

**Reconciliation of Gross (Non-GAAP) to Net (GAAP) Revenue**

|   | <b>Year Ended December 31,</b> |                   |
|---|--------------------------------|-------------------|
|   | <b>2023</b>                    | <b>2022</b>       |
| <b>Gross (Non-GAAP) Revenue</b>             |                                |                   |
| Direct to Consumer - Up Front               | 7,915,691                      | 6,877,525         |
| Subscriptions                               | 1,305,978                      | 1,255,332         |
| B2B   | 4,269,677                      | 3,790,765         |
| Hearing Services                            | 78,997                         | 108,605           |
| <b>TOTAL GROSS (NON GAAP) REVENUE</b>       | <b>13,570,343</b>              | <b>12,032,227</b> |
| Returns, cancellations, refunds, promotions | 1,665,861                      | 1,354,959         |
| <b>TOTAL NET (GAAP) REVENUE</b>             | <b>11,904,482</b>              | <b>10,677,268</b> |