

vimeo

Q4 2021

supplemental materials

Forward-Looking Statements & Non-GAAP Financial Measures

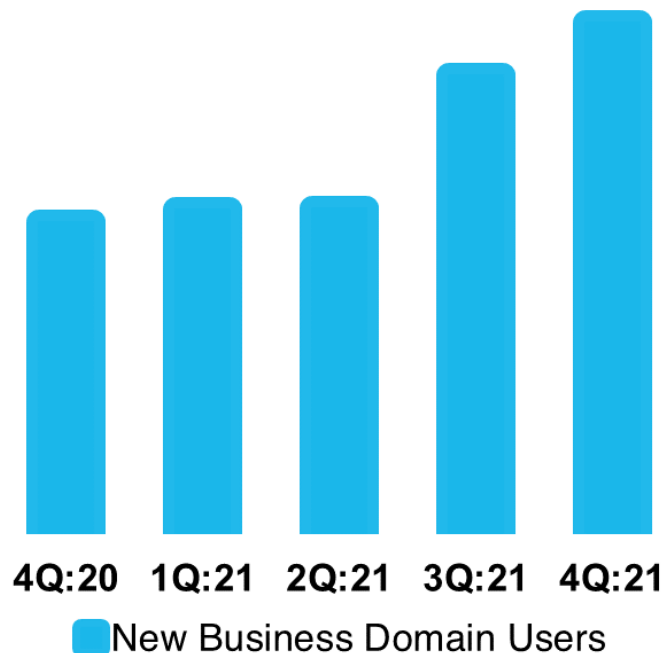
Forward-Looking Statements. This presentation and the accompanying oral presentation contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as “will,” “may,” “could,” “should,” “would,” “anticipates,” “estimates,” “expects,” “plans,” “projects,” “forecasts,” “intends,” “targets,” “seeks” and “believes,” as well as variations of these words or comparable words, among others, generally identify forward-looking statements. These forward-looking statements include, among others, statements relating to Vimeo’s expectations regarding future results of operations and financial condition, business strategy, and plans and objectives of management for future operations, including statements attributable to our Chief Executive Officer.

Forward-looking statements are based on our management’s beliefs and assumptions and on information currently available. These forward-looking statements are subject to a number of known and unknown risks, uncertainties and assumptions. Actual results could differ materially from those contained in or implied by these forward-looking statements. Factors that could cause or contribute to such differences include, but are not limited to: the risks inherent in Vimeo’s separation from IAC, completed on May 25, 2021, the risks that the anticipated benefits from the separation will not be realized, changes in the regulatory landscape, including, 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 attract Sales-Assisted customers, our ability to protect sensitive data from unauthorized access, the integrity, quality, scalability and redundancy of our systems, technology and infrastructure (and those of third parties with which we do business), our ability to successfully operate in and expand into additional international markets, our ability to adequately protect our intellectual property rights and not infringe the intellectual property rights of third parties, foreign exchange currency rate fluctuations, the impact of the COVID-19 pandemic on our business, adverse changes in economic conditions, the possibility that our historical consolidated and combined results may not be indicative of our future results and the other factors set forth in the section titled “Risk Factors” in our Registration Statement on Form S-1 filed with the SEC on May 26, 2021 as they may be updated by our periodic reports subsequently filed with the SEC.

Other unknown or unpredictable factors that could also adversely affect Vimeo’s 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 Vimeo’s management as of the date of this communication. Vimeo does not undertake to update these forward-looking statements.

Non-GAAP Metrics. This presentation contains certain non-GAAP financial information, including gross profit and non-GAAP operating expenses, to supplement our financial information presented in accordance with GAAP. We use these non-GAAP financial measures internally in analyzing our financial results and believe that use of these non-GAAP financial measures is useful to investors as an additional tool to evaluate ongoing operating results and trends and in comparing Vimeo’s financial results with other companies in its industry, many of which present similar non-GAAP financial measures. However, our presentation of these non-GAAP financial measures may differ from the presentation of similarly titled measures by other companies. These non-GAAP measures should be considered in addition to results prepared in accordance with GAAP, but should not be considered a substitute for or superior to GAAP results. Vimeo endeavors to compensate for the limitations of the non-GAAP measures presented by providing the comparable GAAP measure with equal or greater prominence and descriptions of the reconciling items, including quantifying such items, to derive the non-GAAP measure. We encourage investors to examine the reconciling adjustments between the GAAP and corresponding non-GAAP measure, which are included in this presentation.

