

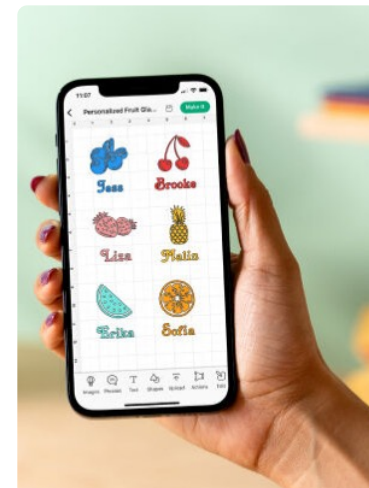
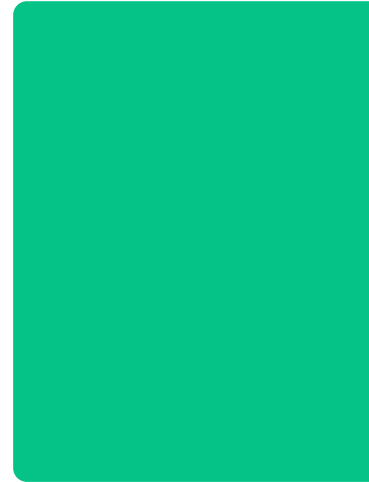
NASDAQ : CRCT

Financial Results

Q2 2024

August 6, 2024

cricut[®]



Safe Harbor Statement

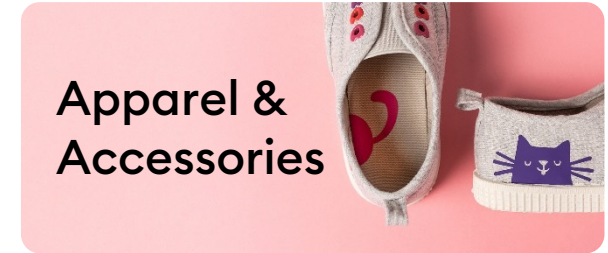
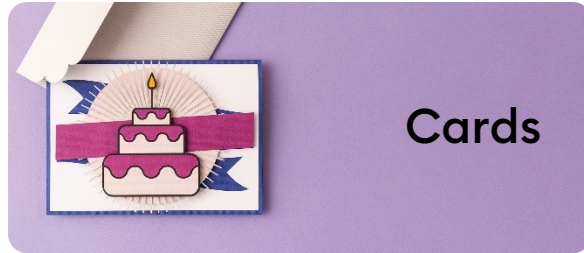
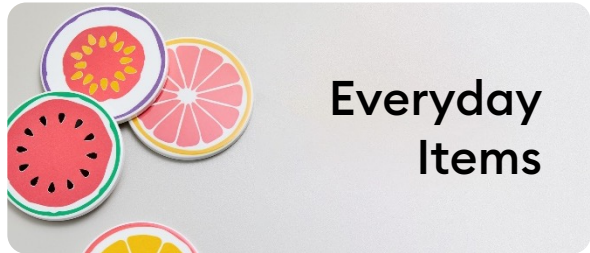
This presentation contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. We intend all forward-looking statements to be covered by the safe harbor provisions of the Private Securities Litigation Reform 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, future financial results and long-term target model. 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 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 and tariffs 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, 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”).

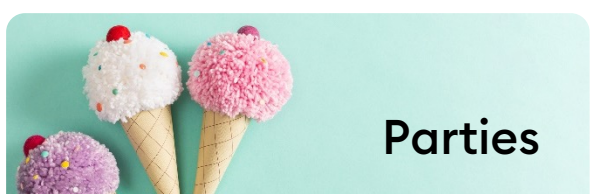
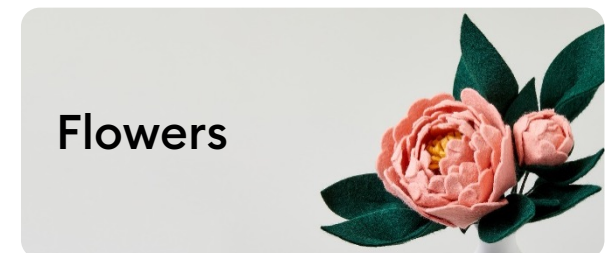
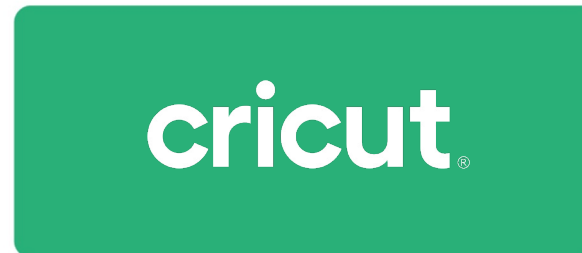
In addition, certain risks and uncertainties not presently known to us or that we currently believe to be immaterial could affect the accuracy of any such forward-looking statements. All forward-looking statements should be evaluated with the understanding of their inherent uncertainty. The forward-looking statements included in these materials are only made as of the date indicated on the relevant materials and we disclaim any obligation to publicly update any forward-looking statement to reflect subsequent events or circumstances, except as required by law.

I want to make...

prepare to be wowed 🔍



From idea to I did it.



