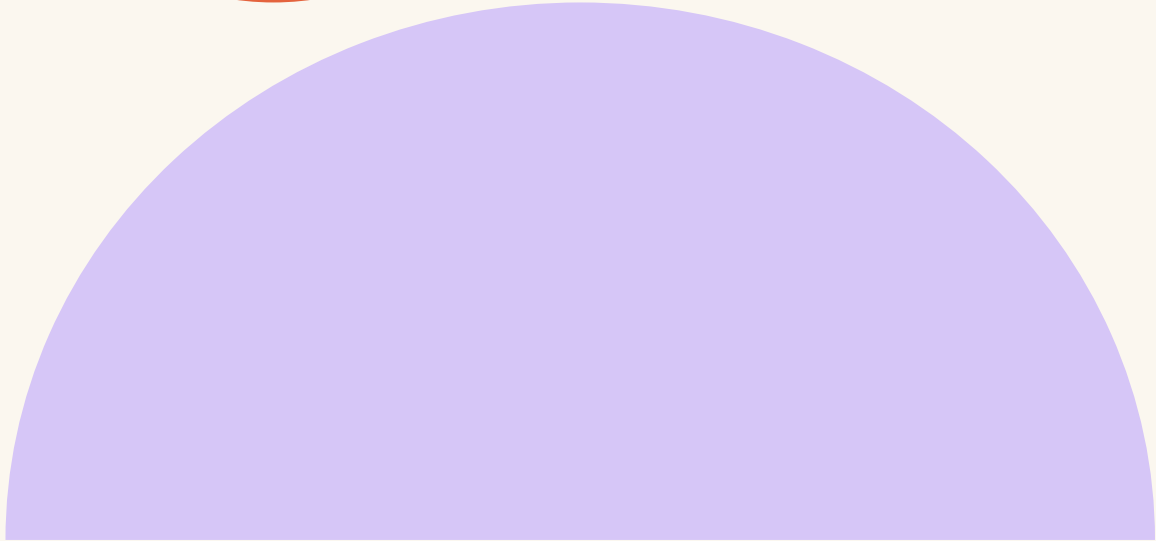




wix



ESG

**Environmental, Social and
Governance Report**

March 2022

A MESSAGE FROM OUR CEO



To our users, our people and our shareholders,

Our mission is to be a platform where any type of user and any type of business can create their dreams online. Wix aims to make the web the way it was meant to be.

Since Wix was founded in 2006, our main focus has been on people. Our vision is to build a platform that empowers anyone to create their online presence and pursue their dreams - this is what guided us back then, and what is guiding us now.

From the start we believed that the internet is meant to be democratic, safe, accessible and affordable to all. Therefore our platform is here to make a difference, to create a better world for everyone and to provide equal opportunities for any type of user or business, regardless of their size, age, economic status, skill level, location, vision or any other factor.

This mindset is reflected in our company core values and in everything we do and believe in: our commitment to our users, our responsibility to their privacy and security, our culture of respect and openness and of course in our continued product innovation.

With that in mind, we're glad to share with you our first ESG Report that will give you insights into the important issues and values that make us who we are. We organized this report by focusing on three pillars that feel natural to us: Our Users, Our People and Our Company.

We have great responsibility to our users, our people and our shareholders to deliver on our mission, and we believe in our way and are very proud of our company and the place we're at.

We love what we're doing and hope to keep making our users happy and help them fulfill their dreams.

Sincerely,
Avishai Abrahami, Co-founder and CEO

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THE WIX WAY

The Wix Way is part of what creates our unique culture and guides us in everything we do. This is what makes Wix a company and product that we're proud of, the things that have been our glue, the things that we are working hard to fulfill.

We Work for Our Users' Success

Our vision says it all. Wix users are always our top priority, and we're here to let them create their dreams, grow and become successful.

At the core of what we do is a simple belief: if we make our users successful in building their online presence - website, app, managing and growing their business - more users will come to Wix. We'll grow faster, our revenue will grow faster, the churn will go down and investors will be happy.

We work for our users; we exist for and because of our users. We're devoted to them, care about them and are committed to making them happy and delight them. Their needs should be in every goal we set and business decision we make.

Our users rely on us and trust us with their business and dreams - if we mess up, they're the ones who lose.

Our users trust us with their livelihood, so our responsibility is to make sure their businesses are working well all the time. This is our highest responsibility: if a store isn't working for a few days, for the store owner (our user) it's a critical error - even if it's "only" one store and "only" for a few days, for that person it means their business just shut down. The same is true for almost any of our websites, so we need to make sure they're always working - not on a statistical level, but on an individual website level. An error that prevents any website from working at any time is always a critical error.

Engaging with our users is the strongest tool in creating amazing products. It gives us a deep understanding of their needs, so that we can help them fulfill their wishes and make their life as great and successful as possible. So call them, send them emails or bring them over for deep discussions. That way we can build the next best thing for them.

We Build the Best Products in the World

A real product solves a real problem. A great product also creates an atmosphere, an emotional experience. It should be easy to start and hard to master, and it should also be beautiful.

You Own What You Do

You own what you do, and everything you do is your responsibility. If the outcome is good, your team will share the credit. But if the outcome is bad, it's on you. It is our responsibility to make things work, to raise hell and make it known if something is holding us back.

If it is your task, and if it failed because you did not have... (something), then it's your fault, unless you screamed that you didn't have... (that thing). It is your responsibility - there is nobody else. Ownership and responsibility are claimed, not given.

THE WIX WAY

Be A Pro

When you bring excellent people to work together, excellent things happen. You should be amazing in your field of profession or work very hard to become so. You should already be excellent today, not in the future, and then work very hard to become even better.

We Are Transparent

For all these excellent people to do excellent things, they need to know what is going on, what are the plans ahead, what succeeded, what failed. That's why we always have information out in the open: sales numbers, premium counts, marketing campaigns, BIU, projects status, tests and results, support and call center problems, pulse, roadmaps, Q&As, and anything else you can think of.

Transparency goes from management to employees and from employees to management.

Everyone should be able to get all the information they need, or just want to know.

We Allow Failures

Avoiding mistakes costs more than making them. Do, test, try, and fail. It's better to do 10 things, fail at 6, and have 1 incredible success rather than do just one safe thing that will surely work (only to find out that it doesn't).

Winning

We always play to win. There's no other way.

We Measure Everything

Measuring is the only way to find out what works to improve our products.

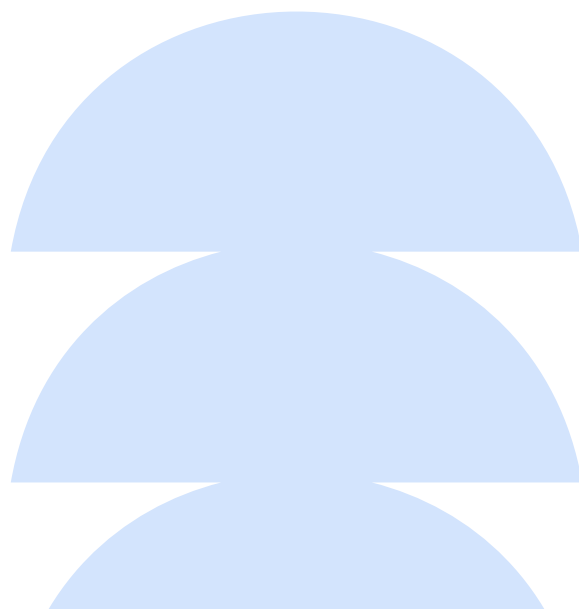
If we can't measure the impact something made, do we really need it? We only load things to production when we know how to measure them.

