



2021

Annual Report

Contents

A Letter from Our CEO 04	Financial Highlights 06	Corporate Governance 09	About BigCommerce 12
Putting Our Customers First 22	Our Partner Ecosystem 29	Community and Culture 33	10-K 38

OUR MISSION

to help merchants **sell more**

at every stage of growth,

from small startups,

to mid-market businesses,

to large enterprises.

Dear BigCommerce Investor,

The pandemic-accelerated growth of ecommerce continued in 2021. As reported by Statista, global B2C retail ecommerce sales grew to approximately \$4.9 trillion in 2021, reaching 19.6% of global consumer retail spending. Meanwhile, the B2B ecommerce market is booming and expected to surpass \$35 trillion by 2025.

BigCommerce is leading a new era of ecommerce by delivering the world's best Open SaaS (software-as-a-service) ecommerce platform. The flexibility, customizability and scalability of our solution helps businesses turn digital transformation into competitive advantage. Whereas our software conglomerate competitors attempt to lock customers into their proprietary offerings, we focus on the power and flexibility of our open platform, enabling each business to optimize their ecommerce approach to their specific needs.

Demand for our Open SaaS platform is fueling strong financial results. During 2021, revenue grew 44.3% to \$219.9 million. For the fourth consecutive year, our revenue growth rate increased relative to the year before — a feat seldom achieved by publicly-traded, recurring revenue software companies. We also took major strides toward profitability, as noted by our EBITDA loss rate improving from -16% in 2020 to -9% in 2021. We are proud of these results, which exceeded our guidance and expectations for a year full of economic uncertainty.



International expansion continues to be one of BigCommerce's key growth drivers. 2021 revenue grew by 67.7% in the EMEA region and by 52.0% in the APAC region. In EMEA, we launched localized product and go-to-market operations in France, Italy and the Netherlands. We also expanded agency and technology partnerships in multiple Asian countries, and hired our first BigCommerce team members in Latin America in preparation for formal market entry in 2022.



Revenue grew by **67.7%** in EMEA and **52.0%** in APAC.



Lastly, while BigCommerce began as a comprehensive solution for small businesses, our target market has since expanded to include mid-market and large enterprise business segments. In 2021, revenue for these newer segments (as defined by customers with an annual contract value of \$2,000+) was up 59.4% over 2020 and generated 88.4% of our annual recurring revenue.

Industry Recognition

BigCommerce earned widespread recognition as an industry-leading platform and employer in 2021. In its 2020-2021 assessment, IDC MarketScape named BigCommerce a Leader among B2C and Headless ecommerce platforms. In addition, Forrester Research named BigCommerce a Strong Performer in its B2C and B2B Commerce Suites Wave reports. With respect to company leadership, BigCommerce made Inc. Magazine's inaugural list of Best-Led Companies and earned two Austin Business Journal awards for Best CEO and CFO. Finally, we again earned "great place to work" and "top workplaces" awards in our largest office locations in Austin, San Francisco, London and Sydney.

2022 Plans

BigCommerce will continue to expand in prioritized segments throughout 2022. Geographically, we plan to formally launch in Latin America (including Mexico, Chile and Colombia), Germany, Spain, the Nordics and Benelux. B2B and omnichannel growth will be accelerated by our recent acquisitions. And we will continue rapid innovation in partnership with our vibrant technology and agency ecosystems.

We also plan to further roll out enterprise capabilities for our B2C and B2B merchants, including multi-store functionality (MSF), multi-location inventory and commerce-as-a-service. MSF enables selling across multiple brands, customer segments and/or geographies from a single account, and is expected to be the most transformational of our many enterprise product enhancements. When fully rolled out in 2022, this feature will satisfy a multitude of high-demand use cases among our enterprise agency partners and customer prospects.

In closing, I'd like to express my gratitude for another year of remarkable growth that would not be possible without the dedication of our talented employees and partners. Together, we power ecommerce success at every stage of our customers' growth and aspire to lead the next era of ecommerce.

Brent Bellm
Chairman and Chief Executive Officer

Key Accomplishments

BigCommerce formally launched B2B Edition in June 2021, resulting in strong ratings in B2B platform evaluations by Paradigm and SoftwareReviews.com. Our recent integration of BundleB2B and acquisition of B2B Ninja bring the functionality that powers B2B Edition, along with the most popular BigCommerce B2B quoting application, in-house. With expanded native B2B functionality and a strong ecosystem of integration partner applications, BigCommerce is positioned for growth as a leading SaaS B2B platform.

In July 2021, BigCommerce acquired Feedonomics, the world's best solution for product feed optimization and syndication to 100+ leading advertising, search, social network and marketplace channels around the world, providing merchants with industry-leading omnichannel capabilities. BigCommerce further demonstrated its omnichannel leadership in 2021 with new and expanded partnerships with several of the world's leading advertising and selling channels, including Meta, Google, Walmart, Amazon, TikTok and Mercado Libre.



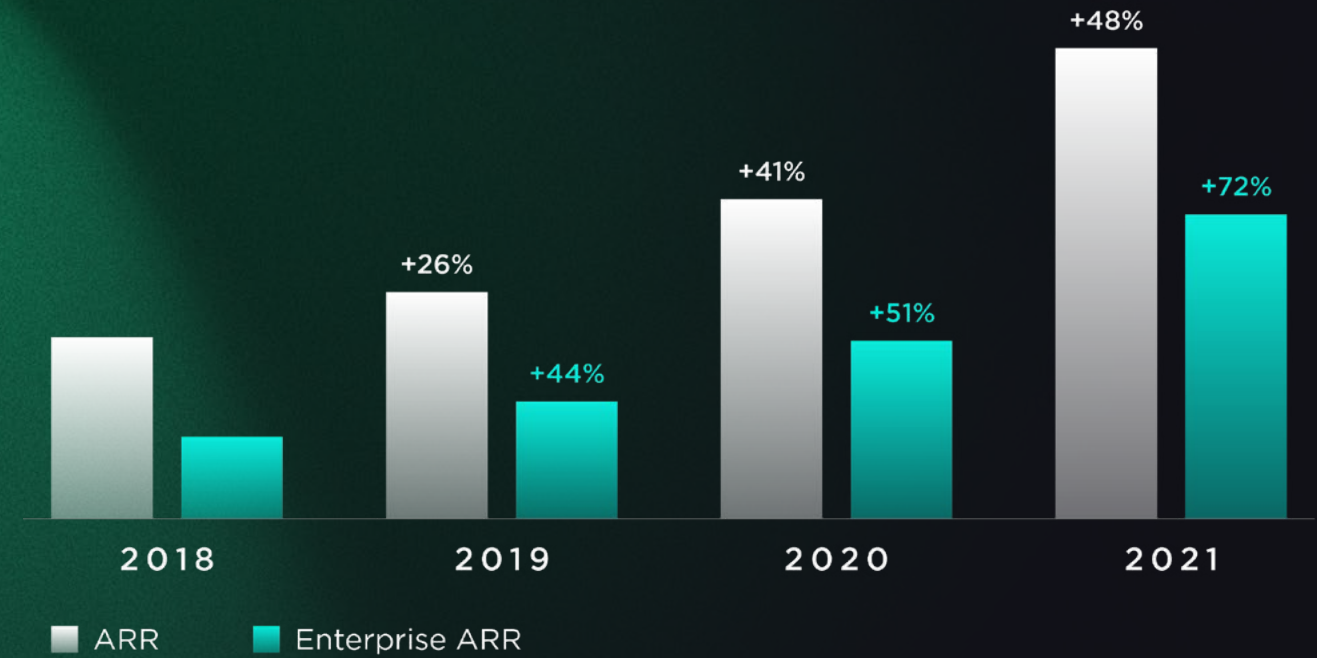
Demand for our Open SaaS platform is fueling strong financial results.

