



Cricut Investor Relations Data Sheet

Q2 2026

(In thousands, except shares, EPS, and ARPU)

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TOTAL REVENUE & GROSS MARGINS	2023				2024				2025				2026				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2
	Total Cricut Revenue																
	\$ 181,227	\$ 177,765	\$ 174,909	\$ 231,246	\$ 765,147	\$ 167,392	\$ 167,947	\$ 167,890	\$ 209,309	\$ 712,538	\$ 162,634	\$ 172,112	\$ 170,437	\$ 203,597	\$ 708,780	\$ 159,471	\$ 156,285
	-26%	-3%	-1%	-18%	-14%	-8%	-6%	-4%	-9%	-7%	-3%	2%	2%	-3%	-1%	-2%	-9%
	Total Cost of Revenue																
	\$ 104,561	\$ 90,110	\$ 92,975	\$ 134,208	\$ 421,854	\$ 75,798	\$ 78,107	\$ 90,527	\$ 115,318	\$ 359,750	\$ 64,286	\$ 70,573	\$ 76,341	\$ 107,149	\$ 318,349	\$ 66,773	\$ 39,877
	\$ 76,666	\$ 87,655	\$ 81,934	\$ 97,038	\$ 343,293	\$ 91,594	\$ 89,840	\$ 77,363	\$ 93,991	\$ 352,788	\$ 98,348	\$ 101,539	\$ 94,096	\$ 96,448	\$ 380,431	\$ 92,688	\$ 116,408
	42.3%	49.3%	46.8%	42.0%	44.9%	54.7%	53.5%	46.1%	44.9%	49.5%	60.5%	59.0%	55.2%	47.4%	55.1%	58.1%	74.5%
	Total Cricut Gross Margin %																
Platform Revenue																	
\$ 76,241	\$ 77,386	\$ 77,455	\$ 77,930	\$ 309,012	\$ 78,286	\$ 77,649	\$ 77,674	\$ 79,367	\$ 312,976	\$ 79,986	\$ 80,697	\$ 82,783	\$ 83,933	\$ 327,399	\$ 84,768	\$ 85,009	\$ 85,009
14%	12%	10%	8%	11%	3%	0%	0%	2%	1%	2%	4%	7%	6%	5%	6%	5%	5%
Platform Cost of Revenue																	
\$ 7,761	\$ 8,008	\$ 8,276	\$ 8,759	\$ 32,804	\$ 8,759	\$ 8,888	\$ 10,000	\$ 9,641	\$ 37,288	\$ 8,668	\$ 8,816	\$ 8,957	\$ 9,549	\$ 35,990	\$ 9,359	\$ 5,964	\$ 5,964
\$ 68,480	\$ 69,378	\$ 69,179	\$ 69,171	\$ 276,208	\$ 69,527	\$ 68,761	\$ 67,674	\$ 69,726	\$ 275,688	\$ 71,318	\$ 71,881	\$ 73,826	\$ 74,384	\$ 291,409	\$ 75,409	\$ 79,045	\$ 79,045
89.8%	89.7%	89.3%	88.8%	89.4%	88.8%	88.6%	87.1%	87.9%	88.1%	89.2%	89.1%	89.2%	88.6%	89.0%	89.0%	89.0%	89.0%
Platform Gross Margin %																	
Products Revenue																	
\$ 104,986	\$ 100,379	\$ 97,454	\$ 153,316	\$ 456,135	\$ 89,106	\$ 90,298	\$ 90,216	\$ 129,942	\$ 399,562	\$ 82,648	\$ 91,415	\$ 87,654	\$ 119,664	\$ 381,381	\$ 74,703	\$ 71,276	\$ 71,276
-41%	-12%	-9%	-26%	-25%	-15%	-10%	-7%	-15%	-12%	-7%	1%	1%	-3%	-5%	-10%	-10%	-10%
Products Cost of Revenue																	
\$ 96,800	\$ 82,102	\$ 84,699	\$ 125,449	\$ 389,050	\$ 67,039	\$ 69,219	\$ 80,327	\$ 105,677	\$ 322,462	\$ 55,618	\$ 61,757	\$ 67,384	\$ 97,600	\$ 282,359	\$ 57,414	\$ 33,913	\$ 33,913
\$ 8,186	\$ 18,277	\$ 12,755	\$ 27,867	\$ 67,085	\$ 22,067	\$ 21,079	\$ 9,889	\$ 24,265	\$ 77,100	\$ 27,030	\$ 29,658	\$ 20,270	\$ 22,064	\$ 99,022	\$ 17,289	\$ 37,363	\$ 37,363
7.8%	18.2%	13.1%	18.2%	14.7%	24.8%	23.3%	10.7%	18.7%	19.3%	32.7%	32.4%	23.1%	18.4%	26.0%	23.1%	52.4%	52.4%
Products Gross Margin %																	
TOTAL REVENUE & GROSS MARGINS																	
OPERATING EXPENSES	Total Operating Expenses																
	\$ 66,137	\$ 68,405	\$ 58,247	\$ 80,519	\$ 273,308	\$ 66,389	\$ 63,408	\$ 66,767	\$ 80,114	\$ 276,678	\$ 69,007	\$ 71,434	\$ 71,445	\$ 82,512	\$ 294,398	\$ 69,812	\$ 68,990
	36%	38%	33%	35%	36%	40%	38%	40%	38%	42%	42%	42%	42%	41%	42%	44%	44%
