

# 1Q 2021 Financial Results

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This presentation may contain forward-looking statements which constitute the views of the Company with respect to future events which can be identified by the use of forward-looking terminology such as “anticipate,” “believe,” “budget,” “can,” “continue,” “control,” “could,” “estimate,” “expect,” “intend,” “may,” “ongoing,” “plan,” “potential,” “predict,” “project,” “should,” “will,” “target” and similar words or phrases. These forward-looking statements include statements concerning the following: the impact of the COVID-19 pandemic and the associated economic uncertainty on the Company, our customers, and our partners, and our response thereto; our expectations regarding our revenue, expenses, sales, and operations; anticipated trends and challenges in our business and the markets in which we operate; our ability to compete in our industry and innovation by our competitors; our ability to anticipate market needs or develop new or enhanced services to meet those needs; our ability to manage growth and to expand our infrastructure; our ability to establish and maintain intellectual property rights; our ability to manage expansion into international markets and new industries; our ability to hire and retain key personnel; our ability to successfully identify, manage, and integrate any existing and potential acquisitions; our ability to adapt to emerging regulatory developments, technological changes, and cybersecurity needs; and our anticipated cash needs and our estimates regarding our capital requirements and our need for additional financing; and such other risks and uncertainties described more fully in our documents filed with or furnished to the Securities and Exchange Commission, including our final prospectus under Rule 424(b) filed with the SEC on August 5, 2020, our Annual Report on Form 10-K for the year ended December 31, 2020 as filed with the SEC on February 26, 2021 and the future quarterly and current reports that we file with the SEC.”

The statements are made based upon management’s beliefs and assumptions and on information available to management as of the date of this presentation. Forward-looking statements involve both known and unknown risks, and there is no assurance that such statements are correct or will prove, with the passage of time, to be correct. Actual events, results, achievements or performance may differ materially from those reflected, implied or contemplated by such forward looking statements. All forward-looking statements attributable to us are expressly qualified by these cautionary statements. Any past performance information presented herein is not a guarantee or indication of future results and should not be relied upon for such reason.

The information contained herein may change at any time without notice, and we undertake no duty to update this information except as required by law.

This presentation also contains estimates and other statistical data made by independent parties and by us relating to market size and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such data and estimates. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which we operate are necessarily subject to a high degree of uncertainty and risk. Neither we nor our affiliates, advisors or representatives makes any representation as to the accuracy or completeness of that data or undertake to update such data after the date of this presentation.

In addition to financial information prepared in accordance with generally accepted accounting principles in the United States (“GAAP”), we use certain non-GAAP financial measures to clarify and enhance our understanding, and aid in the period-to-period comparison, of our performance. We believe that these non-GAAP financial measures provide supplemental information that is meaningful when assessing our operating performance because they exclude the impact of certain amounts that our management and board of directors do not consider part of core operating results when assessing our operational performance, allocating resources, preparing annual budgets, and determining compensation. The non-GAAP measures have limitations, including that they may not be directly comparable to other companies, and you should not consider them in isolation or as a substitute for or superior to our GAAP financial information. See the Appendix to this presentation for a reconciliation of non-GAAP financial measures to their nearest GAAP equivalent.

# BigCommerce is the open SaaS platform for all stages of ecommerce growth



## Uniquely positioned as a SaaS ecommerce leader

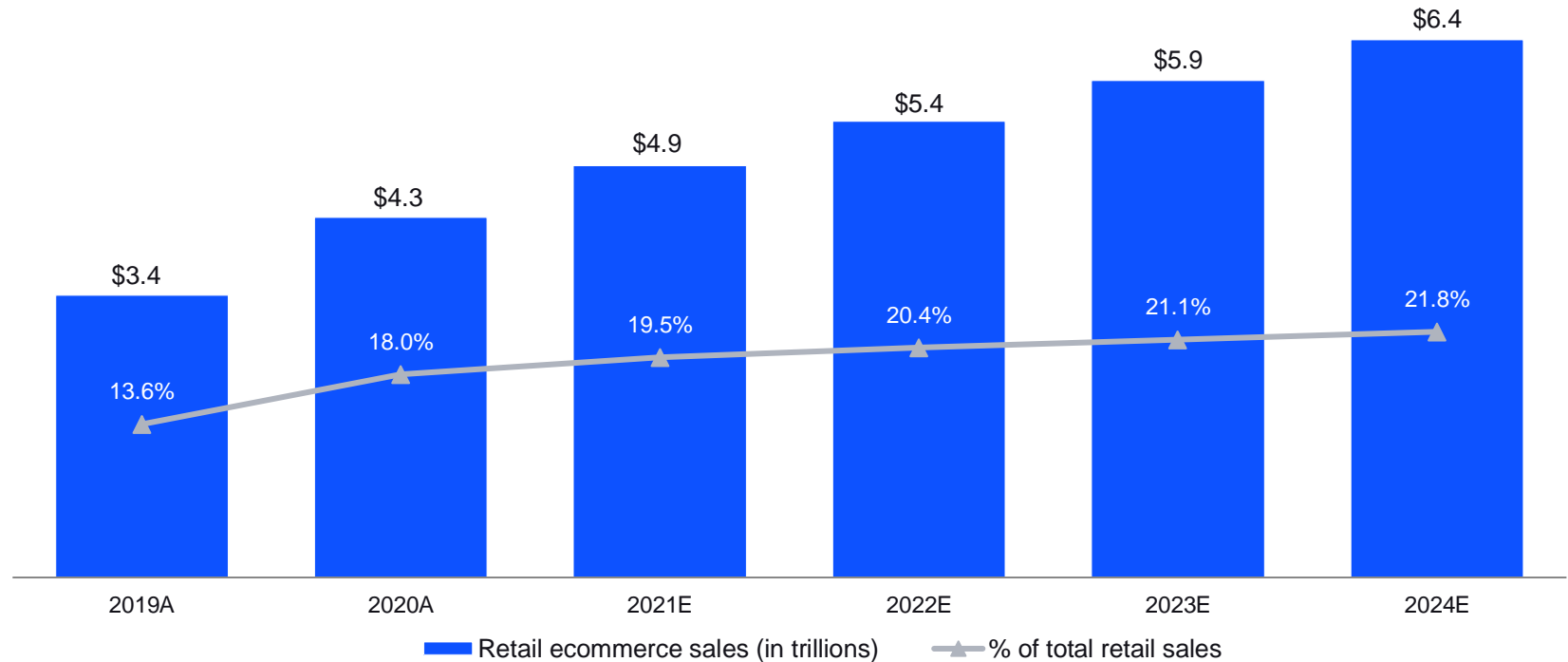
- △ Open SaaS
- △ Enterprise leadership
- △ Focused on established businesses
- △ B2C + B2B
- △ Intentionally disruptive
- △ Partner-centric (best-of-breed)

