

Q2 INVESTOR PRESENTATION

August 8, 2024



eventbrite



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This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended, that involve substantial risks and uncertainties. Forward-looking statements generally relate to future events or our future financial or operating performance and include our addressable market, revenue growth drivers and assumptions, and long-term financial model targets. In some cases, you can identify forward-looking statements because they contain words such as "may," "will," "appears," "shall," "should," "expects," "plans," "anticipates," "could," "intends," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these words or other similar terms or expressions.

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In addition, statements that "we believe" and similar statements reflect our beliefs and opinions on the relevant subject. These statements are based upon information available to us as of the date of this presentation, and while we believe such information forms a reasonable basis for such statements, such information may be limited or incomplete, and our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all potentially available relevant information. These statements are inherently uncertain and you are cautioned not to unduly rely upon these statements.

DISCLAIMER REGARDING NON-GAAP FINANCIAL MEASURES

This presentation includes certain non-GAAP financial measures not based on generally accepted accounting principles. We present non-GAAP financial measures when we believe that the additional information is useful and meaningful to investors. These non-GAAP financial measures are in addition to, and not a substitute for or superior to, measures of financial performance prepared in accordance with GAAP. The non-GAAP financial measures we use may differ from the non-GAAP measures used by other companies. We believe that the use of Adjusted EBITDA, Adjusted EBITDA Margin and Adjusted EBITDA per Ticket are helpful to our investors as these metrics are used by management in assessing the health of our business and our operating performance. These measures, which we refer to as our non-GAAP financial measures, are not prepared in accordance with GAAP and have limitations as analytical tools, and you should not consider them in isolation or as substitutes for analysis of our results of operations as reported under GAAP. You are encouraged to evaluate the adjustments and the reasons we consider them appropriate. See the appendix to this presentation for the reconciliations of non-GAAP financial measures to the most directly comparable GAAP measures. Some amounts in this investor presentation may not add due to rounding.

We have not provided an outlook for GAAP net income (loss) or GAAP net income (loss) margin or reconciliations of expected Adjusted EBITDA to GAAP net income (loss) or expected Adjusted EBITDA margin to GAAP net income (loss) margin, because GAAP net income (loss) and GAAP net income (loss) margin on a forward-looking basis are not available without unreasonable efforts due to the potential variability and complexity of the items that are excluded from Adjusted EBITDA and Adjusted EBITDA margin, such as share-based compensation expense, foreign exchange loss, and other non-recurring expenses.

DISCLAIMER REGARDING TICKETING, CREATOR AND EVENT METRICS

This presentation includes certain measures related to our ticketing business, such as paid ticketing metrics, paid creators and paid events. We believe that the use of these metrics is helpful to our investors as these metrics are used by management in assessing the health of our business and our operating performance. These metrics are based on what we believe to be reasonable estimates for the applicable period of measurement. There are inherent challenges in measuring these metrics, and we regularly review and may adjust our processes for calculating our internal metrics to improve their accuracy. You should not consider these metrics in isolation or as substitutes for analysis of our results of operations as reported under GAAP.

KEY INVESTMENT HIGHLIGHTS

01

A LEADING TICKETING
PLATFORM FOR
SMALL-TO-MID-
MARKET EVENTS

02

UBIQUITOUS BRAND
PRESENCE YIELDING
EFFICIENT CUSTOMER
ACQUISITION

03

TECH-ENABLED
SOLUTION WITH
SELF-SERVICE
SCALABILITY

04

PRODUCT-LED
ROADMAP EXPANDING
INTO ATTRACTIVE
NEW MARKETS

05

GROWTH AND
OPERATING
LEVERAGE ENABLE
VALUE CREATION



A LEADING TICKETING PLATFORM FOR SMALL-TO-MID- MARKET EVENTS

Eventbrite powers the global independent events economy by connecting hundreds of thousands of creators to millions of ticket buyers through our online ticketing and event marketing platform

EVENTBRITE AT A GLANCE

LAST 12 MOS.

