

eventbrite

Q1 2020 Investor Presentation

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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

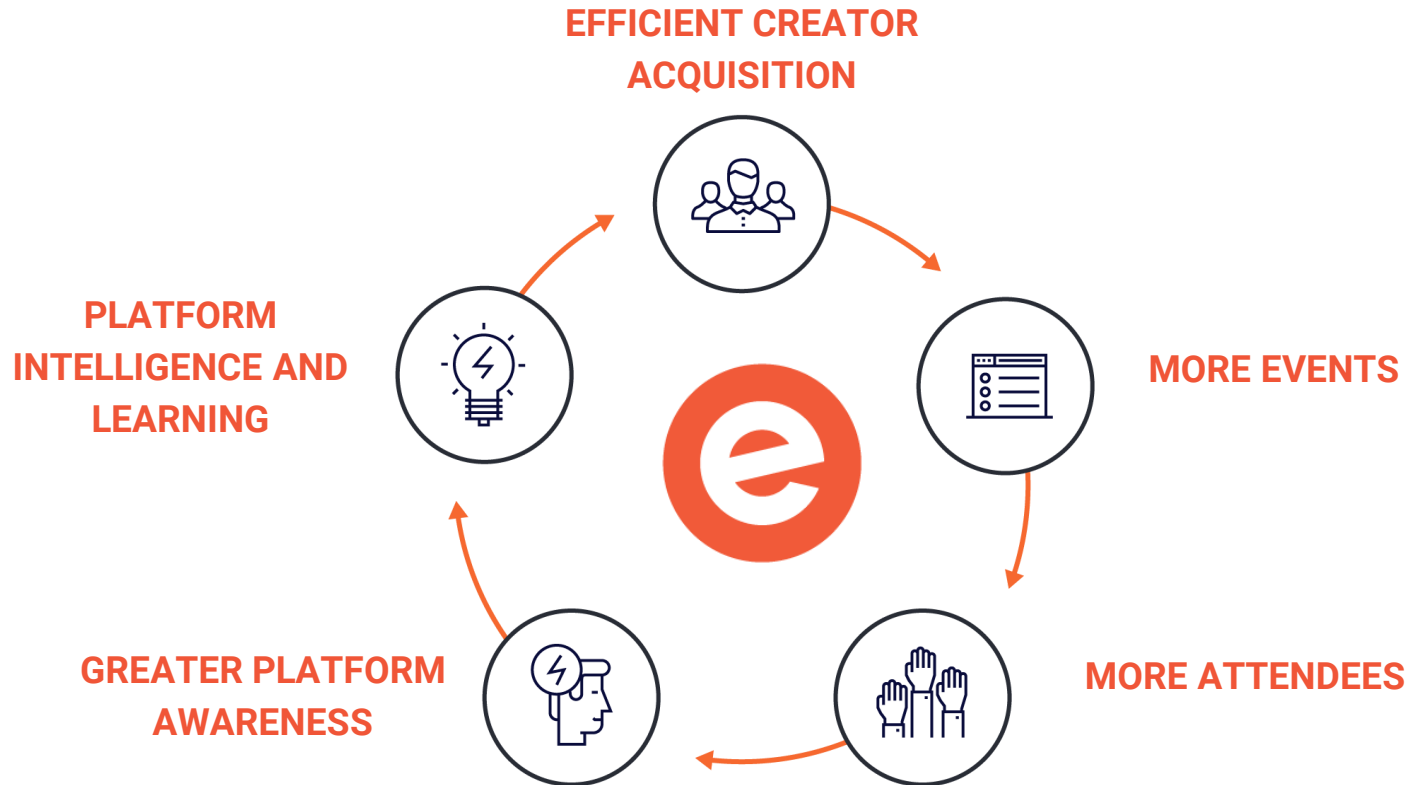
MailChimp

beomset

Eventbrite enables creators to:

