

VistaPrint Update for Cimpres Investors

October 27, 2021



VistaPrint update for Cimpress investors

1

Brand expansion for VistaPrint
(not an incremental financial investment vs. our prior plans)

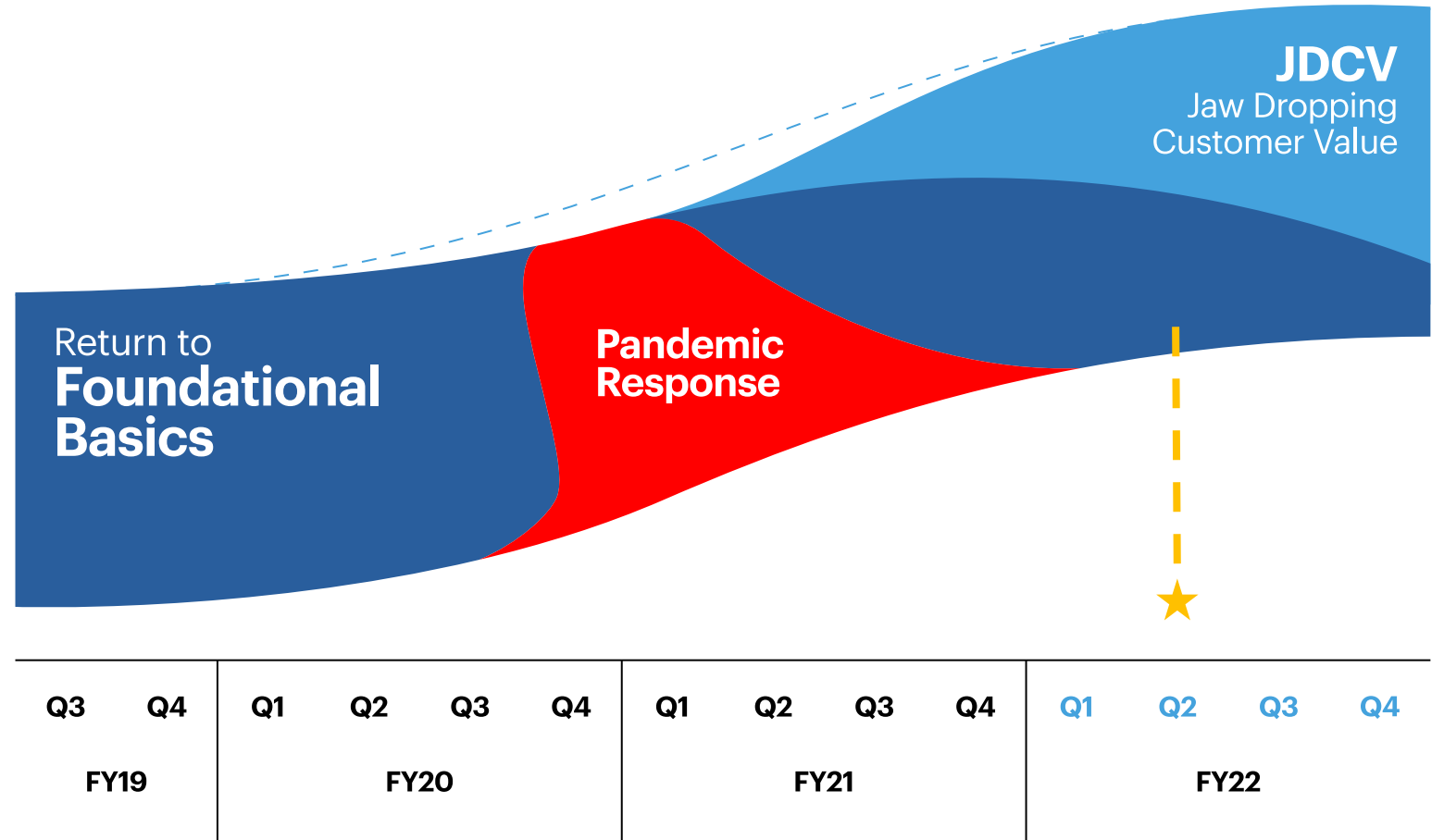
2

Launch of new product via acquisition

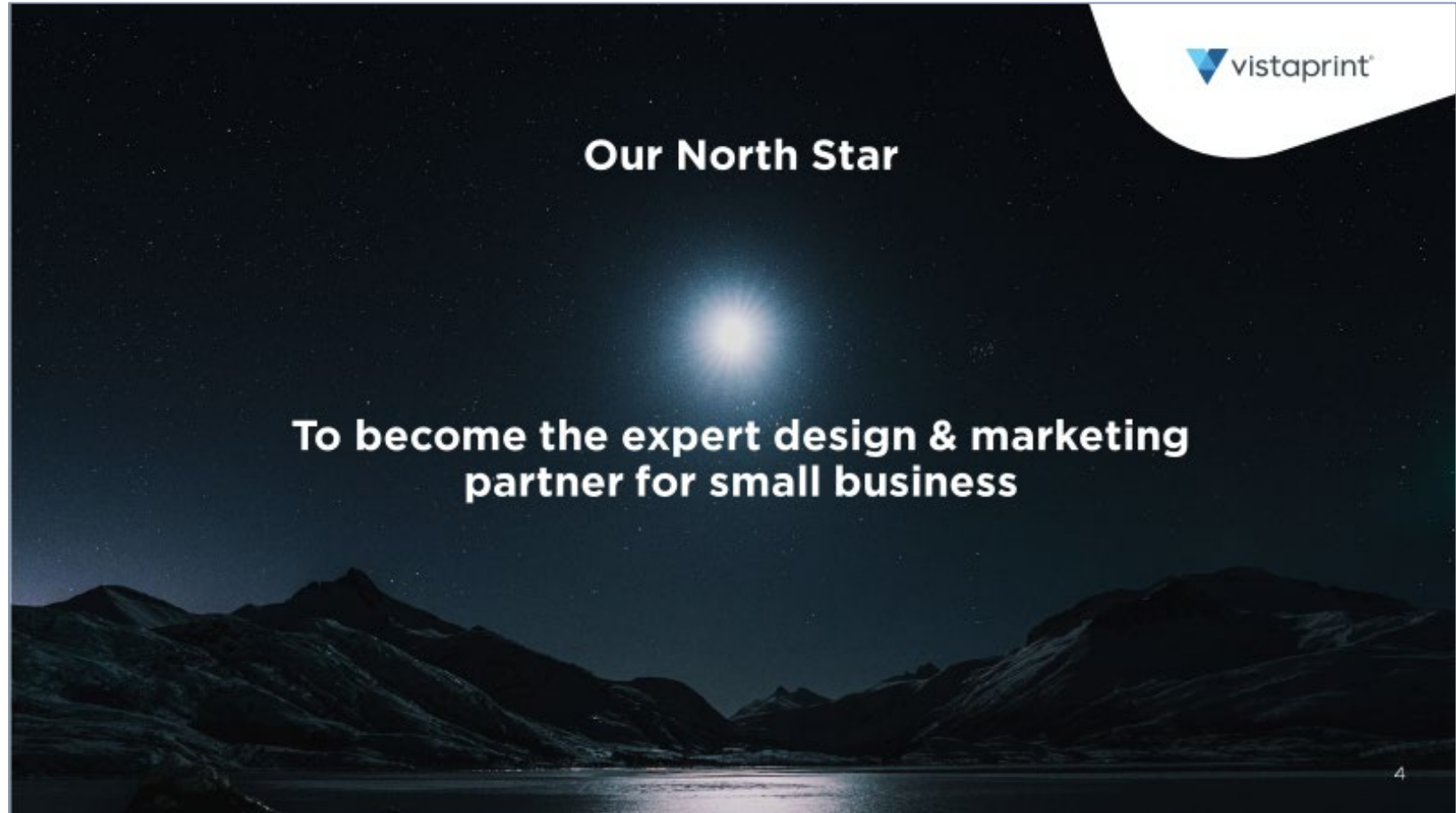
Safe harbor statement

This presentation and video contains statements about our future expectations, plans, and prospects of our business that constitute forward-looking statements for purposes of the safe harbor provisions under the Private Securities Litigation Reform Act of 1995, including but not limited to our expectations for the growth and development of our business, financial results, and shareholder value; our plans and expectations with respect to our acquisition of Depositphotos, Inc. and its subsidiary (formerly called Crello, now called VistaCreate) the performance, benefits, and integration of the acquired businesses post-acquisition; our plans and expectations for the transformation of the Vista business and the brand evolution of Vista; our expectations for, and anticipated results of, our partnership with Wix; anticipated launches of Vista's new technology platform in additional countries; and planned investments in our business and the expected effects of those investments. Forward-looking projections and expectations are inherently uncertain, are based on assumptions and judgments by management, and