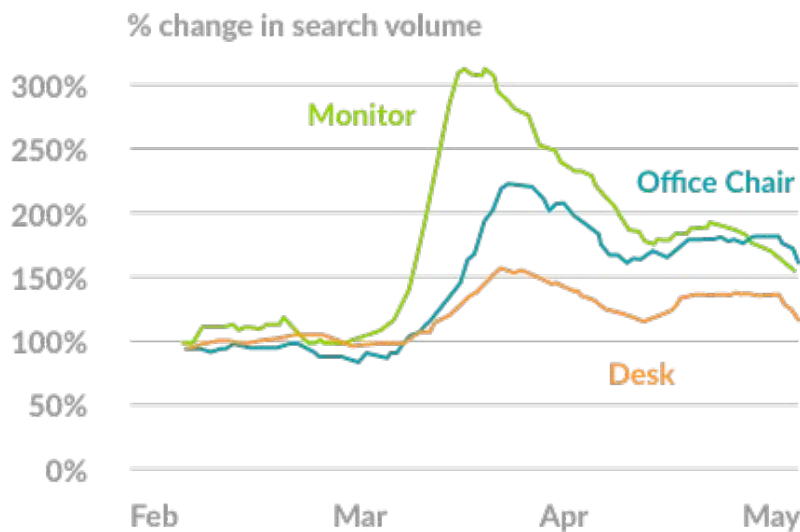


Over a quarter of neighbors looking to plan a vacation this year



Insights Series 2

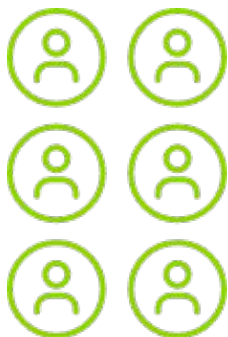
Investing in home offices had an uptick and stayed as the new normal



xfinity + nextdoor



New Mover Kit helped recent movers settle in



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

Insights Series 4

Neighbor connections can help mental health






Walmart's Help Groups looked to connect neighbors

Q1 2020

Q3 2021

Nextdoor New Movers kits






NEW MOVER'S GUIDE


Welcome to your neighborhood!

Check out what places, businesses and topics are all the buzz at your new address. Here's to getting settled in and taking plenty of breaks to explore!




Neighborhood Favorites
Explore beloved local businesses near you

VIEW FAVORITES




Nextdoor Groups
Connect with neighbors who share your hobbies and interests


VIEW GROUPS




Getting settled in your new home




Request an energy audit +




Change the locks -
Hire a locksmith to change the locks and get all new keys. You never know who has a key.



Meet your neighbors +




Update your address +



Locate your fuse box and water valve +

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

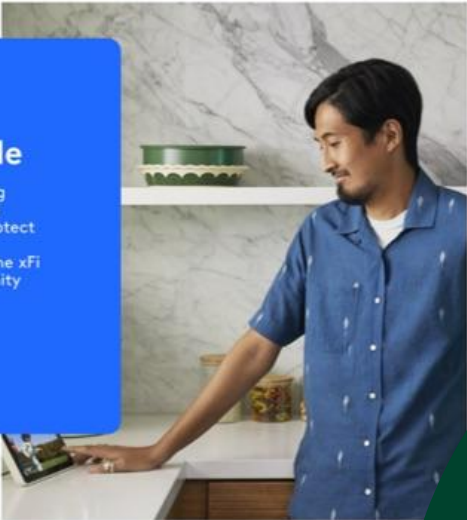


New Mover's Guide

Get your new home up and running with Xfinity Internet. So before you unload your boxes, we can help protect all your connected devices with Advanced Security included with the xFi Gateway. Plus, you can get an Xfinity Flex 4K streaming box FREE.

BROUGHT TO YOU BY
xfinity • nextdoor

[Pricing & Other Info](#)




Current Xfinity customer

New Xfinity customer


Settle into your new place and plug into your neighborhood.

Xfinity + Nextdoor are happy to welcome you to your neighborhood. Here's a guide to help you find out about the local businesses, where to buy, sell, or give away items, and meet new neighbors.




Neighborhood Favorites
Explore beloved local businesses near you

View



Nextdoor Finds
Sell or give away what you don't need and get what you like


View




Nextdoor Groups
Connect with neighbors who share your hobbies and interests

View


Start fresh in your new home with a reliable connection for all your devices.




WiFi speed faster than a gig
Power all the devices in your new house — all at once!



Find out how to get an Xfinity Flex 4K streaming box, free with Xfinity Internet
All your favorite apps, all in one place. So you're covered for the unpacking time.



Help keep connected devices safe and secure online
Advanced Security is included at no extra cost with Xfinity Internet and the xFi Gateway.



Subscriptions required to access Netflix, Disney+, Hulu, Prime Video, Netflix and HBO MAX™. © 2021 Verizon. Separate subscription required for certain streaming services.

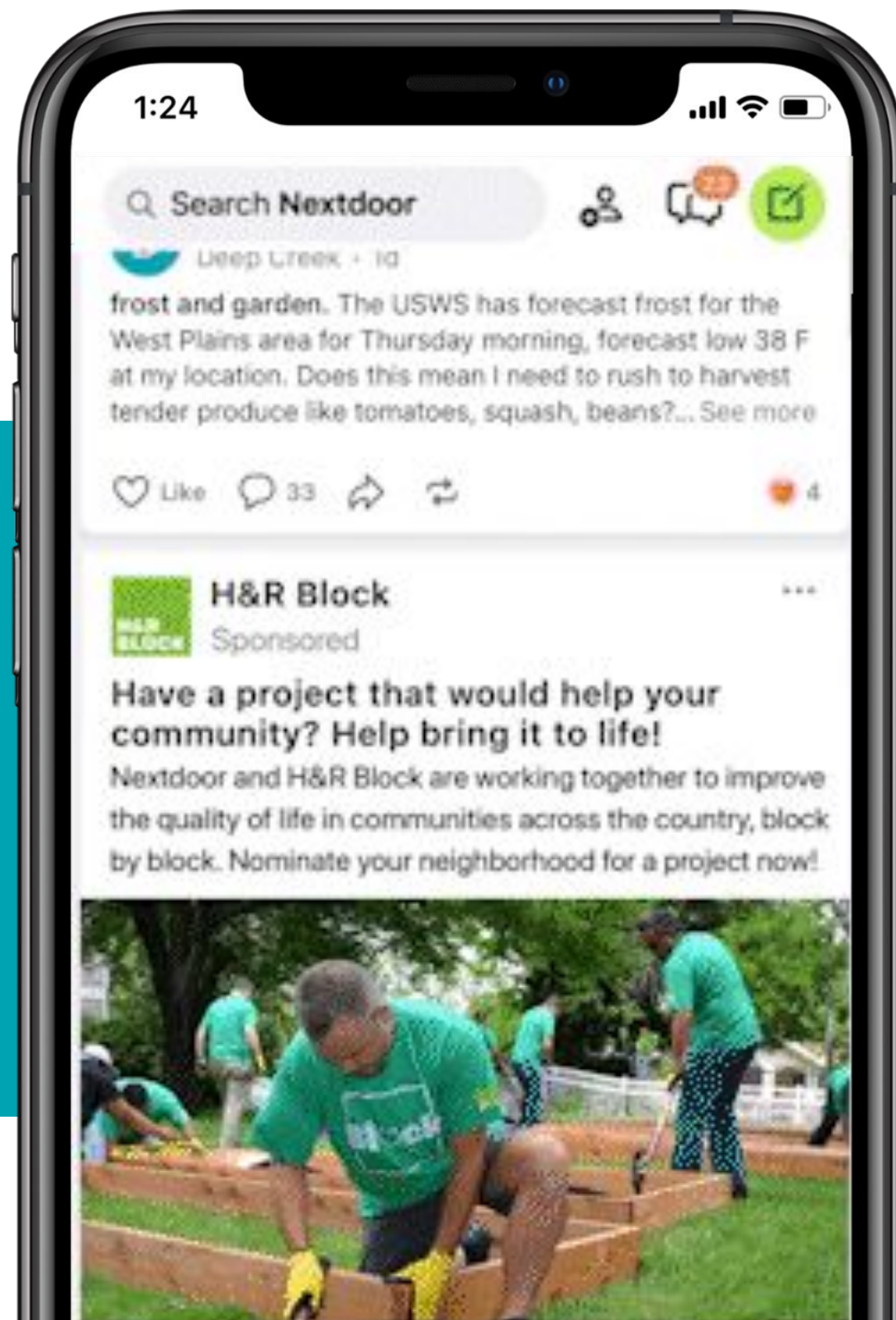
A recent Nextdoor poll reveals nearly 1/4 of neighbors have moved permanently in 2020



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**





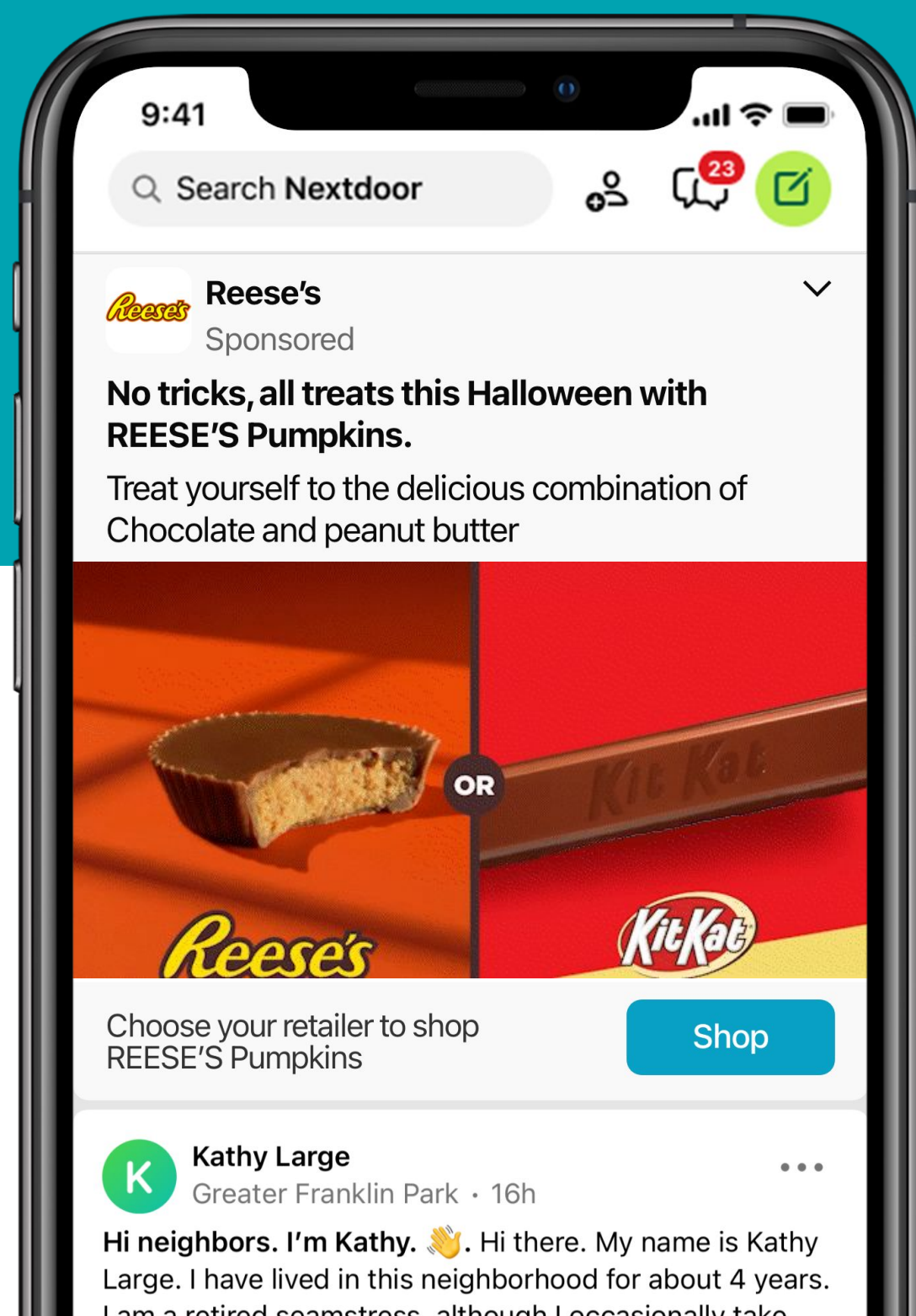
Hershey promoted and sold more delicious Halloween candy