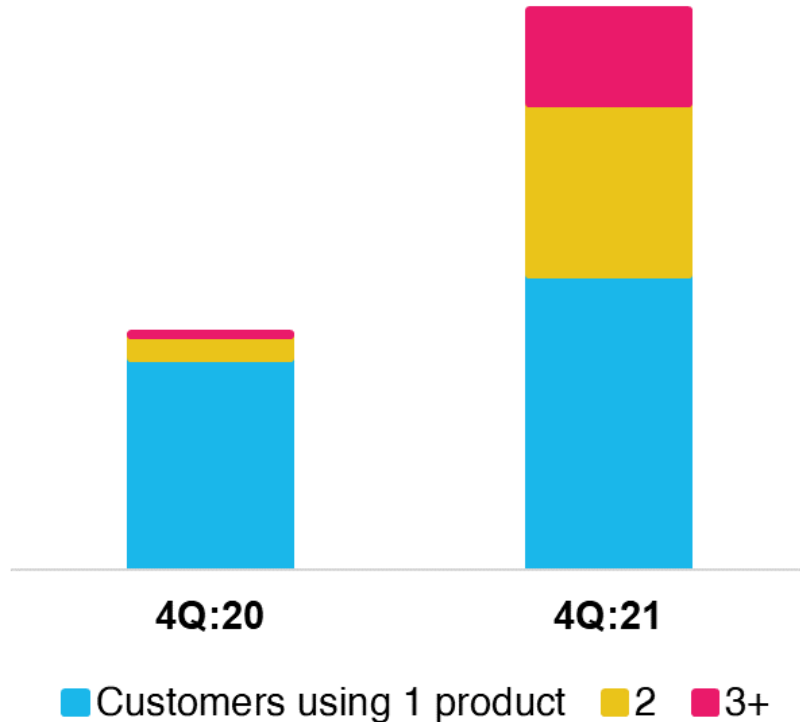
Growing business domains and their users



- ✓ Millions of users across hundreds of thousands of business domains
- ✓ Business domains convert to paying customers at a significantly higher rate than other free users
- ✓ Vimeo Enterprise: Net Promoter Score of over 65 and over 90% of teams active on the platform each month

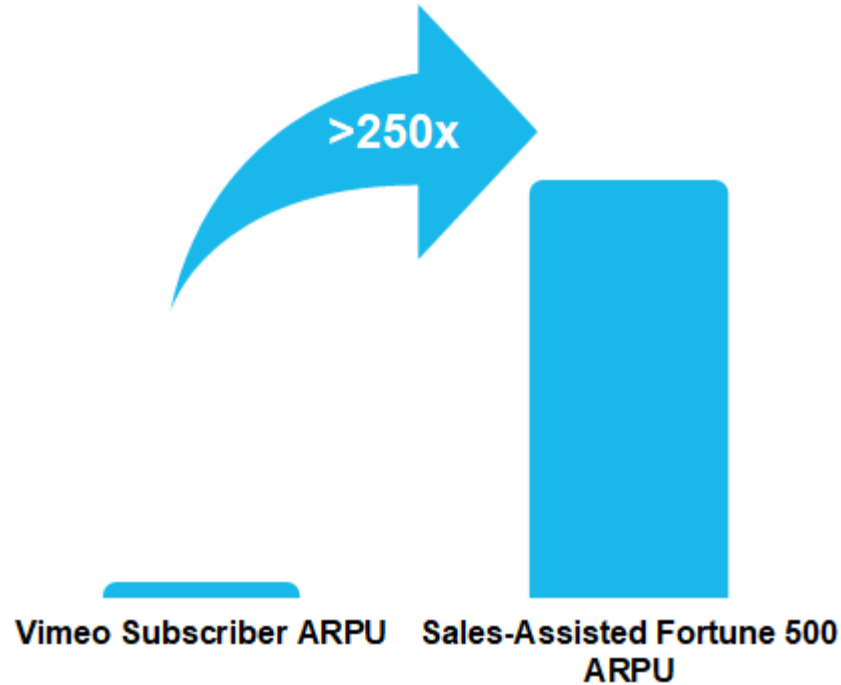
Note: Business domains are email domains that represent likely business customers.
Business Domains exclude common education domains and public email providers such as Gmail, Yahoo, etc.

