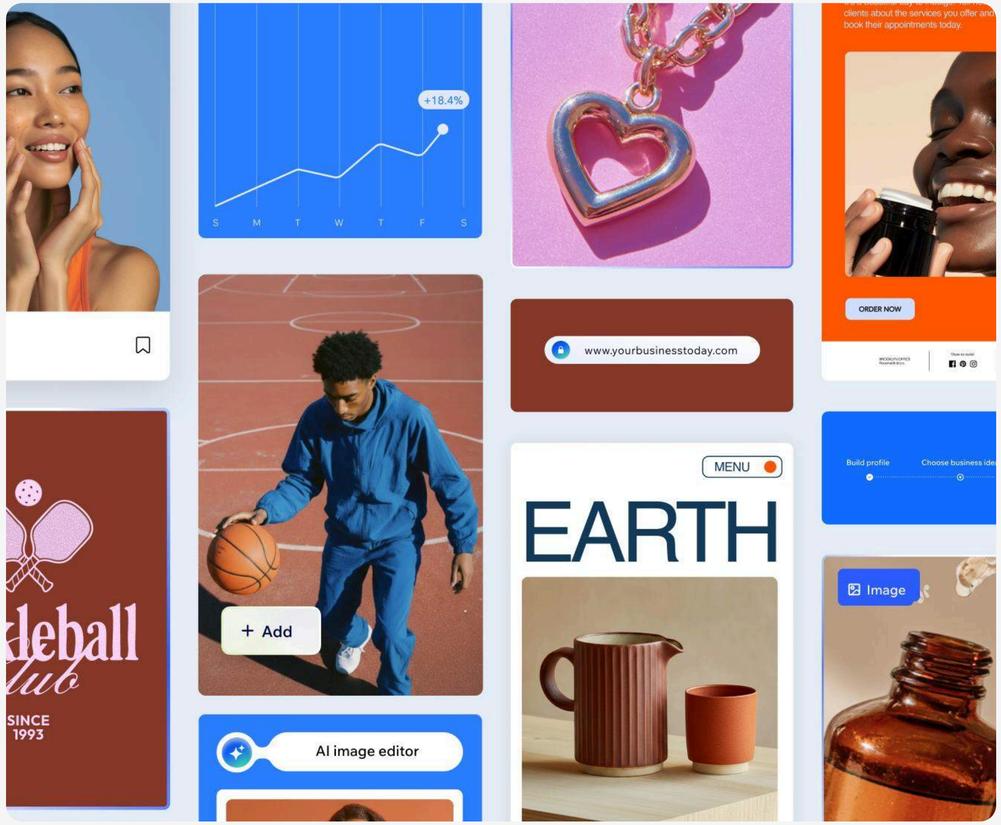
Environmental, Social & Governance Report 2025

WIX









03 Introduction

04 Letter From the CEO

05 What's New in This Report

06 About Wix

07 What We Do

11 The Wix Way

13 ESG at Wix

16 Stakeholder Engagement

17 Our Users

20 Leveraging AI to Empower Growth

24 Cybersecurity & Data Privacy

31 Supporting Our User Communities

41 Product Accessibility

44 Performance & Reliability

47 Our People & Communities

50 Learning & Development

53 Compensation & Benefits

54 Culture of Inclusivity & Belonging

58 Employee Engagement

59 Enhancing the Employee Experience

61 Employee Health & Wellness

64 Inspiring Young Talent

67 Volunteering & Donations

71 Governance

73 Business Ethics

75 Responsible Procurement

76 Corporate Governance

78 Advancing the Tech Ecosystem

80 Environmental Responsibility

82 Managing our Environmental Impact

83 GHG Emissions

86 Resource Management

89 Sustainable Transportation

90 Appendix

91 GRI Index

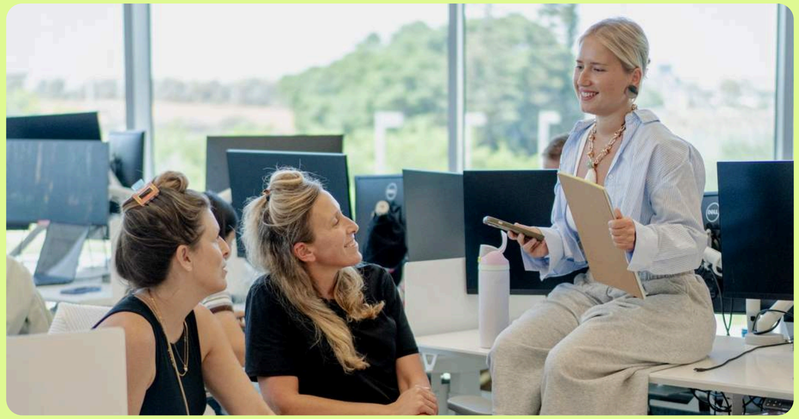
98 SASB Index

100 External Audit

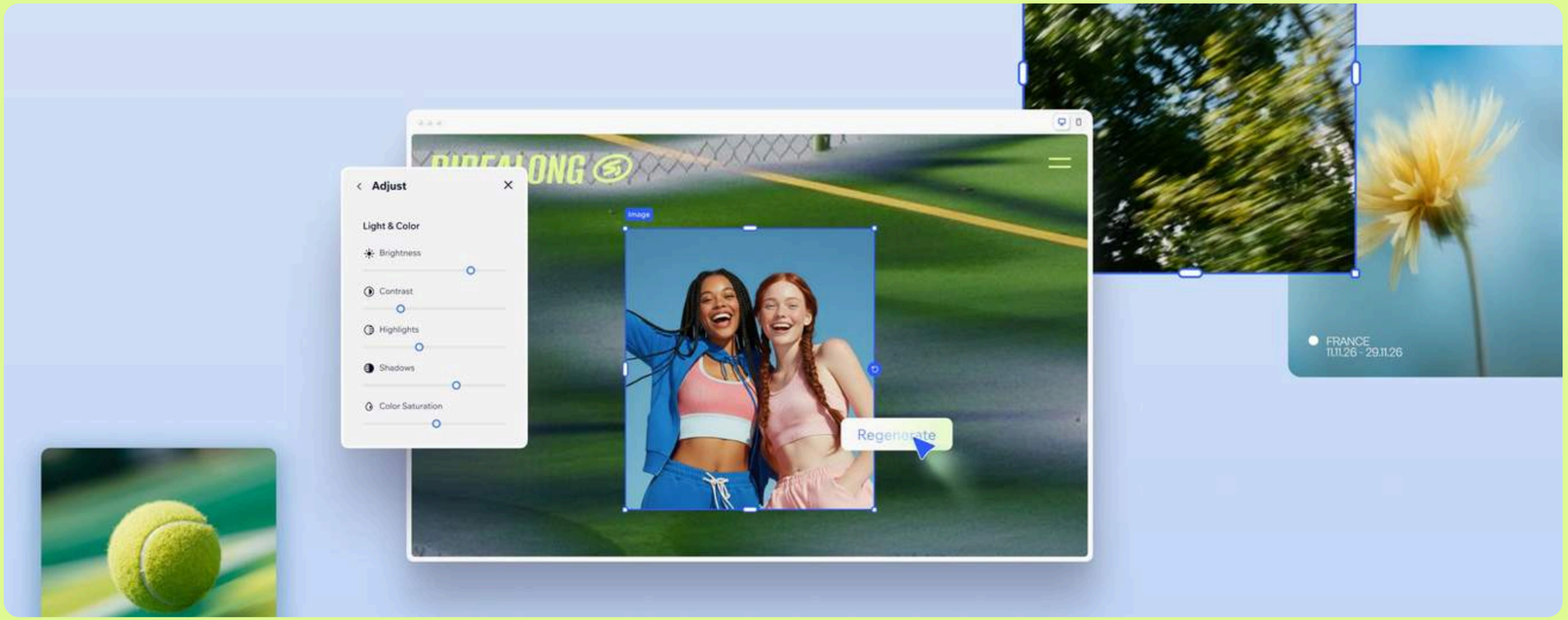
102 About this Report

103 External Statements Notes and Disclaimers

Table of Contents



Wix Campus, Tel Aviv



Introduction

Letter From the CEO 04 What's New in This Report 05

Letter From the CEO



Wix has always focused on a straightforward mission: eliminate both technical and cost-related obstacles so that anyone - regardless of expertise, background or business-type - can easily create and manage an online presence bringing their visions to life, all while having a positive experience. While our core purpose remains the same, the tools and technologies we use have evolved, and with that growth comes an increased duty to act in line with our enduring principles.

At Wix, Environmental, Social, and Governance (ESG) considerations are integrated into our operations, and in 2025, we continued to build on the progress we established in prior years. We remain deeply focused on fulfilling our purpose for our users, employees, and the company in a way that prioritizes corporate responsibility as well as long-term performance and growth.

Our 2025 report highlights the progress we've made to enhance our ESG initiatives. We aligned ESG data collection practices across all global locations and improved the accuracy and consistency of tracking for Scopes 1, 2 & 3 greenhouse gas (GHG) emissions and other environmental indicators. We continue to manage our environmental impact, and have seen an 11% reduction in Scope 1 GHG emissions and 10% reduction in Scope 1 & 2 GHG emissions intensity, compared to 2024. Our Scope 3 GHG emissions increased as we scaled our cloud infrastructure to support business growth.

What has perhaps changed the most in 2025 and beyond is how AI has impacted individuals and businesses alike. We believe AI is, and will continue to be, a driver of a more efficient, inclusive and forward-thinking future. Wix Harmony and Base44, our two AI growth engines, have dramatically changed how our users can turn visions into realities online, and with that comes new responsibilities. We've also made the decision to transform our organization to be AI-first, exploring how AI can drive the developer experience, enable scalable and sustainable growth, and reduce operational risk. We uphold a comprehensive, company-wide AI governance structure, ensuring accountability is embedded in our products and workflow and maintaining rigorous compliance standards. At the same time, we made substantial investments in training and development, providing our employees with the knowledge and resources needed to adapt and succeed in an AI-forward landscape.

With a focus on strong oversight, ethical AI practices, greater transparency, and ongoing support for our people and users, this year's report reflects our belief that long-term growth must be deliberate, responsible, and rooted in our fundamental values. We're encouraged by the progress achieved so far and are dedicated to continuing this momentum in the years to come.

Avishai Abrahami, Wix Co-founder and CEO

What's New in This Report

In 2025, we continued to advance our ESG strategy by standardizing ESG data collection across global sites, investing in employee learning and development for the AI era, and expanding responsible AI governance.

ESG Data Monitoring, Reporting, and Verification

We strengthened ESG data collection and built infrastructure for more transparent tracking across global sites. The 2025 ESG Report underwent external legal review, alongside an external audit of our GHG reporting for Scope 1 and 2 emissions.

AI Governance

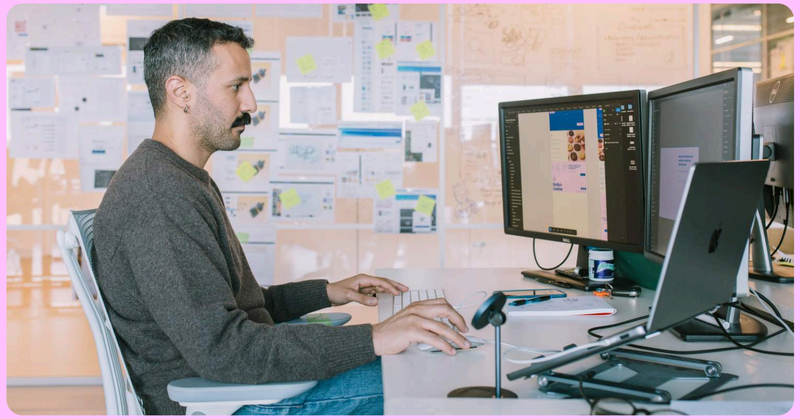
We maintain a rigorous, organization-wide AI governance framework, so that responsibility is embedded in every AI product and process.

Learning & Development for the AI Era

We are investing in employee education and enablement to support our workforce through the ongoing transformation driven by AI.

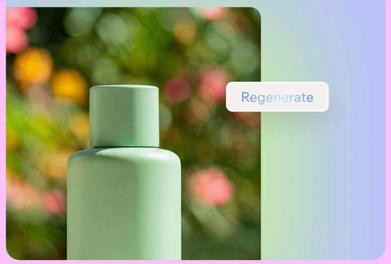
Product Accessibility

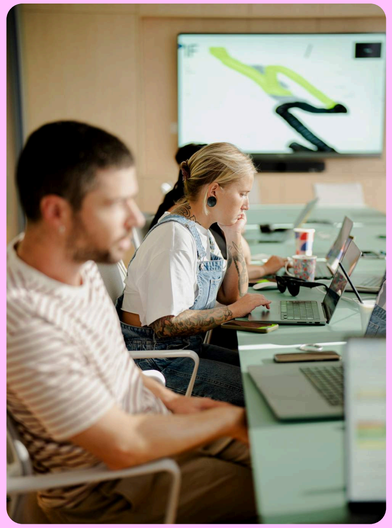
We are focused on an 'accessible by design' approach, so accessibility features are built into our products, with the goal of providing a seamless and effective experience.



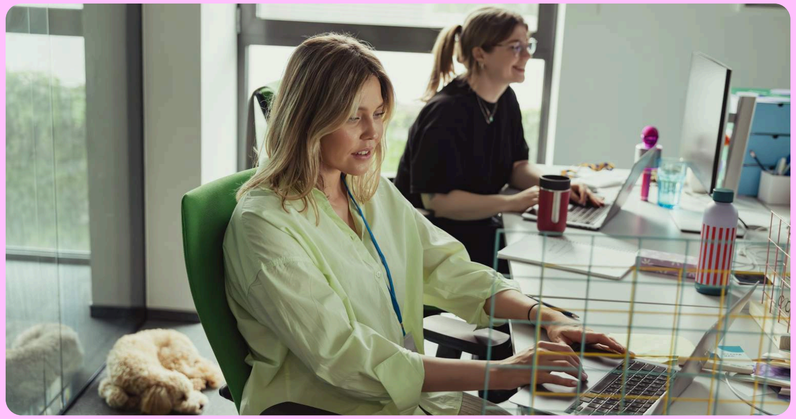
Wix Campus, Tel Aviv







Wix Campus, Tel Aviv



Wix Kraków, Poland

About Wix

What We Do 07 The Wix Way 11 ESG at Wix 13 Stakeholder Engagement 16

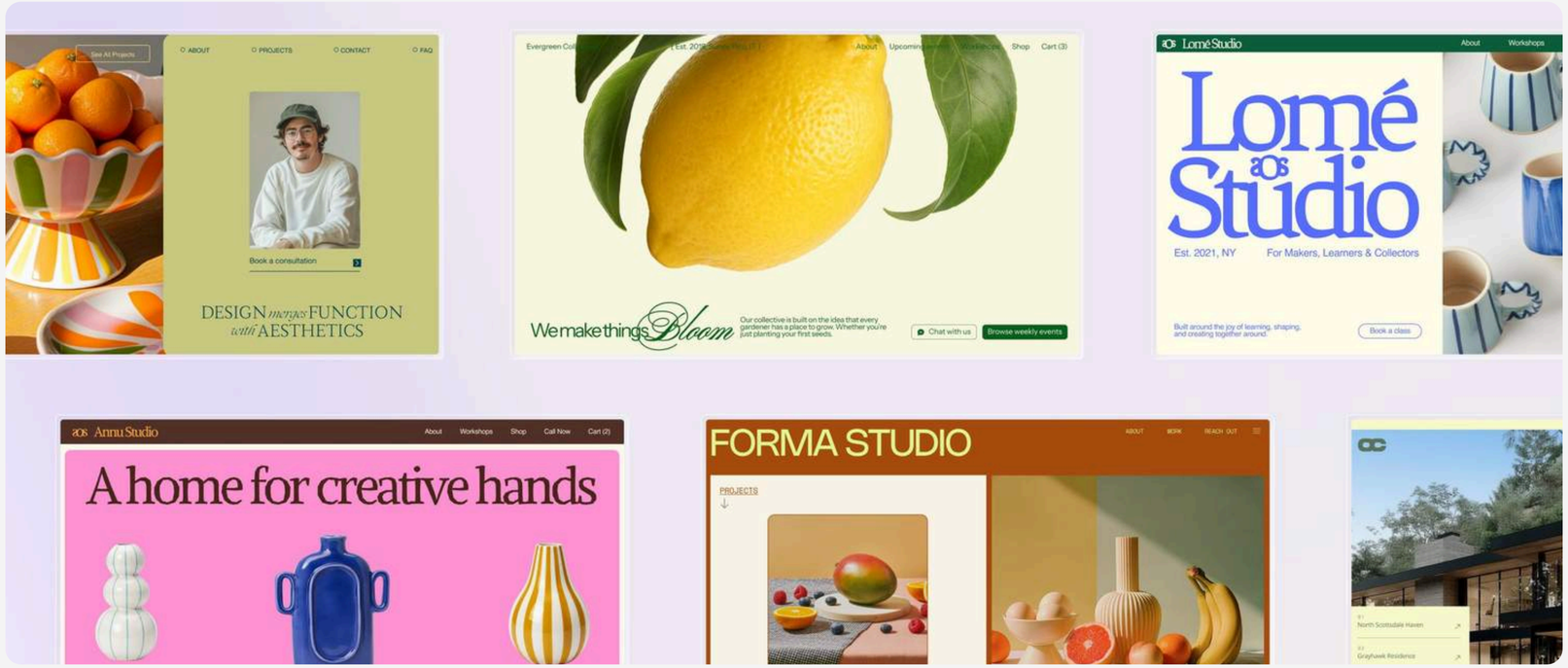
What We Do

Established in 2006, Wix.com Ltd.'s vision is to simplify complex technologies and deliver the best tools for every type of user and business to create online. Powered by advanced AI and enterprise-grade infrastructure, Wix is used by millions of users worldwide.

Our innovative products empower users to create, manage and grow their businesses online. We went public on the NASDAQ Global Market in November 2013 and operate as a company limited by shares under Israeli law.

The company was founded on the belief that online technology should be accessible to everyone. When Wix was founded 20 years ago, websites were already common, but building one independently was difficult, time-consuming, and expensive without hiring a professional, making it inaccessible to most people. Wix aimed to change this by creating a platform that removed technical and financial barriers, enabling anyone to easily build and enjoy creating and managing their own websites.

As technology advanced, the definition of an online presence expanded. Wix adapted alongside its users by managing increasing complexity behind the scenes and reducing friction, not by simplifying the business itself, but by streamlining the experience of building and operating it. We absorb technological complexity so users do not have to. With an understanding of the emerging AI-driven ecosystem and the role of websites within it, Wix is extending its mission, moving from democratizing website creation to enabling broad participation in an AI-powered web.



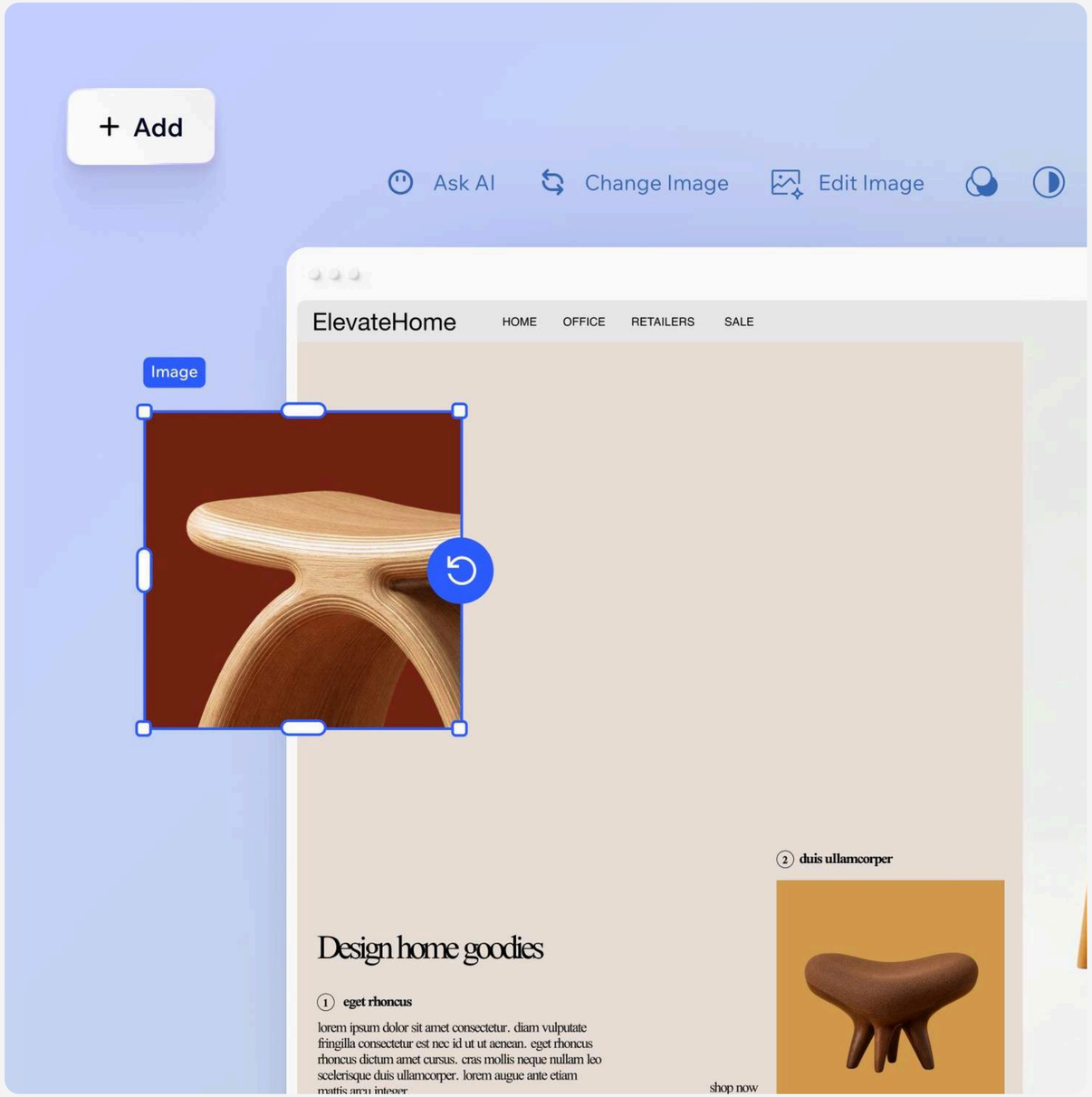
Wix has empowered ~304 million registered users worldwide, revolutionizing web development and business management with our software-driven solutions and comprehensive suite of AI-powered tools. Our freemium SaaS model offers both free and premium services, with approximately 6.1million premium subscriptions by the end of 2025.

Powered by advanced AI and enterprise-grade infrastructure, Wix is trusted by millions of users worldwide. At the heart of our strategy are two new growth engines: WixHarmony and Base44.

Wix Harmony, a novel website creation platform that combines the power of visual editing with the flexibility of vibe coding, acts as the unified AI layer across the entire Wix user journey.

Base44 is our leading vibe-coding tool for applications. From personal productivity tools and internal workflows to customer portals and enterprise-grade products, Base44 turns ideas into ready-to-use applications with no integrations required.

Wix is now more deeply embedded across the full user journey, not just at the start with website creation. We grow with our users at every stage - addressing their changing needs as their digital presence evolves.



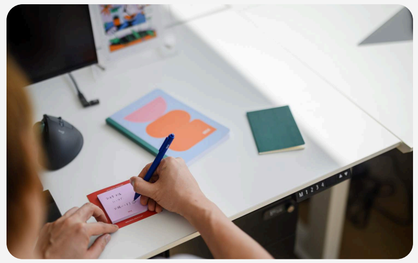
Business Highlights 2025

Revenues

$1.99B, up 13% YoY



Wix Campus, Tel Aviv



Wix Tokyo, Japan

GAAP Net Income

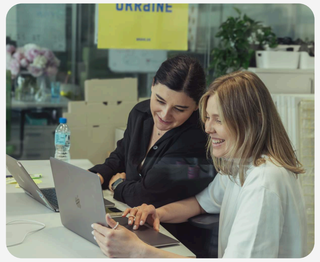
$50.6M

Users Worldwide

~304M

Wix People

~5,340



Wix Kraków, Poland

Wix platform available in

22 languages

ESG Highlights 2025

76%

of employees have been at Wix for at least 2 years

11%

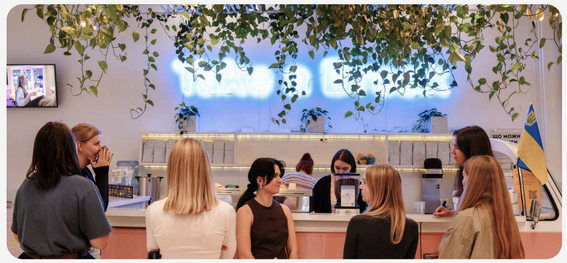
percentage point decrease in turnover since 2022

1 out of 3

positions filled internally

7,000+

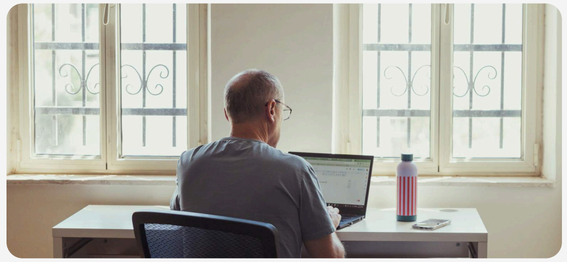
volunteer hours by employees



Wix Kyiv, Ukraine

reduction in Scope 1 GHG emissions, compared to 2024

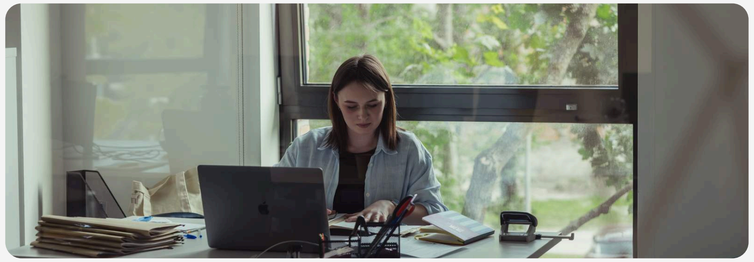
11%



Wix Campus, Tel Aviv

reduction in Scope 1 & 2 GHG emissions intensity, compared to 2024

9%

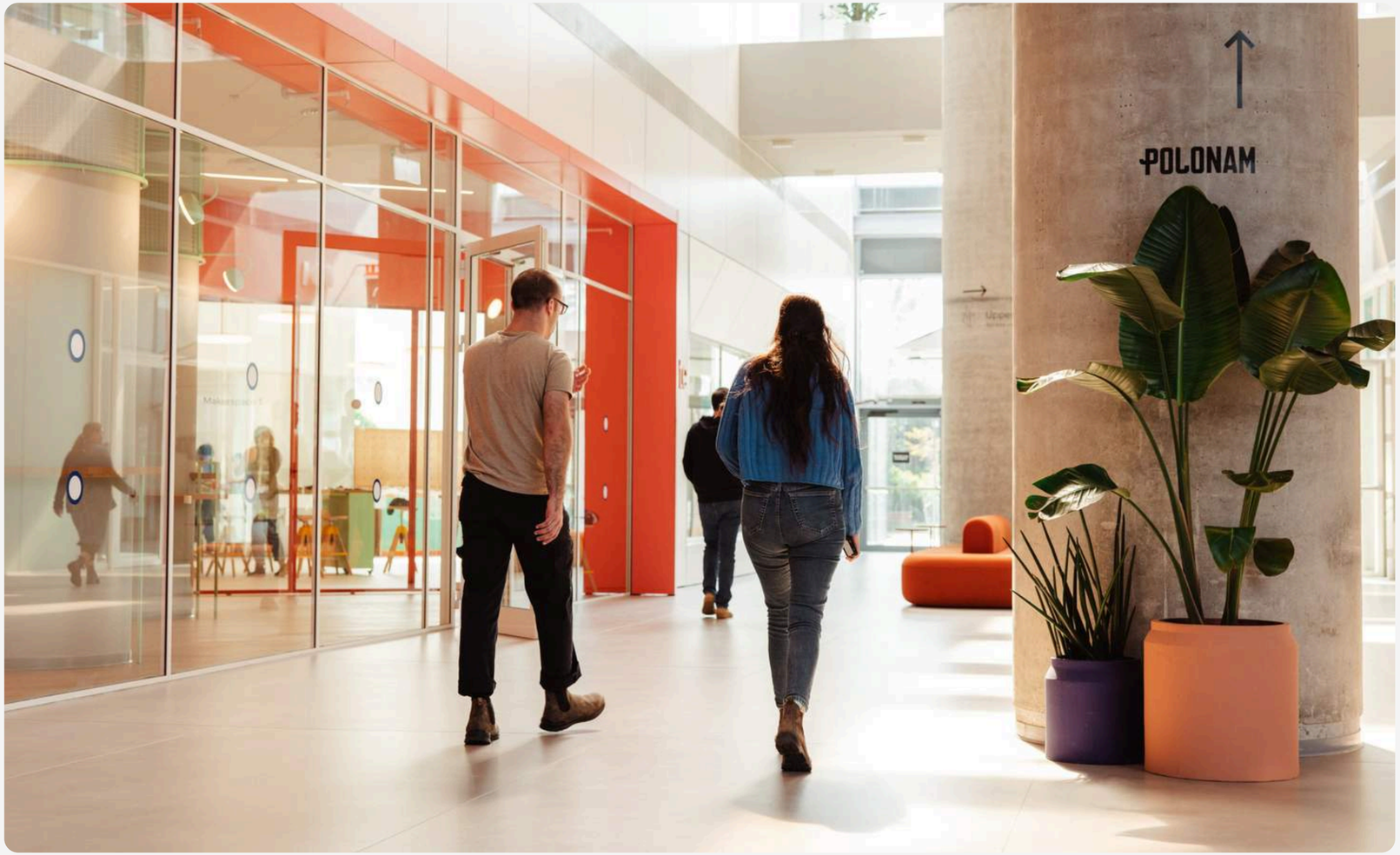


Wix Kraków, Poland

The Wix Way

The Wix Way is what makes us unique, and it's what makes Wix a company we are proud of. It defines how we work, how we grow, and how we lead with purpose. It's not just who we are, it's who we aspire to be.