We Care About Our People

Our users are the most important part of our business, but our own people are at the heart of everything we do. Everyone at Wix is a partner in the success of the company and shares the responsibility of building and improving it. Together we're making Wix better as we go.

We aim to create a culture in which any person can be successful, and we're very proud to support our people in doing meaningful work and growing themselves. We believe that everyone should be treated equally and fairly, regardless of their age, gender, religion, political opinions, disabilities, sexual preference, role or anything else.

We stand for each other; we care for each other; we're attentive and do our best to be there for one another, and we inspire each other to be better. We also love to spend time together, and we believe that mixing personal friendships with work relationships creates a great and fun place to be at.



THE WIX WAY

Be Direct

We believe in saying things as they are and being able to listen to the truth without getting emotional (we are still not sure how to do the second part well).

Say what you think, not what people expect you to say, and say it simply and directly.

No A**holes

A**holes are the exact opposite of what we stand for at Wix. Rather than working with others for the good of the whole, a**holes work for themselves at the expense of others. To break it down even further, someone who steps on someone else to get ahead is an a**hole. Someone who bad mouths a coworker is an a**hole. Someone who withholds information or assistance to ensure someone else's failure is an a**hole.

These people - no matter how talented - have no place with us at Wix.

Fun

We take our jobs very seriously and ourselves much less so. We believe that each person's diversity, craziness and fun inspire everybody around, and we view this as critical. So have fun! Talk to people. Joke around. Play your music. And bring up your most outrageous ideas.



Roey Chen Goldberg and Nicole Marcus Ben Hamo, Tel Aviv

OUR USERS

| **+220M**
Users

| **191**
Countries

| **20**
Languages

*Data as of December 31, 2021

Our users are always our top priority, and their needs are included in every goal and business decision we make. They rely on us and trust us with their business and dreams and also trust us to deliver the best products and services possible as well as a safe and secure experience.

We believe that the internet belongs to everyone, and anyone has the right to be successful using it. So, our free offering allows a professional, digital presence to be attainable to anyone seeking it worldwide.

Over the years, the web has become an essential arena for every business activity, and economic and social opportunities shifted online (a trend that accelerated since the COVID-19 pandemic began). Simultaneously, Wix has become a go-to platform for any type of user and any type of business looking to build their online presence.

From photographers, students working on a project, couples planning a wedding, eCommerce businesses and yoga instructors to designers, developers, digital agencies or enterprises - we want the web to be an accessible, inclusive and safe place for all - the way the web was meant to be.

Wix gives millions of users the ability to build a digital presence and successfully run their business, and with a focus on continuous innovation and delivery of new features and business solutions, our offering extends to a complete platform with online commerce, customer management and marketing solutions.

We enable our users full ownership of their brand, their data and their relationships with customers, and to be true to our mission. We also have the responsibility to do the same for the users of our users: their customers, clients, readers and members.

The core of everything we do is tied back to our users, and we are here to help them become successful while committing to making them happy.



Wix user Crystal Etienne, owner at Ruby Love

USER STORY

Angel Gregorio // *The Spice Suite*

It all started when Angel Gregorio walked by an empty storefront six years ago. She made a spontaneous decision to leave her job as an educator and follow her passion. “Food is my love language,” she explained. “Spices were something I serendipitously fell into, and I fell in love with it.” As she traveled the world to research and source spices, she knew she had to bring her spice souk market experiences home and the Spice Suite was born.

Gregorio knew she needed a website when the Spice Suite opened. She said, “I have a little bit of style. I can put some colors together. I can bring some images in. And Wix was the one that kept coming to the front.” As the business gained momentum, she realized she could amplify her brick-and-mortar sales even more with eCommerce through Wix.

By leveraging online sales, Gregorio discovered an entire universe of potential and started increasing sales from 100 boxes to 300-400 boxes every month and has sold over \$500K worth of spices. Gregorio continues to expand her eCommerce website, adding videos, product collections and galleries. Four times a month, Gregorio uploads hundreds of products to her online store. Every single time, she sells out within five minutes.

“I am living a dream I didn't even know I had”

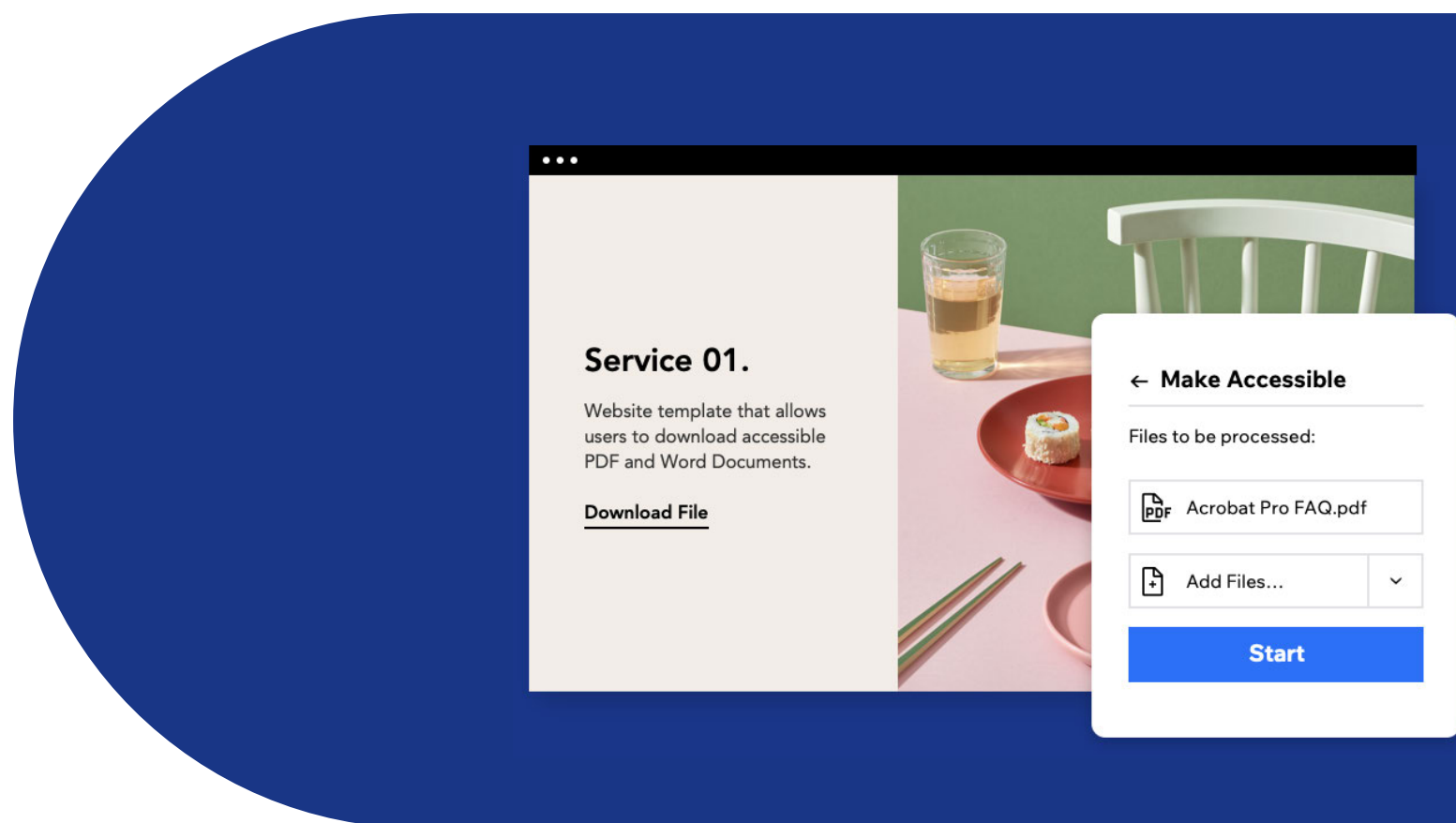


Supporting and elevating fellow female entrepreneurs and Black owned businesses. Angel Gregorio

