



1 *Fourth Quarter 2015 Earnings Call*

2 **March 14, 2016**

3
4 Prepared Remarks

5
6 **Frank Milano:**

7 Good afternoon and let me welcome you to the Rosetta Stone fourth quarter 2015
8 earnings conference call. I am joined today by John Hass, our Interim President and
9 Chief Executive Officer, and Tom Pierno, our Chief Financial Officer. John and Tom will
10 discuss the operations and financial results for the quarter and we will open the call to
11 questions after our prepared remarks.

12 Our fourth quarter earnings release went out after the market close and is available
13 on our website at www.rosettastone.com. In addition, we have posted the slide
14 presentation that accompanies today's call to our website, which you should find helpful
15 as we discuss results and the outlook for 2016.

16 In keeping with the Safe Harbor statement on Slide 2, I will remind everyone that
17 certain statements will be made today which are forward-looking statements within the
18 meaning of the Private Securities Litigation Reform Act of 1995. Given the uncertainties
19 of forward-looking statements, our actual results may differ materially from anything we
20 say in these forward-looking statements. We can give no assurance as to their accuracy
21 and we assume no obligation to update them. We also use non-GAAP numbers in our
22 presentation. For further information on the definitions of those numbers, the GAAP
23 comparisons, and their reconciliation to GAAP numbers, as well as risks and
24 uncertainties that could cause our actual results to differ, please read the company's
25 SEC filings, earnings release and presentation, including the paragraphs beginning with
26 the words, "Caution on Forward-Looking Statements" and "Non-GAAP Financial
27 Measures," which are available on our website under the "Investor Relations" tab.

28 Now, as I turn the call over to John, I ask that you please turn to slide 3. John?

29

30 **John Hass, Chief Executive Officer:**

31 Thank you, Frank.

32 I assumed this job in April of last year with three overriding goals – to bring greater
33 focus to our business, to allocate our investment dollars effectively and to reduce
34 sharply our overall operating costs.

35 To this end, we have concentrated our Consumer business on passionate language
36 learners in the U.S., exited geographies and retail marketplaces that were not
37 productive and left or found partners for other initiatives that added complexity and were
38 not central to our strategy.

39 We focused investment on building our Lexia business by broadening and
40 enhancing its product line and expanding its direct sales force. And in E&E Language,
41 we introduced the Beta for the next generation of our Language Learning Suite for
42 Enterprise. Importantly, we used this focus to guide approximately \$65 million of
43 annualized expense reductions announced throughout the year. I would like to thank
44 the entire team at Rosetta Stone for working to achieve these goals.

45 Our successes in 2015 underscore what can be achieved and has strengthened our
46 resolve to find other ways to enhance our concentration and push cost reductions even
47 further.

48 On our last earnings call, I mentioned that we were conducting a review of our E&E
49 Language strategy and cost structure. Today, we are announcing a restructuring of our
50 E&E Language business to more tightly focus on our core Enterprise and K-12 markets
51 in the U.S. and northern Europe and to reduce and flatten our development and support
52 structure to create a more profitable E&E business with the capacity to grow.

53 If our plans are fully realized, we will exit our direct sales presence in almost all of
54 our non-U.S. and non-northern European markets and instead will operate through
55 partners in those geographies, if appropriate. We will also look to consolidate our R&D

56 infrastructure with the initiation of processes to close our development operations in
57 France and China. If our intentions are realized, we expect to make severance
58 payments and incur other costs associated with the restructuring of approximately \$5-6
59 million. In addition, while the timing is uncertain, these intended actions are expected to
60 provide approximately \$19 million in annualized cost reductions.

61 The potential in our E&E Language business is significant and is best realized if we
62 concentrate in the right markets with the right resources.

63 Following Tom's review of the fourth quarter 2015 results, I will walk you through our
64 businesses and share my thoughts on the operating strategy of each one – so that you
65 understand, as we do, where we are today and what remains to be done. I will
66 concentrate on Lexia and our Consumer and Enterprise and Education Language
67 businesses. I won't go into detail on Fit Brains other than to note that we follow a
68 simple strategy – push to grow bookings while driving towards long-term profitability.
69 Finally, I will update you on the resolution of our CEO search and discuss certain
70 changes in Board leadership.