# BigCommerce today



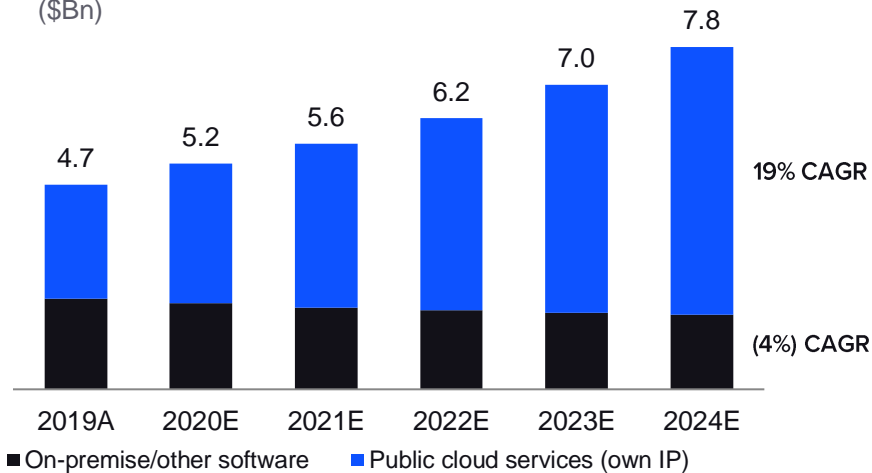
Note: All statistics as of 3/31/2021 unless otherwise noted.

# Large and fast-growing global ecommerce market

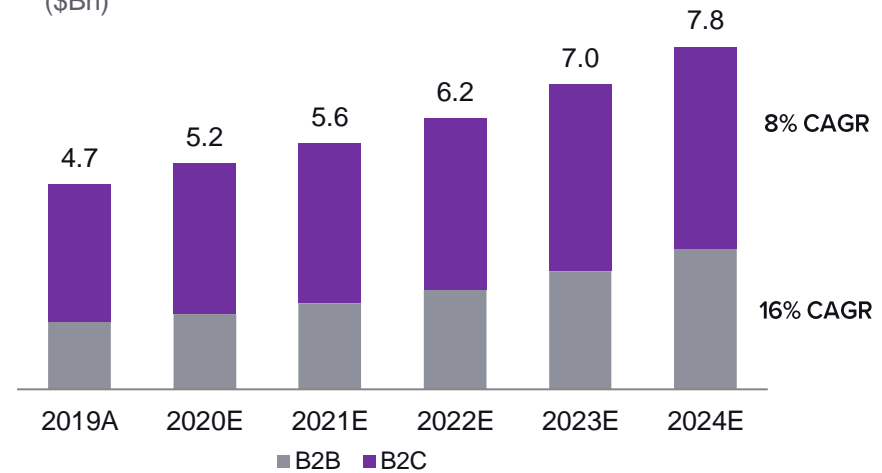


# Ecommerce platform spend forecasted to grow to \$7.8B in 2024

Worldwide digital commerce applications revenue by deployment (\$Bn)



Worldwide digital commerce applications revenue by business model (\$Bn)



Source: IDC Worldwide Digital Commerce Applications Revenue Snapshot, 2020.



# Why BigCommerce wins

- Open SaaS
- Enterprise features and applications
- Cross-channel commerce
- Lower total cost of ownership (TCO) than legacy software
- Performance: uptime, site speed, security



**B** Customer snapshot

Health & Beauty



Apparel



Electronics



Home & Garden



Food & Beverage



Sports



Automotive



B2B & Industrial





## Global expansion of partner network: New partners in Q1'21





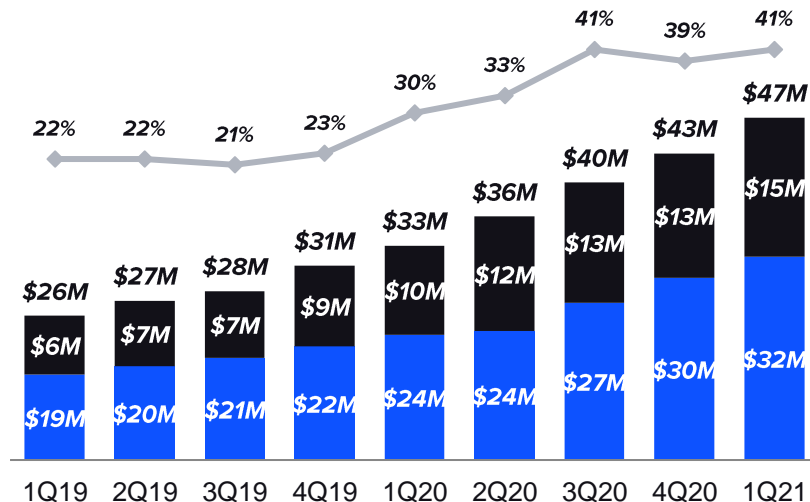
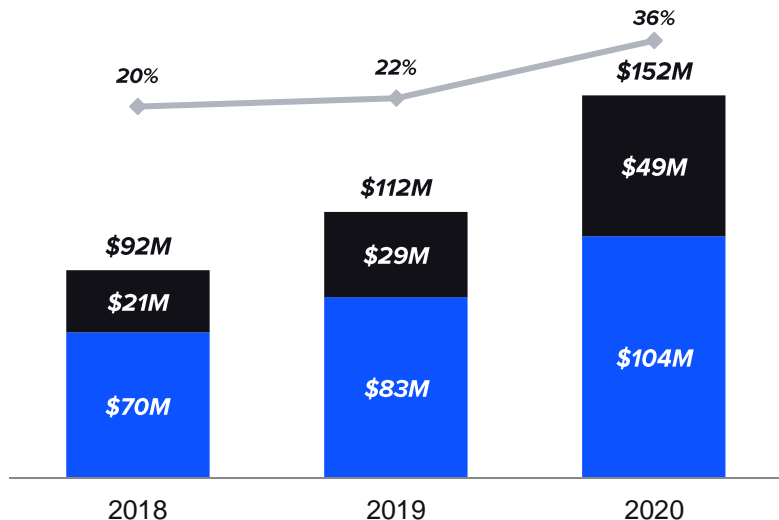
# Financials



## BigCommerce financial summary

- 4<sup>th</sup> consecutive year of accelerating top line growth
- Enterprise continues to increase as a percent of total revenue
- High gross margins
- Significant long-term operating leverage potential

