**Safe Harbor Statement**

**Forward-Looking Statements.** This presentation, dated December 3, 2018, 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; 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 metrics are as of Q3 2018. We do not undertake to update any metrics or forward-looking statements.
Vimeo is my storefront, my business card, my website, and my #1 tool besides a camera.

Cy Kuckenbaker
Filmmaker, Subscriber 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, Subscriber since 2014
We are entering a new era for video

20th Century
Video is art & entertainment
Hollywood Studios
Audiovisual Pros

Next Phase
Democratization of professional video
Everyone, including SMBs and organizations

Early 2000s
Democratization of personal video
Self-made creators
Consumers

Adobe
Avid

YouTube
Facebook
Enabling professional video at scale

Today - Tomorrow

- End-to-end workflow in the cloud
- Agnostic distribution hub (Switzerland for creators)
- Flexible monetization & smart insights
- High quality video creation

... and accelerated growth trajectory in $50 billion market

The industry standard for video hosting

2004 - 2014

- Cloud storage
- Embeddable video player
- Ad-free alternative to YouTube
- Viewing destination
We build tools that empower creators to tell exceptional stories

**Creation**

*Make better videos, faster*

- Find & license premium content
- Produce & manage videos at scale
- Review & collaborate with teams

**Distribution**

*Maximize audience & revenue*

- Reach your audience, everywhere
- Engage & convert viewers
- Monetize & measure results
Freemium model fuels land & expand strategy

**Free**

<table>
<thead>
<tr>
<th>Plan</th>
<th>Price /mo</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7</td>
<td>$7</td>
<td>-</td>
</tr>
<tr>
<td>$20</td>
<td>$20</td>
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</tr>
<tr>
<td>$50</td>
<td>$50</td>
<td>-</td>
</tr>
<tr>
<td>$75</td>
<td>$75</td>
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</tr>
</tbody>
</table>

### Plus
For solo creators and freelancers.
- 250GB every year
- Advanced privacy

### Pro
For creative pros and agencies.
- 1TB every year
- Branded player
- Video review

### Business
For SMBs and marketers.
- 5TB total storage
- 10 team members
- Marketing tools
- Social distribution

### Premium
For teams and live streaming professionals.
- 7TB total storage
- Unlimited live streaming
- Stream to multiple places
- Advanced analytics
- Live event support

**Enterprise Solutions**
Differentiated position as only all-in-one video solution

**Creation**
- ✔ Stock footage, editing
- ✗ Hosting, player, distribution

**Collaboration**
- ✔ Workflow, tools
- ✗ Player, distribution

**Social Media**
- ✔ Free, built-in audience
- ✗ Multi-platform, brand control, monetization options

**Enterprise Solutions**
- ✔ Support, SLAs
- ✗ Cost, ease of use, scalability
Rapidly expanding universe of creators

**Creative Pros**
- "My business creates video"
  - Editors
  - Filmmakers
  - Producers
  - Directors
  - Videographers

**Businesses**
- "My business needs video"
  - SMBs
  - Marketers
  - Agencies
  - Institutions
  - Enterprises

Brands: lululemon, Spotify, American Red Cross, Tesla, Unilever, Red Bull, Yale, Jet, patagonia, NBA, Hillsong Church, Douglas Elliman Real Estate
The SaaS solution for video

~250 Million
Videos uploaded

99%
Subs are self-serve

1%
Top 10 customers as % of revenue

~90 Million
Registered members

90%
Subs on annual plans

~5 Years
Subscriber average life

~1 Million
SaaS subscribers

50%
Subs outside U.S.

+50% Y/Y
New subscriber ARPU
Customers are happy, staying and paying

Vimeo self-serve customers only.
Unstoppable tailwinds, as businesses embrace video

Creator Population (willing to pay)

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>36M</td>
<td>90M+</td>
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<tr>
<td>Creative Pros / Enthusiasts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Businesses</td>
<td></td>
<td></td>
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</table>

Total Addressable Market

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$20B</td>
<td>$50B+</td>
</tr>
<tr>
<td>@ $1.5K ARPU</td>
<td></td>
<td></td>
</tr>
<tr>
<td>@ $125 ARPU</td>
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</tr>
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</table>

Consumers now expect video from every business

Over 70% of consumers are more likely to purchase after watching a product video.

Online video ads get 3x more clicks than other ad formats.

