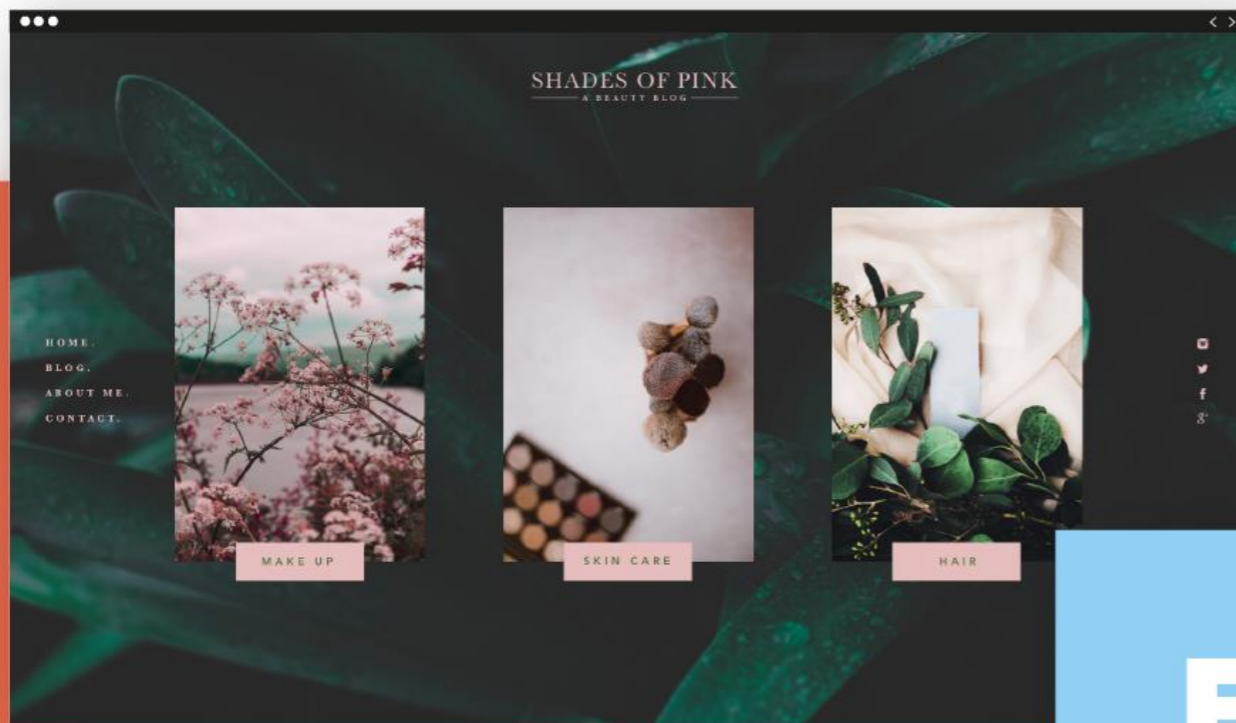


Wix.com



FOURTH QUARTER

and Full Year 2017



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), free cash flow, non-GAAP net income (loss), non-GAAP net income (loss) per share, non-GAAP R&D expense, non-GAAP S&M expense, and non-GAAP G&A expense (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 costs and amortization, divided by revenue. Non-GAAP operating income (loss) represents operating loss calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, amortization, and acquisition-related costs. Non-GAAP R&D expense represents R&D expense calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related costs and amortization. Non-GAAP S&M expense represents S&M expense calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related costs and amortization. Non-GAAP G&A expense represents G&A expense calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, withdrawn secondary offering expenses and acquisition-related costs. Non-GAAP net loss represents net loss calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, amortization, and acquisition-related costs. 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 income (loss) per share. 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 the "Reconciliation of GAAP to Non-GAAP Financial Measures" table in this presentation. This accompanying table has 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 guidance as to free cash flow to cash flow from operations because it does not provide guidance for cash flow from operations. As items that impact cash flow from operations are out of the Company's control and/or cannot be reasonably predicted, the Company is unable to provide such guidance. Accordingly, a reconciliation to cash flow from operations is not available without unreasonable effort.

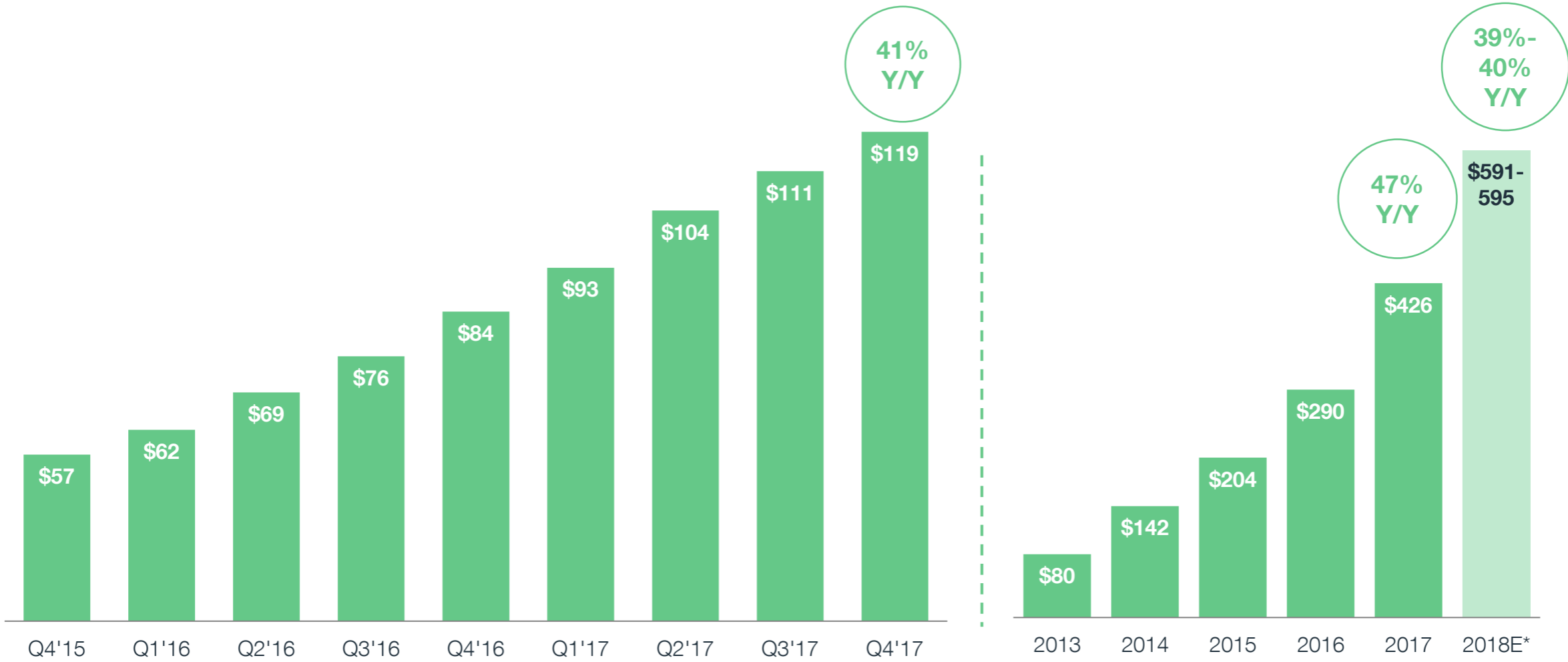
Forward-Looking Statements

This presentation 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 the availability, merchantability or functionality of certain new products or features and their anticipated product demand and customer satisfaction, 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 presentation, 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, including the timing of product releases, 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 maintain and enhance our brand and reputation; 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; customer acceptance of new products and other challenges inherent in new product development, changes to technologies used in our solutions or in global, national, regional or local economic, business, competitive, market, regulatory and other factors discussed under the heading "Risk Factors" in the Company's 2016 annual report on Form 20-F filed with the Securities and Exchange Commission on March 28, 2017. Any forward-looking statement made by us in this presentation 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 Full Year 2017 Results

Accelerating revenue growth

Revenue (\$ millions)

