



# 3Q 2024 Financial Results



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This presentation may contain forward-looking statements which constitute the views of the Company with respect to future events which can be identified by the use of forward-looking terminology such as "anticipate," "believe," "budget," "can," "continue," "commit," "control," "could," "estimate," "expect," "intend," "may," "ongoing," "plan," "potential," "predict," "project," "should," "will," "target" and similar words or phrases. However, not all forward-looking statements contain these identifying words. These statements may relate to our market size and growth strategy, our estimated and projected costs, margins, revene, expenditures and customer and financial growth rates, our financial outlook, our plans and objectives for future operations, initiatives or strategies. By their nature, these statements are subject to numerous uncertainties and risks, including factors beyond our control, that could cause actual results, performance or achievement to differ materially and adversely from those anticipated or implied in the forward-looking statements. These assumptions, uncertainties and risks include that, among others, our business would be harmed by any decline in new customers, renewals or upgrades, our limited operating history makes it difficult to evaluate our prospects and future results of operations, we operate in competitive markets, we may not be able to sustain our revenue growth rate in the future, our business would be harmed by any significant interruptions, delays or outages in services from our platform or certain social media platforms, and a cybersecurity-related attack, significant data breach or disruption of the information technology systems or networks could negatively affect our business, and such other risks and uncertainties described more fully in our documents filed with or furnished to the Securities and Exchange Commission, including our Annual Report on Form 10-K for the year ended December 31, 2023 as filed with the SEC on February 29, 2024, our Quarterly Report on Form 10-Q

The statements are made based upon management's beliefs and assumptions and on information available to management as of the date of this presentation. Forward-looking statements involve both known and unknown risks, and there is no assurance that such statements are correct or will prove, with the passage of time, to be correct. Actual events, results, achievements or performance may differ materially from those reflected, implied or contemplated by such forward looking statements. All forward-looking statements attributable to us are expressly qualified by these cautionary statements. Any past performance information presented herein is not a guarantee or indication of future results and should not be relied upon for such reason.

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This presentation also contains estimates and other statistical data made by independent parties and by us relating to market size and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such data and estimates. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which we operate are necessarily subject to a high degree of uncertainty and risk. Neither we nor our affiliates, advisors or representatives makes any representation as to the accuracy or completeness of that data or undertake to update such data after the date of this presentation.

In addition to financial information prepared in accordance with generally accepted accounting principles in the United States ("GAAP"), we use certain non-GAAP financial measures to clarify and enhance our understanding, and aid in the period-to-period comparison, of our performance. We believe that these non-GAAP financial measures provide supplemental information that is meaningful when assessing our operating performance because they exclude the impact of certain amounts that our management and board of directors do not consider part of core operating results when assessing our operational performance, allocating resources, preparing annual budgets, and determining compensation. The non-GAAP measures have limitations, including that they may not be directly comparable to other companies, and you should not consider them in isolation or as a substitute for or superior to our GAAP financial information. See the Appendix to this presentation for a reconciliation of non-GAAP financial measures to their nearest GAAP equivalent.

# Who is BigCommerce?

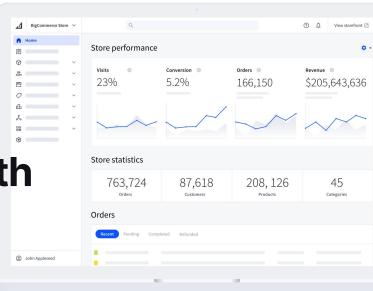
# BigCommerce is the Open SaaS platform for all stages of ecommerce growth

BigCommerce is the premier open SaaS and composable platform for ecommerce

We enable merchants to run best-of-breed technology solutions without friction

We're growing enterprise rapidly

We're the leader in omnichannel selling, helping merchants boost sales regardless of their size or existing platform



**GILDAN**°

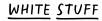


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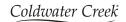


















#### BigCommerce at 9/30/24

#### **\$348M ARR**

+5% 3Q24 | +9% 3Q23 +20% 3Q22

#### Stabilizing revenue growth

+7% 3Q24 | +8% 3Q23 +11% 2023 | +27% 2022

+ 7%

Enterprise account ARR growth

**78**%

Q3'24 non-GAAP gross margin

#### **Target Customer Segments**

#### **Enterprise**

Mid-market target: \$1M-\$50M GMV Large enterprise target: \$50M+ **74% of account ARR** 

