

eventbrite

# APR. 2022

## Investor Presentation



Art Battle  
Vancouver, BC

## 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. 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 based on information and estimates available to us at the time such statements are made and are not guarantees of future performance. You should not rely upon forward-looking statements as predictions of future events. We have based the forward-looking statements contained in this presentation primarily on our current expectations and projections about future events and trends that we believe may affect our business, financial condition, results of operations and prospects. The outcome of the events described in these forward-looking statements is subject to risks, uncertainties and other factors described under the caption "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2021 and our Periodic Report on Form 10-Q for the quarter ended March 31, 2022. Moreover, we operate in a very competitive and rapidly changing environment. New risks and uncertainties emerge from time to time, and it is not possible for us to predict all risks and uncertainties that could have an impact on the forward-looking statements contained in this presentation. The results, events and circumstances reflected in the forward-looking statements may not be achieved or occur, and actual results, events or circumstances could differ materially from those described in the forward-looking statements.

The forward-looking statements made in this presentation relate only to events as of the date on which the statements are made. We undertake no obligation to update any forward-looking statements made in this presentation to reflect events or circumstances after the date of this presentation or to reflect new information or the occurrence of unanticipated events, except as required by law. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements and you should not place undue reliance on our forward-looking statements. Our forward-looking statements do not reflect the potential impact of any future acquisitions, mergers, dispositions, joint ventures or investments we may make.

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

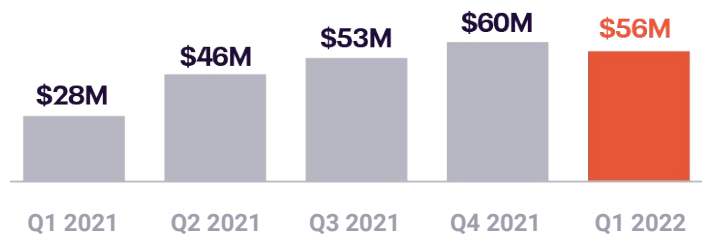
This presentation includes certain non-GAAP financial measures not based on generally accepted accounting principles. The Company presents non-GAAP financial measures when it believes that the additional information is useful and meaningful to investors. These non-GAAP financial measures are in addition to, and not a substitute for or superior to, measures of financial performance prepared in accordance with GAAP. The non-GAAP financial measures used by the Company may differ from the non-GAAP measures used by other companies. We believe that the use of Adjusted EBITDA, Adjusted Operating Expenses and Available Liquidity 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 this 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.

## Disclaimer Regarding Ticketing, Creator and Event Metrics

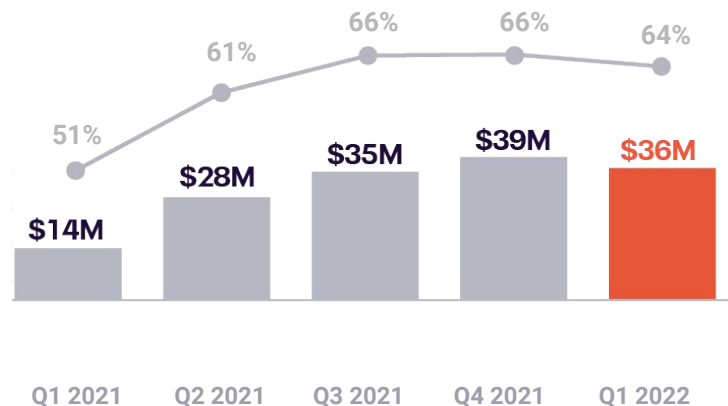
This presentation includes certain measures related to our ticketing business, such as paid tickets, paid creators and paid events. We believe that the use of these metrics is helpful to our investors as these metrics are used by management in assessing the health of our business and our operating performance. 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.