- **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

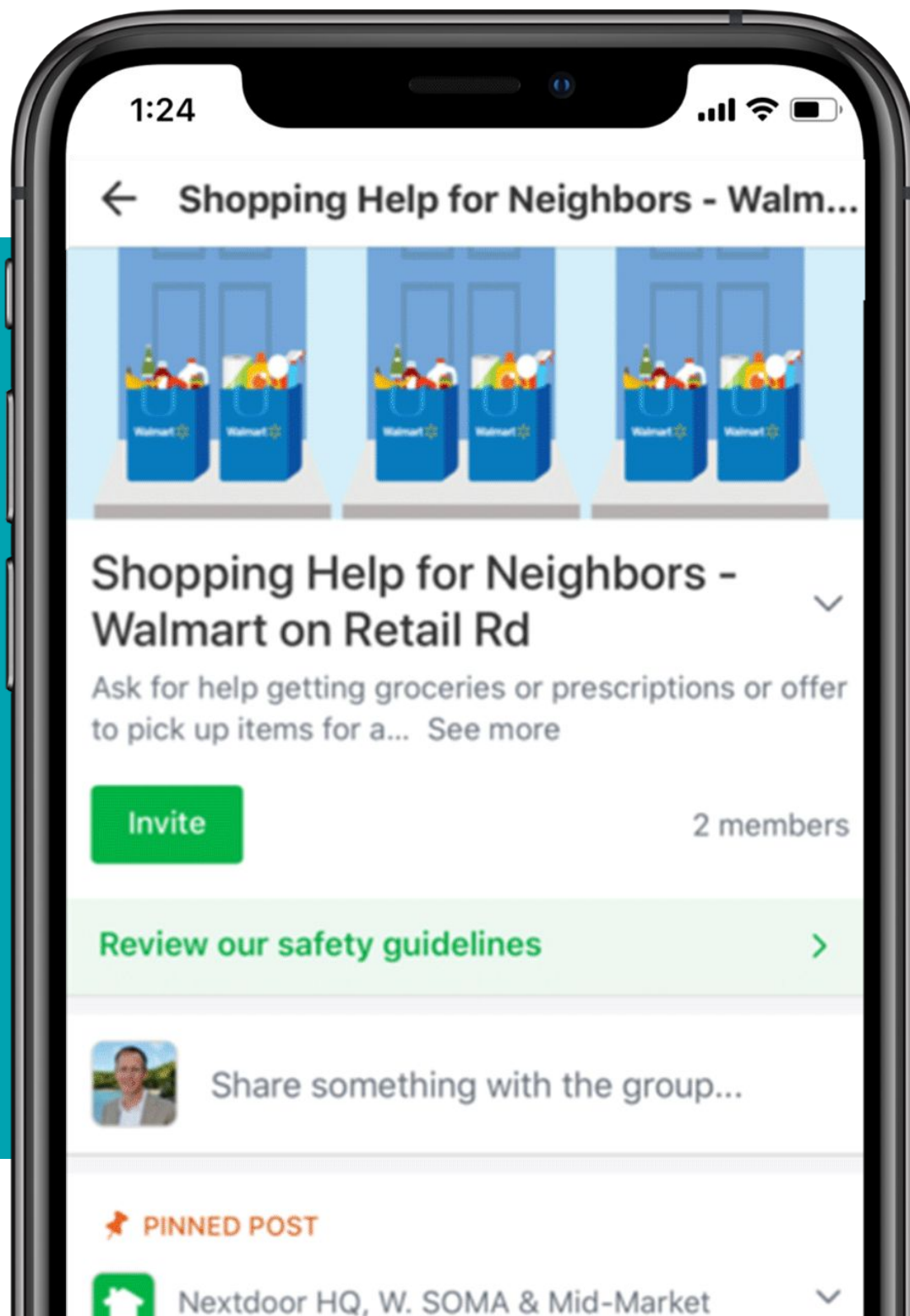




Walmart created a network to help communities in need

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

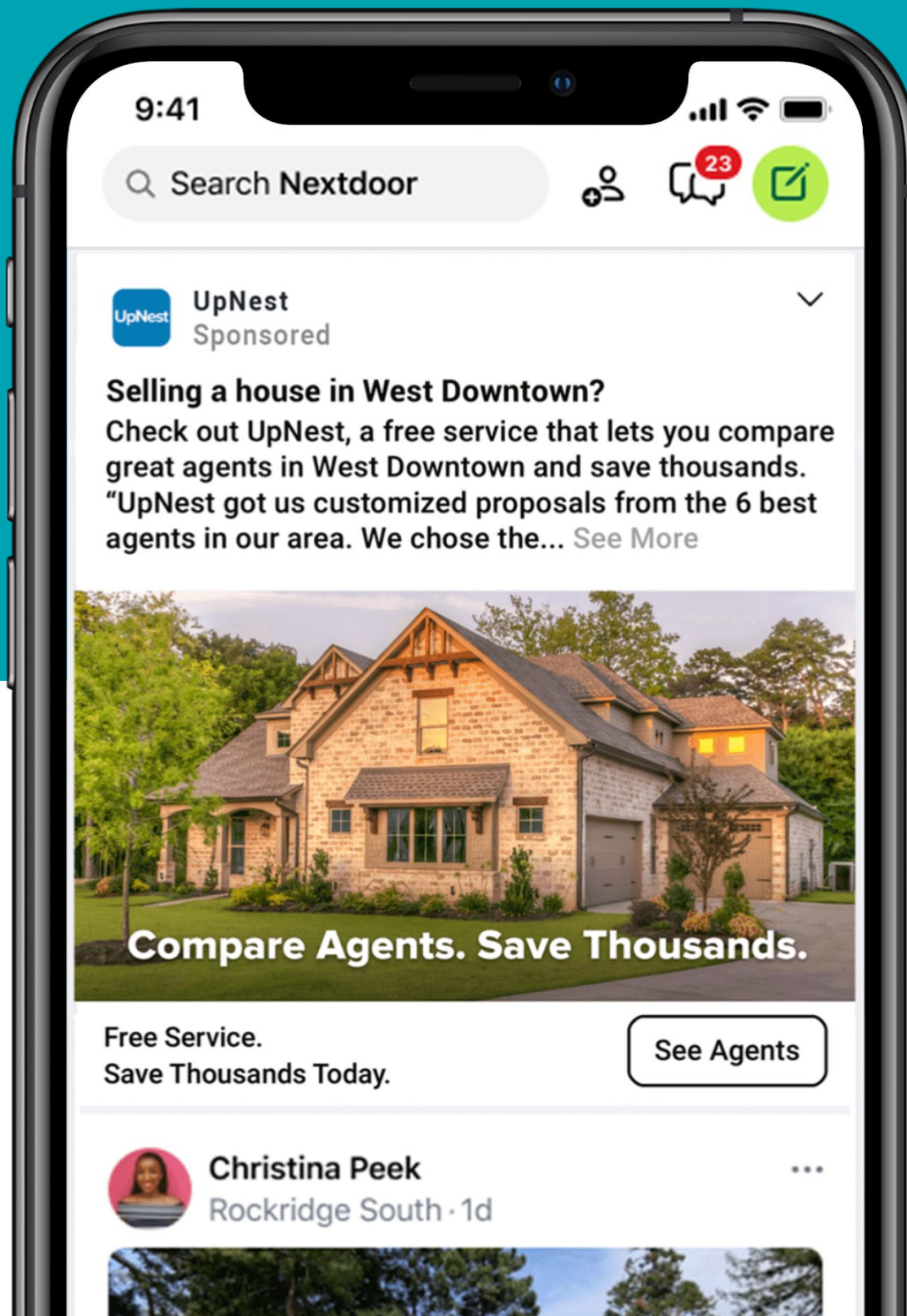
Nextdoor neighbor



- **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



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

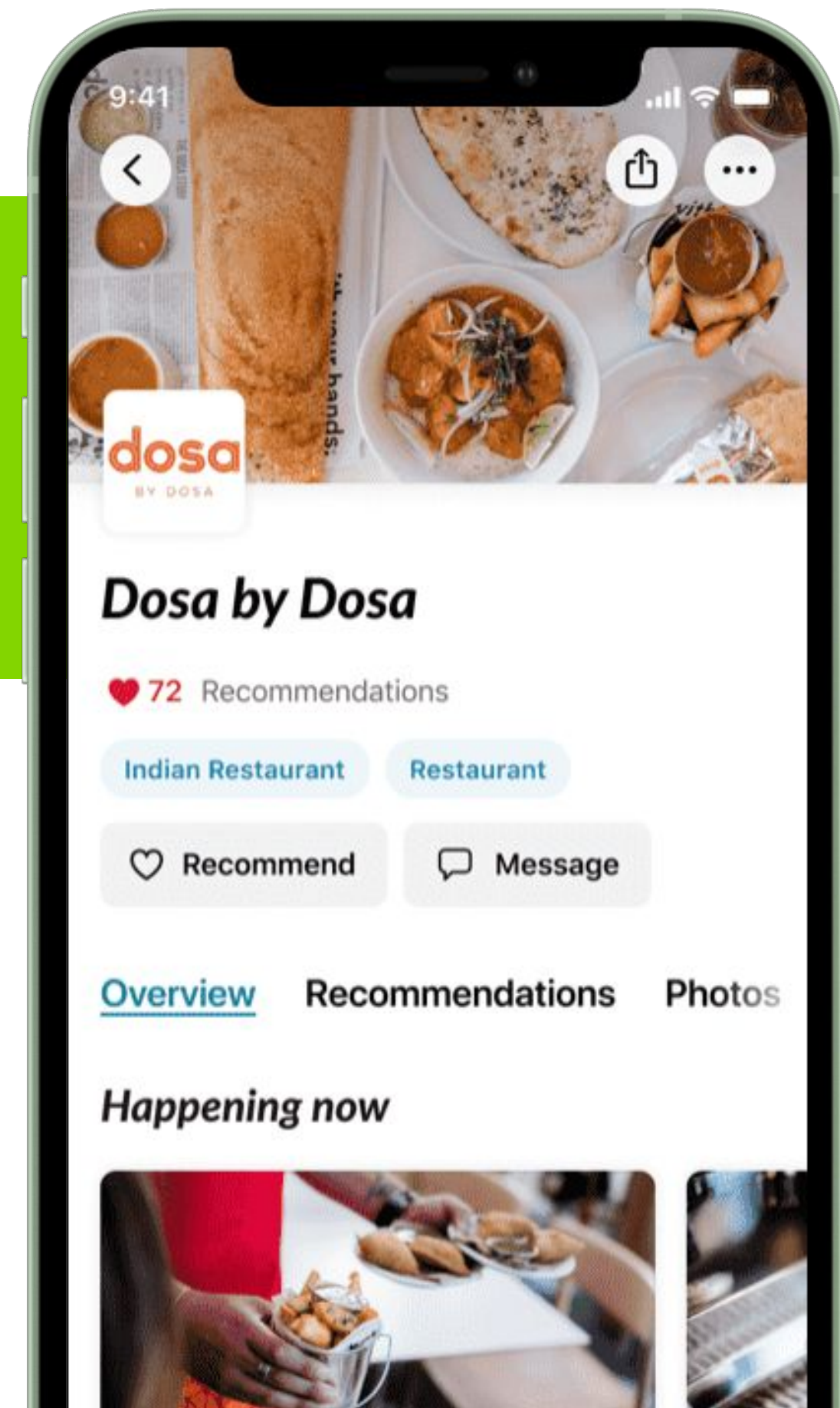
>2M

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.”

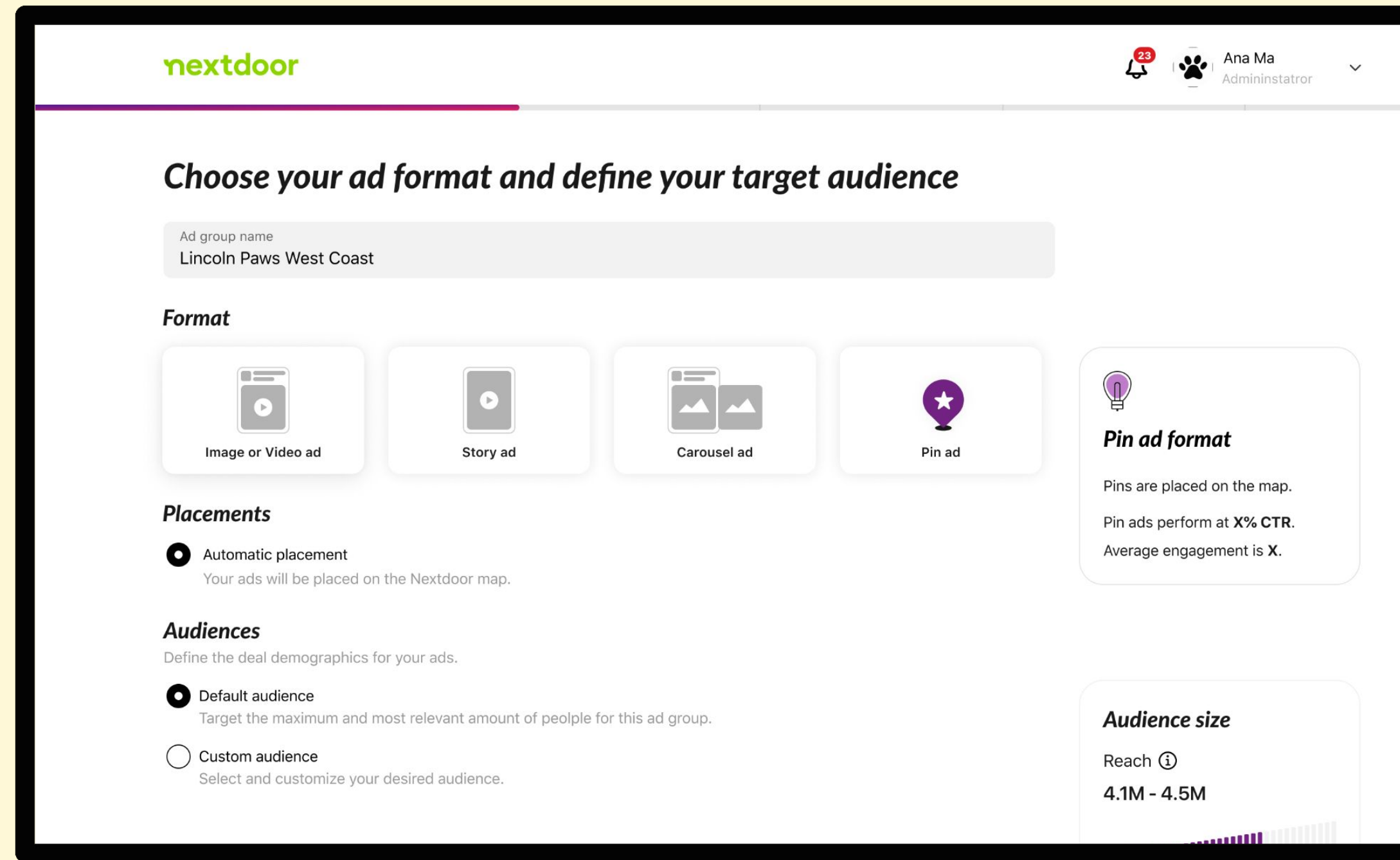
Ariane C.