71 I will now turn it over to Tom.

72

73 **Tom Pierno, Chief Financial Officer:**

74 Thank you, John, and good afternoon everyone.

75 I will begin with a review of the Q4 highlights:

- 76
- 77 • Total revenue declined 27% year-over-year. Consumer segment revenue
78 declined 42% and was partially offset by a 6% increase in E&E segment
79 revenue, driven by the benefit of purchase accounting impacts on prior period
80 revenue as well as bookings growth at Lexia. Foreign currency had an
81 adverse impact that reduced total revenue in the quarter by \$1.0 million, or
82 approximately 1%.
 - 83 • Consumer segment contribution margin percentage more than doubled year-
over-year to 25% in 4Q15, even as revenue declined

- 84 • Bookings at Lexia in 4Q15 grew 32% and revenue was up 94% year-over-
85 year, which also included the benefit of purchase accounting impacts on prior
86 period revenue. This growth was accomplished even as Lexia ramped up
87 many new reps to expand its direct sales force
- 88 • Excluding impairment and lease terminations in both periods, operating
89 expenses declined \$19.7 million (or 27%) year-over-year, which helped
90 reduce the net loss to \$11.4 million, or 52-cents per diluted share, a 47%
91 improvement year-over-year in dollars terms and a 49% improvement year-
92 over-year on an earnings per share basis, and
- 93 • We ended the year with \$47.8 million in cash and cash equivalents, which
94 represented a sequential quarterly increase of \$13.4 million

95 Turning to slide 5, total revenue was \$58.0 million, down 27% year-over-year. The
96 decline was driven entirely by lower Consumer revenue that was partially offset by a
97 \$1.4 million (or 6%) increase in E&E segment revenue.

98 As shown on slide 6, E&E segment revenue grew 6%, or up 8% on a constant
99 currency basis, and once again the education portion of this business accounted for
100 more than 50% of total revenue.

101 On slide 7, we have provided a further breakdown of Lexia bookings and revenue.
102 Lexia's enhanced suite of literacy products produced strong demand and sustained
103 renewals, as evidenced by Lexia's 32% bookings growth over the same quarter last
104 year. In addition, the recent expansion of the direct sales force is going well. Lexia had
105 fourth quarter revenue of \$7.2 million, up \$3.5 million (or 94%) year-over-year driven by
106 the strong growth in bookings. For the full year, bookings and revenue grew 46% and
107 121%, respectively, to \$33.9 million and \$21.9 million, respectively. As a reminder, the
108 fourth quarter and full year revenue growth rates reflect the benefit from purchase
109 accounting, which had the effect of lowering prior-year revenue; going forward, the
110 expected rate of revenue increase, while still strong, will decline as we lap the impact of
111 purchase accounting largely through the end of 2016.

112 Turning to slide 8, revenue in the Consumer segment totaled \$31.7 million in the
113 fourth quarter, down 42% year-over-year, primarily due to the lower volume resulting
114 from reduced media spend, partially offset by a higher return on our marketing dollars.

115 In addition, the year-over-year comparison in Consumer revenue also reflects the
116 Company's deliberate shift in mix – from CD and downloaded product sales toward
117 more streaming 24-month subscriptions sales, which are recognized as revenue ratably
118 over the entire subscription period rather than taken into revenue immediately. It is
119 important to understand that because our Consumer subscriptions are paid up-front and
120 are priced similar to our perpetual products, there is no change to the timing of cash
121 receipt or total value we receive from a subscription sale – only the way in which it is
122 accounted for under GAAP. From a cost standpoint, subscriptions sold directly through
123 our website do not require physical inventory and they save us the expense of
124 packaging and distribution. For these reasons, we prefer subscription sales even while
125 the shift has and will continue to impact revenue recognition and Adjusted EBITDA.

126 We expect the trend in Consumer subscription sales to accelerate in 2016 as
127 customer preferences continue to move towards mobile experiences. We have
128 prepared a similar slide for the expected change in 2016, which we will discuss later
129 when we provide guidance. It is important to understand the revenue and net earnings
130 impact of this mix shift as we intend to move all of our Consumer business in this
131 direction over the next 18 months or so.

