



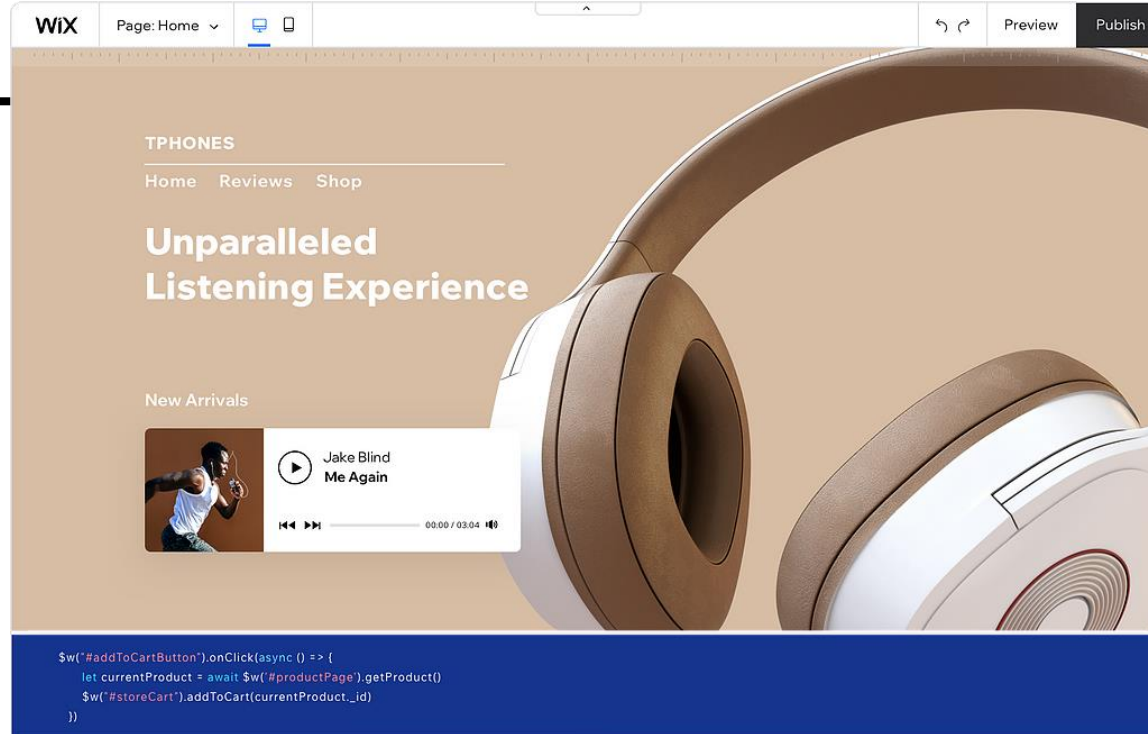
Where any business, community or person can **create their dreams online**

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A snapshot of how it works

About The Brand

- Cloud-based website development platform.
- Founded in 2006.
- By 2010, user base reached 3.5 Million users. Currently at 200 Million users.
- Largest ever IPO for Israeli Company in 2013.
- 220 employees speaking 17 languages from 18 different countries.

Pre-Wix Website Development

- Hiring professionals such as designers and developers.
- Learn coding and building a website on your own.

The Solution?

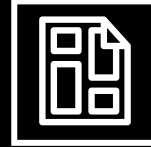
- Know how to code? **No**
- Understand databases? **No**
- Knowledge of systems design? **No**
- Can create dynamic websites? **No**

Solution —————→ **Wix**

How It Works?



Pre-built editor that allows edit, drag and drop items. No need for manual coding but support for coding is added.



User can choose from pre built templates and customize them as per the requirements.

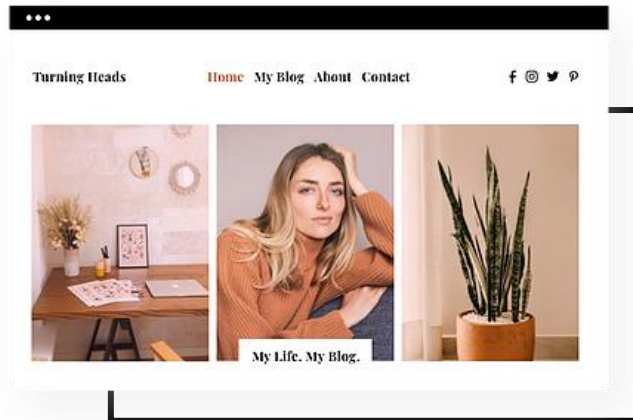


Offers other features like creating logos, hosting your website with just a click and buying a domain.

