

AI at Wix



Wix launched ADI, our first AI website generator, in 2016. Since then, we've continued to advance our offering, leveraging the many opportunities that AI technology brings to our users and internally at Wix.

As one of our partners said:

“ChatGPT is nice, but ChatGPT
that knows your business is
simply amazing”

AI Team at Wix

This is what we do



Team founded in 2015

↪ Research and development of AI models

↪ Deployment and maintenance of AI models in production (MLOps)

↪ Quality data collection and analysis (DataOps)

This is who we are



AI data scientists



AI engineers



Data experts

Unique working method amplifies AI influence across Wix product teams

AI Org

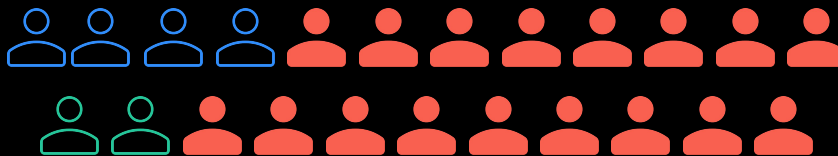


AI data scientists

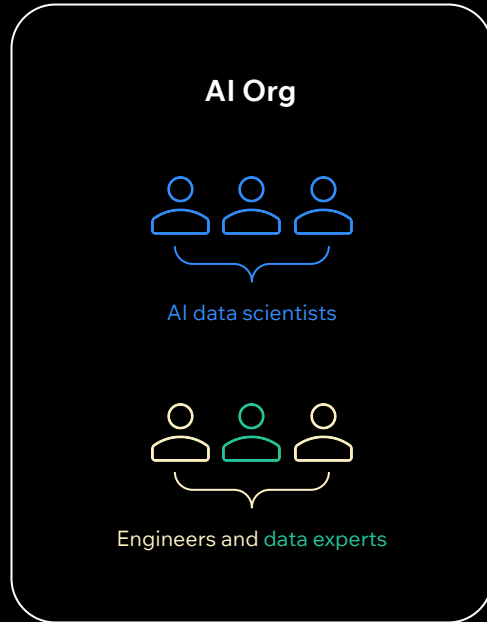


AI Engineers and data experts

E-commerce "AI Squad"



