fiverr.

Company Presentation

February 2024









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In addition, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements that we may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation are inherently uncertain and may not occur, and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Accordingly, you should not rely upon forward-looking statements as predictions of future events. In addition, the forward-looking statements made in this presentation relate only to events or information as of the date on which the statements are made in this presentation. 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Management estimates are derived from publicly available information released by independent industry analysts and other third-party sources, as well as data from our internal research, and are based on assumptions made by us upon reviewing such data, and our experience in, and knowledge of, such industry and markets, which we operate and our future performance are necessarily subject to uncertainty and risk due to a variety of factors, including those described above. These and other factors could cause results to differ materially from those expressed in the estimates made by independent parties and by us. This presentation, and the accompanying oral presentation, may include certain financial measures and key performance measures, not presented in accordance with the generally accepted accounting principles in the United States ("GAAP"), including non-GAAP gross profit, non-GAAP gross margin, Adjusted EBITDA, Adjusted EBITDA and inscribed performance in accordance in accord with GAAP and may exclude items that are significant in understanding and assessing the Company's financial results. Therefore, these measures should not be considered in isolation, as an alternative to, or superior to net loss or other measures of profitability, liquidity or performance under GAAP. You should be aware that the Company's presentation of these measures may not be comparable to similarly titled measures used by other companies, which may be defined and calculated differently. See the appendix for a reconciliation of these non-GAAP measures to the most directly comparable GAAP measure. We are not able to provide a reconciliation of non-GAAP financial measures guidance for the first guarter of 2024, and the fiscal year ending December 31, 2024, and long term net income (loss), to the comparable GAAP measures, because certain items that are excluded from non-GAAP financial measures cannot be reasonably predicted or are not in our control. In particular, we are unable to forecast the timing or magnitude of share based compensation, amortization of intangible assets, impairment of intangible assets, income or loss on revaluation of contingent consideration, other acquisition-related costs, convertible notes amortization of discount and issuance costs and exchange rate income or loss as applicable without unreasonable efforts, and these items could significantly impact, either individually or in the aggregate, GAAP measures in the future.

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Investment highlights.

Large market opportunity with low online penetration

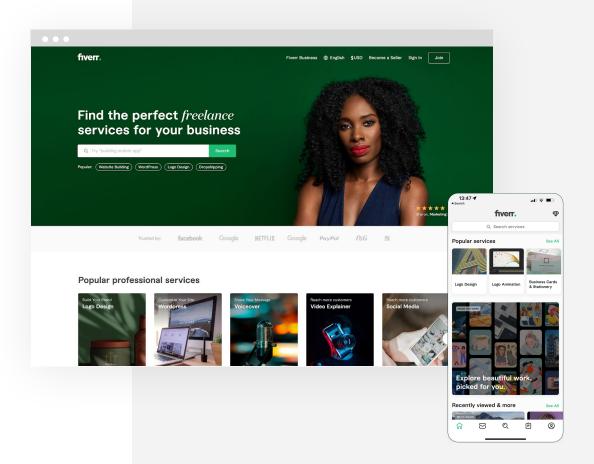
Our unique e-commerce approach creates efficiency and transparency

- Powerful business model with high take rate, strong cohort, and marketing efficiency
- 4 Growth and operating leverage creates strong cash generation

meet fiverr.

Fiverr is a *global marketplace* that connects freelancers and businesses for *digital services*.

We change how the world works *together*.





Fiverr at a glance

Our mission is to change how the world works together. **2010** Fiverr was founded

Gobal Office in NYC, Orlando and HQ in Tel Aviv

June 13, 2019 (NYSE: FVRR)

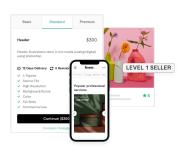
Employees as of December 31, 2023

\$361M FY23 revenue, up 7% y/y



Product roadmap

We are a technology company at our core









2012-2016

- Packages
- Leveling system
- Mobile App

2017-2019

- Fiverr Learn
- Fiverr Pro
- Fiverr's Choice
- Clearvoice
- Fiverr Workspace

2020

- Fiverr Business
- Promoted Gigs
- Non-English sites
- Fiverr Logo Maker
- Milestones

2021-2023

- Subscriptions
- Seller Plus
- Fiverr Discover
- Project Partner
- Fiverr Enterprise
- Fiverr Certified
- Fiverr Business Solutions
- Fiverr NeoTM





The world is changing and the way people work is changing with it.