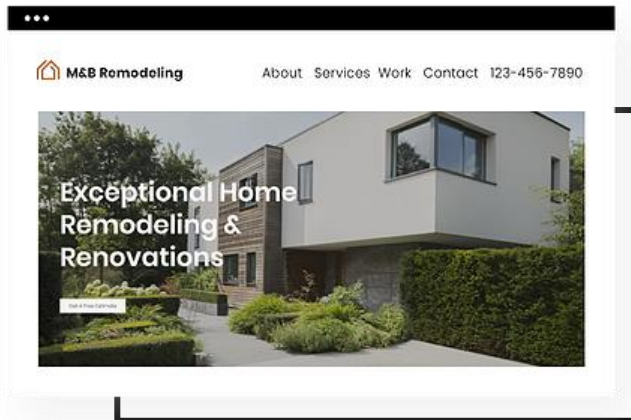


Developer support to make third party application extending the functionality of a website including Chatbots, weather information etc.

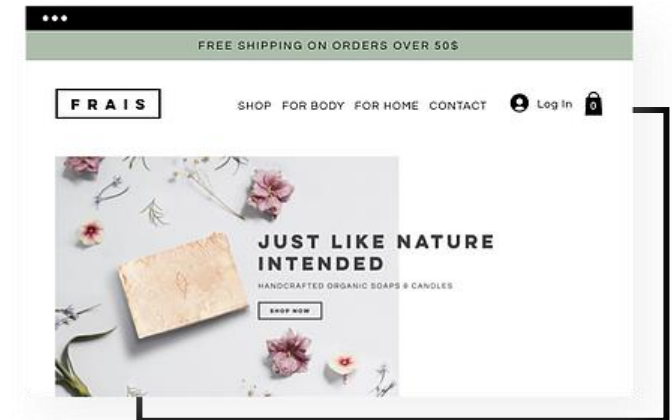
Templates



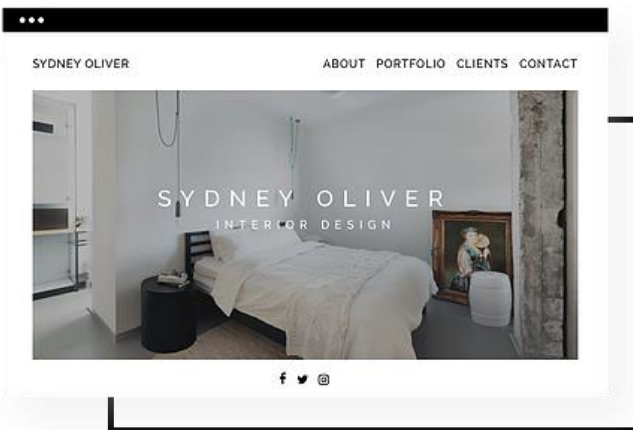
Blog



Business



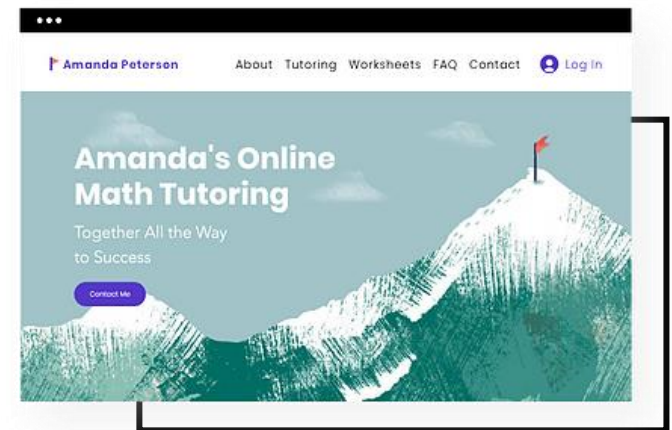
Online Store



Design



Photography



Education

Technologies Involved

1 Client Side



- Uses JavaScript
- Incorporates libraries like Polyfill, Lodash and Sentry

2 Server Side



- Uses Scala
- Shifted from JAVA to improve testing, get a smaller code base and making the app reactive.

3 Traffic Analysis



Google Analytics

- Uses Google Analytics
- Useful for tracking website activity and get information on the traffic source

4 Advertising Network



Google Ads

- Uses Google Ads
- Creates online ads for better audience reach

Our Innovation



- **Wix Editor** – Main platform to edit and build the website.
- **Wix Code** – Integrated development environment to manage your data.
- **Wix SEO Wizard** – Improves SEO of website with simple tutorials.
- Many more innovations added like Wix App Market, WixMusic, WixBlog, WixAnswers etc

A photograph of a wooden desk. In the top left, there is a white mug with a blue floral pattern. Next to it is an open notebook with blank white pages. In the foreground, several financial documents are scattered. One document prominently displays a bar chart titled 'Net profit by year' with a red dashed trend line. Another document shows a table with columns for 'DATE', 'TRIP ORIGIN', and 'DRIVER'.

