

eventbrite

Q3 Investor Presentation

November 7, 2024



DISCLAIMER REGARDING FORWARD LOOKING STATEMENTS

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 and Adjusted EBITDA drivers and assumptions, and 2024 business outlook. 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.

All forward-looking statements are subject to a number of known and unknown risks, uncertainties, assumptions, and other factors that may cause the Company’s actual results, performance, or achievements to differ materially from results expressed or implied in this presentation, including those more fully described in the Company’s filings with the Securities and Exchange Commission, including the Company’s Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. Further information on potential risks that could affect actual results will be included in the subsequent periodic and current reports and other filings that the Company makes with the Securities and Exchange Commission from time to time. Investors are cautioned not to place undue reliance on these statements. Actual results could differ materially from those expressed or implied. All forward-looking statements are based on information and estimates available to the Company at the time of this presentation, and are not guarantees of future performance, and reported results should not be considered as an indication of future performance. Except as required by law, the Company assumes no obligation to update any of the statements in this presentation.

DISCLAIMER REGARDING NON-GAAP FINANCIAL MEASURES

We believe that the use of Adjusted EBITDA and Adjusted EBITDA margin is helpful to our investors in understanding and evaluating our results of operations and useful measures for period-to-period comparisons of our business performance as they are metrics used by management in assessing the health of our business and our operating performance, making operating decisions, and performing strategic planning and annual budgeting. These measures are not prepared in accordance with GAAP and have limitations as an analytical tool, and you should not consider them in isolation or as a substitute for analysis of our results of operations as reported under GAAP. In addition, other companies may not calculate non-GAAP financial measures in the same manner as we calculate them, limiting their usefulness as comparative measures. You are encouraged to evaluate the adjustments and the reasons we consider them appropriate. Some amounts in this presentation may not add due to rounding. See the appendix to this presentation for the reconciliations of non-GAAP financial measures to the most directly comparable GAAP measures.

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 rate gains or losses, 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.



We aspire to be
**THE INDISPENSABLE MARKETPLACE
FOR LIVE EXPERIENCES**

KEY INVESTMENT HIGHLIGHTS

01

A LEADING POSITION
IN LARGE, GLOBAL,
GROWING MARKET

02

MASSIVE BASE DRIVES
MARKETPLACE
FLYWHEEL DYNAMICS

03

MULTIPLE LEVERS TO
DRIVE LONG-TERM
REVENUE GROWTH

04

DISCIPLINED FOCUS TO
DRIVE SUSTAINABLE
FINANCIAL RETURNS

SCALED AND TRUSTED **EVENTS MARKETPLACE**



LARGE CONSUMER AUDIENCE

87 million monthly average users and 302 million free and paid tickets in 2023 and a plan to drive greater event discovery



STRONG CONSUMER BRAND

#1 share of mid-market events with 43% aided brand awareness among 21 to 35 year-old active event-goers



TRUSTED EVENTS MARKETPLACE

A trusted event platform among active event goers and independent creators



POWERFUL CREATOR SOLUTIONS

From ticketing to driving demand, Eventbrite offers powerful and easy-to-use tools to drive creator success



HIGH QUALITY, IN-DEMAND INVENTORY

Over 5 million events held on the platform in 2023 and a sales and marketing strategy designed to attract high-impact events to the platform

POWERFUL EVENTS PLATFORM FOR CREATORS AND CONSUMERS

CONSUMERS

Intuitive User Experience

Purpose-built site and consumer app designed with trust, safety and convenience at the center

Active Event-Goers

21 to 35-year-old active event-goers are our primary consumers

High-Quality Events

We offer consumers a wide array of high-interest, high-demand events

Local Focus

We employ a metro-by-metro strategy for local relevance

CREATORS

Powerful, Intuitive Tools

Easy-to-use event capabilities that enable creators to market and ticket events in minutes

