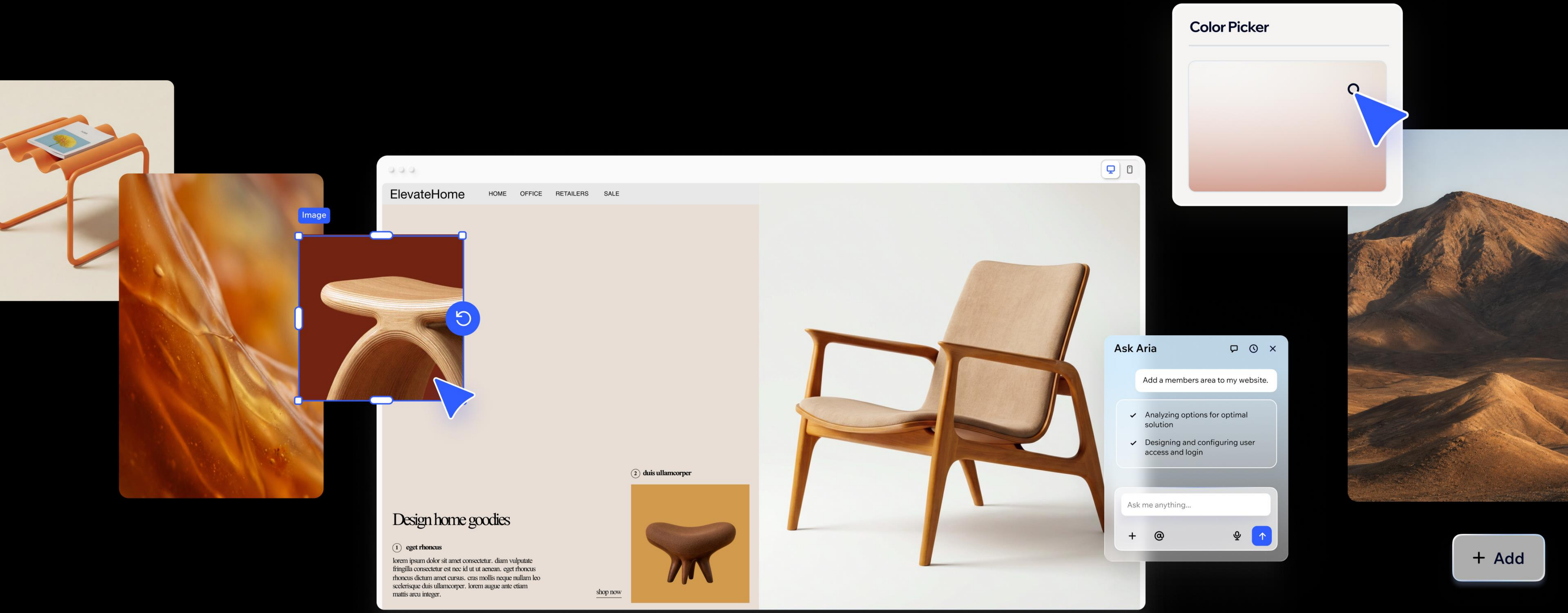
Company Overview



Second Quarter 2026

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 (such as Wix Harmony and/or our proprietary LLMs), 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 Base44 offering; our expectations regarding our ability to develop relevant and required products using artificial intelligence (“AI”), the legal and regulatory environment impacting AI and AI-related activities; cybersecurity, privacy and intellectual property, and potential competitive impacts from AI tools (including the impact on our business of users and potential users choosing to build their online presence using other AI products), and other risks associated with AI technologies; 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 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, or as required; our expectation that we will comply with the restrictions under our Credit Agreement; our expectation that we will effectively manage our infrastructure; our expectation that we will efficiently and successfully manage cybersecurity risks and incidents; 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; our expectation with respect to future sales of our ordinary shares by directors, officers or large shareholders; 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 Houthi 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; and other factors discussed under the heading “Risk Factors” in the Company’s annual report on Form 20-F for the year ended December 31, 2025 filed with the Securities and Exchange Commission on March 5, 2026. 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.

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: 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 and restructuring 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 and restructuring 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 and restructuring 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 margin, excluding acquisition-related and restructuring costs and the impact of our repurchase program, 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.

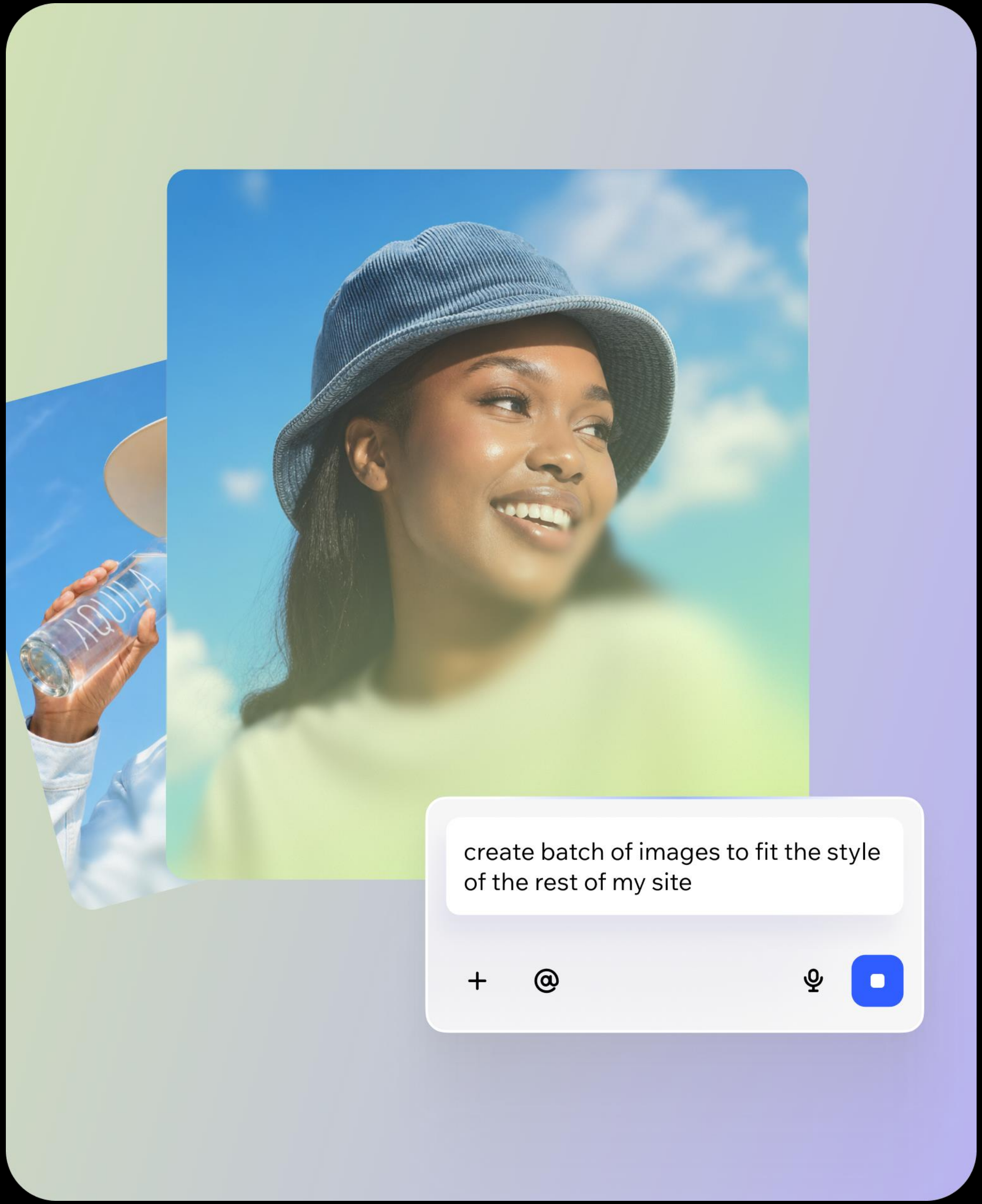
Wix also uses Creative Subscriptions Annualized Recurring Revenue (ARR) as a key operating metric. Creative Subscriptions ARR is calculated as Creative Subscriptions Monthly Recurring Revenue (MRR) multiplied by 12. Creative Subscriptions MRR is calculated as the total of (i) the total monthly revenue 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, in effect in the last month of the period. Business Solutions Annualized Recurring Revenue (ARR) is calculated as Business Solutions Monthly Recurring Revenue (MRR) multiplied by 12. Business Solutions MRR is calculated as the total monthly value of Business Solutions subscriptions in effect on the last day of the period. Business Solutions subscriptions include, but are not limited to, subscriptions such as Google Workspace, Email Marketing, and recurring paid ads.