2021 revenue grew by 44.3% to **\$219.9 million.**

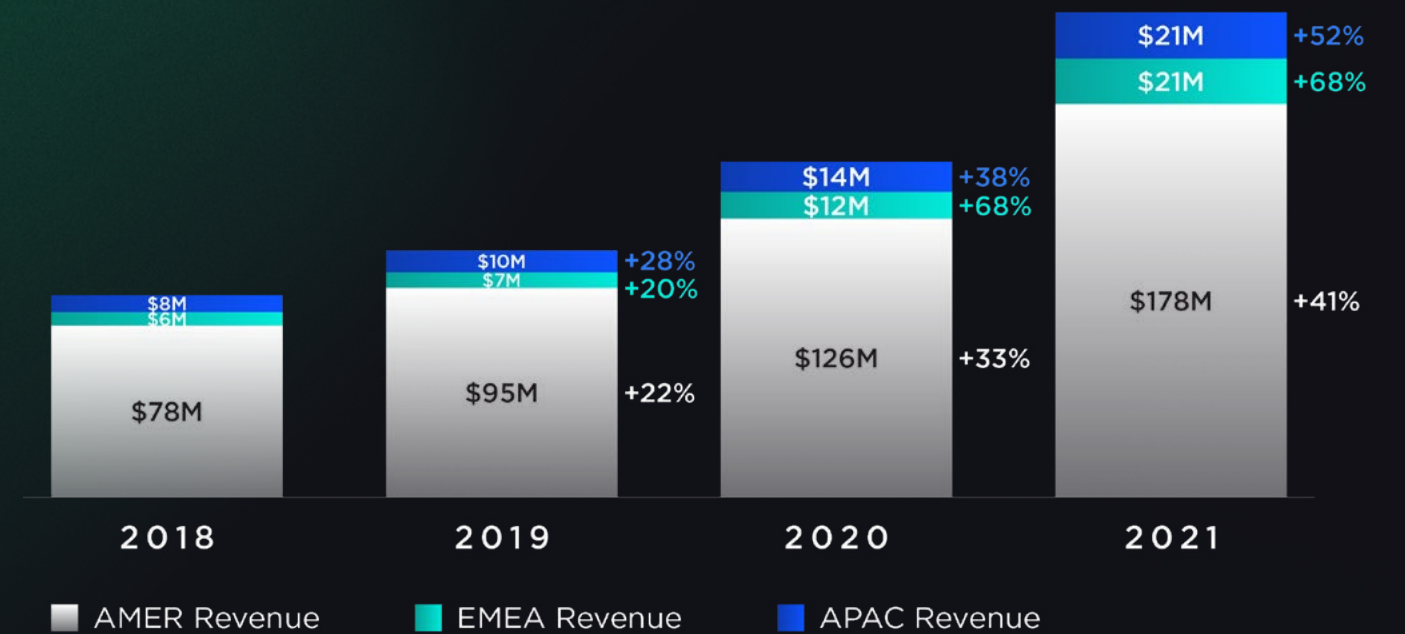
02

Financial Highlights

Growth in Total ARR and Enterprise ARR



Growth in Regional Revenue



By the numbers

\$268.7M

TOTAL ARR

+48.3% ↗

ARR % CHANGE YOY

\$172.9M

ARR FOR ENT ACCOUNTS

+71.5% ↗

% CHANGE YOY

\$237.2M

ARR FOR ACCOUNTS >\$2K ACV

+59.4% ↗

% CHANGE YOY

+116% ↗

NRR, ACCOUNTS >\$2K ACV

03

Corporate Governance

Meet our board of directors

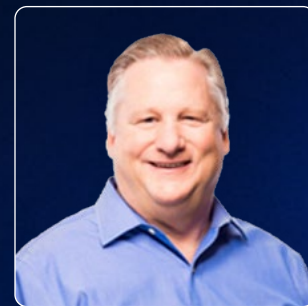
Meet our leadership



Brent Bellm
Chief Executive Officer
at BigCommerce
Chairman of the Board



Steve Murray
REVOLUTION GROWTH
Managing Partner
at Revolution Growth
Lead Independent Director,
Audit Committee



Don Clarke
Chairperson, Audit Committee
Board of Directors,
Alarm.com Holdings



Larry Bohn
GENERAL CATALYST
Managing Director
of General Catalyst Partners
Chairperson,
Compensation Committee
Member,
Nominating and Corporate
Governance Committee



Ellen Siminoff
Board of Directors Zynga,
Shmoop, Discover Education
and Solarwinds
Chairperson,
Nominating and Corporate
Governance Committee
Member,
Compensation Committee



Jeff Richards
GGV CAPITAL
Managing Partner
at GGV Capital
Member, Audit Committee
Member,
Nominating and Corporate
Governance Committee



Jack McDonald
UPLAND SOFTWARE
Chief Executive Officer
and Chairman of the Board
at Upland Software
Member,
Compensation Committee



Brent Bellm
Chief Executive Officer



Robert Alvarez
Chief Financial Officer



Russell Klein
Chief Commercial Officer



Ben Sumrall
Chief Operating Officer



Lisa Eggerton
Chief Marketing Officer



Brian Dhatt
Chief Technology Officer



Marc Ostryniec
Chief Sales Officer



Rob Kaloustian
Chief Services Officer



Sherri Manning
Chief People Officer



Jeff Mengoli
Chief Legal Officer



MaryAnn Bekkedahl
SVP of Business
Development



Daniel Lentz
SVP of Finance
and Investor Relations



Troy Cox
SVP of Product

04

About BigCommerce



As BigCommerce continues to expand our global footprint, we're extending our ecommerce platform and best-in-breed partner network to merchants internationally, empowering them to leverage our industry-leading capabilities to build, grow and scale their businesses [around the world](#).