	Research & Development Expense																
	\$ 17,801	\$ 16,346	\$ 15,910	\$ 14,991	\$ 65,048	\$ 14,853	\$ 14,315	\$ 15,240	\$ 15,991	\$ 60,399	\$ 15,657	\$ 16,762	\$ 16,865	\$ 17,238	\$ 66,222	\$ 16,602	\$ 16,859
	10%	9%	9%	6%	9%	9%	9%	9%	8%	9%	10%	10%	10%	8%	9%	10%	10%
	Sales & Marketing Expense																
	\$ 29,616	\$ 29,407	\$ 28,375	\$ 35,771	\$ 123,169	\$ 33,030	\$ 33,354	\$ 35,278	\$ 41,632	\$ 143,294	\$ 36,685	\$ 35,877	\$ 37,467	\$ 49,383	\$ 159,412	\$ 36,327	\$ 37,996
	16%	17%	16%	15%	16%	20%	20%	21%	21%	20%	23%	21%	22%	24%	23%	23%	24%
	S&M Expense as % of Revenue																
General & Administrative Expense																	
\$ 18,720	\$ 22,652	\$ 13,962	\$ 29,757	\$ 85,091	\$ 18,506	\$ 15,739	\$ 16,249	\$ 22,491	\$ 72,985	\$ 16,665	\$ 18,795	\$ 17,113	\$ 15,891	\$ 68,464	\$ 14,135	\$ 14,135	
10%	13%	8%	13%	11%	11%	9%	10%	11%	10%	10%	10%	9%	8%	10%	11%	11%	11%
G&A Expense as % of Revenue																	
PROFITABILITY AND																	
Operating Income																	
Operating Margin %	5.8%	10.8%	13.5%	7.1%	9.1%	15.1%	15.7%	6.3%	6.6%	10.7%	18.0%	17.5%	13.3%	6.8%	13.5%	14.4%	30.3%
% Change in Operating Income (YoY)																	
Net Income																	
Net Income Margin %	9.09%	16.02%	17.22%	11.28%	53.63%	19.64%	19.76%	11.48%	11.92%	62.83%	23.91%	24.48%	20.51%	7.79%	76.70%	20.31%	39.05%
% Change in Net Income (YoY)																	
Earnings per share, basic																	
Earnings per share, diluted	\$0.04	\$0.07	\$0.08	\$0.05	\$0.25	\$0.09	\$0.09	\$0.05	\$0.06	\$0.29	\$0.11	\$0.12	\$0.10	\$0.04	\$0.36	\$0.19	\$0.19
Basic Shares																	
215,587,699	216,963,697	217,737,089	217,252,985	216,892,525	215,549,467	216,422,513	214,769,065	213,699,921	215,105,815	212,445,961	211,865,363	212,257,907	211,863,362	210,524,057	205,570,145	210,570,145	210,570,145
Diluted Shares																	
218,749,255	219,915,839	220,424,691	218,671,797	219,722,063	216,865,052	217,501,646	215,749,745	215,012,609	215,645,506	213,839,920	214,529,726	215,287,127	214,689,981	217,309,035	212,547,918	211,062,032	211,062,032
USER ENGAGEMENT & MONETIZATION																	
Active Users																	
% Change in Active Users (YoY)	5.94%	5.91%	5.92%	5.95%	5.93%	5.92%	5.91%	5.89%	5.89%	5.89%	5.92%	5.90%	5.88%	5.89%	5.89%	5.96%	5.96%
% Change in 90-Day Engaged Users (YoY)																	
90-Day Engaged Users	3,710	3,652	3,641	3,932	3,932	3,527	3,541	3,532	3,812	3,682	3,372	3,482	3,451	3,750	3,760	3,404	3,404
% Change in 90-Day Engaged Users (YoY)																	
Platform Revenue																	
% Change in Platform Revenue YoY	76.24%	77.38%	77.45%	77.93%	309.01%	78.28%	77.64%	77.67%	79.36%	312.97%	79.98%	80.69%	82.78%	83.93%	327.39%	84.76%	85.00%
Platform ARPU																	
\$ 48.51	\$ 50.13	\$ 51.20	\$ 52.07	\$ 52.07	\$ 52.07	\$ 52.26	\$ 52.61	\$ 52.86	\$ 53.12	\$ 53.12	\$ 53.10	\$ 53.84	\$ 54.88	\$ 55.54	\$ 55.65	\$ 56.37	\$ 56.37
Paid Subscribers																	
% Change in Paid Subscribers YoY	2.71%	2.72%	2.69%	2.77%	2.77%	2.79%	2.81%	2.83%	2.95%	2.95%	2.94%	3.01%	3.04%	3.09%	3.07%	3.03%	3.03%