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

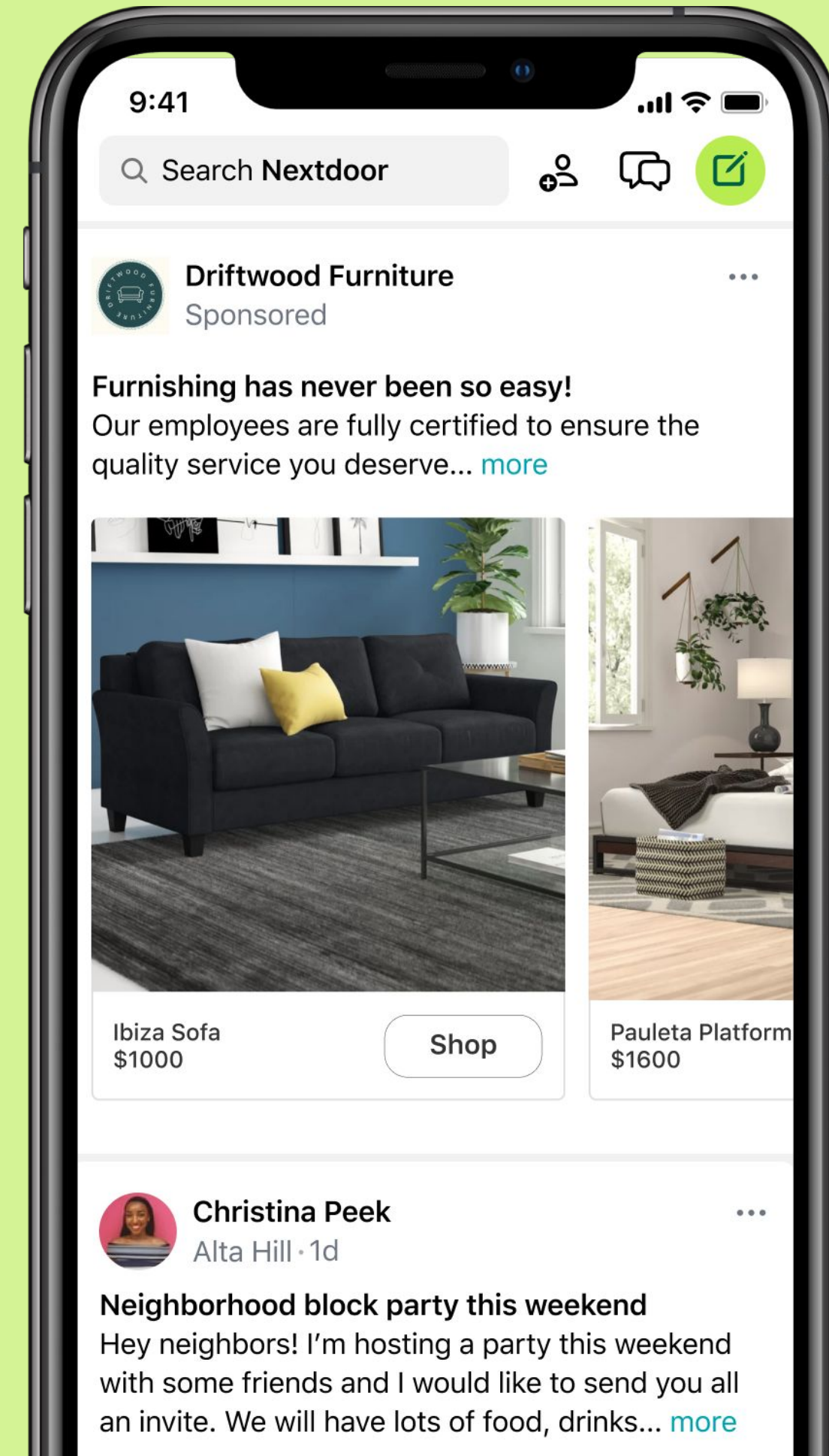
In Progress

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



Community health

9:41



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

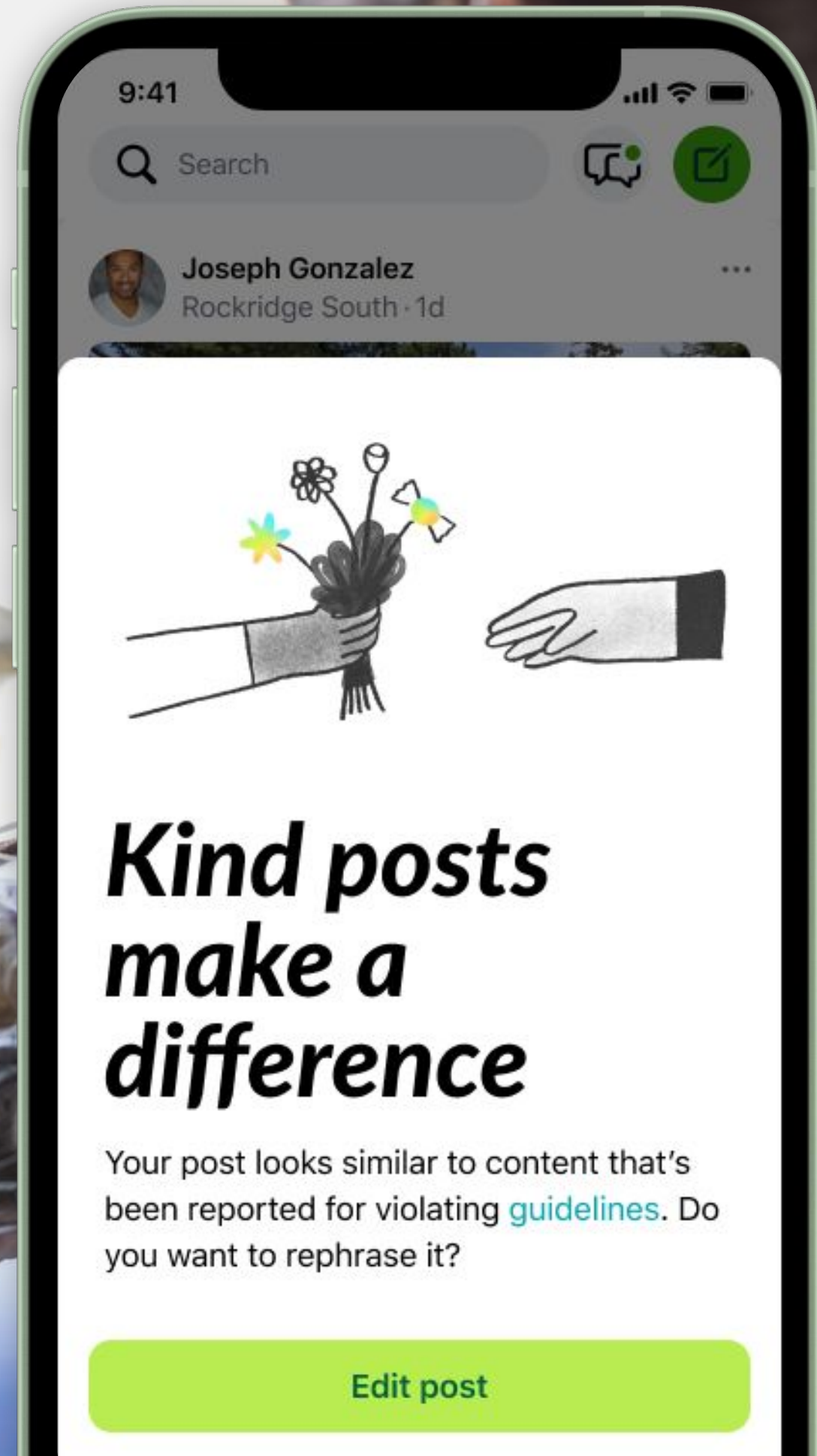


**Neighborhood Leads &
Community Reviewers**

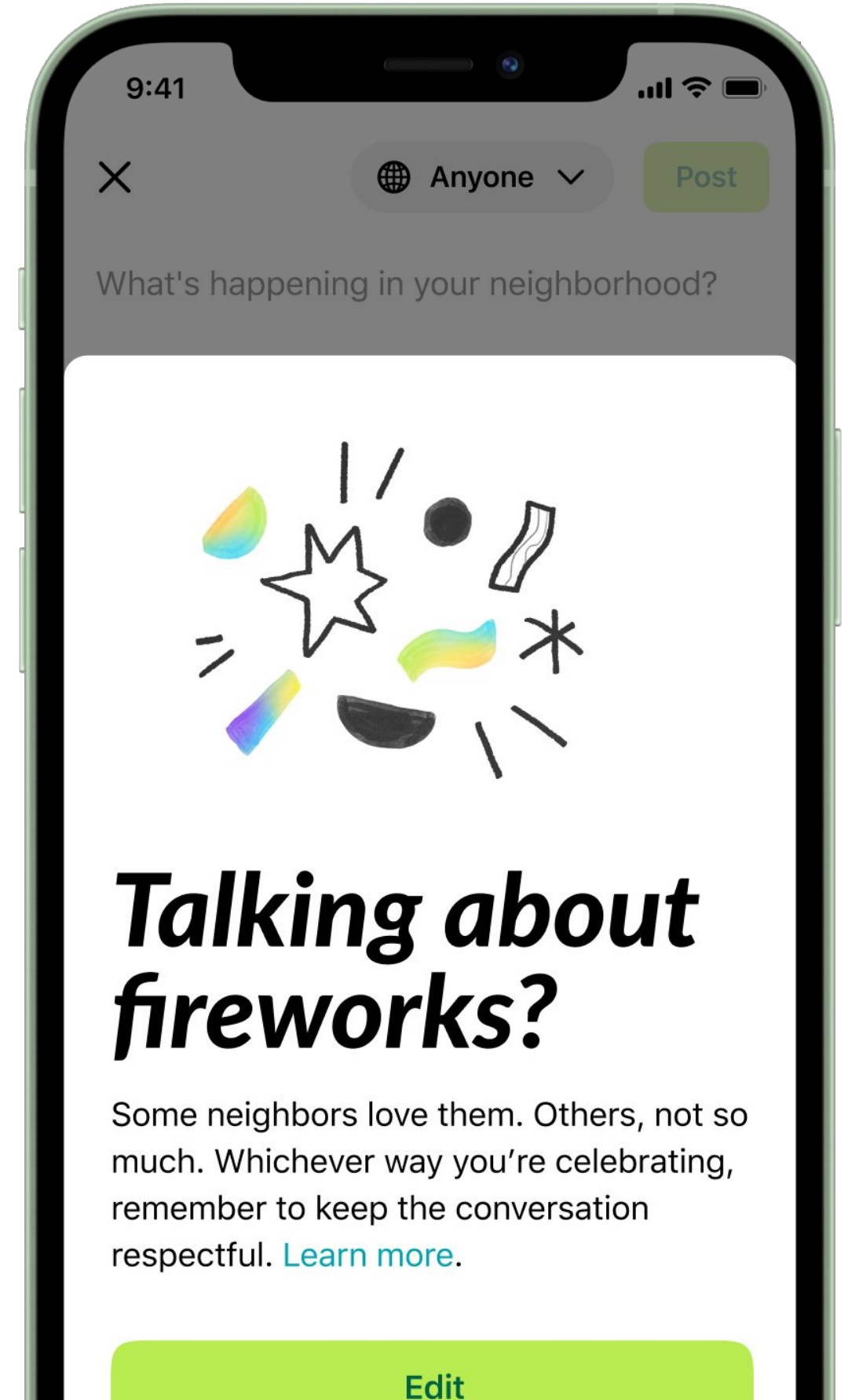
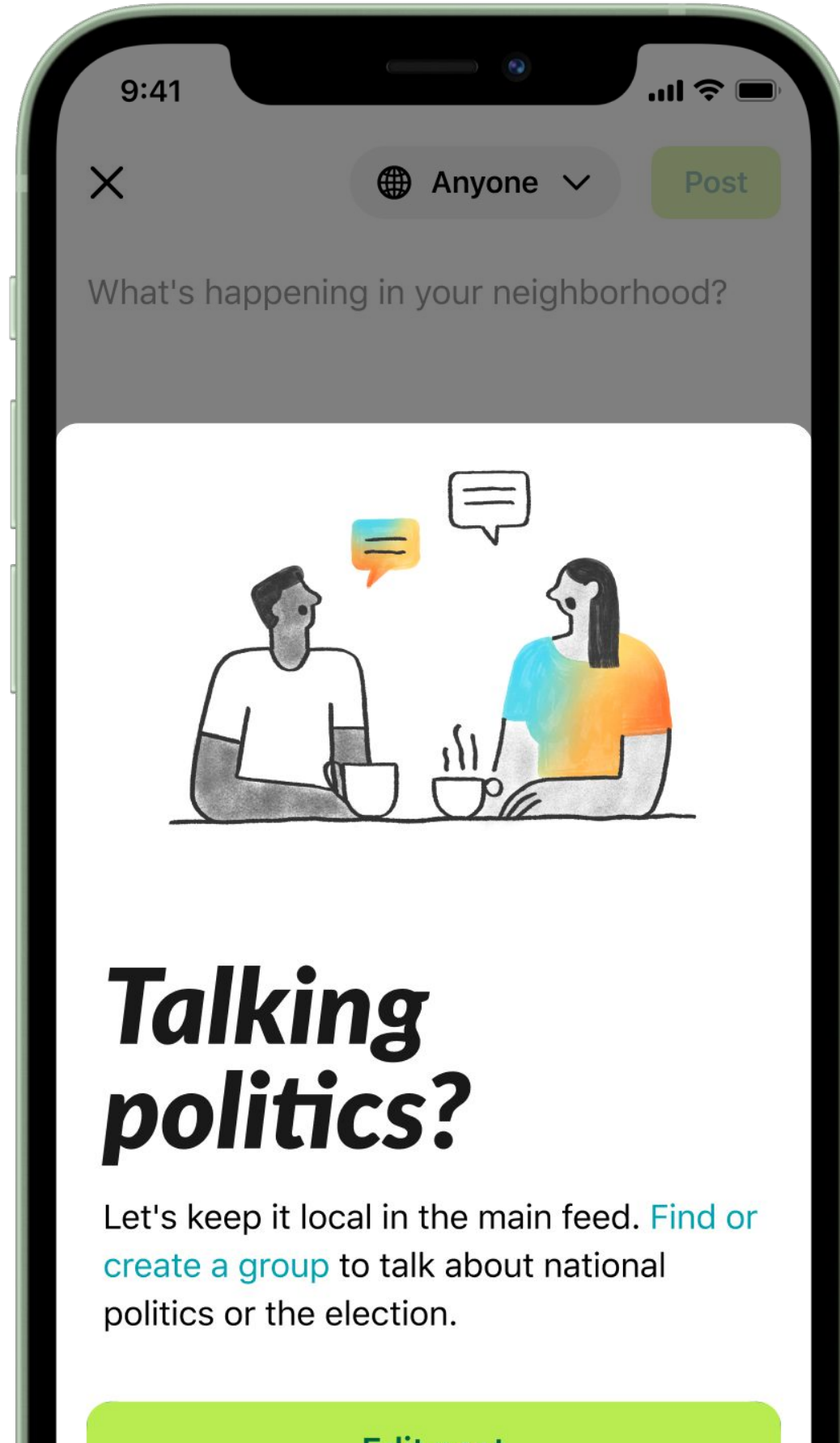


**Neighborhood
Operations Team**

Kindness reminder



Other reminders





Head of Marketing

Maryam Banikarim

Organizations driven by purpose and values



Outperformed the general market 15:1
Outperformed comparison companies 6:1

Chelsea, New York

You

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.

nextdoor

Home

Chelsea (W23-8th-W21-10th)

Vaccine Map

Lead Tools


Digest

Neighborhood

Help Map

Businesses

Search Nextdoor



Neighbors Helping Neighbors

Borrowing Jesse Bruckman's photo & kind idea... to connect us in a group, for easy access.

34th Street - Hudson Yards

Lightship Frying Pan

Chelsea (23rd-10th-34th)

Chelsea (W23-11th)

Chelsea (W23-8th-W21-10th)

Chelsea (8th-10th 21st-14th)

Chelsea (W17-8th-W22-6th)

Chelsea (W17-14-8th)

Chelsea (W34-9th-W29-6th)

Chelsea (W29-6th-W22-7th)

MEATPACKING DISTRICT

High Line

W 26th St

W 28th St

W 30th St

W 24th St

W 20th St

11th Ave

10th Ave

6th Ave

28th Street

Magnet Theater


Upright Citizens Brigade Theatre

Hotel Chelsea

Penn Station

Maryam Banikarim

Chelsea (W23-8th-W21-10th) · 1 Jan

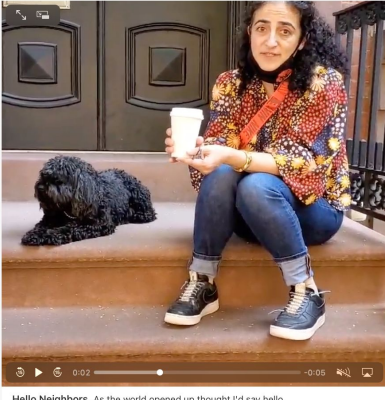


Le Relais de Venice. If you're a fan of this classic steak frites spot I can tell you... they're open and you can enjoy their food in their outdoor setup. Despite the cold our food stayed warm the whole time. It was delicious and as good as we remembered.

Posted in General to Anyone

Maryam Banikarim


Chelsea (W23-8th-W21-10th) · 27 May



Hello Neighbors. As the world opened up I thought I'd say hello.

Maryam Banikarim

Chelsea (W23-8th-W21-10th) · 23 Jan




So many great Cookie Walks in my future. Last weekend I went on a cookie run to Levain Bakery at 340 Lafayette. I wanted to know who else did long walks in search of "the best cookie." And it turns out many of you...

I so appreciated everyone weighing in with other suggestions and thought I would take the time to share all the tips back in one post... y'all I love NYC and all the amazing things I can discover by walking neighborhoods including COOKIES.

Maryam Banikarim

Chelsea (W23-8th-W21-10th) · 18 May



The Little Island. Literally magical

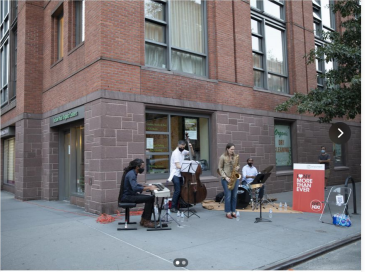
Posted in General to Anyone

67 Neighbors

31 Comments

Maryam Banikarim

Chelsea (W23-8th-W21-10th) · 26 Sep



Last night in CHELSEA... Award-Winning Jazz Musicians on corner of 21 St & 6th Ave. NYC Jazz, a group of committed New Yorkers from all sectors is leading its first live pop-up event in Chelsea, NY. The all-volunteer effort aims to bring creative energy and economic support to all boroughs and neighborhoods in NYC in compliance with social distancing guidelines.

Nicole and Lois



nextdoor



nicole blau

East Village (E4-1st-E1-Bwry) • 22 Jul

...

A different kind of request

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



35

Living our purpose and driving results

A stylized green leaf graphic with a thick outline, partially overlapping the text.

~3x

**year over year increase in
neighbors hosting an event⁽¹⁾**

A stylized yellow leaf graphic with a thick outline, partially overlapping the text.

+140%

**year over year increase in
'block party' mentions⁽¹⁾**

A stylized blue leaf graphic with a thick outline, partially overlapping the text.

75%

**Nextdoor neighbors who
experienced an act of kindness⁽²⁾**

(1) Nextdoor Data, May to July 2021 vs. May to July 2020.

(2) Nextdoor member poll.

Key Insight

***We crave a sense of
place and connection
to our physical community,
to our neighborhood,
to feel grounded
and secure***

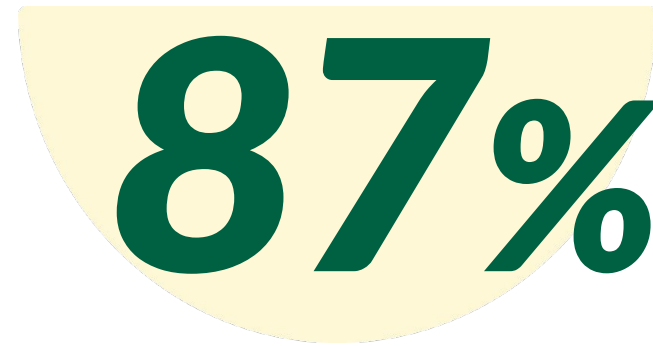
“ My neighborhood is a
source of identity and pride

While I may not always
love my neighbors,
I do love my neighborhood

Our culture is realigning around the neighborhood

A large green number 73% with a light green abstract shape behind it.

**say neighbors are most
important community⁽¹⁾**

A large yellow number 87% with a light yellow abstract shape behind it.

**travel 15 minutes or less for
everyday purchases⁽²⁾**

A large blue number 57% with a light blue abstract shape behind it.