Q2 Highlights



Profitability

- Operating income up 37% or \$7M



Subscriptions Growth

- Over 2.8M Paid Subscribers, up 3% YOY



Platform revenue slight increase; Products revenue decrease

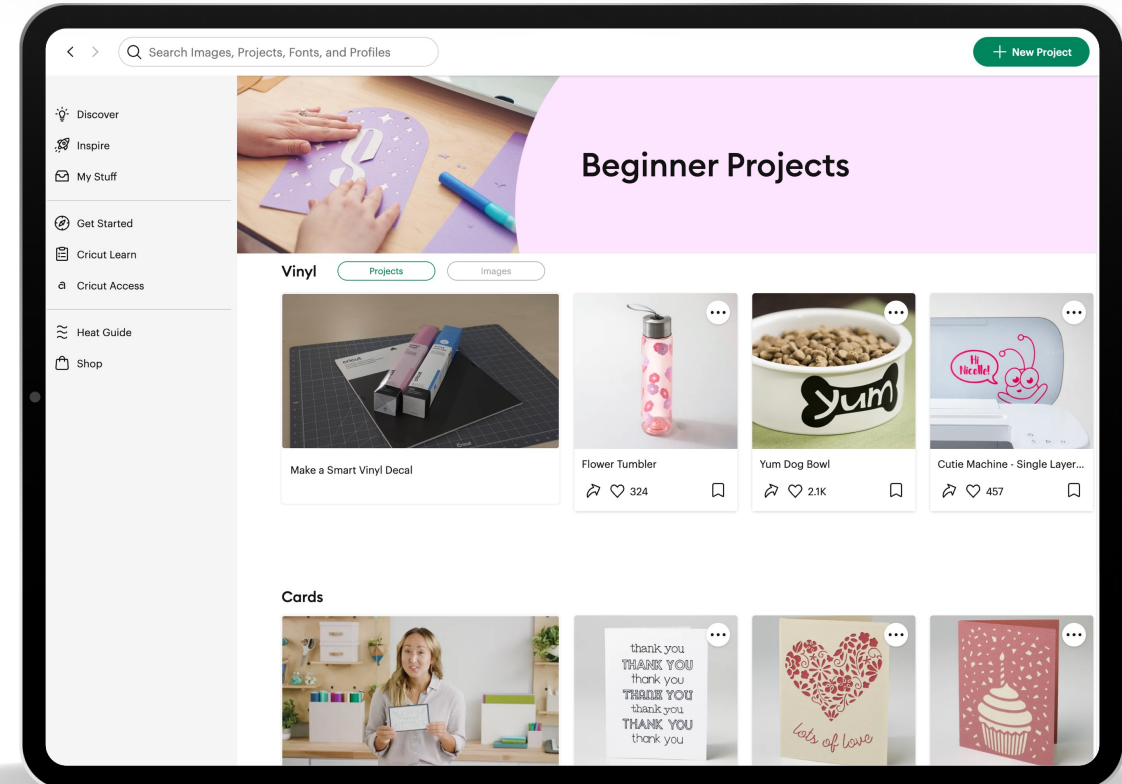
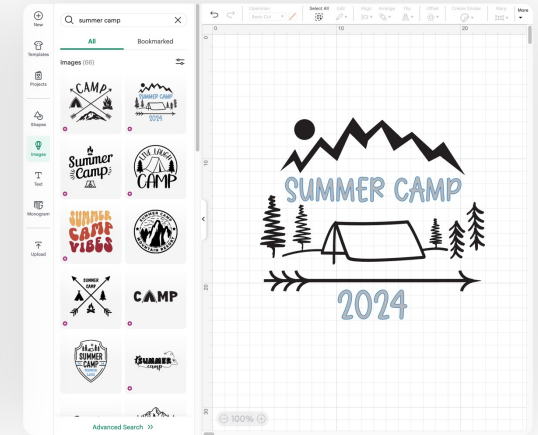
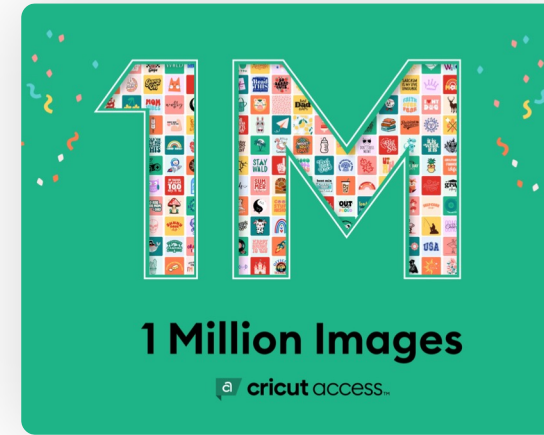
- Connected machines positive unit growth YOY
- Accessories and materials declined YOY
- Increasing marketing to drive excitement, sales and acquisition

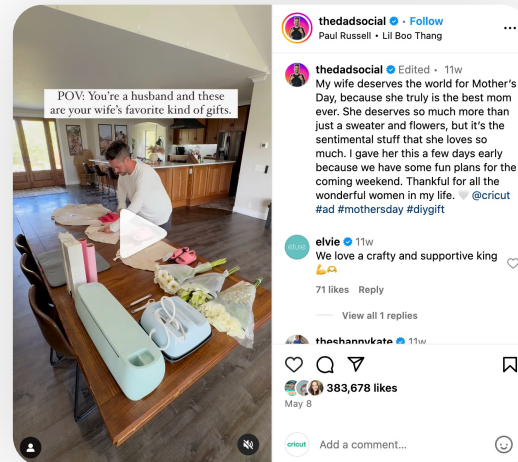


Improving engagement by focusing on the user experience

Simpler and more delightful onboarding → more engagement

- Guided set up for new machines
- YoY increase in users who...
 - completed a project on their first day
 - completed several projects in their first week
- Further expansion of content library
- Leading indicators for long-term engagement





