

The Vimeo logo is centered on the slide. It consists of the word "vimeo" in a lowercase, rounded, sans-serif font. The letter 'i' has a small blue dot above it. The entire logo is rendered in a bright cyan color.

Cowen and Company TMT Conference  
May 2020

# Safe Harbor Statement

**Forward-Looking Statements.** This presentation may contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. The use of words such as “estimates,” “expects” and “believes,” among others, generally identify forward-looking statements. These forward-looking statements include, among others, statements relating to: Vimeo’s future financial performance, business prospects and strategy and anticipated trends in the online video market. These forward-looking statements are based on management’s current expectations and assumptions about future events, which are inherently subject to uncertainties, risks and changes in circumstances that are difficult to predict.

Actual results could differ materially from those contained in these forward-looking statements for a variety of reasons, including, among others: changes in regulatory landscape, in particular changes in laws that might increase the liability of online intermediaries for user-generated content;

reputational damage caused by problematic user content or our decisions to remove (or not remove) it; changes in policies implemented by third party platforms upon which we rely for traffic and distribution of mobile apps; increased competition in the online video category; our ability to convert visitors into uploaders and uploaders into paying subscribers; our ability to retain paying subscribers by maintaining and improving our value proposition; our ability to provide video storage and streaming in a cost-effective manner; our ability to successfully scale our enterprise business; our ability to protect sensitive data from unauthorized access; our ability to expand successfully into international markets; the impact of the outbreak of the COVID-19 coronavirus on our business; and adverse changes in economic conditions.

Certain of these and other risks and uncertainties are discussed in our parent company’s (IAC) SEC filings. Other unknown or unpredictable factors that could also adversely affect our business, financial condition and results of operations may arise from time to time.

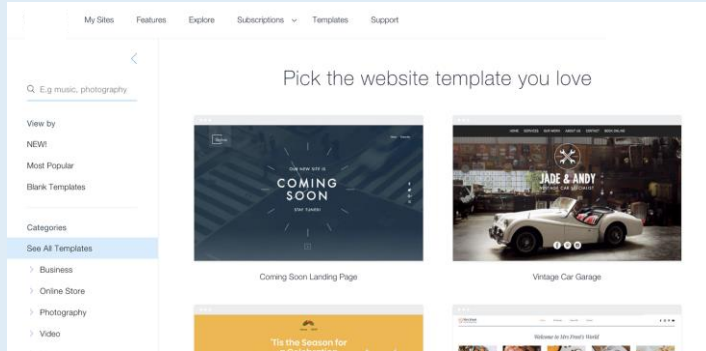
In light of these risks and uncertainties, these forward-looking statements may not prove to be accurate. Accordingly, you should not place undue reliance on these forward-looking statements, which only reflect the views of IAC and Vimeo management as of the date of this presentation.

**Vimeo Metrics.** Except as where otherwise noted, Vimeo financials and metrics are as of Q1’20 and include Livestream, Magisto and Enterprise. We do not undertake to update any metrics or forward-looking statements.

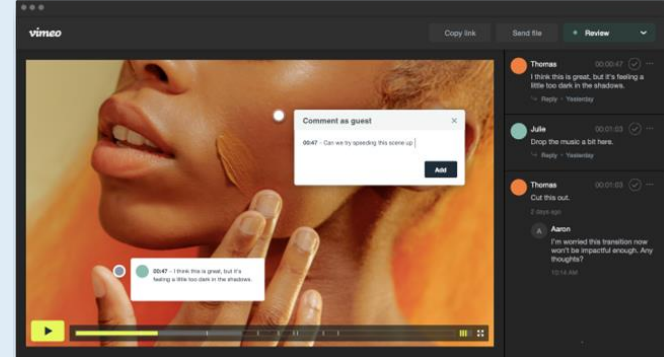
*vimeo* enables  
every business  
to grow with video.

