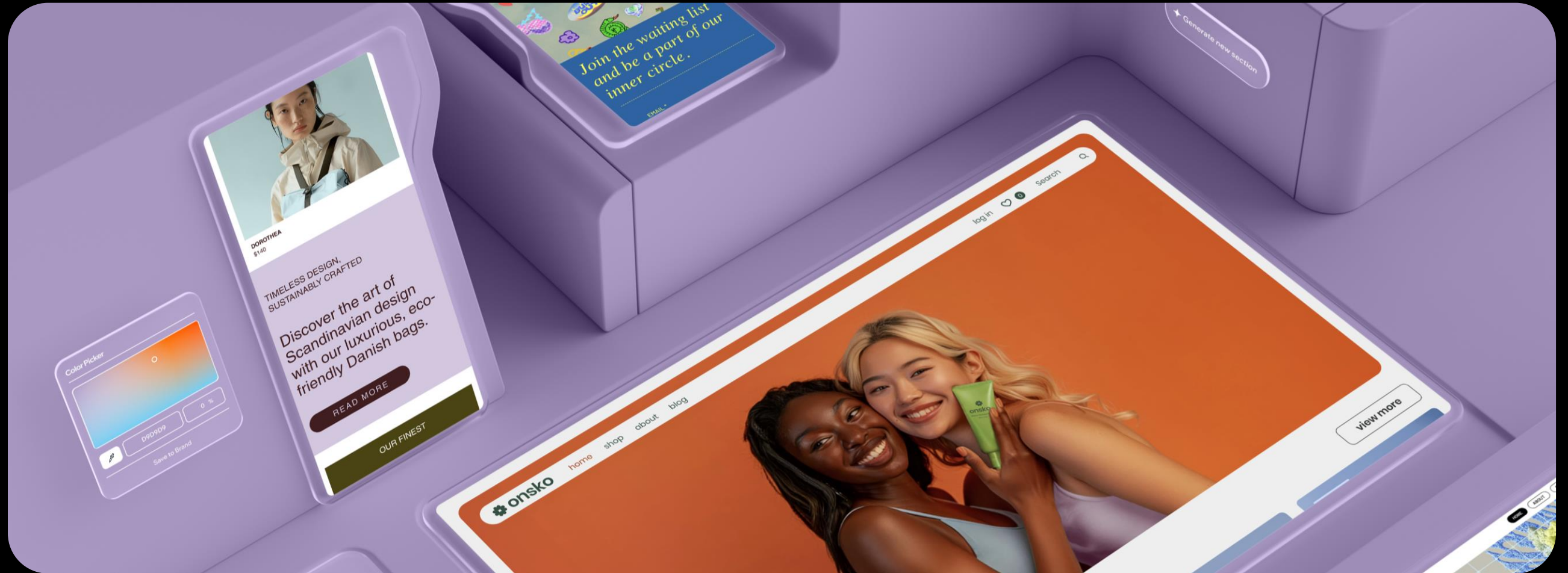


Company Overview

Third Quarter 2025



WIX

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, bookings 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,” “subject,” “project,” “outlook,” “future,” “will,” “seek” and similar terms or phrases. The forward-looking statements contained in this document, including the quarterly and annual 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 expectation that we will be able to attract and retain registered users and partners to our various offerings, and generate new paid subscriptions, in particular as we continuously adjust our marketing strategy and as the macro-economic environment continues to be turbulent; our expectation that we will be able to increase the average revenue we derive per paid subscription, including through our partners; our expectation that new products and developments, as well as third-party products we will offer in the future within our platform, will receive customer acceptance and satisfaction, including the growth in market adoption of our online commerce solutions and our Wix Studio product, as well as our vibe coding product; our expectations regarding our ability to develop relevant and required products using artificial intelligence (“AI”), the regulatory environment impacting AI and AI-related activities, including privacy and intellectual property, and potential competitive impacts from AI tools; our assumption that historical user behavior can be extrapolated to predict future user behavior, in particular during turbulent macro-economic environments; our prediction of the future revenues and/or bookings generated by our user cohorts and our ability to maintain and increase such revenue growth, as well as our ability to generate and maintain elevated levels of free cash flow and profitability; our expectation to maintain and enhance our brand and reputation; our expectation that we will effectively execute our initiatives to improve our user support function through our Customer Care team, and continue attracting registered users and partners, and increase user retention, user engagement and sales; 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 expectation regarding the impact of fluctuations in foreign currency exchange rates, interest rates, potential illiquidity of banking systems, and other recessionary trends on our business; our expectations relating to the repurchase of our ordinary shares and/or Convertible Notes

pursuant to our repurchase program; our expectation that we will effectively manage our infrastructure; our expectation to comply with AI, privacy, and data protection laws and regulations as well as contractual privacy and data protection obligations; our expectations regarding the outcome of any regulatory investigation or litigation, including class actions; our expectations regarding future changes in our cost of revenues and our operating expenses on an absolute basis and as a percentage of our revenues, including as a result of elevated costs related to AI, as well as our ability to achieve and maintain profitability; our expectations regarding changes in the global, national, regional or local economic, business, competitive, market, and regulatory landscape, including as a result of the war and hostilities between Israel and Hamas, Hezbollah, Iran and the Houti movement in Yemen and/or the Ukraine-Russia war and any escalations thereof and potential for wider regional instability and conflict; 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 for the foreseeable future; our expectations with respect to the integration and performance of acquisitions; our ability to attract and retain qualified employees and key personnel; and our expectations about entering into new markets and attracting new customer demographics, including our ability to successfully attract new partners, large enterprise-level users and to grow our activities, including through the adoption of our Wix Studio product, with these customer types as anticipated other factors discussed under the heading “Risk Factors” in the Company’s annual report on Form 20-F for the year ended December 31, 2024 filed with the Securities and Exchange Commission on March 21, 2025. The preceding list is not intended to be an exhaustive list of all of our forward-looking statements. 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.

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: bookings, cumulative cohort bookings, bookings on a constant currency basis, revenue on a constant currency basis, non-GAAP gross margin, non-GAAP operating income (loss), non-GAAP operating margin, non-GAAP net income (loss), non-GAAP net income (loss) per share, free cash flow, free cash flow on a constant currency basis, 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 foreign exchange neutral basis have been adjusted to exclude the effect of y/y changes in foreign currency exchange rate fluctuations. Bookings is a non-GAAP financial measure calculated by adding the change in deferred revenues and the change in unbilled contractual obligations for a particular period to revenues for the same period. Bookings include cash receipts for premium subscriptions purchased by users as well as cash we collect from business solutions, 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 the majority of the additional products and services (other than Google Workspace) are recognized as revenues upon receipt. Committed payments are recognized as revenue as we fulfill 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 the capital expenditures and other expenses associated with the buildout of our new corporate headquarters, and cash acquisition-related expenses. 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.

