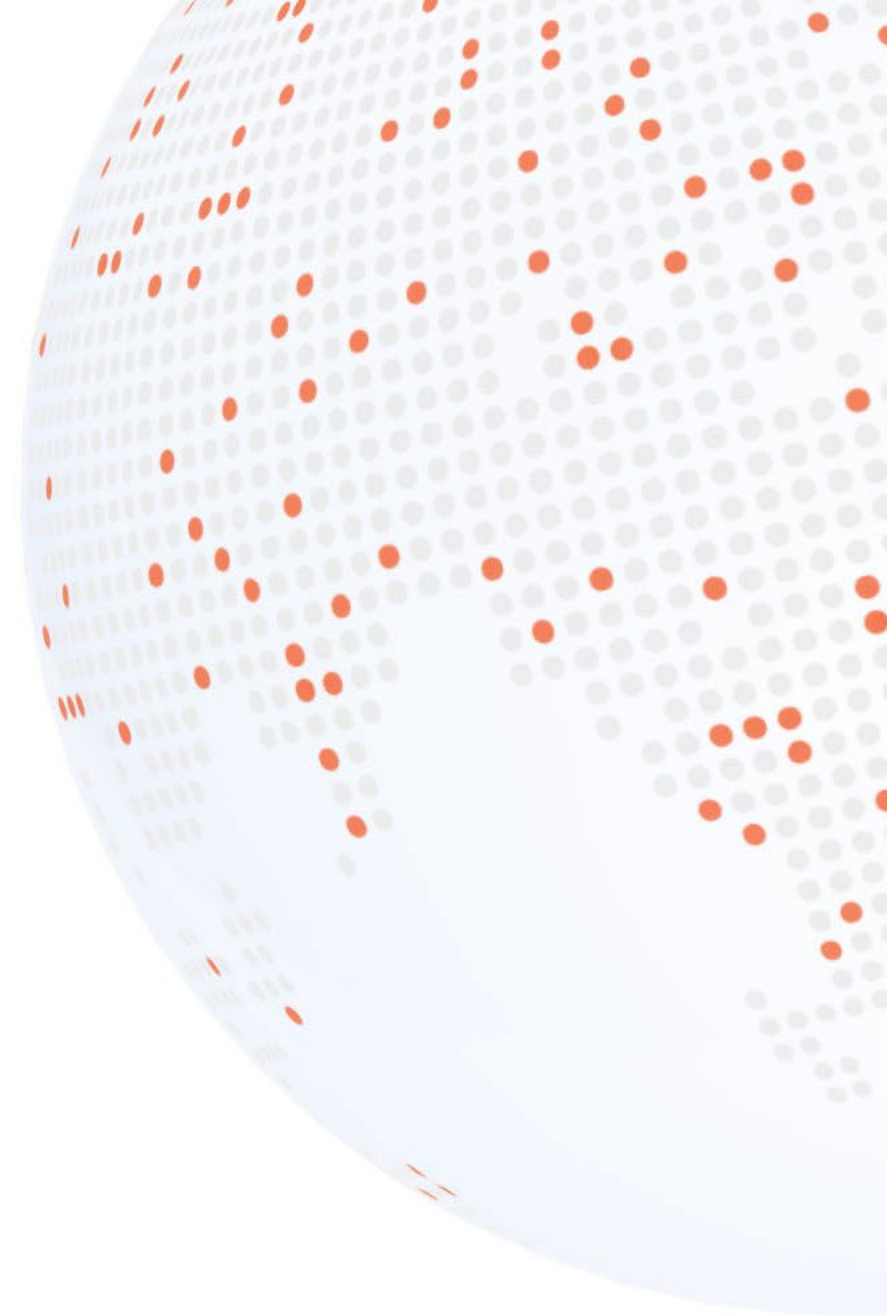


Globale
INVESTOR DAY 2025

Global-e 2025

March 2025



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All statements contained in this presentation that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements regarding our future results of operations and financial position, including our non-GAAP gross profit and non-GAAP gross margin, Adjusted EBITDA and Adjusted EBITDA margin, free cash flow expectations, our business strategy and plans, the growth of our business and opportunity, developments, as well as statements that include the words "expect," "intend," "plan," "believe," "project," "forecast," "estimate," "may," "should," "anticipate" and similar statements of a future or forward-looking nature. These forward-looking statements are based on management's current expectations. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to: our ability to retain existing, and attract new merchants, our ability to anticipate merchant needs or develop or integrate new functionality or enhance our existing platforms to meet those needs, our ability to implement and use artificial intelligence and machine learning technologies successfully, our ability to compete in our industry, our reliance on third-parties, including our ability to realize the benefits of any strategic alliances, joint ventures, or partnership arrangements and to integrate our platforms with third-party platforms, our ability to develop or maintain the functionality of our platforms, including real or perceived errors, failures, vulnerabilities, or bugs in our platforms, our ability to manage our growth and manage expansion into additional markets, our ability to accommodate increased volumes during peak seasons and events, our ability to effectively expand our marketing and sales capabilities, our ability to operate internationally, our reliance on third-party services, including third-party providers of cross-docking services and third-party data centers, in our platforms and services and harm to our reputation by our merchants' or third-party service providers' unethical business practice, regulatory requirements and additional fees related to payment transactions through our eCommerce platforms could be costly and difficult to comply with, our business's reliance on the personal importation model, our ability to securely store personal information of merchants and shoppers, fluctuations in the exchange rate of foreign currencies has impacted and could continue to impact our results of operations, our ability to offer high quality support, our ability to expand the number of merchants using our platforms and increase our GMV and to enhance our reputation and awareness of our platforms, our ability to adapt to emerging or evolving regulatory developments, changing laws, regulations, standards and technological changes related to privacy, data protection, data security and machine learning technology and generative artificial intelligence evolves, our role in the fulfillment chain of the merchants, which may cause third parties to confuse us with the merchants, our ability to establish and protect intellectual property rights, and our use of open-source software which may pose particular risks to our proprietary software technologies, our dependency on our executive officers and other key employees and our ability to hire and retain skilled key