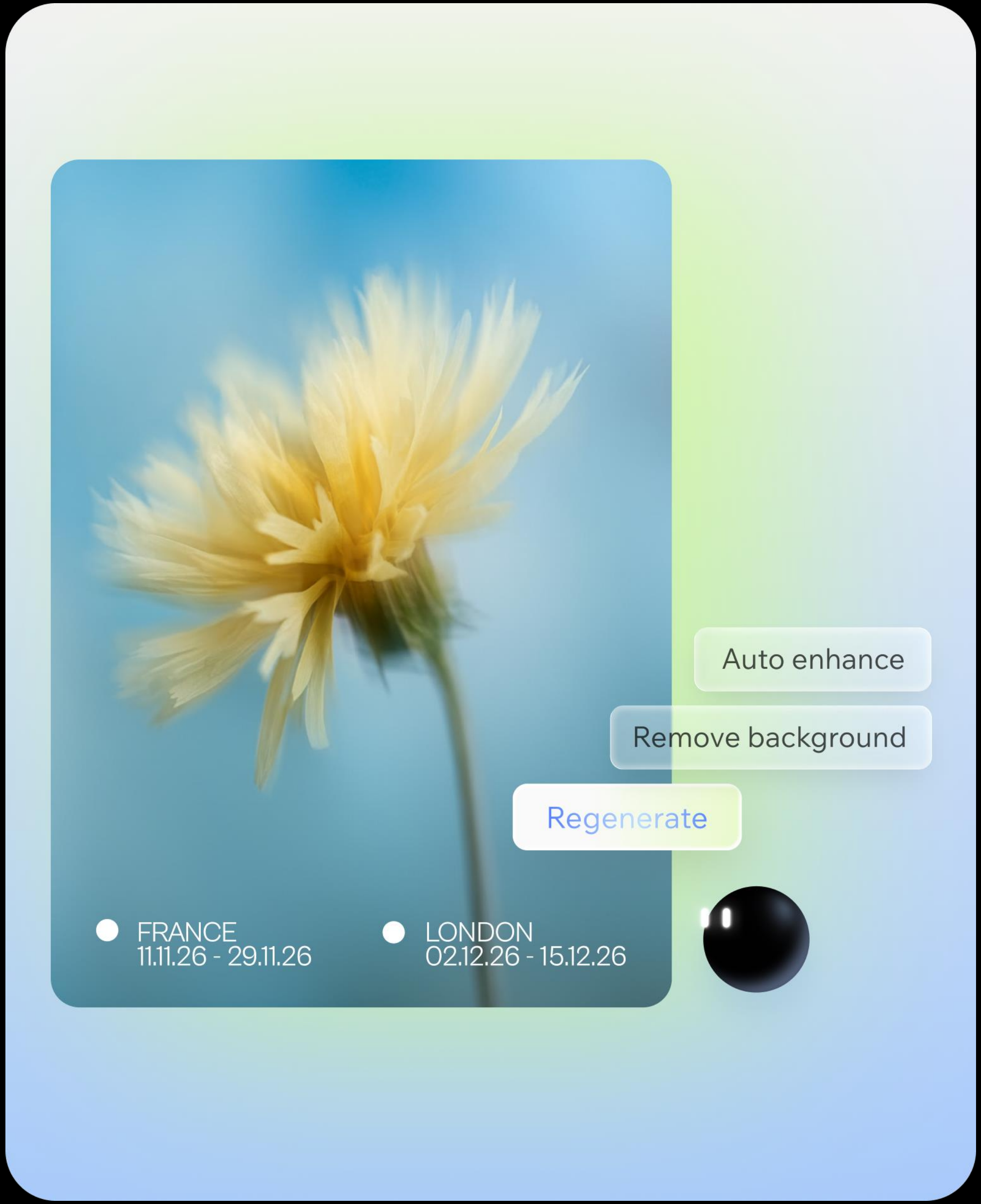
Company Overview

Total registered users[1] ~317M	Total Consolidated Annualized Recurring Revenue[1] ~$2.0B	Employees[2] ~4,370	% of revenue from outside North America [3] ~40%
Q2'26 GPV $3.6B (+3% y/y)	Q2'26 Transaction Revenue $71M (+12% y/y)	Q2'26 Partners Revenue $214M (+17% y/y)	Q2'26 FCF[4] Margin 11%

1 As of June 30, 2026; includes Base44 users
2 As of June 30, 2026; number of employees excludes contractors
3 Q2'26 Revenue by Geography based on constant FX rates from Q2'25
4 FCF excludes acquisition-related and restructuring expenses

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

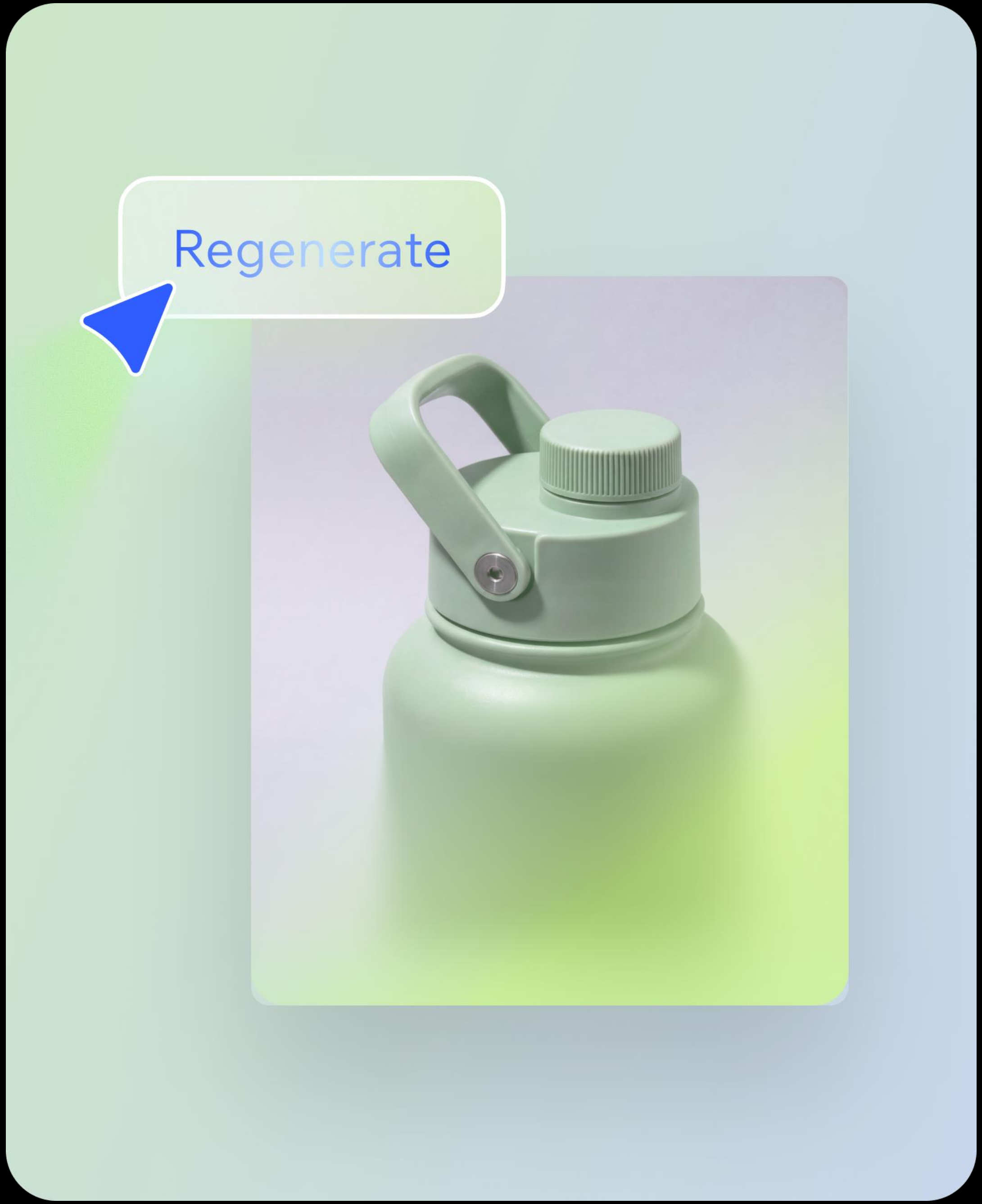




With a focus on AI development since 2016 and continuous innovation, we are unlocking entirely new markets created by AI technology.

Wix is reshaping online creation in this AI era - expanding the world of what's possible, from customized websites to powerful business applications.

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.

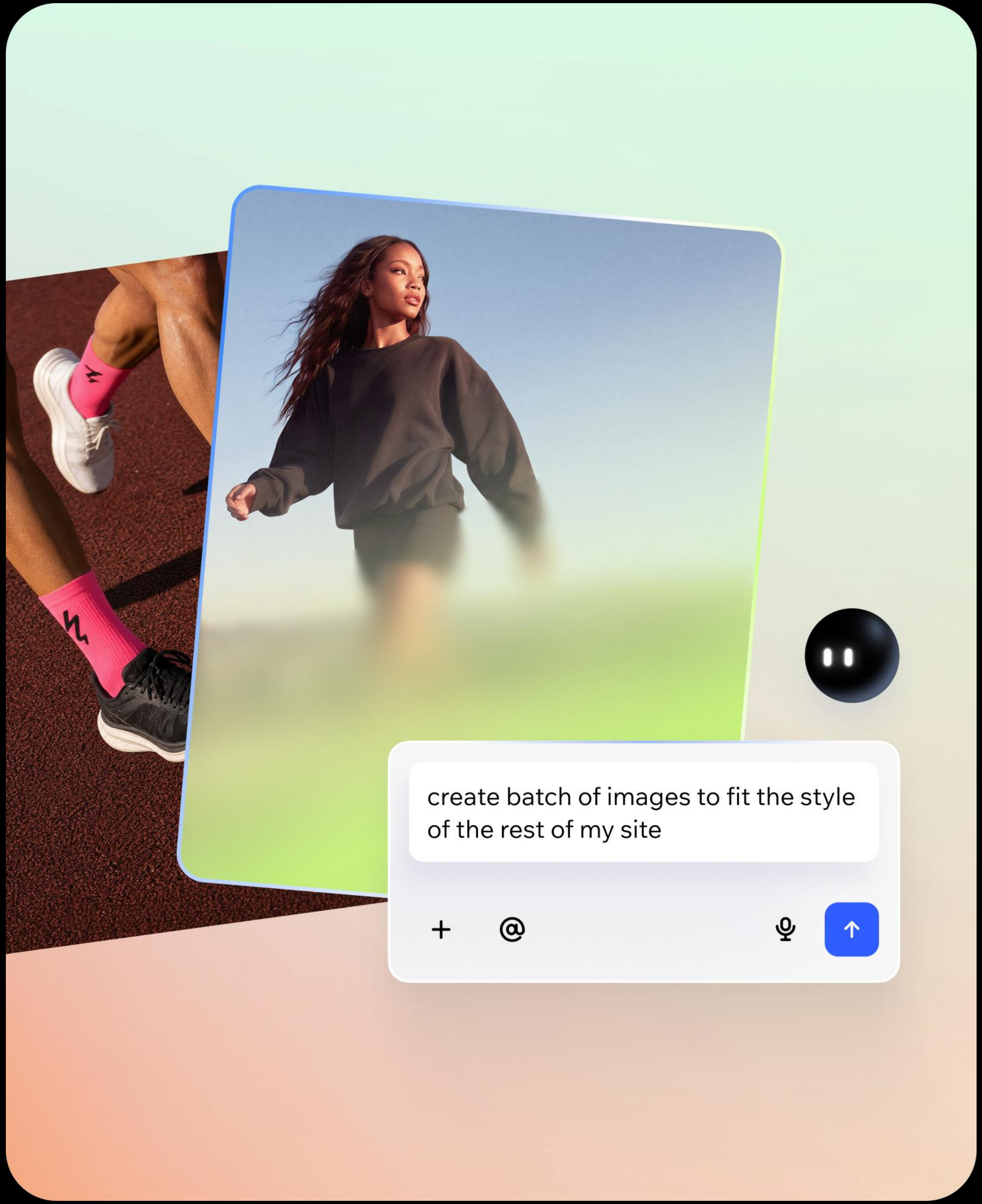


Expanding into the Future of the Internet with Base44

WIX × Base44

- Acquired by Wix in June 2025, Base44 is a hyper-growth pioneer of AI-powered code generation and multi-agent orchestration.
- **Base44 reached $100 million of ARR in early March – just one year after its founding and nine months after our acquisition, making it one of the fastest-growing software platforms in history (and then reached $150 million of ARR in early May)**
- 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
- Launched **Superagents** inside Base44 in March, a new experience that lets anyone build and deploy their own autonomous AI agent simply by describing what they want it to do. Base44 automatically builds the underlying workflows, connects the necessary tools, and deploys the agent. Once deployed, Superagents run continuously in the background, responding to triggers, schedules, and real-time events, executing tasks without any manual intervention.