A unique working method amplifies AI influence across Wix's product teams



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AI Org

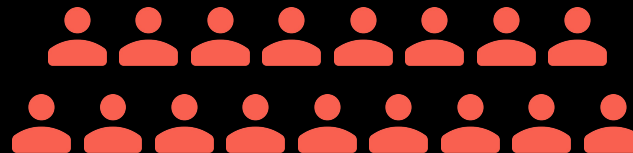


AI data scientists



Engineers and data experts

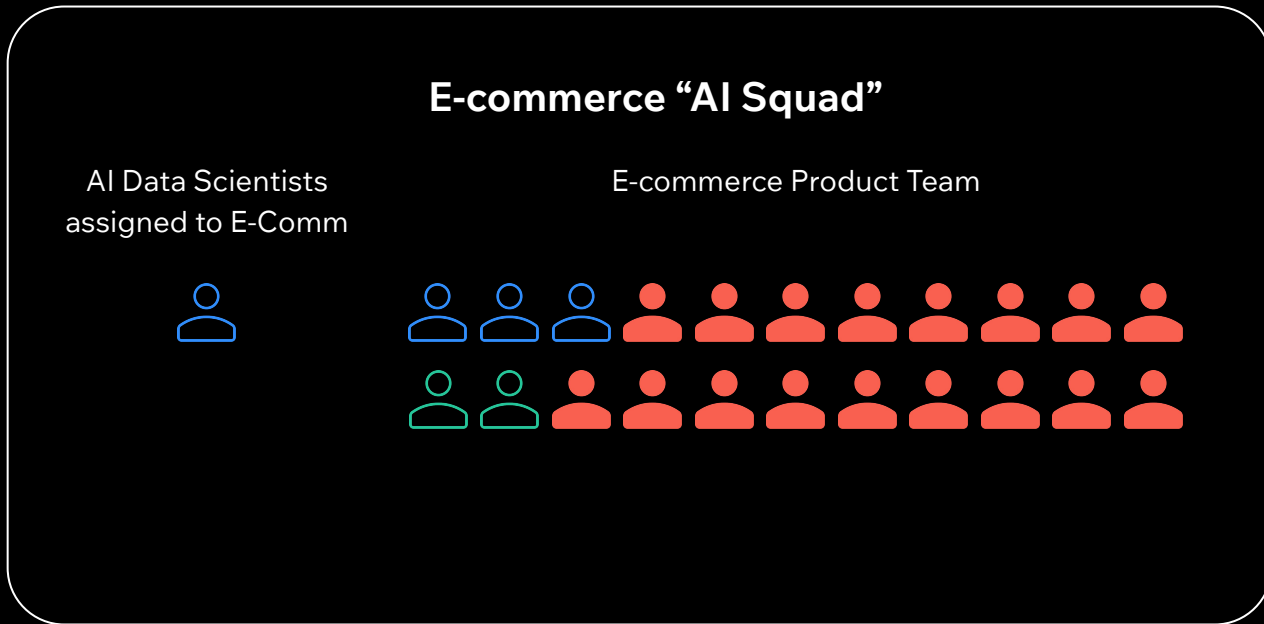
E-commerce Product Team



A unique working method amplifies AI influence across Wix's product teams



A unique working method amplifies AI influence across Wix's product teams



Enables every product team at Wix to deploy AI

A unique working method amplifies AI influence across Wix's product teams

1 Every product team at Wix can deploy and learn AI

2 AI teams connect to real problems

3 AI influence magnifies across the organization

AI for production and research

AI in production

Deployed models

~200

Yearly Predictions

16 billion

Pre-trained and in-house AI models

AI research

Long-term research of
Wix's unique problems

Collaboration with top AI companies
(IBM, GoogleX, OpenAI)

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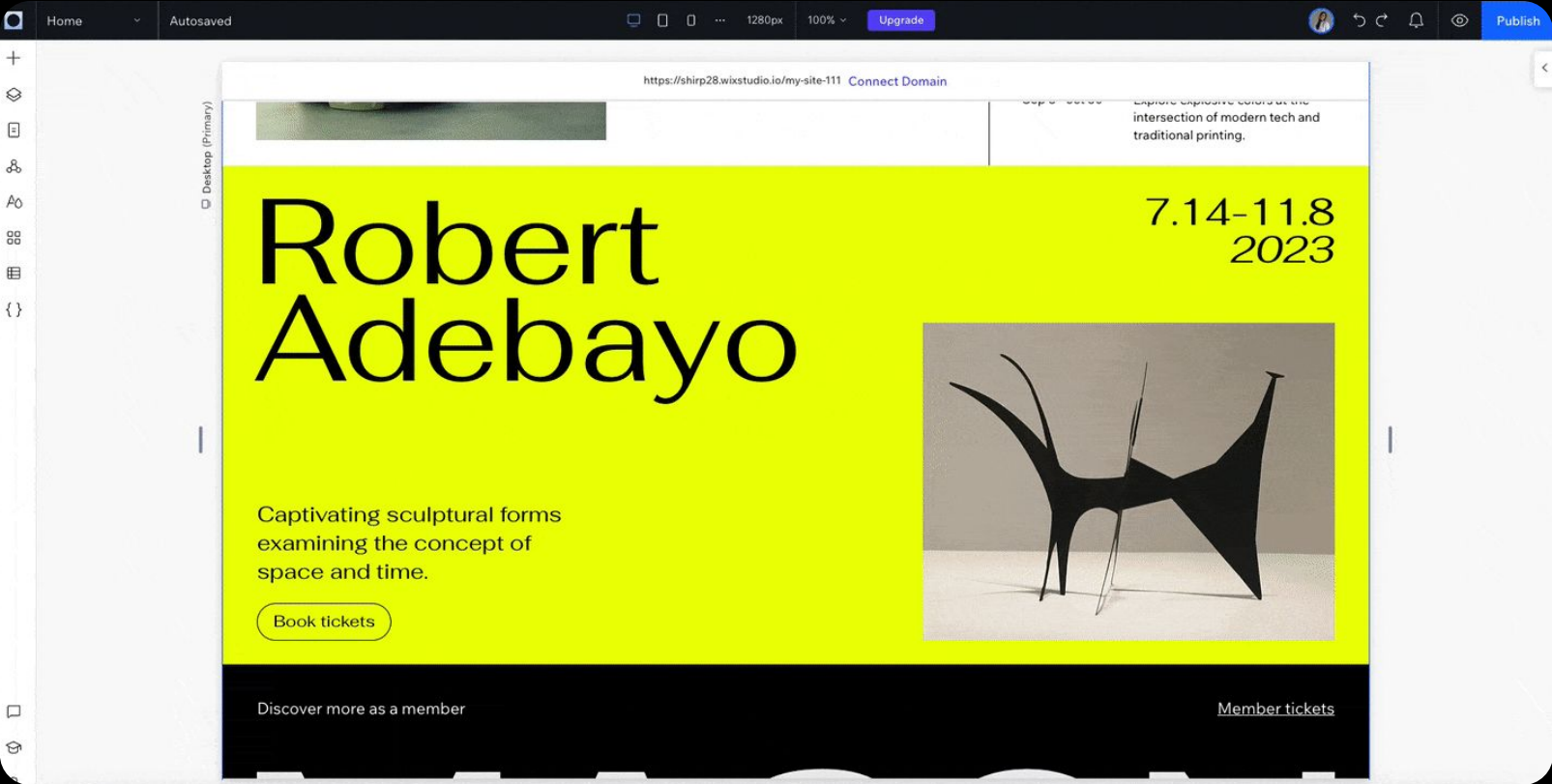
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Tuning of pre-trained models