personnel, including our ability to enforce non-compete agreements we enter into with our employees, global events or conditions in individual markets such as financial and credit market fluctuations, war, climate change, and macroeconomic events, and the other important factors discussed under the caption "Risk Factors" in our annual report on Form 20-F filed with the SEC on March 28, 2024, as such factors may be updated from time to time in our other filings with the SEC (including in our upcoming Form 20-F with respect to the fiscal year ended December 31, 2024) which are accessible on the SEC's website at www.sec.gov. 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. Except as required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events. Unless otherwise indicated, information contained in this presentation concerning our industry, competitive position and the markets in which we operate is based on information from independent industry and research organizations, other third-party sources and management estimates. 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 believe to be reasonable. In addition, projections, assumptions and estimates of the future performance of the industry in 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. We are not able to provide a reconciliation of Adjusted EBITDA to operating profit (loss), the nearest comparable GAAP measure, and Adjusted EBITDA margin guidance for future periods, because certain items that are excluded from Adjusted EBITDA and Adjusted EBITDA margin cannot be reasonably predicted or are not in our control. We are also not able to provide a reconciliation of free cash flow guidance for future periods to net cash provided by operating activities, the nearest comparable GAAP measure, because certain items that are reflected in free cash flow cannot be reasonably predicted or are not in our control. In addition, we are also not able to provide a reconciliation of non-GAAP gross profit and non-GAAP gross margin for future periods to gross profit, the nearest comparable GAAP measure, because certain items that are reflected in non-GAAP gross margin cannot be reasonably predicted or are not in our control.

In particular, in the case of adjusted EBITDA and adjusted EBITDA Margin, we are unable to forecast the timing or magnitude of share based compensation, depreciation and amortization, commercial agreement asset amortization, amortization of acquired intangibles, and merger related contingent consideration, in the case of free cash flow, we are unable to forecast purchase of property and equipment, and in the case of non-GAAP gross profit and non-GAAP gross margin, we are unable to forecast amortization of acquired intangibles included in cost of revenue, in each case, 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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TODAY'S AGENDA

Opening Remarks

Global-e Vision and Roadmap

Amir Schlachet, CEO

Product and Technology

Yehiam Shinder, CTO

Go To Market

Nir Debbi, President

Break

Partnership with Global-e
for Global Growth

Michelle Wasserman
SVP, GM International, Figs

Dan Elmoznino
Chief Web Officer, KITH

Matthew Merrilees
CEO, North America, Global-e

Financial Strategy

Ofer Koren, CFO

Q & A

Global-e Vision and Roadmap

Amir Schlachet
CEO

Global eCommerce is massive and growing; Steadily gaining traction out of total retail sales

