

## **Wix.com Ltd. Files Registration Statement for Proposed Initial Public Offering**

**San Francisco, CA, October 1, 2013** - Wix.com Ltd., a leading global web development platform, announced today that it has publicly filed a registration statement on Form F-1 with the U.S. Securities and Exchange Commission ("SEC") relating to a proposed initial public offering of its ordinary shares. The number of shares to be sold and the price range for the proposed offering have not yet been determined. Wix has applied to list its ordinary shares on the New York Stock Exchange under the ticker symbol "WIX."

J.P. Morgan Securities LLC and BofA Merrill Lynch are acting as lead joint bookrunners for the proposed offering. RBC Capital Markets, LLC is acting as other book-running manager and Needham & Company, LLC and Oppenheimer & Co. Inc. are acting as co-managers.

The offering will be made only by means of a prospectus. When available, copies of the preliminary prospectus related to the offering may be obtained from J.P. Morgan Securities LLC, Attention: Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, telephone: 1-866-803-9204; BofA Merrill Lynch, Attention: Prospectus Department, 222 Broadway, New York, NY 10038, email: [dg.prospectus\\_requests@baml.com](mailto:dg.prospectus_requests@baml.com); or RBC Capital Markets, LLC, Attention: Prospectus Department Three World, Financial Center 200 Vesey Street, 8<sup>th</sup> Floor, New York, NY 10281, telephone: 1-877-822-4089.

A registration statement relating to these securities has been filed with the SEC but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. The registration statement can be accessed through the SEC's website at [www.sec.gov](http://www.sec.gov).

This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

### **About Wix.com Ltd.**

Wix.com is a leading cloud-based web development platform with more than 38 million registered users worldwide. Wix was founded on the belief that the Internet should be accessible to everyone to develop, create and contribute. Through free and premium subscriptions, Wix empowers millions of businesses, organizations, professionals and individuals to take their businesses, brands and workflow online. The Wix Editor and highly curated App Market enable users to build and manage a fully integrated and dynamic digital presence. Wix's headquarters are in Tel Aviv, with offices in San Francisco, New York and Dnepropetrovsk.

#### **Investor Relations:**

Maya Hagoel, Wix.com  
[ir@wix.com](mailto:ir@wix.com) or +972.3.545.4948  
Jonathan Schaffer, The Blueshirt Group  
[ir@wix.com](mailto:ir@wix.com) or 212.871.3953

#### **Media Relations:**

Eric Mason, Wix.com  
[ericmason@wix.com](mailto:ericmason@wix.com) or 415.322.8460  
Ethan Chernofsky, Headline Media  
[Ethan@Headline-Media.com](mailto:Ethan@Headline-Media.com) or 718.506.9424