may turn out to be wrong. Our actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors, including but not limited to flaws in the assumptions and judgments upon which our forecasts are based; costs and disruptions caused by acquisitions and strategic partnerships; the failure of the businesses we acquire or partner with to perform as expected; the development, duration, and severity of the COVID-19 pandemic and the timing and pace of economic recovery; loss or unavailability of our key personnel or the personnel of the acquired businesses and our inability to hire and retain talented personnel; our inability to make the investments in our business that we plan to make or the failure of those investments to have the effects that we expect; our inability to execute on the transformation of the VistaPrint business; our failure to manage the growth and complexity of our business; our failure to develop and deploy our planned technology platforms or to realize the anticipated benefits of the platforms; unanticipated changes in our markets, customers, or business; competitive pressures; general economic conditions; and other factors described in our Form 10-K for the fiscal year ended June 30, 2021 and the other documents we periodically file with the U.S. Securities and Exchange Commission.

VistaPrint's transformation journey



From
VistaPrint
presentation
at August 2021
investor day



Introducing Vista

- Extensive quantitative and qualitative research we have conducted over the past three years has shown the importance of introducing a brand architecture that supports our North Star vision to be the design and marketing partner to small business while maintaining the strong awareness of, and loyalty to, VistaPrint.
- VistaPrint will remain a key value proposition component, and a proven cash-generative element of the Vista business, but will be one of several sub-brands within the parent brand of “Vista”.



Investor day: From items to solutions to relationships

vistaprint

OUR MISSION
Establish Vistaprint as the expert marketing & design partner for the world's small businesses

73

vistaprint

Success in the future is to help with all aspects of marketing & design

78

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Success in the past was selling items to customers

76

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Relationships

- New Product Introduction
- Full-Funnel Marketing
- Digital Offering
- Personalization
- Full-Spectrum Design

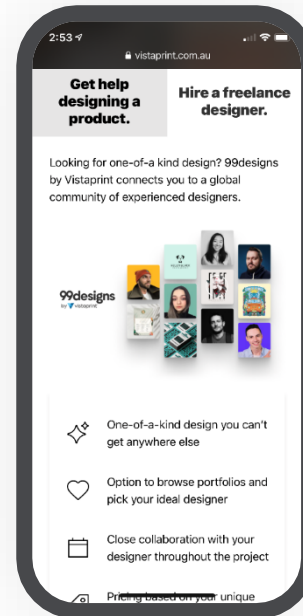
82

Great progress since investor day

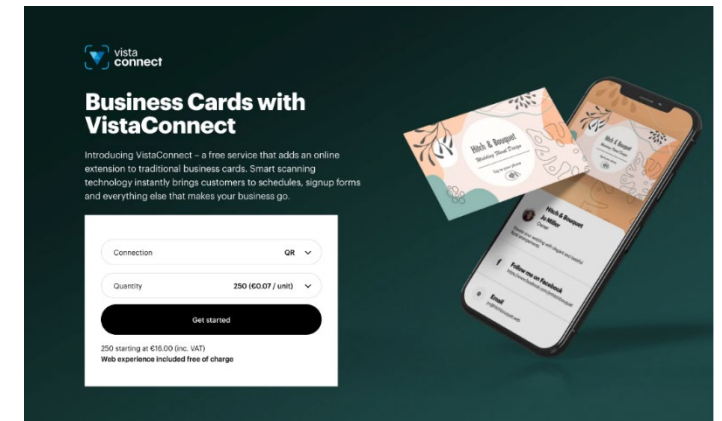


Wix Partnership
(Coming in H2 of FY 2022)

99designs
by  vista.
Initial integration
(now live in Australia)



 **vistaprint.**
New Platform Expansion
(now live in Canada)



Connected Business Card
Beta Product
(now live in Ireland)



Our next step toward our North Star



Live today. Formerly Crello.

