Agencies and Freelance Partners

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Safe Harbor

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," "project," "outlook," "future," "will," "seek" and similar terms or phrases. The forward-looking statements contained in this document, including the and annual and multi-year 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 generate new premium subscriptions; our expectation that we will be able 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, 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; our assumption that historical user behavior can be extrapolated to predict future user behavior; our expectations regarding execution of our multi-year strategic plan, our prediction of the future revenues generated by our user cohorts and our ability to maintain and increase such revenue growth; our expectation to maintain and enhance our brand and reputation; our expectation that we will 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; our expectation that our products created for markets outside of North America will continue to generate growth in those markets; our plans 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 expectations regarding the extent of 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, the effectiveness of government policies, vaccine administration rates and other factors; our expectation regarding the impact of fluctuations in foreign currency exchange rates on our business; our expectations relating to the repurchase of our ordinary shares and/or Convertible Notes pursuant to our expected repurchase program; our expectation that we will effectively manage the growth of our infrastructure; changes we expect may occur to technologies used in our solutions; 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, as well as our ability to achieve profitability; our expectations regarding changes in the global, national, regional or local economic, business, competitive, market, and regulatory landscape, including as a result of COVID-19 and as a result of the military invasion of Ukraine by Russia; 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; our expectations about entering into new markets and attracting new customer demographics, including our ability to successfully attract new partners and grow our partner activities 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, 2021 filed with the Securities and Exchange Commission on April 1, 2022. 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.
The number of partners grew by more than 200%
The number of sites built by partners

Number of Premium sites built by Partners

up ~100% over past 2 years
Partners Bookings Retention

Partners Yearly Bookings Retention by Cohort

- 2016
- 2017
- 2018
- 2019
- 2020
- 2021

Note: Excludes bookings from B2B partnerships, DeviantArt, Wix Answers, or recent acquisitions.
Flor-IT

→ A Wix partner for 6 years

→ An agency of 10 employees

→ Created over 1500 sites since joining, with more than 350 just in the last year

→ Charge a flat fee for their projects and turn out websites within 3 weeks or less
From portfolio to business sites
Flor-IT grew by 310% over the past 2 years and expanded its business massively.
More Partners providing more services

- Complex business sites
- Web development
- Ecomm website
- SEO services
- Designer sites
- Portfolio sites
Massive advancements enable growth with great services and products
Professional production environment

**Performance**
Our performance-first culture and powerful infrastructure ensures fast page loading & the highest level of user experience

**SEO**
“Out of the box” advanced SEO tools to rank best on Google

**Reliability**
Ready to scale environment with an uptime of 99.98%

**Security**
Enterprise-grade security, fully managed for you 24/7
What have we done to get to this place?

➔ Data centers in 3 continents, in 4 different regions
➔ 200+ CDN nodes deployed globally
➔ Tens of thousands of servers, capable of rerouting data in milliseconds
➔ Built-in SEO tools like: instant Google indexing, Google Business Profile integration, structured data markup presets, bot log reports and more
➔ 24/7 war-room handling outages or attacks
➔ Data backup protection
➔ 2 layers of built-in DDoS protection per site
➔ Data protected with industry leading encryption
A unique offering in the market and the #1 reason to move from other platforms to Wix
SEO professionals moving to Wix, offering their services with our platform

Aleyda Solis, one of the biggest names in the SEO industry, announced that she's going to migrate her agency's site to Wix.
We released Editor X for pro designers
Monday Media

→ A full service creative agency joined in 2021

→ An agency of 6 employees

→ By the end of the first year, already saw a 20% growth in web design business

→ The Partner used Editor X to build a site for this premium lawn care company

“We’re creating more complex sites on Editor X. We have the ability to create whatever clients envision, and it’s not slowing us down or affecting the cost for clients.”

Paul Dean Founder & Owner
Attracting design agencies to join Wix
We added advanced capabilities and multiple of integrations to our vertical solutions

➔ Cash On Delivery
➔ Paypal smart payment button
➔ Amazon sales channel
➔ Wish.com sales channel
➔ Shipstation
➔ Anvia
➔ Shippo
➔ Currency convertor
➔ Advanced Product filters
➔ Print packing slip
➔ ShipBob
Partners creating complex eComm sites

Digital Edge

➔ A Wix Partner for two years
➔ Built over 300 Wix sites over last 2 years
➔ Uses advanced store capabilities to make $440K monthly
Number of eCommerce sites built by Partners grew by 220% in the last two years

Source: Wix Internal Data
More eCommerce agencies choose Wix as their go-to platform

Source: Wix Internal Data
We opened hundreds of APIs, improved the Velo dev environment massively and added more capabilities to our CMS
Developing complex sites
Adding more value with Velo

773 Designs

→ A Wix Partner for 4 years

→ An agency of 10 employees, including account directors, project managers, creative directors, media directors and technical developers

→ Grew 50% YoY

The original estimation was a year. With Wix, they delivered in 4 months - making production time 3x faster.
Our go-to-market strategy for Partners

➔ Outbound marketing and brand building

➔ Account management - onboarding agencies and partners and helping them scale with Wix

➔ Dedicated team to capture B2B partnerships