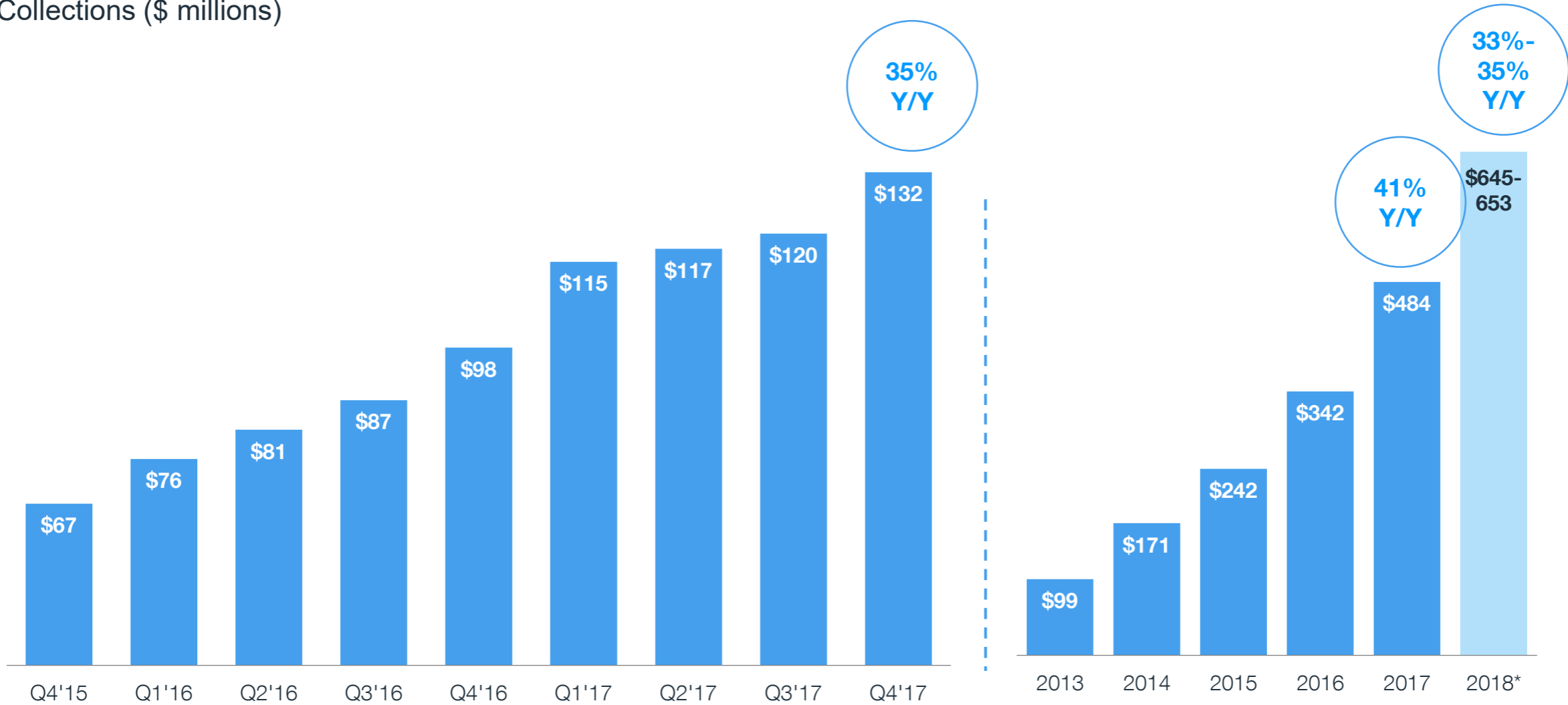


Note: 2018 guidance as provided on February 14, 2018. Guidance for 2018 is based on the new revenue recognition standard ASC 606

*Revenue guidance for FY 2018 includes an additional \$30 million benefit due to a change in accounting effective in 2018 related to the amended terms of our partnership agreement with Google. Excluding the accounting change, FY 2018 revenue guidance would be \$561-\$565 million, or 32-33% y/y growth

Strong collections growth

Collections (\$ millions)

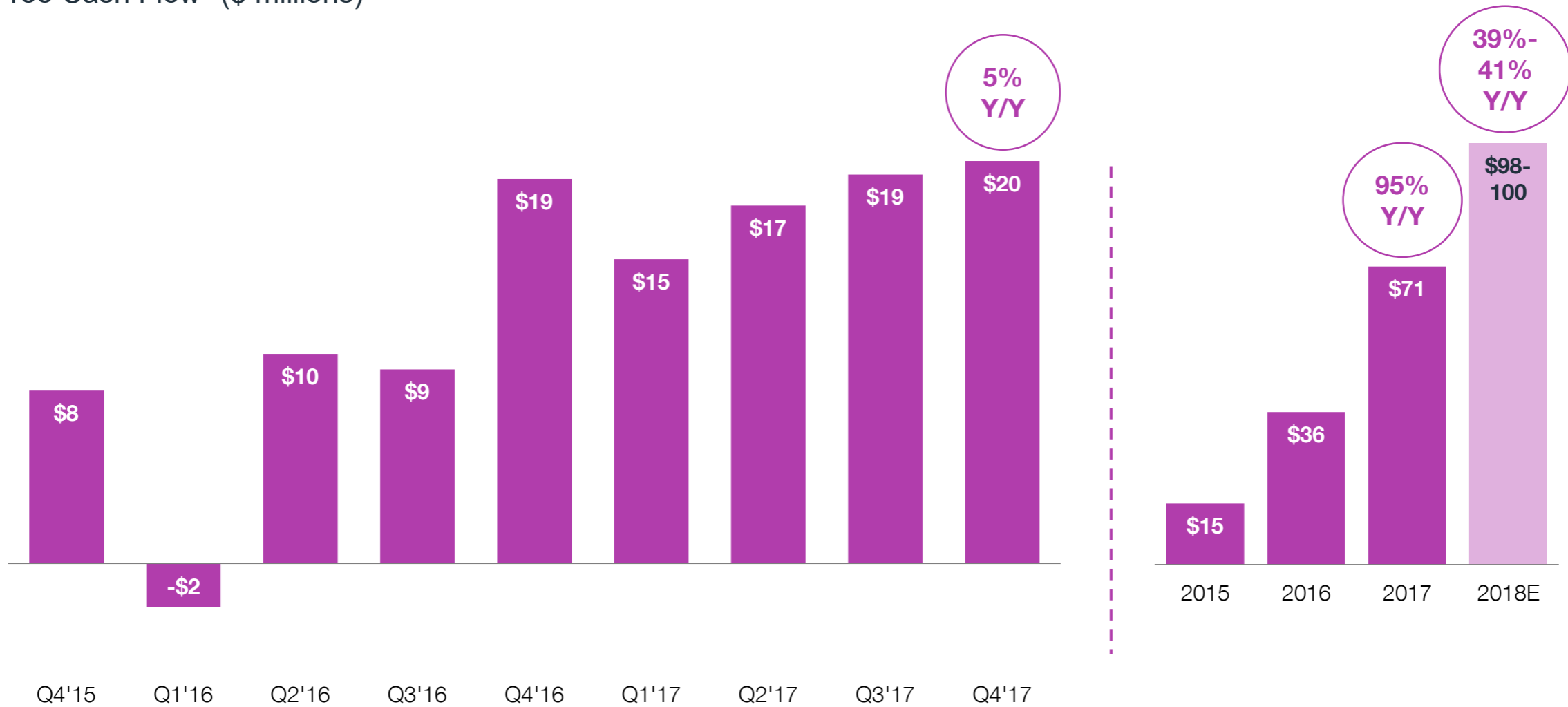


Note: 2018 as provided on February 14, 2018. Guidance for 2018 is based on the new revenue recognition standard ASC 606.

*Collections guidance for FY 2018 includes an additional \$30 million benefit due to a change in accounting effective in 2018 related to the amended terms of our partnership agreement with Google. Excluding the accounting change, FY 2018 collections guidance would be \$615-623 million, or 27-29% y/y growth

Accelerating free cash flow generation

Free Cash Flow* (\$ millions)

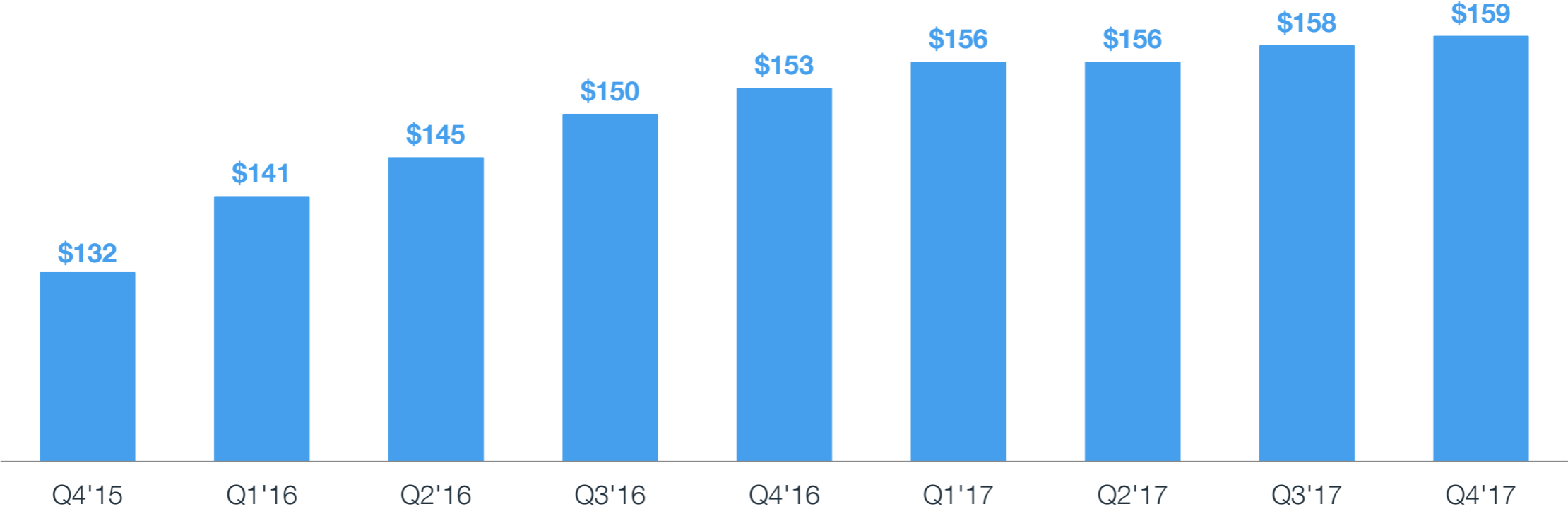


Note: 2018 guidance as provided on February 14, 2018. Guidance for 2018 is based on the new revenue recognition standard ASC 606

*Net cash provided by operating activities for Q4 2017 was \$24.9 million, while capital expenditures totaled \$5.4 million, leading to free cash flow of \$19.6 million. For FY 2017, net cash provided by operating activities for was \$83.1 million, while capital expenditures totaled \$12.4 million, leading to free cash flow of \$70.7 million