Multi-Channel Amplification

Marketing tools, Ads and social media integrations expand audience reach

Service and Support

Service and support that enables creators to focus on the success of events

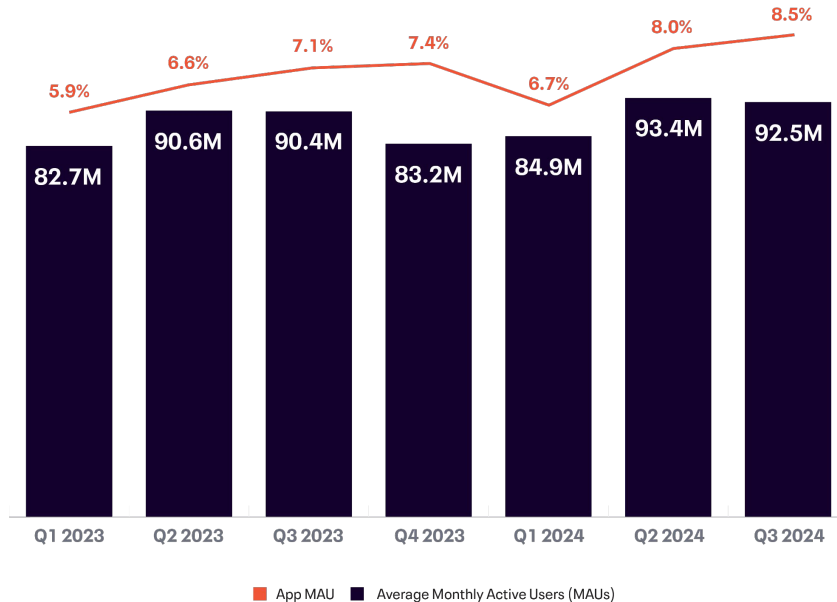
Trusted Platform

A trusted and reliable platform that gives consumers confidence when purchasing tickets

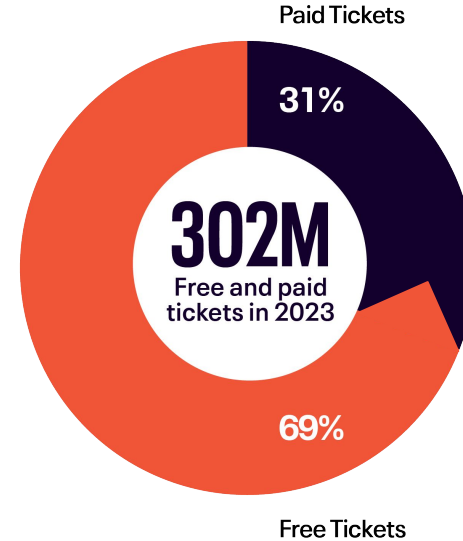
CONSUMER FOCUS DRIVES DEMAND

Our focus on the consumer helps to drive demand for events and increase ticket sales

MOBILE APP DRIVES GREATEST CONSUMER ENGAGEMENT AND PURCHASE FREQUENCY

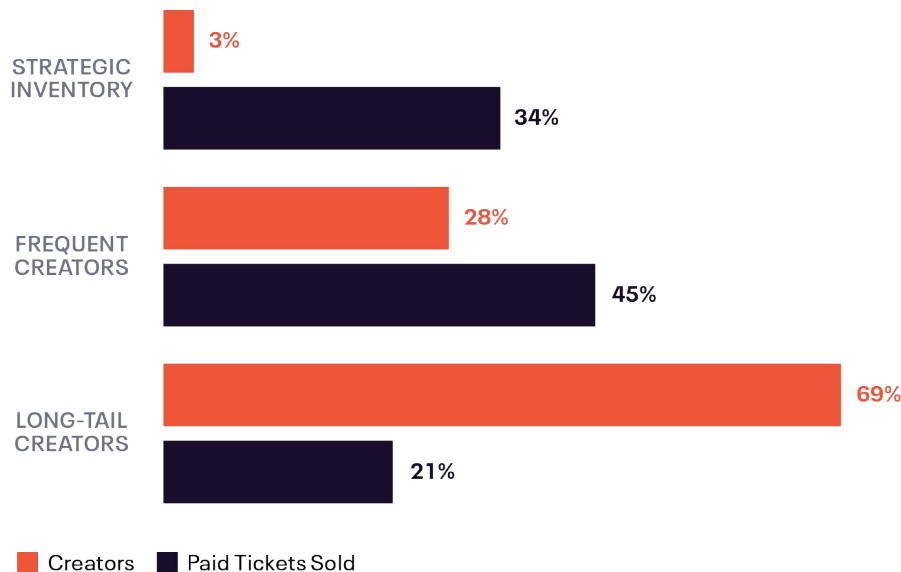


FREE TICKETS DRIVE STRONG ECOSYSTEM



DESIGNED TO SERVE A WIDE RANGE OF CREATORS' NEEDS

FREQUENT CREATORS DRIVE PAID TICKETS



STRATEGIC INVENTORY CREATORS

- Host popular and culturally relevant events
- Primarily acquired through our Sales channel
- Annual contracts with access to working capital
- 30+ events per year, 3,000+ paid tickets

FREQUENT CREATORS

- Consistently hold 3+ high-quality local paid events per quarter
- Generate largest proportion of paid tickets
- Largely serviced in the Self-Sign On channel
- 12+ events per year, 350+ paid tickets

LONG-TAIL CREATORS

- Host the broadest, most diverse selection of emerging events
- Represent majority of eventbrite Creators
- Extends brand ubiquity and competitive moat
- 1+ event per year, 50+ paid tickets