We believe in high standards, collective responsibility, and empowering every team member to contribute, challenge, and lead. We make space for growth, experimentation, and even failure, because that's how innovation happens. We build an open culture rooted in trust, collaboration, and high standards.



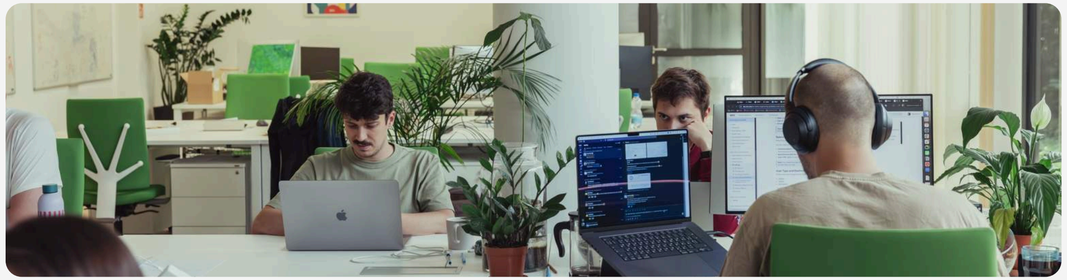
Wix Campus, Tel Aviv

Our Values

We have an ambitious vision and a huge drive to make the web better for all, together. How we do it matters to us. And it's our values and culture that guide us every step of the way.

We work for our users' success

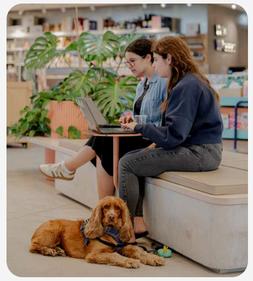
Be a pro



Wix Kraków, Poland

Winning

We care about people

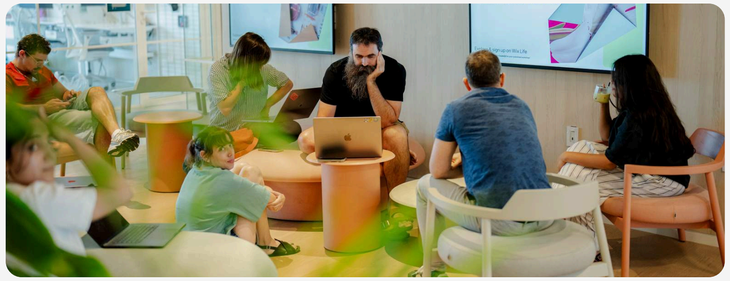


Wix Campus, Tel Aviv

We build the best products in the world

We are transparent

We measure everything



Wix Campus, Tel Aviv

Be direct

You own what you do



Wix Campus, Tel Aviv

We allow failures

Operational excellence

Fun

Read more at The Way We Are.

ESG at Wix

Our ESG approach is rooted in the Wix Way.

It is centered on actively understanding, responding to, and engaging with stakeholder

expectations to develop our strategy. These include users, employees, suppliers, the tech ecosystem, various regulatory entities, and our local communities.

We have identified key environmental, social, and governance (ESG) areas that align with our values and goal to make a positive impact. We are actively working on initiatives in these areas, reinforcing our focus on responsible business practices and sustainable growth for Wix and our stakeholders. To support transparency, we present our progress over time.

We recognize sustainability as an ongoing journey. We are proud of our achievements to date and we are dedicated to enhancing our sustainability initiatives and ESG performance.



Wix Campus, Tel Aviv

ESG Topics

We have identified key ESG topics to support our strategic business goals and align with evolving stakeholder expectations. The process involved benchmarking against peers and best practices, reviewing current and future regulations, and conducting discussions with key stakeholders.

Our primary ESG topics:

ENVIRONMENT	SOCIAL	GOVERNANCE
Climate Change	Employee Development	Business Ethics
Resource Management	Promoting Equal Opportunity	Business Continuity
	Employee Health & Wellness	Cybersecurity & Data
	User Communities & Local Communities	Creating a Safe & Secure Space for Users

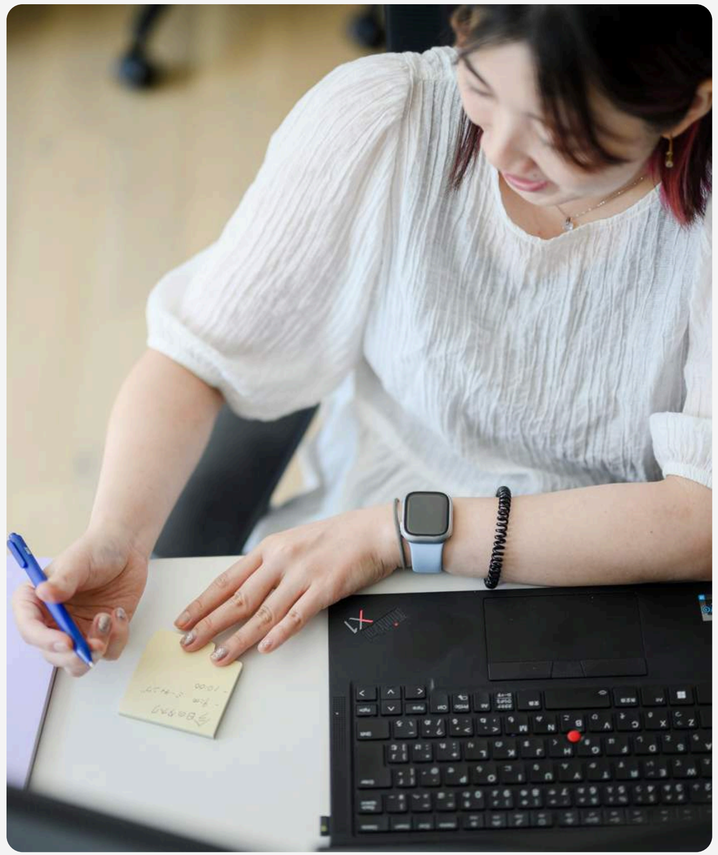


Wix Kyiv, Ukraine

SDGs

The UN Sustainability Development Goals (SDGs) provide a shared blueprint for addressing social, economic, and environmental challenges around the world.

Wix has identified the following SDGs where our operations have an impact.



Wix Japan, Tokyo

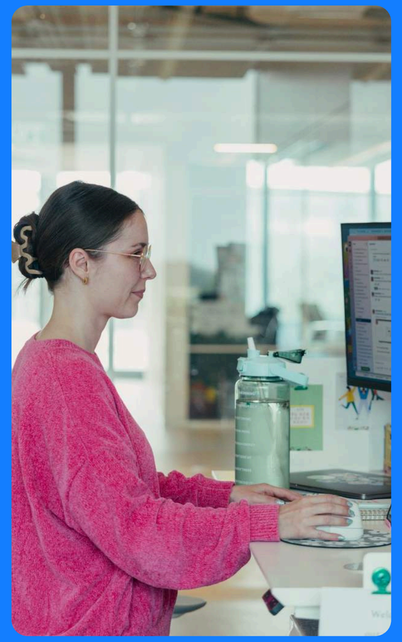
SDG	Our Actions
SDG 4: Quality Education	We empower our employees, users, and global communities through comprehensive internal development initiatives and diverse public educational and training programs.
SDG 5: Gender Equality	We have a high percentage of women employees, including in management and technical roles. We support hiring and promoting the most qualified candidates based on merit.
SDG 8: Decent Work & Economic Growth	We strive to create a productive, safe work environment for all our employees. We have programs and activities to foster students, junior employees, and global communities. We invest in developing innovative technologies, including AI tools and features, to support the growth of our products, users, and the broader tech ecosystem. We foster tech growth in Israel through programs that engage the community, shape policy, and enhance professional development.
SDG 10: Reduced Inequalities	We empower young students around the world through dedicated programs to develop their technical and professional skills to create meaningful change. We support residents of the geographic periphery in Israel through education and employment training programs.
SDG 13: Climate Action	The Wix Campus is LEED gold certified, with a range of energy and water efficiency features. We implement resource-management practices intended to reduce our environmental impacts. We track our Scope 1, 2, 3 greenhouse gas emissions, reinforcing our focus on sustainability and environmental responsibility.

Stakeholder Engagement

Engaging with our stakeholders is key to how we learn, grow, and build better products.

We aim to actively engage stakeholders, both internal and external, through a variety of channels and integrate their feedback into our programs, products, processes, and policies. By actively listening to the people and groups who affect or are affected by our business, we can foster meaningful conversations that guide our strategy and operations.

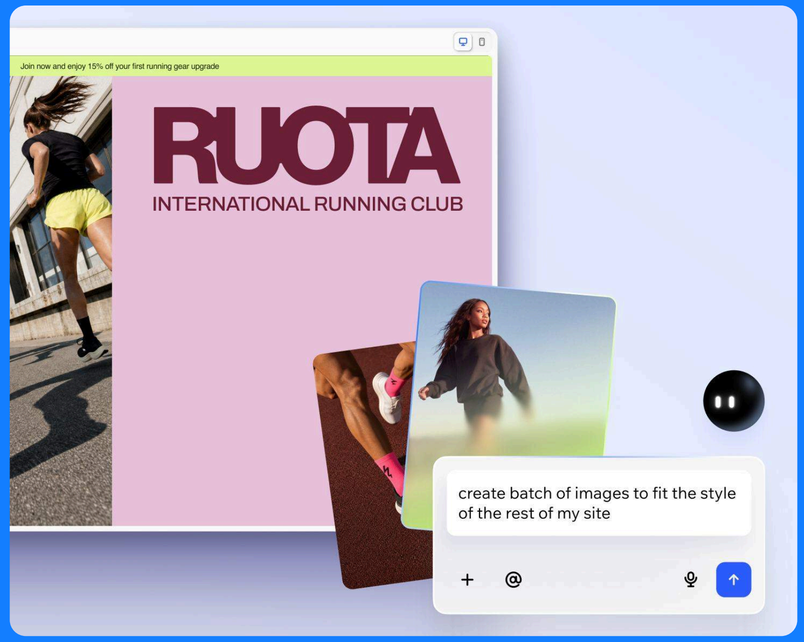
Stakeholder	Channels of Dialogue
Employees	↘ Employee onboarding & orientation days ↘ Roundtables ↘ Group meetings with executives ↘ Regular events with company updates ↘ Emails & newsletters ↘ Digital information screens in offices ↘ 1:1 meetings with managers and HR ↘ Special forums ↘ Wix Life internal platform ↘ Ask Us Anything mailbox ↘ Annual compliance awareness email
Users & Partners	↘ Wix community meetups ↘ Wix Studio roadshow ↘ User webinar tutorials ↘ User 1:1 interactions ↘ Courses & events ↘ Wix Partner Community Forum ↘ Wix Playground ↘ 24/7 Customer Care ↘ Help Center ↘ Industry events
Investors	↘ Quarterly earnings calls ↘ Listening tours ↘ Investor conference meetings & roadshows ↘ Investor Relations website ↘ Annual General Meeting (AGM)
Suppliers	↘ Requests for proposals ↘ Regular communication via meetings, calls, email ↘ Designated points of contact ↘ Onboarding process
Local Communities	↘ Wix Karma ↘ Volunteer activities ↘ Coordinating with local nonprofit organizations & community centers
Public Entities	↘ Public policy forums ↘ Israel Growth Forum ↘ City Business Climate Alliance of Tel Aviv ↘ Expert Forum for National Preparedness of AI ↘ Tech 50:50 ↘ Campus tours & dedicated events

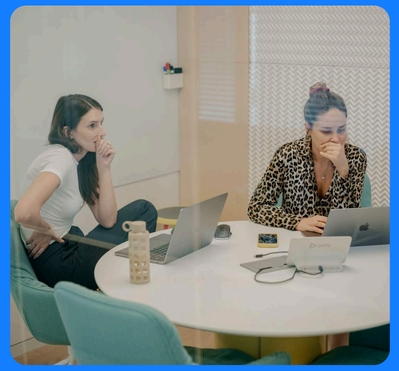


Wix Campus, Tel Aviv



Wix Cedar rapids, US





Wix Campus, Tel Aviv

Our Users

Leveraging AI for Growth 20 Cybersecurity & Data Privacy 24 Supporting Our User Communities 31 Product Accessibility 41 Performance & Reliability 44

We work for our users' success.

Our users are our top priority, and we're dedicated to helping them achieve their goals, to grow, and become successful. Every goal we set and decision we make is guided by a deep focus on their success.

We are dedicated to providing up-to-date and innovative tools our users need to succeed online and grow their businesses. Wix is leveraging AI to empower our users' growth, expanding the world of what's possible online – from customized websites to powerful business applications.

Trust and security are key to our platform, and we maintain the highest standards of data protection and privacy. Our comprehensive cybersecurity risk management approach enables us to meet regulatory requirements while providing exceptional services, and we are focused on creating a safe and secure space for users.

We recognize that many of our users trust us with their businesses, and we take that responsibility seriously. We have developed extensive user education and training programs to support their growth and we continuously work to optimize accessibility, performance, and reliability. We want the web to be an accessible, inclusive and safe place for all.



Wix Campus, Tel Aviv

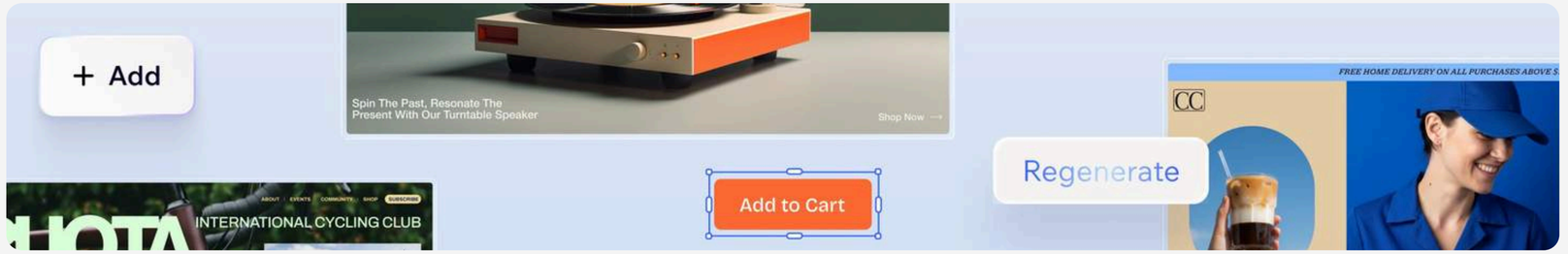
User Highlights 2025

Users

~304M

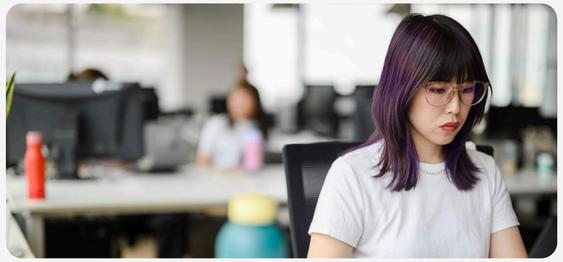
Languages

22



Net Revenue Retention (NRR)

+105%



Wix Tokyo, Japan

Leveraging AI to Empower Growth

Wix is reshaping online creation in the AI era, expanding the world of what's possible - from customized websites to powerful business applications.

At Wix, our goal is clear: empower anyone – self-creators, businesses of all sizes, and agencies – to build online. Our strategy is to offer products and services that are simply the best option for any type of user and for any type of business. AI lets them do so much more, and our role is to give them the tools to do it.

AI is redefining what websites can do for a business, dramatically expanding their role and impact. As always, progress brings complexity and the challenge remains the same: making powerful technology accessible to everyone.

In this new era, website creation needs to be precise, clear and built on trust. Just as Wix has done at every major shift of the web, we are taking on the complexity of AI so our users do not have to. We understand how this new AI-driven ecosystem works, where websites fit within it and how to build for what comes next.

As we once democratized website creation, we are now aiming to democratize participation in an AI-powered web.

Our two growth engines, Wix Harmony and Base44, are driving this shift.

By uniquely combining vibe coding with our powerful visual editing capabilities, Wix Harmony is reshaping what's possible to build and manage online in the AI era. At its core is Aria, an AI agent that understands natural language and full site context, enabling everything from simple design updates to full page redesigns and commerce integration while leveraging our underlying architecture to ensure changes are reliable and consistent.

Base44 is the AI-powered platform that enables anyone to create production-ready applications using natural language.



Wix Kyiv, Ukraine

Transforming R&D at Wix

Wix aims to actively rethink how research and development should look in an AI-first world that's always advancing.

This is more than a tech upgrade. It's a mindset change.

At Wix Engineering, we've made a strategic decision to transform our organization to be AI first, and to leverage AI in everything we do by building the correct tooling, support functions and confidence.

To turn this vision into action, we launched the **AI in R&D initiative** - a focused, company-wide effort to explore how AI can genuinely enhance our workflows, decision-making, and developer experience. It is built on four key pillars.



Architecture & Infrastructure - Creating strong ecosystems

We're laying the foundations to support future-ready AI integration, including integrating Model Context Protocols (MCP) which govern how AI interprets context, and implementing Agent-to-Agent (A2A) flows in a standardized way.

Online Development - Developer Centric

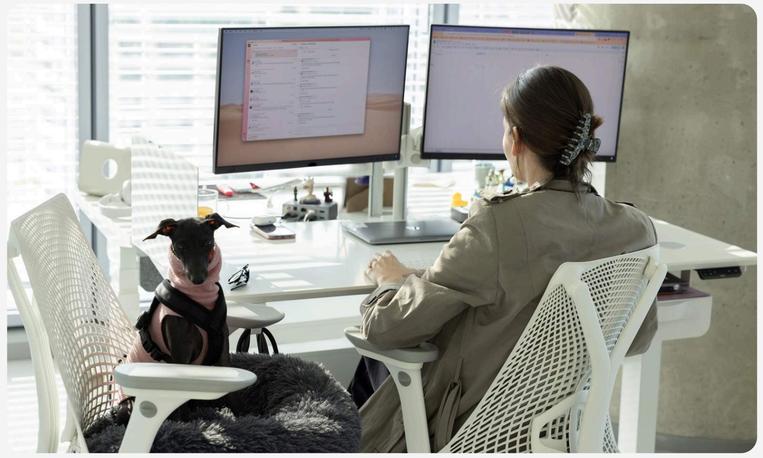
We're focusing on our workflow where a developer is working on active development, and interacting with various agents across the system.

Education - Building knowledge and trust

We're investing in upskilling our teams - explaining how LLMs work, what "AI as a product" actually means, and how to make the most of these tools inside our own architecture.

Offline Operations - Production Centric

We're also focusing on the part of our workflow where once development is done and code is in production, tasks can be delegated to various agents and reviewed by the production artifact owners.



Wix Campus, Tel Aviv

This initiative is not about short-term wins. It's about preparing for a long-term transformation - one where AI becomes a natural, trusted part of how we think, work, and grow as a company. Our intent is clear: to build a future where developers feel supercharged, not sidelined. Where AI isn't just another tool, but a partner in building great products. Wix is ready to make that leap - not just to adapt, but to lead.

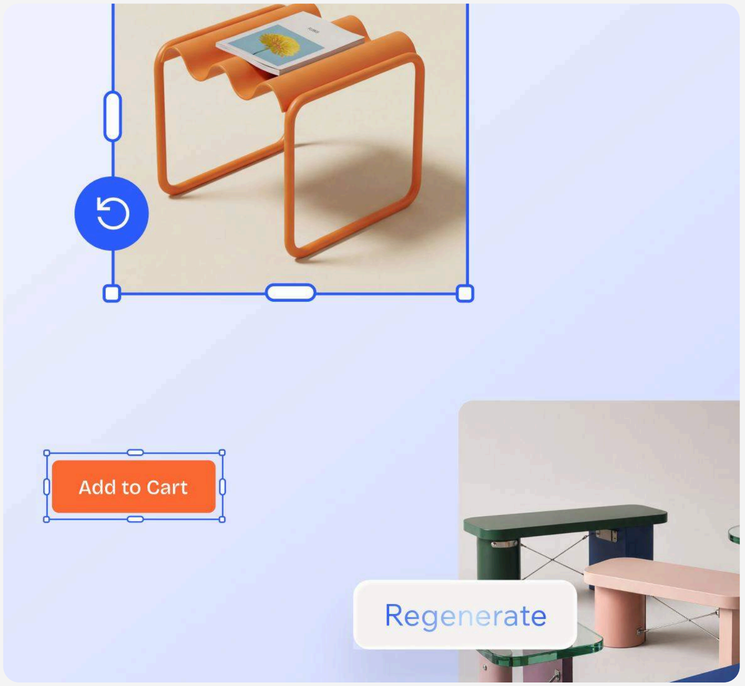
Responsible Use of AI

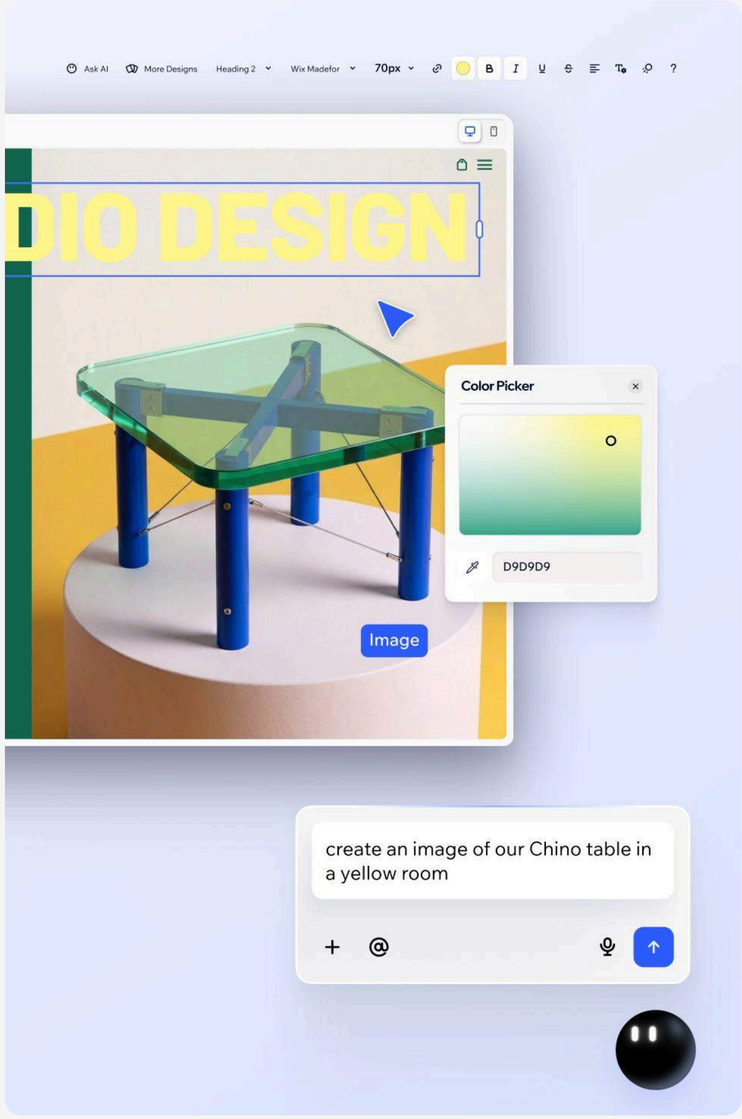
Transparency, empowerment and a focus on great user experiences are central to how Wix operates, and these values are reflected in how we approach AI.

We recognize great technology demands great responsibility. At Wix, responsible AI transcends mere compliance – it is fundamentally built on trust. Our responsibility goes beyond just building excellent products. We want to educate users and be open about which AI vendors we work with and how we use their technology. It's not just a regulatory requirement, it's our philosophy.

To uphold our focus on responsible AI, we maintain comprehensive policies managed by the Wix AI Governance team – a specialized unit within our legal department. We aim to make our AI products reliable and trustworthy by applying a rigorous AI governance methodology that includes product development monitoring, incident reporting protocols, and data processing impact assessments. This structured approach helps responsible AI processes act as a foundation for growth and innovation, not an obstacle.

The AI Governance team is responsible for translating fast-evolving, often complex regulations around AI into clear, actionable steps for the company. It works cross-functionally across Wix, collaborating closely with Engineering, Data Science, Security, Finance, Procurement, and others to embed essential AI protocols into the earliest stages of every initiative. From assessing risks and auditing third-party compliance to ensuring user transparency, the team reviews every new implementation – supporting responsible AI processes throughout the organization.





Our AI governance framework is built upon three pillars: the development of AI-powered products, the management of internal and third-party AI usage, and maintaining rigorous compliance standards.

For products, Wix maintains extensive protocols for AI development, requiring advanced review and sign-off from the Legal, Security, and Finance teams. A primary focus of these reviews is data privacy, and we apply a GDPR-based approach to data minimization, using only the necessary personally identifiable information (PII) when possible. Our AI governance is designed to help our products meet relevant regulatory requirements, and upon launch we clearly disclose the use of AI in a product as reflection of our commitment to transparency.

AI governance also encompasses internal AI usage and the management of third-party vendors. We work to verify that our vendors adhere to strict data-handling protocols – including non-disclosure agreements and prohibitions on training external models, to maintain the privacy of our employees and users.

We consistently work to maintain compliance for our AI tools and operations, ensuring alignment with regional and local regulations such as the EU AI Act and recent California AI legislation. By continuously monitoring the global regulatory landscape, we proactively identify and adapt to the requirements of our key markets. Furthermore, we are dedicated to empowering our users, providing the confidence to engage with our tools knowing they are developed responsibly. To support this, we share recommendations for safe and responsible AI usage through resources like the Wix Help Center.



Cybersecurity & Data Privacy

We're focused on upholding industry-leading privacy and data protection practices for both our users and their customers.

Wix has implemented comprehensive privacy and data protection measures designed to comply with applicable international regulations and we have built additional infrastructure and safeguards ensuring users can build and grow with confidence.

Wix's corporate security mindset and strategy is built on a three-pillar approach: prevention, detection, and response. This framework safeguards data confidentiality, integrity, and availability across our platform. By embedding security into every layer of our infrastructure, we give users a strong, secure foundation and protect their sites from day one.

We take our users' privacy seriously and are committed to being transparent about how we handle personal information. These issues are addressed in detail in the Wix Terms of Use, Privacy Policy, and Data Processing Addendum.

Our Privacy Policy explains in clear terms what data we collect, why we collect it, how it's used, and how it's shared. It also covers our use of cookies and third-party technologies, and the rights users have over their data. The policy includes contact information for any questions or concerns, which are investigated by our Data Protection Officer team. In addition, our Data Processing Addendum (DPA) establishes our responsibilities as a data processor for business users.

Wix's Data Privacy policy includes:

- ↘ Our commitment to collect and process user data limited to the stated purpose
- ↘ Clear terms regarding the collection, use, sharing, and retention of user data – including data transferred to third parties
- ↘ Clear explanation of users' privacy rights and how to exercise them
- ↘ Our commitment to notify data subjects in a timely manner, in case of policy changes or data breach
- ↘ Our commitment to obtain user data through lawful and transparent means, with explicit consent of the data subject when necessary

Compliance with Privacy & Security Regulations

We have developed and implemented a cybersecurity risk management framework to help safeguard the confidentiality, integrity, and availability of our systems and data. Our security practices are aligned with globally recognized standards and backed by industry certifications. These certifications reflect our ongoing commitment to protecting our platform and the data our users trust us with.

Wix has been audited and certified as compliant with the following ISO standards:

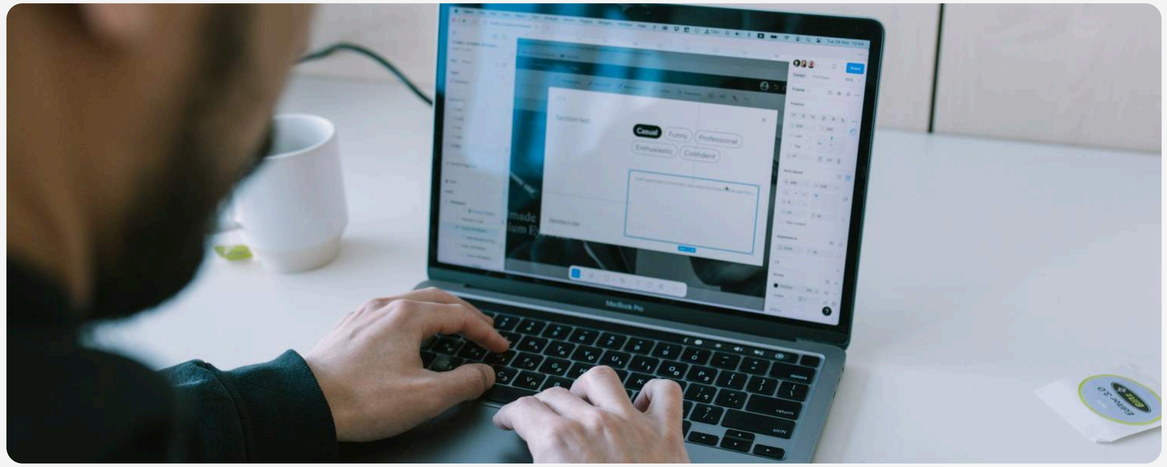
- ↘ ISO 27001 for managing security risks
- ↘ ISO 27017 for security techniques in a public cloud computing environment
- ↘ ISO 27032 for information security management in a cyberspace environment
- ↘ ISO 27035 for security incident management
- ↘ ISO 27701 for privacy information management
- ↘ ISO 27799 for protected health information

We regularly evaluate and enhance our security measures and pursue additional certifications as appropriate. In 2025, we worked towards compliance with ISO 42001, the first international standard for establishing and maintaining an AI Management System (AIMS), which provides a framework for responsible AI governance, risk management, and ethical development. We achieved certification in early 2026, during the writing of this report.