# B Strong consistent revenue growth driven by subscription growth and improved monetization of partner revenue share



## y/y: Subscription Services

15%                      17%                      25%

## y/y: Partner and Services

38%                      38%                      65%

14%   18%   17%   20%   22%   19%   26%   33%   36%

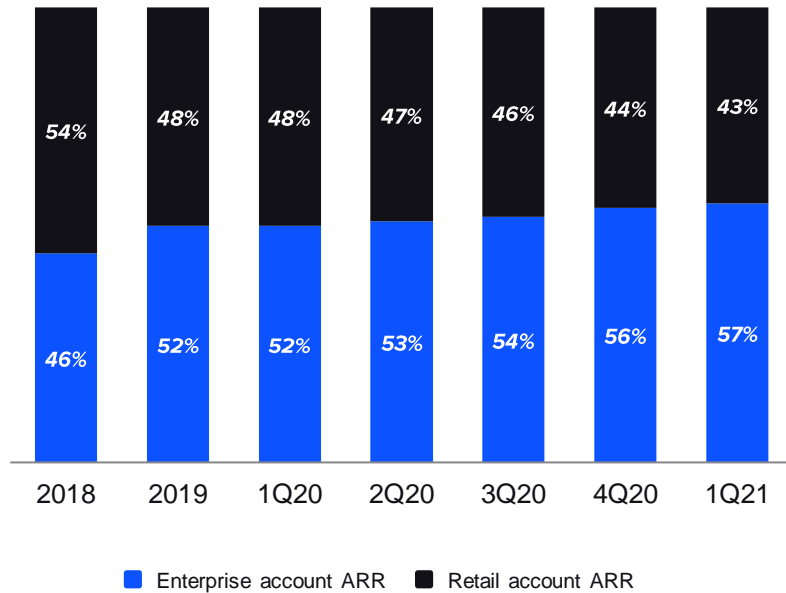
55%   37%   34%   30%   52%   74%   82%   54%   52%

■ Subscription Services   ■ Partner and Services   — Total Revenue Y/Y Growth

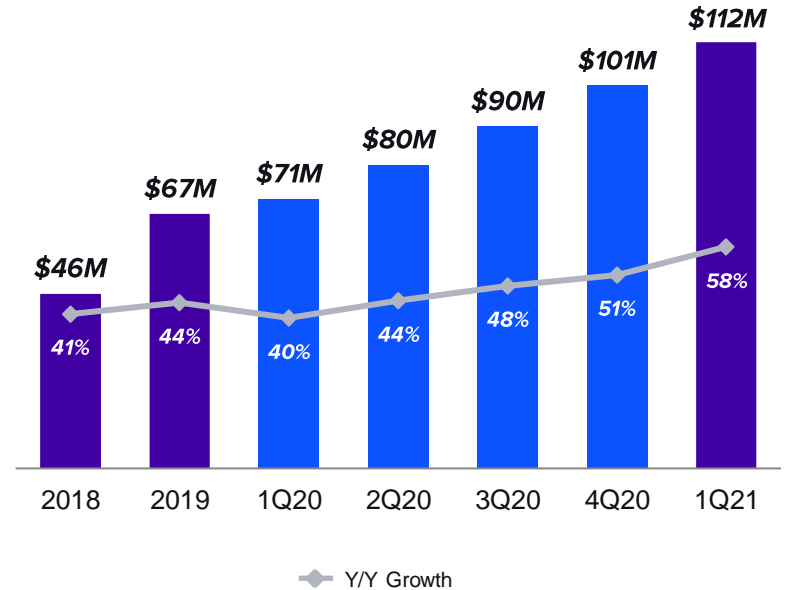
Note: Amounts may not add due to rounding.

**B** Enterprise ARR has more than doubled in the last two years, driving acceleration in the enterprise segment and a mix shift to higher LTV and stronger retention

Enterprise account ARR as a % of total ARR

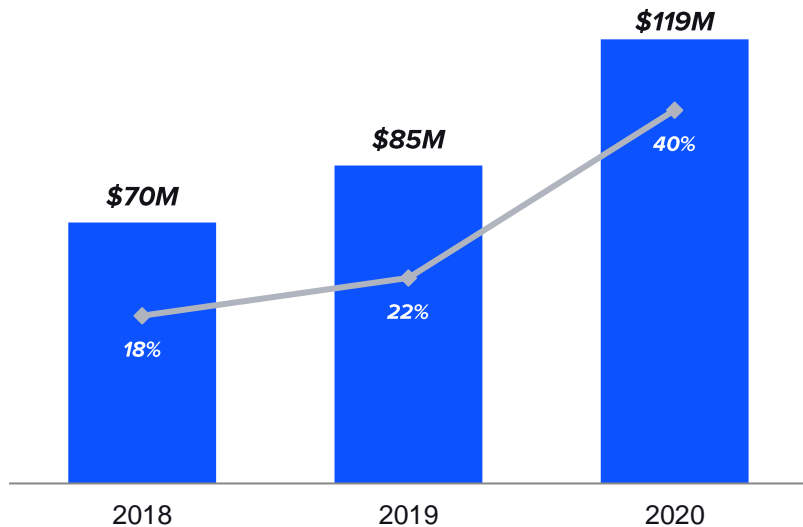


Enterprise account ARR



# B Accelerating top-line growth while driving margins higher as we scale

Gross profit (\$M)



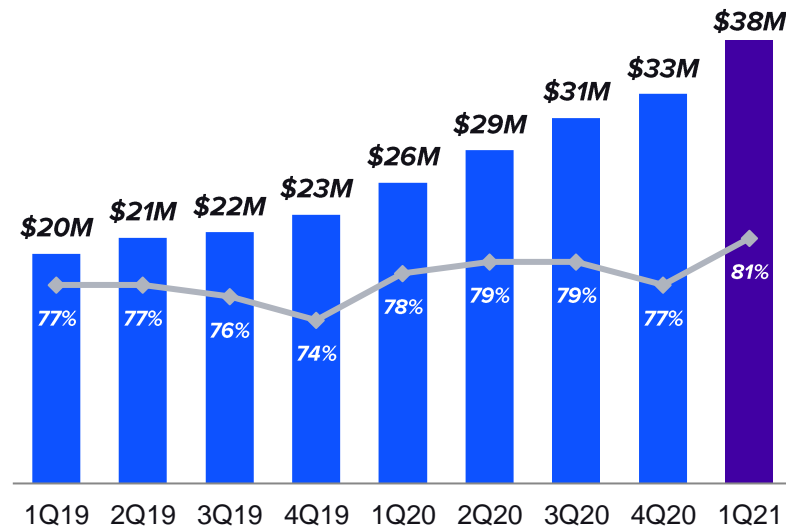
**% of total revenue:**

**76%**

**76%**

**78%**

Gross profit (\$M)

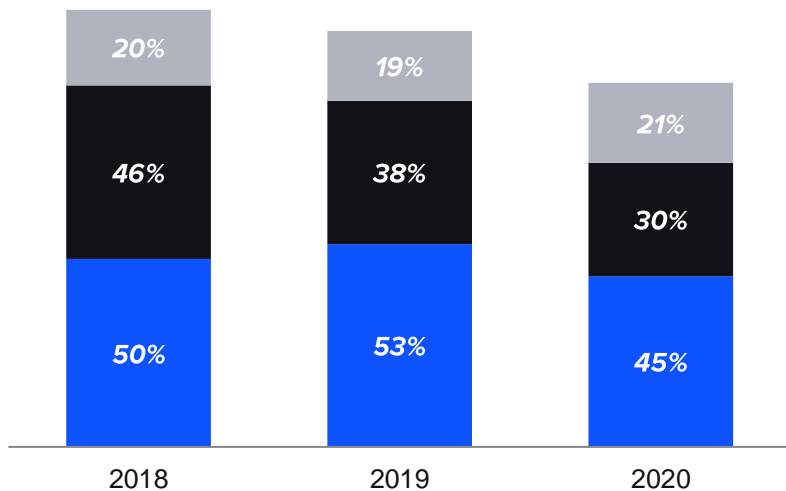


◆ Y/Y Growth

Note: Non-GAAP gross profit and gross margin exclude the effect of stock-based compensation and related payroll tax expense. See appendix for reconciliation of Non-GAAP measures to GAAP.

