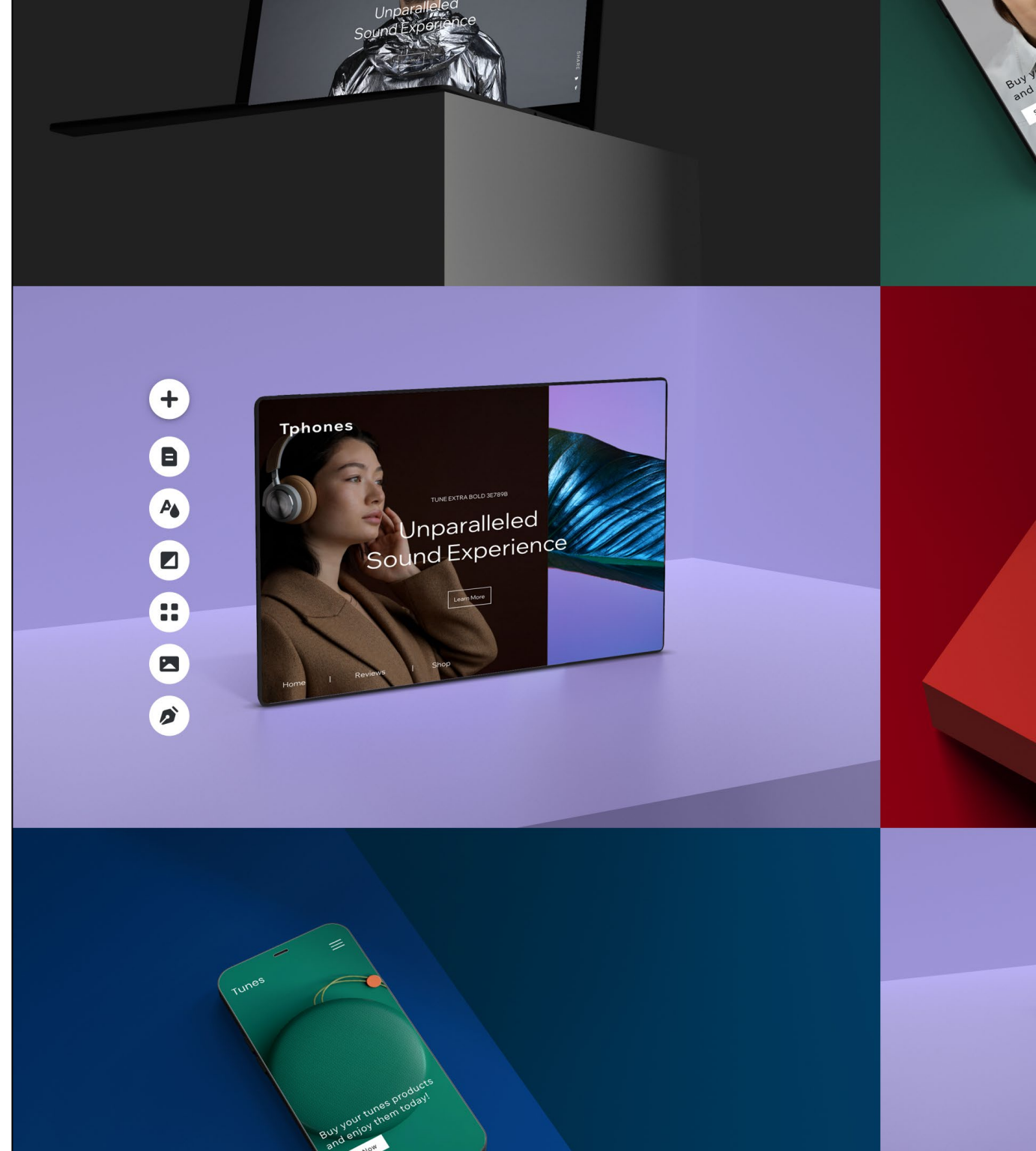


Company Overview

First Quarter 2021

WIX



Safe Harbor



Non-GAAP Financial Measures and Key Operating Metrics

To supplement its consolidated financial statements, which are prepared and presented in accordance with U.S. GAAP, Wix uses the following non-GAAP financial measures: collections, cumulative cohort collections, collections on a constant currency basis, revenue on a constant currency basis, non-GAAP gross margin, non-GAAP operating income (loss), non-GAAP net income (loss), non-GAAP net income (loss) per share, free cash flow, free cash flow, as adjusted, free cash flow margins, non-GAAP R&D expenses, non-GAAP S&M expenses, non-GAAP G&A expenses, non-GAAP operating expenses, non-GAAP cost of revenue expense, non-GAAP financial expense, non-GAAP tax expense (collectively the "Non-GAAP financial measures"). Measures presented on a constant currency or FX neutral basis have been adjusted to exclude the effect of y/y changes in foreign currency exchange rate fluctuations. Collections is a non-GAAP financial measure calculated by adding the change in deferred revenues for a particular period to revenues for the same period. Collections include cash receipts for premium subscriptions purchased by registered users as well as cash we collect for payments and additional products and services, as well as payments due to us under the terms of contractual agreements for which we may have not yet received payment. Cash receipts for premium subscriptions are deferred and recognized as revenues over the terms of the subscriptions. Cash receipts for payments and majority of the additional products and services are recognized as revenues upon receipt. Committed payments are recognized as revenue as we fulfil our obligation under the terms of the contractual agreement. Non-GAAP gross margin represents gross profit calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related expenses and amortization, divided by revenue. Non-GAAP operating income (loss) represents operating income (loss) calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, amortization, acquisition-related expenses and sales tax expense accrual and other G&A expenses (income). Non-GAAP net income (loss) represents net loss calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, amortization, sales tax expense accrual and other G&A expenses (income), amortization of debt discount and debt issuance costs and acquisition-related expenses and non-operating foreign exchange expenses (income). Non-GAAP net income (loss) per share represents non-GAAP net income (loss) divided by the weighted average number of shares used in computing GAAP loss per share. Free cash flow represents net cash provided by (used in) operating activities less capital expenditures. Free cash flow, as adjusted, represents free cash flow further adjusted to exclude capital expenditures associated with our new headquarters. Free cash flow margins represent free cash flow divided by revenue. Non-GAAP cost of revenue represents cost of revenue calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related expenses and amortization. Non-GAAP R&D expenses represent R&D expenses calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related expenses and amortization. Non-GAAP S&M expenses represent S&M expenses calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related expenses and amortization. Non-GAAP G&A expenses represent G&A expenses calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related expenses and amortization. Non-GAAP operating expenses represent operating expenses calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related expenses and amortization. Non-GAAP financial expense represents financial expense calculated in accordance with GAAP as adjusted for unrealized gains of equity investments, amortization of debt discount and debt issuance costs and non-operating foreign exchange expenses. Non-GAAP tax expense represents tax expense calculated in accordance with GAAP as adjusted for provisions for income tax effects related to non-GAAP adjustments.

The presentation of this financial information is not intended to be considered in isolation or as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP. The Company uses these non-GAAP financial measures for financial and operational decision making and as a means to evaluate period-to-period comparisons. The Company believes that these measures provide useful information about operating results, enhance the overall understanding of past financial performance and future prospects, and allow for greater transparency with respect to key metrics used by management in its financial and operational decision making.

For more information on the non-GAAP financial measures, please see the reconciliation tables provided below. The accompanying tables have more details on the GAAP financial measures that are most directly comparable to non-GAAP financial measures and the related reconciliations between these financial measures. The Company is unable to provide reconciliations of free cash flow, free cash flow, as adjusted, cumulative cohort collections, non-GAAP gross margin, and non-GAAP tax expense to their most directly comparable GAAP financial measures on a forward-looking basis without unreasonable effort because items that impact those GAAP financial measures are out of the Company's control and/or cannot be reasonably predicted. Such information may have a significant, and potentially unpredictable, impact on our future financial results.

Wix also uses Creative Subscriptions Annualized Recurring Revenue (ARR) as a key operating metric. Creative Subscriptions ARR is calculated as Creative Subscriptions Monthly Recurring Revenue (MRR) multiplied by 12. Creative Subscriptions MRR is calculated as the total of (i) all active Creative Subscriptions in effect on the last day of the period, multiplied by the monthly revenue of such Creative Subscriptions, other than domain registrations; (ii) the average revenue per month from domain registrations; (iii) monthly revenue from partnership agreements.

Safe Harbor

Forward-Looking Statements

This document contains forward-looking statements, within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. Such forward-looking statements may include projections regarding our future performance, including, but not limited to revenue, collections and free cash flow, and may be identified by words like “anticipate,” “assume,” “believe,” “aim,” “forecast,” “indication,” “continue,” “could,” “estimate,” “expect,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “outlook,” “future,” “will,” “seek” and similar terms or phrases. The forward-looking statements contained in this document, including the annual and quarterly guidance, are based on management’s current expectations, which are subject to uncertainty, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Important factors that could cause our actual results to differ materially from those indicated in the forward-looking statements include, among others, our ability to attract and retain registered users and generate new premium subscriptions; our ability to increase the revenue we derive from the sale of premium subscriptions and business solutions through our partners; our expectation that new products and developments, including third-party products offered within our platform, will receive customer acceptance and satisfaction, including the growth in market adoption of our online commerce solutions; our assumption that historical user behavior can be extrapolated to predict future user behavior; our prediction of the future revenues generated by our user cohorts and our ability to maintain and increase such revenue growth; our ability to maintain and enhance our brand and reputation; our ability to attract and retain qualified employees and key personnel; our ability to enter into new markets and attract new customer demographics, including new partners; our expectation that our products created for markets outside of North America will continue to generate growth in those markets; the impact of fluctuations in foreign currency exchange rates on our business; our ability to effectively execute our initiatives to scale and improve our user support function through our Customer Care team, and thereby increase user retention, user engagement and sales; the integration and performance of acquisitions; risks relating to the repurchase of our ordinary shares and/or Convertible Notes pursuant to our repurchase plan; our ability to successfully localize our products, including by making our product, support and communication channels available in additional languages and to expand our payment infrastructure to transact in additional local currencies and accept additional payment methods; our ability to effectively manage the growth of our infrastructure; the impact on our business and operations of the COVID-19 pandemic, including uncertainty relating to expected consumer dynamics after the COVID-19 pandemic subsides and the anticipated GPV on our platform, the effectiveness of government policies, vaccine administration rates and other factors; changes to technologies used in our solutions; any regulatory investigations or litigation; our expectations regarding changes in our cost of revenues and our operating expenses on an absolute basis and as a percentage of our revenues; changes in the global, national, regional or local economic, business, competitive, market, and regulatory landscape, including as a result of COVID-19; our planned level of capital expenditures and our belief that our existing cash and cash from operations will be sufficient to fund our operations for at least the next 12 months and other factors discussed under the heading “Risk Factors” in the Company’s 2020 annual report on Form 20-F filed with the Securities and Exchange Commission on March 25, 2021. Any forward-looking statement made by us in this press release speaks only as of the date hereof. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future developments or otherwise.