On October 1, 2021 we acquired one
company with two related businesses

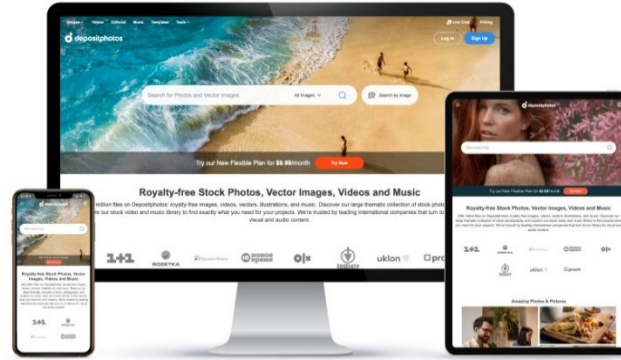




About Depositphotos & VistaCreate

(formerly Crello)

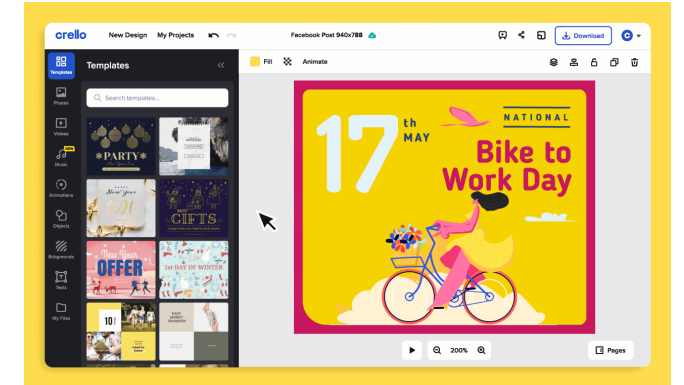
Transaction consideration: \$85M cash
TTM Revenue: ~\$30M



- >200M stock photo, graphics, video, & music files
- Business-oriented customer base located around the world
- Also provides a scalable, cost-effective network of content for VistaCreate (formerly Crello)
- Strongly EBITDA and cash flow positive



Live today. Formerly Crello.



- Rebranded as VistaCreate
- Creative design platform DIY social media and other formats
- Millions of active users globally
- Starter (free) and Pro (paid) subscriptions via “freemium” model
- Both free and paid subscribers growing > 100% each year

Why we chose to
**“buy and build
further”** rather
than “build from
scratch”



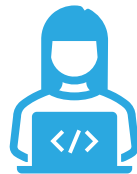
Speed and Focus

Faster capability delivery to customers without slowing progress on other aspects of Vista’s strategy



Content Network

Approximately 100,000 independent photographers, videographers and other contributors

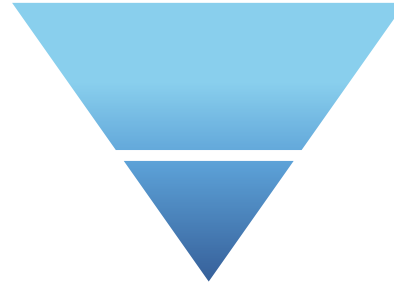


Talent

Highly skilled team members in Kyiv, Ukraine for software, product, content and other roles

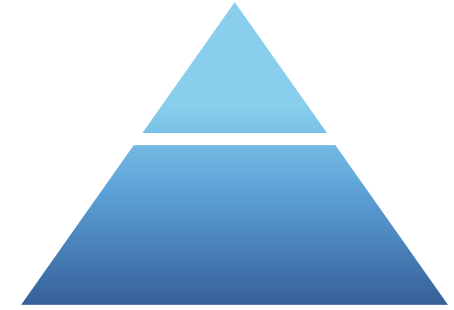
Vectors for financial value creation

Customer count funnel



- “Starter” subscriptions (free of charge) provide valuable social media design capabilities to introduce millions of customers to Vista
- High relevance for younger demographics
- Market research indicates that the majority of customers likes to start the design themselves, so DIY tools and vast content are important starting points

Customer value pyramid



- Customers who upgrade to the “Pro” subscription have significantly higher LTV than the average VistaPrint customer, with opportunity to also sell print products
- Digital media drives more frequent content generation than physical media → more frequent customer interactions → better customer insights → better personalization → higher conversion and LTV

Great design quickly and easily, design skills optional

Directly supports vision for full-spectrum design discussed at August 2021 investor day

Massive, constantly updated selection of professionally designed templates for Instagram, Facebook, TikTok, YouTube, Twitter, Pinterest, Tumblr, blogs, presentations and other formats

Logo design made easy with customizable, professional templates, including animated logos

