



July 2021

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Transaction Overview

1 Transaction

- BigCommerce (BIGC) has agreed to acquire assets of Feedonomics (FDX)
- Transaction closed July 23, 2021

2 Who is Feedonomics?

- Feedonomics is one of the leading data feed optimization platforms in the world and is one of BigCommerce's leading omnichannel partners

3 Consideration

- Purchase price: **$145mm**
- Payment: **$80mm at close, remaining $65mm over 2 years in cash or stock**

4 Management

- Feedonomics employees will be retained. Additional investments to grow the business and build enhanced native BIGC platform features
- Feedonomics will continue to operate as platform-agnostic feed management solution

5 Financial profile

- Feedonomics FY 2020 revenues ~$19 mm (bootstrapped)
- Additional financial details and updated 2021 guidance will be provided during Q2 2021 earnings call planned on August 5, 2021

Feedonomics at a glance

Overview

- Founded in 2015, Southern California based, 180+ employees, over 1,000 direct global and agency clients
- Feedonomics provides ecommerce enablement software for brands, merchants, and marketplaces
- Highly scalable and flexible data transformation engine

Solution

- One of the leading data feed optimization solutions in the world, specializing in helping merchants get discovered across leading advertising channels and sell across ecommerce social + marketplace channels
- Utilizes proprietary AI technology to help mid-market and enterprise merchants optimize product data across a wide variety of omnichannel use cases

Revenue Model

- **Fees:** 98% recurring monthly subscription model
- **Pricing:** Tiered based on SKU count
- Subscription revenues grow based on SKU count growth

Customer Segmentation

- **Direct clients:** brands and marketplaces directly engaged with Feedonomics
- **Agency clients:** use the Feedonomics platform on behalf of their brand customers
- Mid-market and enterprise focused with opportunities to extend capabilities into small business segment

[1] *Services offered to brands and online retailers either directly or through agencies*

Tools for the ecommerce merchant and marketplace

FOR BRANDS[1]

FDX Lite

Feed optimization and syndication software for 100+ marketing and sales channels

- Data curated for shopping platforms
- Data optimization for products - search, social, and affiliate marketing channels

FDX Premier

Enterprise-level offering with additional features and capabilities

- Data curated from enterprise ecommerce applications and custom APIs
- Dedicated Enterprise Feed Manager, ongoing feed checks, proactive channel recommendations

FeedAMP

Feed optimization and syndication software for commerce channels

- **Order management:** automates order sync to ecommerce platforms and provides a single view of a brand's orders across multiple marketplace channels
- **Inventory channel management:** helps brands allocate and manage inventory across different channels to avoid overselling

FOR PLATFORMS

FDX Inside

- **Data aggregation solution** allows for marketplaces to easily ingest data from many sources
- **Standardizes feeds** from multiple catalogs, systems, and applications **into a master feed**

Feedonomics customer base

Feedonomics works with premier brands, marketplaces, and agencies



2,500+
Active brands/stores

1,000+
Active customers

220+
Agency Partners

PERRY ELLIS · VITAMIN WORLD · Roots · AutoShack · autosupply

"As a company that manages more than 50,000 SKUs and sells everyday essentials across seven distinct channels, **the combination of BigCommerce and Feedonomics is a great solution to help ensure we're maximizing our data optimization** — especially on established channels like Amazon, eBay, and Google. It allows us to treat BigCommerce as our central hub, then use Feedonomics to transform that data, which provides the best ROI for the effort rather than manually working through each channel individually."

— **Ghiselle La Russo**, Head of Marketplaces

vitabox

"The efficiency with which Feedonomics accurately maps our product data to the Google schema and then extends that to other channels has driven significant business benefits for us in recent years. **Combining Feedonomics' data feed management with the omnichannel capabilities natively available in BigCommerce creates an outsized opportunity for businesses** like Natori to leverage enriched product data directly within new marketplaces, social channels and ad networks, ultimately creating a more unified shopper experience."