# Video has become essential for marketing and communication

## Website builders: \$20B+ market



## Video solution: \$30B+ market



Yesterday

Took weeks/months  
Cost thousands  
Required professionals

Today

Takes minutes  
Costs \$10-\$20/month  
Anyone can do it

# Video fuels consumer action

~25M

Website builder  
customers

GoDaddy



WIX

Online visitors spend **85% more**  
**time** on sites with video

140M+

Social media  
business pages



in



Social video generates **12x**  
**higher shares** than text &  
images combined

10M+

E-commerce  
marketplace listings



Over **40% of product pages**  
on Taobao already include video

# Vimeo emerged from serving the demanding creativity community

**Computing**



**Designers**

**Commerce**



**Creatives**

**Conversation**



**Developers**

**Video**



**Filmmakers**



Vimeo is my #1 tool besides a camera.



**Cy Kuckenbaker**  
Filmmaker  
User since 2010



Vimeo is the creative standard for hosting video. There's no alternative, and there doesn't need to be.



**Meg Volk**  
BBH Agency  
User since 2014



So easy a caveman could do it! You just have to add your branding, and your video is ready to go.



**Marsha Pearson**  
Small Business Owner  
User since 2019

# Vimeo empowers businesses to communicate effectively with video

## Creation

Make better videos, faster  
and cheaper

- **Create** videos from scratch
- **Manage** video libraries
- **Share** videos securely

## Communication

Engage your customers  
and employees

- **Market** to customers
- **Broadcast** to audience
- **Monetize** content



**Video  
Software  
Platform**

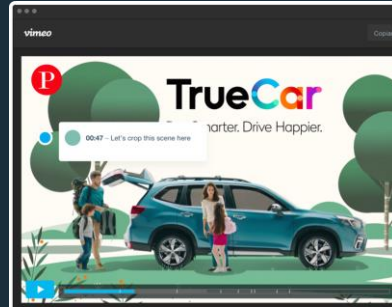


# Vimeo solves essential video needs

Creative Pros

## Video Workflow & Production

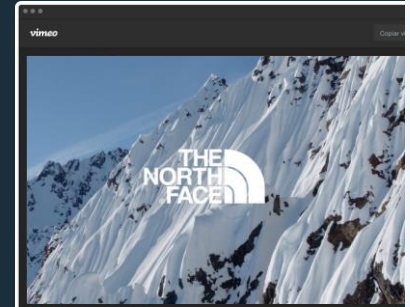
Ogilvy Microsoft Pentagram



Businesses

## Sales & Marketing

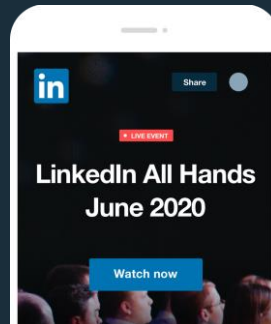
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Enterprises