Financial Overview and Update



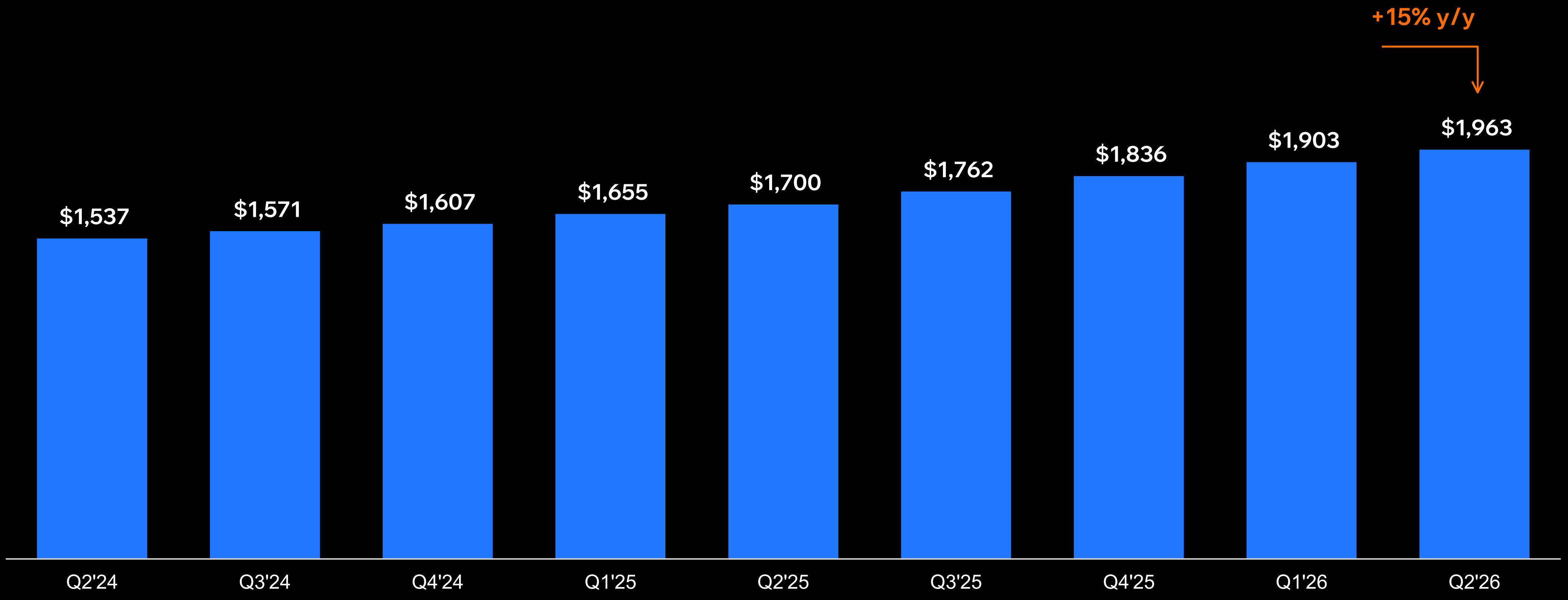
Total Revenue

($ Millions)

Note: Numbers may not add due to rounding.

Consistent Total Consolidated ARR Expansion

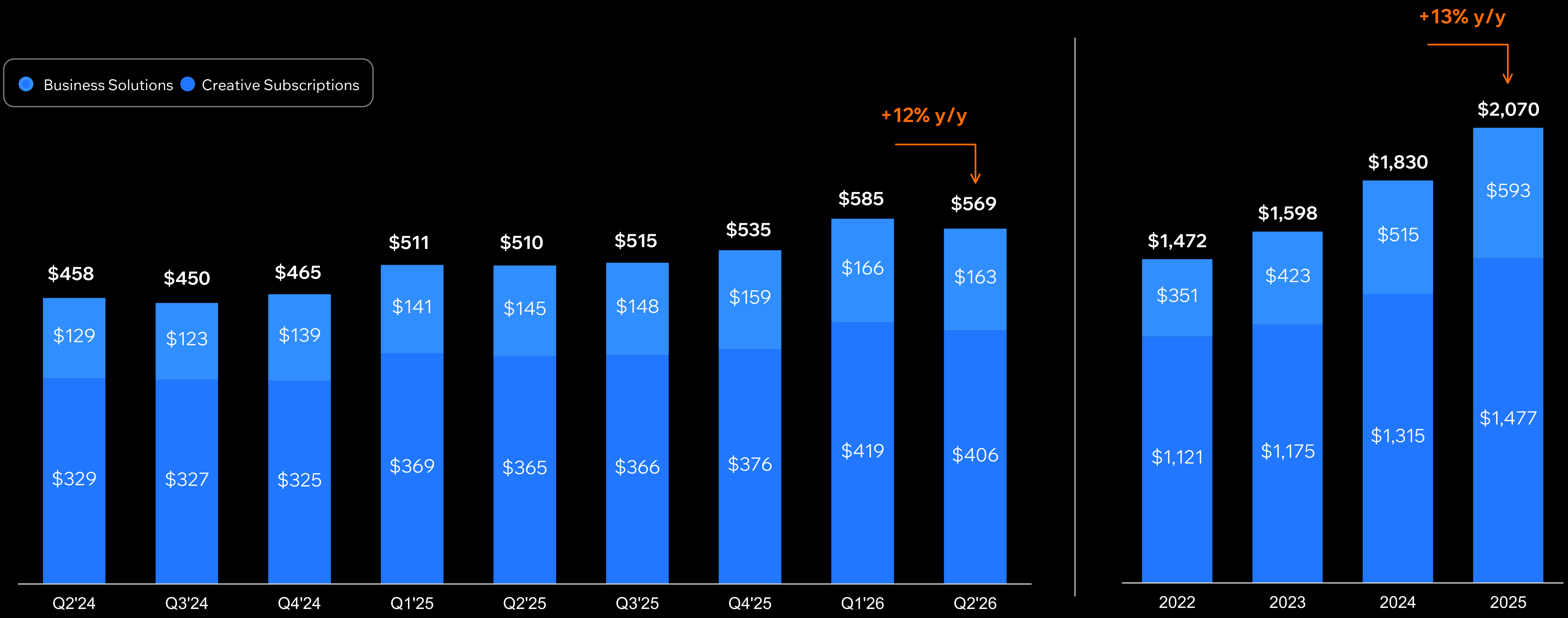
($ Millions)



Note: Total Consolidated Annualized Recurring Revenue (ARR) is the sum of Creative Subscriptions ARR and Business Solutions ARR. 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. Business Solutions Annualized Recurring Revenue (ARR) is calculated as Business Solutions Monthly Recurring Revenue (MRR) multiplied by 12. Business Solutions MRR is calculated as the total monthly value of Business Solutions subscriptions in effect on the last day of the period. Business Solutions subscriptions include, but are not limited to, subscriptions such as Google Workspace, Email Marketing, and recurring paid ads.

Total Bookings

($ Millions)