ACPS is growing

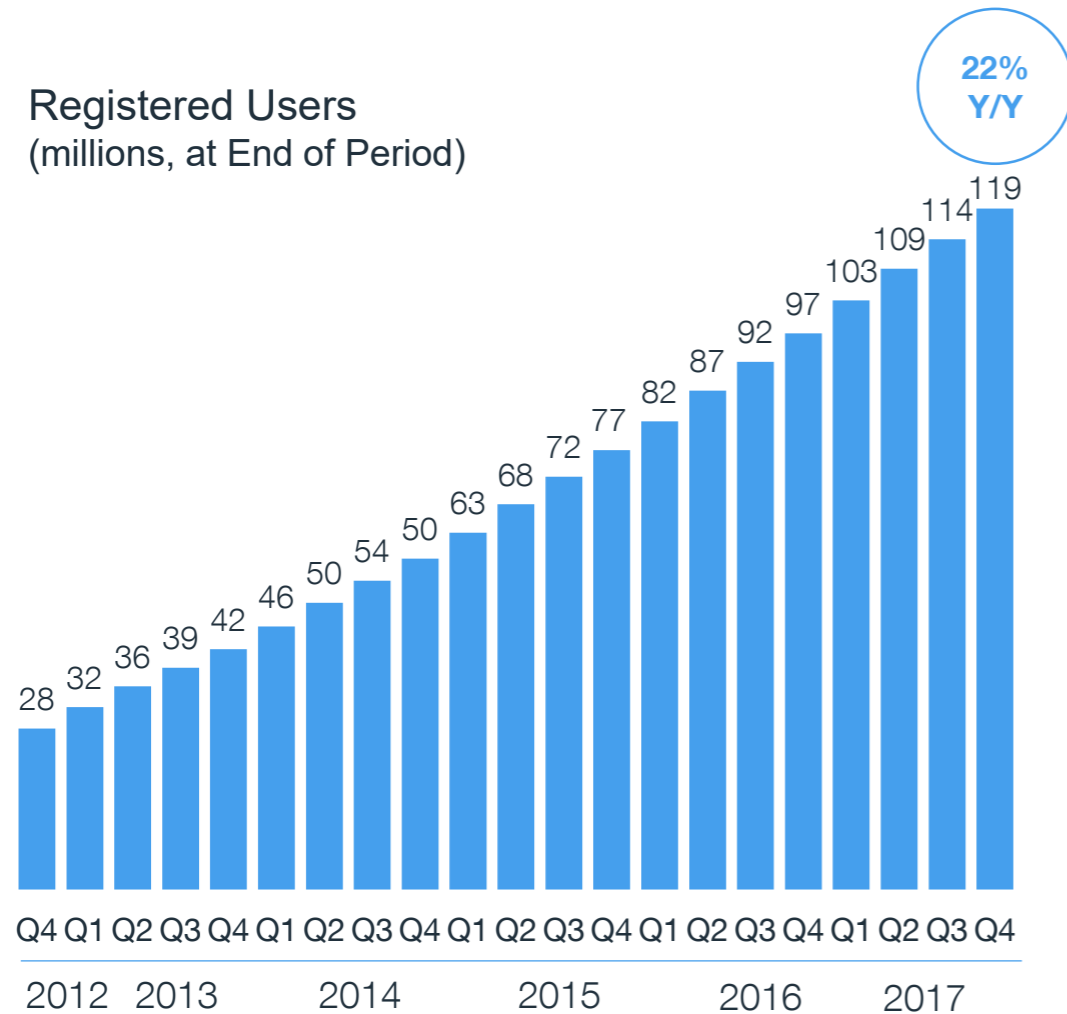
Average Collections Per New Annual Subscriptions in the US



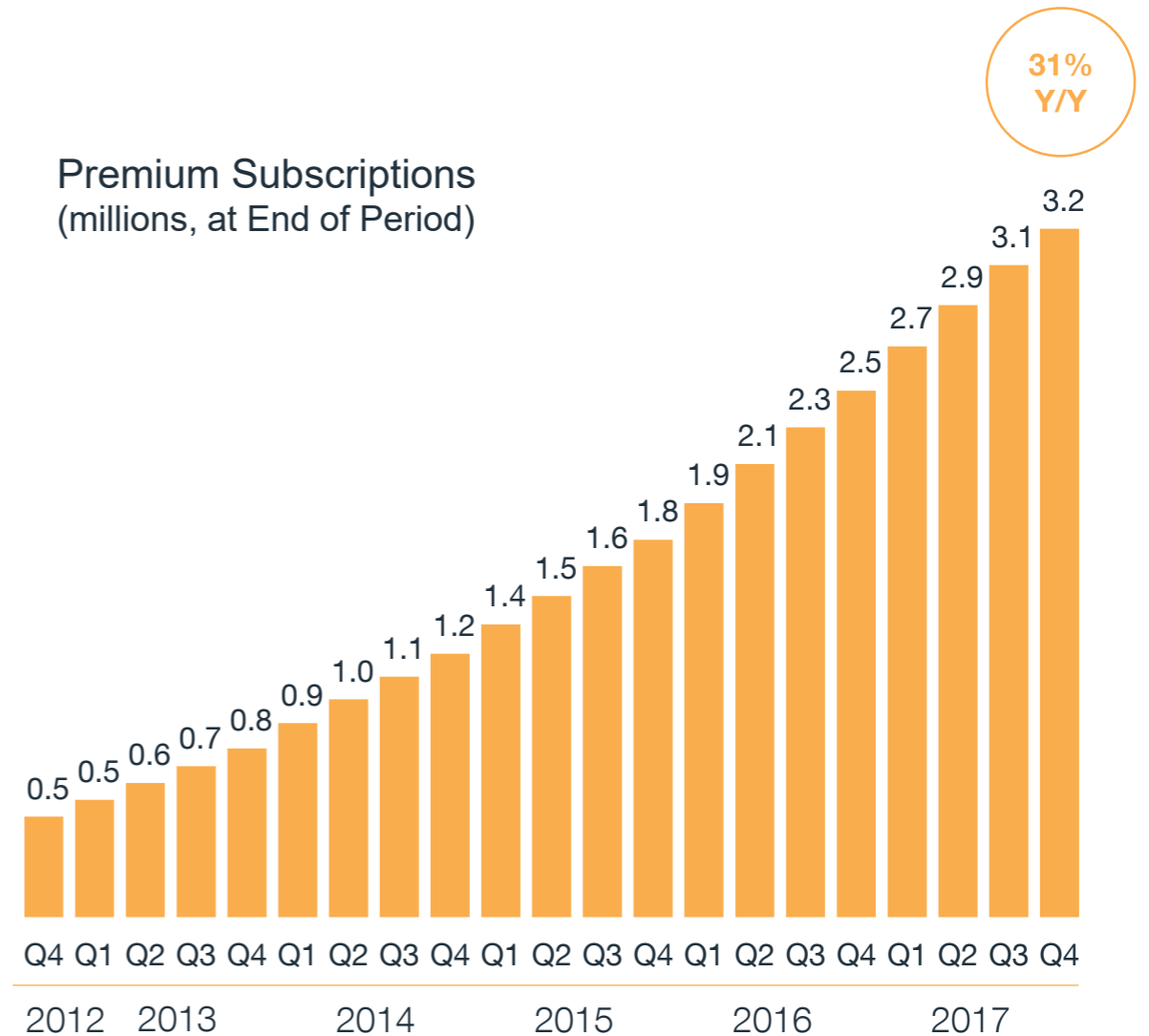
Note: Based on full-priced (excluding sales), new annual subscriptions purchased in the US for each quarter

User and subscription bases are growing

Registered Users
(millions, at End of Period)



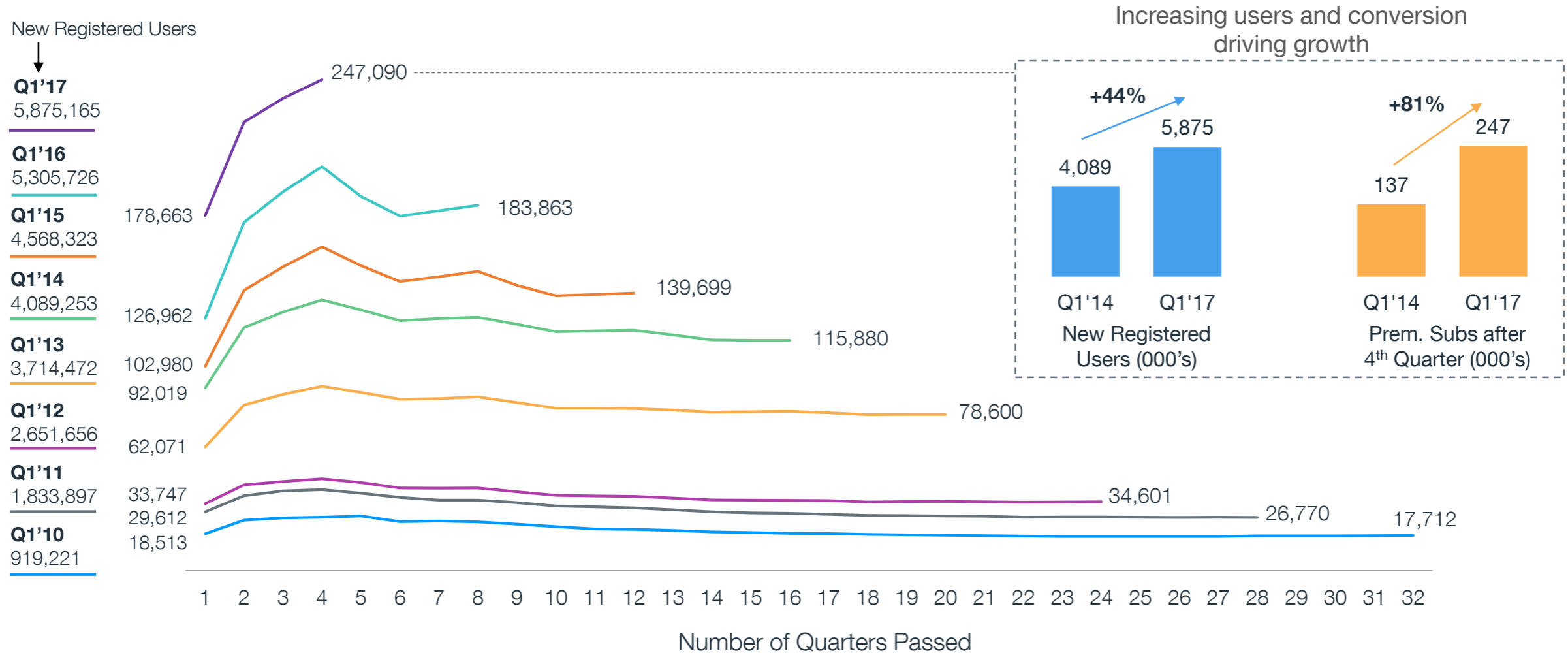
Premium Subscriptions
(millions, at End of Period)