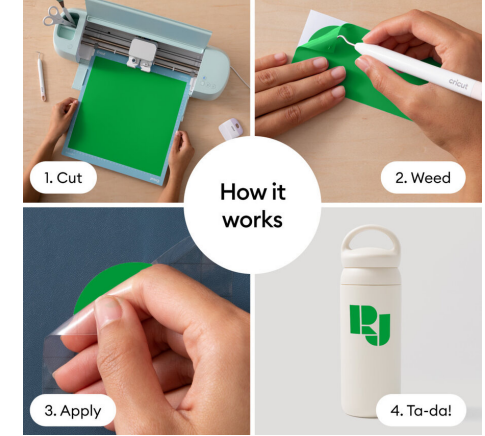
Reaching new users

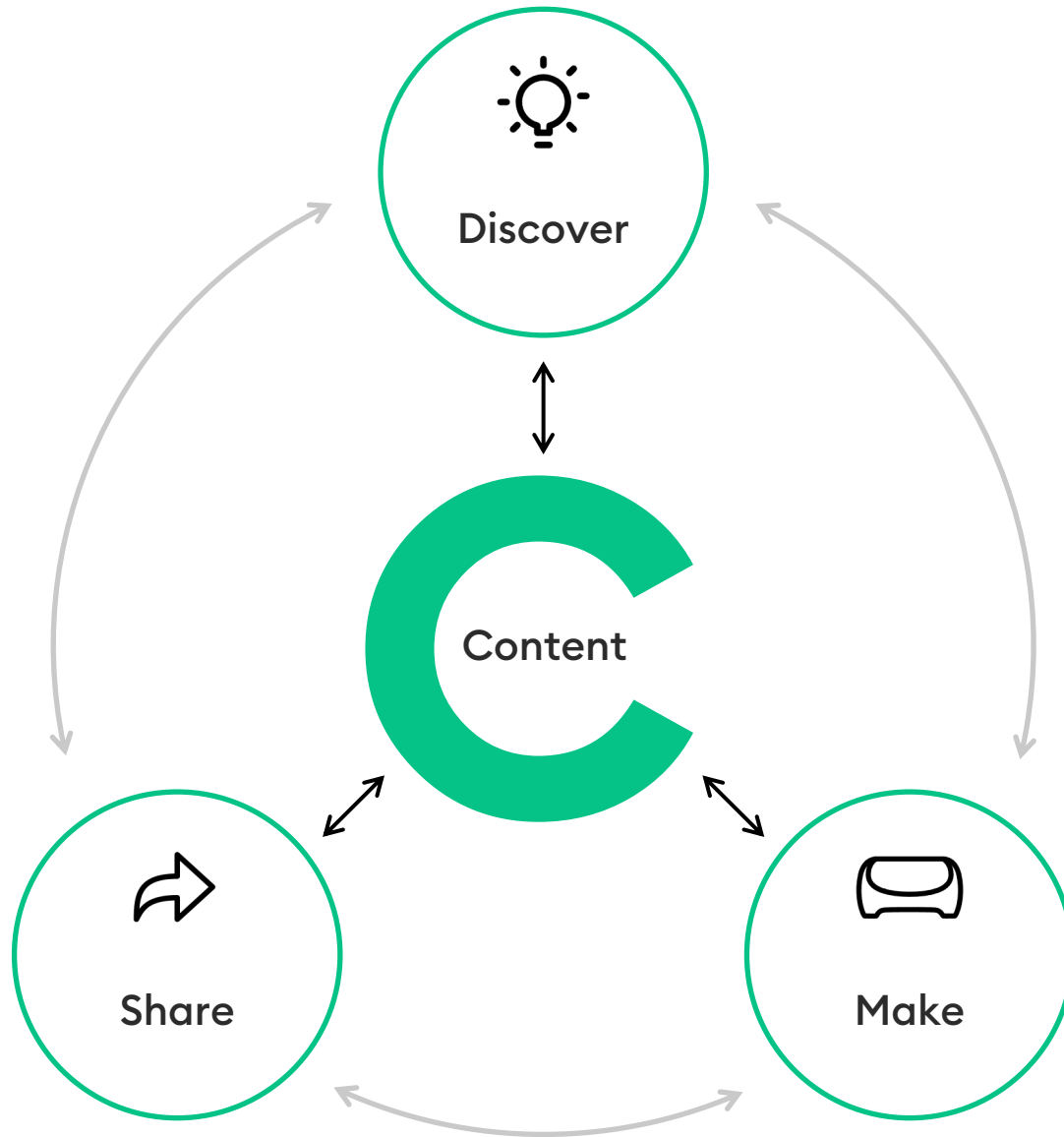
- Successful marketing partnerships across diverse platforms
- Increased traffic to cricut.com, indicative of marketing success
- Deeper promotional strategy is working to drive connected machine growth
- Will continue to focus on connected machine sales, engagement trends, user enthusiasm, and being effective competitors in accessories and materials

Accessories & Materials

Continued transformation through innovation and investments

- Launched Cricut Value Materials online
- Reengineering products that prioritize affordability and that work seamlessly with our machines
- Continued promotional cadence
- Intense focus on overall customer experience and generating renewed excitement