## Financial Performance

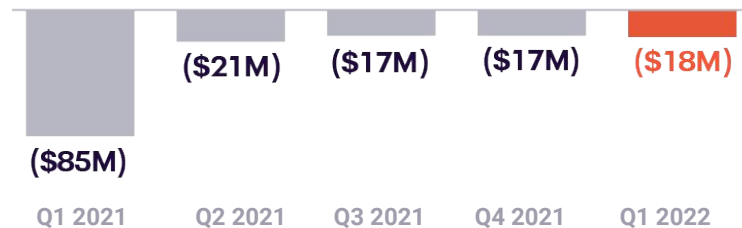
### Net Revenue



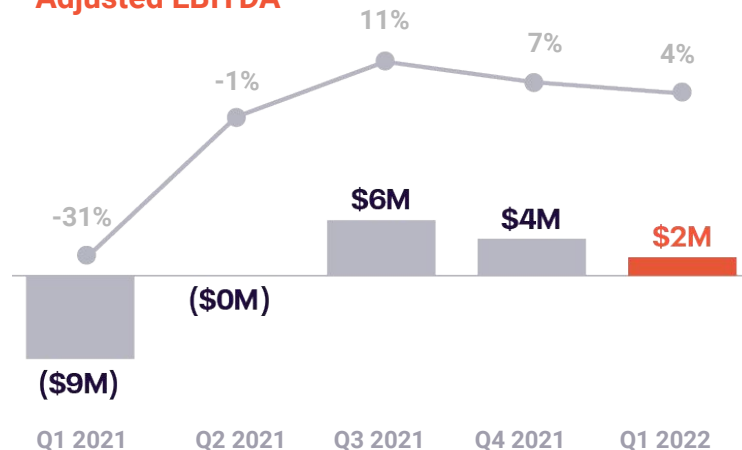
### Gross Profit



### Net Loss



### Adjusted EBITDA



## Q1 2022 Highlights

- Revenue of \$55.9 million grew 101% year-over-year, fueled by the return of in-person events
- Paid ticket volume rose 76% year-over-year reflecting stronger consumer demand and an increase in paid event volume
- Achieved Adjusted EBITDA of \$2.4M and Adjusted EBITDA margin of 4%
- Released new navigation for creators and additional Boost enhancements
- Eventbrite-driven tickets accounted for 26% of total ticket volume