Who we are + what we do

BigCommerce is a leading software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online.

Our flexible Open SaaS solution provides merchants with sophisticated and easy-to-use enterprise-grade functionality, customization and performance. Today, BigCommerce is used in more than 150 countries in a wide variety of languages and currencies, and we continue to invest heavily in our platform and global presence.

Merchants using BigCommerce include B2C and B2B businesses representing numerous retail sectors such as fashion and apparel, food and beverage, jewelry, health and beauty, sports and outdoors, home and garden, industrial and more. They sell across a range of channels from online and offline stores to social media platforms to digital marketplaces and countless combinations thereof, reaching customers around the world and giving them innovative shopping experiences.



Open SaaS

Our Open SaaS approach is the foundation of our disruptive innovation and competitive differentiation. We make it easy for our partners to integrate with and build on our platform to provide customized design, features and functionality to help merchants succeed. By combining robust APIs and flexible webhooks with the convenience, security and reliability of a SaaS platform — often at a lower total cost of ownership than legacy platforms — brands can reach customers where they are, respond quickly to fluctuations in the market and focus developer resources on customer experiences that drive growth. BigCommerce also ensures our merchants have enterprise stability and security without complexity. Our incredible 99.99% uptime, site speed and built-in security, including ISO 27001 certification, is secure, reliable and at the top of industry benchmarks.

BigCommerce's comprehensive, open platform provides everything a business needs to build, run and grow an online store — from design to merchandising to checkout — and all the tools that help them market and sell. We keep our focus on being the best commerce platform so our merchants can focus on what matters most to them: growing their businesses.



2021 Headlines

February



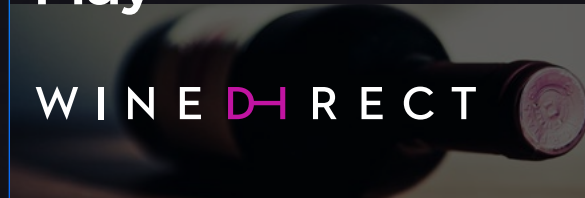
BigCommerce Extends Merchant Reach with New Walmart Partnership

March



Yeti Cycles Inspires Adventure With New Store on BigCommerce

May



BigCommerce and WineDirect Celebrate New Partnership to Support Ecommerce Growth for Thousands of Wineries Globally

BigCommerce Partners with Australia Post to Streamline Shipping for Ecommerce Merchants

USCutter Sets Sights on Long-Term Growth With Migration to BigCommerce

June



BigCommerce Launches B2B Edition to Help B2B Enterprise Merchants Enhance Sales Operations

BigCommerce Gives Merchants Control of Their Data with Launch of Big Open Data Solutions

New Report from BigCommerce and PayPal Sheds Light on Consumer Spending Habits Post-Covid

BigCommerce Taps Rob Kaloustian as Chief Services Officer

July



BigCommerce Expands into the Netherlands, France and Italy for Localised Ecommerce Experiences to Help Merchants Build, Run and Grow a Better Online Business

BigCommerce Teams with Amazon Multi-Channel Fulfillment To Help Merchants Process Orders Faster



BigCommerce and Mercado Libre Partner to Power Cross-Border Ecommerce Growth

BigCommerce Unveils "Make it Big" Program Expansion Alongside Annual 2021 Conference

BigCommerce Invests in Becoming World's Most Powerful Platform for Global Omnichannel Commerce with Acquisition of Feedonomics

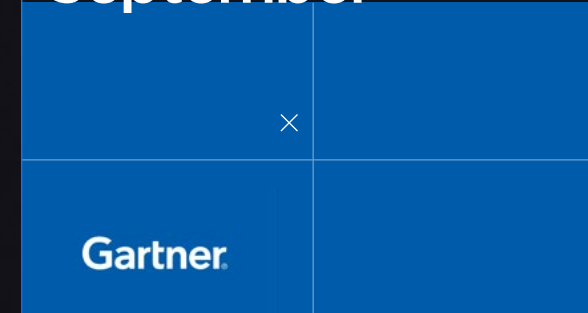
August



BigCommerce Scores 16 Total Medals in 2021 Paradigm B2B Combine Midmarket and Enterprise Editions

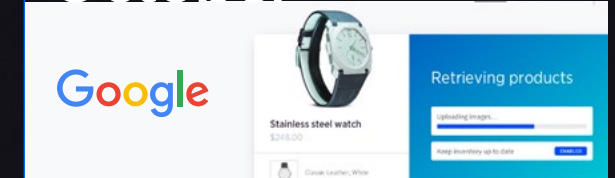
BigCommerce Partners With Sezzle Inc. as its New Preferred Buy Now, Pay Later Partner

September



BigCommerce Recognized as Challenger in 2021 Gartner® Magic Quadrant™ for Digital Commerce Platforms

October



BigCommerce Launches Ads and Listings on Google, Giving Merchants a One-Stop Shop to List and Sync Products for Free

BigCommerce Announces New Partner Integration with Chargify to Deliver Subscription Management Services for U.S. Merchants Nationwide

BigCommerce, CMA CGM Group Partner to Power End-to-End Ecommerce Solutions for Thousands of Global Merchants

November

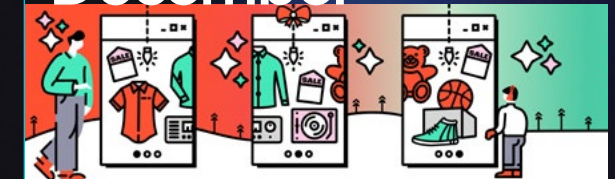


BigCommerce Named in Inc.'s First-Annual Best-Led Companies

BigCommerce Launches TikTok Advertising Coupon Program to Help Merchants Drive Growth, Unlock More Revenue

BigCommerce Labels 2021 'The Year of Retention' For Retailers in New Report

December



BigCommerce Merchants Achieve Record Holiday Ecommerce Sales and Outperform Industry Trends

BigCommerce Spotlights 2021 Make it Big Award Winners

BigCommerce Expands Integration, Advertising Coupon Program to France, the Netherlands, Italy and New Zealand

Strategic Priorities

2 0 2 2

The five key areas driving BigCommerce growth now and into the future.

