

WIX.com

START-UP NATION

It's all about the narrative



Our vision is to power how
businesses **create, manage**
and **grow** online

Facts About Wix

>121M

Registered
users

>2M

New users each
month

2000

Employees

2013

Year we
went Public

190

Countries with Wix
users

50%

Of employees in
R&D

11

Sites around
the world

~400M\$

yearly
revenue

// Narrative

In
10
years

945
exits

Worth
\$74B

40%-50%
of employment (in sector)
in R&D centers

50%
(approx.) of GNP (in sector)

Number of R&D
centers: the highest in
the world, per capita

262
R&D centers:
mainly
established
after
acquisition

SOUNDS GOOD,
RIGHT?

40%-50% of employment

50% (approx.) of GNP (in sector)

67% of R&D in multinationals

67% of R&D – Draining from Israel

Only 63% of patents invented in Israel stay Israeli (20% less in 10 years)

Only 5% of companies remain independent (don't sell) in the US that stat is over 20%



START-UP NATION

The Story of Israel's Economic Miracle

DAN SENOR AND SAUL SINGER

A Council on Foreign Relations Book

It's all about
the narrative

ISRAEL:

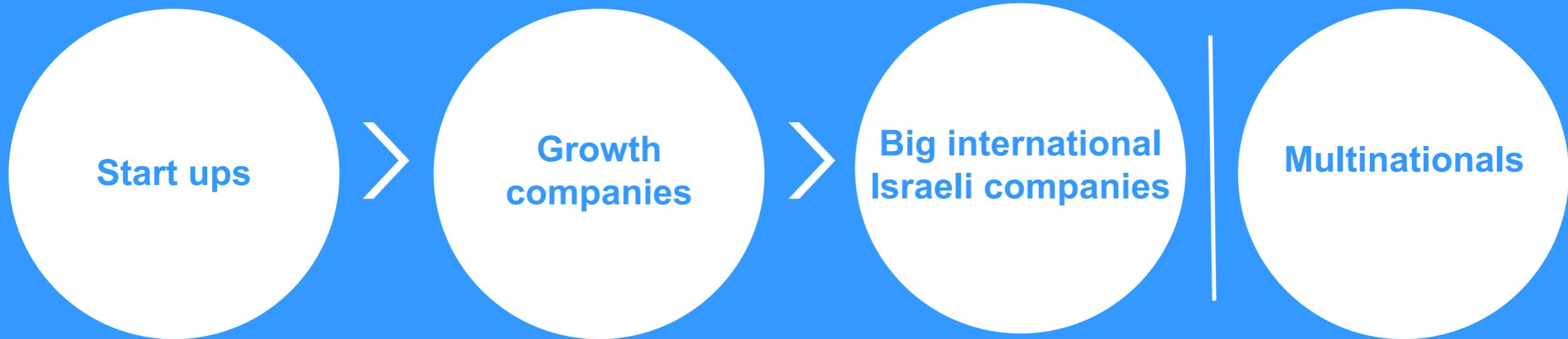
**A LEADING CENTER OF
GLOBAL R&D**

There is another path

Scale

~~START UP~~

NATION





KitLocate

The Exit

Why Exit?

Investors push start-ups to make early exits

Founders want to “meet the money”

Not many good examples down the road

Regulatory barriers

It is HARD to work internationally from Israel

Urban Legend:

“

Israeli entrepreneurs don't know how to manage a big
company”

