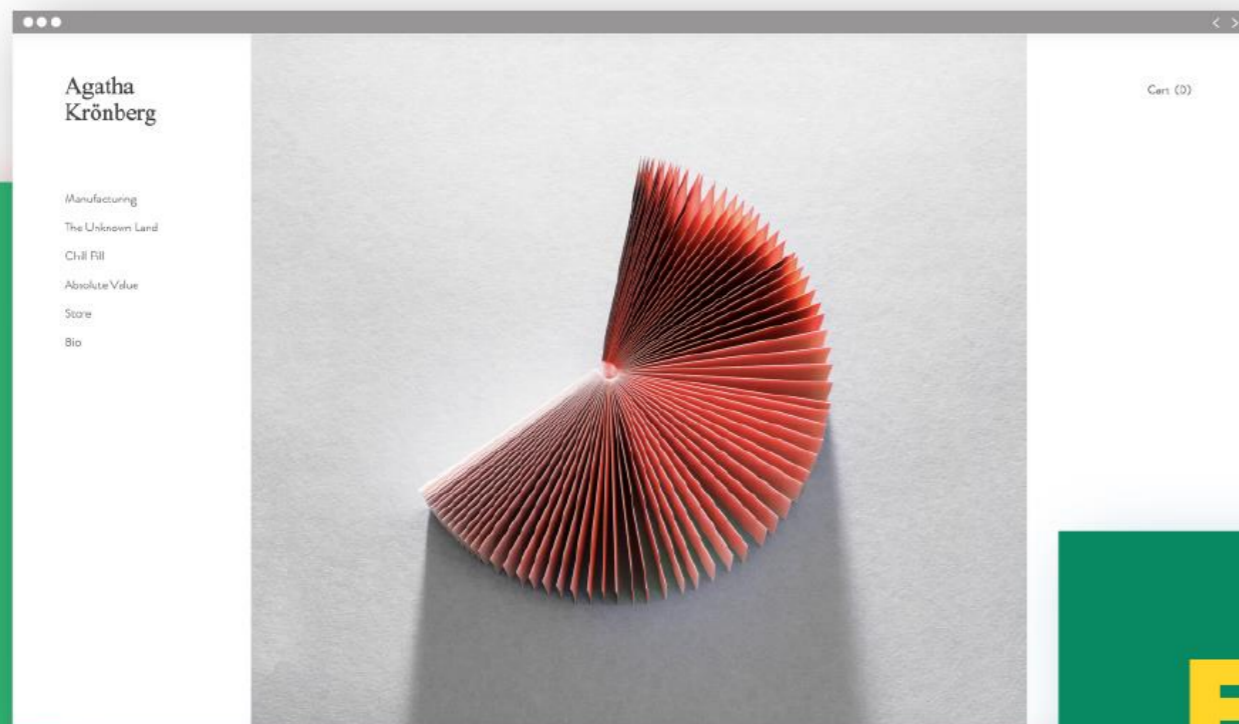


WIX.com



EARNINGS SLIDES

Fourth Quarter
and Full Year 2018

February 20th • February 20th • 2019

Safe Harbor

Non-GAAP Financial Measures

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, non-GAAP gross margin, non-GAAP operating income (loss), non-GAAP net income (loss), non-GAAP net income (loss) per share, non-GAAP research and development, non-GAAP selling and marketing, non-GAAP general and administrative and free cash flow (collectively the "Non-GAAP financial measures"). Collections represents the total cash collected by us from our customers in a given period and is calculated by adding the change in deferred revenues for a particular period to revenues for the same period. 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, and acquisition-related expenses. Non-GAAP net income (loss) represents net loss calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, amortization, amortization of debt discount and debt issuance costs and acquisition-related expenses. 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. Non-GAAP research and development represents research and development expenses calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related expenses and amortization. Non-GAAP selling and marketing represents selling and marketing expenses calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related expenses and amortization. Non-GAAP general and administrative represents general and administrative expenses calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense and acquisition-related expenses. Free cash flow represents net cash provided by (used in) operating activities less capital expenditures.

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 "Reconciliation of GAAP to Non-GAAP Financial Measures" 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 has not reconciled its free cash flow guidance to net cash provided by operating activities because net cash provided by operating activities is not accessible on a forward-looking basis. Items that impact net cash provided by operating activities are out of the Company's control and/or cannot be reasonably predicted. Accordingly, a reconciliation to net cash provided by operating activities is not available without unreasonable effort.

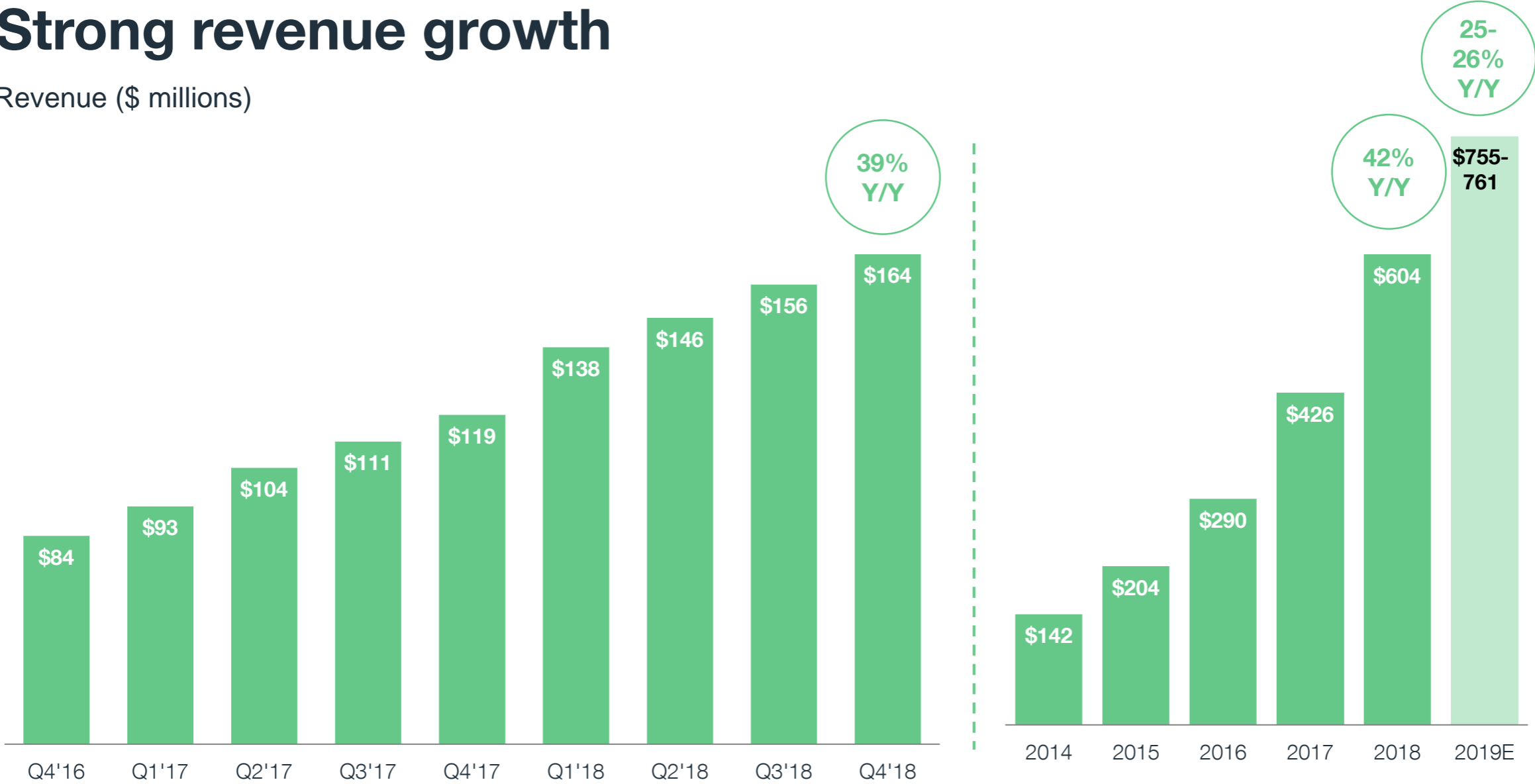
Forward-Looking Statements

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 and may be identified by words like "anticipate," "assume," "believe," "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 full year 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 grow our user base and premium subscriptions; our ability to create new and higher monetization opportunities from our premium subscriptions; our ability to enter into new markets and attract new customer segments; our ability to maintain and enhance our brand and reputation; our prediction of the future collections generated by our user cohorts; our share repurchases made pursuant to our share repurchase plan; our ability to manage the growth of our infrastructure effectively; our ability to effectively execute our initiatives to scale and improve our user support function; the success of our sales efforts; customer acceptance and satisfaction of new products and other challenges inherent in new product development; changes to technologies used in our solutions; or changes in global, national, regional or local economic, business, competitive, market, regulatory and other factors discussed under the heading "Risk Factors" in the Company's 2017 annual report on Form 20-F filed with the Securities and Exchange Commission on March 29, 2018. 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.