Wix is certified as PCI DSS compliant, the global security standard for organizations handling credit card data, ensuring the highest level of protection of payment information. Furthermore, we employ TLS protocols to encrypt and protect online financial transactions.

In 2025, we completed a SOC 2 Type 2 report, which covers protection of customer data and evaluates a service organization's controls over time, ensuring data security, availability, processing integrity, confidentiality, and privacy. We have implemented controls to support HIPAA compliance for business users who require protection of Protected Health Information (PHI), in accordance with US federal standards.

In line with our ongoing efforts to maintain strict data protection and respect for individual privacy, we are required to adhere to applicable global privacy laws including GDPR, US state privacy laws, the Brazilian LGPD, and other countries' data protection regulations.



Wix Campus, Tel Aviv

Beyond Compliance

In addition to meeting regulatory compliance, we have implemented a range of measures to further protect our users' digital assets and provide enhanced security.

Bug Bounty Program

Managed on the HackerOne platform, where we encourage website security researchers to submit vulnerability reports that cover security vulnerabilities across our platform.

Security Visibility

State-of-the-art tools and technologies to achieve high-security visibility, designed to support secure operations throughout our platform.

DDoS Protection

Advanced solutions to protect against distributed denial-of-service (DDoS) attacks, which prevent users from accessing services, networks, and applications.

Trust Center

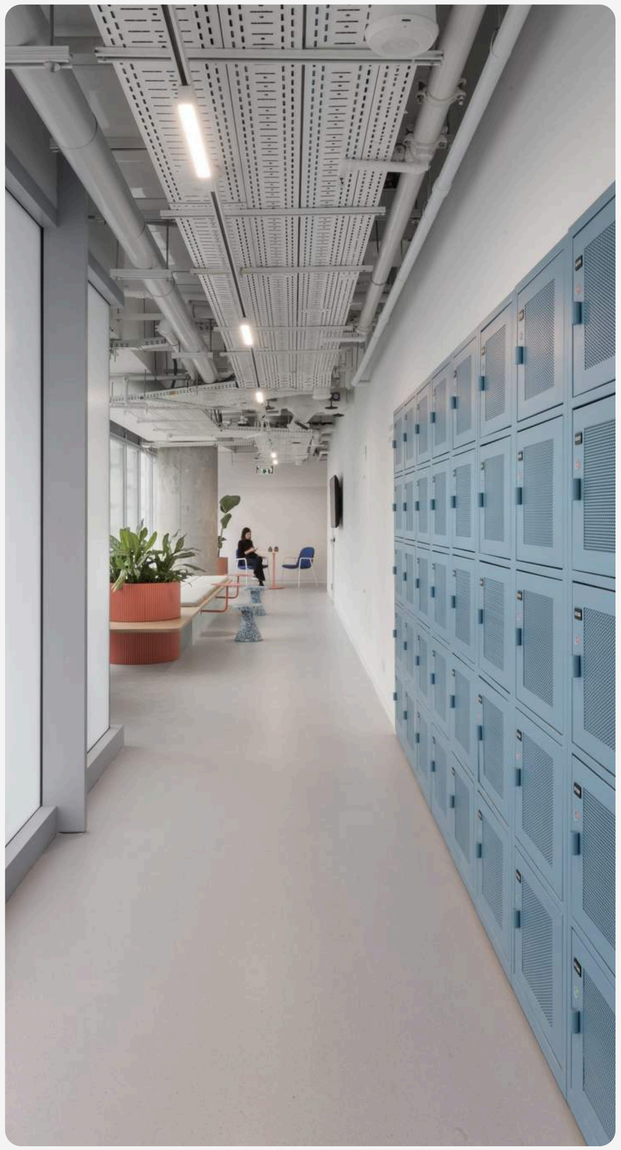
Centralized resource that outlines our comprehensive security framework, including prevention, detection, and response, as well as detailed information on our compliance, regulatory adherence, and certifications.

Machine Learning & Data Analysis

An analysis to detect pattern changes and suspicious activity, so we can block any attempted misuse of our users' accounts, data, or sites.

Transparency Reports

Since 2021, Wix has published an annual Transparency Report on Law enforcement agencies requests for user's data.



Wix Campus, Tel Aviv

Cybersecurity Risk Management & Strategy

Our approach to cybersecurity is grounded in leading industry frameworks. We design and assess our risk management practices in alignment with industry best practices, and our application security is guided by OWASP standards. These frameworks help us identify, assess, and manage the cybersecurity risks most relevant to our business and our users.

Cybersecurity is a core part of our broader enterprise risk management strategy. We undertake risk assessments designed to help identify material cybersecurity risks to our critical systems, information, products, services, and our broader enterprise IT environment. In addition, we conduct internal and external testing of our cybersecurity posture, and deploy advanced security tools to protect the confidentiality, integrity, and availability of our critical systems and information and to monitor cybersecurity threats. To promote a culture of cybersecurity awareness and diligence, we have developed an incident response plan and aim to conduct comprehensive training for our employees.

Where appropriate, we use external service providers to assess, test or assist with aspects of our security processes, and we have established processes to integrate cybersecurity risk management within the company's product and software development. Furthermore, we have established a third-party risk management process for service providers, suppliers, and vendors who have access to our critical systems and information.

In 2025, there were no known cybersecurity incidents that have materially affected our business operations or financial condition. We maintain an incident response plan and report material incidents in accordance with applicable legal requirements.

Wix's Data Privacy program includes:

- ↘ Governance structures for privacy management
- ↘ Mandatory, regular employee training on data privacy management
- ↘ Regular privacy risk assessments or audits on technologies and practices affecting user data
- ↘ Data subjects can access their accounts to edit or delete personal information
- ↘ Clear and accessible mechanisms for data subjects to raise concerns about data privacy
- ↘ Commitment to conduct due diligence on third-party data processors
- ↘ ISO 27001 certification of third-party processors is required in our vendor contracts where applicable
- ↘ Commitment to data retention of personal information for as long as a user's account is active and longer as necessary (e.g., if we are legally obligated to keep it longer or need it to protect the company's interests).



Wix Campus, Israel

Cybersecurity Governance

Our board of directors considers cybersecurity risk as part of its risk oversight function and has delegated the oversight of cybersecurity and other information technology risks to the audit committee of the board. The committee oversees management's implementation of our cybersecurity risk management program and receives periodic reports from management on our risks, and updates as necessary regarding incidents.

The company's cybersecurity policies, procedures, and strategies are primarily implemented by the company's information security department, which reports directly to the Chief Information Security Officer (CISO). The security department implements and maintains technical and organizational security measures to safeguard both company and customer data and assets. They lead the development of security procedures, processes, and controls, designed to ensure the integrity of Wix and user information.

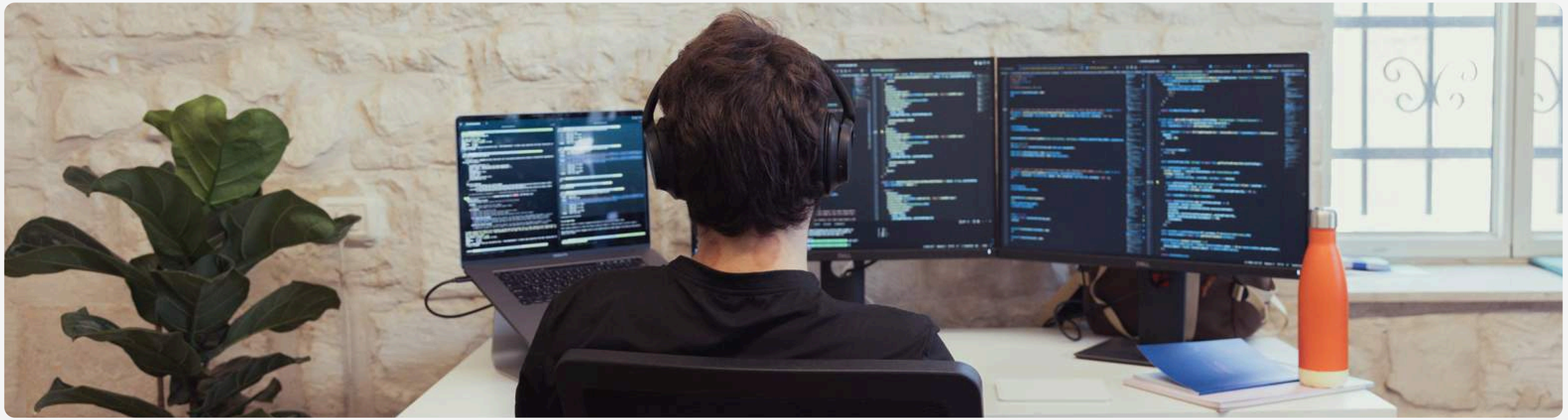
Other departments also assist with cybersecurity risk management. Our Internal Security Operations Center is active 24/7/365 and consists of a team of experts that utilizes advanced monitoring tools designed to swiftly detect and respond to threats.

Creating a Safe & Secure Space for Users

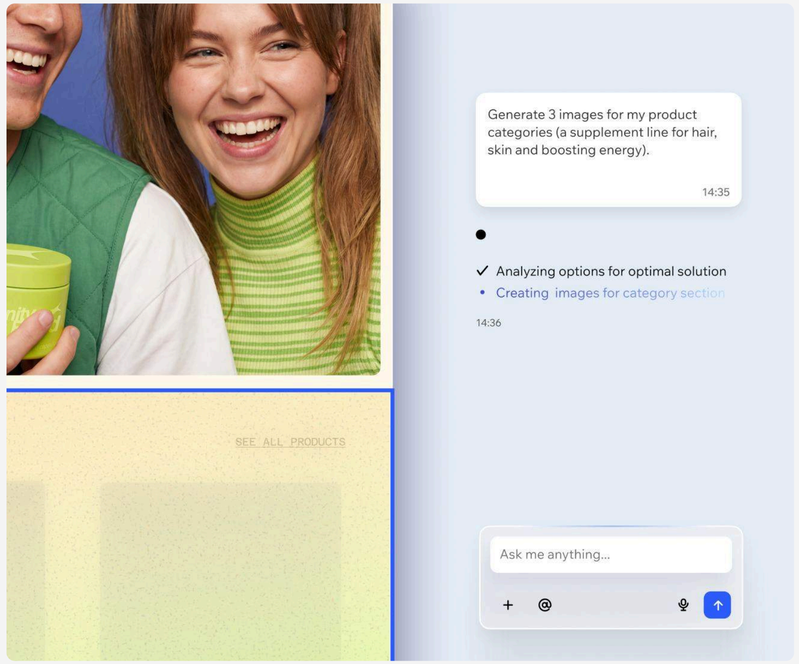
We believe in giving everyone a place to express themselves freely and creatively. With millions of users around the world, we know how important it is to make sure our platform stays safe, respectful, and inclusive for all. That's why we've put clear guidelines in place to help protect our users and their website visitors from harmful or inappropriate content. The Wix Content Guidelines provide detailed information on acceptable content on Wix and are available to the public.

The Content Guidelines include details on intellectual property infringement, adult content, spam/phishing, and content that may include harmful technology. In addition, it addresses privacy and impersonation rules; bullying, harassment, and defamation; and violence and hate speech. Detailed information is included on actions we may take against illegal content and violations of the Wix terms, as well as our complaint handling system.

In addition, for our Wix Studio creative community, we have developed the Wix Studio Community Code of Conduct which helps make sure our creative community is welcoming and inclusive. Built on values like belonging, support, and collaboration, the Code sets expectations for how members interact and contribute. There is a clear way for users to report conduct that does not comply with the Code, and we have established procedures in place for addressing these reports.



Wix Campus, Tel Aviv



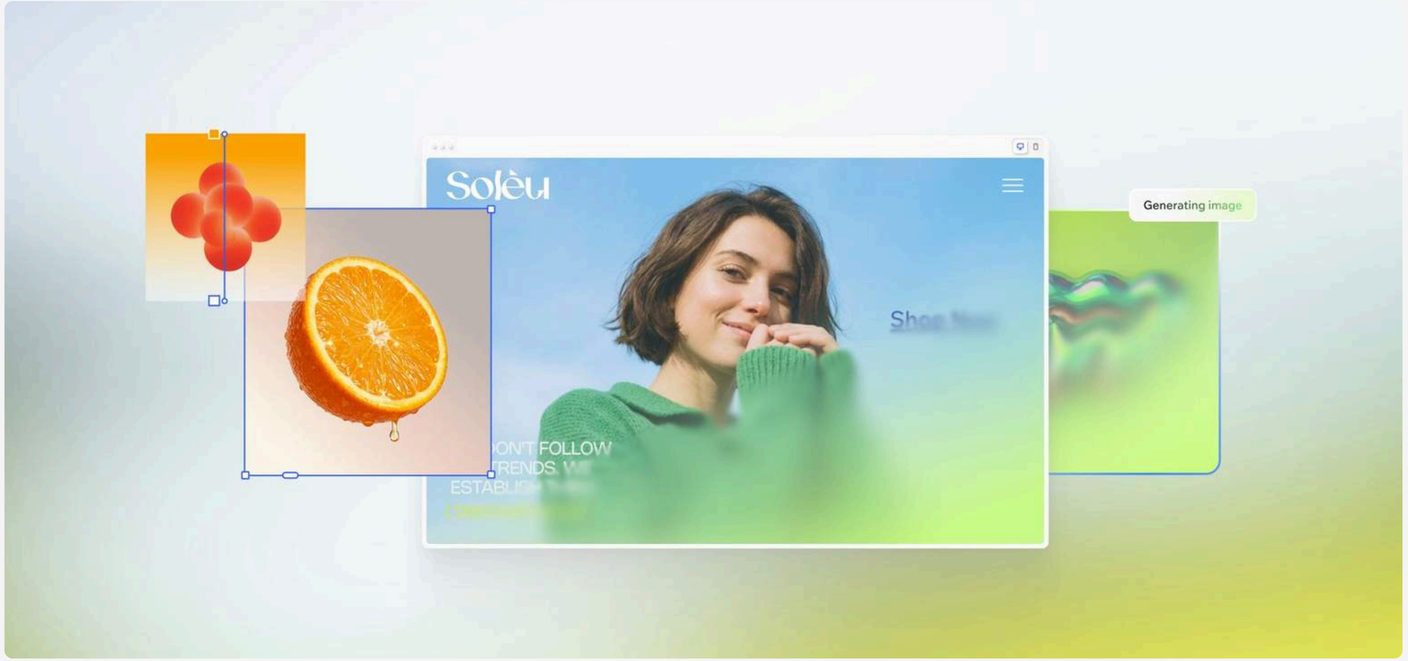
Digital Service Act

The EU's Digital Services Act (DSA) aims to create a safer digital space where the fundamental rights of users are protected. Its main goal is to prevent illegal and harmful activities online and the spread of disinformation. To align with DSA requirements, we have published content guidelines, law enforcement guidelines, and transparency reports available here. We continue to monitor regulatory developments and adapt our practices accordingly. We offer a clear channel for submitting take-down notices at wix.com/abuse and have established Wix Online Platforms Limited (Ireland) as a single point of contact to communicate directly with authorities.

Requests for User Information

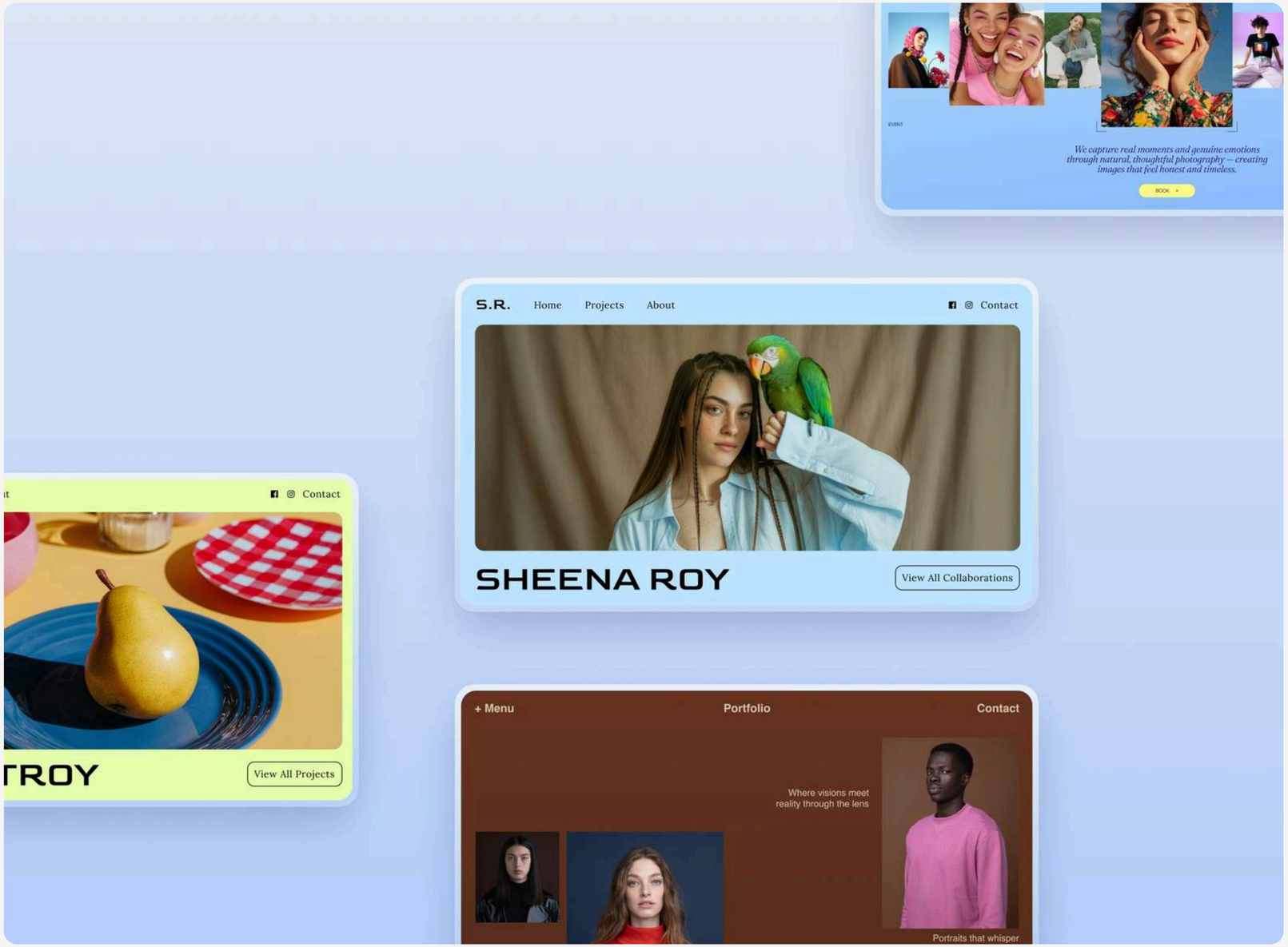
The Wix Policy on Law Enforcement Requests provides guidelines and practical information for law enforcement agencies and other governmental entities that wish to obtain data held by Wix, or report any illegal content in accordance with an applicable law.

To support transparency, we publish an annual Transparency Report with relevant detailed information about government and other legitimate requests for our users' data, including the number of requests by country, type of information requested, and the legal process required before we provide such information. In 2025, Wix received a total of 582 requests from agencies in 33 countries.



Supporting Our User Communities

We empower our users through extensive education and training programs.



Designers

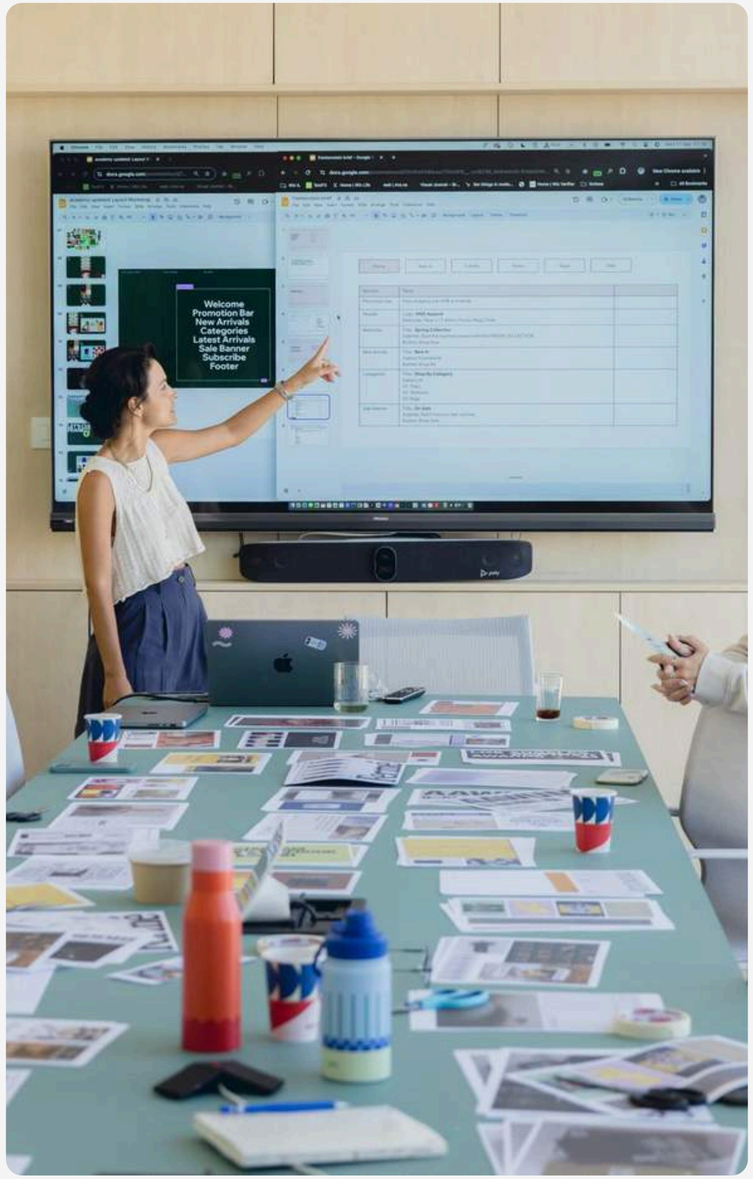
As a design-first tech company with an in-house design studio of over 300 creatives in 2025, representing more than 14 disciplines, we are proud to be at the forefront of design, technology, and innovation. We have created a range of programs, powered by the Wix Design guild, to take an active role in shaping the future of design education, offering students from all creative disciplines and backgrounds an opportunity for growth.

Programs are designed to celebrate creative expression and support the design education of emerging designers everywhere – through collaborations, events, and experiential learning.

Intensive Design Program for Emerging Talent

The **Wix Playground Academy** is an immersive experience for juniors to gain hands-on practice in a design-tech environment. The fully paid, residence-style experience at Wix offers participants a chance to collaborate with creatives from the Wix Design Team, expand their creative perspective, and build their portfolio. By the end of the program, participants create a standout portfolio and gain the experience and tools to take the next step in their design career.

We expanded our global footprint in 2025 by launching our first Academy cohort in Kyiv with 20 participants, alongside our established Tel Aviv program which had 12 participants that year. These intensive programs are designed to empower the next generation of creators by providing a blend of industry networking, real-world skill development, and direct, meaningful access to the Wix design team.



Wix Campus, Tel Aviv

Empowering the Kyiv Design Ecosystem

We are committed to fostering resilience and excellence within Ukraine's creative sector. Through our **Co-Create Kyiv** event series and strategic sponsorships, we provide a dedicated space for the local design community to connect, find inspiration, and grow professionally.

Activities in 2025 included hosting a public event at our Kyiv office for 120 members of the local design community, which featured a discussion by design studios on creativity and the local design scene, alongside networking opportunities. Looking ahead, we plan to host additional events exploring the state of Ukrainian design, and are proud to sponsor a documentary film on Ukrainian design history, set for release in 2026.





Wix Kyiv, Ukraine

Cultivating Digital Innovation & Thought Leadership

Our focus on design excellence extends to **Site of Sites**, a premier web design inspiration platform curated by Wix Design. The site is a growing resource for the best in web design, created as a place where designers can connect, collaborate, share, and get inspired.

In 2025, we enhanced the platform's value by launching a dedicated web design blog, a comprehensive web design glossary, and a global industry events calendar. These resources serve as a centralized knowledge hub for the global design community, promoting best practices and design literacy at scale.



Wix Kyiv, Ukraine



Wix Campus, Tel Aviv

Academic Partnerships

The Wix Design Guild maintains active collaborations with leading design academies to integrate emerging technologies into the classroom. Through workshops and mentorship programs led by Wix professionals, we introduce students to cutting-edge design tools, workflows, and AI tools. These strategic academic partnerships ensure that design curricula remain aligned with the evolving technological landscape of the professional world.

In 2025, members of the Wix Design team participated in student portfolio reviews at various design academies. In addition, we partnered to host a full-semester course on creative innovation at the Wix Campus. In total, Wix design professionals engaged with over 200 students, sharing knowledge and experience to support the students' professional growth.

Developers

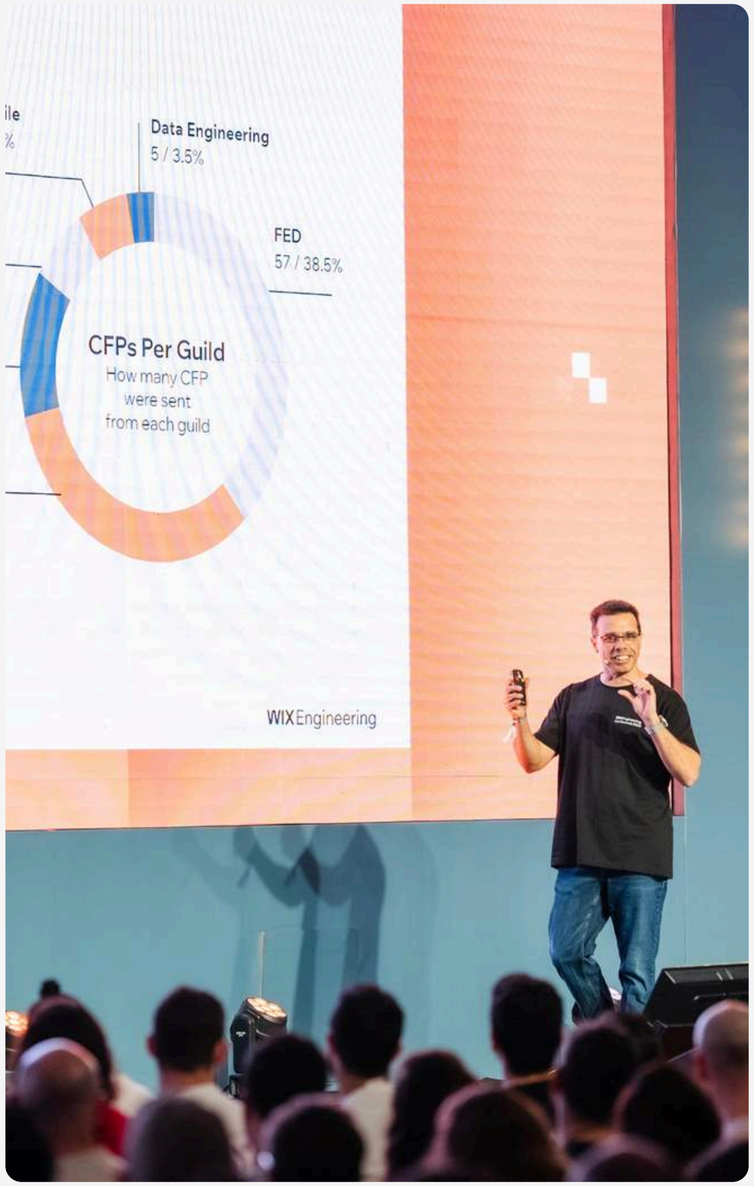
At Wix Engineering, sharing with the developer community is a core pillar of our culture, and we view knowledge sharing as vital to our collective success. We share the stories of our daily challenges, share our code, and contribute regularly to the open-source ecosystem. We host meetups and workshops at our offices to empower and foster the global developer community. We offer free mentorship sessions with our senior engineers to help anyone grow professionally. And through our immersive training programs, we provide a dedicated space for students to develop the foundation of their engineering careers.

Wix Engineering Blog

Wix Engineering Blog tells the story of our daily challenges and our way of solving them. Our engineers share firsthand experience about architecture, scaling, mobile development, leadership and management, and more. In the blog, we publish deep dives, playbooks, and real-world lessons from building and operating one of the world's largest web platforms. Whether exploring AI-first development, platform engineering, data systems at massive scale, or reliability practices, the insights we share are born from hands-on experience at scale.

In 2025, many of our posts focused on the AI transformation, from both the management and engineering perspectives. These included Leading Through Uncertainty: How Wix Engineering Navigates Growth, AI, and the Unknown, a conversation between Wix's CTO and VP Engineering, and How AI Is Reshaping R&D at Wix: A Journey, Not Just an Upgrade, a candid look at the technical, organizational, and human challenges of becoming an AI-first engineering organization.

We also feature articles on specialized topics, such as The Art Behind Better AI: How We Achieved a 46% Speed Boost and 23× Cost Reduction, The Future of Web Frameworks: A Look at Emerging Trends, and If You Think Platform Engineering is Just DevOps, You're Already Behind.