#### Non-enterprise

SMB target: <\$1M GMV 26% of account ARR

### **\$257M**Enterprise ARR

74% of total \$348M ARR

### \$43,600 enterprise account ARPA

+8% 3024 | +4% 3023

### 5,892 enterprise accounts

-1% 3Q24 | +7% 3Q23

#### New store launches:

The Gel Bottle, a fast-growing brand in the premium nail beauty industry, launched a new B2B site. Richer Sounds, the UK's largest high street electronics retailer, moved its online store to BigCommerce with a Feedonomics integration. Blinds To Go, a manufacturer and seller of customer window coverings, launched a new headless store on BigCommerce. Soft Surroundings, the 25-year-old apparel, accessories

**Surroundings**, the 25-year-old apparel, accessories and home goods brand, replaced its legacy platform with BigCommerce.



# **BigCommerce Enterprise accounts**

"Enterprise accounts" have at least one contracted enterprise plan.

These accounts include mid-market customers with \$1M-50M per year in GMV to enterprise customers with greater than \$50M per year in GMV

#### **Enterprise accounts:**

- (a) may require complex product feature sets
- (b) look for custom-negotiated, multi-year contracts
- (c) want technical and professional services offerings
- (d) include merchants in both mid market and enterprise segments

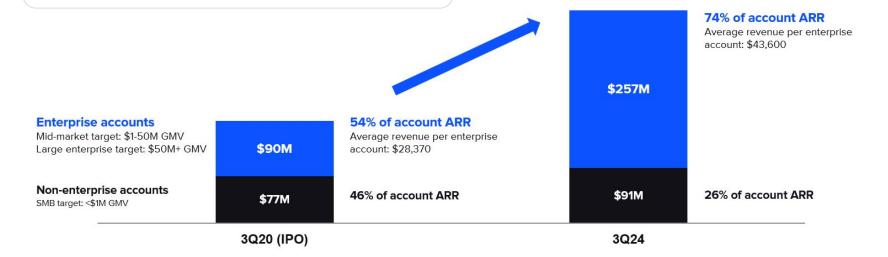
#### BigCommerce enterprise accounts @ IPO vs today

BigCommerce's enterprise business has grown rapidly in the brief time since IPO, driven by our key business strategy:

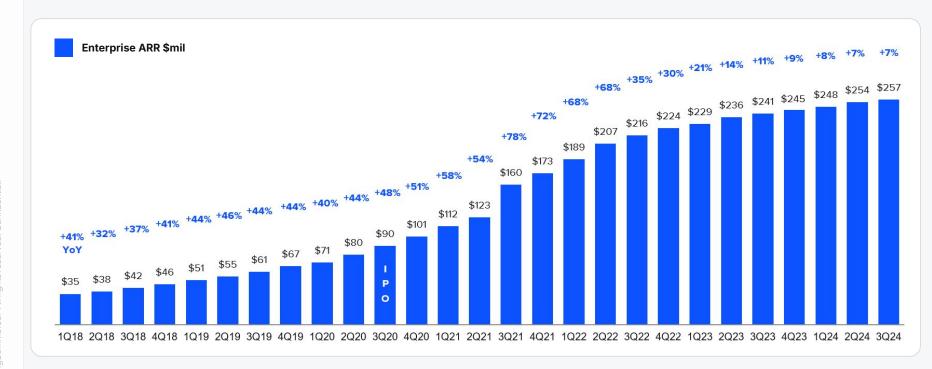
disrupting legacy enterprise ecommerce.

Enterprise account ARR

Retail account ARR



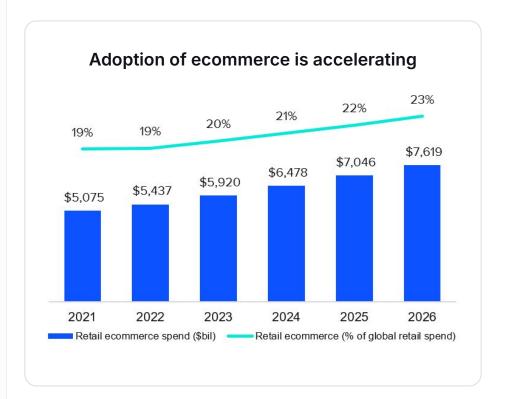
# Investing to win in the mid market and enterprise segments to drive Enterprise ARR growth