## Corporate Communication

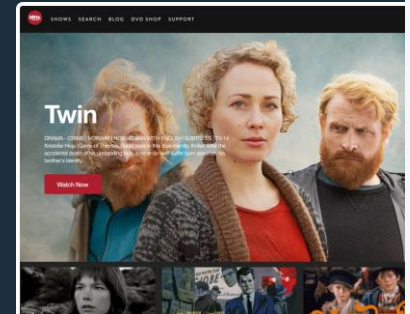
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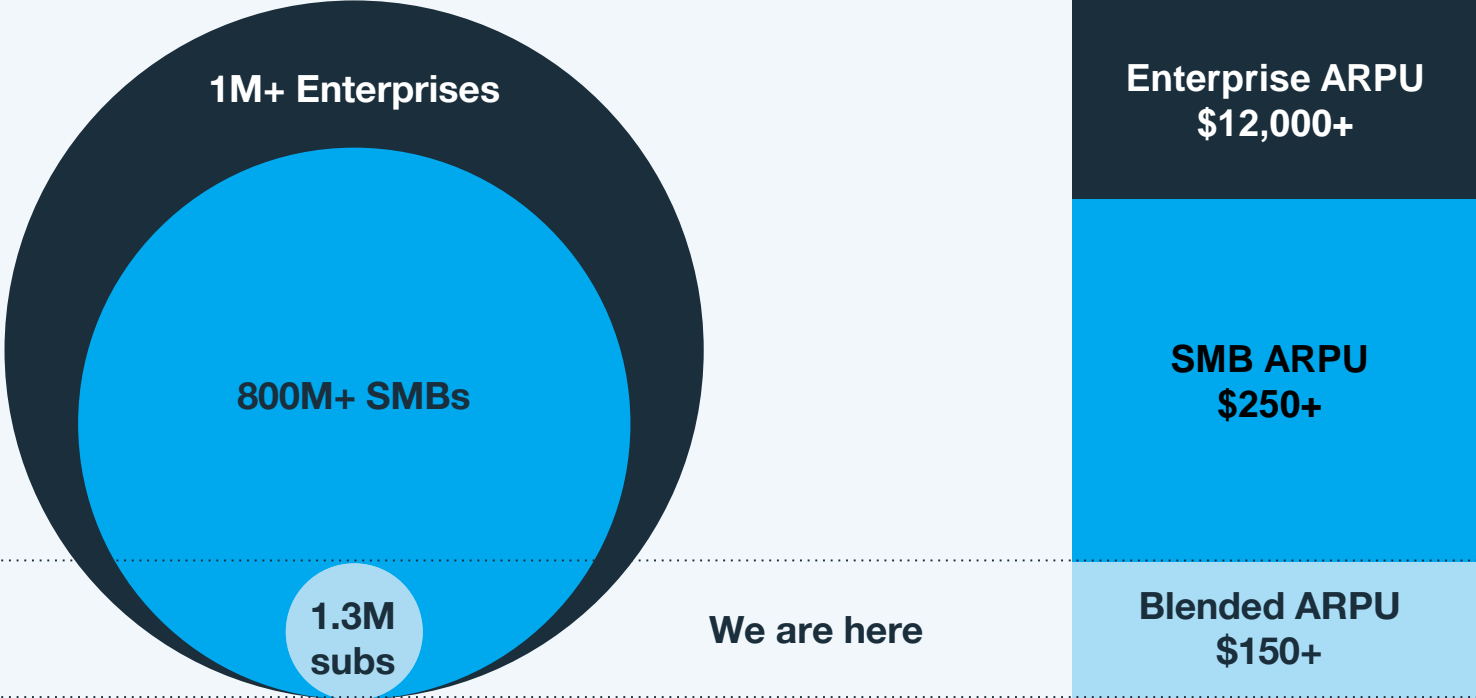
Media Companies

