
Rocket Companies

Investor Presentation

February 2022

ROCKET Companies



Disclaimer

This presentation contains and related discussions may contain “forward-looking statements” within the meaning of U.S. federal securities laws. Forward-looking statements include information concerning possible or assumed future results of operations, Rocket Companies, Inc.’s (the “Company”) business plans and strategies, the Company’s ability to cross-sell and up-sell the Company’s products, and expansion into new markets. You can identify forward-looking statements by the use of words such as “may,” “might,” “will,” “should,” “could,” “would,” “expect,” “plan,” “anticipate,” “believe,” “estimate,” “project,” “predict,” “intend,” “future,” “potential,” “suggest,” “target,” “forecast,” “continue,” and, in each case, their negative or other various or comparable expressions. Forward-looking statements are not historical facts, and are based upon management’s current expectations, beliefs, estimates and projections, and various assumptions, many of which are inherently uncertain and beyond the Company’s control. Such expectations, beliefs, estimates and projections are expressed in good faith and management believes there is a reasonable basis for them. However, there can be no assurance that management’s expectations, beliefs, estimates and projections will be achieved, and actual results may differ materially from what is expressed in or indicated by the forward-looking statements. Forward-looking statements are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in the forward-looking statements, including: the unique challenges posed to the Company’s business by the COVID-19 pandemic and the effects of the pandemic on the Company’s ability to originate mortgages, its servicing operations, its liquidity and its employees; changing economic conditions, changing real estate market conditions, changes in U.S. monetary policies that affect interest rates, changing regulations, new interpretations of existing laws, and difficulties and delays in obtaining or maintaining required licenses or approvals; the Company’s ability to adapt and to implement technological changes; the Company’s ability to retain customers for a long period of time; the Company’s ability to comply with evolving laws, regulation and industry standards addressing information and technology networks, privacy and data security; the Company’s ability to protect its products and services from potential cyberattacks and other data and security breaches; the Company’s reliance on its loan funding facilities to fund mortgage loans and otherwise operate its business; and other risks, uncertainties and factors detailed in the Annual Report on Form 10-K filed with the U.S. Securities and Exchange Commission (the “SEC”) by the Company. Forward-looking statements speak only as of the date the statements are made. The Company assumes no obligation to update forward-looking statements to reflect actual results, subsequent events or circumstances or other changes affecting forward-looking information except to the extent required by applicable securities laws.

This presentation also contains references to earnings before interest and amortization expense on non-funding debt, income tax, and depreciation and amortization, net of the change in fair value of mortgage servicing rights (“MSRs”) due to valuation assumptions (net of hedges), non-cash share-based compensation expense, and a litigation accrual (“Adjusted EBITDA”), total revenues net of the change in fair value of MSRs due to valuation assumptions (“Adjusted Revenue”), tax-effected earnings before non-cash share-based compensation expense, the change in fair value of MSRs due to valuation assumptions (net of hedges) loss on extinguishment of Senior Notes, a litigation accrual, Change in Tax receivable agreement liability, and the tax effects of those adjustments (“Adjusted Net Income”) and other measures that are not based on accounting principles generally accepted in the United States, or non-GAAP financial measures. These non-GAAP financial measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with GAAP. The non-GAAP financial measures used by the Company may differ from the non-GAAP financial measures used by other companies. Refer to the Appendix section for definitions of these measures and reconciliations to the most comparable GAAP measures.

The information contained in this presentation does not purport to be accurate or complete and is subject to change. Actual characteristics and performance may differ from the assumptions used in preparing these materials. Changes in assumptions may have a material impact on the information set forth in this presentation. In preparing this presentation, we have relied upon and assumed, without independent verification, the accuracy and completeness of all information available from public sources. Without limiting the generality of the foregoing, no audit or review has been undertaken by an independent third party of the financial assumptions, data, results, calculations and forecasts from public sources contained, presented or referred to in this document. This presentation shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

See endnotes for important information at the end.

Starting With A Simple Idea...

In the early days of the internet era, our Founder and Chairman Dan Gilbert committed the company's entire resources to moving online.



“WE MUST
take this great
technology to
the internet”

– DAN GILBERT, 1998

Building a Technology Giant

ROCKET
Companies

\$1T+

Transaction
Volume Since
Inception

#1

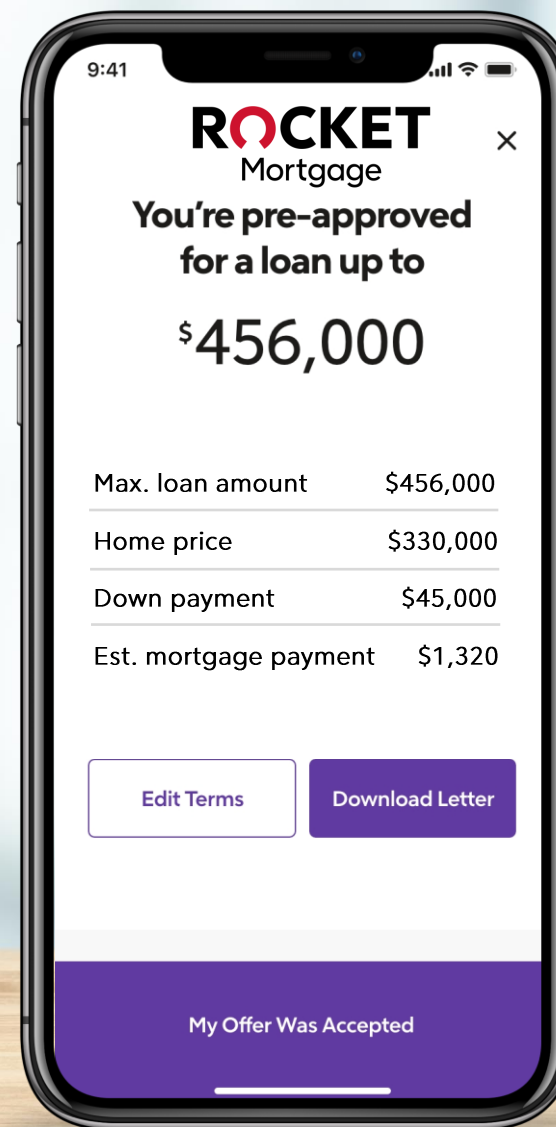
Home
Lender in
America

73

Net
Promoter
Score²

204M

Unique
Visitors in
2021



\$6.2B

FY 2021 Adj.
EBITDA¹

90%+

Net Client
Retention Rate¹

2.6M

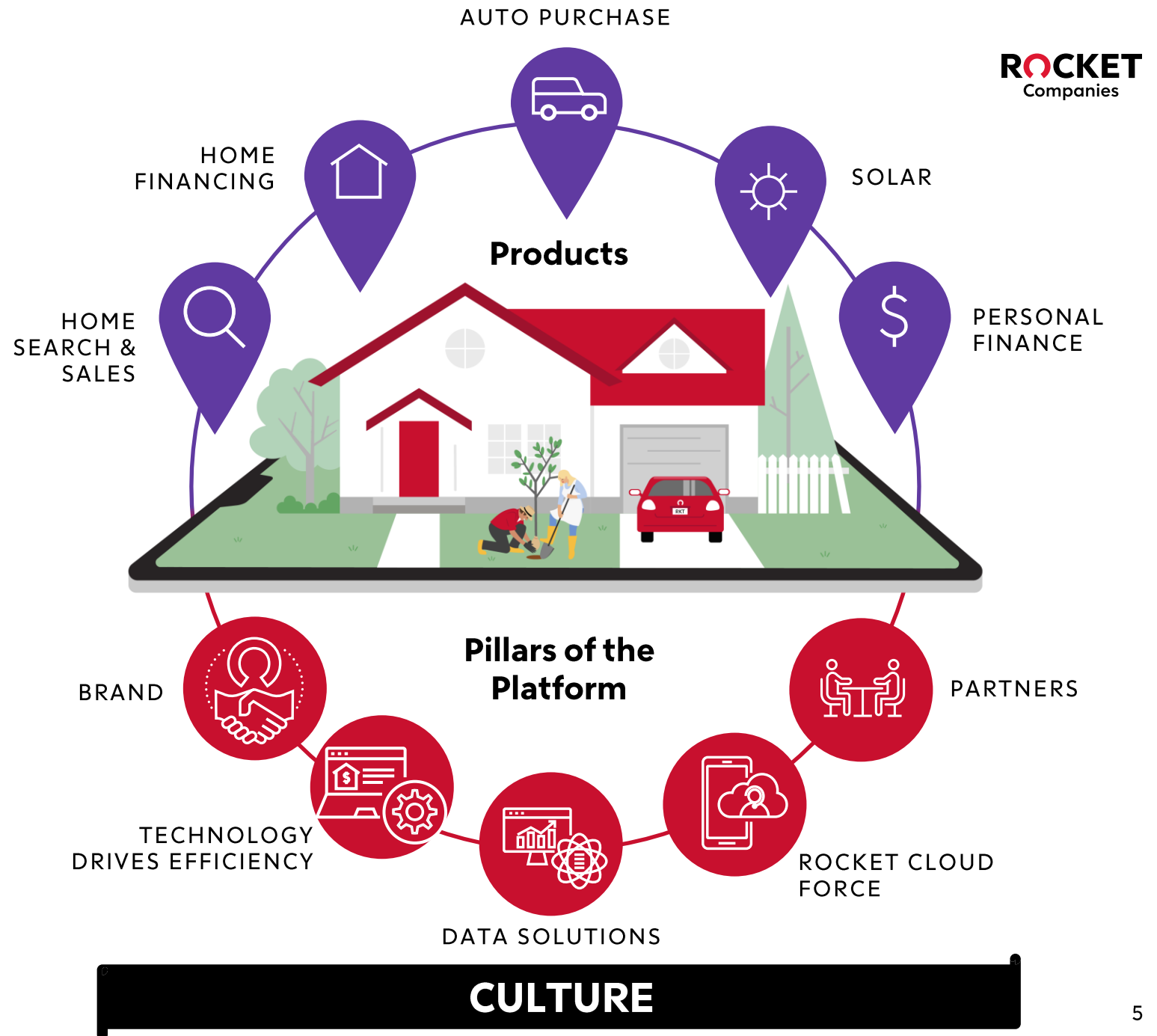
Client Loans
Serviced²

Sources: Company filings, Inside Mortgage Finance

(1) See endnotes #1 and #3 for a non-GAAP reconciliation of our Adjusted EBITDA metric and a definition of our net client retention rate. Since 2017 our net client retention rate has been 90%+.

(2) Net promoter score for 2021 and number of client loans serviced as of December 31, 2021

A Platform Creating Certainty in Life's Complex Moments



Investment Highlights

The Rocket platform was built to transform complex transactions, driving long-term profitable growth at scale.

