



OCTOBER 29, 2025

Q3 2025 Financial Results

Forward-looking Statements

This presentation contains forward-looking statements within the meaning of the federal securities laws. Forward-looking statements include but are not limited to statements relating to: our financial guidance for the fourth quarter of 2025 and underlying assumptions; the impact of AI, ML, and LLMs; the impact of agentic search and our partnership with OpenAI; our product development investments, strategic priorities, and marketing initiatives; the impact of our investment in our app; the updates to our Insider beta program; the impact of our new ranking and recommendation models; our ability to continue share repurchases, manage our debt balance, and make ongoing investments in the business; our leadership transition; the impact of personalized browsing, discovery, and buyer experiences; the impact of the elimination of the de minimis exemption from tariffs for goods imported into the U.S.; and our approach through 2025 and beyond.

Forward-looking statements include all statements that are not historical facts. In some cases, forward-looking statements can be identified by terms such as “aim,” “anticipate,” “believe,” “could,” “enable,” “estimate,” “expect,” “goal,” “intend,” “may,” “optimistic,” “outlook,” “plan,” “potential,” “should,” “target,” “will,” or similar expressions and derivative forms and/or the negatives of those words.

Forward-looking statements involve substantial risks and uncertainties that may cause actual results to differ materially from those that we expect. These risks and uncertainties include but are not limited to: (1) macroeconomic, geopolitical, and other events outside of our control; (2) the level of demand for our services or products sold in our marketplaces; (3) the importance to our success of the trustworthiness of our marketplaces and our ability to attract and retain active and engaged communities of buyers and sellers; (4) any real or perceived inaccuracies in our operational metrics; (5) if we or our third-party providers are unable to protect against technology vulnerabilities, service interruptions, security breaches, or other cyber incidents; (6) our dependence on continued and unimpeded access to third-party services, platforms, and infrastructure; (7) operational and compliance risks related to our payments systems; (8) the global scope of our business; (9) our ability to recruit and retain employees; (10) our ability to compete effectively; (11) our ability to enhance our current offerings and develop new offerings to respond to the changing needs of sellers and buyers; (12) risks related to our environmental, social, and governance activities and disclosures; (13) barriers to international trade and our efforts to grow our markets globally; (14) acquisitions, dispositions, or strategic partnerships that may prove unsuccessful or divert management attention; (15) our ability to deal effectively with fraud or other illegal activity; (16) the impact of artificial intelligence on our business and industry; and (17) litigation and evolving global legal and regulatory requirements, including privacy and data protection laws, tax laws, product liability laws, laws regulating speech and platform moderation, antitrust laws, and intellectual property and counterfeiting regulations. These and other risks and uncertainties are more fully described in our filings with the Securities and Exchange Commission, including in the section entitled “Risk Factors” in our most recent Quarterly Report on Form 10-Q, and subsequent reports that we file with the Securities and Exchange Commission. Moreover, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties, and assumptions, we cannot guarantee future results, levels of activity, performance, achievements, or events and circumstances reflected in the forward-looking statements will occur. Forward-looking statements represent our beliefs and assumptions only as of the date hereof. We disclaim any obligation to update forward-looking statements.

This presentation is a high-level summary of our Q3 2025 financial results. For more information please refer to our press release dated October 29, 2025 and filings with the SEC. **Please see the appendix for a reconciliation of the non-GAAP financial measures used in this presentation to their respective most directly comparable financial measures, where available, calculated in accordance with GAAP.**

For information about how we define active buyers, new buyers, reactivated buyers, repeat buyers and habitual buyers, see our most recent Annual Report on Form 10-K.

Q3 25 consolidated results continue to move in the right direction, coming in ahead of expectations

Q3 25 Consolidated GMS

\$2.7B

+0.9% Y/Y ex-Reverb
(+0.1% on a currency-neutral basis)
-6.5% Y/Y as reported

Q3 25 Consolidated Revenue

\$678M

+6.1% Y/Y ex-Reverb
+2.4% Y/Y as reported

Q3 25 Consolidated Adj. EBITDA

\$172M

25.4% Adj. EBITDA Margin

Q3 25 Consolidated Take Rate

24.9%

Etsy completed the sale of Reverb on June 2, 2025. Therefore, year-over-year consolidated 'as reported' results comparisons are impacted by this transaction, as Reverb represented \$213.7 million of GMS and \$23.2 million of revenue in Q3 2024.

Y/Y reflects Q3 2025 vs. Q3 2024.



Etsy marketplace Q3 25 GMS \$2.4B

-2.4%¹ Y/Y, ahead of expectations

Growth accelerates ~300 basis points sequentially

Quarterly Highlights:

- Strong mobile app trends
- Building momentum from our 4 strategic initiatives
- Direct, owned marketing efforts meaningfully contribute to GMS
- Helpful competitive dynamics in paid search channels amplified our internal efficiency gains
- Offset slightly by 'de minimis' exemption removal on tariffs for U.S. imported goods

¹ Etsy marketplace GMS down 3.2% Y/Y on a currency-neutral basis





Depop marketplace Q3 25 GMS \$292M

Growth accelerates ~400 basis points sequentially, +39.4%¹ Y/Y

Continued U.S. GMS strength +59% Y/Y

Quarterly Highlights:

- New buyers and active sellers grew Y/Y
- Continued growth in app download share, MAUs for the U.S. market
- Australia building momentum
- Launched its largest-ever U.S. brand marketing campaign
- Introduced 'Outfits', a new in-app styling feature

