NASDAQ : CRCT

Financial Results

Q3 2026
November 3, 2026

cricut 20 years









Make a moment





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, the impact of tariffs on our business, the impact of geopolitical conflict or war on our supply chain, product capabilities, 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”).

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.


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

Innovation driving growth and strengthening flywheel

Q3 2026 HIGHLIGHTS

New products and platform investments strengthening Cricut ecosystem

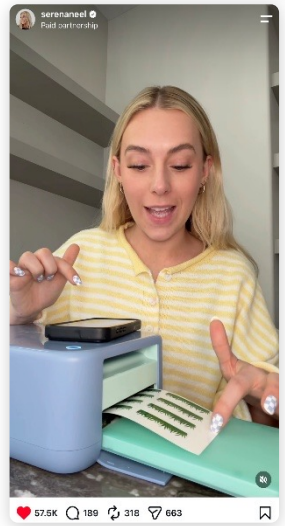
- Products revenue grew 17% and International grew 30% YoY
- Launched flagship Maker 5 and entered new category with StickerPix product line
- Continued platform revenue growth and strong profitability
- Just over **3.07 million paid subscribers**
- Double-digit sell-out growth for second straight quarter

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





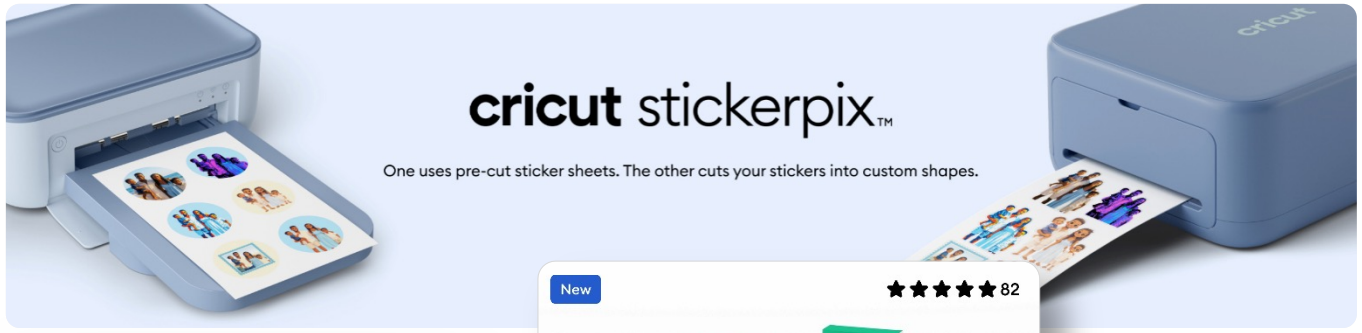




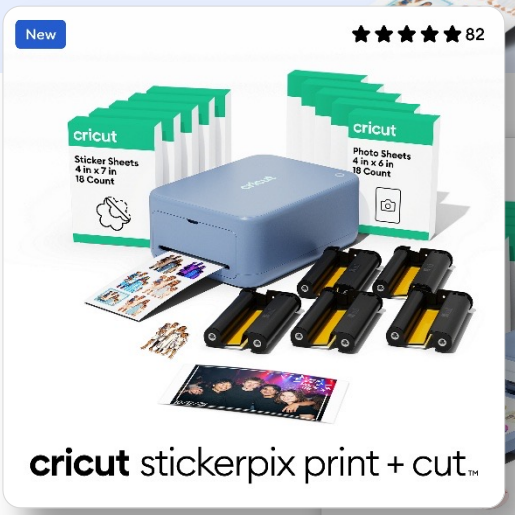














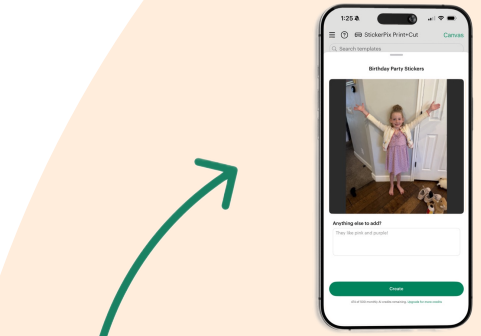


Actively driving new user acquisition and brand engagement

- **Marketing investments expanding brand awareness and driving Cricut.com traffic**
- **"Think it. Make it. Cricut."** making brand more approachable & relevant to broader audience
- **Maker 5** launch supported continued momentum in cutting machines
- Successful **StickerPix** launch leveraged major influencer activation & broad paid-media support
- Sell-out grew double-digits, reflecting strong demand and effective marketing

