

̄URA

Q2'26 Earnings

August 5, 2026 EDT | August 6, 2026 AEST

ASX:AXQ

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A note on today's presentation

In July, Aura closed its acquisition of Qoria and listed on the ASX as AXQ.

- Acquisition via Scheme of Arrangement became effective on July 17.
- Official trading commenced on July 20.

Basis of presentation for today's report:

- As the acquisition closed after Q2'26 quarter-end, statutory financials reflect **Aura on a standalone basis**.
- To provide investors context on the Company as it will operate going forward, the Company included unaudited **pro forma summary financial results**.
 - **Pro forma income statement information** reflects Aura's historical financial information combined with Qoria's historical financial information, giving effect to the Transaction as if it had occurred at the start of the relevant period.
 - Pro forma balance sheet information is presented as of the Transaction Close, assuming all Transaction-related expenses were paid as of that date, to provide investors with a clear understanding of the balance sheet position of the combined entity.
- As Aura expects to become a U.S. SEC registrant, financial statements are prepared under U.S. GAAP.
- **All results are reported in U.S. dollars.**

Q2'26 pro forma highlights



ARR

\$339.7M

\$354.0M on comparable definition basis to reported Q1'26 ARR¹

27%

YoY growth

Adjusted EBITDA

of (\$12.6M) represents a

51%

YoY improvement

Adjusted FCF

of (\$15.3M) represents a

52%

YoY improvement

Total Liquidity

as of Transaction Close

\$124.0M

capitalized to deliver profitability

Cost savings

13%

ahead of plan to achieve \$55M target²

+\$9.0M

in savings actioned in Q2'26

Reaffirming guidance

20%+

ARR growth²

FCF positive

in FY'26 from close²

Notes: Reflects pro forma results for the quarter ending June 30, 2026, unless otherwise noted. See appendix for definitions of key terms and reconciliation of non-GAAP terms. (1) Qoria ARR has been standardized under the Aura framework. Additional detail can be found on slide 18. (2) These targets are goals and are forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. Nothing in this presentation should be regarded as a representation by any person that these goals and targets will be achieved and the Company undertakes no duty to update its goals.

1.

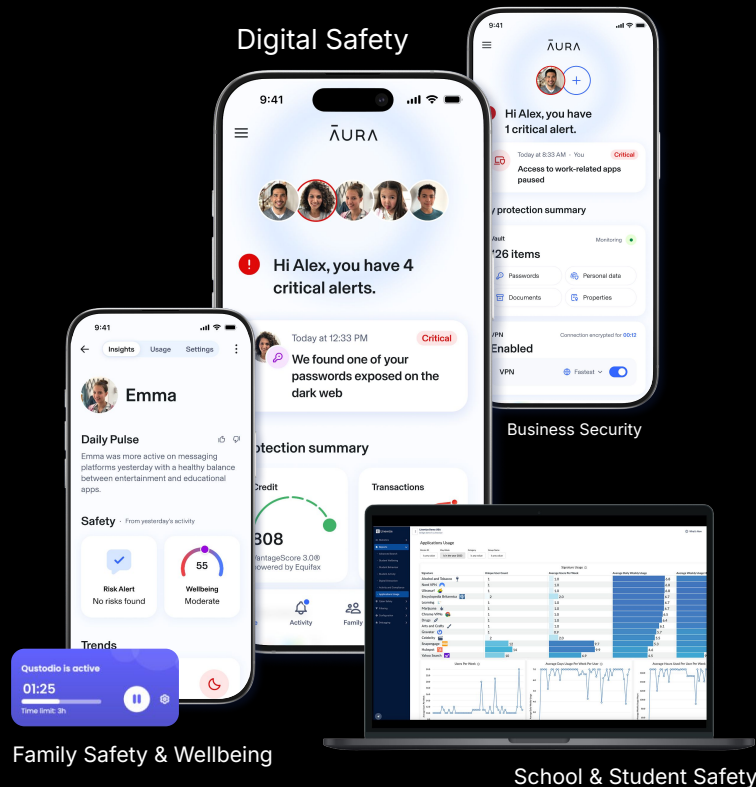
Overview

About Aura

Aura is building a safer, healthier digital world.

Aura believes every person deserves trusted protection that understands their needs and works proactively to keep them safe.

Aura's AI-powered online safety platform spans home, school, and work, empowering individuals, families, and institutions with end-to-end protection for the many dimensions of digital life.



Aura's focus



Set a new standard of protection with a **proactive, intelligent, and easy-to-use digital safety platform** for consumers, schools, and businesses.



Unlock the ecosystem around individuals and families, delivering digital safety tools directly, at school, and to and through the workplace.



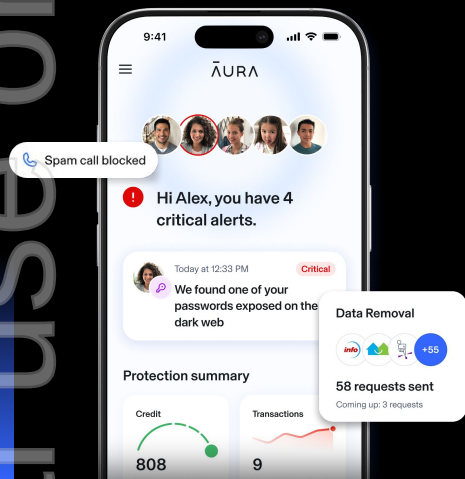
Drive financial excellence through disciplined execution, growing revenue and free cash flow at scale.

