



	FY 2013				FY 2014				FY 2015	Full Year		
	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	FY12	FY13	FY14
<b>COMPANY METRICS</b>												
Members (MM)	218	238	259	277	296	313	332	347	364	202	277	347
% y/y	36%	37%	38%	37%	36%	32%	28%	25%	23%	39%	37%	25%
Unique Visiting Members (MM)	65	75	78	76	82	84	90	93	97	53	73	87
% y/y	29%	45%	49%	31%	26%	13%	16%	23%	18%	n/a	38%	19%
Mobile Unique Visiting Members (MM)	20	26	29	31	35	38	42	45	49	12	27	40
% y/y	118%	132%	129%	94%	73%	46%	45%	46%	38%	n/a	116%	51%
% of total unique visiting members	31%	34%	38%	41%	43%	45%	47%	49%	50%	23%	36%	46%
Member Page Views (BN)	18	21	22	22	26	25	28	30	34	51	83	109
% y/y	64%	69%	73%	49%	43%	22%	28%	34%	30%	n/a	63%	31%
LinkedIn Corporate Solutions Customers	18,138	20,256	22,001	24,444	25,844	28,080	30,314	33,271	34,764	16,409	24,444	33,271
% y/y	72%	65%	57%	49%	42%	39%	38%	36%	35%	78%	49%	36%
<b>REVENUE MIX BY PRODUCT</b>												
Net Revenue (\$MM)	325	364	393	447	473	534	568	643	638	972	1,529	2,219
% y/y	72%	59%	56%	47%	46%	47%	45%	44%	35%	86%	57%	45%
Talent Solutions	194	217	238	261	292	322	345	369	396	547	910	1,328
% y/y	82%	72%	65%	54%	50%	49%	45%	41%	36%	104%	67%	46%
Talent Solutions - Field Sales	144	161	179	199	221	243	262	285	305	394	682	1,010
% y/y	90%	80%	72%	59%	54%	51%	46%	43%	38%	109%	73%	48%
Talent Solutions - Online Sales	50	56	59	62	71	80	83	85	92	153	228	317
% y/y	63%	52%	46%	41%	40%	41%	40%	36%	30%	90%	49%	39%
Marketing Solutions	65	74	76	98	86	106	109	153	119	235	312	455
% y/y	47%	26%	29%	31%	33%	44%	45%	56%	38%	59%	33%	46%
Premium Subscriptions	66	73	80	88	96	105	114	121	122	190	307	437
% y/y	73%	68%	61%	48%	46%	44%	43%	38%	28%	81%	61%	42%
<b>Percent of Total:</b>												
Talent Solutions	60%	60%	60%	58%	62%	60%	61%	57%	62%	56%	60%	60%
Marketing Solutions	20%	20%	19%	22%	18%	20%	19%	24%	19%	24%	20%	20%
Premium Subscriptions	20%	20%	20%	20%	20%	20%	20%	19%	19%	20%	20%	20%
<b>REVENUE MIX BY GEOGRAPHY</b>												
Net Revenue (\$MM)	325	364	393	447	473	534	568	643	638	972	1,529	2,219
% y/y	72%	59%	56%	47%	46%	47%	45%	44%	35%	86%	57%	45%
US	201	224	245	271	285	318	343	388	389	619	942	1,334
% y/y	67%	52%	51%	43%	41%	42%	40%	43%	37%	75%	52%	42%
EMEA	75	85	90	108	118	135	140	162	157	217	358	555
% y/y	75%	69%	65%	55%	57%	59%	55%	50%	33%	98%	65%	55%
APAC	24	28	31	36	39	46	49	54	54	69	119	187
% y/y	88%	76%	70%	59%	61%	64%	60%	49%	40%	135%	71%	58%
Other Americas	24	27	27	32	32	36	37	39	38	66	110	143
% y/y	101%	78%	58%	44%	32%	32%	35%	24%	19%	130%	66%	31%
<b>Percent of Total</b>												
US	62%	62%	62%	61%	60%	60%	60%	60%	61%	64%	62%	60%
International	38%	38%	38%	39%	40%	40%	40%	40%	39%	36%	38%	40%
EMEA	23%	23%	23%	24%	25%	25%	25%	25%	25%	22%	23%	25%
APAC	7%	8%	8%	8%	8%	9%	9%	8%	8%	7%	8%	8%
Other Americas	7%	7%	7%	7%	7%	7%	6%	6%	6%	7%	7%	6%

