

eventbrite

---

# Q2 2020 Investor Presentation

# Legal 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, and Section 21E of the Securities Exchange Act of 1934, as amended, that involve substantial risks and uncertainties. All statements other than statements of historical fact could be deemed forward-looking, including, but not limited to, statements regarding the future performance of Eventbrite, Inc. and its consolidated subsidiaries ("Eventbrite" or the "Company"); the Company's expected financial results for future periods; statements related to the impacts of the COVID-19 global health pandemic, including its impact on the Company; the Company's expectations regarding restructuring charges with respect to the workforce reduction implemented in response to the COVID-19 global health pandemic; statements regarding the Company's credit agreement and timing of the funding of the term loans under the credit agreement; the Company's anticipated growth and growth strategies and its ability to effectively manage that growth; the Company's ability to achieve and grow profitability; the sufficiency of the Company's cash, cash equivalents and investments to meet its liquidity needs; the Company's ability to maintain the security and availability of its platform; the Company's predictions about industry and market trends; the Company's ability to attract and retain creators; the Company's ability to successfully operate internationally; and statements related to business strategy, plans, and objectives for future operations.

In some cases, forward-looking statements can be identified by terms such as "may," "will," "appears," "shall," "should," "expects," "plans," "anticipates," "could," "intends," "target," "projects," "forecasts," "contemplates," "believes," "estimates," "predicts," "potential," or "continue," or the negative of these words or other similar terms or expressions that concern our expectations, strategy, plans, or intentions. Such 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. Investors are cautioned not to place undue reliance on these statements. Actual results could differ materially from those expressed or implied, and reported results should not be considered as an indication of future performance.

The forward-looking statements contained in this presentation are also subject to additional risks, uncertainties and factors, 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 for the year ended December 31, 2019. 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, particularly our annual reports on Form 10-K, quarterly reports on Form 10-Q and current reports on Form 8-K. 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. Except as required by law, the Company assumes no obligation to update any of the statements in this presentation.

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. See the appendix to this presentation for the reconciliations of non-GAAP financial measures to the most directly comparable GAAP measures. This presentation also contains estimates and other information concerning our industry that are based on industry publications, surveys and forecasts. This information involves a number of assumptions and limitations, and we have not independently verified the accuracy or completeness of the information.