132 Please turn to slide 9. The Consumer segment contribution margin percentage
133 increased year-over-year for the 3rd consecutive quarter, and more than doubled year-
134 over-year to 25% in the fourth quarter of 2015. In addition, Consumer segment
135 contribution dollars increased \$1.6 million, or 25% year-over-year, even with the shift in
136 product mix. Our return on media increased from 2.6-times in 4Q14 to 2.8-times in
137 4Q15, reflecting improved media efficiency. Also, the average selling price per S5 unit
138 on our website during the important holiday period was \$194 in 2015, compared to \$188
139 in 2014. The E&E segment contribution margin percentage also increased year-over-
140 year, and was 37% in the fourth quarter of 2015.

141 The chart on slide 10 depicts the year-over-year comparison for sales and
142 marketing, research and development, and general and administrative expenses. The
143 almost \$20 million year-over-year decrease in fourth quarter operating expenses
144 contributed to a total reduction of \$48.3 million (or 24%) since the Restructuring Plan
145 was announced in March 2015 compared to the same 9-month period in 2014. We
146 believe this demonstrates the progress we are making against the \$65 million cost
147 savings target previously announced. John has already updated you on further
148 efficiency initiatives we have identified as part of the Enterprise language restructuring.

149 Lastly, before we turn to the balance sheet, we recorded \$5.9 million of non-cash
150 impairment charges in the fourth quarter. Of that total, \$5.6 million was to impair the
151 goodwill associated with Fit Brains, which – as John discussed – we are now operating
152 according to a simple strategy: grow bookings, while driving to long-term profitability,
153 without significant cross-marketing to our language customers, resulting in a slower
154 expected growth rate than previously projected.

155 Turning to slide 11, we ended the year with zero debt and \$47.8 million of cash and
156 cash equivalents, which was at the high-end of our cash guidance. That balance
157 represented a sequential increase of \$13.4 million compared to September 30, 2015,
158 and was favorably affected by two non-recurring factors -- \$1.6 million in proceeds from
159 the sale of a building, and a \$0.6 million tax refund.

160 Deferred revenue increased on both a sequential and year-over-year basis to \$142.7
161 million at year-end 2015. Of the total deferred revenue balance, \$106.8 million (or
162 approximately 75%), was short-term and will be recognized as revenue over the next 12
163 months. As our E&E business is now almost all SaaS-based and as our Consumer
164 business moves increasingly to subscription sales, we would expect deferred revenue
165 will continue to grow on an annual basis, creating a larger base of booked business for
166 the company going forward.

167 The non-GAAP highlights of the business can be found on slide 12. Revenue-based
168 Adjusted EBITDA improved \$5.1 million year-over-year to positive \$1.6 million in the
169 fourth quarter 2015, compared to negative \$3.5 million in the fourth quarter last year.

170 The Company's reduction in operating expenses was the primary driver of the improved
171 Adjusted EBITDA performance.

172 The seasonality in the Company's cash flows – which has historically been
173 characterized by a net use of cash in the first half and positive cash generation in the
174 second half – continued in 2015, and we expect the same trend to continue going
175 forward.

176 Free cash flow declined \$4.1 million year-over-year, to \$12.1 million in the fourth
177 quarter 2015, compared to \$16.2 million in the fourth quarter last year. Net cash
178 provided by operating activities was \$13.7 million in the fourth quarter 2015, compared
179 to \$18.7 million in the same quarter last year. The decrease primarily reflected the
180 smaller contribution from the change in deferred revenue, largely due to lower
181 Consumer bookings. Capital expenditures, which primarily relate to capitalized labor on
182 product and IT projects, totaled \$1.6 million, down from \$2.5 million in the fourth quarter
183 last year.

184 That completes my portion of today's call. If you would please turn to slide 13, I will
185 now pass it back to John.

186

187 **John Hass, Chief Executive Officer:**

188 Thank you, Tom.

189 The principle that ties our businesses together is a focus on two primary foundations
190 of learning – Language and Literacy. As our mission statement says - ***We change***
191 ***people's lives through the power of Language and Literacy education.***

192 Given the progress that we've made over the past year, I want to take a moment to
193 update you on our key priorities and strategies for 2016. Let me start with our literacy
194 business - Lexia.