The change is
already here

The industry is growing up

But the companies
CAN'T DO IT ALONE

// Taking Action

Growth Companies Forum



Growing Full Companies

Keeping the value chain in Israel

Workforce

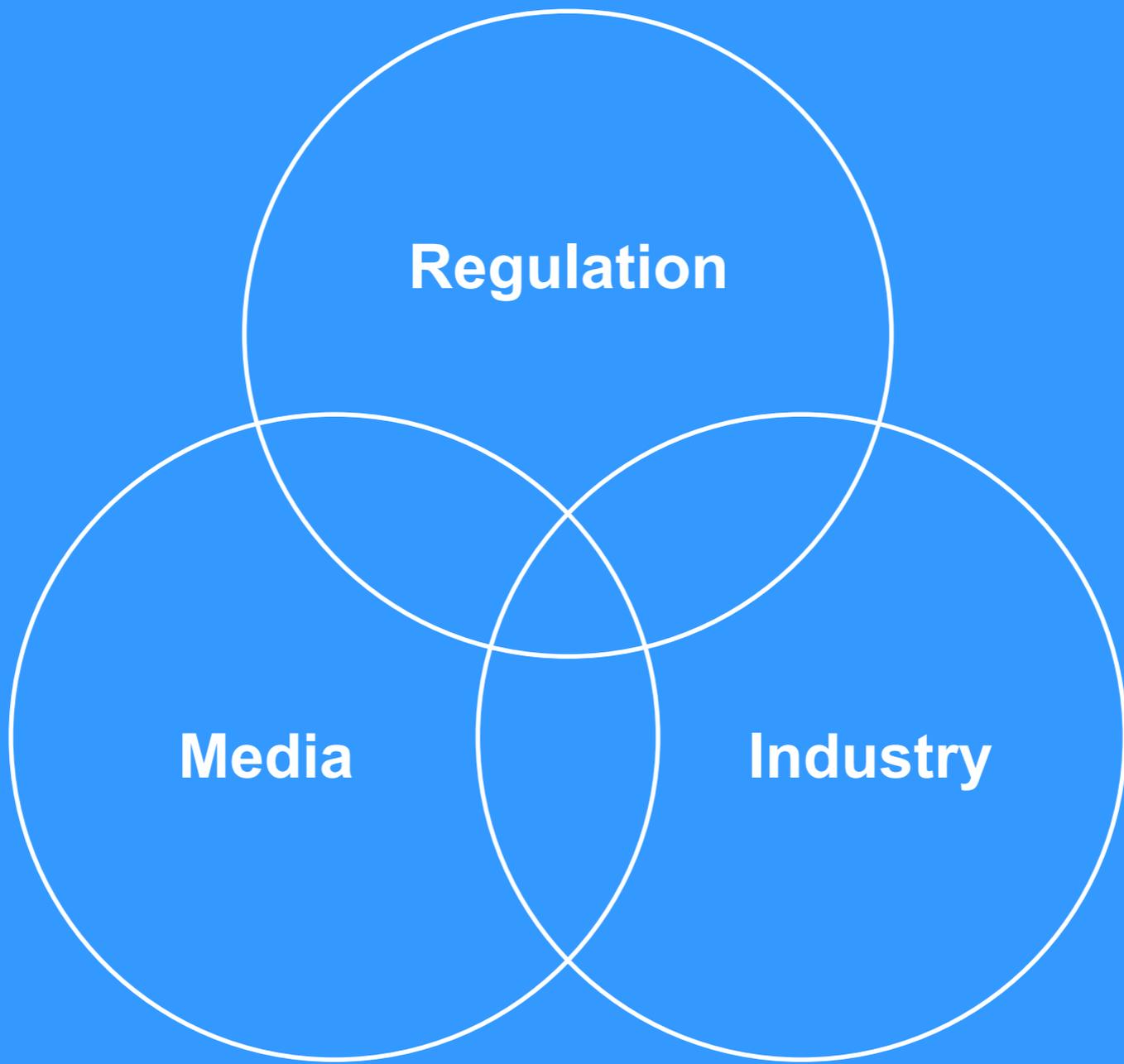
IP income

Spillover
effect

Market
Productivity

Less
dependencies
on foreign
investments

Long term
Value



Regulation

Media

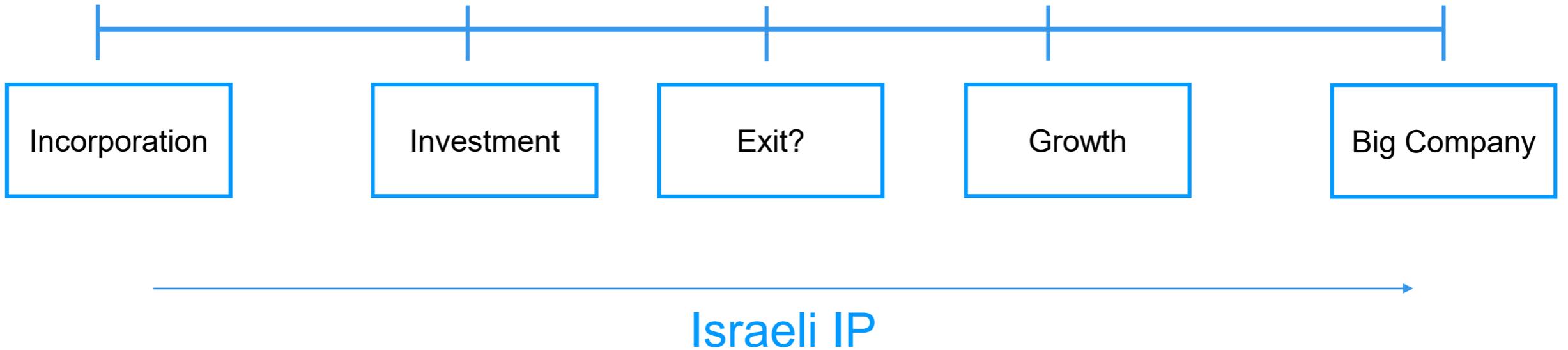
Industry

Achievements 2014-2017

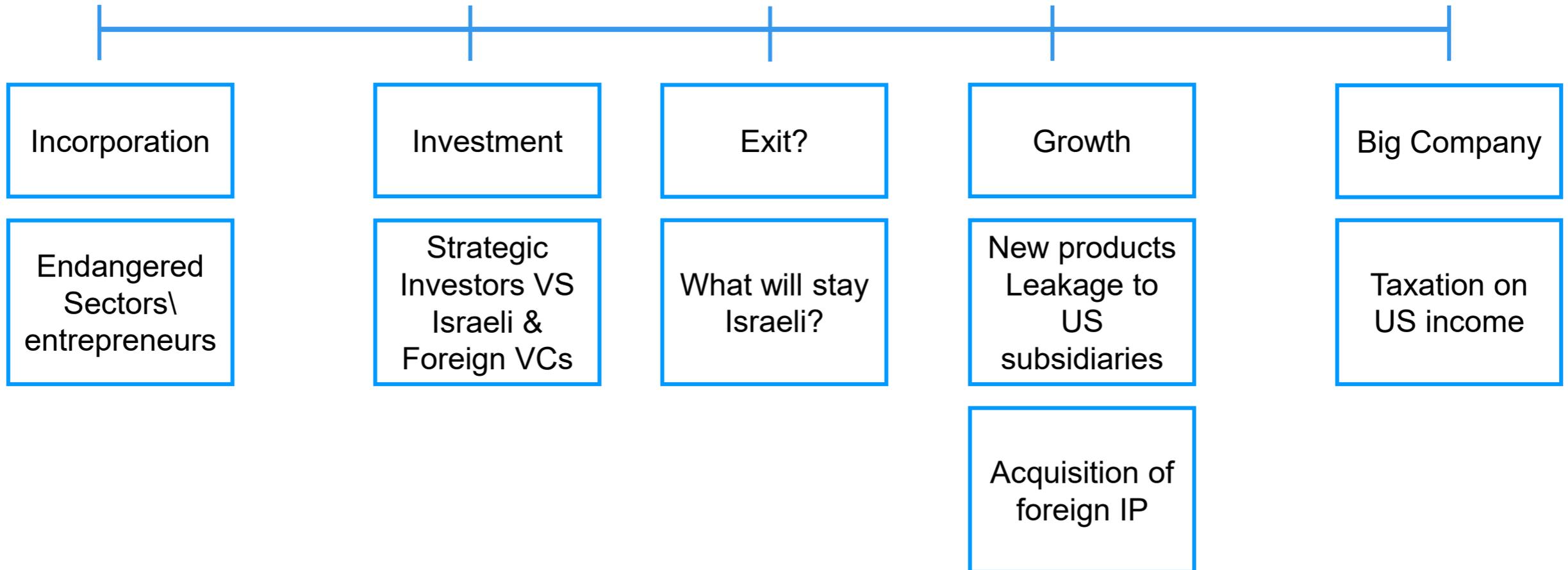
- We helped define tech companies in the Israeli law
- We passed a major corporate tax reform
- We removed M&A barriers in legislation
- We reduced double regulation for traded companies
- We made foreign experts recruitment easier

// 2018 – Turning Point?