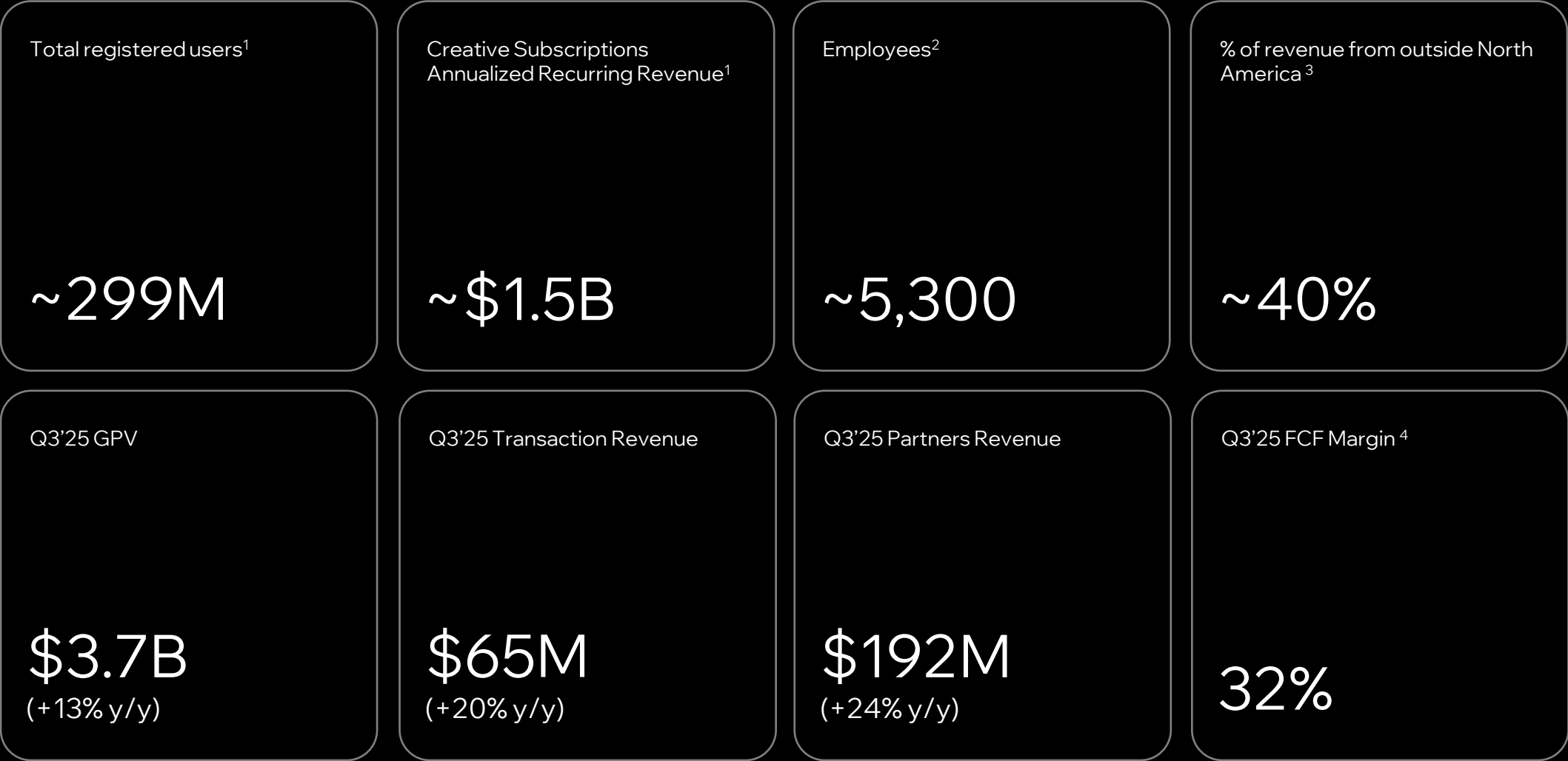
Non-GAAP G&A expenses represent G&A expenses calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related expenses and amortization. Non-GAAP operating expenses represent operating expenses calculated in accordance with GAAP as adjusted for the impact of share-based compensation expense, acquisition-related expenses and amortization. Acquisition-related expenses include transaction costs and retention payments that would not otherwise have been incurred by us in the normal course of our business. 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 margin, free cash flow, as adjusted, bookings, cumulative cohort bookings, non-GAAP gross margin, non-GAAP operating expenses, non-GAAP operating expenses as a percentage of revenue, 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) the total monthly revenue of all Creative Subscriptions (including Base44) in effect on the last day of the period, other than domain registrations; (ii) the average revenue per month from domain registrations multiplied by all registered domains in effect on the last day of the period; and (iii) monthly revenue from other partnership agreements including enterprise partners.

Company Overview



1 As of Sept 30, 2025
2 As of Sept 30, 2025; number of employees includes contractors
3 Q3'25 Revenue by Geography based on constant FX rates from Q3'24
4 Excludes cash and non-cash acquisition costs related to Base44 and HourOne

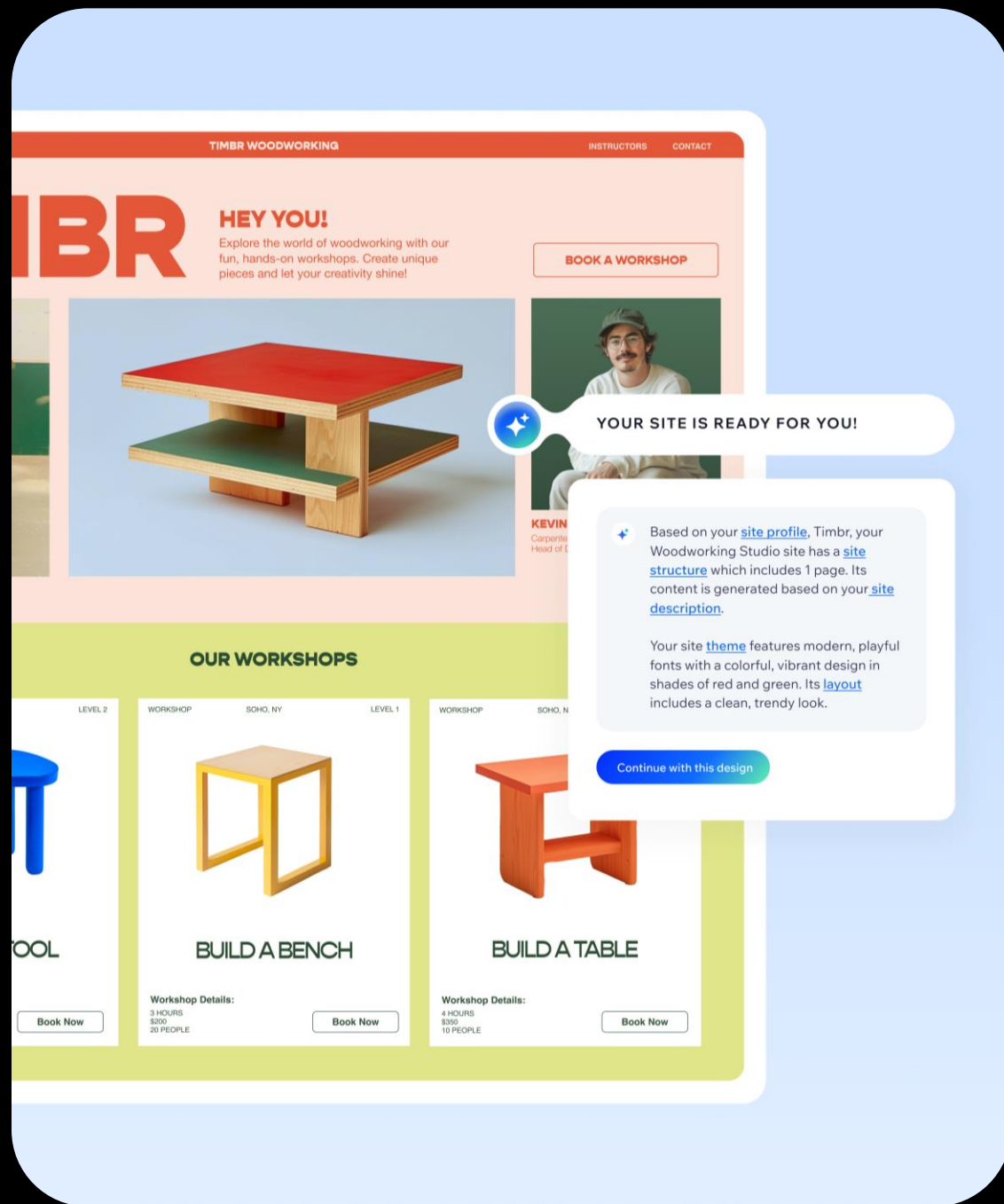
Where any business,
community or person can
create their dreams online.



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.





We're thinking beyond just transforming website building as AI reshapes the internet.

With a focus on AI development since 2016 and continuous innovation, we are unlocking entirely new markets created by AI technology.

Expanding into the Future of the Internet with Base44



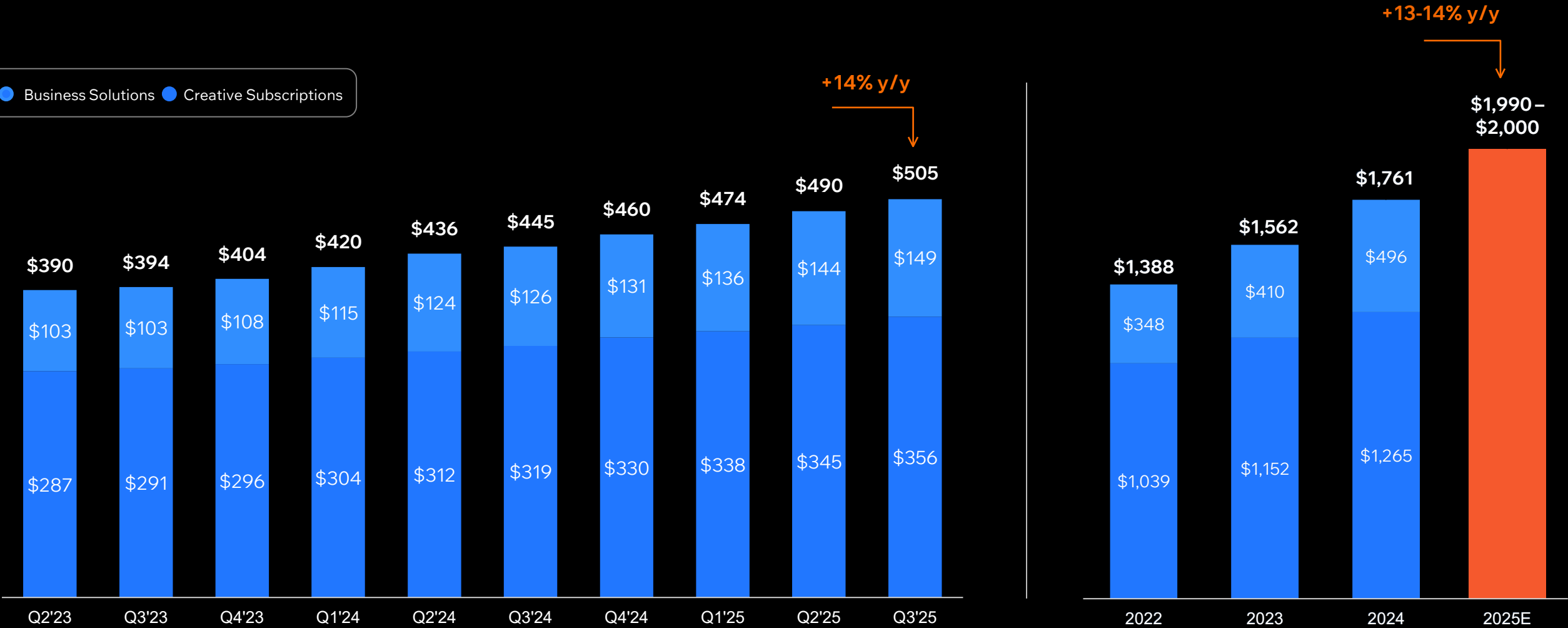
- Acquired by Wix in June 2025, Base44 is a hyper-growth pioneer of AI-powered code generation and multi-agent orchestration.
- **Base44 now serves over 2 million users – nearly 7x more users than when acquired in June 2025! Growing audience traffic share from low single digits to 10% as of October 2025.**
- With the app development market being significantly larger than website building, **Base44 gives us immediate access to a completely new audience:** individual developers, design/product teams, enterprises building internal tools, and DIY users who want to build applications, not only websites
- Base44's powerful vibe-coding application empowers users to create fully functional custom solutions and websites using natural language through a chat-based interface
- For now, Base44 will continue operating as a distinct business while benefiting from the scale and support of Wix
- With only a few million of ARR at time of acquisition, **Base44 is on track to generate at least \$50 million of ARR by end of 2025 – accelerating towards a milestone \$100 million of ARR at incredible speed**