- 1 Massive, Fragmented Markets
- 2 Superior Consumer Experience
- 3 Trusted, Digital-First Brand
- 4 Platform Advantage
- 5 Proven Leadership and Culture

1

Massive, Fragmented Markets

Massive Market Opportunity

Rocket competes
in some of the
largest, most
complex segments
of the economy:

Mortgage
Real Estate
Auto
Financial Services
Solar





Many Americans, about **40%**,
say buying a new home is the most
stressful event in modern life.

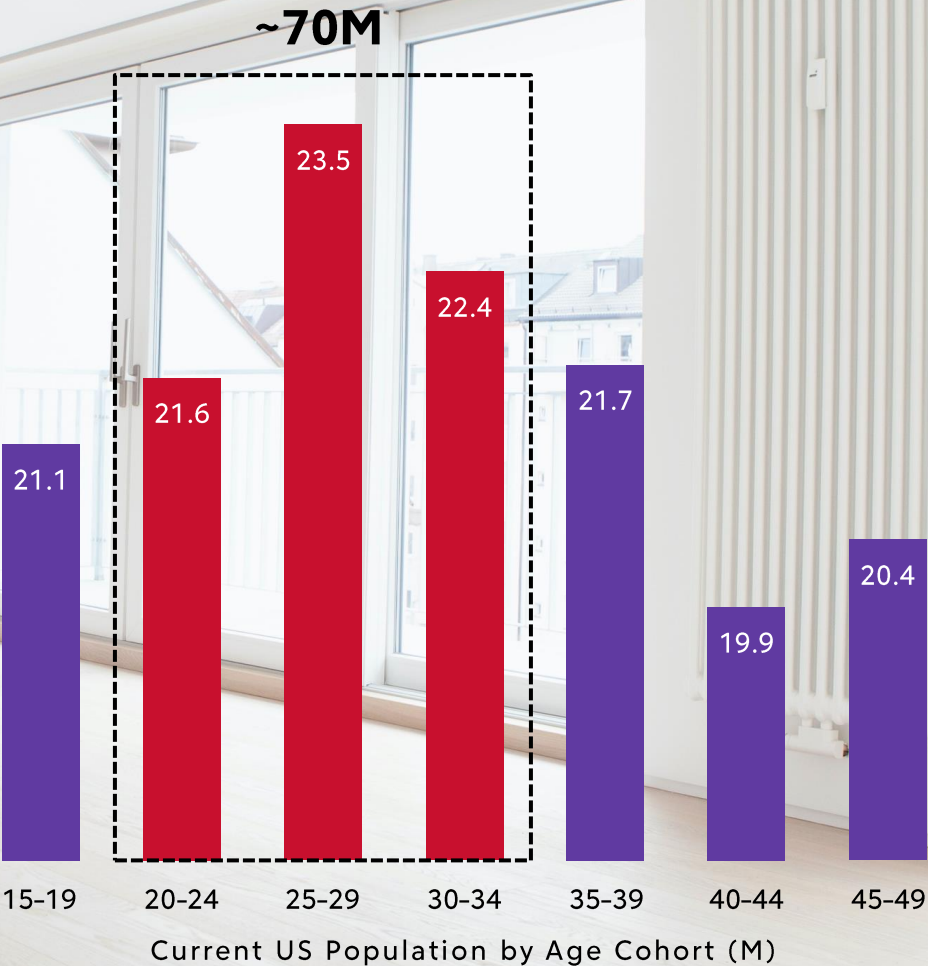
– HOUSINGWIRE

Home Ownership Priorities are Accelerating

A demographic wave of almost 70M Americans aged 20-34 is entering home ownership for the first time, demanding digital transformation of the real estate experience.

ROCKET
Companies

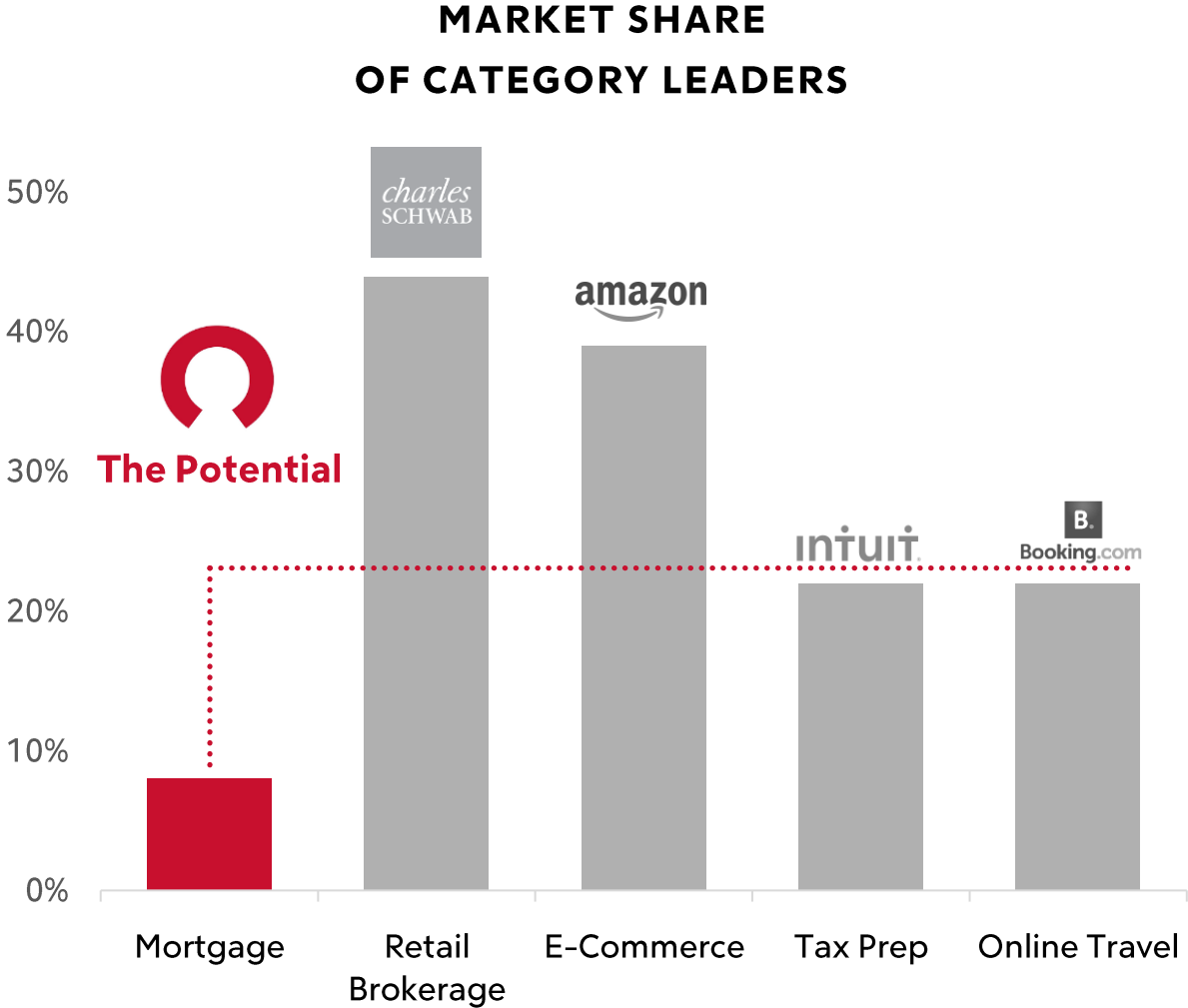
75%
Of clients using online platform are first-time homeowners or Millennials



Rocket is Positioned to Lead Our Industries

Our markets remain highly fragmented compared to other large industries that moved online earlier – like e-commerce, travel, or tax prep. Rocket is positioned to lead the digital transformation of our industries.

Source: Equity Research

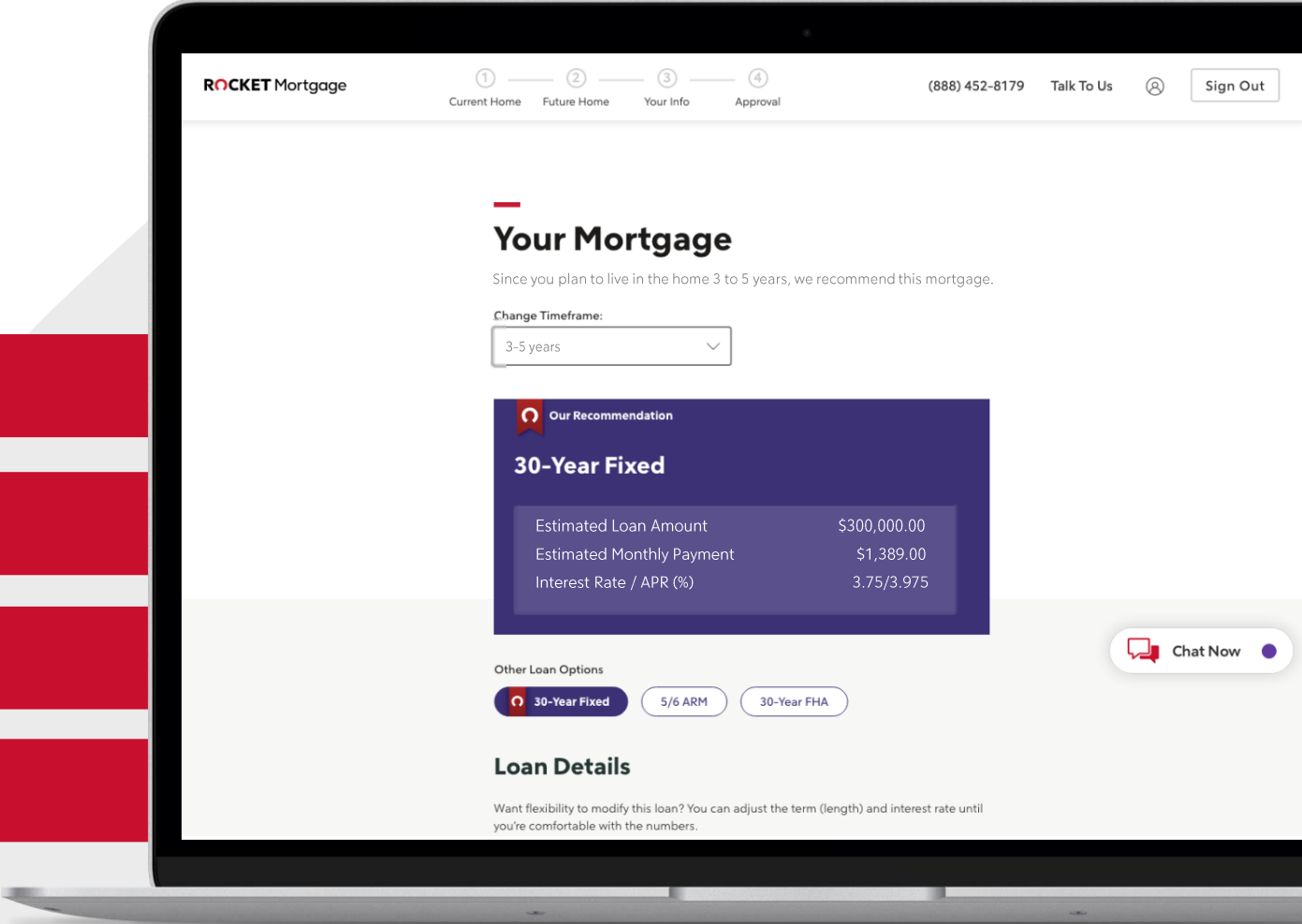
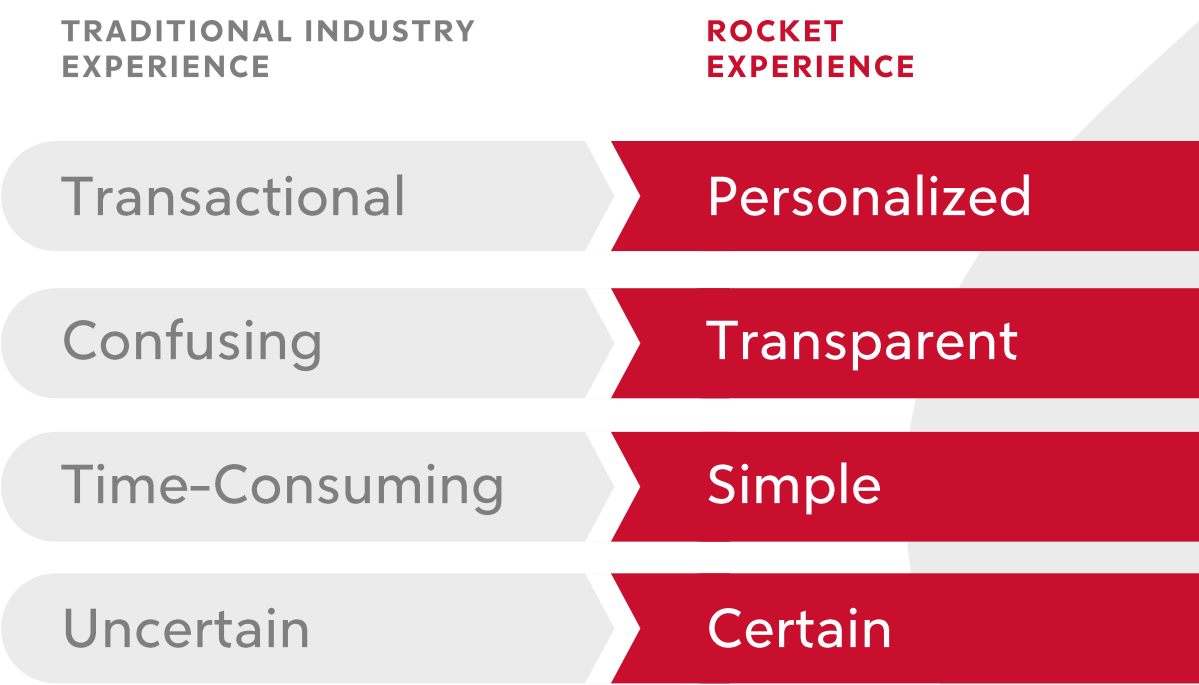