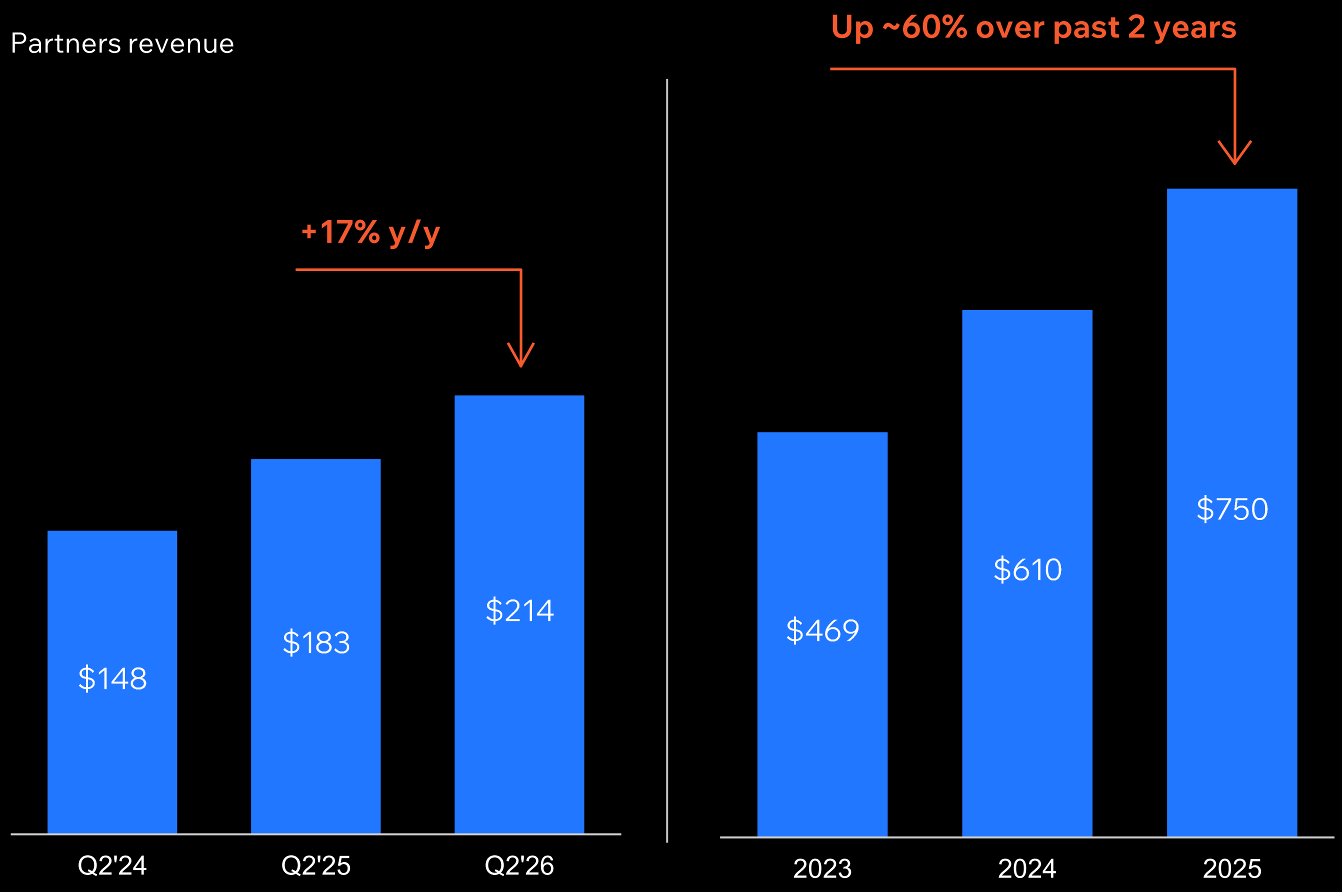
Note: Numbers may not add due to rounding.

Partners Revenue Growth

($ Millions)

Partners are an important pillar of Wix's growth, driven by the successful development of our platform for professionals and a testament to the success of multiple years of investment we have undertaken to attract these high-intent users.

We are continuously innovating to enhance the platform, delivering complementary AI tools, uncompromising reliability and advanced, production-grade capabilities.

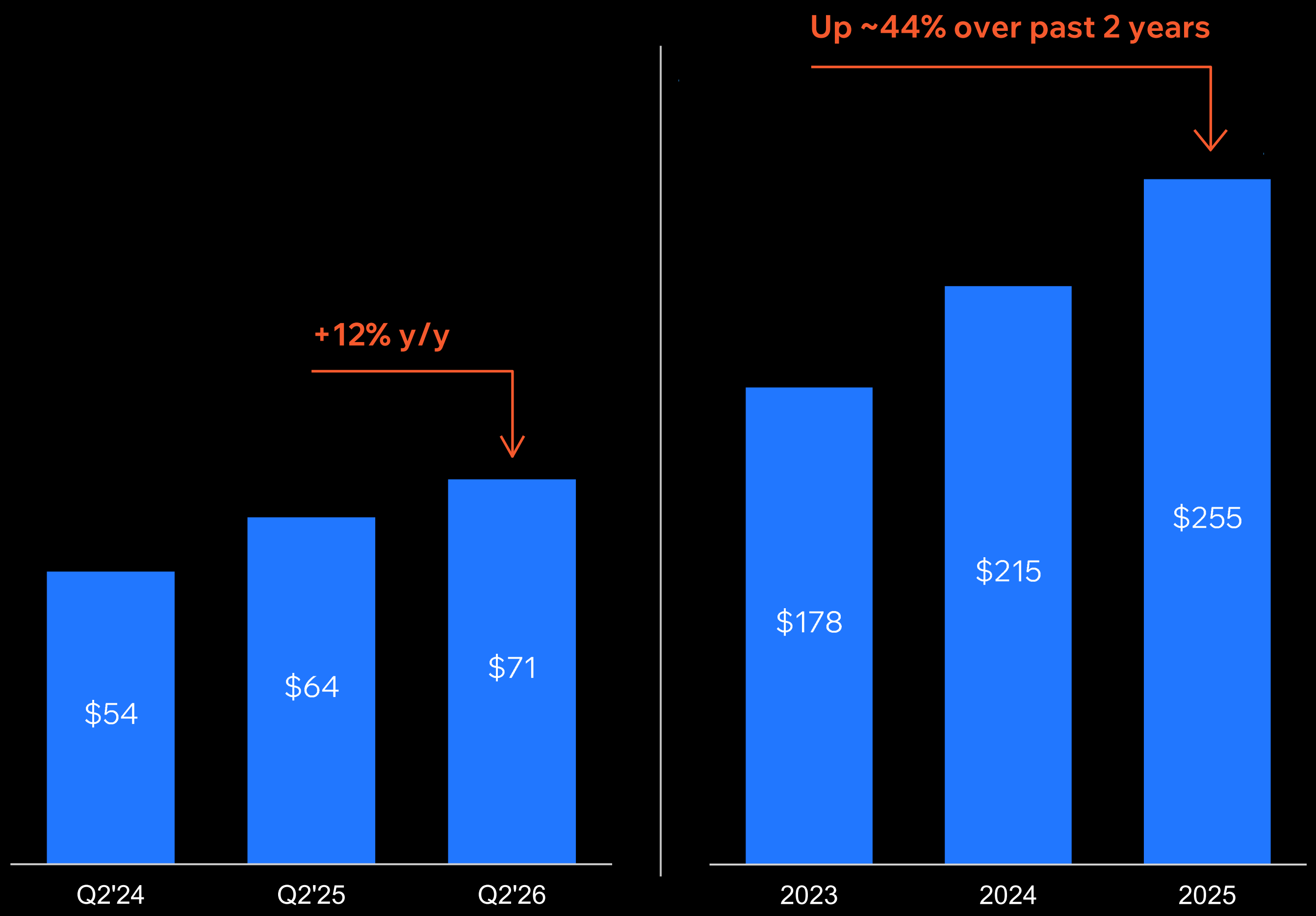


Note: Partners revenue is defined as revenue generated through agencies and freelancers that build sites or applications for other users ("Agencies") as well as revenue generated through B2B partnerships, such as LegalZoom or Vistaprint ("Resellers"). We identify Agencies using multiple criteria, including 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)

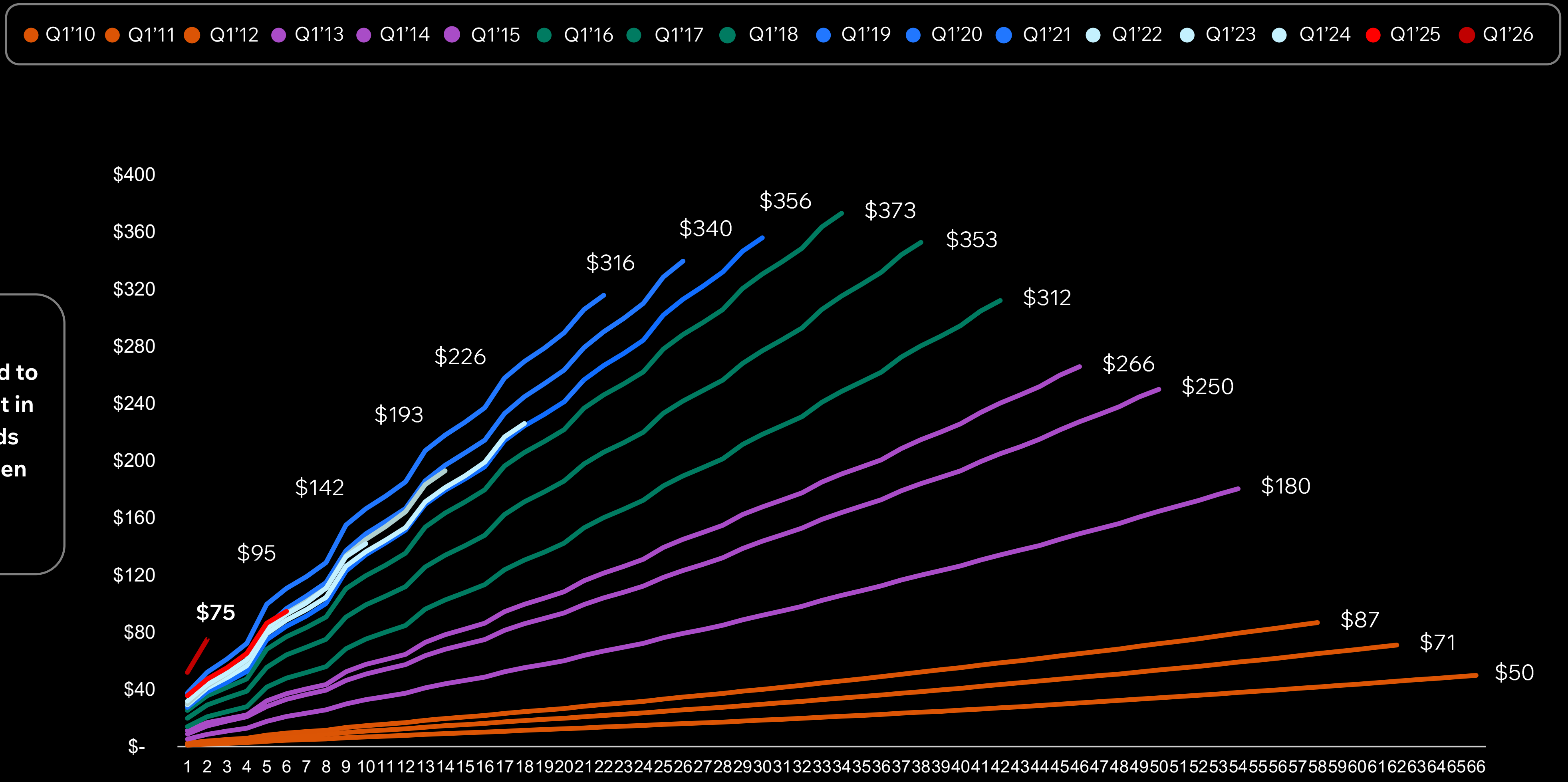
Continued transaction revenue growth driven by steadily increasing take rate as we execute on our monetization initiatives and expand our suite of commerce-enablement tools as well as GPV growth