Financial Overview and Update



Total Revenue

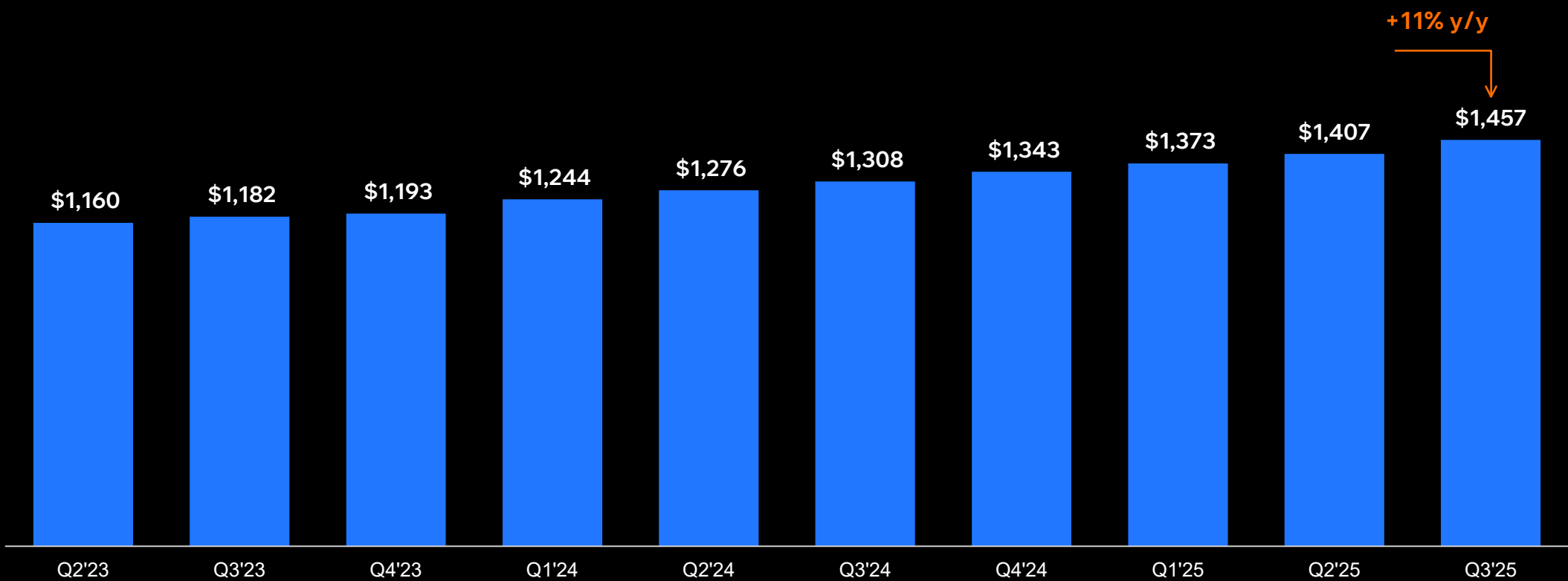
(\$ Millions)



Note: Numbers may not add due to rounding.

Consistent Creative Subscriptions ARR Expansion

(\$ Millions)



Note: Creative Subscriptions Annualized Recurring Revenue (ARR) is calculated as Creative Subscriptions Monthly Recurring Revenue (MRR) multiplied by 12. Creative Subscriptions MRR is calculated as the total of (i) the total monthly revenue of all Creative Subscriptions, including Base44, in effect on the last day of the period; other than domain registrations; (ii) the average revenue per month from domain registrations multiplied by all registered domains in effect on the last day of the period; and (iii) monthly revenue from other partnership agreements including enterprise partners. We believe that ARR is a leading indicator of our anticipated Creative Subscription revenues as it captures both the growth we generate from the number of premium subscriptions as well as the amount of revenue we generate per premium subscription from both Wix and Base44.

Total Bookings

(\$ Millions)



Note: Numbers may not add due to rounding.

Tremendous Partners Momentum

(\$ Millions)

We continue to see strong momentum and growth in Partners. This is a result of years of successful development of our platform for professionals, culminating in the August 2023 launch of our cornerstone Studio product, and a testament to the success of multiple years of investment we have undertaken to attract these users to Wix.

Partners revenue



Note: Partners revenue is defined as revenue generated through agencies and freelancers that build sites or applications for other users ("Agencies") as well as revenue generated through B2B partnerships, such as LegalZoom or Vistaprint ("Resellers"). We identify Agencies using multiple criteria, including but not limited to, the number of sites built, participation in the Wix Partner Program and/or the Wix Marketplace or Wix products used (incl. Wix Studio). Partners revenue includes revenue from both the Creative Subscriptions (including Base44) and Business Solutions businesses.

Transaction Revenue Growth

(\$ Millions)

Continued transaction revenue growth driven by solid GPV growth, particularly from Partners, as well as stable, healthy take rate as we execute on our monetization initiatives and expand our suite of commerce-enablement tools.



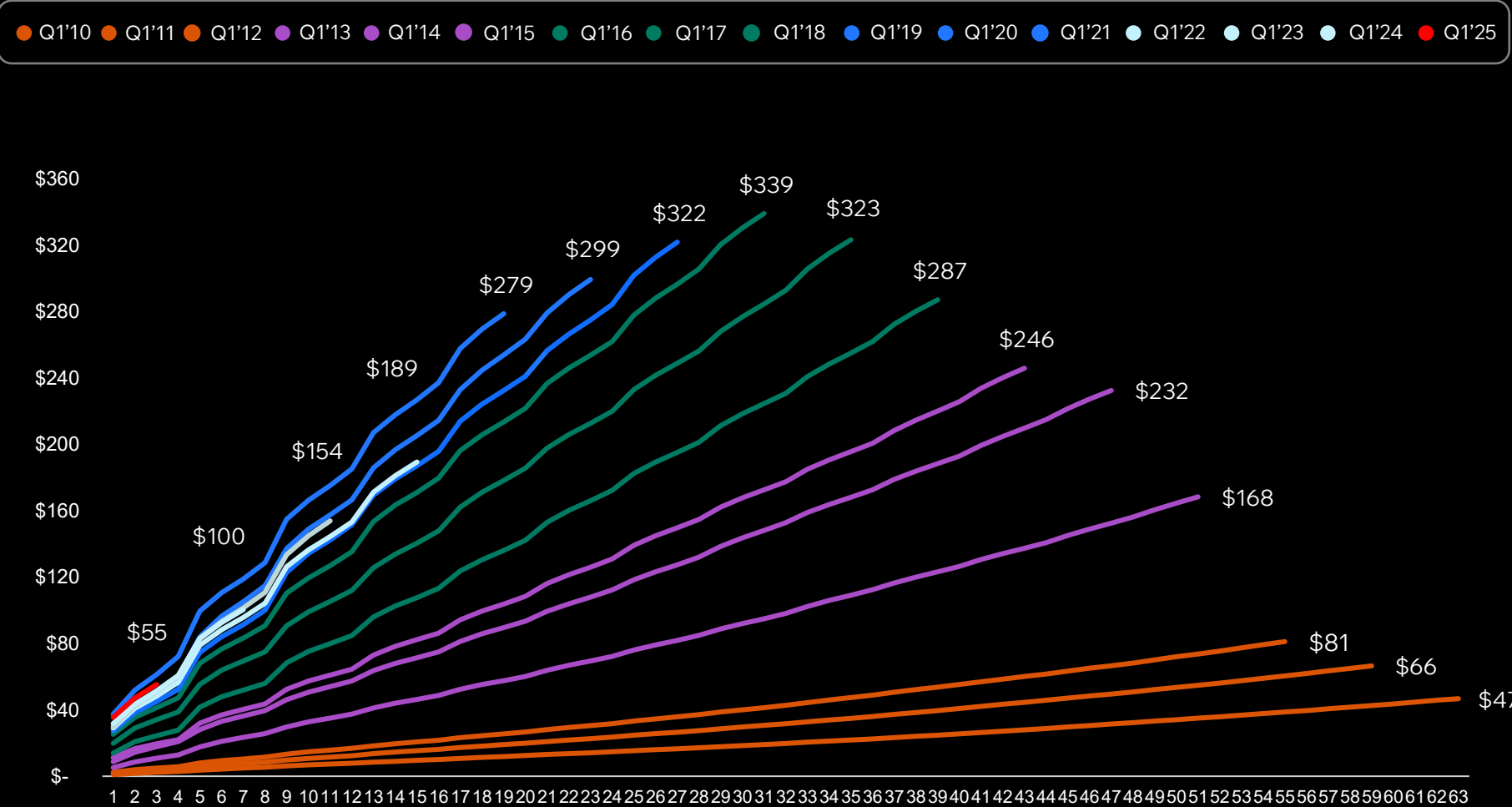
Note: Transaction revenue is a portion of Business Solutions revenue, and we define transaction revenue as all revenue generated through transaction facilitation, which are primarily from Wix Payments, as well as Wix POS, shipping solutions and multi-channel commerce and gift card solutions.