Vimeo Enterprise: from single to multi-product use



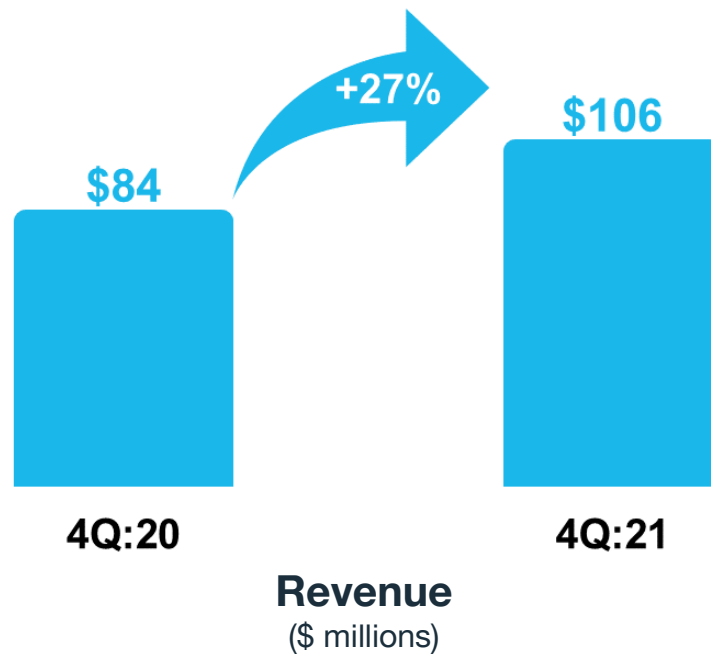
- ✓ Evolving beyond live streaming into stickier use cases
- ✓ 2021 launches of Video Library and Vimeo Events gaining traction
- ✓ Nearly half of Vimeo Enterprise accounts now using 2 or more products