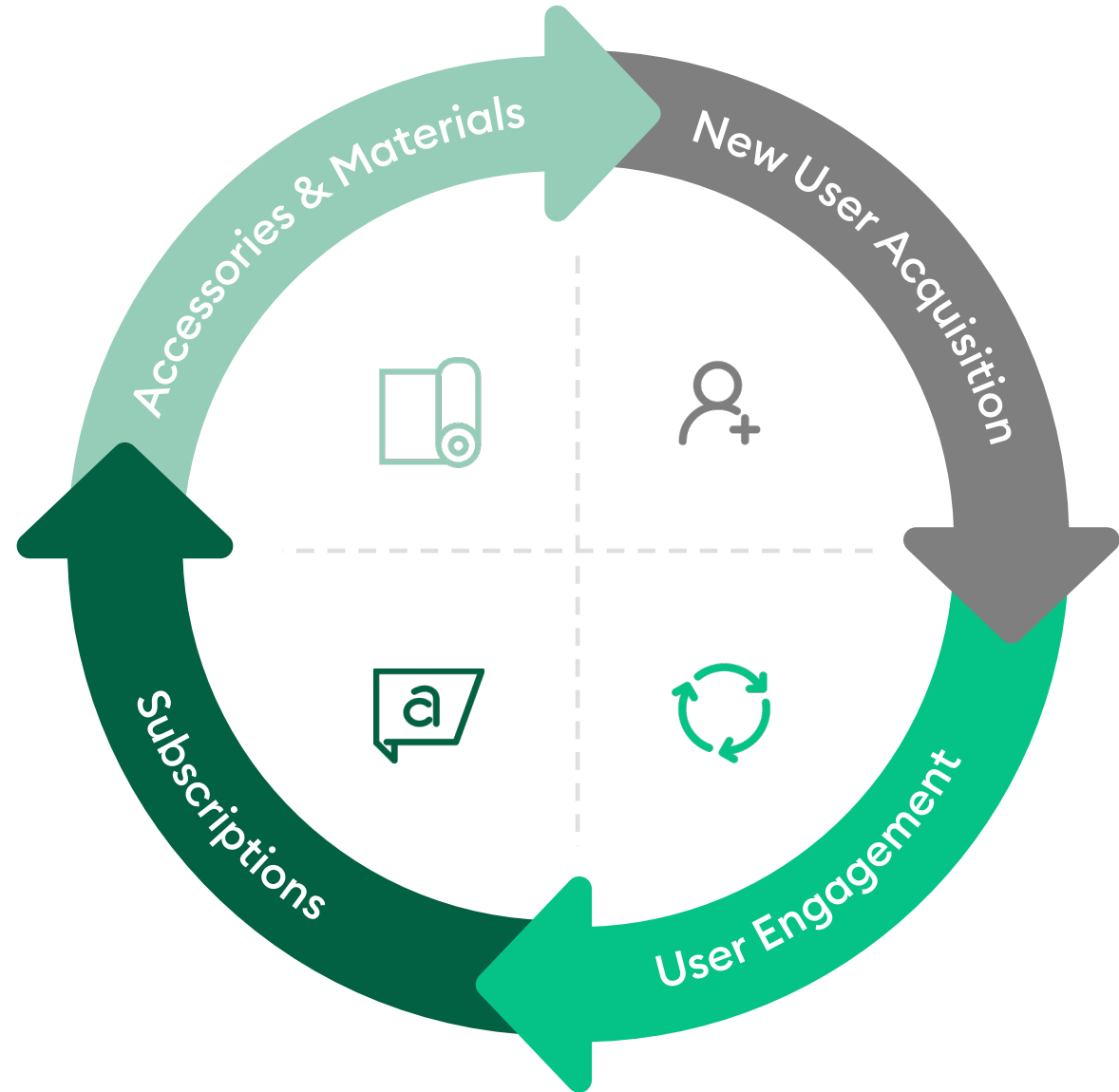


Growth opportunities as the category leader

Clear opportunities to reaccelerate consumer excitement for the brand and category


- Attract more new users to buy connected machines
- Reverse weakening engagement trends
- Re-inject enthusiasm among our users
- More effective competitors in accessories and materials