Company overview

New registered users per month¹

>2.5M

Total registered users²

>200M

New premium subscriptions from free traffic sources³

>50%

Employees²

>5,100

Creative Subscriptions Annual Recurring Revenue²

>\$926M

Expected future collections over next 10 years from existing cohorts

\$14.2B

Languages

20

% of revenue from outside North America²

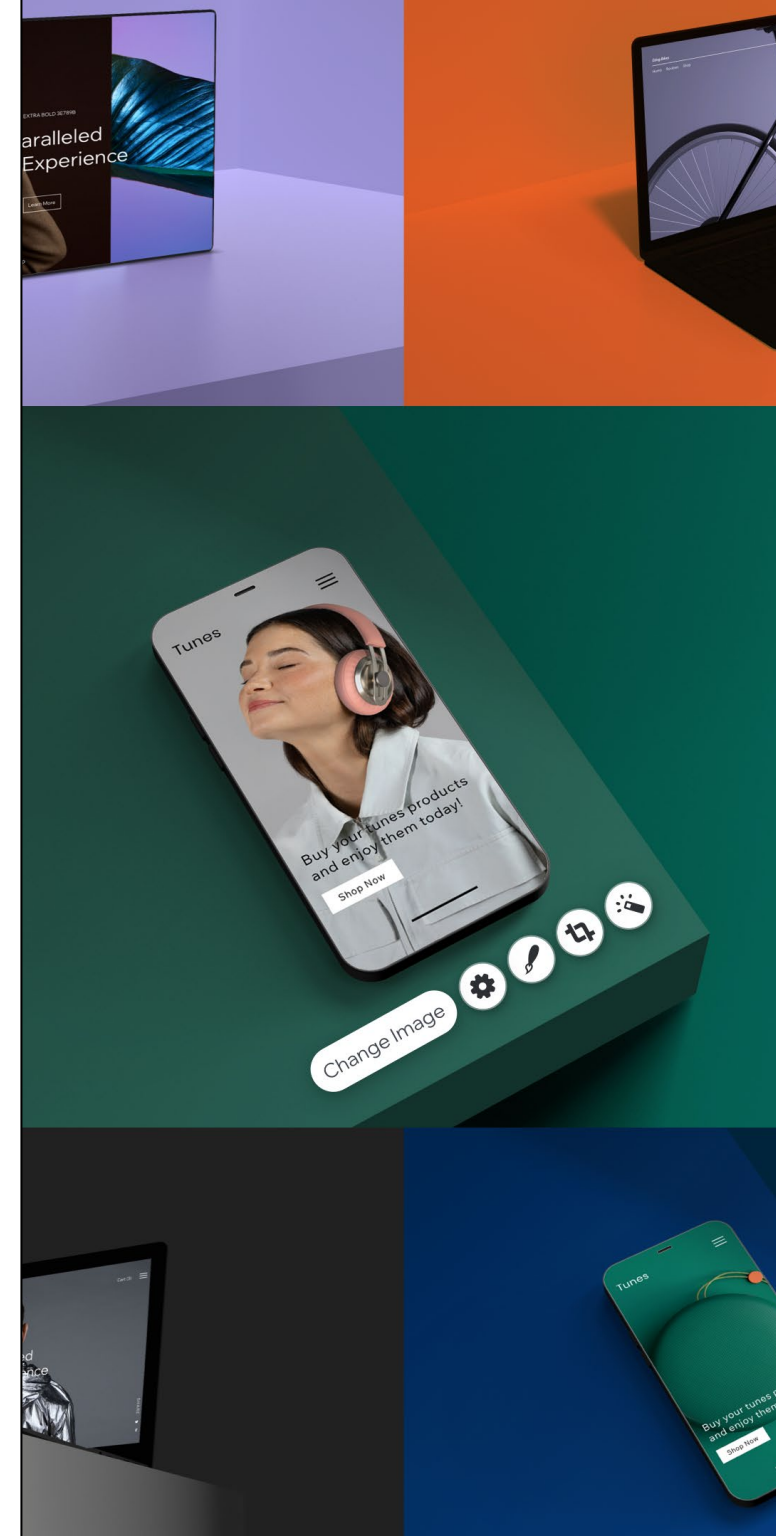
43%

¹Monthly average over the last four quarters ²As of March 31, 2021 ³Quarterly average over the last four quarters

Note: Annualized Recurring Revenue (ARR) is calculated as Monthly Recurring Revenue (MRR) multiplied by 12. MRR is calculated as the total of (i) all active creative subscriptions in effect on the last day of the period, multiplied by the monthly revenue of such Creative Subscriptions, other than domain registrations; (ii) the average revenue per month from domain registrations; and (iii) monthly revenue from partnership agreements

Our Vision

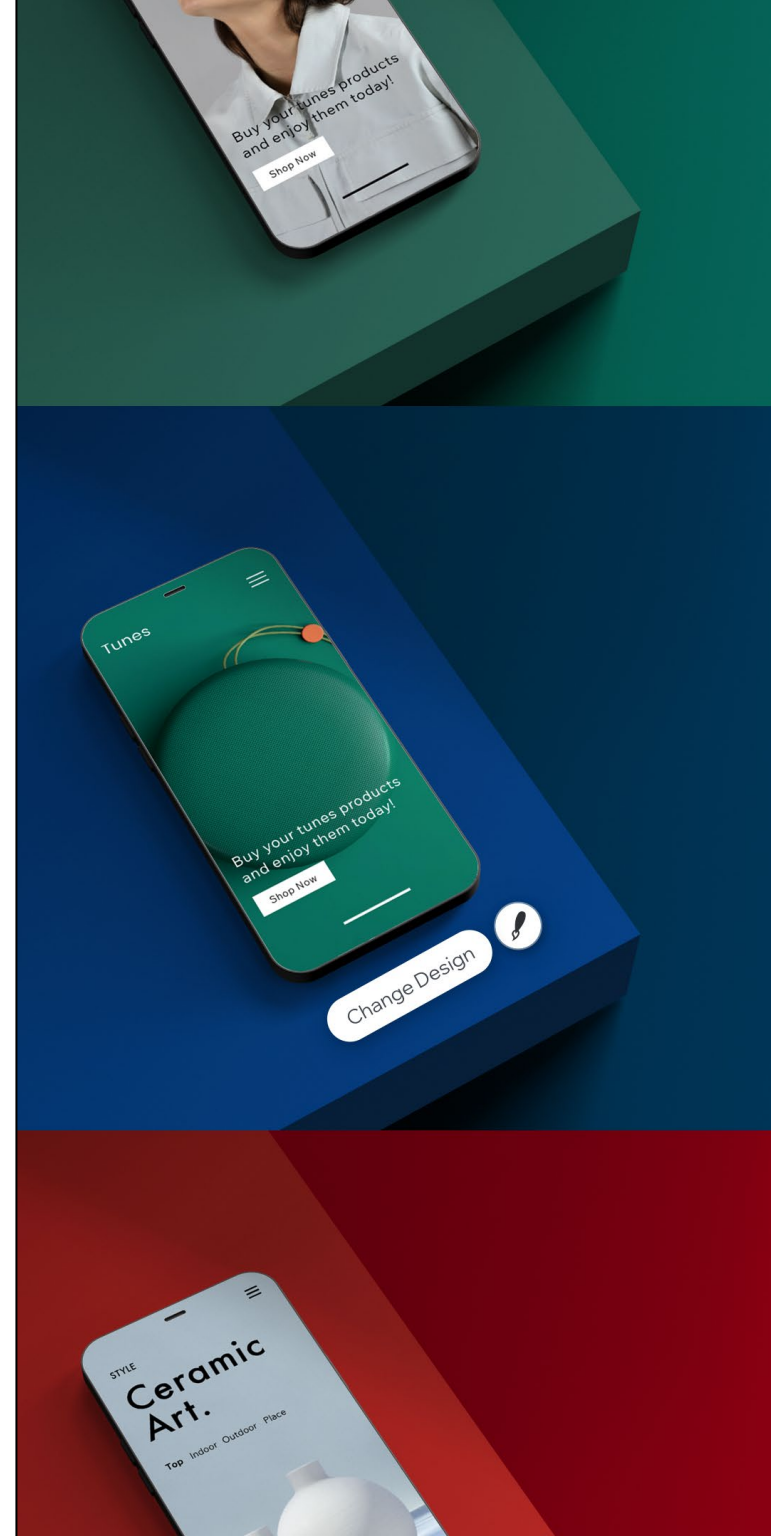
**Where any business,
community or person
can create their
dreams online.**



WIX

We believe that Wix is becoming the primary platform for every type of online presence around the world.

Our goal is to offer products and services that are simply the best option for **any type of user** and for **any type of business**.