Aura's products



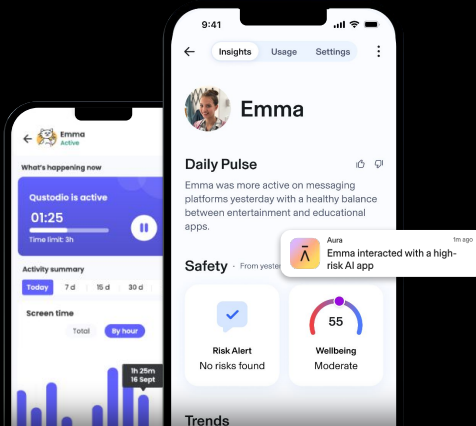
Digital Safety

Aura Suite delivers all-in-one protection from identity theft, scams, and online threats for individuals and families.



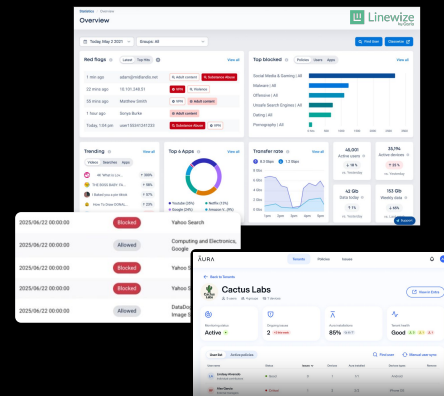
Family Safety & Wellbeing

Aura Parents and **Qustodio** help parents protect their children with parental controls and tools that support wellbeing and connection.



Enterprise Solutions

Qoria student safety solutions support K-12 school communities, while **Aura Business** offers BYOD security to MSPs and SMBs.



THE AURA PLATFORM

Aura's innovation engine

Strengthening protection with new products and capabilities in 2026, with more breakthrough innovation to come.

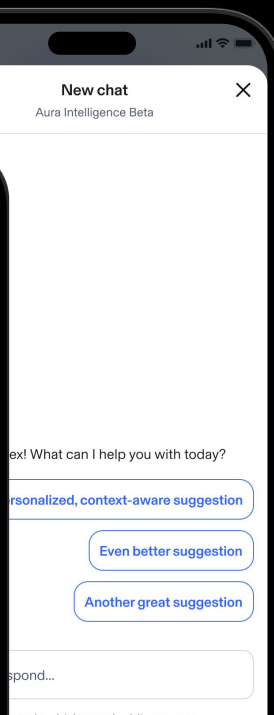
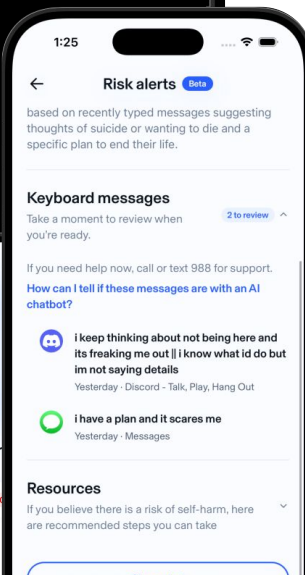
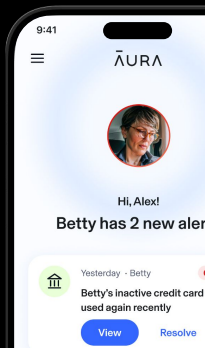


Aura Parents

Launched in July, new Self-Harm v3 model supports faster self-harm notification.

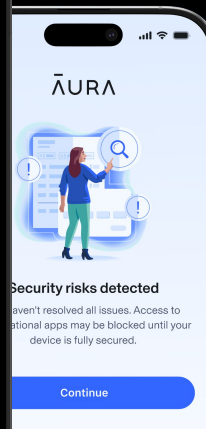
Trusted Family Access

Coming soon: we're developing new ways to keep seniors safe from scams.



Aura Intelligence

Launched in beta this year as a chat assistant, Aura Intelligence is now evolving into an intelligence layer embedded across the Aura experience.



Aura Business

Launched in April, Aura's newest offering delivers privacy-first BYOD solutions to MSPs and SMBs.

Aura's ecosystem



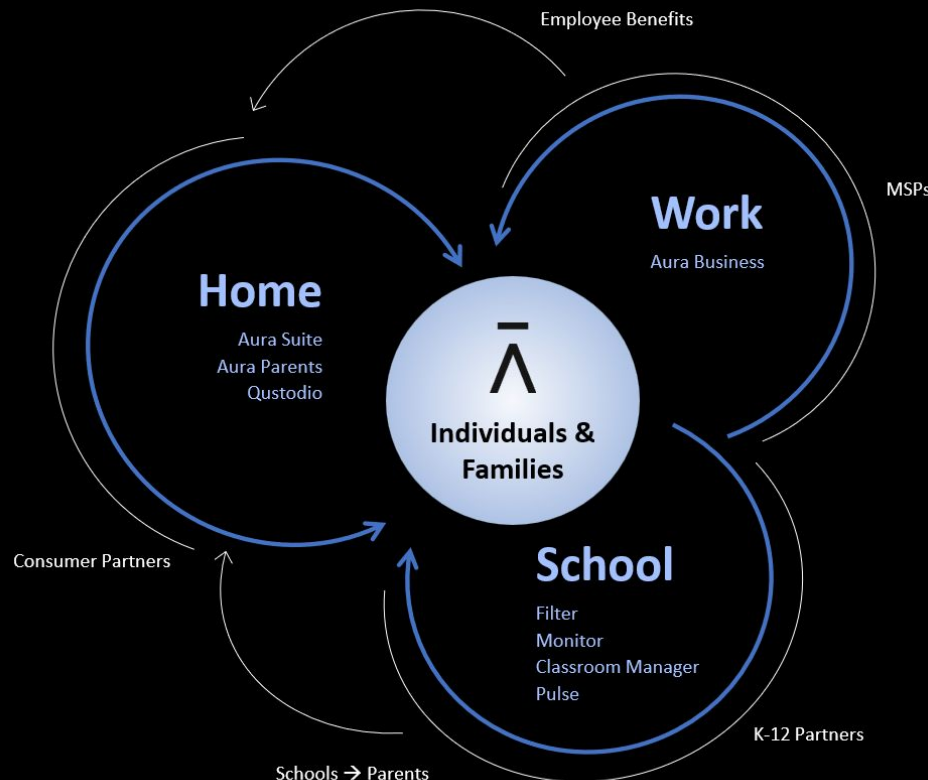
Aura's multi-channel, go-to-market ecosystem spans life's essential environments.