The screenshot displays the Wix website editor interface. At the top, the Wix logo is on the left, and navigation links for 'Site', 'Settings', 'Dev Mode', 'Hire a Professional', and 'Help' are in the center. On the right, there are links for 'Upgrade', 'Save', 'Preview', and 'Publish'. Below the navigation, the browser address bar shows 'https://michalrei.wixsite.com/my-site-48'. The main editing area features a 'Quick Edit' button and a '+ Add Section' button. The page content includes a large heading 'yoyo', a sub-heading 'My Story', and a text block: 'The world of professional athletics isn't an easy one. It's a full-time commitment requiring personal sacrifice and a dedication to preparation. I began to form my incredible work ethic at a young age, spending time outside school and on the weekends practicing in pursuit of the ultimate goal: to compete at the top level as a professional Rock Climber.' Below the text is a blue 'Get in Touch' button and social media icons for Facebook, Twitter, LinkedIn, and Instagram. On the right side of the page, there is a large image of a person rock climbing a steep, reddish-brown cliff face. The editor interface includes a left sidebar with various widget icons, a top toolbar with 'Add Section', and a right sidebar with zoom and editing tools. The bottom of the editor shows a 'Thunderbolt' logo and a vertical scroll bar.

Developing Wix-specific models



Dashboard

Projects

Batch

Research

Dataset

Jobs

Builds

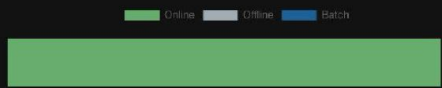
Trigger

Features

Help

Models Production Type Distribution

Out of total of 0 models of your team



Your Team's Cost vs. Total Cost

Based on current online deployments



Deployment Success Rate

Based on last 100 online deployments



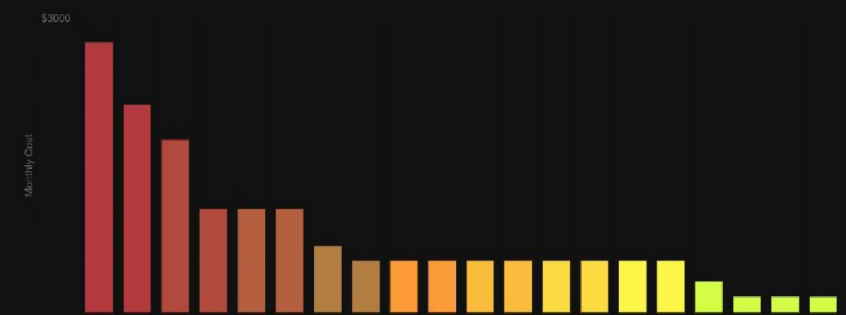
Deployment Duration (Avg.)