	FY 2013				FY 2014				FY 2015	Full Year		
	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	FY12	FY13	FY14
<b>REVENUE MIX BY GEOGRAPHY, BY PRODUCT</b>												
<b>Net Revenue (\$MM)</b>	<b>325</b>	<b>364</b>	<b>393</b>	<b>447</b>	<b>473</b>	<b>534</b>	<b>568</b>	<b>643</b>	<b>638</b>	<b>972</b>	<b>1,529</b>	<b>2,219</b>
% y/y	72%	59%	56%	47%	46%	47%	45%	44%	35%	86%	57%	45%
<b>US Revenue</b>	<b>201</b>	<b>224</b>	<b>245</b>	<b>271</b>	<b>285</b>	<b>318</b>	<b>343</b>	<b>388</b>	<b>389</b>	<b>619</b>	<b>942</b>	<b>1,334</b>
Talent Solutions	126	140	152	164	180	198	209	223	241	370	583	810
% y/y	71%	63%	57%	46%	43%	41%	37%	36%	33%	88%	58%	39%
Marketing Solutions	38	41	46	55	49	59	69	95	77	138	180	272
% y/y	53%	17%	26%	33%	30%	44%	50%	72%	58%	50%	30%	51%
Premium Subscriptions	38	43	47	52	55	61	66	71	71	112	179	252
% y/y	69%	66%	62%	49%	47%	42%	39%	37%	28%	72%	60%	41%
<b>International Revenue</b>	<b>123</b>	<b>139</b>	<b>148</b>	<b>176</b>	<b>188</b>	<b>216</b>	<b>225</b>	<b>255</b>	<b>248</b>	<b>353</b>	<b>586</b>	<b>885</b>
Talent Solutions	68	77	85	97	111	124	136	147	156	177	327	518
% y/y	109%	90%	80%	71%	63%	63%	59%	51%	40%	146%	85%	58%
Marketing Solutions	27	32	30	42	37	47	40	58	42	97	132	182
% y/y	41%	42%	36%	29%	37%	45%	36%	36%	13%	74%	36%	38%
Premium Subscriptions	28	30	33	36	40	45	49	51	51	79	127	184
% y/y	78%	70%	60%	47%	44%	47%	49%	39%	27%	94%	62%	45%
<b>REVENUE MIX BY CHANNEL</b>												
<b>Net Revenue (\$MM)</b>	<b>325</b>	<b>364</b>	<b>393</b>	<b>447</b>	<b>473</b>	<b>534</b>	<b>568</b>	<b>643</b>	<b>638</b>	<b>972</b>	<b>1,529</b>	<b>2,219</b>
% y/y	72%	59%	56%	47%	46%	47%	45%	44%	35%	86%	57%	45%
Field Sales	184	209	228	271	275	319	342	414	393	552	891	1,350
% y/y	81%	62%	59%	52%	50%	52%	50%	53%	43%	92%	61%	51%
Online Sales	141	154	165	177	198	215	227	230	244	420	637	869
% y/y	62%	56%	52%	41%	41%	39%	37%	30%	23%	79%	52%	36%
<b>Percent of Total:</b>												