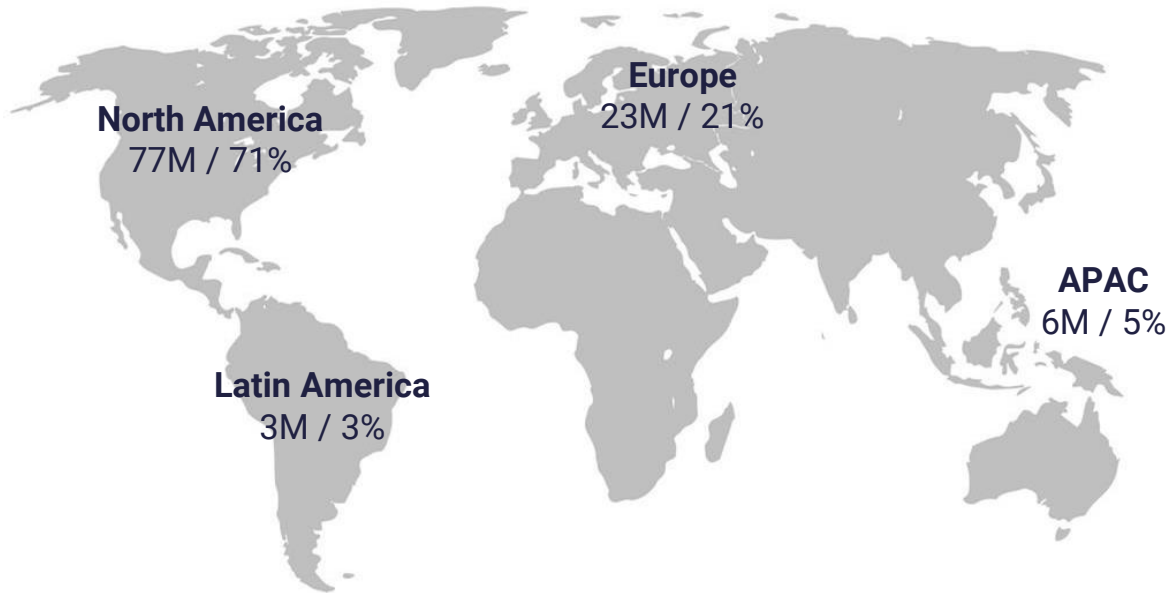
- Plan, promote, and sell tickets on one platform
- Increase reach and ticket sales
- Extend capabilities and expand functionality with third-party developer integrations
- Provide secure transactions, scaling with creator needs

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 countries¹

70% of adults in top 4
geographies **prefer to spend
money on experiences**
versus material goods²

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 ⁽¹⁾

\$4.6B

GROSS TICKET SALES

\$327M

NET REVENUE
12% GROWTH

(\$5.6)

ADJUSTED EBITDA ⁽²⁾

\$189M

AVAILABLE LIQUIDITY
(DECEMBER 2019) ⁽³⁾

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

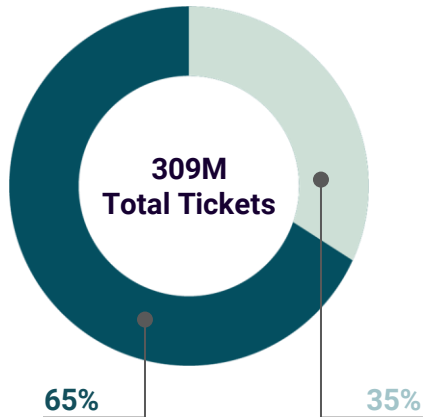
3. Available liquidity is defined as the sum of cash and cash equivalents; funds receivable; creator advances, net; accounts payable, creators; and funds payable

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

Free Tickets

+19% y/y

Free Ticket Volume

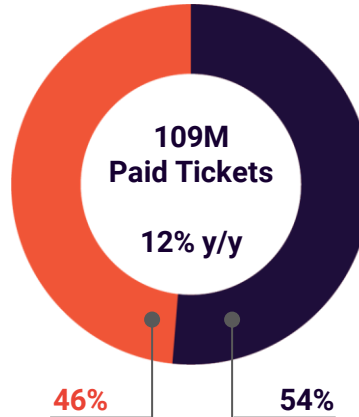


Free Tickets Paid Tickets

Self Sign-On

+21% y/y

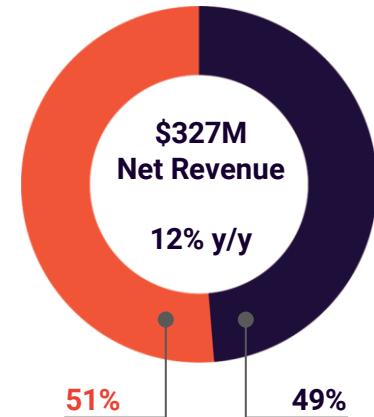
Paid Ticket Volume



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.