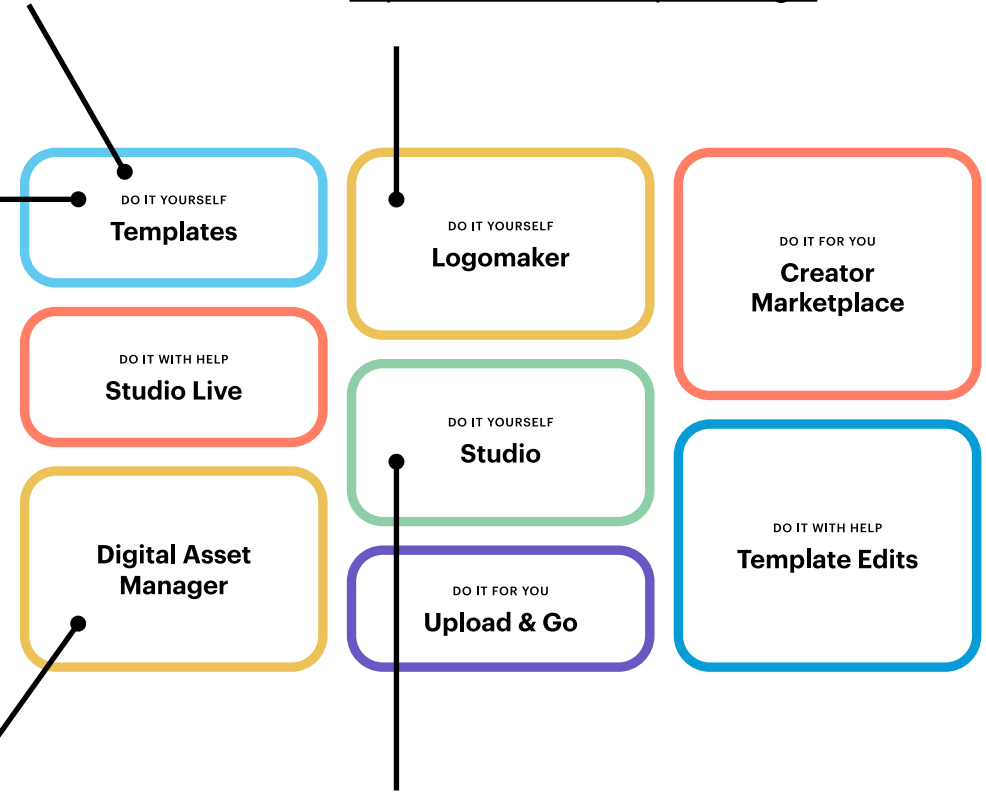
<https://crello.com/templates/logo/>

Highly scalable network for template creation via contributors from around the world

<https://crello.com/pro/marketplace/>

Brand Kits manage a business' fonts, colors, and logo for a unified look across all designs.