Continued progress on Platform engagement

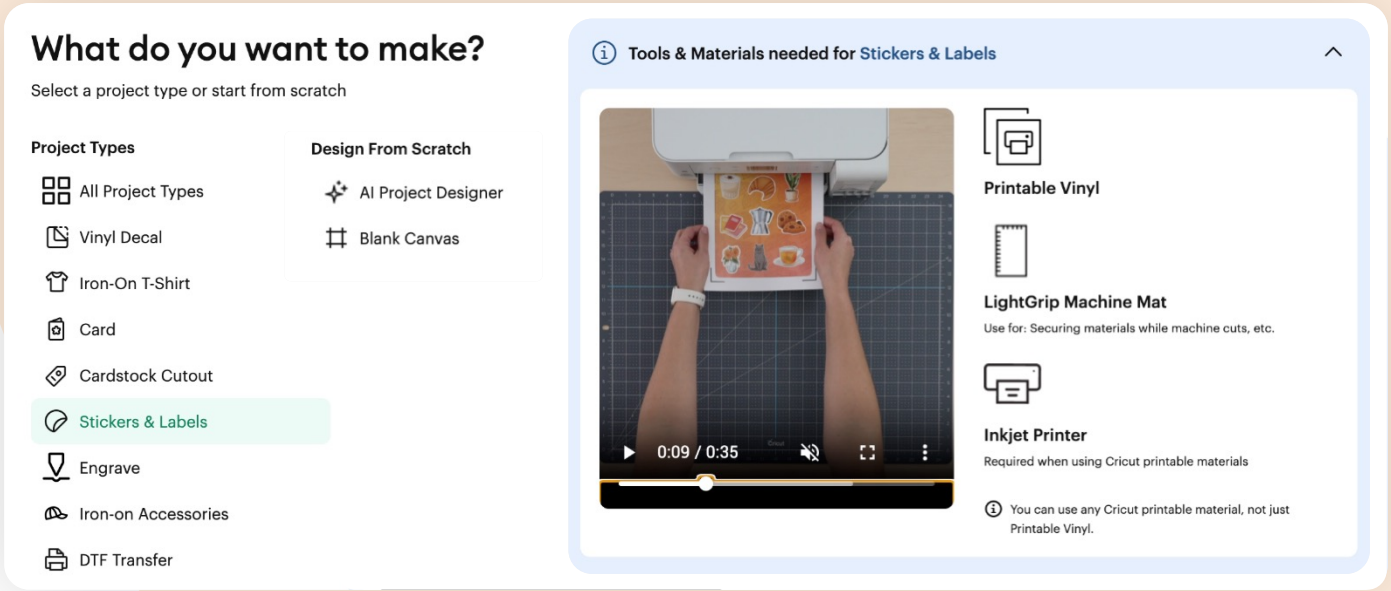
- Active Users up 2%, Engaged Users stable
- Improving onboarding to drive stronger first-project success
- Expanding guided flows, templates, and AI-powered support
- Localized language template discovery to make creating easier globally
- Enhanced Design Space for Maker 5 and StickerPix
- AI-powered tools to turn any photos into a personalized, ready-to-print keepsake