**63M**

Total Tickets

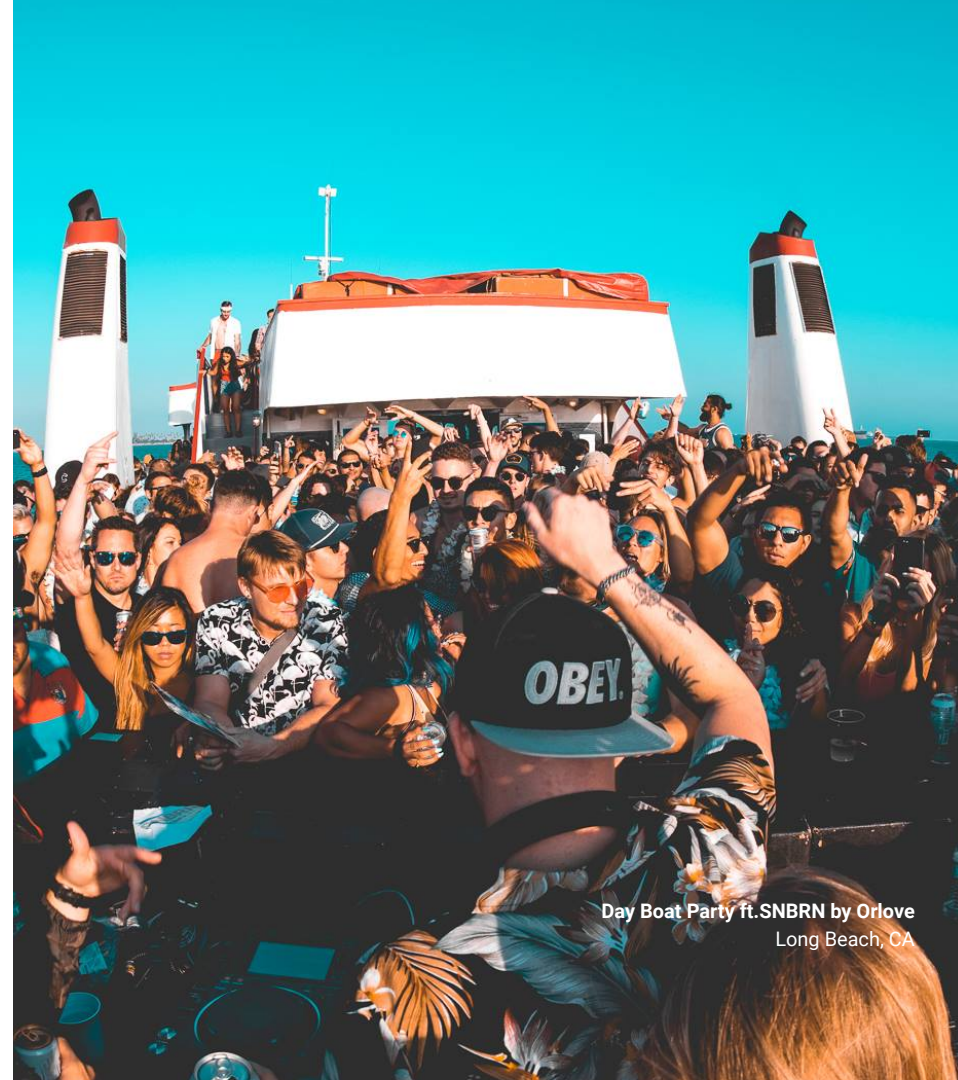
**305K**

Total Creators

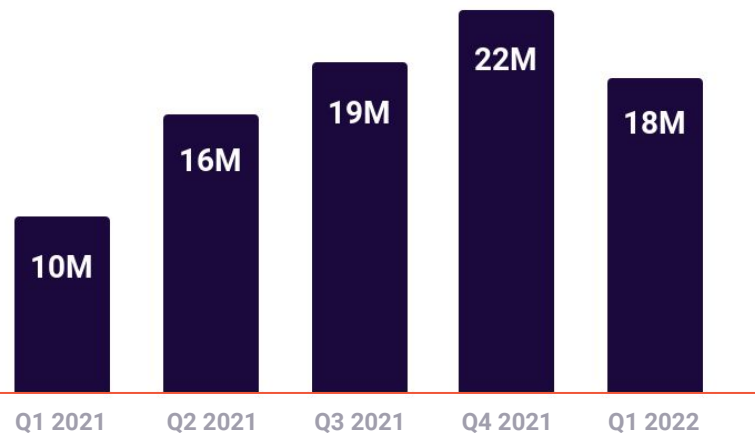
**1.4M**

Total Events

Total tickets, creators, and events figures include both free and paid data.



Day Boat Party ft. SNBRN by Orlove  
Long Beach, CA



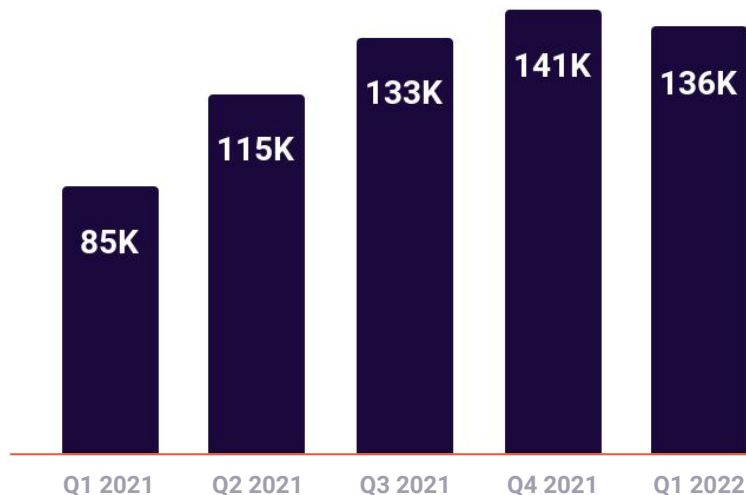
## Paid Tickets

- Q1 paid ticket volume rose 76% year-over-year
- Q1 average net revenue per paid ticket was \$3.09
- Paid ticket volume for events in the U.S. increased 85% year-over-year