Individuals and families sit at the heart of the protection model.

Aura reaches customers directly and through the institutions already embedded in their lives, selling *to* and *through* enterprise partners.

By breaking down digital silos, Aura unlocks multiple paths to engagement and deeper understanding of its customers.

The result: a continuous, **context-aware, protection layer** they can trust.



Aura's business model



Direct-to-Consumer

Enterprise

Sales model

Direct sales to consumers

Sales *to* institutions and *through* partners

Customers

Individuals and families
K-12 parents

Companies and employers
Schools and districts
Individuals and families via employers and partners

Growth funnels

Performance marketing
Organic and word-of-mouth
School-to-Home

Core focus: Employee Benefits and K-12 channels
Supplemented by MSPs and strategic partners

Core products

Aura Suite
Aura Parents
Qustodio

Qoria's K-12 solutions
Aura Suite, as a workplace benefit
Aura Business

Medium-term targets

Aura is executing against a disciplined financial framework while establishing its position as a **trusted category leader in digital safety.**

Rule of **40+**

maximizing growth with a firm commitment to profitability.

<1X Debt / FCF

a durable capital structure with ample capacity to execute Aura's strategy.

Subscriber and ARPU expansion

represent two powerful growth levers, with subscriber acquisition offering a particularly compelling runway given our penetration opportunity.

Notes: Aura's medium-term targets are not tied to a specific timeframe and are not guidance, nor a prediction of future performance. The targets illustrate the outcomes management is currently focused on delivering as part of its strategic ambitions. There are risks and uncertainties in connection with these ambitions, including from factors beyond Aura's control.

2. Performance update

Aura at a glance

Q2'26 pro forma financial results



Q2 Revenue

\$85.1M

+27% YoY

ARR¹

\$339.7M

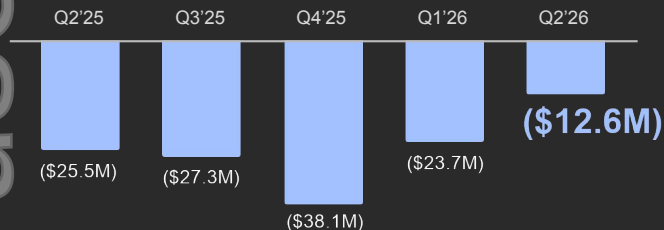
+27% YoY

Total Liquidity²

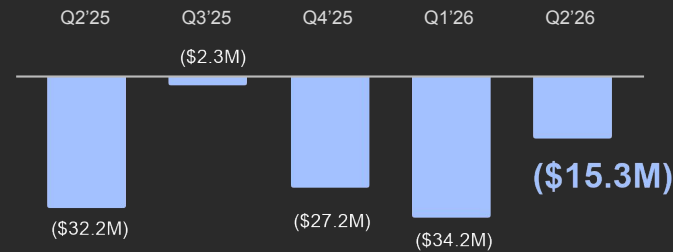
\$124.0M

as of Transaction Close

Adjusted EBITDA³



Adjusted Free Cash Flow³



Notes: Reflects pro forma results for the quarter ending June 30, 2026, unless otherwise noted. See appendix for definitions of key terms and reconciliation of non-GAAP terms. (1) Qoria ARR has been standardized under the Aura framework. Additional detail can be found on slide 18. (2) Assumes payment of known Transaction expenses. (3) Both Adjusted EBITDA and Adjusted Free Cash Flow exclude IPO readiness and acquisition-related costs but do not adjust for severance costs of \$3.2M in Q1'26 and \$1.4M in Q2'26 directly related to the announced cost savings initiatives.

Recent progress



1.

Transformational acquisition of Qoria and ASX debut.

Advanced Aura's position as a leader in the global Digital Safety market.

Accelerated Aura's vision of all-in-one protection for families and individuals worldwide.

Fortified the business with **\$100M equity raise** and upsized **\$100M debt facility** concurrent with Transaction Close.

2.

Resilient revenue growth at scale.

Achieved **27% year-over-year Q2 GAAP revenue growth**, while driving efficiency gains across the business.

On track to achieve stated 2026 ARR growth target.¹

Laid the foundation for continued growth:

- Ongoing platform enhancements
- Aura Business launch
- Post-merger channel and product opportunities

3.

Driving toward profitability.

Q2 Adjusted EBITDA loss narrowed \$12.9M year over year, driven by early cost-out actions and disciplined marketing spend.

