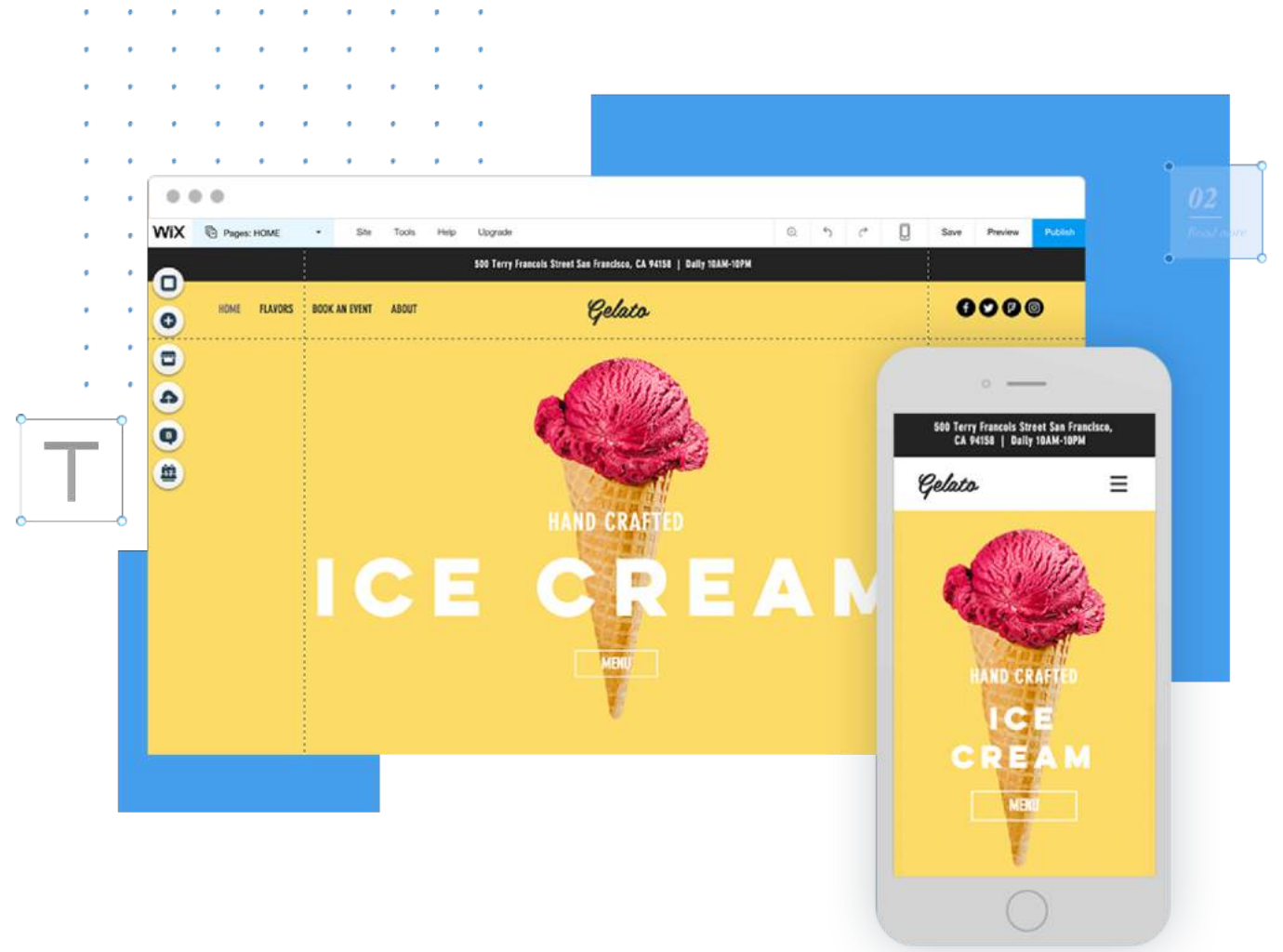


Knowing Millions of Users

Reuven J. Sherwin, VP Product
March 2018



Three Conferences, One Mission: Empower the European Digital Ecosystem



**Connecting Israel's Startups
with Large Corporates
and Investors**

13-14 March 2018
Haoman 17, Tel Aviv

Mission

**To promote Israel - European
relationships and enable funding**



**Connecting European
Champions
and Challengers**

6-7 June 2018
Tempodrom, Berlin

Mission

**To bring together future-shaping
executives and investors active
across segments driven
by digital revolution**



**Connecting
Capital with
Entrepreneurs**

30-31 October 2018
Old Billingsgate, London

Mission

**To provide a physical marketplace
that facilitates funding of
digital European companies
at all stages**

So how do you get to
know Millions of Users?

wix Vision

Enabling small businesses to compete with large ones, for humans to build their dreams on the internet, and start something new.

Wix in Numbers

>120M

Registered
users

>1.5M

New users each
month

~50%

Subscriptions from
free traffic sources

190

Countries with
Wix users

50%

Of employees
in R&D

11

Sites around
the world

0

Sales
people

Wix in Numbers

Zoom In

>120M

**Registered
users**

>1.5M

**New users
each month**

Who are Wix Users?

Bloggers



Designers Creating Portfolios



A photograph of three young boys running through a hallway. The boy on the left is wearing a light blue shirt and a dark vest. The boy in the middle is wearing a striped shirt and white pants. The boy on the right is wearing a dark jacket and a patterned shirt. They are all smiling and running towards the camera. The hallway has a tiled floor and a radiator on the left wall. A doorway is visible in the background.

Kids doing
Homework

A photograph of two medical professionals, a man and a woman, both wearing white lab coats and stethoscopes. They are looking down at a tablet computer held by the woman. The man is on the left, leaning in slightly, and the woman is on the right, holding the tablet. In the background, a microscope is visible on a desk. The text "Medical Business Owners" is overlaid on the right side of the image in a white, serif font.

Medical Business Owners

Couples getting Married





Boutique Law Firms

Online Store Owner



Who are Wix Users?

Anyone and Everyone wanting a Stunning
and Professional Online Presence

Knowing Millions of Users

Anyone and Everyone wanting a Stunning
and Professional Online Presence

Research

Market Research, Competitive Research

Data! Lots of Data!!!