Revenue Generation

- Based on monthly subscription plans along with free services. Freemium Model.
- Free Version – Limited functionalities with wix.com as subdomain. Lower storage bandwidth and contains WixAds.
- Premium Version – No Wix Ads, higher storage bandwidth, own domain, priority customer support.
- 4 types - VIP, Unlimited, Combo, Connect Domain

Our Pricing

		VIP First Priority Support	MOST POPULAR Unlimited Entrepreneurs & Freelancers	Combo For Personal Use	Connect Domain Most Basic <small>ⓘ This Plan displays Wix ads</small>
		US\$ 24 ⁵⁰ /month	US\$ 12 ⁵⁰ /month	US\$ 8 ⁵⁰ /month	US\$ 4 ⁵⁰ /month
Custom Domain ⓘ		✓	✓	✓	✓
Free Domain for 1 Year ⓘ		✓	✓	✓	—
Remove Wix Ads ⓘ		✓	✓	✓	—
Free SSL Certificate ⓘ		✓	✓	✓	✓
Bandwidth ⓘ		Unlimited	Unlimited	2GB	1GB
Storage Space ⓘ		35GB	10GB	3GB	500MB
Video Hours ⓘ		5 Hours	1 Hour	30 Minutes	—
Site Booster App <small>Free for 1 Year</small> ⓘ		✓	✓	—	—
Visitor Analytics App <small>Free for 1 Year</small> ⓘ		✓	✓	—	—
Professional Logo ⓘ		✓	—	—	—
Social Media Logo Files ⓘ		✓	—	—	—
Customer Care ⓘ		Priority Customer Care	24/7 Customer Care	24/7 Customer Care	24/7 Customer Care