Any Type of User

I am a _____

Freelancer

Agency

Individual

Enterprise

Designer

Business owner

Event organizer

Influencer

Building for _____

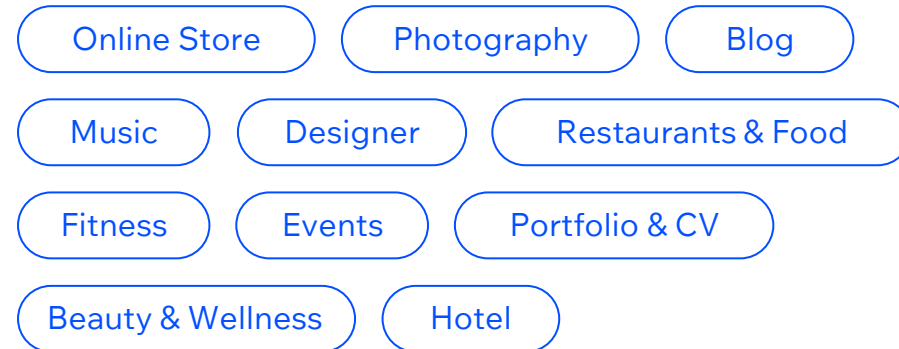
Myself

My client

My company

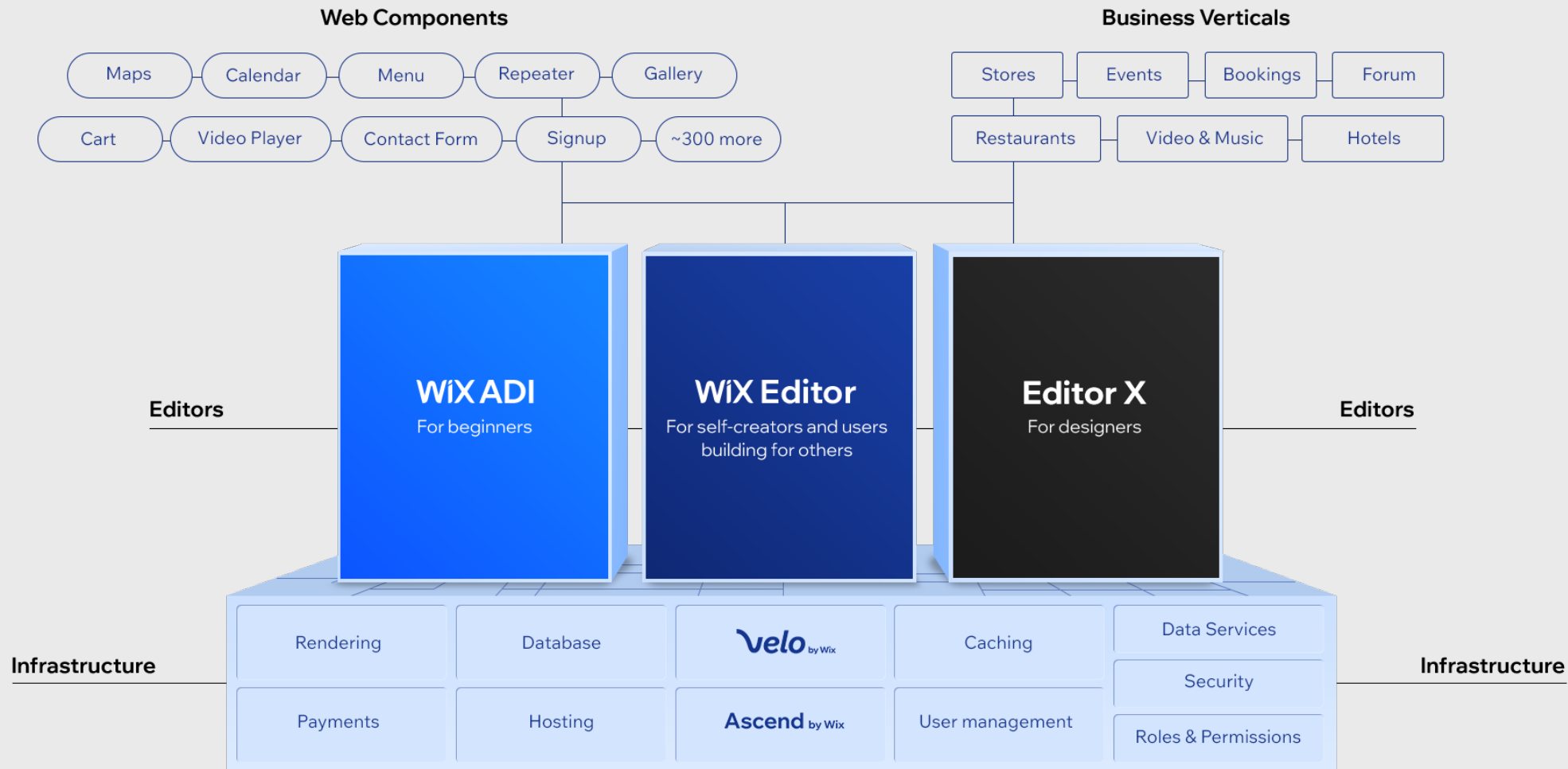
Any Type of Business

What kind of website do you want to create?



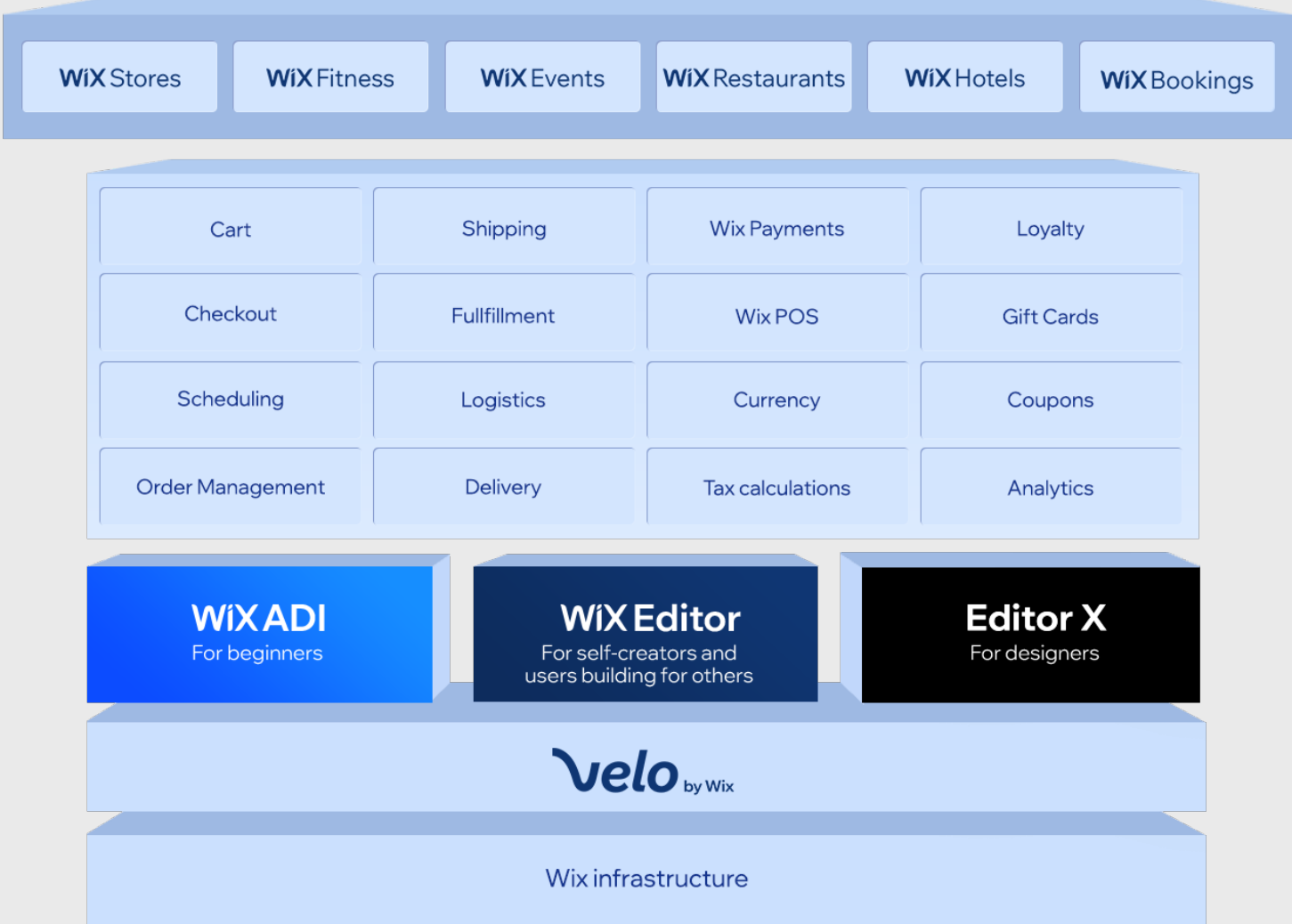
The Wix Platform Evolved into Full Operating System

Our architecture enables rapid development of new components and verticals on top of our Editors and cloud infrastructure



Horizontal Approach to Online Commerce

The Wix eCommerce Platform is a comprehensive approach, providing solutions for any type of business

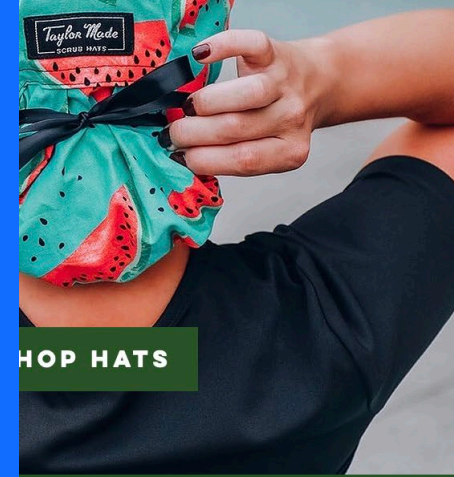


Online Commerce Profile

Taylor Made Scrub Hats

<https://www.taylormadescrubhats.com/>

- Launched by a nurse in February 2020 to sell scrub hats
- Sales grew during the pandemic -- sold ~20K hand-stitched hats in less than a year
- Uses Ascend -- email marketing key in driving sales
- Uses Smile.io, a loyalty rewards program to keep customers coming back
- Uses feedback forms after purchase to get customer reviews
- Has 10K followers on Facebook, which is their number one marketing tool



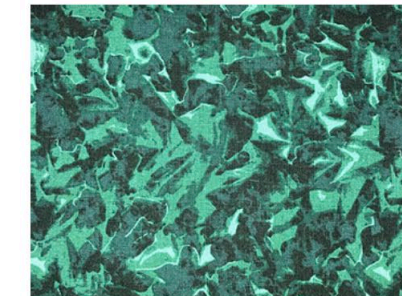
WIX

MOST POPULAR

Shop our most wanted scrub hats and masks now!