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)



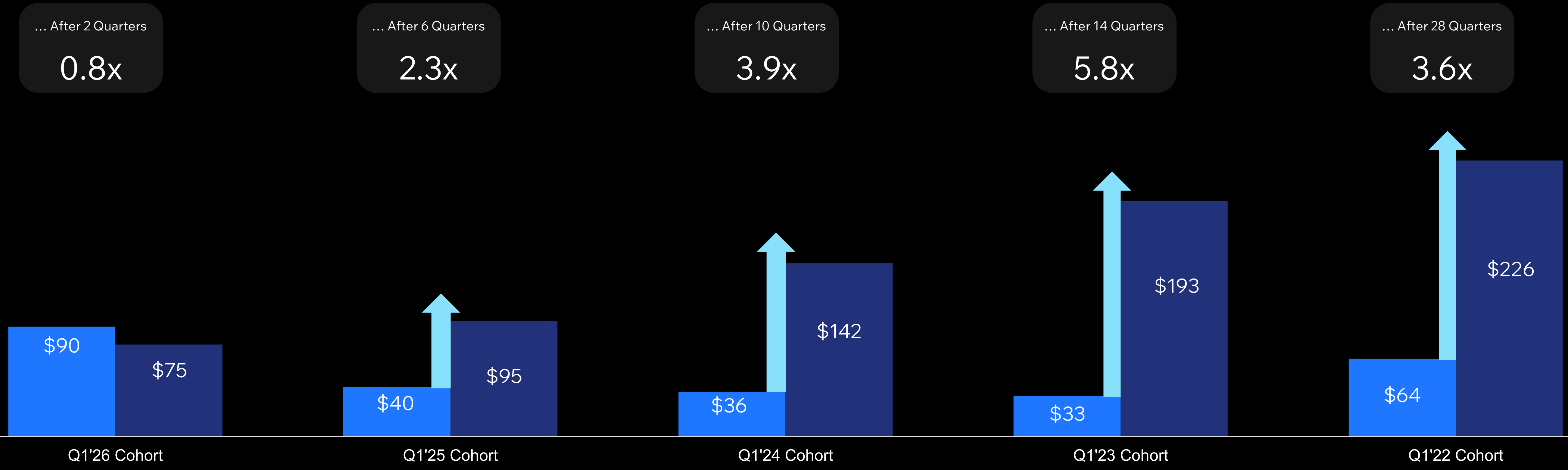
Innovation and product offering enhancements driving higher monetization and sustained user cohort bookings growth

The Q1'26 user cohort of ~6.4 million new users generated nearly $52 million, up ~46% compared to the bookings generated by the Q1'25 new cohort in its first quarter, and continued its strong upwards trajectory through Q2'26. This strength was driven by Base44 momentum as well as core Wix new cohorts continuing to perform well.

Note: Data as of June 30, 2026. Excludes bookings from users coming from the Wix Logo Maker funnel and bookings from DeviantArt or past acquisitions outside of Base44. Includes bookings from Base44 users starting in Q1'26.

Efficient Marketing Based on TROI

One Time Marketing, Ongoing Bookings

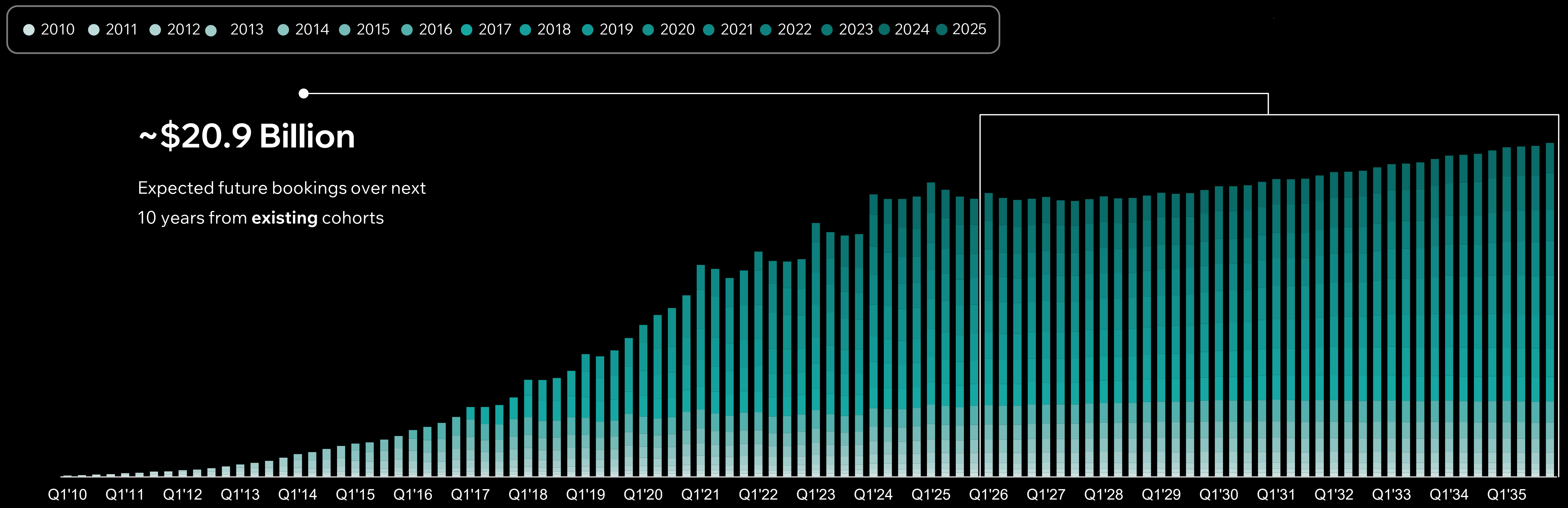


Note: Data as of June 30, 2026; TROI is Time to Return On (Marketing) Investment. We define this metric as the time it takes to collect dollars from new premium subscriptions acquired in a cohort to equal dollars spent on costs classified as acquisition marketing costs in the same cohort. Numbers are 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 outside of Base44. Cohort Bookings include Base44 starting Q1'26.

Marketing Cost ($ millions) Cohort Bookings ($ millions)

Existing Cohorts are a Growing Source of Future Bookings

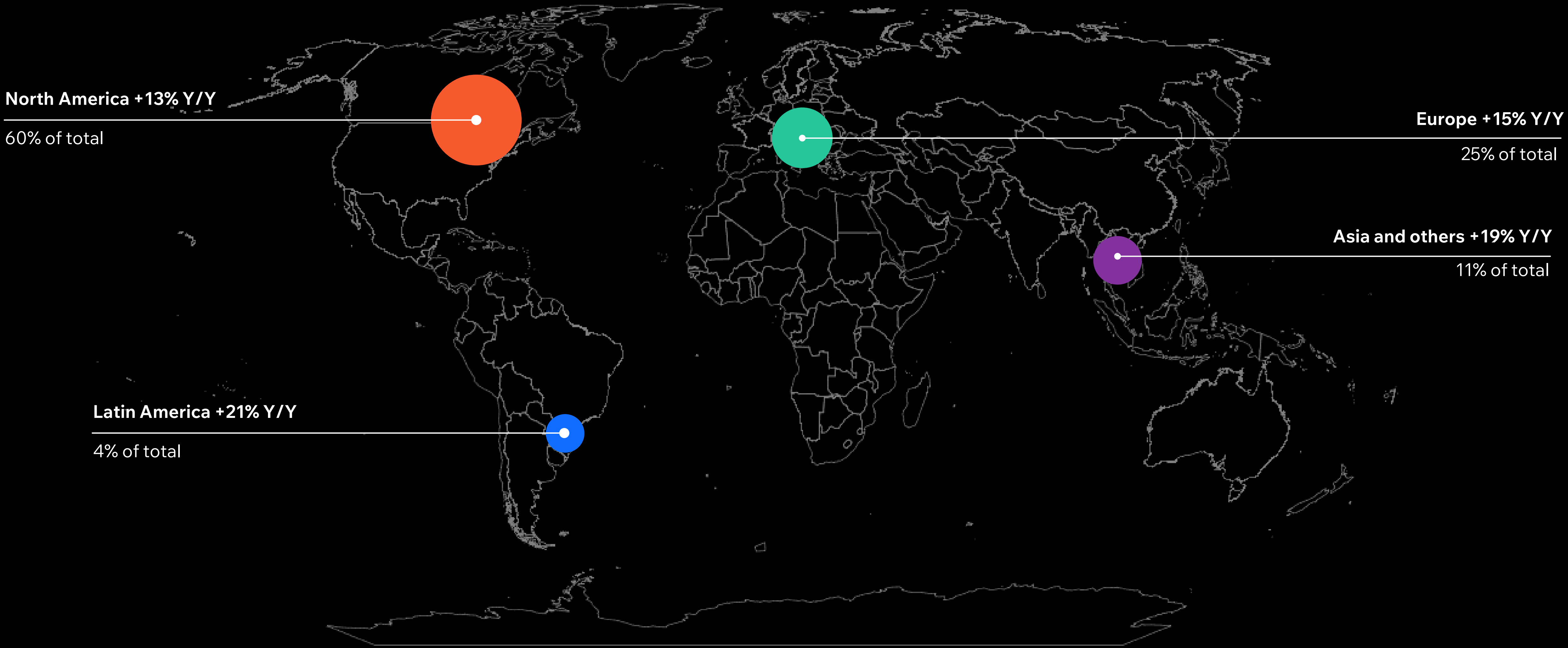
Actual and Potential Future Bookings From Q1'10 – Q4'25 Cohorts



Note: Future bookings over next 10 years from existing cohorts: Data represents actual bookings from Q1'10 – Q4'25 cohorts since creation and forecasted future cumulative bookings through Q4'35. Underlying our forecast of expected future bookings are certain assumptions and projections, such as assumptions regarding future cohort behavior of Partner and Self Creator cohorts based on historical data. Actual results may differ materially from our expectations. Beginning in Q3 2020, we included expected future bookings from Wix Payments. Cohort Bookings do not include bookings from users coming from the Wix Logo Maker funnel, DeviantArt, Base44 or past acquisitions.