STRATEGIC PRIORITY

International Expansion

02



Growing our global footprint continues to be a top priority for BigCommerce. Over the course of 2021, we saw 52.0% and 67.7% revenue growth in APAC and EMEA regions, respectively. In July 2021, we launched in-country operations in the Netherlands, France and Italy, and have since added Germany, Spain and Mexico to our portfolio. We also integrated with Mercado Libre, Latin America's largest online marketplace, giving our merchants access to a new continent of shoppers. We will continue to add more countries to the BigCommerce map in 2022.

STRATEGIC PRIORITY

Mid-Market and Enterprise Growth

01

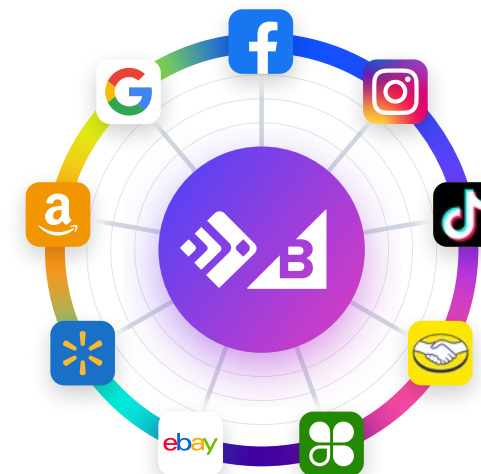


While our roots are in ecommerce for small businesses, we have been increasing our focus on mid-market and enterprise brands over the last six years, and we are seeing those efforts pay off. Over the course of 2021, revenue from merchants with an annual contract value of at least \$2,000 was up 59.4% over the previous year, accounting for 88.3% of our total ARR, and we will continue to invest in this segment of the market. For example, we have already begun offering our new multi-store functionality to select merchants to enable selling across multiple brands, customer segments and geographies from a single account and will expand this to all merchants in 2022.

STRATEGIC PRIORITY

Omnichannel Leadership

03



People are shopping on more channels than ever, including social platforms and online marketplaces. Our partnerships with Meta, Walmart, Google, Amazon, TikTok and Mercado Libre provide merchants with unique opportunities to meet shoppers where they are. And to further enable omnichannel success, we acquired Feedonomics, the world's leading data feed optimization platform. At the time of acquisition in July 2021 (our first acquisition since becoming a public company), Feedonomics served 28% of the top 1,000 U.S. retail ecommerce sites. The combination of BigCommerce and Feedonomics provides merchants with industry-leading capabilities for third-party demand generation, product distribution, advertising and selling — making us the most powerful platform for omnichannel ecommerce.

B2B Capabilities

04



According to Forrester, U.S. B2B ecommerce transactions are expected to reach \$1.8 trillion by 2023. This would account for 17% of all B2B sales in the country. Although ecommerce was initially the realm of consumer retail, B2B companies are quickly catching up, and BigCommerce is making it easier for these businesses to sell online. Our June launch of B2B Edition marked a significant leap forward. Now, B2B merchants can capitalize on an advanced suite of functionalities through our exclusive partner integration of BundleB2B with BigCommerce Enterprise to better facilitate online operations and provide customers with seamless transactions and convenient self-service account capabilities.

Awards + Recognition



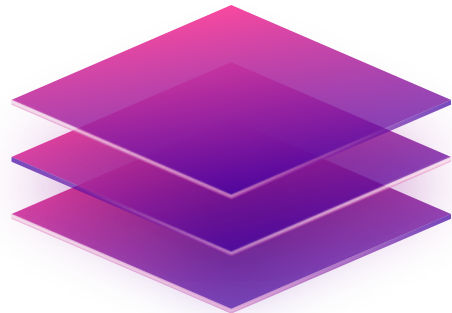
Austin Business Journal 2021 CEO and CFO Awards

Brent Bellm was named **Best CEO** in the large company category.

Robert Alvarez was named **Best CFO** in the public company category.

Headless Commerce

05



Headless commerce has become more prominent as merchants increasingly focus on providing amazing customer experiences but need to ensure consumer-facing website changes don't disrupt the back-end commerce engine. BigCommerce supports headless implementations with the world's leading content management systems. Headless commerce demonstrates the power and flexibility of BigCommerce for mid-market and enterprise businesses.



IDC Marketscape

BigCommerce was named a Leader in Worldwide Headless Digital Commerce Applications 2020-2021 Vendor Assessment.



G2 Crowd

Using reviews from the user community and evaluating the platform's ease of use and quality of support, BigCommerce was named one of the best ecommerce platforms for small business owners by G2 Crowd.

Inc. Best Led Companies

It's an honor for BigCommerce to be recognized in Inc.'s inaugural Best-Led Companies list for our leadership and management. This award would not be possible without our outstanding team members, who bring extraordinary to the world of ecommerce with dedication to the success of every one of our merchant customers."

Brent Bellm
CEO, BigCommerce



TrustRadius Top Rated Ecommerce Platform

BigCommerce was selected as a TrustRadius Top Rated Ecommerce Platform for having excellent customer satisfaction ratings, based purely on reviews from our merchants.



Gartner Magic Quadrant

BigCommerce was named a Challenger in the 2021 Gartner Magic Quadrant for Digital Commerce Platforms.



Paradigm B2B Combine

BigCommerce received 16 total medals in ten featured categories across Paradigm B2B Combine's Midmarket and Enterprise editions.