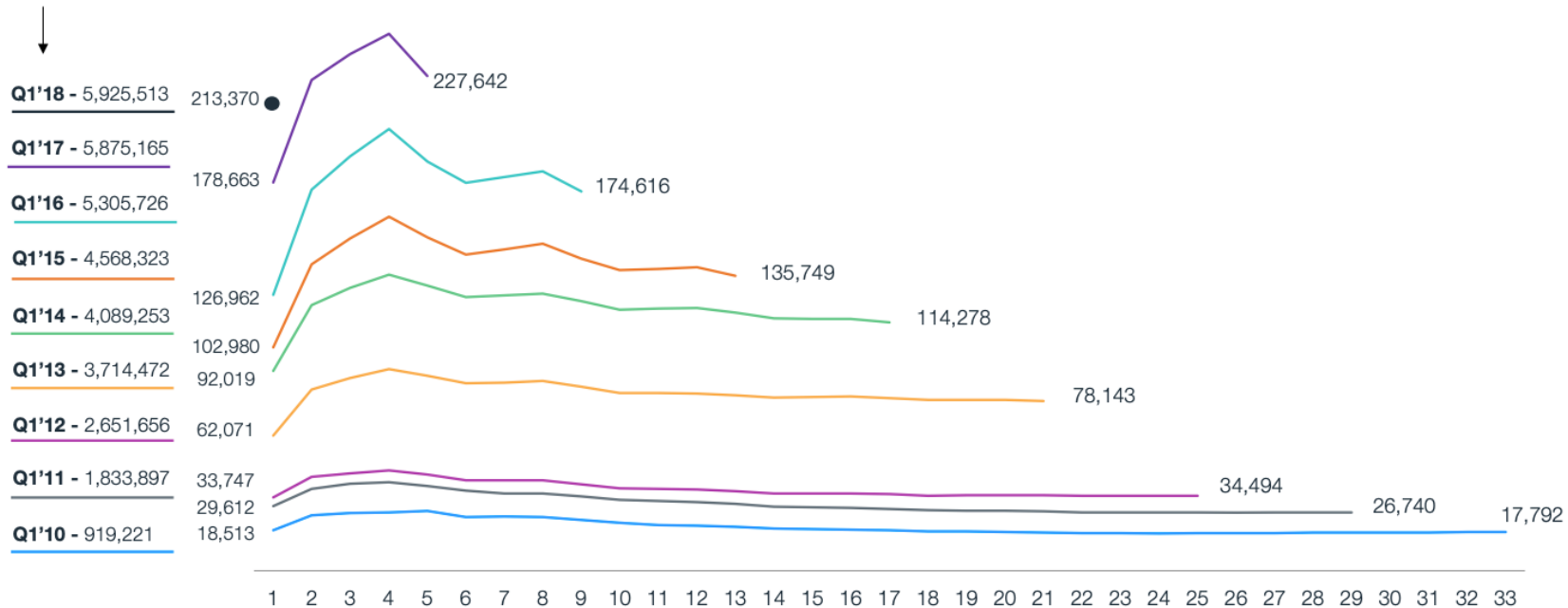
SUBSCRIPTION + FREEMIUM MODEL

Data Analytics

Consistent Behavior Over the Long Term

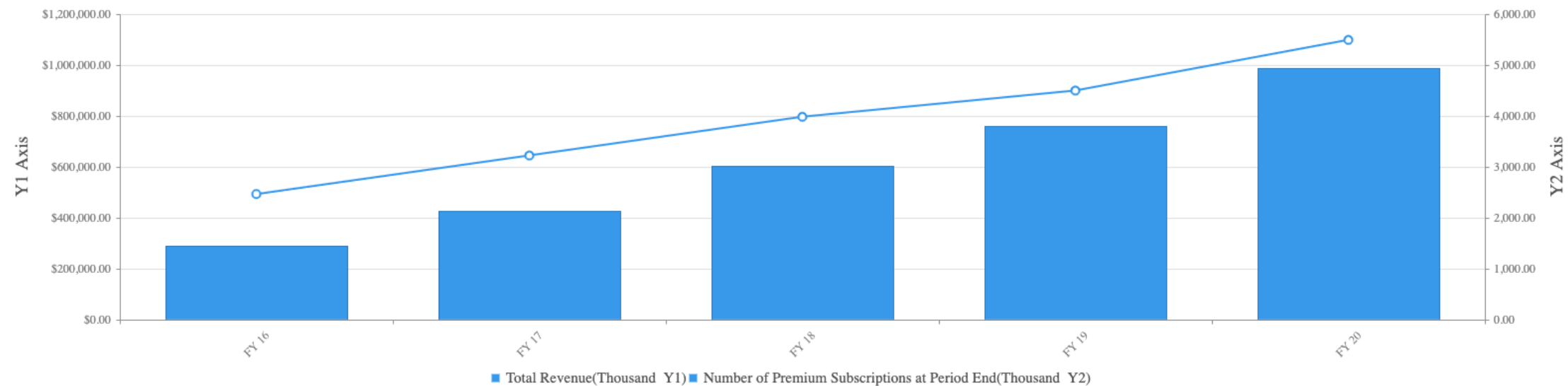
Active Premium Subscriptions from Q1 User Cohorts

New Registered Users



Consistent = Predictable

Existing Cohorts
expecting to generate
future collection of
\$4.3 Billion



Every 100K
subscription =
\$165 Million
in collection over 8
years

Interactive Analyst Centre

WixIR

Interactive Analyst Center™

KPIs (Q)

Last Updated On: 2/17/2021

Quarterly

Annual

«

«

Description

Period Ended On (MM/DD/YYYY)

Q2 18

Q3 18

Q4 18

Q1 19

Q2 19

Q3 19

Q4 19

Q1 20

Q2 20

Q3 20

Q4 20

06/30/2018

09/30/2018

12/31/2018

03/31/2019

06/30/2019

09/30/2019

12/31/2019

03/31/2020

06/30/2020

09/30/2020

12/31/2020

KPIs (Q)

GAAP Income Statement (Q)

GAAP to Non-GAAP Recon (Q)

Other Financial Metrics (Q)

Balance Sheet (Q)

Cash Flow Statement (Q)