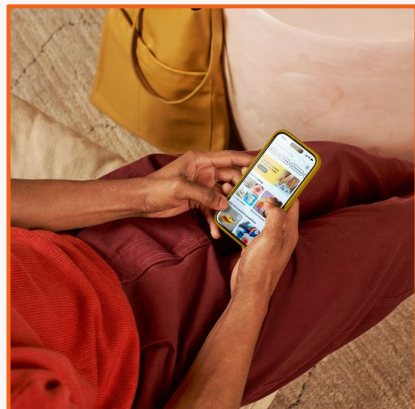


¹ Depop marketplace GMS up 39.3% Y/Y on a currency-neutral basis

Our focused set of priorities are positively impacting performance

1

Show up where shoppers discover - on and off Etsy



2

Match shoppers with the right inventory through (even better!) ML



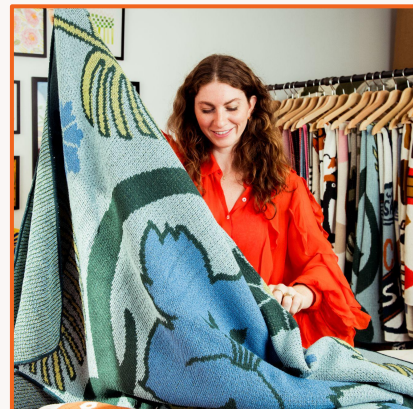
3

Retain and reward our most valuable customers



4

Further amplify human connection



① Showing up where shoppers discover: first live partner for OpenAI's Instant Checkout

HOW IT WORKS:

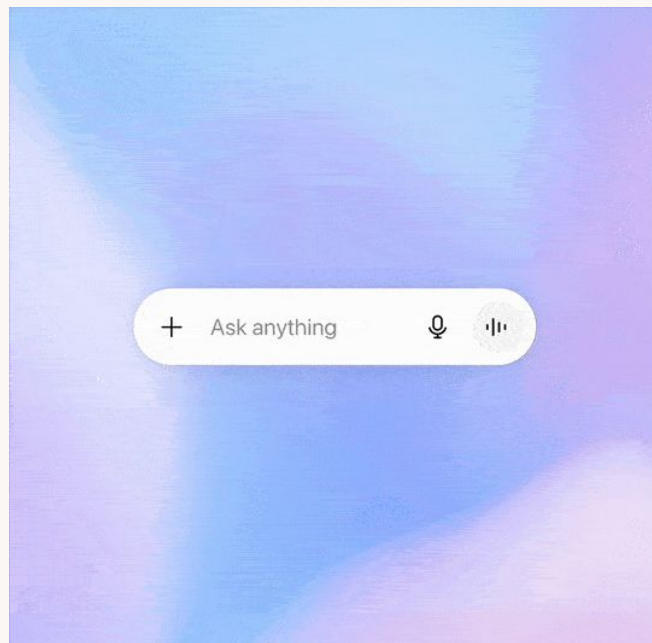
ChatGPT already surfaced Etsy listings organically; **native checkout is enabled** for items in the product feed we provide, and **processed via Etsy Payments**.

We pay a performance-based fee to OpenAI — similar to affiliate or influencer channels — only on Instant Checkout transactions.

Initial rollout:

- **U.S. buyers**
- **No added seller fees** for included listings

Buyers check out as guests, with option to link or create accounts — enabling personalization and retention.



Video by OpenAI

① Showing up where shoppers discover: Holiday 2025



Holiday streaming ad



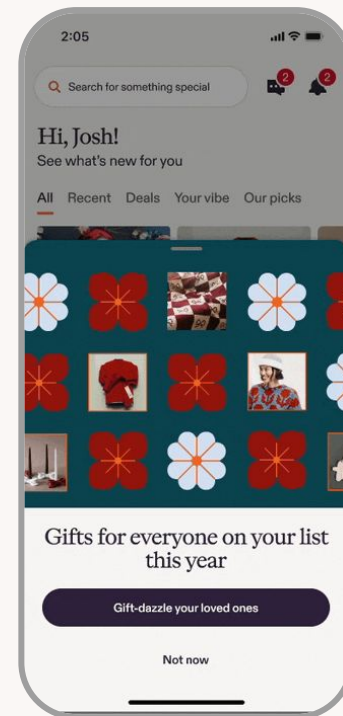
Holiday Trend Edit spotlights the must-have styles shaping the season - from Nonna Holiday to Supper Club - proof that Etsy sellers don't just follow trends, they *create* them.



Top 100 Gifts and **expert-curated lists** for every recipient



Dropping an Exclusive WNBA Holiday Collection



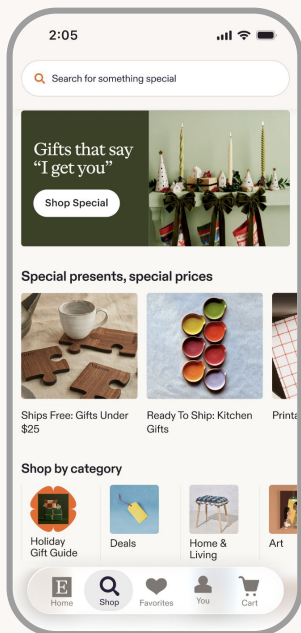
App Home Hub showing holiday content

① Showing up where shoppers discover: continued progress making the Etsy App our marquee experience