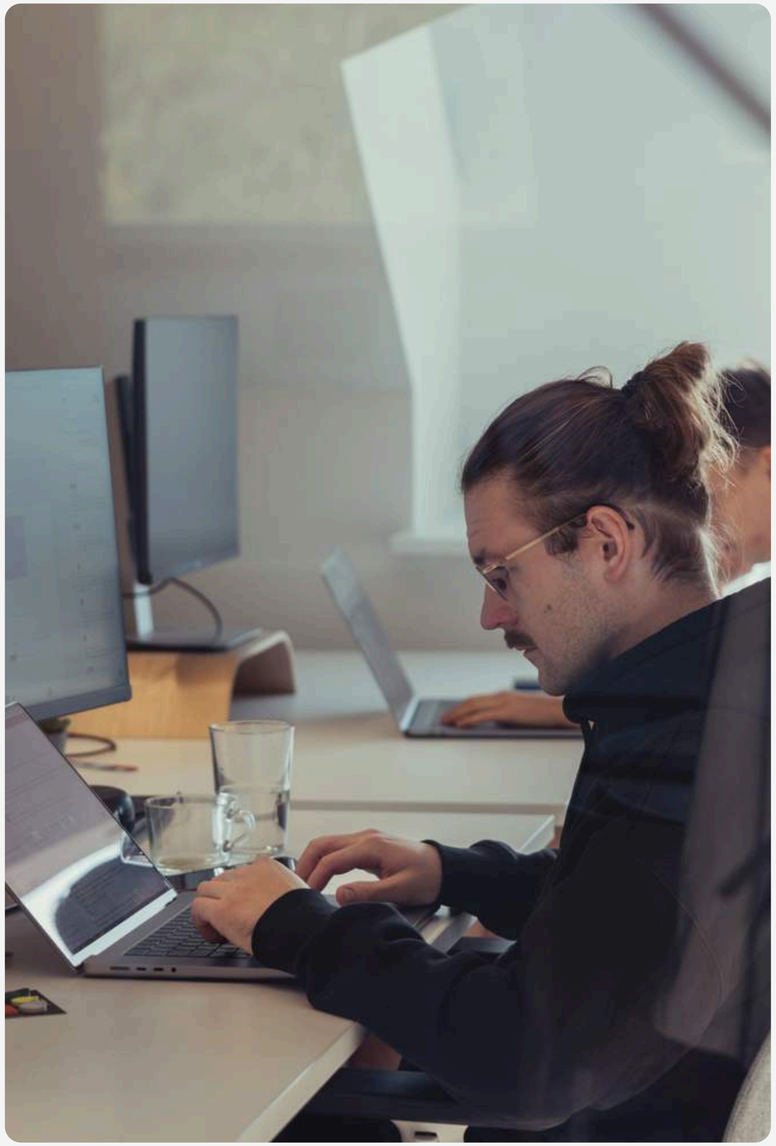


Wix Engineering Conference, Tel Aviv

YouTube Channel

The Wix Engineering YouTube channel features over **470 videos** and nearly **8,000 subscribers.** Highlights from 2025 included The GenAI Transformation at Wix, which explores how Wix moved from early AI experimentation to building real AI products at scale, and a conversation between Avishai Abrahami, CEO & Co-Founder of Wix, and Prof. Amnon Shahua, President & CEO of Mobileye, on the Future of AI.

The channel also features videos where Wix engineers share knowledge across a wide range of topics such as making AI coding assistants more effective, building better AI systems, and using tools to search and explore code for deep research.



Wix Vilnius, Lithuania

Meetups & Events

Throughout the year, we host a wide range of events for the developer community focused on skill-building and professional development. At Wix Tel Aviv, sessions explored topics such as Real-Time Data Processing, Infrastructure Innovation, building a standout personal brand, implementing AI-driven customer support for product teams, a Call for Papers (CFP) workshop, and managing real-time data and messaging at scale. In 2025, we hosted **500 attendees** for meetups and 'Israel on Stage' events at Wix Tel Aviv and we hosted **200 attendees** for meetups at Wix Ukraine. In Japan, we held a full day webinar for over **100 participants** on Wix AI-powered tools across three phases of building and operating a website: concept & design, build & operations, and optimization & business growth.

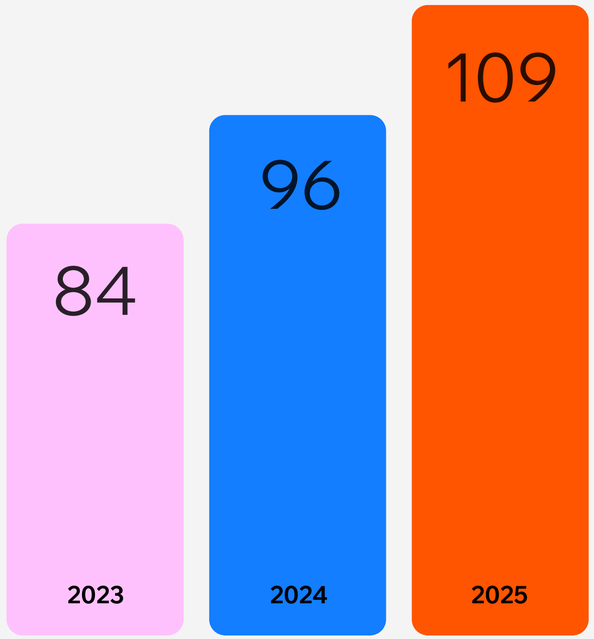
At Wix Vilnius, we hosted a variety of Java User Group and Wix Engineering meetups on diverse topics such as AI in action at Wix, the future of analytics, and solving backend challenges at scale. In addition, we hosted the **Women in Engineering Leadership** program, a six-month initiative designed to empower women engineers in the local ecosystem to become effective leaders and managers. The program provides women in the local ecosystem with networking and learning opportunities, including sessions and mentorship led by Wix women engineers. In 2025, **320 women** participated, providing a collaborative space to learn and thrive together professionally.

Immersive Training Programs at Wix

We offer a range of programs to support juniors and students in engineering and data science.

From Training to Full-Time at Wix: The Junior Talent Pipeline

Number of participants in our immersive training programs who were hired as full-time Wix employees:



Wix Enter

Our training program for computer science and software engineering students begins with a 4-6 week paid summer bootcamp at Wix Tel Aviv. Participants learn Wix engineering methodologies and practices by working with live services, and receive mentorship from our engineers. Following the bootcamp, students join a development team for their final three semesters, with the opportunity to transition into a full-time role at Wix upon graduation. In 2025, there were 33 participants.

Wix Grow

A 6-month paid internship program for software engineers at Wix Lithuania. Participants learn software engineering fundamentals by joining a team to work on real-world projects, receiving training and mentorship from Wix professionals. In 2025, the program included 20 participants, six of whom continued to work at Wix after completing the program.

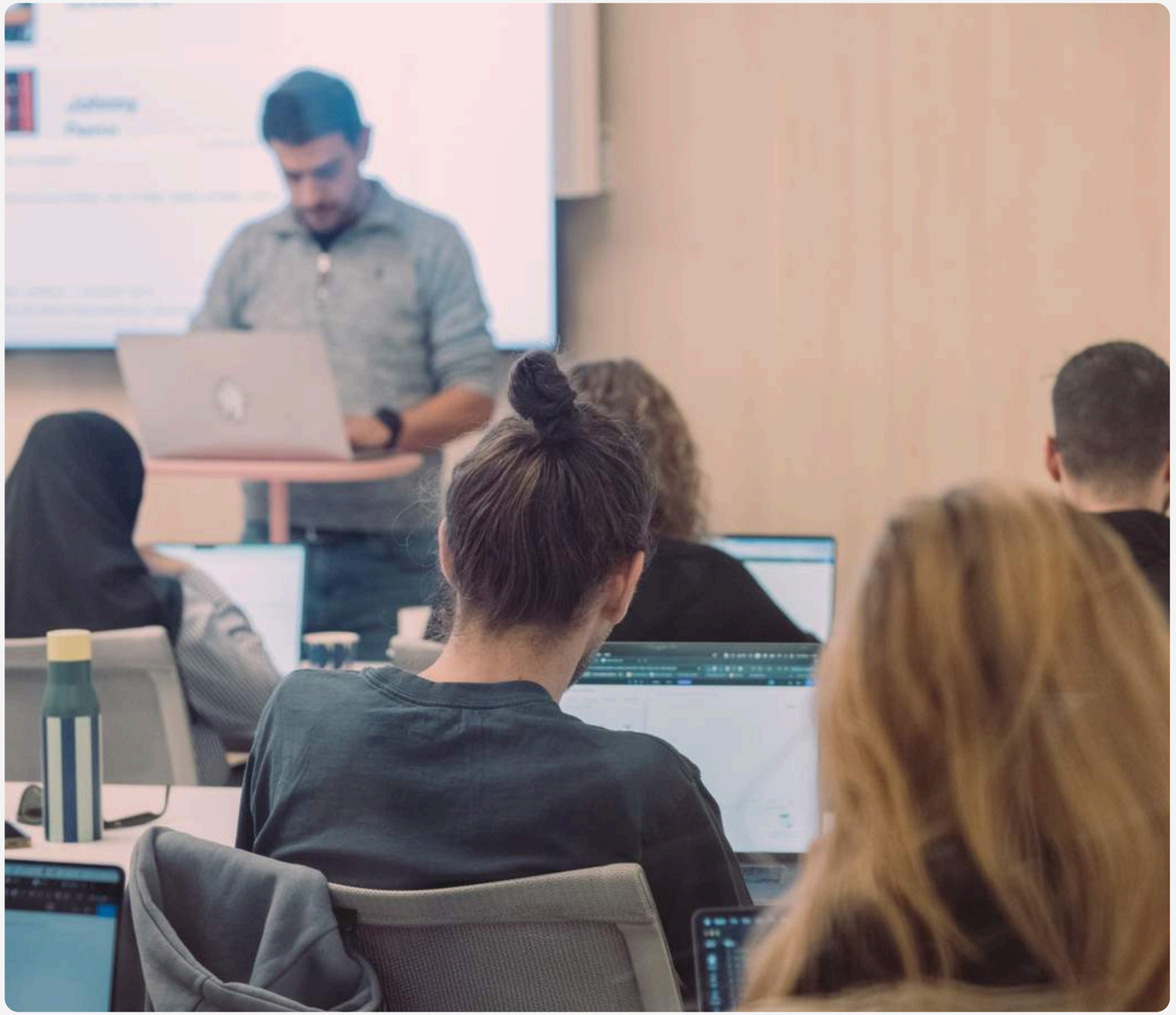


Industry Focus: Healthcare

In 2025, to support users operating in the health care industry, we took the significant step of offering services and infrastructure designed to support HIPAA compliance. HIPAA is the U.S. regulation that protects the privacy and security of Protected Health Information (PHI). As a Business Associate, Wix now provides tools and services that enable our users, who are covered entities or business associates themselves, to meet HIPAA's strict standards for storing, processing, and accessing health data. This milestone opens the door for healthcare-related businesses that were previously unable to use our platform, as we can now enter into Business Associate Agreements (BAAs) with qualifying users. Our HIPAA-compliant offerings expand our market reach, reflecting our goal to be a secure, reliable partner for all organizations – including those that manage sensitive health information.

To support a seamless experience for users requiring HIPAA compliance, we have introduced a dedicated tab within the Compliance settings on the Wix platform that allows them to enable HIPAA-ready infrastructure for their site. To help promote full compliance and data privacy, internal access to these sites is strictly regulated and monitored. We have implemented Just-in-Time (JIT) access for HIPAA-compliant sites, which requires Wix employees to complete HIPAA training before accessing these sites or PHI data. In addition, access is time-limited and requires a formal access report, with activity continuously monitored and tracked to maintain HIPAA integrity.

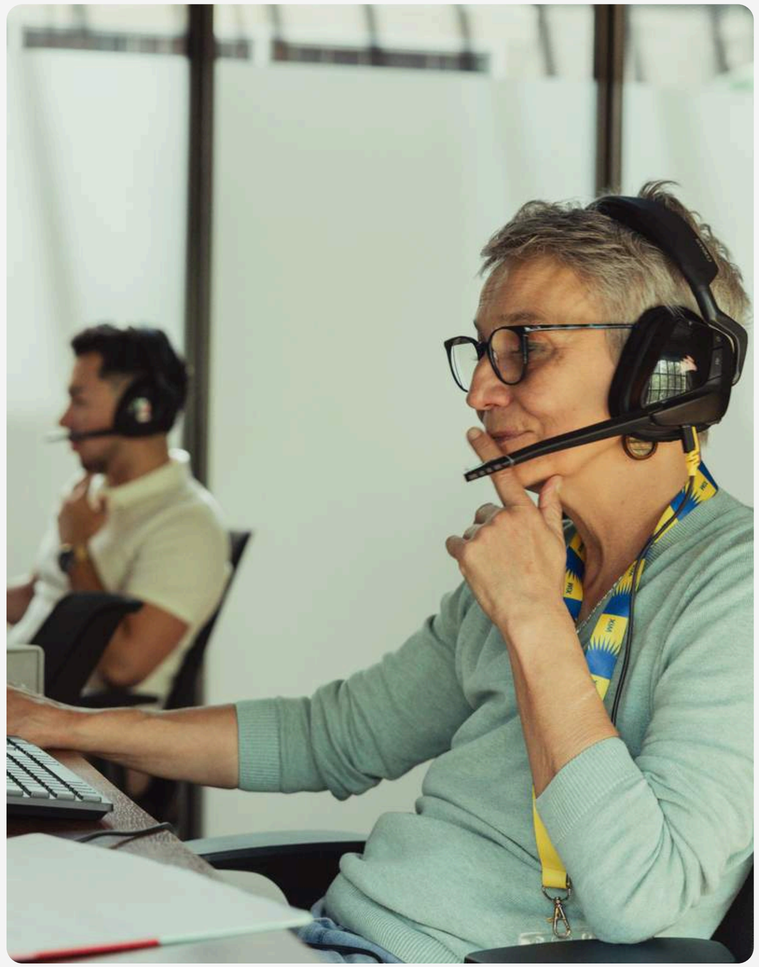
This was an extensive cross-functional effort involving a wide range of Wix teams, including Security, Legal, Compliance, Infrastructure, Product, Design, Data, and Engineering. Our work also aligns with ISO 27799 guidelines, increasing our global readiness and supporting compliance with EU requirements for processing health data..



Wix Campus, Tel Aviv

Customer Care

Supporting our users and helping them succeed is at the heart of what we do.

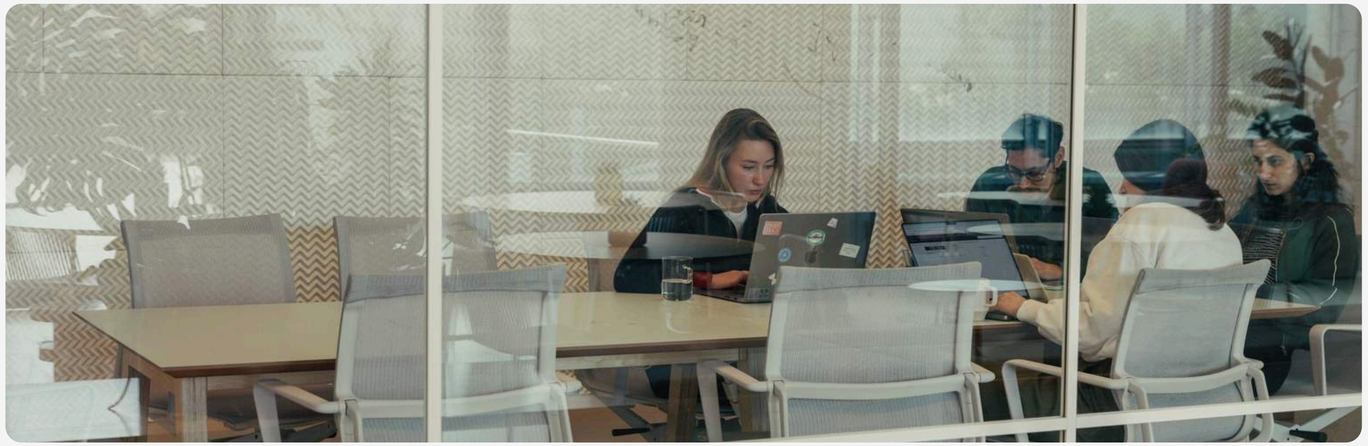


Wix Kraków, Poland

We are focused on providing our users with the care and support they need. We maintain a global, 24/7 support infrastructure designed to assist everyone – from small business owners to enterprise partners – whenever they reach out. Our user-centric approach ensures customers receive relevant, tailored support, and we operate a multi-channel experience that includes expert human support, self-service care, and an extensive online help center.

The Wix Customer Care Team provides human assistance in 13 languages via chat, phone, and email. Our **Self-Service Customer Care solutions** are available 24/7, providing support in nearly every language. They include the Help Center,Helpmate - AI Chat, and Kera AI Voice Assistant. In 2025, our automated tools served over **~20M** users worldwide.

The **Wix Help Center** enables users to find clear, actionable answers to their questions. Available online 24/7, it features an AI-powered “Ask us anything” search tool, alongside step-by-step articles, tutorials, and how-to guides that aim to cover every stage of the user journey. Furthermore, it is fully integrated into the Wix Help Widget, available across many of our products, so users can access relevant information and support right from the product they’re working on.



Wix Campus, Tel Aviv

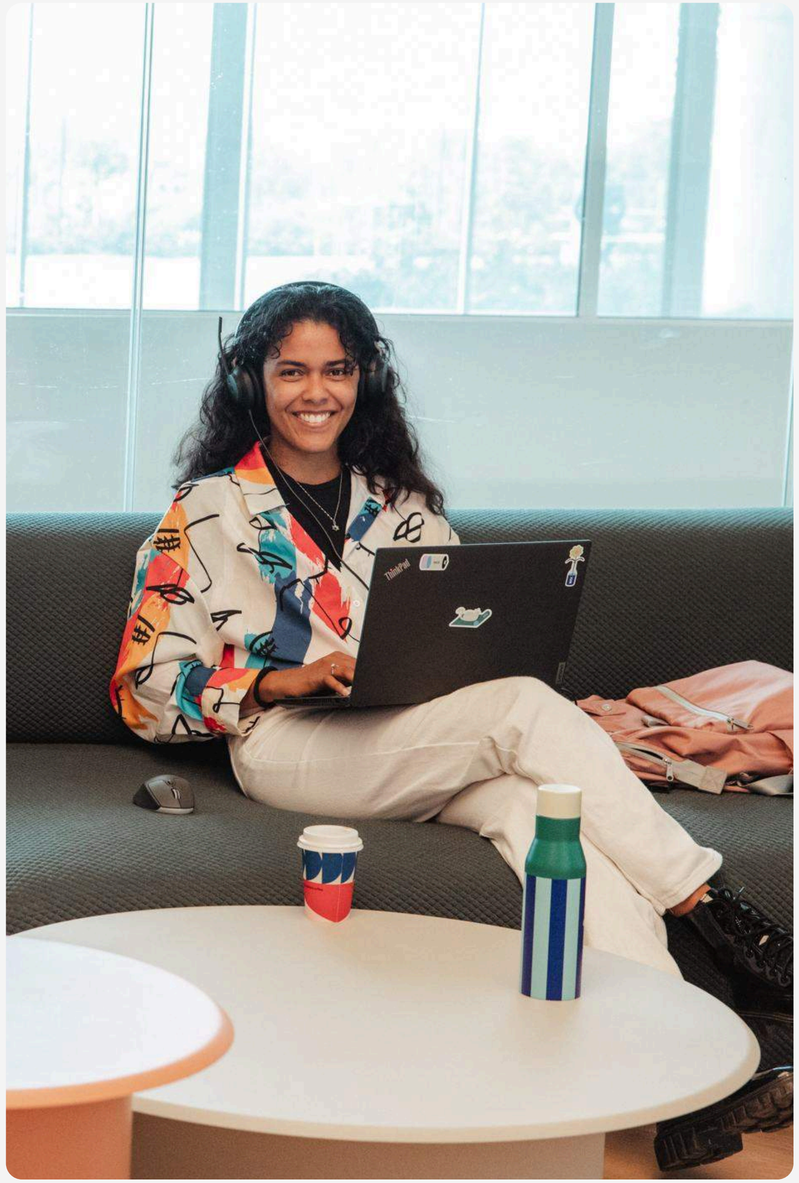
AI-Powered Self-Service Support

For our self-service tools, we leverage industry-leading GenAI to provide 24/7, high-quality assistance across multiple channels. This reduces friction and allows for immediate problem-solving.

Helpmate AI Chat is our primary automated interface that provides natural conversation support 24/7. By being designed to resolve queries instantly, it streamlines the user experience and significantly reduces the need for human escalation. Through **Kera AI Voice Assistant**, we deploy specialized conversational AI infrastructure to provide deeper, product-specific guidance and technical assistance. In addition, we utilize AI in the **Help Center** to power article recommendations and advanced search, aiming to ensure users find the right answers at the right time.

Leveraging AI to Represent the User Voice

We don't just resolve tickets, we use every interaction to make Wix better. Beyond developing AI-powered support tools, we leverage advanced AI technology to represent the Wix user's voice, working closely with product teams to deepen our understanding and improve Wix technologies. By using AI to analyze customer feedback, we focus on ensuring the user's voice is at the heart of our product roadmap. Furthermore, by directly translating Customer Care data into actionable insights for product teams, we support continuous product improvement, leading to real-world feature updates and friction reduction.



Wix Campus, Tel Aviv

Product Accessibility

We're committed to making the web a place for everyone.

At Wix, product accessibility is an essential component of ensuring all users – including those with disabilities, can access and navigate a website with ease. We take an **'accessible by design'** approach, so accessibility features are built into every product, seamlessly and effectively.

We recognize these efforts have the potential to significantly improve the lives of people with disabilities and drive broader social impact. Achieving this requires multidisciplinary collaboration, creative thinking, and continuous innovation. The Wix Accessibility Team leads our program, providing specialized information and education across internal teams, monitoring the latest regulatory requirements, and working closely with advocacy organizations and individuals with disabilities to ensure relevance and effectiveness.

Our work focuses on two areas: enhancing the website building experience for Wix users and supporting efforts to improve the accessibility of the websites they create. We aim to provide 'out-of-the-box' accessibility, where Wix features and products are automatically optimized for inclusivity.

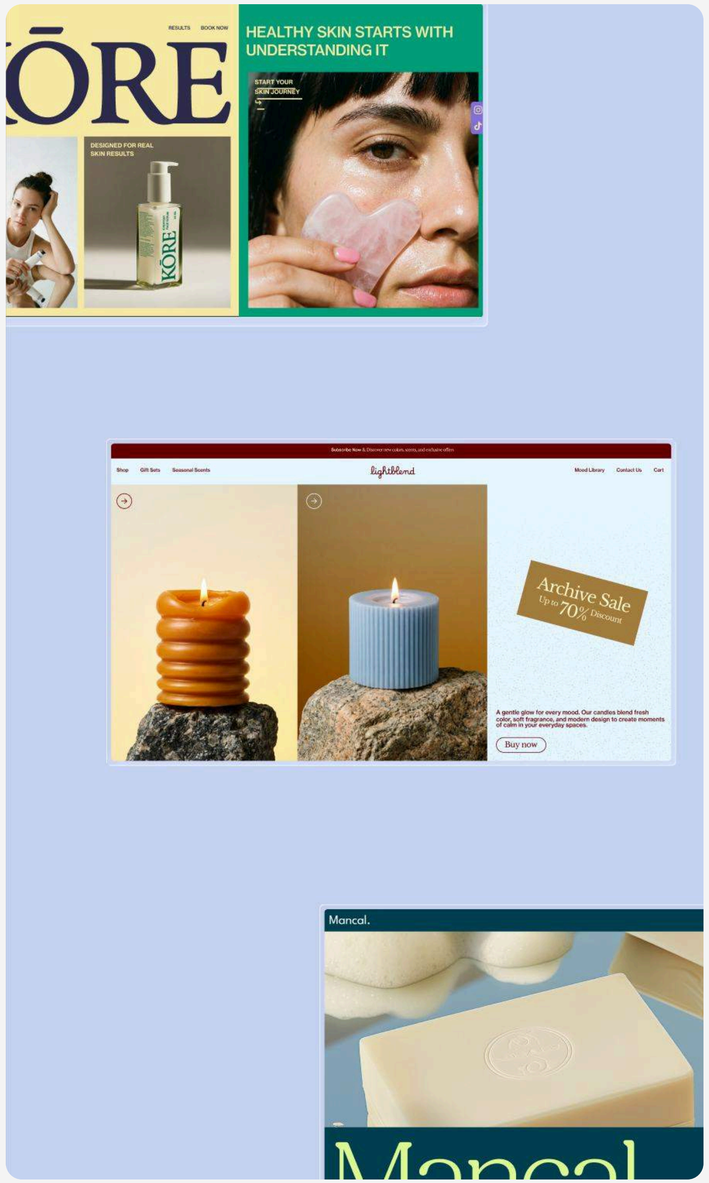
Helping Users Build Accessible Sites

We invest significant resources to help anyone building products on the Wix platform to create accessible websites and apps. We achieve this aiming to make components and features accessible by default and by providing specific settings and controls to enhance accessibility, such as adding image descriptions and defining clear heading hierarchies. In addition, we offer accessibility guidance at key points to help users avoid common mistakes.

In 2025, we held a company-wide initiative to further prioritize platform accessibility. During this initiative, we identified specific component issues and cross-functional teams collaborated to resolve these issues, with the goal of providing a more inclusive experience across the entire Wix platform.

To further support our users in building accessible websites, we developed the innovative **Wix Accessibility Wizard**, which helps improve the overall accessibility of websites built on the platform. The Wizard quickly scans a site to identify accessibility issues, such as missing alt text, insufficient color contrast, or an incorrect heading structure, and allows users to fix them directly within the tool in an easy and intuitive way. In addition to automated fixes, the Wizard also includes a manual tab that provides a step-by-step guide to help users further enhance their website's accessibility.

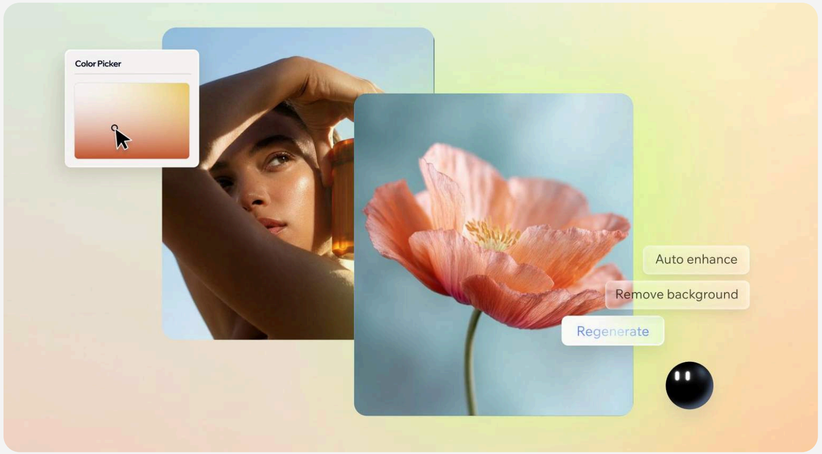
The Wizard is continuously updated to better align with the latest Web Content Accessibility Guidelines (WCAG) 2.2 standards, and we continue to enhance the tool by introducing new features, such as AI-driven corrections for improved functionality and expanded support for specific business verticals.



Developing Internal Tools to Optimize Accessibility

Wix is committed to ensuring that accessibility remains a core standard across the platform. To support this commitment, we are developing an internal accessibility validation tool that can automatically run on a product or feature before it is released to production, scanning for accessibility issues and preventing deployment if a critical problem is detected.

By working to integrate accessibility checks directly into the release process, Wix strives to ensure that new features will meet our accessibility standards before reaching users. This approach helps our teams consistently deliver inclusive, accessible experiences while maintaining the high accessibility standards across the Wix platform.



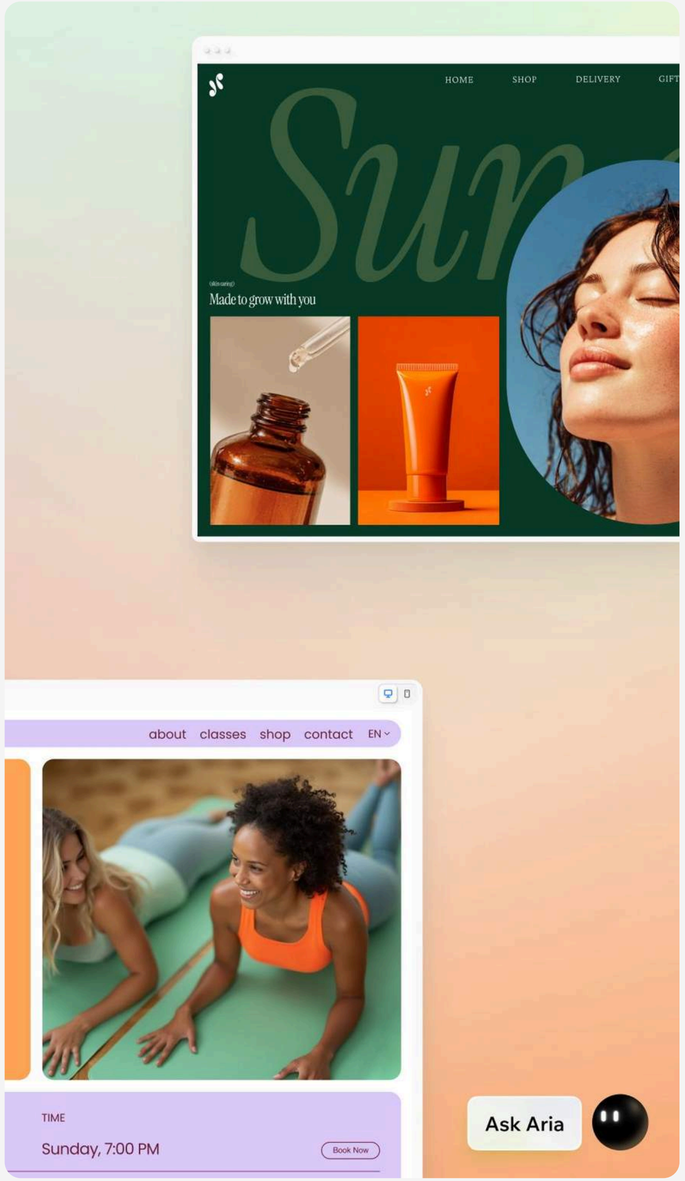
Education

We are focused on raising awareness of the importance of web accessibility – for Wix employees, our users, and the broader ecosystem.

To raise awareness among Wix employees regarding the importance of accessibility, a new space was designed at the Wix Campus. The **Wixability Inclusion Lab** features simulations of various disabilities that demonstrate how different users interact with Wix and other digital products. Each station offers a unique experience, from visual impairments to cognitive and physical disabilities. The goal is to create an inviting, educational hub at the center of campus where employees gain first-hand experience testing Wix products and ensuring they are inclusive of diverse accessibility needs. The innovative space is scheduled to open in 2026, with plans to eventually make it available to professionals from outside Wix.

