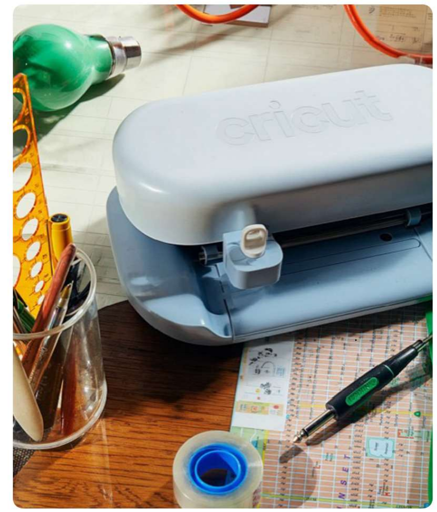
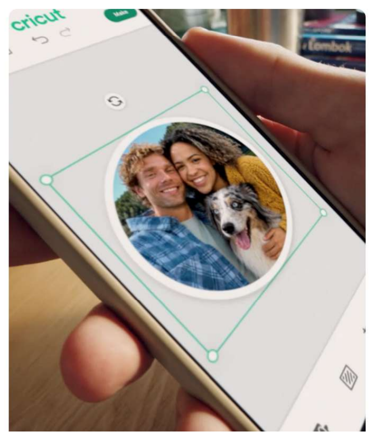
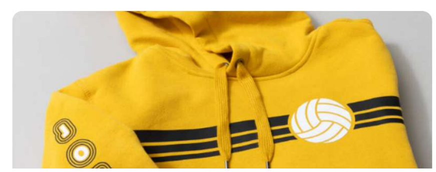
NASDAQ : CRCT

Financial Results

Q2 2026
August 4, 2026

Make an adventure

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This presentation contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. We intend all forward-looking statements to be covered by the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements generally can be identified by the fact that they do not relate strictly to historical or current facts and by the use of forward-looking words such as “anticipates”, “believes”, “estimates”, “expects”, “intends”, “plans”, “projects”, “may,” “will” or similar terminology, and include our business opportunity, strategies, capital allocation plans, the impact of tariffs on our business, the impact of geopolitical conflict or war on our supply chain, market size, growth opportunities, and future financial results. These statements are based on and reflect our current expectations, estimates, assumptions and/or projections as well as our perception of historical trends and current conditions, as well as other factors that we believe are appropriate and reasonable under the circumstances. Forward-looking statements are neither predictions nor guarantees of future events, circumstances or performance and are inherently subject to known and unknown risks, uncertainties and assumptions, many of which are beyond our control, that could cause our actual results to differ materially from those indicated by those statements. There can be no assurance that our expectations, estimates, assumptions and/or projections, including with respect to the future earnings and performance of Cricut Inc., will prove to be correct or that any of our expectations, estimates or projections will be achieved.

Numerous factors could cause our actual results and events to differ materially from those expressed or implied by forward-looking statements including, but not limited to, risks and uncertainties associated with: our ability to attract and engage with our users; competitive risks; supply chain, manufacturing, distribution and fulfillment risks; international risks, including regulation, trade wars, heightened, scheduled or threatened tariffs, or by retaliatory trade measures that have materially increased our costs and the potential for further trade barriers or disruptions; sales and marketing risks, including our dependence on sales to brick-and-mortar and online retail partners and our need to continue to grow online sales; risks relating to the complexity of our business, which includes connected machines, custom tools, hundreds of materials, design apps, e-commerce software, subscriptions, content, international production, direct sales, and retail distribution; risks related to product quality, safety and warranty claims and returns; risks related to the fluctuation of our quarterly results of operations and other operating metrics; risks related to intellectual property, cybersecurity and potential data breaches; risks related to our dependence on our Chief Executive Officer; risks related to our status as a “controlled company;” and the impact of economic and geopolitical events, natural disasters and actual or threatened public health emergencies, current recessionary pressures and any resulting economic slowdown from any of these events or other resulting interruption to our operations. These risks and uncertainties are described in greater detail, or are incorporated by reference, under the heading “Risk Factors” in the most recent Form 10-K or Form 10-Q that we have filed with the Securities and Exchange Commission (“SEC”).