Broad Geographic Reach

FX-Neutral Revenue by Geography (% of total) and Q2’26 Y/Y Growth



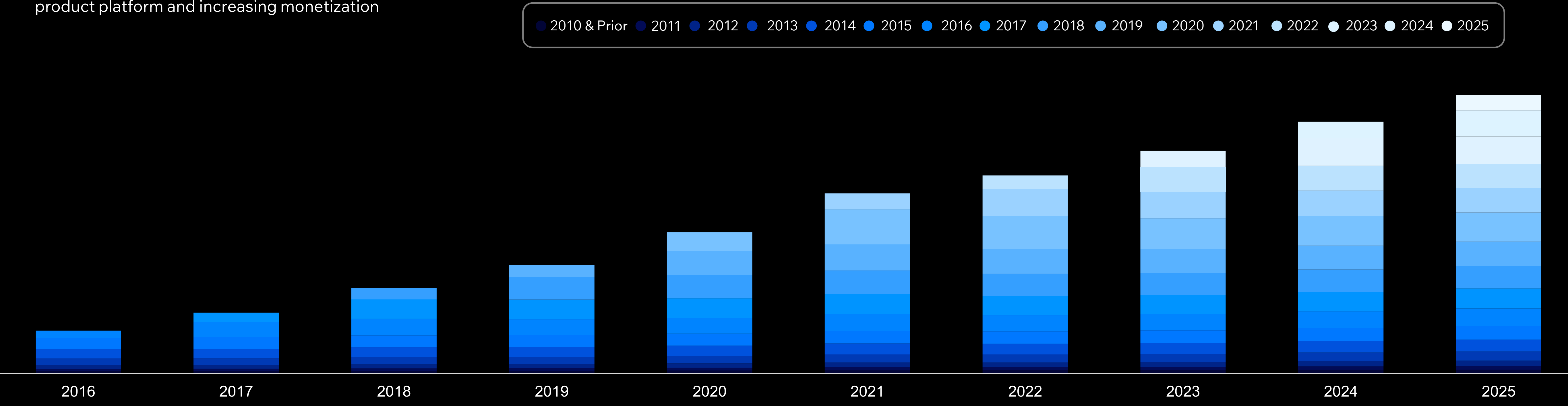
Note: Q2’26 Revenue by Geography and Y/Y change based on constant FX rates from Q2’25. Numbers may not add due to rounding.

Increasing Revenue Retention

Annual Net Revenue Retention Rate

+105% Net Revenue Retention in 2025

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

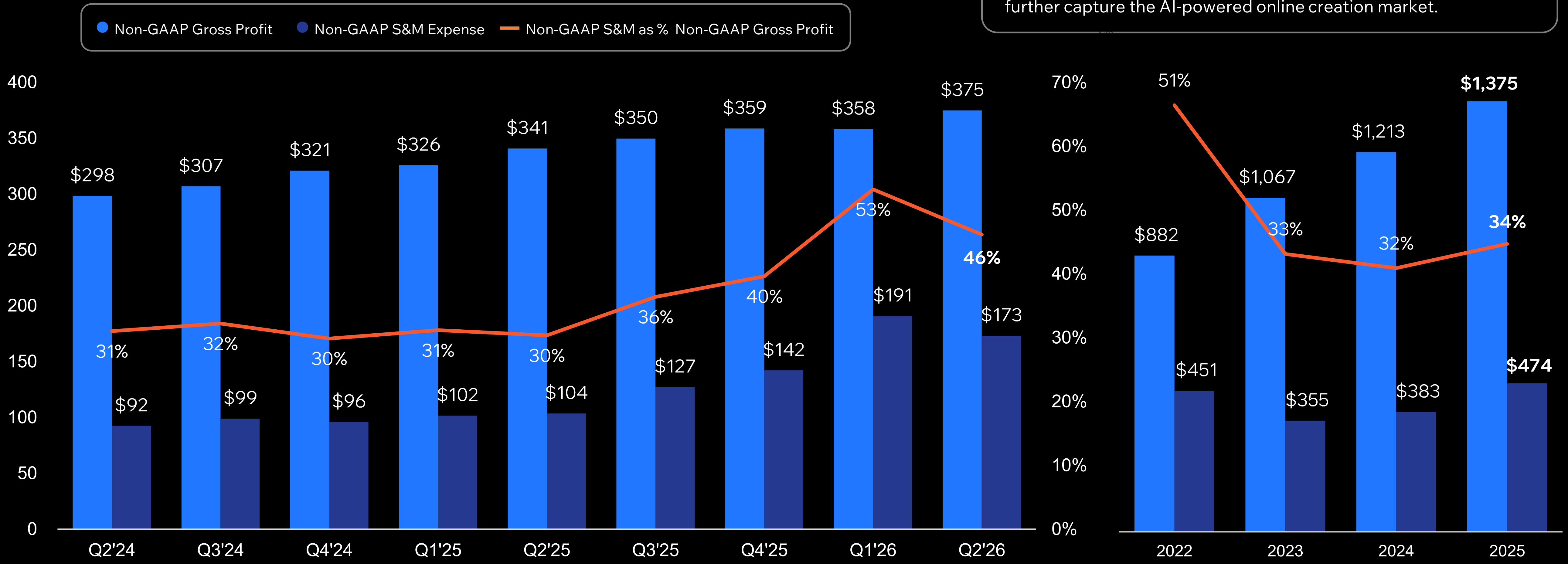


Note: We calculate our Annual Net Revenue Retention Rate at the end of a base year (e.g., Dec 31, 2025), by identifying all of the registered users on our platform as of the end of the prior year (e.g., Dec 31, 2024) and then dividing the total revenue generated by that cohort of registered users at 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, Base44 or past acquisitions.

Global strength of Wix brand and proven track record of operational efficiency have driven sustained gross profit and effective, yet disciplined, sales and marketing spend

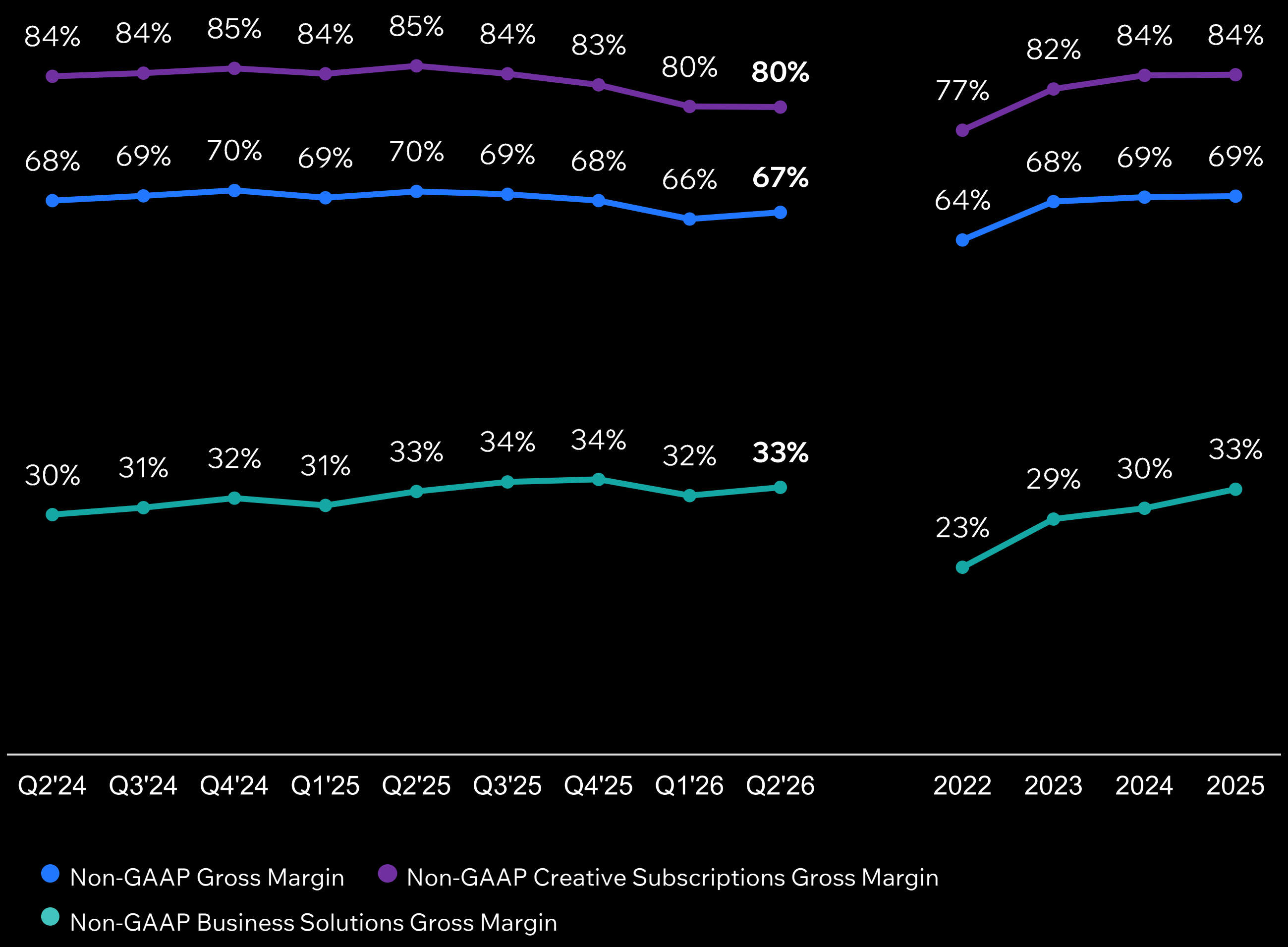
($ Millions)

In June 2025, we acquired Base44 and began to strategically lean into capitalizing on its strong top-of-funnel, which has ramped into subsequent quarters. As a result, non-GAAP S&M spend increased meaningfully as we build out a new segment of our business and further capture the AI-powered online creation market.