Traditional workplace

Long-term employment

Work from the office

Local teams

Work offline

Work full time, receive monthly salary

Study young, standard profession

Stability

Future of work

Experience building and freelancing

Work from anywhere (nomads, co-working)

Global & remote teams

Work **digitally**, leveraging collaboration tools

Get paid for action and results

Continuous study, gain unique expertise

Fulfillment



Large Market Opportunity

2021 Estimated Income for U.S. Independent Skilled Creative, Technical, and Professional Services

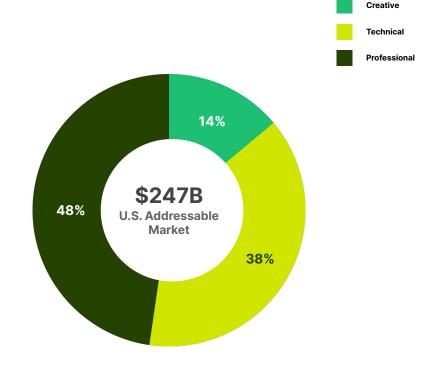
Freelance Economic Impact Report

C - Motion Picture and Video Industries, Sound Recording Industries, Photographic Services, Independent Artists, Writers, and Performers, Photofinishing.

TS - Data Processing, Hosting, and Related Services, Other Information Services, Architectural Services, Landscape Architectural Services, Engineering Services, Drafting Services, Geophysical Surveying and Mapping Services, Specialized Design Services, Computer Systems Design and Related Services, Translation and Interpretation Services. All Other Professional. Scientific. and Technical Services.

PS - Legal Services, Accounting, Tax Preparation, Bookkeeping, and Payroll Services, Management, Scientific, and Technical Consulting Services, Advertising, Public Relations, and Related Services, Marketing Research and Public Opinion Polling, Office Administrative Services, Document Preparation Services, All Other Business Support Services, Educational Services.

Source: U.S. Census Bureau. Non-Employer Statistics (NES) and Rockbridge Associates





Freelancing is still an old-school business.

Just like e-commerce in 1994, freelancing activity is gradually migrating to the online world.

The majority of freelancing still happens offline.

Source: Staffing Industry Analysts (SIA), McKinsey, US Census of Bureau



Online

High friction in *traditional* freelancing business.

Every stage of the process has traditionally been disconnected, with little consistency from person to person.

Buyers		From finding The right talent	To collaboration and support during transaction	To reference and trust	To negotiating the deal
Freelanc	ers ·····	From finding customers	To winning jobs	To payment uncertainty	To delivery and payment





Our *e-commerce* approach to freelancing.



Service-as-a-Product model

To buy and sell **digital services** as simple as buying on Amazon with a comprehensive SKU-like service catalog.



On-demand

No hiring process. No long-term commitment. Getting businesses help when they need it.



End-to-end platform

So **businesses** can focus on meeting deadlines and **freelancers** can focus on doing what they love.



Global community

Bringing together a **global community of businesses and freelancers** to shape the future of work.



We are *not* an online staffing company.

Staffing company

Short/long term temporary employment Bidding, vetting and contract negotiation

Opaque and non-standardized scope, timing and cost

Connection only

Fiverr

Service-as-a-product (SaaP)

Browse, search, click to order

Transparent timing, price and deliverables

End-to-end platform

Our value to *buyers*



Transparency and certainty of price, scope of work and quality and speed



Value for money



Access to an expansive catalog of digital services



Access to a diverse pool of freelancers



Trusted brand for customer service

Buyer NPS: **63**

Our value to *sellers*



No bidding / negotiation to win projects



Maximize deal-flow



Flexibility and control



Frictionless payment and business support



Credentialed storefront



Success management and support

Seller NPS: 80

Our two-sided marketplace creates powerful flywheel effects.







How Fiverr works.

An illustrative example of a \$100 transaction on core marketplace.



Service Catalog

Under our SaaP model, sellers list their service offerings on our marketplace first. Each Gig has well defined scope of work, time of delivery, price, and other spec of the service. Millions of these gigs make up our extensive service catalog, which buyers use to search and browse to find the exact service they are looking for.

