cricut®

Cricut Investor Relations Data Sheet

Q3 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	Q2	Q3
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**	**$ 156,285**	**$ 188,622**
	% Change in Total Revenue (YoY)	-26%	-3%	-1%	-18%	-14%	-8%	-6%	-4%	-9%	-7%	-3%	2%	2%	-3%	-1%	-2%	-9%	11%
	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	$ 79,744
	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	$ 116,408	$ 108,878
	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%**	**74.5%**	**57.7%**
	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**	**$ 85,878**
	% Change in Platform Revenue (YoY)	14%	12%	10%	8%	11%	3%	0%	0%	2%	1%	2%	4%	7%	6%	5%	6%	5%	4%
	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	$ 8,657
	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	$ 79,045	$ 77,221
	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%**	**93.0%**	**89.9%**
	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**	**$ 102,744**
	% Change in Products Revenue (YoY)	-41%	-12%	-9%	-26%	-25%	-15%	-10%	-7%	-15%	-12%	-7%	1%	-3%	-8%	-5%	-10%	-22%	17%
	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	$ 33,913	$ 71,087
	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	$ 37,363	$ 31,657
	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%**	**52.4%**	**30.8%**
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**	**$ 74,990**
	OPEX as % of Revenue	36%	38%	33%	35%	36%	40%	38%	40%	38%	39%	42%	42%	42.0%	41%	42%	44%	44%	40%
	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**	**$ 16,859**	**$ 17,082**
	R&D Expense as % of Revenue	10%	9%	9%	6%	9%	9%	9%	9%	8%	8%	10%	10%	9.9%	8%	9%	10%	11%	9%
	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**	**$ 41,211**
	S&M Expense as % of Revenue	16%	17%	16%	15%	16%	20%	20%	21%	20%	20%	23%	21%	22.0%	24%	22%	23%	24%	22%
	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**	**$ 14,135**	**$ 16,697**
	G&A Expense as % of Revenue	10%	13%	8%	13%	11%	11%	9%	10%	11%	10%	10%	11%	10.0%	8%	10%	11%	9%	9%
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**	**$ 47,418**	**$ 33,888**
	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%	18.0%
	% Change in Operating Income (YoY)	-66%	-4%	36%	49%	-12%	139%	37%	-55%	-16%	9%	16%	14%	114%	0%	26%	-22%	58%	50%
	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**	**$ 39,054**	**$ 27,842**
	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%**	**25.0%**	**14.8%**
	% Change in Net Income (YoY)	-61%	16%	38%	4%	-12%	116%	23%	-33%	6%	17%	22%	24%	79%	-35%	22%	-15%	59%	36%
	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**	**$0.19**	**$0.13**
	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**	**$0.19**	**$0.13**
	Basic Shares	**215,587,699**	**216,963,697**	**217,737,089**	**217,252,985**	**216,892,525**	**215,549,467**	**216,422,513**	**214,769,065**	**213,699,921**	**215,105,815**	**212,445,961**	**211,865,363**	**212,257,907**	**211,863,362**	**215,183,706**	**210,524,057**	**209,570,145**	**208,729,496**
	Diluted Shares	**218,749,255**	**219,915,839**	**220,424,691**	**218,671,797**	**219,722,063**	**216,865,052**	**217,501,646**	**215,749,745**	**215,012,609**	**215,645,506**	**213,839,020**	**214,529,726**	**215,287,127**	**214,689,891**	**217,309,035**	**212,547,918**	**211,062,032**	**212,808,854**
USER ENGAGEMENT & MONETIZATION	**Active Users**	**5,943**	**5,912**	**5,929**	**5,935**	**5,935**	**5,952**	**5,918**	**5,894**	**5,892**	**5,892**	**5,926**	**5,901**	**5,883**	**5,895**	**5,895**	**5,969**	**5,969**	**5,989**
	% Change in Active Users (YoY)	8%	6%	5%	2%	2%	0%	0%	-1%	-1%	-1%	0%	0%	0%	0%	0%	1%	1%	2%
	90-Day Engaged Users	**3,710**	**3,652**	**3,641**	**3,932**	**3,932**	**3,527**	**3,541**	**3,532**	**3,812**	**3,812**	**3,372**	**3,482**	**3,451**	**3,750**	**3,750**	**3,345**	**3,494**	**3,466**
	% Change in 90-Day Engaged Users (YoY)	0%	0%	2%	-3%	-3%	-5%	-3%	-3%	-3%	-3%	-4%	-2%	-2%	-2%	-2%	-1%	0%	0%
	Platform Revenue	**$ 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**	**$ 85,878**
	% Change in Platform Revenue YoY	14%	12%	10%	8%	11%	3%	0%	0%	2%	1%	2%	4%	7%	6%	5%	6%	5%	4%
	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**	**$ 56.37**	**$ 56.70**
	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**	**3,103**	**3,072**
	% Change in Paid Subscribers YoY	17%	15%	11%	6%	6%	3%	3%	5%	7%	7%	6%	7%	6%	4%	4%	3%	3%	2%

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.