Increasing Monetization of User Cohorts

Cumulative Bookings from Q1 User Cohorts (\$ Millions)

Innovation and product offering enhancements driving higher monetization and sustained user cohort bookings growth

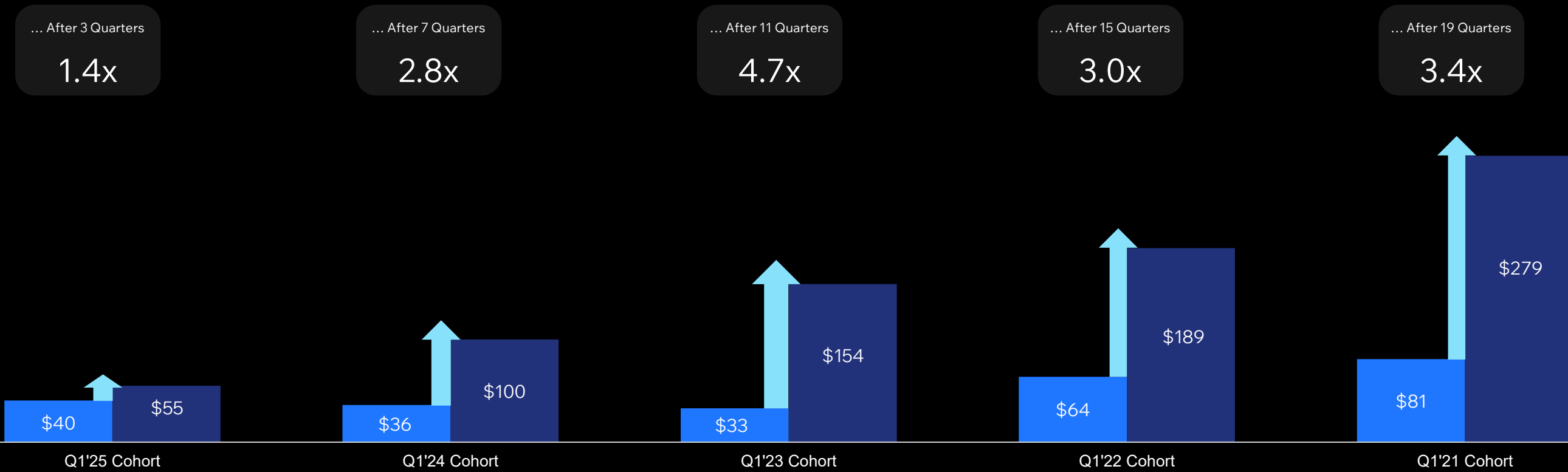
The Q1'25 user cohort continues to be exceptionally robust as demand strengthened. Impressively, the Q1'25 cohort is the strongest cohort we've seen since our COVID cohort – growing +8% y/y and +17% q/q.



Note: Data as of Sept 30, 2025. Excludes bookings from users coming from the Wix Logo Maker funnel and bookings from DeviantArt, or past acquisitions.

Efficient Marketing Based on TROI

One Time Marketing, Ongoing Bookings



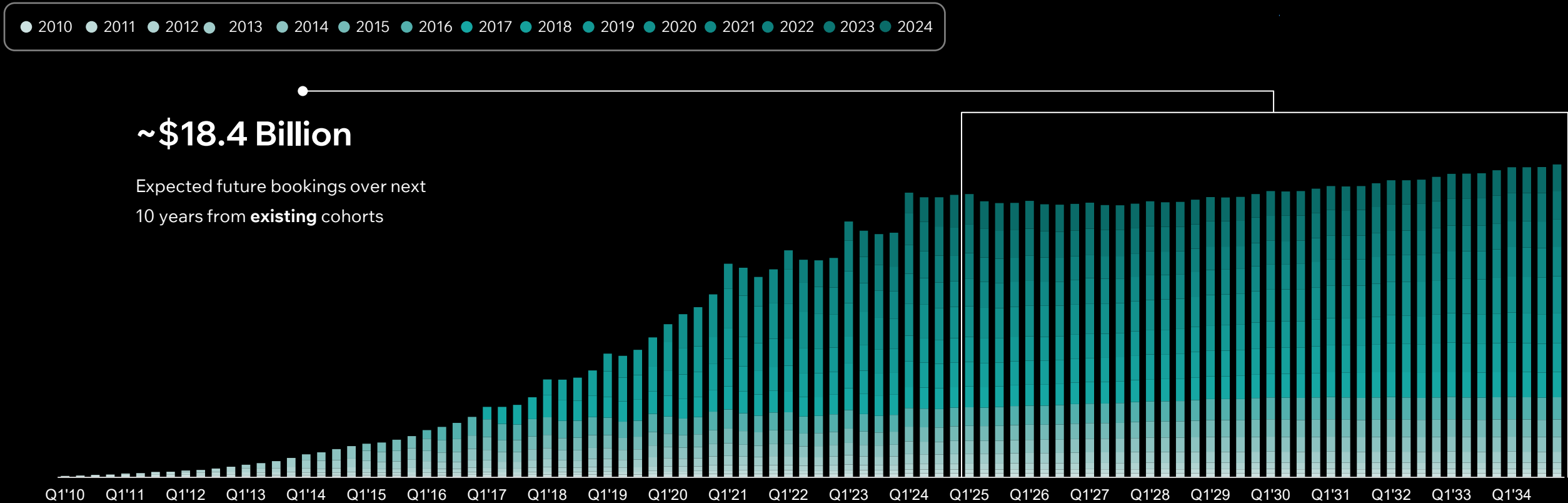
Note: Data as of Sept 30, 2025; TROI is Time to Return On (Marketing) Investment. We define this metric as the time it takes to collect dollars from new premium subscriptions acquired in a cohort to equal dollars spent on costs classified as acquisition marketing costs in the same cohort. Numbers are rounded to the nearest million. Cohort Bookings do not include bookings from users coming from the Wix Logo Maker funnel or bookings from DeviantArt, or past acquisitions.