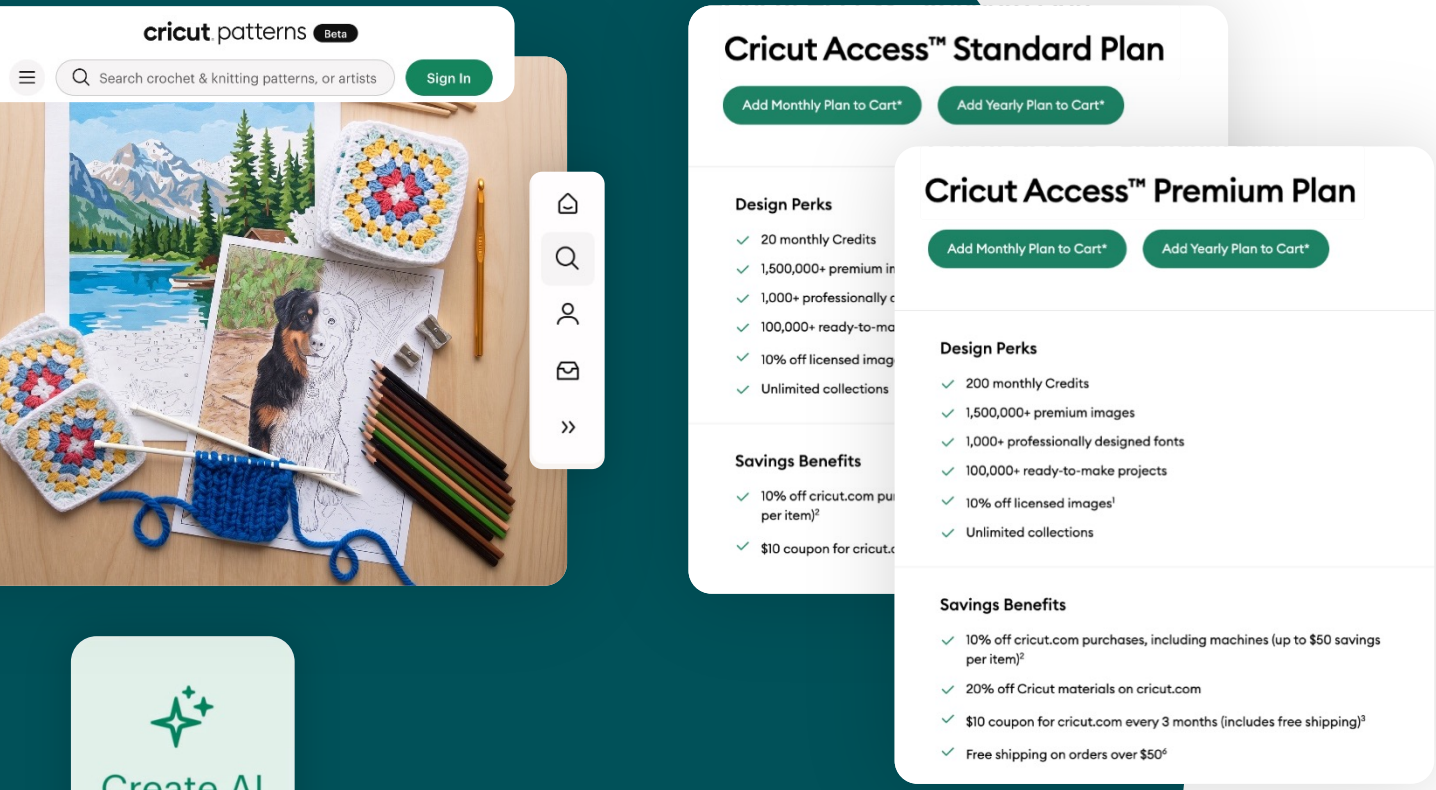












Expanding Platform value and subscription growth

3.07M **Paid subscribers**
↑ just over 2% YoY

- Paid subscribers up 68K YoY with Platform revenue up 4% YoY
- Premium subscriptions rollout expanding across largest international markets
- AI-powered tools and exclusive content deepen member value
- Continue to expand Creative Labs with crochet patterns & AI-powered powered paint-by-number
- All new StickerPix experience with AI-powered personalized photo and sticker creation

Strengthening Accessories & Materials business through innovation

- Focused on improving competitiveness by strengthening product portfolio
- Gaining share in key categories, including printables and accessories
- StickerPix expands printables materials category
- Broadening Maker 5 materials ecosystems








