

EVERQUOTE, INC.

2023 ANNUAL MEETING OF STOCKHOLDERS

RULES OF CONDUCT

EverQuote, Inc. (the "Company") welcomes you to its 2023 Annual Meeting of Stockholders (the "Meeting"). We are holding the Meeting in an all-virtual format. The purpose of the Meeting is to act on the matters set forth in the Company's proxy statement. In accordance with the Company's advance notice bylaws, no other items of business or nominations may be introduced by stockholders for consideration at the Meeting.

In fairness to all persons participating in the Meeting, in order to provide stockholders an opportunity to be heard, and in the interest of conducting an orderly meeting within a reasonable time period, we require you to honor the following rules of conduct:

- 1. Participation.** Only stockholders of record at the close of business on April 10, 2023 (the "Record Date"), their proxy holders and other persons invited by the Company are entitled to vote and submit questions at the Meeting. To vote or submit questions, please log in to <https://www.virtualshareholdermeeting.com/EVER2023> (the "Virtual Meeting Website") by entering the control number you received with your proxy materials or from the virtual meeting platform provider.
- 2. Chairman of the Meeting.** The Chairman of the Board of Directors shall be the chairman of the Meeting (the "Chairman") and may make any and all determinations as to the conduct of the Meeting and the procedures to be followed during the Meeting, including these rules of conduct. Robert's Rules of Order and other rules of parliamentary procedure are not applicable at the Meeting.
- 3. Order of business.** The business of the Meeting will follow the order determined by the Chairman.
- 4. Voting.** You do not need to vote at the Meeting if you have already voted in advance of the Meeting. However, if you wish to change your vote, or if you have not previously voted, you may vote online during the Meeting while the polls are open. The polls will close promptly following the presentation of the last agenda item being voted on.
- 5. Addressing the Meeting.** Except as requested by the Chairman, only stockholders of record as of the Record Date or their proxy holders may submit a question before or during the Meeting. Persons wishing to submit a question during the Meeting must submit the question online at the Virtual Meeting Website at or before the time matters are before the Meeting for consideration. We will answer appropriate questions regarding matters voted on at the Meeting before voting is closed.
- 6. General question and answer period.** Once the formal part of the Meeting is adjourned, there will be a general question and answer period. We will endeavor to answer as many appropriate questions received from stockholders regarding the Company as time permits. Such questions may be submitted online at the Virtual Meeting Website during the Meeting.
- 7. Inappropriate questions or comments.** The Chairman may, at the Chairman's discretion, limit discussion on a particular topic. If comments are or become repetitive, disruptive or otherwise inappropriate, or if a particular viewpoint has been adequately addressed, the Chairman may

move on to a new question.

The views and concerns of all attendees are welcome. However, the business purpose of the Meeting will be strictly observed, and the Chairman may rule questions or comments as out of order, including questions that are not related to the business at hand; questions that are irrelevant to the business of the Company; questions or comments that are derogatory in nature; and questions or comments related to personal matters or personal grievances. Failure to comply with any request or direction of the Chairman or other officer of the Company, including a direction to limit or terminate discussion regarding any matter, will be considered disruptive and will be a sufficient basis for expulsion from the Meeting.

8. **Issues during the Meeting.** If you encounter any difficulties accessing the virtual meeting during the check-in or meeting time, please follow the instructions for getting assistance that will be available at <https://www.virtualshareholdermeeting.com/EVER2023>. In the event of disorder, technical malfunction, or other significant problem that disrupts the Meeting, the Chairman may adjourn, recess or expedite the Meeting or take such other action that the Chairman determines it appropriate in light of the circumstances.

**Thank you in advance for your cooperation and thank you for your continued interest in
EVERQUOTE, INC.**