To further support our ongoing implementation, we have developed a specialized course for **Wix Accessibility Champions**. Launched in 2024 and now in its fourth cohort, this program empowers employees across various teams to master accessibility standards and implement them effectively throughout their products. In 2025, there were 54 participants.

To educate our users about the importance of web accessibility – and to provide the guidance and knowledge necessary to ensure their sites are accessible – we maintain a range of resources, including guides and articles on the topic, as well as accessibility templates and detailed FAQs.

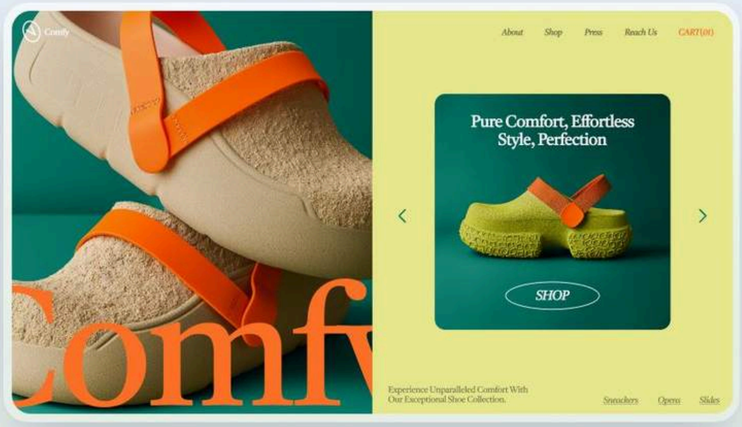


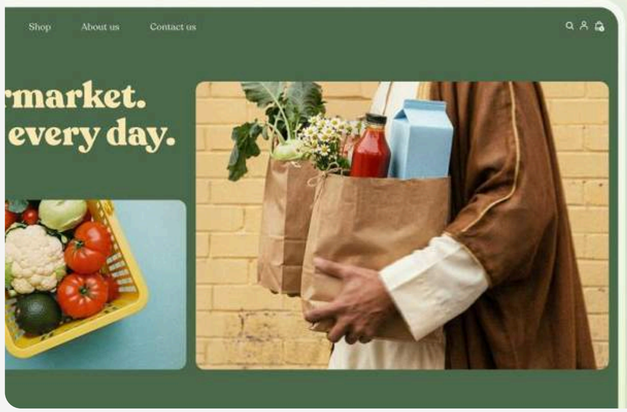
Leading the Sector

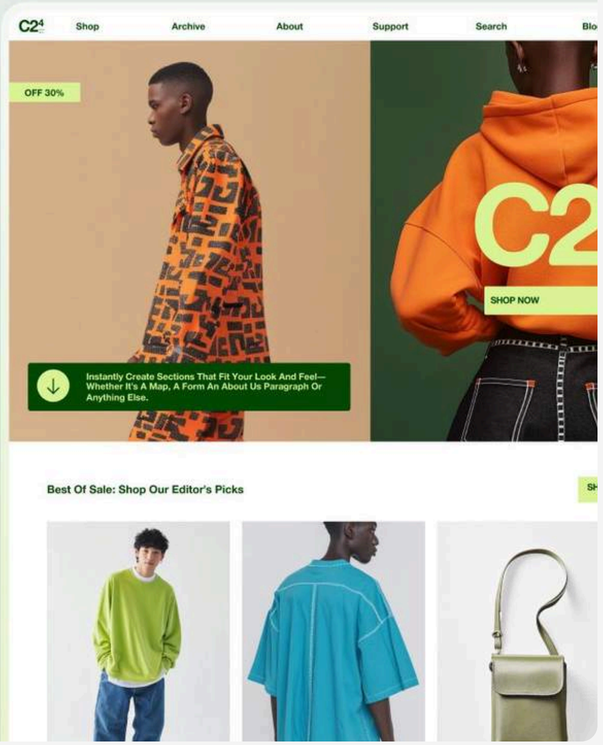
Our dedication has resulted in an enhanced user experience and significant recognition.

In 2025, for the second year in a row, Wix was ranked as the Most Accessible Website Platform CMS among 10 platforms. Rankings are published in the Web Almanac, a report produced by the HTTP Archive that analyzes the state of the web based on data from millions of websites.

The Wix Accessibility team presented their expertise at various industry conferences in Israel and internationally to highlight the importance of advancing digital accessibility. By sharing these insights, Wix reinforces its role as a key player in the global effort to promote inclusivity, reinforcing our commitment to the advancement of the field and broader social impact and inclusivity.







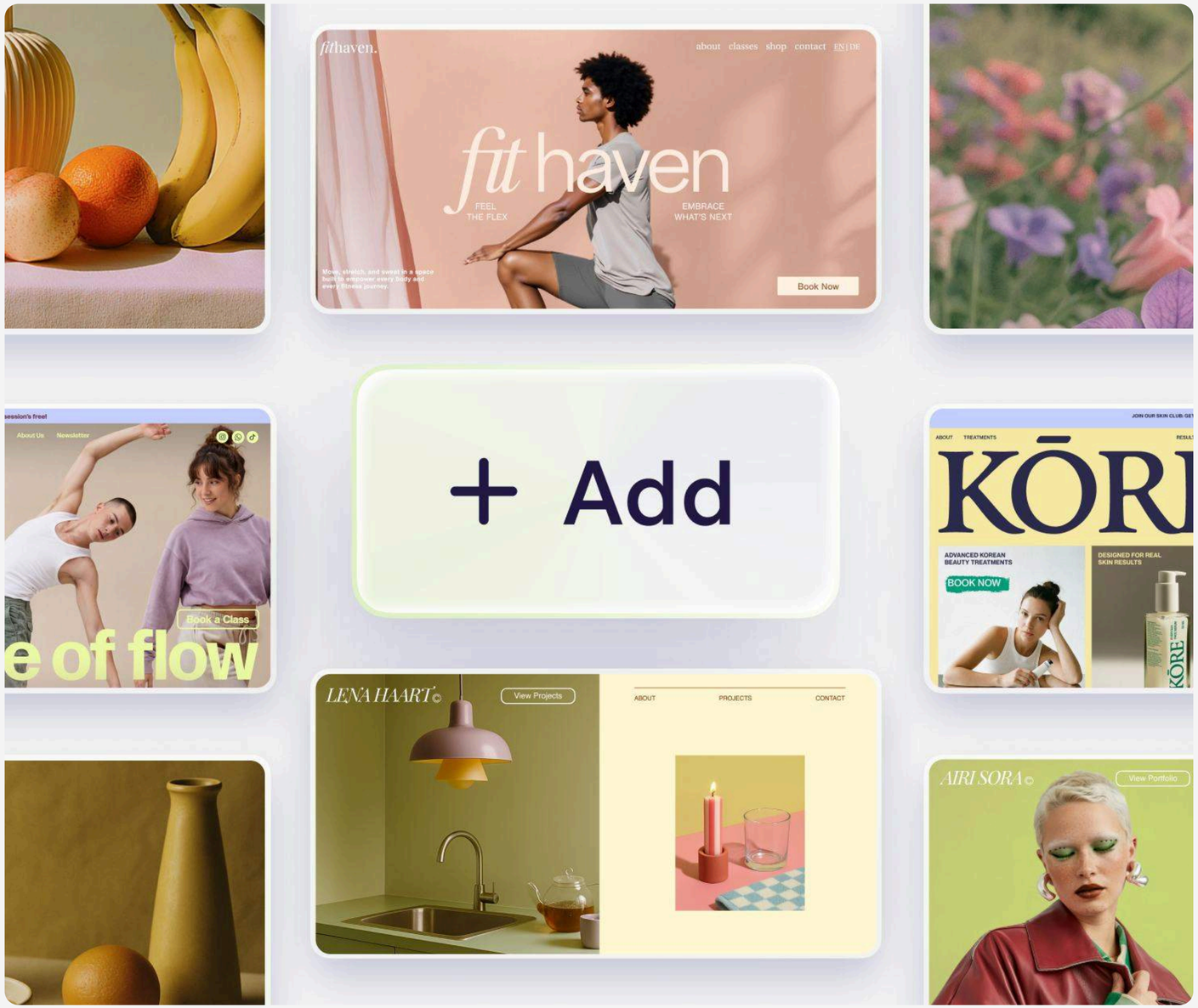
Performance & Reliability

We are dedicated to providing a fast, reliable, and high-performance user experience on Wix sites.

We continue our investment in optimizing website speed, resulting in steady Core Web Vitals improvements in 2025 across all sites hosted on our platform. According to the HTTP Archive CWV Technology Report, the percentage of Wix sites passing Core Web Vitals improved significantly from December 2024 to December 2025, increasing from **64% to 73% on mobile**, representing a 9 percentage point increase, and **66% to 81% on desktop**, representing a 15 percentage point increase. This provides a more responsive and efficient user experience for visitors to Wix-powered sites.

Our multi-cloud infrastructure is backed by global content delivery network (CDN) coverage and **99.99% uptime**, supporting resilience and scalability. This robust infrastructure provides a reliable foundation that minimizes downtime and ensures consistently high performance, fast load times, and a seamless user experience for customers around the world.

In addition, in the 2025 Web Almanac, Wix again achieved a perfect Lighthouse SEO score of 100 on both mobile and desktop, continuing to lead in discoverability and search optimization. On Lighthouse Performance, Wix ranked as the top performer across major CMS platforms, demonstrating our ongoing investment in delivering fast, high-quality experiences for Wix sites.



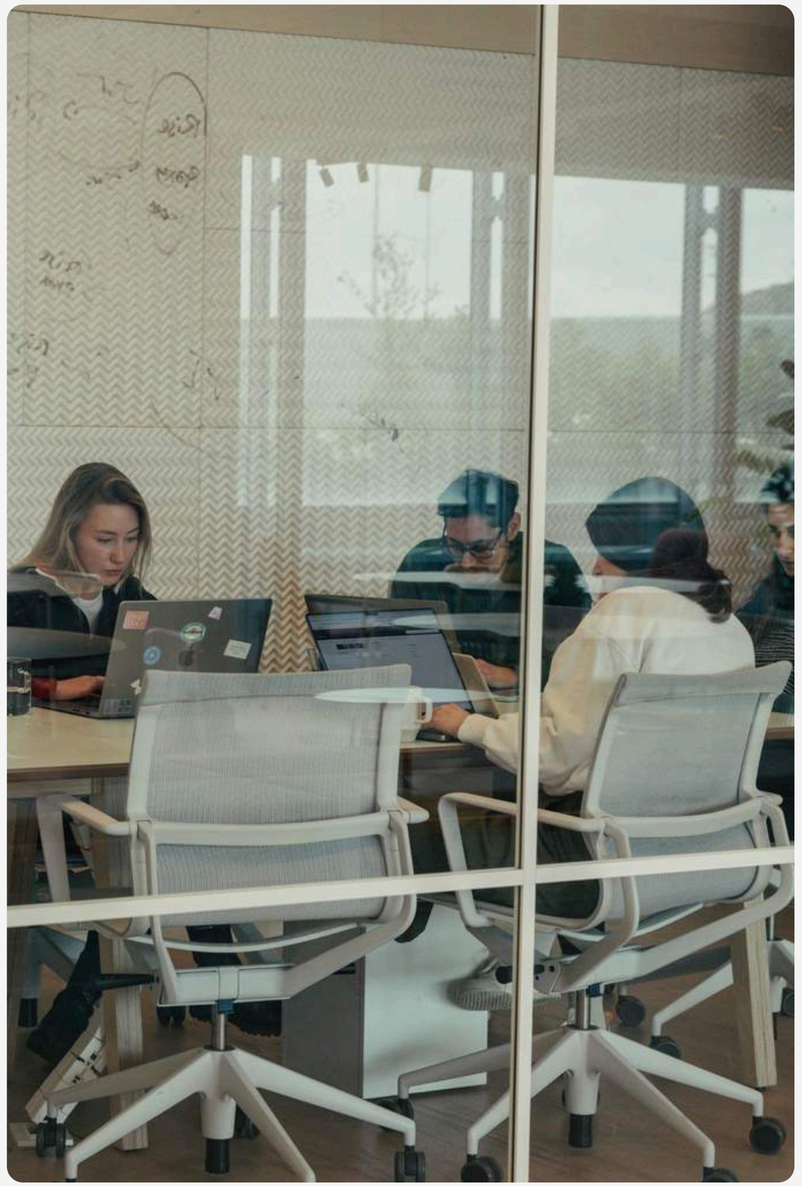
Code & Server Optimization

Code and server optimization are core components of our scalability and user experience. With millions of sites relying on our infrastructure, even minor inefficiencies can lead to latency or increased operational costs. Our KPIs of cost reduction, performance, and reliability ensure our systems remain resilient and cost-effective under peak loads. Achieving these goals is a multi-team effort, involving our database infrastructure team, DevOps, and developers across the company – all working together to continuously refine our services and hardware utilization within external hosting environments.

In 2025, we initiated several optimization projects, applying Wix Engineering's principles of growth and speed.

The Data Infra team completed a full migration of all production-serving MySQL nodes to Amazon Graviton CPUs, resulting in a ~15% reduction in compute costs and up to a ~50% reduction in CPU utilization. During this initiative, we also consolidated availability zones in each region to further save on data transfer costs. This led to a subsequent lowering of our total core usage by 500 cores, while reducing the total IOPS and throughput used by our MySQL clusters' disks by 160K and 9K MB/s, respectively.

The Data Infra team also optimized the Wix data platform, leading to a 50% reduction in monthly costs while maintaining performance and scalability. This multi-phase project focused on three critical pillars: total visibility into spending, clear ownership attribution across cloud and data resources, and a centralized, query-able view of costs within our own data lake.



Wix Campus, Tel Aviv

Our journey toward a more cost-effective data platform was about building transparency, ownership, and efficiency into every layer of our data infrastructure. By combining a solid pricing model, clear usage attribution, and a culture of accountability, we were able to reduce our monthly cloud spend by half – without sacrificing performance or agility.

This commitment extends to robust data lifecycle management and AI-assisted development. In 2025, we performed "hard deletes" of select inactive sites and we are on track to shrink storage requirements, significantly boosting response speeds. Furthermore, we now utilize AI agents to run code fixes in fewer builds, potentially reducing the cost of the development lifecycle.

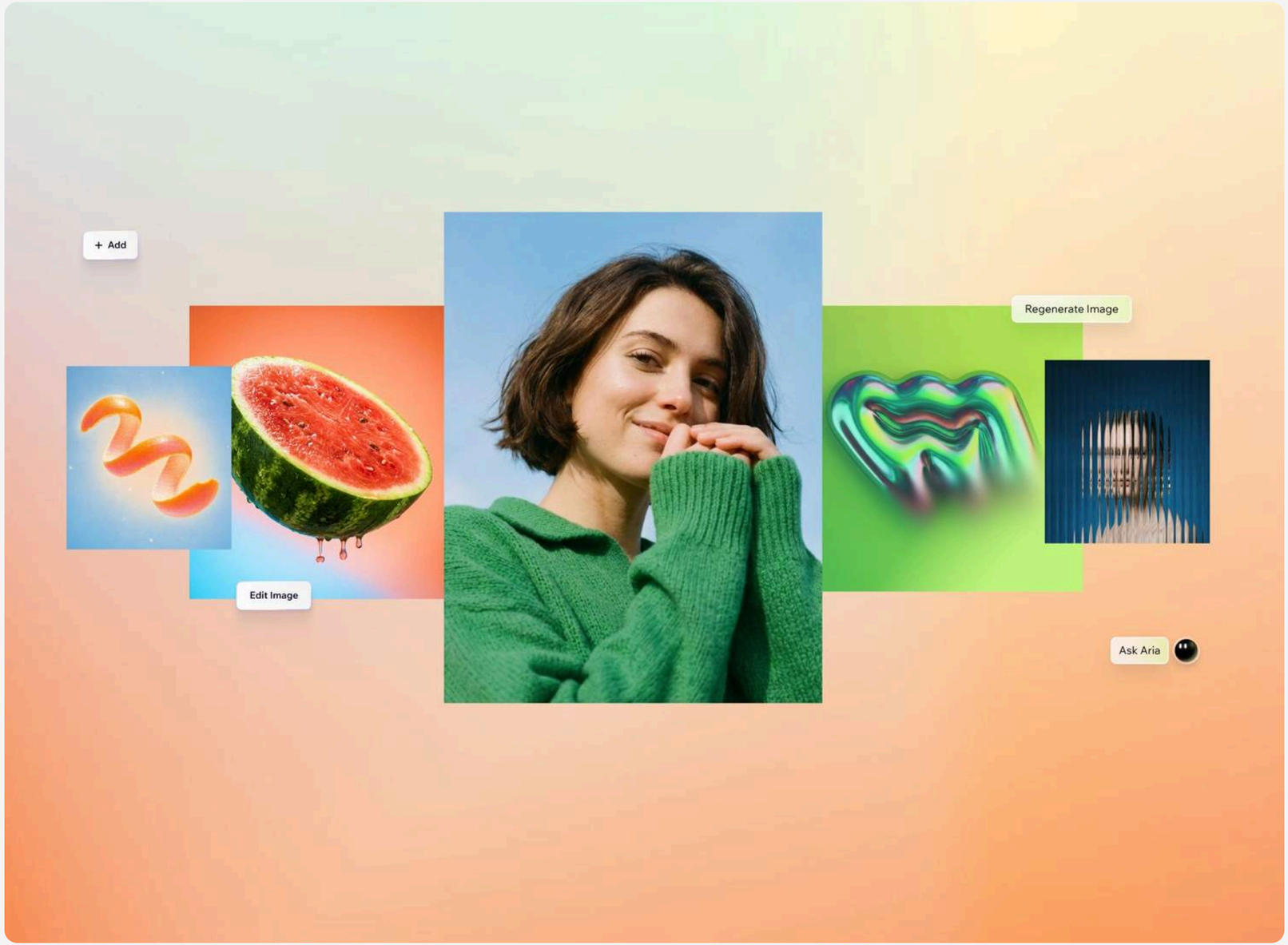
These initiatives are supported by continuous education programs where our Infra teams teach employees to monitor costs and optimize service configurations, ensuring every developer contributes to our collective efficiency.

Business Continuity

We are dedicated to supporting business continuity for our users and employees. Our comprehensive business continuity program is designed to make sure our platform, infrastructure, and operations remain functional and resilient in the event of a major disruption – whether caused by a regional conflict that impacts our offices and employees, a severe weather event or power outage due to the effects of climate change, or other incidents.

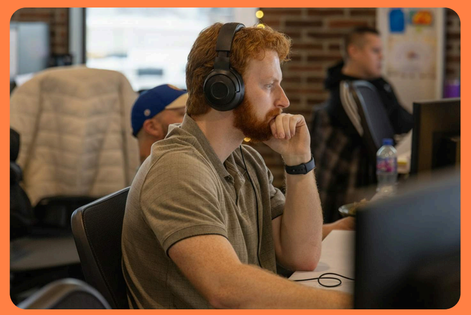
To manage these risks, we have implemented a range of mitigation strategies. We use data centers and cloud service providers in separate geographic locations to allow availability and continuity of our infrastructure and services. No critical infrastructure or equipment is maintained onsite at our offices, and we have systems and processes in place to allow all employees to seamlessly work remotely if needed. In addition, we have built-in redundancy with dedicated teams in multiple geographies to support the Wix platform, our services, and supporting infrastructure.

The company's business continuity plans (BCP), incident response, and disaster recovery plans are overseen by the Production, Business Operations, and Security teams. We have designated solutions in place for protection and mitigation of attack efforts. These are tested and updated periodically, including through tabletop drills that allow teams to test and improve their responses, communication, and decision-making. Teams managing critical infrastructure receive specialized training on their on-call and redundancy roles, ensuring they are prepared to provide backup or serve as replacements if necessary. It was not necessary to deploy any emergency measures in 2025.





Wix Campus, Tel Aviv



Wix Cedar Rapids, US



Wix Campus, Tel Aviv



Wix Campus, Tel Aviv

Our People & Communities

Learning & Development 50 Compensation & Benefits 53 Culture of Inclusivity & Belonging 54 Employee Engagement 58 Enhancing the Employee Experience 59

Employee Health & Wellness 61 Inspiring Young Talent 64 Volunteering & Donations 67

People are the heart and driving force of Wix.

We aim to create a culture where our employees feel empowered and challenged, and are equipped with the resources and tools to thrive at work and in their personal lives. We are continuously learning and we believe personal and professional growth is crucial to the wellbeing of our employees. We recognize our deep ties with the communities where we operate and believe that when they thrive, we thrive - and vice versa.

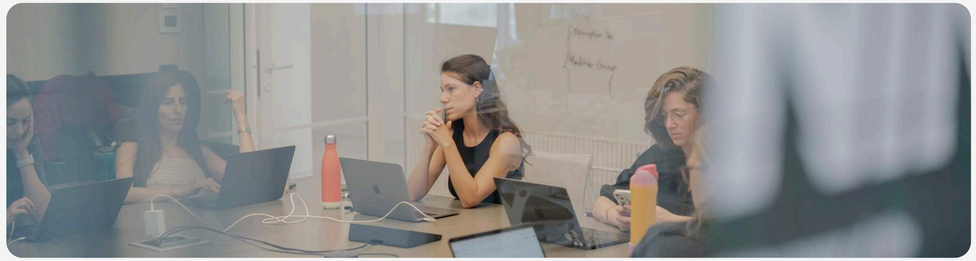


Wix Campus, Tel Aviv

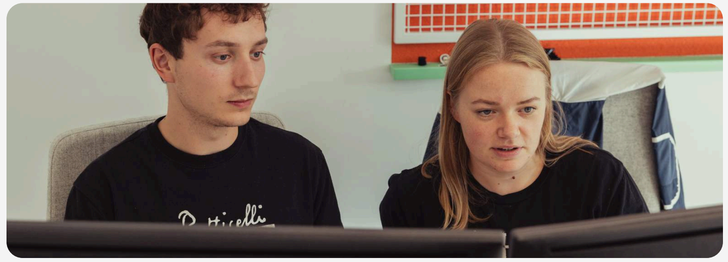
People Highlights 2025

5,340

Employees



Wix Campus, Tel Aviv



Wix Vilnius, Lithuania

15

Locations around the world

76%

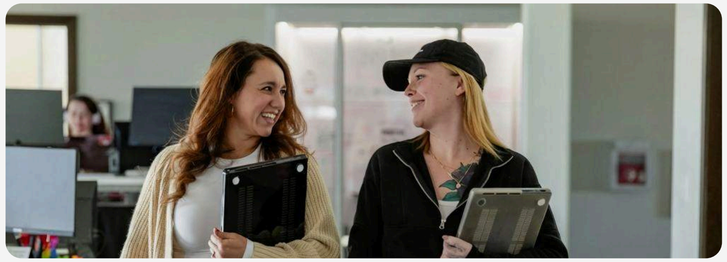
Employees have been at Wix for at least 2 years

46%

Relative reduction in employee turnover since 2022

1 out of 3

Positions filled internally



Wix Cedar Rapids, US

Learning & Development

At Wix, we believe learning is a strategic investment in people and we empower our team members to continuously learn, improve, and rapidly evolve.

We foster a dynamic workplace where employees can thrive in their roles, while offering opportunities for them to learn essential skills, share knowledge, and develop their leadership potential. In a rapidly shifting ecosystem driven by AI, we are committed to evolving and quickly adapting our support systems to empower our teams, particularly during periods of transition.

Our comprehensive learning and development program is overseen by the Human Resources department, supported by multiple specialized teams dedicated to creating extensive learning and growth platforms for our global workforce. We take a holistic approach to employee development, focusing on both professional and personal development. Activities include specialized guild training for professional groups, as well as company-wide programs offered through a unified methodology across the organization – all designed to empower individuals, managers, and teams to thrive.

Guild Training

In 2025, we delivered a wide range of learning and development sessions across guilds, with a specific focus on integrating AI into technical, organizational, and operational processes.

For the **UX guild**, sessions included “The Art of Automation,” "Intro to A/B Testing," and "Product Sculpting." Training at the **Product guild** included "AI Mindset for PMs," "How to Do Market Research Right," and a mentoring workshop, while the **Writers guild** had an AI hackathon, AI mentoring programs, a leadership offsite, and a product localization AI Focus week.

Employees in the **People guild** participated in a wide range of programs, including an AI hackathon, training sessions on automation, and a session on leadership, while the **Ops guild** ran offsite training for program managers, a full day of training on AI and project management, a storytelling workshop, and training on finance and leadership. These are just some of highlights of our Guild training programs, which totaled more than 25,000 training hours in 2025.

Organizational Development

Our 2025 organizational development initiatives included a range of leadership courses, including training on how to build a winning team and specialized sessions for Team Leaders and Managers of Managers.

Other training programs included a workshop for women in R&D, a speakers course for engineers, and workshops by external experts on “Lead with Courage: Navigating Change,” “Managing Polarities in Leadership,” “How to Ship at Scale,” and a session on the multiplier effect.

Highlights also included training on how to think like a storyteller, presenting to decision makers, how technology tells a story, and the creative mindset powering Wix. These sessions were held across our global locations to support consistent growth throughout the organization.

Training Activities 2025

66,337

Total training hours company-wide

12

Average training hours per employee

Total and averaging training hours per employee are reported for the first time in 2025. Note, this data does not include mandatory onboarding training or annual compliance training hours.



Wix Vilnius, Lithuania

From Vision to Action: the xEngineer Journey

The AI revolution is fundamentally reshaping software development. It's not just about faster coding or incremental efficiencies; it's a structural shift that allows us to move quicker, eliminate unnecessary handoffs, and rethink traditional boundaries between roles and technology stacks.

At Wix Engineering, we're not waiting for the industry to catch up, we're choosing to lead. That's why we're unifying our Frontend, Backend, and Mobile engineering guilds into a single, powerful Engineering Guild. This isn't about overlaying AI on top of existing processes – it's about reimagining the engineering role itself for an AI-native world. The guild's mission is to dramatically improve the development experience for humans and AI agents, accelerating full adoption of AI-driven development at scale.

We call this new archetype the **xEngineer**, a design-first engineer who leverages AI as an integral part of every workflow, while maintaining deep expertise in a core stack or product domain.

We recognize that becoming AI-native doesn't happen overnight. That's why we are investing heavily in employee education and enablement to support our engineers every step of the way. This includes:

- ↘ AI-First Training
- ↘ Cross-Stack Fluency
- ↘ Learning by Doing
- ↘ Continuous Education Tracks

This is more than an organizational change. It's Wix's commitment to building the next generation of engineering ahead of the curve. By embracing AI as a core teammate, we're positioning ourselves and our engineers to deliver higher-quality products faster, with greater ownership and impact.

We are entering a new phase in the evolution of software engineering – one where engineers are no longer defined primarily by the code they write, but by the problems they solve and the systems they design. As AI dramatically lowers the cost of producing code, engineers gain the ability to focus on what truly matters: creating value for users.

The xEngineer is more than a title, it is the blueprint for the next generation of creators. By harnessing the synergy between human judgment and AI capabilities, we are breaking free from narrow technical boundaries-empowered to build the most ambitious, impactful software in the history of our craft.



Wix Engineering Conference, Tel Aviv



Wix Vilnius, Lithuania

Compensation & Benefits

At Wix, we see our employees as the key to our success. That's why we include equity as a standard part of every full-time compensation package, alongside competitive salaries and benefits. This way, everyone shares in the success they help to create.

We are committed to fair pay, with compensation determined by role, location, performance, experience, and skill set. While specific offerings vary by location, our comprehensive benefits package ensures consistent access to quality support across our sites. Benefits include:

↘

Pension, savings and retirement plans

Provided in accordance with local regulations and best practices.

↘

Discount programs

We offer a portfolio of discounts, perks, and rewards that enable Wix employees and their families to save on a variety of services and products.

↘

Employee Stock Purchase Plan (ESPP)

Allows eligible employees to purchase Wix shares at a 15% discount through payroll deductions.

↘

Wix Total Compensation

In 2025, we introduced WixTC, a real-time platform for employees to view their complete compensation package - including salary, equity (RSUs and ESPP), and benefits - in one view, as part of our transparency efforts.

↘

Health plans

Includes comprehensive health insurance, dental and vision to cover a range of healthcare needs, based on location. In certain locations, we also offer disability and income protection plans, at no cost.

↘

Parental leave

We offer 15 weeks of paid parental leave for the birthing parent, and 6 weeks of paid parental leave for the nonbirthing parent. Eligible employees receive continued access to benefits and perks during this time off.

↘

Time off and holidays

We provide ample time off for personal recharge and special life moments.

↘

Wix Invest

We also launched Wix Invest, an ongoing series of financial sessions aimed at simplifying compensations and benefit-related topics to Wix employees. These sessions are meant to empower employees in making the most of their financial benefits, and help them make more educated financial decisions and plan their future.

Culture of Inclusivity & Belonging

We aim to create a culture where every individual can be successful, is treated equally and fairly, and is a partner in Wix's success.

At Wix, we believe we have a shared responsibility for building and improving the company, while being attentive to and supporting one another. Our goal is to bring together bright, curious and driven people who are motivated by our mission.

We hire people, not resumes – and our hiring process reflects that. As a people-focused company, our culture is built on seeing and valuing every aspect of each individual. We value the fact that everyone has their own route, and we encourage that. It's what makes our workplace fun and creative, and also translates into significant opportunities for internal mobility across the company.

We value fresh and varied perspectives.

The different personal and professional backgrounds we bring to work enable us to solve complex problems and create innovative products that answer the needs of hundreds of millions of users around the world. We aim to have as many different perspectives as possible to help us reach our shared goals and objectives. Our Chief People Officer is responsible for overseeing our inclusivity and belonging initiatives.

Our policy is that everyone is welcome at Wix, and we are proud to be an equal opportunity employer. That means we recruit, hire, train, promote, compensate, and manage our employees regardless of race, color, religion, sex, sex stereotyping, pregnancy , gender, gender identity, gender expression, national origin, age, mental or physical disability, ancestry, medical condition, marital status, military or veteran status, citizenship status, sexual orientation, genetic information, or any other legally protected status.