Sunset Sunflowers
\$17.99



Emerald Dream
\$16.99



SHARING THE LOVE

See what our amazing customers have to say...



Analisha
America
Purchase

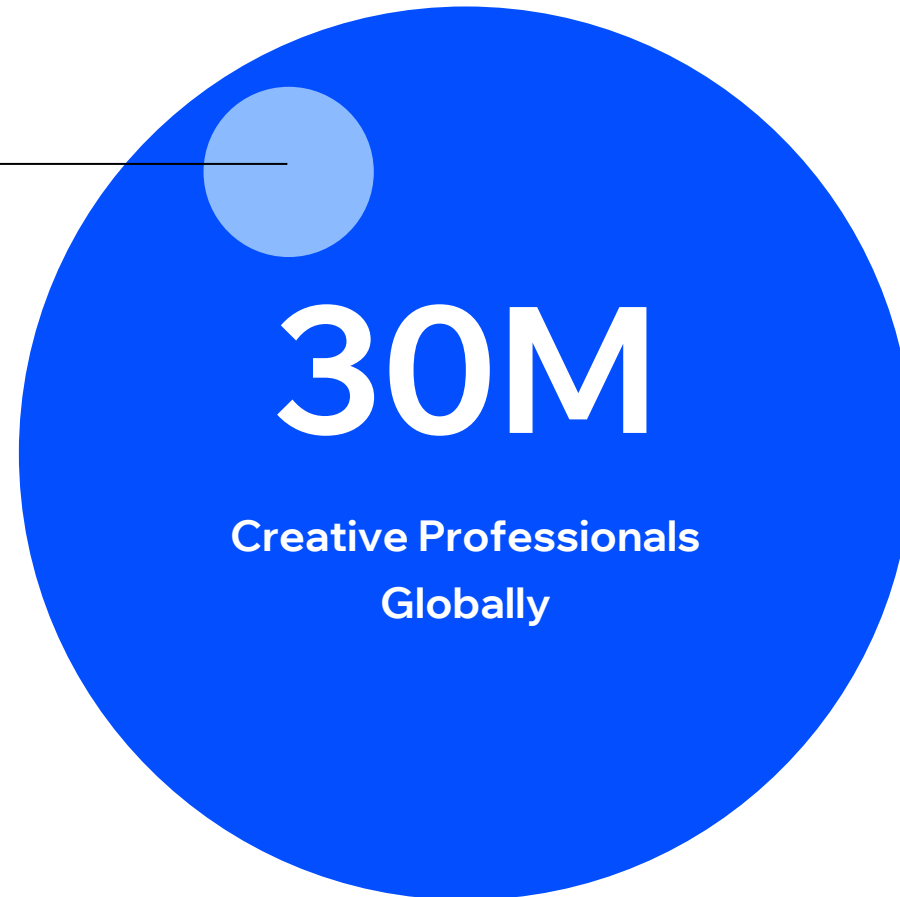
Users Building For Others is a Massive Untapped Opportunity

Users Building for Others on Wix Today

~340K

Growing our market share through:

- Investing in professional level products, applications and infrastructure
- Wix Partner Program
- Wix Marketplace
- Investing in brand marketing



Agency Profile

Hey! What?

<https://www.heywhat.co.uk/>

- Advertising agency based in Bristol, UK
- Began using Editor X as business grew during COVID -- launched a new site for the agency built using Editor X
- Plans to transition all client Wix sites to Editor X -- likely to use Wix2X migration tool
- No developers on staff so Editor X is a fantastic solution

Hey!
What?

WHAT WE DO

BRANDING
DESIGN
ANIMATION
MOTION GRAPHICS
ILLUSTRATION
VIDEO
PHOTOGRAPHY
ADVERTISING
PACKAGING
SOCIAL MEDIA
ART
MURALS






ILLUSTRATION >




WIX

History of Continuous Innovation & Growth Initiatives

2015

- New **Wix** Editor
- Wix** Stores on 
- Wix** Music
- Automations 
- Email Marketing
- Get Subscribers 

2016

- Wix** App Market 2.0
- Wix** Bookings
- Wix** ADI
- Wix** Restaurants
- Wix** Engage
- Wix** Home
- Invoices 

2017

- Wix** Photography
- Wix** App
- Wix** Events
- Wix** SEO Wiz
- Wix** Blog
- Wix** ArtStore
- Wix** +  Square

2018

- Wix** Answers
- Wix** Marketplace
- Wix** Logo Maker
- Wix** Forum
- Wix** Video
- velo.**
- Mobile Site Builder

2019

- Ascend**
- Wix** Payments
- Wix** Fitness
- Wix** Partners Program
- Paid Ad Campaigns
- Customer Care expansion
- Channel Partnerships

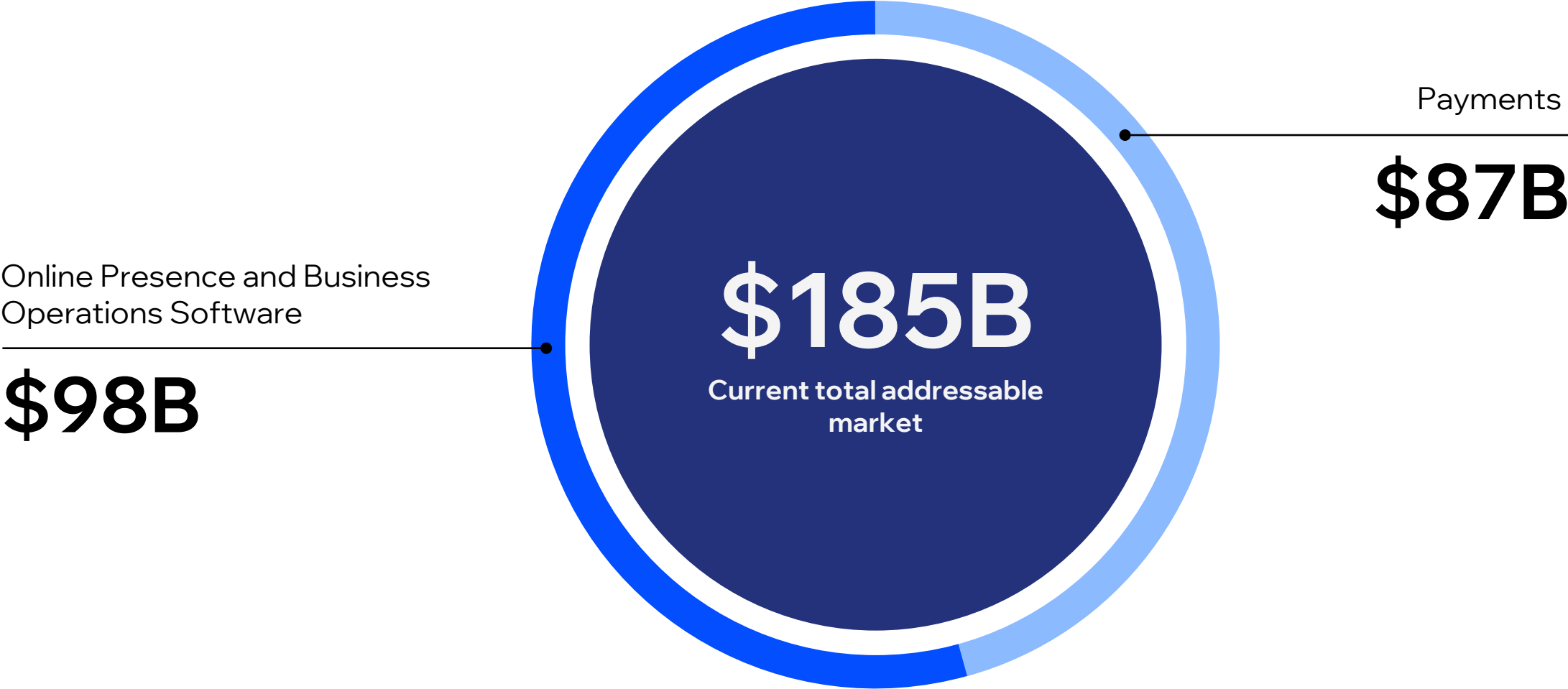
2020

- Editor X**
- Wix** Bookings APIs
- Wix** POS
- Expanded **Wix** eCommerce
- Wix Madefor
- Zoom integration
- Capacity Control

