

**Vimeo, Inc.**  
**Q4 2024 Earnings**  
**Supplemental Financial Information and Operating Metrics**

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## VIMEO INC.

### Financial Results (Unaudited)

(in millions, except per share amounts; rounding differences may occur)

	2022	2023					2024				
	FYE 12/31	Q1	Q2	Q3	Q4	FYE 12/31	Q1	Q2	Q3	Q4	FYE 12/31
Revenue	\$ 433.0	\$ 103.6	\$ 101.8	\$ 106.3	\$ 105.5	\$ 417.2	\$ 104.9	\$ 104.4	\$ 104.6	\$ 103.2	\$ 417.0
Cost of revenue (exclusive of depreciation shown separately below)	103.6	23.7	22.8	21.8	23.3	91.6	23.4	22.7	21.7	22.9	90.7
Gross profit	329.4	79.9	79.0	84.5	82.3	325.6	81.5	81.7	82.9	80.3	326.3
Gross margin	76%	77%	78%	79%	78%	78%	78%	78%	79%	78%	78%
Operating expenses:											
Research and development expense	127.7	31.3	26.7	23.2	26.0	107.1	28.1	27.0	26.6	27.7	109.4
Sales and marketing expense	170.4	40.0	39.8	36.7	35.0	151.5	32.3	27.7	28.8	31.1	119.9
General and administrative expense	107.0	9.3	6.9	18.4	14.5	49.2	18.0	19.1	19.7	19.8	76.6
Depreciation	2.2	0.9	0.1	0.2	0.8	2.0	0.1	0.2	0.1	—	0.4
Amortization of intangibles	5.1	1.2	0.9	0.3	0.3	2.8	0.3	0.3	0.3	0.3	1.4
Total operating expenses	412.4	82.7	74.4	78.8	76.7	312.6	78.9	74.2	75.5	79.0	307.6
Operating (loss) income	(82.9)	(2.8)	4.6	5.7	5.6	13.0	2.6	7.5	7.4	1.3	18.7
Interest expense	(0.5)	(0.1)	(0.9)	—	—	(1.0)	—	—	—	—	—
Other income, net	5.8	2.6	2.9	3.7	3.6	12.9	3.8	3.9	3.6	3.7	15.0
(Loss) earnings before income taxes	(77.7)	(0.3)	6.7	9.3	9.2	24.9	6.4	11.3	11.0	5.0	33.7
Income tax provision	(1.9)	(0.4)	(0.8)	(0.9)	(0.8)	(2.9)	(0.3)	(1.2)	(1.7)	(3.5)	(6.7)
Net (loss) earnings	<u>\$ (79.6)</u>	<u>\$ (0.7)</u>	<u>\$ 5.9</u>	<u>\$ 8.5</u>	<u>\$ 8.4</u>	<u>\$ 22.0</u>	<u>\$ 6.1</u>	<u>\$ 10.1</u>	<u>\$ 9.3</u>	<u>\$ 1.5</u>	<u>\$ 27.0</u>
Weighted average diluted shares	161.5	161.8	165.0	165.9	166.3	165.3	169.0	168.6	168.3	171.8	169.5
Diluted (loss) earnings per share	<u>\$ (0.49)</u>	<u>\$ —</u>	<u>\$ 0.03</u>	<u>\$ 0.05</u>	<u>\$ 0.05</u>	<u>\$ 0.13</u>	<u>\$ 0.04</u>	<u>\$ 0.06</u>	<u>\$ 0.05</u>	<u>\$ 0.01</u>	<u>\$ 0.16</u>
Stock-based compensation expense by function:											
Cost of revenue	\$ 1.0	\$ 0.1	\$ 0.3	\$ 0.3	\$ 0.3	\$ 1.0	\$ 0.1	\$ 0.2	\$ 0.2	\$ 0.2	\$ 0.8
Research and development expense	20.4	4.9	4.6	2.1	4.1	15.8	3.8	3.9	2.8	3.2	13.7
Sales and marketing expense	10.0	2.5	3.2	1.7	2.3	9.7	1.8	0.8	1.5	1.8	6.0
General and administrative expense	32.9	(8.7)	(8.7)	3.0	—	(14.4)	1.2	3.5	3.7	3.9	12.3
Total stock-based compensation expense	<u>\$ 64.3</u>	<u>\$ (1.1)</u>	<u>\$ (0.6)</u>	<u>\$ 7.1</u>	<u>\$ 6.6</u>	<u>\$ 12.0</u>	<u>\$ 7.0</u>	<u>\$ 8.4</u>	<u>\$ 8.3</u>	<u>\$ 9.1</u>	<u>\$ 32.7</u>