Video descriptions increased online retail conversions by 2.5x.

Estimates based on company public reports, U.S. Census data, Animoto, Business Insider, Forrester.
Advanced use cases gaining traction across verticals

$1B+
OTT Technology Spend

$1B+
Corporate Comms Spend

Faith
- TBN
- Kabalah

Education
- Preschool Prodigies
- Seattle Pacific V
- TC
- Anderson
- LesMills

Fitness
- Digital media
- Sports
- Lifestyle
- International ShortList
- IndieFlix
- NFL
- Indied
- Unplug
- Martha Stewart TV

Government
- U.S. Chamber of Commerce

Brands
- Marriott
- Boeing

Non-profits
- Boy Scouts of America
- World Economic Forum

Schools
- Columbia University
- Michigan State University

Tech
- LinkedIn
- HubSpot

Finance
- Fidelity
- NYSE

Estimates based on Kagan, Wainhouse. OTT = Over-the-Top providers who manage the ingest and delivery of video content.
Clear, validated growth levers

1. **Grow Brand Awareness**
   Significant runway to scale marketing, particularly outside the U.S.

2. **Unlock Freemium Funnel**
   Optimize tools and experience to turn millions of free users into subscribers

3. **Expand Enterprise Market**
   Invest in product and sales force to offer every organization a turnkey and affordable solution

4. **Launch More Premium Tools**
   Continue advancing product to increase user satisfaction, adoption and retention
Grow Brand Awareness
Distinctive brand, low current penetration and attractive unit economics

✔ Lots of room to grow
  - TAM penetration <3%
  - U.S. unaided brand awareness <8%

✔ Runway to scale profitably
  - Lifetime Gross Margin to Customer Acquisition Cost = 3x
  - Subscribers getting more valuable while gross margin steadily improves

✔ Big opportunity outside U.S.
  - Over 50% of subscribers are outside U.S., but only a fraction of spend is translated or localized
Unlock Freemium Funnel

Significant room to convert more of free user base

- Meaningful portion of free members are creative pros & businesses
  - Increase feature awareness (<30% aware of paid features)
  - Launch new creation tools to drive more uploaders

- Uploader conversion rate outside U.S. is ~1/2 the U.S. rate
  - Localize user experience

- Continue upselling subscribers to higher value tiers

~90 Million Registered Members
~16 Million Uploaders
~1 Million Subscribers

~1 Million
Subscribers
~16 Million
Uploaders
~90 Million
Registered Members

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Expand Enterprise Market
Promising early dynamics for future growth

✔ Large TAM driven by key verticals (Media, Faith, Sports, Fitness, Corporate Communications)

✔ Intuitive, feature-rich product, excellent support and accessible pricing (versus custom, expensive services)

✔ Unique sales model: ~$20K average deal size with short sales cycle (< 1 month)

✔ Nearly 100% of pipeline today is inbound, with plenty of room to hire and scale outbound efforts
Launch More Premium Tools
Continuously add value to paid tiers

✔ Lifetime revenue more than 2x since 2009 as we launched new products and higher-value tiers

✔ Over 30% of SaaS revenue comes from tiers added in last two years

✔ New subscriber ARPU +50% Y/Y since launch of live streaming and enterprise offerings

✔ Roadmap focused on new creation and distribution tools for SMBs and expanding enterprise functionality

Vimeo self-serve customers only.
Acceleration continues across key metrics

Includes Livestream acquisition completed in Q4 2017.
Strong growth for both top and bottom line

$160M annual run rate

Includes Livestream acquisition completed in Q4 2017.
Long term financial goals

### Y/Y Growth

<table>
<thead>
<tr>
<th>Metric</th>
<th>2018</th>
<th>Near Term Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers</td>
<td>~9%</td>
<td>10 - 15%</td>
</tr>
<tr>
<td>ARPU</td>
<td>~25%</td>
<td>10 - 15%</td>
</tr>
<tr>
<td>Revenue Ex-Acquisitions</td>
<td>~27%</td>
<td>20 - 30%</td>
</tr>
</tbody>
</table>

### % of Revenue

<table>
<thead>
<tr>
<th>Metric</th>
<th>2018</th>
<th>Long Term Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Margin</td>
<td>~60%</td>
<td>70%+</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>~(16%)</td>
<td>20%+</td>
</tr>
</tbody>
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