



Cricut Investor Relations Data Sheet
Q1 2026

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

	2023					2024					2025					2026	
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	
TOTAL REVENUE & GROSS MARGINS	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
	% Change in Total Revenue (YoY)	-26%	-3%	-1%	-18%	-14%	-8%	-6%	-4%	-9%	-7%	-3%	2%	2%	-3%	-1%	-2%
	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
	Total Gross Profit	\$ 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	\$ 390,431	\$ 92,698
	Total Cricut Gross Margin %	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%
	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
	% Change in Platform Revenue (YoY)	14%	12%	10%	8%	11%	3%	0%	0%	2%	1%	2%	4%	7%	6%	5%	6%
	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
	Platform Gross Profit	\$ 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
	Platform Gross Margin %	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%
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	
% Change in Products Revenue (YoY)	-41%	-12%	-9%	-26%	-25%	-15%	-10%	-7%	-12%	-12%	1%	1%	-3%	-8%	-5%	-10%	
Products Cost of Revenue	\$ 96,800	\$ 82,102	\$ 84,699	\$ 125,449	\$ 389,050	\$ 67,039	\$ 69,219	\$ 80,527	\$ 105,677	\$ 322,462	\$ 55,618	\$ 61,757	\$ 67,384	\$ 97,600	\$ 282,359	\$ 57,414	
Products Gross Profit	\$ 8,186	\$ 18,277	\$ 12,755	\$ 27,867	\$ 67,085	\$ 22,067	\$ 21,079	\$ 9,689	\$ 24,265	\$ 77,100	\$ 27,030	\$ 29,658	\$ 20,270	\$ 22,064	\$ 99,022	\$ 17,289	
Products Gross Margin %	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%	
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
	OPEX as % of Revenue	36%	38%	33%	35%	36%	40%	38%	40%	38%	39%	42%	42%	42%	41%	42%	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	\$ 66,522	\$ 16,602
	R&D Expense as % of Revenue	10%	9%	9%	6%	9%	9%	9%	9%	8%	8%	10%	10%	10%	8%	9%	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
	S&M Expense as % of Revenue	16%	17%	16%	15%	16%	20%	20%	21%	20%	20%	23%	21%	22%	24%	22%	23%
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	\$ 16,883	
G&A Expense as % of Revenue	10%	13%	8%	13%	11%	11%	9%	10%	11%	10%	10%	11%	10%	8%	10%	11%	
PROFITABILITY AND EARNINGS	Operating Income	\$ 10,529	\$ 19,250	\$ 23,687	\$ 16,519	\$ 69,985	\$ 25,205	\$ 26,432	\$ 10,596	\$ 13,877	\$ 76,110	\$ 29,341	\$ 30,105	\$ 22,651	\$ 13,936	\$ 96,033	\$ 22,886
	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%
	% Change in Operating Income (YoY)	-66%	-4%	36%	49%	-12%	139%	37%	-16%	9%	9%	16%	14%	114%	0%	26%	-22%
	Net Income	\$ 9,099	\$ 16,024	\$ 17,225	\$ 11,288	\$ 53,636	\$ 19,647	\$ 19,769	\$ 11,488	\$ 11,926	\$ 62,830	\$ 23,914	\$ 24,488	\$ 20,512	\$ 7,791	\$ 76,705	\$ 20,318
	Net Income Margin %	5.0%	9.0%	9.8%	4.9%	7.0%	11.7%	11.8%	6.8%	5.7%	8.8%	14.7%	14.2%	12.0%	3.8%	10.8%	12.7%
	% Change in Net Income (YoY)	-61%	16%	38%	4%	-12%	116%	23%	-33%	6%	17%	22%	24%	79%	-35%	22%	-15%
	Earnings per share, basic	\$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	\$0.10
	Earnings per share, diluted	\$0.04	\$0.07	\$0.08	\$0.05	\$0.24	\$0.09	\$0.09	\$0.05	\$0.06	\$0.29	\$0.11	\$0.11	\$0.10	\$0.04	\$0.35	\$0.10
	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	215,183,706	210,524,057
	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	213,839,020	214,529,726	215,287,127	214,689,891	217,309,035	212,547,918
USER ENGAGEMENT & MONETIZATION	Active Users	5,943	5,912	5,929	5,935	5,935	5,952	5,918	5,894	5,892	5,892	5,926	5,901	5,883*	5,895*	5,895*	5,969
	% Change in Active Users (YoY)	8%	6%	5%	2%	2%	0%	0%	-1%	-1%	-1%	0%	0%	0	0%	0%	1%
	90-Day Engaged Users	3,710	3,652	3,641	3,932	3,932	3,527	3,541	3,532	3,812	3,812	3,372	3,482	3,451*	3,750*	3,750*	3,345
	% Change in 90-Day Engaged Users (YoY)	0%	0%	2%	-3%	-3%	-5%	-3%	-3%	-3%	-3%	-4%	-2%	-2%	-2%	-2%	-1%
	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
	% Change in Platform Revenue YoY	14%	12%	10%	8%	11%	3%	0%	0%	2%	1%	2%	4%	7%	6%	5%	6%
Platform ARPU	\$ 48.51	\$ 50.13	\$ 51.20	\$ 52.07	\$ 52.07	\$ 52.26	\$ 52.61	\$ 52.86	\$ 53.12	\$ 53.12	\$ 53.10	\$ 53.84	\$ 54.88*	\$ 55.54*	\$ 55.54*	\$ 55.65	
Paid Subscribers	2,715	2,722	2,699	2,770	2,770	2,797	2,813	2,838	2,959	2,959	2,974	3,010	3,004	3,091	3,091	3,078	
% Change in Paid Subscribers YoY	17%	15%	11%	6%	6%	3%	3%	5%	7%	7%	6%	7%	6%	4%	4%	3%	

* Q3 and Q4 2025 Active Users, 90-day Engaged Users, and Platform ARPU were updated post earnings to reflect immaterial corrections.

Glossary of Terms:

Active Users: We define Active Users as registered users of at least one registered connected machine who have utilized their connected machine to create a project in the last 365 days. One user may own multiple registered connected machines but is only counted once if that user registers those connected machines by using the same email address.

90-Day Engaged Users: We define 90-Day Engaged Users as registered users of at least one registered connected machine who have utilized their connected machine to create a project in the last 90 days. One user may own multiple registered connected machines but is only counted once if that user registers those connected machines by using the same email address.

Paid Subscribers: We define Paid Subscribers as the number of users with a subscription to Cricut Access or Cricut Access Premium, excluding cancelled, unpaid, paused, or free trial subscriptions, as of the end of a period.

Platform ARPU: We define Platform ARPU as Platform revenue in a 12-month period divided by Active Users.