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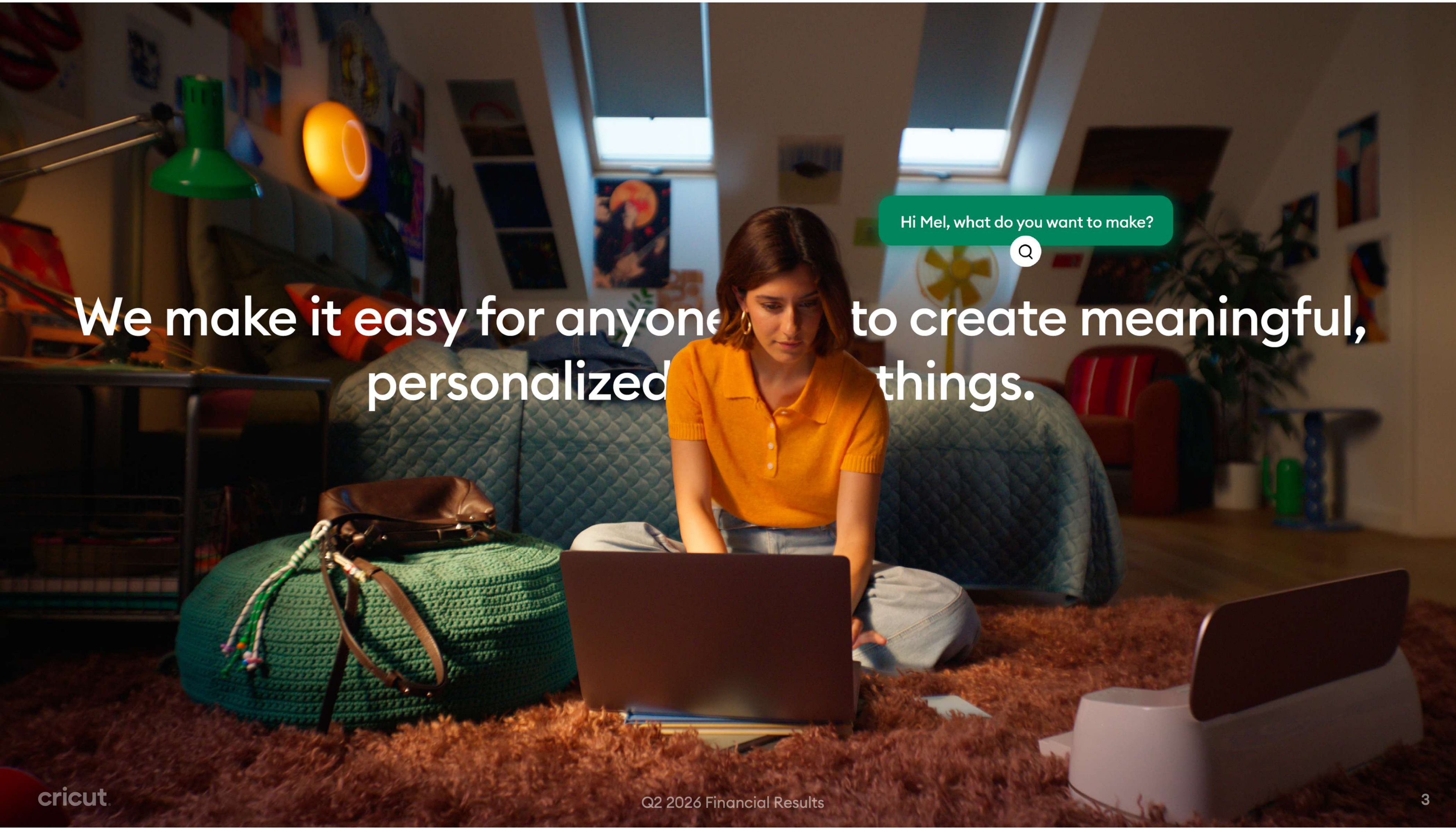


We make it easy for anyone to create meaningful, personalized things.