Wix Vilnius, Lithuania

Wix was built around the idea that everyone has the right to be successful online, and this same vision defines us as an employer: creating a work environment where each of our employees has the right to succeed.

No matter the position or department, it is our shared responsibility to create equitable and inclusive environments where everyone feels they belong. To support our culture of inclusion and belonging, we have policies in place to prevent discrimination and harassment in the workplace. All employees undergo training in these guidelines annually and at the start of their employment, and the policies are available on our internal platform. As a reflection of our commitment to an inclusive culture, members of the Wix Campus cleaning team are full-time employees, with comprehensive benefits.

In 2025, women represent 33% of our technical workforce – roles that have traditionally been male-dominated, and we continue to maintain solid female representation in management, with women holding 43% of leadership roles. We are committed to equal pay at the workplace, and in accordance with local regulations, we publish an annual Equal Pay Report in Israel and Ireland. We also publish an annual Global Equal Pay report.

	2023		2024		2025	
Employee Segmentation by Gender	**Female**	**Male**	**Female**	**Male**	**Female**	**Male**
Workforce	47%	53%	46%	54%	46%	54%
Tech* Roles	27%	73%	28%	72%	33%	67%
Management	44%	56%	43%	57%	43%	57%

*Tech includes R&D, Data Science, Product, UX, Security, IT and Data Dev
Note: To ensure accurate year-over-year comparison, we have restated 2023 and 2024 Tech and Management data to align with our updated reporting methodology. This section is not audited.

Wix for Everyone

In recent years, we have strengthened our commitment to the inclusion of people with disabilities. These efforts include incorporating specialized content into our manager training programs, employee onboarding, and internal portal. In addition, we provide accessibility information on our careers site, including accommodations available in the application process for candidates with disabilities.

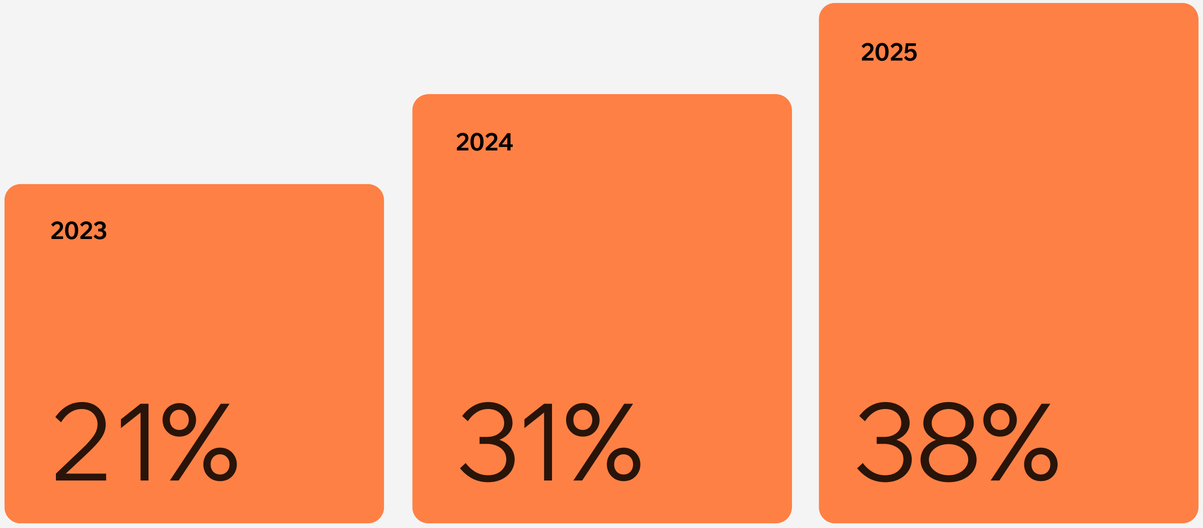
In parallel, to support our efforts to recruit from a range of talent, we have reached out to professional associations that work with people with disabilities to improve inclusive hiring practices. These initiatives have already increased awareness and improved the support systems available to employees with disabilities across the organization. In 2025, we held a dedicated awareness week focused on PTSD in Israel, supplemented by volunteer activities designed to foster deeper understanding and community support. Moving forward, we plan to focus on different topics and disabilities in the future.

Internal Mobility

We are committed to fostering internal advancement and leadership opportunities as a driver of talent retention, employee growth, and cross-organizational knowledge. Led by our **Head of Internal Mobility**, we empower employees to find the right position to advance their career paths, and they can learn about different areas and positions at Wix through various channels, including cross-company learning initiatives, guild activities, and our internal platform which includes job openings.

We continue to see a steady increase in internal mobility. In 2025, **38%** of all open positions at Wix were filled from within the organization – a figure that has nearly doubled in just three years since 2023. In addition, **82%** of Team Leaders were promoted internally, reflecting a strong pipeline for upward career growth.

Positions filled internally



New Employee Onboarding

In 2025, we transformed our onboarding process to better align with Wix's culture and values. By focusing on a comprehensive support system for new employees – and their managers, we provide the essential professional and cultural knowledge needed for new employees' success. This approach to onboarding is designed to accelerate integration and support long-term career growth at Wix.

As part of the process, we introduced a global onboarding platform to provide uniform, standardized experience for all new hires worldwide. Our engagement strategy begins the moment an offer is accepted, and the welcoming process is designed to foster an early sense of belonging and make sure every individual feels valued and informed as they prepare to join the Wix community.

New hires now take part in a two-day onboarding program held onsite at their Wix location, as part of a small cohort of new employees (typically 8-12 participants). During the program, they receive training on Wix's core values, business strategy, and AI-driven future. This structured start is designed to ease the pressure of joining a new environment, help new employees build peer connections, and equip them with the professional and cultural foundations they need to thrive at Wix.

To further personalize the experience, we introduced the **Wix Host** program, where select employees act as mentors to guide each cohort through their first days at work. The hosts undergo specialized training and participate in a dedicated community to share best practices and insights. After completing their initial onsite onboarding, employees transition to Guild-specific onboarding programs, which are aligned with the global onboarding process.

The onboarding process supports employees throughout their first few months at Wix. During this period, we provide additional training on products and data. After approximately three months, employees take part in a global online "closing" session for onboarding, where they have the opportunity to connect with senior management. In addition, a follow up check-in helps align expectations and support future growth. The entire process is coordinated with hiring managers to support consistent mentorship and accountability at every stage.

We use a variety of channels to measure onboarding success, including platform analytics, manager-employee feedback, and structured cohort roundtables. This helps us identify what works and implement continuous improvement measures, with the goal of keeping the onboarding experience aligned with the company's rapid pace of innovation and the expectations of our global workforce.

In 2025, onboarding programs were held in Israel, Ukraine, the US, Ireland, Lithuania, Poland, and Japan. Programs included:

- ↘ Orientation days for new employees
- ↘ Training sessions for Wix Hosts
- ↘ Training sessions for Hiring Managers



Wix Vilnius, Lithuania

Employee Engagement

We believe in a culture of collaboration - making it easy for everyone to connect, communicate and contribute.

We engage with employees through a variety of channels, including roundtables, group meetings with executives, regular company updates, email, newsletters, monitors in offices, Q&A sessions, 1:1 meetings, Special Forums, the Wix Life internal platform, and our Ask Us Anything mailbox. We also foster open and respectful communication through Slack channels where people actively share ideas and feedback.

We assess employee satisfaction through our retention rates. As of the end of 2025, **76%** of employees had been at Wix for at least two years; furthermore, **55%** had been there for at least four years – representing a 25% increase from 2024. Our employee turnover rate decreased by 11 percentage points since 2022, for a relative reduction of 46% from 2022 to 2025.

*To ensure accurate year-over-year comparison, 2024 data was restated to align with our current reporting methodology; this section is not audited.

Turnover Rate

	2022	2023	2024	2025
Turnover rate	24%	20%	15%	13%

	2024		2025	
Employee Turnover Rate by Gender	Female	Male	Female	Male
	16%	14%	13%	14%

Tenure Distribution

Employee Tenure Distribution	2024*	2025
2 years and above	75%	76%
4 years and above	44%	55%
6 years and above	21%	26%

*Tech includes R&D, Data Science, Product, UX, Security, IT and Data Dev
Note: To ensure accurate year-over-year comparison, we have restated 2023 and 2024 Tech and Management data to align with our updated reporting methodology. This section is not audited.

Enhancing the Employee Experience

To enhance the employee experience, we have established a cross-functional forum that develops a range of initiatives to elevate the employee experience. The forum meets regularly, bringing together managers from key operational areas, such as health and wellness, facilities, employee benefits, Karma, and internal communications to coordinate initiatives for Wix employees and the larger community that bring together different company functions and authentically reflect Wix's values and culture. 2025 Highlights include:



Wix Campus, Tel Aviv



Holiday Gifts from Small Businesses

In Israel, employees had the opportunity to choose their Passover holiday gift from a range of several options – all sourced from small businesses. To highlight these local businesses, the internal communications team produced a series of video spotlights, so employees could “meet” the business owners and hear their unique stories. For the Jewish New Year, employees received a bottle of wine from a local winery – with a custom-made Wix label created by the Design team.

“What Does Mommy/Daddy Do?”

To celebrate International Family Day, we are creating an illustrated children’s book on the theme ‘What Does Mommy/Daddy Do?’ The storybook explores different roles in tech, helping children understand their parents’ jobs and the larger impact of their work.

Wix City Guides

We launched Wix City Guides, a website open to the public with travel guides put together by local Wix employees at our different locations. Each guide highlights local businesses and ‘insider’s tips’. When Wix employees travel to our different sites for business, they get a link to the relevant Wix City Guide, so they can experience the city like a local.



Employee Health & Wellness

We take a holistic approach to our employees' health and wellness, and strive to create a workplace that supports, protects, and promotes their individual physical and emotional wellbeing.

As part of our employee benefits package, we offer a range of health and wealth benefits. Beyond health insurance, this includes access to subsidized mental health services designed for personal growth, overcoming challenges, and adopting a healthier lifestyle. We offer free medical screenings for employees aged 40 and over, as well as annual skin checks and breast cancer screening for our employees. At the Wix Campus, our **Wellness Center** offers a variety of treatments to support employees' physical and mental wellbeing.

Throughout the year, we organize a range of **health and safety initiatives** across our locations. In 2025, this included onsite vision screenings and dental checkups in the US, mental health and resilience workshops in Israel and Japan, and 'wellness week' activities in Vilnius featuring physiotherapy and nutritional consultations. Our global sites also hosted blood drives, ergonomic assessments, and specialized preventative care events, alongside first aid training and psychological support services offered across locations.



Wix Campus, Tel Aviv



To safeguard workplace safety, we have emergency procedures in place regarding what to do in an emergency situation, such as an earthquake, tsunami, fire, or security situation.

Across our global locations, we offer a full calendar of **engaging activities** for employees. These include team building events, guild fun days, and holiday celebrations. We also host a range of recreational activities for employees, including happy hours and game nights, in addition to family events where we host employees' friends and families.

To acknowledge the different needs of various **employee communities**, we have special programs and activities throughout the year. For employees on maternity leave, we provide access to pre- and postnatal workshops, send care packages to their homes, and provide workplace comfort equipment. For the Wix Rainbow community, which supports LGBTQ employees, we hold events, lectures, and volunteer opportunities throughout the year, with the aim to educate all employees and make everyone feel included and safe at work.

To promote a healthy, active lifestyle we offer a range **of fitness and sports activities** throughout the year. In Israel, there are employee groups for football, basketball, and volleyball that meet weekly at company-funded facilities, with annual tournaments held for these groups. Additionally, we have a running group where we support employee participation in various races, such as the Tel Aviv Marathon, where we sponsor participants to run for select charitable organizations.



WixFit is our fitness center located on campus, where employees have free access to the gym and private training sessions available at a subsidized fee. It also includes two studios that feature regular classes, including Pilates, yoga, functional training, and dance, along with specialized physical training workshops. Overall, approximately **85%** of the company's employees in Israel are registered as active participants in the fitness center, and suppliers are also granted free access. To expand our fitness offerings, we are relocating the fitness center to a larger, upgraded facility in 2026.

To improve employee life at work and home, we offer a range of services and facilities at Wix Campus.

Wix Whaaat is our main shop on campus. Operating as a nonprofit venture, it features products from local businesses, with **vendors receiving 100% of profits.** Located near the main lobby entrance, the shop is open to employees and Campus visitors throughout the day. Approximately 70–80 vendors are showcased each month, offering a wide variety of products – ranging from wine and stationery to candles, pet treats, phone accessories, and more. We also collaborate with various nonprofit organizations that sell products, with all profits going directly to the NGOs, and the shop also promotes Wix users and their products.

In addition to the shop, we also partner with local service providers to offer a variety of services to employees, such as package delivery, knife sharpening, clothing tailoring, and electrical repairs. This allows employees to take care of personal errands while they're on Campus and provides local independent business owners access to a wider market.



Wix Campus, Tel Aviv



Other amenities at Campus include Wix Glam, where employees can get on-site personal care, and Wix Balance, our sports and wellness shop.Throughout the year, we hold holiday gift fairs, pop-ups, and a farmer's market, allowing employees to find unique items while supporting local businesses.

Supporting Working Parents

Wix Daycare was established in 2023 as part of the company's vision to provide employees with a high-quality childcare facility on-site. Registration is open to all employees, with priority given to employee couples, single parents, and siblings of current enrollees. The bilingual program (Hebrew / English) is offered at a subsidized rate, making it more cost effective than comparable programs in the area, and it operates year-round, according to Wix's holiday calendar. It currently serves **45 children** aged 3 months to 3 years, with plans to expand capacity in the near future to meet strong demand.



Wix Campus, Tel Aviv

Wix Nest is a free, on-campus babysitting service. It allows employees to book hours in advance for children aged 2 months to 1 year. In 2025, the program provided approximately 1,200 hours of childcare.



During the summer, we organize **Wix Summer Camp** for employees' children. Children aged 3-10 years can register for three weeks of activities, including workshops on a variety of topics or can choose a traveling camp, where they visit a different educational site each day, such as museums, wildlife centers, and more. Children aged 11–15 can register for two-day workshops covering topics such as surfing, cooking, horse riding, technology, and more. In 2025, approximately **1,300** children participated in the company's summer activities. In addition, during the holiday of Hanukkah, we offer workshops for children, including three-day workshops on topics such as sports and science.



Inspiring Young Talent

To nurture the creators and developers who will shape tomorrow, we have established several initiatives designed to support and inspire young people around the world.

Wix Tomorrow

Wix Tomorrow is a global community of young changemakers (ages 13-18) shaping a better future through the power of website creation. The free platform provides the next generation with Wix tools to grow and develop innovative ideas, tackle the world's biggest challenges, and create meaningful impact in their communities and beyond.

The annual **Creators of Tomorrow Challenge** aims to build a global movement of young web creators and equip them with the tools and skills to launch innovative projects and create meaningful change. Using the full potential of the Wix platform and tools, participants from around the world design a website that tackles any of the UN's 17 Sustainable Development Goals (SDGs).

2025 Creators of Tomorrow Challenge

- ↘ 440K website views from 165 countries
- ↘ 124 projects were submitted by 172 participants from 35 countries (+200% increase from last year)
- ↘ 22 semi-finalists were selected; teams were paired with Wix mentors to develop their projects over 6 weeks
- ↘ 3 winning teams were selected and awarded monetary prizes

1st Prize: Rootscape

Innovative garden bed kits teaching simple gardening and irrigation, emphasizing sustainability and self-sufficiency.

2nd Prize: Neuroflux

Open-source AI model that analyzes brain scans to accurately identify brain tumor location and spread, giving doctors clear visual insights for faster decisions.

3rd Prize: Akshata

Initiative making a positive and sustainable impact on menstrual health in rural Bangalore, by addressing period poverty and empowering adolescent girls to adopt healthy hygiene practices.

Hour of AI

Hour of AI (formerly known as Hour of Code) is a global initiative led by Code.org that introduces students around the world to AI and technology through accessible, one-hour activities. Wix has served as the local partner of this initiative in Israel for the past eight years and in 2025, we became the official partner in Ukraine.

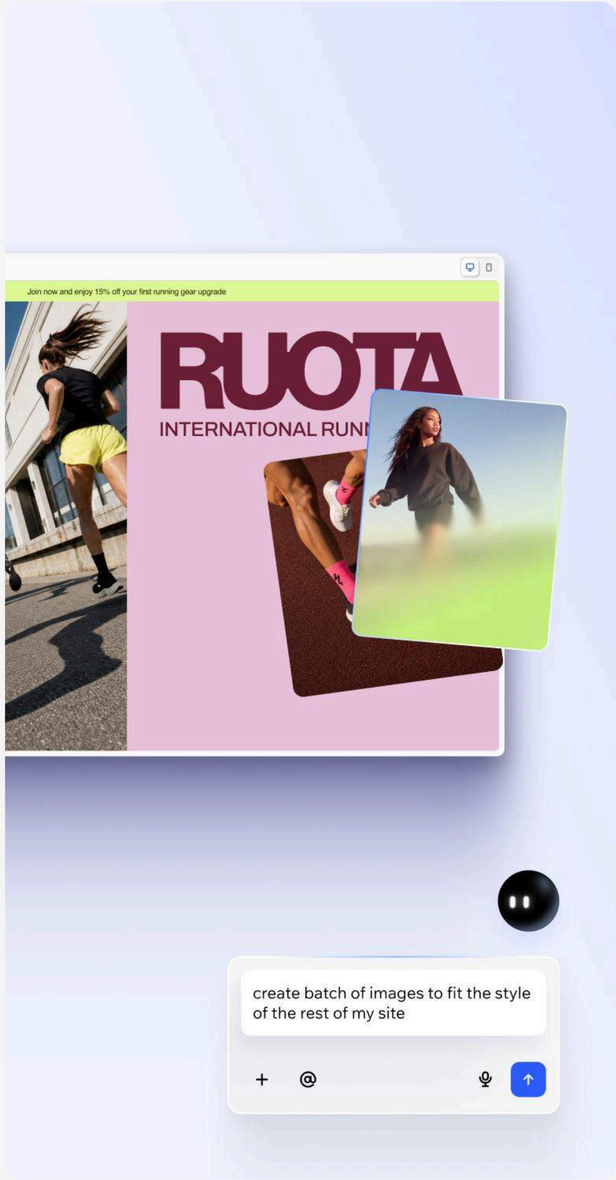
Hour of Vibe Code, Israel

In 2025, we focused on **AI and Vibe Coding**, with the goal of providing children across Israel with the hands-on experience needed to gain future skills and become creators, rather than just consumers, of technology. We launched a new bilingual website in Hebrew and Arabic featuring 70 activities, such as "Prompt Master," which received over 100K views. Additionally, the site provides educational information and tools, as well as resources for teachers and community members to host their own Hour of Vibe Code activities.



Wix Campus, Tel Aviv

Across the country, an estimated **250,000 students** spanning diverse religions, ethnicities, and geographic regions participated in hundreds of events. Highlights included several Wix Vibe site-building competitions nationwide, including at 11 schools in the Golan region. In addition, there were school-wide events that reached hundreds of students; at one middle school, for example, 8th graders taught coding and AI to 200 7th graders. Wix employees were actively engaged in the initiative, creating activities for the website or hosting events in their own communities and local schools.



Hour of AI, Ukraine

We launched the **Hour of AI** in Ukraine for the first time in 2025, featuring a custom-designed website developed in close collaboration with our local team. The initiative included over **640 students** who participated in 34 events, and it received enthusiastic support and feedback from schools, businesses, and local authorities. Featured activities included "AI for the Oceans," a "Music Laboratory," and "Game Building with AI." The platform also provided comprehensive educational tools, including instructional videos and AI resources specifically for educators. We look forward to expanding this initiative further next year.

MVP – Student Unicorn Search

Wix Lithuania participated in the MVP – Student Unicorn Search program, a joint initiative by Unicorns Lithuania and TV3 Media Group designed to help student teams transform their ideas into viable businesses. The program empowers students to think boldly, act decisively, and sell creatively as they prepare to enter the business world. Wix employees served as mentors, guiding four teams through idea validation, financial modeling, business strategy, and market analysis to refine their pitches. A Wix representative also served as a judge for the final competition, broadcast on Lithuanian TV.



Wix Campus, Tel Aviv

STEM Education for Girls

To promote STEM education for girls, we partnered with the nonprofit organization Sodkot on a website-building competition. Sodkot (Cracking the Glass Ceiling) is a gender empowerment program for girls, with a focus on STEM, that advances educational excellence in the geographic periphery of Israel. Eighth-grade girls from across Israel participated in the competition, which connects them with mentors from high-tech companies who teach them how to build a website.

Each school holds its own internal competition, with the winning team advancing to the second phase: a **hackathon hosted at the Wix Campus.** During the hackathon, each team is matched with a dedicated Wix mentor who provides technical guidance, answers questions, and helps refine their websites. Following the event, teams are given several weeks to finalize their projects before a panel of Wix judges reviews the final websites and pitches to select the winners.

In 2025, Wix hosted 29 teams for the hackathon, with 101 students participating. The event was supported by 29 Wix mentors, and 10 Wix employees served as judges for the final competition.

Volunteering & Donations

We actively encourage community support among our employees and value their passion for local engagement.

2025 Volunteer Highlights:

Volunteering hours

7,104



TLV Campus, Israel

Employees volunteering

728



TLV Campus, Israel

NGOs supported

88

Focus Areas

At Wix, we work to stay attentive and connected to the immediate, essential needs of the communities around us. While we stay agile enough to respond to evolving local challenges, we maintain a long-term strategic focus on five primary pillars:

↘

Environment

supporting sustainability and ecological initiatives

↘

Tech Support

leveraging our professional expertise to empower organizations and individuals through technology

↘

Education

expanding learning opportunities and academic growth

↘

Immediate Aid

providing rapid response and relief during crises

↘

Special Needs

enhancing support for individuals with disabilities

Volunteering in the Community

This year in Israel, we launched a program to encourage team volunteering, allowing teams to select the projects to donate their time and talent. We offered 15 different volunteering options across a variety of causes, and allocated a dedicated budget for service-based team building and "fun days." Ultimately, over 25 teams chose to spend a meaningful day working together to make a tangible difference in the community.

In the US, team members participated in a range of activities, such as assembling care kits for unhoused individuals, refreshing and cleaning cottages for at-risk youth, and coordinating a supply drive to support a community center in Cedar Rapids. Members of the New York City office participated in a 5K corporate challenge to support the Central Park Conservancy, a private, not-for-profit organization that manages Central Park and is responsible for raising the Park's annual operating budget.

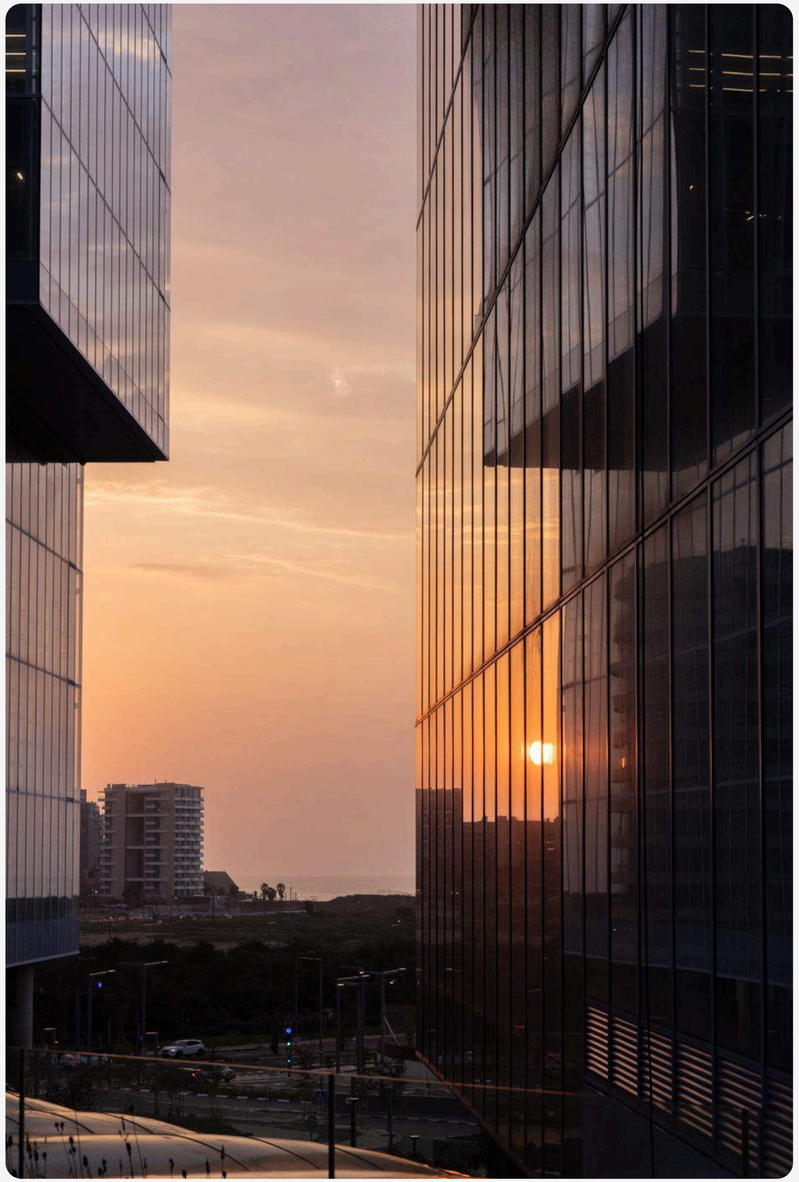


Creating Websites for NGOs

For the past three years, every new employee joining the Product and UX guilds has received a special Karma assignment to build a website for an NGO as part of their onboarding process – taking a traditional onboarding task and giving it a social impact twist. The Wix Karma team works year-round with NGOs to prepare high-quality briefs, allowing new employees to focus on mastering Wix products and showcasing their talent. This enables them to make a real social impact from their first days at work by creating dynamic, functional websites for local nonprofit organizations.

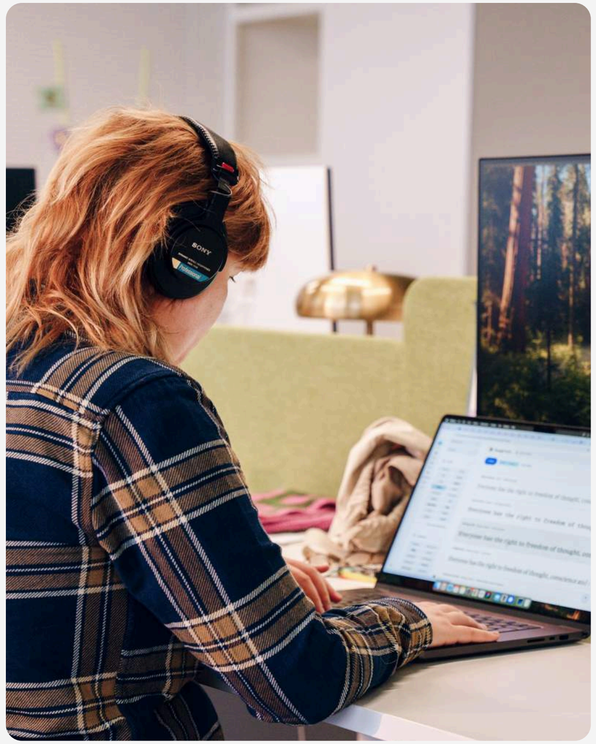
Wix Gives

We are happy to offer our employees the opportunity to donate vacation days and funds directly from their paychecks to local nonprofit organizations. In 2025, we launched two dedicated holiday giving campaigns in Israel: one during Passover and another leading up to Rosh Hashanah. Wix matches every shekel donated, effectively doubling the impact. Throughout 2025, a total of **540,000 ILS** was donated through the Wix Gives program.



Volunteer Appreciation

In 2023, we made the decision to stop producing Wix Karma volunteering T-shirts to reduce our environmental footprint. This year, we took that commitment a step further – to show our appreciation for our dedicated volunteers, we planted trees in their honor. Each participating employee received a personalized tree-planting certificate from our partners at Good Energy, a non-profit social enterprise for climate change.



Special Projects

Throughout the year, we hold special projects to encourage and support community involvement. In 2025, we organized the first-ever tech delegation to the **March of the Living** in Poland. This annual program brings together students and professionals from around the world to commemorate the Holocaust, honor survivors, and educate new generations on the importance of fighting hatred.

We also launched a new program called **Skills for Good**, which invites employees to acquire new skills and apply them directly to community outreach. In 2025, 100 employees participated across three distinct tracks. These included an Arabic language course paired with a mentorship program to help students from the Arab community integrate into the professional world, and a professional skipper certification that involved accompanying at-risk youth during therapeutic sea activities. Additionally, a knitting club was formed where employees learned to crochet specialized sensory toys specifically designed for infants in neonatal intensive care units.

In addition, we partnered with the Onn School, a school for children with severe disabilities. Over the course of a semester, Wix volunteers worked with eight students in the advanced class to help them create personal websites. The program culminated in a final meeting at the Wix Campus, where the students showcased their work. Highlights included a student who built a site featuring her grandmother's recipes and another who created a music website, complete with a curated playlist and music blog.