App GMS outperformed Non-App GMS by 13 percentage points

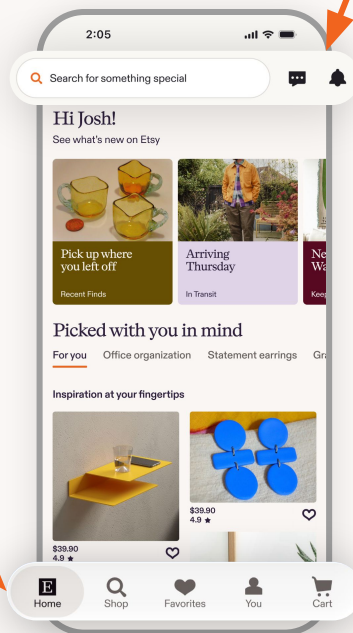
Refreshed home screen

App Home GMS **↑20% vs prior year.**



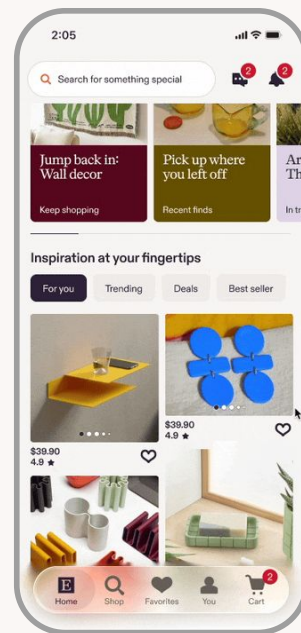
More intuitive navigation

In time for the holidays.



Improved Discovery Feed

- Tailored to each buyer's **shopping history**.
- Early results: **more engagement** and **fewer exits**.

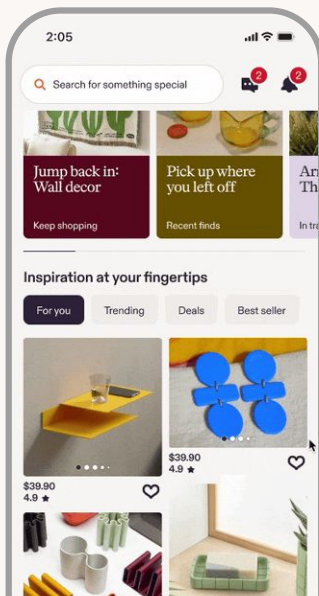


② Match shoppers with the right inventory: meaningful progress in machine learning capabilities

🌟 **Buyer** Understanding

- **New app recommendation models*** more deeply interpret buyer's interests.
- **Refreshed hourly** to stay relevant.

Early result:
Double-digit engagement increases;
ex: discovery feed clicks.

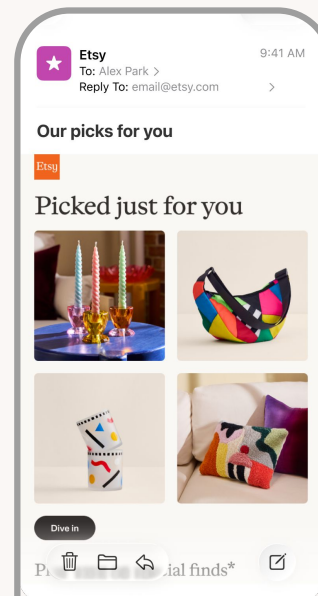


*Model currently deployed on iOS only

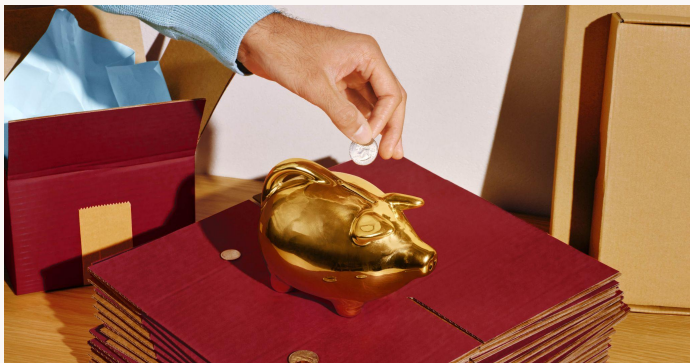
🌟 **Item** Understanding

- **New AI-powered system leverages listing images** to enhance how we represent and connect inventory.
- Inspires **broader discovery** and new style exploration.

Early result:
Measurable conversion gains across Search and Ads.



③ Strengthening loyalty and retention of our best customers



For Buyers

- Testing new ways to show that **loyalty gets you more** on Etsy.
 - Ex: Top buyer **targeted offers**.
- Launching next iteration of **Etsy Insider (beta)** next week:
 - **5% back in Etsy credit** on every purchase.
 - **Member-only offers** and rewards.
 - Adjusted **shipping benefits**, making the program more scalable for frequent buyers.