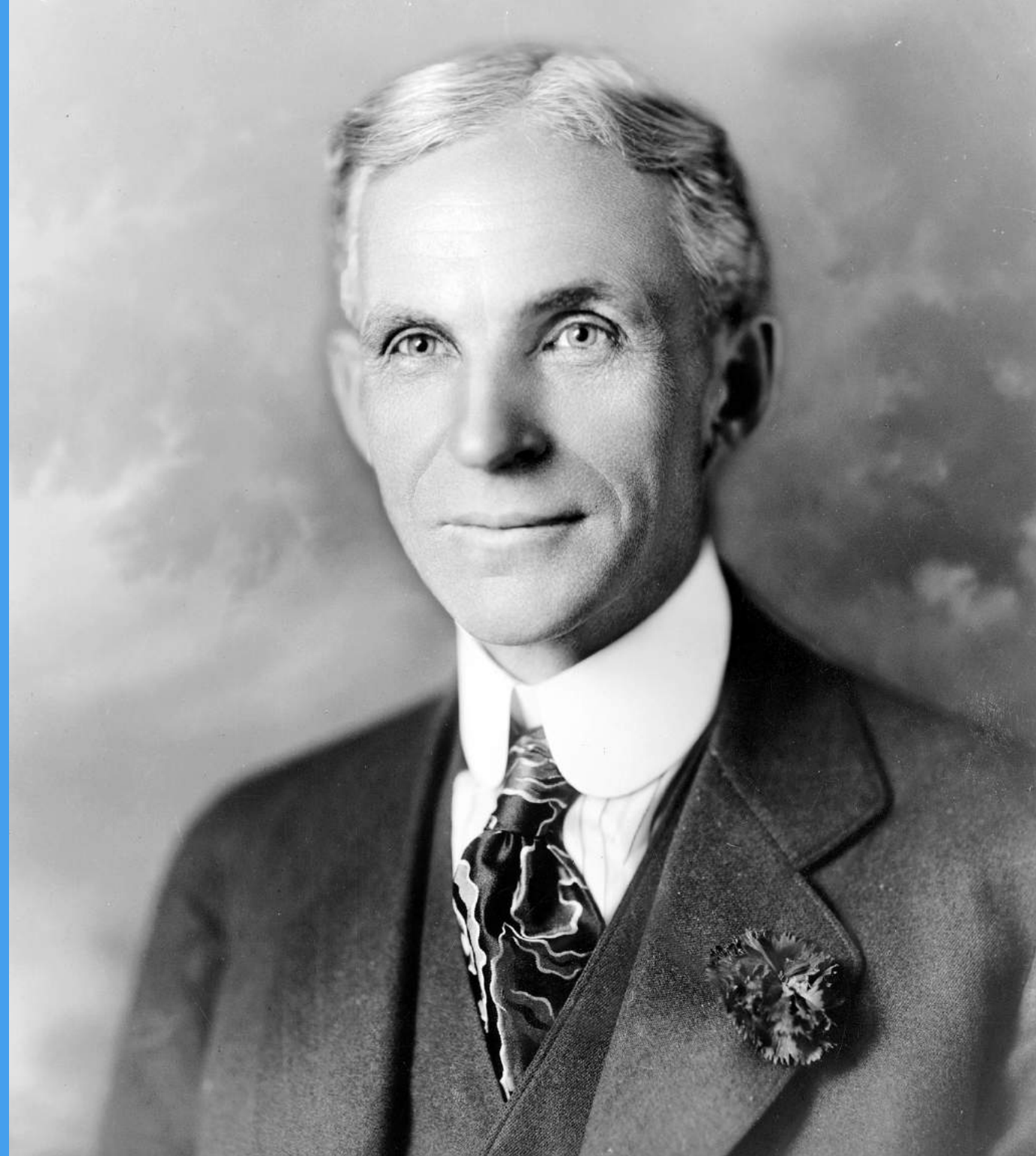
BI/BA, A/B Testing, User Feedback

Users! Users Everywhere...

BUT NOT Focus Groups, User Surveys

“If I had asked people what they wanted, they would have said *faster horses*”

Henry Ford, 1863-1947



Focus groups said
no one will pay 500\$
for a *smartphone*

Nokia, 2005



“500\$? For a phone
without a keyboard???”