05

Putting Our Customers First

Health & Beauty

method men HOMEDICS Nature'sOne MEYER'S CLEAN DAY MOLTON BROWN LONDON CALDREA LARQ bliss victoriahealth

Fashion & Apparel

CZ REEBOK GORE BADGLEY MISCHKA SADDLEBACK LEATHERS CO. BON-TON NATORI LAPERLA GRENSON Closet ABI AND JOSEPH

Electronics

FUJITSU Nikon Leica Skullcandy CCTV Vodafone NOKIA Phones BRICKHOUSE SECURITY ATARI VCI

Home & Garden

Big Green Egg solo stove SHARP BURROW cantoni Flooret. CARILOHA* AMERICAN LEATHER UPLIFT DESK

Food & Beverage

BERG JERRY'S jeni's 5-hour ENERGY JOHNNIE WALKER DI BRUNO BROS. SUMMER LASSIES GROW & BEHOLD BEER CARTEL Carlucci's SPICEOLOGY

Sports & Outdoors

SPINNING KR marucci KELTY ROCK GOLF pure barre Z ZWIFT rockymounts PRACTICAL

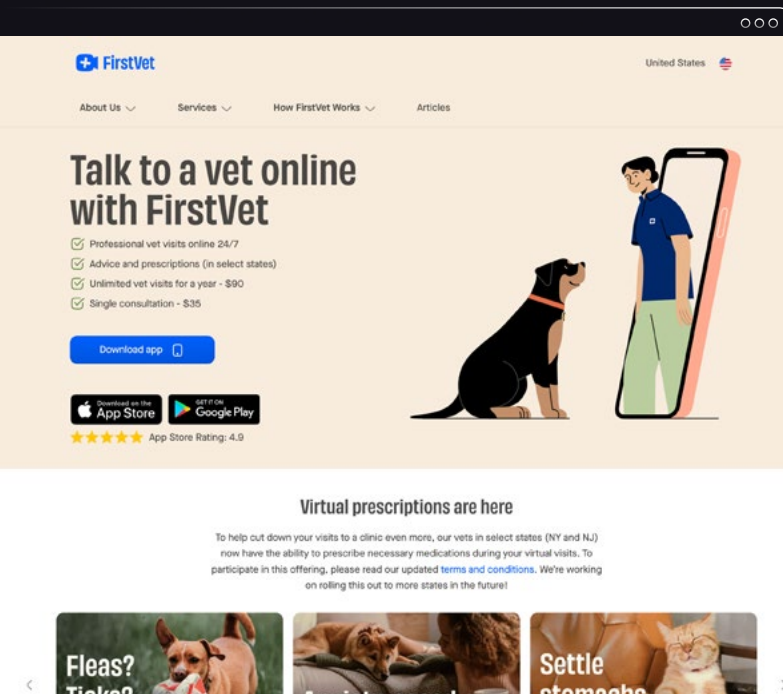
Automotive

mazda AWESOME PRIORITY TIRE STURGIS Brock's TouchUpDirect enjukuracing BBWHEELS

B2B & Industrial

AVERY DENNISON Clarion ResMed RDO Black Diamond bertin TECTRAN HS WHOLESALE AORN ACLS.com

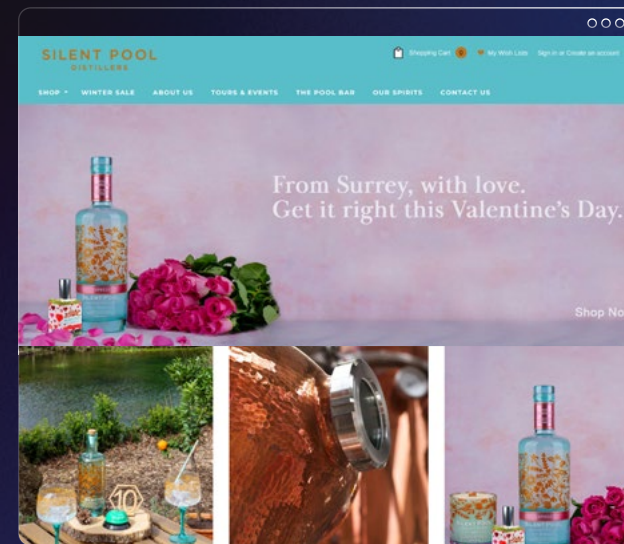




“What we wanted was a headless solution that had a stable documented back end with good APIs. We also wanted a company that was stable and we could trust.”

Lars-Martin Norviit
Co-Founder and Head of Ecommerce at FirstVet

307% ↑ increase in orders
324% ↑ increase in customers



SILENT POOL
DISTILLERS

“We wanted to be relieved of the burden of the technical management of our website including capacity, security and update issues. We knew a software as a solution (SaaS) platform would address this for us.”

Darren Macaskill
Head of Brand And Marketing at Silent Pool Distillers

551% ↑ increase in revenue
419% ↑ increase in orders

THE UPSIDE

163% ↑ increase in revenue
161% ↑ increase in customers
103% ↑ increase in conversion rate

“BigCommerce is at the heart of everything that we do. We’re in a great place right now where we’re really realizing the benefits of having a much better website, and that’s absolutely reflected in the conversion rates and subsequent revenue that we’re seeing from the site.”

Airi Sutherland
Head of Digital at The Upside



“One thing we were looking for was speed. BigCommerce and BundleB2B found a way to deliver it. Everything functions at a lightning fast pace and that’s really important when you have 400,000 products available to sell.”

Scott Ferguson
Vice President at United Aqua Group

336% ↑ increase in revenue
539% ↑ increase in conversion rate



“This unique flexibility with leading technology solutions assured me that we were servicing our customer needs with the best resources and tools available to us; with each integration chiefly focused on its respective expertise and functionality.”

Debra Kinney
Founder and Owner at Debra's

215% ↑ increase in revenue
234% ↑ increase in site visits
627% ↑ increase in customers



“For a mid-market enterprise level brand, BigCommerce was the first recommendation once the decision to go headless was made.”

Kirk Cornelius
Strategic Director at Zaneray Group

53% ↑ increase in users
44% ↑ increase in sessions

DESIGNERIE

“BigCommerce’s B2B wholesale functionality for customer groups allows us to dictate customer specific pricing at a macro level and still offer B2B customers a B2C experience while shopping online.”

Brendan McCarthy
Owner and Managing Director at Designerie

88% ↑ increase in average order value
100% ↑ increase in customers





“Not only do we now have the flexibility, scalability and control we wanted, we also are building our business on a platform that is affordable, expandable with vetted apps and integrations. BigCommerce provides ease of use for resources in local markets and delivers fast speed to market.”