The buyer pays \$105.50 to Fiverr

Order

Once the buyer navigates through our catalog and finds the service they want, they place the order and pay Fiverr the cost of the gig plus the service fee, which is 5.5% of the purchase amount. For purchases under \$75, buyers pay an additional \$2.50 small order fee.

Work starts immediately upon order

Fulfillment

Upon order, Fiverr prompts the buyer to send the seller the files required in the gig description, along with a briefing document with instructions. Once received, the seller can start to work on the project immediately. They can also communicate and collaborate during the course of project through our platform.

Delivery & Payment

Fiverr pays the seller \$80

14 days after the delivery of the project, if no issue raised by the buyer, Fiverr makes 80% of the transaction value available for seller to withdraw.









Horizontal



Organic network effect drives majority of new buyers





Target audience: SMBs, or "zero to enterprise" as we call it



High value creation from transaction #1



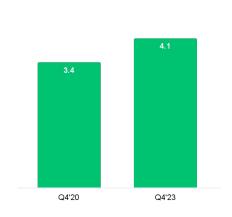
Drive **high LTV** with **repeat** and **cross-category** purchases



Active buyers (millions) +19% Y/3Y

Spend per Buyer (\$) +36% Y/3Y

We have grown a *larger* buyer base, and they are spending more with us

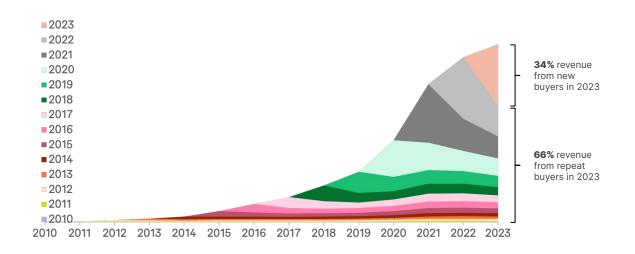






Revenue composition by annual cohort 2010-2023

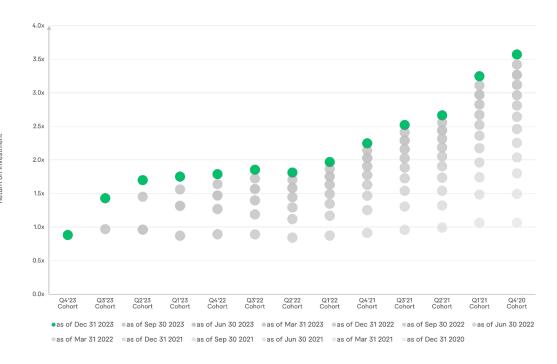
Consistent cohort
behavior on core
marketplace with
majority of revenue
from repeat buyers

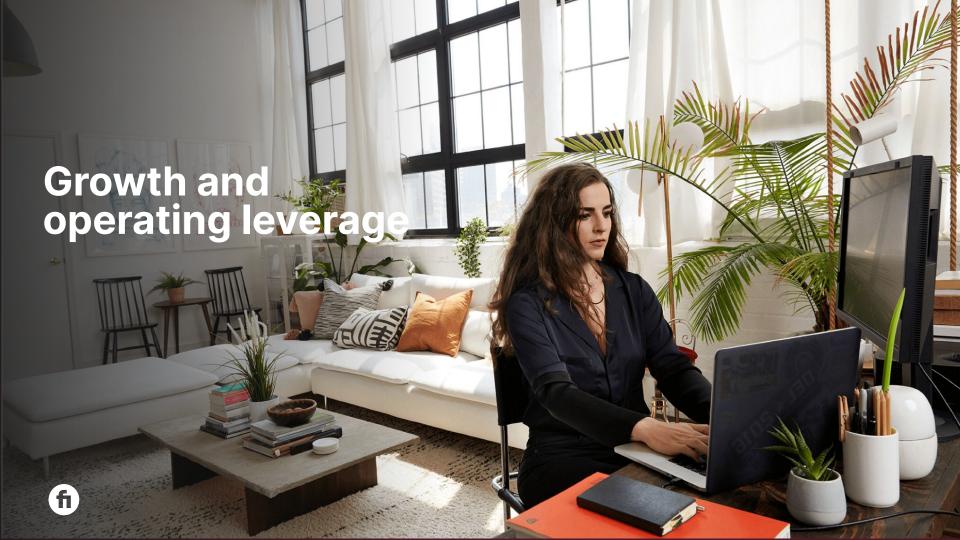




Increasing return on marketing investments over time, as cohorts remain active and continue to generate revenue streams