Data as of FY 2023

Creator splits used for analysis purposes and not technical external definitions

LARGE AND ATTRACTIVE MARKET

Eventbrite is a large player in a fragmented market with unique capabilities

TARGETED CREATOR TYPES

- Veteran event/venue owners motivated to entertain and inspire large, growing audiences – Music/Festivals, health & wellness, attractions
- Events business motivated to create memorable experiences and expand line up – Music, performing arts, professional services, tour hosts
- Event-centric entrepreneurs motivated to reach and entertain people – Comedy shows, events agency/promoter, community fairs

BENEFITS OFFERED TO CREATORS

- Easy to use, trusted, and budget-friendly event hosting platform
- Demand generation tools and data
- Wide reach of ~90M monthly Consumers
- Search engine and social media visibility
- Service and support
- Working capital for proven, high quality creators



SERVING A BROAD SPECTRUM OF EVENT CATEGORIES

TICKETS /



36M

MUSIC



28M

BUSINESS +
PROFESSIONAL



25M

PERFORMING +
VISUAL ARTS



22M

HEALTH, SPORTS
+ WELLNESS



23M

COMMUNITY +
CULTURE



19M

FOOD + DRINK



13M

FAMILY +
EDUCATION

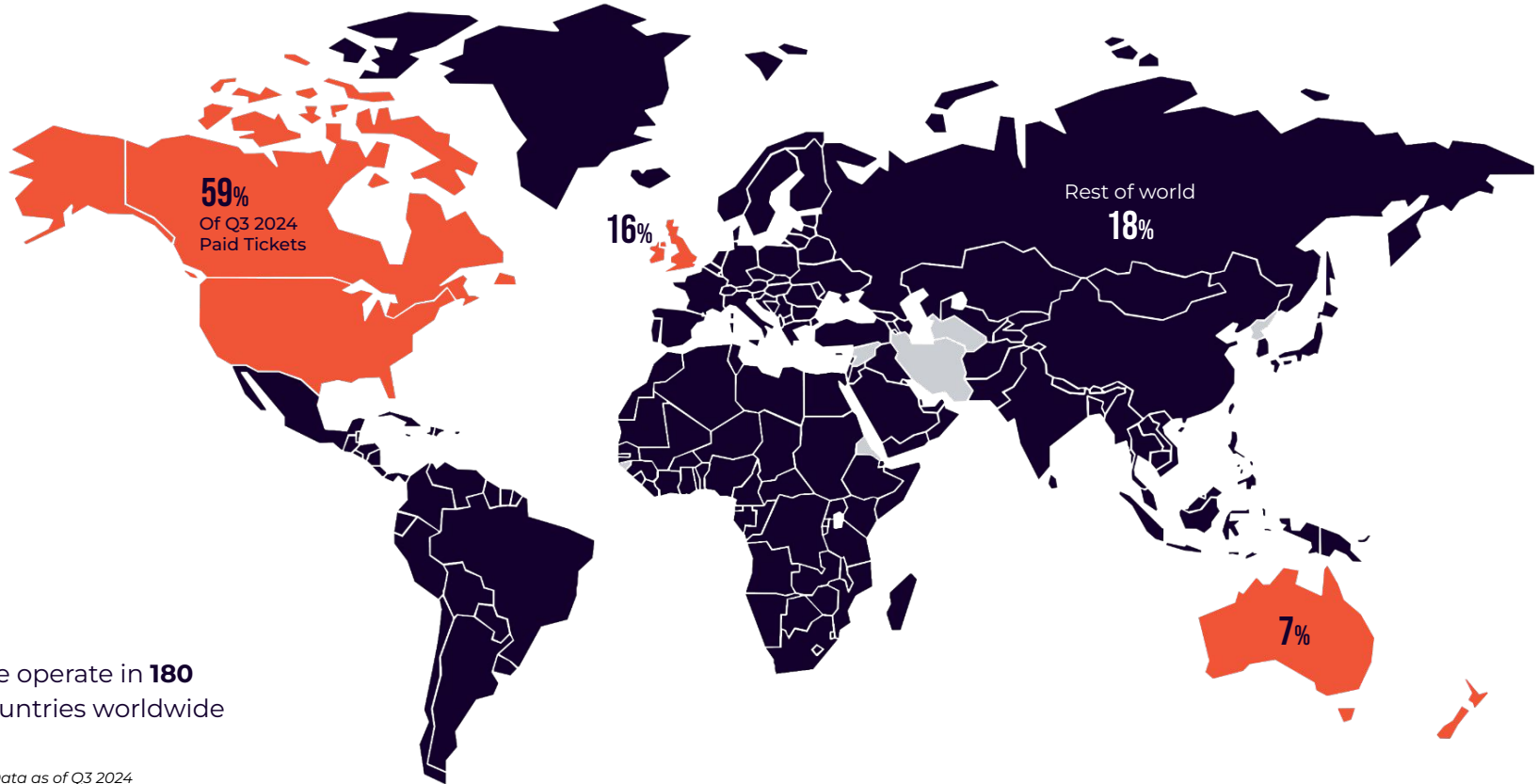


9M

CHARITY +
CAUSES

Trailing 12 month data as of Q3 2024, includes total free and paid tickets

GLOBAL PRESENCE PROVIDES A LARGE OPPORTUNITY FOR GROWTH



We operate in **180**
countries worldwide

Data as of Q3 2024

POWERFUL FLYWHEEL DYNAMICS

Our marketplace flywheel drives traffic, brand recognition and creator loyalty



DRIVING CONSUMER MOMENTUM



INCREASE TICKET SALES

Both free and paid tickets fuel the business. Free tickets increase our consumer reach and in turn consumers come back and buy tickets

65 million total tickets transacted (free and paid) in the third quarter



BUILD LOYALTY

Generate repeat purchases among consumers who we know attend events

32% of consumers have bought 3+ tickets within the last 12 months