## Content Monetization

Hillsony Martha STEWART TV MHZ NETWORKS

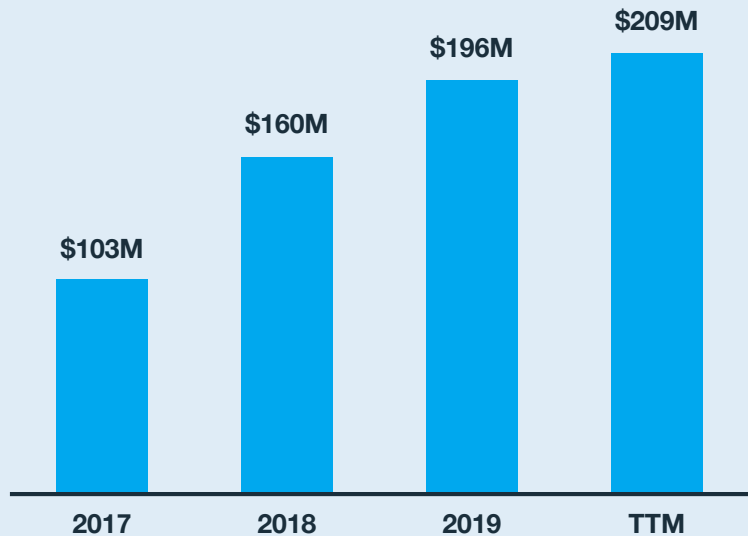


# We will unlock our TAM by helping more businesses utilize video



# Vimeo has already crossed \$200M in recurring revenue

## Vimeo Revenue



**190+ Countries**

Global footprint

**<2% of Revenue**

Top 10 customers

**~4.5 Years**

Subscriber average life <sup>(1)</sup>

**60%+ of Fortune 500**

Have a Vimeo account

**175M+**

Registered users

**1.3M**

Paying subscribers

**90%+ Subscribers**

On annual plans <sup>(1)</sup>

**99% Subscribers**

Are self-serve

<sup>(1)</sup> Excludes Magisto

# Our customer base is growing significantly

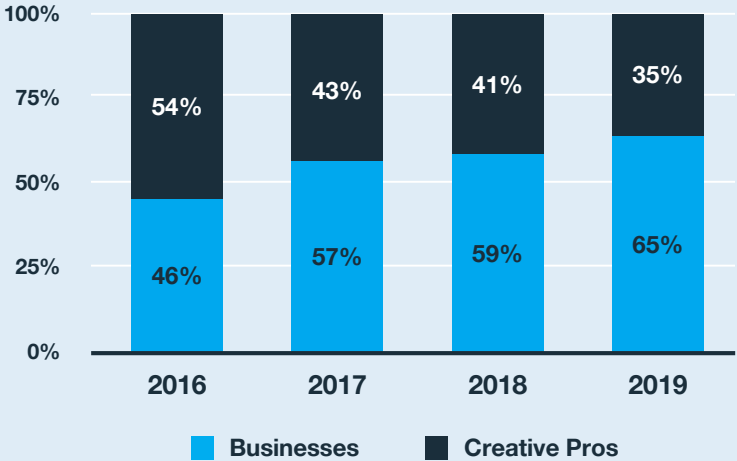
(In M's)