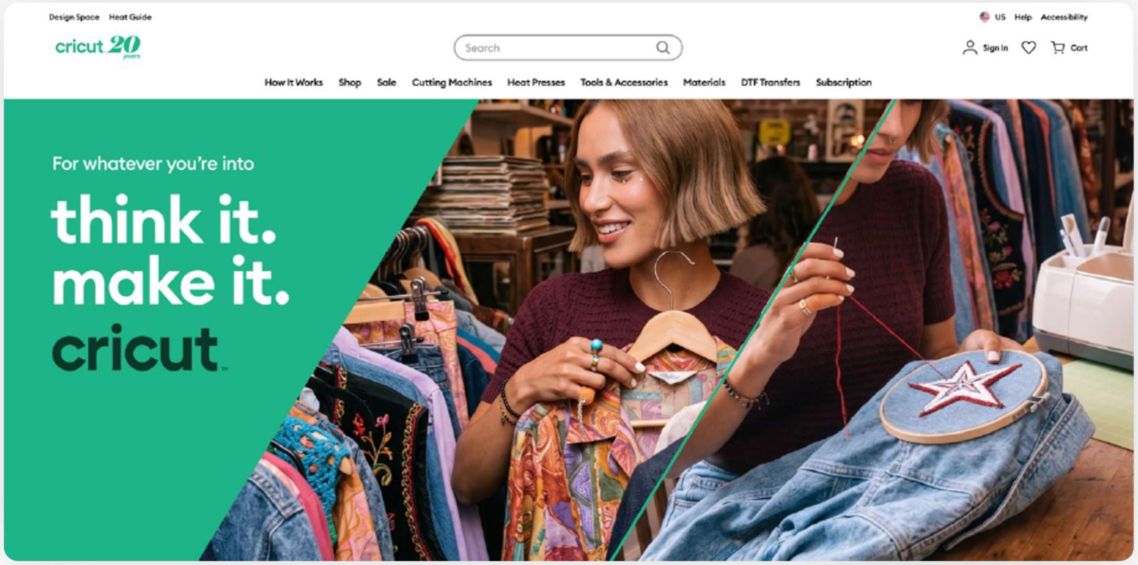
Executing our platform-first strategy

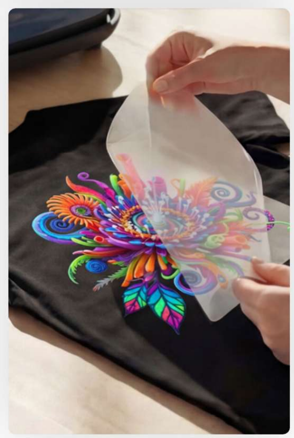
Q2 2026 HIGHLIGHTS

Platform-first strategy gaining traction; unlocking sales growth remains key

- New brand campaign, **“Think it. Make it. Cricut.”** broadening awareness and appeal among new consumers
- Just over **3.1 million paid subscribers**
- Double-digit sell-out growth and improving user engagement trends
- Strong profitability and platform revenue growth
- Simplifying user experience remains central to driving User Engagement