\$3.5 B

Gross Ticket Sales

\$340 M

Revenue

\$38 M

Adjusted EBITDA

(\$14) M

Net Loss

359 K

Paid Creators

2.3 M

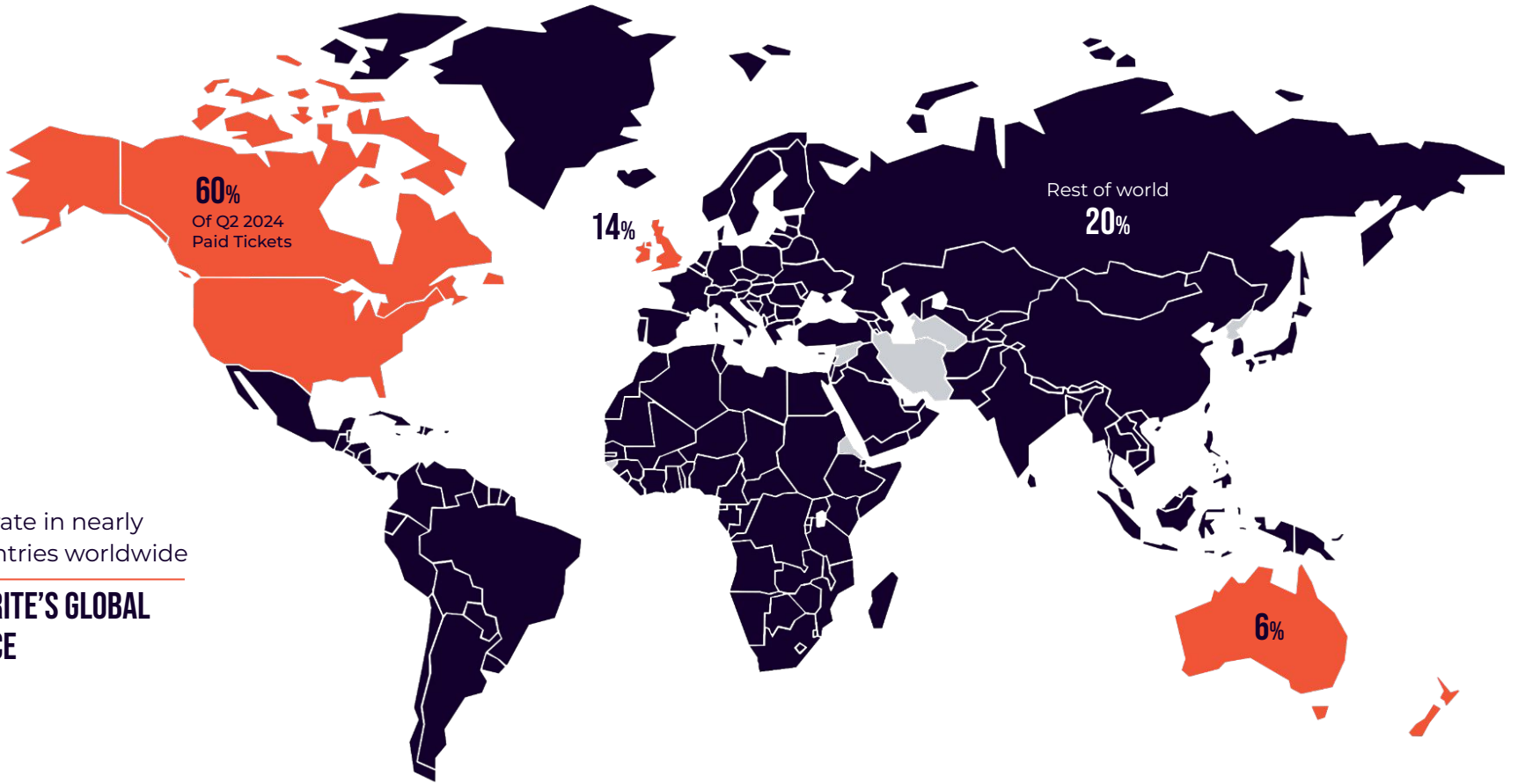
Paid Events

89 M

Paid Tickets

We operate in nearly
180 countries worldwide

EVENTBRITE'S GLOBAL PRESENCE



WE ENCOMPASS ALL CATEGORIES OF CREATORS

TICKETS /



38M

MUSIC



29M

BUSINESS +
PROFESSIONAL



25M

PERFORMING +
VISUAL ARTS



22M

HEALTH, SPORTS
+ WELLNESS



23M

COMMUNITY +
CULTURE



20M

FOOD + DRINK



14M

FAMILY +
EDUCATION



9M

CHARITY +
CAUSES

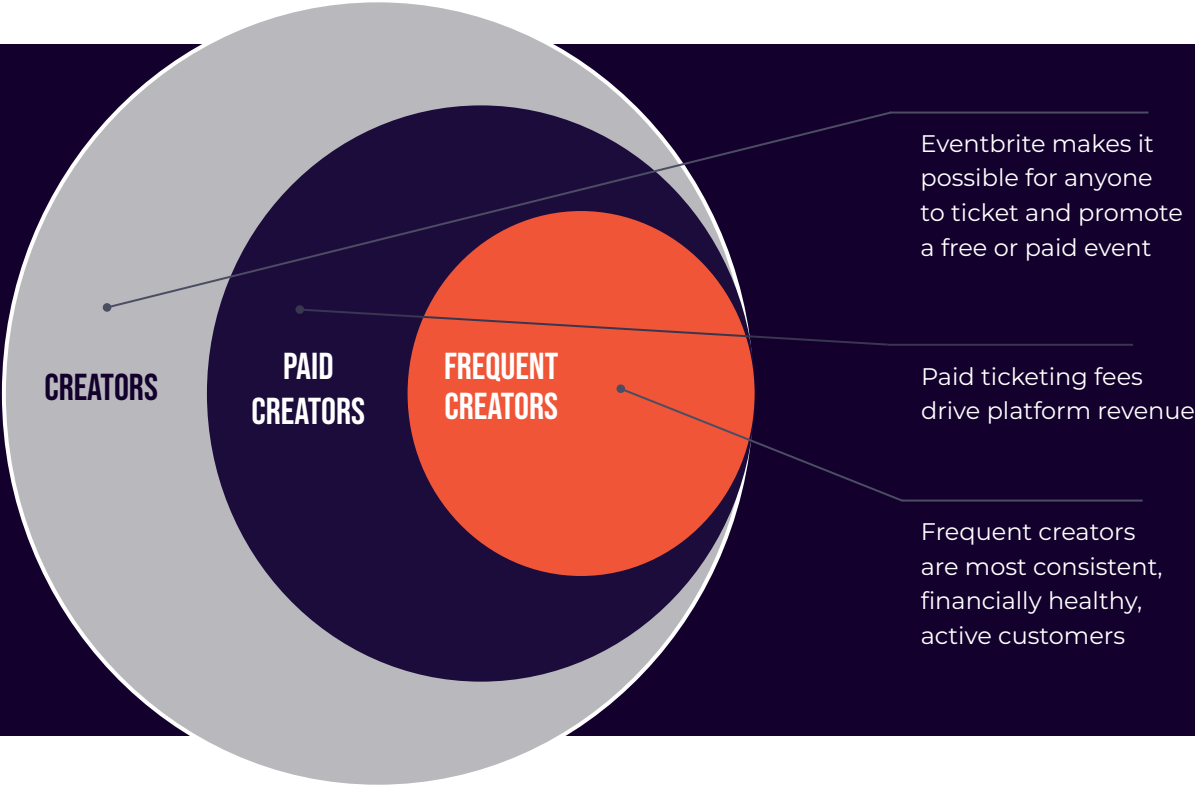
Trailing 12 month data as of Q2 2024, includes total free and paid tickets



UBIQUITOUS BRAND PRESENCE YIELDING EFFICIENT CUSTOMER ACQUISITION

Our leading position draws creators on a scale that dwarfs traditional live events, particularly frequent creators whose passionate followers return again and again for their high-quality events

Who eventbrite serves



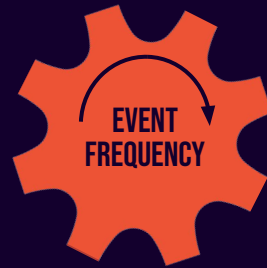
Data as of H1 2024

FREQUENT CREATORS DRIVE SCALE AND ACTIVITY

- ~ 4** Events hosted per quarter
- ~ 1/4** Of paid creator base
- ~ 60%** Of paid ticket volume