# B Driving strong leverage while investing in significant growth initiatives in the mid-market and enterprise segments

Operating expense as % of revenue



**Operating margin:**

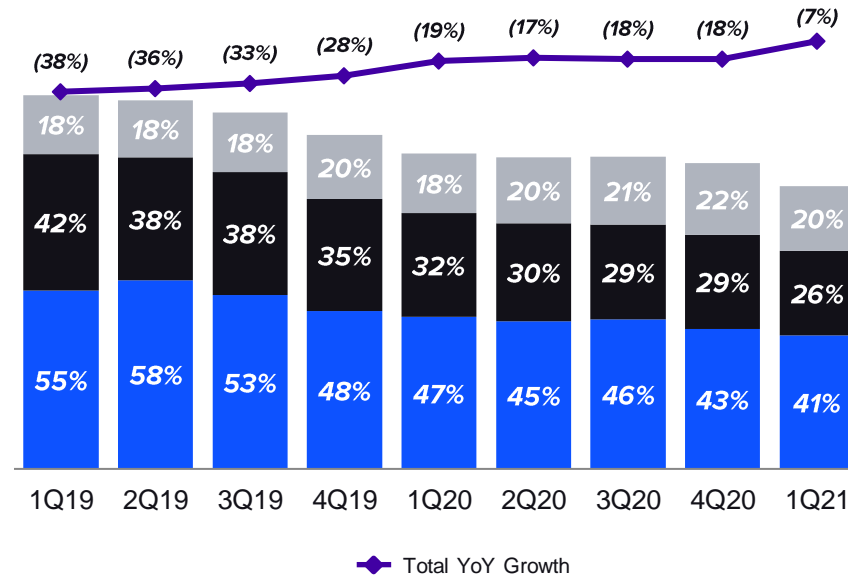
**(39%)**

**(34%)**

**(18%)**

■ Sales & Marketing ■ Research & Development ■ General & Administrative

Operating expense as % of revenue



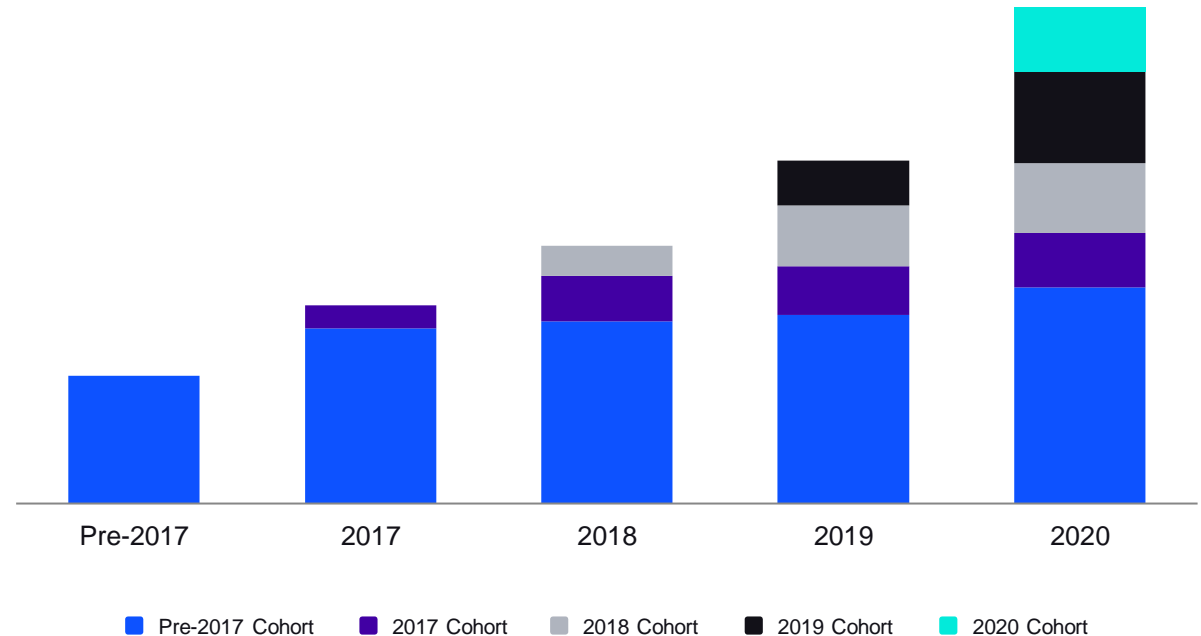
Note: Non-GAAP operating expenses and operating margin exclude the effect of stock-based compensation and related payroll tax expense. See appendix for reconciliation of Non-GAAP measures to GAAP.

Note: Amounts may not add due to rounding.

## B Consistent merchant cohort growth, driven by increases in GMV and improving net revenue retention

- As merchants transact and grow in GMV, net revenue retention has improved over time across SMB, mid-market, and enterprise base
- LTV to CAC ratio increased to 4.9:1 in 2020 from 4.4:1 in 2019
- NRR for accounts with >\$2k in ACV increased to 113% in 2020 from 106% in 2019

Annual Merchant Billings by Cohort



Note: Accounts with greater than \$2,000 annual contract value ("ACV") is defined by only subscription plan revenue and excludes partner and services revenue and recurring services revenue.  
Note: Annual Merchant Billings by Cohort includes both subscription plan revenue and partner and services revenue for the cohort that joined the platform in the indicated period.