2021

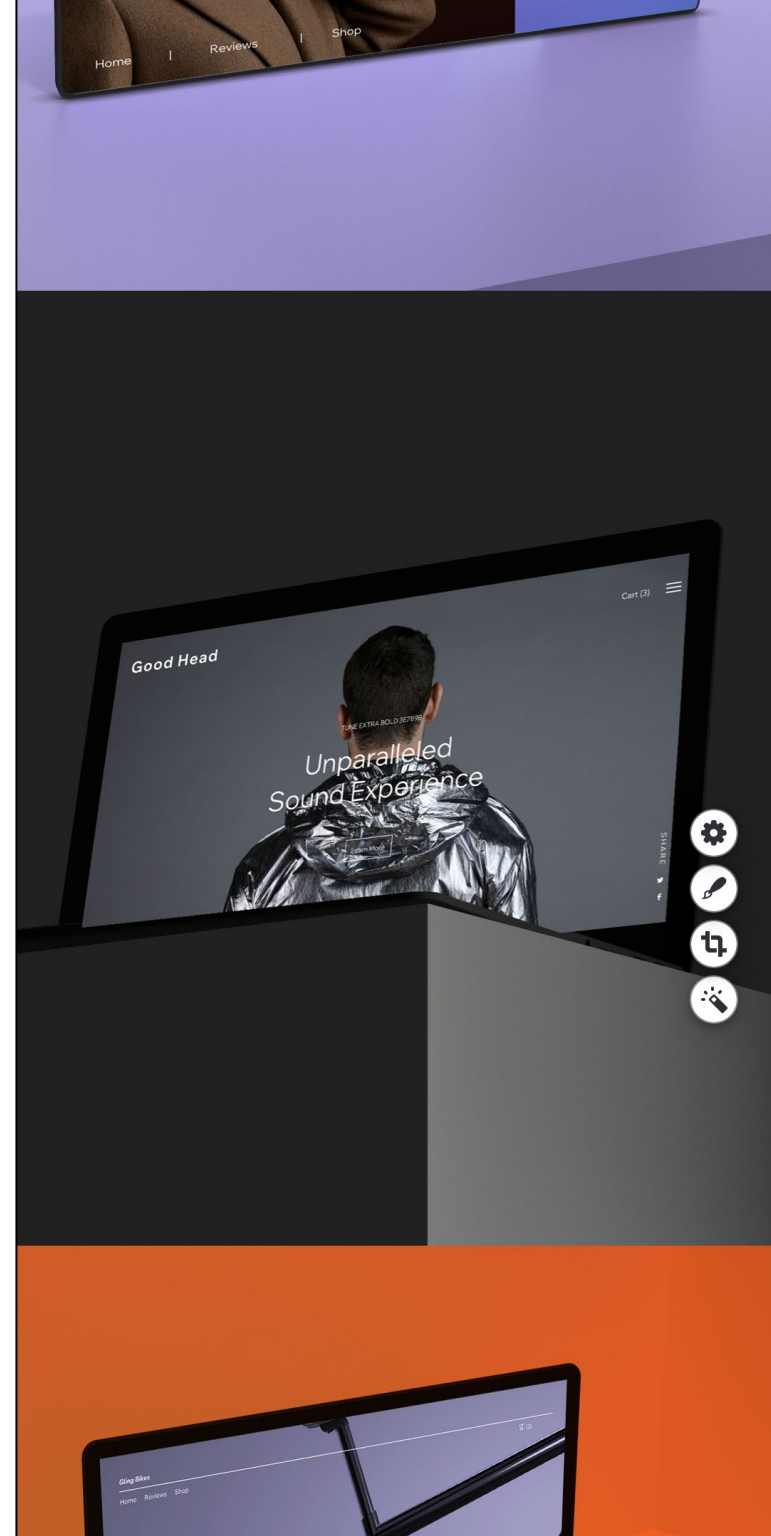
- Spaces by **Wix**
- Acessibility Wizard
- Google my Business integration
- Editor X collaboration tools
- Rise.ai acquisition
- SpeedETab acquisition

Building Solutions for Significant Opportunities



Note: Online Presence and Business OS TAM calculated using total active global sites and Wix pricing data; Payments TAM calculated using global online and SMB offline sales and Wix pricing data
Sources: Netcraft, US Bureau of Labor Statistics, US SBA, Wix Market Research

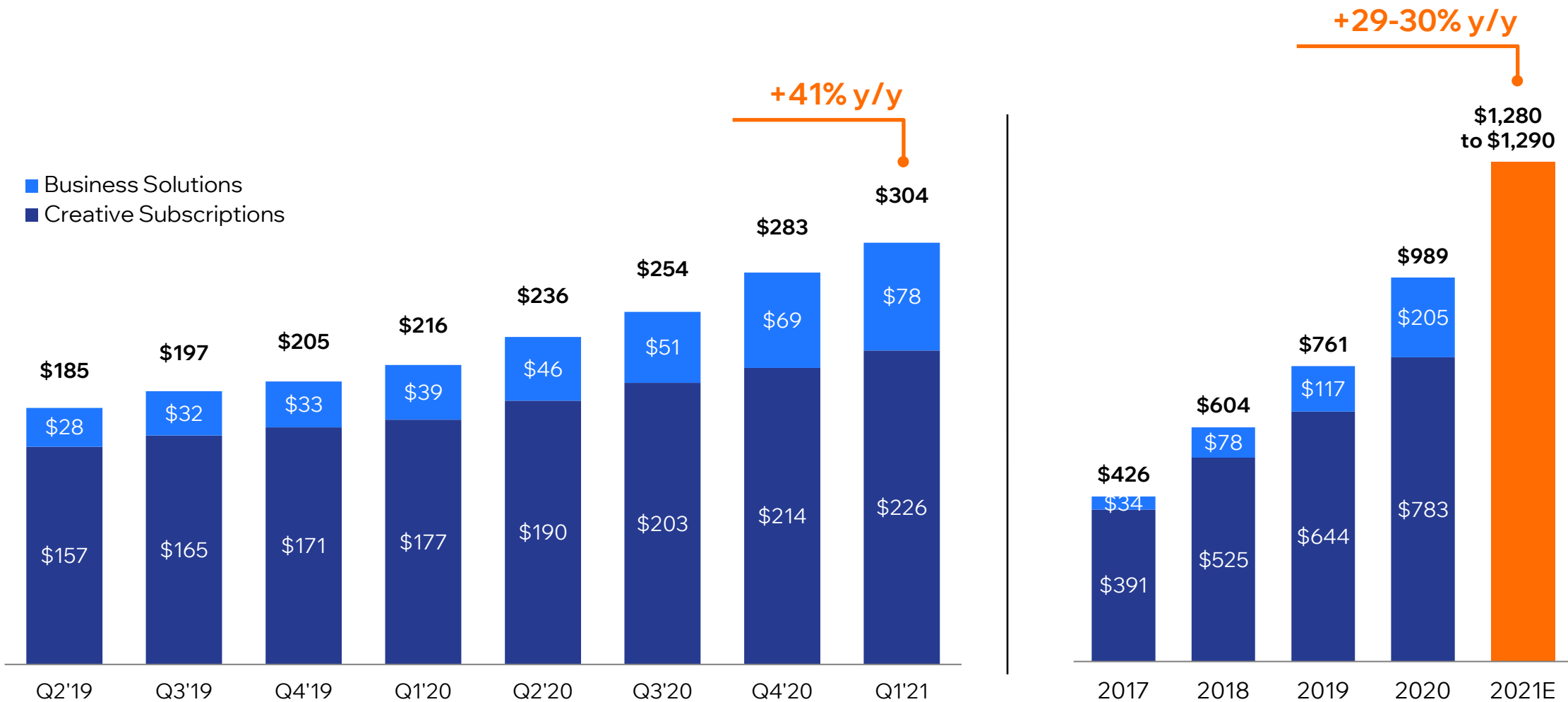
Financial Overview and Update



WIX

Consistent Incremental Revenue Growth

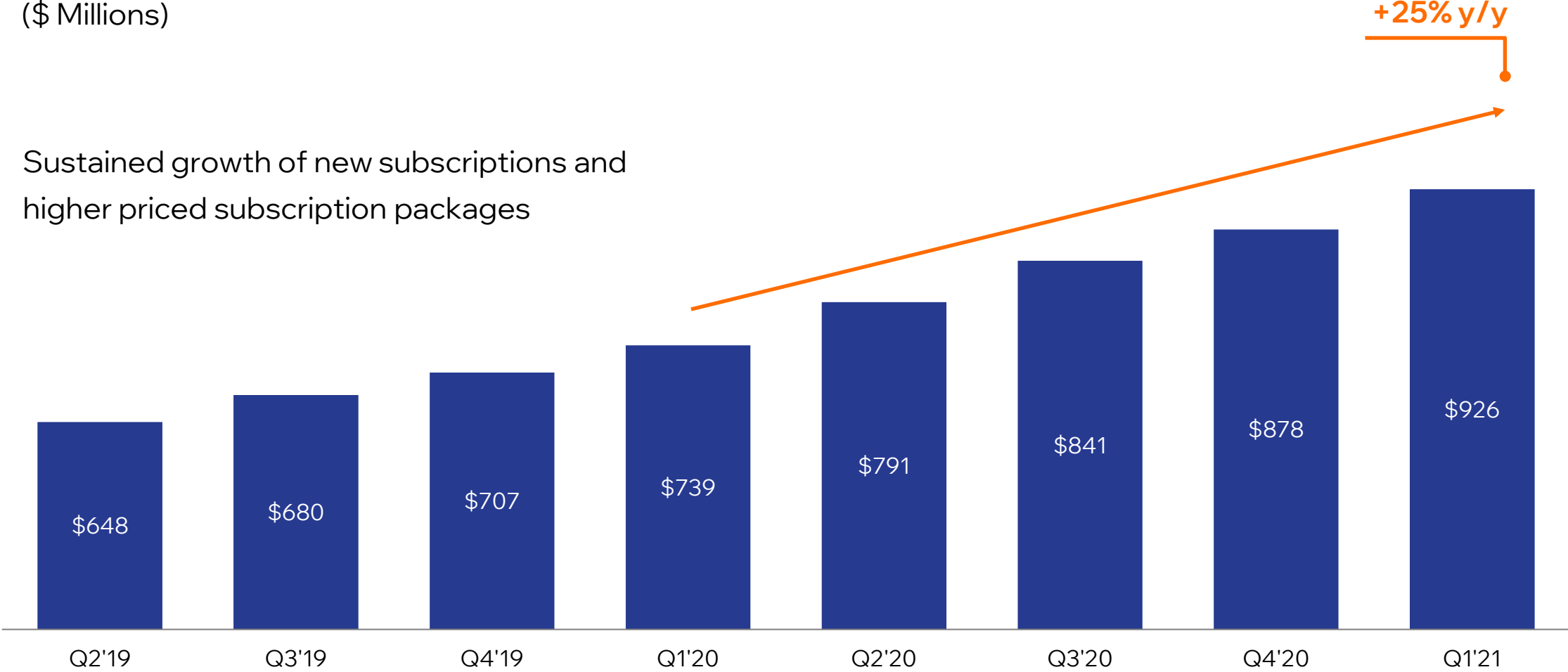
Revenue (\$ Millions)



