Welcome
Where any business, community or person can create their dreams online
What we committed to a year ago

01
Focus on FCF improvement

02
Generate strong returns on Partners investment
We’ve made significant progress in achieving sustainable profitable growth

One year ago

$32M FCF

2% FCF margin

Today

$200-210M FCF

13% FCF margin

1 2022 FCF excluding HQ and restructuring costs  
2 2023 guidance for FCF excluding HQ and restructuring costs
We’re generating strong returns on our investments in Partners

35% y/y growth
Number of Partners

36% y/y growth
Partners revenue

\(^1\)Y/Y growth measured 2Q22 - 2Q23
Wix Studio
Deliver brilliance.
Smash deadlines.
SaaS CMS is rapidly making up a bigger share of CMS

Growth in SaaS CMS since 2011

SaaS CMS websites
CAGR

18% → 39%
SaaS CMS share of CMS (2011-today)

Source: Netcraft Web Survey, BuiltWith, Wix Market Intelligence
*Active Sites as defined by Netcraft - responsive websites (unique domain) that contain unique content and structure. Sub-domains excluded
Wix is rapidly growing within CMS due to SaaS CMS demand

### Relative market share change

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Wix</th>
<th>WordPress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1-2021</td>
<td></td>
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<tr>
<td>Q2-2021</td>
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<td>Q4-2021</td>
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<td>Q1-2022</td>
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<td>Q2-2022</td>
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<td>Q3-2022</td>
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<td>5%</td>
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<tr>
<td>Q1-2023</td>
<td>10%</td>
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</tbody>
</table>

Source: Netcraft Web Survey, BuiltWith, Wix Market Intelligence

*Active Sites as defined by Netcraft - responsive websites (unique domain) that contain unique content and structure. Sub-domains excluded.*

#1
Share of new sites in SaaS CMS (2022)

30%
Wix percentage of SaaS CMS new sites (2022)
Success in expansion of TAM through product innovation and platform growth

Today: $211 billion TAM

- $87B - Commerce
- $62B - Partners/Upmarket
- $36B - Market growth
- $26B - 2017 TAM

2017: $26B

~8x
Coming up today

01 Wix Studio
02 AI at Wix
03 Business performance and growth drivers
04 Financial model