On track to achieve stated 2026 FCF guidance.¹

Ongoing operating model optimization expected to support **further cost savings and margin expansion.**

4.

Strong execution against merger goals.

Aura's **Q2 2026 cost-out action is expected to result in \$9.0M** of annualized run-rate savings.

13% ahead of plan to achieve stated \$55.0M total cost savings target¹ for 2026.

Sustained top-line momentum amidst reduction in performance marketing spend relative to revenue.

Beginning to test and validate prospective revenue synergies.

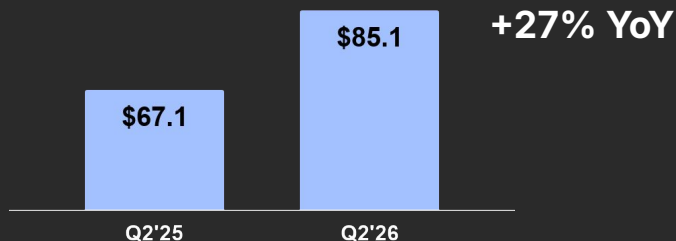
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Diversified model supports durable growth



Q2 Revenue

US\$M



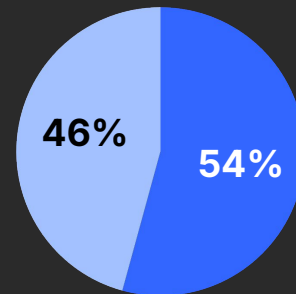
Revenue by Channel

Direct-to-Consumer

Sales of Aura and Qustodio directly to consumers

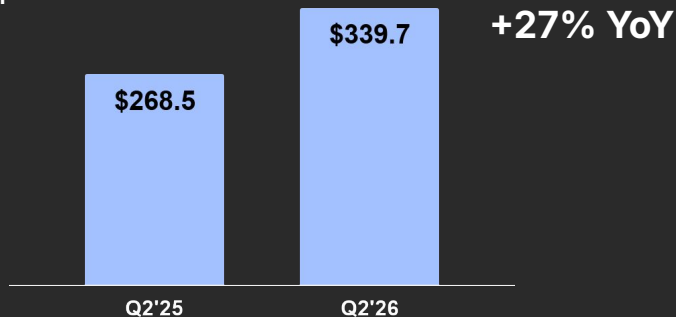
Enterprise

Sales to institutions primarily through Employee Benefits and K-12 channels



ARR¹

US\$M



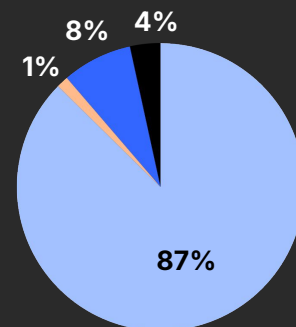
Revenue by Geography

US

AU / NZ

UK

Other

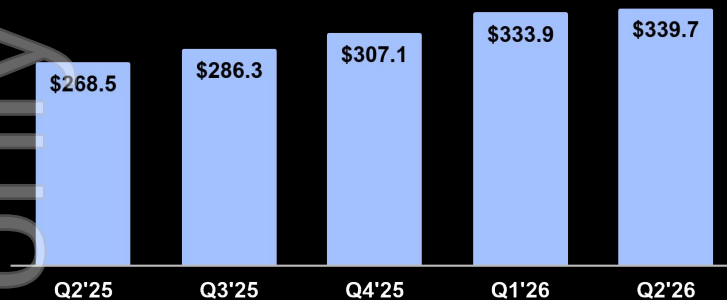


Notes: Reflects pro forma results for the quarter ending June 30, 2026. See appendix for definitions of key terms. (1) Qoria ARR has been standardized under the Aura framework. Additional detail can be found on slide 18.

AXQ updates: ARR standardization

Pro forma ARR

in US\$M



Methodology	Q4'25	Q1'26	Q2'26	Q2'26 vs. Q2'25
Aura + Legacy Qoria ¹	\$316.0	\$345.0	\$354.0	26%
Aura	\$307.1	\$333.9	\$339.7	27%

Qoria employed a bookings-based ARR definition.

Aura uses a recurring GAAP revenue-based ARR definition.

Going forward, Aura is aligning the entire Company to the more conservative GAAP revenue-based approach.

- Aura's 20%+ FY'26 growth target² references \$307.1M.

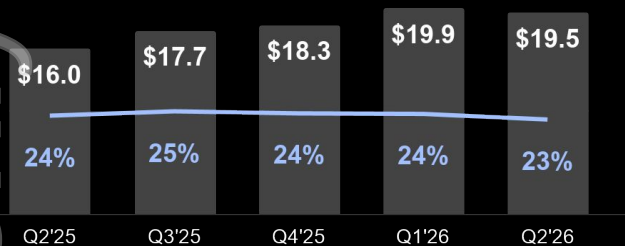
Notes: (1) Q4'25 and Q1'26 are shown as previously reported, Q2'26 is calculated using the same legacy methodology. (2) This target is a goal and is forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. Nothing in this presentation should be regarded as a representation by any person that these goals and targets will be achieved and the Company undertakes no duty to update its goals.