ALUT Association Adult Center



Wix Campus, Tel Aviv



Wix Kyiv, Ukraine

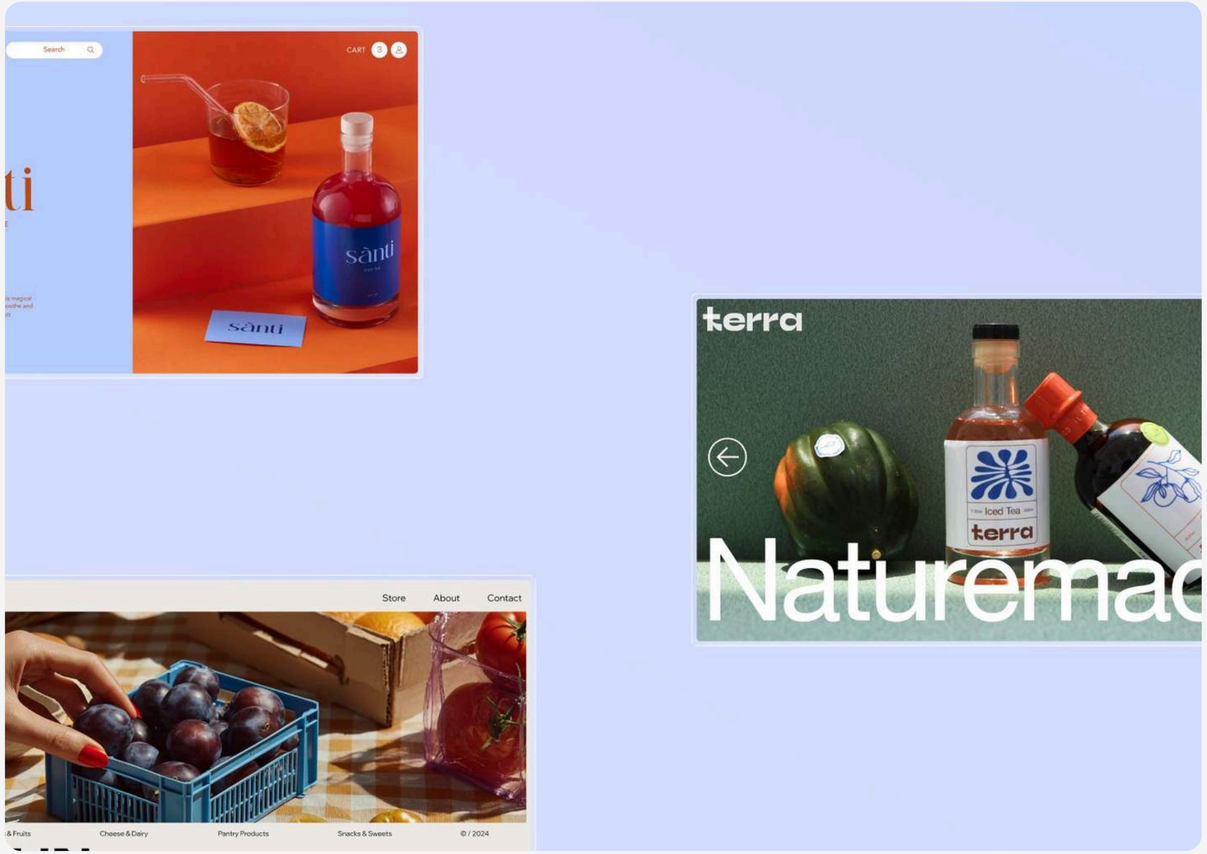


Wix Campus, Tel Aviv

Governance

Business Ethics 73 Responsible Procurement 75 Corporate Governance 76 Advancing the Tech Ecosystem 78

We believe in doing business with responsibility and integrity.



Our operational framework aims to integrate comprehensive governance, ethical business practices, and environmental stewardship to create lasting value and to address stakeholder interests.

We work to strengthen our organizational resilience to navigate global challenges effectively and enable our responsible business growth. Through comprehensive responsible business policies and a clear code of conduct, we guide our actions and decisions throughout the organization. Our corporate governance practices support transparency and accountability, and our business continuity planning is designed to enhance operational resilience.

Governance Highlights 2025

↘

Code of Conduct and compliance policies distributed to all employees

↘

Continued oversight of ESG strategy and programs by the Nominating, Governance and Environmental Committee of the board

Business Ethics

We strive to operate with integrity and strong ethical standards, guided by Wix values and our focus on compliance with applicable laws and regulations. We consider responsible business practices to be at the core of how we support our users, employees, and stakeholders, and how we drive long-term growth.

Code of Conduct

The Wix Code of Conduct affirms our commitment to promoting integrity, honesty, and professionalism and maintaining high standards of ethical conduct in our activities. It sets guidelines for how we conduct business, highlights areas of ethical risk, provides guidance in recognizing and dealing with ethical issues, and establishes mechanisms for reporting unethical conduct.

Wix employees are required to acknowledge the Code upon joining the company and reaffirm this commitment annually. To support adherence, employees receive training on select areas of the Code and related policies. The Code is available online and provides contact information for reporting concerns or questions to the General Counsel and CFO, as well as instructions for reporting anonymously via a dedicated hotline, online or by phone. The Code is periodically reviewed by the Wix Board of Directors, which makes changes as necessary.

The Code outlines rules and principles regarding compliance with applicable government laws and regulations, fair dealing, and conflicts of interest. It covers antitrust matters, anti-corruption laws, and guidelines for gifts and entertainment, while detailing how to handle confidential information and the use of company assets. It also outlines our policies for workplace culture and commitment to respecting the dignity of all Wix employees, customers, and vendors. Furthermore, the Code reinforces our dedication to environmental safety and health, reflecting our commitment to conducting business in a manner designed to comply with applicable laws while strong consideration for the wellbeing of our staff and the general public.



Wix Vilnius, Lithuania

Anti-Corruption Policy

We are committed to complying with all applicable anti-corruption laws and regulations in countries in which we do business. The Wix Anti-Corruption Compliance Policy outlines expected behavior for our employees globally to comply with those laws and regulations. It provides detailed guidance on the prohibition of giving or accepting bribes, working with government officials, receiving gifts, making political contributions, mandatory reporting, and more. The Compliance Officer is responsible for overseeing the policy and making updates as necessary, and for providing training to employees. In 2025, employees were provided with training on the policy.



Wix Kyiv, Ukraine

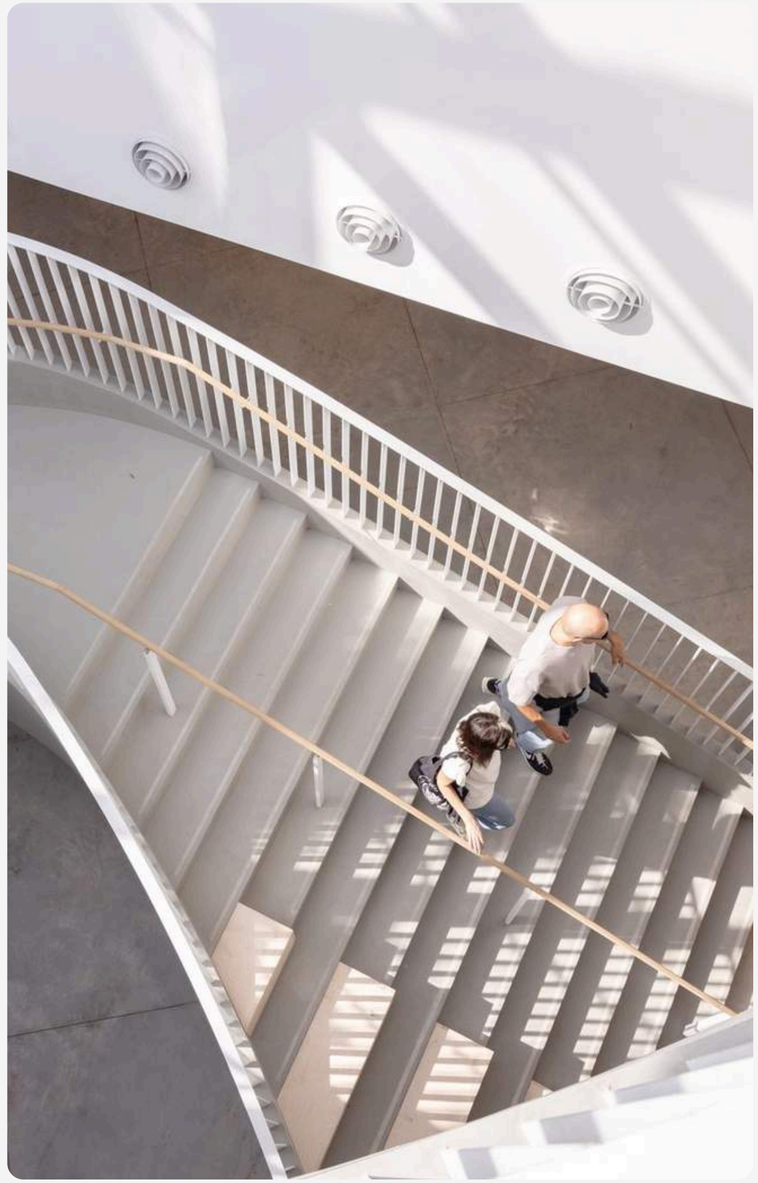
Reporting Concerns

To support our culture of transparency and accountability, we have an external, independent third-party provider that allows employees to confidentially report concerns related to financial matters, violations of the Code of Conduct, or other issues.

The Wix Whistleblower Policy is intended to facilitate disclosures and encourage proper individual conduct, and provides clear and secure ways to report concerns about company operations or potential violations. Reports can be made confidentially and anonymously

through a variety of channels, including by phone, a web link established by a third-party provider, or by mail. The company prohibits retaliation against individuals who submit complaints in good faith.

All reports are directed to the Chairman of the Audit Committee of the Board and the Company's Compliance Officer, and reviewed by the Audit Committee according to set procedures for the evaluation and investigation of complaints. The Audit Committee reviews the policy annually and updates it as necessary.



Wix Campus, Tel Aviv

Responsible Procurement

We are committed to responsible procurement and the highest standards of professional integrity. Our procurement approach is rooted in the Wix Way and guided by our core values of transparency, operational excellence, direct communication, and genuine care for people.

As a global software technology company, we primarily procure services, SaaS solutions, and office materials for our locations worldwide, including the Wix Campus. Managed by the Wix Global Procurement Team, our procurement processes are designed to secure appropriate products and services at favorable terms. The team is empowered to exercise sound judgement and flexibility, reflecting our organizational culture that encourages employees to take initiative and solve challenges intelligently.

Vendor Code of Conduct

To support high standards of business conduct and professional integrity throughout our supply chain, we introduced the Wix Vendor Code of Conduct in 2024. This Code sets forth our expectation that vendors maintain strong ethical standards and comply with applicable laws and regulations.

The Code outlines our expectations regarding compliance with applicable governmental laws, rules, and regulations, including anti-corruption and anti-money laundering standards. It details policies related to conflicts of interest, insider trading, antitrust, competition, and fair dealing, alongside our requirements for the responsible use of AI. Additionally, it covers our expectations for vendors to safeguard and protect the confidential information of Wix, as well as that of our customers, suppliers, shareholders, employees, and other third parties. Vendors are required to comply with applicable laws and regulations regarding data privacy and the protection of personal information. Furthermore, vendors are expected to uphold human rights, professional employee relations, and non-discrimination practices, while operating in a manner that aims to protect human health, safety, and the environment.

As detailed in the Code, Wix encourages vendors to raise any questions or concerns about the Code to their Wix procurement contact, Wix's Compliance Officer, or via the anonymous reporting hotline.



Corporate Governance

Board Structure and Committees

As a publicly traded company, our business and affairs are managed under the direction of the Wix Board of Directors (the Board), as per the Israeli Companies Law and our articles of association. The Board is composed of 8 directors: 7 independent directors and Wix's CEO and Founder, Avishai Abrahami, who also serves as honorary chairman. We comply with the rules of NASDAQ requiring that a majority of our directors are independent. There is an annual review of board independence, and in 2025, 97% of board meetings were attended by each director.

The Board has approved and adopted Corporate Governance Guidelines to provide the framework for the governance of Wix. These guidelines include our mission statement, responsibilities and duties of the Board members, structuring of the Board, director qualifications, evaluations, communications and more. There are three standing committees of the Board that operate in accordance with relevant SEC, NASDAQ, and the Israeli Companies Law.



Wix Campus, Tel Aviv

Audit Committee: Responsible for overseeing the company's internal control procedures, reviewing financial reports, selecting auditors, pre-approving their services, approving related-party transactions, identifying administrative issues, and managing our approach to cybersecurity risks. It also oversees the activities and performance of our internal auditor. It consists of 3 independent directors, with one member who qualifies as an audit committee financial expert, and one acting as chair of the committee.

Compensation Committee: The committee's charter is aligned with NASDAQ rules and the Israeli Companies Law. In accordance with the Companies Law, we have adopted compensation policies for our directors and executive officers. The committee is responsible for reviewing and recommending overall compensation policies for executives, approving equity incentive awards, advising on the compensation and benefits of non-employee directors, approving corporate goals relevant to executive compensation, and evaluating performance.

Nominating, Governance and Environmental Committee: Duties include recommending director nominees and assessing board performance. It is also responsible for establishing and maintaining effective corporate governance policies and practices, including developing and recommending a set of corporate governance guidelines to the Board. In addition, it reviews and oversees our ESG-related strategy, programs, and public disclosures. The committee consists of 3 independent directors.

For more information on the Wix Board and its committees, practices, and policies, see the 2025 Wix 20-F.

Engaging with Shareholders

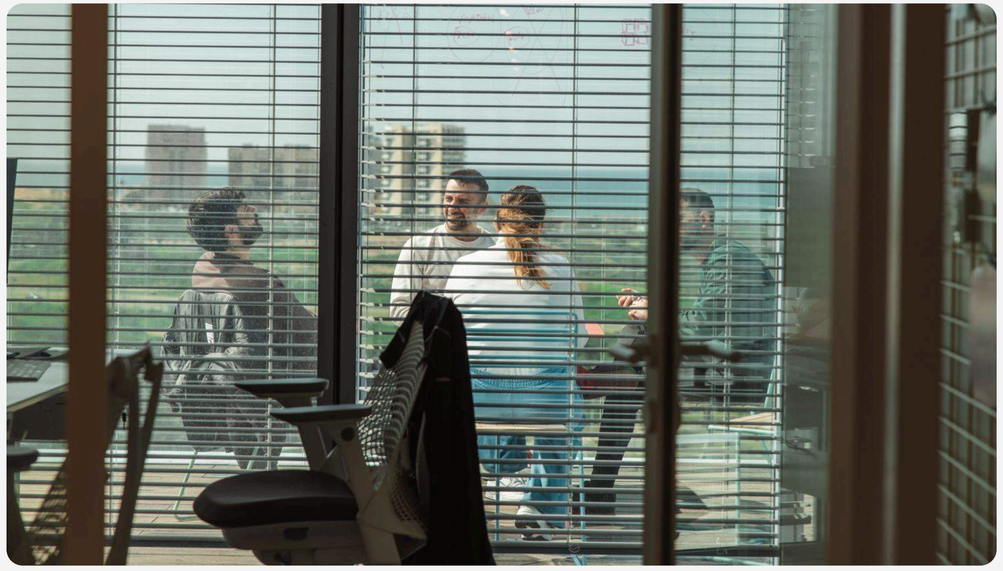
We actively engage with our shareholders, recognizing they provide invaluable insights to our board and management discussions. We are committed to maintaining open, productive dialogue with our shareholders as essential partners in our business decisions.

Throughout 2025, we engaged with our shareholders to discuss our strategy, operations and execution, and to solicit relevant feedback. Key activities included virtual and in-person non-deal roadshows (NDRs), participation in industry conferences, and the 2025 Annual General Meeting of Shareholders.



Advancing the Tech Ecosystem

We are committed to advancing the tech ecosystem through long-term engagement, cross-sector collaboration, and initiatives that support innovation and talent development.



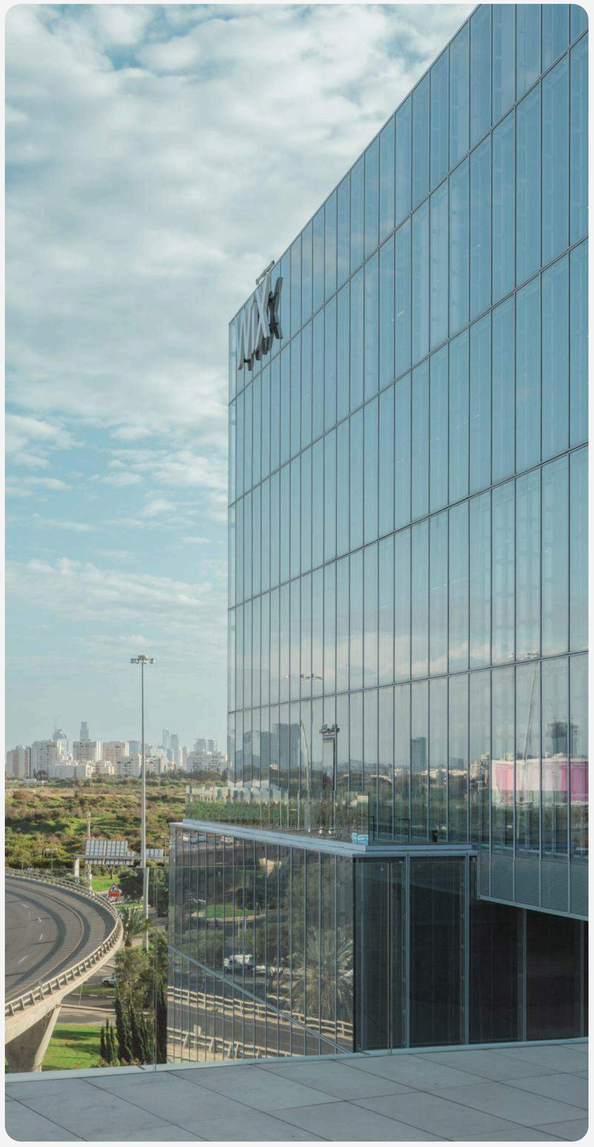
Wix Campus, Tel Aviv

Investing in Local Innovation

Wix Ventures was established to back early-stage founders who are product-driven, design-minded, and share our long-term vision.

Our portfolio currently includes **24 active investments** across core areas of B2SMB, eCommerce, Enterprise Software, Fintech and AI. Our focus is on startups that provide technological solutions to help SMBs manage operations smarter and more efficiently, strengthen their digital presence, improve customer experience, and increase sales. We also look at opportunities that can benefit Wix directly as a user, usually starting as a design partnership (POC).

Our strategic support extends far beyond financial investment to provide venture capital the Wix way. The **Advisory Program** provides founders with 1:1 sessions, hands-on workshops, and deep dives with Wix experts. The **Founders Guild** is modeled after Wix's internal guilds and fosters collaboration, learning, and growth opportunities. In addition, the startups gain access to the Wix ecosystem of engaged users around the globe.



Wix Campus, Tel Aviv

Fostering Long-Term Ecosystem Growth

We invest significant resources to build a more resilient, collaborative, and globally connected tech ecosystem. These efforts are led by the Wix Government Relations team, which drives the company's engagement with industry stakeholders, policymakers, and academic institutions.

As a founding member of the **Israel Growth Forum**, Wix plays an active role in connecting the tech sector with decision-makers and shaping policies that enable sustainable growth. The Forum serves as a platform for collaboration on key issues affecting scaling technology companies, including regulatory and tax frameworks, corporate governance, and global operational considerations. Recent engagements have included contributions to discussions on international tax development such as the OECD Pillar Two framework, efforts to reduce structural barriers to M&A activity, and working with public authorities to align regulatory approaches with the needs of global tech companies.

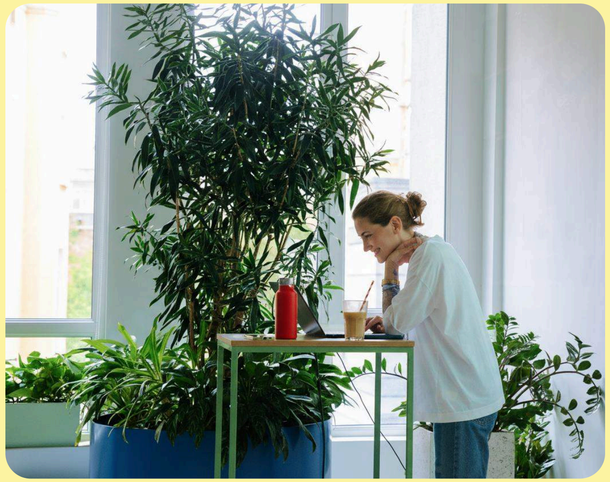
In addition, the Forum serves as a platform for **Leading Change**, with Wix driving cross-sector initiatives that support recovery and strengthen resilience. These efforts include advancing the adoption of WellTech – emotional and mental resilience solutions for populations in need, and providing technological support to small businesses, in collaboration with partners across sectors.

Wix is also engaged in discussions on emerging technologies, with a focus on AI and its broader implications. This includes participation in national AI policy initiatives, leading the growth companies responses on proposed AI and privacy guidance, and ongoing dialogue on the impact of AI on workforce development, particularly early-career talent. Across these efforts, Wix supports regulatory approaches that enable innovation and industry growth.

Beyond policy engagement, Wix supports the development of the tech ecosystem through its leadership of the Forum, driving initiatives focused on talent development, professional communities, as well as cross-sector collaboration, including partnerships with academic institutions and support for industry networks.



WellTech North Fair, 2025



Wix Kyiv, Ukraine



Wix Campus, Tel Aviv



Wix Campus, Tel Aviv

Environmental Responsibility

Managing our Environmental Impact 82 GHG Emissions 83 Resource Management 86 Sustainable Transportation 89

We recognize the importance of making sustainable choices.

At Wix, we consider environmental responsibility an essential component of our commitment to our people, our users, and the communities where we operate. We remain dedicated to our sustainability initiatives, from tracking our carbon footprint, optimizing our resource management, and fostering a sustainable culture for our employees.

Environment Highlights 2025

↘

11% reduction in direct Scope 1 GHG emissions, compared to last year

↘

While revenue increased by 13% since 2024, Scope 1 & 2 GHG emissions intensity per dollar decreased by more than **9%**

↘

25% of employees use the Wix Ryde shuttle service to reach Wix Campus, removing around 400-500 cars from the road every day.



Wix Campus, Tel Aviv

Managing our Environmental Impact

We are committed to managing our environmental impact, and we monitor our carbon footprint by tracking Scope 1, 2, & 3 GHG emissions.

On an operations level, the Wix Campus is the primary contributor to our global environmental footprint, including our Scope 1 direct GHG emissions and Scope 2 indirect GHG emissions from the generation of purchased energy. In 2025, Wix Campus accounted for 89% of our total electricity use and 93% of total water consumption, reflecting the fact that a majority of our employees are located in Israel. Consequently, our environmental efforts, including energy and water management, are focused on Wix Campus, allowing us to maximize our impact and achieve meaningful results in our environmental footprint.

As a software company, the largest share of our Scope 3 GHG emissions within our value chain is attributed to our use of third-party data centers. Managing this aspect of our environmental footprint presents a unique challenge, as these third-party owned facilities fall outside our direct operational control. We partner with the leading data center providers, who are actively working to minimize their environmental impact. They deploy a range of sustainable strategies, including the use of renewable energy, power purchase agreements, international renewable energy certificates and other verified offsetting measures.

For our 2025 environmental reporting, including our GHG emissions, energy, and water use, we compile data from Wix sites in six countries: Israel, Ukraine, the US, Ireland, Lithuania and Poland. Together, these sites account for 97% of the Wix global workforce.



Wix Campus, Tel Aviv

GHG Emissions

To support transparency and develop a comprehensive understanding of our GHG emissions profile, we track Scope 1, 2, and 3 GHG emissions.

Our GHG Reporting Scope

Scope 1: Direct GHG emissions from owned or controlled sources As a software company, this is linked to our office operations and services for employees, including vehicles, boilers and kitchens for our onsite employee restaurants.

Scope 2: Indirect emissions from the generation of purchased energy for electricity, steam, heat, or cooling. For Wix, this includes electricity purchased for our main office sites.

Scope 3: Indirect emissions (not included in scope 2) that occur in our value chain. For Wix, our main Scope 3 emissions result from the use of third-party data centers where we store company and user data.

The company calculates and reports its GHG emissions using the operational control approach. The scope of this report does not include all Wix operating sites. Specifically, the sites in Germany, Japan, and San Francisco, representing less than 3% of the company's total workforce, were excluded from the reported data. Given their limited scale and nature of operations, these sites are not considered material to the company's overall environmental footprint, and therefore their impact is not expected to be significant.

Since 2023, we have monitored our energy consumption and carried out a comprehensive carbon footprint assessment (Scopes 1 and 2) across the assets and activities in the main countries where we operate. For this reason, 2023 serves as the base year for our emissions calculations.

Global Scope Emissions (tCO_2e)	**2023**	**2024**	**2025**
Total Scope 1 Emissions	698	758	676
Total Scope 2 Emissions	4,920	5,075	5,279
Total Scope 3 Emissions		1,252	2,287
Total Emissions	**5,618**	**7,085**	**8,242**

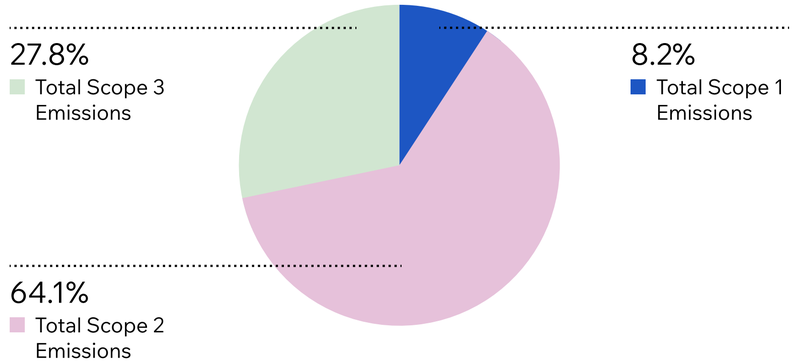
Note: 2024 data has been restated to align with the six countries included in our 2025 reporting scope.

For our Scope 1 & 2 GHG emissions calculations, we use location-based emission factors from the relevant local sources in each jurisdiction.[1,2] At this stage, Wix's Scope 1 GHG emissions calculations reflect CO2 emissions only; emissions from refrigerants are not included.[3] Wix currently reports Scope 2 GHG emissions on a location-based basis only.[4]

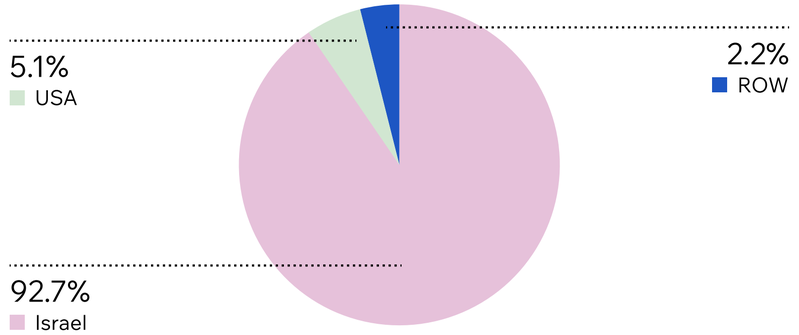
Scope 3 GHG emission calculations currently include only emissions from third-party data centers. Data center emissions were provided by our suppliers using a market-based approach for their own Scope 2 GHG emissions, which takes into account their renewable power purchase agreements and other contracts for carbon-free electricity.

In 2025, we achieved an **11% reduction in our direct Scope 1 emissions** compared to 2024. This decrease can be attributed to lower gasoline consumption due to a smaller number of overall vehicles and an increase in hybrid vehicles in our vehicle fleet. There was a slight increase in our Scope 2 GHG emissions compared to last year, likely attributed to an increased electricity consumption at our offices, as more employees were onsite in 2025 compared to 2024. Scope 3 GHG emissions from third-party data centers rose in 2025, as we integrated several services into our cloud environment and scaled our compute and storage capacity.

2025 Global GHG Emissions (tCO2e)



GHG Emissions by Country (Scope 1 & 2)



---

[1] For the GHG calculations in this report, Wix used the IPCC Sixth Assessment Report (AR6) as the source for the global warming potential (GWP) rates. For our Scope 1 & 2 GHG emissions calculations, we use location-based emission factors from: the Israeli national greenhouse gas reporting system and 2025 reporting guidelines for Israel; the European Environment Agency's greenhouse gas emission intensity of electricity generation in Europe dataset for Lithuania, Poland, and Ireland; the GHG Emission Factors for Electricity Generation and Consumption in Ukraine for Ukraine; and the US Environmental Protection Agency (EPA) eGRID factors for our US sites.

[2] The calculations were conducted in accordance with the principles of the GHG Protocol. Scope 1 GHG emissions were calculated based on direct fuel consumption from owned or controlled sources, and Scope 2 GHG emissions were calculated based on purchased electricity consumption.

[3] Wix's primary business activities do not involve the combustion or biodegradation of biomass, therefore biogenic CO_2 emissions were 0 tCO_2e for the reporting period.

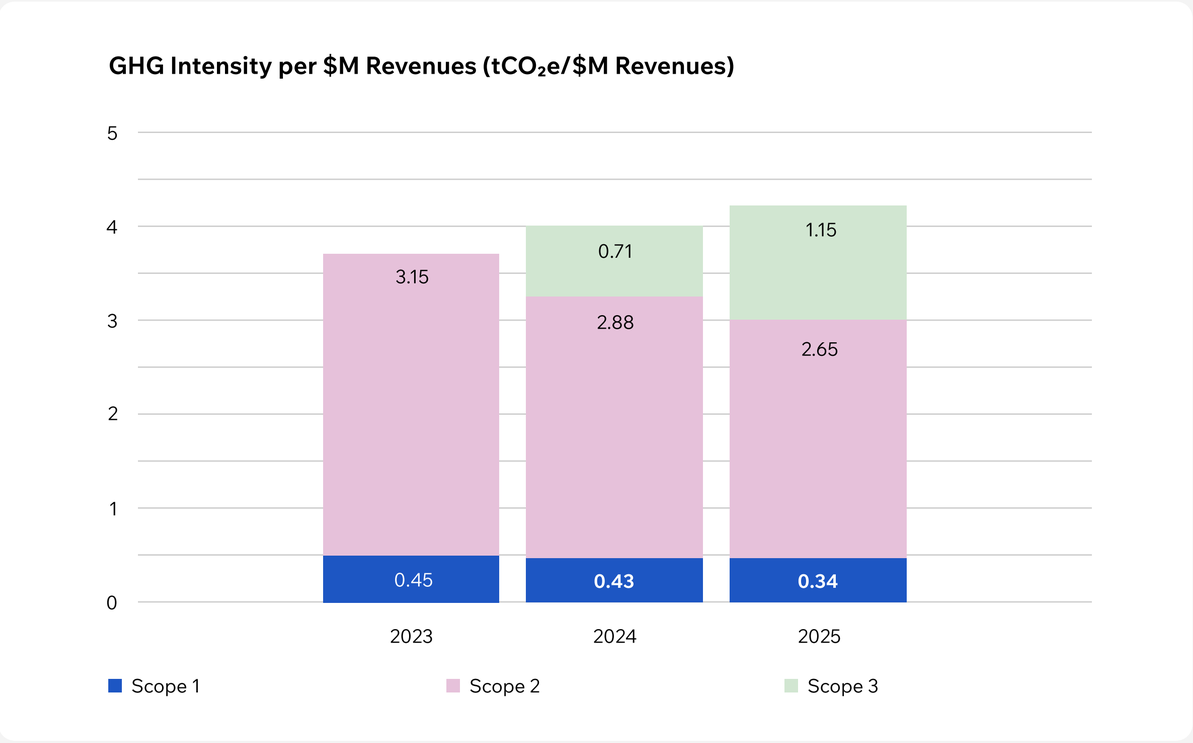
[4] Market-based Scope 2 emissions are not currently reported, as Wix does not currently apply contractual instruments for purchased electricity that would support market-based reporting. At this stage, Wix's Scope 2 emissions calculation reflects CO2 emissions only, and does not include CH_4, N_2O, HFCs, PFCs, SF_6 or NF_3.