— **Ken Natori**, President

NATORI

"When it comes to data feed manipulation and syndication, no company comes close to Feedonomics – we've found it to be the most flexible platform for manipulating data feeds. **The joint technology of BigCommerce and Feedonomics, when partnered with an agency to help support feed optimization and management, creates a powerful solution** to help improve the effectiveness of their search and ad spend and, in turn, achieve higher site traffic and revenue."

— **Ryan Garrow**, Director of Partnerships and Client Solutions

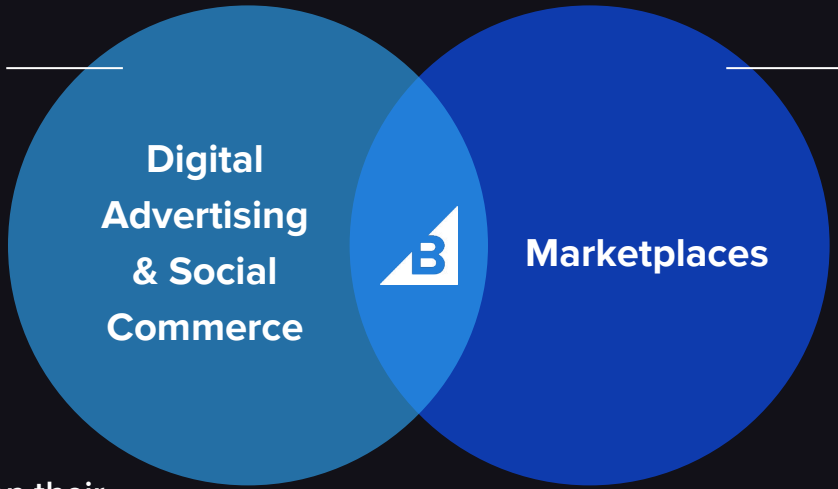
LOGICAL POSITION

Drive digital ad spend effectiveness and omnichannel sales productivity for merchants

US ecommerce ad channel spending alone was ~$19 BN, or 12% of total digital ad spending, in 2020

Expected to grow to >$41 BN and nearly 15% of total digital ad spending by 2024[1]

>20% of merchants' GMV on their branded BigCommerce sites is directly sourced from paid digital channels[2]



US retail marketplace ecommerce sales topped $270 BN in 2020, representing 34% of total retail ecommerce sales.

Expected to grow to >$420 bn by 2023[3]