Global retail eCommerce growth



Retail eCommerce growth - USA



Long term trend continues following the 'COVID blip' and 2022 normalization

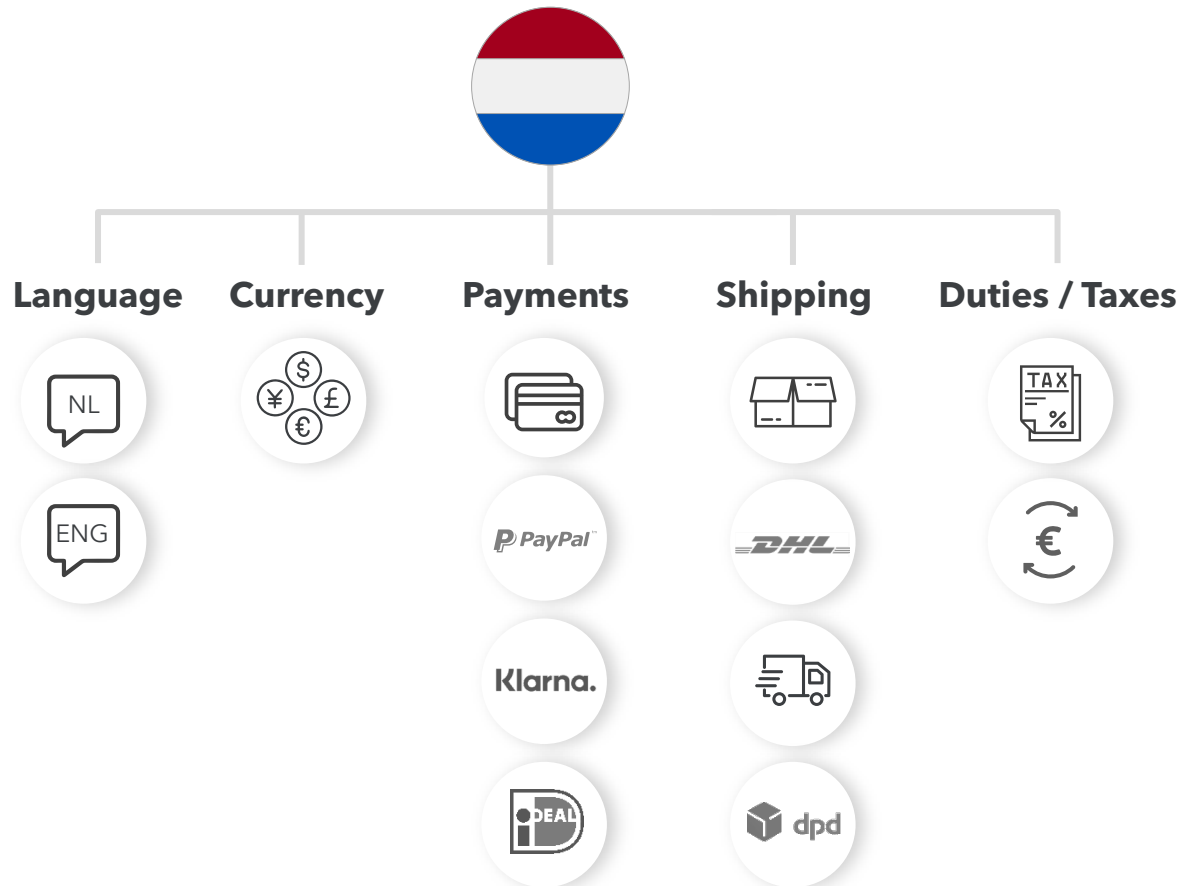
But global D2C eCommerce is broken




Source: company data collected from select merchants

Expanding eCommerce to one market is painful


... as is maintaining operations in a rapidly changing environment ...



 Tariff changes and De Minimis (Feb/Mar-25)

 VAT registration threshold cut (May-25)

 Local European registration requirements for international merchants (IOSS, GDPR, GPSR)

 HST reduction, Nova Scotia (May-25)