ATTRACT CUSTOMERS

Consumers represent a significant growth opportunity, are highly valued by our creators, and are crucial to creating strong marketplace dynamics

Consumer reach extended to over 92 million average monthly active users leading to 26 million individual consumers who transacted in the third quarter



DELIVERING CREATOR VALUE



WIN CREATORS

Attract creators who host large, popular events in major cities (metros). High-quality events supply brings consumers into the marketplace

333,000+ total creators, with over 82,000 new creators acquired this quarter, held over 1.4 million events



MARKET EVENTS

Marketing tools help grow event success by creating more buying demand, which makes the marketplace attractive to creators

Record number of over 10k creators using Eventbrite Ads to promote their events



INCREASE TICKET SALES

Having a large consumer audience and the ability to drive ticket sales through ads and marketing tools enables creators to sell more tickets to their events

47% total tickets sold were influenced by eventbrite-driven demand



Nightlife Popscore
San Francisco, USA



Kindred Togetherness
London, UK

MULTIPLE LEVERS TO DRIVE GROWTH

CONSUMERS

FOCUS ON STRATEGIC INVENTORY

- Attracts consumers
- Drives creators to produce more in-demand offerings

ELEVATING VISIBILITY AND DISCOVERABILITY

- Personalization and ease of our mobile app
- Using existing distribution partnerships to build upon top-of-funnel traffic
- Forthcoming app refresh

CREATORS

DEVELOP AND IMPROVE SELF SIGN-ON FEATURES

- Inexpensive, frictionless way to acquire and win back creators
- More flexible pricing
- Better education of the value Eventbrite offers

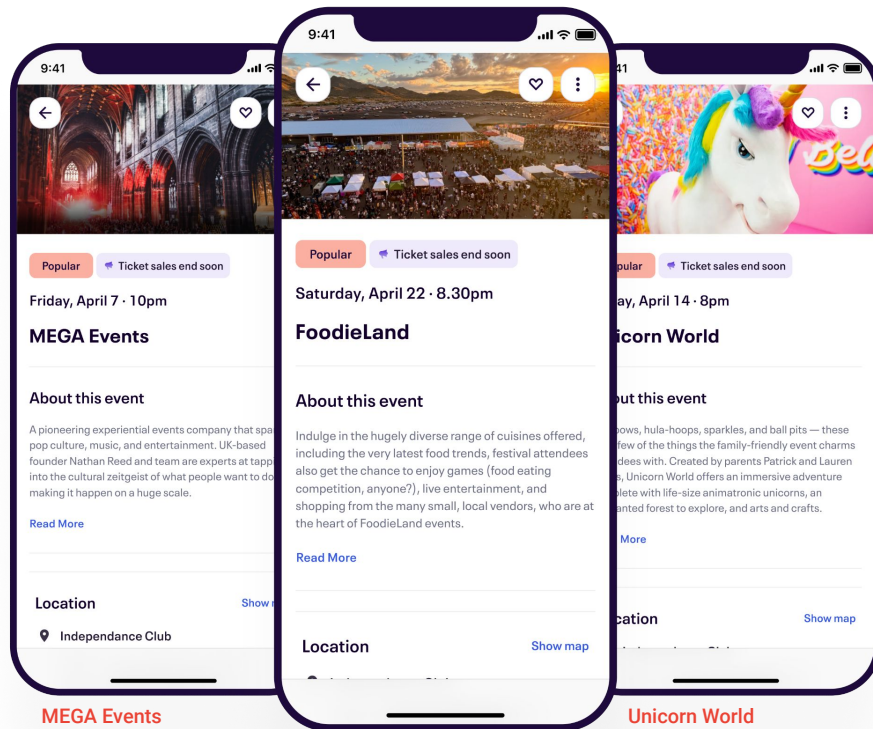
MONETIZE THE POWER OF OUR NETWORK

- Eventbrite Ads increases impressions and extends reach
- Marketing tools help sell tickets, build audiences, and grow businesses