Ashleigh Murray

Ecommerce Senior Vice President at Lyre's

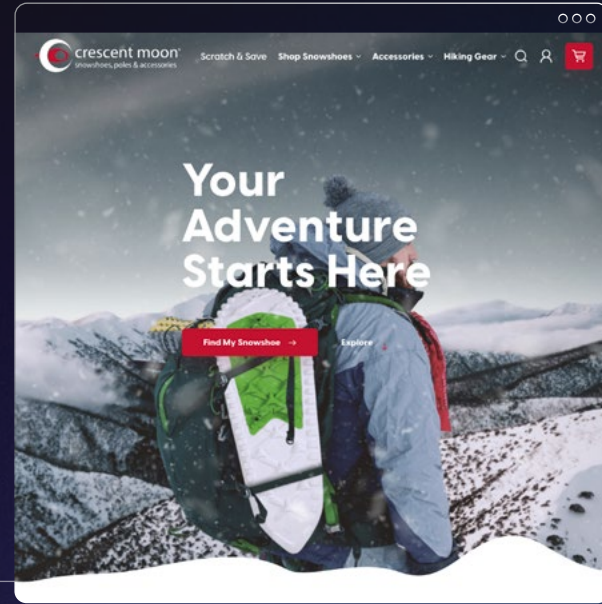
- 226% ↗ increase in revenue
- 191% ↗ increase in conversion rate
- 184% ↗ increase in orders

RED APPLE

“To have these kinds of apps that work with BigCommerce gives us a lot of flexibility to get really creative with how we're interacting with our customers and how they're interacting with us. The combination is really powerful.”

Doug Burda
Founder and Owner at Red Apple Fireworks

- 533% ↗ increase in orders
- 445% ↗ increase in revenue
- 133% ↗ increase in conversion



“BigCommerce's SEO capabilities are huge. The website growth we saw after switching and the increase in sales was just nuts. We did more sales in three months than we projected that we would have done in three years, based on last year's numbers.”

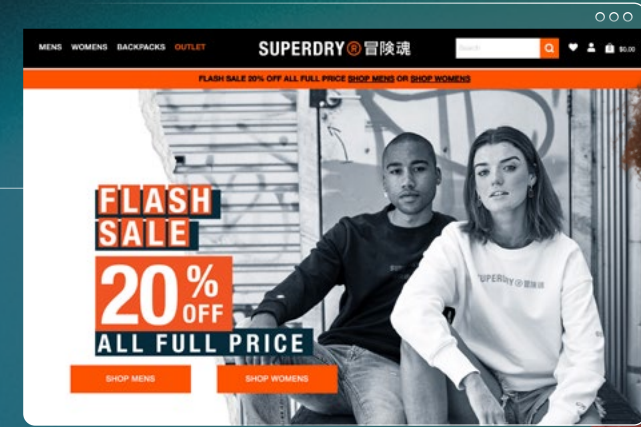
Tanner Dunn
Vice President at Crescent Moon Snowshoes

- 180% ↗ increase in revenue
- 130% ↗ increase in conversion rate

SUPERDRY® 冒險魂

“It's nice not having to rely on a big technical infrastructure from a non-hosted platform that requires constant maintenance. BigCommerce is simple enough for us to customize ourselves and to quickly execute on the things we want to get done.”

Brendan Gillen
Ecommerce Manager at Superdry



- 146% ↗ increase in revenue
- 148% ↗ increase in orders
- 135% ↗ increase in conversion rate



“We really wanted to be on WordPress because of our particular niche market. We wanted the ability to include a lot of support and educational materials and videos as opposed to selling like a commodity. A headless client with WordPress would enable us to provide the customer experience we wanted.”

Daniel Phillips
CFO at The Good and the Beautiful

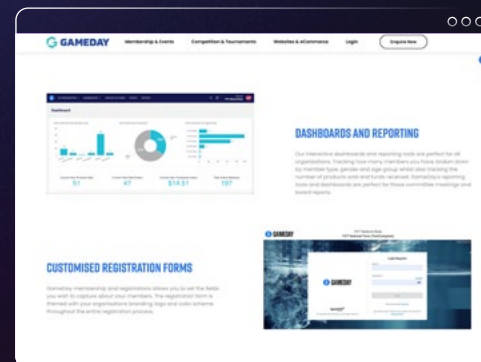
- 322% ↗ increase in revenue
- 358% ↗ increase in orders
- 72% ↗ increase in conversion rate



- 105% ↗ increase in revenue
- 191% ↗ increase in customers
- 50% ↗ increase in orders

“I felt a stronger pull to BigCommerce. I saw a lot of Shopify platforms, and I just didn't feel like they were as interactive or as beautiful.”

Dr. Keneshia Berkley
Founder at Baddie Labs Cosmetics



GAMEDAY

“Roughly 10,000 concurrent users were on the site immediately after the Tigers won the 2020 AFL premiership. If the club would have still been on our previous homegrown platform the site would have fallen over. However, on BigCommerce, the site was still flying, even to the point of being able to process a half million dollars of sales in one hour!”

Anthony Richardson
Director of Digital at Gameday

- 100% ↗ increase in orders
- 78% ↗ increase in peak user visits
- 39% ↗ increase in gross sales YoY



Customer Support

We're focused on more than powering our merchants' online stores — we're a team that wants to see our customers succeed and grow their businesses for the future.



Over 280,000 cases worked, with chat exceeding phone for the first time ever.



The average speed of answer (ASA) for phones was one minute, 4 seconds, with chats being one minute, 14 seconds. Priority Support ASA was 17 seconds for phones and 54 seconds for chats.



Expanded language support for web and chat channels to include seven additional languages.



Achieved 94% customer satisfaction score for phone support and 93% for chat.

06

Our Partner Ecosystem



With BigCommerce we were able to build a reliable site that gave us more capacity when we needed it and less when we didn't. We're not checking every 15 minutes to see if the website is working. We just have confidence that the site is up, running, it's secure and performing."



Andrew Hassard

Owner and Managing Director at Mango Bikes



We received incredible support that was essential in helping us launch our website. Being able to chat with someone on the team or give them a call and get answers was incredibly helpful."



Justin Nutzman

Ecommerce Director at Red Apple Fireworks



BigCommerce partners with the best ecommerce designers, developers and marketers in the world to help brands **innovate and succeed**.



With thousands of technology and agency partners in our open ecosystem and more added every month, BigCommerce is able to relentlessly prioritize the improvement of our core platform experience. Partners ensure our customers have the freedom to choose the best combination of ecommerce solutions for their specific needs.

Our global network of agency partners specializes in building beautiful storefronts to amplify brands. These experts are well versed in the front- and back-end tools that help businesses excel. Our technology partners provide merchants with integrations they need to grow sales, customize the shopping experience and connect their stores to critical business software.



Our growing partner ecosystem is critical to our future success. Not only does it provide our merchants with more flexibility to work with agencies they know and trust, but the revenue-sharing model benefits our bottom line — and our investors — as well.”



Brent Bellm
CEO, BigCommerce



We're thrilled to name BigCommerce our first enterprise-level commerce partner. We're committed to empowering businesses of all sizes to reach new customers on TikTok, and this partnership will make it easy for BigCommerce merchants to drive sales and authentic engagement on the platform.