Focus: New user acquisition and increased engagement to monetize the flywheel



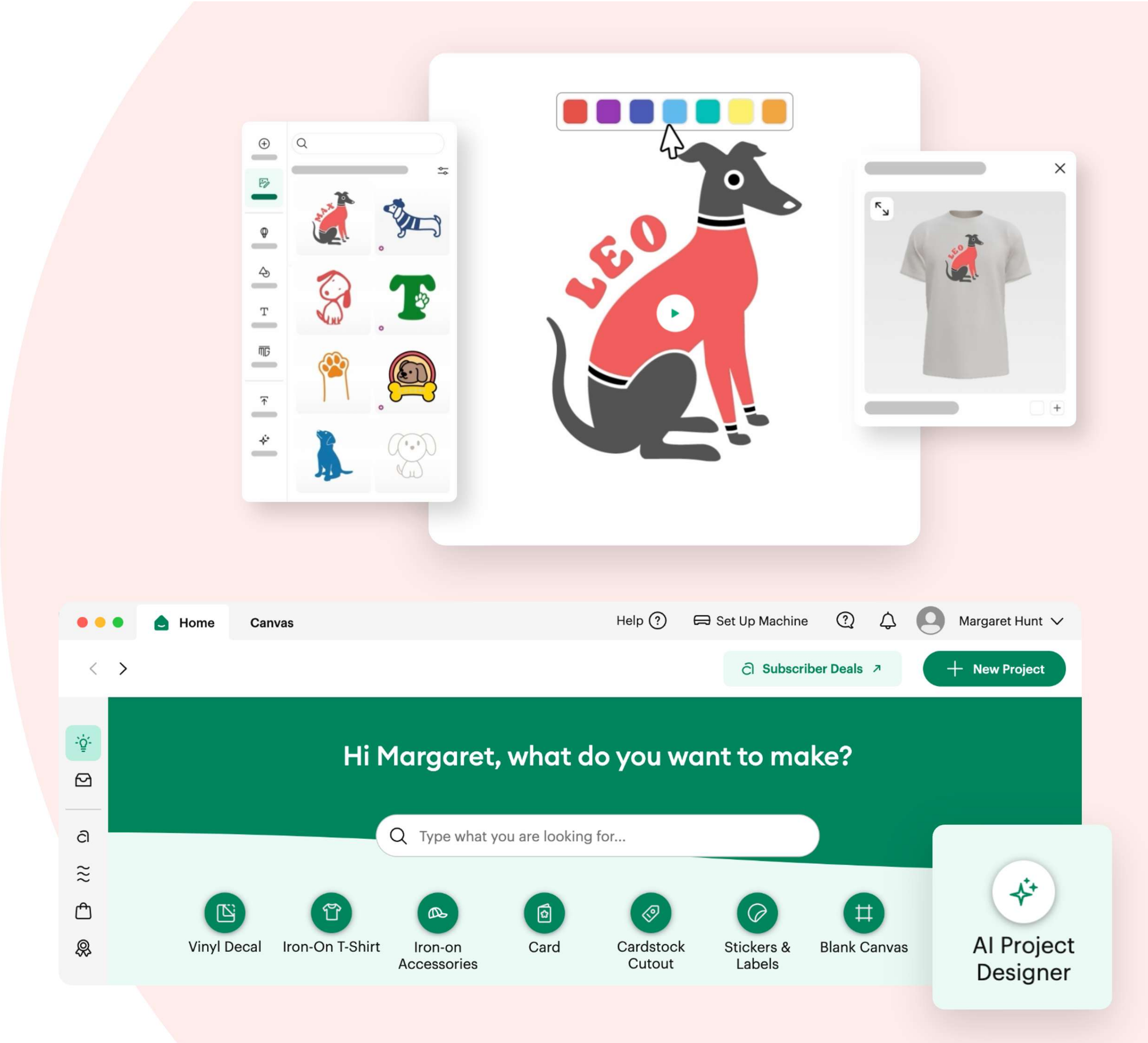


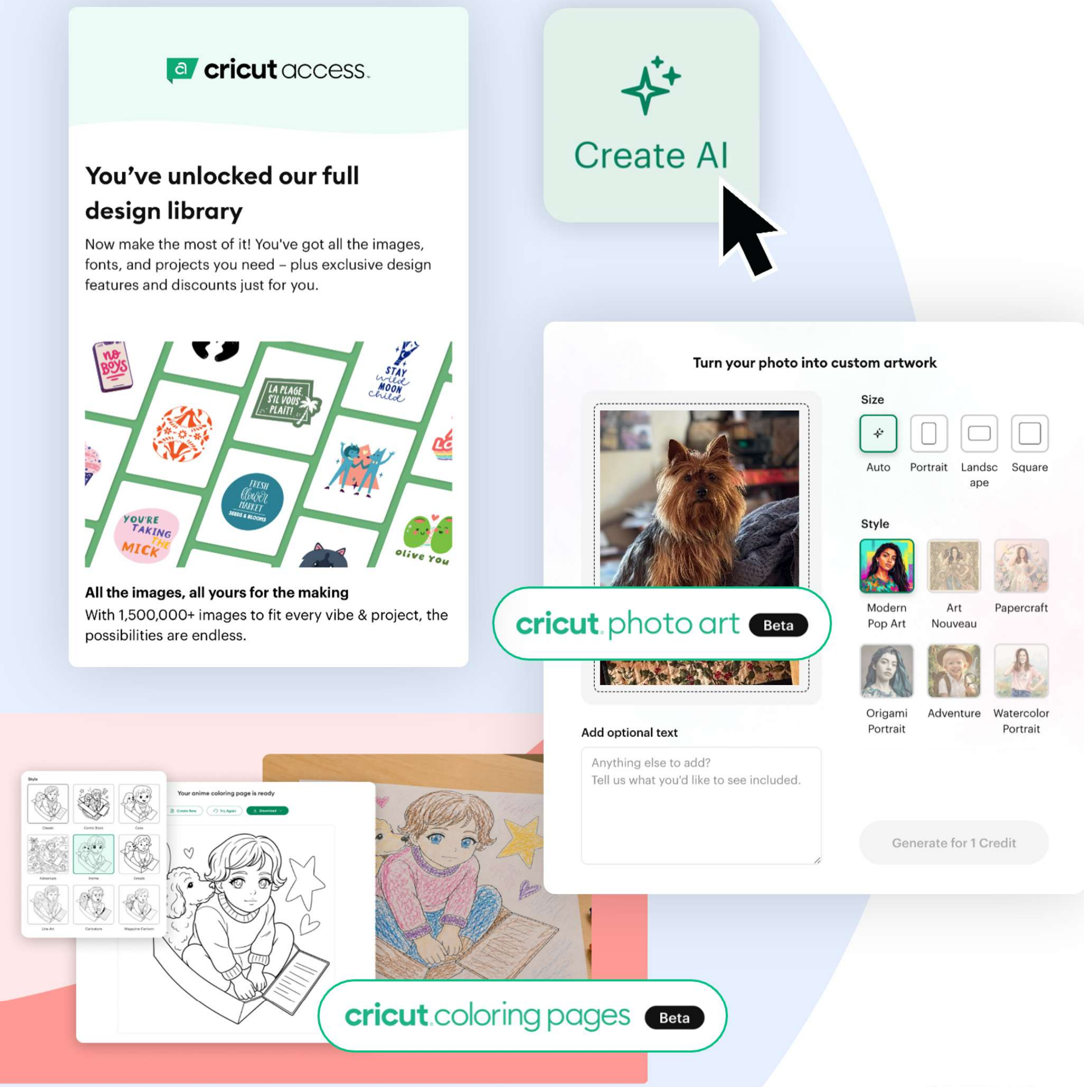
Actively driving new user acquisition

- Launched new global marketing campaign, **"Think it. Make it. Cricut."** to broaden awareness and attract new users
- **Marketing investments are translating into stronger consumer demand**
- Joy 2 and Explore 5 bundle-only driving double-digit connected machine growth
- Accelerating innovation to expanded next-generation products
- New Platform service offerings driving deeper subscriber engagement