**EVENTBRITE
ATTRACTS
INDEPENDENT,
ENTREPRENEURIAL
CREATORS**



3.0

Average Paid Events
Held Per Creator



40

Average Paid Tickets
Sold Per Event



\$40

Average Ticket Value
Paid by Consumer



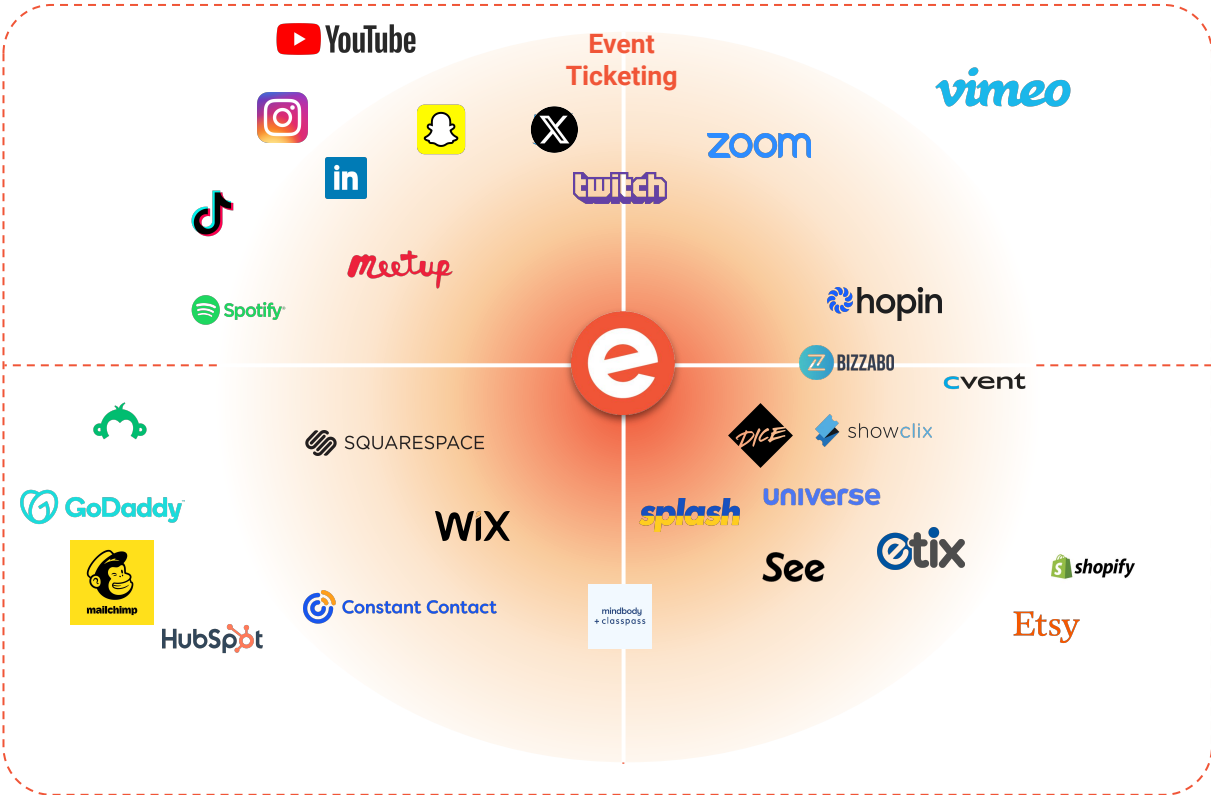
TECH-ENABLED PLATFORM WITH SELF-SERVICE SCALABILITY

We developed our platform to be accessible and intuitive for entrepreneurial creators, choosing to invest in self-service products that can be used with minimal training by a diverse user base