Field Sales	57%	58%	58%	61%	58%	60%	60%	64%	62%	57%	58%	61%
Online Sales	43%	42%	42%	39%	42%	40%	40%	36%	38%	43%	42%	39%
<b>GAAP P&amp;L (\$MM)</b>												
Net revenue	325	364	393	447	473	534	568	643	638	972	1,529	2,219
Cost of revenue	42	49	53	58	62	70	75	87	88	126	203	294
Sales & marketing	109	122	133	157	167	184	199	224	230	325	522	774
Product development	81	96	106	113	121	129	137	150	166	257	396	536
General & administrative	43	56	62	65	75	81	89	97	97	128	226	341
Depreciation & amortization	26	32	34	43	50	56	60	71	74	80	135	237
<b>Income (loss) from operations</b>	<b>24</b>	<b>8</b>	<b>5</b>	<b>11</b>	<b>(1)</b>	<b>14</b>	<b>9</b>	<b>14</b>	<b>(17)</b>	<b>57</b>	<b>48</b>	<b>36</b>
Other income (expense), net	—	—	—	2	1	1	—	(7)	(15)	—	1	(5)
Provision for income taxes	1	4	8	9	14	16	13	4	11	36	22	47
<b>Net income (loss)</b>	<b>23</b>	<b>4</b>	<b>(3)</b>	<b>4</b>	<b>(13)</b>	<b>(1)</b>	<b>(4)</b>	<b>3</b>	<b>(42)</b>	<b>22</b>	<b>27</b>	<b>(15)</b>
Accretion of redeemable noncontrolling interest	—	—	—	—	—	—	—	—	—	—	—	—
<b>Net income (loss) attributable to common stockholders</b>	<b>23</b>	<b>4</b>	<b>(3)</b>	<b>4</b>	<b>(13)</b>	<b>(1)</b>	<b>(4)</b>	<b>3</b>	<b>(43)</b>	<b>22</b>	<b>27</b>	<b>(16)</b>
Basic shares outstanding (MM)	109	111	114	120	121	122	123	125	125	105	114	123
Diluted shares outstanding (MM)	115	117	114	124	121	122	123	127	125	113	119	123
<b>Basic GAAP EPS attributable to common stockholders</b>	<b>\$ 0.21</b>	<b>\$ 0.03</b>	<b>\$ (0.03)</b>	<b>\$ 0.03</b>	<b>\$ (0.11)</b>	<b>\$ (0.01)</b>	<b>\$ (0.03)</b>	<b>\$ 0.02</b>	<b>\$ (0.34)</b>	<b>\$ 0.21</b>	<b>\$ 0.24</b>	<b>\$ (0.13)</b>
<b>Diluted GAAP EPS attributable to common stockholders</b>	<b>\$ 0.20</b>	<b>\$ 0.03</b>	<b>\$ (0.03)</b>	<b>\$ 0.03</b>	<b>\$ (0.11)</b>	<b>\$ (0.01)</b>	<b>\$ (0.03)</b>	<b>\$ 0.02</b>	<b>\$ (0.34)</b>	<b>\$ 0.19</b>	<b>\$ 0.23</b>	<b>\$ (0.13)</b>