195 As shown on slide 14, the critical importance of literacy is well understood. It has
196 been estimated that every student that doesn't graduate high school costs our economy
197 on average \$260,000. And yet, as a society, we are failing at one of the greatest

198 predictors of high school graduation – whether or not someone is reading at an
199 appropriate level early in life. We know, for example, that according to the 2015 NAEP
200 results, approximately 64% of 4th graders fail to read at a proficient level.

201 The good news is that, as a society, we recognize the problem and are willing to
202 invest to address it. Estimates indicate that the total literacy curriculum marketplace in
203 the U.S. is approximately \$1.7 billion, of which one-third is in the form of e-learning. The
204 total assessment segment, which we serve through our new RAPID literacy assessment
205 product, is approximately \$3.1 billion, of which the formative assessment segment is
206 approximately \$700 million. Critically, we believe the digital segments are growing
207 faster than the marketplace overall, as we see a continuing shift away from print. Our
208 place in this growing digital space is well grounded - Lexia was founded over 30 years
209 ago to use computers for literacy intervention in the classroom, and it has developed a
210 documented record of delivering results.

211 As you can see on slide 15, Lexia is extraordinarily well positioned through its suite
212 of subscription-based English literacy learning and assessment solutions. Core5, our
213 pre-K through 5 explicit, systematic and personalized literacy-learning product is the
214 heart of our solution today. We offer a tailored learning experience that blends with
215 teachers in the classroom where we have extremely high customer satisfaction as
216 evidenced by our 90+% annual renewal rates.

217 And critically, the engagement students have with our product drives outcomes, as
218 highlighted once again in a recent independent analysis by LEAP Innovations. LEAP
219 Innovations is a nonprofit organization that serves as a national hub for a new,
220 collaborative ecosystem of the best and brightest education innovators, digital
221 entrepreneurs, and thought leaders committed to reinventing education in our
222 country. The LEAP Innovations Pilot Network was created by LEAP to identify the most
223 promising innovations, piloting these innovations with educators and students in the
224 classroom, and evaluating the results.

225 As reported by LEAP, during the 2014-2015 school year pilots, Lexia Reading Core5
226 was used by more than one thousand third through fifth grade students in 63

227 classrooms in the Chicago Public Schools. The use of Core5 closed the reading gap for
228 black students, more than closed the gap for Hispanic students and closed the reading
229 gap by more than half for impoverished students. Achieving outcomes like these, that
230 directly address the issues of literacy and its ties to completing high school, over and
231 over again, across the country drives our team every day.

232 As shown on slide 16, outcomes like these also keep our retention high and drive
233 growth. With 1.5 million students actively using Lexia products in December, we have
234 more than doubled the number of kids we are serving versus what it was just two years
235 ago when we acquired Lexia.

236 We will continue to invest heavily in this high-growth, high-renewal business in 2016.
237 As shown on slide 17, we are building a direct sales force at Lexia that will drive the
238 significant majority of our sales this year. We are accelerating the development of both
239 a new adolescent reading program for middle and high school students, and the
240 extension of our RAPID assessment product with the completion of the Kindergarten
241 through second grade portion. When completed, we will be able to offer fully aligned
242 digital literacy assessment and learning tools for children from Kindergarten through the
243 12th grade – a prospect we are very excited about. Finally, we will continue to build-out
244 our implementation services business that delivers incremental sales, and just as
245 importantly, because teachers are better trained to utilize our tools, helps produce better
246 outcomes for students and higher renewals for us.

247 Let me turn now to our language businesses and begin with Consumer on slide 18.

248 Rosetta Stone was a first mover in digital language learning and to this day is
249 synonymous with language learning in social media, on television and in pop culture
250 broadly. This presence and our concentration on the passionate learner who is
251 motivated, results-focused and willing to pay for a quality language learning experience
252 that gets them speaking faster, continues to generate huge interest among consumers.

253 In 2015 alone, we had 1.4 million web demos, over 2 million mobile app downloads,
254 and in excess of 675,000 product purchases. Clearly, there is strong demand from
255 consumers for a premium-learning product that can help people reach their goals.