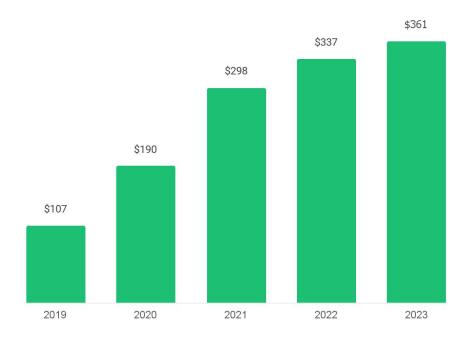
Cumulative revenue to performance marketing investment by cohort





Revenue (\$ in millions) +36% CAGR, 2019-2023

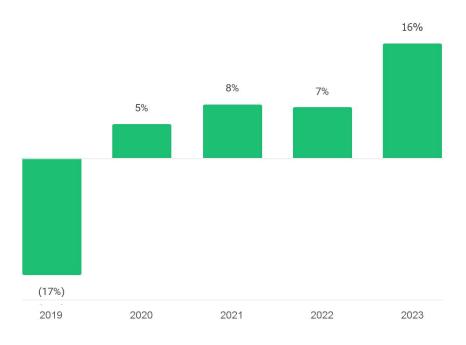
Our marketplace has scaled up significantly since IPO





Adjusted EBITDA Margin +3300 bps, Y/4Y 2019-2023

We have become more profitable as well

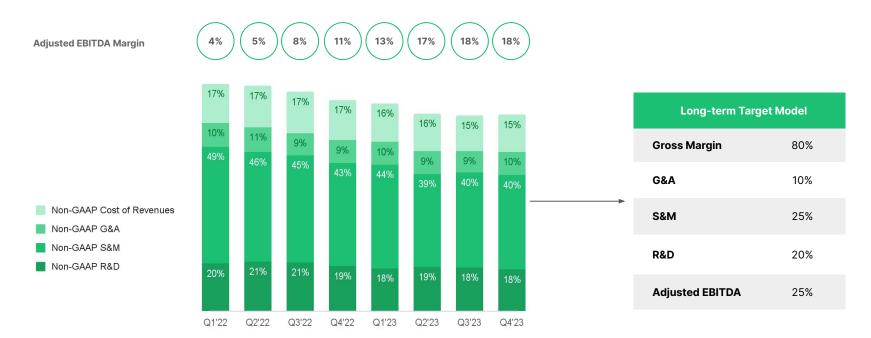


Note: Adjusted EBITDA margin is a non-GAAP metric. See the appendix to this presentation for a reconciliation against the nearest GAAP measure.



Continue to drive efficiency towards

long-term target model



Note: Adjusted EBITDA margin and non-GAAP operating expenses are non-GAAP metrics. See the appendix to this presentation for a reconciliation against the nearest GAAP measure. Some amounts in this presentation may not total due to rounding. All percentages have been calculated using unrounded amounts.



Multiple levers to drive long-term growth

Encompassing every aspect of the future of work

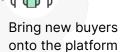


Expand geographic footprint



Move up-market for buyers & sellers





Innovate technology & services

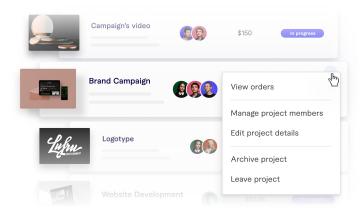




Expand our Gig catalog

fiver. Business Solutions

A dedicated environment for business buyers to transact and collaborate on Fiverr.



- White-glove CSM service
 - Budget approval
 - Curated supply
 - Share favorite sellers
 - Collaboration tools
 - Project Partner



"The tight deadlines we've all suffered from are a thing of the past. We can share a presentation design brief late at night and have a fully-designed, high-quality presentation ready in the morning, and the price is more than just convenient."