OUR PLATFORM UNITES WHAT CREATORS NEED

Audience
Platforms

Streaming
Tech



Marketing
Tools

Monetization
Tools

WE DEMOCRATIZE LIVE EVENTS

~98%

of creators
self-sign on
and start selling
on their own



THE EVOLUTION OF EVENTBRITE'S PRODUCT

EVENT PLATFORM

Elevating
access to live
experiences

CREATOR PLATFORM

Enabling
frequent
creators

GROWTH PLATFORM

Powering event
growth alongside
ticketing

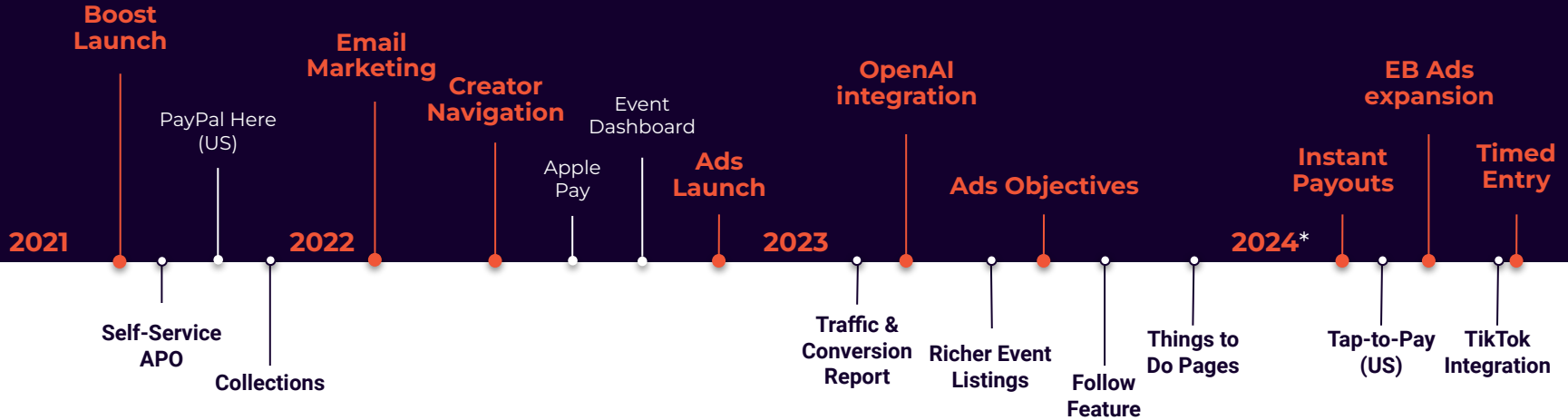
< 2016

2020

2022

2024+

EXPANDING CAPABILITIES FOCUSED ON BIGGEST LEVERS



2024 product releases and enhancements focused on:

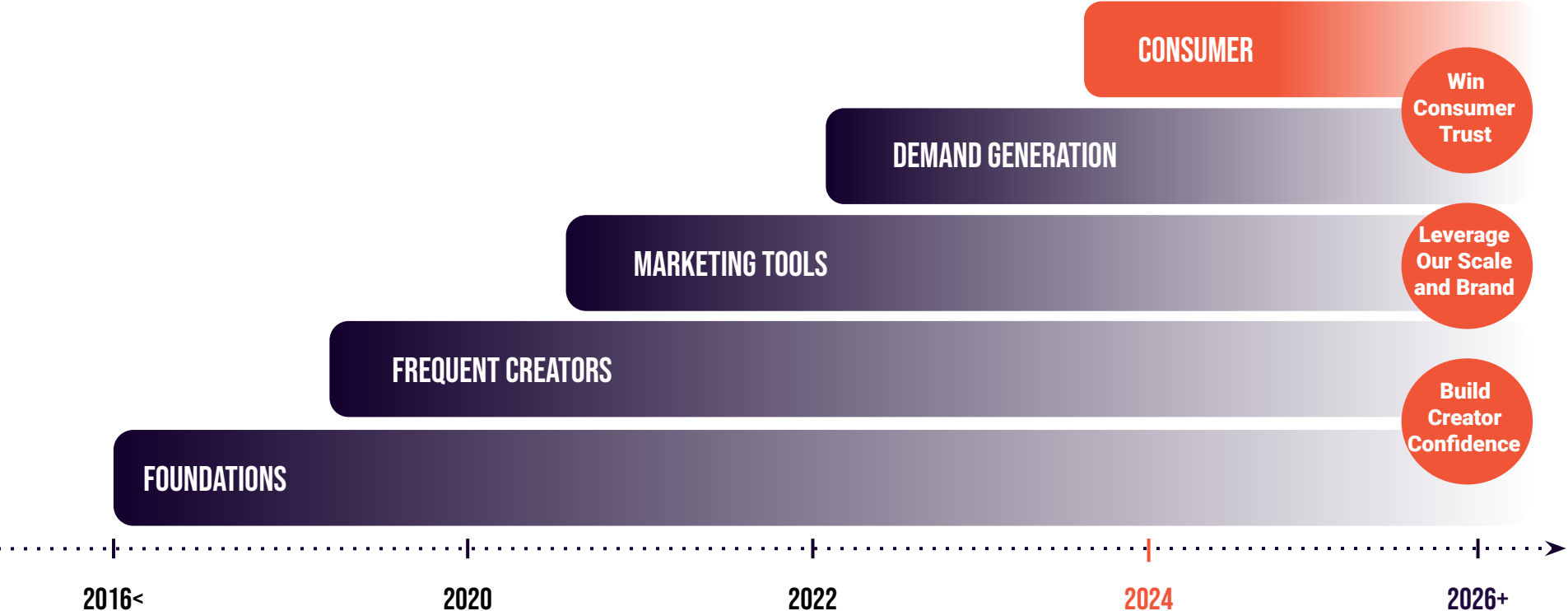
- Consumer Experience
- Creator Functionality
- Expansion of EB Ads
- Marketing Tools