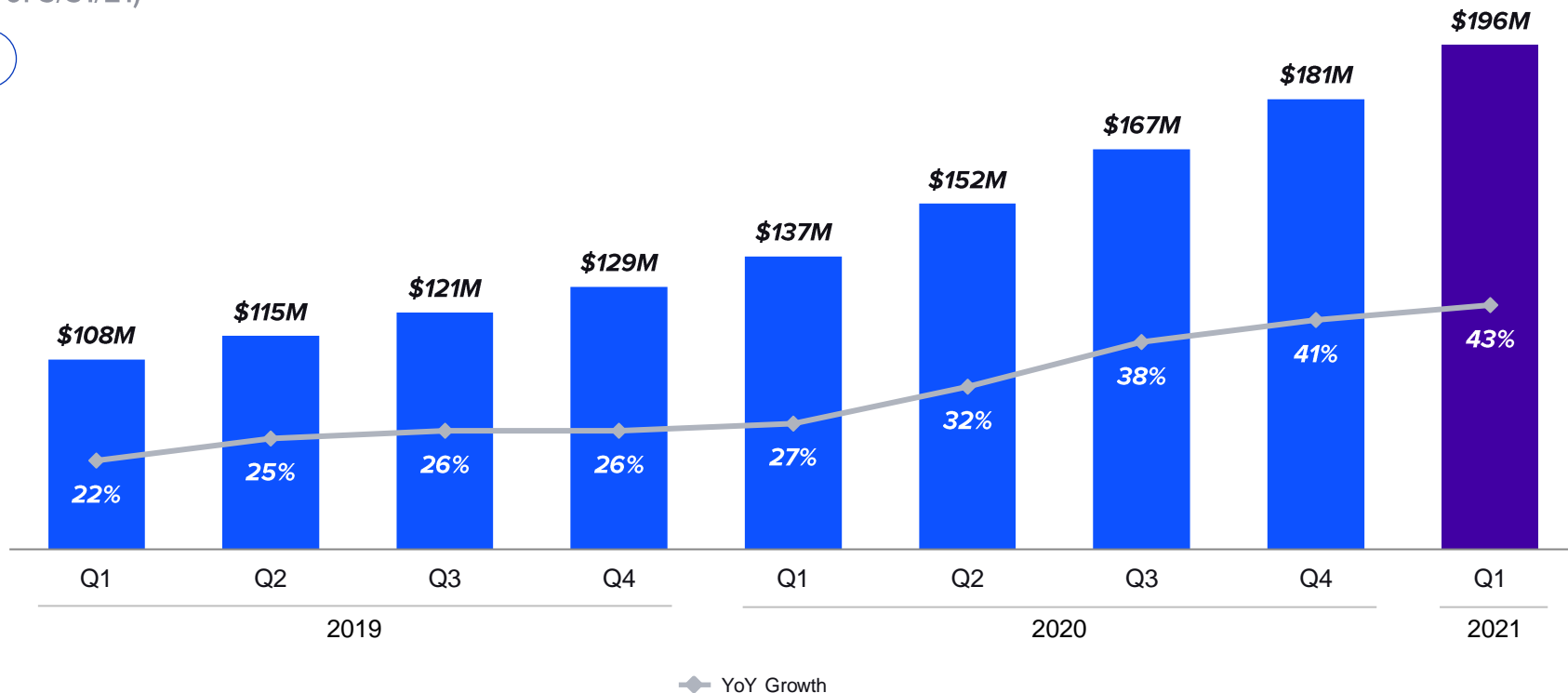
## Key Metrics

- 1 Annual revenue run-rate
- 2 Annual revenue run-rate for accounts with >\$2k in ACV
- 3 Accounts with >\$2k in ACV as a percent of annual revenue run-rate
- 4 Average revenue per account >\$2k in ACV
- 5 Accounts with >\$2k in ACV

# Strong, consistent ARR growth from record new merchant bookings and high retention of existing base...

(as of 3/31/21)

1

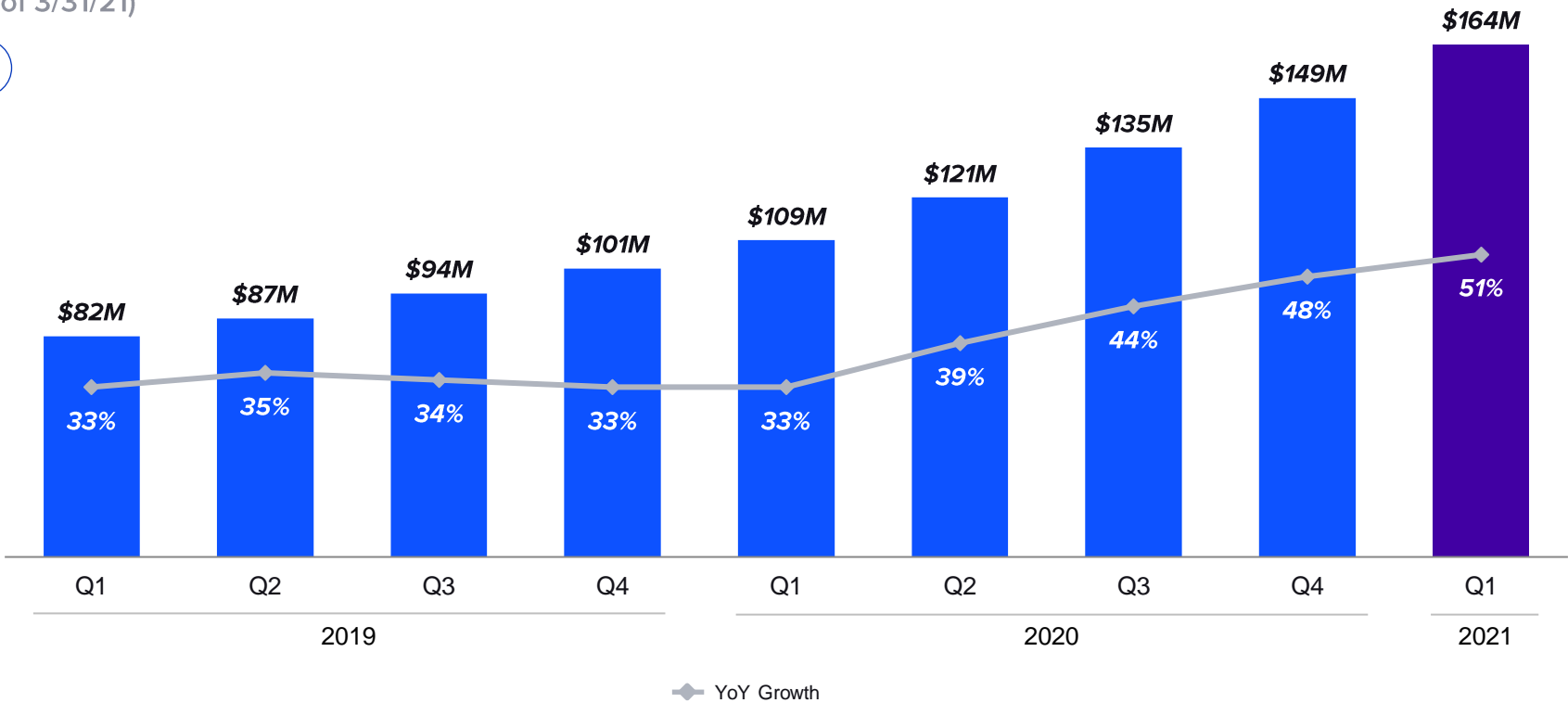


Note: Annual revenue run-rate ("ARR") is calculated as the sum of: (1) contractual monthly recurring revenue at the end of the period, which includes platform subscription fees, invoiced growth adjustments, recurring professional services revenue, and other recurring revenue, multiplied by twelve to prospectively annualize recurring revenue, and (2) the sum of the trailing twelve-month non-recurring and variable revenue, which includes one-time partner integrations, one-time fees, payments revenue share, and any other revenue that is non-recurring and variable.