US Tax Reform implications



US Tax Reform implications

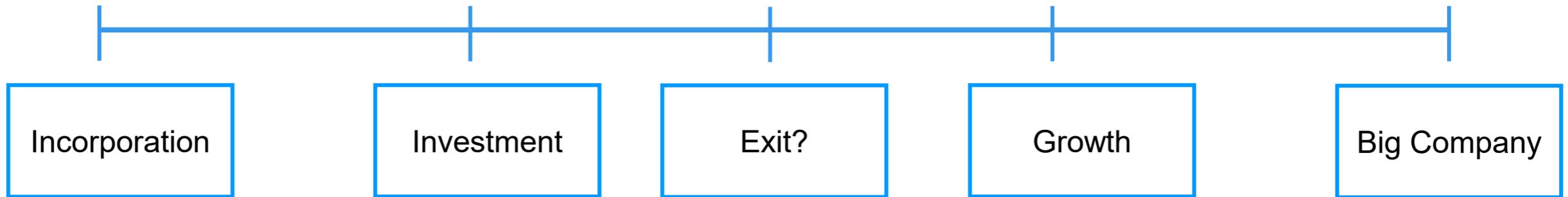


// Solution

Tech Reform:

Focus on "made in Israel" Tech

Methodology: The Entrepreneur POV



Micro rather than Macro
Outcomes rather than Solutions

Who do we
wish to
encourage?
"Employment
Multiplier"

Incorporated
in Israel

More than 1/3 of
Employees in
Israel

IP registered
in Israel

Significant Parts of
the value
chain in Israel

Regulatory Holistic Approach

Workforce - bureaucracy	TTO's	Taxation - Incentives	Corporate Governance Going public	Education	Workforce - Competition
Taxation – Structures	Funding Growth	Israel Capital Market	Fighting the BrainDrain	Gov. SandBox	Corporate Governance Incorporation

// Branding

Making Israel Great Again

WIX.com

Thank You!