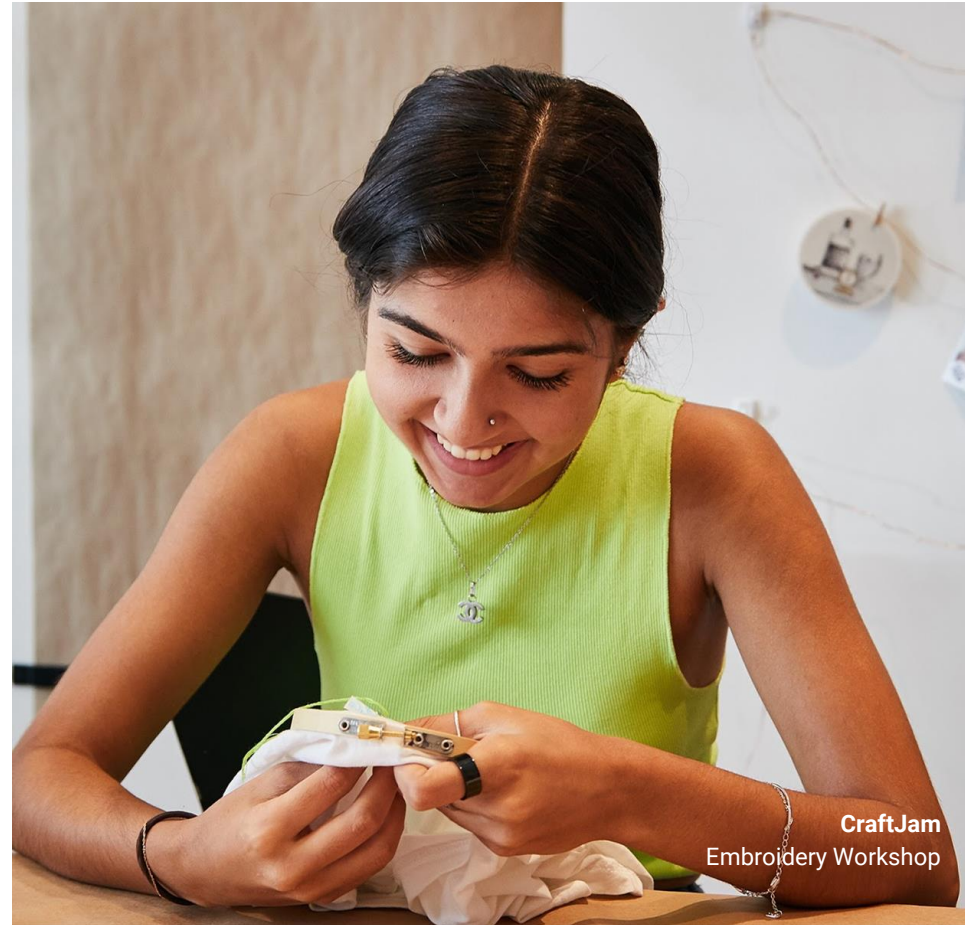
This presentation includes industry data obtained from publicly available third-party sources. The Company is not aware of any misstatements contained in such industry data, but it has not independently verified it and does not guarantee the accuracy or completeness of such information contained in this presentation.

---

01

# Our Strategy

**We stand for all  
event creators  
around  
the world, now  
more than ever**



## Eventbrite's Mission, Market and Offering

---

**Mission:** Bring the world together through live experiences

**Market:** Creators who plan, promote and sell tickets for events

**Customers:** Small- and mid-sized creators across a wide array of categories worldwide

**Offering:** Attractively-priced, self-service solution with features that address our market

# Providing a Scalable Platform for Creators

## CORE PLATFORM FEATURES



CREATE, PUBLISH  
& MANAGE



PROMOTE



CHECKOUT



REPORT  
& ANALYZE



ONSITE  
TOOLS

100+ ADDITIONAL FEATURES



## PARTNER ECOSYSTEM



facebook.