# The market BigCommerce serves



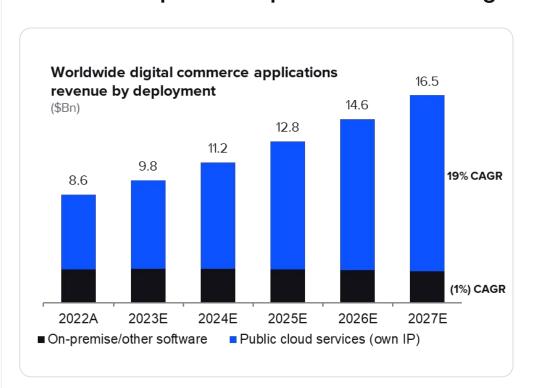
# Global ecommerce momentum continues to accelerate and gain long-term share over brick and mortar



Many enterprises use 'monolithic' legacy ecommerce platforms that need to be replaced for more modern and flexible architecture

Headless and composable commerce architecture makes implementing new ecommerce software for B2C and B2B merchants easier than the old rip-and-replace model

## BigCommerce serves B2C and B2B merchants all on one platform Ecommerce platform spend forecasted to grow to \$16.5B in 2027



Enterprises are choosing Cloud/SaaS over on-premise software

BigCommerce uniquely combines the flexibility of open-source with API-first composability and the benefits of multi-tenant SaaS

B2B application revenue spend is growing faster than B2C, and BigCommerce enables merchants to run B2C and B2B or a hybrid version on one platform

# The BigCommerce go to market strategy

#### B

#### Merchants want to be able to sell more everywhere.

Accelerate growth by easily listing products across social channels, marketplaces, search engines and new regions.

Drive channel performance through accurate and optimized listings.

Elevate customer experience through consistent listings, up-to-date inventory levels and automated order syncing for fast fulfillment.

Increase operational efficiency with a combination of automated and managed services.

**♥CVS**Health.

SONOS





#### B2B buyers across industries expect a modern experience

Similar to what they see in consumer-focused ecommerce

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& CBD

Healthcare.

Safety Supply

Medical &

Apparel,

Sports &

Outdoors

Manufacturing

Homegoods

& Building

Supply









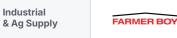
































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SAFETY SYSTEM





amtouch























PREMIER



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Clarion Safety Systems









#### **Composable commerce**

for enterprise ecommerce brands seeking the most modern approach to technology

For enterprise customers, now more than ever, flexibility and composability are especially important:

Freedom to mix, match and combine best-of-breed tech solutions to create a more customized and robust technology stack.

B2C and B2B merchants can now create the most modern customer experiences and enterprise grade solutions without limitations or complexity.











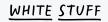


















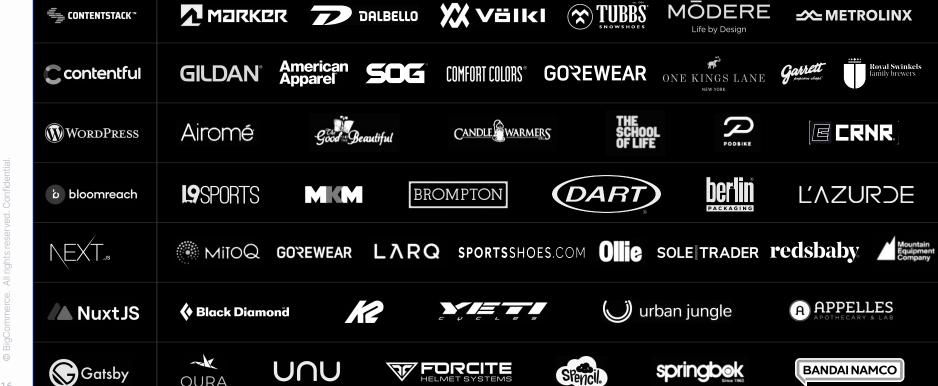








#### **Customer snapshot by integration**





### Strong enterprise customers across multiple verticals

















Coldwater Creek



WHITE STUFF



LARQ

PETER CHRISTIAN





francesca's

victoriahealth



**Electronics** 

**Beauty** 



Wall all

















Food &

**Beverage** 

Sports &

**Outdoors** 

**B2B** &

Industrial





DUXIANA\*















































Black Diamond





**FARMER BOY** 



















Harvard Business Publishing

Corporate Learning









#### An incredible ecosystem of best-of-breed partner solutions

**Omnichannel** Google Microsoft Meta TikTok Walmart : OTARGET COAY impact 🖈 logik.io 🗯 CARBON 6 Checkout, Fraud, Lending Signifyd **BOLT N**FRAUD affirm) Klarna. afterpay<> ZİP Payments **stripe aduen** worldpay P PayPal **Point of Sale #**clover TEAMWORK Square Zettle Heartland **(b)** lightspeed