Focused on continued long-term growth



Financial Results





Q2 2024 financial highlights

Revenue

\$167.9M

-6%
YoY Decrease

Operating Income¹

\$26.4M

37%
YoY Increase
15.7%
of Total Revenue

Net Income

\$19.8M

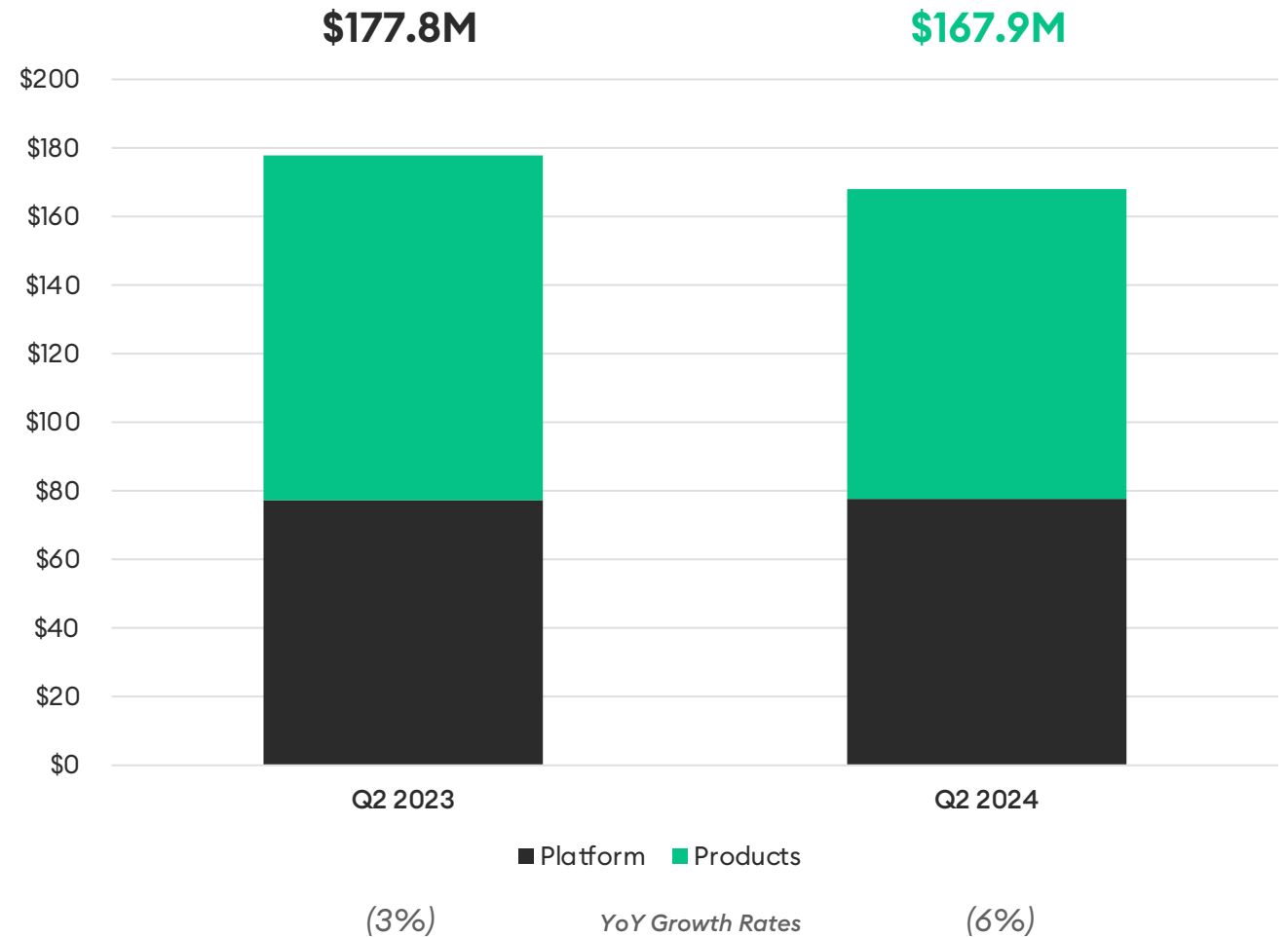
23%
YoY Increase
11.8%
of Total Revenue

Did you know? Q2 2024 was our 22nd consecutive quarter of GAAP profitability

1. Q2 2024 Operating Income includes \$10.6 million of stock-based compensation expense.

Revenue breakdown


- Platform revenue **increased slightly** YoY
- Products revenue **declined 10%** YoY
 - Connected Machine revenue **grew 18%** YoY
 - Accessories & Materials revenue **declined 27%** YoY
- International revenue increased **3%** YoY