## VIMEO INC.

### Disaggregated Revenue and Operating Metrics (Unaudited)

(in thousands, except ARPU; rounding differences may occur)

	2022					2023					2024				
	Q1	Q2	Q3	Q4	FYE 12/31	Q1	Q2	Q3	Q4	FYE 12/31	Q1	Q2	Q3	Q4	FYE 12/31
<b>Disaggregated Revenue and Operating Metrics</b>															
Self-Serve & Add-Ons (a):															
Bookings (b)	\$ 76,275	\$ 80,891	\$ 70,044	\$ 70,102	\$297,312	\$ 71,374	\$ 74,789	\$ 67,409	\$ 67,976	\$281,548	\$ 66,866	\$ 67,904	\$ 62,159	\$ 63,738	\$260,667
Revenue	\$ 76,091	\$ 78,246	\$ 76,737	\$ 73,652	\$304,726	\$ 71,602	\$ 70,821	\$ 71,935	\$ 71,171	\$285,529	\$ 69,912	\$ 68,565	\$ 67,864	\$ 65,350	\$271,691
Subscribers (c)	1,566.7	1,565.8	1,539.1	1,505.0	1,505.0	1,478.5	1,432.0	1,397.3	1,379.7	1,379.7	1,348.6	1,304.6	1,275.4	1,227.7	1,227.7
Average Revenue per User ("ARPU") (d) (e)	\$ 198	\$ 200	\$ 196	\$ 192	\$ 199	\$ 195	\$ 195	\$ 202	\$ 203	\$ 198	\$ 206	\$ 208	\$ 209	\$ 208	\$ 208
Vimeo Enterprise (f):															
Bookings (b)	\$ 8,360	\$ 10,575	\$ 11,639	\$ 16,207	\$ 46,781	\$ 13,531	\$ 18,205	\$ 18,050	\$ 21,649	\$ 71,435	\$ 19,935	\$ 23,433	\$ 25,092	\$ 30,180	\$ 98,640
Revenue	\$ 9,101	\$ 9,795	\$ 9,960	\$ 10,415	\$ 39,271	\$ 11,572	\$ 12,899	\$ 15,220	\$ 16,808	\$ 56,499	\$ 18,467	\$ 20,051	\$ 21,675	\$ 22,998	\$ 83,191
Subscribers (c)	1.8	1.9	2.1	2.2	2.2	2.5	2.8	3.0	3.3	3.3	3.7	3.7	3.8	4.0	4.0
ARPU (d) (e)	\$ 21,611	\$ 21,220	\$ 19,847	\$ 19,191	\$ 20,321	\$ 19,831	\$ 19,672	\$ 20,848	\$ 20,953	\$ 20,269	\$ 21,203	\$ 21,977	\$ 23,043	\$ 23,493	\$ 22,755
Other (g):															
Bookings (b)	\$ 18,636	\$ 15,881	\$ 14,527	\$ 17,971	\$ 67,015	\$ 12,855	\$ 11,296	\$ 14,403	\$ 11,552	\$ 50,106	\$ 11,329	\$ 9,144	\$ 12,663	\$ 10,591	\$ 43,727
Revenue	\$ 23,162	\$ 22,936	\$ 21,436	\$ 21,497	\$ 89,031	\$ 20,408	\$ 18,115	\$ 19,098	\$ 17,565	\$ 75,186	\$ 16,531	\$ 15,760	\$ 15,025	\$ 14,808	\$ 62,124
Subscribers (c)	120.9	114.8	102.0	93.3	93.3	83.6	77.6	71.0	67.0	67.0	60.4	57.0	53.5	50.0	50.0
ARPU (d) (e)	\$ 724	\$ 781	\$ 784	\$ 873	\$ 767	\$ 935	\$ 901	\$ 1,019	\$ 1,010	\$ 938	\$ 1,044	\$ 1,080	\$ 1,082	\$ 1,139	\$ 1,062