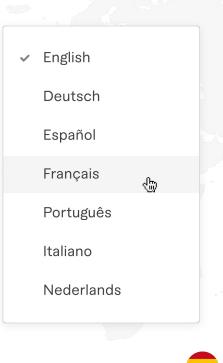
Yael Brandt *Customer Development*, Unilever



International Expansion

Expanding Fiverr's footprint to unlock growth potential in non-English speaking countries

Fiverr.com available in:

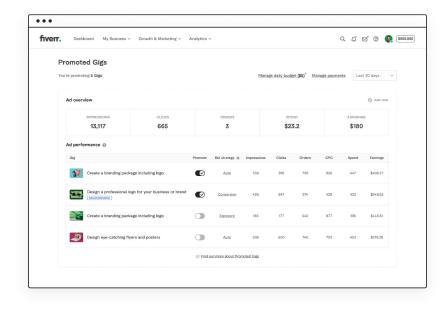






Promoted Gigs

CPC-based advertising platform that allows sellers to promote themselves on Fiverr.





monthly income with Promoted Gigs

The increased order flow allowed Christy to grow from a Level 1 Seller to a Top Rated Seller in less than a month, which in turn drove more organic traffic to her gigs as well.



Case Studies





Joined Fiverr to provide 3D technical drawings and renderings for e-commerce customers

2021

Expanded to 3D animation for product advertisements and instructional videos

Today

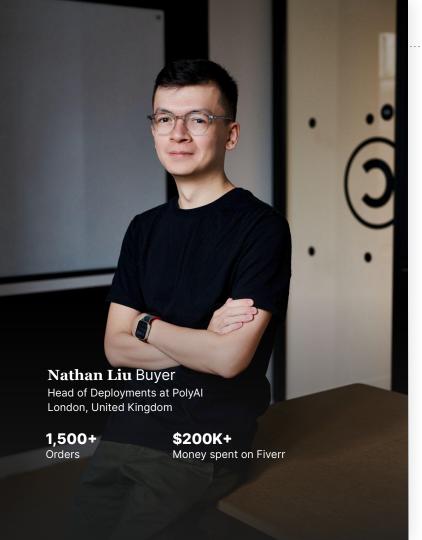
Top Rated Seller on Fiverr Pro and has earned over \$100,000

Service offered:



3D Rendering & Animation

Thanks to the Fiverr Pro and Fiverr Business programs, my business and the quality of my clients has improved to levels I could never have imagined before.



PolyAl started using Fiverr to source voice actors

2022

PolyAl now has over 25 members on their team account

Today

Nathan and his team have spent over \$200,000 on over 1,500 orders for voice work, audio editing, and translation

Service purchased:





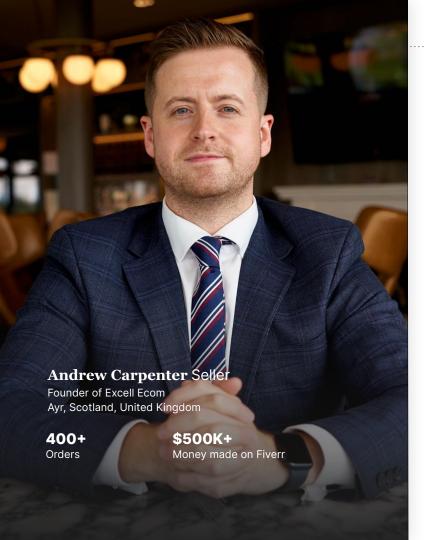


Voice Over Actors

Audio Editing

Translation

Fiverr Pro is integral to making PolyAI voice assistants as engaging and lifelike as they are. Our customer-led conversational assistants are like nothing our customers have ever heard, and the sheer quantity and quality of talent on Fiverr has taken so much friction in our processes away.



Andrew joined Fiverr in 2020 to offer his digital advertising expertise

2021

Achieved Top Rated Seller and Pro Seller status

Today

Andrew now has a team of 5 professionals and has made over \$500,000 on Fiverr

Service offered:









Website Design

E-commerce Development

SEO

Branding

Fiverr has provided exposure like no other platform in the world when it comes to freelancing. Being able to generate revenue and not worry about lead generation allows us to focus on our services and improve our business.