# B ...with continued acceleration from accounts >\$2k ACV, growing 51% year over year...

(as of 3/31/21)

2

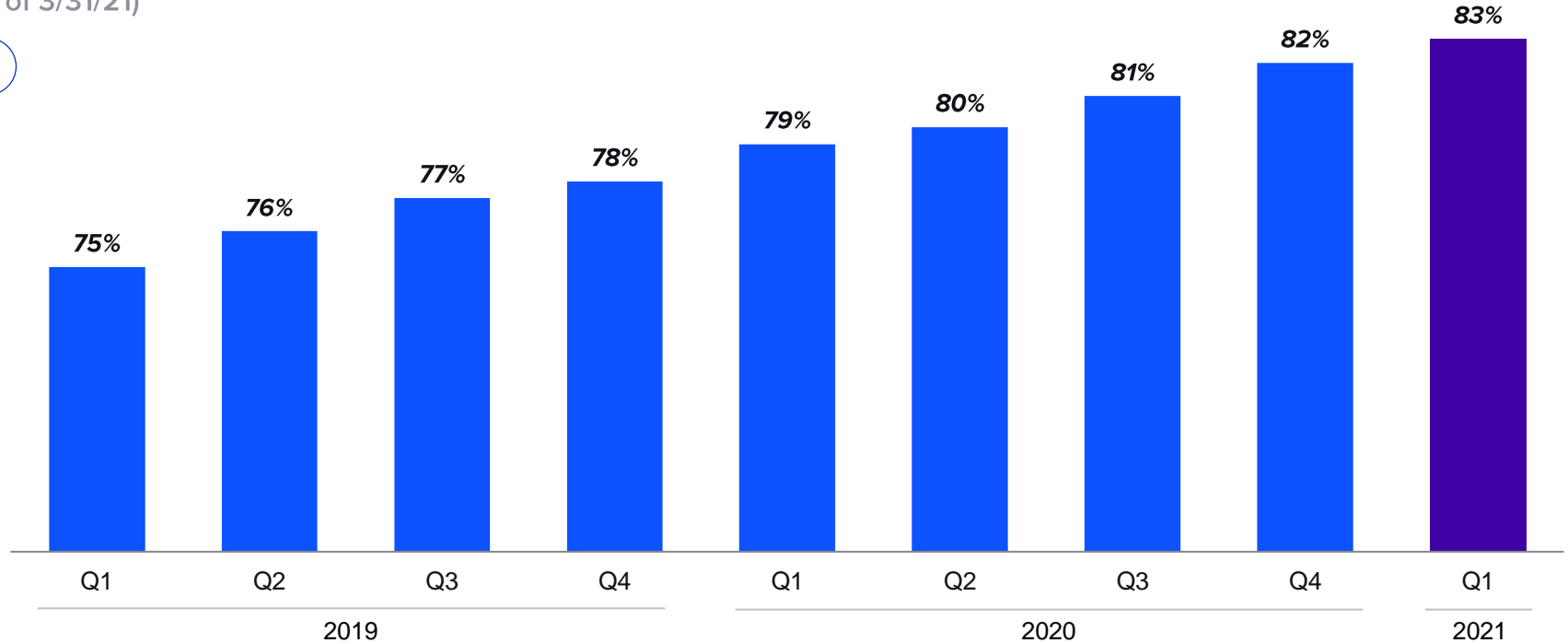


Note: Accounts with greater than \$2,000 annual contract value ("ACV") is defined by only subscription plan revenue and excludes partner and services revenue and recurring services revenue.

# **B** ...primarily driven by momentum from higher end retail and enterprise plans

(as of 3/31/21)

3

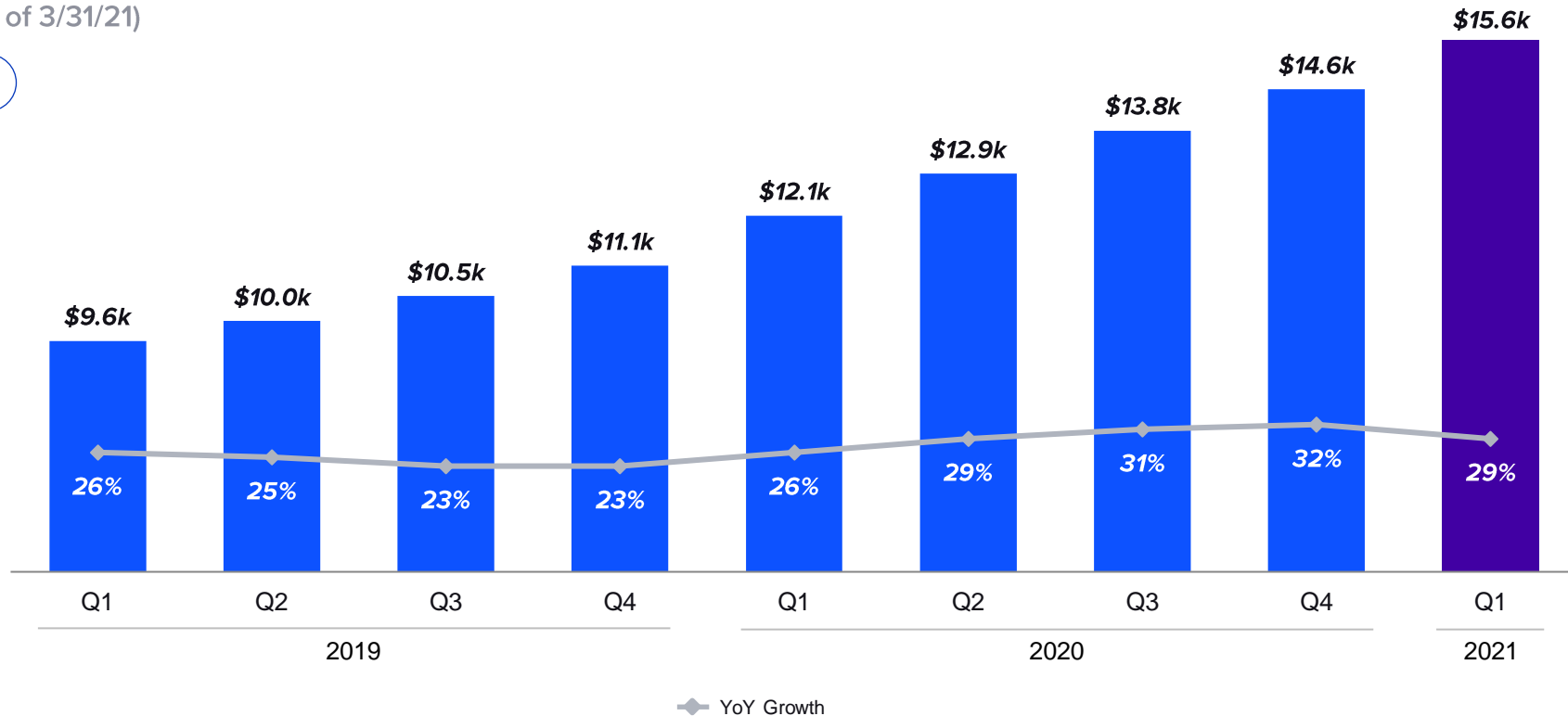


*Note: Accounts with greater than \$2,000 annual contract value ("ACV") is defined by only subscription plan revenue and excludes partner and services revenue and recurring services revenue.*

## B Consistent growth in average revenue per >\$2k accounts

(as of 3/31/21)