256 While we continue to command a leading position in the Consumer language
257 learning market, new entrants and other forces have forced us to tighten our focus.
258 Slide 19 shows that in 2015 we began to adapt to this reality by substantially reducing
259 our costs and more tightly focusing our media spending. We knew bookings and
260 revenue would come down, along with reduced media spending and the absence of
261 sequential price promotions. However, in 2015 we managed to hold contribution dollars
262 flat as lower sales were offset by an increasing contribution margin as operating costs
263 were reduced and return on media spend grew by 10% for the year. While we expect
264 margins to decline going forward, in large part due to our product mix transition – I am
265 very pleased with the results of these initial efforts.

266 So what are our plans for 2016 for Consumer language? We see a business that
267 continues to provide us meaningful opportunity.

268 First, we are making carefully selected product investments that will be noticeable to
269 the consumer. I mentioned our mobile app was downloaded over 2 million times in
270 2015 – in the second quarter of 2016, we expect to release a fully updated mobile app,
271 a preview of which is shown on slide 20. The new app will feature a much improved
272 customer experience to make it more engaging and improve sales conversion.

273 Second, turning to slide 21, we are excited that the work in refocusing Consumer in
274 2015, coupled with the release later this year of E&E's next generation Language
275 Learning Suite for Enterprise, will allow us to pursue a more optimized marketing
276 strategy for Consumer. The differentiation created by the release of the new enterprise
277 product will allow us to appropriately relax the constraints on Consumer pricing during
278 peak promotional periods, in order to broaden the appeal of our product and capitalize
279 on our continued brand strength. Following these traditional promotional periods, we
280 will look to reset price back to a higher level, rather than follow the historical pattern of
281 large sequential declines.

282 We believe our Consumer business was impacted in the fourth quarter of 2015 by
283 our decision to maintain near-constant price levels during the peak year-end holiday
284 period, when shoppers look for greater value – especially online, between cyber-

285 Monday and the gift-giving holidays. With more clearly differentiated products serving
286 our Consumer and E&E segments, this will be less of an issue in the future.

287 We also plan to adjust the suggested retail value of our Consumer products during
288 2016. In the ordinary course of business, we periodically review our suggested retail
289 value and make adjustments as appropriate. This is not a price reduction, but the
290 suggested retail value adjustment will lead to a one-time, permanent reduction in
291 bookings, earnings and cash as we price protect the inventory in channel at invoiced
292 retailers. Our current estimate is that the one-time reduction in bookings and earnings
293 will be between \$4 and \$5 million, with a slightly lower cash impact.

294 In the end, let me be clear. Consumer will remain tightly focused on one thing –
295 optimizing to generate profitability and cash flow. Every investment, whether it is in
296 media or product, will continue to be measured against this priority.

297 Let me turn now to our Enterprise and Education Language business, which begins
298 on slide 22. The overall language learning marketplace worldwide is massive and a
299 growing portion of that marketplace is being served digitally. Our core E&E markets of
300 Enterprise and K-12 digital language learning are well over a \$1 billion in size with a
301 number of attractive characteristics.

302 Rosetta Stone was also an early mover in the e-learning portion of the E&E
303 marketplace, but we lost some of our advantage as competitors entered the business
304 and we did not respond with an integrated and complete product that was truly
305 differentiated from our Consumer product and more properly aligned with an Enterprise
306 customer's needs. In addition, the Company's early success led to a number of
307 distribution investments that have proven to be unprofitable in hindsight. In 2016 we will
308 address both of these issues.

309 Let me start, on slide 23, with an update on the next generation of our Language
310 Learning Suite for Enterprise. The initial Beta was launched in December and we are
311 planning a commercial product release later this year. We are extremely pleased that
312 the early feedback from users and customers has been very positive.

313 When released, the Language Learning Suite will streamline the sales, pricing and
314 product experience while also adding critically needed assessment and placement
315 capabilities. It offers a simple, more modern, metrics-driven suite of tools that are
316 results oriented and provides a more defined learning path for our full range of content
317 from beginner to Advanced English for Business while continuing our advantage in
318 other world languages. The improved benefits to our constituents – adult learners,
319 learning administrators and buyers – are many, and the Beta testing will help to ensure
320 their feedback is incorporated into the commercial release of the product. We will also
321 be taking the necessary steps to retire the legacy-based products and platforms, which
322 will ultimately allow us to reduce costs and improve development efficiency and speed
323 to the marketplace, but does require upfront investments to achieve.