HubSpot

AdRoll

zoom

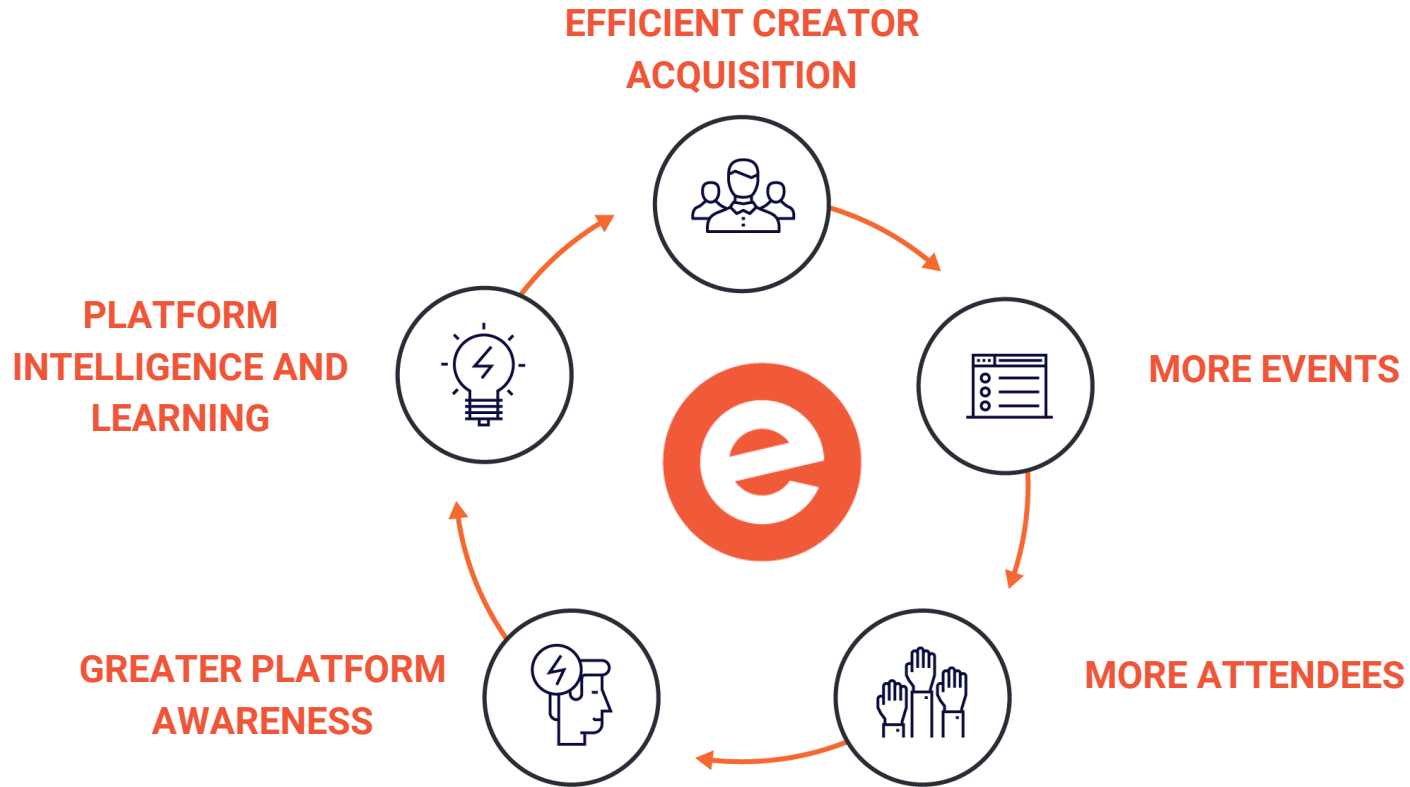
MailChimp

beomset

## Eventbrite enables creators to:

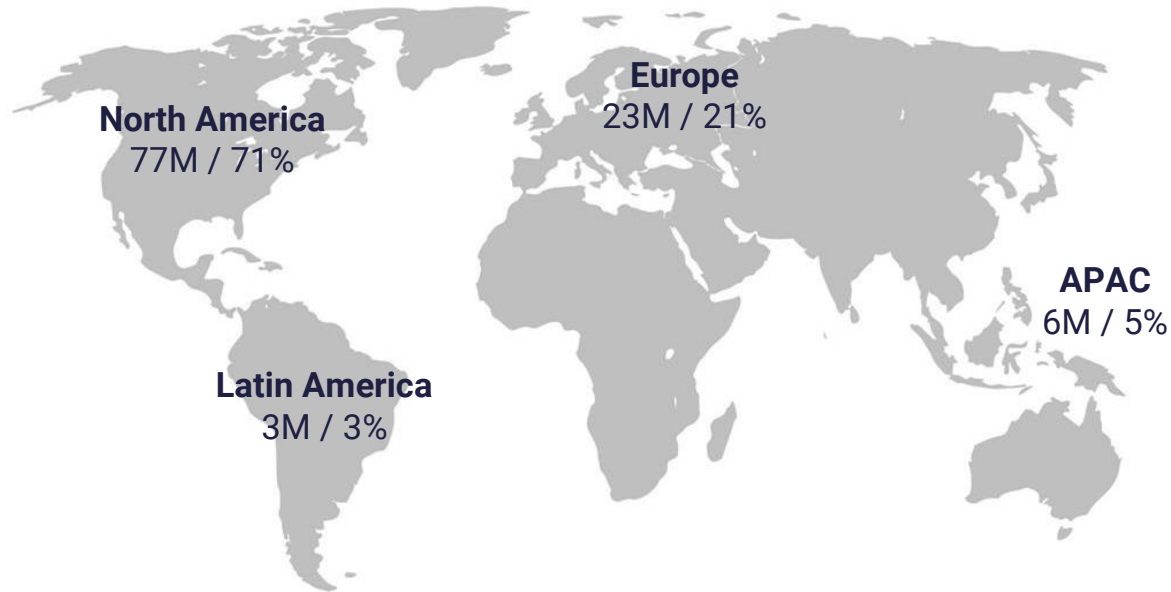
- Plan, promote, and sell tickets on one platform
- Increase reach and ticket sales
- Extend capabilities and expand functionality with third-party developer integrations
- Provide secure transactions, scaling with creator needs