	FY 2013				FY 2014				FY 2015	Full Year		
	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	FY12	FY13	FY14
<b>GAAP TO NON-GAAP RECONCILIATIONS</b>												
<b>PRE-TAX RECONCILIATIONS (\$MM)</b>												
<b>Cost of Revenue</b>	42	49	53	58	62	70	75	87	88	126	203	294
Stock-based compensation	3	4	4	5	6	7	7	9	10	6	16	29
<b>Non-GAAP Cost of Revenue</b>	40	45	49	53	57	63	68	78	79	119	187	265
% net revenue	12%	12%	13%	12%	12%	12%	12%	12%	12%	12%	12%	12%
<b>GAAP Sales &amp; Marketing</b>	109	122	133	157	167	184	199	224	230	325	522	774
Stock-based compensation	7	9	10	11	12	14	15	19	19	18	36	60
<b>Non-GAAP Sales &amp; Marketing</b>	103	113	123	147	154	171	184	206	210	307	486	714
% net revenue	32%	31%	31%	33%	33%	32%	32%	32%	33%	32%	32%	32%
<b>GAAP Product Development</b>	81	96	106	113	121	129	137	150	166	257	396	536
Stock-based compensation	18	25	27	29	33	38	40	44	50	46	99	155
<b>Non-GAAP Product Development</b>	63	71	79	84	87	91	97	106	116	211	297	381
% net revenue	19%	19%	20%	19%	18%	17%	17%	16%	18%	22%	19%	17%
<b>GAAP General &amp; Administrative</b>	43	56	62	65	75	81	89	97	97	128	226	341
Stock-based compensation	7	11	13	13	17	16	20	22	24	16	43	75
<b>Non-GAAP General &amp; Administrative</b>	36	46	48	52	58	64	69	75	73	112	182	266
% net revenue	11%	13%	12%	12%	12%	12%	12%	12%	11%	12%	12%	12%
<b>GAAP Income (Loss) from Operations</b>	24	8	5	11	(1)	14	9	14	(17)	57	48	36
Stock-based compensation	34	48	54	57	68	75	83	94	103	86	194	319
Amortization of intangible assets	3	6	4	4	5	7	10	13	12	10	16	35
<b>Non-GAAP Operating Income</b>	60	62	63	73	72	96	101	120	98	153	258	390
% margin	19%	17%	16%	16%	15%	18%	18%	19%	15%	16%	17%	18%
Depreciation	23	27	30	39	45	49	50	59	62	70	118	202
<b>ADJUSTED EBITDA RECONCILIATION (\$MM)</b>												
<b>GAAP Net Income (Loss)</b>	23	4	(3)	4	(13)	(1)	(4)	3	(42)	22	27	(15)
Provision for income taxes	1	4	8	9	14	16	13	4	11	36	22	47
Other (income) expense, net	—	—	—	(2)	(1)	(1)	—	7	15	—	(1)	5
Depreciation & amortization	26	32	34	43	50	56	60	71	74	80	135	237
Stock-based compensation	34	48	54	57	68	75	83	94	103	86	194	319
<b>Adjusted EBITDA</b>	83	89	93	111	117	145	151	179	160	223	376	592
% margin	26%	24%	24%	25%	25%	27%	27%	28%	25%	23%	25%	27%
<b>NON-GAAP PRE TAX INCOME AND TAX RATE RECONCILIATION (\$MM)</b>												
<b>GAAP Pre-Tax Income (Loss)</b>	23	8	5	13	—	15	9	7	(32)	57	49	31
Stock-based compensation	34	48	54	57	68	75	83	94	103	86	194	319
Non-cash interest expense related to convertible notes	—	—	—	—	—	—	—	6	11	—	—	6
Amortization of intangible assets	3	6	4	4	5	7	10	13	12	10	16	35
<b>Non-GAAP Pre-Tax Income</b>	60	62	63	74	73	97	102	119	94	153	260	391
<b>Provision for Income Taxes, GAAP</b>	1	4	8	9	14	16	13	4	11	36	22	47
GAAP Income Tax Rate	3%	52%	170%	71%	5,184%	106%	148%	55%	(33)%	62%	46%	149%
Income tax effect of non-GAAP adjustments	(7)	(13)	(8)	(17)	(12)	(18)	(23)	(38)	(11)	(17)	(45)	(90)
<b>Provision for Income Taxes, Non-GAAP</b>	8	17	16	26	25	34	36	42	22	53	68	137
Non-GAAP Income Tax Rate	13%	28%	26%	35%	35%	35%	35%	35%	23%	35%	26%	35%