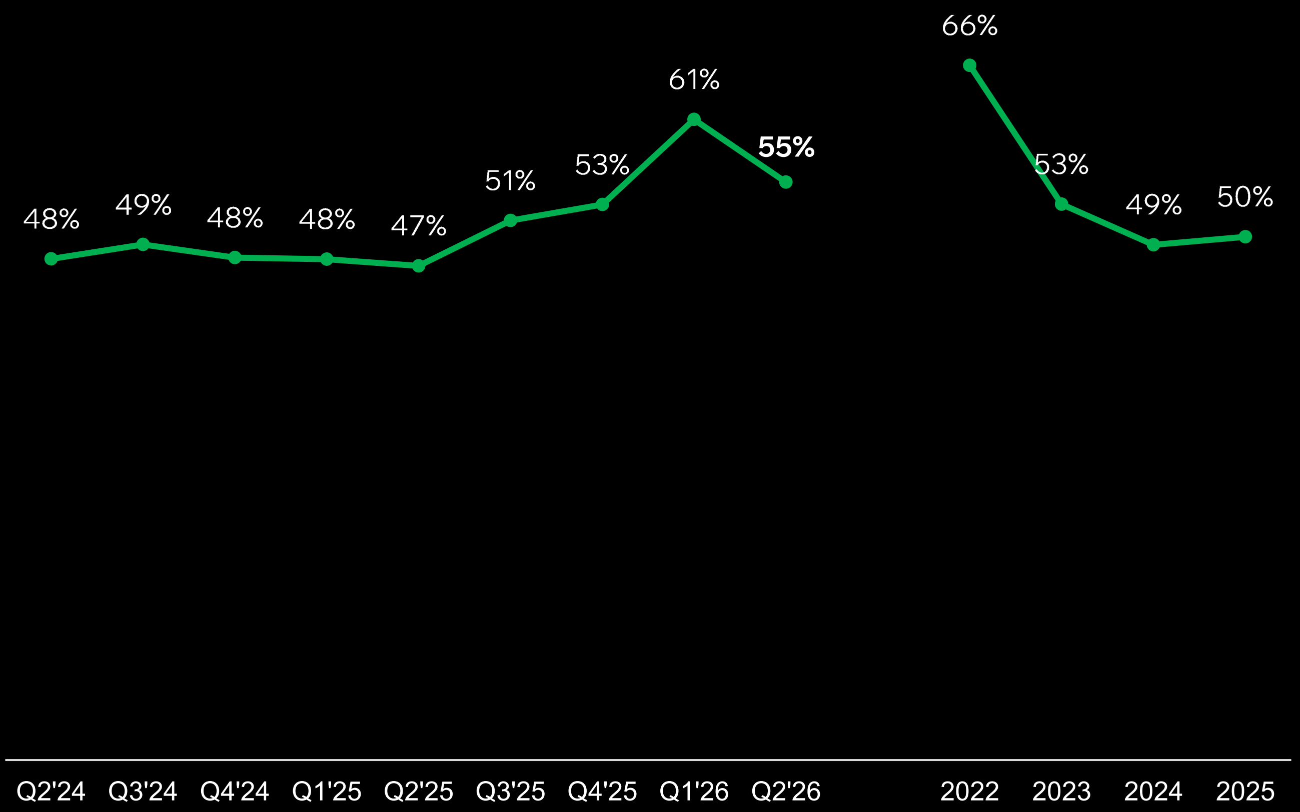


Disciplined cost base coupled with strong top-line growth driving sustained profitability

Non-GAAP Gross Margin



Non-GAAP Opex % of revenue

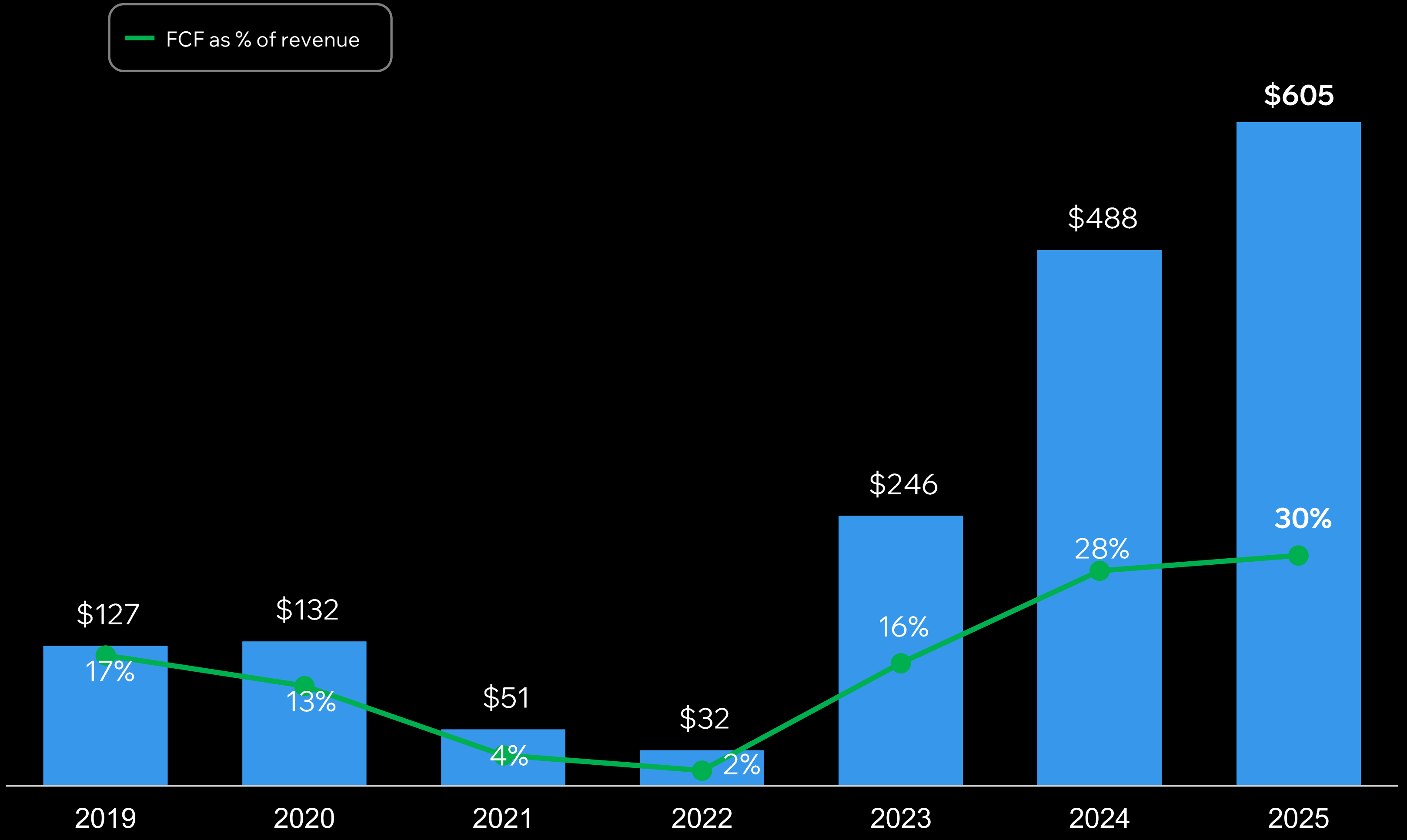


Free cash flow

($ Millions)

Proven track record of robust free cash flow generation as the business meaningfully scaled efficiently on a disciplined operating cost base

We expect free cash flow margin excluding acquisition-related and restructuring costs to be in the high-teens for FY2026 as we invest in building the Base44 platform and brand, which we believe will be foundational to Wix's long-term growth.



*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. Free cash flow and free cash flow margin excludes ~$32.1 million of acquisition-related expenses in 2025.

Appendix

Reconciliation of GAAP to Non-GAAP Financial Measures

in 000s	2024 Q1	Q2	Q3	Q4	2025 Q1	Q2	Q3	Q4	2026 Q1	Q2	FY 2022	FY 2023	FY 2024	FY 2025
Revenues	$419,776	$435,746	$444,673	$460,455	$473,651	$489,930	$505,194	$524,269	$541,171	$563,058	$1,387,666	$1,561,665	$1,760,650	$1,993,044
Change in Deferred Revenues	$41,319	$25,426	$6,096	$1,609	$44,362	$26,232	$18,316	$14,985	$48,915	$8,314	$55,387	$76,193	$74,450	$103,895
Change in Unbilled Contractual Obligations	($3,814)	($2,773)	($989)	$2,528	($7,108)	($6,238)	($8,967)	($4,737)	($5,094)	($2,243)	$29,066	($40,355)	($5,048)	($27,050)
Bookings	$457,281	$458,399	$449,780	$464,592	$510,905	$509,924	$514,543	$534,517	$584,992	$569,129	$1,472,119	$1,597,503	$1,830,052	$2,069,889
Creative Subscriptions Revenues	$304,293	$312,125	$318,825	$329,732	$337,676	$345,456	$356,174	$370,421	$382,361	$398,350	$1,039,479	$1,152,007	$1,264,975	$1,409,727
Change in Deferred Revenues	$34,158	$19,615	$8,802	($7,057)	$38,901	$25,653	$19,143	$10,157	$41,504	$9,708	$52,866	$63,124	$55,518	$93,854
Change in Unbilled Contractual Obligations	($3,814)	($2,773)	($989)	$2,528	($7,108)	($6,238)	($8,967)	($4,737)	($5,094)	($2,243)	$29,066	($40,355)	($5,048)	($27,050)
Creative Subscriptions Bookings	$334,637	$328,967	$326,638	$325,203	$369,469	$364,871	$366,350	$375,841	$418,771	$405,815	$1,121,411	$1,174,776	$1,315,445	$1,476,531
Business Solutions Revenues	$115,483	$123,621	$125,848	$130,723	$135,975	$144,474	$149,020	$153,848	$158,810	$164,708	$348,187	$409,658	$495,675	$583,317
Change in Deferred Revenues	$7,161	$5,811	($2,706)	$8,666	$5,461	$579	($827)	$4,828	$7,411	($1,394)	$2,521	$13,069	$18,932	$10,041
Business Solutions Bookings	$122,644	$129,432	$123,142	$139,389	$141,436	$145,053	$148,193	$158,676	$166,221	$163,314	$350,708	$422,727	$514,607	$593,358

Note: Numbers may not add due to rounding.