Hosting/Insights/Analytics Glew. I'll' Fueled A Vercel Contentful CONTENTSTACK ERP/CRM — ORACLE NETSUITE HubSpot MarTech klaviyo attentive Intuit mailchimp omnisend ⊚ dotdigital **Justuno** √ Stamped



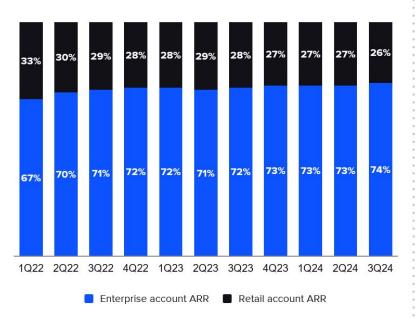
OMS RANDEMRET#IL deckcommerce FLUENT © PIPE17 Search and Merch dynamic yield bloomreach algolia searchspring Attragt FASTSIMON nosto A KLEVU Shipping and Fulfillment ----ShipStation ShipperHQ ShipBob extensiv Global@ fulfillment by amazon FedEx. = 2HL ∩aruar

# **Financials**



# Continued focus on high value enterprise accounts as mix continues to shift further towards larger B2C and B2B merchants

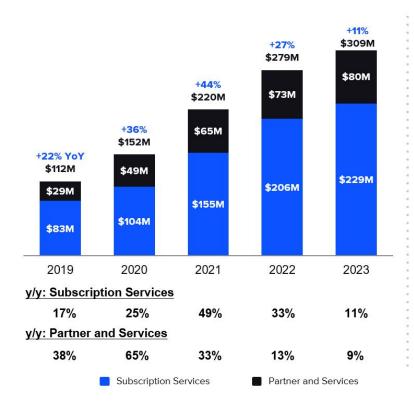


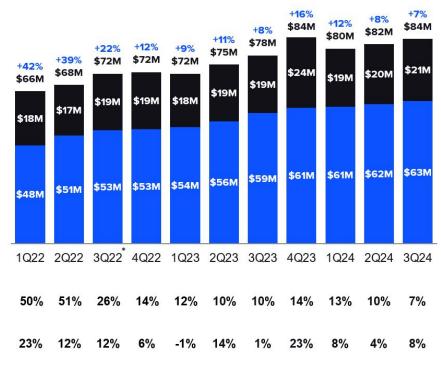


#### Enterprise account ARR (\$M)



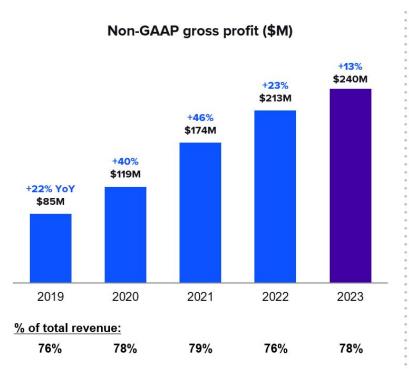
# Subscription revenue growth through shift to enterprise accounts

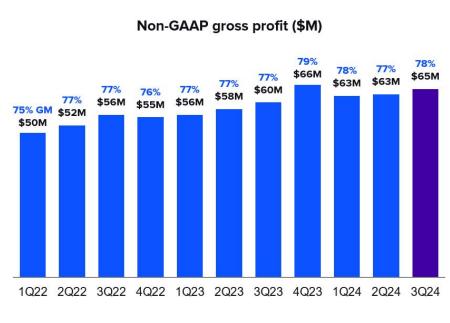






#### Healthy gross margin profile and profitable growth

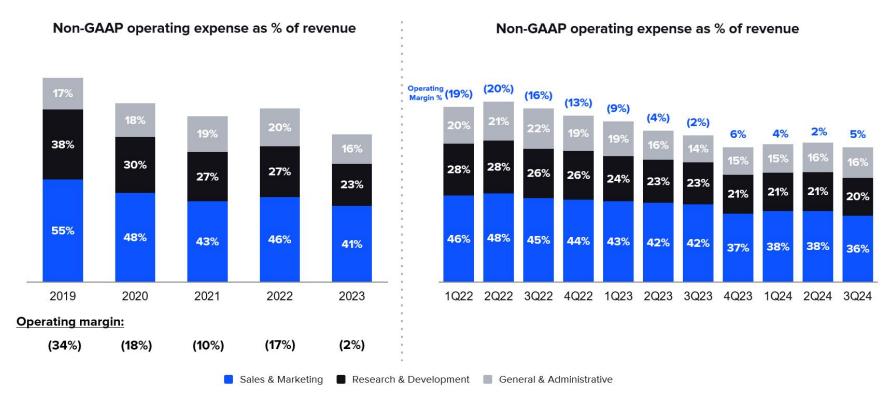




Note: Non-GAAP gross profit and gross margin exclude the effect of stock-based compensation and related payroll tax expense. See appendix for reconciliation of Non-GAAP measures to GAAP.