Lorry Destainville
Director, Global Commerce Partnerships at TikTok



Since BigCommerce and Google have such a great partnership, BigCommerce merchants can use Google Cloud BigQuery, which consolidates all products and marketing data into a single place. And Google's recommendations API gives shoppers personalized recommendations based on similar shoppers in past purchases. So I think that's a really fantastic one — a great example of the value of the partnership with BigCommerce and the things we can do together.



Bill Ready
President of Commerce, Payments & Next Billion Users at Google



EPAM is pleased to add BigCommerce to its portfolio of highly respected and proven platforms that support our clients' abilities to innovate and adapt faster to their customers' digital experience needs. BigCommerce's ability to create differentiated experiences and greater flexibility positions our clients to grow online revenue and be at the forefront of technology.



Whether consumers are shopping at a local boutique or a huge global retailer, they expect a seamless checkout experience. So it's crucial that sellers provide a quick, secure, and simple checkout. Through our partnership with BigCommerce, their merchants can keep their existing guest checkout, while taking advantage of the increased conversion rate enabled by Bolt's one-click checkout.



Bob Buch
Chief Business Officer at Bolt



By Acumatica and BigCommerce working closely together, our teams are ensuring that we are educated about each other's roadmaps, discussing challenges customers are facing and working together to resolve those challenges. This partnership is making us extensions of the other's team. Additionally, we are both working together to build the market's best ecommerce/ERP solution.



Josh Fischer
Senior Manager, Product Management at Acumatica



Today, global brands require a highly adaptable ecommerce platform that can meet the needs of both customers and the business. From the onset, our objective with Ted Baker was to modernize the commerce experience, using headless solutions from a wide array of industry-leading partners. With BigCommerce and Bloomreach, we were able to support Ted Baker's digital transformation journey, helping them build a tech stack that offers simplicity, efficient site management, and the best possible customer experience across 12 regional storefronts.

Accounting & Tax

Avalara quickbooks xero
shipCOMPLIANT THOMSON REUTERS
TaxCloud VERTEX TaxJar

Advertising

Google Sales&Orders glocal
ROIHUNTER ampd feedops...

Analytics

Google Analytics luckyorange Glew.
Google Big Query Segment PayHelm

B2B & Wholesale

PunchOut2go ba/ance ROCOMMERCE
bundle2b EBIZIO Checkout Skynamo
B2B NINJA Sufio

Channels

Instagram amazon Google
Meta TikTok Walmart*
ebay mercado libre

Customer Service

gorgias answerbase ReadyCloud
zendesk LiveChat

Email Marketing

mailchimp ActiveCampaign omniscend
KLAVIYO dotdigital LISTRAK

ERP/WMS

Acumatica Microsoft
Brightpearl BRIDGE celigo
LINNWORKS SKUVVAULT



Fraud

Signifyd Kount ClearSale

Headless

bloomreach contentful Ampliance
uniform netlify CONTENTSTACK
jmango DEITY shogun Vercel

Insurance & Warranties

Extend COVER GENIUS ROUTE clyde

Listings / Inventory / OMS

feedonomics CODISTO FLUENT
channeladvisor Alloy deck RANDEM

Loyalty & Reviews

yotpo Trustpilot zinrelo
Loyalty smile.io Stamped REVIEWS

Marketing Automation

MARSELLO justuno
drip Privy

Merchant & Consumer Financing

Klarna. affirm PayPal
afterpay7 CLEARBANC
sezzle zip

One-click Checkout

Bolt adyen

Payments

PayPal stripe amazon pay
CyberSource CHASE Elavon
worldpay checkout.com mollie

Personalization

limespot nosto
dynamic yield pinpoint

Point of Sale

Square Zettle clover
iZettle eposnow TEAMWORK
Heartland Retail hike

Product Information Management

sales layer SALSIFY UNBXD
akeneo pimberly riversand
inriver comestri

Search & Merchandising

SEARCHSPRING KLEUVU instantsearch
segmentify UNBXD hawksearch
Altraql Constructor.io

Shipping & Fulfillment

amazon ShipStation shipit ShipperHQ
ZONOS shippo Global Deliverr
ShipBob Happy Returns ADVANCED MANAGER
WARE2GO sendcloud Australia Post
easyship starshipit FedEx

Site Tools

Atom8 Rewind shogun
ESSENTIAL ACCESSIBILITY ShoppingGives Section

Subscriptions

recharge sticky.io ordergrove

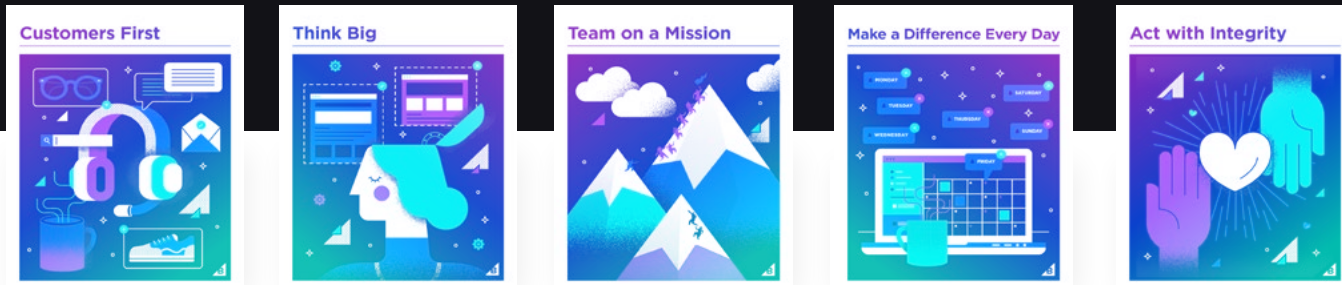
07

Community and Culture



Company Values

Our company values are the foundation of everything we do at BigCommerce. They inform our priorities. They guide us to make the right decisions in the face of challenges. They ensure we stay true to our mission and vision. Each employee learns them, loves them and lives them.



Social Impact

When it comes to supporting our local communities, we empower BigCommerce employees to be change agents within their communities. We use our time, platform and hearts to make the world we live in a better place.

A couple examples of community-driven events we participated in during 2021 include:

Build Day

BigCommerce partnered with Partnerships for Children to help make a difference for children in the Central Texas foster care system during another incredibly challenging year.