Progress stabilizing engagement trends

- Active Users up, Engaged Users stabilized
- Simplifying Design Space to create faster, more intuitive experience
- Improving onboarding to drive strong first-time user success
- Embedding AI across Platform to make creating easier and more successful
- Continued investment in Platform to drive long-term engagement and growth





Expanding subscription value

3.10M **Paid subscribers**
↑ just over 3% YoY

- Paid subscribers up 93K YoY with Platform revenue up over 5% YoY
- Premium subscriptions gaining traction, with rollout expanding across channels
- AI-powered Creative Labs creating new reasons to subscribe and engage
- Enhancing value through AI, curated content, and new member benefits
- Testing new plan formats and pricing tiers to differentiate subscriptions offerings

Accessories & Materials innovation is key driver in share gain

- Growing share across some Accessories & Materials categories
- Expanded assortment with innovation-led products launches and retailer resets
- Strong performance in Printables and new tools launches
- Launched competitively priced, next-generation, large-format Autopress heat press in July

Waterproof
Durable
UV-resistant
Use with inkjet printer

Financial Results

Q2 2026
financial highlights

Revenue

$156.3M

9.2%
YoY decline

Operating Income

$47.4M

57.5%
YoY increase

30.3%
of Total Revenue

Net Income

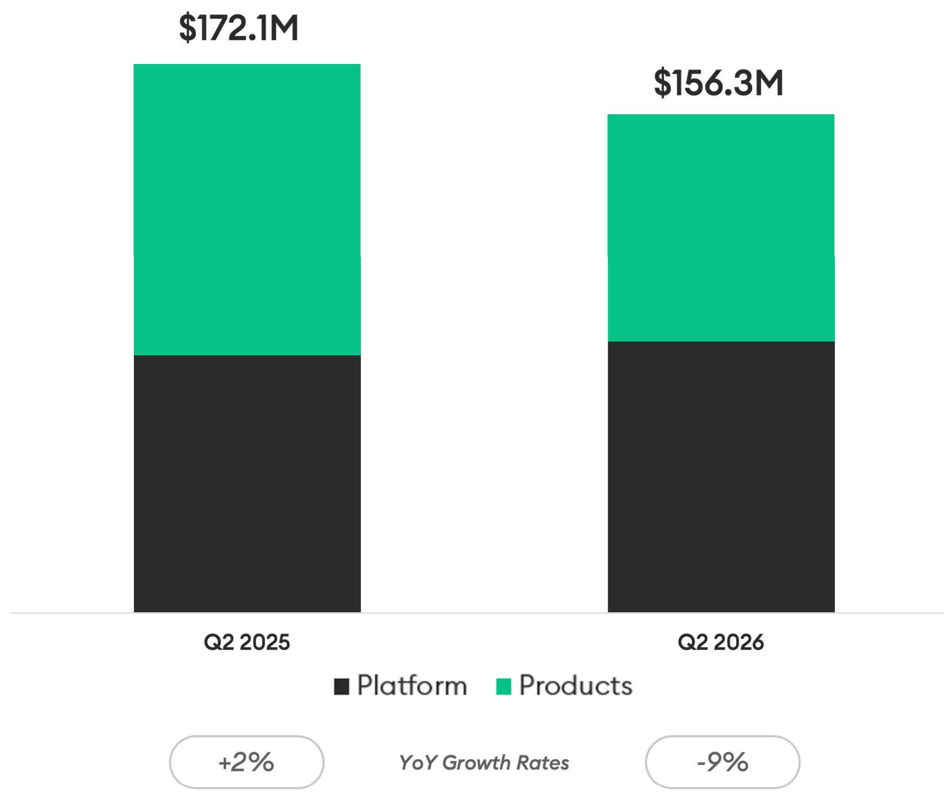
$39.1M

59.0%
YoY increase

25.0%
of Total Revenue

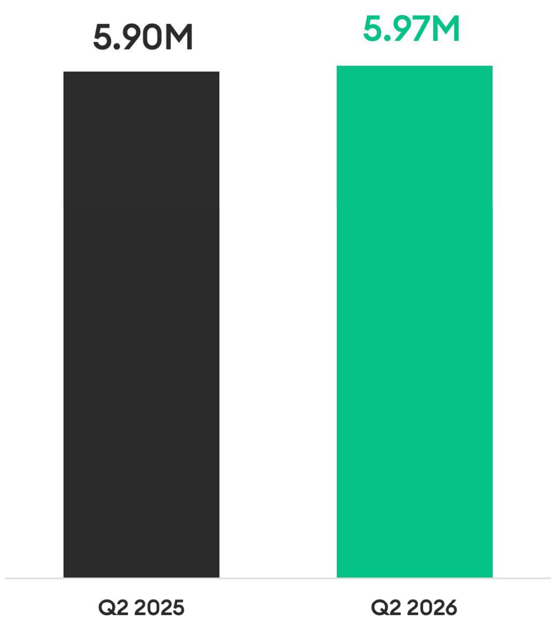
Revenue breakdown

- Platform revenue **increased 5%** YoY
- Products revenue decreased 22% YoY
- International revenue **decreased 1%** YoY

