



***Vimeo is the leading video software solution for businesses.  
We're on a mission to enable professional-quality video for all.***

### **About Vimeo**

Vimeo (NASDAQ: VMEQ) is the world's leading all-in-one video software solution. Our platform enables any professional, team, and organization to unlock the power of video to create, collaborate and communicate. We proudly serve our growing community of over 260 million users — from creatives to entrepreneurs to the world's largest companies.

### **Vimeo Quick Facts**

- Founded in 2004 in New York City
- 1,200+ employees in offices around the world (ex. Israel, India, Ukraine, UK)
- Vimeo has over 260 million users across more than 190 countries
- There are over 1.7 million paying subscribers using Vimeo's professional-level tools for video
- As of Q4, 89% of Fortune 500 companies have at least one account on Vimeo
- Revenue Growth: 38% FY 2021
- Over 7,000 customers coming to Vimeo through salesforce (Q4'21)
- Users add nearly 350,000 new videos to its platform daily
- Select customer list:
  - Coca-Cola
  - Bayer
  - Planet Fitness
  - Hearst Media
  - Rite Aid
  - Starbucks
  - Paychex
  - The Emmys
  - Zendesk
- Key customer segments:
  - Enterprises
  - SMBs
  - Creative professionals
  - Filmmakers
  - Marketers
  - Digital agencies
  - Non-profits
  - Educational Institutions

### **Vimeo Leadership**

- Anjali Sud, CEO, Vimeo
- Mark Kornfilt, President & CPO, Vimeo
- Gillian Munson, CFO, Vimeo
- Michael Cheah, General Counsel, Vimeo
- Eric Cox, Chief Revenue Officer, Vimeo
- Crystal Boysen, Chief People Officer, Vimeo
- Naren Venkataraman, Chief Technology Officer, Vimeo

### **Video Drives Impact**

- 85% of businesses leverage video as a marketing tool. (Source: Hubspot)
- Employees at video-savvy companies are nearly 70% more engaged at work and nearly 60% more likely to be confident that their companies will stay profitable through the pandemic. (Source: Vimeo and GlobalWebIndex)
- Employees are 75% more likely to watch a video than to read documents, emails, or web articles. (Source: Forrester)
- Using product videos on eCommerce sites can increase product purchases by 144%. (Source: Small Business Trends)
- Including a video on a landing page can boost conversion rate by up to 80%. (Source: Unbounce)

- Nearly 50% of internet users look for videos related to a product or service before visiting a store. (Source: Hubspot)
- Adding video to email increases open and engagement rates by 300%. (Source: MarTech Advisor)
- Video-supported social posts generate 12x higher shares than posts with images and text combined. (Source: Small Business Trends)

### **Vimeo Solves Essential Video Needs for Businesses:**

- Communications
  - Market to customers
  - Broadcast to global audiences
  - Monetize content
- Collaboration across team
  - Manage video libraries
  - Share video securely
  - Measure across platforms (e.g., FB, IG, etc.)
- Creation: Make better videos, faster and cheaper
  - Create and edit videos
  - Stream live
  - Record video messages
- Video Platform & Technology
  - Tested and scalable platform, more than a decade of video expertise
  - HDR video, up to 8K (first to bring HD to the web)
  - APIs & Integrations (ex. Shopify, Mailchimp, Hubspot, Constant Contact, GoDaddy)
  - Enterprise-class security and SSO