- (a) Self-Serve & Add-Ons relates to our subscription plans sold directly online, and any add-on services tied to those online subscriptions such as bandwidth charges, which are sold through our sales force to subscribers of one of our plans if they exceed a certain threshold of bandwidth.
- (b) Bookings consist of fixed fees for SaaS services, measured at the end of the relevant period, that subscribers have committed to pay during their subscription period which is generally 12 months, less refunds and chargebacks during the same period.
- (c) Subscribers is the number of users who have an active subscription to one of Vimeo's paid plans measured at the end of the relevant period. Vimeo counts each customer with a subscription plan as a subscriber regardless of the number of users. In the case of customers who maintain subscriptions across Self-Serve & Add-Ons, Vimeo Enterprise, and Other, Vimeo counts one subscriber for each of the components in which they maintain one or more subscriptions. Vimeo does not count users or team members who have access to a subscriber's account as additional subscribers.
- (d) Average Revenue per User ("ARPU") is 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 calendar days in that year.
- (e) Average Subscribers is the sum of the number of Subscribers at the beginning and at the end of the relevant measurement period divided by two.
- (f) Vimeo Enterprise relates to our video offering designed for teams and organizations, which includes the same capabilities of Self-Serve & Add-Ons plus enterprise-grade features such as advanced security, custom user permissions, single-sign on for employees, interactive video tools, and marketing software integrations. Vimeo Enterprise is sold through our sales force and is often an upgrade from Vimeo's Self-Serve & Add-Ons as the number of users or use cases in an organization grows.
- (g) Other relates to products and services we offer outside of Self-Serve & Add-Ons and Vimeo Enterprise, primarily our over-the-top ("OTT") video monetization solution that allows customers to launch and run their own video streaming channel directly to their audience through a branded web portal, mobile apps and Internet-enabled TV apps. Other also includes Magisto, Livestream, Wibbitz, and WIREWAX.

VIMEO INC.

Reconciliation of GAAP to Non-GAAP Measures

(\$ in millions; rounding differences may occur)