## Subscriber Growth



**1.3M** subscribers at Q1'20

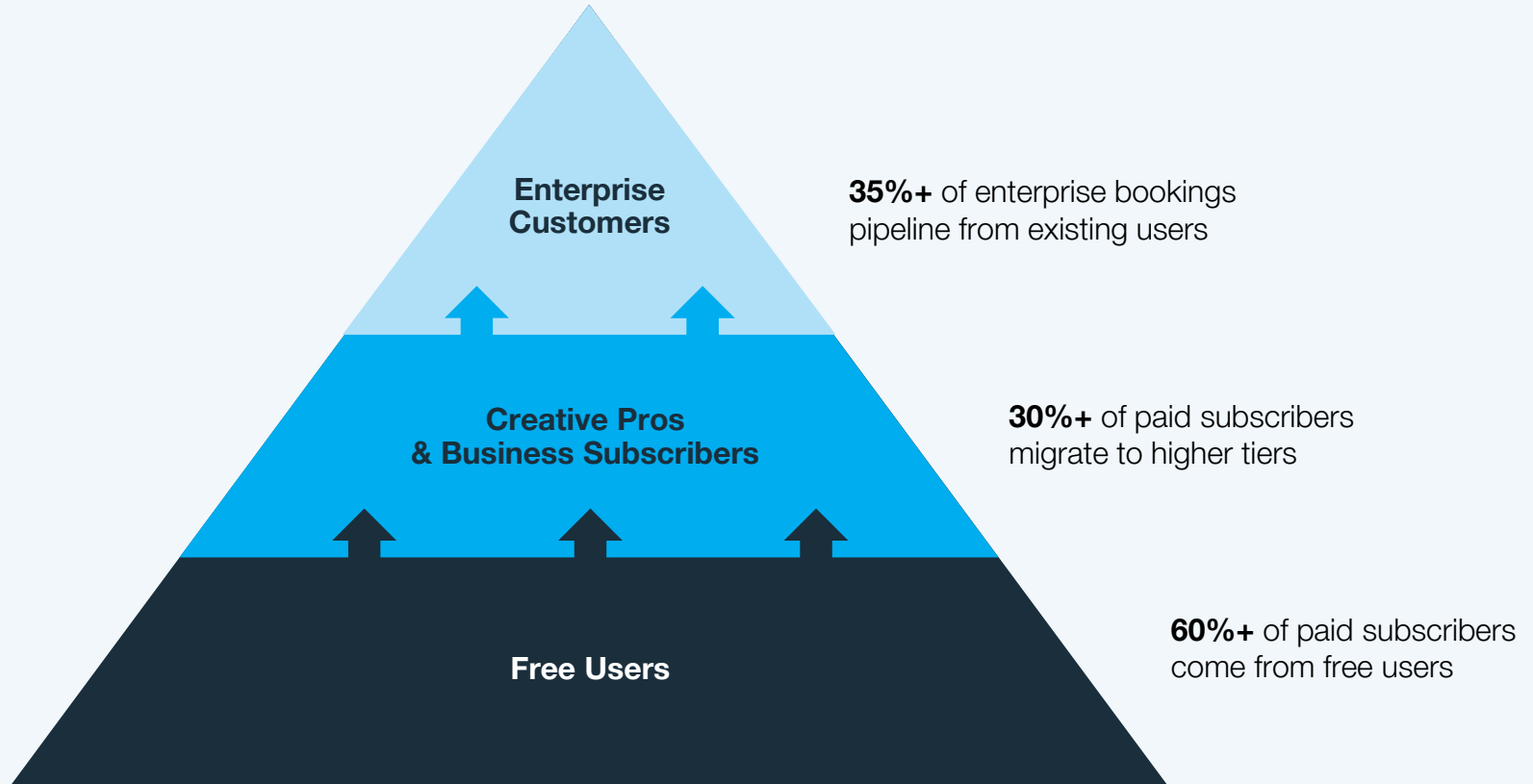
## New Subscribers by Segment



Businesses are over **65%** of new subscribers today

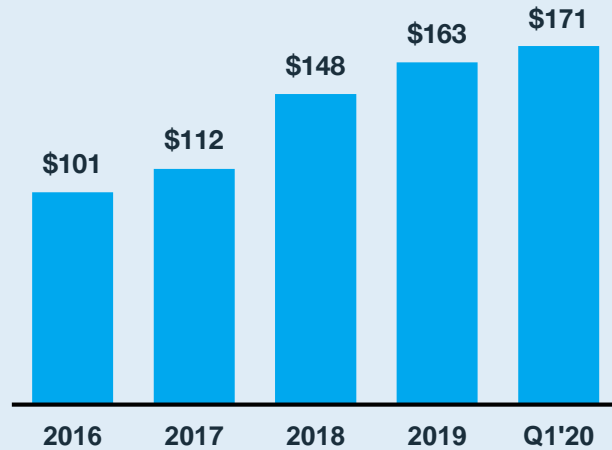
Note: Segment data based on customer sampling