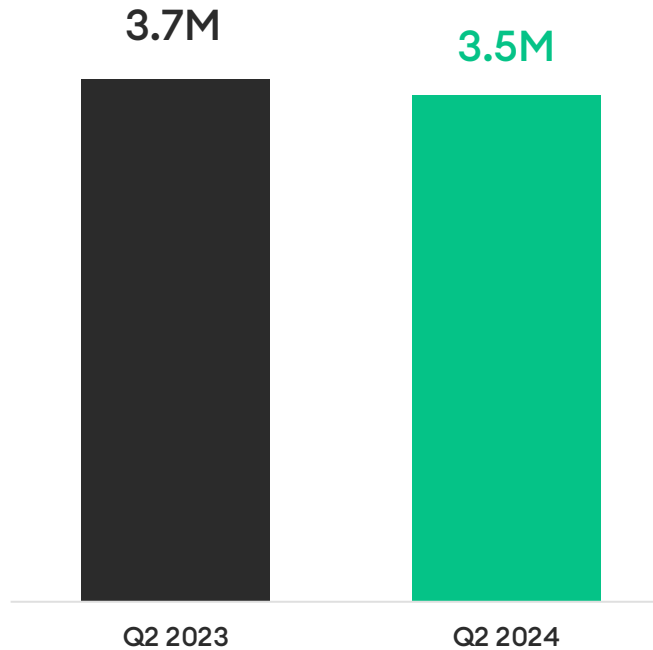


User base dynamics

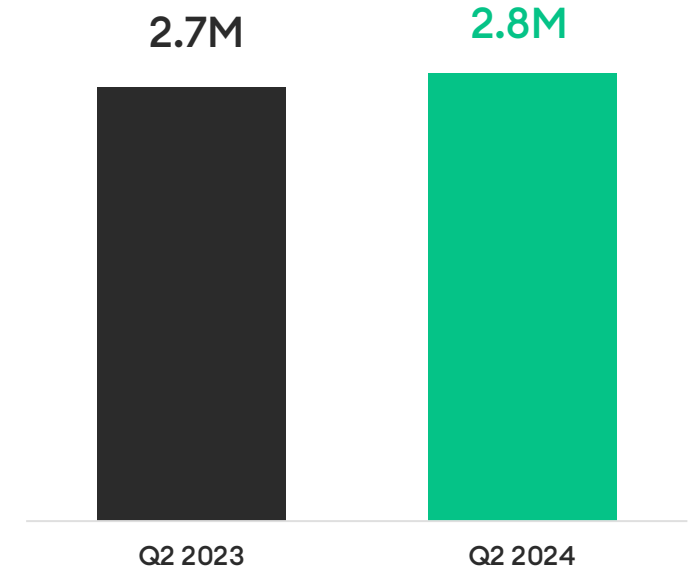
 Active Users



 90-Day Engaged Users



 Paid Subscribers



Gross margin

Q2 2024 Contributing Factors

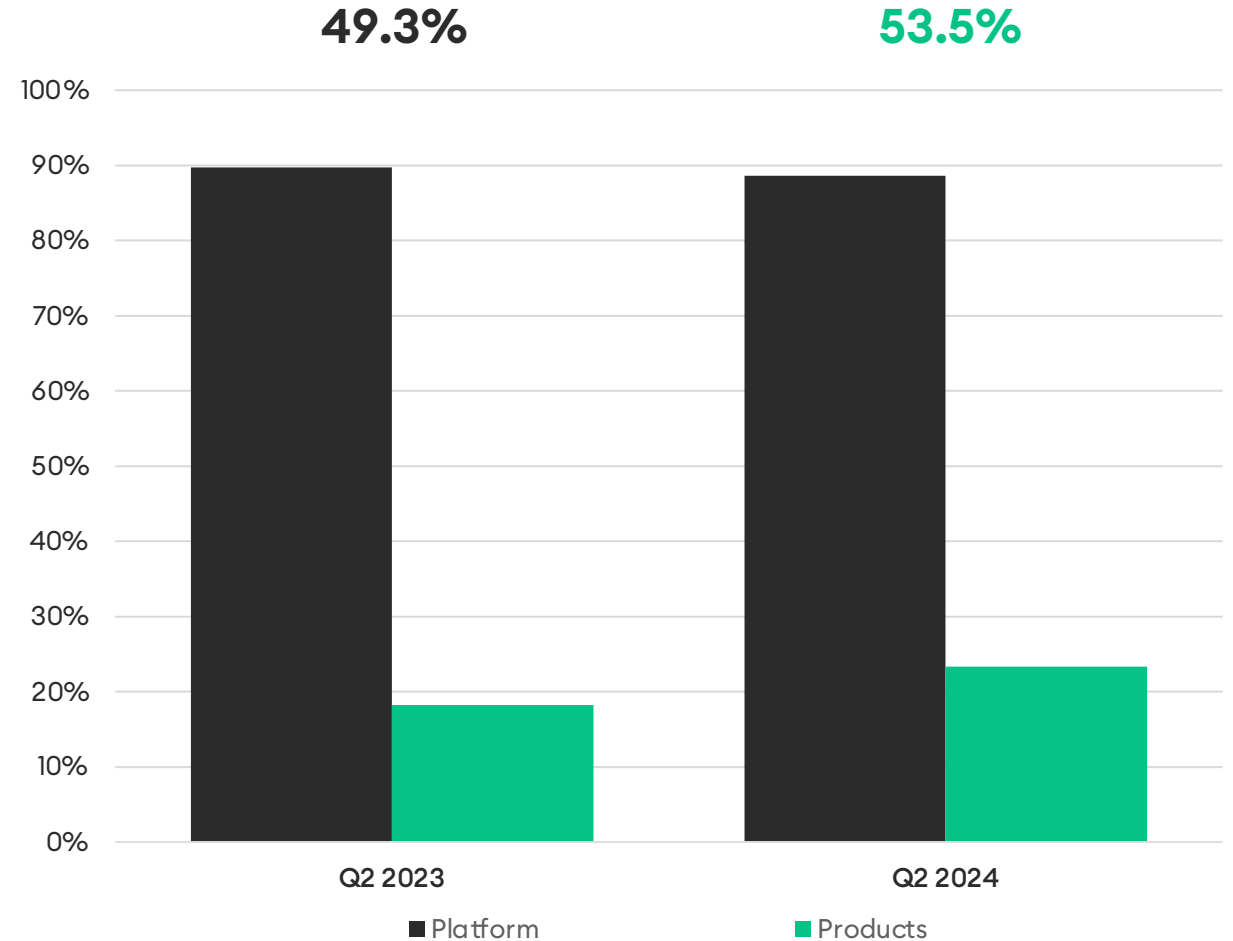
Platform Margins

- Slight decline due to higher amortization of capitalized software costs

Products Margins

- Increase primarily due to benefits from inventory impairment related items compared to prior year