	FY 2013				FY 2014				FY 2015	Full Year		
	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	FY12	FY13	FY14
<b>NON-GAAP NET INCOME RECONCILIATION (\$MM)</b>												
<b>GAAP Net Income (Loss) Attributable to Common Stockholders</b>	23	4	(3)	4	(13)	(1)	(4)	3	(43)	22	27	(16)
Stock-based compensation	34	48	54	57	68	75	83	94	103	86	194	319
Non-cash interest expense related to convertible notes	—	—	—	—	—	—	—	6	11	—	—	6
Amortization of intangible assets	3	6	4	4	5	7	10	13	12	10	16	35
Income tax effect of non-GAAP adjustments	(7)	(13)	(8)	(17)	(12)	(18)	(23)	(38)	(11)	(17)	(45)	(90)
<b>Non-GAAP Net Income</b>	<b>52</b>	<b>44</b>	<b>47</b>	<b>48</b>	<b>47</b>	<b>63</b>	<b>66</b>	<b>77</b>	<b>73</b>	<b>100</b>	<b>192</b>	<b>254</b>
% margin	16%	12%	12%	11%	10%	12%	12%	12%	11%	10%	13%	11%
<b>NON-GAAP SHARE COUNT RECONCILIATION (MM)</b>												
<b>GAAP basic shares outstanding</b>	109	111	114	120	121	122	123	125	125	105	114	123
Non-GAAP basic shares outstanding	109	111	114	120	121	122	123	125	125	105	114	123
GAAP diluted shares outstanding	115	117	114	124	121	122	123	127	125	113	119	123
Dilutive shares under treasury stock method	—	—	5	—	4	3	3	—	3	—	—	3
<b>Non-GAAP diluted shares outstanding</b>	<b>115</b>	<b>117</b>	<b>119</b>	<b>124</b>	<b>125</b>	<b>125</b>	<b>126</b>	<b>127</b>	<b>128</b>	<b>113</b>	<b>119</b>	<b>126</b>
<b>NON-GAAP EPS</b>												
<b>Basic Non-GAAP EPS</b>	<b>\$ 0.48</b>	<b>\$ 0.40</b>	<b>\$ 0.41</b>	<b>\$ 0.40</b>	<b>\$ 0.39</b>	<b>\$ 0.52</b>	<b>\$ 0.54</b>	<b>\$ 0.62</b>	<b>\$ 0.58</b>	<b>\$ 0.95</b>	<b>\$ 1.69</b>	<b>\$ 2.07</b>
<b>Diluted Non-GAAP EPS</b>	<b>\$ 0.45</b>	<b>\$ 0.38</b>	<b>\$ 0.39</b>	<b>\$ 0.39</b>	<b>\$ 0.38</b>	<b>\$ 0.51</b>	<b>\$ 0.52</b>	<b>\$ 0.61</b>	<b>\$ 0.57</b>	<b>\$ 0.89</b>	<b>\$ 1.61</b>	<b>\$ 2.02</b>
<b>BALANCE SHEET (\$MM)</b>												
Cash, cash equivalents & marketable securities	830	873	2,272	2,329	2,306	2,367	2,264	3,443	3,530	750	2,329	3,443
Property and equipment, net	216	293	337	362	407	476	557	741	755	187	362	741
Working capital	649	652	2,026	2,113	2,078	2,134	2,026	3,239	3,342	603	2,113	3,239
Total assets	1,510	1,688	3,144	3,353	3,562	3,721	3,906	5,427	5,538	1,382	3,353	5,427
Total deferred revenue	317	331	336	392	480	481	464	522	586	258	392	522
Total stockholder's equity	991	1,111	2,531	2,629	2,761	2,875	2,995	3,325	3,418	908	2,629	3,325
<b>CASH FLOW STATEMENT (\$MM)</b>												
Cash flows provided by operating activities	104	124	126	82	129	128	181	130	165	267	436	569
Purchases of property and equipment	44	93	83	57	89	96	121	242	90	125	278	548
<b>Free Cash Flow</b>	<b>60</b>	<b>31</b>	<b>43</b>	<b>25</b>	<b>40</b>	<b>32</b>	<b>61</b>	<b>(111)</b>	<b>75</b>	<b>142</b>	<b>158</b>	<b>21</b>
Cash flows used in investing activities	(133)	(150)	(360)	(714)	(448)	(33)	(320)	(1,493)	371	(433)	(1,358)	(2,293)
Cash flows provided by financing activities	25	25	1,366	39	24	40	25	1,300	27	97	1,454	1,388
<b>TOTAL HEADCOUNT</b>												
<b>Total Headcount</b>	<b>3,779</b>	<b>4,241</b>	<b>4,812</b>	<b>5,045</b>	<b>5,416</b>	<b>5,758</b>	<b>6,442</b>	<b>6,897</b>	<b>7,633</b>	<b>3,458</b>	<b>5,045</b>	<b>6,897</b>
% y/y	54%	48%	51%	46%	43%	36%	34%	37%	41%	63%	46%	37%