**shop local to keep money
close to home⁽³⁾**

Come for the utility, stay for the community

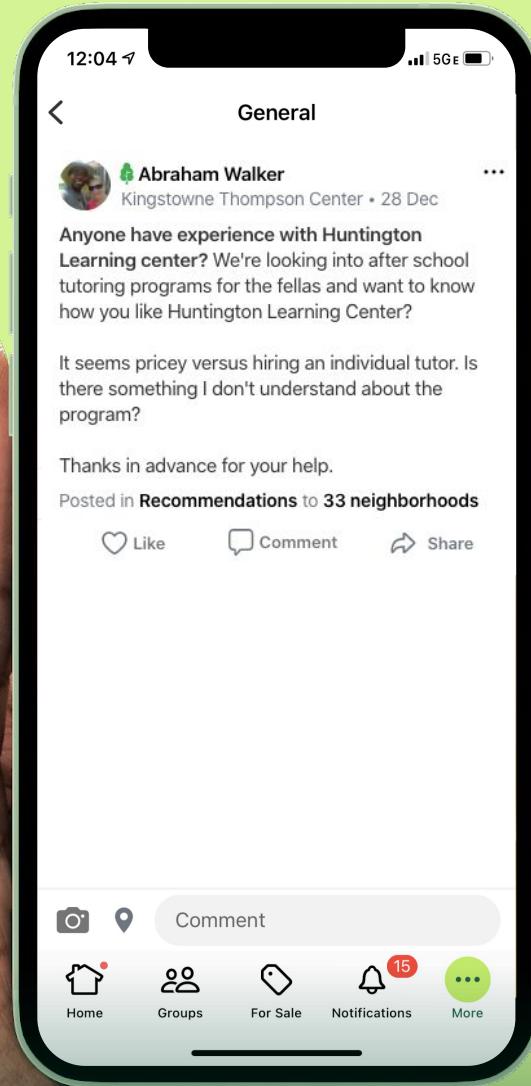


Abraham
Kingstowne Thompson
Center, VA, USA





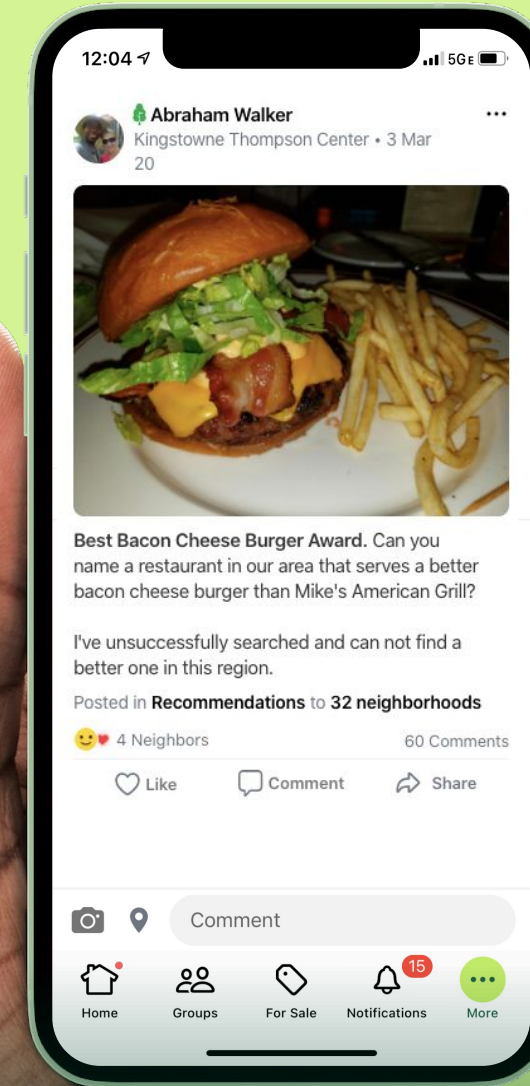
**Meets neighbors
for coffee**



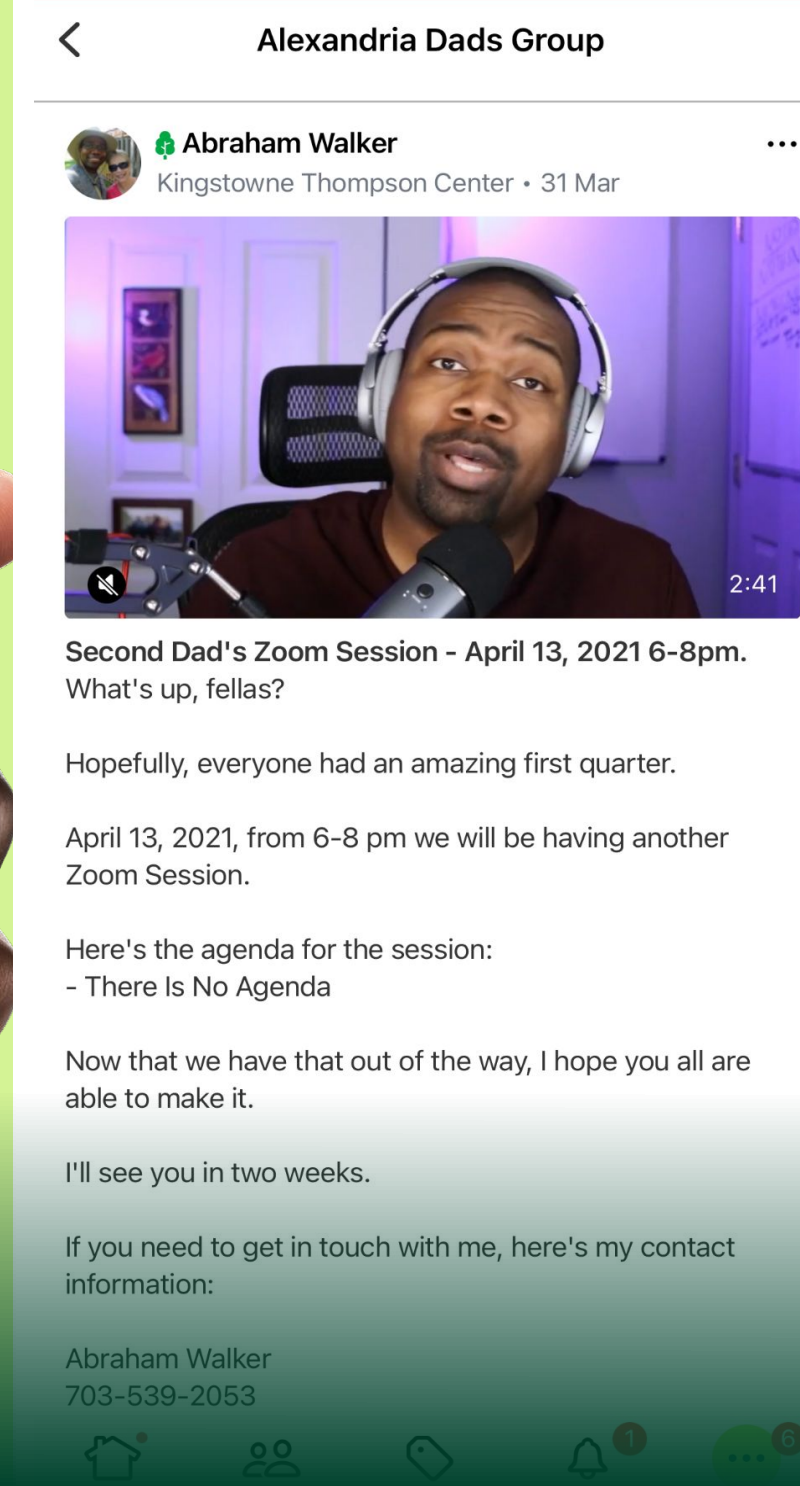
**Searches for
school tutor**



**Borrows neighbor's
pasta machine**



**Recommends a
local restaurant**



**Hosts
Dads group**

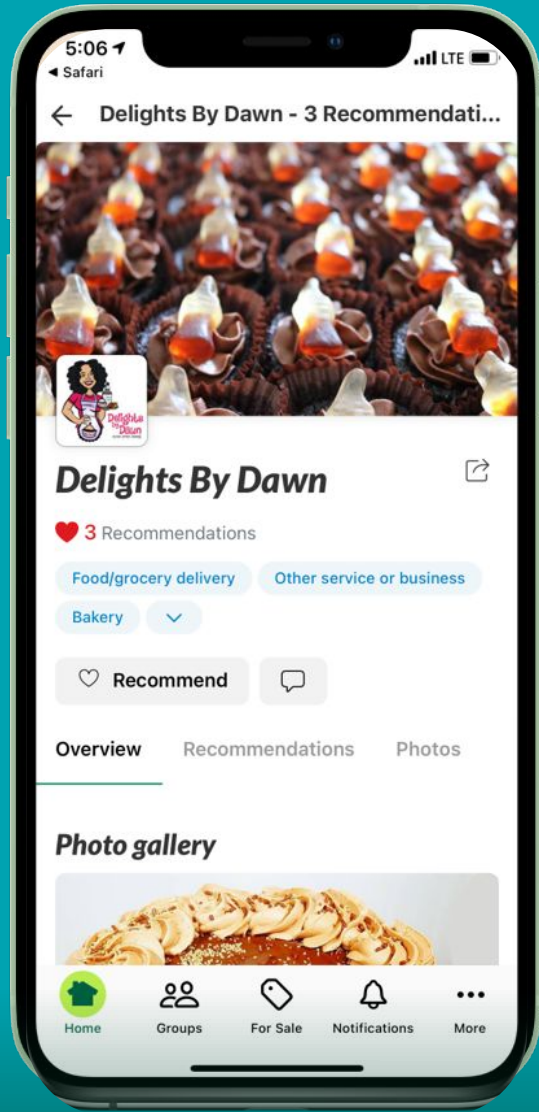
Dawn

Grant Park, Georgia, USA

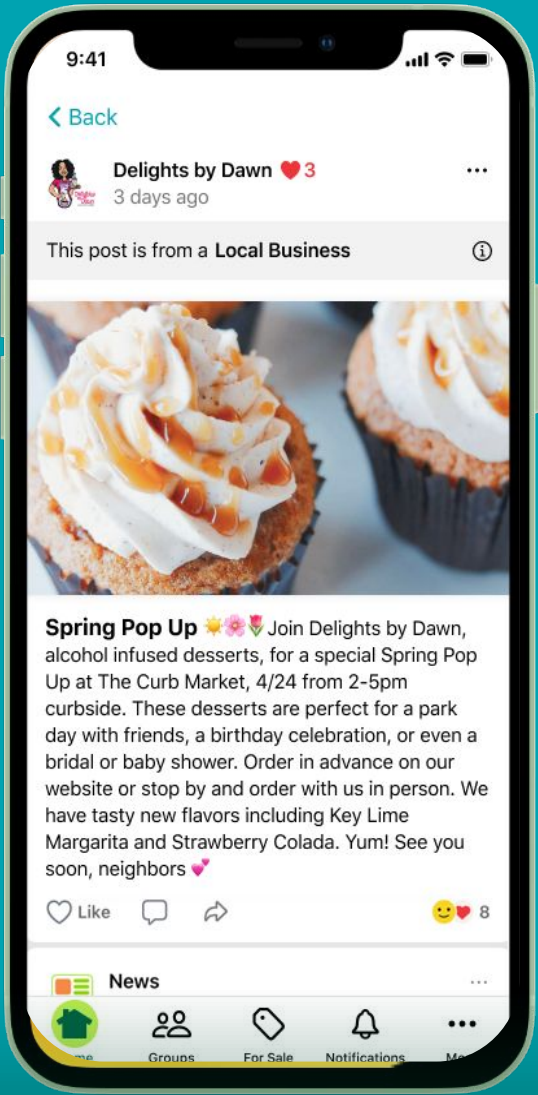




Hosts pop-up events



Updates her business page



Responds to neighbors



Promotes new job listing

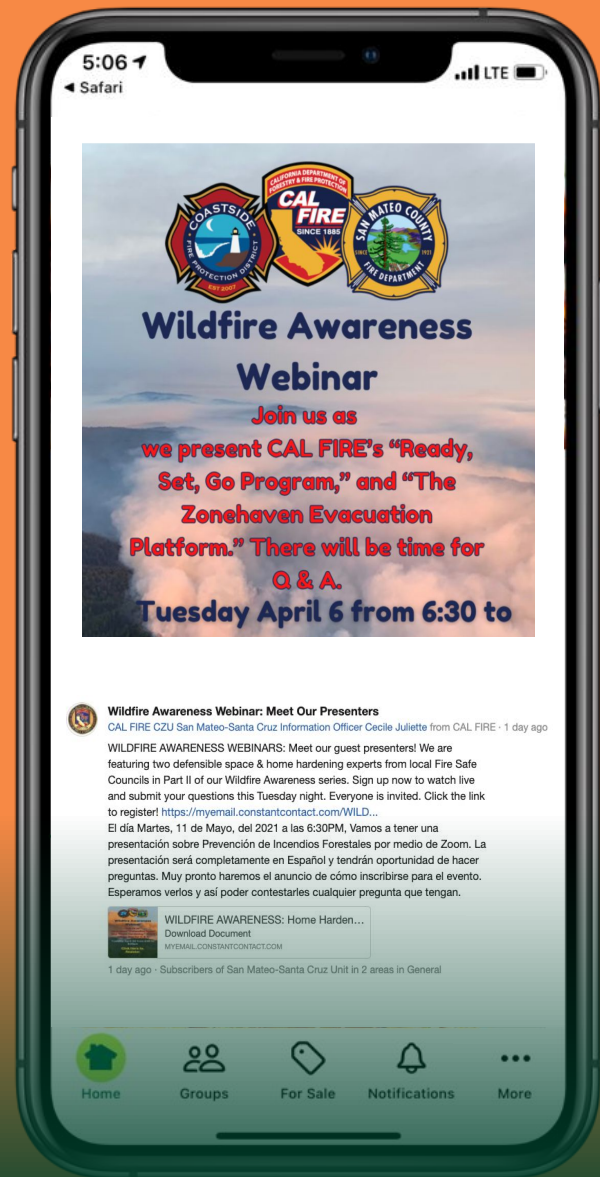


Checks in with her business group

Cecile

**San Mateo-Santa Cruz,
California, USA**

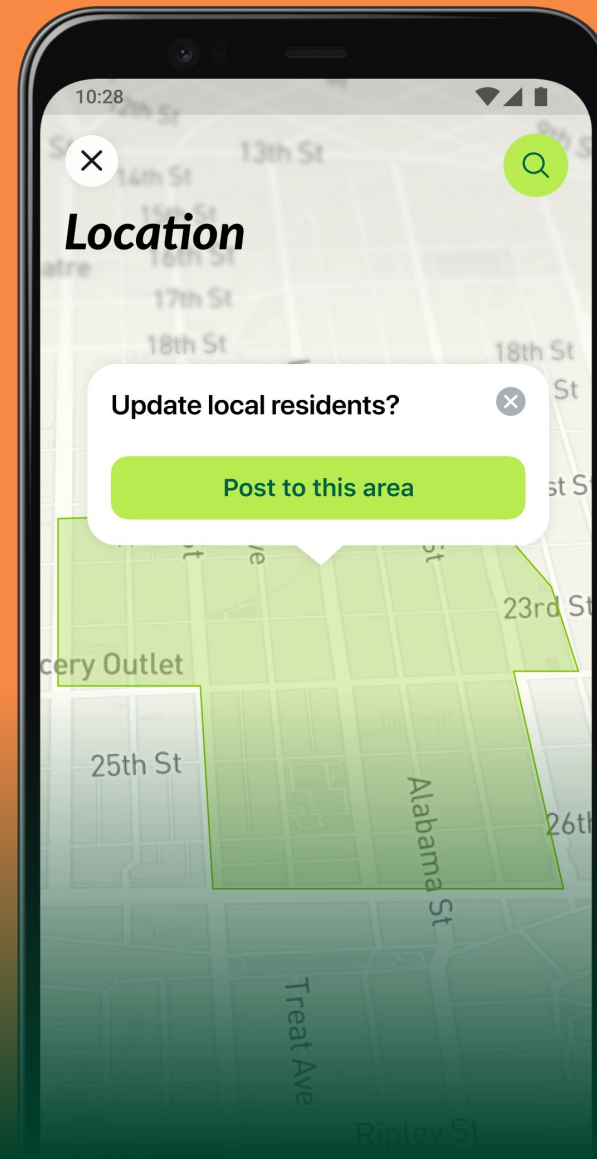




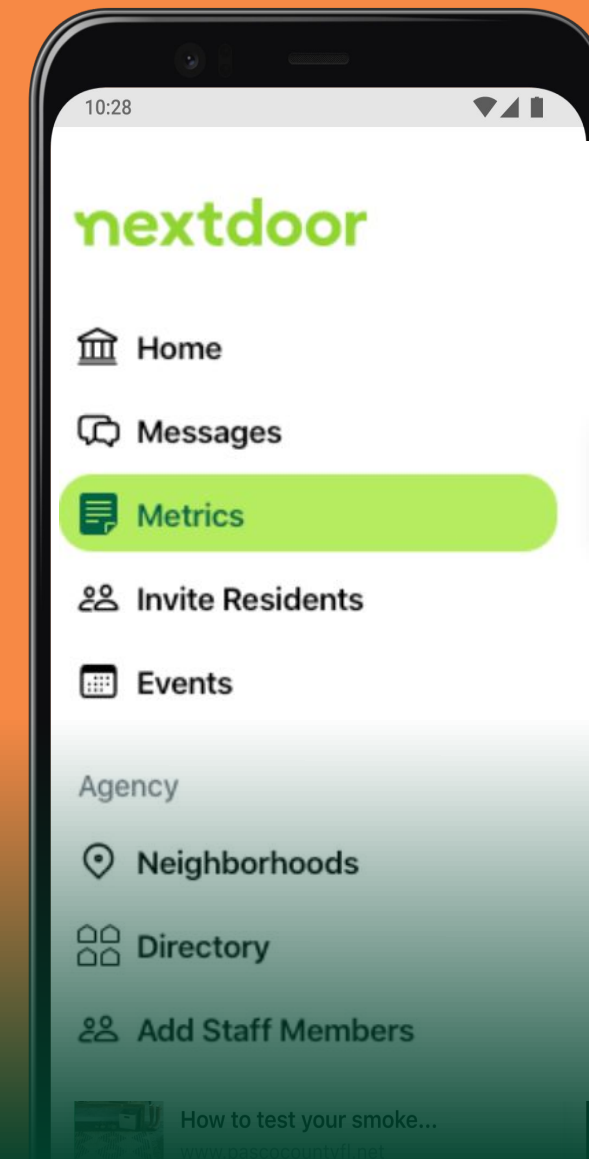
**Sets up
wildfire webinar**



**Updates
Evacuation Order**



**Alerts neighbors
to local wildfire**

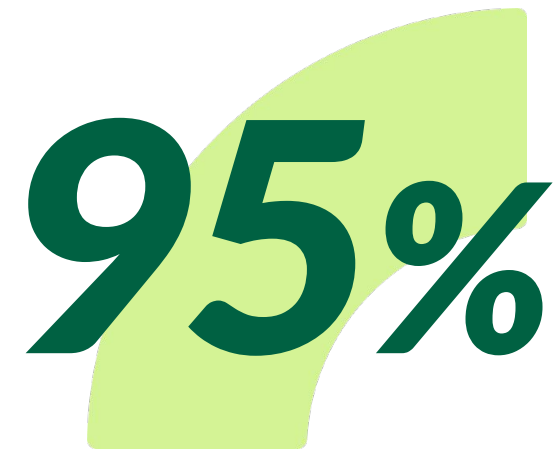


**Monitors
metrics**



**Responds to
questions**

Our relationship with Public Agencies

A large green number '95%' is displayed over a light green, irregular, leaf-like shape.

of top cities in U.S.⁽¹⁾

A large green '>30K' is displayed over a light blue, irregular, hexagonal shape.

**civil servants in the
U.S. and beyond⁽²⁾**

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

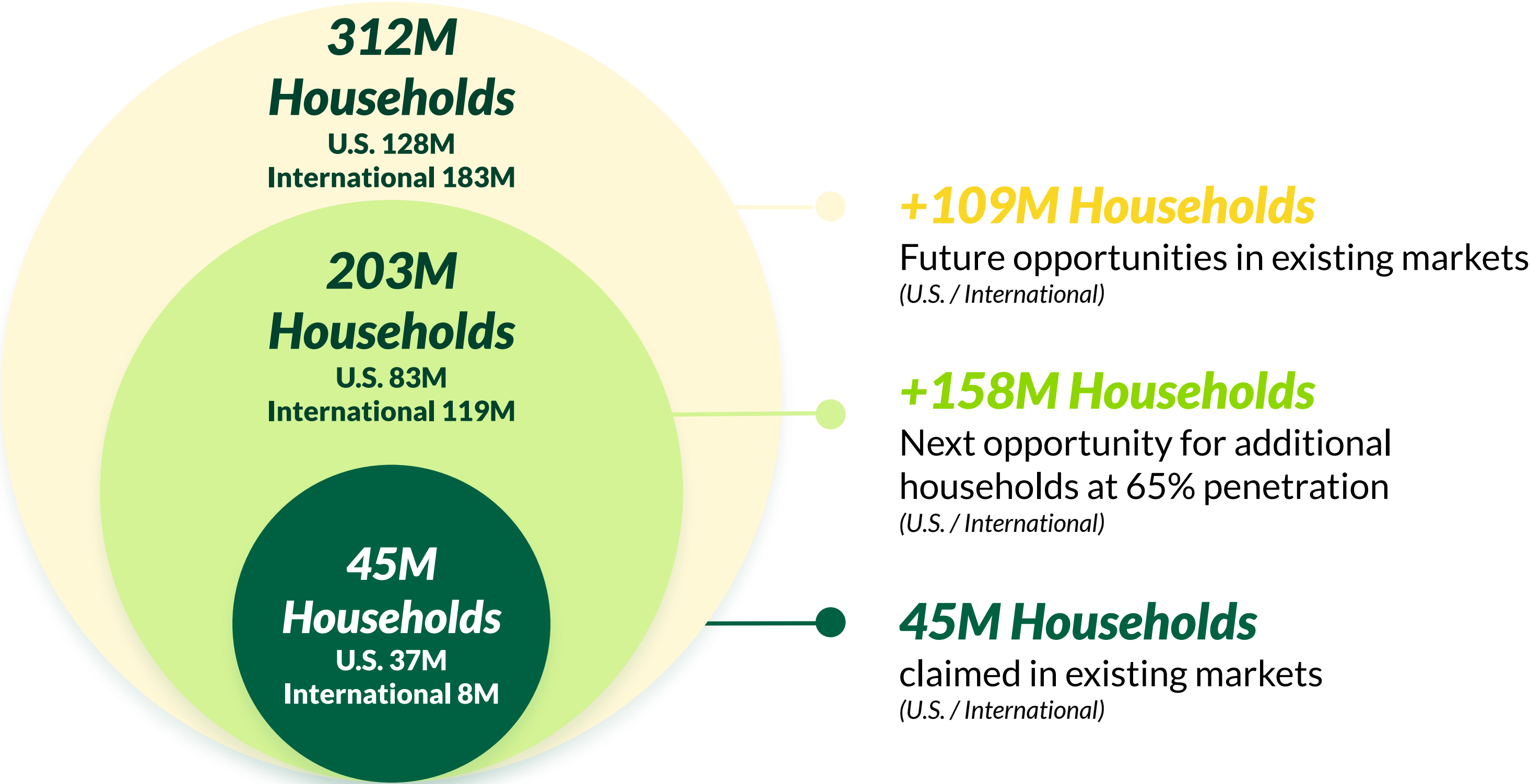


Everyone is a neighbor

A wide-angle photograph of a large crowd of people picnicking on a grassy field in Central Park, New York City. The people are scattered across the green lawn, some sitting on blankets, others standing in small groups. In the background, a dense urban skyline is visible, featuring several tall buildings, including a prominent blue glass skyscraper. The sky is blue with scattered white clouds. The text "Nextdoor = Neighborhood(s)" is overlaid in the center of the image.