Q3. REVENUE GROWTH | CONSUMERS

INCREASING STRATEGIC INVENTORY

Small percentage of creators acquired through our sales channel who drive meaningful paid ticket volume



MEGA Events

In 2023, MEGA Events hosted 325 events and sold more than 292,000 paid tickets, with 36% of total tickets driven by Eventbrite channels

FoodieLand

Paid ticket sales more than doubled from 215,000 in 2021 to 460,000 in 2023. Eventbrite has helped drive that growth by generating nearly 20% more tickets through demand driving tactics

Unicorn World

Has sold over 219,000 tickets in the almost two years they have been with Eventbrite. 21% of those tickets were driven by Eventbrite channels

Q3. REVENUE GROWTH | CONSUMERS

ELEVATING DISCOVERABILITY



Discoverability

Improve consumer search and discovery, including relevance and recommendation, primarily through increased personalization



Local Supply & Demand Matching

Our global marketplace is a collection of many local marketplaces. We work to optimize supply and demand at a metro-by-metro level



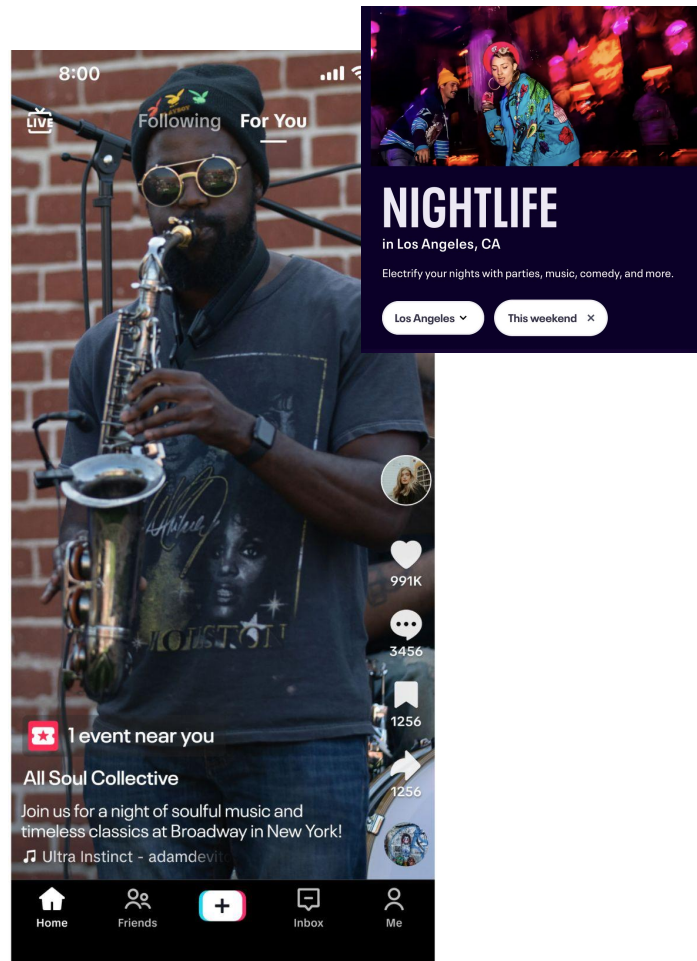
Social Media Sharing

Sharing to social media empowers eventbrite to meet event-goers where they are and to lay a foundation for growth through network effects



App User Experience

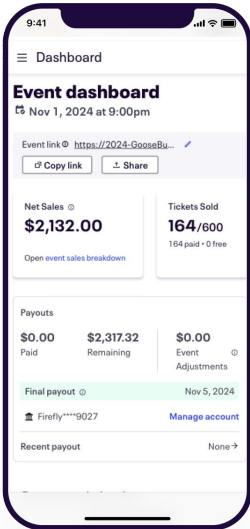
More engaging app experience that is tailored to consumers location and interests



Q3. REVENUE GROWTH | CREATORS

EXPANDING SSO FEATURES

Providing powerful features for larger Creators to increase satisfaction and retention



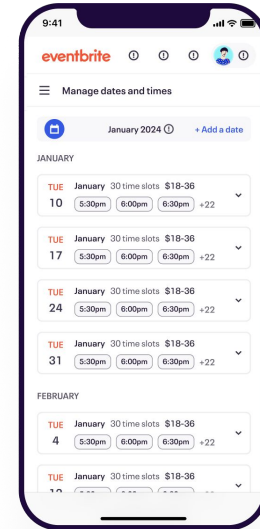
Reporting

Creator event dashboard provides a high-level overview of event details, ticket sales summary, traffic conversion, attendee reports, and more!



Quality Event Listings

Increased functionality for creating high-quality and engaging event listings. Such as utilizing AI to write event descriptions, urgency signals, image carousel, making it easier to host multiple events, increased security, and more!