2

Superior Consumer Experience

Superior Consumer Experience

In complex transactions where the legacy experience can be confusing and discouraging, Rocket provides simple, fast, and trusted digital solutions.



Simplifying Complex Transactions

Rocket’s proprietary technology delivers a seamless digital experience for our clients.

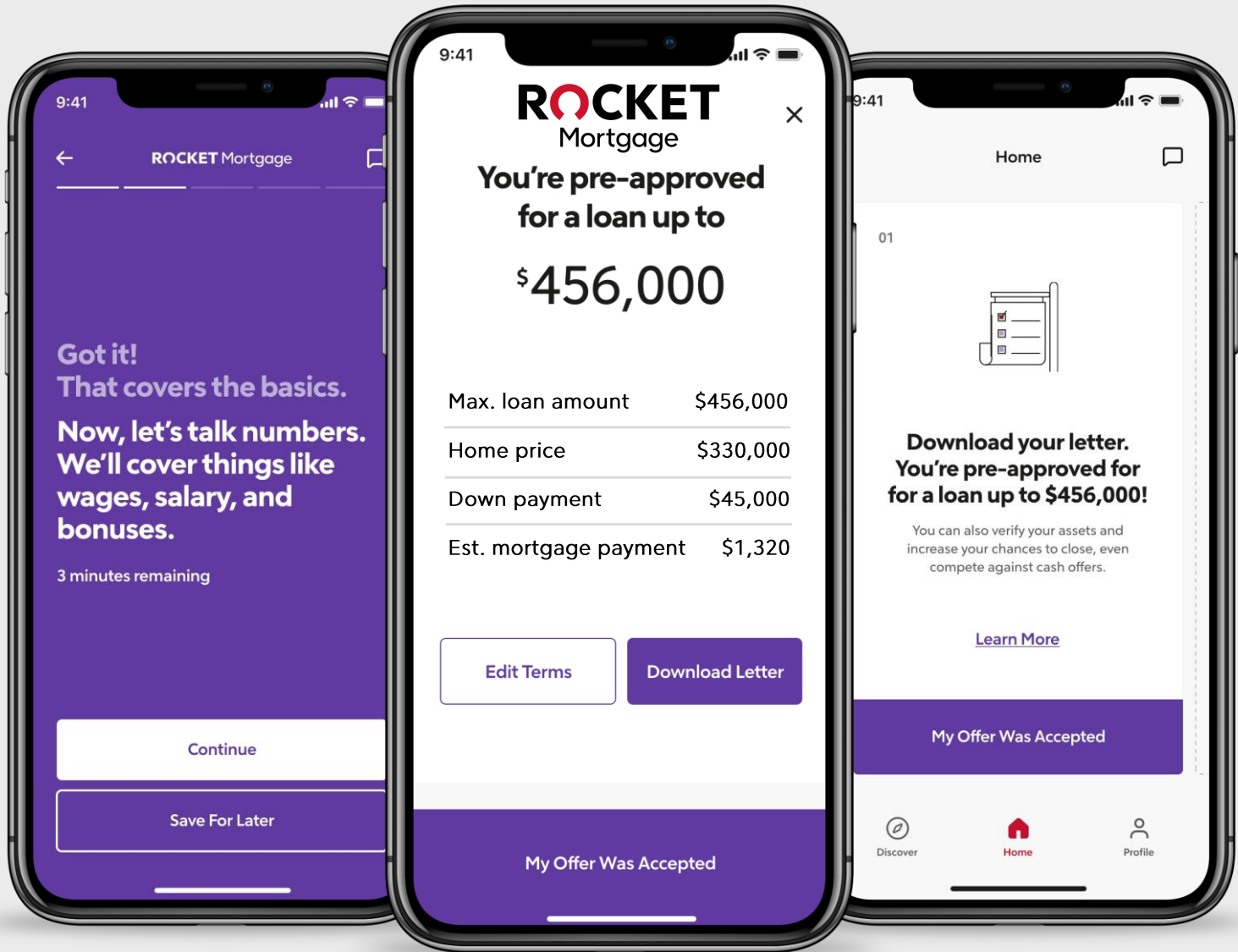
Personalized Experience

Real Options

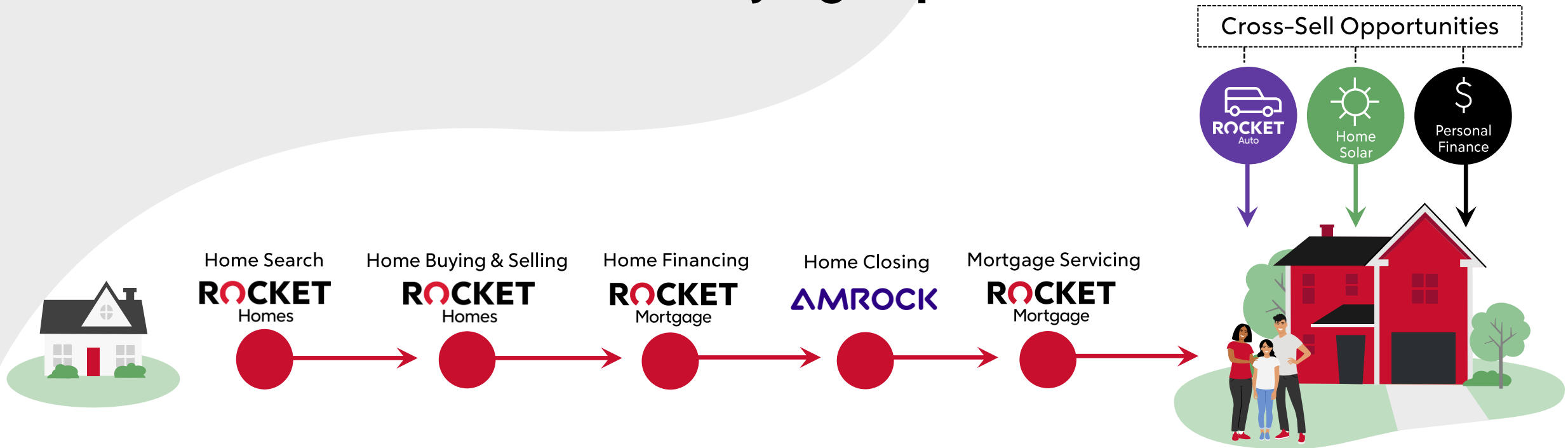
Verified Approval

Digital Closing

One Tap to Live Experts



Rocket's End-to-End Home Buying Experience

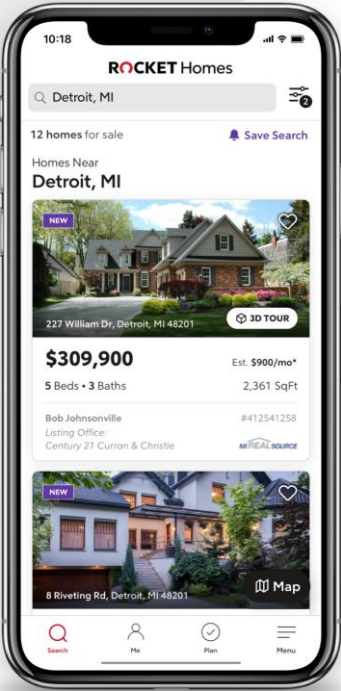


Illustrative transaction:	\$13,500	+	\$3,000	+	\$1,500	+	\$\$\$	=	\$18,000+
	450 bps \$300K mortgage ¹		1% real estate agent commission		Appraisal, closing, title				
	ROCKET Mortgage		ROCKET Homes		AMROCK		Cross-Sell Opportunities		ROCKET Companies

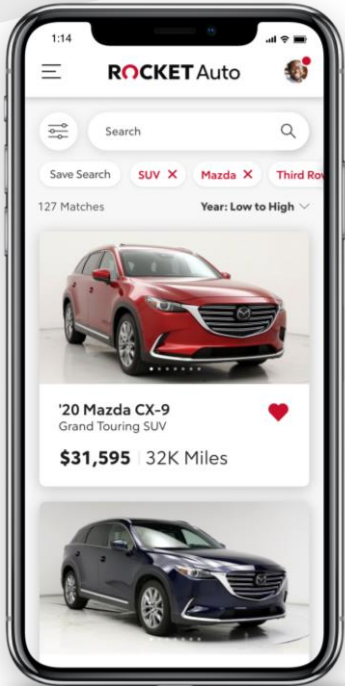
(1) The illustrative 450bps above includes the MSR value, which is the present value of future revenue received for servicing over the life of the mortgage.