[1] *Source: eMarketer, March 2021*

[2] *Source: BigCommerce internal*

[3] *Source: eMarketer, February 2021*

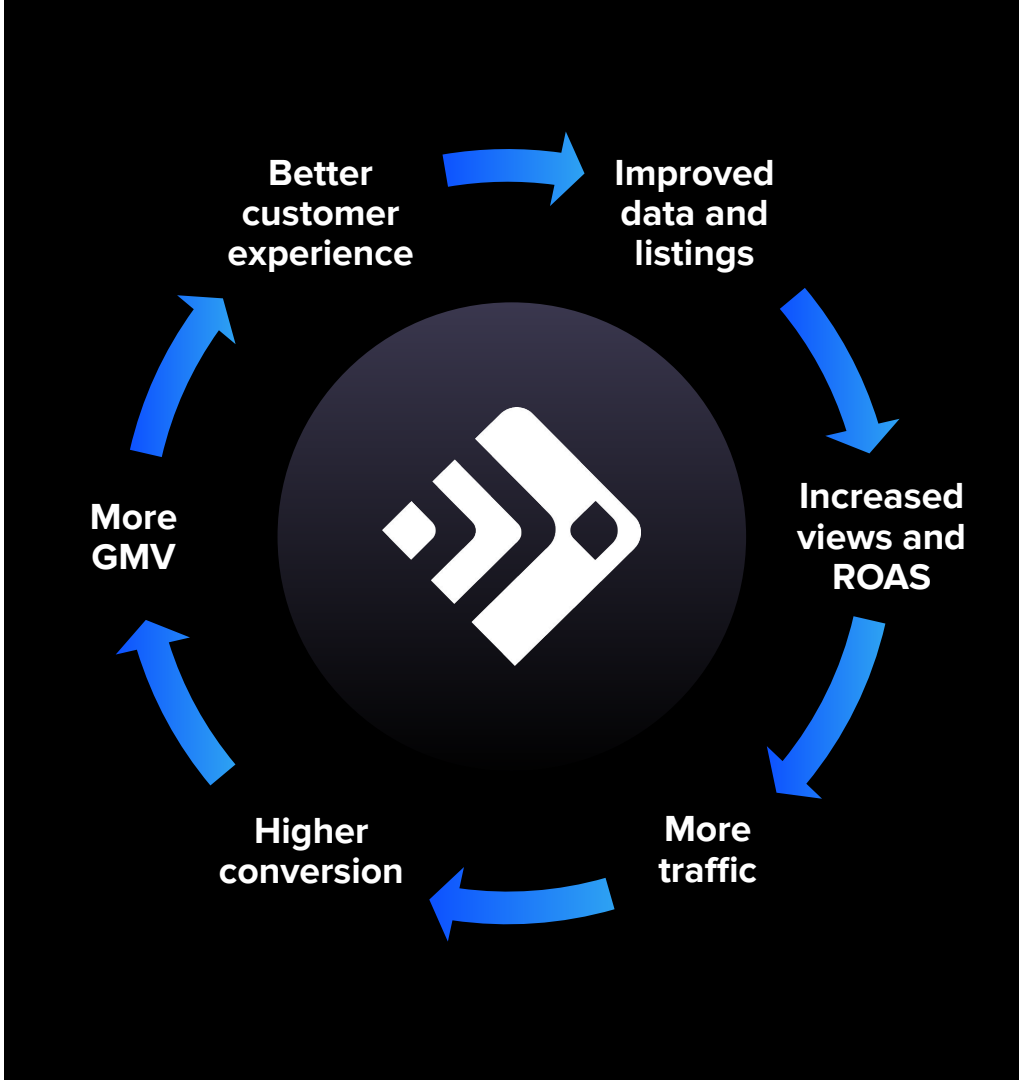
Strategic rationale

1	**Omnichannel commerce is critical and growing**	✔ Selling and advertising across multiple channels – **omnichannel – is imperative for merchant growth and is gaining momentum**
2	**Transforming and syncing product data is challenging**	✔ One of the biggest challenges of omnichannel, both for online advertising, social commerce, and marketplace listings, is **transforming and syncing quality product data to diverse channel requirements**
3	**Rich product data drives merchant channel performance**	✔ These channels drive merchants' **largest non-direct source of sales and one of the largest spending line items** ✔ Structured data is leveraged by merchants and agencies to drive better search results, product discoverability, conversion, and GMV
4	**Acquisition will drive flywheel for merchants, partners, and BigCommerce**	✔ Feedonomics will enable BigCommerce merchants to connect to **100+ global channels** (ads, social commerce, and marketplaces) with **improved GMV and ROAS** driven by richer product data

Feedonomics process

Better data → better ad spending → more omnichannel orders and GMV

- Improved data and product listings improves the accuracy and discoverability of product data across channels
- Increased views and higher ROAS yields more traffic to products
- Data accuracy and relevancy boosts conversion
- Merchant sees improved sales and GMV, leading to a better customer experience



Combined offering creates one of the world's most powerful platforms for omnichannel commerce

- Acquisition will enable BigCommerce merchants to connect, transform, and enhance their product data across **100+ global channels**
- Feedonomics enhances BigCommerce's ability to deliver the **world's most powerful ecommerce platform for omnichannel selling**
- Merchant GMV growth drives **better platform retention, higher subscription revenue, and increased productivity of PSR revenue-sharing agreements**



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