Angel is also passionate about supporting and elevating fellow female entrepreneurs and Black owned businesses in her community. That's why she and her SpiceGirlin' tribe regularly transform Angel's store into a dream incubator for entrepreneurs. With the help of her Wix site, Angel has organized and hosted hundreds of educational webinars, workshops, seminars and pop up shops.

Today, Gregorio has opened two successful sales channels and runs a collective of entrepreneurs. The Spice Suite has sold over \$1.5 million worth of products from the online store.

PRODUCT ACCESSIBILITY



We invest heavily in product accessibility to support our vision that the web was meant to be accessible for everyone. Our goal is to make it easy to create an accessible website and allow anyone to have the best user experience possible, no matter their ability. We are proud to promote an equitable platform for our users by striving to be an industry leader in accessibility.

In recent years, we established the technology to allow every Wix site to be accessible to users with a range of abilities. Our dedicated Web Accessibility team is constantly working to advance product features for our users and those who visit their sites and apps. We provide tools and assistive settings for users to design accessible sites including accessible templates, full keyboard functionality, and assistive text reading, including alternative texts, heading tags, site language and more.

In 2021 we launched a new tool for our users. The [Accessibility Wizard](#) helps Wix users detect and fix accessibility issues created while adding content and design to their sites and comes at no additional cost. Wix had the highest median score for CMS (mobile) Lighthouse SEO from Web Almanac 2021.

We also provide educational tools and invest in creating a substantial knowledge base for our users to advocate the importance of ensuring an accessible and inclusive web experience for all.

Wix continually monitors and updates accessibility features according to Web Content Accessibility Guidelines (WCAG), the international guidelines for standardized web content accessibility.

Read more about Wix Accessibility [here](#).

DATA PRIVACY



Regina Kenstaviciute Ivaskiene and Benas Kazlauskas, Vilnius

Protecting our user's privacy is one of our core values at Wix and we're committed to keeping their private information safe.

We strive to give our users full control over their website's performance and data, and we provide them with full privacy of their and their users' data, solely for the purposes outlined in Wix Privacy Policy.

To achieve this, Wix is aligned with leading Data Protection Regulations and guidelines, including the California Consumer Privacy Act (CCPA) and global implementation of the General Data Protection Regulation (GDPR), honoring the data privacy rights of our users.

Our data protection team, together with our product managers, are making sure that Data Privacy is taken into account from the very early stages of any product design.

We also empower our users to understand and achieve high privacy standards for their own businesses. The [Wix Privacy & Security Hub](#) offers FAQs, knowledge bases, and various tools that users can choose to integrate with their sites to comply with local rules.

Read more in our [Privacy Policy](#) and [Cookie Policy](#).

Wix occasionally receives government and other legitimate requests for our users' data. In response to these requests we issued a [Transparency Report](#) for the period of January 1 to December 31, 2021 in February 2022.

CYBERSECURITY

Our users' safety and security online are at the forefront of everything we do, and we are committed to protecting our users' and the company's data and assets.

The cybersecurity landscape is constantly evolving, and providing a safe experience for our users and employees has never been more critical. A cybersecurity incident can have a major impact on our users and their customers. Our role is to do whatever we can to prevent it. The Wix security team seeks to protect against attacks, reduces risks and responds to threats by offering a strong cybersecurity framework. They lead the facilitation and development of procedures, processes and controls that govern the security and integrity of Wix.

We implement robust security standards, to keep our platform safer so that our users' data isn't compromised or breached. Security is a constant, ongoing effort, and our approach is both reactive and proactive. We perform threat modeling, risk assessments and penetration testing on a regular basis. Read more about our approach on the Wix Help Center [here](#).

The Audit Committee of the Board of Directors oversees cybersecurity risks and mitigations on a quarterly basis. Wix adheres to leading security frameworks and standards, compliance protocols and certificates such as PCI DSS (level 1), ISO 27001 and ISO 27018.



Emily Liu, New York

In addition, all new employees are required to complete security training upon their onboarding, and employees receive periodic refresher training, as well as regular email updates and tests. Employees are encouraged to report all suspicious emails through a tool integrated with their inboxes.

Read more on our Privacy and Security Hub [here](#) and in our security whitepaper [here](#).

USER CONTENT

We believe in the democratization of the web, and we want to provide all our users equal opportunities to succeed and grow. As part of that, we give creative freedom for our users to express themselves and have control over the content they publish on their sites.

We have millions of users that create new and unique content every day that reaches a wide audience across many countries, different cultures, and multiple languages using our platform. This content is owned by the user, not by Wix, a responsibility we take seriously.

We recognize the importance of our services, which enable each of our users to have their own virtual place to express themselves. At the same time, we recognize that certain types of content are objectionable and should not be permitted.

Content moderation policies at Wix are comprised of three basic pillars:

1. Wix is a powerful tool that allows anyone the freedom to create, express themselves and publish diverse content through the internet.
2. We believe we have an obligation to make sure that our employees, users and users of users feel safe while visiting web presences built on Wix.
3. Users should be treated equally under our policies.

Wix generally does not monitor user sites, except when there are specific safety or security concerns, such as phishing attempts: we take phishing attempts seriously and are constantly enhancing internal procedures aiming to identify and block websites impersonating legitimate institutions to lure individuals into providing sensitive data; child sexual imagery abuse and exploitation; and calls to violence against an individual or a specific group of people.



Wix user RanD Pitts, founder of Evolve Clothing Gallery

When we discover such content, we act to remove it and make our best efforts to report it to the legal enforcement agencies if we deem the content is illegal. We are committed to resolving all complaints. Complaints may be submitted through a [webform](#) or via [email](#) and are sent to a dedicated support queue where trained Wix Experts evaluate the claims. In general, decisions about takedown requests are based on the actual content of the website, where our team looks for illegal conduct as defined by the law or content that otherwise violates the rules outlined in our terms and conditions and policies.

We reserve the right to remove any content and suspend or terminate any account or access to the Wix services in the case of any violation of the law, our terms and conditions, and our policies.

As part of our efforts to protect user content, in 2021, we also launched [DeviantArt Protect](#) to help safeguard DeviantArt artists' work from potential online art theft by using image recognition technology that identifies near identical NFTs that originate from their artwork.

USER STORY

Echo He // ART IN TOUCH

In March 2020, the COVID-19 pandemic hit New York City with full force resulting in the first ever citywide lockdown. Not long into the lockdown, Echo He thought she contracted COVID and went to urgent care. It was there she witnessed firsthand there was a real problem with medical resources.

