

Wix.com Ltd.(WIX)

\$279.82 (As of 07/14/20)

Price Target (6-12 Months): **\$293.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 02/25/20)

Prior Recommendation: Outperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

2-Buy

Zacks Style Scores:

VGM:C

Value: F

Growth: A

Momentum: C

Summary

Wix.com is well poised to benefit from growing user and premium subscription base amid strong growth in online selling activity on account of coronavirus crisis-induced Internet demand. Moreover, it anticipates solid uptick in Wix by Ascend in second-quarter 2020. Further, management is banking on strong growth in selling activity of businesses with robust growth in gross merchandise value (GMV) transacted on Wix. Additionally, the company continues to launch several user-friendly applications for meeting the requirements of a dynamic retail environment, evidently adding to its user base, which is a positive. Notably, shares of the company have outperformed the industry on a year-to-date basis. Nevertheless, rising investments in product development, infrastructure and platform will further increase expenses, thereby limiting margin expansion.

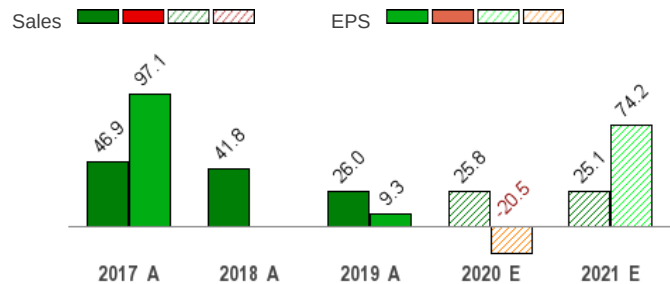
Price, Consensus & Surprise



Data Overview

52 Week High-Low	\$299.83 - \$76.81
20 Day Average Volume (sh)	817,227
Market Cap	\$14.0 B
YTD Price Change	128.7%
Beta	1.88
Dividend / Div Yld	\$0.00 / 0.0%
Industry	Computers - IT Services
Zacks Industry Rank	Bottom 14% (215 out of 251)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	50.0%
Last Sales Surprise	0.1%
EPS F1 Est- 4 week change	0.1%
Expected Report Date	07/22/2020
Earnings ESP	0.0%
P/E TTM	247.6
P/E F1	300.9
PEG F1	8.6
P/S TTM	17.4

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	278 E	294 E	309 E	320 E	1,197 E
2020	216 A	233 E	248 E	261 E	957 E
2019	174 A	185 A	197 A	205 A	761 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$0.23 E	\$0.41 E	\$0.43 E	\$0.47 E	\$1.62 E
2020	-\$0.01 A	\$0.19 E	\$0.27 E	\$0.35 E	\$0.93 E
2019	\$0.03 A	\$0.34 A	\$0.41 A	\$0.39 A	\$1.17 A

*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 07/14/2020. The reports text is as of 07/15/2020.

Overview

Headquartered in Tel Aviv, Israel and founded in 2006, Wix.com Ltd. is a cloud-based web development platform. The company's platform offers solutions that enable businesses, organizations, professionals and individuals to develop customized websites and application platforms.

In 2019, the company reported revenues of \$761.1 million. Growth in the number of registered users and premium subscriptions are key revenue drivers.

The company's core products and services include Wix Editor, Wix ADI, Corvid by Wix (formerly Wix Code), Wix Mobile, Web, Wix App and Wix SEO Wi.

Wix Editor offers ready templates and drag-and-drop editor tool to facilitate Website editing to make web stores look professional without any design experience.

Wix ADI allows users to design websites customized to meet their specific needs. Corvid by Wix is designed to aid developers manage their workflow in a streamlined manner.

Ascend by Wix suite comprises of advanced features which allow users to seamlessly connect with customers, automate work processes, and aids in expanding business. Moreover, with Wix Logo Maker users can generate a logo by utilizing artificial intelligence.

Apart from the company's own payment solution Wix Stores, payment wallets like Apple Pay and Google Play is also available to the merchants, who they offer to customers for completing transaction done on the Wix App. Additionally, Wix Payments platform allows users to accept payments from customers via Wix Website.