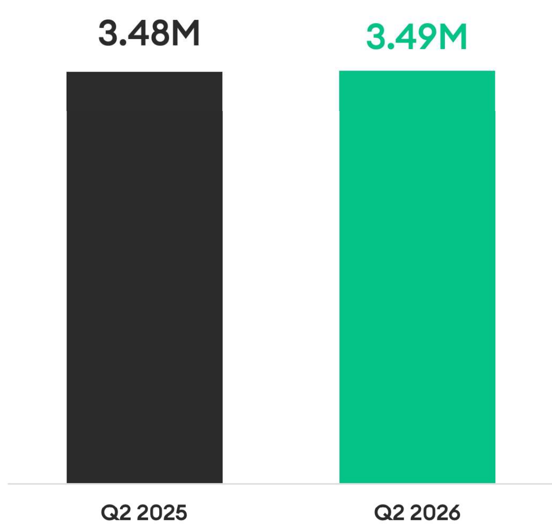


User base dynamics

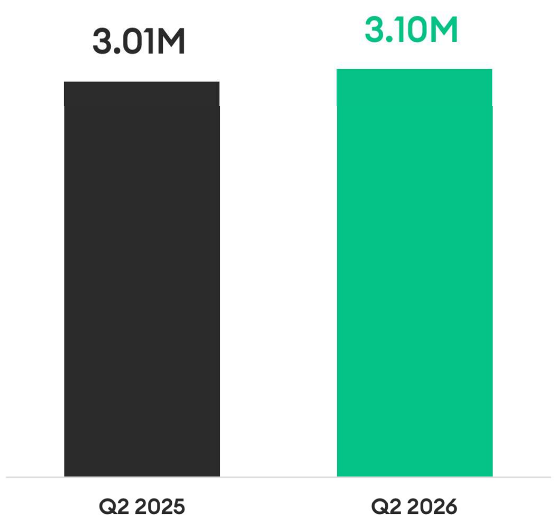
Active Users



90-Day Engaged Users



Paid Subscribers



Gross margin

Q2 Contributing Factors

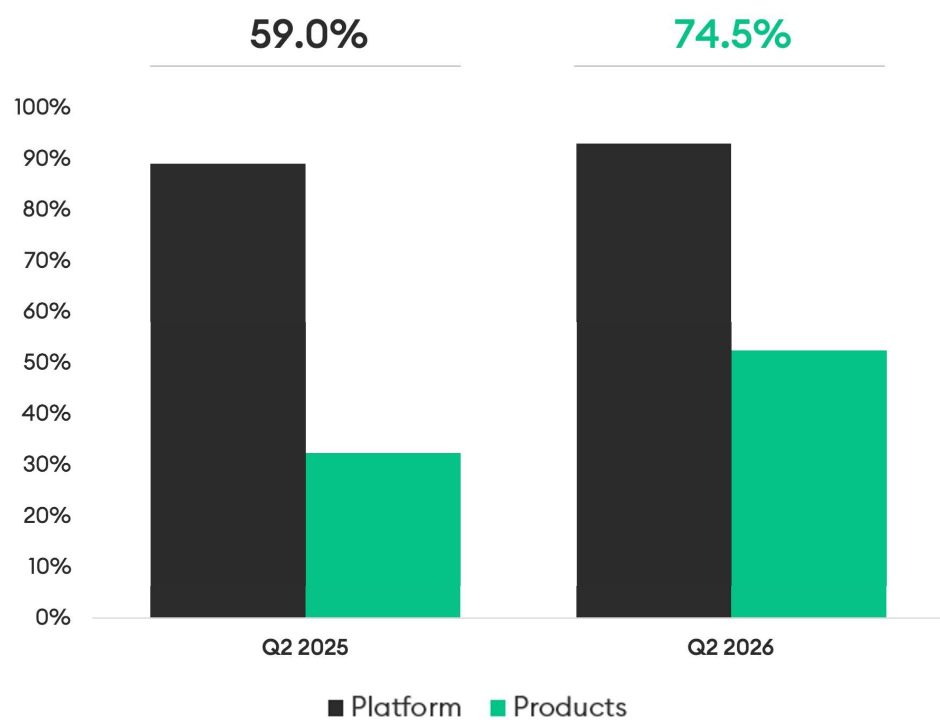
Platform Margins

- Increase was driven by a non-recurring royalty settlement.