Reconciliation of GAAP to Non-GAAP Financial Measures

in 000s	**2024**				**2025**				**2026**		**FY**	**FY**	**FY**	**FY**
	Q1	**Q2**	**Q3**	**Q4**	**Q1**	**Q2**	**Q3**	**Q4**	**Q1**	**Q2**	**2022**	**2023**	**2024**	**2025**
Gross Profit	$282,479	$294,072	$302,645	$316,819	$321,859	$336,590	$345,266	$352,976	$353,366	$370,341	$861,439	$1,049,137	$1,196,015	$1,356,691
Share Based Compensation	$3,590	$3,516	$3,574	$3,466	$3,320	$3,472	$3,539	$3,584	$3,272	$3,042	$17,811	$15,013	$14,146	$13,915
Acquisition Related Expenses	-	-	-	-	-	$163	$20	$22	$21	$23	$140	$229	-	$205
Amortization	$667	$668	$667	$667	$667	$668	$915	$2,170	$1,455	$1,455	$2,968	$2,669	$2,669	$4,420
Non GAAP Gross Profit	$286,736	$298,256	$306,886	$320,952	$325,846	$340,893	$349,740	$358,752	$358,114	$374,861	$882,358	$1,067,048	$1,212,830	$1,375,231
Non GAAP Gross Margin	*68%*	*68%*	*69%*	*70%*	*69%*	*70%*	*69%*	*68%*	*66%*	*67%*	*64%*	*68%*	*69%*	*69%*
Gross Profit - Creative Subscriptions	$249,490	$259,086	$265,916	$277,061	$281,609	$291,325	$297,073	$302,432	$303,868	$317,300	$787,892	$936,492	$1,051,553	$1,172,439
Share Based Compensation	$2,669	$2,519	$2,562	$2,482	$2,367	$2,442	$2,494	$2,532	$2,312	$2,152	$13,933	$11,081	$10,232	$9,835
Acquisition Related Expenses	-	-	-	-	-	$163	$20	$22	$21	$23	-	-	-	$205
Amortization	-	-	-	-	-	-	-	$1,553	$709	$709	-	-	-	$1,553
Non GAAP Gross Profit - Creative Subscriptions	$252,159	$261,605	$268,478	$279,543	$283,976	$293,930	$299,587	$306,539	$306,910	$320,184	$801,825	$947,573	$1,061,785	$1,184,032
Non GAAP Gross Margin - Creative Subscriptions	*83%*	*84%*	*84%*	*85%*	*84%*	*85%*	*84%*	*83%*	*80%*	*80%*	*77%*	*82%*	*84%*	*84%*
Gross Profit - Business Solutions	$32,989	$34,986	$36,729	$39,758	$40,250	$45,265	$48,193	$50,544	$49,498	$53,041	$73,547	$112,645	$144,462	$184,252
Share Based Compensation	$921	$997	$1,012	$984	$953	$1,030	$1,045	$1,052	$960	$890	$3,878	$3,932	$3,914	$4,080
Acquisition Related Expenses	-	-	-	-	-	-	-	-	-	-	$140	$229	-	-
Amortization	$667	$668	$667	$667	$667	$668	$915	$617	$746	$746	$2,968	$2,669	$2,669	$2,867
Non GAAP Gross Profit - Business Solutions	$34,577	$36,651	$38,408	$41,409	$41,870	$46,963	$50,153	$52,213	$51,204	$54,677	$80,533	$119,475	$151,045	$191,199
Non GAAP Gross Margin - Business Solutions	*30%*	*30%*	*31%*	*32%*	*31%*	*33%*	*34%*	*34%*	*32%*	*33%*	*23%*	*29%*	*30%*	*33%*

Note: Numbers may not add due to rounding.

Reconciliation of GAAP to Non-GAAP Financial Measures

in 000s	2024				2025				2026		FY	FY	FY	FY
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	2022	2023	2024	2025
Research and Development (GAAP)	$124,245	$119,257	$124,593	$127,186	$127,497	$134,735	$172,025	$211,244	$178,218	$175,685	$482,861	$481,293	$495,281	$645,501
Share Based Compensation	$31,102	$30,782	$32,258	$32,320	$31,491	$32,098	$32,233	$31,681	$32,383	$29,974	$120,580	$119,482	$126,462	$127,503
Acquisition Related Expenses	$5	$1	-	-	-	$4,248	$34,929	$74,582	$38,927	$41,036	$4,948	$237	$6	$113,759
Non-GAAP Research and Development	$93,138	$88,474	$92,335	$94,866	$96,006	$98,389	$104,863	$104,981	$106,908	$104,675	$357,333	$361,574	$368,813	$404,239
% of Revenues	*22%*	*20%*	*21%*	*21%*	*20%*	*20%*	*21%*	*20%*	*20%*	*19%*	*26%*	*23%*	*21%*	*20%*
Selling and Marketing (GAAP)	$107,234	$102,498	$109,096	$106,629	$111,563	$113,155	$137,428	$152,134	$199,590	$181,705	$492,886	$399,577	$425,457	$514,280
Share Based Compensation	$10,483	$9,206	$9,441	$9,625	$9,177	$9,046	$9,448	$9,300	$8,246	$8,050	$38,714	$41,277	$38,755	$36,971
Amortization	$815	$796	$793	$1,166	$804	$590	$439	$752	$579	$579	$3,274	$3,282	$3,570	$2,585
Acquisition Related Expenses	-	-	-	-	-	-	$313	($30)	$107	-	-	-	-	$283
Non-GAAP Selling and Marketing	$95,936	$92,496	$98,862	$95,838	$101,582	$103,519	$127,228	$142,112	$190,658	$173,076	$450,898	$355,018	$383,132	$474,441
% of Revenues	*23%*	*21%*	*22%*	*21%*	*21%*	*21%*	*25%*	*27%*	*35%*	*31%*	*32%*	*23%*	*22%*	*24%*
General and Administrative (GAAP)	$41,330	$43,712	$43,110	$46,984	$45,394	$44,394	$43,184	$62,186	$45,278	$44,641	$171,045	$160,033	$175,136	$195,158
Share Based Compensation	$12,967	$16,382	$15,619	$16,390	$16,273	$14,823	$14,345	$13,546	$13,045	$12,306	$59,731	$48,853	$61,358	$58,987
Amortization	$1	$1	$1	$1	$1	$1	$1	$1	$1	-	$4	$4	$4	$4
Acquisition Related Expenses	-	-	-	-	-	$1,676	$170	$15,470	($1,147)	-	$39	$6	-	$17,316
Sales Tax Accrual and Other G&A Expenses (Income)	$121	$237	$225	$881	$699	($938)	$945	$2,694	$617	$52	$763	$748	$1,464	$3,400
Non-GAAP General and Administrative	$28,241	$27,092	$27,265	$29,712	$28,421	$28,832	$27,723	$30,475	$32,762	$32,283	$110,508	$110,422	$112,310	$115,451
% of Revenues	*7%*	*6%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*6%*	*8%*	*7%*	*6%*	*6%*
Non-GAAP Operating Expenses	$217,315	$208,062	$218,462	$220,416	$226,009	$230,740	$259,814	$277,568	$330,328	$310,034	$918,739	$827,014	$864,255	$994,131
% of Revenues	*52%*	*48%*	*49%*	*48%*	*48%*	*47%*	*51%*	*53%*	*61%*	*55%*	*66%*	*53%*	*49%*	*50%*

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	FY 2025
Net Cash Provided by Operating Activities	$149,564	$148,049	$65,685	$37,152	$248,246	$497,415	$582,858
Capital Expenditures, net	($22,066)	($18,853)	($37,700)	($70,664)	($66,049)	($19,336)	($9,901)
Free Cash Flow	$127,498	$129,196	$27,985	($33,512)	$182,197	$478,079	$572,957
Capital Expenditures and Other Cash Costs Related to Wix HQ Office Buildout	-	$2,462	$23,449	$65,920	$57,946	$10,325	-
Cash paid for acquisition-related costs	-	-	-	-	-	-	$32,128
Restructuring	-	-	-	-	$5,915	-	-
Free Cash Flow (Excluding Capex and Other Cash Costs)	$127,498	$131,658	$51,434	$32,408	$246,058	$488,404	$605,085
% of Revenues	*17%*	*13%*	*4%*	*2%*	*16%*	*28%*	*30%*
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	54,989,523
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	2,675,894
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	3,391,516
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	61,056,933

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	Q1'26
Cumulative Cohort Revenue	$48	$69	$84	$173	$240	$254	$298	$336	$354	$336	$316	$290	$202	$170	$118	$69	$40
Cumulative Cohort Change in Deferred Revenues	$2	$2	$3	$7	$10	$12	$14	$17	$19	$20	$24	$26	$24	$23	$24	$26	$35
Cumulative Cohort Bookings	$50	$71	$87	$180	$250	$266	$312	$353	$373	$356	$340	$316	$226	$193	$142	$95	$75

Note: Numbers may not add due to rounding.

Partners and Transaction Revenue

in 000s	2024 Q2	Q3	Q4	2025 Q1	Q2	Q3	Q4	2026 Q1	Q2	FY 2023	FY 2024	FY 2025
Partners Revenue	$148,394	$155,160	$168,087	$171,624	$183,316	$192,117	$203,218	$203,390	$213,765	$468,521	$610,069	$750,275
y/y growth	*29%*	*30%*	*29%*	*24%*	*24%*	*24%*	*21%*	*19%*	*17%*	*35%*	*30%*	*23%*
2-year CAGR	*32%*	*34%*	*33%*	*29%*	*26%*	*27%*	*25%*	*21%*	*20%*	*32%*	*32%*	*27%*

in 000s	2024 Q2	Q3	Q4	2025 Q1	Q2	Q3	Q4	2026 Q1	Q2	FY 2023	FY 2024	FY 2025
Transaction Revenue	$53,934	$54,307	$57,136	$58,887	$63,551	$65,268	$67,282	$70,013	$71,479	$177,528	$214,879	$254,988
y/y growth	*21%*	*23%*	*23%*	*19%*	*18%*	*20%*	*18%*	*19%*	*12%*	*20%*	*21%*	*19%*
2-year CAGR	*21%*	*23%*	*21%*	*18%*	*19%*	*22%*	*20%*	*19%*	*15%*	*17%*	*20%*	*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.