Total Gross Margin

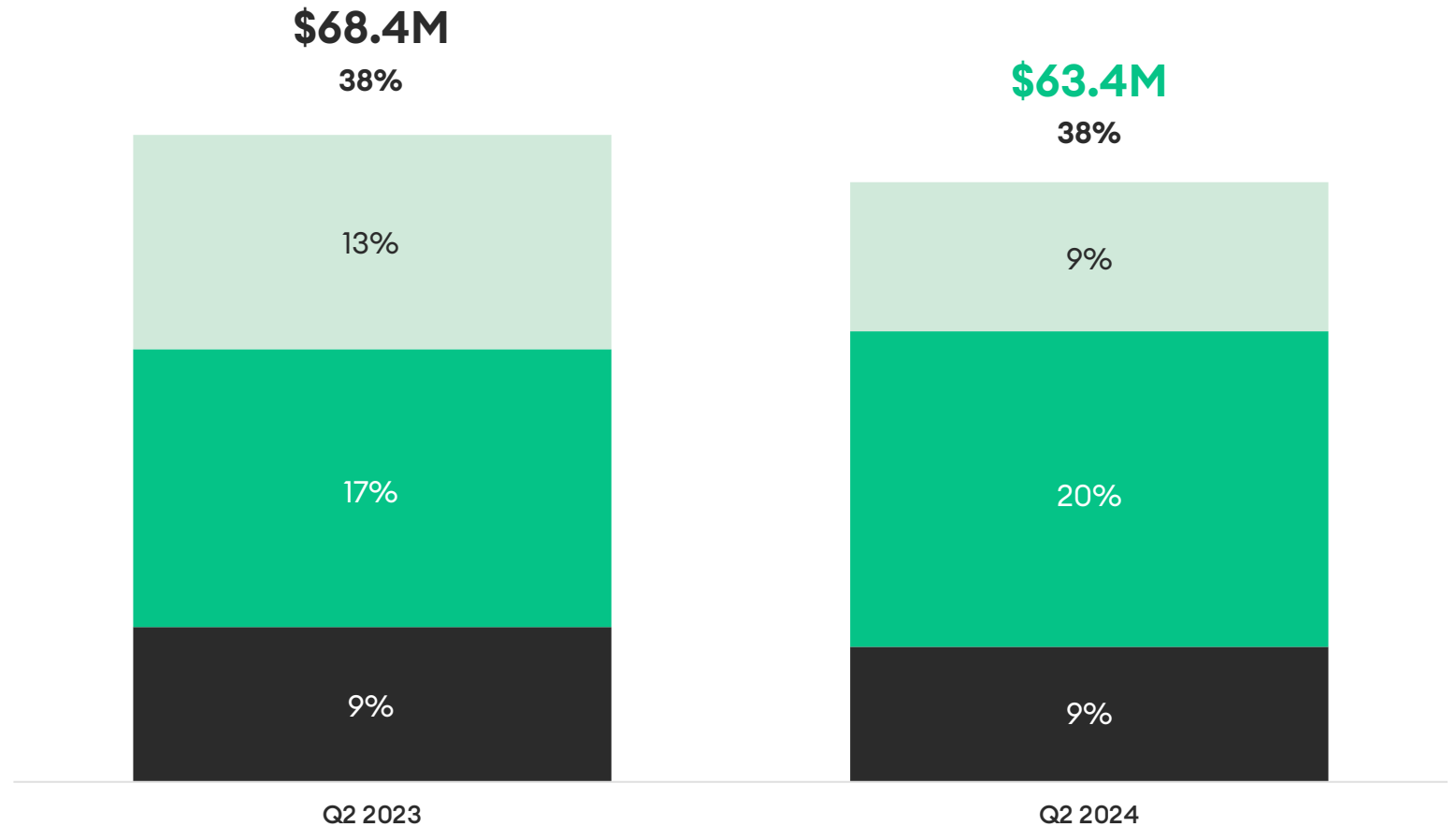


Operating expense

- Lower operating expenses in total due to timing of some expenses that will be larger in Q3, less reserves vs. last year, and unwinding of some prior reserves
- Increased marketing spend to drive excitement and engagement