Registered users as of Mar 31, 2020 were 172 million, up 16% year over year. Wix added 6.9 million registered users during the first quarter.

Wix added a total of 162K net premium subscriptions in the first quarter, up 12% year over year, to reach 4.7 million as of Mar 31, 2020.

For increased transparency, beginning the fourth quarter, Wix reported revenues, collections and cost of revenues under two segments: Creative Subscriptions and Business Solutions. Creative Subscriptions and Business Solutions contributed 81.7% and 18.3% to total first-quarter revenues of \$216 million.

The company also started providing Annualized Recurring Revenue (ARR) as the primary KPI for growth of its Creative Subscriptions segment. As of Mar 31, 2020, Creative Subscriptions ARR was \$739.5 million, up 19% year over year.



Reasons To Buy:

- ▲ The National Retail Federation (NRF) said that it expects retail sales to climb higher than what had been earlier projected. Spending at retailers for this year is predicted to grow in the range of 3.5-4.1%, amounting to \$3.9 trillion. Moreover, strong growth in e-commerce spending bodes well for Wix. The company's cloud-based platform is well-positioned to address the growing needs of merchants at a time when social media, cloud computing, mobile devices and data analytics are transforming the e-commerce marketplace.
- ▲ Wix continues to add functionality to its platform, which is responsible for driving merchant base. Of late, consumers are gravitating toward mobile devices, businesses, organizations and professionals for websites and dynamic digital presence that helps in interacting with customers, suppliers, partners and employees online and in real time. Consequently, demand for high-level customer engagement products and services are increasing. The company offers web development, design, solutions and apps via online platform that enables businesses, organizations, professionals and individuals to create digital presence. Through registration, users can access company's Wix Editor, Wix ADI and Corvid by Wix capabilities. These tools help users to enhance their digital presence. We believe there is a significant opportunity for the company to provide a cost-effective solution to aid the increasing demand of businesses, organizations, professionals and individuals in the digital market.
- ▲ Notably, the percentage of registered users using Wix Payments grew every quarter throughout 2019. The company's registered users increased to 172 million as of Mar 31, 2020, up 16% year over year. Wix added a total of 162K net premium subscriptions in the first quarter of 2020, up 12% year over year, to reach 4.7 million as of Mar 31, 2020. Wix continues to launch several user-friendly applications to meet the requirements of a dynamic retail environment, consequently adding to user base. Management anticipates this trend to continue as the company expands shipping partners and add new features. We believe that product innovations and partnership deals will boost user base that will eventually drive top-line growth in 2020.
- ▲ Mobile focus provides significant leverage to Wix. The company's Wix App, a mobile application accessible on iOS and Android, allows users to create and manage content on their websites from a mobile device. We note that the company is benefiting from retail's rapid transition to mobile and social sales channels. We believe that this rapid growth will present significant opportunities for Wix in the long term.
- ▲ Management execution has been good in recent times. The solid net-cash balance of \$362 million as of Mar 31, 2020, provides the flexibility required to pursue any growth strategy, whether by way of acquisitions or otherwise. Notably, total debt to total capital of 63.4%, is lower than the year-ago figure of 68.4%. Cash flow from operations came in at \$35.1 million during the first quarter. Free cash flow was \$40 million compared with \$37.5 million reported in the prior quarter. The increasing free cash flow trend reflects that the company is making investments in the right direction.

Wix benefits from the launch of several user-friendly applications. Massive growth in e-commerce along with its sound liquidity and cash flow bodes well for Wix.