Products Margins

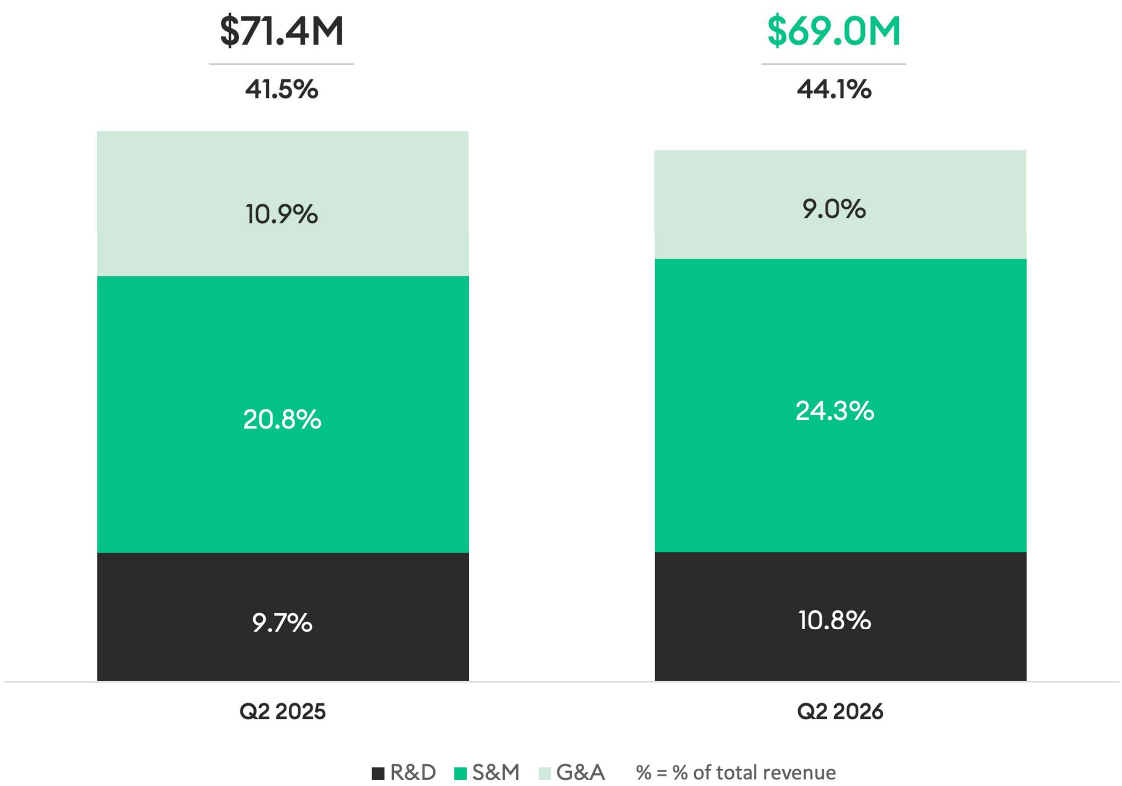
- Increase primarily driven by non-recurring IEEPA tariff refunds and the royalty settlement.

Total Gross Margin



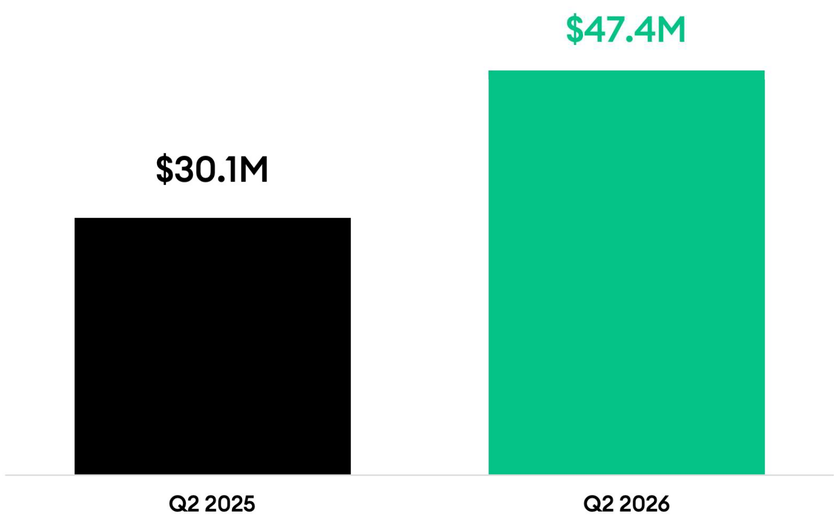
Operating expense

- Focused on increased speed of execution and broadening awareness
- Continued investments in physical products and platform