Improving cost trends across the business

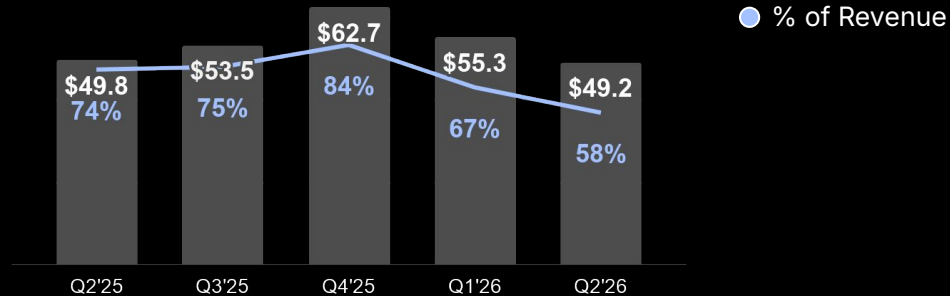
Pro forma costs in US\$M



Cost of revenue



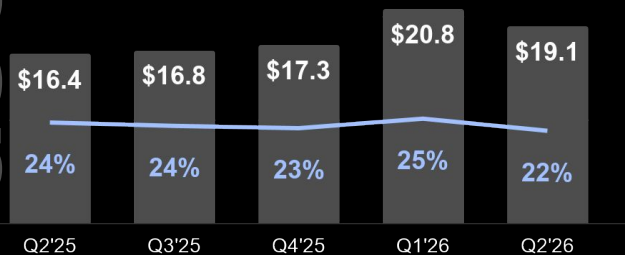
Sales & marketing



○ Cost category

● % of Revenue

Research & development

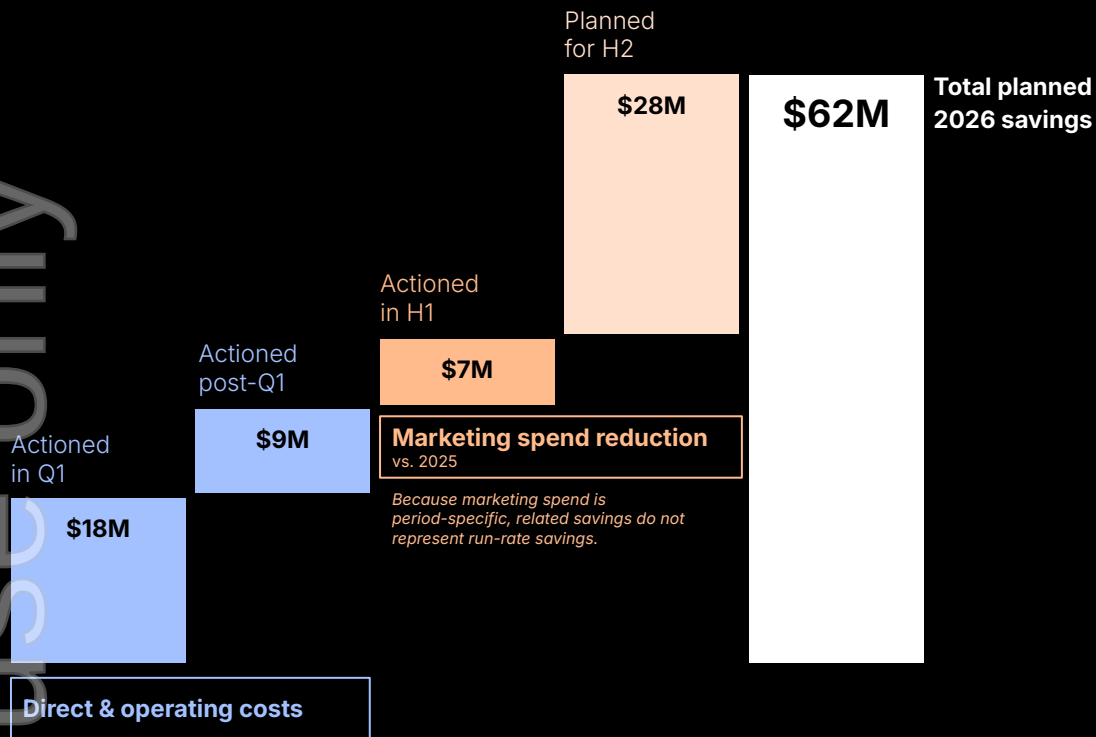


Adj. general & administrative¹



Notes: Reflects pro forma results. (1) General and administrative expenses are adjusted for IPO readiness costs and acquisition-related expenses.

AXQ integration: cost savings



Cost-out program ahead of plan with improved savings mix.

- Identified \$27M in annual run-rate direct and operating cost savings vs. \$25M target, with the full run-rate impact to be realized in 2027.
- Actioned or planned \$35M of in-year brand and marketing cost savings vs. \$30M target.
- Purpose of \$55M cost savings target was to support stated free cash flow guidance, while not sacrificing growth aspirations.
- To the extent free cash flow targets can be achieved with a lower H2'26 vs. H2'25 performance marketing reduction, the Company will reinvest in growth.

Notes: Direct and operating cost savings reflect the annualized run-rate impact of actions completed in 2026. Because the cash flow impact of marketing spend is period-specific, related reductions do not reflect run-rate savings. These targets are goals and are forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. Nothing in this presentation should be regarded as a representation by any person that these goals and targets will be achieved and the Company undertakes no duty to update its goals.

AXQ integration: unlocking near-term upside

1.

Aligning and amplifying D2C strengths.

- Qustodio and Qoria customer outreach is raising Aura awareness
- Qustodio and Aura Parents integration underway
- Cross-sell campaign planning

2.

Accelerating channel benefits.

- Defined plan to accelerate School-to-Home benefits
- Optimizing K-12 platform to support scaling

3.

Implementing phased brand strategy.