Nextdoor* = *Neighborhood(s)

A global, scalable platform



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.

nextdoor





Chief Financial Officer

Mike Doyle

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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 herein generally relate to future events or the future financial or operating performance of Khosla, Nextdoor or the combined company expected to result from the Business Combination (the “Combined Company”). For example, projections of future financial performance of Nextdoor and the Combined Company, the Combined Company’s business plan, other projections concerning key performance metrics, the proceeds of the Business Combination and the Combined Company’s expected cash runway, the listing of the Combined Company’s common stock on the NYSE under the ticker “KIND”, and the potential effects of the Business Combination on Khosla and the Combined Company, are forward-looking statements. In some cases, you can identify forward-looking statements by terminology such as “ may,”“ should,”“ expect,”“ intend,”“ will,” “estimate,”“ anticipate,”“ believe,”“ predict,” “project,” “target,” “plan,” or “potentially” or the negatives of these terms or variations of them or similar terminology. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements.

These forward-looking statements are based upon estimates and assumptions that, while considered reasonable by Khosla, Nextdoor and its management, as the case may be, are inherently uncertain and subject to material change. New risks and uncertainties may emerge from time to time, and it is not possible to predict all risk and uncertainties.

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 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.

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 and the risk factors of Khosla and Nextdoor described above. Neither Khosla nor Nextdoor undertakes any duty to update these forward-looking statements.

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”. 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’s 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.

Disclaimer

This presentation includes certain non-GAAP financial measures (including on a forward-looking basis). These non-GAAP measures are an addition, and 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 measures of financial results (including on a forward-looking basis) provide useful supplemental information to investors about Nextdoor. 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 measures. 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 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.

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. 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. When available, the definitive proxy statement/prospectus/consent solicitation statement and other relevant materials for the proposed Business Combination will be mailed to stockholders of Khosla and Nextdoor as of a record date to be established for voting on the proposed Business Combination. Stockholders will also be able to obtain copies of the preliminary proxy statement/prospectus/consent solicitation statement, the definitive proxy statement/ prospectus/consent solicitation statement and other documents filed with the SEC, without charge, once available, 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.

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 securities 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 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.

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. No public offering of securities shall be made except by means of a prospectus meeting the requirements of Section 10 of the Securities Act, or an exemption therefrom. Neither Nextdoor nor Khosla is making an offer of the Securities in any state or jurisdiction where the offer is not permitted. NEITHER THE SEC NOR ANY STATE SECURITIES COMMISSION HAS APPROVED OR DISAPPROVED OF THE SECURITIES OR DETERMINED IF THIS PRESENTATION IS TRUTHFUL OR COMPLETE.

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Financial highlights

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

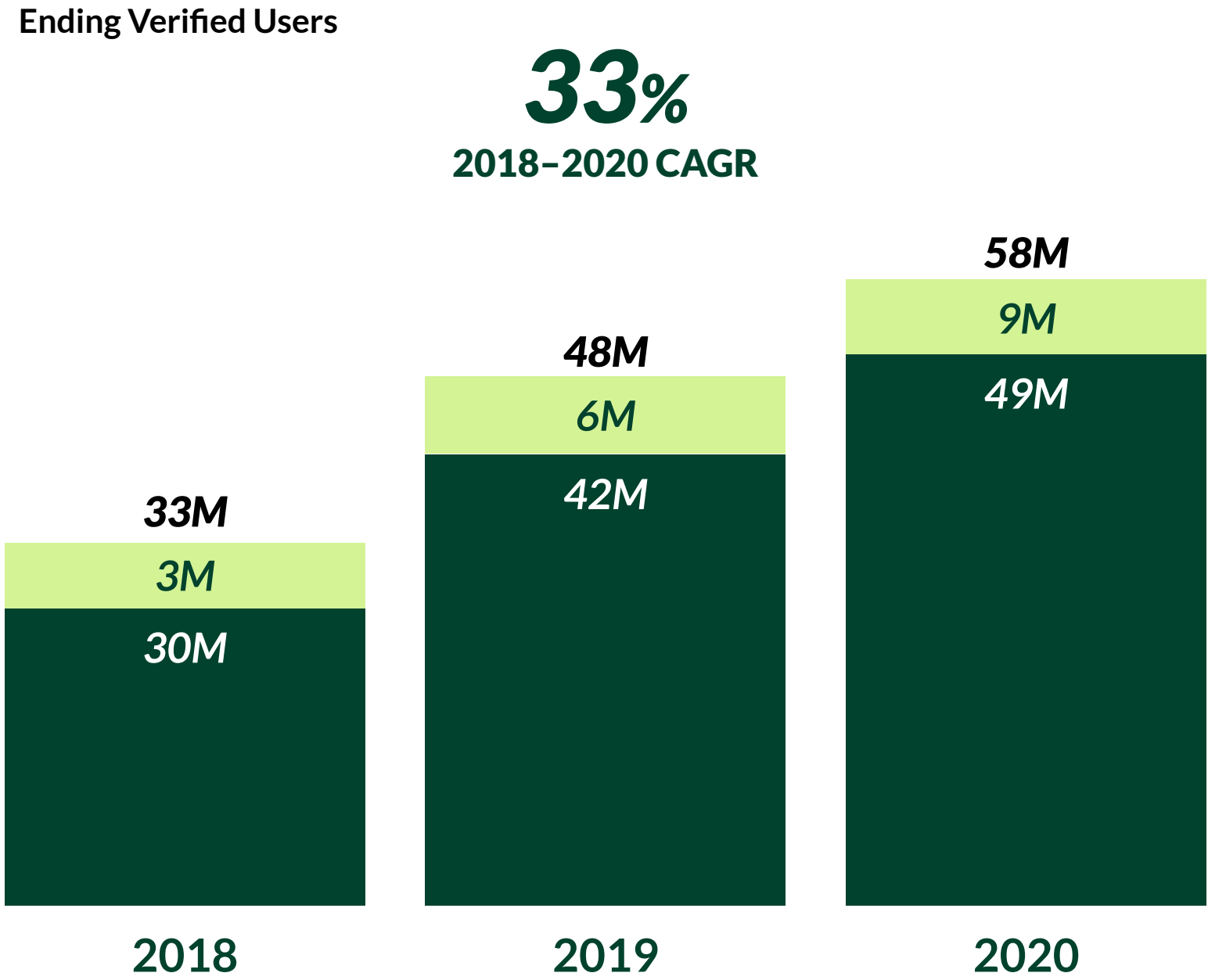
ARPU expansion with multiple levers provides opportunity to continue to increase monetization

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

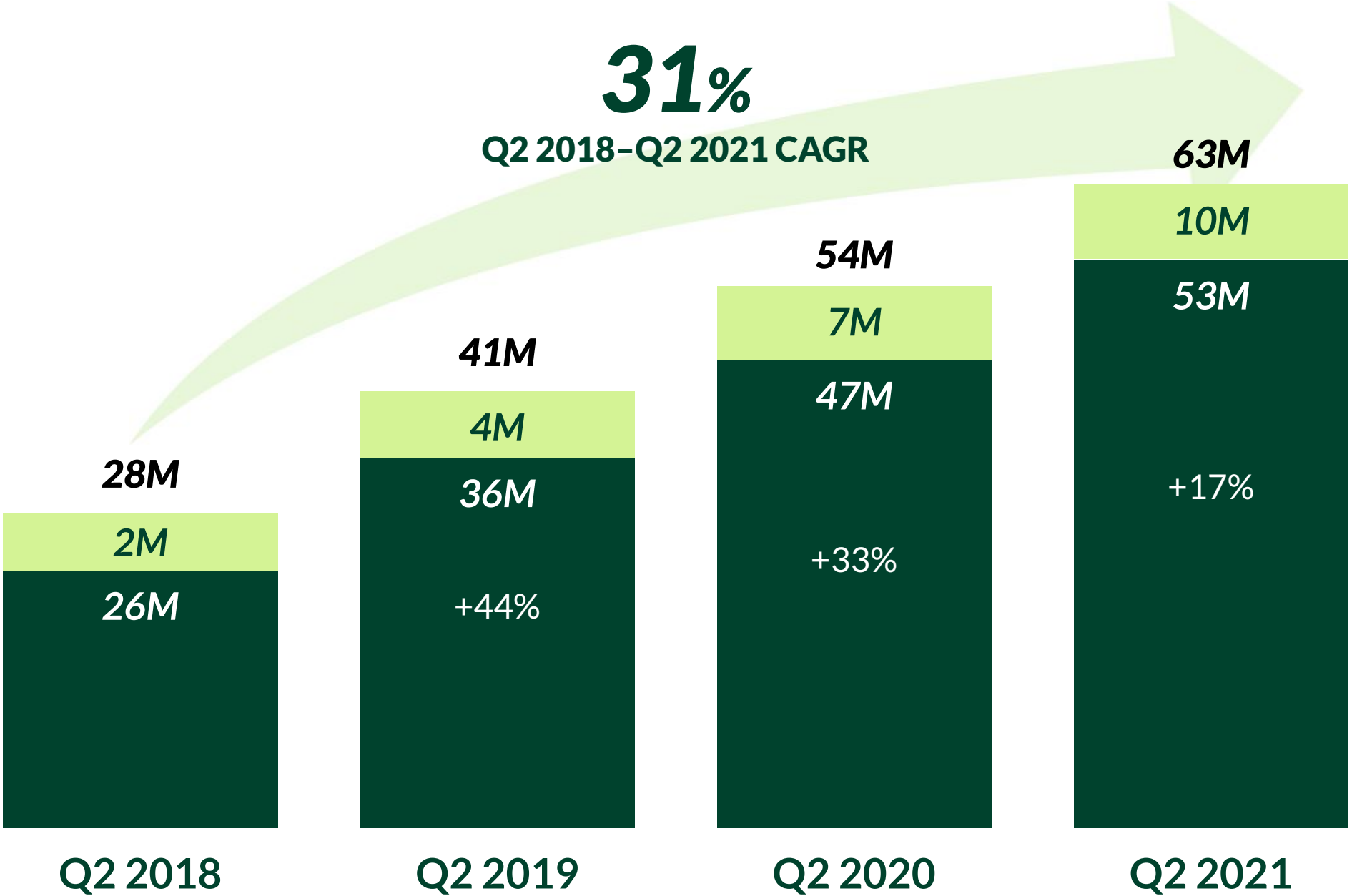
Significant opportunity to monetize in rapidly growing **international markets**

Growing base of users...

Annual



Quarterly



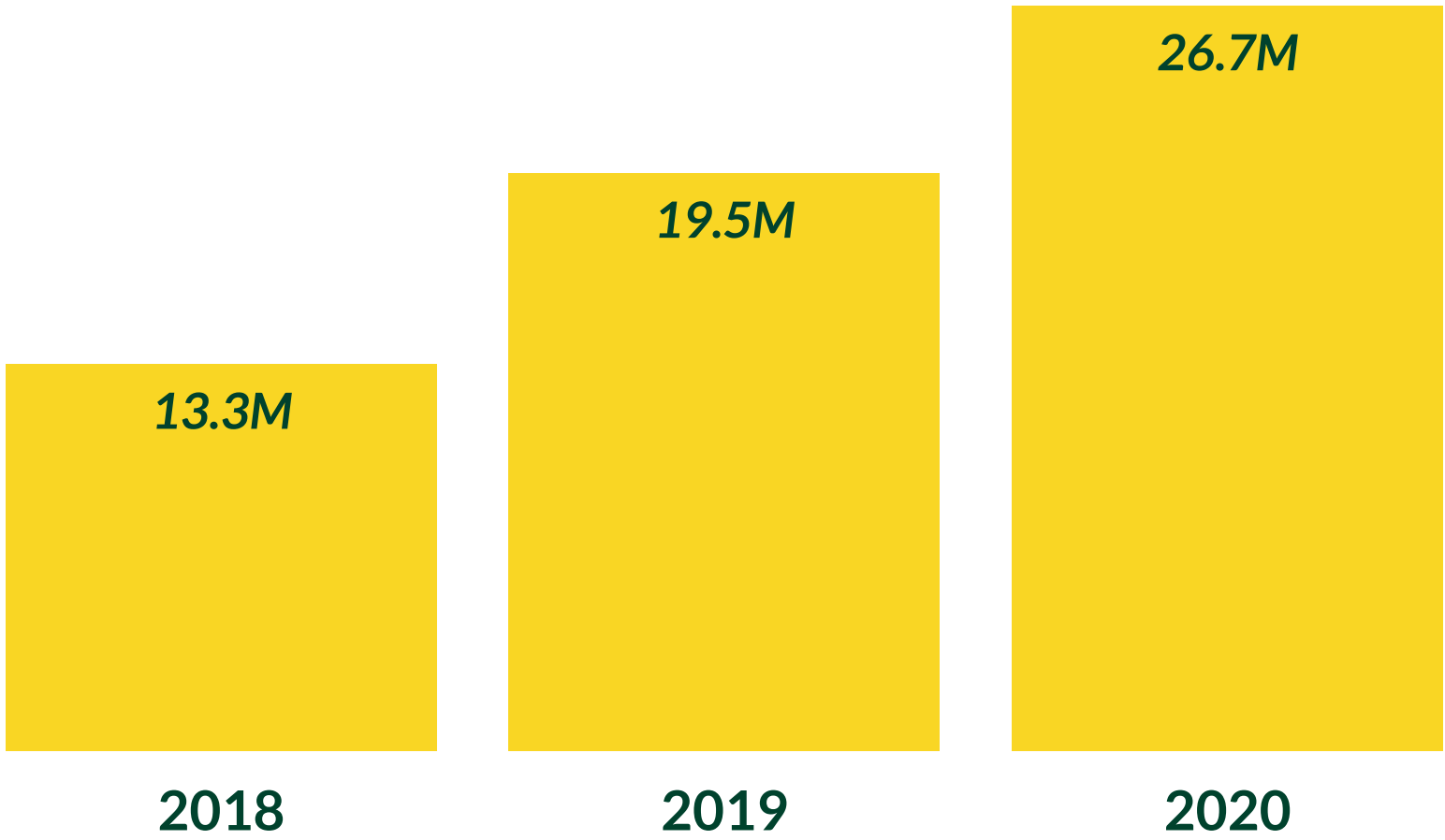
■ U.S. ■ International

...And engaged users...