#### Committed to improving operating leverage and grow profitability



Note: Non-GAAP gross profit and gross margin exclude the effect of stock-based compensation and related payroll tax expense. See appendix for reconciliation of Non-GAAP measures to GAAP.



### **Key Metrics**

01

Annual revenue run-rate

04

Enterprise accounts as a percent of annual revenue run-rate

02

Subscription annual revenue run-rate

05

Average revenue per account for enterprise accounts

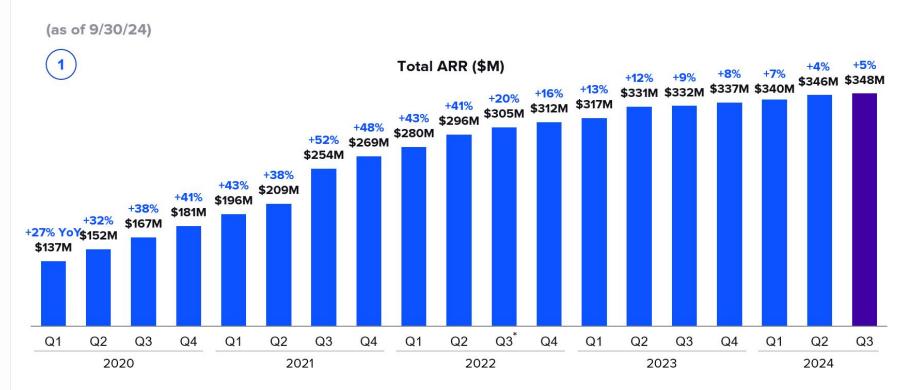
03

Annual revenue run-rate for enterprise accounts

06

**Number of enterprise accounts** 

# ARR growth expected to improve behind increased focus and investments in high value, high retention enterprise accounts...

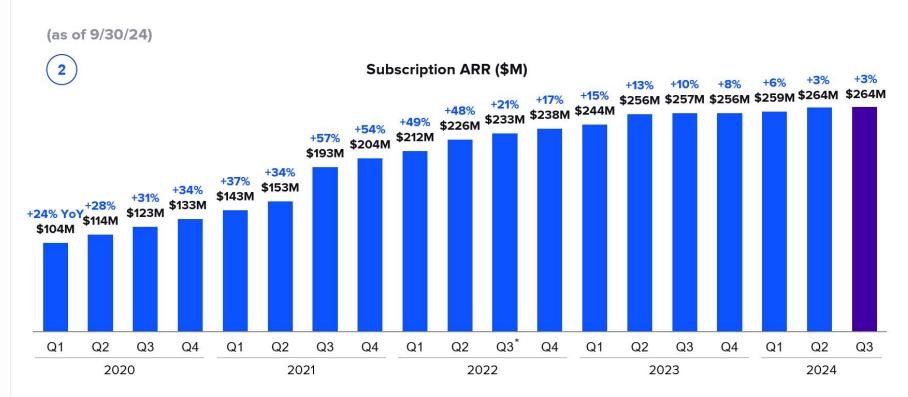


\*Note: Q3 2022 marks the 1 year anniversary of the Feedonomics acquisition

Note: Annual revenue run-rate ("ARR") is calculated as the sum of: (1) contractual monthly recurring revenue at the end of the period, which includes platform subscription fees, invoiced growth adjustments, feed management subscription fees, recurring professional services revenue, and other recurring revenue, multiplied by twelve to prospectively annualize recurring revenue, and (2) the sum of the trailing twelve-month non-recurring and variable revenue, which includes one-time partner integrations, one-time fees, payments revenue share, and any other revenue that is non-recurring and variable.