4

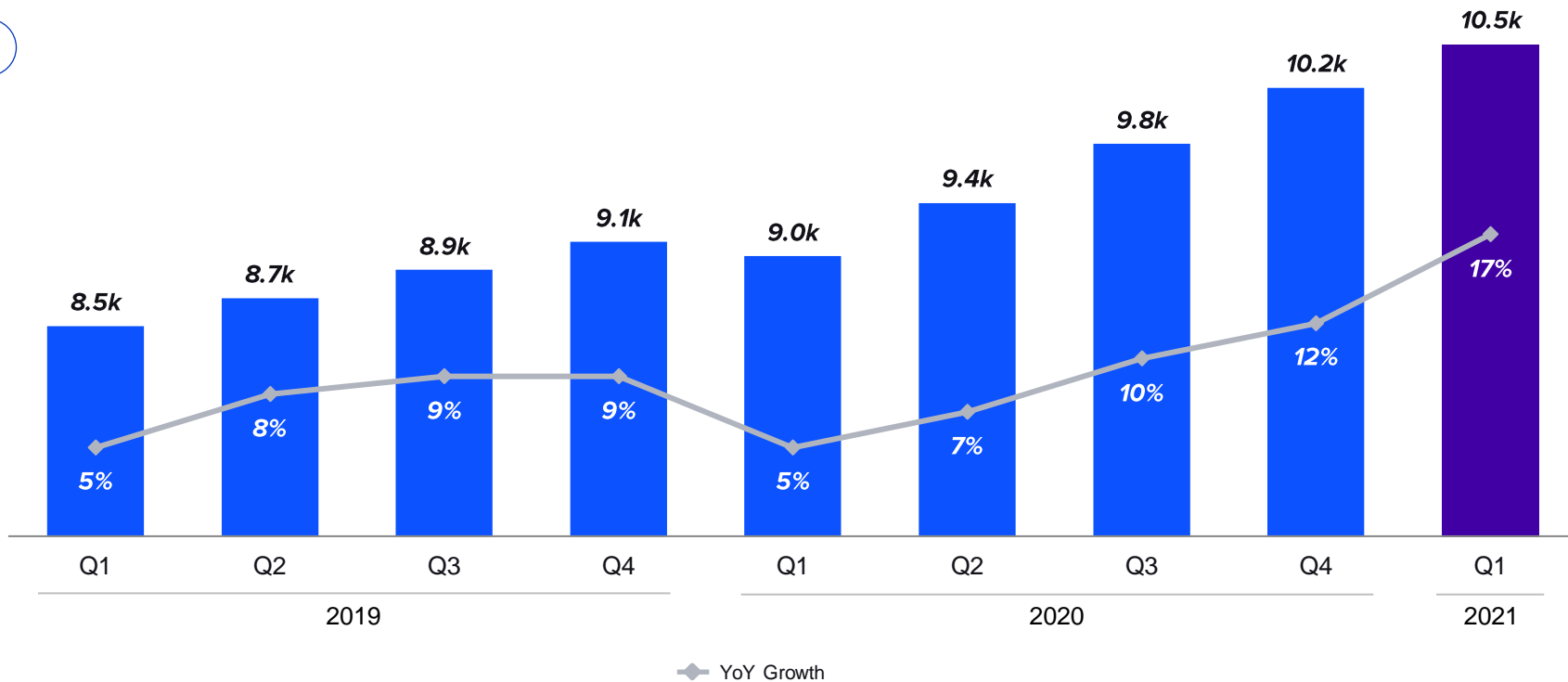


Note: Average revenue per account ("ARPA") for accounts above the ACV threshold is calculated at the end of a period by including customer-billed revenue from subscription solutions and professional services and an allocation of partner services revenue.

## Accelerating growth in number of accounts >\$2k in ACV as net retention has strengthened and new bookings have increased

(as of 3/31/21)

5



Note: Accounts with greater than \$2,000 annual contract value ("ACV") is defined by only subscription plan revenue and excludes partner and services revenue and recurring services revenue. Year-over-year growth rates may not compute due to rounding.



# Investment highlights

## ● **Large and growing addressable market**

Strong secular tailwinds tied to digital commerce adoption creating future market opportunities in the US and abroad

## ● **Open SaaS**

Disruptive platform and partner approach that prioritizes enterprise functionality, best of breed technologies and freedom of choice for all merchants

## ● **Accelerating revenue growth**

Revenue mix shift to mid-market and enterprise customers has created multi-year tailwinds and accelerating growth

## ● **Strong gross margins**

High margin revenue share from established partnership agreements has driven consistently high gross margins

## ● **Increasing operating leverage**

Continuing to invest in long-term growth opportunities while managing spend effectively



# Appendix



# GAAP income statement

Figures in thousands

|   | <i>Year Ended Dec 31,</i> |             | <i>Three Months Ended March 31,</i> |             |
|---|---------------------------|-------------|-------------------------------------|-------------|
|   | <i>2019</i>               | <i>2020</i> | <i>2020</i>                         | <i>2021</i> |
| Revenue                                       | \$112,103                 | \$152,368   | \$33,174                            | \$46,660    |
| Cost of Revenue <sup>(1)</sup>                | 27,023                    | 34,126      | 7,480                               | 9,250       |
| Gross Profit                                  | 85,080                    | 118,242     | 25,694                              | 37,410      |
| Operating Expenses                            |                           |             |                                     |             |
| Sales & Marketing <sup>(1)</sup>              | 60,740                    | 72,470      | 15,762                              | 20,809      |
| Research & Development <sup>(1)</sup>         | 43,123                    | 48,332      | 10,921                              | 13,535      |
| General & Administrative <sup>(1)</sup>       | 22,204                    | 36,137      | 6,466                               | 11,608      |
| Total Operating Expenses                      | 126,067                   | 156,939     | 33,149                              | 45,952      |
| Loss from Operations                          | (40,987)                  | (38,697)    | (7,455)                             | (8,542)     |
| Interest Income                               | 245                       | 31          | 1                                   | 12          |
| Interest Expense                              | (1,612)                   | (3,103)     | (762)                               | –           |
| Change in Fair Value of Financial Instruments | –                         | 4,413       | 4,413                               | –           |
| Other Expense                                 | (208)                     | (179)       | (203)                               | (14)        |
| Loss Before Provision for Income Taxes        | (42,562)                  | (37,535)    | (4,006)                             | (8,544)     |
| Provision for Income Taxes                    | 28                        | 25          | 17                                  | 0           |
| Net Loss                                      | (\$42,590)                | (\$37,560)  | (\$4,023)                           | (\$8,544)   |

<sup>(1)</sup> Includes stock-based compensation.