PRODUCT-LED ROADMAP EXPANDING INTO ATTRACTIVE NEW MARKETS

We are transforming from a ticket processing platform to a ticket and events marketplace, flexing our consumer demand engine to help creators find, cultivate, and grow their audiences—and sell out their events

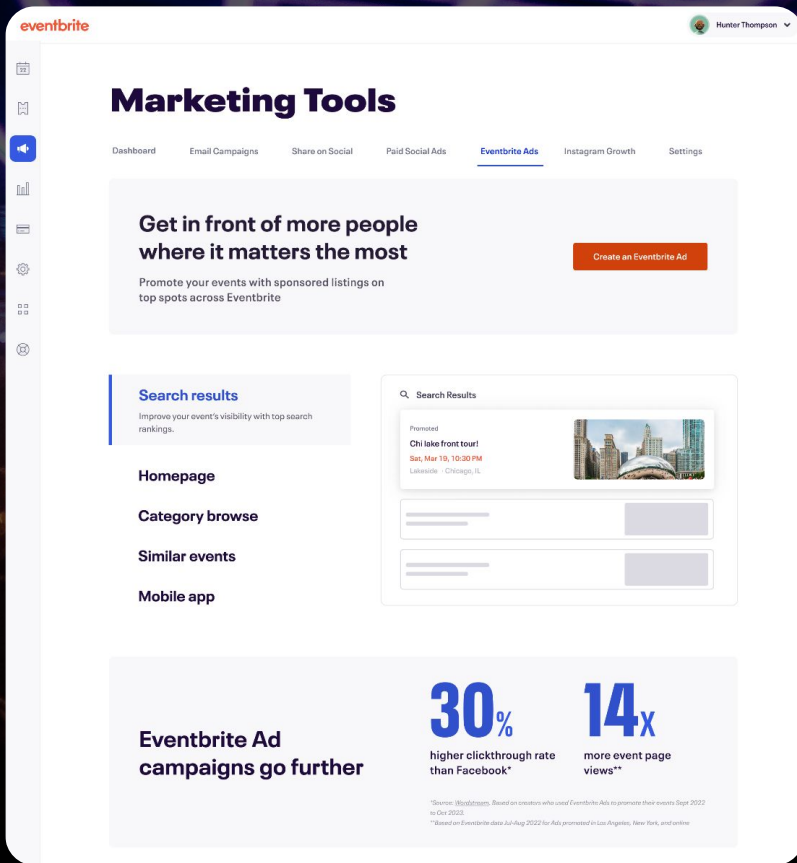
STRATEGICALLY LAYERING INVESTMENTS FOR PRODUCT-LED GROWTH



HELPING GROW EVENT SUCCESS

50%

Paid tickets influenced by
Eventbrite-driven demand



Moving into
**Eventbrite
Ads** for
promoted
listings



GROWTH AND OPERATING LEVERAGE DRIVE VALUE CREATION

Long-term value creation is powered by a business model with inherent operating leverage and new sources of revenue growth at structurally higher margins



OUR CREATORS' BUSINESS MODEL

Drivers of revenue growth



FAVORABLE EXTERNAL TRENDS AND MARKET FORCES
EVENTBRITE STRATEGY AND TACTICS
EVENTBRITE PRODUCT ROADMAP, MARKETING, SALES AND SUPPORT

Revenue growth assumptions



**+20% ANNUAL REVENUE GROWTH TARGET
OR STRONGER**

LONG-TERM FINANCIAL MODEL TARGETS

	FY 2023	LONG-TERM TARGET
Revenue	100%	100%
Cost of Revenue	32%	30% - 31%
Gross Margin	68%	68% - 70%
Product Development	30%	27% - 30%
Sales, Support & Marketing	23%	17% - 20%
General & Administrative	28%	22% - 24%
Add back: Depreciation & Amortization	(22%)	(23% - 26%)
Adj EBITDA	9%	20%+