#### ...with consistent growth in Subscription ARR...

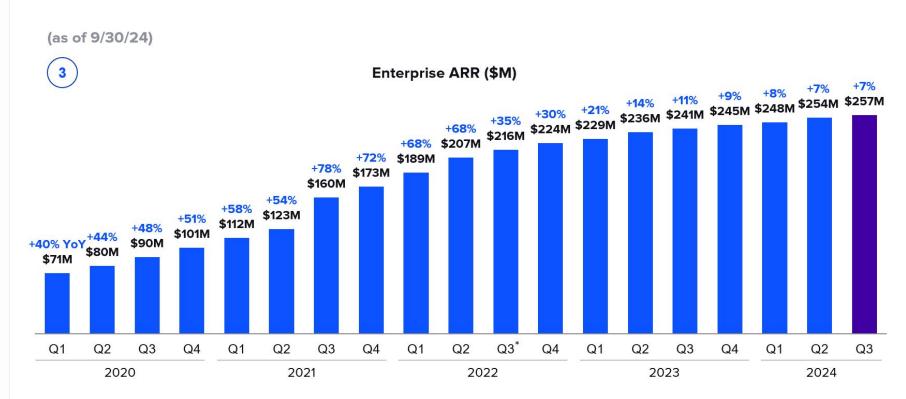


\*Note: Q3 2022 marks the 1 year anniversary of the Feedonomics acquisition

Note: "Subscription annual revenue run-rate" is calculated by subtracting the trailing twelve months of partner and services revenue from Total annual revenue run-rate



#### ...and enterprise accounts outpacing non-enterprise accounts

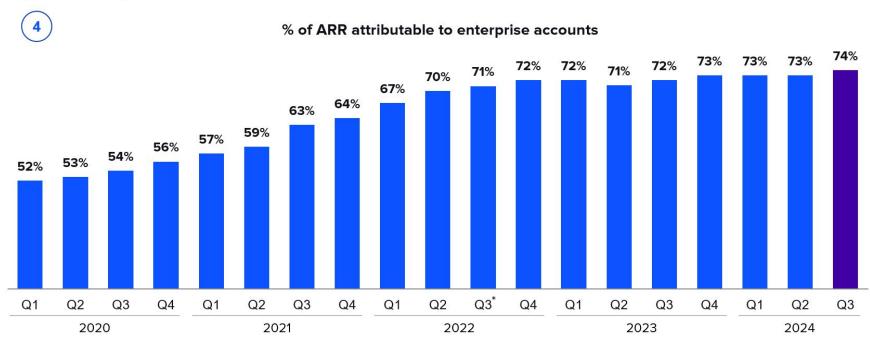


\*Note: Q3 2022 marks the 1 year anniversary of the Feedonomics acquisition

Note: Enterprise accounts represent any account with at least one BigCommerce enterprise plan

## 74% of ARR from enterprise accounts today, driven by resilient growth in mid market and enterprise segments





\*Note: Q3 2022 marks the 1 year anniversary of the Feedonomics acquisition

Note: Enterprise accounts represent any account with at least one BigCommerce enterprise plan

# Mid market strength and up market progress into enterprise segment driving steady growth in ARPA over time

(as of 9/30/24)



ARPA attributable to enterprise accounts (\$k)

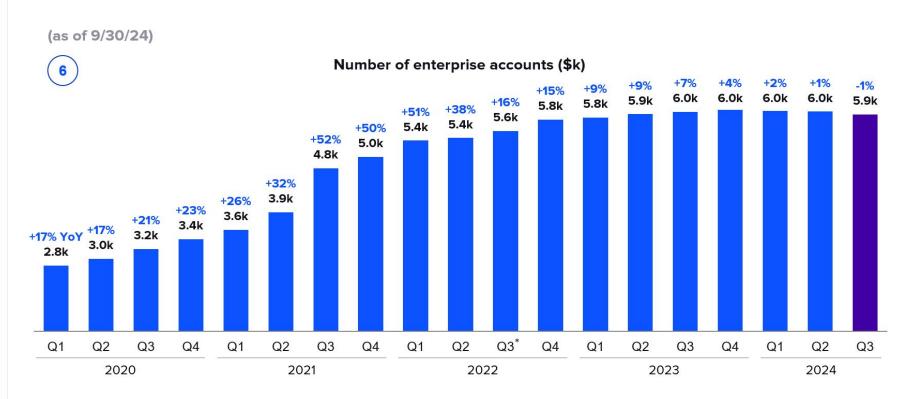


<sup>\*</sup>Note: Q3 2022 marks the 1 year anniversary of the Feedonomics acquisition

Note: Average revenue per account ("ARPA") for enterprise accounts is calculated at the end of a period by including customer-billed revenue and an allocation of partner and services revenue, where applicable.



## Sustainable revenue growth through high-value enterprise and mid market accounts



\*Note: Q3 2022 marks the 1 year anniversary of the Feedonomics acquisition

Note: Enterprise accounts represent any account with at least one BigCommerce enterprise plan. Year-over-year growth rates may not compute due to rounding.