● Marketing Cost (\$ millions)

● Cohort Bookings (\$ millions)

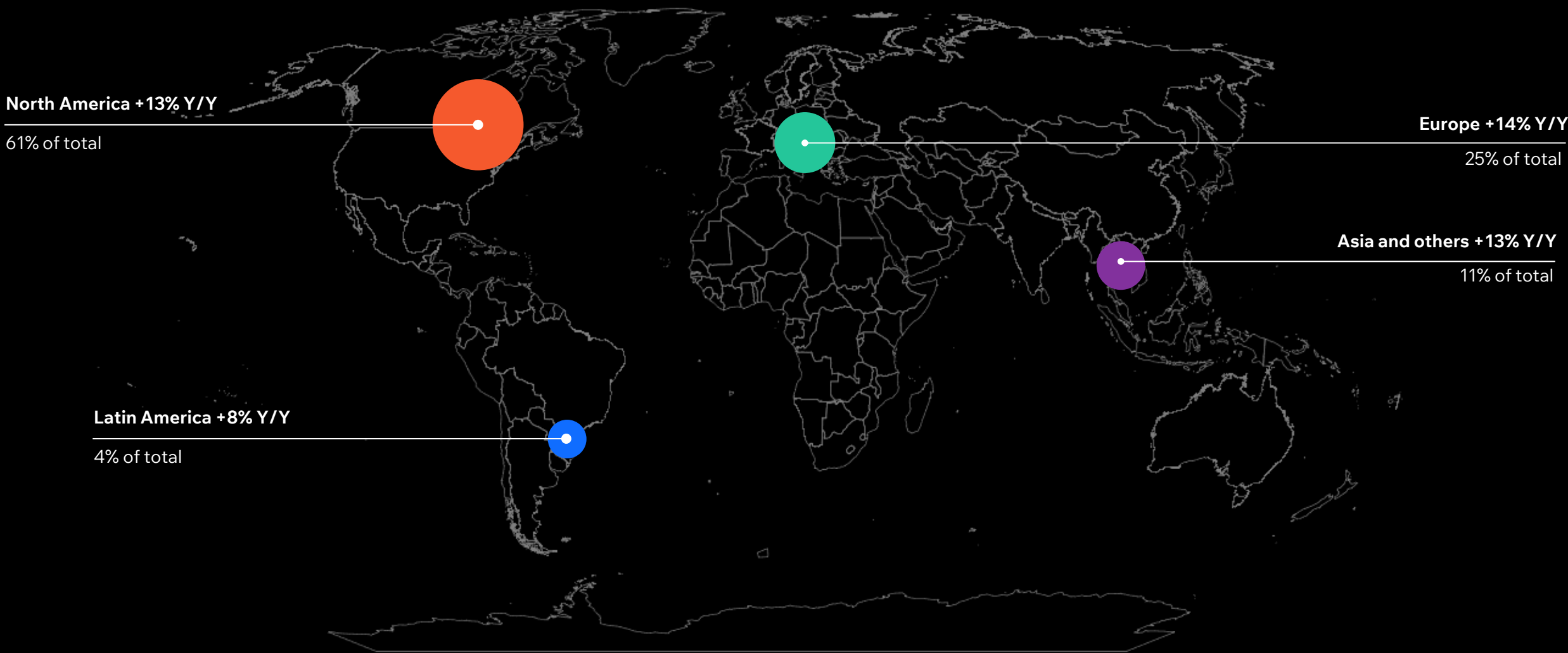
Existing Cohorts are a Growing Source of Future Bookings

Actual and Potential Future Bookings From Q1'10 – Q4'24 Cohorts



Broad Geographic Reach

FX-Neutral Revenue by Geography (% of total) and Q3'25 Y/Y Growth



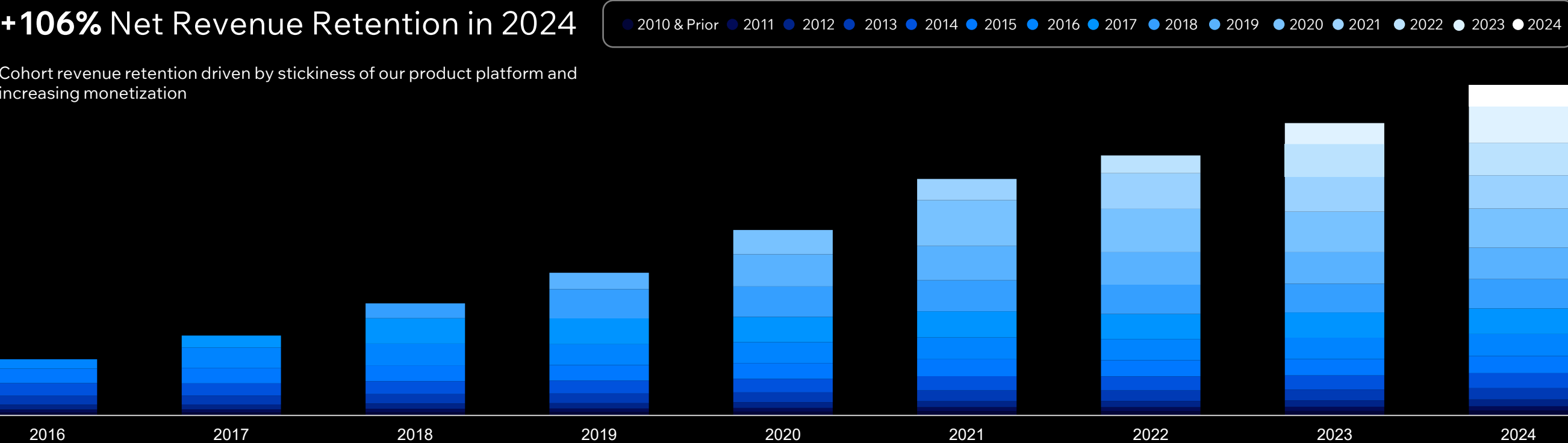
Note: Q3'25 Revenue by Geography and Y/Y change based on constant FX rates from Q3'24. Numbers may not add due to rounding.

Increasing Revenue Retention

Annual Net Revenue Retention Rate

+106% Net Revenue Retention in 2024

Cohort revenue retention driven by stickiness of our product platform and increasing monetization



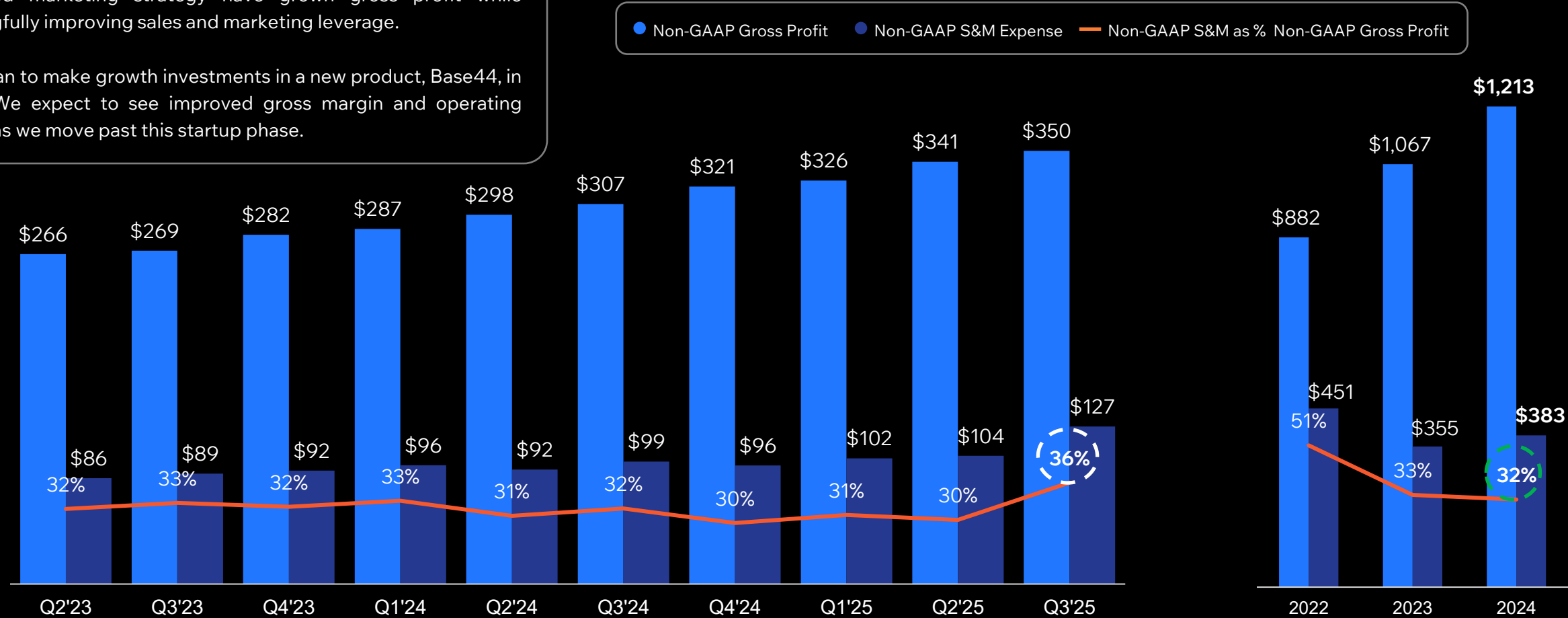
Note: We calculate our Annual Net Revenue Retention Rate at the end of a base year (e.g., Dec 31, 2024), by identifying all of the registered users on our platform as of the end of the prior year (e.g., Dec 31, 2023) and then dividing the total revenue generated by that cohort of registered users at 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 B2B partnerships, DeviantArt, or past acquisitions.