This experience inspired her to take action to help New Yorkers. She contacted her overseas connections, including her mother who was a doctor on the frontlines in China, who were willing and able to share personal protective equipment (PPE). To transfer these resources, she organized a fundraising effort called N95forNYC with other artists, curators and gallerists as part of a non-profit organization, Art in Touch founded later. All proceeds from their online art auction and direct donations were used to purchase PPE and in-kind help for NYC hospitals and underserved communities and to support impacted artists and art organizations. He put 150 much-needed Vinoguard protective coveralls into the hands of 64 healthcare workers on the first day of launching this initiative and ultimately delivered over 68,869 pieces of PPE to over 52 different NYC hospitals, nursing homes and other institutions by July 2020.

“We are all artists so we knew Wix Playground would understand our vision”



Art in Touch team (Echo He, Lynn Hai, Mingzi Ma), artist Anne Muntges and Cafe China founder Yiming Wang. Photograph by Weihan Zhou, courtesy Art in Touch and Fou Gallery

At this point, many art collectors and community members heard about her initiative and wanted to help. While Art in Touch had relied on social media and word of mouth for the N95forNYC initiative, He knew her non-profit now needed a website. Working with Wix Playground students Sejin Park, Allison Yick, Emily Zhao and Lucie Bole, He and team member Mengtong Guan built a Wix website that allows individuals and organizations to get in touch, learn about Art in Touch’s services, share information and donate. “We set up a website to highlight all the work Art in Touch has done and it’s a beautiful document of all of our efforts,” He said. “We are all artists so we knew Wix Playground would understand our vision and bring it to life. Everyone was also so supportive of this project and made it a creative effort!”

Art in Touch is now kicking off a new project helping NYC restaurants impacted by the pandemic through connecting artists with restaurants and installing site-specific artwork and exhibitions directly at these restaurants. He continue to update her Wix website as new projects arise to shine a light that art can bring disaster relief as well as compassion and inspiration.

OUR PEOPLE

5,900+
Employees

26
Locations

4
Continents

*Data as of December 31, 2021

Our people are at the heart of everything we do. We care deeply about our employees and believe that everyone should be treated equally and fairly, no matter who they are. People at Wix feel valued, heard and respected - this is part of our DNA.

Every employee is a partner in the success of the company, and we want to motivate and empower them to build the best products in the world so that our users can succeed and fulfill their dreams.

To make it happen, we aim to create a culture in which any person can do meaningful work and make an impact, and we give each and every one of our people the same opportunities and tools to grow and be successful.

One of our core values is to empower our people to work independently, be responsible and own what they do. We want to give our people the ability to be professional and encourage individual growth. We approach this with a unique organizational structure that allows employees to have autonomy over their tasks and mobility throughout their career.

Understanding this organizational structure is key to understanding how we attract top talent and keep people at Wix for long periods of time. We are organized into teams that we call “companies” and “guilds,” each with leadership teams that provide employees with autonomy and influence over their areas of expertise.




Hadas Kovo, Yiftach Koronio, Anat Komarovsky, Ariel Wollek, Ofir Tamir and Michal Vardi, Tel Aviv

OUR PEOPLE

Company - A multi-disciplinary group that works together on a product or a line of products. Each company has the resources it needs to build products independently with full autonomy and ability to influence their product.

By sticking to the company's structure, we create a start-up vibe, a fast-paced, intimate environment with minimal dependencies in which each team member has a place and feels their impact. It also creates an environment for a strong sense of belonging and allows people to become experts in their field.

Guild - A horizontal group that functions as the center of knowledge and expertise in a specific domain. Our guilds maintain professional quality, standards, methodologies and infrastructure across the companies and provide ongoing learning opportunities for employees with the same profession. Guilds at Wix function as professional communities, establish a sense of belonging and provide networking opportunities among peers across multiple locations.

<div>Example of relationship between Companies and Guilds</div> 			Companies		
			Wix Stores	Wix Payments	Editor X
			Head of Wix Stores	Head of Wix Payments	Head of Editor X
			Wix Stores Team	Wix Payments Team	Editor X Team
Guilds	UX	Head of UX	Wix Stores UX	Wix Payments UX	Editor X UX
	Business Analysis	Head of BA	Wix Stores BA	Wix Payments BA	Editor X BA

ATTRACTING THE BEST PEOPLE

We believe in equal opportunity when it comes to hiring, and we aim to create a culture in which any person can be successful. To find the best people to join Wix, we test everyone so we can hire people for what they can do, and not who they are, and get a sense about the skills and traits we care about: motivation, ownership, potential, the ability to be a good teammate and more.

Our way of hiring is part of our unique culture and organization. We believe our approach has led Wix to become one of the most reputable companies to work for in Israel. Additionally, as a global company, we're constantly working on strengthening our employer brand worldwide.

Even though we operate in a highly competitive field, we believe that we are successful at attracting the best talent with our focus on professional excellence, employee care, employee growth, a people-centric culture and competitive compensation.

We are first and foremost a product-driven company, with a major focus on continuous innovation and technology. Out of our more than 5,900 employees, 41% are within Research & Development (R&D) professions as of December 31, 2021. Most of our R&D employees are based in Israel, Ukraine and Lithuania.

Wix is known as a workplace that sets high professional standards and allows talent to be challenged and to grow. Our scale and continuous growth as a company are attractive to global tech talent as it presents employees with opportunities to face and conquer new challenges. We are known to invest in and provide learning opportunities to our employees that help them become leaders in the industry.

A few examples of educational training programs that we have opened in various disciplines are:

- **Wix Enter** - a new student program for software engineers in Israel offers mentorship throughout their university studies with the prospect of moving to a full time position thereafter
- **Wix Grow** - a new internship program in Lithuania for all engineers, QA analysts, Product managers, UX designers and Business Analysts
- **Kickstart Program** - a two-month program providing hands-on experience for junior engineers joining Wix. We ran a few successful classes in Israel and Ukraine and plan to open more
- **Student Programs** - various guild-specific programs for students looking for roles as UX designers, Business Analysts and Writers

As part of our equal opportunities approach, we offer Wix employees equity in our competitive compensation packages and benefits. We believe that our employees are directly tied to the success of the company and therefore want to ensure that everyone benefits from it. That's why all full-time employees at Wix receive equity in the form of restricted stock units (RSUs) or options and can also choose to participate in an optional employee stock purchase program (ESPP).

In the US Wix employees receive benefits such as fully covered medical plans, dental and vision insurance, a 401(k) program with employer matching, life and disability insurance, flexible paid time off (PTO) and other benefits. We also offer parental leave for both birthing and non-birthing parents.

EMPLOYEE STORY

Dror Zalika

Dror Zalika joined Wix as Head of Stores Business Management in April 2021 - a moment when eCommerce became a necessity for businesses and entrepreneurs all over the world due to COVID-19. His team helps Wix Stores users run their businesses efficiently and is constantly looking for ways to enhance their experience. “We have a responsibility to our users and they depend on us -- their livelihood is on us. If it’s something that they need and want, we know we need to go there. Everything we do is for our users.”

This approach is what drives Zalika. “We’re building the eCommerce platform to give the user a seamless experience,” he emphasizes. “The eCommerce world is complex and changing rapidly, and we need to support our users in every aspect such as dropshipping and local delivery.”