# **Investment Highlights**



Revenue mix shift to mid-market and enterprise customers driving durable, consistent revenue growth and strong unit economics

### Large and growing addressable market

Strong, long-term secular tailwinds tied to digital commerce with TAM expanding beyond ecommerce platform spending in the US and abroad

#### **Strong gross margins**

High margin revenue share from established partnership agreements has driven consistently high gross margins

#### **Open SaaS**

Disruptive platform and partner approach that prioritizes enterprise functionality, best of breed technologies and freedom of choice for all merchants

#### Increasing operating leverage

Continuing to invest in long-term growth opportunities while managing spend to ensure sustained and balanced growth



# Appendix



#### **GAAP** income statement

		Three Months Ended September 30 (Unaudited)		Nine Months Ended September 30 (Unaudited)	
	2024	2023	2024	2023	
Revenue	\$83,710	\$78,045	\$245,899	\$225,245	
Cost of Revenue <sup>(1)</sup>	19,863	19,054	58,113	55,256	
Gross Profit	63,847	58,991	187,786	169,989	
Operating Expenses					
Sales & Marketing <sup>(1)</sup>	33,140	36,253	99,997	105,898	
Research & Development <sup>(1)</sup>	20,841	21,703	61,116	63,951	
General & Administrative <sup>(1)</sup>	16,435	14,342	46,800	45,264	
Acquisition Related Costs	334	1,067	1,001	9,317	
Restructuring Charges	9,880	5,795	12,452	6,215	
Amortization of Intangible Assets	2,434	2,033	7,353	6,099	
Total Operating Expenses	83,064	81,193	228,719	236,744	
Loss from Operations	(19,217)	(22,202)	(40,933)	(66,755)	
Gain on Convertible Note Extinguishment	12,110	_	12,110	_	
Interest Income	2,433	3,059	8,807	8,310	
Interest Expense	(1,908)	(721)	(3,348)	(2,165)	
Other Expense	(142)	(301)	(585)	(333)	
Loss Before Provision for Income Taxes	(6,724)	(20,165)	(23,949)	(60,943)	
Provision for Income Taxes	(269)	(145)	(691)	(552)	
Net Loss	(\$6,993)	(\$20,310)	(\$24,640)	(\$61,495)	