LinkedIn Corporation and its subsidiaries, (the "Company"), provides this supplement to assist investors in evaluating the Company's financial and operating metrics. The Company suggests that the notes to this supplement be read in conjunction with the financial tables. The financial information included in this supplement contains certain non-GAAP financial measures. These measures should be considered in addition to results prepared in accordance with generally accepted accounting principles in the United States ("GAAP"), but are not a substitute for, or superior to, GAAP results. The non-GAAP financial measures included in this supplement have been reconciled to the most comparable GAAP measure. The Company intends to update the financial supplement on a quarterly basis.

### **Non-GAAP Financial Measures**

To supplement its condensed consolidated financial statements, which are prepared and presented in accordance with GAAP, the Company uses non-GAAP financial measures: adjusted EBITDA, non-GAAP net income, and non-GAAP diluted EPS (collectively the "non-GAAP financial measures"). The presentation of this financial information is not intended to be considered in isolation or as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP. The Company uses these non-GAAP financial measures for financial and operational decision making and as a means to evaluate period-to-period comparisons. The Company believes that they provide useful information about operating results, enhance the overall understanding of past financial performance and future prospects, and allow for greater transparency with respect to key metrics used by management in its financial and operational decision making.

The Company excludes the following items from one or more of its non-GAAP measures:

*Stock-based compensation.* The Company excludes stock-based compensation because it is non-cash in nature and because the Company believes that the non-GAAP financial measures excluding this item provide meaningful supplemental information regarding operational performance and liquidity. The Company further believes this measure is useful to investors in that it allows for greater transparency to certain line items in its financial statements and facilitates comparisons to peer operating results.

*Non-cash interest expense related to convertible senior notes.* In November 2014, the Company issued \$1.3 billion aggregate principal amount of 0.50% convertible senior notes. In accordance with GAAP, the Company separately accounted for the value of the conversion feature as a debt discount, which is amortized in a manner that reflects the Company's non-convertible debt borrowing rate. Accordingly, the Company recognizes imputed interest expense on its convertible senior notes of approximately 4.7% in its statement of operations. The Company excludes the difference between the imputed interest expense and coupon interest expense, net of any capitalized interest, because it is non-cash in nature and because the Company believes that the non-GAAP financial measures excluding this item provide meaningful supplemental information regarding operational performance and liquidity. In addition, excluding this item from the non-GAAP measures facilitates comparisons to historical operating results and comparisons to peer operating results.

*Amortization of acquired intangible assets.* The Company excludes amortization of acquired intangible assets because it is non-cash in nature and because the Company believes that the non-GAAP financial measures excluding this item provide meaningful supplemental information regarding operational performance and liquidity. In addition, excluding this item from the non-GAAP measures facilitates comparisons to historical operating results and comparisons to peer operating results.

*Accretion of redeemable noncontrolling interest.* The accretion of redeemable noncontrolling interest represents the accretion of the Company's redeemable noncontrolling interest to its redemption value. The Company excludes the accretion because it is non-cash in nature and because the Company believes that the non-GAAP financial measures excluding this item provide meaningful supplemental information regarding operating performance. In addition, excluding this item from the non-GAAP financial measures facilitates comparisons to historical operating results and comparisons to peer operating results.

*Income tax effects and adjustments.* The Company adjusts non-GAAP net income by considering the income tax effects of excluding stock-based compensation and the amortization of acquired intangible assets. Beginning in the first quarter of 2014, the Company has implemented a static non-GAAP tax rate for evaluating its operating performance as well as for planning and forecasting purposes. This projected 10-year weighted average non-GAAP tax rate eliminates the effects of non-recurring and period specific items, which can vary in size and frequency and does not necessarily reflect the company's long-term operations. Historically, the Company computed a non-GAAP tax rate based on non-GAAP pre-tax income on a quarterly basis. Based on the Company's current forecast, a tax rate of 23% has been applied to its non-GAAP financial results for the current period. This rate will be adjusted annually, if necessary. The Company believes that adjusting for these income tax effects and adjustments provides additional transparency to the overall or "after tax" effects of excluding these items from its non-GAAP net income.

*Dilutive shares under the treasury stock method.* During periods with a net loss, the Company excluded certain potential common shares from its GAAP diluted shares because their effect would have been anti-dilutive. On a non-GAAP basis, these shares would have been dilutive. As a result, the Company has included the impact of these shares in the calculation of its non-GAAP diluted net income per share under the treasury stock method.

For more information on the non-GAAP financial measures, please see the "GAAP to Non-GAAP Reconciliations" in the table above. These reconciliations have more details on the GAAP financial measures that are most directly comparable to non-GAAP financial measures and the related reconciliations between these financial measures.