Current state



Endorsed brands
e.g., Linewize by Aura



Unified Aura brand
e.g., Aura Schools

Pro forma financial summary

In US\$M, prepared in accordance with U.S. GAAP standards

⌵

	Q1'25	Q2'25	Q3'25	Q4'25	Q1'26	Q2'26
Revenue	63.9	67.1	71.1	75.0	82.0	85.1
Cost of revenue	16.2	16.0	17.7	18.3	19.9	19.5
Sales and marketing	51.6	49.8	53.5	62.7	55.3	49.2
Research and development	14.6	16.4	16.8	17.3	20.8	19.1
General and administrative	13.4	16.2	17.0	19.3	23.1	22.6
Depreciation and amortization	4.9	5.4	4.8	4.0	3.7	3.6
Total operating expenses	100.7	103.8	109.8	121.6	122.8	114.0
Loss from operations	(36.8)	(36.7)	(38.7)	(46.6)	(40.8)	(28.9)
Interest income (expense), net	(1.3)	(2.0)	(1.6)	(2.5)	(3.8)	(5.1)
Other income (expense), net	0.7	(2.7)	(1.2)	(6.0)	(2.6)	(0.4)
Mark-to-market gain/(loss)	(1.7)	(4.0)	1.0	(3.2)	14.1	17.3
Loss before income taxes	(39.1)	(45.4)	(40.5)	(58.3)	(33.1)	(17.1)
Income tax benefit	0.8	1.9	0.5	0.6	0.3	0.3
Net loss	(38.3)	(43.5)	(40.0)	(57.7)	(32.8)	(16.8)

Notes: Mark-to-market gain/(loss) consists of fair market value adjustments related to the change in fair value of our warrant, convertible note, and PIPE liability balances.

GAAP to Non-GAAP reconciliation

Pro forma Adjusted EBITDA in US\$M

Å

	Q1'25	Q2'25	Q3'25	Q4'25	Q1'26	Q2'26
Net loss	(38.3)	(43.5)	(40.0)	(57.7)	(32.8)	(16.8)
Income tax benefit	(0.8)	(1.9)	(0.5)	(0.6)	(0.3)	(0.3)
Interest expense	1.3	2.0	1.6	2.5	3.8	5.1
Depreciation and amortization	4.9	5.4	4.8	4.0	3.7	3.6
EBITDA	(32.9)	(38.0)	(34.1)	(51.8)	(25.6)	(8.4)
IPO readiness costs	-	0.3	0.6	-	-	-
Acquisition-related costs	0.3	-	0.5	4.2	6.9	6.8
Mark-to-market gain/loss	1.7	4.0	(1.0)	3.2	(14.1)	(17.3)
Stock-based compensation expense	5.7	5.2	5.2	5.3	6.7	5.7
Foreign currency exchange loss	1.0	3.0	1.5	1.0	2.4	0.6
Adjusted EBITDA	(24.2)	(25.5)	(27.3)	(38.1)	(23.7)	(12.6)

Progress toward key targets



**20%+
ARR growth**
for FY26

✓ **On track**

**Positive
FCF**
in FY26, from close

✓ **On track**

**\$55M in cost
savings**

✓ **On track**

Notes: These targets are goals and are forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. Nothing in this presentation should be regarded as a representation by any person that these goals and targets will be achieved and the Company undertakes no duty to update its goals. See section 7.3 of the Qoria Scheme Booklet from May 2026 for additional information.

Priorities for H2'26



1 Grow revenue and drive free cash flow.

- Achieve stated goals of 20% ARR growth and free cash flow generation.
- Build on trajectory of discipline around unit economics and driving operating leverage through business.

2 Drive product innovation and integration.

- Continue transition to AI-native product with Connected Intelligence.
- Enhance customer experience and value with ongoing UX and feature improvements.
- Create a more unified technology stack supporting different products and go-to-market channels.
- Progress the integration of Qustodio and Aura Parents.

3 Unlock strategic go-to-market ecosystem.

- Begin to deliver on School-to-Home distribution promise.
- Consolidate and align Qustodio go-to-market motion with Aura Parents, positioning the offering as a gateway to the full Aura Suite.

4 Align the organization to support durable, profitable growth at scale.

- Streamline organizational structure and achieve cost synergies offered by the acquisition of Qoria.
- Integrate systems to consolidate cost, eliminate duplication, and support better visibility of business and communication.

Notes: These targets are goals and are forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. Nothing in this presentation should be regarded as a representation by any person that these goals and targets will be achieved and the Company undertakes no duty to update its goals.

X. Appendix

Glossary of key terms

Term	Definition
Adjusted EBITDA	Defined as net income (loss), adjusted to exclude interest, taxes, depreciation and amortization, IPO readiness costs, acquisition related costs, stock-based compensation, mark-to-market gains/losses and foreign currency exchange gains/losses.
Adjusted Free Cash Flow	Adjusted Free Cash Flow ("FCF") is defined as operating cash flow less capital expenditures (including capitalized software development), and excluding IPO readiness and acquisition-related costs. Prior disclosures added back interest to free cash flow. Aura does not add back interest and future reporting will use the above definition.
ARR	Annualized recurring revenue ("ARR") reflects annualized recurring GAAP revenue recognized in the final month of a given period. For business lines that recognize revenue monthly, ARR is calculated by multiplying final-month recurring revenue by 12. For business lines that recognize revenue daily, ARR is calculated by dividing final-month recurring revenue by the number of days in the month and multiplying by 365. ARR is adjusted for non-recurring revenue. Prior disclosures combined Aura and Qoria ARR as calculated under each company's historical methodology. Post-close, the methodologies were aligned, and the definition above will be used for future reporting.
AXQ	The ticker symbol under which Aura's shares trade on the Australian Stock Exchange ("ASX").
BYOD	Bring-your-own-device ("BYOD") refers to employees using personal devices for work.
Company	Refers to Aura.
D2C	Direct-to-Consumer ("D2C") reflects sales of products offered under the Aura and Qustodio brands to consumers billed directly through Aura's websites and app store listings.
Employers	A company accessed via the Employee Benefits channel, primarily through Aura's distribution partnership with MetLife, that offers Aura as a workplace benefit.