#### **Non-GAAP** reconciliation

Gross Profit	<u>Q1'22</u>	<u>Q2'22</u>	<u>Q3'22</u>	Q4'22	FY 2022	<u>Q1'23</u>	<u>Q2'23</u>	<u>Q3'23</u>	<u>Q4'23</u>	FY 2023	<u>Q1'24</u>	<u>Q2'24</u>	Q3'2
GAAP Gross Profit	\$48,947	\$51,343	\$54,866	\$53,939	\$209,095	\$54,311	\$56,687	\$58,991	\$65,203	\$235,192	\$61,921	\$62,018	\$63,84
Stock-based Compensation <sup>(1)</sup>	868	987	1,091	1,280	4,226	1,189	1,290	1,323	1,147	4,949	656	1,028	1,11
Non-GAAP Gross Profit	\$49,815	\$52,330	\$55,957	\$55,219	\$213,321	\$55,500	\$57,977	\$60,314	\$66,350	\$240,141	\$62,577	\$63,046	\$64,96
Non-GAAP Gross Margin	75%	77%	77%	76%	76%	77%	77%	77%	79%	78%	78%	77%	78%
Sales & Marketing													
GAAP S&M Expense	\$33,639	\$36,033	\$35,973	\$35,697	\$141,342	\$34,052	\$35,593	\$36,253	\$34,332	\$140,230	\$32,432	\$34,425	\$33,14
Stock-based Compensation <sup>(1)</sup>	2,975	3,567	3,254	3,757	13,553	2,867	3,566	3,626	3,415	13,474	1,867	3,138	3,32
Non-GAAP S&M Expense	\$30,664	\$32,466	\$32,719	\$31,940	\$127,789	\$31,185	\$32,027	\$32,627	\$30,917	\$126,756	\$30,565	\$31,287	\$29,81
Non-GAAP S&M as % of Revenue	46%	48%	45%	44%	46%	43%	43%	42%	37%	41%	38%	38%	36%
Research & Development													
GAAP R&D Expense	\$20,944	\$22,394	\$22,245	\$22,669	\$88,253	\$20,845	\$21,403	\$21,703	\$19,509	\$83,460	\$19,988	\$20,287	\$20,84
Stock-based Compensation <sup>(1)</sup>	2,563	3,042	3,144	3,639	12,388	3,503	3,943	4,124	1,908	13,478	3,476	3,273	3,76
Non-GAAP R&D Expense	\$18,381	\$19,352	\$19,101	\$19,030	\$75,865	\$17,342	\$17,460	\$17,579	\$17,601	\$69,982	\$16,512	\$17,014	\$17,07
Non-GAAP R&D as a % of Revenue	28%	28%	26%	26%	27%	24%	23%	23%	21%	23%	21%	21%	20%
General & Administrative													
GAAP G&A Expense	\$15,846	\$17,526	\$18,932	\$17,137	\$69,441	\$16,494	\$14,428	\$14,342	\$13,574	\$58,838	\$14,929	\$15,436	\$16,43
Stock-based Compensation <sup>(1)</sup>	2,702	3,338	3,296	3,483	12,819	3,079	2,573	3,028	1,105	9,785	2,592	2,582	2,68
Non-GAAP G&A Expense	\$13,144	\$14,188	\$15,636	\$13,654	\$56,622	\$13,415	\$11,855	\$11,314	\$12,469	\$49,053	\$12,337	\$12,854	\$13,75
Non-GAAP G&A as % of Revenue	20%	21%	22%	19%	20%	19%	16%	14%	15%	16%	15%	16%	16
Operating Income (Loss)													
GAAP Loss from Operations	(\$36,179)	(\$39,140)	(\$30,560)	(\$34,687)	(\$140,567)	(\$23,658)	(\$20,895)	(\$22,202)	(\$5,689)	(\$72,444)	(\$8,228)	(\$13,488)	(\$19,217
Stock-based Compensation <sup>(1)</sup>	9,108	10,934	10,785	12,159	42,986	10,638	11,372	12,101	7,575	41,686	8,591	10,021	10,89
Acquisition Related Costs	12,660	12,521	6,260	3,775	35,216	4,125	4,125	1,067	935	10,252	333	334	33
Restructuring Charges	-	_	-	7,332	7,332	420	-	5,795	219	6,434	_	2,572	9,88
Amortization of Intangible Assets	2,037	2,009	2,016	2,016	8,078	2,033	2,033	2,033	2,323	8,422	2,467	2,452	2,43
Non-GAAP Operating Income (Loss)	(\$12,374)	(\$13,676)	(\$11,499)	(\$9,405)	(\$46,955)	(\$6,442)	(\$3,365)	(\$1,206)	\$5,363	(\$5,650)	\$3,163	\$1,891	\$4,32
Non-GAAP Operating Margin %	(19%)	(20%)	(16%)	(13%)	(17%)	(9%)	(4%)	(2%)	6%	(2%)	4%	2%	5%

### **Adjusted EBITDA reconciliation**

		Three Months Ended September 30 (Unaudited)		ed September 30 ited)
	2024	2023	2024	2023
Net Loss	(\$6,993)	(\$20,310)	(\$24,640)	(\$61,495)
Stock-based Compensation <sup>(1)</sup>	10,892	12,101	29,504	34,111
Acquisition Related Costs	334	1,067	1,001	9,317
Depreciation	1,050	1,104	3,129	2,882
Amortization of Intangible Assets	2,434	2,033	7,353	6,099
Gain on Convertible Note Extinguishment	(12,110)	_	(12,110)	
Interest Income	(2,433)	(3,059)	(8,807)	(8,310
Interest Expense	1,908	721	3,348	2,16
Provision for Income Taxes	269	145	691	55
Restructuring Charges	9,880	5,795	12,452	6,2
Other Expense	142	301	585	33
Adjusted EBITDA	\$5,373	(\$102)	\$12,506	(\$8,13

#### Non-GAAP net income (loss) reconciliation

	Three Months Ended September 30 (Unaudited)		Nine Months Ended September 30 (Unaudited)	
	2024	2023	2024	2023
Net Loss	(\$6,993)	(\$20,310)	(\$24,640)	(\$61,495
Stock-based Compensation <sup>(1)</sup>	10,892	12,101	29,504	34,11
Acquisition Related Costs	334	1,067	1,001	9,31
Amortization of Intangible Assets	2,434	2,033	7,353	6,09
Restructuring Charges	9,880	5,795	12,452	6,2
Gain on Convertible Note Extinguishment	(12,110)	-	(12,110)	
Non-GAAP Net Income (Loss)	\$4,437	\$686	\$13,560	(\$5,753