Global strength of the Wix brand and focus on operational efficiency driving higher gross profit and leverage of sales and marketing investments over the long term

(\$ Millions)

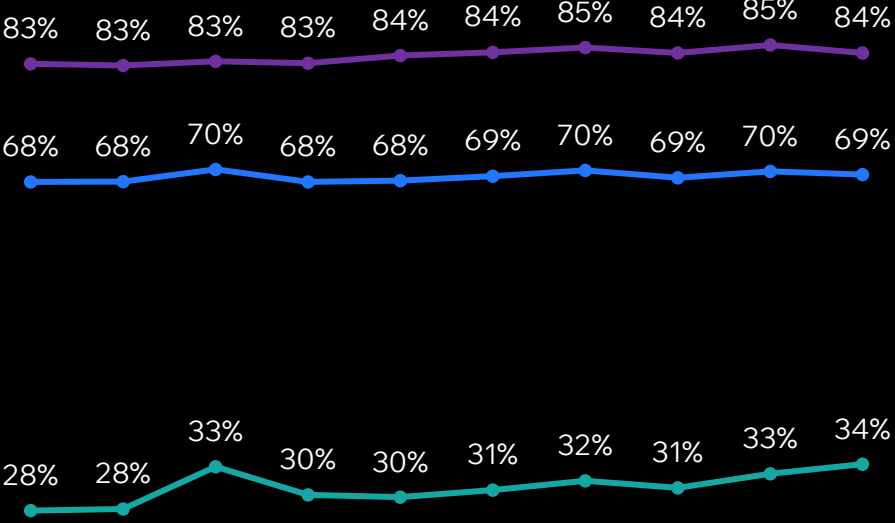
Strong execution on strategy, focus on operational efficiency and optimized marketing strategy have grown gross profit while meaningfully improving sales and marketing leverage.

We began to make growth investments in a new product, Base44, in Q3'25. We expect to see improved gross margin and operating margin as we move past this startup phase.

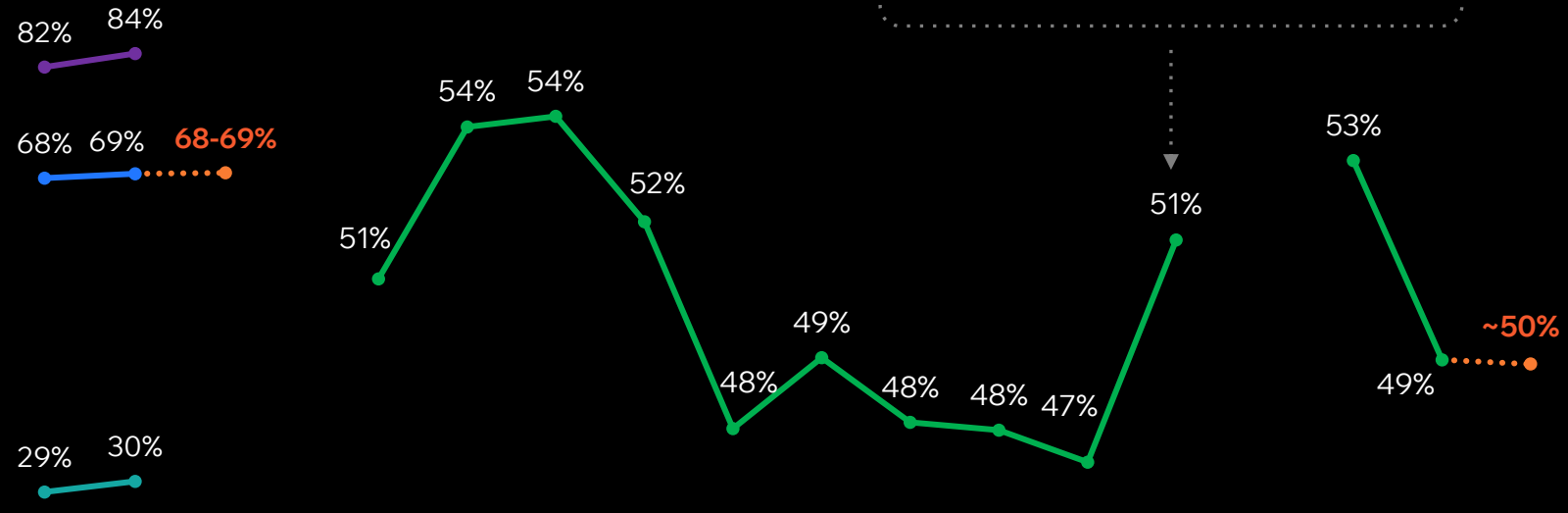


Track record of driving operating leverage over the years

Non-GAAP Gross Margin



Non-GAAP Opex % of revenue



- Non-GAAP Gross Margin
- Non-GAAP Creative Subscriptions Gross Margin
- Non-GAAP Business Solutions Gross Margin

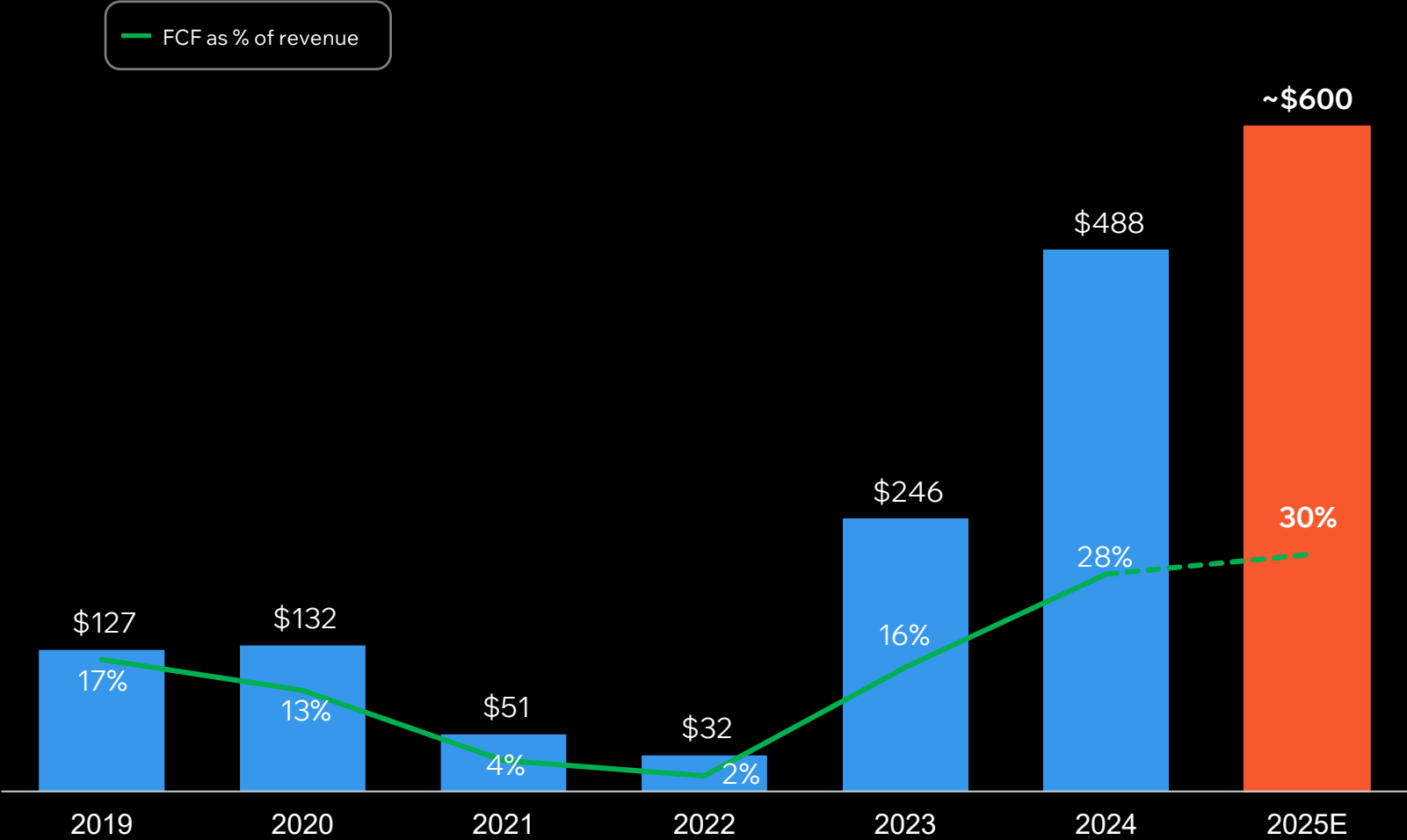
Free cash flow

(\$ Millions)

Outperformance allowed us to exceed Rule of 40 in 2024, one year ahead of plan with continued progress and FCF margin step-ups expected to continue in 2025 and beyond.

We expect to generate ~30% FCF margin in 2025 as Wix top-line growth is expected to translate into continued operating leverage as we maintain a stable operating base in our core business while balancing short-term startup investments in Base44.

*Free cash flow and free cash flow margin excludes HQ spend and associated costs in 2020-2024 and excludes ~\$5.9 million of cash restructuring costs in 2023. We concluded all HQ spend and associated costs in 2024.