Even though he’s relatively new to Wix Zalika speaks fluent eComm, a testament to his passion for his work and the product. But if you would have asked him a year ago where he thought he would be today, he’d probably have given you a completely different answer.

Before joining Wix, Zalika was a Colonel in the Israeli Air Force where he oversaw a very big software unit which contained developers and IT specialists. “We developed and operated critical software systems and it was an amazing and very unique experience. On the one hand, we were a huge military unit, and on the other hand, an advanced hi-tech company with great people. Importantly, the products we developed were lifesaving and mission-critical.”

“Everything we do is for our users”



“When I see the smile on a user’s face - it is worth everything.” Dror Zalika

When he decided to retire from the army after 30 years of service, he looked for something that would continue to impact many people and be meaningful. “What guided me was to find a place that had solid values while giving me more expertise than I had. People told me that I was looking for something that doesn't exist, but I got to Wix and it was magical.”

His first weeks at Wix were admittedly challenging as they were spent working under a hybrid model due to COVID-19 restrictions. Luckily, these challenging times were made easier by the new colleagues surrounding him. “Everyone was very welcoming and helpful,” he recalls. “No one told me ‘no’ and the vibe was very positive. I knew right away that I had chosen the right place.”

Zalika is also excited about building connections with users. “I used to live in the shadows for so many years in the army, and now that I can talk about what I do, I can also help people. I’m trying to talk to users - it’s important to engage with them and when I see the smile on their faces after they get something they need - it is worth everything to me. It’s amazing.”

MOTIVATING AND DEVELOPING THE BEST PEOPLE



Shmuel Mekonen, Tel Aviv

We aspire to be a place where people can succeed and grow, and we believe that personal and professional growth happens everywhere, all the time. In order to grow, you need to acquire new skills and develop yourself through exploration, experiences and learning.

Our company and guild structure, mentioned previously, is one of the main tools that allows and encourages development. This structure is designed to preserve a high level of professional excellence, while scaling our business and product offering.

The guild enables knowledge sharing, promotes professional development, and provides mentorship. This is achieved via activities such as seminars, meetups, guild days, training, peer review, or one on one sessions with “guild masters,” who focus on professional development of their teams.

We also put a lot of emphasis on learning and development programs. This is an important part of Wix’s motivation and retention strategies. We have multiple specialized teams focused on developing the best learning and growth platforms for our people worldwide.

- **WixDoubleYou** - a platform for soft-skill growth for individual employees, such as presentation skills, time management and language courses. Offered to Wix employees of all professions and locations, WixDoubleYou includes workshops, talks and video-on-demand content by industry leading experts. Every employee can choose the topics and areas they want to grow in, regardless of their role or seniority.

MOTIVATING AND DEVELOPING THE BEST PEOPLE

- **Wix Managers' Club** - a hub and community for Wix managers, that offers a wide knowledge base and training. From the onboarding of new managers to advanced courses and workshops, the Managers' Club hosts speakers, podcasts, blogs and guides to help Wix employees excel and sharpen their management skills.
 - a. **"The Wix Way of Leadership"** - This year the Managers' Club team published our first book written by our own people and intended for all Wix employees. The book is a combination of our philosophies and practices that shed light on our leadership perspective.
- **Wix Academy** - a hub for engineers at Wix that promotes the values of our Dev-Centered Culture. The Academy lead Wix Engineering training activities, take an active part in cross-organization projects, organize and sponsor meetups, workshops and conferences in various Dev communities, and lead the global Wix Engineering brand, online and offline.

We also have an increasing focus on mobility within Wix that allows people to grow by learning new expertises and skills, while sharing their knowledge internally. We care about our people and we want them to grow with us, become stronger and better - which ultimately leads to a stronger and better company.

In the last two years, we have launched several different pilots within specific guilds to encourage and support employees looking to make a career change. We are in the midst of working on the framework and infrastructure to strengthen the perception of internal mobility and enhance employee retention.

We want our people to know we proactively encourage them to explore growth opportunities and to continue developing their skill sets so they can grow and transform with us.

Transparency and communication is another essential ingredient in keeping our employees motivated. The tone is set from the top -- on a regular basis our CEO, Avishai, and COO, Nir, host Q&As, where they directly respond to questions sent from employees. This level of transparency infiltrates throughout the organization. By sharing our work plans and goals, keeping our quarterly roadmap sessions open for all, and investing time in company updates -- where we celebrate achievements and openly share our future vision and plans -- we are able to maintain a high level of commitment and motivation. When people know why they are working on a project and understand where we are heading, they are driven by a stronger sense of purpose. When you have all of the information you need, you can perform better at your job.



Melishu Samay, Tel Aviv

EMPLOYEE STORY

Gonzalo Armendariz

Gonzalo Armendariz has been at Wix for about six years and part of the Customer Care team from day one. Today he is the Site Manager at Wix's Austin office. "Basically, I'm accountable for the performance, growth and development of the Customer Care team in Austin," he elaborates. "I'm also responsible that we're delivering our mission - zero unhappy users."

And as their mission implies - the most important thing for the team is the users. "Every decision we're making, we're asking ourselves: how does this impact our users and is it improving their experience?" Armendariz explains.

The team also always remembers the people behind the issues they're resolving. "People don't come to Wix just to build a website, they come here to get their idea, their thought, their passion on the web and make sales or bring awareness to whatever topic it is they're trying to do. And our function is to help them to do that."

"So after we resolve their issue, we continue to build a relationship and understand what it is they're trying to do. We are actually asking meaningful questions about their business, and what is the dream they want to bring online."

Armendariz mentions that one of the most amazing and rewarding elements in his job is to hear the user's response. "They're writing to us now more than ever. It used to be maybe once in a while - you got a very happy user who was like, 'Give Gonzalo a raise!' but now this is actually common. It's exciting to be in a role with more impact. These moments are really, really special."



"I'm really just aligned with Wix values." Gonzalo Armendariz

"It's exciting to be in a role with more impact"

Today, most of the time he's overseeing the work of his team of experts, a role he used to do when he started six years ago. After a while, he decided he wanted to keep growing in the company. "I saw an opportunity and also I had a really good, incredible boss that gave me the option to take it," he recalls, noting the ease of mobility within Wix. But he emphasizes that the real reason he wanted to grow at Wix was that he felt belonging here. "What happened over time, and still happening today, is that I'm really just aligned with our values and how we execute things."

He also feels connected to the people and especially the product. "Our product is incredible. The best part is that where other companies fail, trying to be great at so many different things - we don't fail. There's nothing like our product - unmatched and completely unique."

EMPLOYEE SATISFACTION AND RETENTION

We aim to challenge each employee with fulfilling work, but it is never their work alone that keeps them at Wix. Apart from keeping our people motivated and giving them the best environment for their success, we also put a lot of emphasis on satisfaction and retention, making sure everyone here feels connected and happy.

We pride ourselves with a people-focused approach called “take it personal,” meaning that there’s no “one size fits all” solution for any type of employee need or concern. We aspire to support our employees through every step of their professional journey and personal life events and to tailor solutions to their personal needs.

We have teams dedicated to supporting our employees’ physical and mental health. We offer wellbeing benefits for everyone (that may vary by location), including health insurance, free medical checkups and fitness sessions, and subsidized psychology sessions. We also have a surrogacy loan program to our LGBTQ+ employees, consultations for new or single parents and more. We’re always open for new initiatives that could assist our employees.