Timed Entry

Ability for an event to have multiple time slots within the same day enabling consumers to purchase a specific time, manage refunds or ticket changes, and successfully check in at the event's entrance

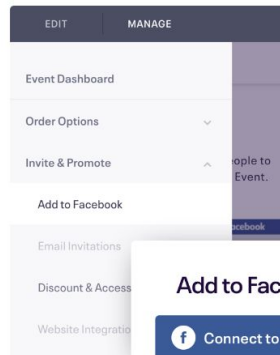
EVENTBRITE ADS, DRIVING MONETIZATION

Investing in Marketing Tools and eventbrite Advertising to increase attendance for creators' events and expand growth opportunities for eventbrite beyond ticketing revenue



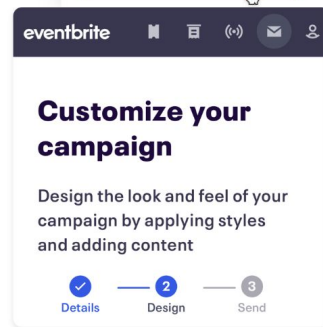
EVENTBRITE ADS

Drive volume to events by making events easy to find with prominent ads in search results, homepage, category pages, iOS app, and related events

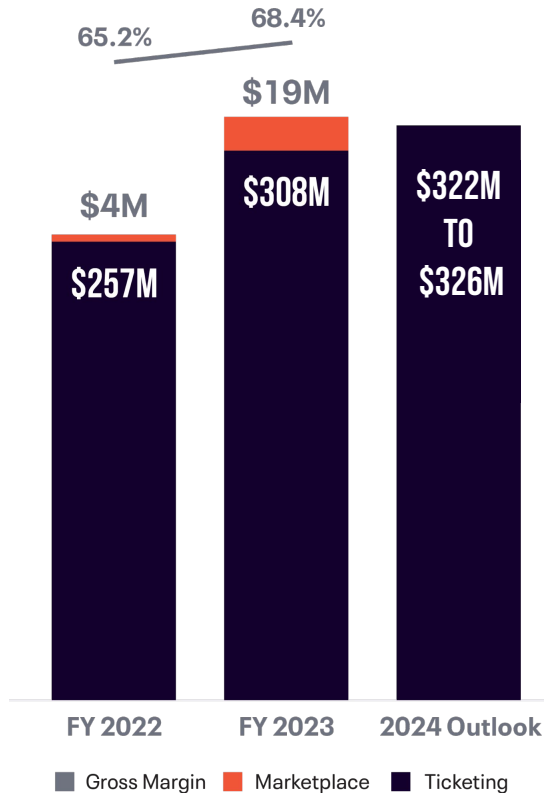


MARKETING TOOLS

Bundled premium features that drive significant value to sophisticated creators



DELIVERING GROWTH AT SCALE

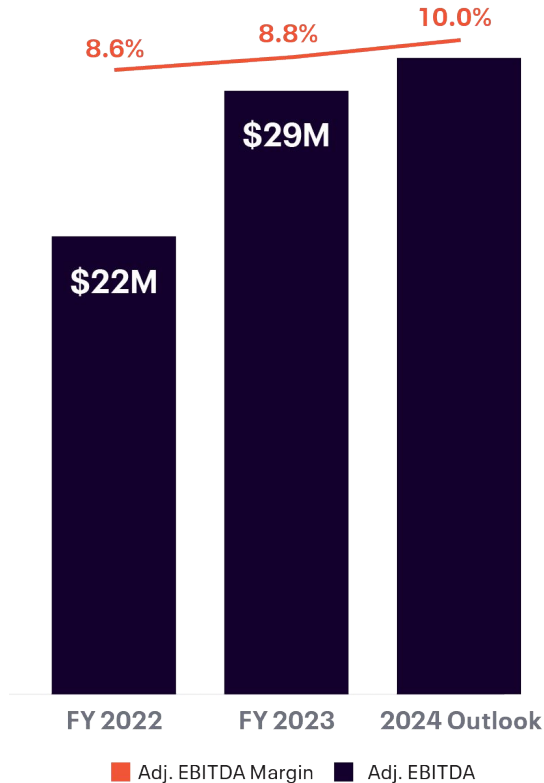


REVENUE GROWTH DRIVERS

- Plan to re-accelerate paid ticket volumes
- Q3 2024 marketplace revenue saw continued growth in Eventbrite Ads, offset by decline in organizer fees