Reasons To Sell:

- ▼ Wix is relatively a new player in the e-commerce marketplace. Although it is not a direct competitor to behemoths like Alibaba and Amazon, but companies like Shopify and BigCommerce which provide e-commerce software poses threat to Wix. Companies that develop cloud-based software and payments platform like Mindbody and BookingSuite also adds to its competitive woes. Moreover, the company focuses on the small-and-medium sized (SMB) businesses, which are more susceptible to macro-economic headwinds. Both factors present significant risk for its growth prospects.
- ▼ Lack of big-shot international customers is a headwind for Wix. The company doesn't have significant presence in the Asia-Pacific market, which is the fastest growing retail e-commerce market according to eMarketer. Since the developed markets of Europe, America and Canada are already saturated, most of the U.S. companies are looking toward the emerging ones. These new markets offer growth opportunity driven by a larger population and the presence of an affluent middle class. However, lack of foothold in these markets due to difficulties related with payment collections along with legal, economic, tax and political risks that are greater than more developed markets could likely impact Wix. These are the primary headwinds in our view.
- ▼ We believe, increasing investments in product development and heightened level of hiring during 2020 will further escalate expenses, thereby keeping margins under pressure. We also note that Wix has been incurring losses in each fiscal year since its inception and has an accumulated deficit of \$443.9 million as of Mar 31, 2020. Despite the improving top line, mounting losses does not bode well for investor confidence.
- ▼ Moreover, the company is trading at premium in terms of Price/Book (P/B). Wix.com currently has a trailing 12-month P/B ratio of 66.15X. This level compares unfavorably with what the industry witnessed in the last year. Additionally, the ratio is higher than the average level of 33.67X and is line with the high end of the valuation range in this period. Consequently, the valuation looks slightly stretched from P/B perspective.

Increasing investments on product development, infrastructure and platform is a headwind. Further, lack of significant presence in the Asia-Pacific market and competition from peers remain concerns.

Last Earnings Report

Wix.com Q1 Earnings & Revenues Beat Estimates

Wix.com Ltd. reported first-quarter 2020 non-GAAP loss of 1 cent per share, narrower than the Zacks Consensus Estimate of a loss of 2 cents. Notably, the company had reported earnings of 3 cents in the year-ago quarter.

Total revenues rose 24% year over year to \$216 million and surpassed the Zacks Consensus Estimate by 0.1%.

Quarter Ending **03/2020**

Report Date	May 14, 2020
Sales Surprise	0.09%
EPS Surprise	50.00%
Quarterly EPS	-0.01
Annual EPS (TTM)	1.13

Quarter in Detail

Creative Subscriptions revenues (81.7% of revenues) improved 17% year over year to \$176.5 million, driven by increase in Creative Subscriptions Annualized Recurring Revenue (ARR), which is the primary KPI for growth of its segment. As of Mar 31, 2020, Creative Subscriptions ARR was \$739.5 million, up 19% year over year.

Business Solutions (18.3% of revenues) soared 72% to \$39.4 million, driven by robust adoption of G-Suite and Ascend applications and Wix Payments, and momentum in GMV processed through Wix Payments.

Region wise, North America, Europe, Asia and others and Latin America accounted for 56%, 25%, 13% and 6% of first-quarter revenues, respectively. Moreover, revenues from North America, Europe, Asia and others and Latin America increased 30%, 22%, 19% and 6% year over year, respectively.

Key Metrics in Q4

Collections came in at \$248.9 million, up 24% year over year. Creative Subscriptions (83.9% of collections) increased 18% year over year to \$208.8 million. Business Solutions (16.1% of collections) soared 71% to \$40.1 million.

The company witnessed better-than-expected conversion and retention in user cohorts. Wix added a total of 162K net premium subscriptions in the reported quarter, up 12% year over year, to reach 4.7 million as of Mar 31, 2020. Wix added 6.9 million registered users during the reported quarter. Registered users as of Mar 31, 2020 were 172 million, up 16% year over year.

Operating Results

Non-GAAP gross profit increased 14.3% from the year-ago quarter to \$155.5 million. Nonetheless, non-GAAP gross margin contracted 600 basis points (bps) to 72%.

Creative Subscriptions gross margin contracted 200 bps on a year-over-year basis to 81%, due to the investment in expansion of Customer Care organization. Business Solutions gross margin declined from the year-ago figure of 44% to 33% in the reported quarter, due to uptick in Wix Payments adoption, a product which carries a lower overall gross margin.