Sizeable opportunity in the Fortune 500

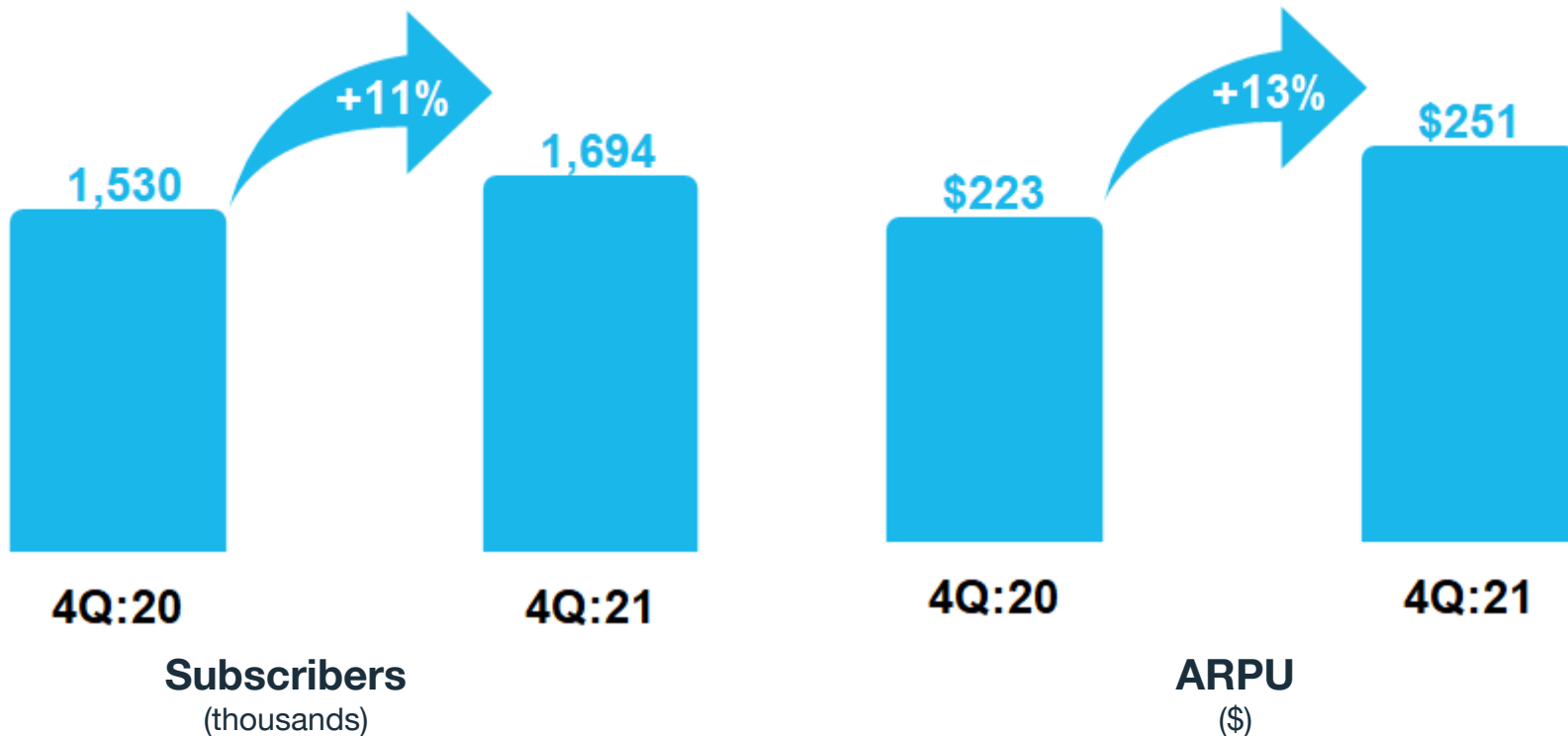


- ✓ Nearly 90% of the Fortune 500 have at least one account on Vimeo
- ✓ Majority paying us less than \$100 a month
- ✓ Fortune 500 customers that have upgraded through our sales force do so at a 250x higher ARPU
- ✓ Positive early reception to per-seat monetization