04. SUSTAINABLE FINANCIAL RETURNS

IMPROVING MARGINS



ADJUSTED EBITDA MARGIN DRIVERS

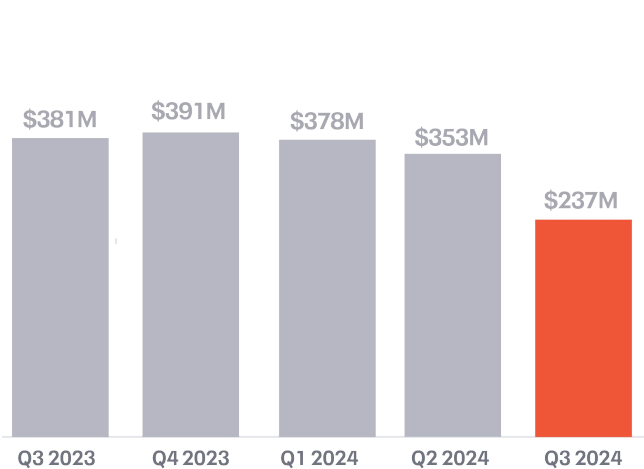
- Growth in high-margin non-ticketing revenue
- Scale against Product Development expense
- Lower General and Administrative costs
- Offset by investments in Sales and Marketing

DISCIPLINED CAPITAL ALLOCATION APPROACH



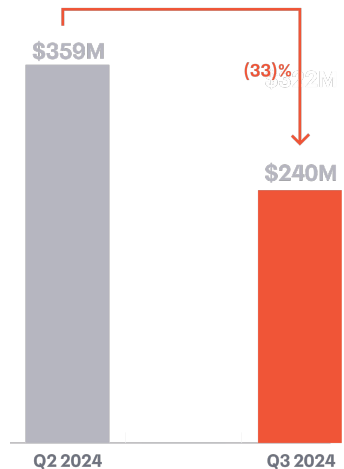
Available Liquidity*

\$ in millions



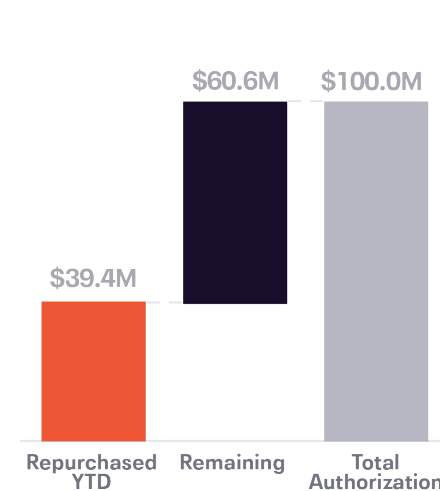
Total Debt Outstanding

\$ in millions



Share Repurchase Program

\$ in millions



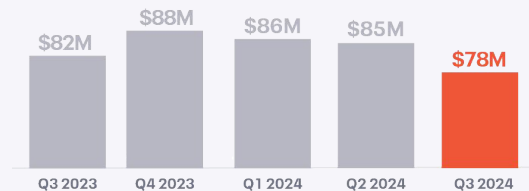
Q3 2024
**Financial
Update**



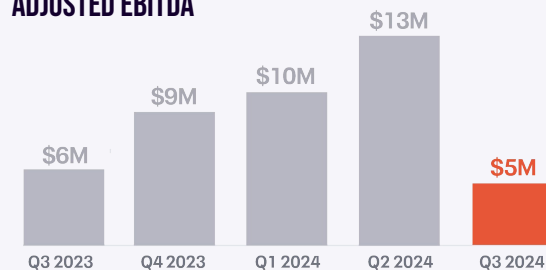
Q3 2024 HIGHLIGHTS

- Revenue of \$77.8 million declined 5% year-over-year based on lower ticketing revenue partially offset by a greater mix of marketplace-related revenue
- Paid ticket volume of 19.7 million decreased 14% year-over-year reflecting transition to two-sided marketplace strategy
- Net Loss of (\$3.8) million and Adjusted EBITDA of \$5.3 million which included reduction in force costs of \$5.4 million*
- Eventbrite marketplace-related revenue grew to over 12% of net revenue
- Consumer reach of 27 million free and paid ticket buyers, and 52% of paid ticket volume was EB driven

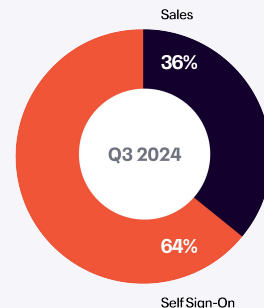
NET REVENUE



ADJUSTED EBITDA



PAID TICKET MIX



PAID TICKET METRICS

	2022					2023					2024		
	Q1	Q2	Q3	Q4	FY 2022	Q1	Q2	Q3	Q4	FY 2023	Q1	Q2	Q3
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	163.2
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	509.5
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	19.7
Gross Ticket Sales (\$M)	\$717	\$843	\$846	\$868	\$3,274	\$906	\$890	\$892	\$872	\$3,560	\$854	\$840	\$795
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	\$77.8