# Scale and Efficiency Fuels Our Business



# Eventbrite Reaches ~1 Million Creators Across 180 Countries

## Paid Tickets by Geography (M / % of Total)



Our 2019 community of  
**~1 million creators** organized  
**~4.7 million live events** across  
**180** countries<sup>1</sup>

**70%** of adults in top 4  
geographies ***prefer to spend  
money on experiences***  
versus material goods<sup>2</sup>

Notes:  
1. Public filings  
2. U.S. Bureau of Economic Analysis (BEA), 2017



# Eventbrite by the Numbers – 2019: Entered 2020 in a Strong Position

**949K**

CREATORS SERVED

**4.7M**

EVENTS

**180**

COUNTRIES SERVED

**309M**

PAID & FREE TICKETS

**109M**

PAID TICKET VOLUME <sup>(1)</sup>

**\$4.6B**

GROSS TICKET SALES

**\$327M**

NET REVENUE  
12% GROWTH

**(\$5.6)**

ADJUSTED EBITDA <sup>(2)</sup>

**\$189M**

AVAILABLE LIQUIDITY  
(DECEMBER 2019) <sup>(3)</sup>

**Notes:**

1. Paid ticket volume is defined as number of tickets sold that generate ticket fees

2. Adjusted EBITDA is a non-GAAP financial metric

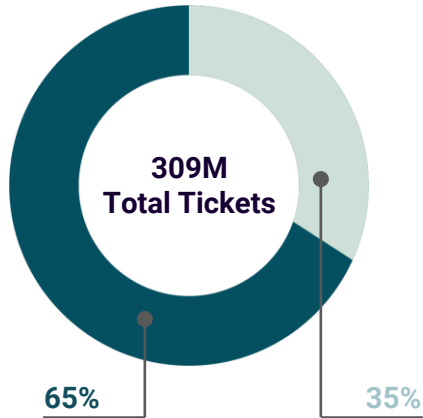
3. Available liquidity is defined as the sum of cash and cash equivalents; funds receivable; creator advances, net; accounts payable, creators; and funds payable