Consistent Creative Subscriptions ARR Expansion

(\$ Millions)

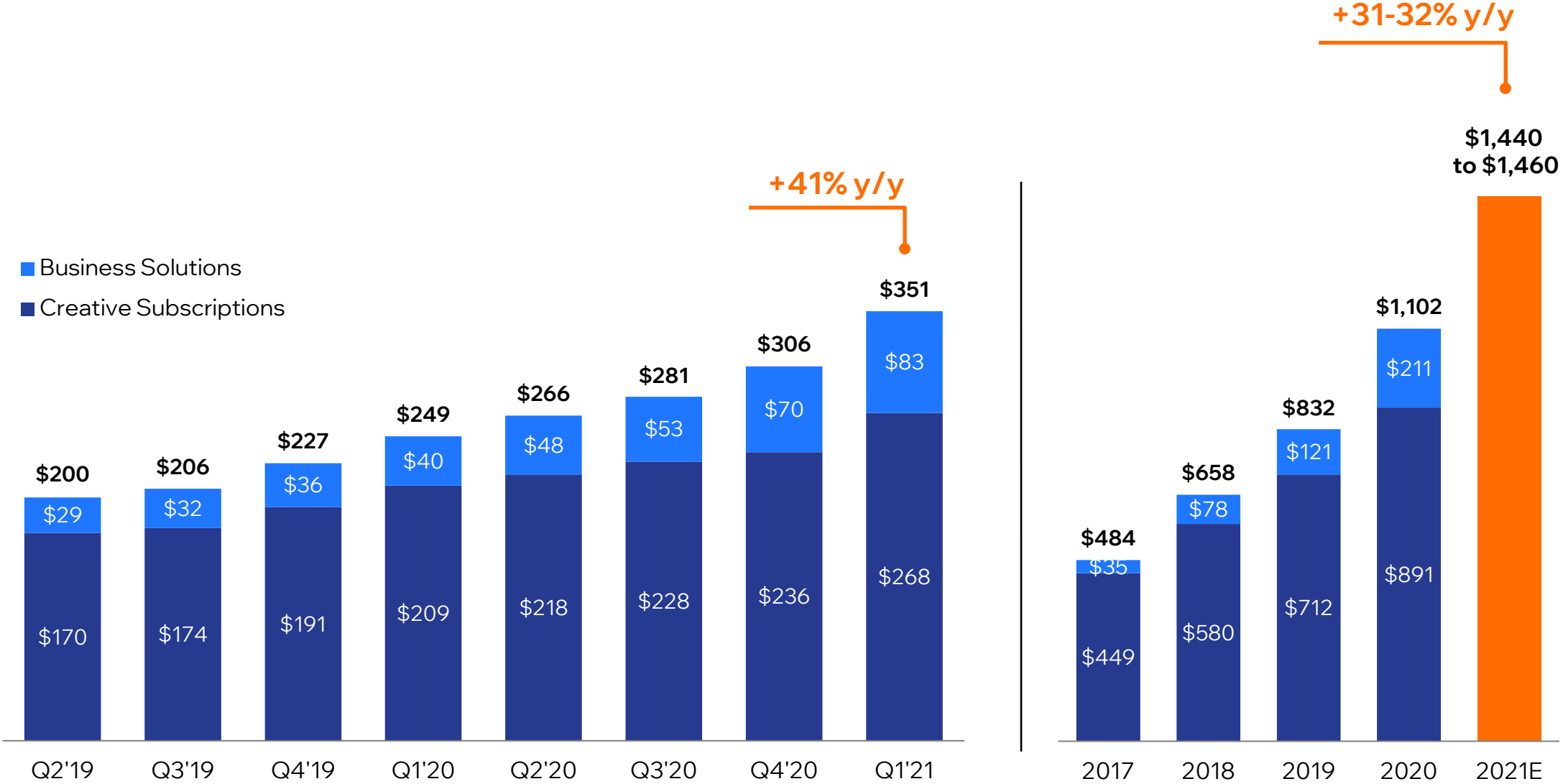
Sustained growth of new subscriptions and higher priced subscription packages



Note: Creative Subscriptions Annualized Recurring Revenue (ARR) is calculated as Monthly Recurring Revenue (MRR) multiplied by 12. MRR is calculated as the total of (i) all active Creative Subscriptions in effect on the last day of the period, multiplied by the monthly revenue of such Creative Subscriptions, other than domain registrations; (ii) the average revenue per month from domain registrations; (iii) monthly revenue from partnership agreements

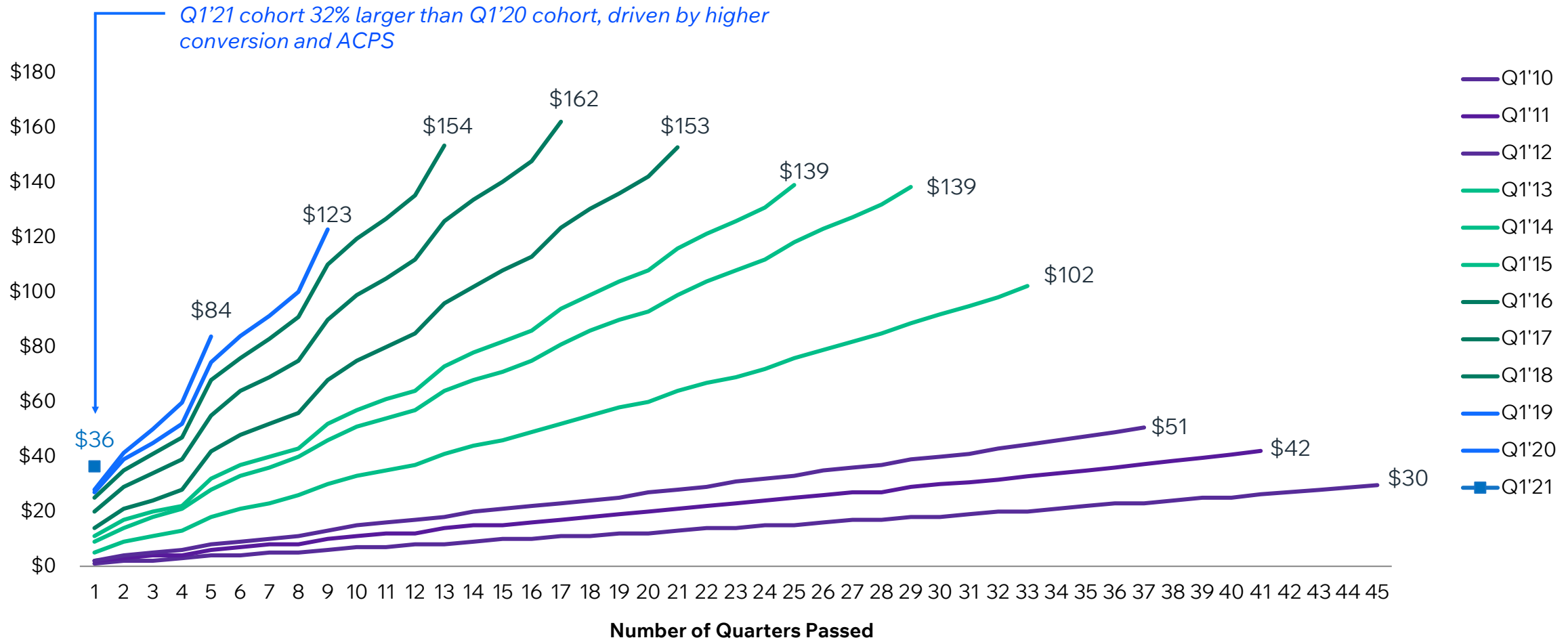
Strong Collections Growth

Collections (\$ Millions)