Financial Results

Q3 2026 financial highlights



Revenue

$188.6M

11%
YoY increase

Operating Income

$33.9M

50%
YoY increase

18.0%
of Total Revenue

Net Income

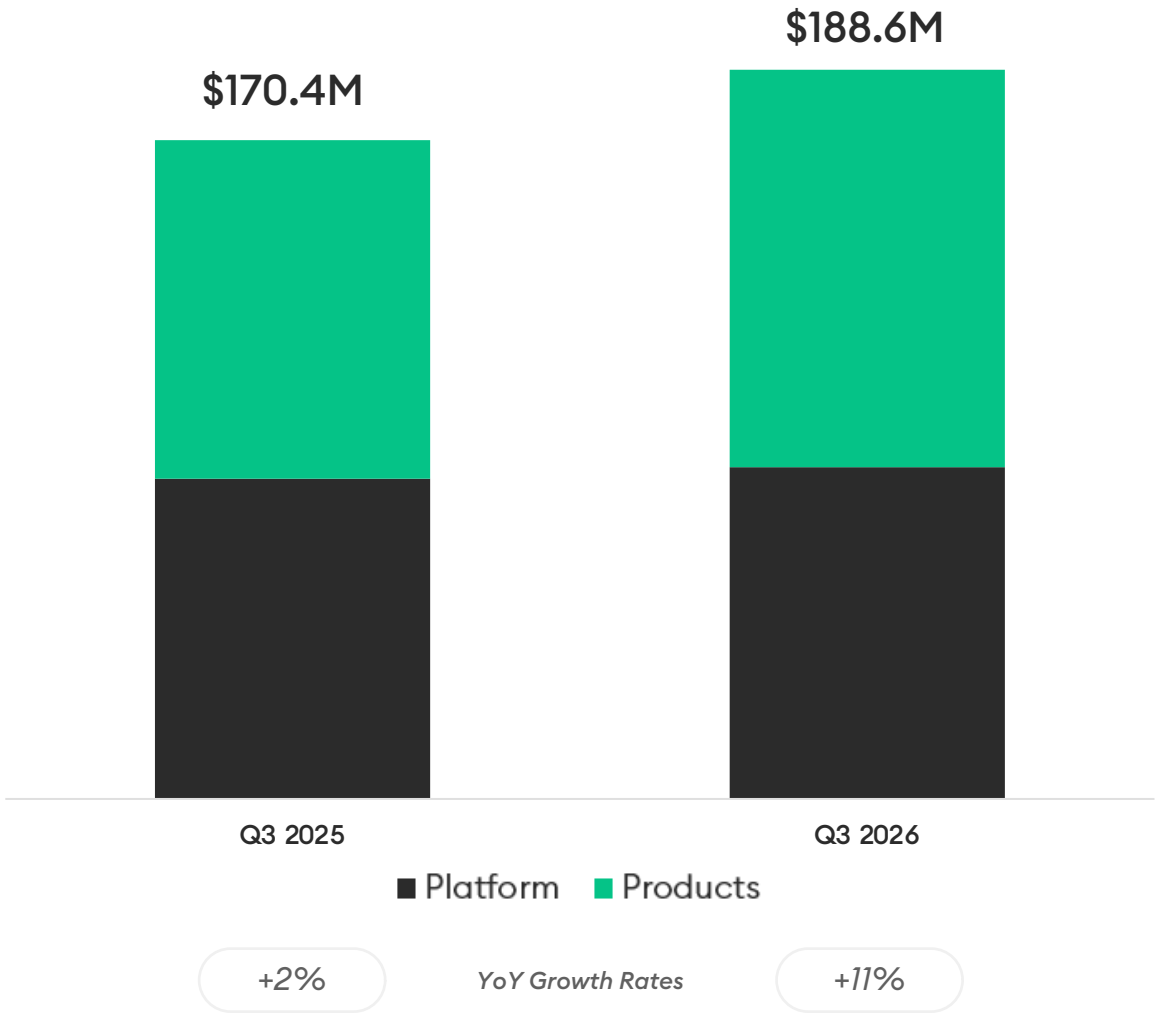
$27.8M

36%
YoY increase

14.8%
of Total Revenue

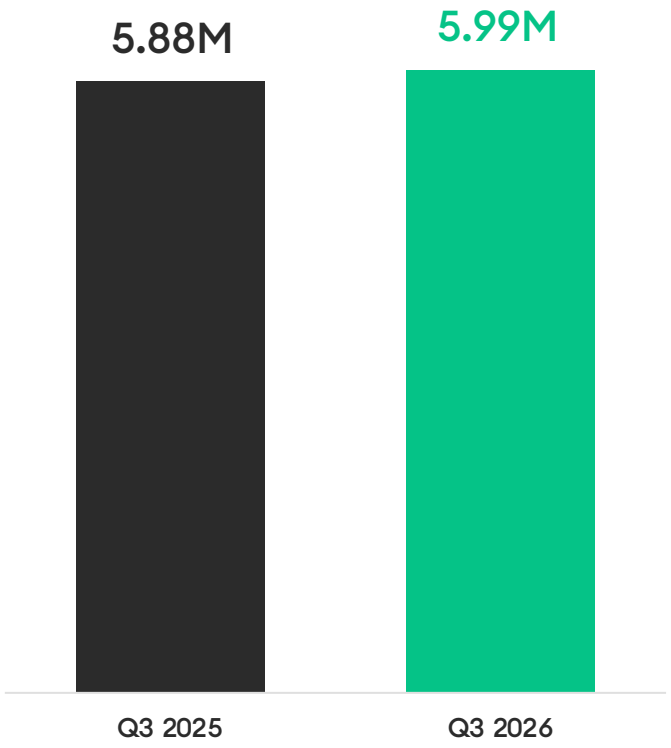
Revenue breakdown

- Platform revenue **increased 4%** YoY
- Products revenue **increased 17%** YoY
- International revenue **increased 30%** YoY