Q2 2024

FINANCIAL UPDATE



Q2 2024 HIGHLIGHTS

- **Revenue of \$84.6 million grew 7%** year-over-year based on greater mix of marketplace-related revenue and improved take rate
- **Paid ticket volume of 21.2 million decreased 9%** year-over-year reflecting transition to two-sided marketplace strategy
- **Adjusted EBITDA of \$12.8 million** which included a loss recovery from a legal settlement of \$4.4 million and restructuring costs of \$0.1 million*
- **Eventbrite marketplace-related** revenue grew to over 13% of net revenue
- **Consumer reach of 27 million free and paid ticket buyers**, and 50% of paid ticket volume EB driven

* Net Income of \$1.1 million in Q2 2024



PAID TICKETS

Q2 paid ticket volume declined 9% year-over-year

Q2 average net revenue per paid ticket was \$3.98

Q2 paid ticket volume for U.S. events decreased 8% year-over-year

PAID CREATORS

Q2 paid creator count declined 7% year-over-year

Q2 paid frequent creator count declined 4% year-over-year

85,400 new free and paid creators published an event for the first time during Q2

Paid creators refers to creators with at least one paid ticket transacted in the period.

PAID EVENTS

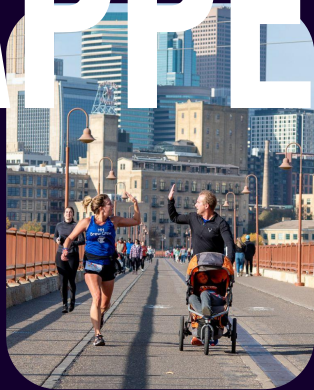
Q2 paid event count declined 6% year-over-year while Q2 total event count declined 12% year-over-year

Q2 average paid event frequency declined 1% year-over-year

Q2 average paid event size declined 5% year-over-year

Paid events refers to events with at least one paid ticket transacted in the period.

Q2 APPENDIX



Paid ticketing metrics

	2022					2023					2024	
	Q1	Q2	Q3	Q4	FY 2022	Q1	Q2	Q3	Q4	FY 2023	Q1	Q2
Paid Transacting Creators (K)	135.8	169.0	168.1	177.5	366.6	172.0	189.3	185.4	182.7	395.7	169.5	176.9
Paid Transacting Events (K)	440.4	513.1	519.7	535.9	1,716.0	533.1	563.0	560.8	545.8	1,819.5	523.5	528.7
Paid Tickets (M)	18.1	21.9	22.0	25.1	87.1	23.2	23.3	22.9	24.1	93.4	21.2	21.2
Gross Ticket Sales (\$M)	\$717	\$843	\$846	\$868	\$3,274	\$906	\$890	\$892	\$872	\$3,560	\$854	\$840
Net Revenue (\$M)	\$55.9	\$66.0	\$67.5	\$71.5	\$260.9	\$77.9	\$78.9	\$81.5	\$87.8	\$326.1	\$86.3	\$84.6

Paid transacting is defined as generating revenue within the specified period. Certain references prior to 2022 on paid creators were made on a published basis, and certain references prior to 2022 on paid events were made on a hosted basis, which differs from the transacting bases provided in this table.