Joined Fiverr five years ago when he started creating marketing campaigns and needed voiceover for video ads

2020

The team uses Fiverr for numerous categories including banner ad designs, video projects, 3D modeling, and Minecraft animation

Today

Nir and his team have spent over \$22K on Fiverr across 180+ orders and engaged with 96 sellers from 23 countries

Service purchased:







Programming & Tech

3D Rendering

Video Game Development

Fiverr helped me and my team raise the quality of deliverables by providing access to services with quality professionals which we couldn't reach otherwise. Using Fiverr allowed us to work on multiple projects at the same time thus creating many more assets for us to A/B test and optimize our campaigns.



Declan started his Fiverr journey in 2014 as an individual freelancer 2020

Scaled his business to a full fledged digital agency with a team of 10 people Today

Declan has worked with over 1000 clients from over 53 countries, with the vast majority of it still coming from the Fiverr platform

Service offered:

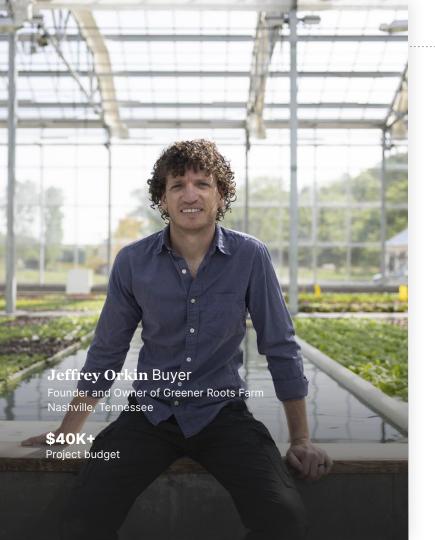




E-commerce Development

SEO

Fiverr has been a great support for me during the challenges of COVID-19. They kept regular check-ins on how I was performing and provided me with advice on new strategies. As a web design agency, we actually saw an increase in sales during that time.



August 2020

First turned to Fiverr to create an in-house data tracking system to improve production efficiency

August 2021

The data tracking system project was completed after a little over a year with a budget of over \$40K

Today

Jeffery has also uses Fiverr to update his branding and design new t-shirts

Service purchased:



Programming & Tech

Fiverr helped us connect the dots to professionals who have created a software we have been dreaming about for years.



June 2020

First turned to Fiverr to explore integrating freelancers for 3D rendering projects for her clients

September 2020

Joined Fiverr Business and invited her 8 team members to join, enabling increased workflows and collaboration among projects

Today

The team works with a set of trusted sellers on Fiverr Business who they regularly engage with, and the list continues to expand

Service purchased:



3D Rendering

Fiverr Business has been an incredibly efficient and effective solution for our team. The white glove service and enhanced features like the newly implemented billing and invoicing system has been imperative to us scaling our usage of Fiverr Business.



December 2019

First joined Fiverr as a side-hustle after spending over 15 years in the corporate world 2021

Michael averaged more than \$50,000 per month from Fiverr's marketplace Today

Earned over \$700,000 on Fiverr with an average order price of \$865

Service offered:



SEO

When I walked away from a successful career in the corporate world, many people thought I was crazy. Today I work from home, increased my income and spend more time with my family than ever. Joining Fiverr was the best career move I ever made.



2019

Danielle founded Semicolon Bookstore 2020

Semicolon Bookstore experienced a surge in demand, moving tens of thousands of books a week Today

Using Fiverr, implemented an inventory management system to support her growing business and launched her new website with an updated brand

Service purchased:









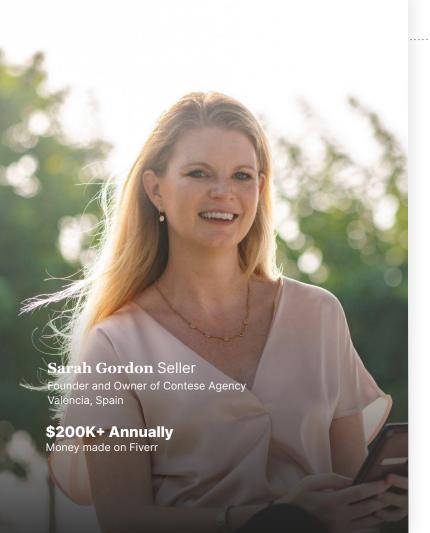
Web Development

Branding

Press Release

Inventory management

Working with Fiverr has catapulted my business to the next level - refreshing the bookstore's brand and website and implementing an inventory management system will allow us to access a smoother backend operational system, which helps drive sales and continued growth.



