You invested in VIMEO, INC. and it's time to vote!
You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy materials for the stockholder meeting to be held on May 21, 2024.**

Get informed before you vote
The Notice, Proxy Statement and Annual Report are available online. To access these materials, please visit [www.ProxyVote.com](http://www.ProxyVote.com) and have available the control number below. You can also receive a free paper or email copy of the materials. If you would like to request a copy of the materials for this and/or future stockholder meetings, you may do so by (1) visiting [www.ProxyVote.com](http://www.ProxyVote.com), (2) calling 1-800-579-1639 or (3) sending an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. To receive a free paper copy of the materials in advance of the meeting, request prior to May 7, 2024. Unless requested, you will not otherwise receive a paper or email copy.

For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

**Smartphone users**
Point your camera here and vote without entering a control number

**Vote Virtually at the Meeting**

May 21, 2024
10:00 AM ET

During the meeting, vote at:
[www.virtualshareholdermeeting.com/VMEO2024](http://www.virtualshareholdermeeting.com/VMEO2024)

Or before the meeting, vote by 11:59 PM ET, May 20, 2024
at: [www.ProxyVote.com](http://www.ProxyVote.com)

*Please check the meeting materials for any special requirements for meeting attendance.*

*VIMEO, INC.
ATTN: LEGAL
330 WEST 34TH STREET, 5TH FLOOR
NEW YORK, NY 10001

VIMEO, INC.
2024 Annual Meeting
Vote by May 20, 2024
11:59 PM ET or during the Annual Meeting

Your **Vote** Counts!

VIMEO, INC.

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**THIS IS NOT A VOTABLE BALLOT**

This is an overview of the proposals being presented at the upcoming stockholder meeting. The Company’s complete proxy materials contain important information and are available online at www.ProxyVote.com. You are encouraged to access the proxy materials before voting. Please follow the instructions on the reverse side to vote on these important matters.

V45587-P02098 THIS IS NOT A VOTABLE BALLOT

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Voting Items for Holders of Common Stock

<table>
<thead>
<tr>
<th>Board Recommendation</th>
<th>Voting Items for Holders of Common Stock</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Election of the following nominees for director</td>
</tr>
<tr>
<td></td>
<td>Nominees:</td>
</tr>
<tr>
<td></td>
<td>01) Adam Gross</td>
</tr>
<tr>
<td></td>
<td>02) Alesia J. Haas</td>
</tr>
<tr>
<td></td>
<td>03) Jay Herratti*</td>
</tr>
<tr>
<td></td>
<td>04) Ida Kane*</td>
</tr>
<tr>
<td></td>
<td>*To be voted upon by holders of Common Stock voting as a separate class</td>
</tr>
<tr>
<td></td>
<td>2. To ratify the appointment of Ernst &amp; Young LLP as the Company’s independent registered public accounting firm for the fiscal year ending December 31, 2024.</td>
</tr>
<tr>
<td></td>
<td>3. To approve the amendment to the Amended and Restated Certificate of Incorporation of Vimeo, Inc. (the “Charter”) to provide for officer exculpation.</td>
</tr>
<tr>
<td></td>
<td>4. Approve a non-binding advisory resolution to approve the compensation of the Company’s named executive officers (say on pay).</td>
</tr>
<tr>
<td></td>
<td>NOTE: In their discretion, the proxies are authorized to act on such other business as may properly come before the meeting or any adjournment or postponement thereof.</td>
</tr>
</tbody>
</table>

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V45587-P02098
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Voting Items for Holders of Class B Common Stock

1. Election of the following nominees for director
   Nominees:
   - 01) Adam Gross
   - 02) Alesia J. Haas
   - 03) Mo Koyfman
   - 04) Philip Moyer
   - 05) Glenn Schiffman
   - 06) Alexander von Furstenberg

2. To ratify the appointment of Ernst & Young LLP as the Company's independent registered public accounting firm for the fiscal year ending December 31, 2024.

3. To approve the amendment to the Amended and Restated Certificate of Incorporation of Vimeo, Inc. (the “Charter”) to provide for officer exculpation.

4. Approve a non-binding advisory resolution to approve the compensation of the Company's named executive officers (say on pay).

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V45589-P02098