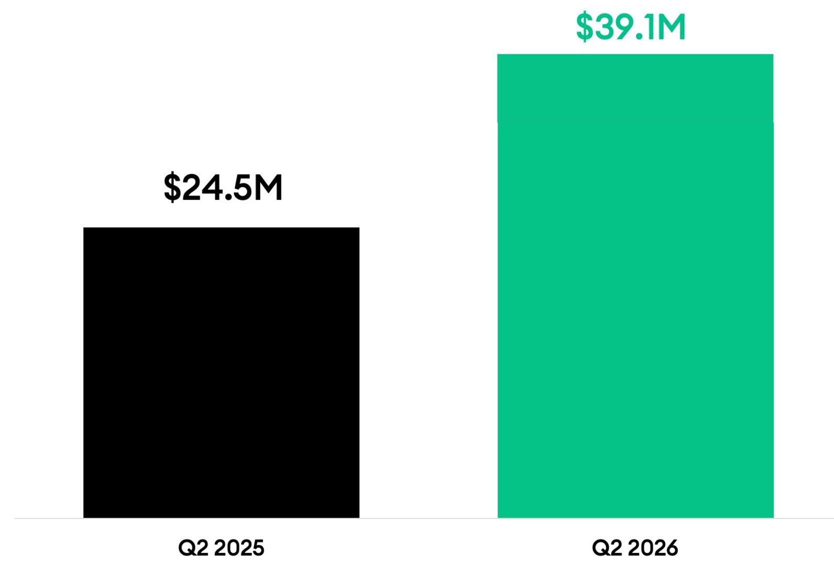
Operating income and net income

Operating Income



17.5% *Operating Margins* 30.3%

Net Income



14.2% *Net Income Margins* 25.0%

Q2 2026 Balance Sheet and Cash Flow highlights

Cash, equivalents as of 6/30/26

$286.3M
Cash, cash equivalents, marketable securities

$300.0M
Untapped credit line

Cash Flow generated from Operations 6/30/26 QTD

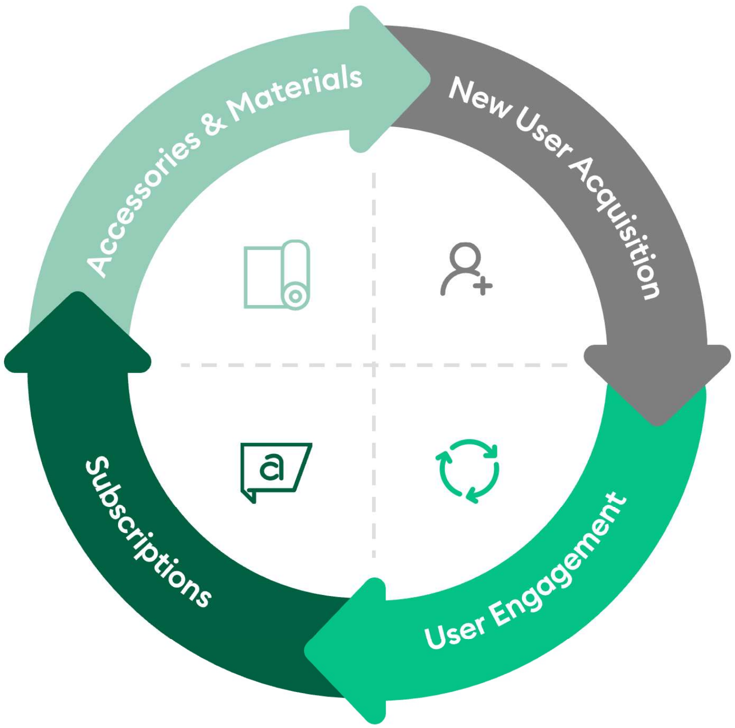
$50.4M
vs $36.2M PY QTD

Share Repurchase Program & Dividends

$7.5M
Used during Q2 2026 to repurchase 1.7m shares with $21.6M remaining under the new $50M authorized stock repurchase program that was replenished in May 2025.

$21M
After Q2, on July 21, 2026 semi-annual dividend
payment of $0.10 per share paid. Excludes $3.4M of dividend equivalents to RSU or PRSU holders.

Forward looking commentary



- **Focused on growth drivers** through increased R&D, new product launches, marketing, and international expansion, while using promotions to support affordability.
- **Broadening Awareness —** New brand anthem, **"Think it. Make it. Cricut."** Cricut is for anyone who wants to create.
- **Expect platform revenue growth each quarter,** with subscriber trends following normal seasonality.
- **Confident in second-half growth** supported by a strong product and platform roadmap.
- **Expect profitability each quarter and operating cash flow for full-year 2026.**

think it. make it. cricut™