Term	Definition
Enterprise	Reflects sales of products to and through enterprise channels. Enterprise includes two main channels: K-12, which includes sales of student safety products to K-12 institutions, and Employee Benefits, which reflects sales of Aura to employees through employers' workplace benefit programs. Sales in the Employee Benefits channel are largely driven through a distribution partnership with MetLife, one of the world's largest employee benefits platforms.
K-12	Refers to the kindergarten through Year 12 education sector, including primary and secondary schools and school districts.
MSPs	Managed service providers ("MSPs") provide outsourced security monitoring and incident response services, often for small and medium-sized businesses ("SMBs") that lack the scale or resources to maintain in-house security operations.
Net Debt	Defined as total borrowings less cash and cash equivalents, assuming payment of estimated Transaction costs.
Total Liquidity	Represents available sources of funding, consisting of cash plus available borrowing capacity under the Company's revolving credit facility, assuming payment of estimated Transaction costs.
Pro Forma Financial Information	Reflects Aura's historical financial information combined with Qoria's historical financial information, converted from IFRS to U.S. GAAP.
Scheme of Arrangement	The Australian court-approved process under which Aura acquired Qoria, requiring Qoria shareholder and court approval.
Transaction	Aura's acquisition of 100% of the issued shares of Qoria via an Australian court-approved Scheme of Arrangement, implemented on July 17, 2026 (the "Transaction Close"), alongside a \$100 million capital raise closed on July 17, 2026, the conversion of certain of Aura's preferred shares into shares of common stock on July 17, 2026 prior to implementation of the Scheme, and Aura's listing on the ASX under the ticker AXQ. AXQ began trading on a conditional and deferred settlement basis on July 9, 2026, followed by unrestricted trading on July 20, 2026. Collectively, these events are referred to as the "Transaction."

AXQ ownership & capitalization



Shares in millions as of Transaction Close

Common shares outstanding	226.4
Options and performance rights	29.1
Warrants	5.4
Total	260.9
Hari Ravichandran ownership	8%
Director ownership, excluding Hari Ravichandran	22%

Market capitalization in AUD

AXQ share price as of August 4, 2026	\$3.01 AUD
Implied fully diluted market capitalization	\$785.2M AUD

Notes: Aura also has an outstanding Convertible Note with Life360, which has a face value of US\$25M, and a maturity date of May 12, 2030. CEO and Director ownership includes Aura CDIs and other securities held by the Directors and entities affiliated with the Directors. See sections 6.13 and 7.7 of the Qoria Scheme Booklet from May 2026 for additional information about the Aura Convertible Note and Director Share ownership, respectively.

Aura's executive management team



Hari Ravichandran
Chief Executive Officer



Brian DeCenzo
President &
Chief Financial Officer



Tim Levy
Chief Executive Officer,
Aura Alpha



Thomas Clayton
President &
Chief Operating Officer



Rekha Singh
Chief Technology Officer



Adam Medros
Chief Product Officer



William Lundregan
Chief Legal Officer &
Secretary



Crispin Swan
Managing Director, K-12



Jeff Belanger
Chief People Officer

AXQ liquidity

Pro forma position as of Transaction Close in US\$M



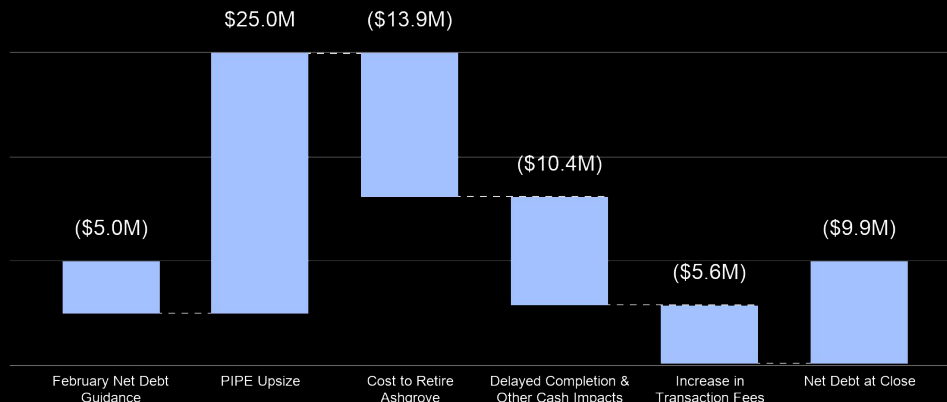
Post-close Net Debt¹

Gross cash available	\$120.6
One-time Transaction and integration costs ²	(\$26.6)
Cash at close	\$94.0
Less: total Ashgrove retirement amount	(\$48.7)
Less: BOC revolver borrowings outstanding	(\$20.0)
Less: GC facility borrowings outstanding	(\$35.2)
Net cash (debt) at close	(\$9.9)

Post-close Total Liquidity

Cash at close	\$94.0
Available revolving credit facility	\$30.0
Total liquidity at close	\$124.0

Position vs. February expectation³



Aura remains well-capitalized, with ample liquidity to execute its plan.