Export Data

Build a Chart

Stock Chart

Click on any cell to see more information

Notes Revised Data

Powered by VIRTUA

» Disclaimer

Thousand

Actual

▲

Number of Registered Users at Period End

131,027

136,538

142,439

148,363

154,039

159,543

165,341

172,254

181,585

189,390

196,747

Actual

▲

% Y/Y growth

20%

20%

19%

19%

18%

17%

16%

16%

18%

19%

19%

Actual

▲

% Q/Q

5%

4%

4%

4%

4%

4%

4%

4%

5%

4%

4%

Thousand

Actual

▲

Number of Premium Subscriptions at Period End

3,659

3,836

3,983

4,164

4,295

4,410

4,499

4,661

5,007

5,309

5,494

Actual

▲

% Y/Y growth

28%

26%

24%

21%

17%

15%

13%

12%

17%

20%

22%

Actual

▲

% Q/Q

6%

5%

4%

5%

3%

3%

2%

4%

7%

6%

3%

\$

Thousand

Actual

▲

ARR

531,000

561,000

587,000

622,000

648,000

680,000

707,000

739,000

790,900

841,000

878,000

Actual

▲

% Y/Y growth

25%

22%

21%

21%

19%

19%

24%

24%

Actual

▲

% Q/Q

7%

6%

5%

6%

4%

5%

4%

5%

5%

6%

4%

\$

Thousand

Actual

▲

Total Revenue

146,132

155,600

164,197

174,290

185,419

196,791

204,588

215,987

236,059

254,180

282,534

Actual

▲

% Y/Y growth

41%

40%

39%

27%

27%

26%

25%

24%

27%

29%

38%

Actual

▲

% Q/Q

6%

6%

6%

6%

6%

6%

4%

6%

9%

8%

11%

\$

Thousand

Actual

▲

Creative Subscriptions Revenue

126,716

134,579

143,621

151,364

157,012

164,761

171,355

176,546

190,169

202,996

213,745

Actual

▲

% Y/Y growth

26%

24%

22%

19%

17%

21%

23%

25%

Actual

▲

% Q/Q

5%

6%

7%

5%

4%

5%

4%

3%

8%

7%

5%

\$

Thousand

Actual

▲

Business Solutions Revenue

19,416

21,021

20,576

22,926

28,407

32,030

33,233

39,441

45,890

51,184

68,789

Actual

▲

% Y/Y growth

32%

46%

52%

62%

72%

62%

60%

107%

Actual

▲

% Q/Q

12%

8%

(2%)

11%

24%

13%

4%

19%

16%

12%

34%

\$

Thousand

Actual

▲

Total Collections

159,895

162,777

176,058

200,379

199,563

205,860

226,683

248,858

265,851

280,941

306,381

Actual

▲

% Y/Y growth

37%

36%

33%

26%

25%

26%

29%

24%

33%

36%

35%

Actual

▲

% Q/Q

0%

2%

8%

14%

(0%)

3%

10%

10%

7%

6%

9%

\$

Thousand

Actual

▲

Creative Subscriptions Collections

140,651

141,845

155,668

176,893

170,493

173,571

190,805

208,797

217,696

228,327

236,420

Actual

▲

% Y/Y growth

25%

21%

22%

23%

18%

28%

32%

24%

Actual

▲

% Q/Q

(1%)

1%

10%

14%

(4%)

2%

10%

9%

4%

4%

\$

Thousand

Actual

▲

Business Solutions Collections

19,244

20,932

20,390

23,486

29,070

32,289

35,878

40,061

48,155

52,614

69,961

Actual

▲

% Y/Y growth

33%

51%

54%

76%

71%

66%

63%

95%

Actual

▲

% Q/Q

9%

9%

(3%)

15%

24%

11%

11%

12%

20%

9%

33%

\$

Thousand

Actual

▲

Free Cash Flow

23,857

23,691

32,664

30,046

30,754

29,227

37,471

39,952

46,694

19,380

23,170

Actual

▲

% Y/Y growth

37%

25%

67%

40%

29%

23%

15%

52%

(34%)

(38%)

(38%)

Actual

▲

% Q/Q growth

11%

(1%)

38%

(8%)

2%

(5%)

28%

7%

17%

(56%)

20%

Actual

▲

% of revenue

16%

15%

20%

17%

17%

15%

18%

18%

20%

8%

8%

Actual

▲

% of collections

15%

15%

19%

15%

15%

14%

17%

16%

18%

7%

8%

\$

Thousand

Actual

▲

Non GAAP Operating Income (Loss)

12,939

16,256

18,811

(2,153)

14,195

12,258

17,169

(4,194)

(17,006)

(8,503)

(7,639)

Actual

▲

% Y/Y growth

268%

376%

10%

(25%)

(9%)

<https://icrm.indigotools.com/IR/IAC/?Ticker=WIX&Exchange=NASDAQGS>

Competitive Analysis

WIX



Website Publishing

One-Click

Developer
Based

One-Click

Ease of Business
Applications

In-Built

Third Party
Plugins

Very Limited
Resources

Responsive Designs

No

No

Yes

Maintenance
Infrastructure

Yes

Hosting Company
Based

Yes

Development Support

Yes

Yes

No

Security

Yes

User's
Responsibility

Yes



What lies Ahead?

Innovating and adapting with the ongoing pandemic and planning to introduce the following features –

- Zoom Integration
- Support of Facebook Ads
- Expanding Wix eCommerce

References

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