Increasing Monetization of User Cohorts

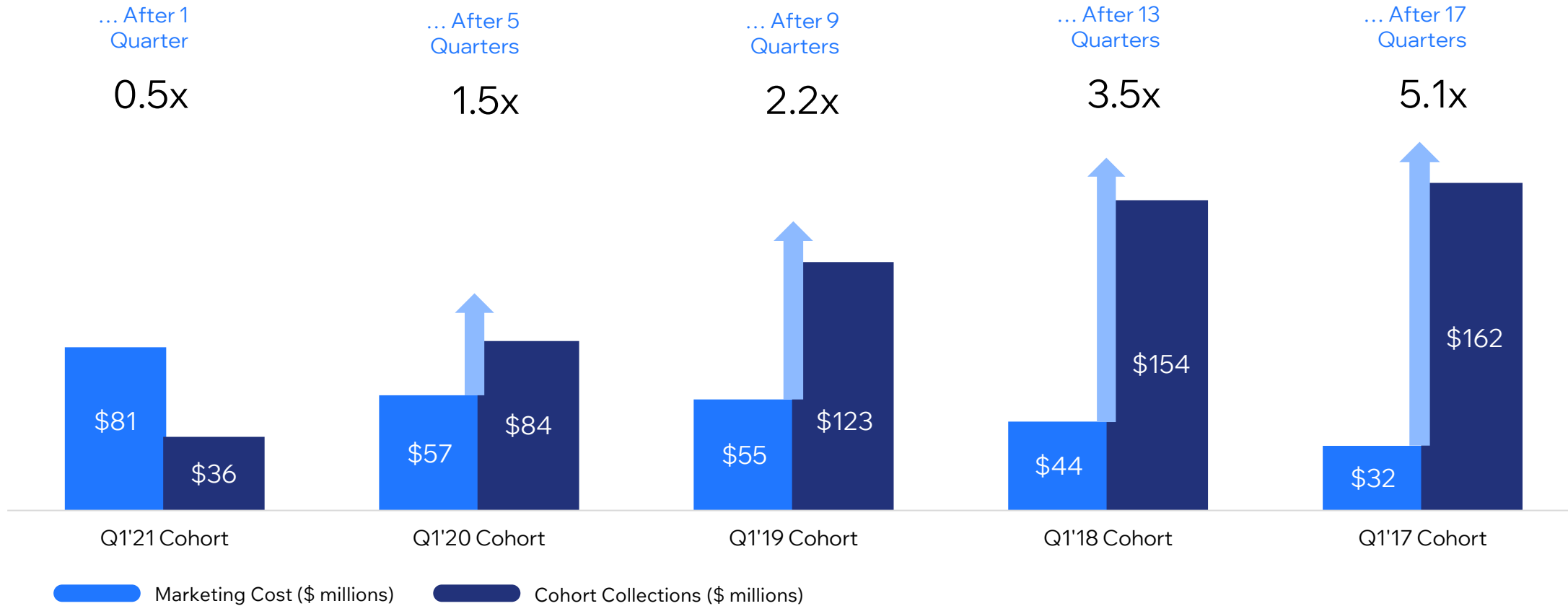
Cumulative Collections from Q1 User Cohorts (\$ Millions)



Note: Data as of March 31, 2021. Excludes collections from users coming from the Wix Logo Maker funnel. It also excludes collections from channel partnerships, DeviantArt and Wix Answers

Efficient Marketing Based on TROI

One Time Marketing, Ongoing Collections



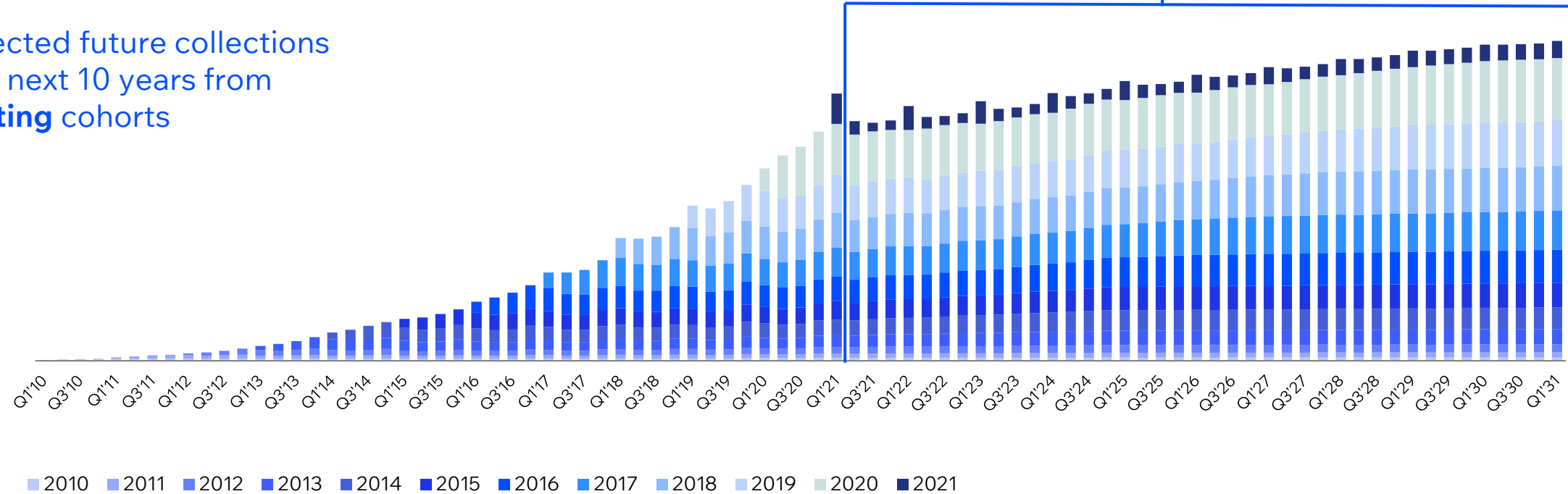
Note: Data as of March 31, 2021; TROI is Time to Return On (Marketing) Investment. We define this metric as the time it takes to collect dollars from new premium subscriptions acquired in a cohort to equal dollars spent on direct acquisition marketing costs in the same cohort. Numbers are rounded to the nearest million. Marketing cost includes marketing costs associated with the acquisition of users. Cohort Collections do not include collections from users coming from the Wix Logo Maker funnel or collections from channel partnerships, DeviantArt and Wix Answers.

Existing Cohorts are a Growing Source of Future Collections

Actual and Potential Future Collections From Q1'10 – Q1'21 Cohorts

\$14.2 Billion

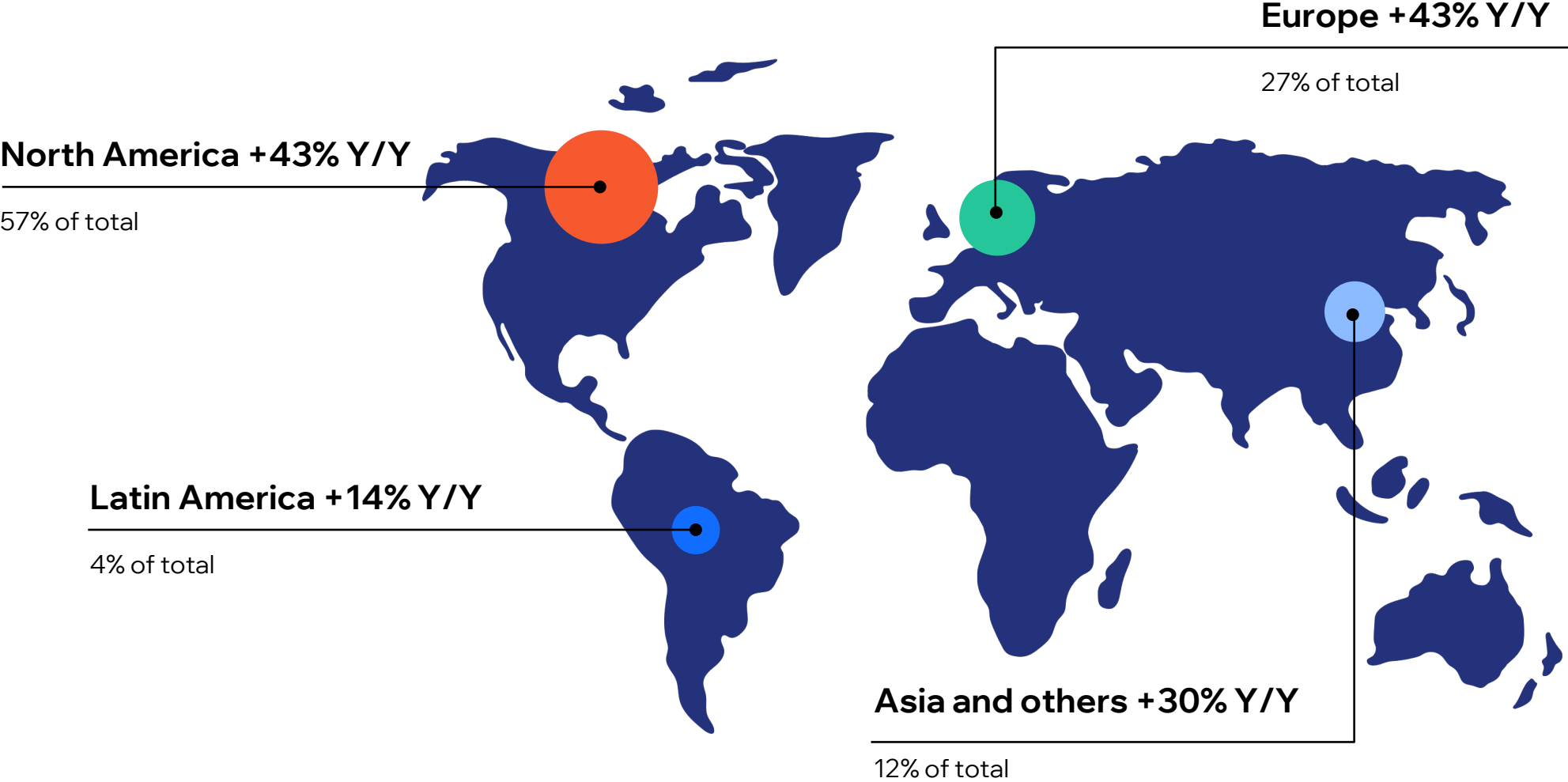
Expected future collections over next 10 years from **existing** cohorts



Note: Data represents actual Collections from Q1'10 – Q1'21 cohorts since creation and forecasted future cumulative collections through Q1'31, based on current cohort behavior. Beginning in Q3 2020, we included expected future collections from Wix Payments.