Our constant, direct feedback mechanisms are other important components in maintaining employee satisfaction and retention. We have open lines of communication between management and the wider organization, such as our frequently used “ask us anything” email inbox (which employees use to share feedback or ask questions about anything from products to parties).

We also strive to maintain transparent manager-employee relationships and provide immediate feedback as opposed to traditional employee satisfaction surveys. Our ongoing non-formal manager and HR conversations give our people the opportunity to improve, keep learning and growing.



Vladyslava Alfaro Otroshchenko, Kyiv

That being said, and as a company that believes in measuring everything, we do send out feedback forms for activities, concepts and events taking place at the company and hold ongoing roundtables with employees on various topics where they can voice their preferences, suggestions and experiences.

Our strongest indicator of satisfaction is our retention rate. As of June 30, 2021, over 76% of our employees stay at Wix for at least two years.

We also have a high and constant rate of referrals from our employees recommending their friends and former coworkers to work at Wix. We currently do not offer incentives for referrals because we believe introductions should only happen if they really believe in us as a company and in their friends as potential Wix coworkers.

DIVERSITY, EQUITY, AND INCLUSION

Wix was built around the idea that everyone has the right to be successful online. This same vision defines us as an employer: striving to create a work environment where everyone is welcomed and anyone has the right to grow, succeed, and make an impact.

This is part of who we are.

We believe that cultivating a respectful and inclusive workplace is everyone's responsibility. To create a culture where everyone feels they belong, we all need to take part and influence societal change and progress.

We're proud to have diverse employee communities at Wix, celebrating ourselves and our beliefs and helping to build a more diverse, equitable, and inclusive community at Wix and in tech. In the US, we have an organization called the Diversity, Equity, and Inclusion (DEI) Collective that is comprised of employees and business leaders working together to create and carry out a long-term DEI strategy. Wix Rainbow is our Employee Resource Group (ERG) focused on the LGBTQ+ community that initiates employee activities, promotes education, provides support and gives back to the community. sKinTech is our ERG focused on intersections of identity through the lens of cultural, racial, and ethnic backgrounds. We also have our Women in Tech and Women in Leadership forums to come together to empower and support other women in and outside of Wix.

We know that in order for us to continue being a great workplace and to create products that everyone in the world would love to use, we're better when we bring different perspectives, cultures, and backgrounds together. This is why we see every new team member joining us as a significant contributor to our culture and to our success.

We seek to foster an inclusive culture where our employees feel empowered, challenged, and in possession of the tools to thrive at work and in their personal lives. We are continually learning and looking at ways to create an environment that is an inclusive place of work.



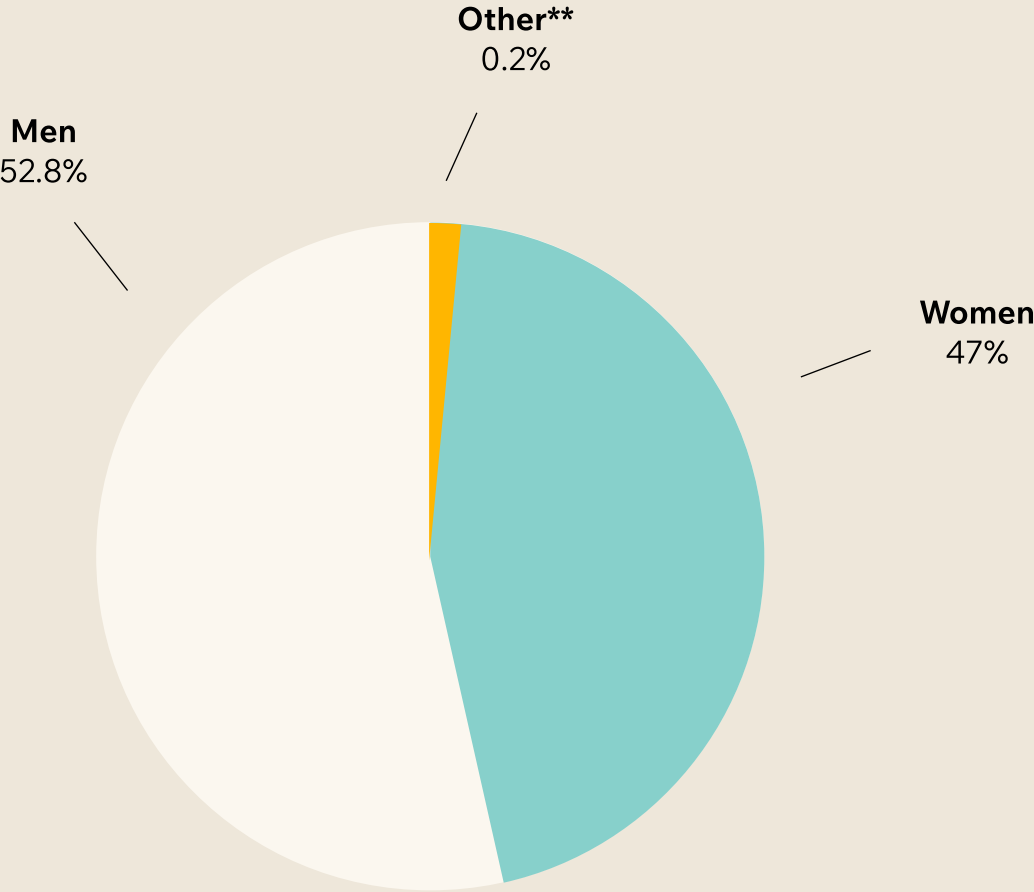
Arianna Lampkins, San Francisco

“sKinTech is one of the many reasons I’m proud to work at Wix. It’s so important to feel celebrated and accepted for not only the scalable attributes we bring, but also for the things that make us who we are. That’s exactly what sKinTech does for me. It’s a safe space for employees of every walk of life, every color skin, all religious beliefs, and more to be our most authentic selves with no judgment.”