# Platform Economics – 2019: Self Sign-On Has the Highest Margin and Take Rate

## Free Tickets

+19% y/y

Free Ticket Volume

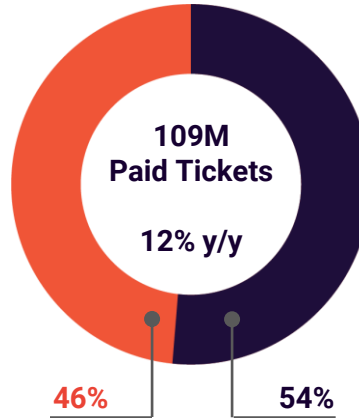


Free Tickets Paid Tickets

## Self Sign-On

+21% y/y

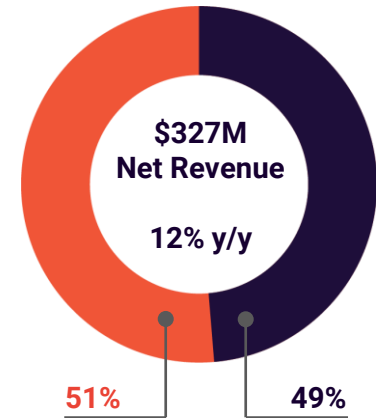
Paid Ticket Volume



## Sales

+6% y/y

Paid Ticket Volume



Self Sign-On Sales

Note: Sales segment includes North American Music. 6% growth in paid ticket volume reflects 0% Music growth and 12% Non-Music Sales growth.

# Our Strategy Going Forward

---

## Executing Strategy to Expand Upon Our Leadership

---

**Deliver an intuitive and flexible self-service experience**



---

**Serve valuable frequent creators**



---

**Drive demand for creators' events**



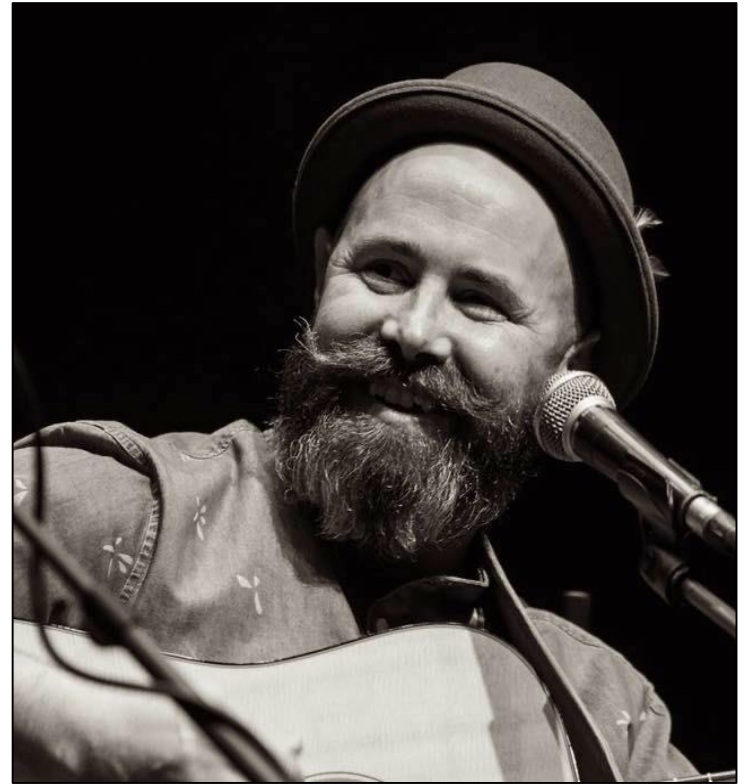
**Reinforcing our position as a leading self-service platform for creators**

**Post COVID-19, we believe live events will recover with key trends benefitting Eventbrite:**

- **Human Connection:** Desire to reconnect with nearby friends at smaller venues
- **Local:** Preference for local events vs. travelling
- **Size:** Preference for smaller events vs. mass gatherings
- **Consumer Spending:** Capital light, flexible business supporting entrepreneurial creators

# Delivering a Powerful and Intuitive Self-Service Experience

- In 2019, while Self-Sign On (SSO) creators generated **<50% of paid ticket volume**, the channel **delivered nearly 60% of gross profit** thanks to its strong revenue per ticket
- Over the last two years, the **average lifetime revenue of SSO creators has exceeded 30 times their cost of acquisition**
- To better serve creators of all types, we are putting more control in their hands, with an array of powerful self-service tools
  - Ease of use and attractive pricing
  - Improving customer service features
  - Empowering creators to efficiently manage their events



Joe Carey, The White Horse  
Cork, Ireland

# Serve Valuable Frequent Creators

In 2019 nearly two-thirds of all Self-Sign On (SSO) ticket fees were generated by a core of highly active creators