Broad Geographic Reach

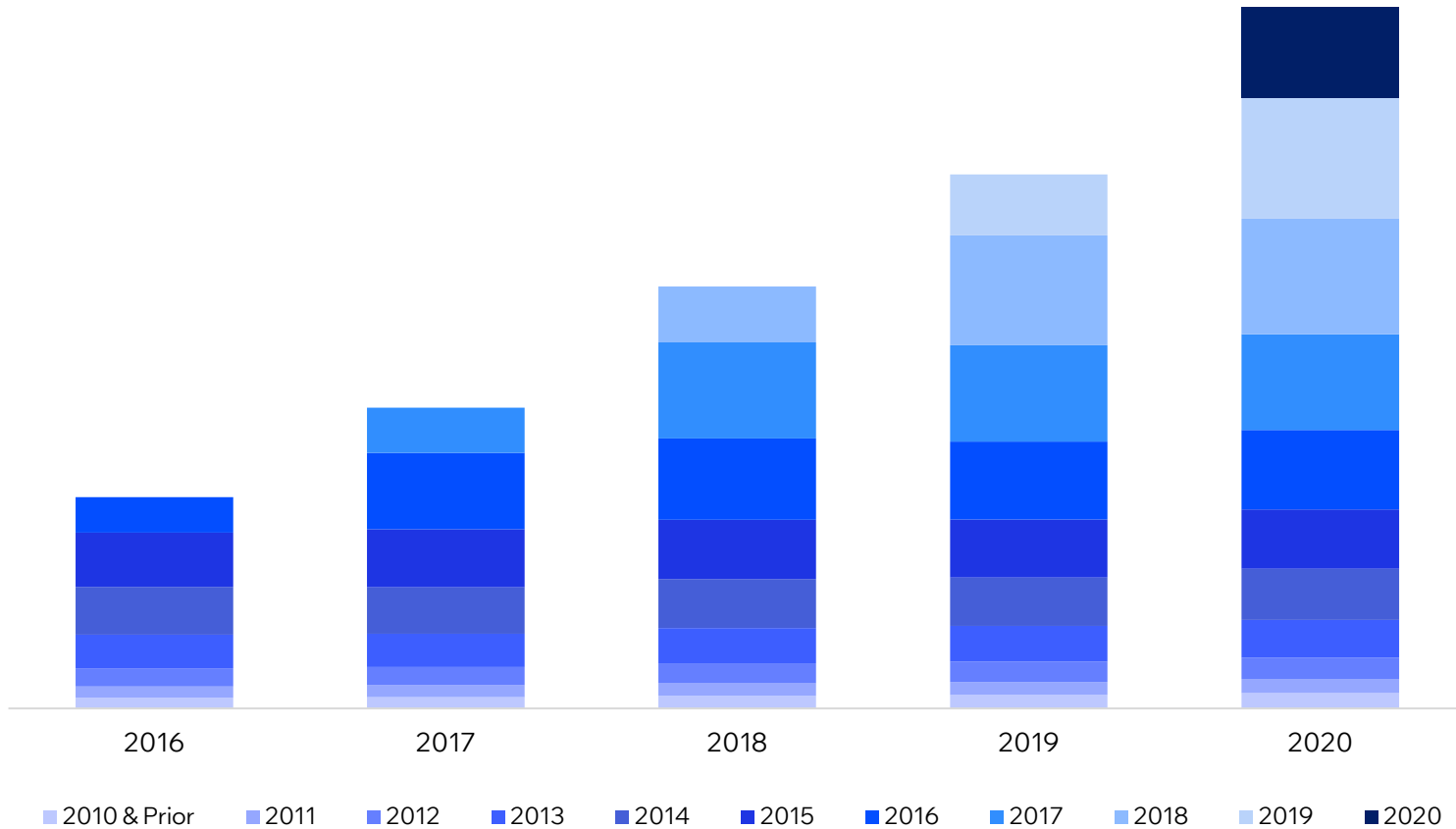
FX-Neutral Revenue by Geography (% of total) and Q1'21 Y/Y Growth



Note: Q1'21 Revenue by Geography and Y/Y change based on constant FX rates from Q1'20

Increasing Revenue Retention

Annual Net Revenue Retention Rate



+113%
Net Revenue Retention

Cohort revenue retention bolstered by compounding growth from online commerce users

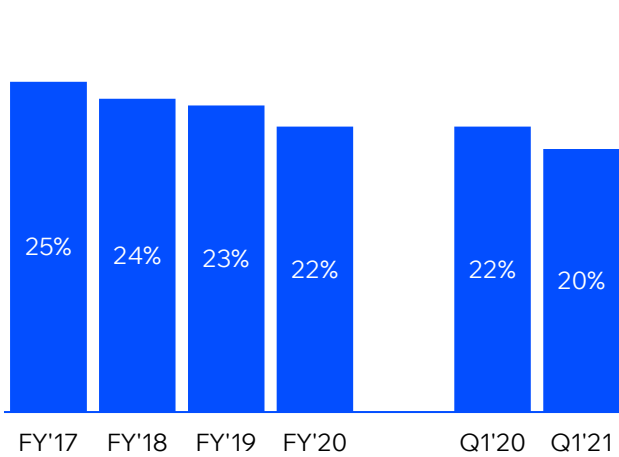
Note: We calculate our Annual Net Revenue Retention Rate at the end of a base year (e.g., Dec 31, 2020), by identifying all of the registered users on our platform as of the end of the prior year (e.g., Dec 31, 2019) and then dividing the total revenue generated by that cohort of registered users at the end of the base year by the total revenue generated by same cohorts of registered users at the end of the prior year. The quotient obtained from this calculation is the Annual Net Revenue Retention Rate. The Annual Net Revenue Retention Rate excludes revenue from channel partnerships, DeviantArt and Wix Answers

Improving Operating Leverage

Expenses as a % of Collections

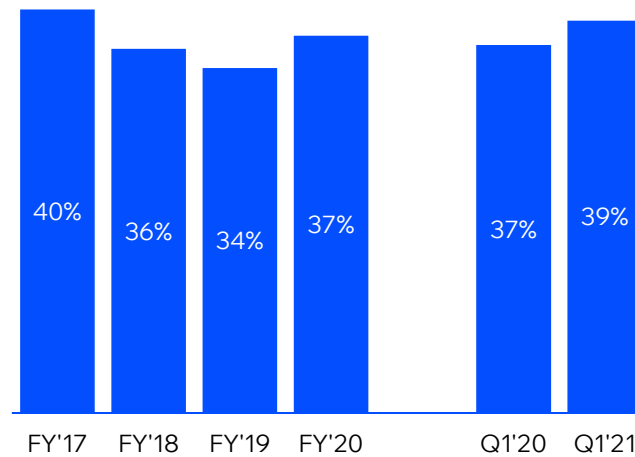
R&D

Investments in product development generating positive returns



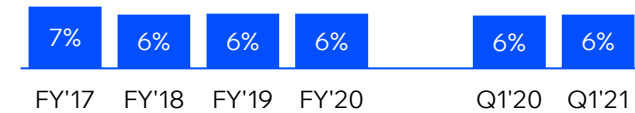
S&M

Invested in growth as demand increased



G&A

Efficient operations



Investing in Growth Through Building the Best Option For Any Type of User and Business

Best Option for Any Type of User

Improving and enhancing the Editors on an ongoing basis

Building awareness of Editor X and benefits for Partners

Expanding Account Managers globally

Expanding and optimizing Customer Care

Best Option for Any Type of Business

Adding vertical solutions for the online commerce platform

Developing features and tools to increase business success

Expanding Wix Payments

Appendix



Wix



Reconciliation of GAAP to Non-GAAP Financial Measures

in 000s	2019			2020				2021	2017	2018	2019	2020
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	FY	FY	FY	FY
Revenues	\$185,419	\$196,791	\$204,588	\$215,987	\$236,059	\$254,180	\$282,534	\$304,112	\$425,636	\$603,704	\$761,088	\$988,760
Change in deferred revenues	\$14,144	\$9,069	\$22,095	\$32,871	\$29,792	\$26,761	\$23,847	\$46,997	\$58,353	\$54,681	\$71,397	\$113,271
Collections	\$199,563	\$205,860	\$226,683	\$248,858	\$265,851	\$280,941	\$306,381	\$351,109	\$483,989	\$658,385	\$832,485	\$1,102,031

in 000s	2019			2020				2021	2017	2018	2019	2020
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	FY	FY	FY	FY
Creative Subscriptions Revenues	\$157,012	\$164,761	\$171,355	\$176,546	\$190,169	\$202,996	\$213,745	\$226,436	\$391,347	\$525,350	\$644,491	\$783,456
Change in deferred revenues	\$13,481	\$8,810	\$19,450	\$32,251	\$27,527	\$25,331	\$22,675	\$41,623	\$57,778	\$54,769	\$67,272	\$107,784
Creative Subscriptions Collections	\$170,493	\$173,571	\$190,805	\$208,797	\$217,696	\$228,327	\$236,420	\$268,059	\$449,125	\$580,119	\$711,763	\$891,240

in 000s	2019			2020				2021	2017	2018	2019	2020
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	FY	FY	FY	FY
Business Solutions Revenues	\$28,407	\$32,030	\$33,233	\$39,441	\$45,890	\$51,184	\$68,789	\$77,676	\$34,289	\$78,354	\$116,597	\$205,304
Change in deferred revenues	\$663	\$259	\$2,645	\$620	\$2,265	\$1,430	\$1,172	\$5,374	\$575	\$(88)	\$4,125	\$5,487
Business Solutions Collections	\$29,070	\$32,289	\$35,878	\$40,061	\$48,155	\$52,614	\$69,961	\$83,050	\$34,864	\$78,266	\$120,722	\$210,791

Note: Numbers may not add due to rounding.

Reconciliation of GAAP to Non-GAAP Financial Measures

in millions	Q1'10	Q1'11	Q1'12	Q1'13	Q1'14	Q1'15	Q1'16	Q1'17	Q1'18	Q1'19	Q1'20	Q1'21
Cumulative Cohort Revenue	\$29	\$40	\$48	\$96	\$130	\$128	\$138	\$143	\$131	\$97	\$55	\$4
Cumulative Cohort change in deferred revenues	\$1	\$2	\$3	\$6	\$9	\$11	\$15	\$19	\$23	\$26	\$29	\$32
Cumulative Cohort Collections	\$30	\$42	\$51	\$102	\$139	\$139	\$153	\$162	\$154	\$123	\$84	\$36

Note: Numbers may not add due to rounding.