Steve Ballmer, Microsoft, 2007



RIM executives deemed the
“Jesus phone” technically
impossible

RIM/Blackberry, 2007

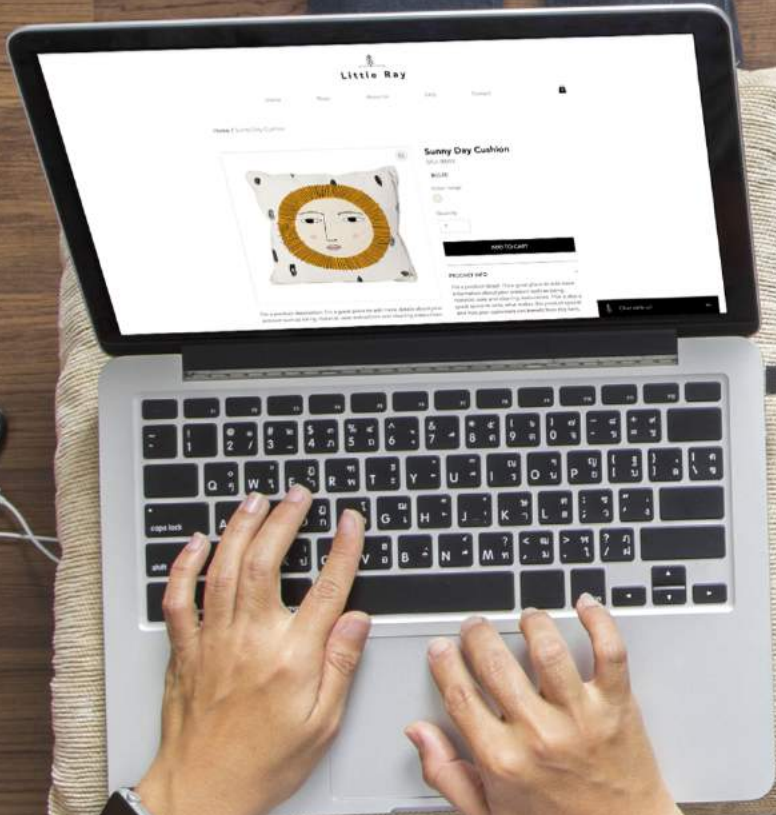


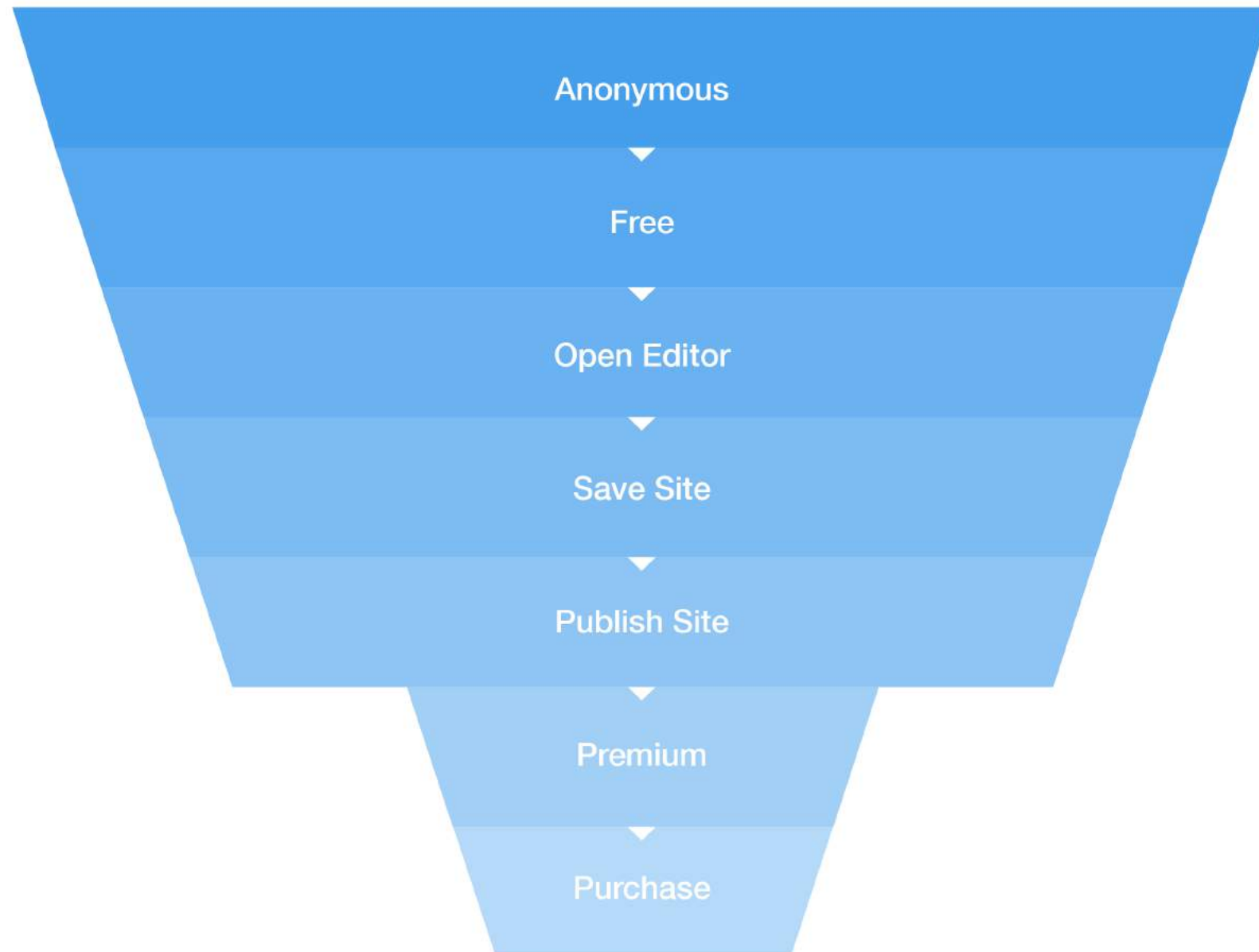
Can't trust Focus Groups.