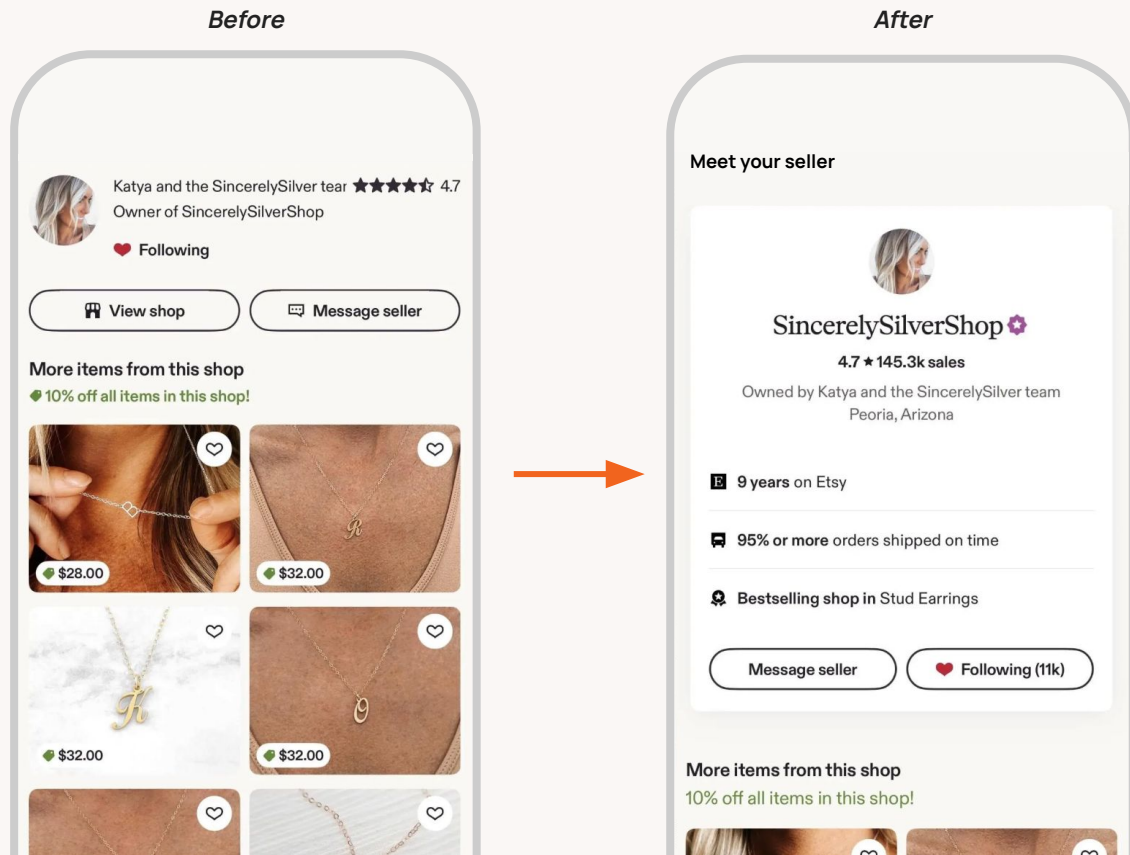
For Sellers

- Reducing daily friction so sellers can focus on **creativity and growth**.
- New **AI-powered tools** to simplify shop management.
- Faster, clearer support for sellers:
 - **Seller satisfaction scores up more than 10 percentage points Y/Y.**
- Expanded **education and engagement** — marketplace insights, new Community Hub, and guides for building high-quality shops.

④ Further amplify human connection: bedrock of our four priorities

We're just getting started **weaving the human touch that defines Etsy** into every part of the product experience.

Starting with **simple, yet effective updates** to showcase our sellers.

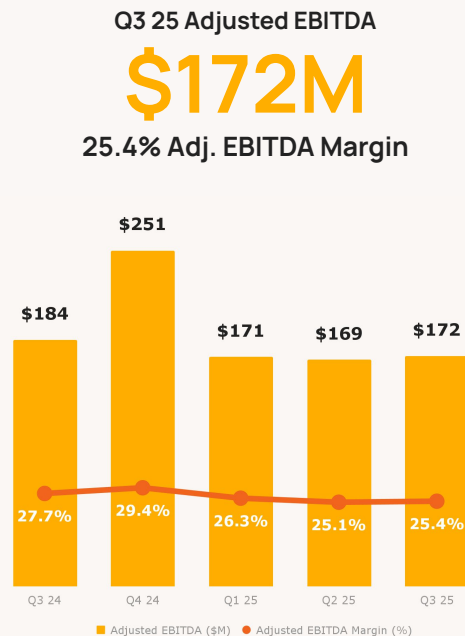
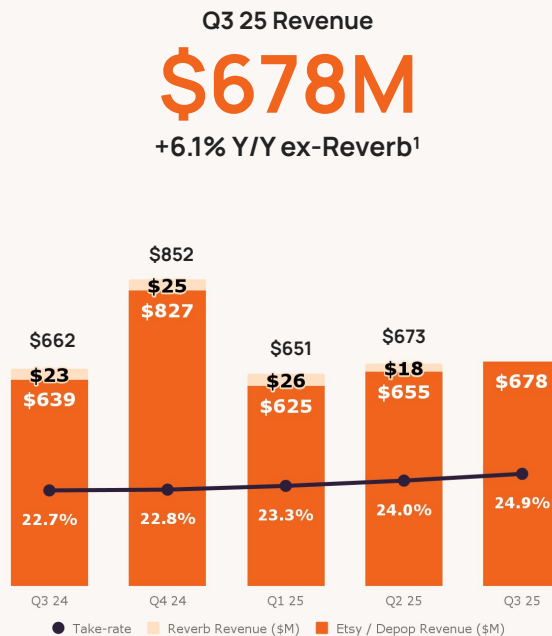
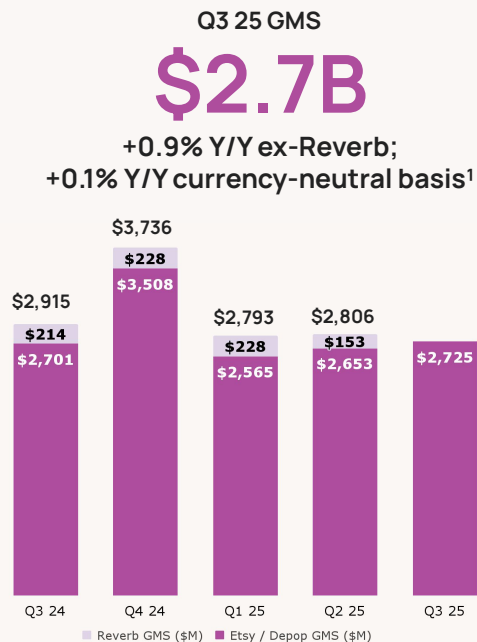