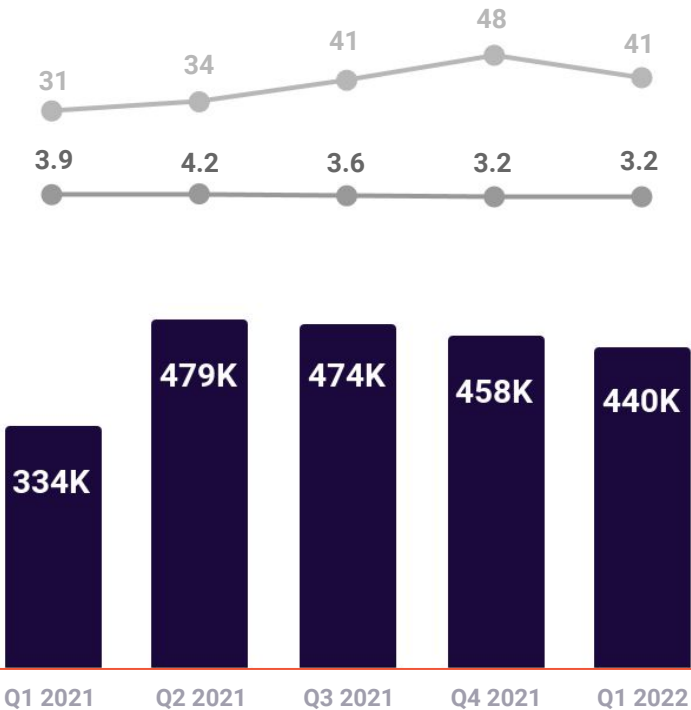
## Paid Creators

- Q1 paid creator count grew 60% year-over-year
- Q1 paid frequent creator count grew by almost 40% year-over-year
- 95,000 new free and paid creators published an event for the first time during Q1

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



● Paid Events    ● Average Paid Tickets Per Event    ● Average Paid Events Per Creator



## Paid Events

- Q1 paid event count grew 32% year-over-year
- Q1 average paid event frequency declined 18% year-over-year
- Q1 average paid event size grew 32% year-over-year

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

## Paid Ticketing Metrics

	2020					2021					2022
	Q1	Q2	Q3	Q4	FY 2020	Q1	Q2	Q3	Q4	FY 2021	Q1
Paid Transacting Creators (K)	185.4	55.2	79.0	87.6	276.9	85.0	114.5	132.5	141.3	276.4	135.8
Paid Transacting Events (K)	498.9	205.3	392.1	365.4	1,341.4	334.1	478.6	474.2	458.3	1,517.3	440.4
Paid Tickets (M)	22.2	4.7	9.2	11.0	47.1	10.2	16.0	19.1	22.1	67.4	18.1
Gross Ticket Sales (\$M)	\$958	\$176	\$306	\$348	\$1,788	\$389	\$622	\$678	\$750	\$2,437	\$717
Net Revenue (\$M)	\$49.1	\$8.4	\$21.9	\$26.7	\$106.0	\$27.8	\$46.3	\$53.4	\$59.6	\$187.1	\$55.9