Q4 and FY 2018 Results

Strong revenue growth

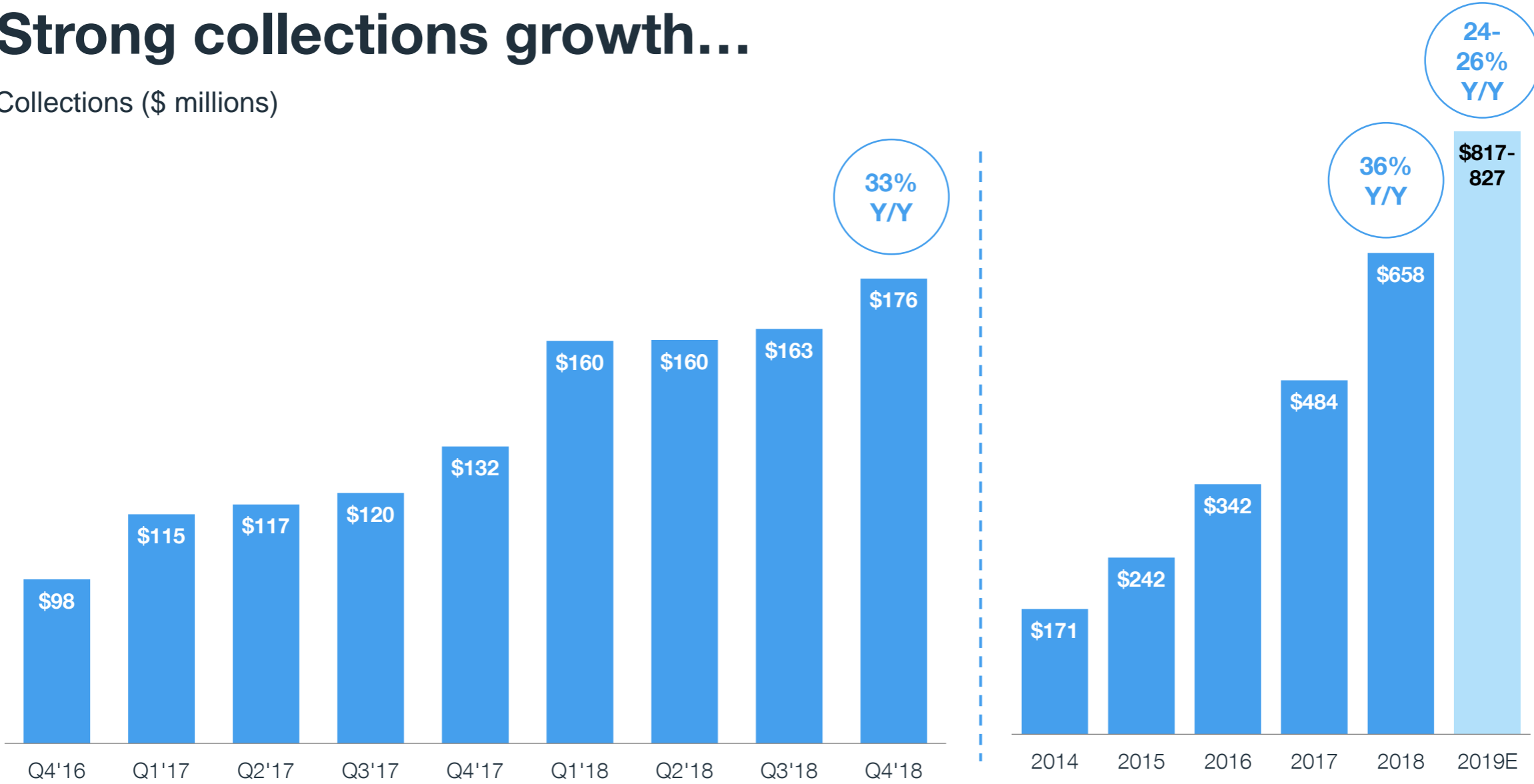
Revenue (\$ millions)



Note: 2019 guidance as provided on February 20, 2019; 2018 revenue based on ASC 606

Strong collections growth...

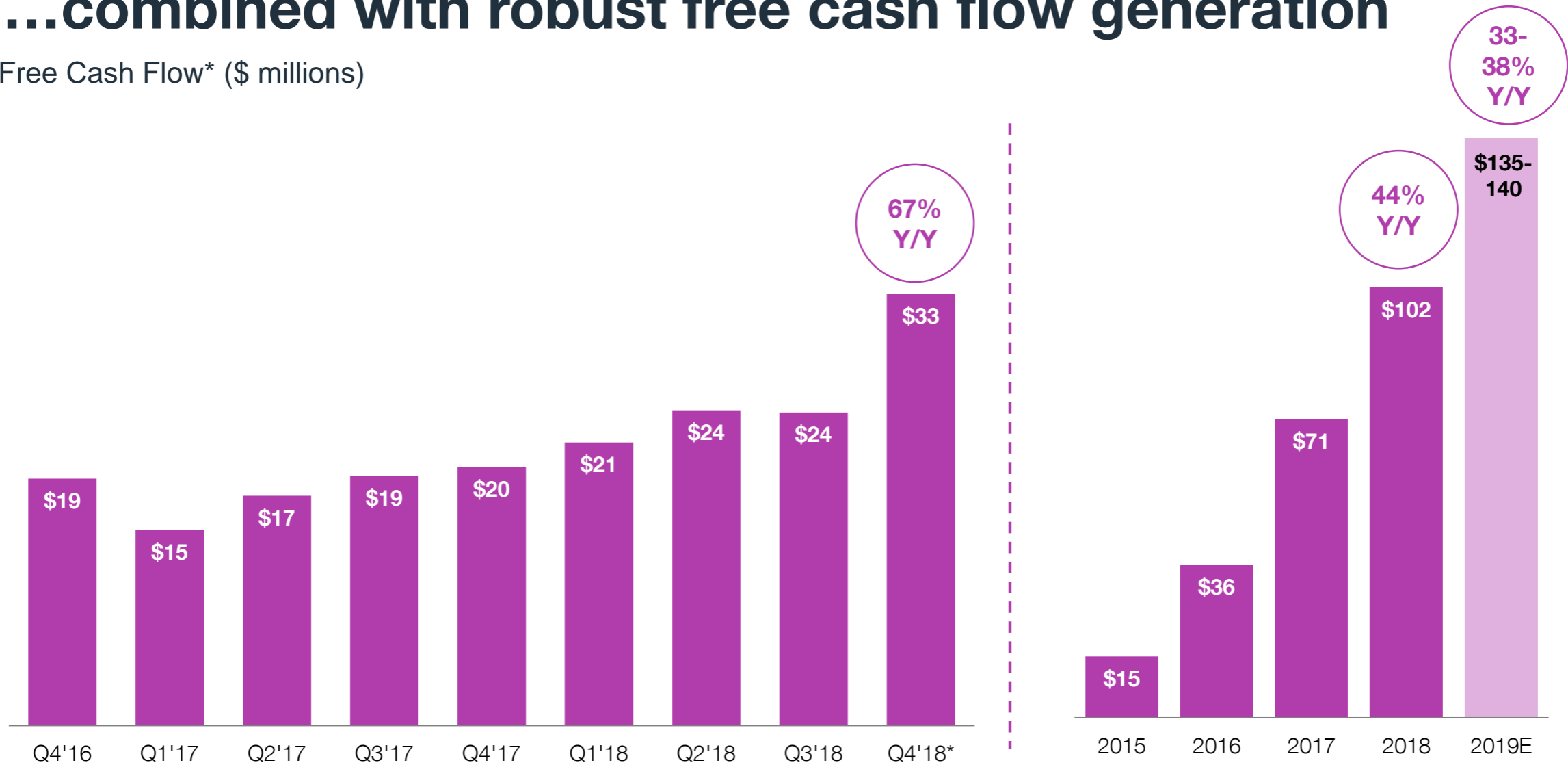
Collections (\$ millions)