Humanized
intro copy

Improved
hierarchy to
**showcase
reviews**

Added stat
highlights to
**celebrate
seller
achievements**

Top-line consolidated results ahead of expectations



¹ On an as-reported basis, which includes Reverb in the prior year, third-quarter GMS decreased 6.5% year-over-year, or 7.2% on a currency-neutral basis, while third-quarter revenue grew 2.4% year-over-year.

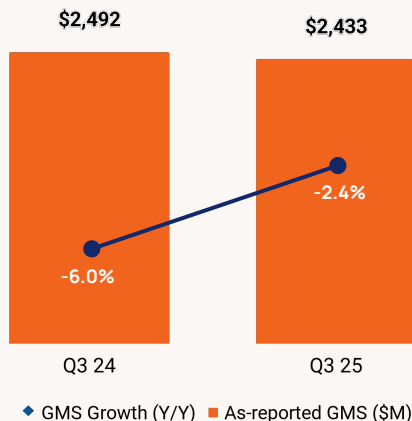
Etsy completed the sale of Reverb on June 2, 2025. Therefore, year-over-year consolidated 'as reported' results comparisons are impacted by this transaction, as Reverb represented \$213.7 million of GMS and \$23.2 million of revenue in Q3 2024.

Etsy marketplace TTM GMS per active buyer grows sequentially; other buyer metrics remain under pressure

\$2.4B

-2.4% Y/Y

-3.2% Y/Y currency-neutral basis



Q3 25 Active Buyers

86.6M

-5.0% Y/Y

-0.8% Q/Q

Q3 25 GMS / Active Buyer¹

\$121

-1.6% Y/Y

Metric improved slightly on a sequential basis; has been stable throughout 2025

Metrics presented represent the Etsy marketplace only.

Y/Y reflects Q3 2025 vs. Q3 2024.

¹ TTM GMS per Active Buyer on the Etsy marketplace.

See appendix for additional buyer metrics data



We are growing our App business...

- App GMS **+5% Y/Y**
- **Mobile app GMS share rose to 46%**
- **App downloads +9% Y/Y**, with new buyer app downloads growing even faster



...which is moving the needle on engagement

Compared to non-App users in Q3 25:

- App users had **5x more visits**
- **3X more pages viewed** per visit
- **1.5X more likely to convert**

Active seller count grows sequentially —
both US-based and non-US-based

5.5M

Active Etsy marketplace sellers

TTM active **seller count grew sequentially**, with the Y/Y decline continuing to moderate

The number of **new sellers who made a sale** saw **strong, double-digit** Y/Y growth

The **percentage of total sellers with a sale** increased Y/Y, consistent with the rebounding we have seen from the Q1 24 trough

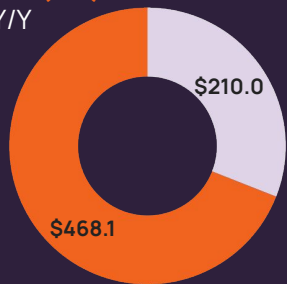
Metrics presented represent the Etsy marketplace only.
Y/Y reflects Q3 2025 vs. Q3 2024.
Active seller count is a TTM figure.



Take rate expansion reflects tailwinds from Reverb divestiture, continued on-site ads expansion, growth in Depop payments & shipping labels