- These creators **hosted five times more paid events than the average** SSO paid event creator
- They are largely small professional teams that cut across verticals; and are
  - Growth motivated;
  - Attendance driven; and
  - Host frequent paid events
- To drive the success of frequent creators, we plan to enhance our product with their needs in mind
  - Advanced access permissioning features
  - Easy organization of multiple and ongoing events
  - Greater data and insights from our platform



## The Social Dog Company

Innovative dog events that bring communities together while promoting the adoption of stray and surrendered dogs

# Drive Demand for Creators' Events

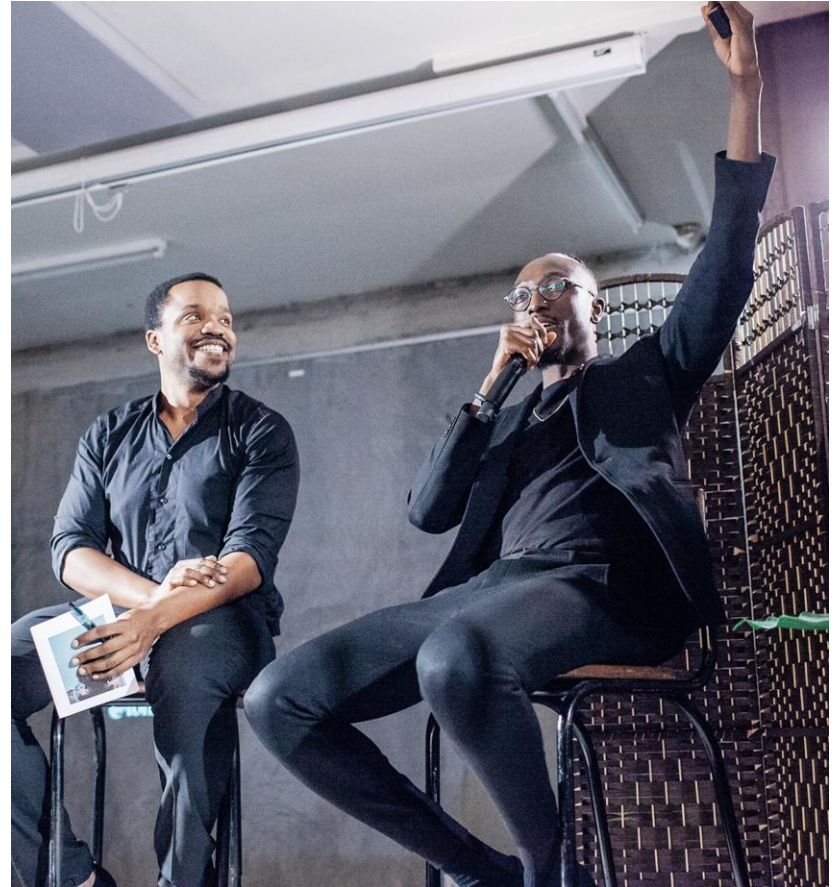
**In 2019 we helped creators manage >300M free and paid tickets to 4.7M events**

**Eventbrite drives incremental demand for creators on our platform**

- Sales Creators who joined our platform last year saw a noticeable increase in demand for their events as compared to the prior year

**With data from past events, combined with the broad reach of our service, Eventbrite plans to continue to tune and enhance the product for creator success**

- Provide in-product recommendations and share best practices for how to create and market successful events
- Enhance differentiation of the Eventbrite technology and optimize experience to attracts new creators



# Key Investment Highlights

---

Large global market

Leading, tech-enabled platform for creators

Efficient go-to-market strategy and attractive unit economics

Benefit from positive network effects across creators and consumers

Strong liquidity position

Plan to deliver growth, profitability and cash flow

Strong position as leading self-service platform for creators as live events recover