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**

- Took weeks/months
- Cost thousands
- Required professionals

**Video solution: $30B+ market**

- Takes minutes
- Costs $10–$20/month
- Anyone can do it
Video fuels consumer action

~25M
Website builder customers

140M+
Social media business pages

10M+
E-commerce marketplace listings

Online visitors spend 85% more time on sites with video

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

Over 40% of product pages on Taobao already include video
Vimeo emerged from serving the demanding creativity community

- Computing
- Commerce
- Conversation
- Video

Designers
Creatives
Developers
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
Vimeo solves essential video needs

Creative Pros
Video Workflow & Production
Ogilvy Microsoft Pentagram

Businesses
Sales & Marketing

Enterprises
Corporate Communication
Deloitte National Geographic LinkedIn

Media Companies
Content Monetization
Twin
We will unlock our TAM by helping more businesses utilize video

- 1M+ Enterprises
- 800M+ SMBs
- 1.3M subs
- Enterprise ARPU $12,000+
- SMB ARPU $250+
- Blended ARPU $150+
Vimeo has already crossed $200M in recurring revenue

Vimeo Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>$103M</td>
</tr>
<tr>
<td>2018</td>
<td>$160M</td>
</tr>
<tr>
<td>2019</td>
<td>$196M</td>
</tr>
<tr>
<td>TTM</td>
<td>$209M</td>
</tr>
</tbody>
</table>

- **190+ Countries**: Global footprint
- **<2% of Revenue**: Top 10 customers
- **~4.5 Years**: Subscriber average life
- **60%+ of Fortune 500**: Have a Vimeo account
- **175M+**: Registered users
- **1.3M**: Paying subscribers
- **90%+ Subscribers**: On annual plans
- **99% Subscribers**: Are self-serve

(1) Excludes Magisto
Our customer base is growing significantly

1.3M subscribers at Q1’20

Businesses are over 65% of new subscribers today

Note: Segment data based on customer sampling
Freemium model fuels organic expansion

- 60%+ of paid subscribers come from free users
- 30%+ of paid subscribers migrate to higher tiers
- 35%+ of enterprise bookings pipeline from existing users

Note: Excludes Magisto
Customers consistently increase spend

**Average Revenue per User**

- 2016: $101
- 2017: $112
- 2018: $148
- 2019: $163
- Q1’20: $171

60%+ ARPU growth in 3 years

**Lifetime Revenue per Subscriber Cohort (Indexed)**

Note: Lifetime revenue excludes Magisto and Enterprise
They engage more deeply over time

Note: Excludes Magisto and Enterprise; Uploads/Creates for paying subscribers only

Average Month 1 Uploads/Creatives, by Cohort

Lifetime Revenue per Subscriber, by Cohort (Indexed)
We have a clear playbook to drive unit economics

Self-serve LTV/CAC (Indexed)

Enterprise LTV/CAC (Indexed)

2020 Priorities:
Creation, mobile app, partnerships

2020 Priorities:
New live and monetization tools, international, security

Note: Excludes Magisto
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

<table>
<thead>
<tr>
<th>Example Customer</th>
<th>Self-Serve</th>
<th>Converted to Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>$660</td>
<td>$220,000</td>
</tr>
<tr>
<td>Finance</td>
<td>$80</td>
<td>$70,000</td>
</tr>
<tr>
<td>Fitness</td>
<td>$700</td>
<td>$60,000</td>
</tr>
</tbody>
</table>

### 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
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

<table>
<thead>
<tr>
<th>Y/Y Growth</th>
<th>Q1’20</th>
<th>Near Term Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers</td>
<td>1.3M</td>
<td>10 - 15%</td>
</tr>
<tr>
<td>ARPU</td>
<td>~$170</td>
<td>10 - 15%</td>
</tr>
<tr>
<td>Revenue</td>
<td>$57M</td>
<td>20 - 30% (1)</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>% of Revenue</th>
<th>Q1’20</th>
<th>Long Term Target</th>
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<tbody>
<tr>
<td>Gross Margin</td>
<td>65%+</td>
<td>70%+</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>($11M)</td>
<td>20%+</td>
</tr>
</tbody>
</table>

(1) Ex-acquisitions
## Non-GAAP to GAAP Reconciliation

(In M's)

<table>
<thead>
<tr>
<th></th>
<th>Q1’20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjusted EBITDA</td>
<td>($11.4)</td>
</tr>
<tr>
<td>Amortization of intangibles</td>
<td>(3.1)</td>
</tr>
<tr>
<td>Depreciation</td>
<td>(0.1)</td>
</tr>
<tr>
<td>Operating loss</td>
<td>($14.6)</td>
</tr>
</tbody>
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