Annual

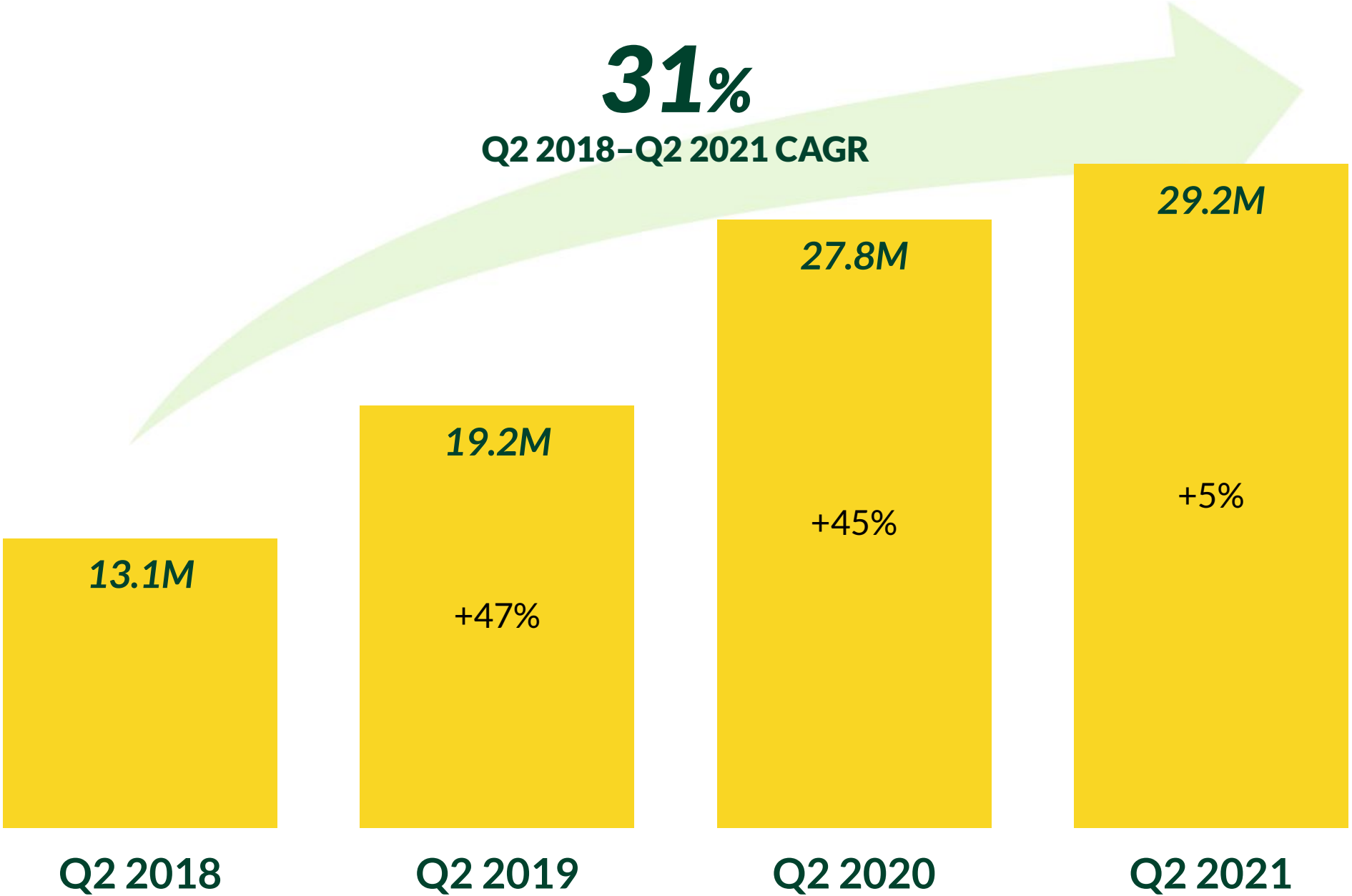
Avg. Weekly Active Users (WAU)

42%
2018-2020 CAGR



Quarterly

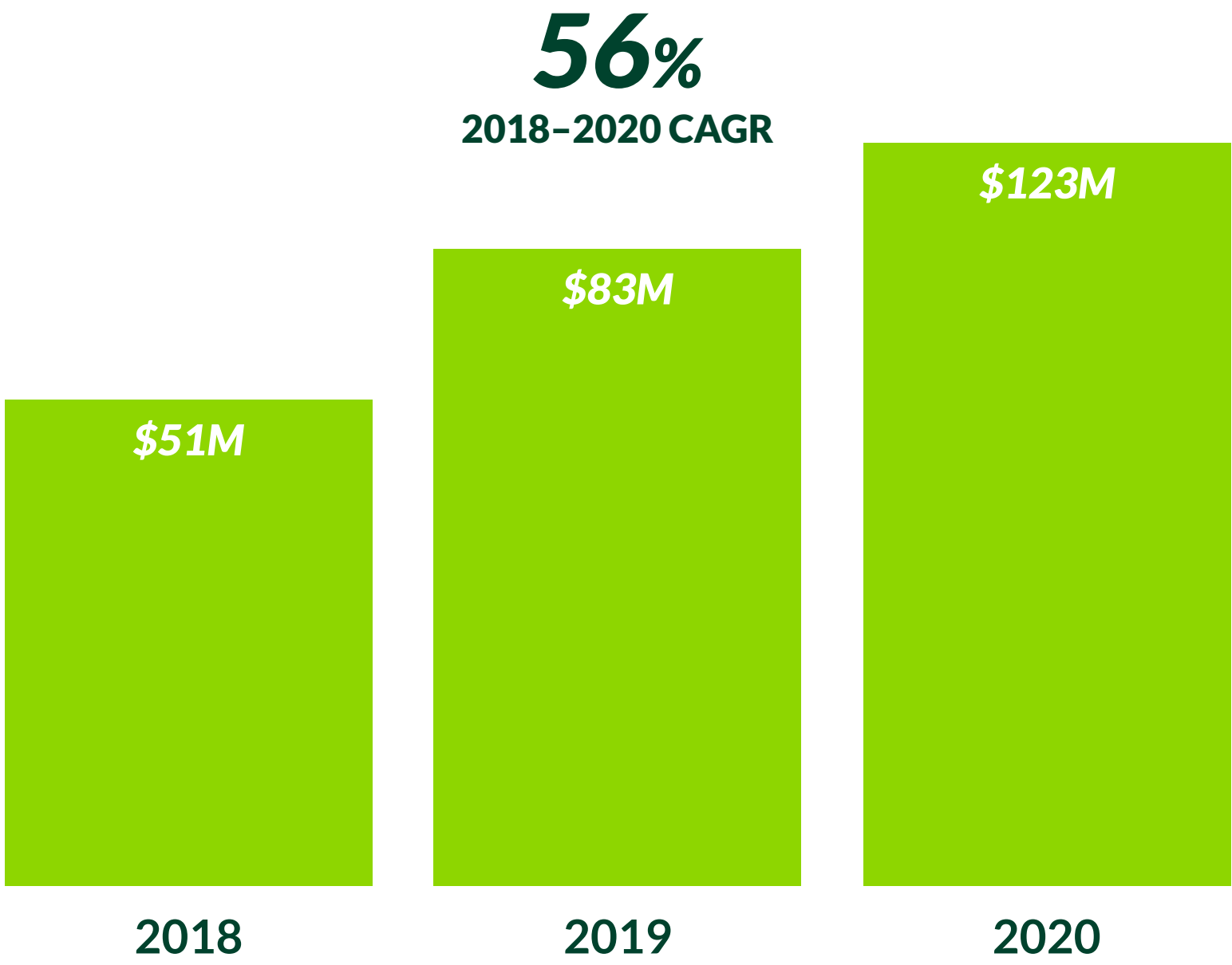
31%
Q2 2018-Q2 2021 CAGR



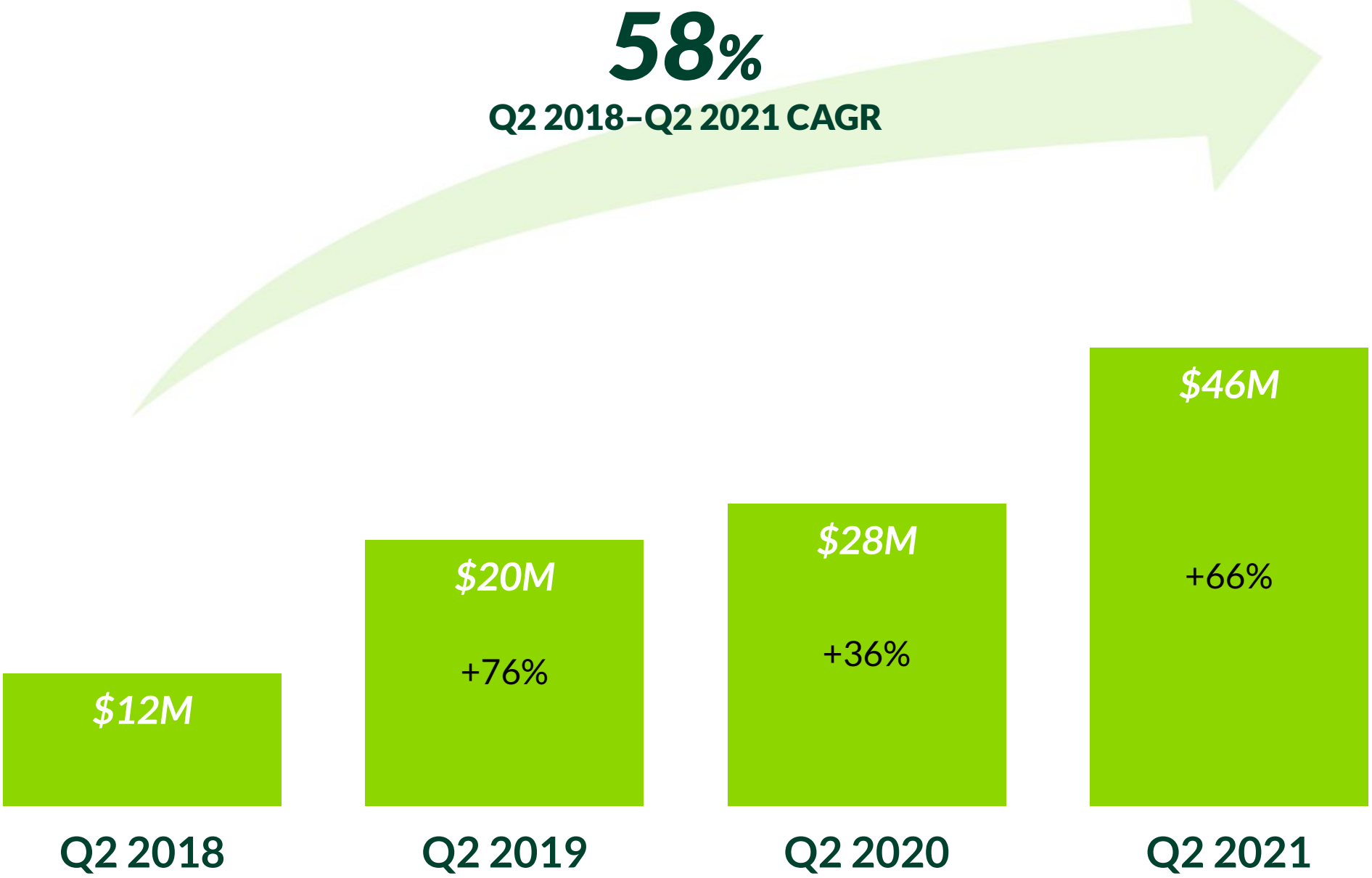
WAU defined as the count of unique neighbors who have started a session or opened a content email over the trailing 7 days. Some figures may not tie due to rounding.

...Leading to revenue growth...

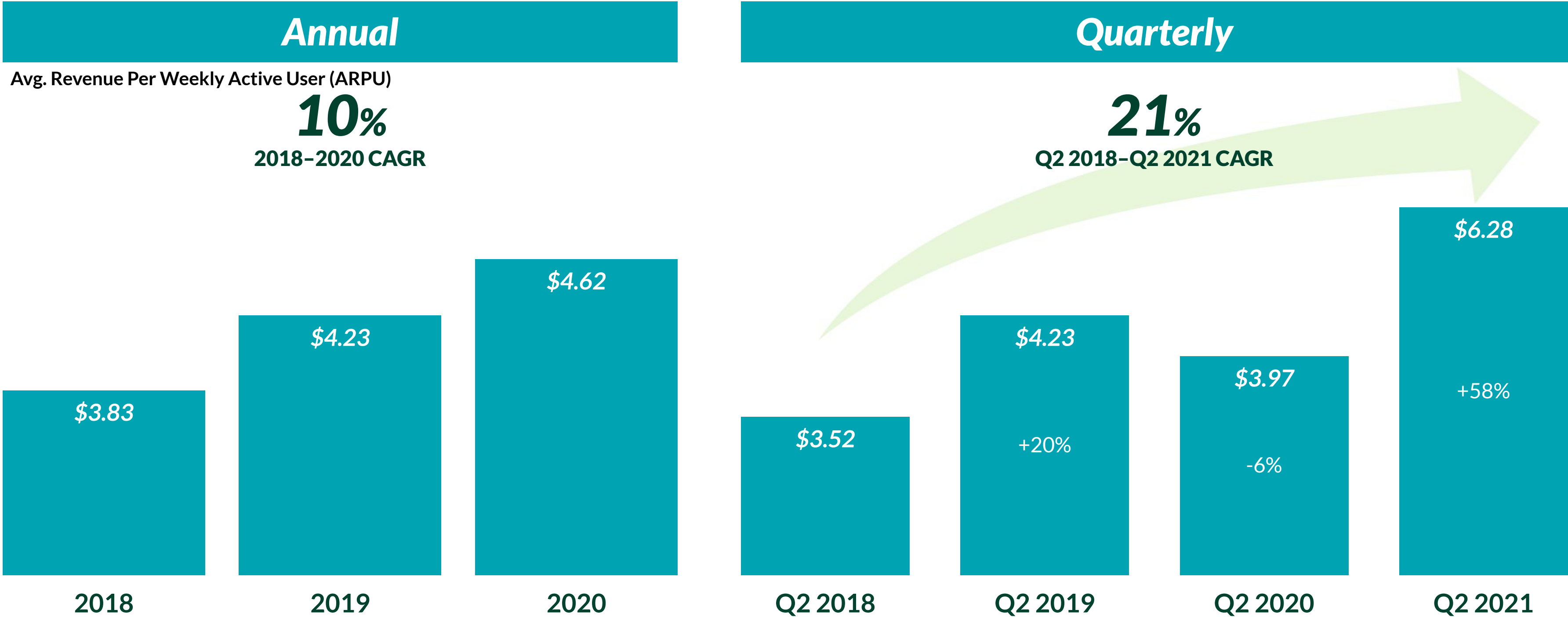
Annual



Quarterly

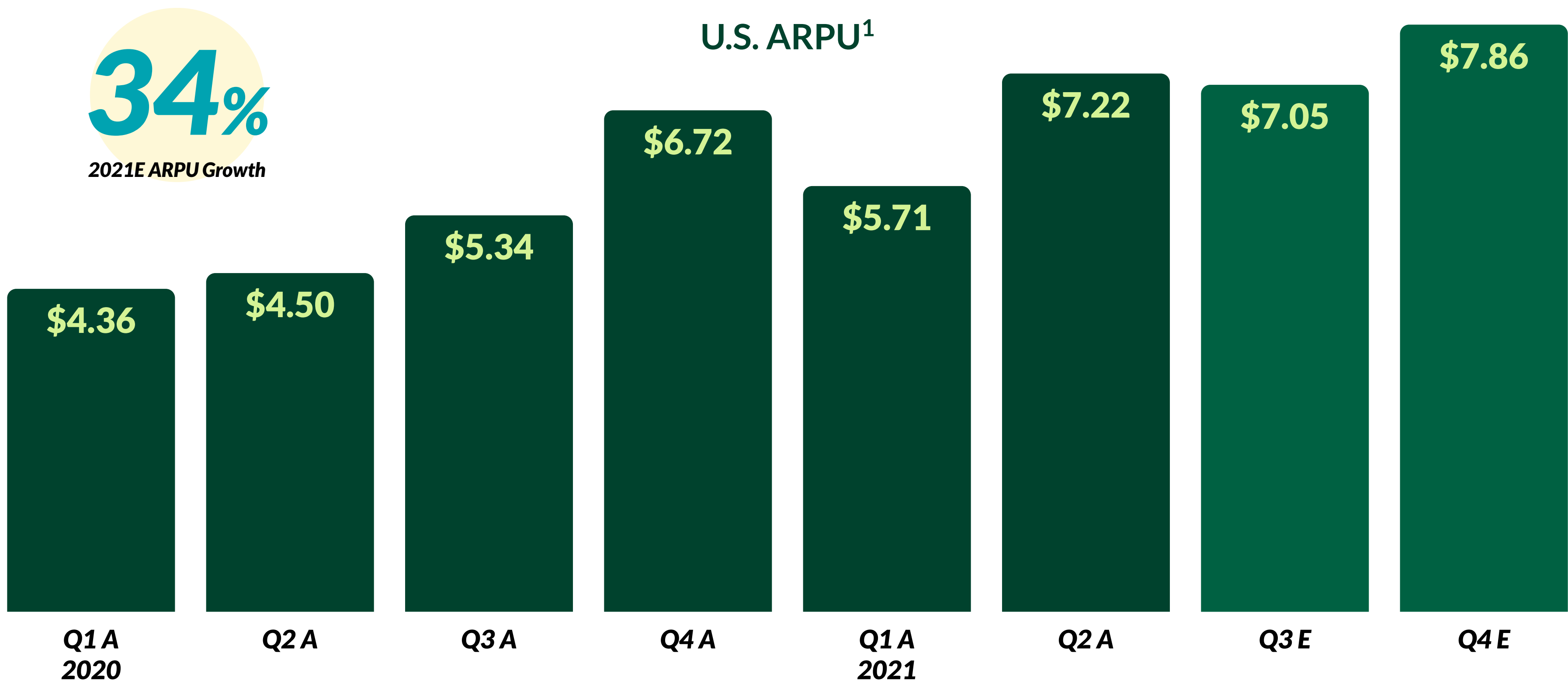


...And increasing levels of monetization



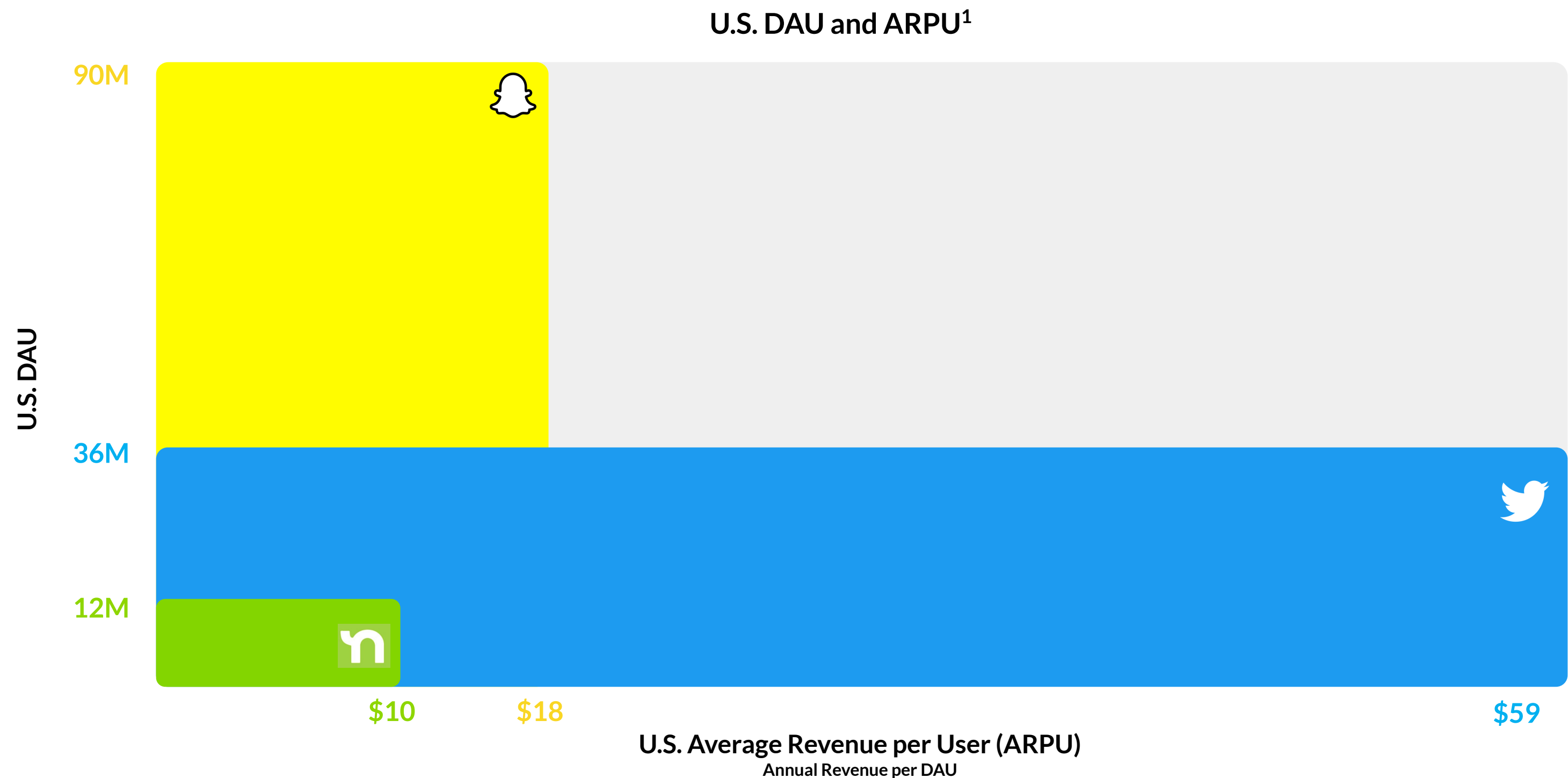
ARPU shown above is calculated as total global revenue divided by the average total global weekly active users (WAU) in the period.
WAU defined as the count of unique neighbors who have started a session or opened a content email over the trailing 7 days. Quarterly ARPU is annualized.