Expanding Across Product Categories

Leveraging advantages in client acquisition, data, and technology, the Rocket platform is expanding across complex transactions including home search and sales, automotive retail, personal finance, and residential solar



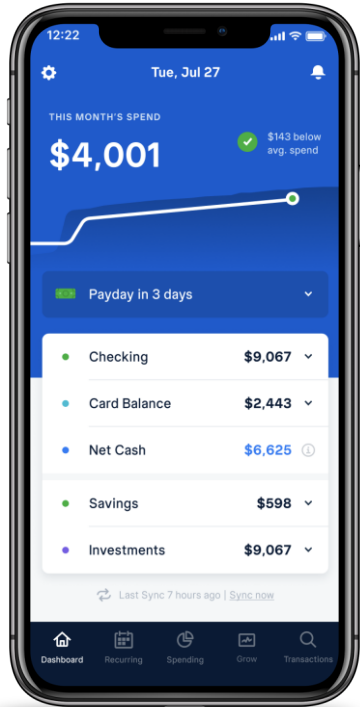
ROCKET
Homes



ROCKET
Auto



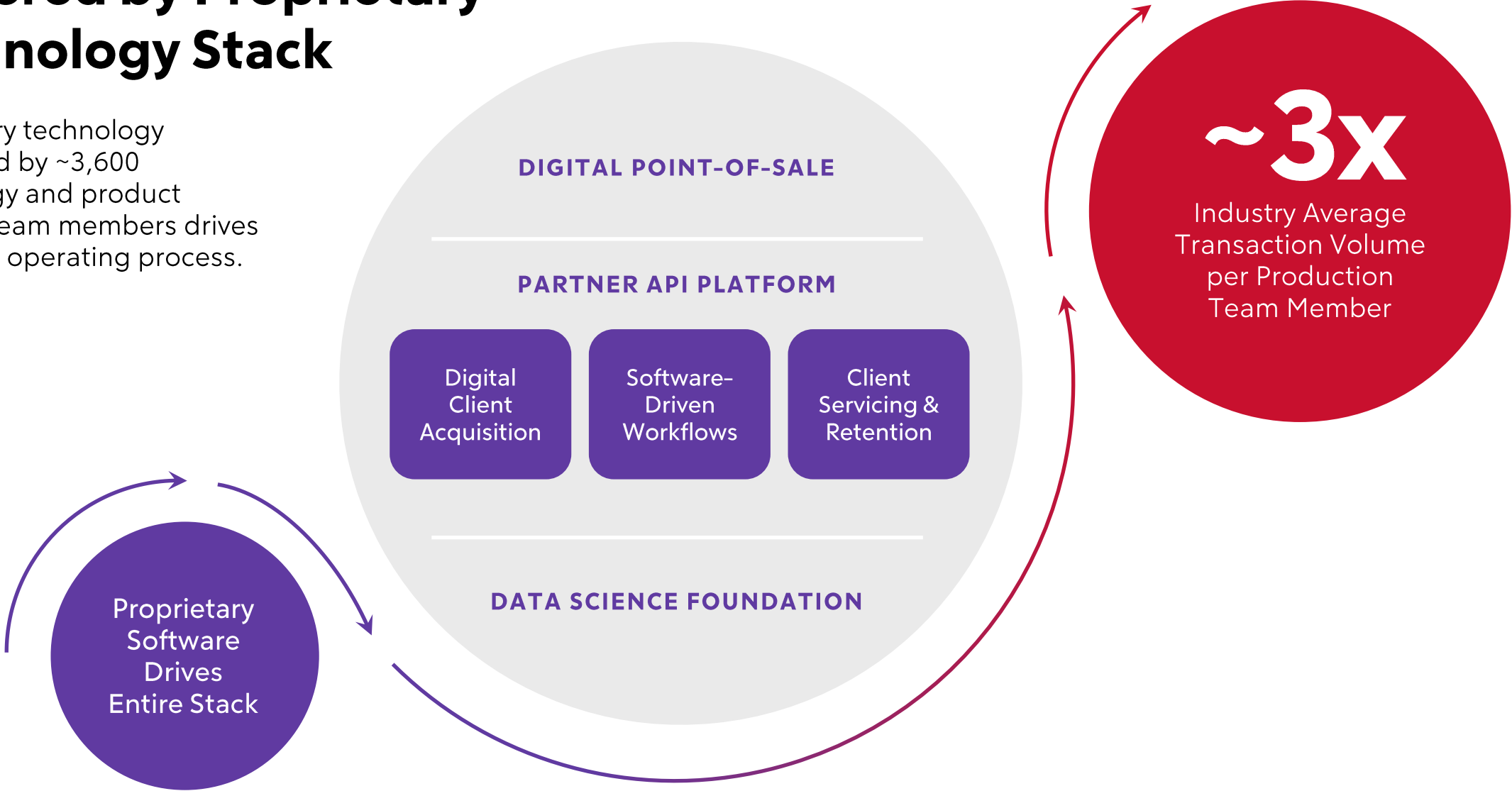
ROCKET
Loans



Truebill

Powered by Proprietary Technology Stack

Proprietary technology developed by ~3,600 technology and product strategy team members drives our entire operating process.



Note: Volume per production team member is as of TTM 9/30/2021.

Backed by the Rocket Cloud Force

Our highly-trained Rocket Cloud Force is focused on delivering award-winning client experiences and optimizing profitability.

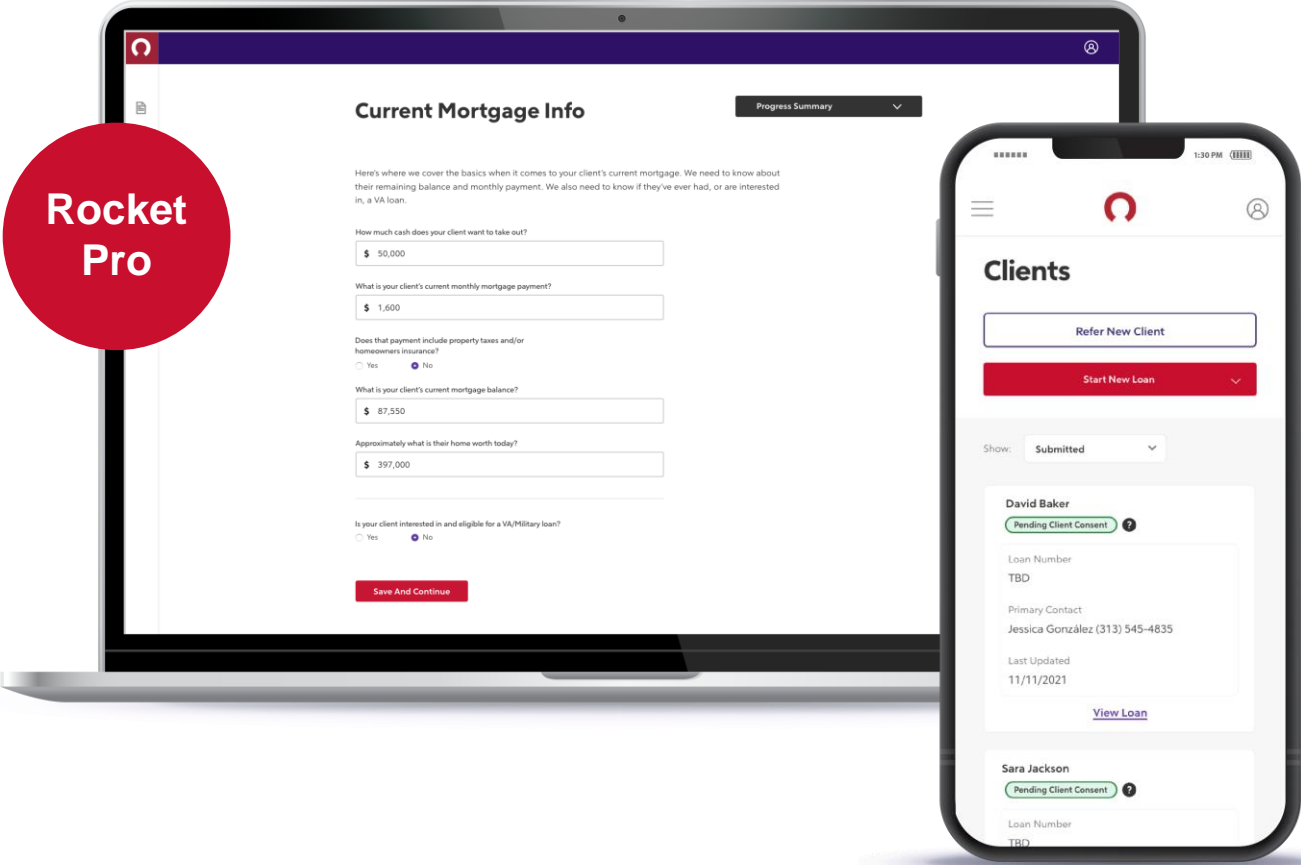
6.8K
Sales Professionals

1M+
Client interactions
per month



Extending to our Partners

We enable clients to engage with the Rocket platform in the way that works best for them, including with our Rocket Professional partners or integrated directly in partner digital experiences via our APIs.



API Platform

CONSUMER DATA

- Consumer Record
- Contact Voice
- Contact Email
- Qualification
- Consumer Property Record
- Consumer Privacy
- Consumer Household

COMMUNICATION

- Call
- Email
- SMS Text
- Chat

WORK MANAGEMENT

- Task Router
- Notification Service
- Journal Entry
- Print Document

Rocket + Salesforce Partnership

Mortgage as a Service (MaaS)

ROCKET
Mortgage

+



We are **extending our best-in-class mortgage technology platform outward** to financial institutions.