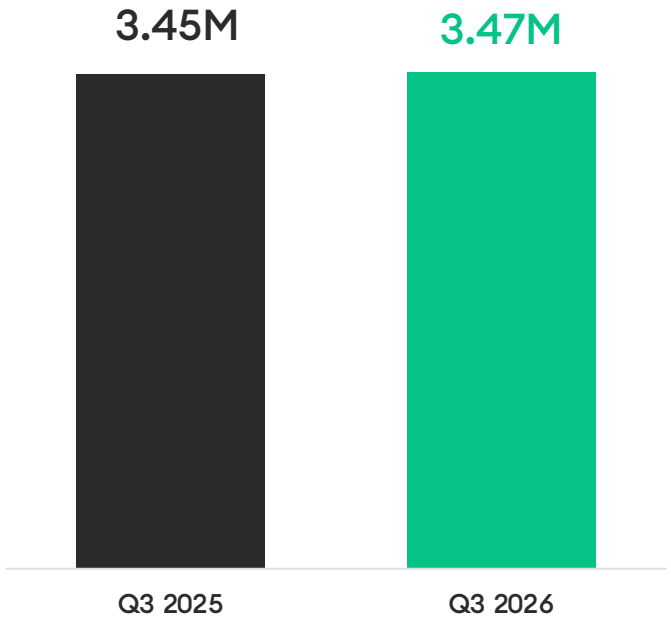


User base dynamics

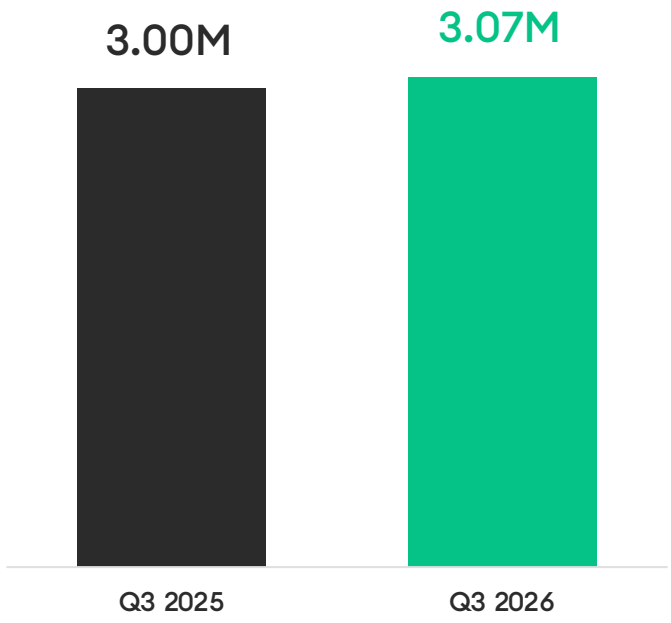
Active Users



90-Day Engaged Users



Paid Subscribers

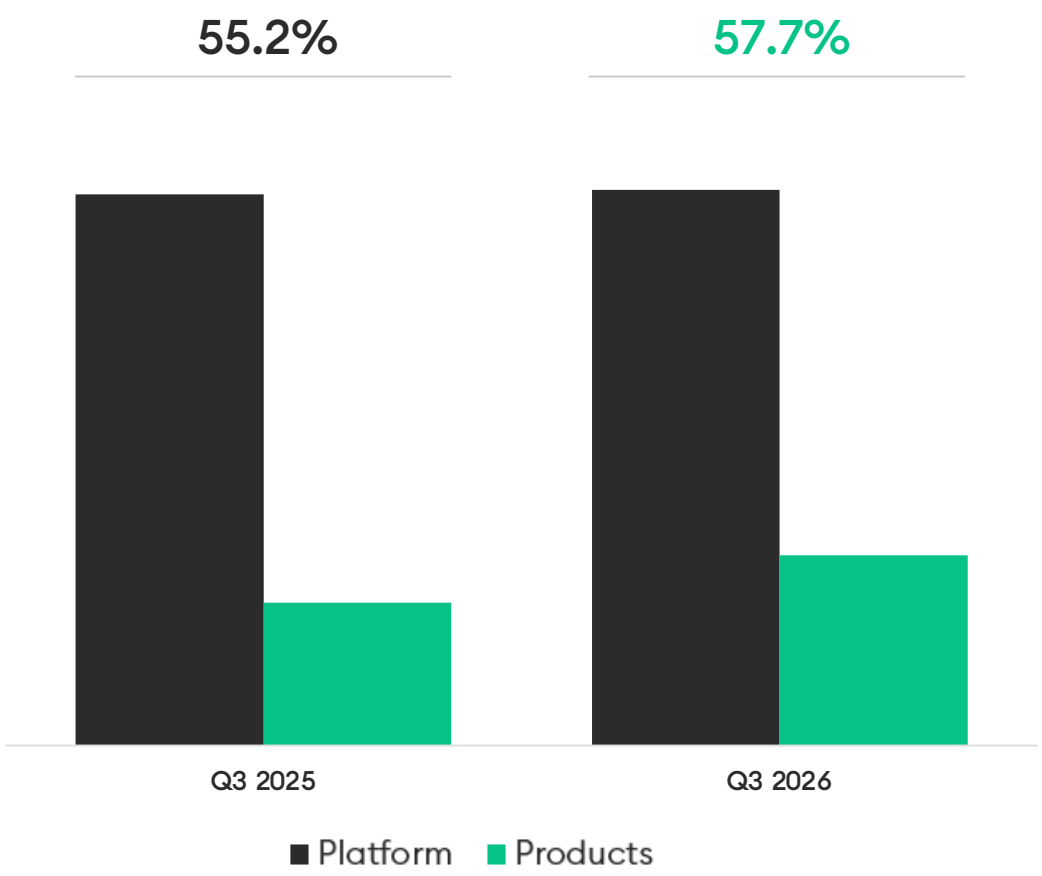