Can't trust Surveys.

So What?

Interview your Users!





Knowing your Users

- You **don't** have to **do** what your **users tell** you to do.
- You **do** need to **know** what they **think** you **should** do.
- You **do** need to **know** what they **think** about what **you are** doing.
- And the best way to do this, is to **interview your users**.

wix.com

Thank You

Reuven J. Sherwin, VP Product

roov@wix.com

March 2018

EUROPE'S LEADING INTERNET CORPORATE FINANCE BOUTIQUE

Unique Industry Know-How

- ✓ Focus on Leading European Internet companies
 - Covering over 400 companies across 25 online verticals, a broad range of over 500 investors as well as 100+ online-focused corporates
- ✓ Deep understanding of industry dynamics
- ✓ Ability to add value beyond banking advice
 - Facilitates overall process and minimizes management distraction

Unmatched Network and Relationships

- ✓ NOAH Advisors is globally well connected and has direct access to virtually all key players in the industry
 - Knowledge of and strong relationships with potential buyers' key decision makers
 - Proactively finds and unlocks attractive investment opportunities for leading investors
- ✓ Annual NOAH Conference in its 8th year

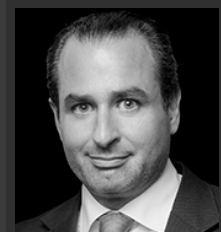
Strong Investment Banking Competence

- ✓ Over 40 years of combined relevant M&A experience
 - Routine execution of M&A and financing transactions with sizes of several billion euros
- ✓ 30 successfully completed NOAH Advisors transactions underline successful transfer of M&A competencies to the Internet sector

Full Commitment - We Are Entrepreneurs!

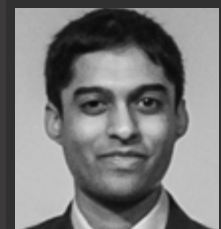
- ✓ Entrepreneurial mind-set, focused on growing the business and establishing a reputation for excellence
- ✓ Ability to deliver top results in short time frames
- ✓ Highly success-based compensation structures align interests of clients and NOAH Advisors, and demonstrate conviction to deliver top results
- ✓ Creative deal solutions

The NOAH Advisors Core Banking Team



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Selected Completed NOAH Transactions

August 2017
Acquisition of a Majority Stake in
Luminati
by
EMK Capital
Enterprise Management Knowledge
at a valuation of \$200m

Financial Advisor to EMK Capital

December 2016
Investment in
FLIXBUS
by
SILVERLAKE

Financial Advisor to Silver Lake

October 2016
Investment in
KäuferPortal
by
ProSiebenSat.1 Media SE and **GENERAL ATLANTIC**
84% Ownership

Exclusive Financial Advisor to KäuferPortal and its Shareholders

September 2016
Acquisition of a Majority Stake in
PARSHIP ELITE Group
by
ProSiebenSat.1 Media SE
from
OAKLEY CAPITAL
at a valuation of €300m

Financial Advisor to Oakley Capital

December 2014
Sale of 100% of
fotolia
for \$800m to
Adobe

Exclusive Financial Advisor to Fotolia and the Selling Shareholders

October 2014
Sale of 100% of
trovit
for €80m to
NEXT Co., Ltd.

Exclusive Financial Advisor to Trovit and its Shareholders

September 2014
Sale of controlling stake in
facile.it
to
OAKLEY CAPITAL

Exclusive Financial Advisor to Facile.it and its Shareholders

May 2014
bezeq wallao
www.wallao.co.il
sold 100% of
yad2.co.il
for \$228m to a joint venture between
axel springer and **GENERAL ATLANTIC**

Exclusive Financial Advisor to Yad2 and its Shareholders