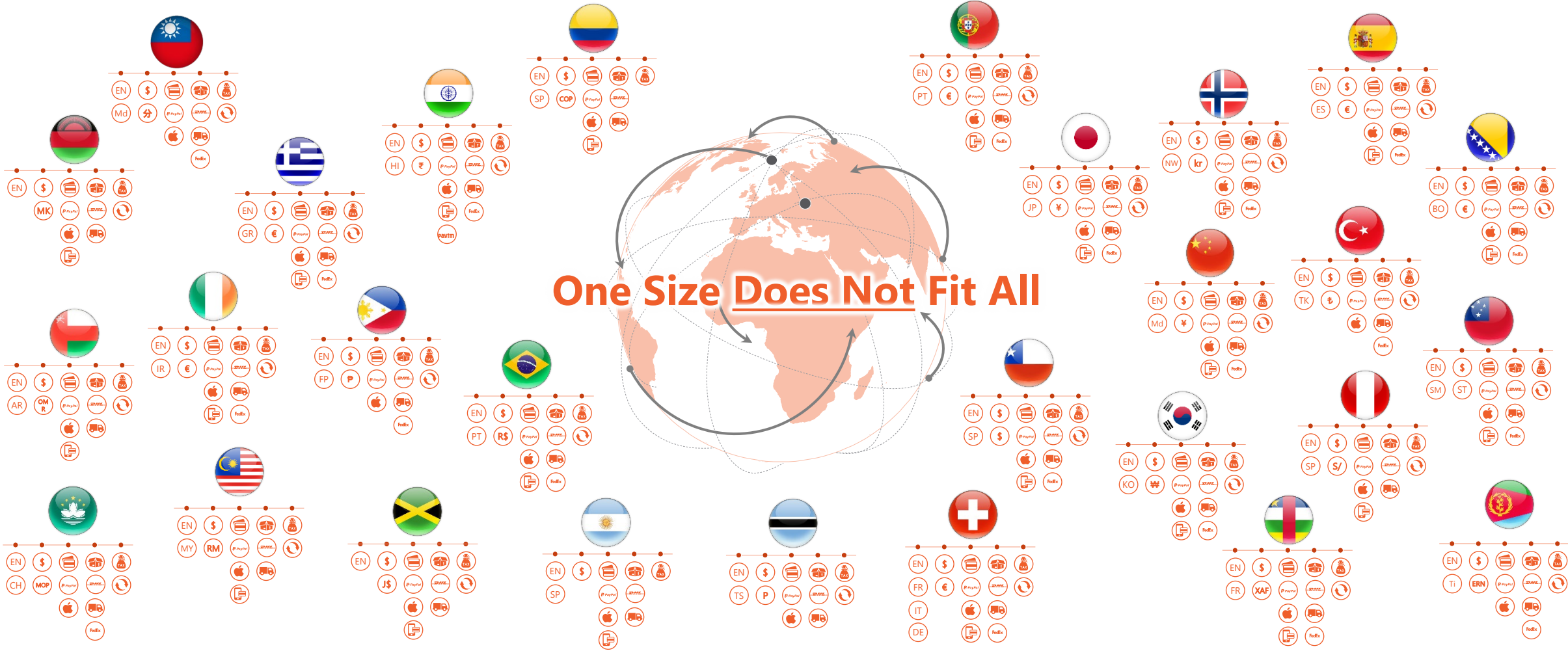
 E-invoicing regulation (Nov-25)

  Sample of VAT updates (24-25)