Gross margin

Q3 Contributing Factors

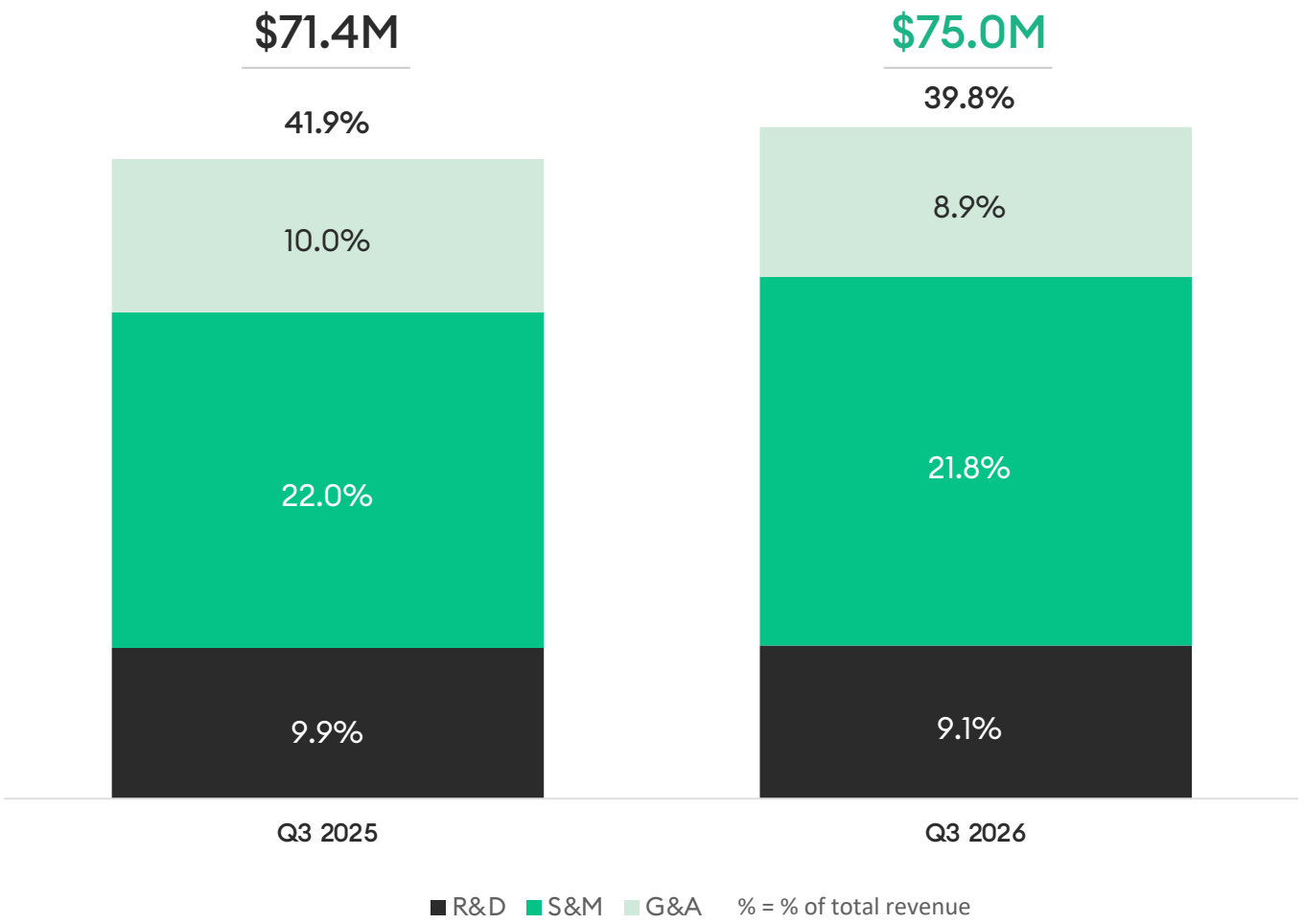
- Increase primarily driven by scale from Products growth, monetization of E&O and the last of IEEPA tariff refunds