Total Revenue \$678M

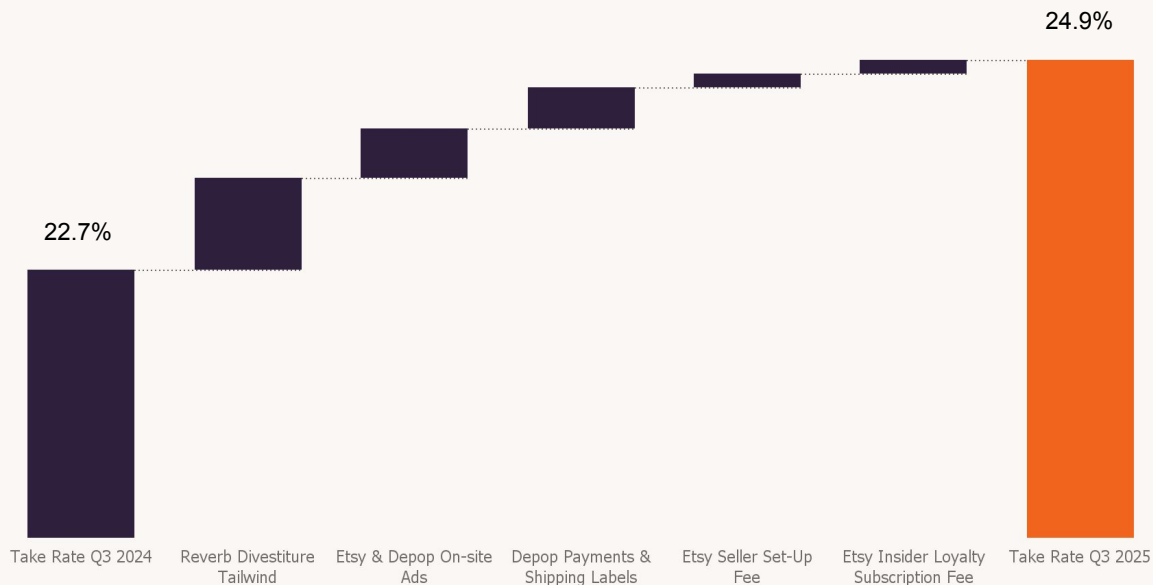
Marketplace
Revenue (\$M)
-1.7% Y/Y



Seller Services
Revenue (\$M)
+12.7% Y/Y

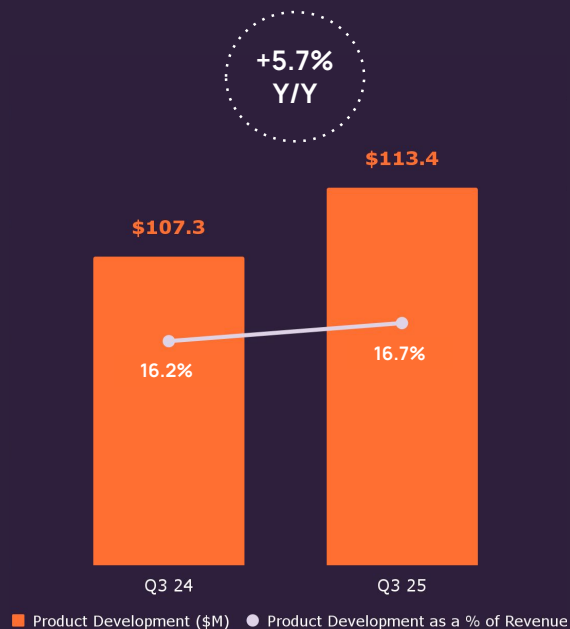
Y/Y performance shown here is on an as reported basis including Reverb in prior year period.

Incremental Consolidated Take Rate Bridge Q3 24 vs. Q3 25



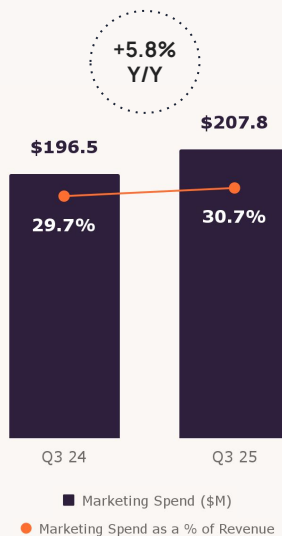
Take rate expands 220 basis points Y/Y

Consolidated Q3 25 Product Development Spend



- Higher employee count drives some Y/Y leverage in product development.
- Majority of Eng hires YTD have been allocated towards growth initiatives.

Consolidated Q3 25 Marketing Spend Y/Y



Consolidated Q3 25 Marketing Spend Bridge Y/Y



A sequential decline in Etsy's marketing spend as a percentage of consolidated revenue was offset by incremental Depop investment on the new brand campaign.

Financial flexibility to continue share repurchases, manage our debt balance, and make ongoing investments in the business

Cash Balance 9/30/25¹

~\$1.6B

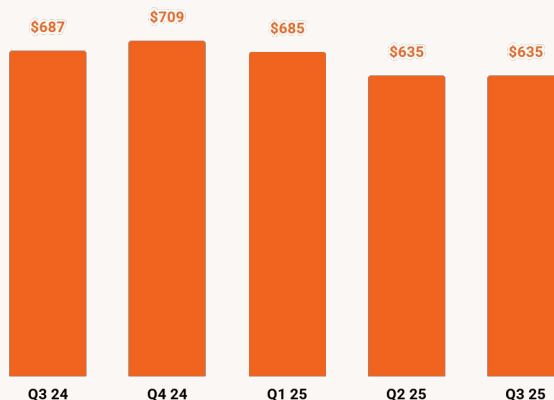
Share repurchases during Q3 25

~\$120M

Q3 25 Consolidated Free Cash Flow

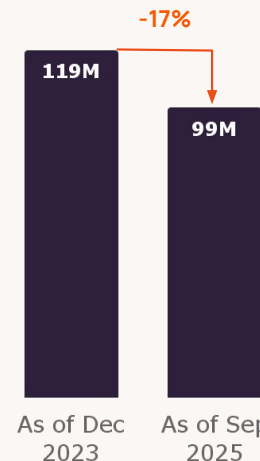
\$205M

Trailing Twelve Month Consolidated Free Cash Flow (\$M)



In Q3 2025, we converted **~83%** of our Adj. EBITDA to free cash flow on a trailing twelve month basis

Shares Outstanding as of Period-End



¹Cash and Cash Equivalents, Short-term and Long-term Investments.

Consolidated Q4 25 Guidance as of October 29, 2025

Q4 25 Guidance	
GMS	\$3.5B to \$3.65B <i>which, at the midpoint, would represent further quarter-over-quarter improvement in the apples-to-apples growth rate</i>
Take Rate	~24.5%
Adjusted EBITDA Margin	~24%

Please note that our guidance assumes currency exchange rates remain unchanged at current levels.