Note: Data as of December 31, 2017

Consistent cohort behavior over the long term

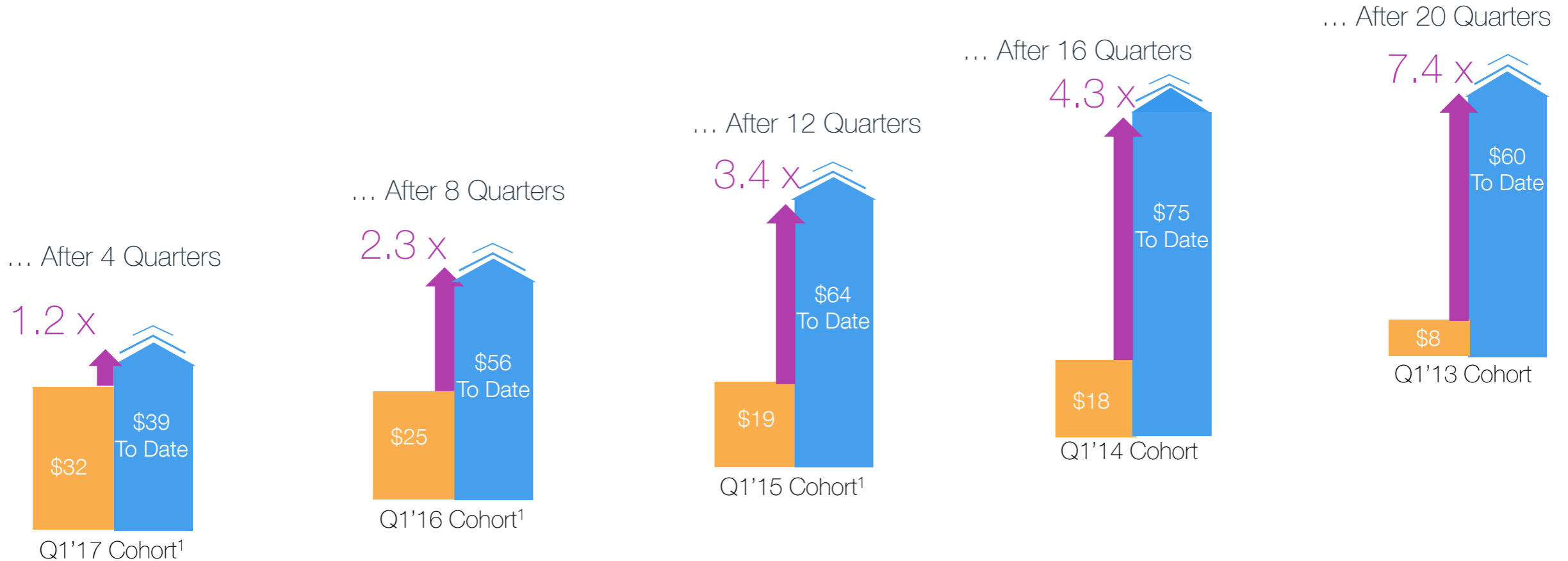
Active Premium Subscriptions from Q1 User Cohorts



Note: Data as of December 31, 2017

Efficient marketing based on 7-9 month TROI

One Time Marketing, Ongoing Collections



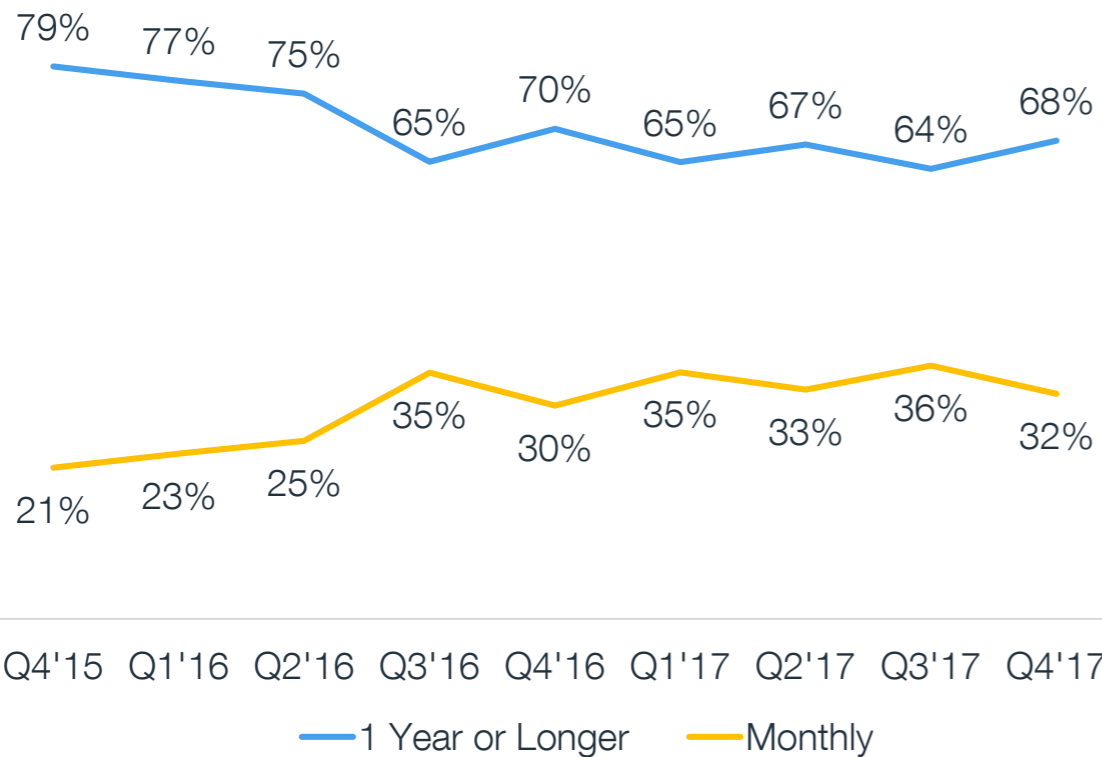
Marketing Cost (\$ million) Cohort Net Collections (\$ million)

Note: Data as of December 31, 2017; 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

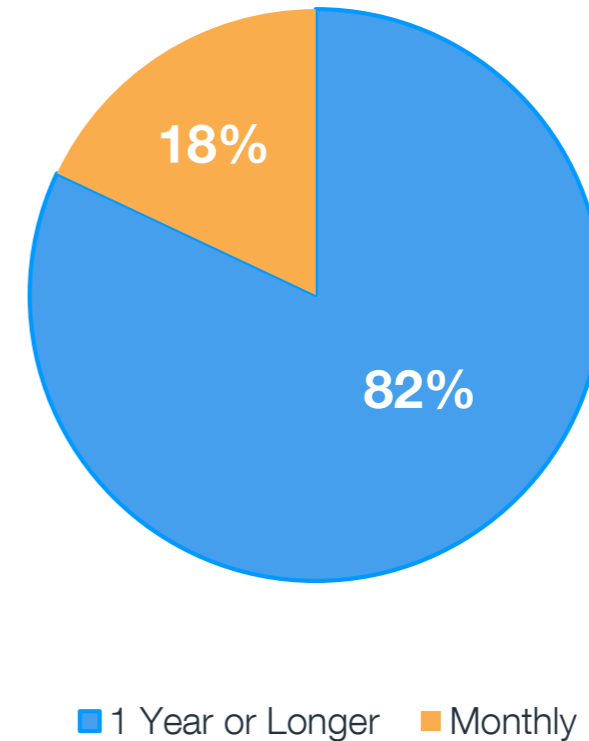
¹Excludes ~\$6 million in Q1'15, ~\$7 million in Q1'16, and ~\$9 million in Q1'17 of brand marketing expenses