Total Gross Margin



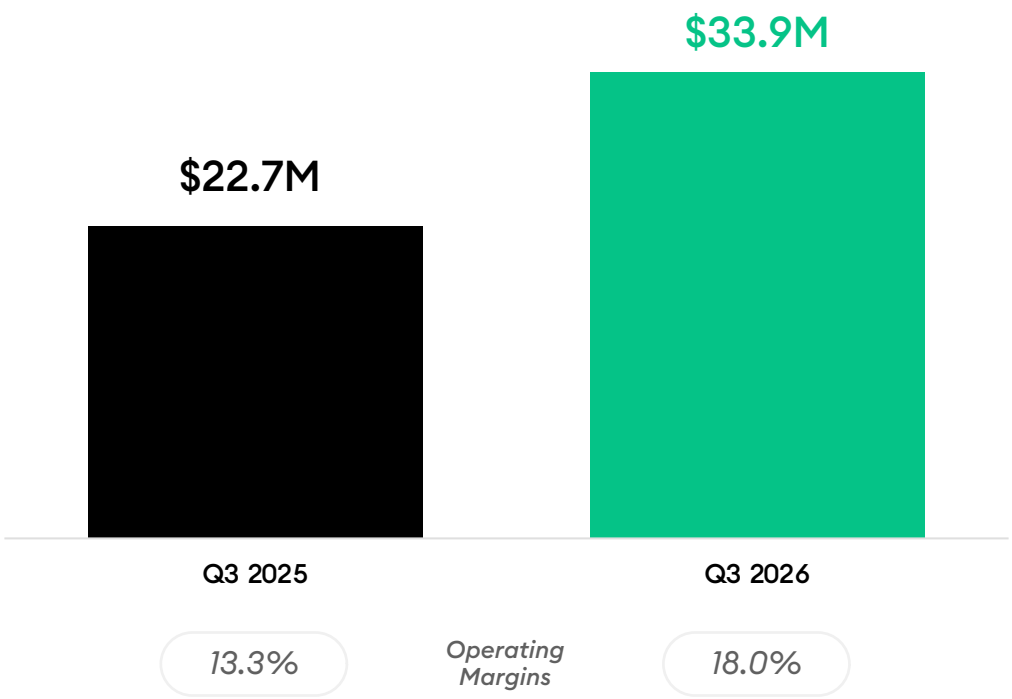
Operating expense

- Remain focused on increased speed of execution and broadening awareness
- Continued investment in physical products and platform