Global D2C expansion is nearly impossible



Language

Currency

Payments

Shipping

Duties / Taxes

**Brands are not realizing the
true potential of D2C
global eCommerce**

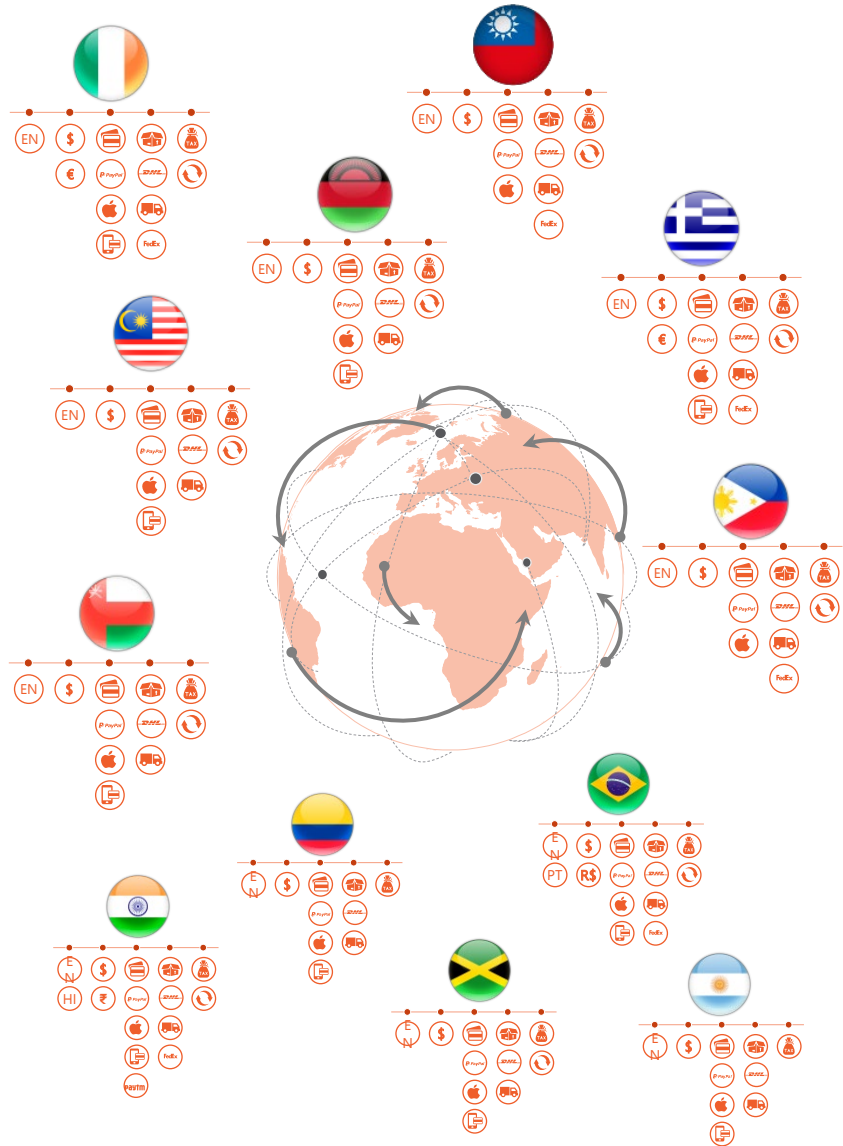
Global-e provides a smart end-to-end platform powering better global eCommerce

Increased Conversion,
Reduced Complexity

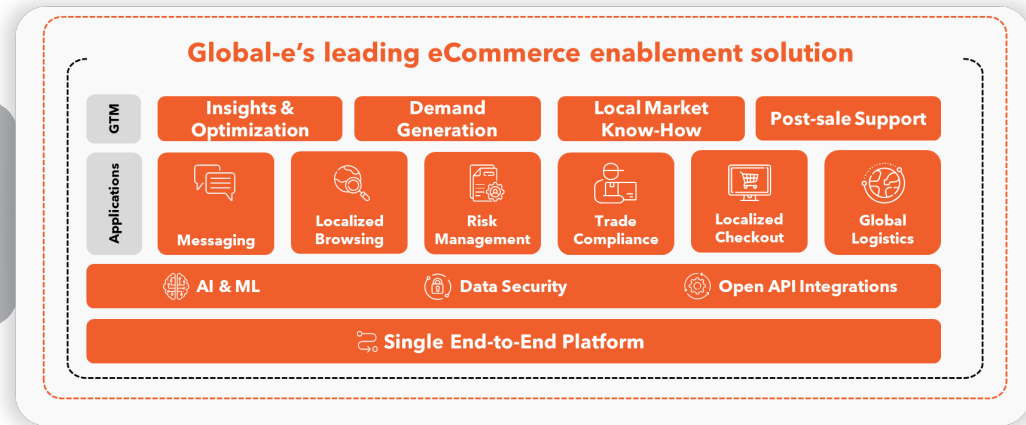


Localized,
Seamless
Shopping
Experience

We simplify Global eCommerce for merchants



Single integration for better Global eCommerce



Delivering 'out of the box' deep localization capabilities and services



Local messaging
per market
30+ languages



Local
pricing
100+ currencies



Local payment
methods
**150+ payment
methods**



Local import D&T
calculated and guaranteed
170+ markets



Multiple shipping
options
20+ providers



Easy local
returns



Payment fraud
management
Zero risk



Local market know-how
and insights
Act Local

Coupled with unique 'Smart Insights' for merchants, driving higher conversion rates