Note: 2019 guidance as provided on February 20, 2019

...combined with robust free cash flow generation

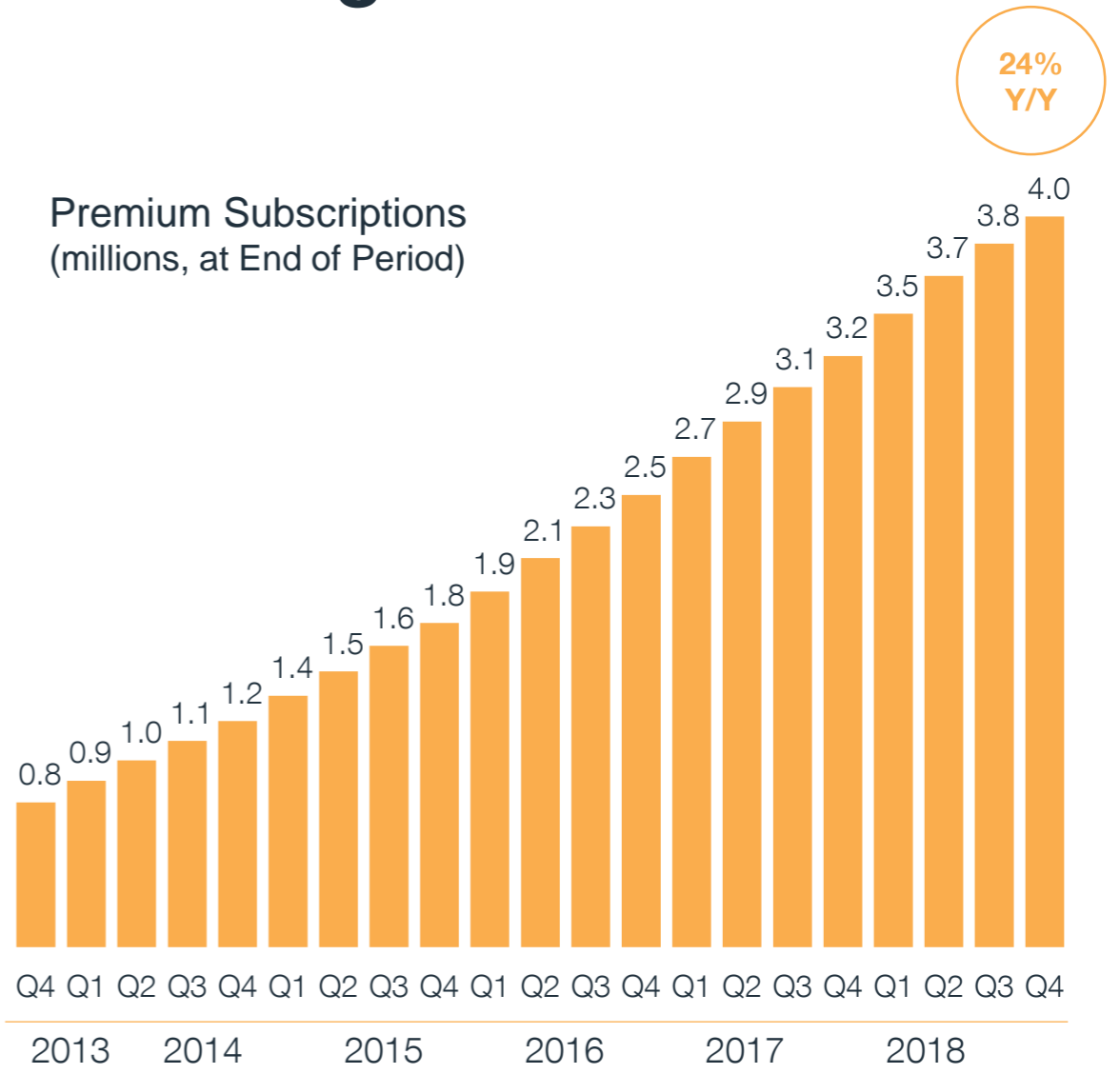
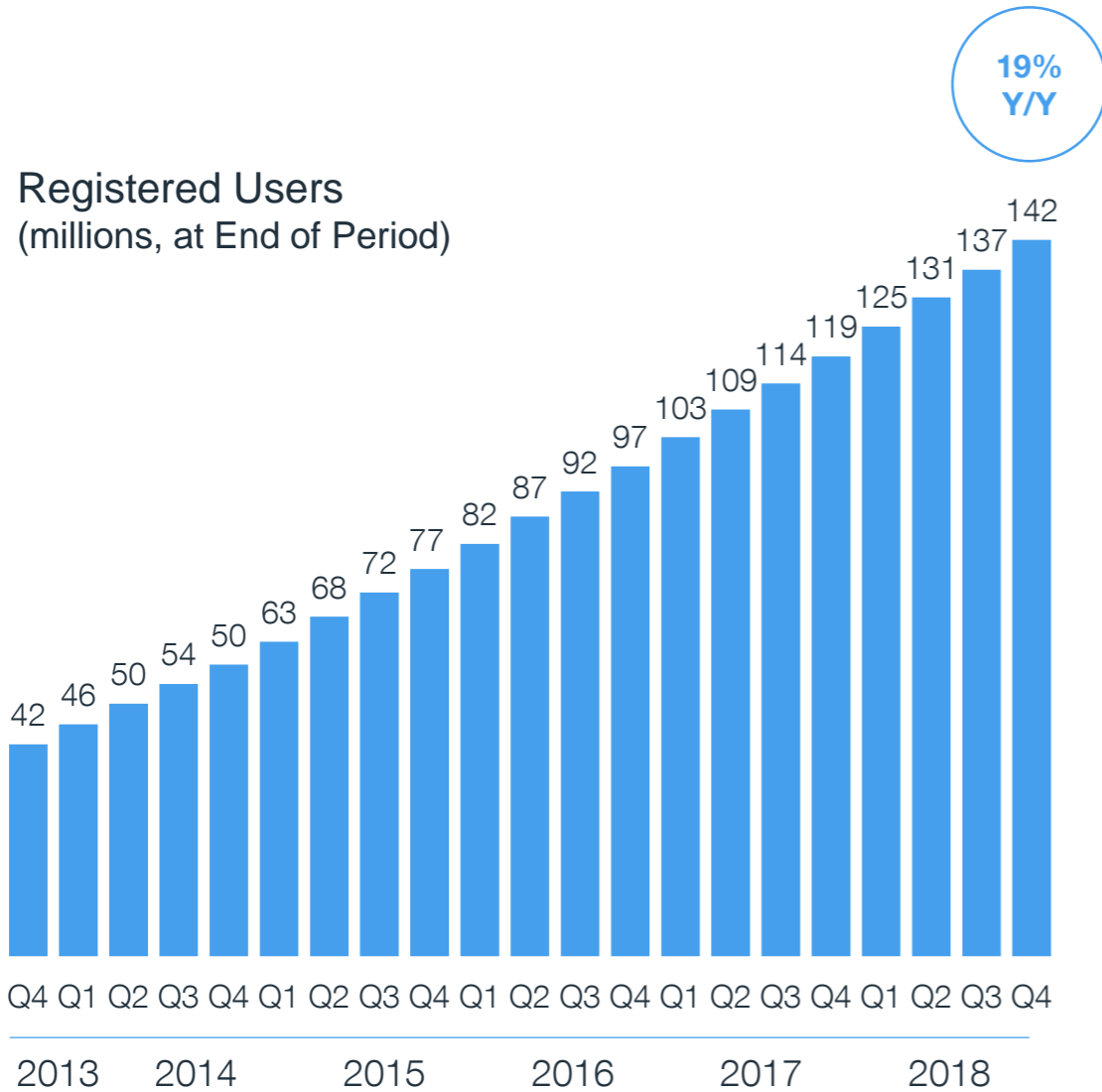
Free Cash Flow* (\$ millions)