# Freemium model fuels organic expansion



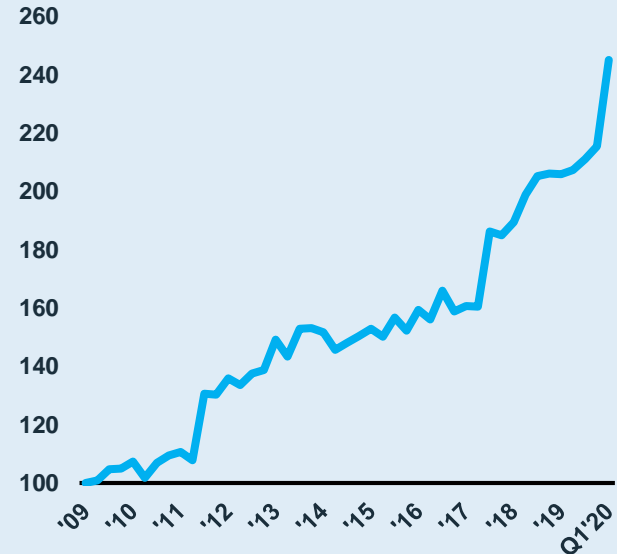
# Customers consistently increase spend

## Average Revenue per User



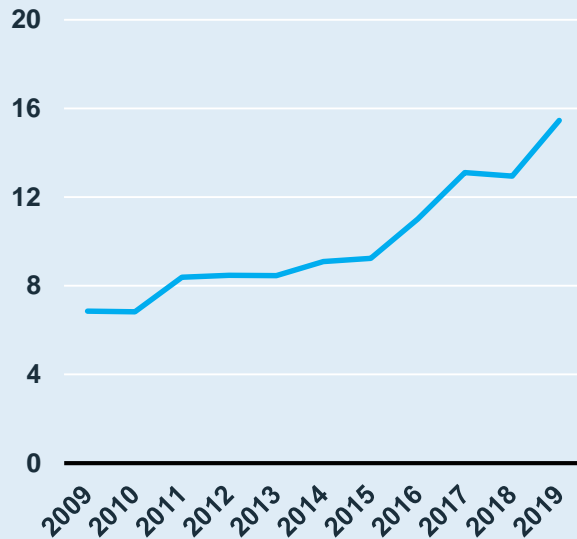
60%+ ARPU growth in 3 years

## Lifetime Revenue per Subscriber Cohort (Indexed)

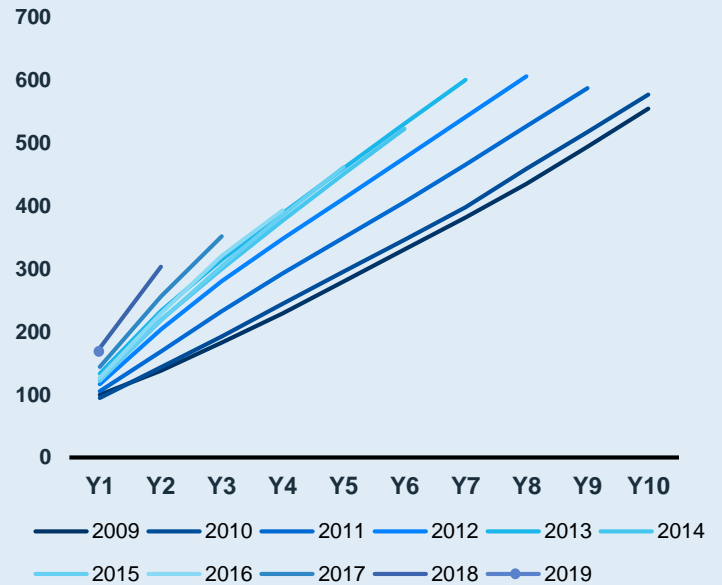


# They engage more deeply over time

## Average Month 1 Uploads/Creates, by Cohort

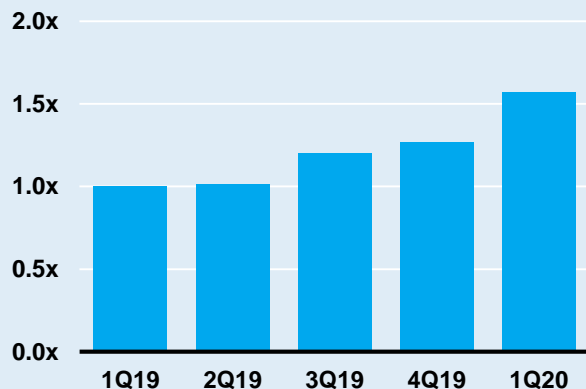


## Lifetime Revenue per Subscriber, by Cohort (Indexed)



# We have a clear playbook to drive unit economics

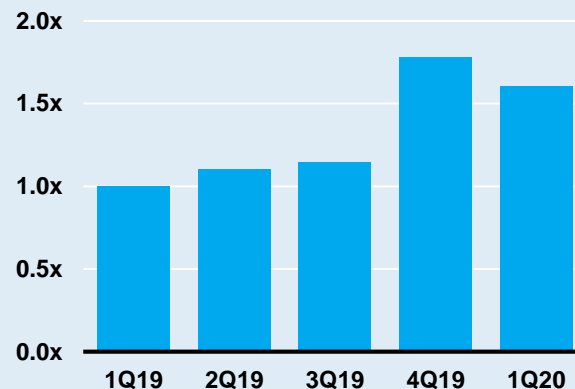
## Self-serve LTV/CAC (Indexed)