GHG Emissions Intensity

To gain deeper insights into our climate impact, we track both absolute GHG emissions and GHG emissions intensity. By calculating GHG emissions by revenue, we connect our carbon footprint directly to a core business metric, allowing us to assess our emissions efficiency as we scale. By tracking this metric, we can see how we can grow our business without proportionally increasing our emissions, reflecting our commitment to responsible growth.

In 2025, we achieved significant progress in our Scope 1 & 2 GHG emissions intensity. While revenue grew by 13% since 2024, our Scope 1 & 2 GHG emissions per dollar decreased by more than 9%. Ultimately, this highlights our ability to drive financial growth while reducing our relative environmental footprint.

GHG Intensity per $M Revenues ($tCO_2e$/$M Revenues)	**2023**	**2024**	**2025**
Scope 1	0.45	0.43	0.34
Scope 2	3.15	2.88	2.65
Scope 3	-	0.71	1.15
Total Emissions	**3.60**	**4.02**	**4.14**



Resource Management

We are dedicated to the responsible use of resources, with a focus on our energy and water usage. At the Wix Campus, which makes up the largest share of our direct environmental footprint, we implement a building management system to automate building systems, including lighting and air conditioning to save electricity, and we carefully monitor our water consumption.

Energy Usage

As a software company, our onsite energy usage is primarily due to the electricity consumption at our office locations. In addition, gasoline and diesel fuel are used for the company's leased vehicles in Israel, and natural gas is used for heating at select sites in the US and for kitchen operations in Israel.

In 2025, we saw a slight increase in our electricity use, primarily at Wix Campus. This trend likely reflects a return to higher on-site attendance in Israel, following the disruptions caused by the local security situation throughout 2024. We saw a decrease in the gasoline used for company leased vehicles compared to last year, attributed to a reduction in gasoline powered cars in the fleet.

Total Energy Summary	**2024**	**2025**
Electric Grid	42,994	46,598
Gasoline (95)	10,183	9,172
Natural gas	421	673
Diesel	208	243
Total	**53,806**	**56,655**

Energy Consumption per Country, 2025 (GJ)	**Electricity**	**Gasoline**	**Natural Gas**	**Diesel**	**Total Energy**
Israel	41,439	9,172	205	243	51,058
Lithuania	1,253	0	0	0	1,253
Ukraine	713	0	0	0	713
Poland	213	0	0	0	213
Ireland	459	0	0	0	459
US	2,523	0	468	0	2,991
Total	**46,598**	**9,172**	**673**	**243**	**56,655**

Energy Intensity

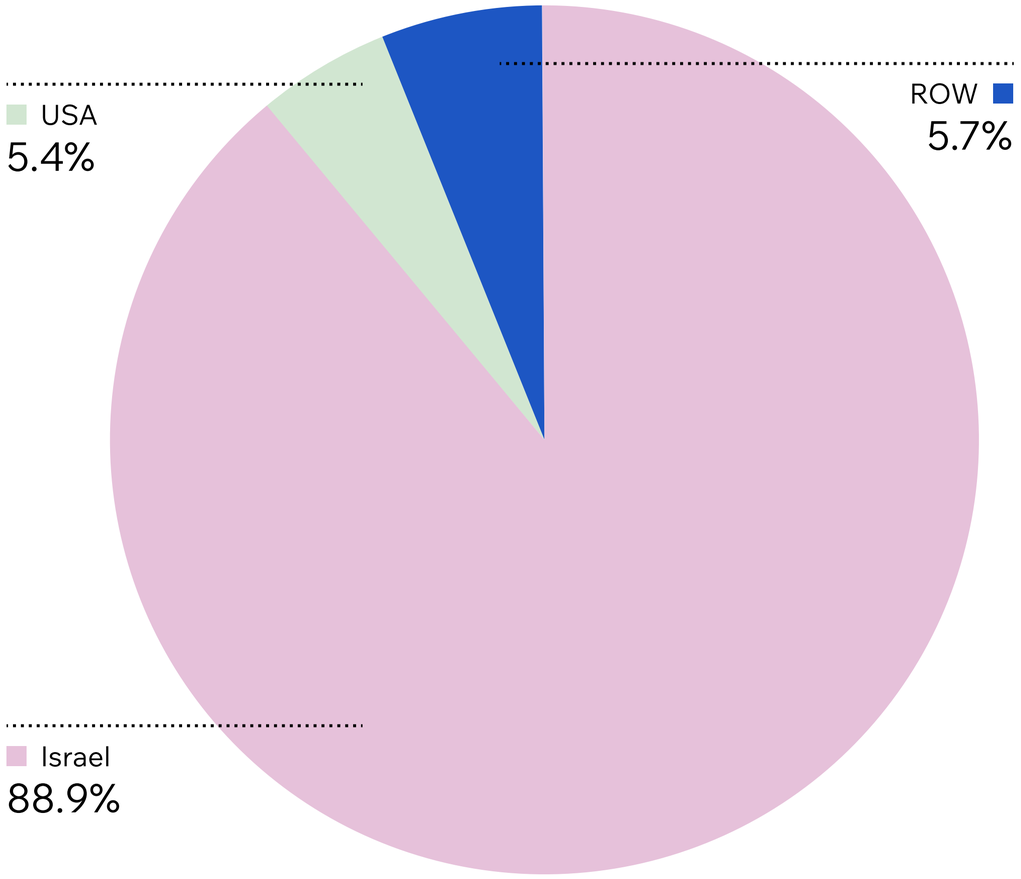
We measure energy intensity per employee, which provides a valuable perspective on our operational efficiency. By tracking energy use relative to our workforce size, we can evaluate the effectiveness of energy reduction initiatives and develop targeted strategies to further reduce our energy consumption.

In 2025, there was a slight increase in energy intensity per employee. This can be attributed primarily to an increase in electricity use at our offices compared to 2024, due to increased operations onsite.

Energy Intensity per Employee (GJ/Employee)	**2023**	**2024**	**2025**
Electric Grid	7.52	8.14	8.73
Gasoline (95)	-	1.93	1.72
Natural gas*	-	0.08	0.13
Diesel	-	0.04	0.05
Total	**-**	**10.20**	**10.62**

*Natural gas includes LPG

Total Energy Consumption per Location



Water Usage

We are committed to responsible water management. Since the majority of our water usage occurs in Israel – a region facing high water stress – water conservation is a priority at the Wix Campus. We have implemented smart water efficiency practices and continuously seek new opportunities to reduce consumption wherever possible. To support water conservation efforts, we have three 15 m^3 reservoirs located on our parking levels, where condensate water from the air conditioning systems is collected. This water is then reused for cleaning the parking floors.

Our water consumption is primarily related to our office operations, with the Wix Campus accounting for the majority of our water usage – 93% in 2025. All wastewater is discharged to local municipal wastewater treatment systems in accordance with applicable regulations. In 2025, we saw a slight increase in our water usage globally; this could be attributed to increased water consumption at Wix Campus, as more employees spent time in the office compared to 2024.

Water Consumption [m^3]	**2023**	**2024**	**2025**
Israel	-	46,626	48,178
Rest of the World	-	3,786	3,791
Total	**64,998**	**50,412**	**51,969**

Water Intensity per Employee (m^3/Employee)	**2023**	**2024**	**2025**
Water Intensity	12.30	9.54	9.73

Waste Reduction & Recycling

To reduce our waste and minimize landfill impact, we have implemented a comprehensive waste sorting system at Wix Campus. Across the Campus, every kitchen area near the workspaces is equipped with separate bins for recycling, organic waste, and packaging waste.

Last year, we introduced bins for collecting deposit-return bottles and cans at Wix Campus and at our Ireland site, with all proceeds donated to charity. In 2025, we collected approximately 2,200 bottles and cans at Wix Campus, and the proceeds were donated to a local nonprofit that promotes entrepreneurship and initiatives benefiting society and the environment.



Wix Campus, Tel Aviv

Sustainable Transportation

We continue to develop **Wix Ryde**, the shuttle service aimed at making employees' commute to Wix Campus smoother and more sustainable. In 2025, Wix Ryde operated 13 transportation lines, serving over **500 employees each day. 25%** of employees use Wix Ryde to reach the Wix Campus, removing around 400-500 cars from the road every day.

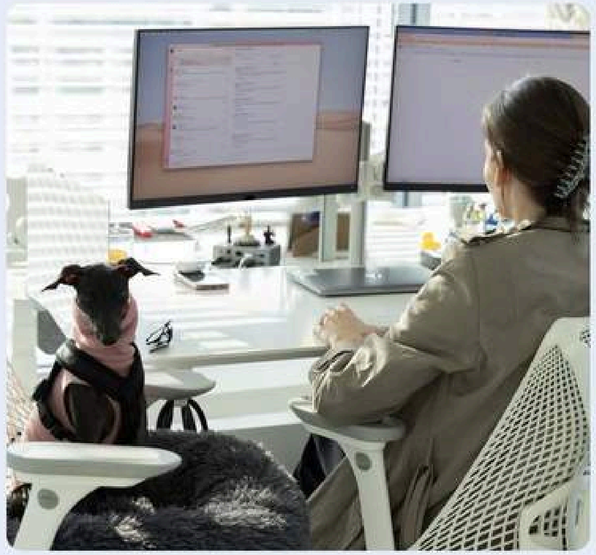
Wix Ryde is constantly being optimized to maximize usage and improve convenience, and we are working with the City of Tel Aviv to bring more bus lines to Wix Campus.

To further support sustainable transportation, we developed the **Wix Carpool App** to help employees easily find a ride to Campus. Since launching the app in November 2025, over 300 employees have joined the carpool community.

Beyond Campus, we continue to work with the Tel Aviv Municipality to improve local infrastructure. This includes the recent approval of a new pedestrian crossing at the main intersection near Campus, as well as plans to upgrade nearby bike paths, including the installation of dedicated bike repair and air-filling stations along the route.



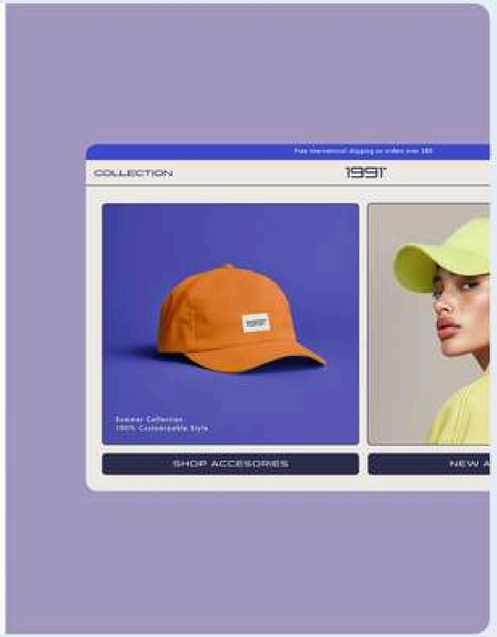
Wix Campus, Tel Aviv



Wix Campus, Tel Aviv









Wix Dublin, Ireland

Appendix

91 GRI Index 98 SASB Index 100 External Audit 102 About this Report 103 External Statements Notes and Disclaimers

GRI Index (with reference)	Disclosure Details	Location
GRI 2: General Disclosures 2021		
2-1	Organizational details	Annual report on Form 20-F for year ended December 31, 2025pp. 6-12
2-2	Entities included in the organization's sustainability reporting	p. 83
2-3	Reporting period, frequency and contact point	p. 5; p. 90
2-5	External assurance	p. 5; p. 90
2-6	Activities, value chain and other business relationships	pp. 6-10; pp. 16-17; pp. 75-76; pp. 82-83
2-7	Employees	pp. 47-49
2-9	Governance structure and composition	pp. 24-30; pp. 71-77
2-10	Nomination and selection of the highest governance body	p. 77
2-11	Chair of the highest governance body	p. 76
2-12	Role of the highest governance body in overseeing the management of impacts	pp. 24-30; pp. 43-46; pp. 49-50; pp. 71-77; pp. 80-83
2-13	Delegation of responsibility for managing impacts	pp. 24-30; pp. 43-46; pp. 71-77
2-14	Role of the highest governance body in sustainability reporting	p. 77
2-15	Conflicts of interest	pp. 73-74; p. 75
2-16	Communication of critical concerns	pp. 73-75
2-18	Evaluation of the performance of the highest governance body	p. 77
2-19	Remuneration policies	p. 77; Annual report on Form 20-F for year ended December 31, 2025
2-20	Process to determine remuneration	p. 77; Annual report on Form 20-F for year ended December 31, 2025

2-22	Statement on sustainable development strategy	p. 4
2-23	Policy commitments	pp. 24-30; pp. 41-43; pp. 73-76
2-24	Embedding policy commitments	pp. 24-30; pp. 41-46; pp. 49-50; pp. 73-76
2-25	Processes to remediate negative impacts	pp. 24-30; pp. 29-30; pp. 41-46; pp. 73-75
2-26	Mechanisms for seeking advice and raising concerns	Page 65; pp. 28-30; pp. 43-46; pp. 73-75 Whistleblower Policy
2-27	Compliance with laws and regulations	Anti-Corruption Compliance Policy; Code of Conduct; Whistleblower Policy 24-30; pp. 43-46; pp. 73-77
2-22	Statement on sustainable development strategy	Page 04
2-23	Policy commitments	List of Policies
2-24	Embedding policy commitments	Page 17, 65-66
2-25	Processes to remediate negative impacts	Page 17, 33-37
2-26	Mechanisms for seeking advice and raising concerns	Page 65; Whistleblower Policy
2-27	Compliance with laws and regulations	Anti-Corruption Compliance Policy; Code of Conduct; Whistleblower Policy 24-30; pp. 43-46; pp. 73-77
2-29	Approach to stakeholder engagement	pp. 16-17
GRI 3: Material Topics 2021		
3-1	Process to determine material topics	pp. 14-15
3-2	List of material topics	pp. 14-15

GRI 201: Economic Performance 2016		
201-1	Direct economic value generated and distributed	Annual report on Form 20-F for year ended December 31, 2025 pp. 9-10
201-2	Financial implications and other risks and opportunities due to climate change	Annual report on Form 20-F for year ended December 31, 2025 pp. 49-50; pp. 80-83
201-3	Defined benefit plan obligations and other retirement plans	Annual report on Form 20-F for year ended December 31, 2025 p. 53
GRI 203: Indirect Economic Impacts		
203-1	Infrastructure investments and services supported	Annual report on Form 20-F for year ended December 31, 2025 pp. 64-70; p. 78
GRI 205: Anti-corruption 2016		
3-3	Management of material topics	
205-2	Communication and training about anti-corruption policies and procedures	Code of Conduct; Anti-Corruption Compliance Policy;
GRI 206: Anti-competitive Behavior 2016		
3-3	Management of material topics	pp. 73-75
GRI 207: Tax 2019		
207-1	Approach to tax	Annual report on Form 20-F for year ended December 31, 2025 p. 78
207-2	Tax governance, control, and risk management	Annual report on Form 20-F for year ended December 31, 2025 pp. 76-78

GRI 302: Energy 2016		
3-3	Management of material topics	pp. 80-86
302-1	Energy consumption within the organization	pp. 86-87
302-2	Energy consumption outside of the organization	pp. 82-85
302-3	Energy intensity	p. 87
GRI 303: Water and Effluents 2018		
3-3	Management of material topics	pp. 80-86
303-1	Interactions with water as a shared resource	pp. 86-88
303-2	Management of water discharge-related impacts	p. 88
303-3	Water withdrawal	p. 88
303-4	Water discharge	p. 88
303-5	Water consumption	p. 88
GRI 305: Emissions 2016		
3-3	Management of material topics	pp. 80-85
305-1	Direct (Scope 1) GHG emissions	pp. 83-85
305-2	Energy indirect (Scope 2) GHG emissions	pp. 83-85
305-3	Other indirect (Scope 3) GHG emissions	pp. 83-85
305-4	GHG emissions intensity	p. 85
GRI 401: Employment 2016		
401-1	New employee hires and employee turnover	pp. 47-49; p. 58
401-3	Parental leave	Pag 55; p. 53; pp. 61-64

GRI 403: Occupational Health and Safety 2018		
3-3	Management of material topics	pp. 61-64
403-3	Occupational health services	pp. 61-63
403-6	Promotion of worker health	pp. 61-63
GRI 404: Training and Education 2016		
3-3	Management of material topics	pp. 50-52
404-1	Average hours of training per year per employee	p. 52
404-2	Programs for upgrading employee skills and transition assistance programs	pp. 50-52; p. 64
GRI 405: Diversity and Equal Opportunity 2016		
3-3	Management of material topics	
405-1 405-2	Diversity of governance bodies and employees Ratio of basic salary and remuneration of women to men	Board of Directors 2025 Israel Equal Pay Report; 2025 Ireland Equal Pay Report; pp. 55-56
GRI 413: Local Communities 2016		
3-3	Management of material topics	pp. 64-70; p. 78
413-1	Operations with local community engagement, impact assessments, and development programs	pp. 64-70; p. 78
413-2	Operations with significant actual and potential negative impacts on local communities	None
GRI 416: Customer Health and Safety 2016		
3-3	Management of material topics	pp. 24-46

GRI 403: Occupational Health and Safety 2018		
3-3	Management of material topics	pp. 61-64
403-3	Occupational health services	pp. 61-63
403-6	Promotion of worker health	pp. 61-63
GRI 404: Training and Education 2016		
3-3	Management of material topics	pp. 50-52
404-1	Average hours of training per year per employee	p. 52
404-2	Programs for upgrading employee skills and transition assistance programs	pp. 50-52; p. 64
GRI 405: Diversity and Equal Opportunity 2016		
3-3	Management of material topics	
405-1 405-2	Diversity of governance bodies and employees Ratio of basic salary and remuneration of women to men	Board of Directors 2025 Israel Equal Pay Report; 2025 Ireland Equal Pay Report; pp. 55-56
GRI 413: Local Communities 2016		
3-3	Management of material topics	pp. 64-70; p. 78
413-1	Operations with local community engagement, impact assessments, and development programs	pp. 64-70; p. 78
413-2	Operations with significant actual and potential negative impacts on local communities	None
GRI 416: Customer Health and Safety 2016		
3-3	Management of material topics	pp. 24-46

416-1	Assessment of the health and safety impacts of product and service categories	Content Guidelines Wix Studio Community Code of Conduct pp. 29-30; pp. 41-46
416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	Digital Services Act Transparency Report 2025
GRI 418: Customer Privacy 2016		
3-3	Management of material topics	pp. 24-30
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	pp. 24-28

SASB Index	Disclosure Details	Location
Category: Internet and Media		
Environmental Footprint of Hardware Infrastructure		
TC-IM-130a.1	(1) Total energy consumed, (2) percentage grid electricity and (3) percentage renewable	pp. 86-87
TC-IM-130a.2	(1) Total water withdrawn, (2) total water consumed; percentage of each in regions with High or Extremely High Baseline Water Stress	p. 88
TC-IM-130a.3	Discussion of the integration of environmental considerations into strategic planning for data centre needs	pp. 80-83
Data Privacy, Advertising Standards & Freedom of Expression		
TC-IM-220a.1	Description of policies and practices relating to targeted advertising and user privacy	Privacy Policy; Wix Policy on Law Enforcement Requests
TC-IM-220a.2	Number of users whose information is used for secondary purposes	None
TC-IM-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	None
TC-IM-220a.4	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Transparency Report 2025 pp. 29-30
TC-IM-220a.5	List of countries where core products or services are subject to government required monitoring, blocking, content filtering, or censoring	Wix complies with any necessary obligations, including, but not limited to, Export Control Regulations
TC-IM-220a.6	Number of government requests to remove content, percentage compliance with requests	Transparency Report 2025 pp. 29-30

Data Security		
TC-IM-230a.1	(1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of users affected	p. 28
TC-IM-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Wix's Billing Services and PCI Compliance
Employee Recruitment, Inclusion & Performance		
TC-IM-330a.1	Percentage of employees that require a work visa	None
TC-IM-330a.2	Employee engagement as a percentage	p. 58
TC-IM-330a.3	Percentage of (1) gender and (2) diversity group representation for (a) executive management, (b) non-executive management, (c) technical employees and (d) all other employees	pp. 54-56
Intellectual Property Protection & Competitive Behaviour		
TC-IM-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behaviour regulations	None
Activity Metric		
TC-IM-000.A	Entity-defined measure of user activity	We ended 2025 with ~304M registered users and ~6.1M premium subscriptions on Wix; Investor Relations – Financials section pp. 8-10
TC-IM-000.B	(1) Data processing capacity, (2) percentage outsourced	Wix is currently not disclosing this information
TC-IM-000.C	(1) Amount of data storage, (2) percentage outsourced	Wix is currently not disclosing this information

Independent practitioner's assurance report on Wix.com Ltd.'s Greenhouse Gas (GHG) Statement

To the Shareholders and the Board of Directors of Wix.com Ltd.

Scope
We have been engaged by Wix.com Ltd. to perform a 'limited assurance engagement,' as defined by International Standards on Assurance Engagements, here after referred to as the engagement, to report on the accompanying GHG statement of Wix.com Ltd. for the period from 1 January 2025 to 31 December 2025, comprising Direct (Scope 1) GHG emissions, Energy indirect (Scope 2) GHG emissions, on page 83 (the "Subject Matter").

Other than as described in the preceding paragraph, which sets out the scope of our engagement, we did not perform assurance procedures on the remaining information included in the Report, and accordingly, we do not express a conclusion on this information.

Criteria applied by Wix.com Ltd.
In preparing Subject Matter, Wix.com Ltd. applied the Global Reporting Initiative Sustainability Reporting Standards' (GRI Standards') 305-1: Direct (Scope 1) GHG emissions and 305-2: Energy indirect (Scope 2) GHG emissions (Criteria).

Wix.com Ltd.'s responsibilities
Wix.com Ltd.'s management is responsible for selecting the Criteria, and for presenting the Subject Matter in accordance with that Criteria, in all material respects. This responsibility includes establishing and maintaining internal controls, maintaining adequate records and making estimates that are relevant to the preparation of the GHG statement, such that it is free from material misstatement, whether due to fraud or error.

EY's responsibilities
Our responsibility is to express a conclusion on the presentation of the Subject Matter based on the evidence we have obtained.

Our engagement was conducted in accordance with the International Standard for Assurance Engagements on Greenhouse Gas Statements ('ISAE 3410'), and the terms of reference for this engagement as agreed with Wix.com Ltd. on May 26, 2026.Those standards require that we plan and perform our engagement to express a conclusion on whether we are aware of any material modifications that need to be made to the Subject Matter in order for it to be in accordance with the Criteria, and to issue a report. The nature, timing, and extent of the procedures selected depend on our judgment, including an assessment of the risk of material misstatement, whether due to fraud or error. We believe that the evidence obtained is sufficient and appropriate to provide a basis for our limited assurance conclusion.

Our independence and quality management
We have maintained our independence and confirm that we have met the requirements of the Code of Ethics for Professional Accountants issued by the International Ethics Standards Board for Accountants, and have the required competencies and experience to conduct this assurance review.

EY also applies International Standard on Quality Management 1, Quality Management for Firms that Perform Audits or Reviews of Financial Statements, or Other Assurance or Related Services engagements, which requires that we design, implement and operate a system of quality management including policies or procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Description of procedures performed

Procedures performed in a limited assurance engagement vary in nature and timing from, and are less in extent than for a reasonable assurance engagement. Consequently the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained had a reasonable assurance engagement been performed. Our procedures were designed to obtain a limited level of assurance on which to base our conclusion and do not provide all the evidence that would be required to provide a reasonable level of assurance.

Although we considered the effectiveness of management's internal controls when determining the nature and extent of our procedures, our assurance engagement was not designed to provide assurance on internal controls. Our procedures did not include testing controls or performing procedures relating to checking aggregation or calculation of data within IT systems. The Green House Gas quantification process is subject to scientific uncertainty, which arises because of incomplete scientific knowledge about the measurement of GHGs. Additionally, GHG procedures are subject to estimation (or measurement) uncertainty resulting from the measurement and calculation processes used to quantify emissions within the bounds of existing scientific knowledge.

A limited assurance engagement consists of making enquiries, primarily of persons responsible for preparing the Subject Matter and related information, and applying analytical and other relevant procedures.

Our procedures included:

- Conducted interviews with personnel to understand the business and reporting process.
- Conducted interviews with key personnel to understand the process for collecting, collating and reporting the subject matter during the reporting period
- Checked that the calculation criteria have been correctly applied in accordance with the methodologies outlined in the Criteria
- Undertook analytical procedures of the data and made inquiries of management to obtain explanations for any significant differences we identified
- Identified and testing assumptions supporting calculations
- Tested, on a sample basis, underlying source information to check the accuracy of the data

We also performed such other procedures as we considered necessary in the circumstances.

Conclusion

Based on our procedures and the evidence obtained, we are not aware of any material modifications that should be made to the Subject Matter for the period from 1 January 2025 to 31 December 2025, in order for it to be in accordance with the Criteria.



KOST FORER GABBAY & KASIERER
A Member of EY Global
September 14, 2026
Tel-Aviv, Israel

About this Report

This is our fifth annual ESG Report, and we are proud to share our ongoing ESG efforts. We have prepared this report for our stakeholders, including employees, users and partners, investors, suppliers and local communities. Throughout this report and unless otherwise noted, the quantitative data we provide is for January through December 2025.

This report has been prepared in alignment with the Global Reporting Initiative (GRI) Standards and the Sustainability Accounting Standards Board (SASB) industry-specific standards for the Internet & Media sector. The report was developed by Wix, with the guidance of Yair Cohen, Head of Shibolet ESG, and Tzipora Lubarr, Sustainability Consultant. For more information on our ESG performance and activities, please contact us at wix_esg@wix.com.

Notes & Disclaimers

The report is provided voluntarily, and does not cover all information about our business. This document contains forward-looking statements, within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. Such forward-looking statements may include projections regarding our future performance, including, but not limited to environmental, social and governance and/or sustainability goals, targets commitments and projections, and may be identified by words like “anticipate,” “assume,” “believe,” “aim,” “forecast,” “indication,” “commit,” “continue,” “could,” “estimate,” “expect,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “outlook,” “future,” “will,” “would,” “seek,” “strive”, “ focus on”, and similar terms or phrases. These statements involve risks and uncertainties, and actual results may differ materially from any future results expressed or implied by the forward-looking statements.

The forward-looking statements contained in this document are based on management’s current expectations, which are subject to uncertainty, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Important factors that could cause our actual results to differ materially from those indicated in the forward-looking statements include, among others, factors discussed under the heading “Risk Factors” in the Company’s annual report on Form 20-F for the year ended December 31, 2025 filed with the U.S. Securities and Exchange Commission on March 05, 2026. Any forward-looking statement made by us in this report speaks only as of the date hereof, and you are cautioned not to place undue reliance on forward-looking statements. Therefore, such statements are not intended to be a guarantee of performance, plans or operations in future periods. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update, revise, or correct either any forward-looking statements, whether as a result of new information, future developments or otherwise or this report itself, except to the extent required by applicable law.

Additionally, while the information discussed in this report may be significant, such significance should not be construed as a characterization regarding the materiality of such information to our financial results, and should not be interpreted as these topics necessarily rising to the level of materiality used under U.S. federal securities laws and regulations, or any other, laws or requirements, even if we use the words “material” or “materiality” in relation to them. Much of the information in this report is informed by various standards and frameworks (including standards for the measurement of underlying data) and the interests of various stakeholders, which may be more expensive than certain legal requirements. Furthermore, much of this information is subject to assumptions, estimates, third-party information or methodologies that are still evolving and subject to change as a result of new information or subsequent developments, and they ultimately may prove to be inaccurate. While we are not aware of any current material flaws with the information we have used, except to the extent disclosed, we have not undertaken to independently verify this information or the assumptions or other methodological aspects underlying such information. Unless otherwise specifically stated, the data herein has not been subject to independent third-party assurance or external audit.

Our disclosures may also change due to revisions in framework requirements or recommendations, availability or quality of information, changes in our portfolio composition, changes in our business or the business of our portfolio companies or any applicable government policies, changing stakeholder (including investor) focus, or other factors, some of which may be beyond our control. Any such changes may also impact our ability to achieve any ESG- or sustainability-related plans, targets or goals we set, either on the timelines and costs initially anticipated or at all. Moreover, given the uncertainties, estimates, and assumptions involved, the materiality of some of this information, as well as our ability to meet our plans, targets, goals, commitments or other evolving expectations, is inherently difficult to assess far in advance.

For more information on our performance and activities in these areas, please contact us at wix_esg@wix.com.

Finally, website and document references throughout this report are provided for convenience only, and the content on the referenced websites or documents is not incorporated by reference into this document.