Note: 2019 guidance as provided on February 20, 2019

*Net cash provided by operating activities for Q4 2018 was \$36.1 million, while capital expenditures totaled \$3.4 million, leading to free cash flow of \$32.7 million

User and subscription bases continue to grow



Note: Users do not include mobile Wix App, Flok, DeviantArt, or Wix Answers. Subscriptions do not include Flok, DeviantArt, Wix Answers, or Wix Logo Maker

Continued growth of ARPS

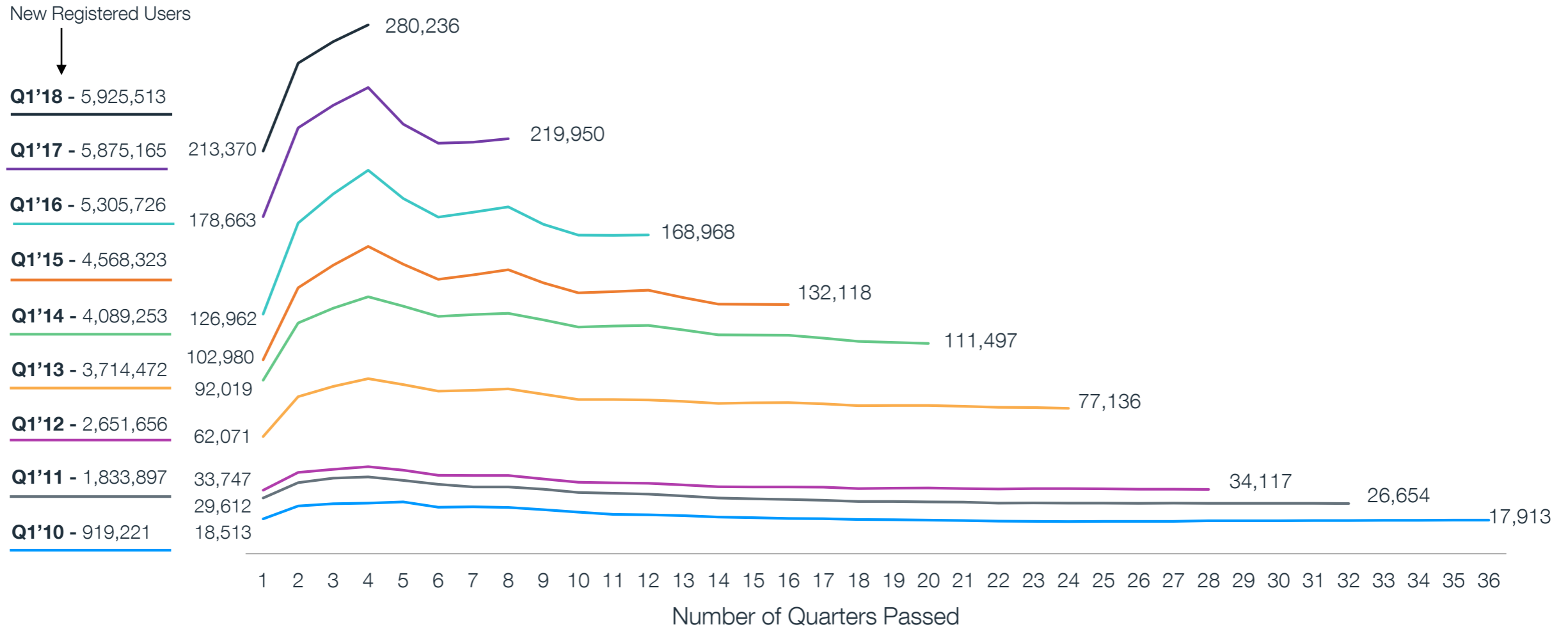
Average Annual Revenue per Subscription



Note: ARPS is defined as total revenue over last four quarters / average number of subscriptions over last four quarters. Subscriptions do not include Flok, DeviantArt, Wix Answers, or Wix Logo Maker

Consistent cohort behavior over the long term

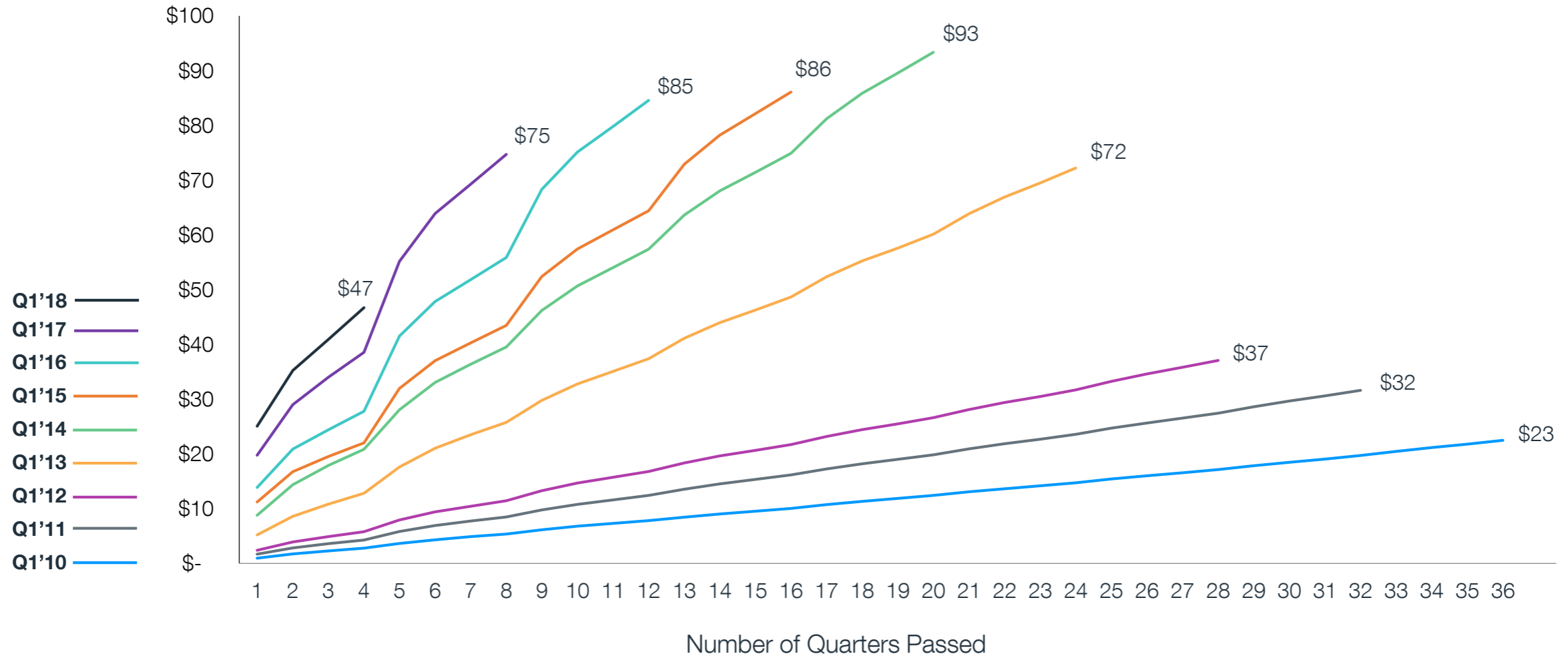
Active Premium Subscriptions from Q1 User Cohorts



Note: Data as of December 31, 2018. Users do not include mobile Wix App, Flok, DeviantArt, or Wix Answers. Subscriptions do not include Flok, DeviantArt, Wix Answers, or Wix Logo Maker