2018

Started freelancing on Fiverr

During COVID

Built a career on Fiverr by helping clients mainly with website content and copywriting

Today

Partnered with an SEO expert and created an 11 person agency across various categories that makes roughly \$200K a year on Fiverr, which is its main channel. She is a Pro seller, a Fiverr Business vetted seller and a Seller Plus subscriber

Service offered:





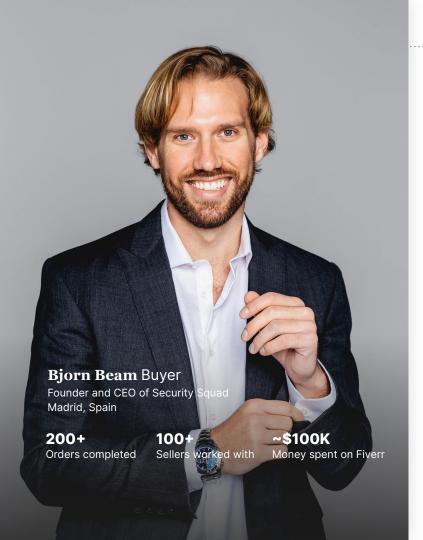


SEO Web Content

Branding

Articles & Blog Posts

The platform helps us reach a global audience with a steady stream of clients that has proven to be more effective to our growth than other marketing methods



June 2019

Joined Fiverr, and since then bought a wide variety of services for his startup that provides digital educational material

March 2020

Today, he's focusing more on product development and expanding content offerings in order to prepare for the day after COVID-19

Service purchased:







Video Game Development

Wordpress Development

Articles & Blog Posts





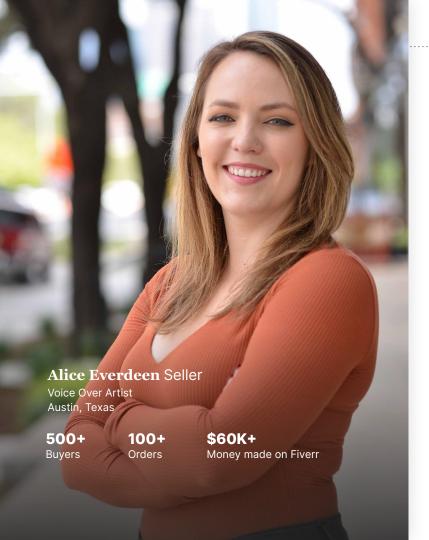


SEO

Scriptwriting

E-book Writing

Thanks to Fiverr, from quarantines in Madrid, I can chat with my game developers in Russia and New Zealand. Our walls may confine us, but our creativity and connectivity liberate us.



March 2020

Joined Fiverr and quickly built her reputation, earning a Rising Talent badge October 2020

Recognized as a Top Rated Seller, completing over 100 orders Today

Worked with over 500 buyers and plans to continue full-time on Fiverr

Service offered:



Voice Over

One of the most memorable projects I've completed on Fiverr was with the marketing team of a Fortune 100 technology company. We created a commercial for a new product that featured a conversation between the company's product and a competitor's product; I played the bubbly part of the company's product, who was super positive and fun!



December 2019

Joined Fiverr as a supplement to his full-time work

2021

Founded his own agency "Startup Slang" Today

Startup Slang has a team of 35 people with annual revenue of \$1M+

Service offered:







E-commerce Development

Social Media Advertising

Web Content

Thanks to Fiverr, I was able to focus on developing my services while the platform took care of putting my gigs in front of the right clients...I owe a huge part of my current success to those clients and to Fiverr.