	2022	2023					2024				
	FYE 12/31	Q1	Q2	Q3	Q4	FYE 12/31	Q1	Q2	Q3	Q4	FYE 12/31
<b>Reconciliation of loss earnings to Adjusted EBITDA:</b>											
Net (loss) earnings	\$ (79.6)	\$ (0.7)	\$ 5.9	\$ 8.5	\$ 8.4	\$ 22.0	\$ 6.1	\$ 10.1	\$ 9.3	\$ 1.5	\$ 27.0
Add back:											
Income tax provision	1.9	0.4	0.8	0.9	0.8	2.9	0.3	1.2	1.7	3.5	6.7
Other income, net	(5.8)	(2.6)	(2.9)	(3.7)	(3.6)	(12.9)	(3.8)	(3.9)	(3.6)	(3.7)	(15.0)
Interest expense	0.5	0.1	0.9	—	—	1.0	—	—	—	—	—
Operating (loss) income	<u>\$ (82.9)</u>	<u>\$ (2.8)</u>	<u>\$ 4.6</u>	<u>\$ 5.7</u>	<u>\$ 5.6</u>	<u>\$ 13.0</u>	<u>\$ 2.6</u>	<u>\$ 7.5</u>	<u>\$ 7.4</u>	<u>\$ 1.3</u>	<u>\$ 18.7</u>
Operating (Loss) Income Margin (a)	(19)%	(3)%	5%	5%	5%	3%	2%	7%	7%	1%	4%
Add back:											
Stock-based compensation expense	64.3	(1.1)	(0.6)	7.1	6.6	12.0	7.0	8.4	8.3	9.1	32.7
Depreciation	2.2	0.9	0.1	0.2	0.8	2.0	0.1	0.2	0.1	—	0.4
Amortization of intangibles	5.1	1.2	0.9	0.3	0.3	2.8	0.3	0.3	0.3	0.3	1.4
Contingent consideration fair value adjustments	(1.1)	0.1	—	(0.5)	—	(0.4)	—	—	—	—	—
Restructuring costs	4.2	4.9	—	—	—	4.9	2.2	—	—	—	2.2
Adjusted EBITDA (b)	<u>\$ (8.2)</u>	<u>\$ 3.2</u>	<u>\$ 5.0</u>	<u>\$ 12.8</u>	<u>\$ 13.3</u>	<u>\$ 34.4</u>	<u>\$ 12.2</u>	<u>\$ 16.3</u>	<u>\$ 16.1</u>	<u>\$ 10.7</u>	<u>\$ 55.3</u>
Adjusted EBITDA Margin (c)	(2)%	3%	5%	12%	13%	8%	12%	16%	15%	10%	13%
<b>Computation of Free Cash Flow:</b>											
Net cash (used in) provided by operating activities	\$ (37.1)	\$ (1.2)	\$ 12.4	\$ 16.6	\$ 10.0	\$ 37.8	\$ 5.6	\$ 19.7	\$ 20.8	\$ 10.8	\$ 56.9
Add: Restructuring costs	3.9	4.5	0.7	—	—	5.2	1.4	0.6	0.2	—	2.2
Add: Contingent consideration	—	1.7	—	—	—	1.7	—	—	—	—	—
Less: Capital expenditures	(0.8)	(0.1)	—	—	—	(0.1)	(0.2)	—	—	—	(0.2)
Free Cash Flow (d)	<u>\$ (34.0)</u>	<u>\$ 4.9</u>	<u>\$ 13.1</u>	<u>\$ 16.6</u>	<u>\$ 10.0</u>	<u>\$ 44.5</u>	<u>\$ 6.9</u>	<u>\$ 20.3</u>	<u>\$ 21.0</u>	<u>\$ 10.8</u>	<u>\$ 58.8</u>

- (a) Operating Income (Loss) Margin is Operating income (loss), divided by revenue.
- (b) Adjusted Earnings Before Interest, Taxes, Depreciation and Amortization ("Adjusted EBITDA") is defined as operating income (loss) excluding: (1) stock-based compensation expense; (2) depreciation; (3) amortization of intangible assets; (4) gains and losses recognized on changes in the fair value of contingent consideration arrangements; and (5) restructuring costs associated with exit or disposal activities such as a reduction in force or reorganization. We believe this measure is useful for analysts and investors as this measure allows a more meaningful comparison between our performance and that of our competitors. The above items are excluded from our Adjusted EBITDA measure because these items are either non-cash or non-recurring in nature and are collectively referred to as "Adjusted EBITDA Non-GAAP Adjustments." Adjusted EBITDA has certain limitations because it excludes the impact of these expenses.
- (c) Adjusted EBITDA Margin is Adjusted EBITDA, divided by revenue.
- (d) Free Cash Flow is defined as net cash provided by, or used in, operating activities excluding restructuring costs and contingent consideration payments included in operating activities, less cash used for capitalized software development costs and capital expenditures. We believe Free Cash Flow is useful to investors as a liquidity measure because it measures our ability to generate or use cash.