Surpassed Rule of 40 and Approaching Rule of 45

Revenue Growth + Free Cash Flow Margin

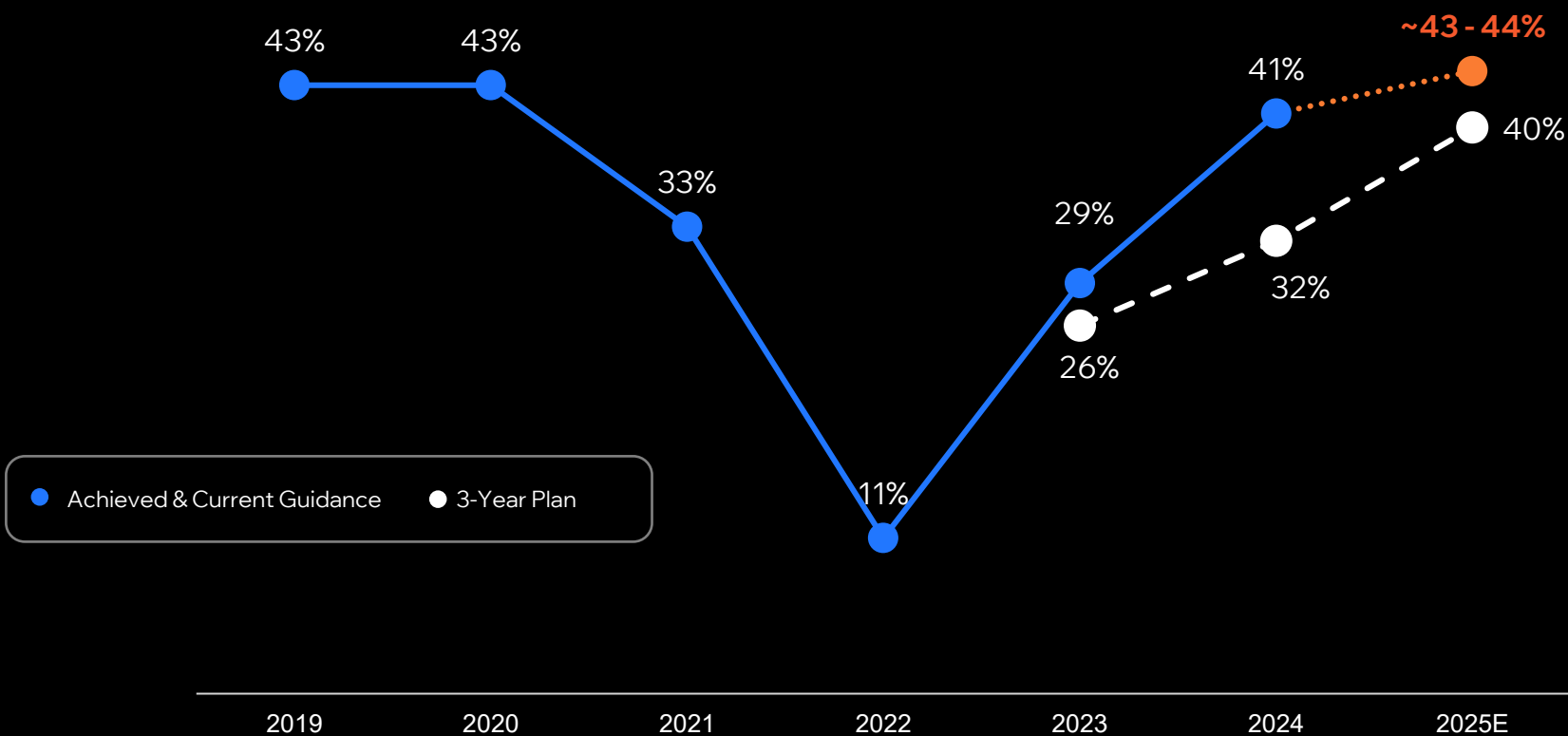
Strong product performance and uptake,
strengthening AI suite, monetization, and
consistent expansion of our commerce
platform

+

Strong growth coupled with stable optimized
cost structure resulting in strong FCF

=

Surpassed “Rule of 40” milestone in 2024, one
year ahead of plan, with continued progress
expected in 2025 and beyond



*Free cash flow and free cash flow margin excludes acquisition costs in 2025; HQ spend and associated costs in 2020-2024; and ~\$5.9 million of cash restructuring costs in 2023. We concluded all HQ spend and associated costs in 2024.

Appendix



Reconciliation of GAAP to Non-GAAP Financial Measures

in 000s	2023			2024				2025			FY	FY	FY
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	2022	2023	2024
Revenues	\$389,977	\$393,841	\$403,771	\$419,776	\$435,746	\$444,673	\$460,455	\$473,651	\$489,930	\$505,194	\$1,387,666	\$1,561,665	\$1,760,650
Change in Deferred Revenues	\$12,043	\$387	\$2,788	\$41,319	\$25,426	\$6,096	\$1,609	\$44,362	\$26,232	\$18,316	\$55,387	\$76,193	\$74,450
Change in Unbilled Contractual Obligations	(\$3,521)	(\$5,133)	(\$11,555)	(\$3,814)	(\$2,773)	(\$989)	\$2,528	(\$7,108)	(\$6,238)	(\$8,967)	\$29,066	(\$40,355)	(\$5,048)
Bookings	\$398,499	\$389,095	\$395,004	\$457,281	\$458,399	\$449,780	\$464,592	\$510,905	\$509,924	\$514,543	\$1,472,119	\$1,597,503	\$1,830,052
Creative Subscriptions Revenues	\$287,089	\$290,634	\$296,154	\$304,293	\$312,125	\$318,825	\$329,732	\$337,676	\$345,456	\$356,174	\$1,039,479	\$1,152,007	\$1,264,975
Change in Deferred Revenues	\$10,361	(\$1,584)	(\$1,098)	\$34,158	\$19,615	\$8,802	(\$7,057)	\$38,901	\$25,653	\$19,143	\$52,866	\$63,124	\$55,518
Change in Unbilled Contractual Obligations	(\$3,521)	(\$5,133)	(\$11,555)	(\$3,814)	(\$2,773)	(\$989)	\$2,528	(\$7,108)	(\$6,238)	(\$8,967)	\$29,066	(\$40,355)	(\$5,048)
Creative Subscriptions Bookings	\$293,929	\$283,917	\$283,501	\$334,637	\$328,967	\$326,638	\$325,203	\$369,469	\$364,871	\$366,350	\$1,121,411	\$1,174,776	\$1,315,445
Business Solutions Revenues	\$102,888	\$103,207	\$107,617	\$115,483	\$123,621	\$125,848	\$130,723	\$135,975	\$144,474	\$149,020	\$348,187	\$409,658	\$495,675
Change in Deferred Revenues	\$1,682	\$1,971	\$3,886	\$7,161	\$5,811	(\$2,706)	\$8,666	\$5,461	\$579	(\$827)	\$2,521	\$13,069	\$18,932
Business Solutions Bookings	\$104,570	\$105,178	\$111,503	\$122,644	\$129,432	\$123,142	\$139,389	\$141,436	\$145,053	\$148,193	\$350,708	\$422,727	\$514,607

Note: Numbers may not add due to rounding.

Reconciliation of GAAP to Non-GAAP Financial Measures

in 000s	2023 Q2	Q3	Q4	2024 Q1	Q2	Q3	Q4	2025 Q1	Q2	Q3	FY 2022	FY 2023	FY 2024
Gross Profit	\$262,083	\$264,798	\$277,658	\$282,479	\$294,072	\$302,645	\$316,819	\$321,859	\$336,590	\$345,266	\$861,439	\$1,049,137	\$1,196,015
Share Based Compensation	\$3,479	\$3,621	\$3,675	\$3,590	\$3,516	\$3,574	\$3,466	\$3,320	\$3,472	\$3,539	\$17,811	\$15,013	\$14,146
Acquisition Related Expenses	\$183	\$17	\$5	-	-	-	-	-	\$163	\$20	\$140	\$229	-
Amortization	\$667	\$668	\$667	\$667	\$668	\$667	\$667	\$667	\$668	\$915	\$2,968	\$2,669	\$2,669
Non GAAP Gross Profit	\$266,412	\$269,104	\$282,005	\$286,736	\$298,256	\$306,886	\$320,952	\$325,846	\$340,893	\$349,740	\$882,358	\$1,067,048	\$1,212,830
Non GAAP Gross Margin	68%	68%	70%	68%	68%	69%	70%	69%	70%	69%	64%	68%	69%
Gross Profit - Creative Subscriptions	\$235,039	\$237,447	\$243,360	\$249,490	\$259,086	\$265,916	\$277,061	\$281,609	\$291,325	\$297,073	\$787,892	\$936,492	\$1,051,553
Share Based Compensation	\$2,562	\$2,673	\$2,695	\$2,669	\$2,519	\$2,562	\$2,482	\$2,367	\$2,442	\$2,494	\$13,933	\$11,081	\$10,232
Acquisition Related Expenses	-	-	-	-	-	-	-	-	\$163	\$20	-	-	-
Non GAAP Gross Profit - Creative Subscriptions	\$237,601	\$240,120	\$246,055	\$252,159	\$261,605	\$268,478	\$279,543	\$283,976	\$293,930	\$299,587	\$801,825	\$947,573	\$1,061,785
Non GAAP Gross Margin - Creative Subscriptions	83%	83%	83%	83%	84%	84%	85%	84%	85%	84%	77%	82%	84%
Gross Profit - Business Solutions	\$27,044	\$27,351	\$34,298	\$32,989	\$34,986	\$36,729	\$39,758	\$40,250	\$45,265	\$48,193	\$73,547	\$112,645	\$144,462
Share Based Compensation	\$917	\$948	\$980	\$921	\$997	\$1,012	\$984	\$953	\$1,030	\$1,045	\$3,878	\$3,932	\$3,914
Acquisition Related Expenses	\$183	\$17	\$5	-	-	-	-	-	-	-	\$140	\$229	-
Amortization	\$667	\$668	\$667	\$667	\$668	\$667	\$667	\$667	\$668	\$915	\$2,968	\$2,669	\$2,669
Non GAAP Gross Profit - Business Solutions	\$28,811	\$28,984	\$35,950	\$34,577	\$36,651	\$38,408	\$41,409	\$41,870	\$46,963	\$50,153	\$80,533	\$119,475	\$151,045
Non GAAP Gross Margin - Business Solutions	28%	28%	33%	30%	30%	31%	32%	31%	33%	34%	23%	29%	30%