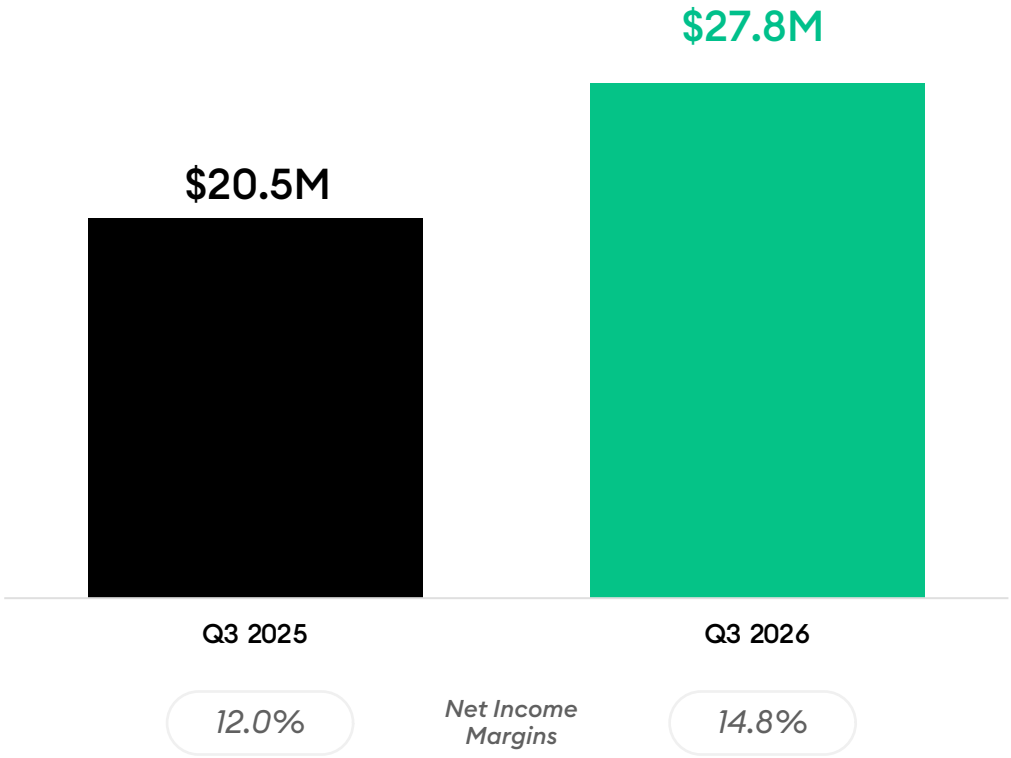


Operating income

Operating Income



Net Income



Q3 2026 Balance Sheet and Cash Flow highlights



Cash, equivalents as of 9/30/26

$272.7M
Cash, cash equivalents, marketable securities

$300.0M
Untapped credit line renewed subsequent to quarter end.

Cash Flow generated from Operations 9/30/26 QTD

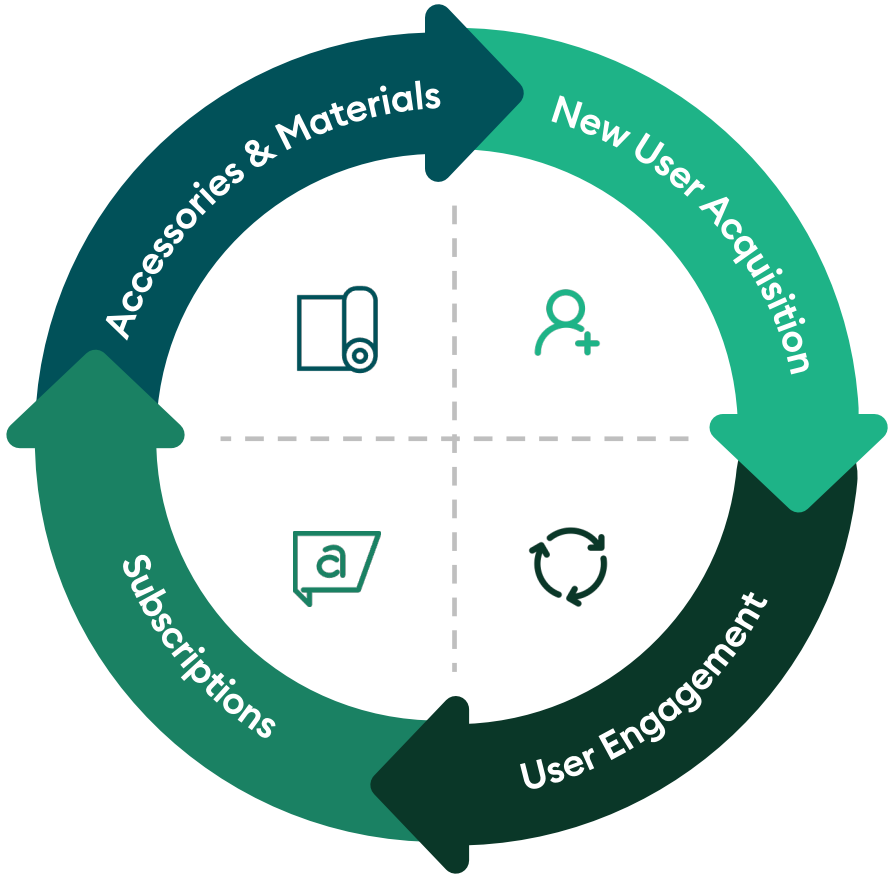
$23.7M
vs $20.5M PY QTD

Share Repurchase Program & Dividends

$6.5M
Used during Q3 2026 to repurchase 1.3M shares with $15.1M remaining under the old $50M authorized stock repurchase program, which was renewed subsequent to quarter end.

$21M
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 sequential and YoY growth in Platform revenue and paid subscribers** in Q4 and for fully year.
- **Encouraging Q4 sell-out trends support sequential Products revenue growth in Q4.**
- **Expect full-year company revenue growth, Q4 profitability, and significant positive cash flow,** while continuing disciplined capital allocation through share repurchases and recurring semi-annual dividend.

think it. make it. cricut™

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