Leading with Decisive Action in Response to COVID-19

Timeline of Response



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



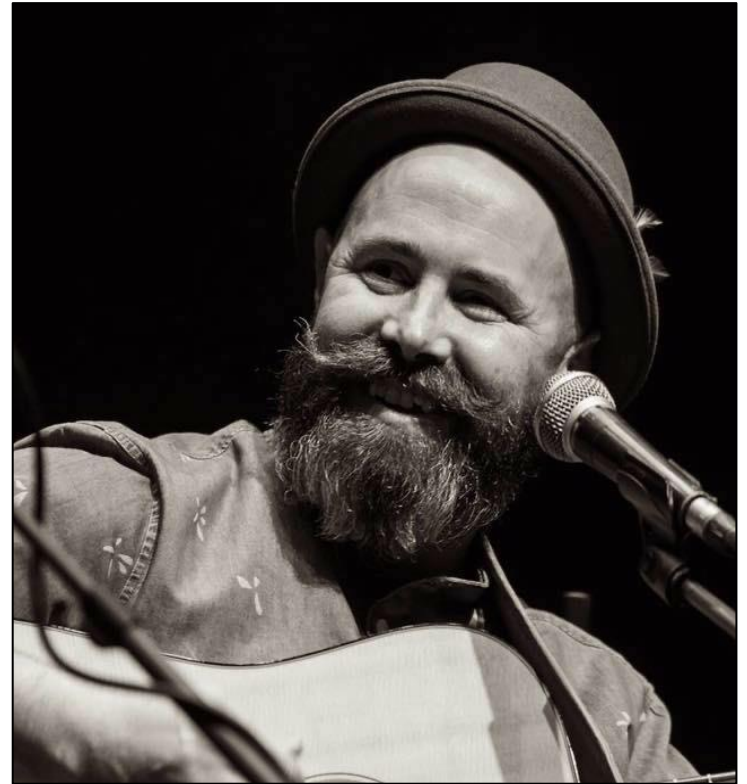
Reinforcing our position as a leading self-service platform for creators

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

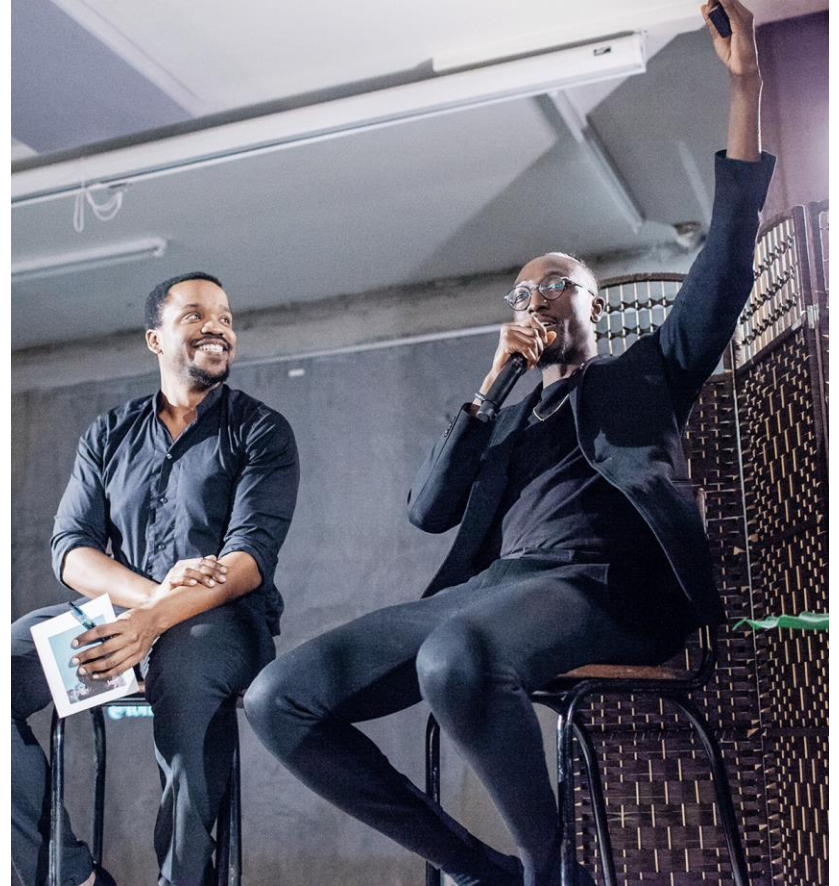
In 2019 we helped creators manage >300M free and paid tickets to 4.7M events

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