Banks and credit unions can focus on nurturing client relationships and **offer mortgage more profitably.**

\$1T+

Residential Mortgage
Loan Volume in 2020¹

10K

Banks and Credit
Unions

**Massive incremental
market opportunity**

Rocket's Acquisition of Truebill¹



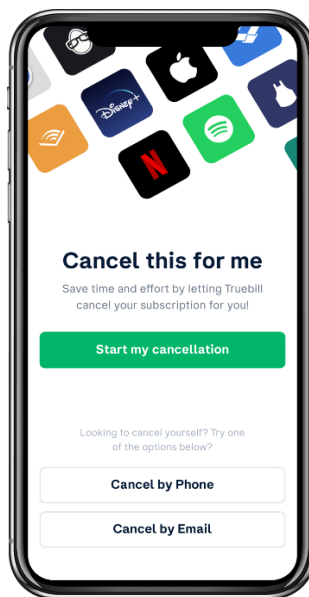
Helping Consumers Manage Their Entire Financial Lives

#1

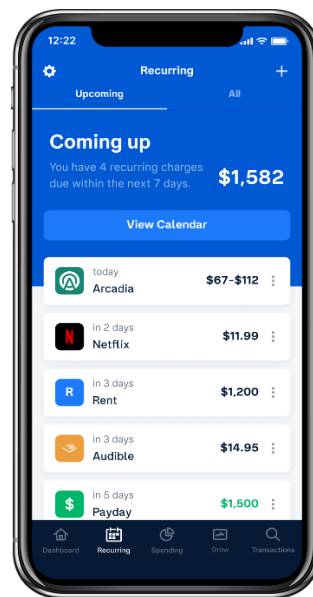
Consumer Tech
Company²

2.5M

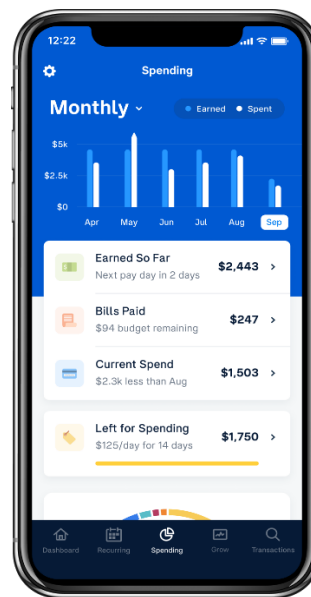
Clients³



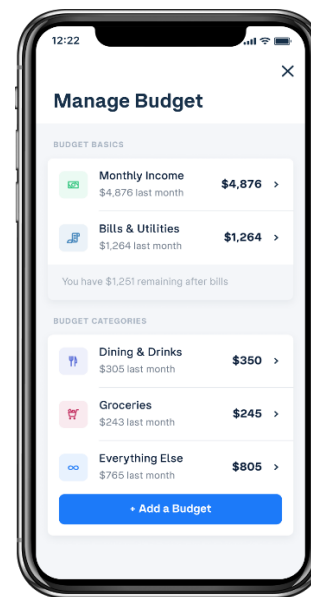
Cancel subscriptions



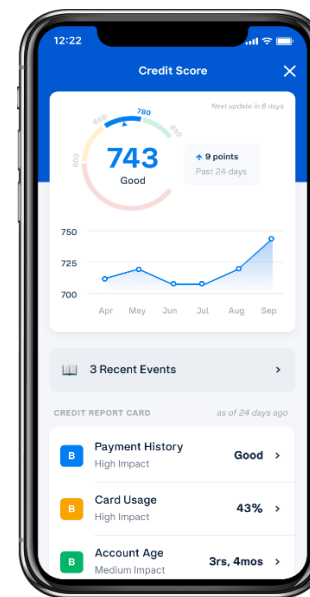
Lower bills



Track spending



Manage budget



Improve credit

\$50B

Transaction
Volume
Analyzed/Month³

\$100M+

Annualized
Recurring
Revenue³

(1) Deal closed in December 2021.
(2) The Information's List of 50 Most Promising Startups
(3) Clients, transaction volume analyzed per month and annualized recurring revenue as of December 2021.

3

Trusted Digital-First Brand

Trusted, Digital First Brand



Rocket's 2022
Super Bowl ad ranked

#1

by USA Today's
Ad Meter

With National Brand Recognition

Rocket's trusted, nationally recognized, digital-first brand, backed by billions of dollars of investment over many years, is a competitive advantage that is difficult to replicate.

#1

Most Differentiated
Brand in Mortgage¹



Unmatched Brand Equity

Millions of clients have had positive experiences with Rocket, generating substantial brand equity and a significant competitive advantage. Rocket Mortgage has earned 19 J.D. Power awards for client satisfaction.



73
Net Promoter Score¹



90%+
Net Client Retention²

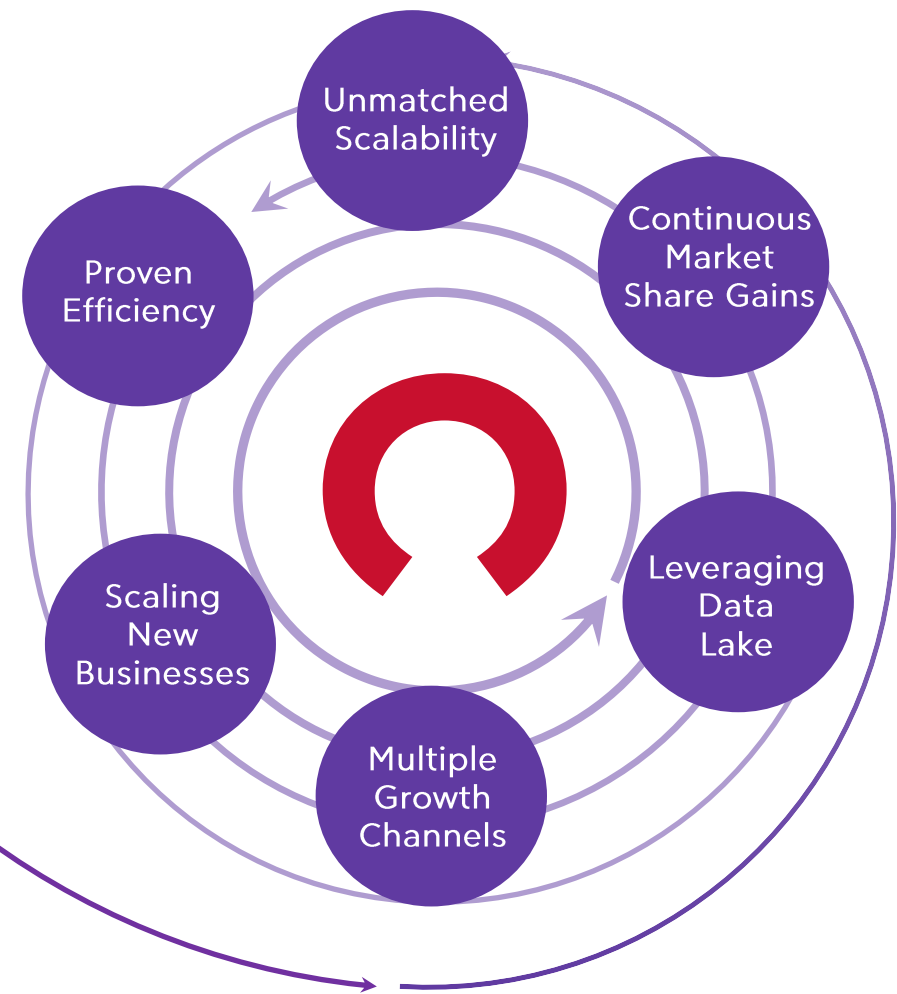
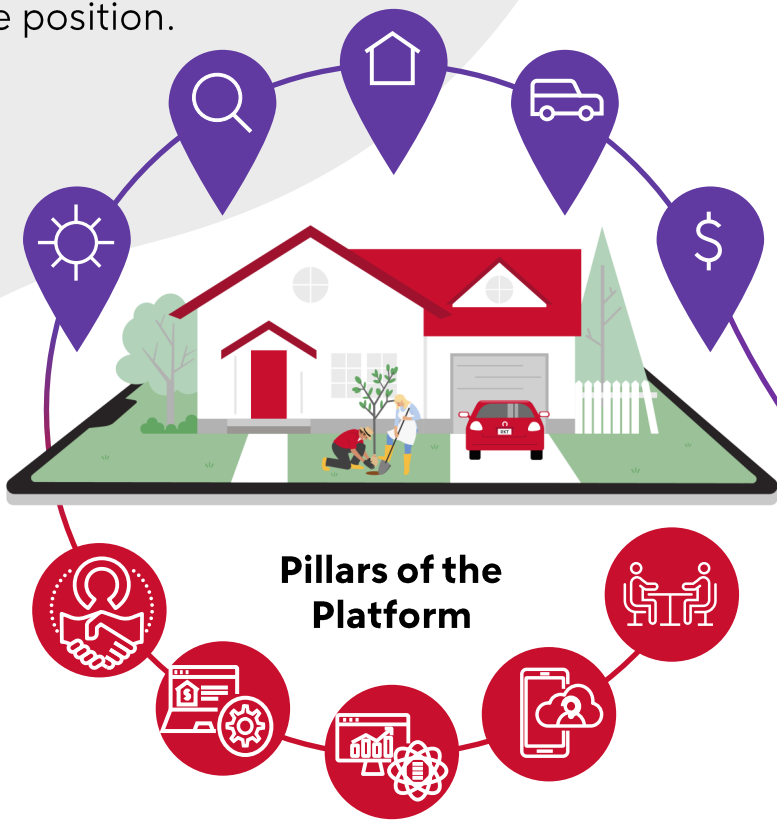
(1) Net promoter score for 2021.
(2) See endnotes #3 for a definition of our net client retention rate. Between 2017 and 2021 our net client retention rate has been 90%+.

4

Platform Advantage

The Rocket Flywheel

The core of our economic flywheel is that we are constantly leveraging our profitability advantages to reinvest in the business, further strengthening our competitive position.