Increasing monetization of user cohorts

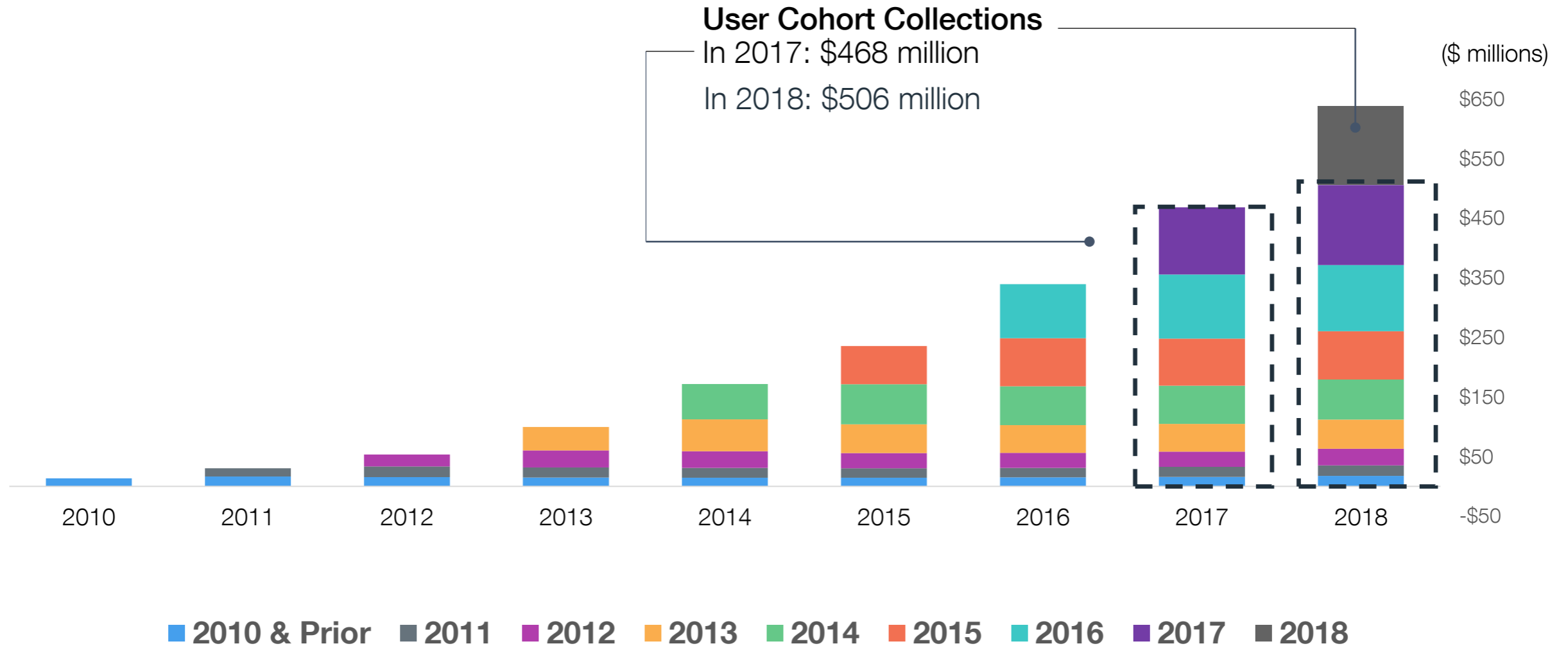
Cumulative Collections from Q1 User Cohorts (in millions)



Note: Data as of December 31, 2018. Excludes collections from Flok or DeviantArt

Growing base of cohort collections

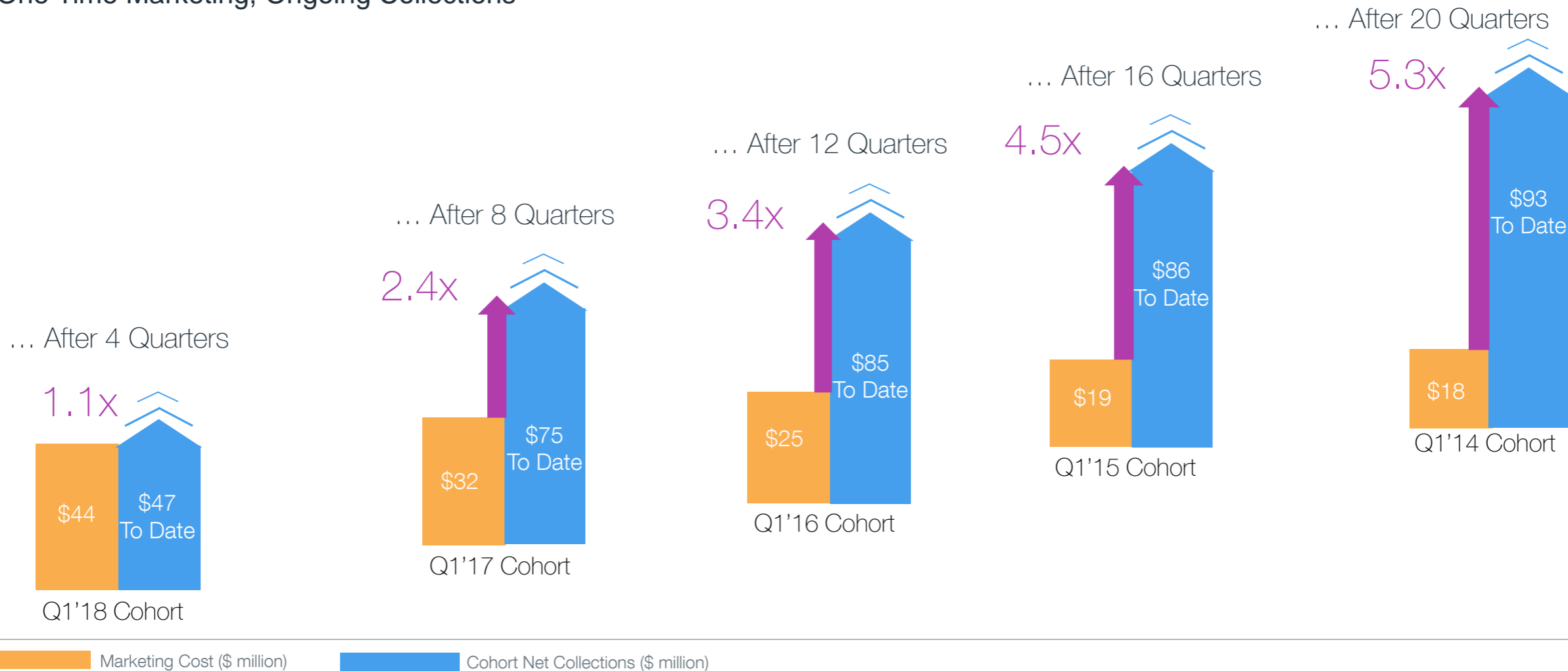
Annual collections by user cohort (\$ millions)