Note: Numbers may not add due to rounding.

Reconciliation of GAAP to Non-GAAP Financial Measures

in 000s	2023			2024				2025			FY	FY	FY
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	2022	2023	2024
Research and Development (GAAP)	\$115,490	\$125,117	\$125,743	\$124,245	\$119,257	\$124,593	\$127,186	\$127,497	\$134,735	\$172,025	\$482,861	\$481,293	\$495,281
Share Based Compensation	\$28,778	\$30,428	\$31,982	\$31,102	\$30,782	\$32,258	\$32,320	\$31,491	\$32,098	\$32,233	\$120,580	\$119,482	\$126,462
Acquisition Related Expenses	\$56	\$5	\$4	\$5	\$1	-	-	-	\$4,248	\$34,929	\$4,948	\$237	\$6
Non-GAAP Research and Development	\$86,656	\$94,684	\$93,757	\$93,138	\$88,474	\$92,335	\$94,866	\$96,006	\$98,389	\$104,863	\$357,333	\$361,574	\$368,813
% of Revenues	22%	24%	23%	22%	20%	21%	21%	20%	20%	21%	26%	23%	21%
Selling and Marketing (GAAP)	\$96,037	\$100,765	\$103,642	\$107,234	\$102,498	\$109,096	\$106,629	\$111,563	\$113,155	\$137,428	\$492,886	\$399,577	\$425,457
Share Based Compensation	\$9,652	\$10,835	\$11,232	\$10,483	\$9,206	\$9,441	\$9,625	\$9,177	\$9,046	\$9,448	\$38,714	\$41,277	\$38,755
Amortization	\$821	\$820	\$821	\$815	\$796	\$793	\$1,166	\$804	\$590	\$439	\$3,274	\$3,282	\$3,570
Acquisition Related Expenses	-	-	-	-	-	-	-	-	-	\$313	-	-	-
Non-GAAP Selling and Marketing	\$85,564	\$89,110	\$91,589	\$95,936	\$92,496	\$98,862	\$95,838	\$101,582	\$103,519	\$127,228	\$450,898	\$355,018	\$383,132
% of Revenues	22%	23%	23%	23%	21%	22%	21%	21%	21%	25%	32%	23%	22%
General and Administrative (GAAP)	\$37,250	\$40,865	\$43,401	\$41,330	\$43,712	\$43,110	\$46,984	\$45,394	\$44,394	\$43,184	\$171,045	\$160,033	\$175,136
Share Based Compensation	\$11,751	\$13,365	\$11,306	\$12,967	\$16,382	\$15,619	\$16,390	\$16,273	\$14,823	\$14,345	\$59,731	\$48,853	\$61,358
Amortization	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$4	\$4	\$4
Acquisition Related Expenses	\$5	\$1	-	-	-	-	-	-	\$1,676	\$170	\$39	\$6	-
Sales Tax Accrual and Other G&A Expenses (Income)	\$157	\$146	\$137	\$121	\$237	\$225	\$881	\$699	(\$938)	\$945	\$763	\$748	\$1,464
Non-GAAP General and Administrative	\$25,336	\$27,352	\$31,957	\$28,241	\$27,092	\$27,265	\$29,712	\$28,421	\$28,832	\$27,723	\$110,508	\$110,422	\$112,310
% of Revenues	6%	7%	8%	7%	6%	6%	6%	6%	6%	5%	8%	7%	6%
Non-GAAP Operating Expenses	\$197,556	\$211,146	\$217,303	\$217,315	\$208,062	\$218,462	\$220,416	\$226,009	\$230,740	\$259,814	\$918,739	\$827,014	\$864,255
% of Revenues	51%	54%	54%	52%	48%	49%	48%	48%	47%	51%	66%	53%	49%

Note: Numbers may not add due to rounding.

Reconciliation of GAAP to Non-GAAP Financial Measures

in 000s	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
Net Cash Provided by Operating Activities	\$149,564	\$148,049	\$65,685	\$37,152	\$248,246	\$497,415
Capital Expenditures, net	(\$22,066)	(\$18,853)	(\$37,700)	(\$70,664)	(\$66,049)	(\$19,336)
Free Cash Flow	\$127,498	\$129,196	\$27,985	(\$33,512)	\$182,197	\$478,079
Capital Expenditures and Other Cash Costs Related to Wix HQ Office Buildout	-	\$2,462	\$23,449	\$65,920	\$57,946	\$10,325
Restructuring	-	-	-	-	\$5,915	-
Free Cash Flow (Excluding Capex and Other Cash Costs)	\$127,498	\$131,658	\$51,434	\$32,408	\$246,058	\$488,404
% of Revenues	17%	13%	4%	2%	16%	28%
Outstanding Ordinary Shares as of Year-End	51,525,919	56,027,758	57,254,189	56,305,462	57,172,595	56,107,932
Outstanding Stock Options as of Year-End	7,447,519	4,621,780	4,720,600	4,332,022	3,956,056	3,165,633
Outstanding Restricted Share Units as of Year-End	2,125,440	2,078,427	2,225,516	3,123,019	3,236,742	3,385,005
Total Diluted Shares as of Year-End	61,098,878	62,727,965	64,200,305	63,760,503	64,365,393	62,658,570

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	Q1'22	Q1'23	Q1'24	Q1'25
Cumulative Cohort Revenue	\$45	\$64	\$78	\$162	\$223	\$235	\$274	\$308	\$322	\$303	\$280	\$253	\$168	\$133	\$82	\$33
Cumulative Cohort Change in Deferred Revenues	\$2	\$2	\$3	\$6	\$9	\$11	\$13	\$15	\$17	\$19	\$19	\$26	\$21	\$21	\$18	\$22
Cumulative Cohort Bookings	\$47	\$66	\$81	\$168	\$232	\$246	\$287	\$323	\$339	\$322	\$299	\$279	\$189	\$154	\$100	\$55

Note: Numbers may not add due to rounding.

Partners and Transaction Revenue

in 000s	2023 Q3	Q4	2024 Q1	Q2	Q3	Q4	2025 Q1	Q2	Q3		FY 2022	FY 2023	FY 2024
Partners Revenue	\$119,382	\$130,114	\$138,428	\$148,394	\$155,160	\$168,087	\$171,624	\$183,316	\$192,117		\$348,169	\$468,521	\$610,069
y/y growth	38%	38%	33%	29%	30%	29%	24%	24%	24%		29%	35%	30%
2-year CAGR	31%	30%	30%	32%	34%	33%	29%	26%	27%		50%	32%	32%

in 000s	2023 Q3	Q4	2024 Q1	Q2	Q3	Q4	2025 Q1	Q2	Q3		FY 2022	FY 2023	FY 2024
Transaction Revenue	\$44,077	\$46,626	\$49,502	\$53,934	\$54,307	\$57,136	\$58,887	\$63,551	\$65,268		\$148,226	\$177,528	\$214,879
y/y growth	22%	20%	17%	21%	23%	23%	19%	18%	20%		14%	20%	21%
2-year CAGR	17%	14%	16%	21%	23%	21%	18%	19%	22%		63%	17%	20%

Note: Numbers may not add due to rounding.

Partners revenue is defined as revenue generated through agencies and freelancers that build sites or applications for other users (“Agencies”) as well as revenue generated through B2B partnerships, such as LegalZoom or Vistaprint (“Resellers”). We identify Agencies using multiple criteria, including but not limited to, the number of sites built, participation in the Wix Partner Program and/or the Wix Marketplace or Wix products used (incl. Wix Studio). Partners revenue includes revenue from both the Creative Subscriptions and Business Solutions businesses.