Sustained monetization trajectory



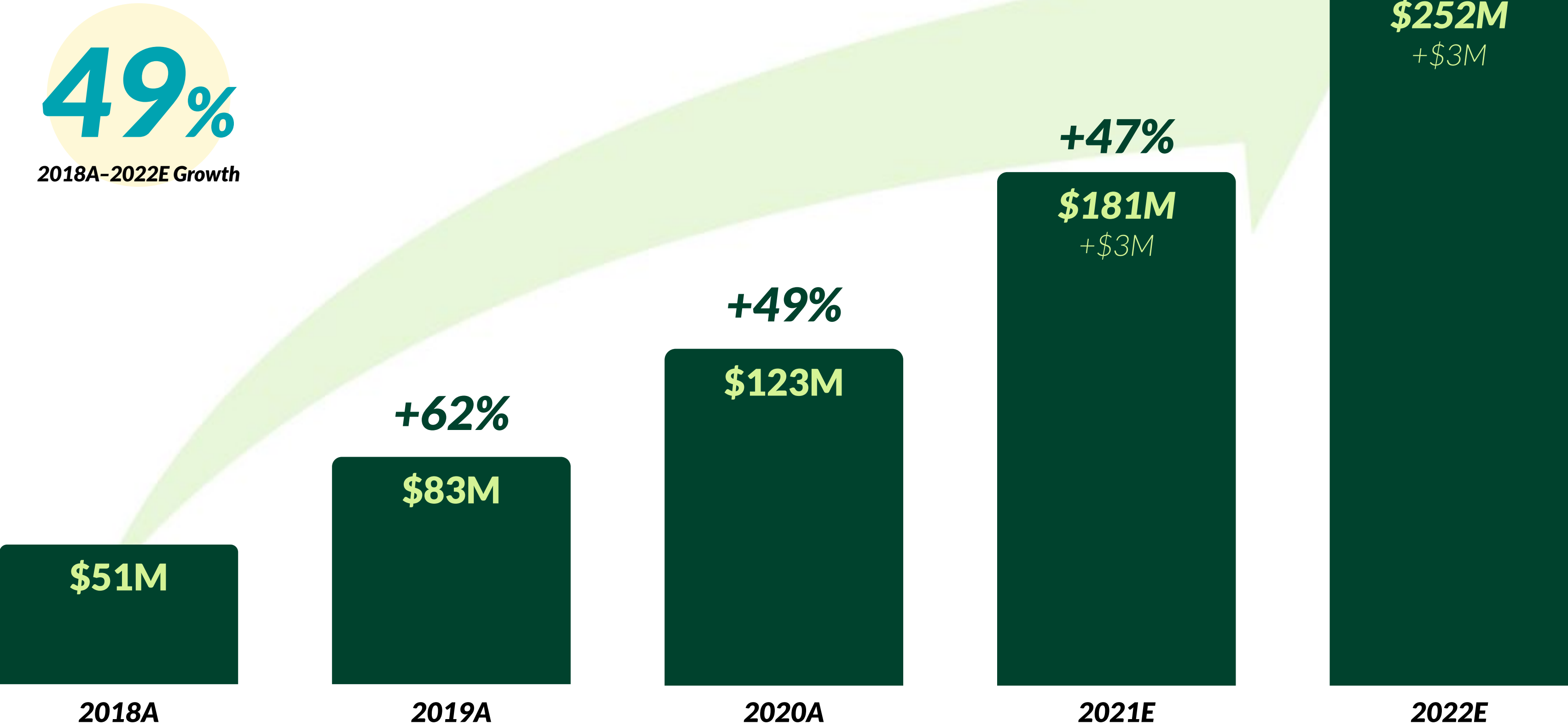
1. ARPU shown is calculated by annualizing U.S. revenue divided by the weekly active users (WAU) in the period.

A verified daily audience with significant monetization potential



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.

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

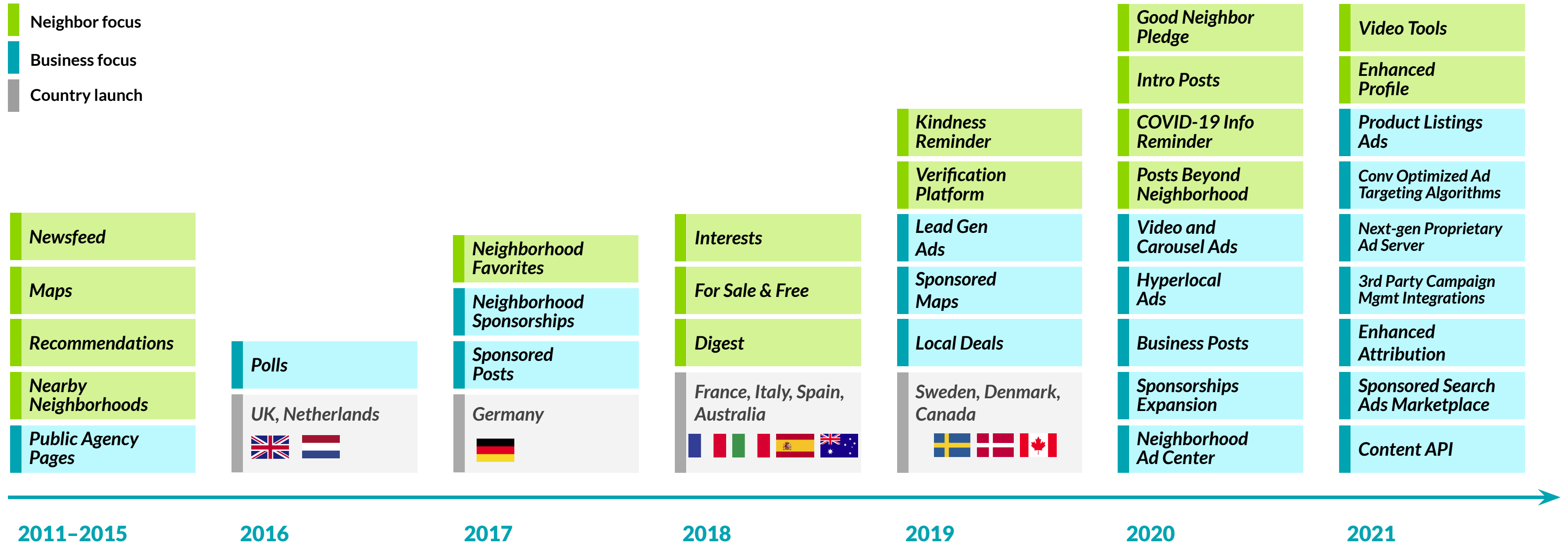
- Global neighbor and SMB acquisition
- International expansion and operations
- Marketing technology
- Scalable moderation



General and Administrative

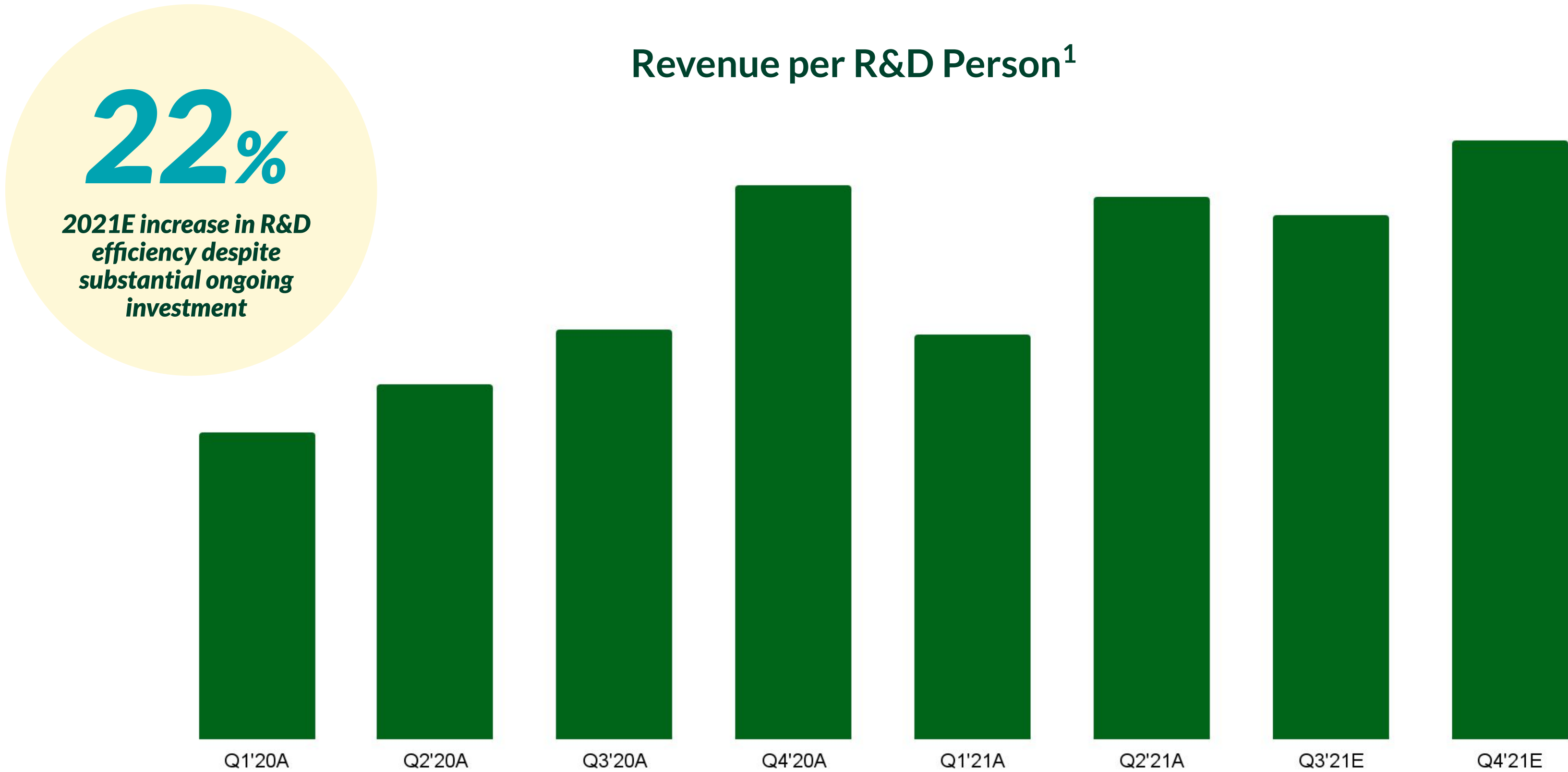
- Teams and systems to enable world-class finance, legal, people, facilities, IT, and executive functions