Better results and conversion

+40%
CVR uplift



More customers and transactions

>25M Transactions
>200 Markets
>2B Sessions
>1,400 Clients

More data and insights

Duty strategies

Returns pricing

Pricing coefficients

Duty thresholds

Shipping flat rates

Conversion rate benchmarks

Per market optimization

- Market proposition
- Unit economics
- Profit pools

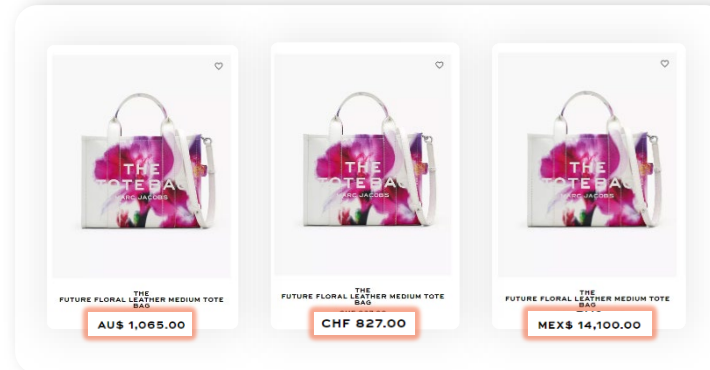
Country	% Sales	AOV	T&D	Final unit subsidy	Margin before coefficient	Country coefficient
United Kingdom	32.1%	\$311	HF	\$106	-34.1%	31.1%
Canada	26.6%	\$314	PF	-\$59	-18.8%	15.8%
Australia	8.8%	\$274	IF	-\$46	-16.9%	13.9%
Ireland (Republic of)	3.9%	\$244	IF	-\$93	-38.3%	35.3%
Switzerland	3.1%	\$429	HF	-\$82	-19.2%	16.2%

Creating a seamless local shopper experience

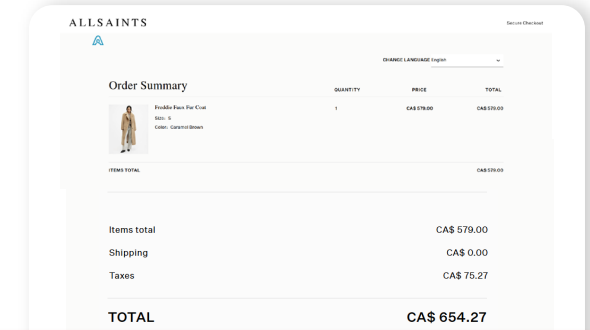
Local messaging



Local pricing

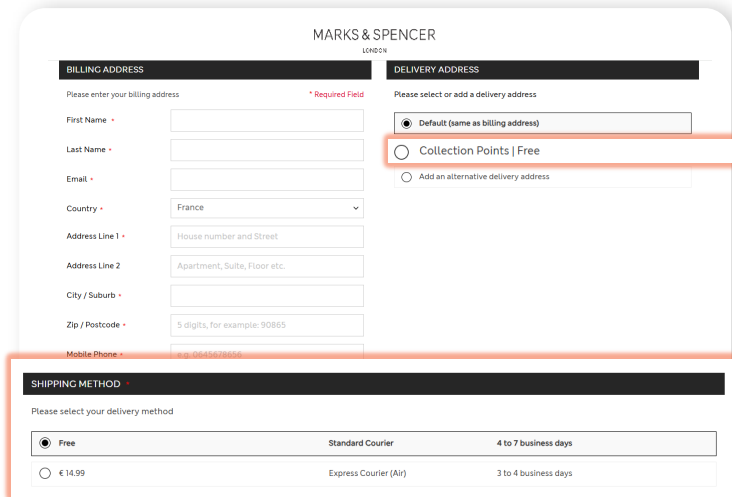


Guaranteed landed cost

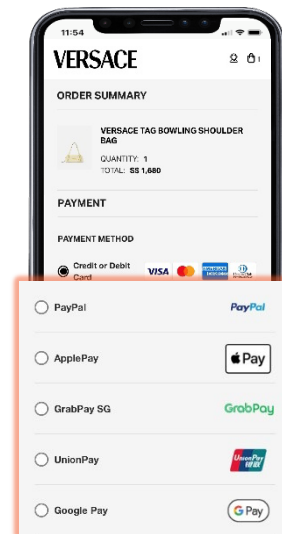


The total amount you pay includes all applicable customs duties & taxes. We guarantee no additional charges on delivery.