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



## Consolidated Statements of Operations

Unaudited	Three Months Ended				Three Months Ended				Three Months Ended
	March 31, 2020	June 30, 2020	Sep 30, 2020	Dec 31, 2020	March 31, 2021	June 30, 2021	Sep 30, 2021	Dec 31, 2021	March 31, 2022
Net revenue	\$ 49,086	\$ 8,394	\$ 21,868	\$ 26,658	\$ 27,818	\$ 46,311	\$ 53,367	\$ 59,638	\$ 55,875
Cost of net revenue	28,005	10,094	11,231	13,000	13,675	18,053	18,238	20,328	19,973
Gross profit	21,081	(1,700)	10,637	13,658	14,143	28,258	35,129	39,310	35,902
<b>Operating expenses:</b>									
Product development	16,171	15,047	11,540	11,793	15,319	16,396	16,678	17,910	18,518
Sales, marketing & support	99,915	(3,073)	(5,011)	(7,572)	5,639	6,358	11,360	12,559	13,148
General and administrative	42,109	22,472	15,845	22,720	19,028	23,733	18,319	21,319	18,817
Total operating expenses	158,195	34,446	22,374	26,941	39,986	46,487	46,357	51,788	50,483
Loss from operations	(137,114)	(36,146)	(11,737)	(13,283)	(25,843)	(18,229)	(11,228)	(12,478)	(14,581)
Interest expense	(12)	(3,625)	(10,284)	(10,665)	(7,610)	(2,776)	(2,814)	(3,067)	(2,798)
Loss on debt extinguishment	-	-	-	-	(49,977)	-	-	-	-
Other income (expense), net	(9,285)	1,186	2,837	3,330	(948)	526	(2,460)	(748)	(603)
Loss before provision for (benefit from) income taxes	(146,411)	(38,585)	(19,184)	(20,618)	(84,378)	(20,479)	(16,502)	(16,293)	(17,982)
Income tax provision (benefit)	65	(1)	243	(387)	513	61	311	543	203
Net loss	\$ (146,476)	\$ (38,584)	\$ (19,427)	\$ (20,231)	\$ (84,891)	\$ (20,540)	\$ (16,813)	\$ (16,836)	\$ (18,185)
Net loss per share, basic and diluted	\$ (1.71)	\$ (0.44)	\$ (0.21)	\$ (0.22)	\$ (0.91)	\$ (0.22)	\$ (0.18)	\$ (0.18)	\$ (0.19)
Weighted-average number of shares outstanding used to compute net loss per share, basic and diluted	85,879	88,410	90,973	91,972	92,879	93,899	94,462	95,782	97,554

## Key Operating Metrics and Non-GAAP Financial Measures

(In thousands, except per ticket data) (Unaudited)

	Three Months Ended March 31,	
	2022	2021
Net Revenue	\$ 55,875	\$ 27,818
Paid Ticket Volume	18,054	10,232
Net revenue per paid ticket	\$ 3.09	\$ 2.72
Adjusted EBITDA	\$ 2,375	\$ (8,510)
Adjusted EBITDA Margin	4%	(31)%

### Adjusted EBITDA Reconciliation (Unaudited)

Net loss
Add:
Depreciation and amortization
Stock-based compensation
Interest expense
Loss on debt extinguishment
Employer taxes related to employee equity transactions
Other (income) expense, net
Income tax provision (benefit)
<b>Adjusted EBITDA</b>

Net Revenue
<b>Adjusted EBITDA Margin</b>

Three Months Ended				
March 31, 2022	December 31, 2021	September 30, 2021	June 30, 2021	March 31, 2021
\$ (18,185)	\$ (16,836)	\$ (16,813)	\$ (20,540)	\$ (84,891)
3,763	4,228	4,428	4,772	5,288
12,836	11,537	12,300	12,323	11,363
2,798	3,067	2,814	2,776	7,610
-	-	-	-	49,977
357	669	400	793	682
603	748	2,460	(526)	948
203	543	311	61	513
<b>\$ 2,375</b>	<b>\$ 3,956</b>	<b>\$ 5,900</b>	<b>\$ (341)</b>	<b>\$ (8,510)</b>
<b>\$ 55,875</b>	<b>\$ 59,638</b>	<b>\$ 53,367</b>	<b>\$ 46,311</b>	<b>\$ 27,818</b>
<b>4%</b>	<b>7%</b>	<b>11%</b>	<b>(1)%</b>	<b>(31)%</b>