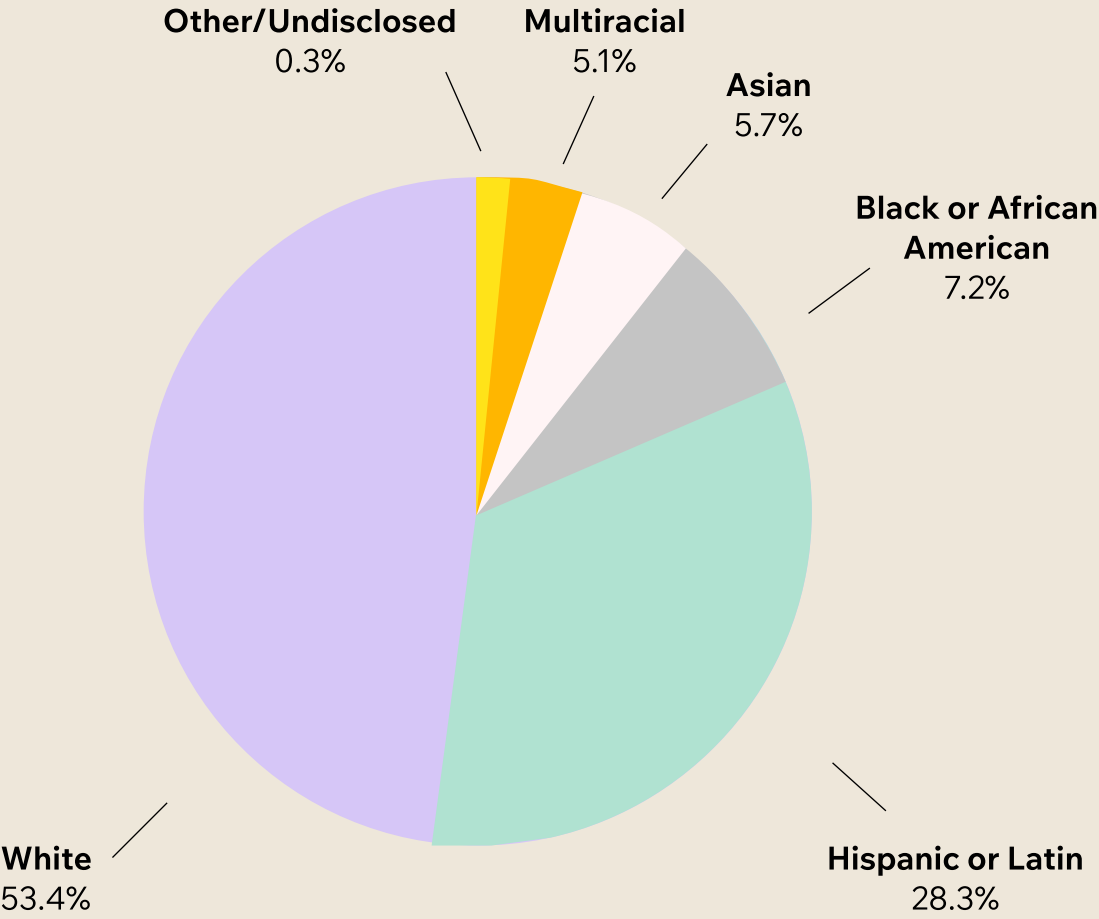
Arianna Lampkins, member of sKinTech

GENDER, RACE & ETHNICITY*

Gender
(Global)



Ethnicity & Race
(U.S. only)



*All data as of end of 2021.
**Other may include non-binary, third gender, two-spirit, transgender, gender-fluid, and other gender identities.

COMMUNITY ENGAGEMENT

Ever since Wix started, our people have cared about their local communities. They have found ways to help and support local communities and hope to inspire others to join in. We have always given our time and skills to support others, and even though we're not sharing a lot about these initiatives publicly, we can proudly say that our employees are passionate about engaging with their communities in any way they can.

- **Wix Playground Academy** - a program hosted by Wix employees helps young creatives looking to enrich their professional skill sets, interact with industry leaders and network with other designers. While attending the Wix Playground Academy, we introduce design students to non-profits that they collaborate with. This initiative, called the Social Good Project, allows participants to give back to their communities while gaining invaluable design proficiency.
- **A Site a Year** - an annual initiative across the Design Guild where designers across Wix build a website from scratch for a small business or NGO.
- **Wix Karma** - a global initiative that gives our employees the opportunity to help others in any way they can. We believe that the best ideas come from our people, and we're here to support their initiatives. With our support, they could give their time and skills to many worthwhile causes and organizations all over the world. Apart from that, we also use our technological resources to create products that assist non-profit organizations, governments and private initiatives.
- **Wix Education** - a program that provides teachers with the curriculum and resources to teach web creation in the classroom. The program is designed to help middle school and high school students develop digital literacy, critical thinking and problem-solving skills. As part of that, we are successfully leading for the 4th year, the Israeli "Hour of Code" project, which encourages educators, parents and students to expose kids to computer science.
- **Wix Educational Partnerships** - focuses on giving college and university students the tools, skills and resources they need to succeed - both at school and in their careers. We partner with schools and universities across the US to integrate web development and design on Wix into their curriculum.



Hang Vo and Shahar Azarzar, Tel Aviv

OUR COMPANY

Environmental Impact

We recognize the importance of fighting climate change and our responsibility to make sustainable choices. While our environmental efforts are relatively new, we're developing a long-term plan, and we're starting with the way we build our new headquarters.

The New Wix Campus

We are in the process of building a new headquarters and campus in Tel Aviv, Israel to accommodate our rapidly expanding employee base. The 65,000 square meter space will be partially completed in 2022 and fully completed in 2023 and will accommodate continued growth for years to come.

The building itself is LEED (Leadership in Energy and Environmental Design) certified. We are also considering LEED standards in the construction of this campus and are incorporating best practices for sustainability in our planning. The plans include the following:

- Space planning that considers daylight optimization
- Motion-sensored and energy efficient lighting
- Energy efficient HVAC systems with an integrated U.V. light system
- Spaces with green roofs and outdoor areas accessible to employees
- Furniture designed for enhanced durability and flexibility
- Leak detection system to avoid water waste
- Recycling and compost areas for the restaurants
- Mass transportation options such as bicycle lanes and parking and shuttles from Tel Aviv and the local train station



Yaara Schattner and Or Yogev, Tel Aviv

Data Centers

The main source of our environmental impact is our use of data centers. We do not own our data center operations -- instead we lease from major providers with ambitious sustainability commitments, such as [Amazon Web Services \(AWS\)](#), [Google Cloud](#) and [Equinix*](#).

Investor Relations

We are committed to building strong and transparent shareholder relationships through continued engagement and accountability. Our engagement with shareholders plays an important role in maintaining effective investor relations (IR) and corporate governance programs that serve investors' long-term interests while positioning us for sustainable growth. Throughout 2020 and 2021, we engaged with the majority of our shareholders to discuss our strategy, operations, execution and corporate governance as well as to solicit feedback. Our key activities included virtual non-deal roadshows (NDRs), industry conferences, our 2020 and 2021 Annual General Meetings of Shareholders, and the 2020 Management Update in addition to ongoing individual shareholder engagement throughout the year.

*Sustainability commitments of third parties have not been independently verified by Wix

Share Dilution

We exercise a disciplined approach to manage the long-term effects of our equity incentive grants and frequently review and reassess our levels of share dilution. Our management team and Board of Directors are committed to cautious management of dilution and continue to take considerable measures to reduce dilution while carefully balancing the need to retain talented employees and executives.

We have implemented several measures and taken select initiatives over the past several years that have resulted in a meaningful reduction in dilution.

Shift of Employee Equity Grants to RSUs:

Since 2015, we have gradually shifted from granting only options to granting all our employees 100% RSUs, while granting a selected group of our leadership a mix of Options and RSUs. This transition has contributed to a reduction in dilution rate over the years.

Adopted a Net Exercise Mechanism:

In June 2018, Wix began to implement a net exercise mechanism with respect to options granted to certain employees in Israel. Pursuant to the net exercise mechanism, rather than the employee paying the exercise price for his or her options, and the Company issuing the full number of ordinary shares underlying such options, the Company only issues the number of ordinary shares equal to the gain resulting from the exercise of such options and cancels the remaining number of shares underlying the options, thereby decreasing the dilution.



GOVERNANCE

99%	89%	22%	7.4
Board Attendance	Independent Directors	Female Directors	Year Average Board Tenure

*Data as of December 31, 2021

Wix is committed to having best-in-class corporate governance practices through an effective Board of Directors and strong, stable management team.