Healthy mix of annual and monthly subscriptions

% of Gross New Subscriptions



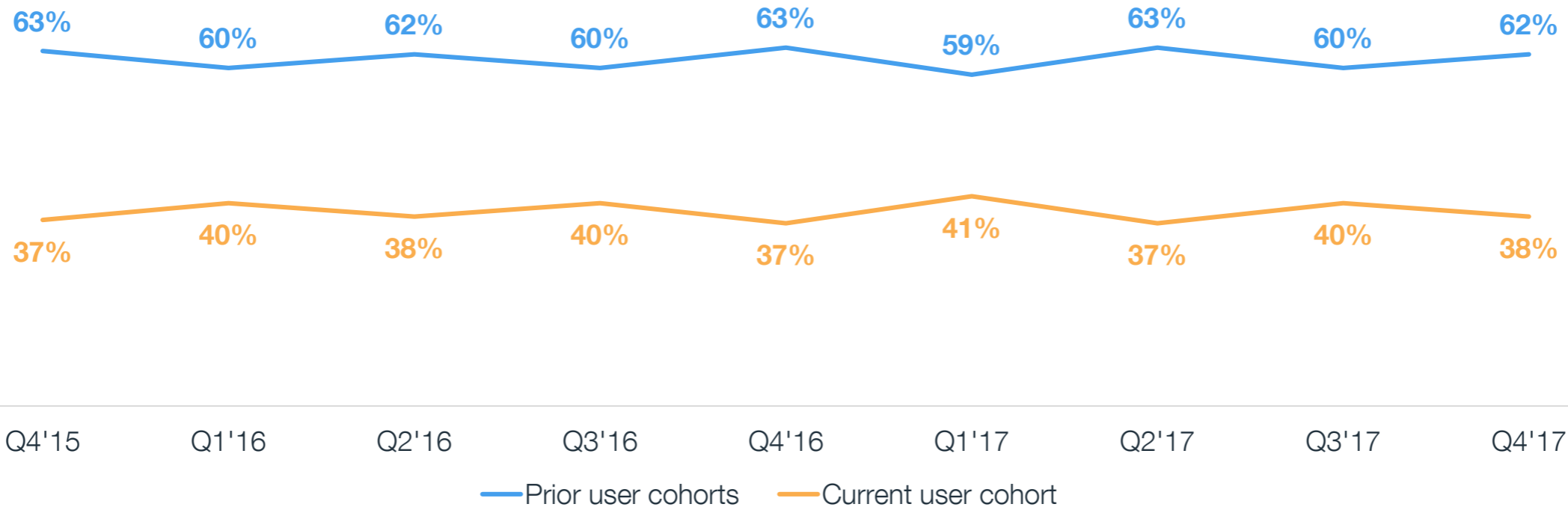
% of Total Subscriptions



Note: Data as of December 31, 2017

Prior cohorts continue to convert

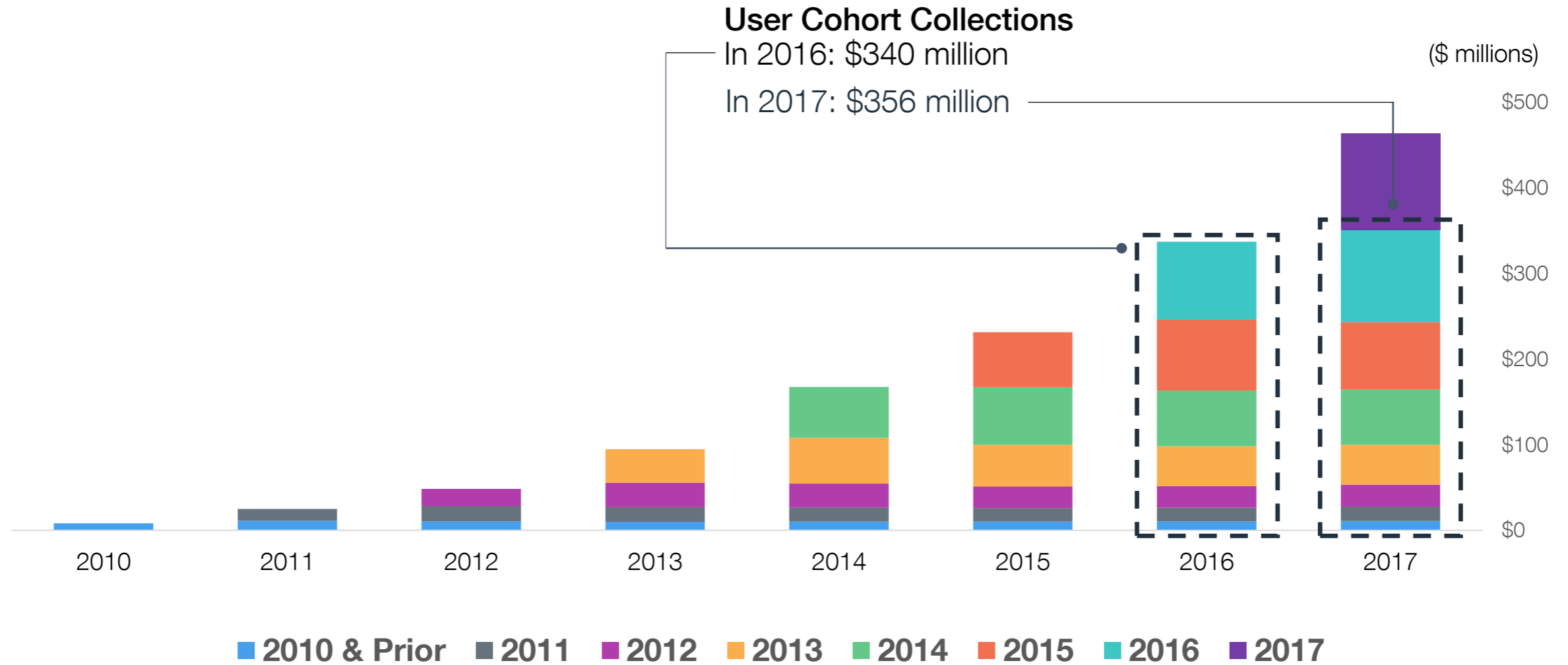
% of Gross New Subscriptions by Prior and Current User Cohorts



Note: Data as of December 31, 2017

Growing base of cohort collections

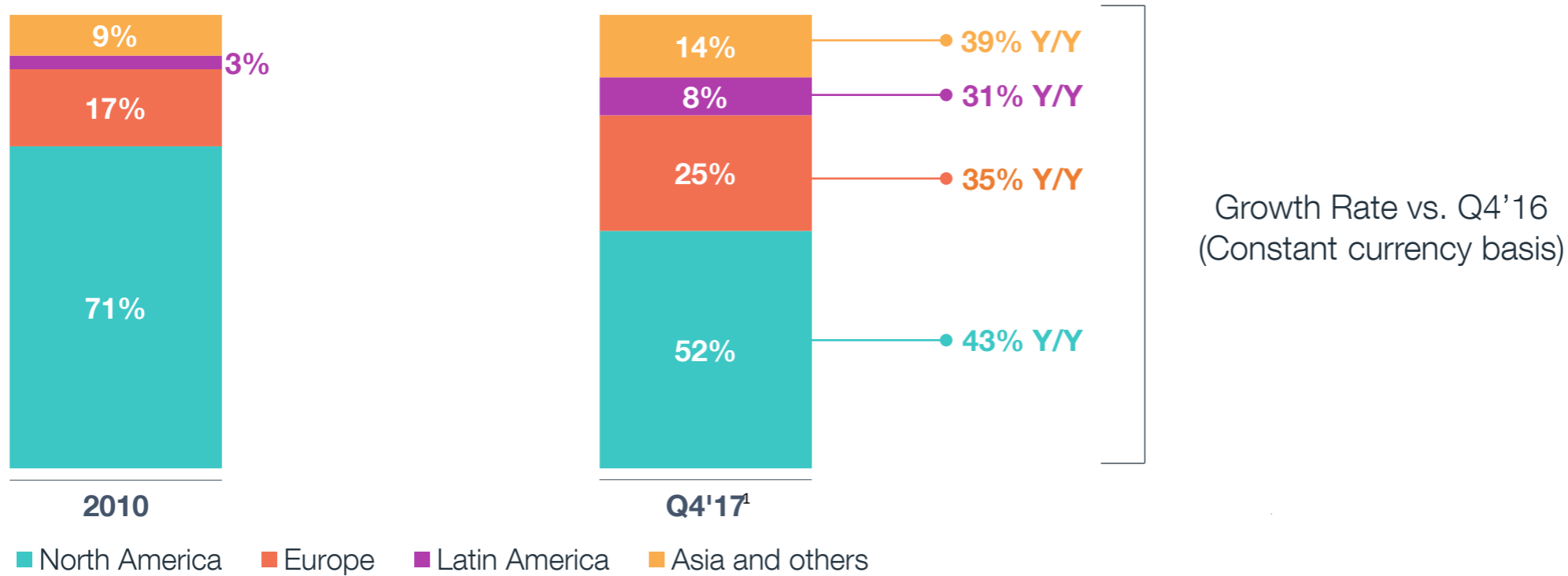
Annual collections by user cohort (\$ millions)



Excludes collections from domain names, third-party application sales, and DeviantArt

Increasing geographic penetration

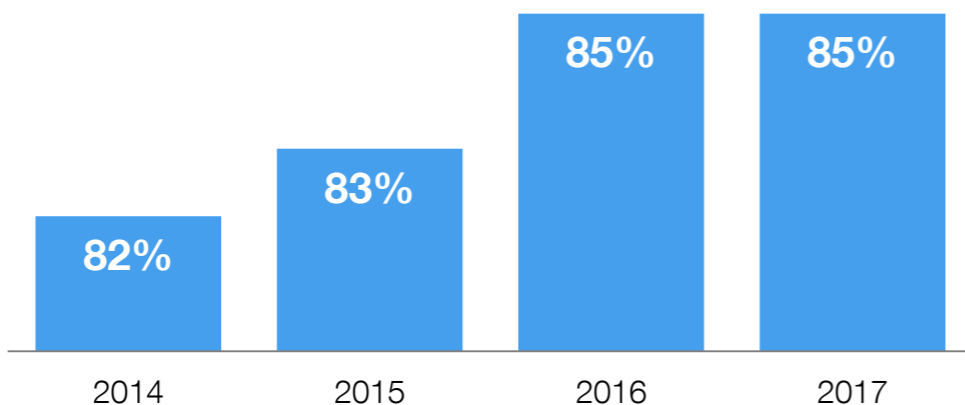
FX-Neutral revenue by geography (% of total)



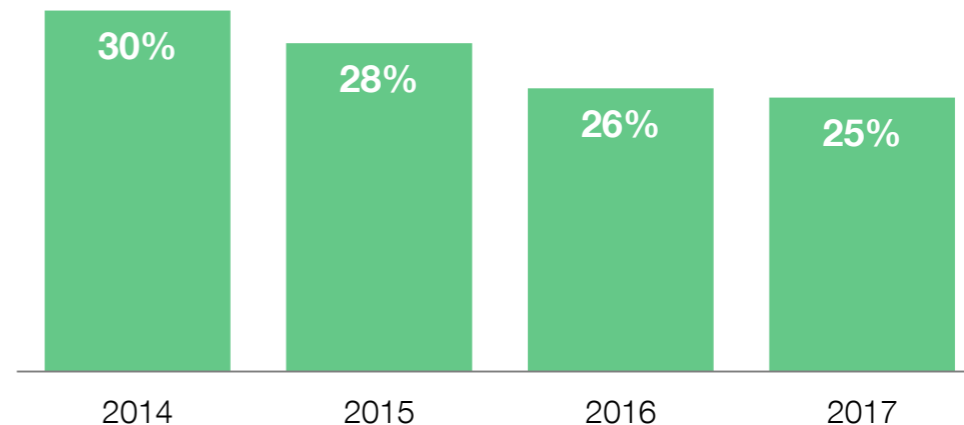
¹Revenue by Geography and Y/Y change based on constant FX rates from Q4'16