Focusing on value that leads to growth



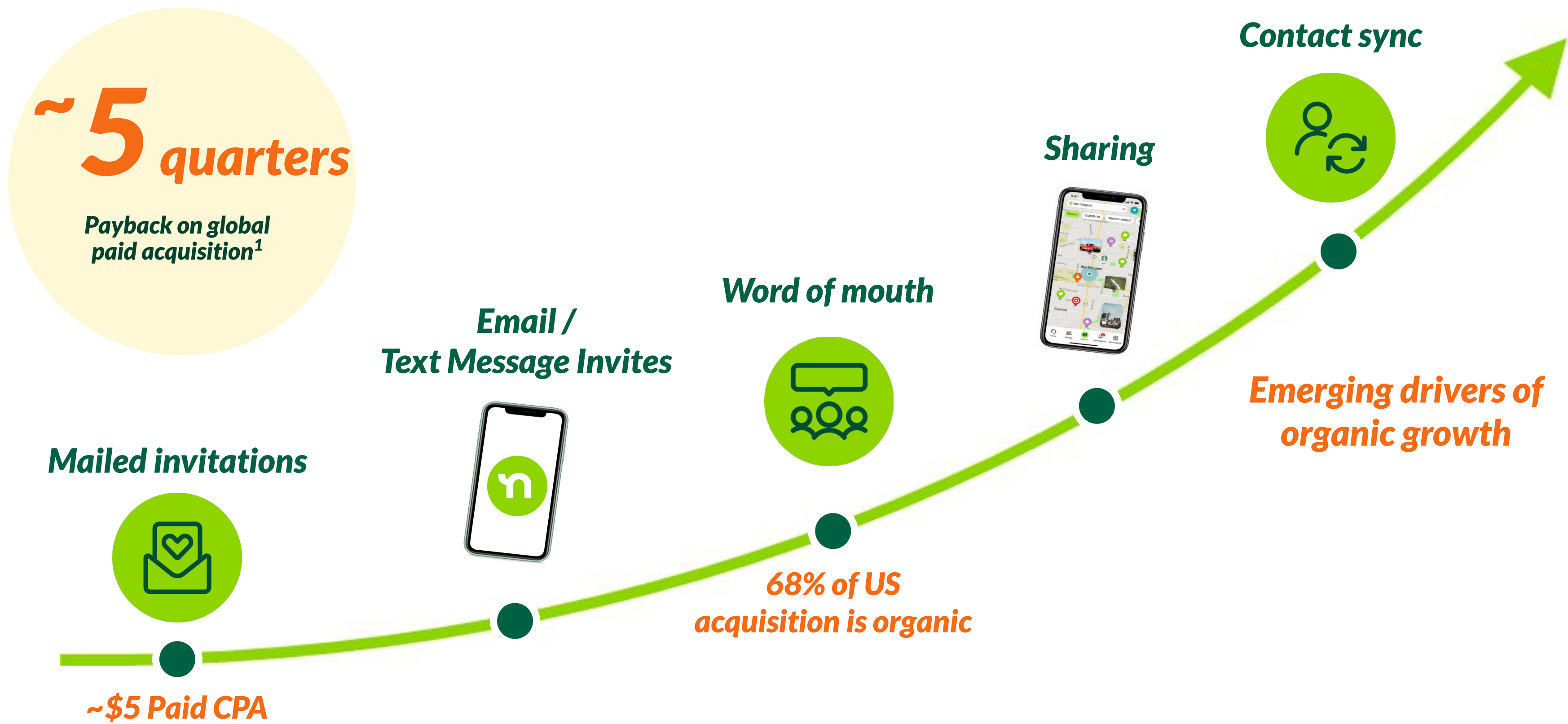
Efficiently scaling our R&D investment

Revenue per R&D Person¹



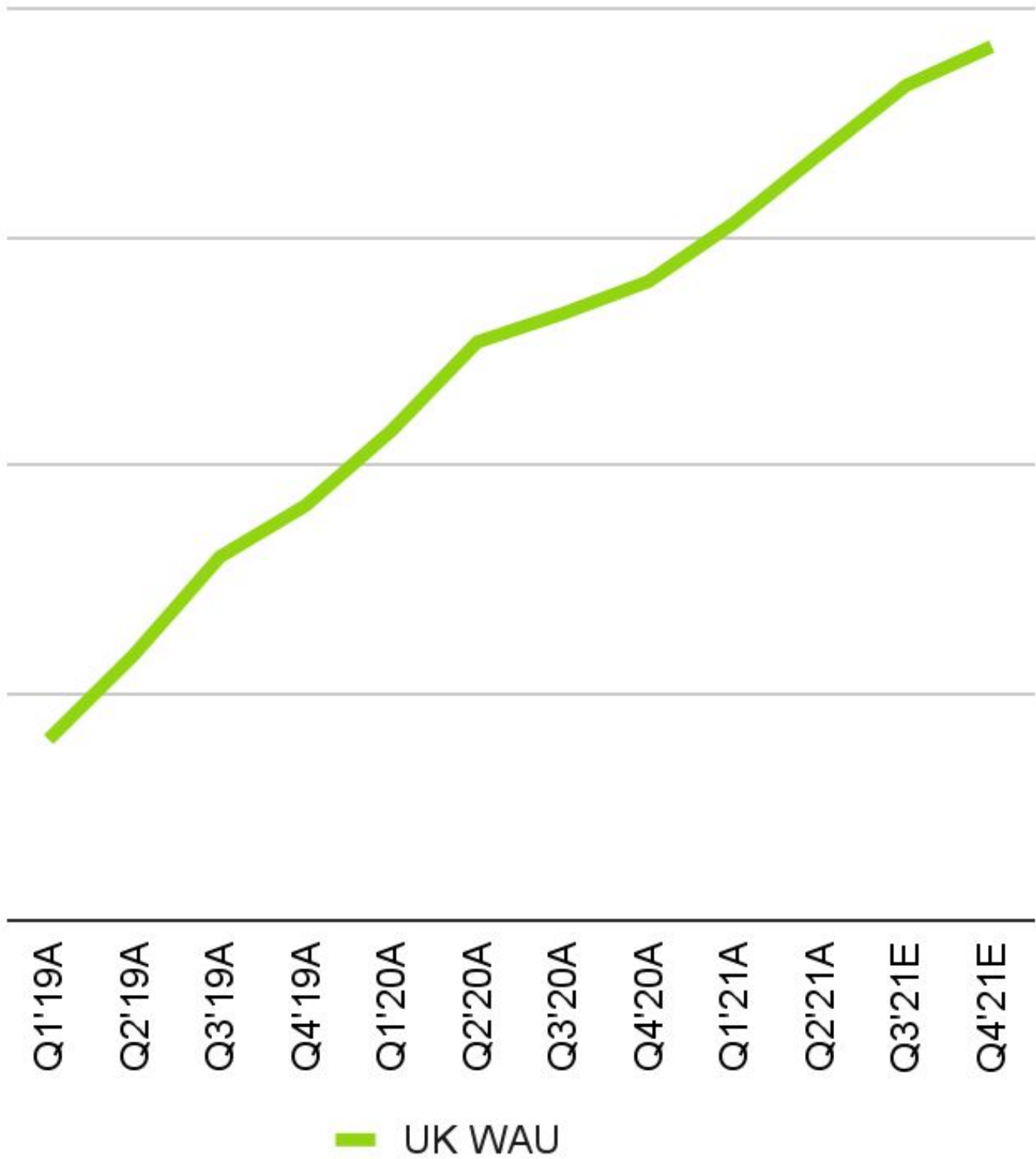
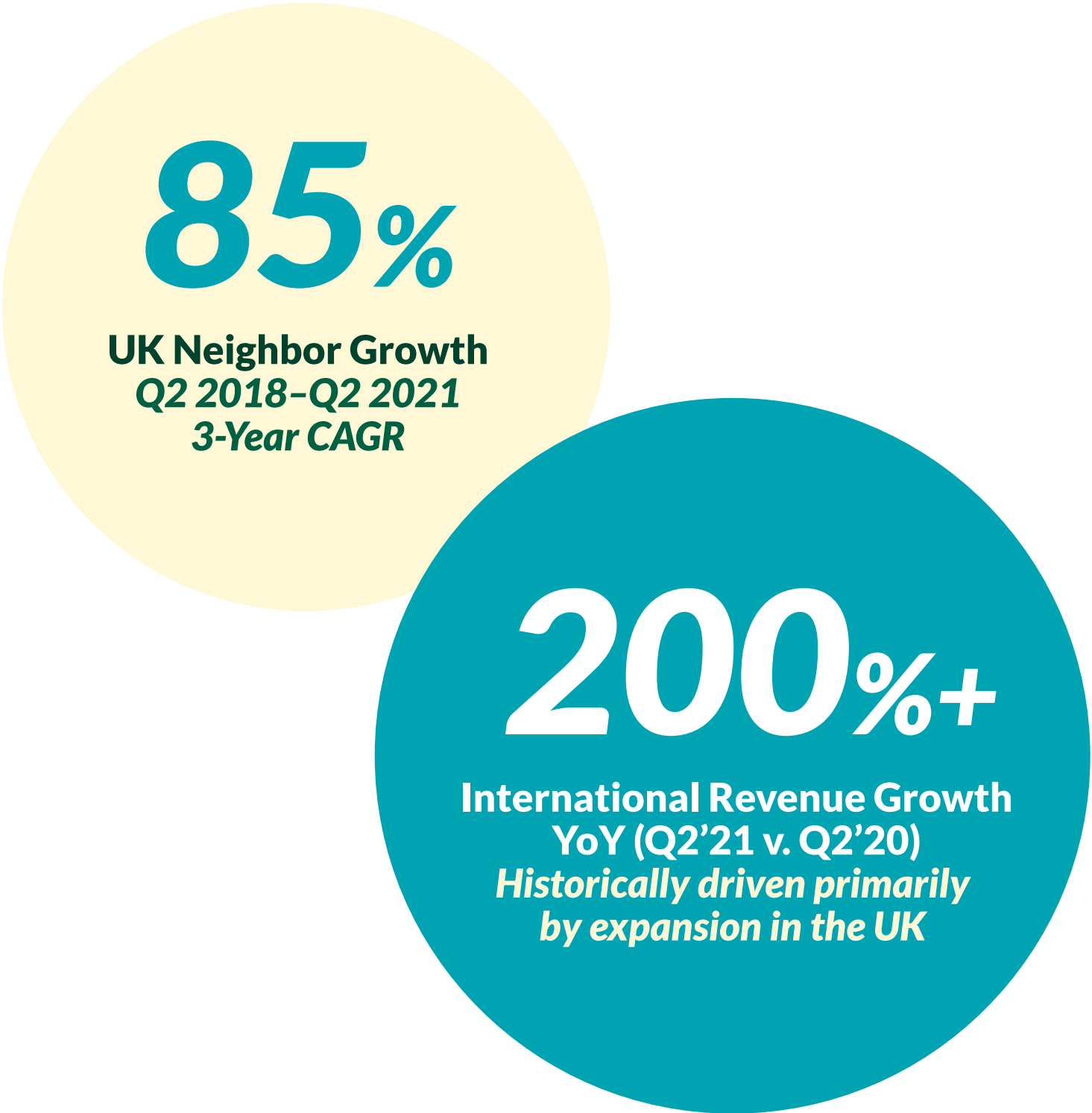
1. Reflects total revenue divided the number of full time Research & Development (R&D) employees.

Cost effective neighbor acquisition globally



1. Based on Q2 2021 annualized data.

A model that scales globally...

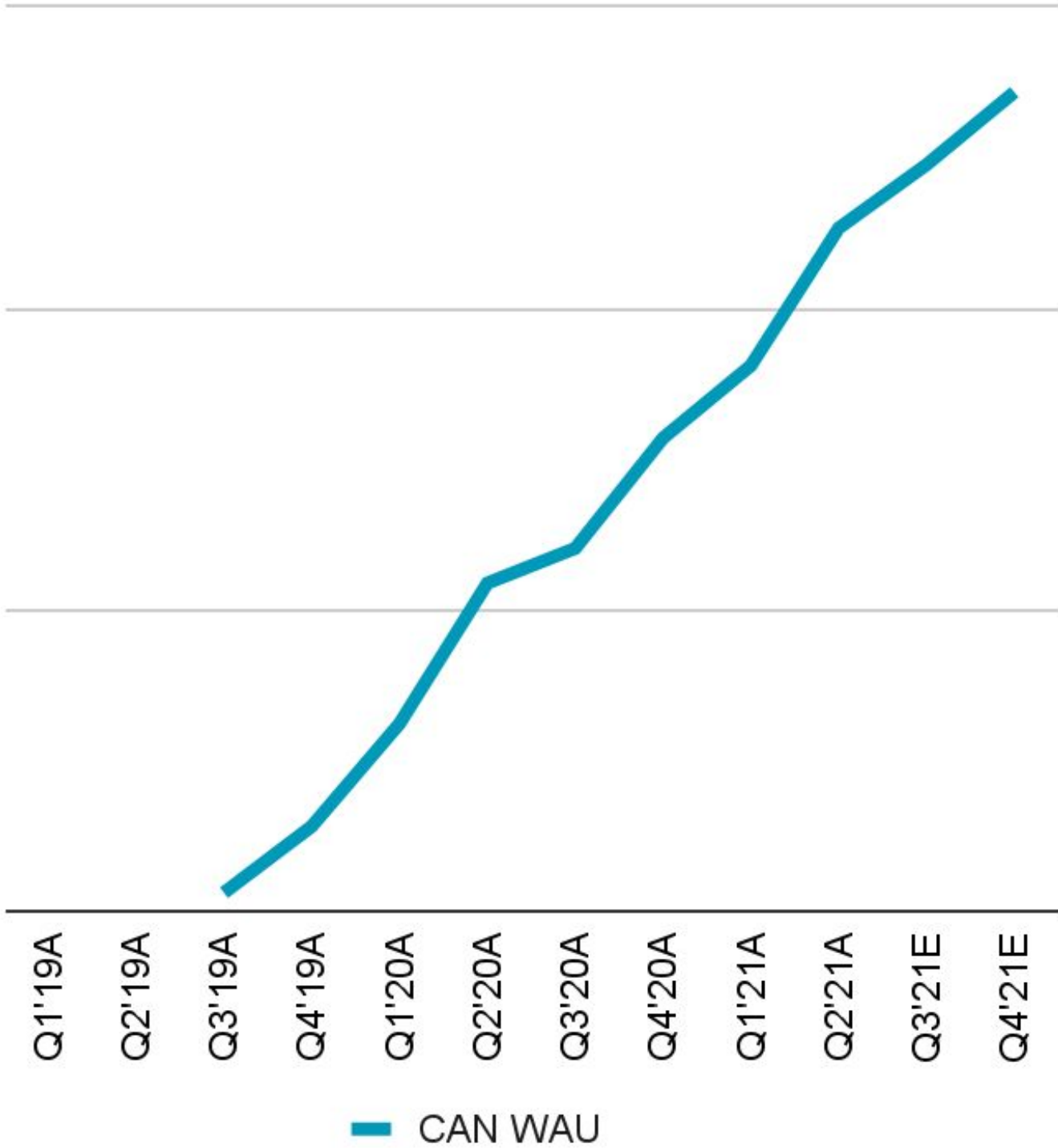


...with a consistent trajectory in newer markets

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

Annual Summary				
	2019A	2020A	2021E	2022E
Total Revenue	\$83M	\$123M	\$181M	\$252M
% Growth	62%	49%	47%	40%
Total ARPU	\$4.23	\$4.62	\$6.05	\$6.47
% Growth	10%	9%	31%	7%
Operating Expenses	\$158M	\$200M	\$273M	\$356M
% of Total Revenue	191%	162%	151%	141%
% Growth	70%	27%	37%	30%
Net Loss	\$(73M)	\$(75M)	\$(101M)	\$(103M)
Non-GAAP Operating Expenses ¹	\$141M	\$174M	\$229M	\$297M
% of Total Revenue	171%	141%	127%	118%
% Growth	66%	23%	33%	30%
Adj. EBITDA	\$(59M)	\$(50M)	\$(49M)	\$(45M)
% Margin	(71%)	(41%)	(27%)	(18%)
Y/Y Margin Improvement	(3%)	31%	14%	9%

Current model does not assume additional capital

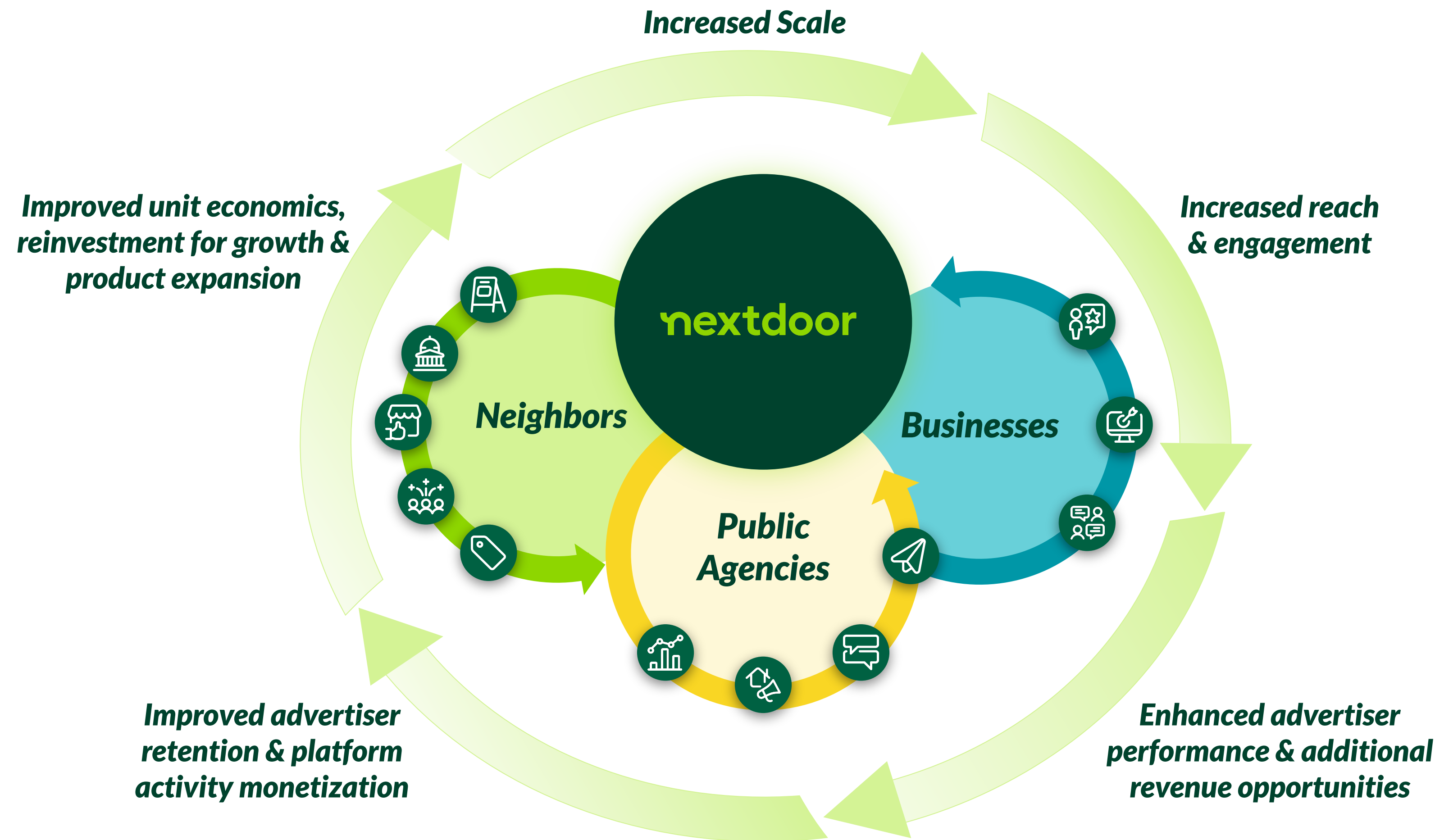
Additional funding can significantly accelerate growth

Long Term Target Margins:

Adjusted EBITDA Margins of ~40%

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.

Viral growth loops reinforce the strength of our model



Why Nextdoor wins: We are the neighborhood network, strong network effects, and clear monetization upside

Nextdoor = Neighborhoods

Nextdoor is where you connect to the neighborhoods that matter to you.

Purpose-driven brand

Purpose-driven brand — promotes growth, differentiates the business, and aligns the organization.

Global relevance

63M+ global Verified Neighbors today, and over 70% neighbor retention.

Unique value prop

Built on trusted information, physical proximity, and uniquely local perspective.

Significant global addressable market

Everyone is a neighbor. Near-term opportunity to add 150M+ households globally.

Product innovation

10 years of singular focus on all things neighborhood provides utility that can't be replicated.

Multiple drivers of monetization

Global ARPU growth of 58% Y/Y in Q2 '21 accelerating from 29% Y/Y in Q1 '21.

Global Verified Neighbor data as of 6/30/21. Reflects 3-month retention of neighbors who joined in 2020.
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*



Q&A



It starts with a wave

investors.nextdoor.com



Appendix

Adjusted EBITDA Reconciliation

	2019A	2020A
Net Loss	(\$73.3M)	(\$75.2M)
Depreciation and amortization	\$2.1M	\$3.1M
Stock-based compensation	14.1M	22.6M
Interest	(2.5M)	(0.7M)
Provision for income taxes	0.2M	0.1M
Acquisition-related costs	0.6M	—
Adjusted EBITDA	(\$58.8M)	(\$50.2M)

Non-GAAP Operating Expenses Reconciliation

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

Definitions

Metrics	Definition
U.S. Household	A single (U.S.) residence containing at least one Current Verified Neighbor
Neighborhoods	The number of active Launched (10+ member) neighborhoods. A “neighborhood” is a specific geographic area with a defined boundary. Neighborhoods do not overlap.
Verified Neighbors/Users	The number of neighbors who are verified in a valid Launched (10+ member) or Pilot (< 10 member) neighborhood, and in good standing (i.e. not deleted, deactivated, or suspended.)
Daily Active Users (DAU)	Count of unique neighbors who have started a session or opened a content email on a given day
Weekly Active Users (WAU)	Count of unique neighbors who have started a session or opened a content email over the trailing 7 days
Monthly Active User (MAU)	Count of unique neighbors who have started a session or opened a content email over the trailing 30 days
Engagement	Used to refer to neighbor activity — usually WAU unless otherwise specified
Neighbor retention	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.
Neighborhood penetration	U.S. Households (see above) divided by the total number of Households (claimed or otherwise) in the neighborhood.
Local Business Claimed Pages	Local business pages that have been claimed by a Nextdoor partner
Total Addressable Market (TAM)	Digital advertising spend in the U.S. excluding B2B (not addressable by Nextdoor). Source: eMarketer