<https://crello.com/features/brand-kit/>



Easy-to-use click, drag and drop editor with rapidly expanding capabilities

<https://crello.com/features/>

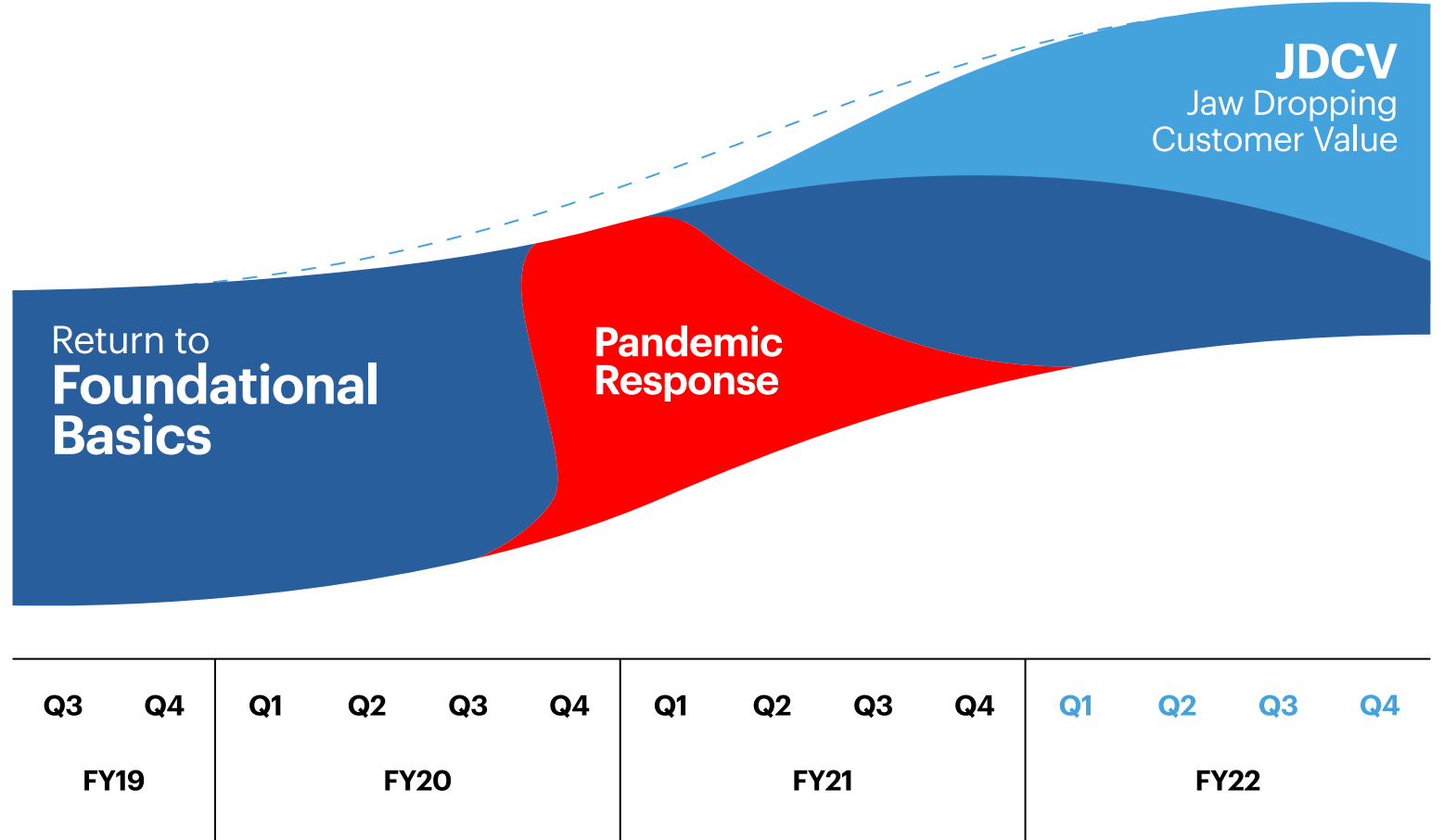
Introducing



vistacreate™

The screenshot displays the VistaCreate web interface. At the top, the navigation bar includes the VistaCreate logo, 'New Design', 'My Projects', and a 'Download' button. The main workspace shows a Facebook post design for 'Yummy Donuts'. The design features a yellow background with the text 'Sorry, we're closed' and 'But we offer free DELIVERY' in a mix of bold sans-serif and script fonts. A pink button at the bottom contains the text 'sitename.com'. The design is surrounded by various donut illustrations. On the left, a sidebar menu lists categories: Templates, Animations (selected), Photos, Videos, Music, Objects, Texts, Backgrounds, Brand Kit, and My Files. A search bar in the Animations section contains the text 'doughnut'. The top right of the workspace has a toolbar with icons for 'Remove background', crop, zoom, and 'Animate'. The bottom of the workspace shows a play button, a zoom level of '200%', and a 'Pages' button.

Brand evolution & launch of VistaCreate demonstrate strong continued progress in our transformation journey



Summary of key points:

VistaCreate & Vista

We pioneered browser-based, template-driven do-it-yourself (DIY) editor over 20 years ago and we understand how important it is for small businesses to look and feel professional

VistaCreate expands our DIY products from print to social media & other digital applications

The launch of **VistaCreate** is exciting because it allows us to:

- Accelerate our vision to become the expert design and marketing partner for small business
- Complement Vista's leadership in DIY design for print; over time, we will integrate the editors from both VistaPrint and VistaCreate to deliver a seamless DIY design platform for print, video, social, web and other needs
- Introduce, based on Crello's experience, a financially attractive customer acquisition mechanism for all of Vista
- Introduce revenue models that are built on
 - Products that are highly valuable in the digital lives of small businesses, and
 - Recurring revenue subscriptions

Along with other investments to expand our capabilities, the new brand architecture built around **Vista** that will enable us to:

- Increase relevance of our brand to help drive our return to growth for the proven, highly profitable VistaPrint portion of our business
- Deliver an integrated and amazing customer experience across a wide range of design and marketing capabilities (e.g., VistaPrint, 99designs by Vista, Vista x Wix, VistaConnect, Vista Corporate Solutions and VistaCreate)



vista™