For successful online deployments

4.5
Minutes

20 Most Expensive Models

Based on online deployments



Machine Type Distribution

For successful online deployments



Stale Models

Unused models are undeployed automatically after 30 days

Last called: 2 hours ago

Last called: 2 hours ago

Last called: 2 hours ago

Model Count/Owner Distribution

Top 10 owners

Model Count/Project Distribution

Top 20 projects

AI for production & research

User facing models

Site creation

Image manipulation

Text creation

Generated trailers

Recommended apps & products

Semantic search

Care chatbot

Efficiency & security

Call summarization

Care workload forecast

Spam detection

Fraud detection

Image generation to replace
photoshoots

Dev Q&A agent

Smart insights

Segmentation

Site completion

User satisfaction

Product segmentation

Revenue forecast

Churn prediction

Premium prediction

Optimizing internal efficiency



Optimize experts handling time

⇒ Automatic call summarization

⇒ Answer suggestion



Reduce human support interaction

⇒ AI chatbot

⇒ Article recommendation

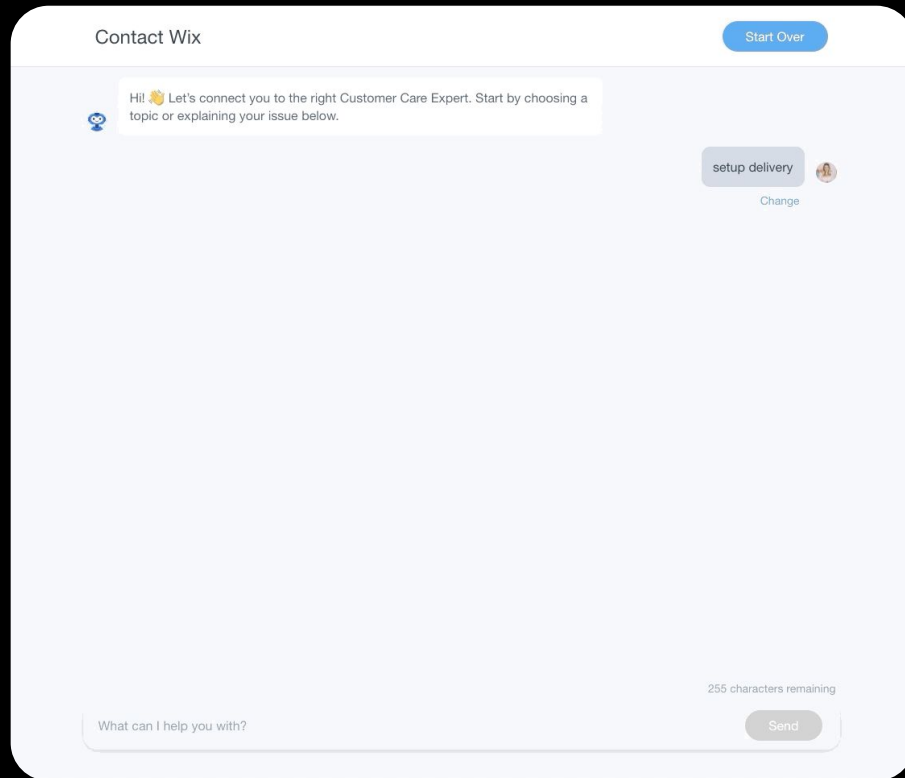
⇒ KB search



Security & payments

⇒ Fraud detection

⇒ Payment provider
recommendation (underwriting)



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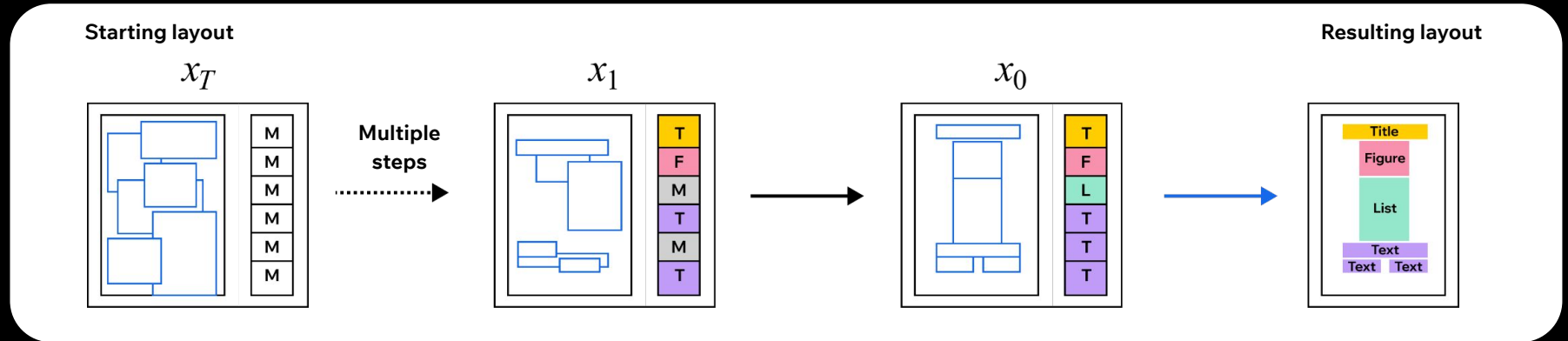
Deep research - Diffusion Layout Transformer