Consolidated statements of operations

Unaudited (In thousands, except per share data)	Three Months Ended				Three Months Ended				Three Months Ended	
	Mar 31 2022	Jun 30 2022	Sep 30 2022	Dec 31 2022	Mar 31 2023	Jun 30 2023	Sep 30 2023	Dec 31 2023	Mar 31 2024	Jun 30 2024
Net revenue	\$ 55,875	\$ 66,041	\$ 67,472	\$ 71,539	\$ 77,914	\$ 78,912	\$ 81,544	\$ 87,764	\$ 86,252	\$ 84,551
Cost of net revenue	19,973	23,042	23,450	24,281	26,395	24,603	25,867	26,265	25,032	24,611
Gross profit	35,902	42,999	44,022	47,258	51,519	54,309	55,677	61,499	61,220	59,940
Operating expenses:										
Product development	18,518	22,541	22,249	23,038	26,564	23,486	23,041	25,203	26,684	26,057
Sales, marketing & support	13,148	14,263	14,455	7,426	17,060	15,679	21,063	20,772	20,869	24,521
General and administrative	18,817	19,495	20,596	22,377	21,718	21,826	23,137	24,588	21,237	15,816
Total operating expenses	50,483	56,299	57,300	52,841	65,342	60,991	67,241	70,563	68,790	66,394
Loss from operations	(14,581)	(13,300)	(13,278)	(5,583)	(13,823)	(6,682)	(11,564)	(9,064)	(7,570)	(6,454)
Interest income	17	440	1,950	4,025	5,453	6,926	7,569	7,547	7,407	7,382
Interest expense	(2,798)	(2,837)	(2,826)	(2,808)	(2,752)	(2,786)	(2,821)	(2,826)	(2,800)	(2,806)
Loss on debt extinguishment	-	-	-	-	-	-	-	-	-	-
Other income (expense), net	(620)	(4,556)	(7,050)	8,546	(953)	80	(2,357)	3,565	(1,253)	3,725
Loss before provision for (benefit from) income taxes	(17,982)	(20,252)	(21,204)	4,180	(12,075)	(2,462)	(9,173)	(778)	(4,216)	1,847
Income tax provision (benefit)	\$ 203	\$ (164)	\$ (80)	\$ (167)	\$ 611	\$ 459	\$ 762	\$ 159	\$ 274	\$ 784
Net income (loss)	\$ (18,185)	\$ (20,088)	\$ (21,124)	\$ 4,013	\$ (12,686)	\$ (2,921)	\$ (9,935)	\$ (937)	\$ (4,490)	\$ 1,063
Net income (loss) per share, diluted	(0.19)	(0.20)	(0.21)	0.04	(0.13)	(0.03)	(0.10)	(0.01)	(0.05)	0.01
Weighted-average number of shares outstanding, diluted	97,554	98,015	98,543	98,956	99,503	99,995	100,540	101,097	99,109	96,290

Key operating metrics and non-gaap financial measures

Unaudited (In thousands, except per ticket data)	Three Months Ended				Three Months Ended				Three Months Ended	
	Mar 31 2022	Jun 30 2022	Sep 30 2022	Dec 31 2022	Mar 31 2023	Jun 30 2023	Sept 30 2023	Dec 31 2023	Mar 31 2023	Jun 30 2024
Net loss	\$ (18,185)	\$ (20,088)	\$ (21,124)	\$ 4,013	\$ (12,686)	\$ (2,921)	\$ (9,935)	\$ (937)	\$ (4,490)	\$ 1,063
Add:										
Depreciation and amortization	3,763	3,486	3,810	3,801	3,515	3,193	3,226	3,826	3,594	3,649
Stock-based compensation	12,836	14,253	13,529	12,738	12,094	14,599	14,468	13,895	13,962	15,276
Interest income	(17)	(440)	(1,950)	(4,025)	(5,453)	(6,926)	(7,569)	(7,547)	(7,407)	(7,382)
Interest expense	2,798	2,837	2,826	2,808	2,752	2,786	2,821	2,826	2,800	2,806
Loss on debt extinguishment	–	–	–	–	–	–	–	–	–	–
Employer taxes related to employee equity transactions	357	210	167	115	356	203	273	140	427	365
Other (income) expense, net	620	4,556	7,050	(8,546)	953	(80)	2,357	(3,565)	1,253	(3,725)
Income tax provision (benefit)	203	(164)	(80)	167	611	459	762	159	274	784
Adjusted EBITDA	2,375	4,649	4,228	11,071	2,142	11,313	6,403	8,797	10,413	12,836
Net Revenue	\$ 55,875	\$ 66,041	\$ 67,472	\$ 71,539	\$ 77,914	\$ 78,912	\$ 81,544	\$ 87,764	\$ 86,252	\$ 84,551
Adjusted EBITDA Margin	4%	7%	6%	15%	3%	14%	8%	10%	12%	15%
Paid Ticket Volume	18,054	21,863	22,028	25,110	23,178	23,309	22,855	24,103	21,216	21,243
Net revenue per paid ticket	\$ 3.09	\$ 3.02	\$ 3.06	\$ 2.85	\$ 3.36	\$ 3.39	\$ 3.57	\$ 3.64	\$ 4.07	\$ 3.98



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THANK YOU