Quarterly revenue

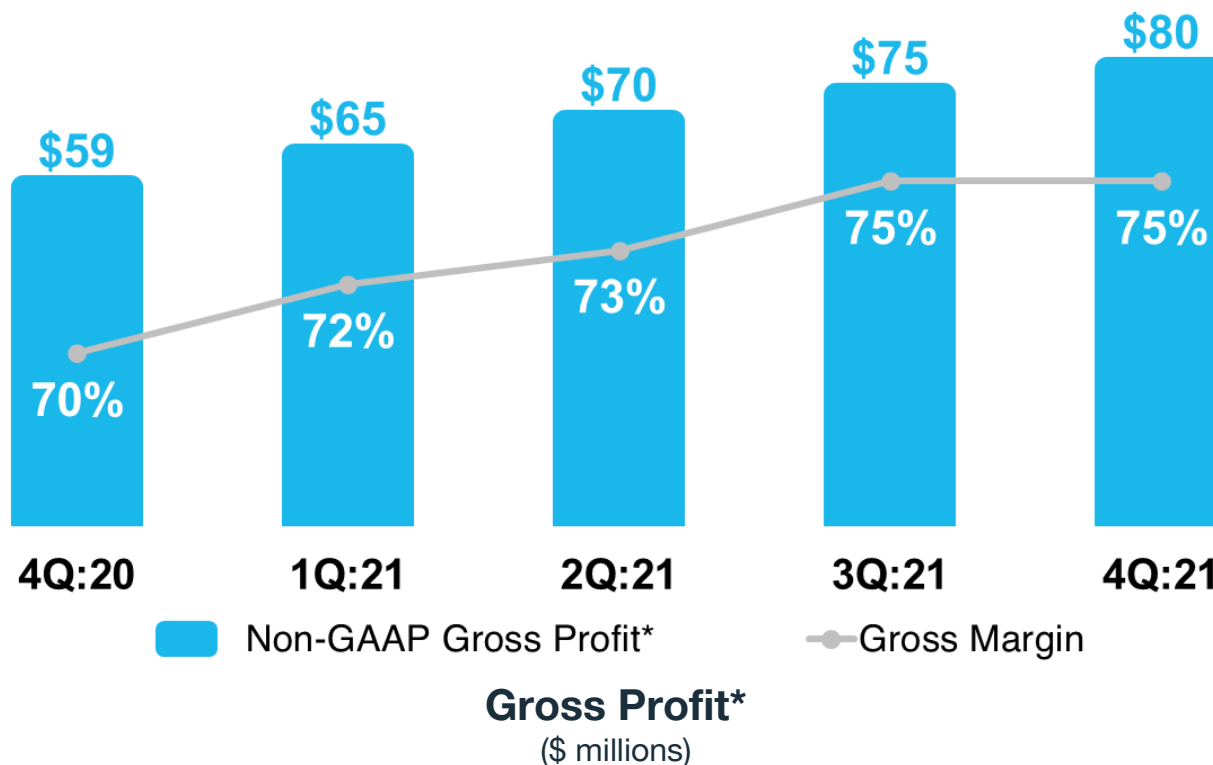


Both subscribers and ARPU drive revenue growth



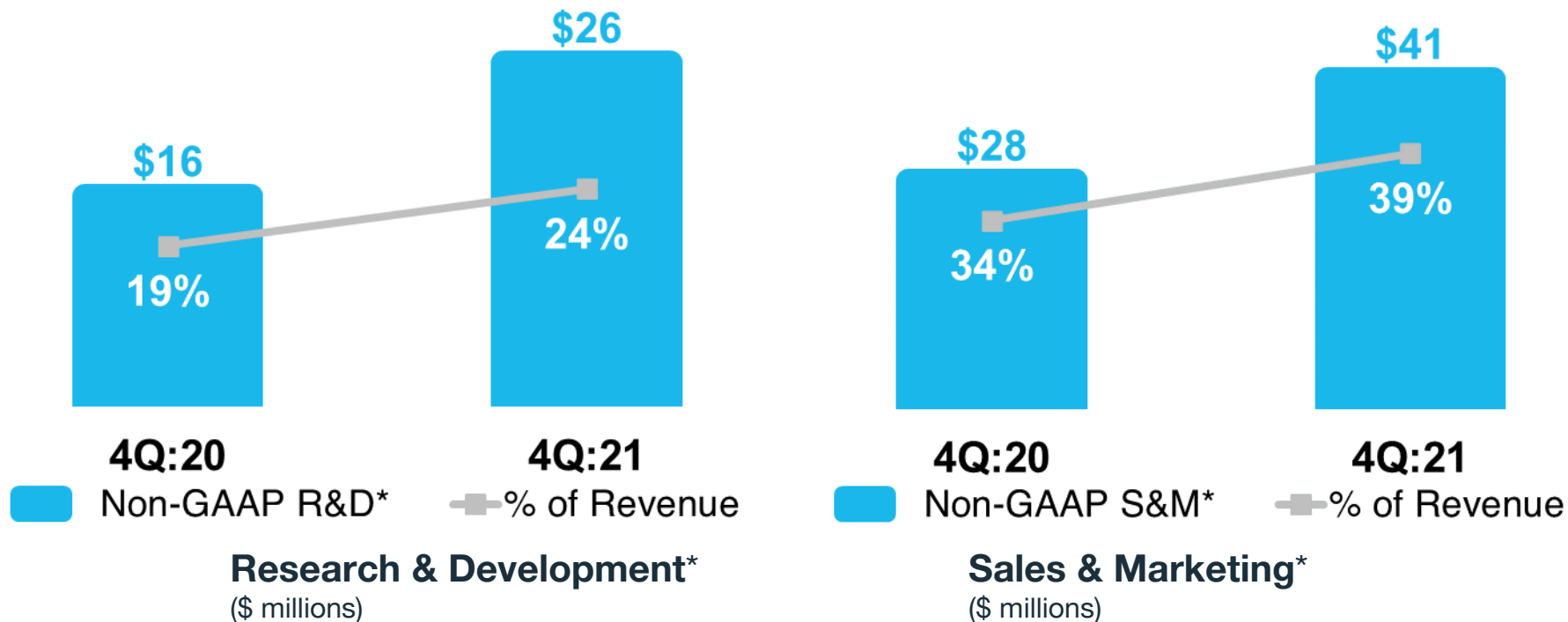
Note: Average Revenue per User ("ARPU") – The annualized revenue for the relevant period divided by Average Subscribers. For periods that are less than a full year, annualized revenue is calculated by dividing the revenue for that particular period by the number of calendar days in the period and multiplying this value by the number of days in that year. Subscribers refer to end of period subscribers.