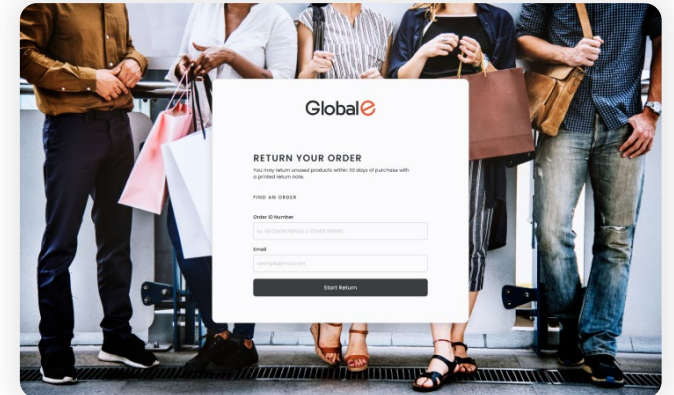
Multiple local shipping options



Local payment options



Easy returns



It's been an amazing journey so far

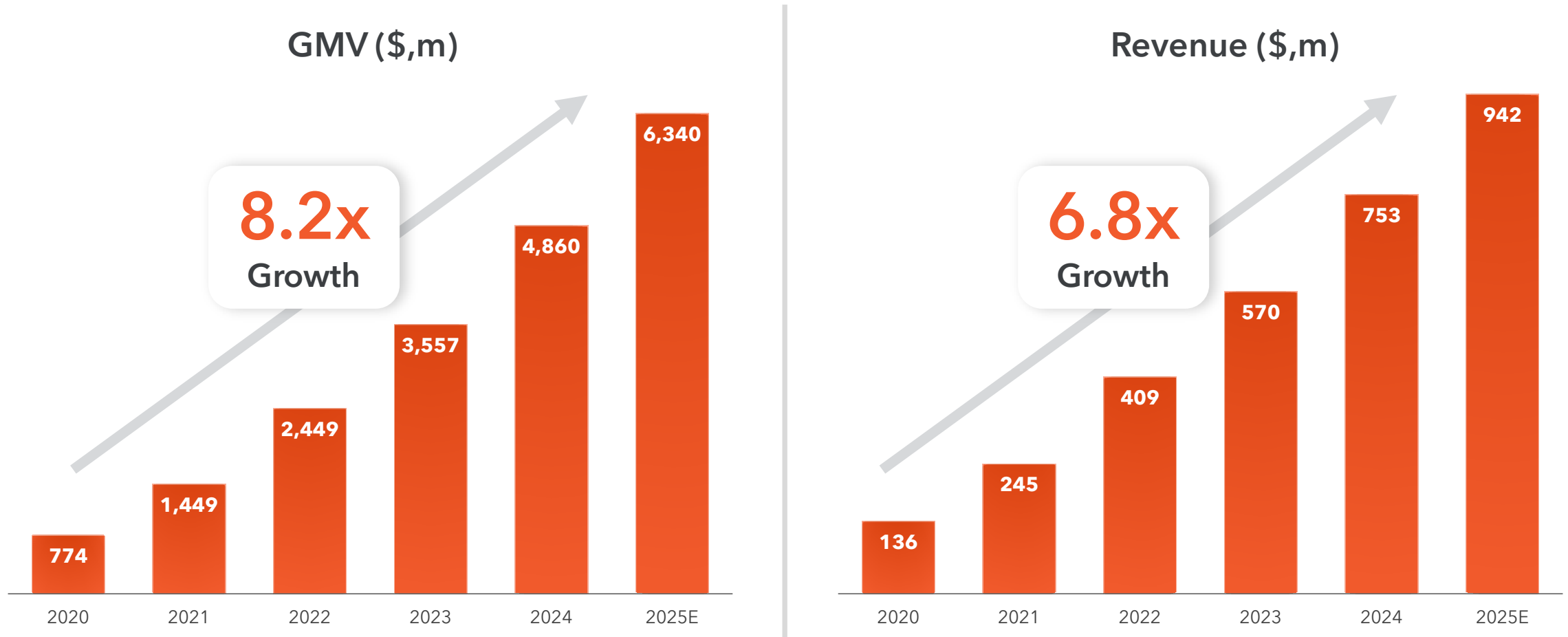


* Free Cash Flow is expected to be above annual Adjusted EBITDA

MARKS & SPENCER	MICHAEL KORS	MARC JACOBS	alo	Disney store	adidas	SKIMS	Reformation
VICTORIA'S SECRET	Harrods	MATTEL CREATIONS	logitech	BANG & OLUFSEN	HUGO BOSS	RALPH LAUREN	Jabra GN
Glossier.	GIVENCHY	NOBULL	TORRID	WINDSOR	KITH	VERSACE	PAUL & SHARK
FIGS	FENTY BEAUTY BY RIHANNA	Lulus	LONGCHAMP PARIS	VUORI	TRUE CLASSIC	Clarks.	TOM FORD
Stüssy	KENZO PARIS	<p>We Are The Chosen Partner for Many of The World's Most Iconic Brands</p>				Proenza Schouler	Harry Potter
GOOD AMERICAN	cult gaia					SUUNTO	ana luisa