With respect to our expectations above, reconciliation of Adjusted EBITDA margin guidance to the closest corresponding GAAP measure is not available without unreasonable efforts on a forward-looking basis due to the high variability, complexity, and low visibility with respect to the charges excluded from Adjusted EBITDA; in particular, stock-based compensation expense and related payroll taxes, foreign exchange (gain) loss, acquisition, divestiture, and other corporate structure-related expenses; and other non-recurring expenses can have unpredictable fluctuations based on unforeseen activity that is out of our control and/or cannot reasonably be predicted.

Q&A

Appendix

Q3 25 Active buyer metrics

Q3 25 Active Buyers

86.6M

-5.0% Y/Y; -0.8% Q/Q

Q3 25 New Buyers

4.8M

-10.2% Y/Y; -0.7% Q/Q

Q3 25 Reactivated Buyers

6.6M

+3.8% Y/Y; +0.8% Q/Q

Q3 25 Repeat Buyers

34.9M

-5.5% Y/Y; -1.1% Q/Q

Q3 25 Habitual Buyers

6.0M

-11.8% Y/Y; -1.9% Q/Q

Q3 25 GMS / Active Buyer¹

\$121

-1.6% Y/Y; +0.3% Q/Q

Metrics presented represent the Etsy marketplace only.

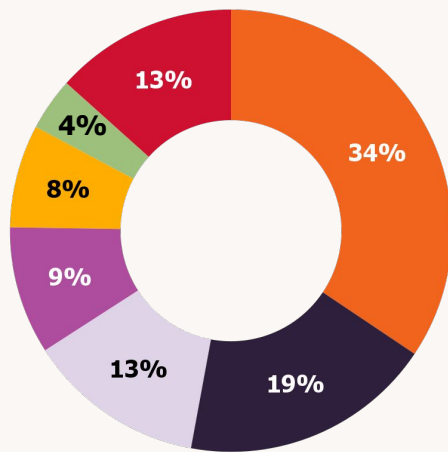
Y/Y reflects Q3 2025 vs. Q3 2024

¹ TTM GMS per Active Buyer on the Etsy marketplace.



Q3 25 Etsy Marketplace GMS breakdown by category and geography

Etsy marketplace Category GMS (%)

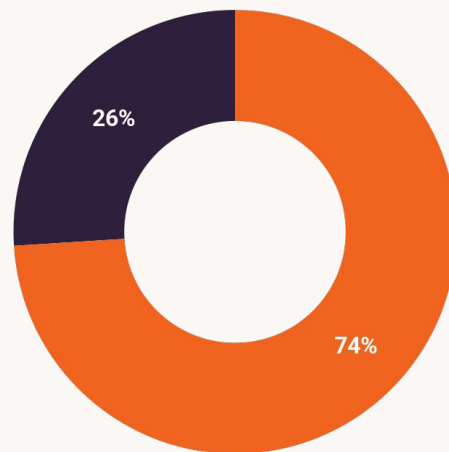


● Home and Living
 ● Jewelry & Accessories
 ● Apparel
● Craft Supplies
 ● Paper & Party Supplies
 ● Toys & Games
 ● Other

Top 6 categories represented ~87% of GMS

Craft Supplies and Toys & Games categories were up on a Y/Y basis. All other categories reported declines.

Etsy marketplace Geography GMS (%)



● U.S. Buyer GMS (%)
 ● Non-U.S. Buyer GMS (%)

U.S. Buyer GMS and non-U.S. Buyer GMS both declined Y/Y

Metrics presented represent the Etsy marketplace only.

Percent U.S. buyer GMS is GMS from transactions in which the shipping address entered by the buyer at the time of sale is in the U.S., net of refunds. GMS from transactions in which the shipping address entered by the buyer at the time of sale is not in the U.S., net of refunds is referred to as non-U.S. buyer GMS.

Condensed Consolidated Balance Sheets

	As of September 30, 2025	As of December 31, 2024
(in thousands)		
Cash and cash equivalents	\$ 1,248,940	\$ 811,178
Short-term investments	259,211	228,322
Accounts receivable, net	7,412	8,702
Funds receivable and seller accounts	168,237	189,558
Property and equipment, net	231,825	236,706
Goodwill and intangible assets, net	342,112	550,987
Other current and non-current assets	395,074	392,329
Total assets	\$ 2,652,811	\$ 2,417,782
Accounts payable	\$ 9,215	\$ 25,979
Accrued expenses	309,348	374,947
Funds payable and amounts due to sellers	168,237	189,558
Long-term debt, net	2,980,605	2,288,083
Other current and non-current liabilities	297,990	298,081
Total liabilities	3,765,395	3,176,648
Total stockholders' deficit	(1,112,584)	(758,866)
Total liabilities and stockholders' deficit	\$ 2,652,811	\$ 2,417,782

Condensed Consolidated Statement of Operations

	Three months ended 9/30/25	Three months ended 9/30/24
(in thousands)		
Revenue	\$ 678,026	\$ 662,410
Cost of revenue	194,645	185,640
Gross profit	483,381	476,770
<i>Marketing</i>	207,841	196,526
<i>Product development</i>	113,379	107,251
<i>General and administrative</i>	79,450	86,176
Operating expenses	400,670	389,953
Income from operations	82,711	86,817
Other income (expense), net	9,374	(13,007)
Income before income taxes	92,085	73,810
Provision for income taxes	(16,582)	(16,444)
Net income	\$ 75,503	\$ 57,366
Net income per share — diluted	\$ 0.63	\$ 0.45