Continuing to drive leverage in the model

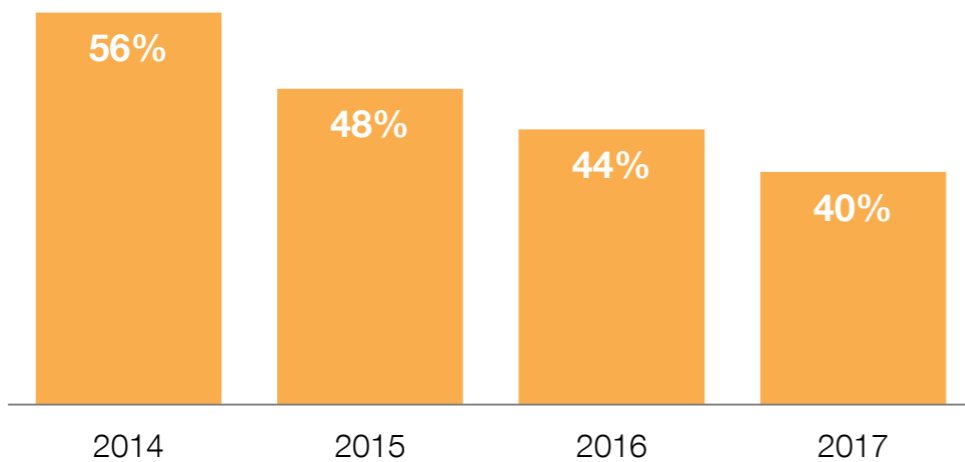
Non-GAAP Gross Margin (% revenue)



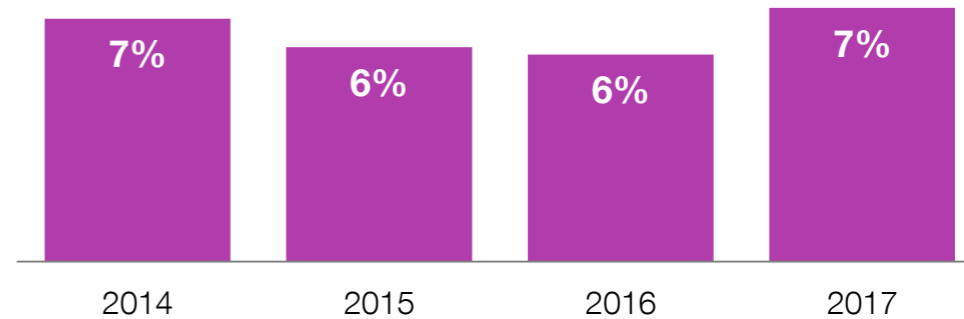
Non-GAAP R&D (% collections)



Non-GAAP S&M (% collections)



Non GAAP G&A (% collections)

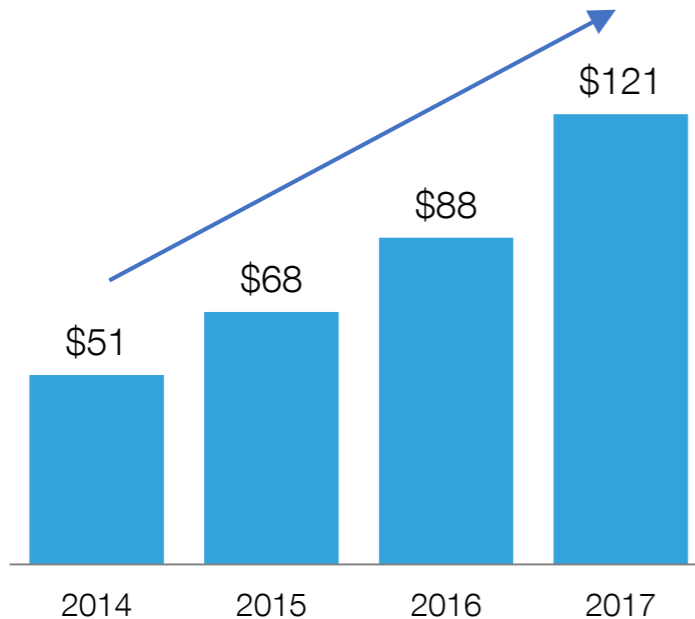


Note: Reconciliations from Non-GAAP to GAAP figures are available in the appendix

Significant Returns on R&D Investment

Annual R&D investment¹

Total incremental R&D investment over 2014: \$120 million



¹Non-GAAP R&D expense, in millions

²Value created over 6 years from time of cohort creation

³Growth of users and premium subs in first four quarters of Q1 2017 cohort compared to Q1 2014

⁴Based on full-priced (excluding sales), new annual subscriptions purchased in the US for each quarter

Multiple New Products

The New
WIX Editor

WIXADI

WIXStores

WIXBookings

WIX Video

WIXShoutOut

WIXMusic

WIX App

and many more...

Significant Value Creation

2014-2017

~**\$800 Million**

cohort value created²

Growth of Q1 user cohorts:

81%³

Increase in users: **44%**³

23% lift in ACPS⁴

+660K incremental net
subscriptions

2018 Outlook



Many potential growth drivers - next two years

Base Growth Drivers

- Ongoing conversion and renewal activity for existing cohorts
- Ongoing improvements to Wix Editor, Vertical Apps, and other products
- Wix ADI - further product improvements and traffic optimization
- Modest increases in ACPS
- New marketing campaigns to create new cohorts

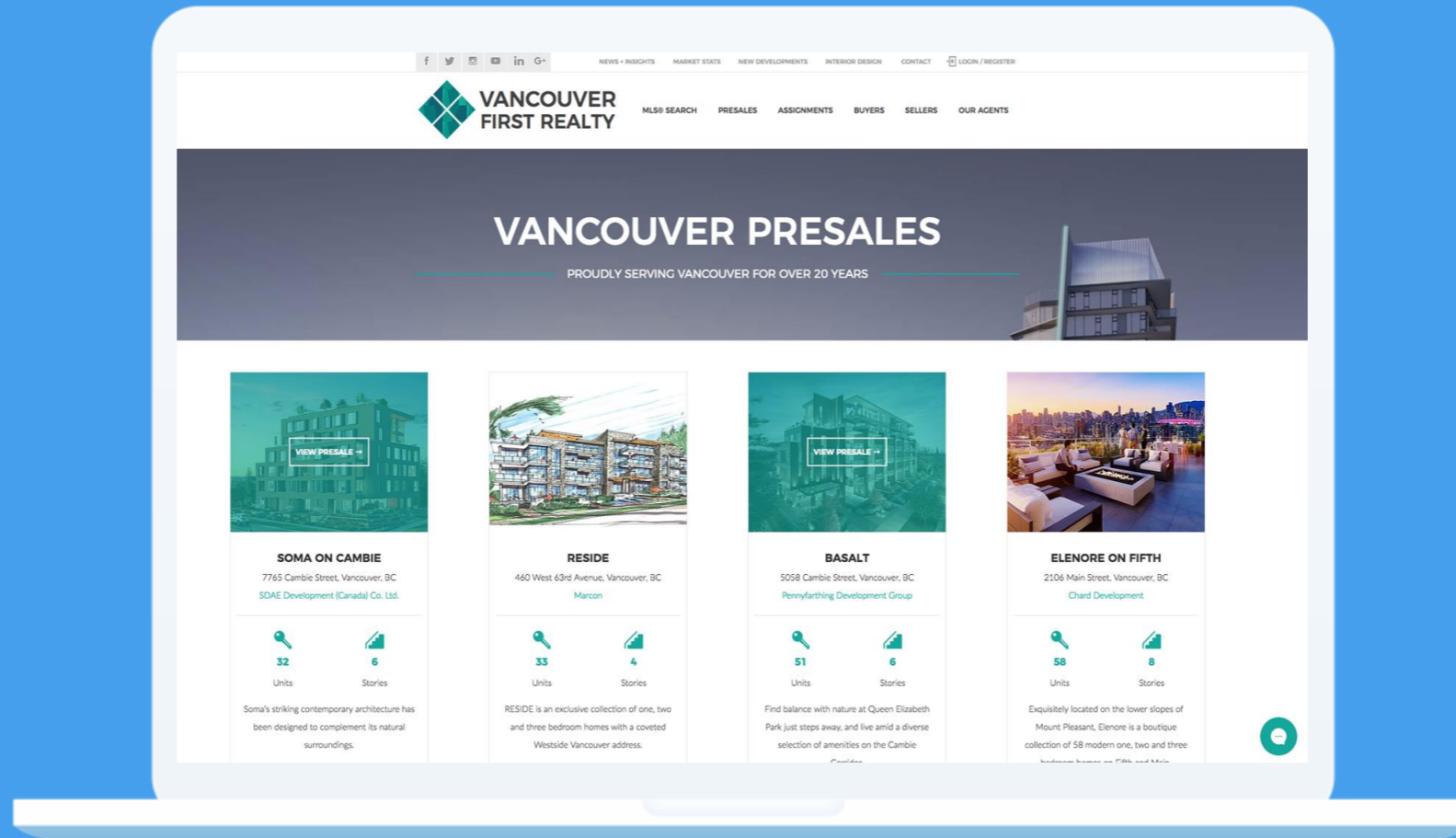
Potential Additional Drivers

- Unannounced new products
- Larger than expected increase in conversion, retention and/or ACPS
- Rollout of ADI in additional languages
- Contribution from Wix Code
- Marketing campaigns exceeding expectations and/or new channels
- Continued strength in brand
- Continued optimization across products
- Contribution from DeviantArt