Research and development expenses as a percentage of revenues contracted 100 bps year over year to 25%. Selling and marketing expenses as a percentage of revenues contracted 400 bps year over year to 42%. General and administrative expenses as a percentage of revenues, remained flat on a year-over-year basis at 7%.

Wix reported non-GAAP operating loss of \$4.2 million, compared with operating loss of \$2.2 million in the year-ago quarter.

Balance Sheet & Cash Flow

As of Mar 31, 2020, Wix had cash and cash equivalents of \$937 million compared with \$950 million as of Dec 31, 2019. As of Mar 31, 2020, long-term debt was reported at \$365 million, compared with \$360 million as of Dec 31, 2019.

Cash flow from operations came in at \$35.1 million during the first quarter compared with \$41.2 million reported in the previous quarter. Free cash flow was \$40 million compared with \$37.5 million reported in the prior quarter.

Guidance

For second-quarter 2020, Collections are projected in the range of \$255-\$260 million, indicating an improvement of 28-30% from the year-ago reported figure. Moreover, revenues are expected between \$231 million and \$233 million, indicating growth of 25-26% from the prior year reported figure. The company anticipates free cash flow within \$41-\$43 million, indicating an improvement of 33-40% from the prior-year quarter.

However, the company withdrew guidance for 2020, citing coronavirus crisis-induced uncertainty and drastic changes in consumer preferences.

Recent News

On Jul 14, Wix announced the opening of its latest office location in Denver, CO slated in the fall of 2020. The company intends to aid users boost website creation and expand Customer Care team with an aim to capitalize on the enormous growth in the past year and expand US footprint.

On Jul 7, Wix announced general availability of Editor X to provide web agencies and web designers with a website creation platform integrated with advanced website layout and design capabilities.

On Jun 30, Wix rolled out extended eCommerce solution to aid merchants in boosting business with customizable storefronts and carts and enable them to offer products across multiple channel with easy dropshipping and integrated payment processing capabilities.

On May 18, Wix announced partnership with Turkey-based telecommunication and technology service provider, Türk Telekom, with an aim to expand its presence in the country. Wix is now offered as part of Türk Telekom's bundled premium package for SMBs – boasting of 48 million subscribers, out of which over 1.5 million are active SMBs.

Valuation

Wix.com shares are up 128.7% in the year-to-date period, and 100.6% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Computer & Technology sector are up 7.3% and 14.6% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry and sector are up 2.5% and 25.7%, respectively.

The S&P 500 index is down 0.5% in the year-to-date period but up 7.1% in the past year.

The stock is currently trading at 12.85X forward 12-month sales, which compares to 5.35X for the Zacks sub-industry, 3.93X for the Zacks sector and 3.55X for the S&P 500 index.

Over the past five years, the stock has traded as high as 13.67X and as low as 2.27X, with a 5-year median of 6.06X. Our Neutral recommendation indicates that the stock will perform in line with the market. Our \$293 price target reflects 13.46X forward 12-month sales.

The table below shows summary valuation data for WIX

Valuation Multiples - WIX					
		Stock	Sub-Industry	Sector	S&P 500
P/S F12M	Current	12.85	5.35	3.93	3.55
	5-Year High	13.67	10.11	3.93	3.55
	5-Year Low	2.27	3.91	2.32	2.53
	5-Year Median	6.06	7.03	3.14	3.02
EV/Sales TTM	Current	16.48	5.28	4.57	3.12
	5-Year High	17.53	8.12	4.57	3.45
	5-Year Low	2.53	3.6	2.59	2.14
	5-Year Median	7.31	5.79	3.62	2.84

As of 07/14/2020

Industry Analysis Zacks Industry Rank: Bottom 14% (215 out of 251)