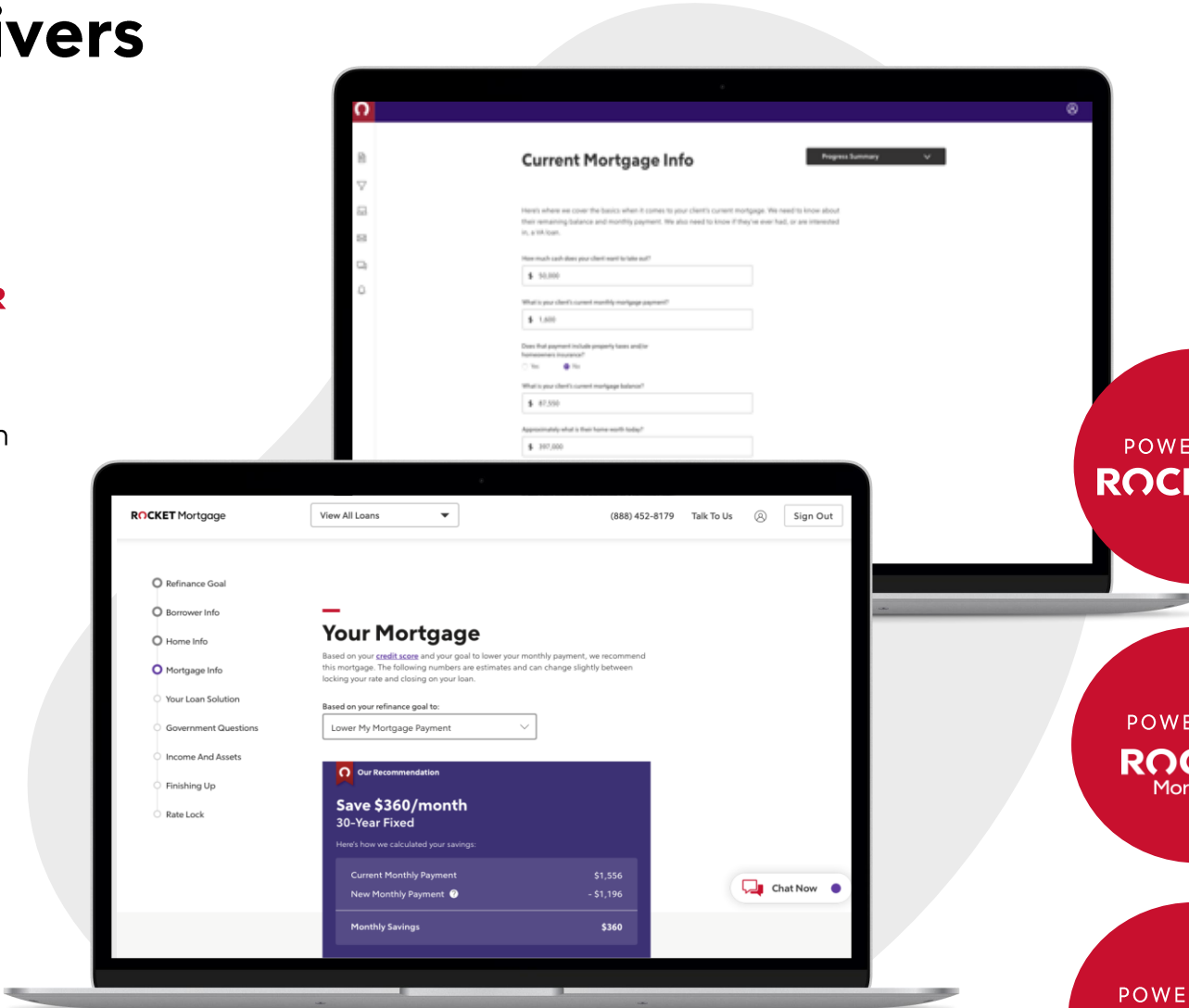
Multiple Drivers of Growth

DIRECT-TO-CONSUMER

- Investing in brand and client acquisition
- Growing digital adoption

RETAINING CLIENTS FOR FUTURE TRANSACTIONS

- 90%+ Net Client Retention¹
- Lifetime repeat transaction and cross-sell opportunity



PARTNER NETWORK

- Extending brand and technology to partners
- Adding new partners
- Increasing share with existing partners

ROCKET Pro · TPO

Includes nearly 8,000 partners

POWERED BY
ROCKET Pro

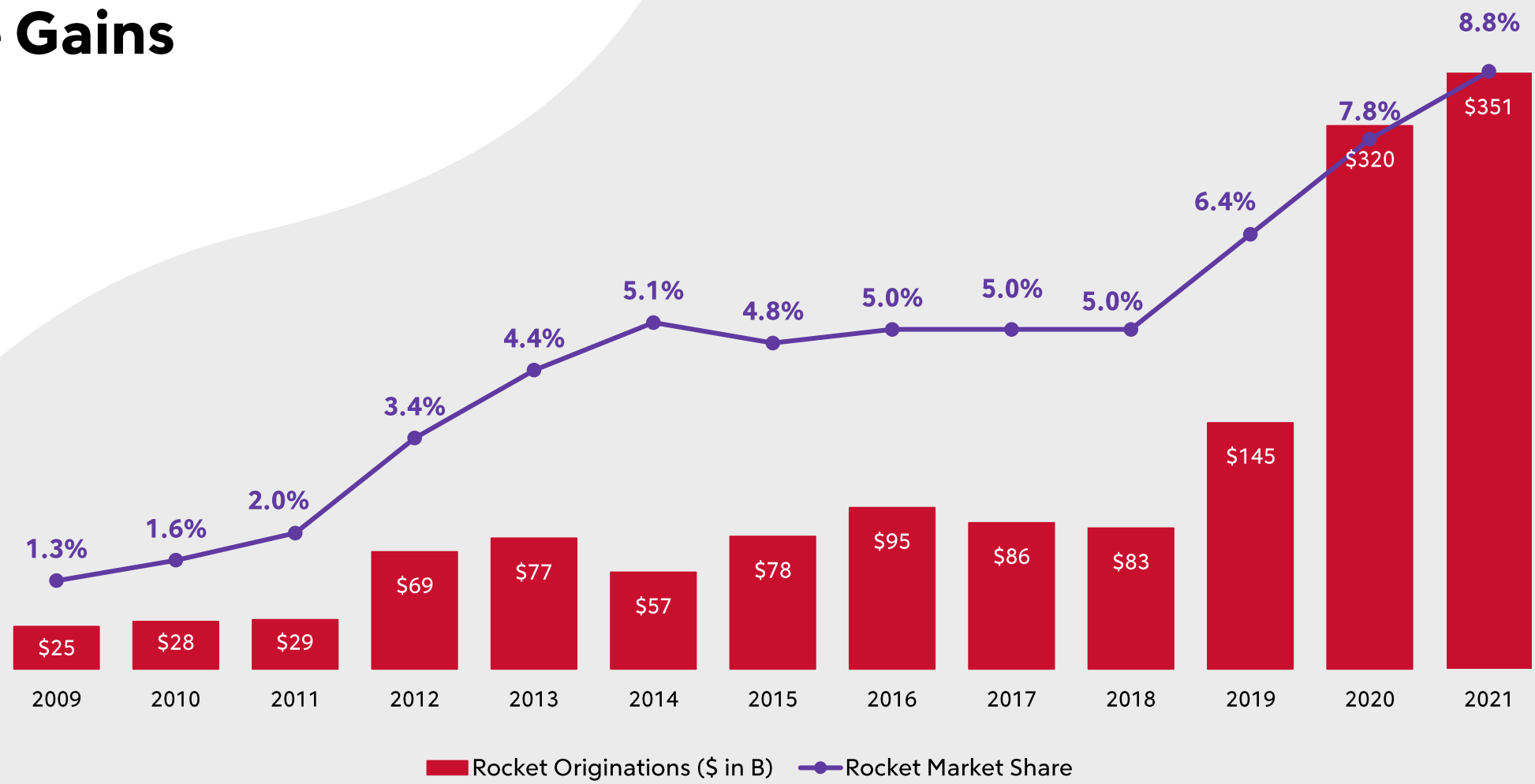
POWERED BY
ROCKET
Mortgage

POWERED BY
ROCKET
Mortgage
Technology



(1) See endnotes #3 for a definition of our net client retention rate. Between 2017 and 2021 our net client retention rate has been 90%+.

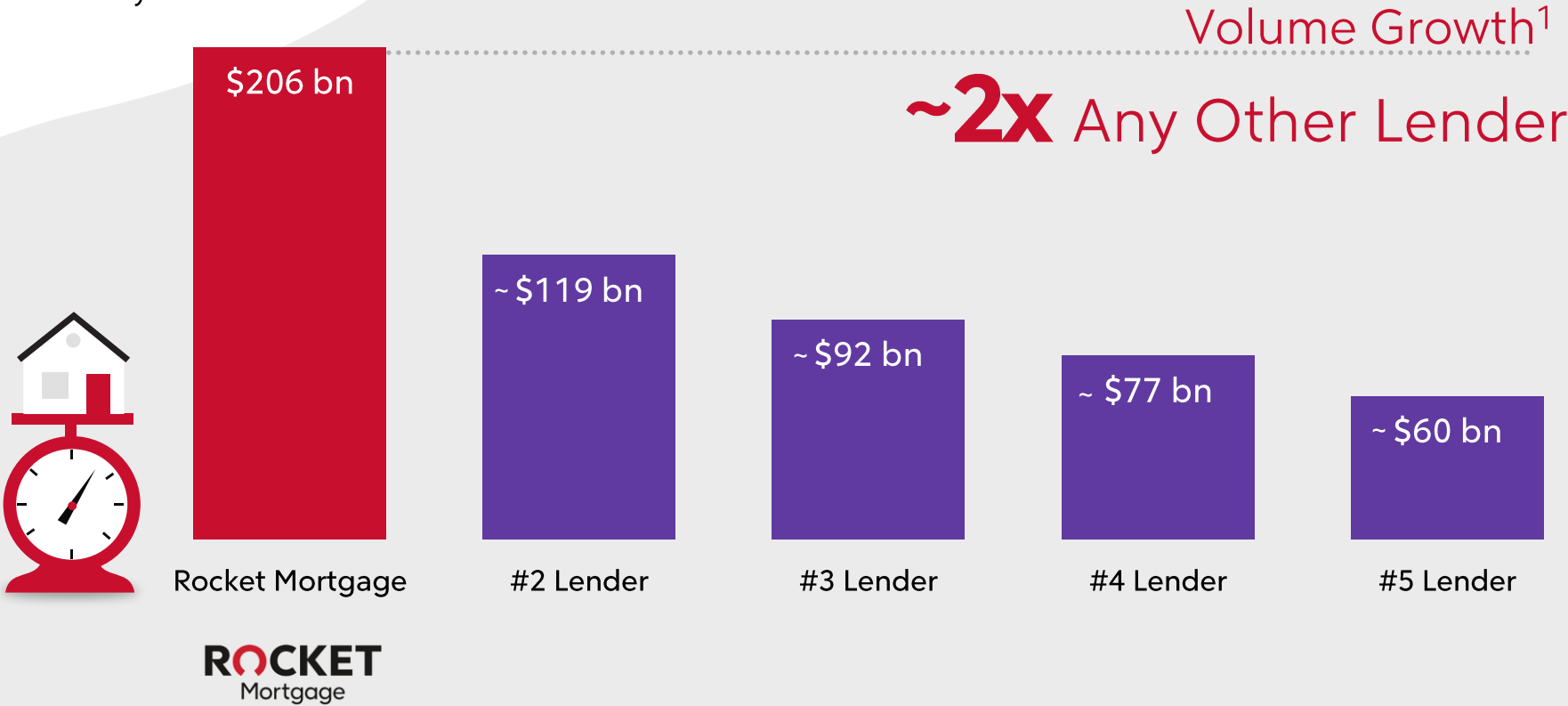
Long-Term Mortgage Market Share Gains



Note: Denominator based on MBA mortgage volume estimates as of January 2022.