Wix Code Site Examples

Vancouver Realty

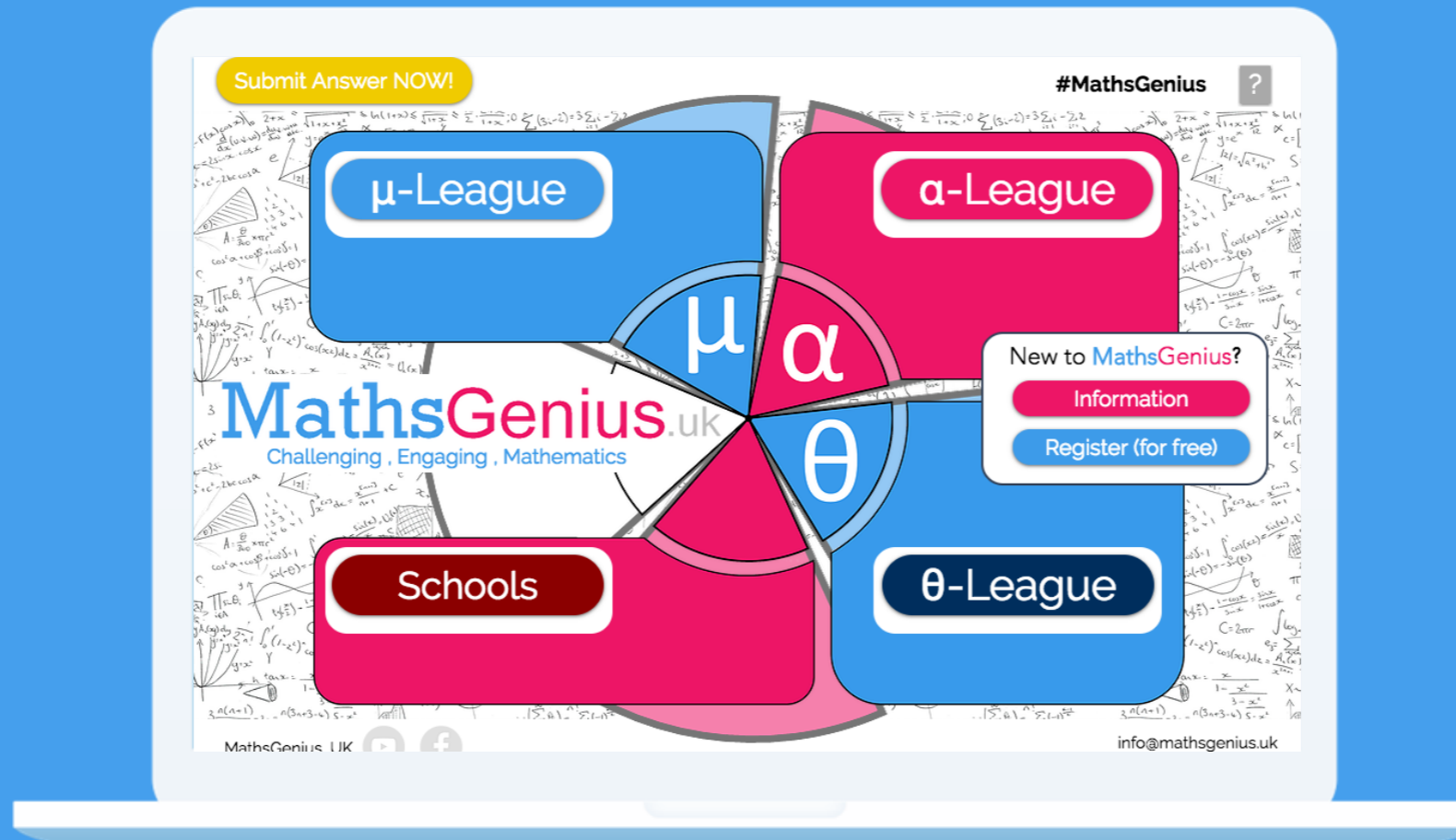
Dynamic pages + Google Maps API



vancouverfirstrealty.com

MathsGenius – educational quiz application

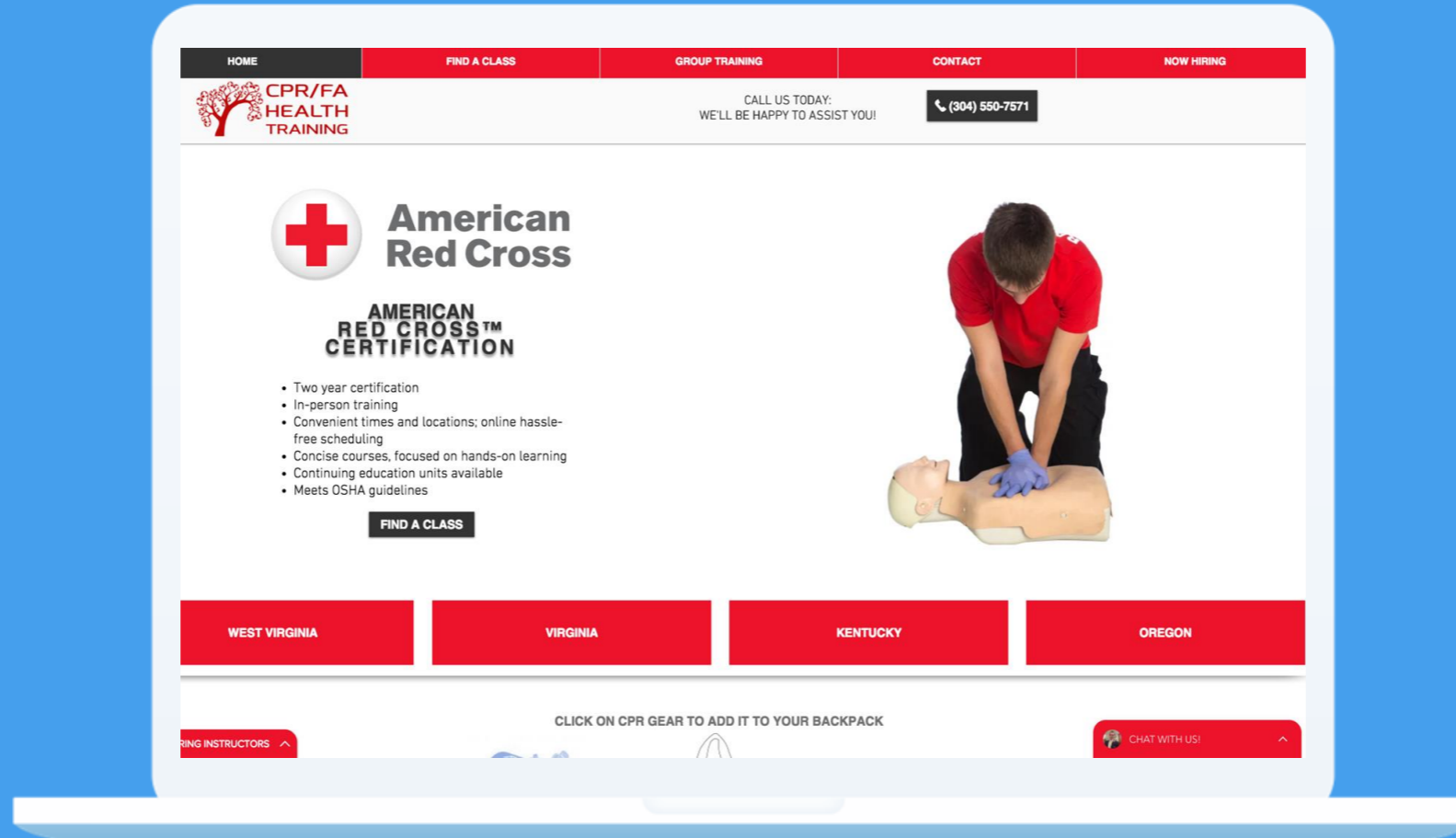
Custom interactions to present info in engaging way + user input forms



eatonjthomas.wixsite.com/mathsgenius

CPR/FA Health Training

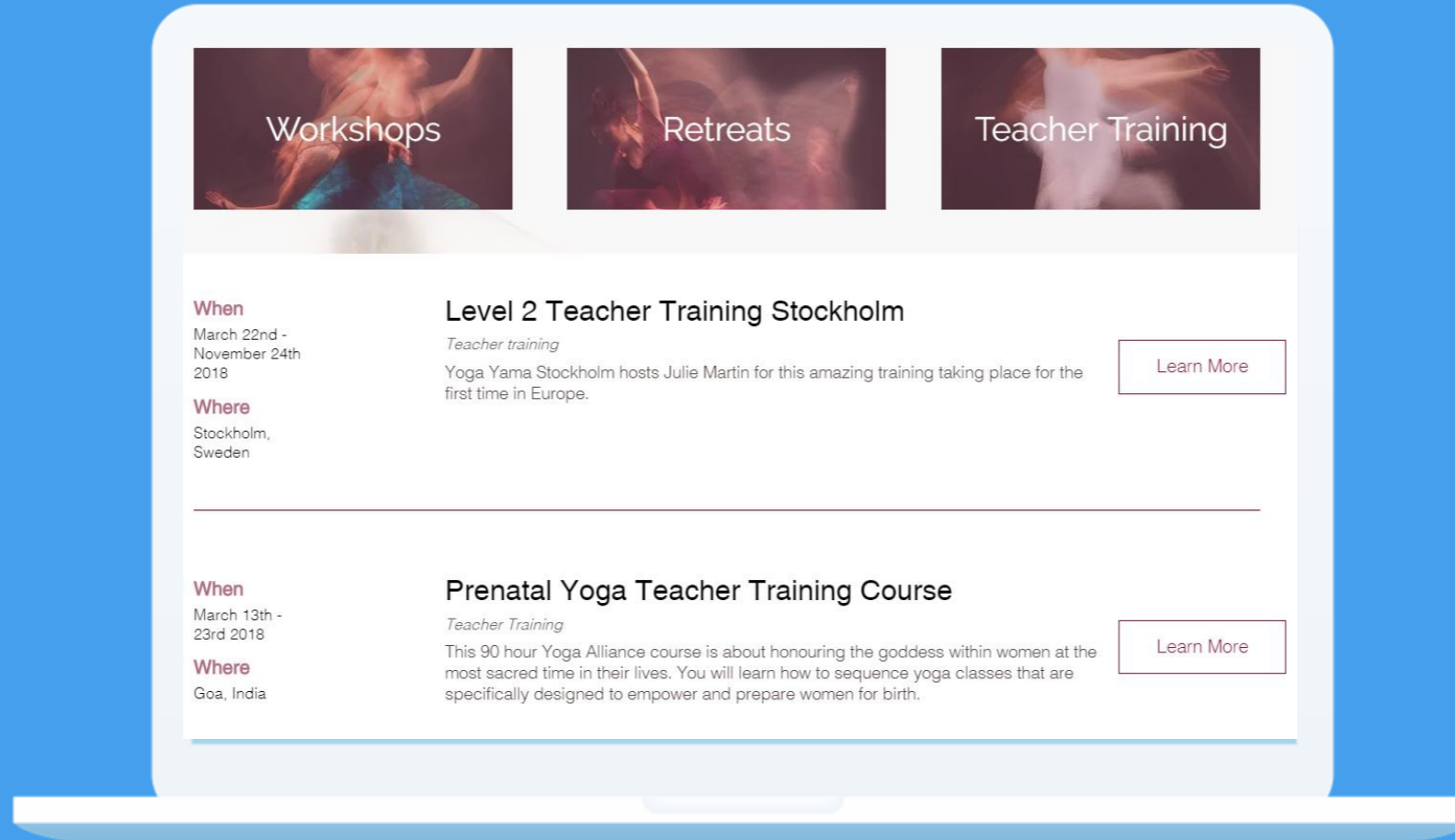
Dynamic pages to list courses, user input forms for registration, custom interactions for map and adding items to bag