Our paper: “DLT: Conditioned layout generation with Diffusion Layout Transformer”,
Dr. Eli Brosh and the AI research team

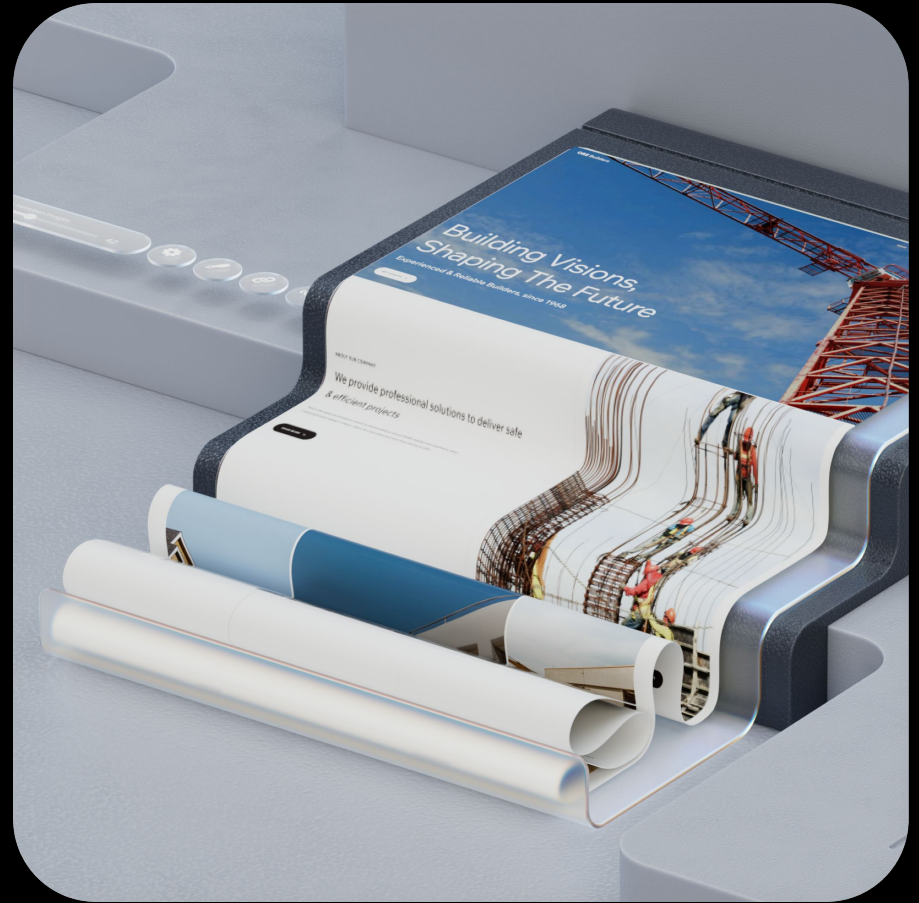
🎯 **Custom diffusion model:**
continuous + discrete diffusion

🎯 **Intuition:** “closer” to how
designer works

🎯 **Outperforms** previous works on various
metrics and controllable settings



Wix is strongly positioned to continue to capitalize on AI innovations



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,” “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 generate new premium 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 premium subscription, including through our partners; our expectations related to our ability to develop relevant and required products using Artificial Intelligence (“AI”), the regulatory environment impacting AI related activities including privacy and intellectual property aspects, and potential competition from third-party AI tools which may impact our business; 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, in particular during the current turbulent macro-economic environment; our expectation regarding the successful impact of our previously announced Cost-Efficiency Plan and other cost saving measures we may take in the future; expectations regarding our ability to reach our profitability targets; our prediction of the future revenues and/or bookings generated by our user cohorts and our ability to maintain and increase such revenue and 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 that our recent

downsizing of our Customer Care team will not affect our ability to continue attracting registered users and increase user retention, user engagement and sales; 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 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 which remains subject to Israeli court approval and depends on a number of factors, including the market price of the Company’s ordinary shares, general market and economic conditions and other corporate considerations; our expectation that we will effectively manage our infrastructure; 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, including the profitability targets set forth herein; 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; 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 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, 2022 filed with the Securities and Exchange Commission on March 30, 2023. 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.