Unmatched Scalability

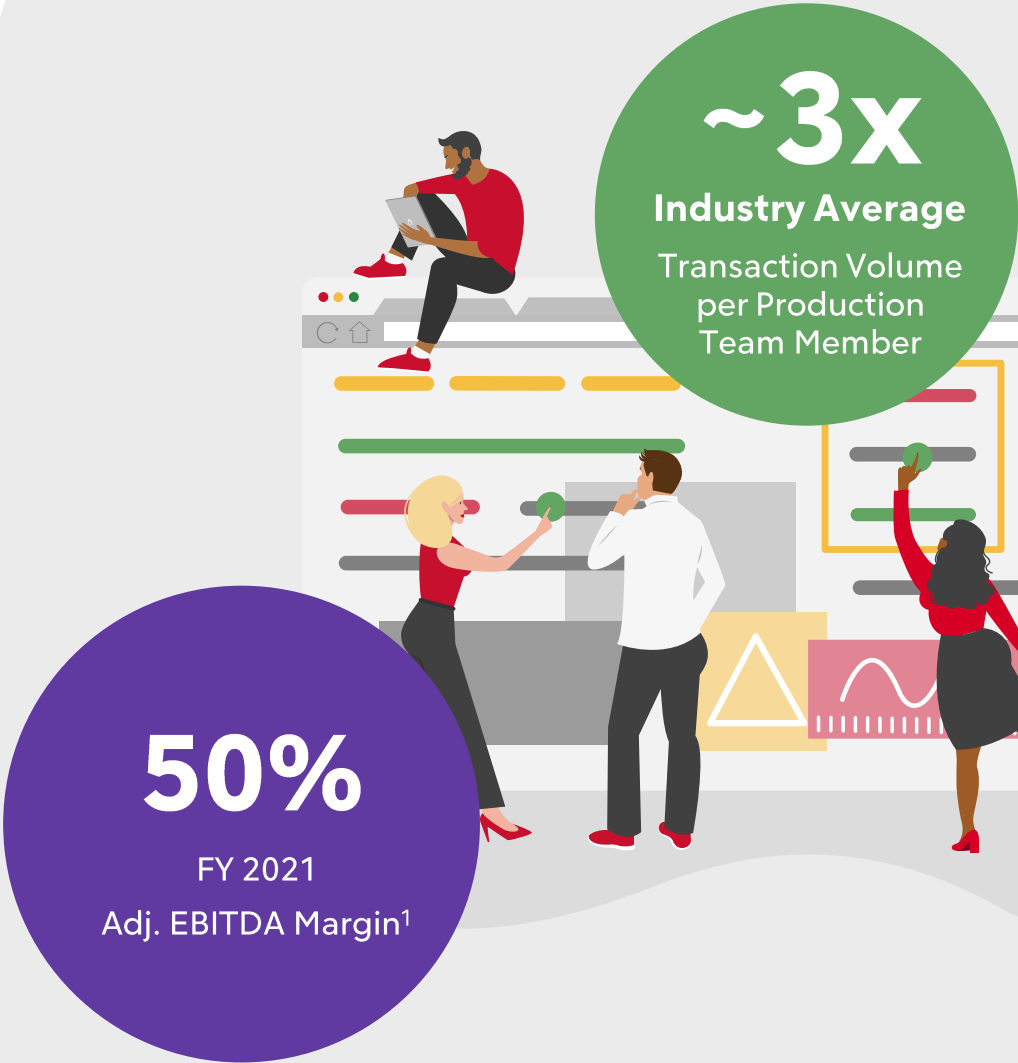
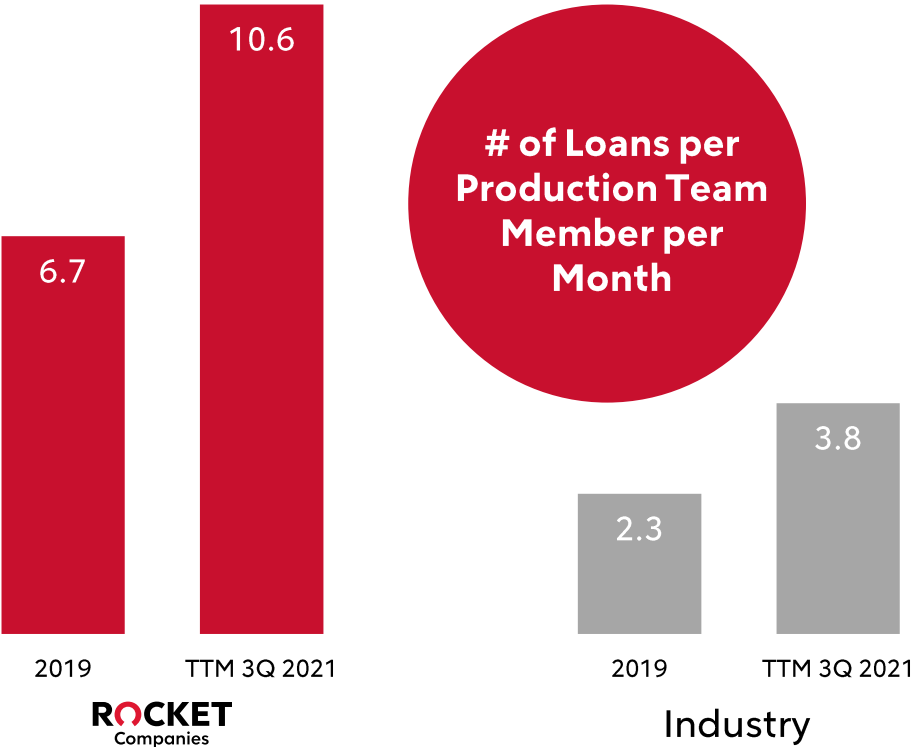
Rocket's technology-driven platform enables true scalability in large, complex markets that historically required manual operations, limiting the scalability of legacy players



Note: Excludes correspondent volume
 Source: IMF, company filings
 (1) Volume Growth represents incremental closed loan volume achieved in FY 2021 over FY 2019

Proven Efficiency

Highly efficient operating model with the ability to drive substantial scale from a single platform with limited incremental cost.

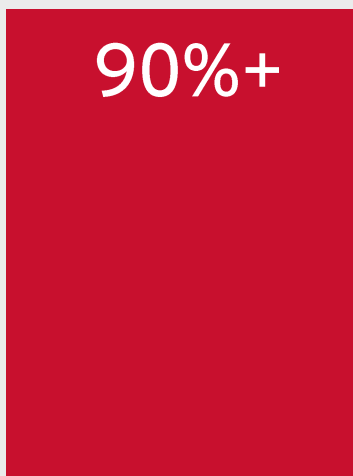


Source: MBA industry study
(1) See endnote #1 and #2 for more detail.

Strong Client Base Unlocks Platform Potential

90%+ Retention drives substantial lifetime value advantages, with repeat transaction opportunities across home, auto, personal finance, and other categories over the client's life.

Net Client Retention Rate⁽¹⁾



2017 – 2021



2.6m

Client loans serviced²



\$1b+

Annual cash collected from
Servicing Fee Income

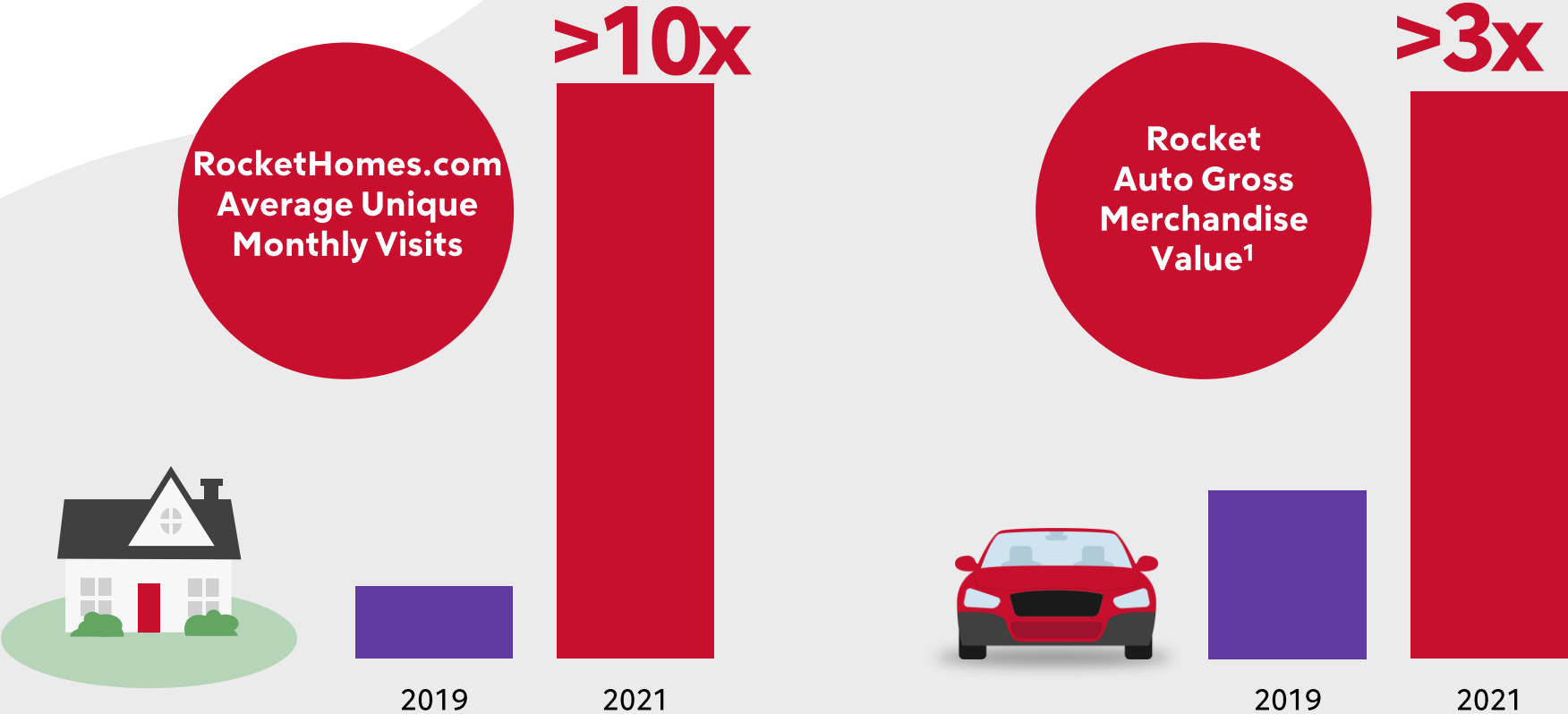
Enables **repeat transaction**
and **cross-sell** opportunities

(1) See #3 in endnotes for our net client retention rate definition.

(2) Client loans serviced as of December 31, 2021

Scaling New Businesses

A key advantage of the Rocket Companies platform is our ability to test, launch and rapidly scale new business models.



(1) See #4 in endnotes for details on our Gross Merchandise Value metric.