Condensed Consolidated Statement of Operations

	Nine months ended 9/30/25	Nine months ended 9/30/24
(in thousands)		
Revenue	\$ 2,001,865	\$ 1,956,170
Cost of revenue	580,254	556,863
Gross profit	1,421,611	1,399,307
<i>Marketing</i>	608,955	571,400
<i>Product development</i>	335,750	331,590
<i>General and administrative</i>	238,390	271,241
<i>Asset impairment charges</i>	101,703	-
Operating expenses	1,284,798	1,174,231
Income from operations	136,813	225,076
Other (expense) income, net	(26,901)	7,366
Income before income taxes	109,912	232,442
Provision for income taxes	(57,665)	(59,067)
Net income	\$ 52,247	\$ 173,375
Net income per share — diluted	\$ 0.47	\$ 1.34

Condensed Consolidated Statement of Cash Flows

	Nine months ended 9/30/25	Nine months ended 9/30/24
(in thousands)		
Net income	\$ 52,247	\$ 173,375
<i>Net cash provided by operating activities</i>	376,290	437,510
<i>Net cash provided by (used in) investing activities</i>	31,529	(36,759)
<i>Net cash used in financing activities</i>	(4,582)	(504,793)
Effect of exchange rate changes on cash	36,487	8,658
Net increase (decrease) in cash and cash equivalents	439,724	(95,384)
Cash and cash equivalents at beginning of period	811,178	914,323
Cash, cash equivalents, and restricted cash at end of period	\$ 1,250,902	\$ 818,939

Reconciliation of Quarterly Net Income to Adj. EBITDA

	3Q25	2Q25	1Q25	4Q24	3Q24
(in thousands)					
Net income (loss)	\$ 75,503	\$ 28,840	\$ (52,096)	\$ 129,906	\$ 57,366
<i>Excluding:</i>					
<i>Stock-based compensation expense and related payroll taxes (1)</i>	62,172	60,974	63,573	68,155	69,292
<i>Depreciation and amortization</i>	24,263	25,398	27,290	26,402	27,739
<i>Provision for income taxes</i>	16,582	22,306	18,777	48,427	16,444
<i>Interest and other non-operating income, net</i>	(7,680)	(4,939)	(4,902)	(4,111)	(3,808)
<i>Foreign exchange (gain) loss</i>	(777)	25,444	15,894	(19,090)	16,815
<i>Asset impairment charge</i>	-	-	101,703	-	-
<i>Acquisition, divestiture, and corporate structure-related expenses</i>	(18)	5,903	1,263	43	(697)
<i>Loss on sale of business</i>	-	5,097	-	-	-
<i>Restructuring and other exit costs (income)</i>	1,883	(3)	(400)	909	1,556
<i>Retroactive non-income tax expense</i>	-	-	-	-	(1,120)
Adjusted EBITDA	\$ 171,928	\$ 169,020	\$ 171,102	\$ 250,641	\$ 183,587
<i>Divided by:</i>					
<i>Revenue</i>	<i>\$678,026</i>	<i>\$672,663</i>	<i>\$651,176</i>	<i>\$852,162</i>	<i>\$662,410</i>
Adjusted EBITDA Margin	25.4%	25.1%	26.3%	29.4 %	27.7 %

(1) Beginning in the first quarter of 2025, the Company is excluding payroll tax expense related to stock-based compensation from Adjusted EBITDA because these taxes are directly related to stock-based compensation expense which is excluded from Adjusted EBITDA. The Company did not retrospectively apply this change to prior periods as the impact was immaterial to such periods.

Reconciliation of Operating Cash Flow to Free Cash Flow

Free cash flow is considered to be a non-GAAP financial measure. We believe that free cash flow, which measures our ability to generate cash from our business operations, is an important financial measure for use in evaluating the Company's financial performance. Free cash flow should be considered in addition to, rather than as a substitute for, consolidated net income as a measure of our performance and net cash provided by operating activities as a measure of our liquidity. We believe it is important to view free cash flow as a measure that provides supplemental information to our Consolidated Statements of Cash Flows.

	Q3'25 (TTM) ¹	Q2'25 (TTM) ¹	Q1'25 (TTM) ¹	Q4'24 (TTM) ¹	Q3'24 (TTM) ¹
(in thousands)					
Net cash provided by operating activities	\$ 691,249	\$ 689,695	\$ 732,619	\$ 752,469	\$ 732,615
Purchases of property and equipment	(18,154)	(18,412)	(15,199)	(14,208)	(15,372)
Website and app development	(37,738)	(36,661)	(32,496)	(29,290)	(30,224)
Free Cash Flow	\$ 635,357	\$ 634,622	\$ 684,924	\$ 708,971	\$ 687,019

¹TTM is defined as Trailing Twelve Month.

Reconciliation of Operating Cash Flow to Free Cash Flow

Free cash flow is considered to be a non-GAAP financial measure. We believe that free cash flow, which measures our ability to generate cash from our business operations, is an important financial measure for use in evaluating the Company's financial performance. Free cash flow should be considered in addition to, rather than as a substitute for, consolidated net income as a measure of our performance and net cash provided by operating activities as a measure of our liquidity. We believe it is important to view free cash flow as a measure that provides supplemental information to our Consolidated Statements of Cash Flows.

	Q3'25
(in thousands)	
Net cash provided by operating activities	\$ 218,970
Purchases of property and equipment	(4,008)
Website and app development	(9,844)
Free Cash Flow	\$ 205,118