## **Company Milestones**

- 2004** Vimeo is founded by Jake Lodwick and Zach Klein, two filmmakers who wanted an easy and beautiful way to share videos with their friends.
- 2006** IAC acquires Connected Ventures, parent company of Vimeo, welcoming the growing platform into its emerging video unit.
- 2007** Vimeo becomes the first video-sharing site to support high-definition (HD) streaming.
- 2008** Vimeo launches its entry-level subscription service called Vimeo Plus. Later, Vimeo introduces additional premium subscription offerings—Vimeo PRO in 2011 and Vimeo Business in 2016—to address new product needs among growing customer segments. Together, these subscription plans serve as a foundation for Vimeo’s SaaS (software as a service) business.
- 2016** Vimeo acquires VHX, a platform for premium over-the-top (OTT) subscription video channels. Vimeo OTT, as it’s now called, enables anyone to build and customize video subscription service across all major platforms and connected devices. As of 2020, Vimeo currently powers over 1,000 OTT subscription services with more than a million collective subscribers.
- Vimeo evaluates the launch of its own consumer-facing subscription service.
- Vimeo’s SaaS business sees impressive subscriber growth while the team brings new and compelling features to market. “Vimeo Business” reaches \$1 million in bookings faster than any product in Vimeo’s history.
- 2017** Anjali Sud is appointed as CEO of Vimeo. Under Anjali’s leadership, Vimeo refocuses its strategy and doubles down on its professional SaaS solution. This means Vimeo will no longer invest in original content and seek to be a viewing destination. Instead, the company will focus on expanding its toolset for creative professionals and businesses to succeed with video.
- Vimeo acquires Livestream and launches Vimeo Live.

- 2018** Vimeo generates \$160 million in revenue in 2018. Mid-year reports show 30 percent growth in organic bookings with market share still in the single digits. IAC CEO Joey Levin notes “Vimeo remains the most underappreciated asset in our portfolio.”
- 2019** Vimeo generates nearly \$200 million in revenue in 2019, 20% YoY growth.
- Vimeo acquires Magisto, a video creation platform, to strengthen its position as the only end-to-end SaaS solution for video on the market.
- Vimeo introduces a new enterprise-grade solution for video communications at work called Vimeo Enterprise. This offering enables large organizations to securely host, share and manage live and on-demand video content across their teams, at scale, on one cohesive platform.
- 2020** The pandemic fuels demand for Vimeo’s video services as more businesses adapt to a digital-first world. Vimeo’s 2020 revenue has grown 40-50% YOY every month since March (see IAC monthly metrics [here](#)).
- Vimeo introduces a new partner ecosystem, *Powered by Vimeo*, to power video capabilities across some of the world’s biggest platforms—including Shopify, GoDaddy, Facebook, Pinterest, Eventbrite and Patreon.
- Vimeo continues to build out its software offerings for businesses, first with the launch of Vimeo Create, a video creation tool for small businesses to make and share high-impact social videos, and then with the launch of Vimeo Record, a free video messaging tool designed for distribution teams in the workplace.
- Vimeo raises \$150 million in new capital to accelerate its efforts in empowering every business with video. The funding comes from Thrive Capital (investments include Instagram, Slack and Stripe) and Singapore sovereign wealth fund GIC (investments include Snap, Alibaba and Spotify), and values the company at \$2.75 billion.
- IAC announces plans to spin-off its full stake in Vimeo, which, once approved by stockholders, will make Vimeo an independent, separately-traded public company.
- In December, Vimeo sees its highest month of year-over-year revenue growth—57 percent—for all of 2020.
- 2021** On January 25, Vimeo announces it raised an additional \$300M from outside investors— T. Rowe Price Group, Inc. and Oberndorf Enterprises— valuing Vimeo at more than \$5B.
- In May, Vimeo announces its first standalone earnings for Q1 2021. Revenue growth accelerated to \$89M, up 57% year-over-year, and enterprise revenue increased over 100% for the third consecutive quarter.
- Vimeo introduces a new corporate video library to centralize content in one secure, beautiful hub and unlock the power of video for every employee.
- On May 25, Vimeo began trading as a public company on NASDAQ under the symbol VMEO. Cowen analysts name Vimeo the best small to midcap stock pick.
- Vimeo announces support for videos created in Dolby Vision on Apple devices, making Vimeo the first open platform that retains Dolby Vision HDR quality video for playback online.
- In November, Vimeo launches Vimeo Events, a new platform for marketers to easily produce and promote live experiences and webinars, from beginning to end.
- The company announces the acquisition of two companies, Wirewax and Wibbitz, to expand its enterprise video suite, adding AI-video creation tools and interactive video functionality to Vimeo’s existing toolset.