5

Proven Leadership and Culture



Proven Leadership Team



**Proven
track record**
over 35+ years

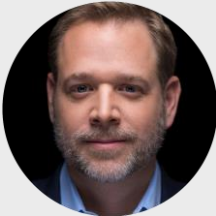


Current leadership
team has been
with organization
more than 2 decades
on average



**Robust pipeline
of talent** to continue
to grow business

Rocket Companies Leadership



JAY FARNER
Vice Chairman & Chief Executive Officer
Rocket Companies
26 Years



BOB WALTERS
President & Chief Operating Officer
Rocket Companies
25 Years



JULIE BOOTH
Chief Financial Officer & Treasurer
Rocket Companies
18 Years



TIM BIRKMEIER
President
Rocket Mortgage
25 Years



ANGELO VITALE
General Counsel
Rocket Companies
24 Years



BILL BANFIELD
Chief Risk Officer
Rocket Mortgage
23 Years



BRIAN BROWN
Chief Accounting Officer
Rocket Companies
7 Years



BRIAN WOODRING
Chief Information Officer
Rocket Mortgage
4 Years



JENN STEEVES-KISS
Chief Experience Officer
Rocket Central
2 Years



HEATHER LOVIER
Chief Client Experience Officer
Rocket Mortgage
18 Years



NICOLE BEATTIE
CEO
Amrock
18 Years



DOUG SEABOLT
CEO
Rocket Homes
13 Years



VICTOR YOU
President
Rocket Auto
20 Years



TODD LUNSFORD
President
Rocket Loans
24 Years



HAROON MOKHTARZADA
CEO
Truebill
7 Years¹

Note: Years indicate tenure at Rocket
1. Tenure at Truebill, which was acquired by Rocket in December 2021

Culture is Our Foundation

Dan Gilbert, our founder and Chairman, purposefully created a strong cultural foundation of core principles, or “ISMs”, as a cultural operating system to guide decision-making by all our team members.

ISMS IN ACTION

**Innovation is rewarded.
Execution is worshipped.**

**Obsessed with finding
a better way.**

Simplicity is genius.

**Every client. Every time.
No exceptions. No excuses.**



Love Our Team Members

Our team members put the ISMs into action every day. The result is an empowered and passionate team aligned in a common mission.



ESSENCE

Forbes

**Great
Place
To
Work®**

**Great
Place
To
Work®**

People

Forbes

FORTUNE

#1 Best
Workplace for
African Americans

2015

The Best
Employers
for Women

2018

Best
Workplaces™
for Parents

2019

Best
Workplaces™
for Diversity

2019

Companies
that Care

2020

#3 America's Best
Employers for
Diversity

2021

100 Best
Companies
to Work For®

2020, 2021



For More Than Profit

ROCKET
Companies⁽¹⁾

\$500M

Next 10 years commitment to community programs

\$200M+⁽²⁾

Contributed to community programs

800K+⁽²⁾

Volunteer hours nationwide

50%⁽²⁾

Volunteer hours in Detroit

(1) Reflects announcements by the Gilbert Family Foundation and our partner company, the Rocket Community Fund, to deploy strategic contributions to community organizations in Detroit neighborhoods. The Rocket Community Fund uses funds provided by Rocket Companies to make donations to charitable entities and investments in the communities in which we operate.

(2) Amounts above reflect activity from 2010-2020 and include contributions and volunteer hours from Rocket Companies' and our partner companies including Rocket Community Fund.

A

Appendix



Financial Highlights

Summary Financials¹

(Units in '000s and \$ in M)

	2019	2020	2021	Q4 '19	Q4 '20	Q4 '21	Q1 '22E
Closed Loan Volume	\$145,180	\$320,209	\$351,193	\$50,833	\$107,199	\$75,857	\$52,000 - \$57,000
YoY Growth %	75%	121%	10%	N/A	111%	-29%	
QoQ Growth %	N/A	N/A	N/A	27%	20%	-14%	
Net Rate Lock Volume	\$152,184	\$338,667	\$333,790	\$43,879	\$95,971	\$68,378	\$50,000 - \$57,000
YoY Growth %	87%	123%	-1%	N/A	119%	-29%	
QoQ Growth %	N/A	N/A	N/A	-7%	1%	-21%	
Gain on Sale Margin	3.19%	4.46%	3.13%	3.41%	4.41%	2.80%	2.80% - 3.10%
Amrock Closings (units)	444.9	1,040.1	1,115.1	165.2	347.5	244.5	
YoY Growth %	41%	134%	7%	N/A	110%	-30%	
Rocket Auto car sales (units)	20	32.1	59.7	7.2	9.4	15.4	
Adjusted Revenue	\$5,907	\$16,938	\$12,427	\$1,825	\$4,775	\$2,435	
YoY Growth %	52%	187%	-27%	N/A	162%	-49%	
QoQ Growth %	N/A	N/A	N/A	1%	1%	-23%	
Adjusted EBITDA	\$1,994	\$11,217	\$6,182	\$744	\$3,135	\$883	
% Margin	34%	66%	50%	41%	66%	36%	
Adjusted Net Income	\$1,342	\$8,266	\$4,502	\$518	\$2,301	\$637	
% Margin	23%	49%	36%	28%	48%	26%	

(1) See endnote #1 for non-GAAP reconciliations.

Our Companies



HOME SEARCH & SALES



Seamless, fully-integrated home buying and selling experience via real estate agent network and home search site.



Empowering sellers and buyers with the resources they need to sell or buy properties directly.



AUTO PURCHASE



Platform to assist companies with closing used car sales using a centralized process.



HOME FINANCING



Mortgage originator and servicer that provides clients with an end-to-end digital mortgage experience.



Leading provider of title insurance services, property valuations, and settlement services.



Software company specializing in a point of sale system for Canadian mortgage lenders.



Digital mortgage broker based in Ontario, Canada.



PERSONAL FINANCE



Digital personal lending focused on unsecured loans.



Leading personal finance app that helps consumers manage every aspect of their financial lives.



SALES & MARKETING SERVICES



Marketing platform that generates client leads for Rocket brands and third parties.



Shared service organization that provides technology, data, marketing, communication and other services across our companies.



Endnotes

1.

Reconciliation of Adjusted EBITDA to Net Income (\$ amounts in millions)

	Three Months Ended December 31,			Year Ended December 31,		
	2021	2020	2019	2021	2020	2019
		(Unaudited)			(Unaudited)	
Net income	\$865	\$2,841	\$754	\$6,072	\$9,399	\$897
Interest and amortization expense on non-funding debt	126	82	38	231	186	137
Income tax provision	(10)	48	3	113	132	7
Depreciation and amortization	19	27	18	75	74	75
Non-cash share-based compensation expense	40	43	14	164	136	40
Change in fair value of MSRs due to valuation assumptions (net of hedges) (a)	(158)	95	(83)	(487)	1,288	838
Litigation accrual (b)	-	-	-	15	-	-
Adjusted EBITDA	\$883	\$3,135	\$744	\$6,182	\$11,217	\$1,994

Note: Certain figures in the tables throughout the endnotes may not foot due to rounding.

(a) Reflects changes in assumptions including discount rates and prepayment speed assumptions, mostly due to changes in market interest rates, and the effects of contractual prepayment protection associated with sales of MSRs.

(b) Reflects legal accrual related to a specific legal matter.

Endnotes

1.

GAAP to non-GAAP Reconciliations Adjusted Revenue Reconciliation (\$ amounts in millions)	Three Months Ended December 31,			Year Ended December 31,		
	2021	2020	2019	2021	2020	2019
	(Unaudited)			(Unaudited)		
Total Revenue, net	\$2,593	\$4,681	\$1,908	\$12,914	\$15,650	\$5,069
Change in fair value of MSRs due to valuation assumptions (net of hedges) (a)	(158)	95	(83)	(487)	1,288	838
Adjusted Revenue	\$2,435	\$4,775	\$1,825	\$12,427	\$16,938	\$5,907

(a) Reflects changes in assumptions including discount rates and prepayment speed assumptions, mostly due to changes in market interest rates, and the effects of contractual prepayment protection associated with sales of MSRs.

Endnotes

1. Adjusted Net Income Reconciliation (\$ amounts in millions)	Three Months Ended December 31,			Year Ended December 31,		
	2021	2020	2019	2021	2020	2019
	(Unaudited)			(Unaudited)		
Net income attributable to Rocket Companies	\$48	\$140	\$-	\$308	\$198	\$-
Net income impact from pro forma conversion of Class D common shares to Class A common shares (a)	818	2,701	755	5,776	9,203	898
Adjustment to the provision for income tax (b)	(226)	(671)	(185)	(1,429)	(2,235)	(217)
Tax-effected net income (b)	640	2,171	570	4,646	7,166	681
Non-cash share-based compensation expense	40	43	14	164	136	40
Change in fair value of MSRs due to valuation assumptions (net of hedges) (c)	(158)	95	(83)	(487)	1,288	838
Loss on extinguishment of Senior Notes	87	44	-	87	44	-
Litigation accrual (d)	-	-	-	15	-	-
Change in Tax receivable agreement liability (e)	19	(8)	-	19	(8)	-
Tax impact of adjustments (f)	8	(45)	17	55	(364)	(217)
Other tax adjustments (g)	1	2	-	4	5	-
Adjusted Net Income	\$637	\$2,301	\$518	\$4,502	\$8,266	\$1,342

- (a) Reflects net income to Class A common stock from pro forma exchange and conversion of corresponding shares of our Class D common shares held by non-controlling interest holders as of December 31, 2021, 2020 and 2019.
- (b) Rocket Companies, Inc. will be subject to U.S. Federal income taxes, in addition to state, local and Canadian taxes with respect to its allocable share of any net taxable income of RKT Holdings, LLC. The adjustment to the provision for income tax reflects the effective tax rates assuming Rocket Companies, Inc. owns 100% of the non-voting common interest units of RKT Holdings, LLC. The effective income tax rate for Adjusted Net Income was 25.21% for the year ended December 31, 2021, 24.87% for the year ended December 31, 2020 and 24.77% for the year ended December 31, 2019.
- (c) Reflects changes in assumptions including discount rates and prepayment speed assumptions, mostly due to changes in market interest rates, and the effects of contractual prepayment protection associated with sales of MSRs.
- (d) Reflects legal accrual related to a specific legal matter.
- (e) Reflects changes in estimates of tax rates and other variables of the Tax receivable agreement liability for which no income tax expense/benefit is recognized.
- (f) Tax impact of adjustments gives effect to the income tax related to non-cash share-based compensation expense, change in fair value of MSRs due to valuation assumptions, loss on extinguishment of Senior Notes, and the litigation accrual at the above described effective tax rates for each period.
- (g) Represents tax benefits due to the amortization of intangible assets and other tax attributes resulting from the purchase of RKT Holdings units, net of payment obligations under Tax Receivable Agreement.

A short, solid red horizontal bar.

Endnotes

2. "Adjusted EBITDA Margin" calculated as Adjusted EBITDA divided by Adjusted Revenue.
3. We define "net client retention rate" as the number of clients that were active at the beginning of a period and which remain active at the end of the period, divided by the number of clients that were active at the beginning of the period. This metric excludes clients whose loans were sold during the period as well as clients to whom we did not actively market to due to contractual prohibitions or other business reasons. We define "active" as those clients who do not pay-off their mortgage with us and originate a new mortgage with another lender during the period.
4. Gross Merchandise Value is calculated by applying the estimated average unit sales price of the vehicles sold multiplied by the number of units sold during the period.

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