Note: Excludes collections from Flok or DeviantArt

Efficient marketing based on 7-9 month TROI

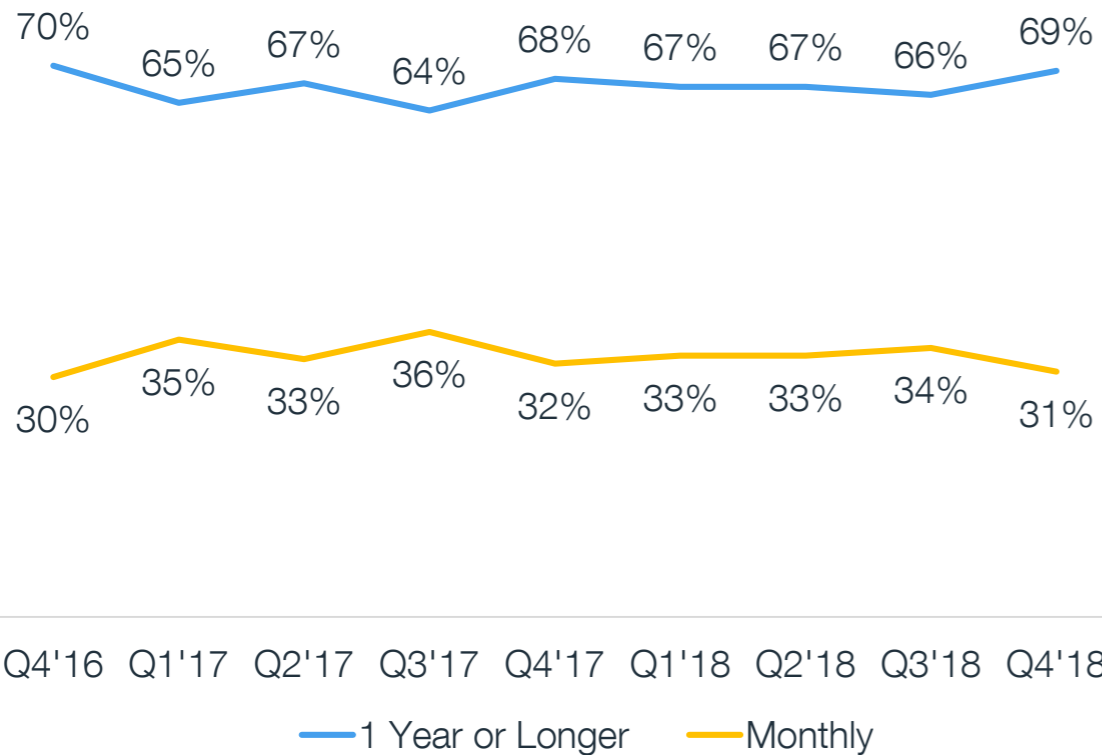
One Time Marketing, Ongoing Collections



Note: Data as of December 31, 2018; 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 marketing costs in the same cohort. We aim for 100% TROI in 7-9 months. Numbers are rounded to the nearest million. Marketing cost includes only direct marketing and related costs associated with the acquisition of users. Cohort Net Collections do not include Flok or DeviantArt

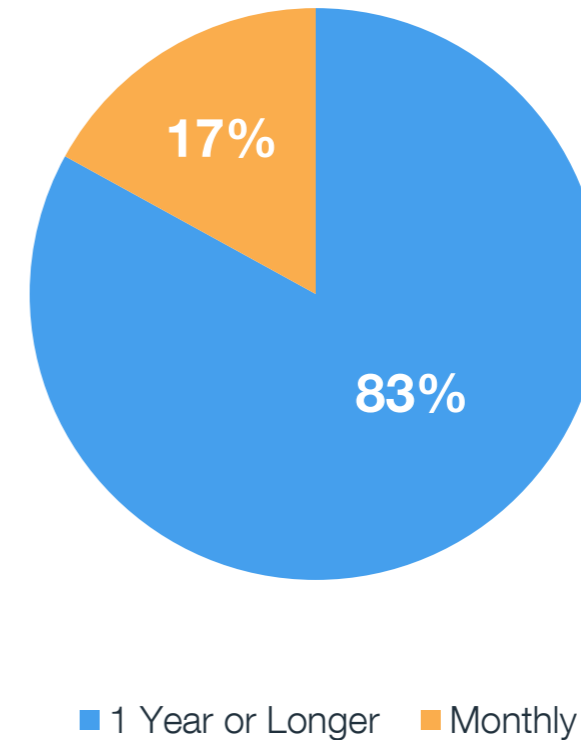
Healthy mix of annual and monthly subscriptions

% of Gross New Subscriptions



Note: Subscriptions do not include Flok, DeviantArt, Wix Answers, or Wix Logo Maker

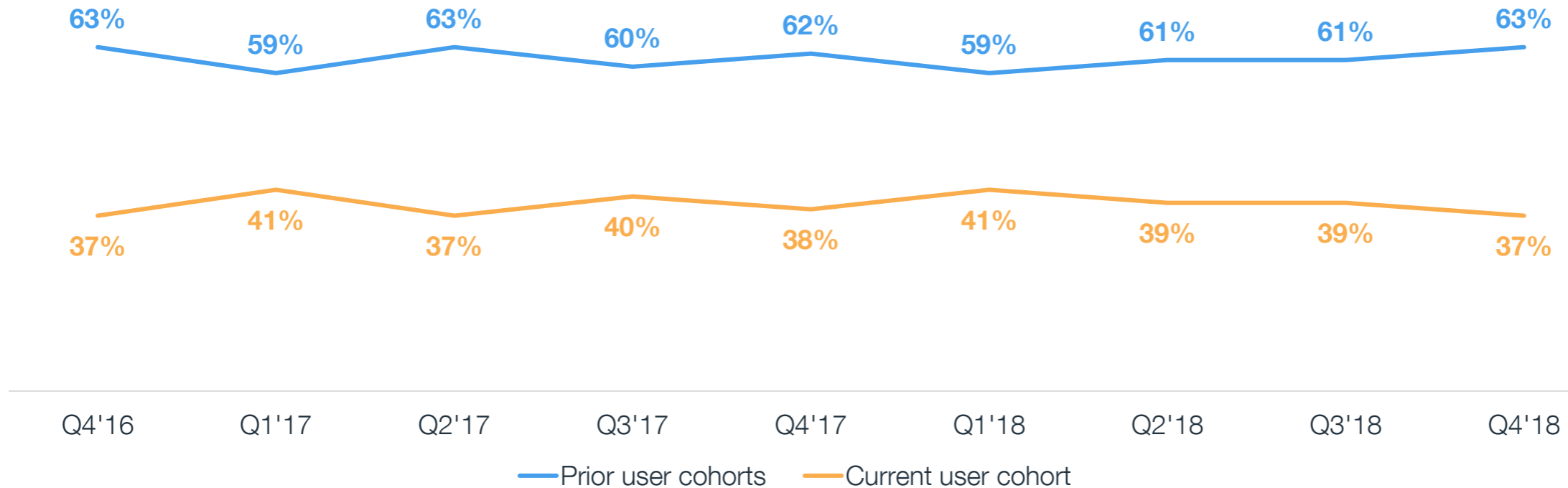
% of Total Subscriptions



Note: Data as of December 31, 2018

Prior cohorts continue to convert

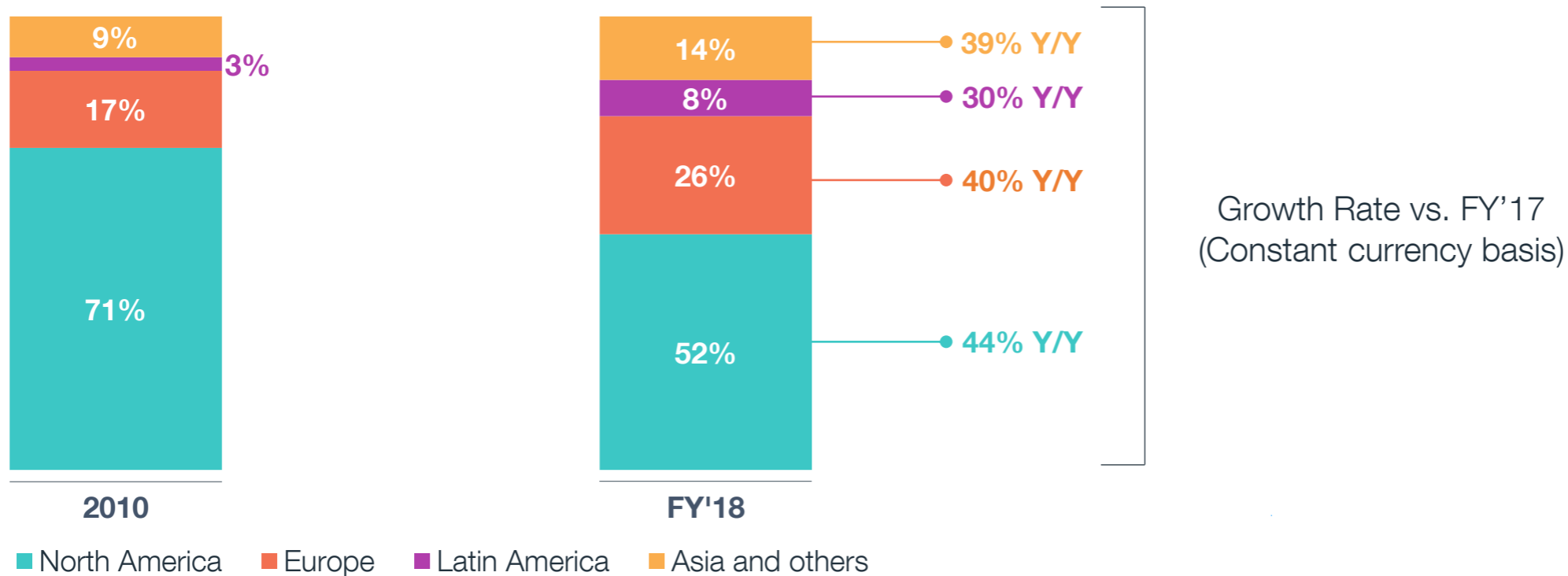
% of Gross New Subscriptions by Prior and Current User Cohorts