Non-GAAP Gross Profit*



*Note: Gross profit refers to a non-GAAP measure. Non-GAAP operating expenses exclude the effect of stock-based compensation expense included in their respective expense items. Please see the Appendix for the most directly comparable GAAP financial measures and reconciliations of such non-GAAP financial measures to those GAAP financial measures.

Continuing to invest for the future



*Note: Non-GAAP operating expenses exclude the effect of stock-based compensation expense included in their respective expense items. Non-GAAP Sales & Marketing Expenses and Non-GAAP Research & Development Expenses are non-GAAP financial measures. Please see the Appendix for the most directly comparable GAAP financial measures and reconciliations of such non-GAAP financial measures to those GAAP financial measures.

Q1 2022 Outlook

- Revenue growth of 17% to 19% year-over-year
- Gross margins of roughly 74%
- Adjusted EBITDA loss of \$10 million to \$12 million

Full Year 2022 Outlook

- Revenue growth of 15% to 18% year-over-year
- Gross margins of roughly 75%
- Adjusted EBITDA loss of \$25 million to \$30 million
- Positive free cash flow

Drivers

- The headwinds facing smaller, SMB customers, which grew most aggressively during the pandemic, and now face normalized growth patterns.
- The anticipated variability of 2 key initiatives: 1) enhancing our monetization model and 2) updating our sales and marketing motion to become best-in-class.
- Actively deprecating the consumer-facing portion of the Magisto business. We estimate underlying growth ex-Magisto is about 3% higher.

Appendix

Reconciliations of GAAP to Non-GAAP measures

RECONCILIATIONS OF GAAP TO NON-GAAP MEASURES

(\$ in millions; rounding differences may occur)

	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2021	2020	2021	2020
Reconciliation of non-GAAP gross profit:				
GAAP Gross profit	\$ 79.5	\$ 58.8	\$ 289.1	\$ 194.1
% of Revenue	75%	70%	74%	69%
Add back: Stock-based compensation expense	0.1	—	0.5	0.1
Non-GAAP Gross Profit	<u>\$ 79.6</u>	<u>\$ 58.9</u>	<u>\$ 289.6</u>	<u>\$ 194.2</u>
% of Revenue	75%	70%	74%	69%
Reconciliation of non-GAAP operating expenses:				
GAAP Research and development expense	\$ 30.4	\$ 16.2	\$ 105.6	\$ 64.2
% of Revenue	29%	19%	27%	23%
Less: Stock-based compensation expense	4.8	0.4	16.1	2.9
Non-GAAP Research and development expense	<u>\$ 25.6</u>	<u>\$ 15.8</u>	<u>\$ 89.5</u>	<u>\$ 61.3</u>
% of Revenue	24%	19%	23%	22%
GAAP Sales and marketing expense	\$ 42.6	\$ 28.3	\$ 152.7	\$ 105.6
% of Revenue	40%	34%	39%	37%
Less: Stock-based compensation expense	1.7	0.1	4.7	0.6
Non-GAAP Sales and marketing expense	<u>\$ 40.9</u>	<u>\$ 28.3</u>	<u>\$ 148.0</u>	<u>\$ 105.0</u>
% of Revenue	39%	34%	38%	37%
GAAP General and administrative expense	\$ 28.5	\$ 15.7	\$ 85.1	\$ 49.8
% of Revenue	27%	19%	22%	18%
Less: Stock-based compensation expense	7.7	1.6	23.6	8.1
Non-GAAP General and administrative expense	<u>\$ 20.8</u>	<u>\$ 14.1</u>	<u>\$ 61.5</u>	<u>\$ 41.8</u>
% of Revenue	20%	17%	16%	15%