One of the challenges they faced was a shortage of foster placement homes for kids in need, leaving kids sleeping at the DPS office. In an effort to make the office feel a bit warmer, the BC crew helped assemble furniture and games for their temporary space.



Workplace Awards



Certified as a Great Place to Work in Australia for 2021-2022



Certified as a Great Place to Work in the UK for 2021-2022



Great Place to Work: UK's Best Workplaces™ in Tech 2021



Certified as a Great Place to Work in the United States for 2021-2022



Named a 2021 Top Workplace by the Austin American-Statesman For the tenth year in a row!



Named a 2021 Top Workplace by the Bay Area News Group



Holiday Wishes Toy Drive

For the last 10 years, the BigCommerce family has joined with Partnerships for Children to help kids in the Austin area who are living in protective custody during the holidays. We adopted and sponsored gifts for 500 children this year and raised an additional \$5,544 in funds to sponsor additional kiddos!



Diversity, Equity + Inclusion Highlights

We added Dr. Martin Luther King Jr.'s birthday as a paid company holiday.

We hired the company's first Head of Diversity, Equity and Inclusion to establish DEI as a core company pillar, support our Employee Resource Groups and amplify efforts globally.

We created a DEI Strategic Plan, guided by three pillars: Our People, Our Systems & Practices and Our DEI Brand.



Employee Resource Groups

Our Employee Resource Group (ERG) Program embodies our diverse culture, enhances collaboration and professional development and provides supportive, inclusive networks that develop awareness, respect and allyship across the organization.



Currently we have five active groups:



BigCommerce's ERG for women, non-binary people and allies to create a welcoming and inclusive space for all BigCommerce employees.

2021 HIGHLIGHTS:

A "Women's Equal Pay Day" workshop, a year-long interactive program on building a financial framework in order to have a solid financial foundation, and a speaker session on how to balance personal and professional ambition and think about managing the 'whole person' in a workplace.



BigCommerce's ERG for LGBTQ+ and allies to build a united community working to educate, give back to our community and represent BigCommerce as an LGBTQ+ friendly environment.

2021 HIGHLIGHTS:

Hosted several events around transgender awareness, a trans-inclusive/body-positive wellness workshop, Inclusive Pride Trivia, LGBTQIA Bingo, and an annual Pride t-shirt competition. BProud also supported various LGBTQ+ non-profit organizations.



BigCommerce's ERG that provides support for Veterans, First Responders and their families at BigCommerce and externally in our community.

2021 HIGHLIGHTS:

Provided awareness, morale, support and comradery, both internally and externally. Events included Veterans Day Trivia and Dinner, and guest speaker Capt. David Koss who spoke about failure, resilience and a leadership equation that helped him navigate through Top Gun, the Blue Angels and a 30-year military career.



BigCommerce's ERG for people of color and their allies to create and sustain a safe environment within the BigCommerce community.

2021 HIGHLIGHTS:

Numerous Black History Month events, a workshop on the Histories of the Asian Experience, a Juneteenth park cleanup, a panel on Exploring Paths to Engineering with BC, and a new partnership with AUTM (Austin Urban Technology Movement).



BigCommerce's ERG that supports and advocates for caregivers and those who care about them.

2021 HIGHLIGHTS:

Expert-led programming geared towards caregivers focused on Maintaining Work-Life Balance and Everyday Stress Relief Practices, as well as a collaboration with the Benefits department to provide educational employee-benefits sessions.

BigCommerce Shareholder Value

STOCK INFORMATION

Common stock symbol: BIGC, listed and traded on the Nasdaq. As of December 31, 2021 there were 72,311,329 shares of Series 1 common stock and no shares of Series 2 common stock outstanding and 196 stockholders of record of our common stock.

TRANSFER AGENT AND REGISTRAR

All inquiries concerning registered shareholder accounts and stock transfer matters, including address changes and consolidation of multiple accounts, should be directed to BIGC's transfer agent and registrar, American Stock Transfer & Trust Company, LLC, at 6201 15th Avenue, Brooklyn, New York 11219, or www.astfinancial.com.

BIGCOMMERCE WEBSITE

Additional BigCommerce information is available at www.bigcommerce.com. All of the documents BIGC files with or furnishes to the SEC, are available free of charge at investors.bigcommerce.com.

ANALYST COVERAGE

As of February 26, 2022, BigCommerce Holdings, Inc. is followed by the analysts listed to the right. Please note that any opinions, estimates or forecasts regarding BigCommerce Holdings, Inc.'s performance made by these analysts are theirs alone and do not represent opinions, forecasts or predictions of BigCommerce Holdings, Inc. or its management. BigCommerce Holdings, Inc. does not by its reference above or distribution imply its endorsement of or concurrence with such information, conclusions or recommendations.

INDEPENDENT AUDITORS

Our independent auditors are Ernst & Young LLP, 401 Congress Avenue, Suite 3200, Austin, Texas 78701.

FORWARD-LOOKING STATEMENTS

This document contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. In some cases, you can identify forward-looking statements by terms such as "anticipate," "believe," "estimate," "expect," "intend," "outlook," "may," "might," "plan," "project," "will," "would," "should," "could," "can," "predict," "potential," "strategy," "target," "explore," "continue," or the negative of these terms, and similar expressions intended to identify forward-looking statements. 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, revenue, expenditures and customer and financial growth rates, our financial outlook, our plans and objectives for future operations, growth, 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. Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are included under the caption "Risk Factors" and elsewhere in our filings with the Securities and Exchange Commission (the "SEC"), including our final prospectus under Rule 424(b) and our Annual Report on Form 10-K for the year ended December 31, 2021 as filed with the SEC, and the future quarterly and current reports that we file with the SEC. Forward-looking statements speak only as of the date the statements are made and are based on information available to BigCommerce at the time those statements are made and/or management's good faith belief as of that time with respect to future events. BigCommerce assumes no obligation to update forward-looking statements to reflect events or circumstances after the date they were made, except as required by law.

Barclays	Raimo Lenschow
Bank of America	Koji Ikeda
Canaccord	David (DJ) Hynes
Goldman Sachs	Gabriela Borges
Guggenheim Partners	Ken Wong
Jefferies	Samad Samana
KeyBanc	Josh Beck
Morgan Stanley	Stan Zlotsky
Needham	Scott Berg
Piper Sandler	Brent Bracelin/Clarke Jeffries
Raymond James	Brian Peterson
Stifel	Tom Roderick
SunTrust	Terry Tillman
Wedbush Securities	Ygal Arounian
William Blair	Matthew Pfau