Note: Subscriptions do not include Flok, DeviantArt, Wix Answers, or Wix Logo Maker

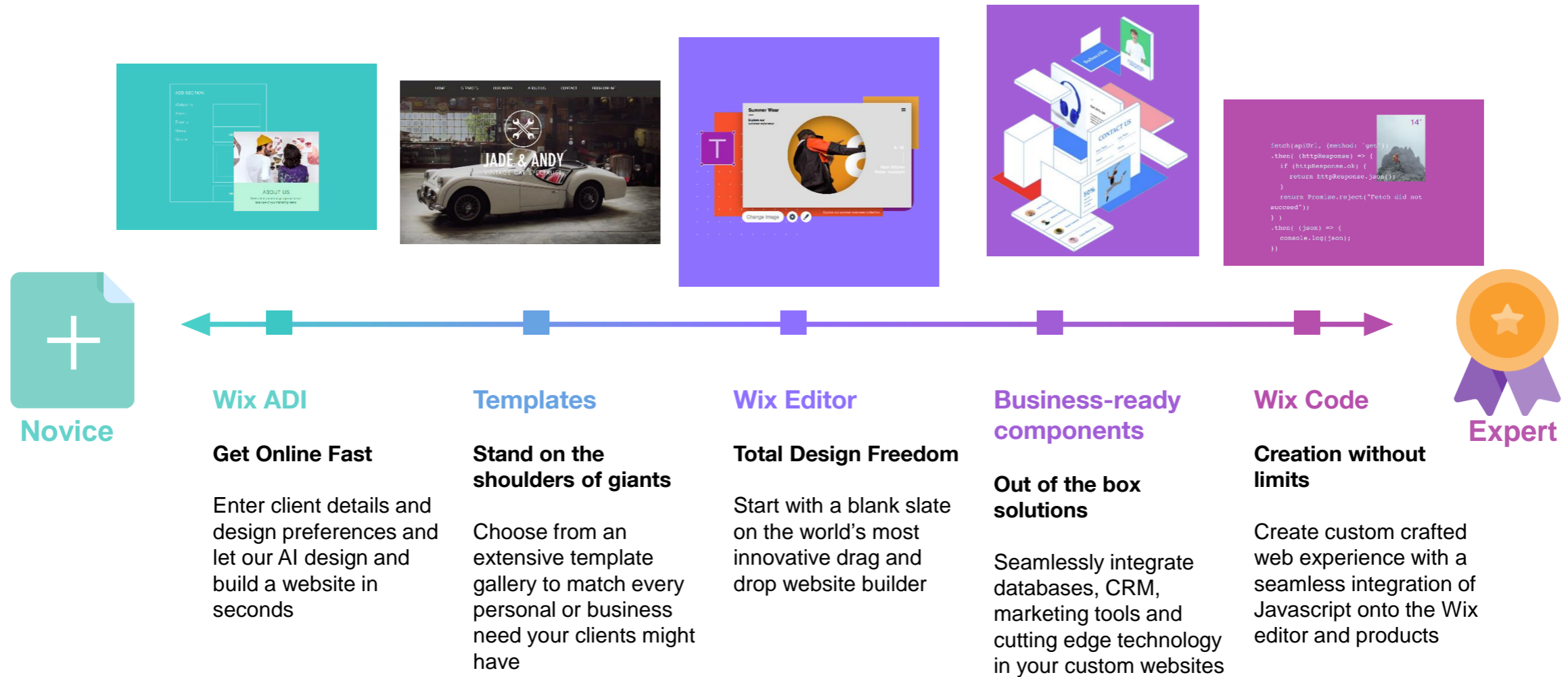
Increasing geographic penetration

FX-Neutral Revenue by Geography (% of total)



Note: FY'18 Revenue by Geography and Y/Y change based on constant FX rates from FY'17; 2018 revenue based on ASC 606

Wix: Creation without limits



Broadest and Strongest Product Platform

APPENDIX

Non-GAAP Financial Results

in 000s	2017 Q4	2018 Q4	2016	Full Year 2017	2018
Revenues	\$118,545	\$164,197	\$290,103	\$425,636	\$603,704
Collections	\$132,203	\$176,058	\$342,069	\$483,989	\$658,385
Non-GAAP Gross Profit	\$100,523	\$131,000	\$246,614	\$359,708	\$481,743
<i>Gross Margin %</i>	<i>85%</i>	<i>80%</i>	<i>85%</i>	<i>85%</i>	<i>80%</i>
Non-GAAP R&D expenses	\$33,997	\$43,207	\$87,570	\$121,293	\$156,384
<i>% of revenues</i>	<i>29%</i>	<i>26%</i>	<i>30%</i>	<i>28%</i>	<i>26%</i>
<i>% of collections</i>	<i>26%</i>	<i>25%</i>	<i>26%</i>	<i>25%</i>	<i>24%</i>
Non-GAAP S&M expenses	\$47,313	\$57,832	\$151,759	\$195,041	\$237,639
<i>% of revenues</i>	<i>40%</i>	<i>35%</i>	<i>52%</i>	<i>46%</i>	<i>39%</i>
<i>% of collections</i>	<i>36%</i>	<i>33%</i>	<i>44%</i>	<i>40%</i>	<i>36%</i>
Non-GAAP G&A Expenses	\$9,510	\$11,150	\$19,814	\$34,275	\$40,476
<i>% of revenues</i>	<i>8%</i>	<i>7%</i>	<i>7%</i>	<i>8%</i>	<i>7%</i>
<i>% of collections</i>	<i>7%</i>	<i>6%</i>	<i>6%</i>	<i>7%</i>	<i>6%</i>
Non-GAAP Operating Income (Loss)	\$9,703	\$18,811	(\$12,529)	\$9,099	\$47,244
<i>% of revenues</i>	<i>8%</i>	<i>11%</i>	<i>(4%)</i>	<i>2%</i>	<i>8%</i>
<i>% of collections</i>	<i>7%</i>	<i>11%</i>	<i>(4%)</i>	<i>2%</i>	<i>7%</i>
Non-GAAP Net Income (Loss)	\$7,235	\$20,770	(\$14,555)	(\$549)	\$51,258

Note: non-GAAP items exclude the impact of share-based compensation expense, amortization, amortization of debt discount and debt issuance costs, and acquisition-related expense; 2018 based on ASC 606

Reconciliation of GAAP to Non-GAAP Measures

in 000s	2014	2015	Full Year 2016	2017	2018
Revenue	\$141,841	\$203,518	\$290,103	\$425,636	\$603,704
Change in deferred revenue	\$29,414	\$38,169	\$51,966	\$58,353	\$54,681
Collections	\$171,255	\$241,687	\$342,069	\$483,989	\$658,385

in 000s	2014	2015	Full Year 2016	2017	2018
Net cash provided by operating activities	(\$803)	\$20,876	\$40,573	\$83,052	\$115,709
Capital expenditures, net	(\$5,619)	(\$6,342)	(\$4,415)	(\$12,369)	(\$14,076)
Free Cash Flow	(\$6,422)	\$14,534	\$36,158	\$70,683	\$101,633

Note: non-GAAP items exclude the impact of share-based compensation expense, amortization, amortization of debt discount and debt issuance costs, and acquisition-related expense; 2018 based on ASC 606