324 Let me turn now to slide 24 to review the key steps in E&E Language that we began
325 in 2015 and are accelerating in 2016, in addition to the release of our new product.

326 We announced in March of last year that Enterprise and K-12 would be the focus of
327 our Language business and over the course of the past 12 months we worked to
328 implement this. For example, we shut down our U.S. higher education group and folded
329 its renewals into our Public Sector Group (which targets governments and non-profit
330 organizations). We formed a deal desk to ensure that new customer relationships fit our
331 focus and are priced appropriately – and we walk away from deals when they do not.

332 While these changes, along with currency headwinds, adversely impacted E&E
333 Language revenues in 2015, we believe that even greater focus and efficiency is
334 needed. As in our Consumer Language business, it is critical that our sales and
335 marketing, research and development and other support dollars are spent where they
336 can earn the highest return.

337 Consequently, we are initiating the appropriate processes to exit our direct
338 distribution presence and close offices in a number of non-U.S. markets where we have
339 not yet achieved scale and right-size the E&E Language business overall; specifically,
340 our offices in China, Brazil and France. Our primary direct focus will be the U.S. and
341 northern Europe, while we will seek to build other geographies through resellers. I am

342 pleased that we have already entered into agreements with partners to support our
343 current business and sell new business in Brazil and Mexico. Assuming no benefit from
344 potential partners, direct bookings in the geographies we intend to exit totaled
345 approximately \$9 million in 2015. If our plans are realized, we will also stop doing
346 development work in France and China.

347 In total, if our intentions are realized, these actions will result in a reduction in force
348 of approximately 150 people, or approximately 17% of our full-time workforce, and the
349 closing of 3 significant offices, leading to annualized cost savings when fully
350 implemented of approximately \$19 million. As it will take time to exit certain
351 geographies the full benefit of these changes will not be realized until later this year and
352 as we head into 2017. To achieve these intended reductions, we currently expect to
353 make severance payments and incur other costs associated with the restructuring of
354 approximately \$5-6 million.

355 Our objective is to improve profitability so we can better fund the future growth we
356 expect in our E&E Language business. Going forward, E&E Language will be leaner
357 and more efficient, and will continue to have the benefit of a growing marketplace, a
358 great brand and, by the fourth quarter, a fully released, new, better-aligned product.

359 We've made considerable progress over the past 12 months, but there is a
360 substantial amount of work, both in generating revenue and reducing costs, that
361 remains. Given the significance of some of the changes being pursued, the uncertain
362 timing of their realization, as well as the broader than usual range of potential outcomes
363 in Consumer, as we drive to greater subscription sales, we will not be providing detailed
364 full year 2016 guidance at this time. I will, however, talk about what we expect for the
365 first quarter and overall trends for the full year, and will, of course, keep you informed of
366 our progress as we move through the year.

367 Starting on slide 26, in the first quarter of 2016 – which I remind you is the
368 seasonally smallest of the year across all of our businesses from a bookings
369 perspective – we expect revenue of approximately \$47 million, a decline of \$11 million
370 entirely due to the Consumer segment, which was operated for most of the prior-year

371 quarter under the old strategy of spending heavily to drive unit penetration, partially
372 offset by growth in E&E revenue, driven by Lexia.

373 We expect the quarter to benefit from our previous cost reduction actions, which are
374 expected to more than offset the lower revenue – narrowing our net loss by
375 approximately \$9 million year-over-year, to a first quarter net loss of approximately \$11
376 million. Similarly, we expect Adjusted EBITDA to improve by approximately 50% year-
377 over-year, to negative \$3 million.

378 As it regards the year overall, you should expect 2016 to be a year in which we
379 continue to take the necessary actions and make the appropriate investments, to
380 position our business for profitable growth.

381 As outlined on slide 27, we expect Lexia to continue its momentum as the direct
382 sales force becomes more seasoned and productive through the year. We will also
383 continue to invest heavily in new product development and supporting the growth of this
384 very attractive, high-renewal business that we believe can produce \$100 million of
385 bookings with strong margins in four to five years. For 2016, Lexia revenues are
386 expected to grow to approximately \$33 million, which represents revenue growth of 50%
387 for the year, on bookings of approximately \$41 million, up 20% for the year.