### 2020 Priorities:

Creation, mobile app, partnerships

## Enterprise LTV/CAC (Indexed)



### 2020 Priorities:

New live and monetization tools, international, security



# New Create tool expands our TAM and lowers acquisition costs

## Creation is the #1 requested tool by SMBs

80% of SMBs want to create more videos

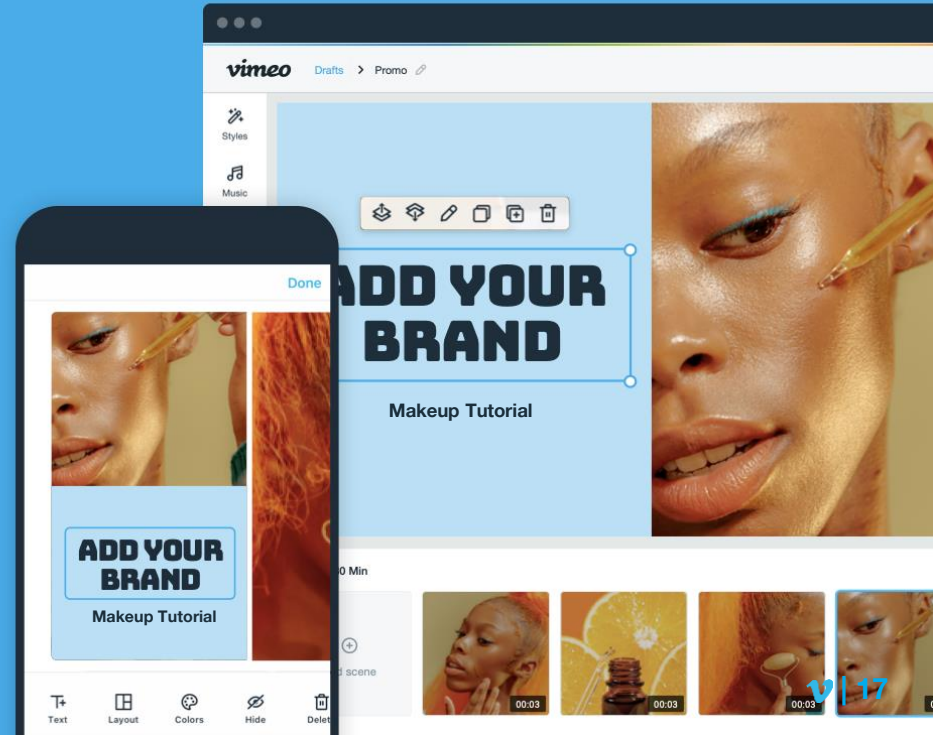
## Video creation is at a tipping point

20x+ global increase in video creation app downloads over 3 years

## We have the best product

Capable of creating a professional, fully customized video in < 2 minutes

Sources: SensorTower and internal data



# There is a large opportunity to grow within the enterprise

## Upsell Traction (*\$ to Vimeo*)

Example Customer	Self-Serve	Converted to Enterprise
Retail	\$660	\$220,000
Finance	\$80	\$70,000
Fitness	\$700	\$60,000

**60%+** of Fortune 500 companies have at least 1 paying customer account with Vimeo

Vimeo self-serve users drive **over 35% of Enterprise** sales bookings

Of those, **over 60% are free users** versus existing paid subscribers

# We have two near-term enterprise entry points

## Media

### Faith



### Education



### Fitness



### Digital media



### Sports



### Lifestyle



## Corporate Communication

### Institutions



### Brands



### Non-profits



### Schools



### Tech



### Finance



# Vimeo has significant untapped opportunity

## 1 **Open top of funnel**

Capture more SMBs with Create and stronger free offering

## 2 **Improve free conversion**

Focus on UX, CRM and personalization

## 3 **Increase LTV / CAC**

Unlock mobile marketing, partnerships and optimize funnel

## 4 **Expand enterprise business**

Scale inside and field sales, global expansion

## 5 **Increase gross margin**

Leverage tech and scale benefits

# On a clear path to profitable growth

<b>Y/Y Growth</b>	<b>Q1'20</b>	<b>Near Term Target</b>
Subscribers	1.3M	<b>10 - 15%</b>
ARPU	~\$170	<b>10 - 15%</b>
Revenue	\$57M	<b>20 - 30% (1)</b>

<b>% of Revenue</b>	<b>Q1'20</b>	<b>Long Term Target</b>
Gross Margin	65%+	<b>70%+</b>
Adjusted EBITDA	(\$11M)	<b>20%+</b>

(1) Ex-acquisitions

# Non-GAAP to GAAP Reconciliation

(In M's)

	Q1'20
<b>Adjusted EBITDA</b>	<b>(\$11.4)</b>
Amortization of intangibles	(3.1)
Depreciation	(0.1)
<b>Operating loss</b>	<b>(\$14.6)</b>