Reconciliation of GAAP to Non-GAAP Measures

in 000s	2016				2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Revenue	\$61,586	\$68,730	\$75,611	\$84,176	\$92,538	\$103,522	\$111,031	\$118,545	\$137,775	\$146,132	\$155,600	\$164,197
Change in deferred revenue	\$14,108	\$12,723	\$11,659	\$13,476	\$22,008	\$13,599	\$9,088	\$13,658	\$21,880	\$13,763	\$7,177	\$11,861
Collections	\$75,694	\$81,453	\$87,270	\$97,652	\$114,546	\$117,121	\$120,119	\$132,203	\$159,655	\$159,895	\$162,777	\$176,058
in 000s	2016				2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
GAAP Gross Profit	\$51,079	\$57,712	\$64,587	\$71,438	\$77,675	\$85,497	\$92,204	\$100,869	\$108,731	\$115,695	\$122,623	\$129,708
Share Based Compensation	\$428	\$475	\$466	\$429	\$506	\$695	\$783	\$946	\$1,079	\$1,087	\$1,102	\$1,150
Amortization	\$0	\$0	\$0	\$0	\$0	\$1,040	\$757	(\$1,292)	\$142	\$142	\$142	\$142
Acquisition Related Expenses	\$0	\$0	\$0	\$0	\$28	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Non-GAAP Gross Profit	\$51,507	\$58,187	\$65,053	\$71,867	\$78,209	\$87,232	\$93,744	\$100,523	\$109,952	\$116,924	\$123,867	\$131,000
<i>Non-GAAP Gross Margin %</i>	<i>84%</i>	<i>85%</i>	<i>86%</i>	<i>85%</i>	<i>85%</i>	<i>84%</i>	<i>84%</i>	<i>85%</i>	<i>80%</i>	<i>80%</i>	<i>80%</i>	<i>80%</i>

Note: non-GAAP items exclude the impact of share-based compensation expense, amortization, amortization of debt discount and debt issuance costs, and acquisition-related expense; 2018 based on ASC 606

Reconciliation of GAAP to Non-GAAP Measures

in 000s	2016				2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Research and development (GAAP)	\$24,472	\$25,483	\$26,536	\$28,877	\$32,669	\$36,749	\$40,252	\$43,965	\$46,502	\$48,492	\$49,360	\$54,558
Share Based Compensation	\$3,111	\$3,558	\$3,718	\$4,156	\$4,726	\$6,586	\$7,190	\$7,725	\$8,485	\$9,470	\$10,372	\$11,090
Amortization	\$137	\$136	\$138	\$136	\$136	\$138	\$136	\$136	\$137	\$136	\$137	\$136
Acquisition related expenses	\$1,183	\$397	\$514	\$614	\$1,713	\$860	\$889	\$2,107	\$1,095	\$1,084	\$261	\$125
Non-GAAP research and development	\$20,041	\$21,392	\$22,166	\$23,971	\$26,094	\$29,165	\$32,037	\$33,997	\$36,785	\$37,802	\$38,590	\$43,207
<i>% of collections</i>	<i>26%</i>	<i>26%</i>	<i>25%</i>	<i>25%</i>	<i>23%</i>	<i>25%</i>	<i>27%</i>	<i>26%</i>	<i>23%</i>	<i>24%</i>	<i>24%</i>	<i>25%</i>
Selling and marketing (GAAP)	\$40,454	\$36,026	\$40,010	\$40,022	\$54,329	\$48,016	\$51,184	\$50,906	\$67,011	\$58,855	\$62,247	\$61,065
Share Based Compensation	\$981	\$1,122	\$1,237	\$1,213	\$1,419	\$1,778	\$1,826	\$1,562	\$2,042	\$2,352	\$2,597	\$2,779
Amortization	\$50	\$50	\$50	\$50	\$50	\$62	\$55	\$1,535	\$309	\$453	\$454	\$454
Acquisition related expenses	\$0	\$0	\$0	\$0	\$611	\$0	\$0	\$496	\$237	(\$138)	\$0	\$0
Non-GAAP selling and marketing	\$39,423	\$34,854	\$38,723	\$38,759	\$52,249	\$46,176	\$49,303	\$47,313	\$64,423	\$56,188	\$59,196	\$57,832
<i>% of collections</i>	<i>52%</i>	<i>43%</i>	<i>44%</i>	<i>40%</i>	<i>46%</i>	<i>39%</i>	<i>41%</i>	<i>36%</i>	<i>40%</i>	<i>35%</i>	<i>36%</i>	<i>33%</i>
General and administrative (GAAP)	\$5,921	\$6,693	\$7,073	\$7,281	\$11,148	\$11,295	\$12,222	\$13,521	\$13,670	\$14,855	\$14,514	\$16,258
Share Based Compensation	\$1,617	\$1,772	\$1,743	\$2,022	\$2,331	\$2,920	\$3,236	\$3,471	\$4,068	\$4,860	\$4,689	\$5,108
Acquisition related expenses	\$0	\$0	\$0	\$0	\$1,413	\$0	\$0	\$540	\$96	\$0	\$0	\$0
Non-GAAP general and administrative	\$4,304	\$4,921	\$5,330	\$5,259	\$7,404	\$8,375	\$8,986	\$9,510	\$9,506	\$9,995	\$9,825	\$11,150
<i>% of collections</i>	<i>6%</i>	<i>6%</i>	<i>6%</i>	<i>5%</i>	<i>6%</i>	<i>7%</i>	<i>7%</i>	<i>7%</i>	<i>6%</i>	<i>6%</i>	<i>6%</i>	<i>6%</i>

Note: non-GAAP items exclude the impact of share-based compensation expense, amortization, amortization of debt discount and debt issuance costs, and acquisition-related expense; 2018 based on ASC 606

Reconciliation of GAAP to Non-GAAP Measures

in 000s	2016				2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
GAAP Operating Loss	(\$19,768)	(\$10,490)	(\$9,032)	(\$4,742)	(\$20,471)	(\$10,563)	(\$11,454)	(\$7,523)	(\$18,452)	(\$6,507)	(\$3,498)	(\$2,173)
Share Based Compensation	\$6,137	\$6,927	\$7,164	\$7,820	\$8,982	\$11,979	\$13,035	\$13,704	\$15,674	\$17,769	\$18,760	\$20,127
Amortization	\$187	\$186	\$188	\$186	\$186	\$1,240	\$948	\$379	\$588	\$731	\$733	\$732
Acquisition Related Expenses	\$1,183	\$397	\$514	\$614	\$3,765	\$860	\$889	\$3,143	\$1,428	\$946	\$261	\$125
Non-GAAP Operating Income (Loss)	(\$12,261)	(\$2,980)	(\$1,166)	\$3,878	(\$7,538)	\$3,516	\$3,418	\$9,703	(\$762)	\$12,939	\$16,256	\$18,811

in 000s	2016				2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
GAAP Net Loss	(\$19,912)	(\$11,420)	(\$9,643)	(\$5,921)	(\$20,885)	(\$14,264)	(\$14,519)	(\$6,605)	(\$19,811)	(\$5,640)	(\$5,916)	(\$5,753)
Share Based Compensation & Other Non-GAAP Adjustments	\$7,682	\$7,707	\$8,074	\$8,878	\$12,933	\$14,079	\$14,872	\$13,840	\$17,690	\$19,446	\$24,719	\$26,523
Non-GAAP Net Income (Loss)	(\$12,230)	(\$3,713)	(\$1,569)	\$2,957	(\$7,952)	(\$185)	\$353	\$7,235	(\$2,121)	\$13,806	\$18,803	\$20,770

in 000s	2016				2017				2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Net cash provided by operating activities	(\$925)	\$11,314	\$10,470	\$19,714	\$16,397	\$19,651	\$22,063	\$24,941	\$24,779	\$27,268	\$27,607	\$36,055
Capital expenditures, net	(\$1,209)	(\$1,129)	(\$1,046)	(\$1,031)	(\$1,616)	(\$2,239)	(\$3,128)	(\$5,386)	(\$3,358)	(\$3,411)	(\$3,916)	(\$3,391)
Free Cash Flow	(\$2,134)	\$10,185	\$9,424	\$18,683	\$14,781	\$17,412	\$18,935	\$19,555	\$21,421	\$23,857	\$23,691	\$32,664

Note: non-GAAP items exclude the impact of share-based compensation expense, amortization, amortization of debt discount and debt issuance costs, and acquisition-related expense; 2018 based on ASC 606