# B Non-GAAP reconciliation

Figures in thousands

| Gross Profit                            | 2018       | Q1'19      | Q2'19      | Q3'19      | Q4'19     | 2019       | Q1'20     | Q2'20     | Q3'20      | Q4'20      | 2020       | Q1'21     |
|---|------------|------------|------------|------------|-----------|------------|-----------|-----------|------------|------------|------------|-----------|
| GAAP Gross Profit                       | \$69,930   | \$19,659   | \$21,008   | \$21,458   | \$22,955  | \$85,080   | \$25,694  | \$28,479  | \$31,142   | \$32,927   | \$118,242  | \$37,410  |
| Stock-based Compensation <sup>(1)</sup> | 82         | 22         | 37         | 62         | 70        | 191        | 73        | 81        | 179        | 469        | 803        | 415       |
| Non-GAAP Gross Profit                   | \$70,012   | \$19,681   | \$21,045   | \$21,520   | \$23,025  | \$85,271   | \$25,767  | \$28,560  | \$31,321   | \$33,396   | \$119,045  | \$37,825  |
| Non-GAAP Gross Margin                   | 76%        | 77%        | 77%        | 76%        | 74%       | 76%        | 78%       | 79%       | 79%        | 77%        | 78%        | 81%       |
| <b>Sales &amp; Marketing</b>            |            |            |            |            |           |            |           |           |            |            |            |           |
| GAAP S&M Expense                        | \$45,928   | \$14,136   | \$15,963   | \$15,346   | \$15,295  | \$60,740   | \$15,762  | \$16,803  | \$19,328   | \$20,577   | \$72,470   | \$20,809  |
| Stock-based Compensation <sup>(1)</sup> | 388        | 133        | 198        | 241        | 266       | 838        | 289       | 352       | 871        | 1,954      | 3,465      | 1,644     |
| Non-GAAP S&M Expense                    | \$45,540   | \$14,003   | \$15,765   | \$15,105   | \$15,029  | \$59,902   | \$15,473  | \$16,451  | \$18,457   | \$18,623   | \$69,005   | \$19,165  |
| Non-GAAP S&M as % of Revenue            | 50%        | 55%        | 58%        | 53%        | 48%       | 53%        | 47%       | 45%       | 46%        | 43%        | 45%        | 41%       |
| <b>Research &amp; Development</b>       |            |            |            |            |           |            |           |           |            |            |            |           |
| GAAP R&D Expense                        | \$42,485   | \$10,832   | \$10,468   | \$10,862   | \$10,961  | \$43,123   | \$10,921  | \$11,345  | \$12,124   | \$13,942   | \$48,332   | \$13,535  |
| Stock-based Compensation <sup>(1)</sup> | 432        | 71         | 158        | 186        | 251       | 666        | 305       | 330       | 582        | 1,284      | 2,500      | 1,267     |
| Non-GAAP R&D Expense                    | \$42,053   | \$10,761   | \$10,310   | \$10,676   | \$10,710  | \$42,457   | \$10,616  | \$11,015  | \$11,542   | \$12,658   | \$45,832   | \$12,268  |
| Non-GAAP R&D as a % of Revenue          | 46%        | 42%        | 38%        | 38%        | 35%       | 38%        | 32%       | 30%       | 29%        | 29%        | 30%        | 26%       |
| <b>General &amp; Administrative</b>     |            |            |            |            |           |            |           |           |            |            |            |           |
| GAAP G&A Expense                        | \$19,497   | \$4,999    | \$5,222    | \$5,527    | \$6,456   | \$22,204   | \$6,466   | \$7,714   | \$9,745    | \$12,212   | \$36,137   | \$11,608  |
| Stock-based Compensation <sup>(1)</sup> | 1,169      | 369        | 428        | 326        | 338       | 1,461      | 359       | 381       | 1,236      | 2,535      | 4,512      | 2,093     |
| Non-GAAP G&A Expense                    | \$18,328   | \$4,630    | \$4,794    | \$5,201    | \$6,118   | \$20,743   | \$6,107   | \$7,333   | \$8,509    | \$9,677    | \$31,625   | \$9,515   |
| Non-GAAP G&A as % of Revenue            | 20%        | 18%        | 18%        | 18%        | 20%       | 19%        | 18%       | 20%       | 21%        | 22%        | 21%        | 20%       |
| <b>Operating Income</b>                 |            |            |            |            |           |            |           |           |            |            |            |           |
| GAAP Operating Income                   | (\$37,980) | (\$10,308) | (\$10,645) | (\$10,277) | (\$9,757) | (\$40,987) | (\$7,455) | (\$7,383) | (\$10,055) | (\$13,804) | (\$38,697) | (\$8,542) |
| Stock-based Compensation <sup>(1)</sup> | 2,071      | 595        | 821        | 815        | 925       | 3,156      | 1,026     | 1,144     | 2,868      | 6,242      | 11,280     | 5,419     |
| Non-GAAP Operating Income               | (\$35,909) | (\$9,713)  | (\$9,824)  | (\$9,462)  | (\$8,832) | (\$37,831) | (\$6,429) | (\$6,239) | (\$7,187)  | (\$7,562)  | (\$27,417) | (\$3,123) |
| Non-GAAP Operating Margin               | (39%)      | (38%)      | (36%)      | (33%)      | (28%)     | (34%)      | (19%)     | (17%)     | (18%)      | (18%)      | (18%)      | (7%)      |

(1) Includes payroll tax associated with stock-based compensation expense.

# Adjusted EBITDA reconciliation

Figures in thousands

|  | <i>Year Ended Dec 31,</i> |                   | <i>Three Months Ended March 31,</i> |                  |
|--|---------------------------|-------------------|-------------------------------------|------------------|
|  | <i>2019</i>               | <i>2020</i>       | <i>2020</i>                         | <i>2021</i>      |
| Net Loss   | (\$42,590)                | (\$37,560)        | (\$4,023)                           | (\$8,544)        |
| Stock-based Compensation Expense                             | 3,156                     | 11,058            | 1,026                               | 5,171            |
| Payroll Tax Associated with Stock-based Compensation Expense | –                         | 222               | –                                   | 248              |
| Depreciation and Amortization                                | 2,569                     | 3,084             | 907                                 | 706              |
| Interest Income  | (245)                     | (31)              | (1)                                 | (12)             |
| Interest Expense   | 1,612                     | 3,103             | 762                                 | –                |
| Other Adjustments  | –                         | (4,413)           | (4,413)                             | –                |
| Provisions for Income Taxes                                  | 28                        | 25                | 17                                  | –                |
| <b>Adjusted EBITDA</b>                                       | <b>(\$35,470)</b>         | <b>(\$24,512)</b> | <b>(\$5,725)</b>                    | <b>(\$2,431)</b> |

# Non-GAAP net loss reconciliation

Figures in thousands

|  | <i>Year Ended Dec 31,</i> |                   | <i>Three Months Ended March 31,</i> |                  |
|--|---------------------------|-------------------|-------------------------------------|------------------|
|  | <i>2019</i>               | <i>2020</i>       | <i>2020</i>                         | <i>2021</i>      |
| Net Loss   | (\$42,590)                | (\$37,560)        | (\$4,023)                           | (\$8,544)        |
| Stock-based Compensation Expense                             | 3,156                     | 11,058            | 1,026                               | 5,171            |
| Payroll Tax Associated with Stock-based Compensation Expense | –                         | 222               | –                                   | 248              |
| Change in fair value of financial instruments                | –                         | (4,413)           | (4,413)                             | –                |
| <b>Non-GAAP Net Loss</b>                                     | <b>(\$39,434)</b>         | <b>(\$30,693)</b> | <b>(\$7,410)</b>                    | <b>(\$3,125)</b> |