Appendix



Reconciliation of GAAP to Non-GAAP Gross Profit

(In thousands, except gross margin data)

	Q1'22	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23
GAAP gross profit	69,708	67,484	66,910	67,316	72,290	73,753	77,457	76,029
Add:								
Share-based compensation	707	771	477	565	613	619	632	633
Depreciation and amortization	1,956	2,017	922	1,170	928	885	731	709
Non-GAAP gross profit	\$ 72,371	\$ 70,272	\$ 68,309	\$ 69,051	\$ 73,831	\$ 75,257	\$ 78,820	\$ 77,371
Non-GAAP gross margin	83.5%	82.7%	82.8%	83.1%	83.9%	84.2%	85.2%	84.6%

Reconciliation of GAAP to Non-GAAP Cost of Revenues

(In thousands, except gross margin data)

	Q1'22	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23
GAAP cost of revenues	16,977	17,526	15,631	15,814	15,666	15,632	15,075	15,473
Less:								
Share-based compensation	707	771	477	565	613	619	632	633
Depreciation and amortization	1,956	2,017	922	1,170	928	885	731	709
Non-GAAP cost of revenues	\$ 14,314	\$ 14,738	\$ 14,232	\$ 14,079	\$ 14,125	\$ 14,128	\$ 13,712	\$ 14,131
	16.5%	17.3%	17.2%	16.9%	16.1%	15.8%	14.8%	15.4%



Reconciliation of GAAP Net Income (Loss) to Adjusted EBITDA

(In thousands, except Adjusted EBITDA margin data)

	Q1'22	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23
GAAP net income (loss)	(16,975)	(41,863)	(11,350)	(1,299)	(4,272)	227	3,025	4,701
Add:								
Financial expenses (income), net	(230)	(841)	(1,162)	(1,391)	(3,084)	(4,487)	(5,678)	(6,914)
Income taxes	20	53	36	468	210	250	308	605
Depreciation and amortization	3,110	3,142	1,938	1,995	1,725	1,654	1,321	1,287
Share-based compensation	18,003	19,114	17,612	17,026	16,719	17,630	17,557	16,792
Impairment of intangible assets	-	27,629	-	-	-	-	-	-
Contingent consideration revaluation and	(63)	(2,627)	(520)	(7,403)	_		_	(359)
acquisition related costs	(03)	(2,027)	(320)	(7,403)				(333)
Adjusted EBITDA	\$ 3,865	\$ 4,607	\$ 6,554	\$ 9,396	\$ 11,298	\$ 15,274	\$ 16,533	\$ 16,112
Adjusted EBITDA margin	4.5%	5.4%	7.9%	11.3%	12.8%	17.1%	17.9%	17.6%



Reconciliation of GAAP to Non-GAAP Operating Expenses

(In thousands)								
(tire dedicate)	Q1'22	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23
GAAP research and development	23,774	24,523	22,938	21,328	21,887	23,289	23,490	22,054
Less:								
Share-based compensation	6,205	6,521	5,811	5,291	5,784	6,463	6,227	5,836
Depreciation and amortization	201	202	200	198	209	203	196	191
Acquisition related costs				-	-	16,623	16,623	16,623
Non-GAAP research and development	\$ 17,368	\$ 17,800	\$ 16,927	\$ 15,839	\$ 15,894	\$ 16,564	\$ 17,067	\$ 16,027
GAAP sales and marketing	47,867	44,325	41,959	40,448	42,050	38,870	40,521	39,767
Less:								
Share-based compensation	4,430	4,575	4,151	4,040	3,269	3,477	3,392	3,166
Depreciation and amortization	860	821	713	495	502	476	314	309
Acquisition related costs	-	-	-	(24)	-	-	-	-
Non-GAAP sales and marketing	\$ 42,577	\$ 38,929	\$ 37,095	\$ 35,937	\$ 38,279	\$ 34,917	\$ 36,815	\$ 36,292
GAAP general and administrative	15,252	13,658	14,489	7,762	15,499	15,604	15,791	15,816
Less:								
Share-based compensation	6,661	7,247	7,173	7,130	7,053	7,071	7,306	7,157
Depreciation and amortization	93	102	103	132	86	90	80	78
Other initial public offering related expenses				-	-	-	-	-
Contingent consideration revaluation and acquisition related costs	(63)	(2,627)	(520)	(7,379)	-	-	-	(359)
Non-GAAP general and administrative	\$ 8,561	\$ 8,936	\$ 7,733	\$ 7,879	\$ 8,360	8,443	8,405	8,940



Thank you fiverr.