cprfatraining.com

Brahmani Yoga

Database, Repeaters and Dynamic Pages for Events and Classes



www.brahmaniyoga.com

APPENDIX



Non-GAAP Financial Results

in 000s	2016 Q4	2017 Q4	2015	Full Year 2016	2017
Revenues	\$84,176	\$118,545	\$203,518	\$290,103	\$425,636
Collections	\$97,652	\$132,203	\$241,687	\$342,069	\$483,989
Non-GAAP Gross Profit	\$71,867	\$100,523	\$169,901	\$246,614	\$359,708
<i>Gross Margin %</i>	<i>85%</i>	<i>85%</i>	<i>83%</i>	<i>85%</i>	<i>85%</i>
Non-GAAP R&D expenses	\$23,970	\$33,997	\$67,977	\$87,570	\$121,293
<i>% of revenues</i>	<i>28%</i>	<i>29%</i>	<i>33%</i>	<i>30%</i>	<i>28%</i>
<i>% of collections</i>	<i>25%</i>	<i>26%</i>	<i>28%</i>	<i>26%</i>	<i>25%</i>
Non-GAAP S&M expenses	\$38,759	\$47,313	\$116,733	\$151,759	\$195,041
<i>% of revenues</i>	<i>46%</i>	<i>40%</i>	<i>57%</i>	<i>52%</i>	<i>46%</i>
<i>% of collections</i>	<i>40%</i>	<i>36%</i>	<i>48%</i>	<i>44%</i>	<i>40%</i>
Non-GAAP G&A Expenses	\$5,259	\$9,510	\$14,457	\$19,814	\$34,275
<i>% of revenues</i>	<i>6%</i>	<i>8%</i>	<i>7%</i>	<i>7%</i>	<i>8%</i>
<i>% of collections</i>	<i>5%</i>	<i>7%</i>	<i>6%</i>	<i>6%</i>	<i>7%</i>
Non-GAAP Operating Loss	\$3,879	\$9,703	(\$29,266)	(\$12,529)	\$9,099
<i>% of revenues</i>	<i>5%</i>	<i>8%</i>	<i>(14%)</i>	<i>(4%)</i>	<i>2%</i>
<i>% of collections</i>	<i>4%</i>	<i>7%</i>	<i>(12%)</i>	<i>(4%)</i>	<i>2%</i>
Non-GAAP Net Loss	\$2,958	\$7,325	(\$31,354)	(\$14,555)	(\$549)

Non-GAAP items exclude the impact of share-based compensation expense, amortization of intangibles, withdrawn secondary expenses and acquisition-related expenses

Reconciliation of GAAP to Non-GAAP Measures

in 000s	2016				2017				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017
Revenue	\$61,586	\$68,730	\$75,611	\$84,176	\$92,538	\$103,522	\$111,031	\$118,545	\$203,518	\$290,103	\$425,636
Change in deferred revenue	\$14,108	\$12,723	\$11,659	\$13,476	\$22,008	\$13,599	\$9,088	\$13,658	\$38,169	\$51,966	\$58,353
Collections	\$75,694	\$81,453	\$87,270	\$97,652	\$114,546	\$117,121	\$120,119	\$132,203	\$241,687	\$342,069	\$483,989
in 000s	2016				2017				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017
GAAP Gross Profit	\$51,079	\$57,712	\$64,587	\$71,438	\$77,675	\$85,497	\$92,204	\$100,869	\$168,548	\$244,816	\$356,245
Share Based Compensation	\$428	\$475	\$466	\$429	\$506	\$695	\$783	\$946	\$1,353	\$1,798	\$2,930
Amortization	\$0	\$0	\$0	\$0	\$0	\$1,040	\$757	(\$1,292)	\$0	\$0	\$505
Acquisition Related Expenses & Withdrawn Secondary Expense	\$0	\$0	\$0	\$0	\$28	\$0	\$0	\$0	\$0	\$0	\$28
Non-GAAP Gross Profit	\$51,507	\$58,187	\$65,053	\$71,867	\$78,209	\$87,232	\$93,744	\$100,523	\$169,901	\$246,614	\$359,708
in 000s	2016				2017				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017
GAAP Operating Loss	(\$19,768)	(\$10,490)	(\$9,032)	(\$4,742)	(\$20,471)	(\$10,563)	(\$11,454)	(\$7,523)	(\$48,635)	(\$44,032)	(\$50,011)
Share Based Compensation	\$6,137	\$6,927	\$7,163	\$7,821	\$8,982	\$11,979	\$13,035	\$13,704	\$18,733	\$28,048	\$47,700
Amortization	\$187	\$186	\$188	\$187	\$186	\$1,240	\$948	\$379	\$636	\$747	\$2,753
Acquisition Related Expenses & Withdrawn Secondary Expense	\$1,183	\$397	\$514	\$614	\$3,765	\$860	\$889	\$3,143	\$0	\$2,708	\$8,657
Non-GAAP Operating Loss	(\$12,262)	(\$2,980)	(\$1,167)	\$3,879	(\$7,538)	\$3,516	\$3,418	\$9,703	(\$29,267)	(\$12,529)	\$9,099

Reconciliation of GAAP to Non-GAAP Measures

in 000s	2016				2017				2015	Full Year	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		2016	2017
GAAP Net Loss	(\$19,912)	(\$11,420)	(\$9,643)	(\$5,921)	(\$20,885)	(\$14,264)	(\$14,519)	(\$6,605)	(\$51,334)	(\$46,896)	(\$56,273)
Share Based Compensation & Other Non-GAAP Adjustments	\$7,682	\$7,707	\$8,073	\$8,879	\$12,933	\$14,078	\$14,872	\$13,840	\$19,980	\$32,341	\$55,724
Non-GAAP Net Loss	(\$12,230)	(\$3,713)	(\$1,571)	\$2,958	(\$7,952)	(\$186)	\$353	\$7,325	(\$31,354)	(\$14,555)	(\$549)

in 000s	2016				2017				2015	Full Year	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		2016	2017
Net cash provided by operating activities	(\$925)	\$11,314	\$10,470	\$19,714	\$16,397	\$19,651	\$22,063	\$24,941	\$20,876	\$40,573	\$83,052
Capital expenditures, net	(\$1,209)	(\$1,129)	(\$1,046)	(\$1,031)	(\$1,616)	(\$2,239)	(\$3,128)	(\$5,386)	(\$6,342)	(\$4,415)	(\$12,369)
Free Cash Flow	(\$2,134)	\$10,185	\$9,424	\$18,683	\$14,781	\$17,412	\$18,935	\$19,555	\$14,534	\$36,158	\$70,683

Reconciliation of GAAP to Non-GAAP Measures

in 000s	2016				2017				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017
Research and development (GAAP)	\$24,472	\$25,483	\$26,536	\$28,877	\$32,669	\$36,749	\$40,252	\$43,965	\$77,647	\$105,368	\$153,635
Options compensation	\$3,111	\$3,558	\$3,718	\$4,156	\$4,726	\$6,586	\$7,190	\$7,725	\$9,234	\$14,543	\$26,227
Acquisition related expenses	\$1,183	\$397	\$514	\$614	\$1,713	\$860	\$889	\$2,107	\$0	\$2,708	\$5,569
Amortization	\$137	\$136	\$138	\$137	\$136	\$138	\$136	\$136	\$436	\$547	\$546
Non-GAAP research and development	\$20,041	\$21,392	\$22,167	\$23,970	\$26,094	\$29,165	\$32,037	\$33,997	\$67,978	\$87,570	\$121,293
Selling and marketing (GAAP)	\$40,454	\$36,026	\$40,010	\$40,022	\$54,329	\$48,016	\$51,184	\$50,906	\$120,010	\$156,512	\$204,435
Options compensation	\$981	\$1,122	\$1,237	\$1,213	\$1,419	\$1,778	\$1,826	\$1,562	\$3,077	\$4,553	\$6,585
Acquisition related expenses	\$0	\$0	\$0	\$0	\$611	\$0	\$0	\$496	\$0	\$0	\$1,107
Amortization	\$50	\$50	\$50	\$50	\$50	\$62	\$55	\$1,535	\$200	\$200	\$1,702
Non-GAAP selling and marketing	\$39,423	\$34,854	\$38,723	\$38,759	\$52,249	\$46,176	\$49,303	\$47,313	\$116,732	\$151,759	\$195,041
General and administrative (GAAP)	\$5,921	\$6,693	\$7,073	\$7,281	\$11,148	\$11,295	\$12,222	\$13,521	\$19,526	\$26,968	\$48,186
Options compensation	\$1,617	\$1,772	\$1,743	\$2,022	\$2,331	\$2,920	\$3,236	\$3,471	\$5,069	\$7,154	\$11,958
Withdrawn secondary offering expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Acquisition related expenses	\$0	\$0	\$0	\$0	\$1,413	\$0	\$0	\$540	\$0	\$0	\$1,953
Non-GAAP general and administrative	\$4,304	\$4,921	\$5,330	\$5,259	\$7,404	\$8,375	\$8,986	\$9,510	\$14,457	\$19,814	\$34,275