Top Peers

Company (Ticker)	Rec	Rank
Baozun Inc. (BZUN)	Outperform	1
eBay Inc. (EBAY)	Outperform	1
Dynatrace, Inc. (DT)	Neutral	3
GoDaddy Inc. (GDDY)	Neutral	3
Inovalon Holdings, Inc. (INOV)	Neutral	2
Medallia, Inc. (MDLA)	Neutral	3
Shopify Inc. (SHOP)	Neutral	2
Yelp Inc. (YELP)	Underperform	3

Industry Comparison Industry: Computers - It Services				Industry Peers		
	WIX	X Industry	S&P 500	GDDY	SHOP	YELP
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Underperform
Zacks Rank (Short Term)	2	-	-	3	2	3
VGM Score	C	-	-	A	F	C
Market Cap	13.95 B	2.94 B	21.89 B	12.05 B	114.26 B	1.66 B
# of Analysts	9	5.5	14	8	24	7
Dividend Yield	0.00%	0.00%	1.86%	0.00%	0.00%	0.00%
Value Score	F	-	-	C	F	C
Cash/Price	0.05	0.07	0.07	0.07	0.02	0.29
EV/EBITDA	-319.46	9.53	12.84	32.13	-1,862.17	13.60
PEG Ratio	8.50	2.14	2.92	3.07	56.01	NA
Price/Book (P/B)	66.15	4.83	3.06	24.99	37.56	2.18
Price/Cash Flow (P/CF)	NA	11.40	11.89	35.20	NA	18.22
P/E (F1)	296.78	34.46	21.54	70.50	1,902.83	NA
Price/Sales (P/S)	17.38	2.39	2.27	3.92	66.14	1.61
Earnings Yield	0.33%	2.33%	4.38%	1.42%	0.05%	-3.38%
Debt/Equity	1.73	0.25	0.76	5.24	0.04	0.23
Cash Flow (\$/share)	-0.25	1.07	6.94	2.06	-0.60	1.27
Growth Score	A	-	-	A	F	B
Hist. EPS Growth (3-5 yrs)	NA%	18.58%	10.85%	102.39%	NA	64.33%
Proj. EPS Growth (F1/F0)	-20.32%	-6.43%	-9.64%	25.16%	70.69%	-249.18%
Curr. Cash Flow Growth	-2,949.32%	15.98%	5.51%	4.21%	85.89%	8.96%
Hist. Cash Flow Growth (3-5 yrs)	11.92%	16.03%	8.55%	80.70%	NA	25.79%
Current Ratio	1.58	1.41	1.30	0.64	9.45	4.23
Debt/Capital	63.40%	35.61%	44.46%	83.97%	4.15%	18.67%
Net Margin	-11.81%	2.14%	10.54%	5.44%	-7.65%	2.34%
Return on Equity	-29.30%	9.36%	15.75%	27.82%	-2.56%	3.24%
Sales/Assets	0.75	0.76	0.54	0.49	0.55	0.96
Proj. Sales Growth (F1/F0)	25.78%	0.08%	-2.52%	8.37%	36.96%	-20.55%
Momentum Score	C	-	-	B	B	F
Daily Price Chg	-0.42%	0.17%	1.60%	4.24%	0.58%	1.54%
1 Week Price Chg	7.84%	0.10%	-0.41%	1.61%	0.18%	3.39%
4 Week Price Chg	26.40%	-1.61%	-0.71%	-7.82%	20.93%	-5.95%
12 Week Price Chg	121.32%	20.60%	15.18%	12.33%	66.57%	20.89%
52 Week Price Chg	100.63%	-6.61%	-6.45%	-1.73%	207.01%	-35.18%
20 Day Average Volume	817,227	515,451	2,246,780	2,111,006	2,824,422	1,488,329
(F1) EPS Est 1 week change	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%
(F1) EPS Est 4 week change	0.12%	0.00%	0.00%	-2.61%	0.18%	0.00%
(F1) EPS Est 12 week change	-28.75%	-6.50%	-6.22%	11.55%	27.97%	-3,942.76%
(Q1) EPS Est Mthly Chg	0.00%	0.00%	0.00%	-2.19%	0.19%	0.00%

Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	F
Growth Score	A
Momentum Score	C
VGM Score	C

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

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