388 On slide 28, while underlying bookings will remain strong, Consumer revenue and
389 segment contribution are expected to be down meaningfully for the year, due to the
390 lower year-over-year comparison in the first quarter of this year versus last year's first
391 quarter, under our old marketing approach and, importantly, due to the two transitional
392 factors I mentioned previously – the continued shift in mix to more subscription sales
393 that will directly reduce reported GAAP revenues and earnings during the transition, as
394 well as the adjustment to our suggested retail value.

395 While we attempt to estimate on this slide the year-over-year impact on reported
396 revenues of the change in product mix, almost all of which also flows through to
397 reported earnings, as most expenses are realized in the period incurred, the full effect is
398 most easily understood in the comparison of bookings, which are expected to be
399 approximately \$106 million in 2016, versus the revenue we expect to recognize of

400 approximately \$79 million. This difference more clearly defines the impact on revenue
401 and earnings of not only this year's change in product mix, but the change that has
402 been occurring in recent years. The good news is that as we complete the transition by
403 the end of next year, we will have a more stable future Consumer revenue and earnings
404 base.

405 In the meantime, Consumer will continue to be a cash generator and will deliver an
406 improved product and mobile experience to our customers as we move through 2016.

407 On slide 29, we expect sales in E&E Language to decline if the process we have
408 initiated results in what we intend and we exit certain marketplaces that while
409 unprofitable, produce bookings for us today. We expect E&E Language revenues of
410 approximately \$70 million on bookings that total a little under that for the year. The profit
411 contribution from this business should improve in 2016 as we realize a portion of the
412 expected cost savings. But, as I mentioned, the full impact of the cost reductions will
413 take time and, in certain cases, will trail the decrease in bookings limiting the benefit this
414 year.

415 We currently estimate we will end the first quarter with cash of nearly \$40 million. I
416 further believe we will be approximately operating cash flow break-even over the
417 following nine months, before considering the cash uses in that period related to the
418 E&E Language restructuring and the Consumer suggested retail value adjustment
419 previously discussed, which will result in a lower ending cash balance for the year.
420 Additionally, we anticipate the historical seasonal pattern of first-half cash usage
421 followed by late second-half cash generation to continue in 2016.

422 A few minutes ago I touched on the initial goals I had when I joined Rosetta Stone
423 almost a year ago. Going forward, we believe that as we successfully implement the
424 changes described today, and others we will make throughout the year, and move into
425 next year, we expect Rosetta Stone will be a Company with sales growth and positive
426 annual cash flow that should be 10% of revenue and growing in 2018 and beyond. We
427 expect reported revenue-based profitability will lag somewhat as we need to complete
428 the conversion of Consumer to a full subscription business and as the recognition of

429 revenues in our fast-growing Lexia business begins to catch up to its underlying
430 bookings.

431 Moving to slide 30, the strategy and changes I reviewed with you today are not
432 reached easily. Whether it is the investments made to grow Lexia, the hard push to a
433 full subscription-based SaaS model in Consumer, or the restructuring of E&E Language
434 to increase focus and build a business that can grow profitably, they are difficult
435 internally and create a business where the financial results for 2016 will be complicated.
436 But we believe they are the right decisions to build a growing and profitable Rosetta
437 Stone.

438 Finally, let me finish with an update on our CEO search and related board matters.

439 The board and I have decided that the best way for Rosetta Stone to maintain the
440 momentum of our turnaround is for me to remain as President and CEO. I look forward
441 to continuing to work with the broad team across the company in this role. I am also
442 happy that Al Angrisani, whose relationship with the Company began when I became
443 Interim CEO, will continue to work closely with us, focusing on driving further and
444 deeper cost reductions, building cash and growing the E&E Language business.

445 Let me turn now to a few matters related to our board. In addition to my role as
446 President and CEO, I will become board chair. Finally, I want to take this opportunity to
447 thank Marguerite Kondrake, who recently retired from the board, and Laura Witt who will
448 be retiring following our annual shareholders meeting in a few months, for their years of
449 dedicated service to the Company.

450 With that, operator, could you please open the line for questions.