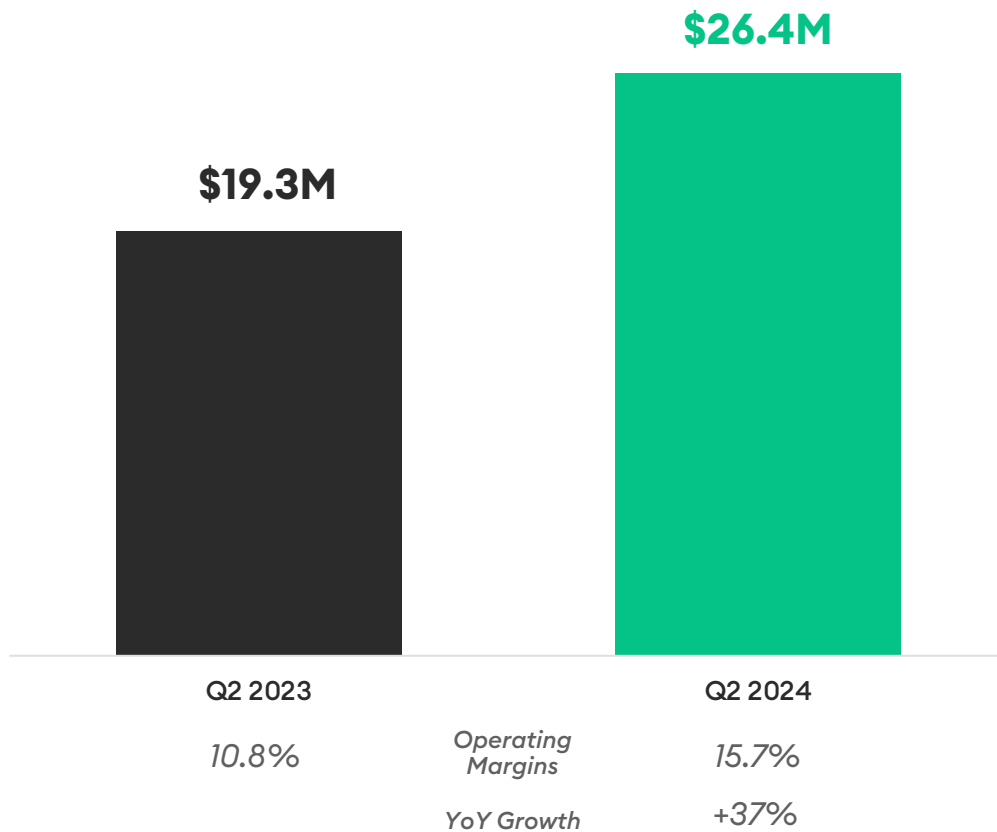
■ G&A
■ S&M
■ R&D

% = % of total revenue

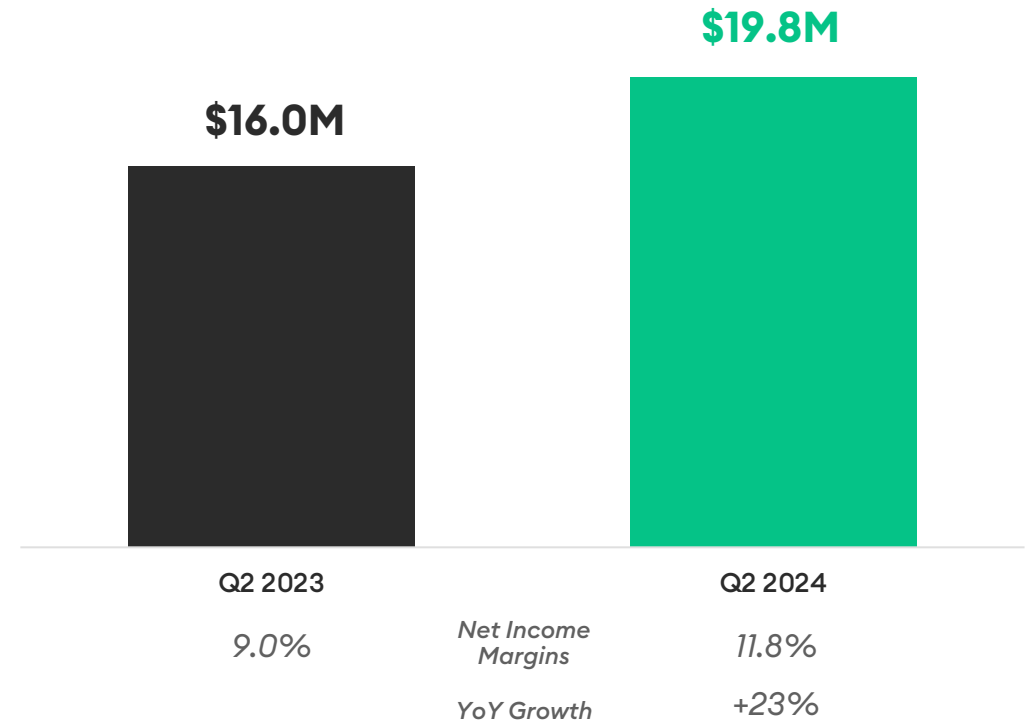


Operating income and net income

\$ Operating Income



\$ Net Income



Balance Sheet and Cash Flow highlights



Cash, equivalents
as of 6/30/24

\$299.5M

Cash, cash equivalents,
marketable securities

\$300.0M

Untapped credit line



Cash Flow generated
from Operations
6/30/24 YTD

\$92M

vs \$160M PY YTD



Share Repurchase
Program & Dividends

\$9.3M

Used to purchase 1.5M
shares in Q2

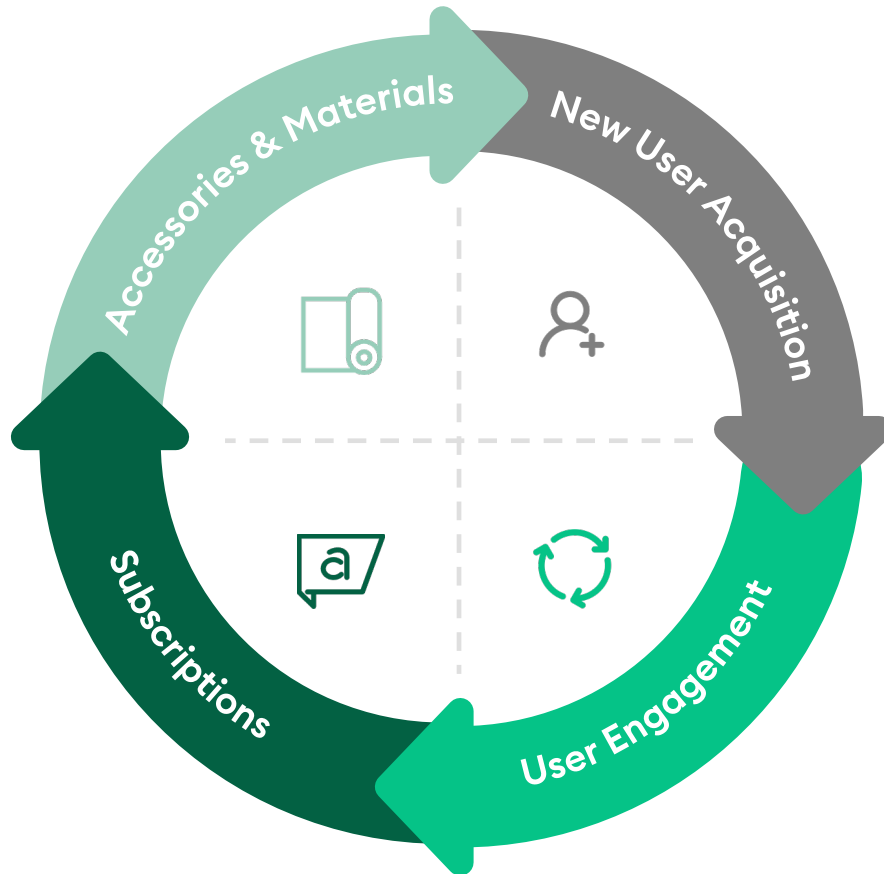
\$50M

Stock repurchase program
authorized with \$41.2M remaining
after Q2

\$108M

Paid in Q3 (July) dividends for \$0.50
per share (\$0.40 special and \$0.10
recurring semi-annual per share)

Forward looking commentary



- Total company sales may be down in Q3 YoY and may even decline for full year.
- Continue deeper promotions and comprehensive marketing on Connected Machines in 2024 with early signs of bearing fruit.
- A&M sales pressure continues. Remain focused on cost effective and innovative products.
- Expect some incremental improvement in operating margins in FY24 compared to FY23.
- Committed to long-term annual operating margin targets of 15%-19% when at scale.

Taiwan



Let's make.



India



US

Germany



Netherlands



Japan