Notes: Net Debt and Total Liquidity assume payment of known Transaction expenses. (1) Aura also has an outstanding Convertible Note with Life360, which has a face value of US\$25M, and a maturity date of May 12, 2030. The Convertible Note is not included in Net Debt. (2) Total Transaction costs were \$35.8M, where \$10.2M was paid prior to closing. (3) The Transaction closed 6 weeks after the original May 31 contemplation. Cash balances declined largely due to burn that had been forecast for that period.

GAAP to non-GAAP reconciliation

Pro forma Net Debt as of the Transaction Close

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Net Cash (Debt) at close (US\$M)

BOC revolver borrowings outstanding (6/30)	(\$20.0)
GC borrowings outstanding (6/30)	(\$35.2)
Ashgrove facility balance outstanding (6/30)	(\$35.2)
Aura facility balance outstanding (6/30)	(\$6.8)
Total debt (GAAP) (6/30)	(\$97.2)
Cash, cash equivalents, and restricted cash (GAAP) (6/30)	\$92.6
Net Cash (Debt) (GAAP) (6/30)	(\$4.6)
Increase in Ashgrove facility balance	(\$13.5)
Consolidation of intercompany loan	\$6.8
Increase in cash, cash equivalents, and restricted cash	\$28.0
Less: one-time transaction costs (Non-GAAP adjustment)	(\$26.6)
Net Cash (Debt) (Non-GAAP) at close	(\$9.9)

GAAP to non-GAAP reconciliation

Λ

Pro forma Total Liquidity as of the Transaction Close

Total liquidity bridge (US\$M)

Cash, cash equivalents, and restricted cash (6/30)	\$92.6
Available revolving credit facility (6/30)	\$30.0
GAAP liquidity (6/30)	\$122.6
Increase in cash, cash equivalents, and restricted cash	\$28.0
Total liquidity at close (7/16), before cost adjustments	\$150.6
Less: one-time transaction costs (Non-GAAP adjustment)	(\$26.6)
Total liquidity, net of costs (Non-GAAP)	\$124.0

Aura standalone statutory financials

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In US\$M, prepared in accordance with U.S. GAAP standards

H1'26 financial results	
Revenue	\$119.9
Total operating expenses	\$167.1
Loss from operations	(\$47.1)
Interest expense, net	(\$3.0)
Other expense, net and mark-to-market gain	\$31.1
Net loss	(\$19.1)

Balance sheet as of June 30, 2026	
Cash and cash equivalents and restricted cash	\$87.8
Total current assets	\$119.3
Total assets	\$334.0
Total current liabilities	\$140.0
Total liabilities	\$215.5
Redeemable preferred stock and stockholders' deficit	\$118.5

H1'26 cash flow summary	
Net cash used in operations	(\$44.4)
Net cash used in investing	(\$10.2)
Net cash from financing	\$71.6
Net increase in cash and restricted cash	\$17.0
Cash and restricted cash, beginning of period	\$70.8
Cash and restricted cash, end of period	\$87.8

Aura standalone performance summary

Key Operating Metrics

<i>In thousands, except NRR and ARPU</i>	Six Months Ended June 30,		Year Ended December 31,	
	2026	2025	2025	2024
ARR	\$245,909	\$187,398	\$215,835	\$165,890
Direct-to-Consumer subscribers	818.4	674.3	773.9	601.2
Employers	2.2	1.6	1.7	1.2
Direct-to-Consumer ARPU (monthly)	\$16.61	\$15.49	\$15.56	\$16.11
Direct-to-Consumer NRR	92%	79%	90%	77%
Employee Benefits NRR	110%	109%	109%	120%

Aura standalone definitions:

ARR: ARR reflects the sum of Direct-to-Consumer and Partner ARR. Direct-to-Consumer ARR is defined as Direct-to-Consumer GAAP revenue for the final month of the period, divided by the number of days in the month, and annualized (multiplied by 365). Partner ARR is defined as Partner GAAP revenue for the final month of the period, annualized (multiplied by 12). Partner GAAP revenue represents revenue generated from our Employee Benefits and Other Partner channels.

Subscribers: A Direct-to-Consumer subscriber is defined as an active, paid subscription acquired through our Direct-to-Consumer channel, as of period end. Each subscriber represents a single paying account and may include multiple users covered under one subscription. The total subscriber count excludes users in a free trial period for which no payment has been received.

Employers: An employer is defined as a company accessed via the Employee Benefits channel that offers Aura as a workplace benefit. Total employers represents the total number of employers as of period end.

Average Revenue Per User ("ARPU"): ARPU refers to our Direct-to-Consumer channel and is defined as the revenue attributable to the service period, including upsells and net of refunds, from all Direct-to-Consumer subscribers active during a given period, divided by the total number of active Direct-to-Consumer subscribers in that same period.

Net Revenue Retention ("NRR"): D2C NRR is defined as revenue attributable to a fixed cohort of Direct-to-Consumer subscribers identified as active one year prior to the end of the measurement period, measured in the final month of the measurement period, divided by revenue attributable to that same cohorts measured in the final month of the prior-year period. Employee Benefits NRR is defined as revenue attributable to a fixed cohort of employers identified as active one year prior to the end of the measurement period, measured in the final quarter of the measurement period, divided by revenue attributable to the same cohort of employers measured in the quarter of the prior-year period.

Thank you

This document has been authorized by the Aura Board of Directors for release to the ASX.

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