Strong corporate governance benefits our shareholders, executive officers, directors, employees and users and is essential to our long-term business success. For this reason, we devote considerable time and resources to ensure that our corporate and compensation policies reflect our values and business goals and are aligned with the interests of our shareholders. We have an effective corporate governance structure and we are operating in a way that is open, honest and transparent.

Board of Directors

Our corporate governance practices are overseen by our Board committees, in particular our Nominating and Governance Committee.

Our Board is currently composed of nine members, eight of which qualify as independent under Nasdaq rules. All our Board committees are comprised solely of independent directors. Two of our board members are women, which meets Nasdaq’s Board Diversity Rule for foreign companies. Our committees operate in accordance with their respective charters, and the Board operates in accordance with our corporate guidelines.

Our board member recruitment process consists of identifying, approaching, and selecting potential new members of our Board based on the specific skill set, qualifications, experience, personal qualities, characteristics, ability and willingness to devote time, in order to be a fit and suitable candidate for the Company’s Board. Wix is committed to finding Board leaders who are both aligned with our goals and needs, but could give us different points of view and perspectives.



Vlada Kirilove, Or Shaaltiel, Or Dahan and Alex Kronenberg, Tel Aviv

Our Board and its committees meet regularly throughout the year on a set quarterly schedule and hold special meetings as needed. Below, we summarize the key governance practices and policies that our Board believes help advance our goals and protect the interests of our shareholders, including:

- Base a significant portion of the executives' compensation opportunity on financial and stock price performance
- Apply double-trigger acceleration of time-based executive equity awards upon a change of control
- Set annual equity incentive targets for our CEO based on objective performance measures
- Maintain a forfeiture and clawback policy for executives
- Place a cap on executives' annual equity-based compensation
- Regularly review the executive compensation and peer group data
- Require minimum shareholding guidelines for officers and directors, including five times annual salary for our CEO
- Offer equity and cash compensation which we believe incentivizes our executive officers to deliver both short-term and long-term shareholder value
- Appoint a Lead Independent Director who serves as the chair of all of the Board's committees
- Maintain a majority independent Board
- Committed to a disciplined approach in managing dilution including by implementing a net exercise mechanism, shifting to majority RSUs and having cancelled in the past a portion of our equity pool
- Maintain entirely independent Board committees
- Maintain an independent compensation committee that engages an independent and reputable compensation advisor
- Maintain an Anti-Hedging and Pledging Policy
- Maintain and enforce among others an Insider Trading Policy, Whistleblower Policy, Code of Conduct and Anti-Corruption Policy, including related training and awareness activities and underlying procedures governance documents which can be found on the [Governance](#) section of the Investor Relations website.

ESG Governance

The Nominating and Governance Committee of our Board of Directors is responsible for overseeing ESG matters at Wix. This committee receives updates from the ESG Leadership team on a regular basis.

This year, we established the ESG Leadership team at Wix, which is composed of members of the IR, Legal, HR, Communications, Employer Brand, Product and Operations teams.

The ESG Leadership team led a thorough assessment by a third party of our current state, identified the three main pillars of our strategy, and established a cross-functional effort to tell our ESG story in an authentic way while following SASB guidelines.

This is our first ESG report, and we intend to continue to iterate on the ideas covered here in our future reports. In 2022, we plan to meet with the leadership team on a regular basis to establish goals and track ongoing improvement on the topics discussed in this report. We look forward to hearing your feedback and suggestions. If you have any questions, please email us at esg@wix.com.

FORWARD-LOOKING STATEMENTS

This report 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 be identified by words like "anticipate," "assume," "believe," "aim," "forecast," "indication," "continue," "could," "estimate," "expect," "intend," "may," "plan," "potential," "predict," "project," "outlook," "future," "will," "seek" and similar terms or phrases.

The forward-looking statements contained in this report are based on management's current expectations, which are subject to uncertainty, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Important factors that could cause our actual results to differ materially from those indicated in the forward-looking statements include, among others, our ability to achieve the strategic plans, goals and commitments set forth in this report and unexpected delays, difficulties, and expenses in executing against such plans, goals and commitments; our ability to attract and retain registered users and generate new premium subscriptions; our ability to increase the revenue we derive from the sale of premium subscriptions and business solutions through our partners; our expectation that new products and developments, including third-party products offered within our platform, will receive customer acceptance and satisfaction, including the growth in market adoption of our online commerce solutions; our ability to maintain and enhance our brand and reputation; our ability to attract and retain qualified employees and key personnel; our ability to enter into new markets and attract new customer demographics, including new partners; our ability to effectively execute our initiatives to scale and improve our user support function through our Customer Care team, and thereby increase user retention, user engagement and sales; the integration and performance of acquisitions; our ability to successfully localize our products, including by making our product, support and communication channels available in additional languages and to expand our payment infrastructure to transact in additional local currencies and accept additional payment methods; our ability to effectively manage the growth of our infrastructure; the impact on our business and operations of the COVID-19 pandemic, including uncertainty relating to expected consumer dynamics after the COVID-19 pandemic subsides and the anticipated GPV on our platform, the effectiveness of government policies, vaccine administration rates and other factors; changes to technologies used in our solutions; any regulatory investigations or litigation; changes in the global, national, regional or local economic, business, competitive, market, and regulatory landscape, including as a result of COVID-19; our planned level of capital expenditures and our belief that our existing cash and cash from operations will be sufficient to fund our operations for at least the next 12 months and other factors discussed under the heading "Risk Factors" in our most recent annual report on Form 20-F filed with the Securities and Exchange Commission.

Any forward-looking statement made by us in this report 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.

APPENDIX

Sustainability Accounting Standards Board (SASB) Tables

The table below references SASB’s Internet Media and Services Standard, Version 2018–10, which is most relevant to our operations.

Topic	Code	Accounting Metric	Response
Environmental Footprint of Hardware Infrastructure	TC-IM-130a.1	(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	Wix does not currently report on energy consumption but plans to assess this further in the future
	TC-IM-130a.2	(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	Wix does not currently report on water consumption but plans to assess this further in the future.
	TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	We do not own or develop data centers
Data Privacy, Advertising Standards & Freedom of Expression	TC-IM-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	Read more on our Privacy and Security Hub here
	TC-IM-220a.2	Number of users whose information is used for secondary purposes	We use the information only as described in our privacy policy
	TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	None

Topic	Code	Accounting Metric	Response
Data Privacy, Advertising Standards & Freedom of Expression	TC-IM-220a.4 and 6 TC-IM-220a.6	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure. Number of government requests to remove content, percentage compliance with requests	See our Transparency Report here
	TC-IM-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	As a global company that operates in more than 190 markets, we recognize there may be specific cases of government monitoring, blocking or censorship that impact our products or users and upon a direct governmental request we examine those instances on a case by case basis
Data Security	TC-IM-230a.1	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	None
	TC-IM-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Read more on our Security Measures here

Topic	Code	Accounting Metric	Response
Employee Recruitment, Inclusion & Performance	TC-IM-330a.1	Percentage of employees that are foreign nationals	Wix is currently not disclosing this information
	TC-IM-330a.2	Employee engagement as a percentage	See our “Employee Satisfaction and Retention” Section on page 18
	TC-IM-330a.3	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	See our “Diversity, Equity and Inclusion” Section on page 19
Intellectual Property Protection & Competitive Behavior	TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	None