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

	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	Sep 30 2024
Net revenue	\$ 55,875	\$ 66,041	\$ 67,472	\$ 71,539	\$ 77,914	\$ 78,912	\$ 81,544	\$ 87,764	\$ 86,252	\$ 84,551	\$ 77,801
Cost of net revenue	19,973	23,042	23,450	24,281	26,395	24,603	25,867	26,265	25,032	24,611	24,543
Gross profit	35,902	42,999	44,022	47,258	51,519	54,309	55,677	61,499	61,220	59,940	53,258
Operating expenses:											
Product development	18,518	22,541	22,249	23,038	26,564	23,486	23,041	25,203	26,684	26,057	22,586
Sales, marketing & support	13,148	14,263	14,455	7,426	17,060	15,679	21,063	20,772	20,869	24,521	23,694
General and administrative	18,817	19,495	20,596	22,377	21,718	21,826	23,137	24,588	21,237	15,816	15,930
Total operating expenses	50,483	56,299	57,300	52,841	65,342	60,991	67,241	70,5631	68,790	66,394	62,210
Loss from operations	(14,581)	(13,300)	(13,278)	(5,583)	(13,823)	(6,682)	(11,564)	(9,064)	(7,570)	(6,454)	(8,952)
Interest income	17	440	1,950	4,025	5,453	6,926	7,569	7,547	7,407	7,382	6,056
Interest expense	(2,798)	(2,837)	(2,826)	(2,808)	(2,752)	(2,786)	(2,821)	(2,826)	(2,800)	(2,806)	(2,084)
Other income (expense), net	(620)	(4,556)	(7,050)	8,546	(953)	80	(2,357)	3,565	(1,253)	3,725	1,420
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	(3,560)
Income tax provision (benefit)	203	(164)	(80)	(167)	611	459	762	159	274	784	208
Net income (loss)	\$ (18,185)	\$ (20,088)	\$ (21,124)	\$ 4,013	\$ (12,686)	\$ (2,921)	\$ (9,935)	\$ (937)	\$ (4,490)	\$ 1,063	\$ (3,768)
Net income (loss) per share, basic and diluted	\$ (0.19)	\$ (0.20)	\$ (0.21)	\$ 0.04	\$ (0.13)	\$ (0.03)	\$ (0.10)	\$ (0.01)	\$ (0.05)	\$ 0.01	\$ (0.04)
Weighted-average number of shares outstanding, basic and diluted	97,554	98,015	98,543	98,956	99,503	99,995	100,540	101,097	99,109	96,142	96,498

KEY OPERATING METRICS & 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 2024	Jun 30 2024	Sept 30 2024
Net income (loss)	\$ (18,185)	\$ (20,088)	\$ (21,124)	\$ 4,013	\$ (12,686)	\$ (2,921)	\$ (9,935)	\$ (937)	\$ (4,490)	\$ 1,063	\$ (3,768)
Add:											
Depreciation and amortization	3,763	3,486	3,810	3,801	3,515	3,193	3,226	3,826	3,594	3,649	3,946
Stock-based compensation	12,836	14,253	13,529	12,738	12,094	14,599	14,468	13,895	13,962	15,276	10,246
Interest income	(17)	(440)	(1,950)	(4,025)	(5,453)	(6,926)	(7,569)	(7,547)	(7,407)	(7,382)	(6,056)
Interest expense	2,798	2,837	2,826	2,808	2,752	2,786	2,821	2,826	2,800	2,806	2,084
Employer taxes related to employee equity transactions	357	210	167	115	356	203	273	140	427	365	97
Other (income) expense, net	620	4,555	7,050	(8,546)	953	(80)	2,357	(3,565)	1,253	(3,725)	(1,420)
Income tax provision (benefit)	203	(164)	(80)	167	611	459	762	159	274	784	208
Adjusted EBITDA	2,375	4,649	4,228	11,071	2,142	11,313	6,403	8,797	10,413	12,836	5,337
Net Revenue	\$ 55,875	\$ 66,041	\$ 67,472	\$ 71,539	\$ 77,914	\$ 78,912	\$ 81,544	\$ 87,764	\$ 86,252	\$ 84,551	\$ 77,801
Adjusted EBITDA Margin	4%	7%	6%	15%	3%	14%	8%	10%	12%	15%	7%
Paid Ticket Volume	18,054	21,863	22,028	25,110	23,178	23,309	22,855	24,103	21,216	21,243	19,736
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	\$ 3.94

2024 BUSINESS OUTLOOK

Q4 2024

Net Revenue between \$74 and 77 million

FY 2024

Net Revenue between \$322 and 326 million

At the midpoint of our revenue outlook range, we expect Adjusted EBITDA margin, excluding the impact of non-routine items and severance costs, to be approximately 10% for the year.

*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 rate gains and losses, and other non-recurring expenses.

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