L.L.Bean	LEDGER	DÔEN	TORY BURCH	Desigual.	CELINE	PACSUN	Onitsuka Tiger
MONTBLANC	APL	LOEWE	LANDS' END	IZIPIZI	HOBO N I C H I	TAG HEUER	Cartier
SPORTY & RICH Good Health Starts Here.	COLE HAAN	AIMÉ LEON DORE	KARL LAGERFELD	JAMES PERSE	Jean Paul GAULTIER	VINCE.	FRAME
ALLSAINTS	ANINE BING	ZADIG & VOLTAIRE	Frank & Eileen FIFTEENTH ANNIVERSARY	THE CHAMPIONSHIPS WIMBLEDON	ami alexandre mattiussi	MANOLO BLAHNIK	MOTHER

Our success-based business model puts merchants first

Helping our merchants to grow their business drives our business

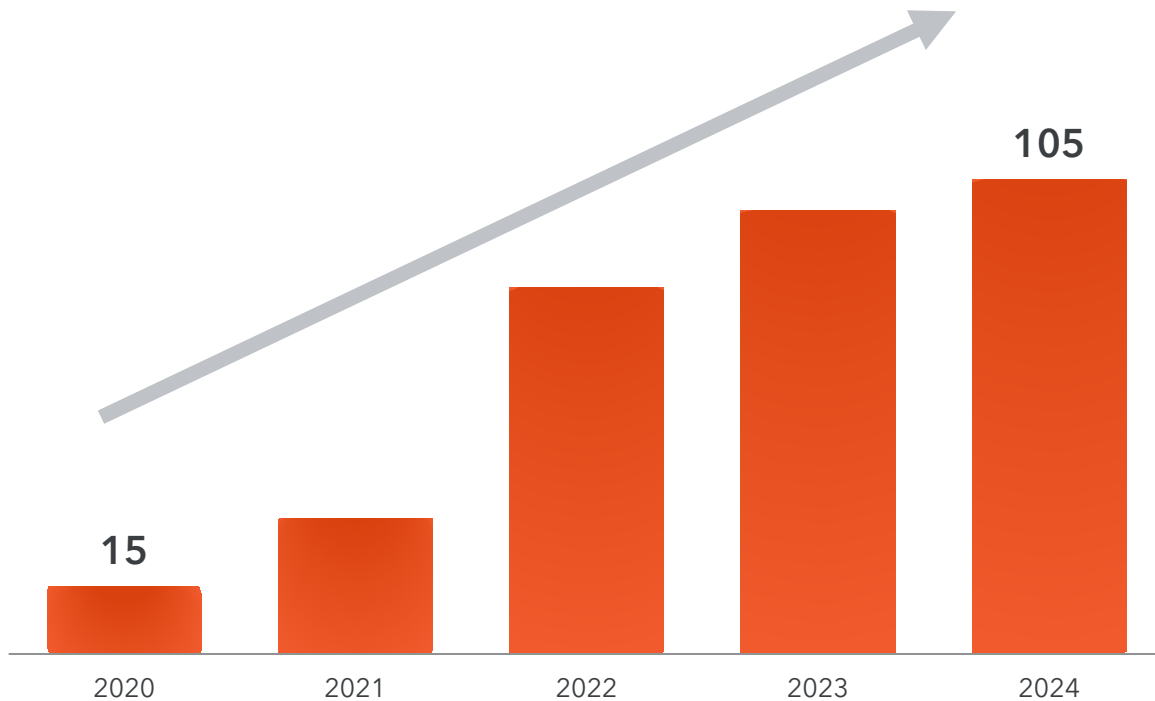


Source: Company information, 2025 based on company guidance

Merchant-first focus through re-investment in our platform ...

Investing more in R&D to continue growing our merchants' and our business

R&D spend (\$,m)

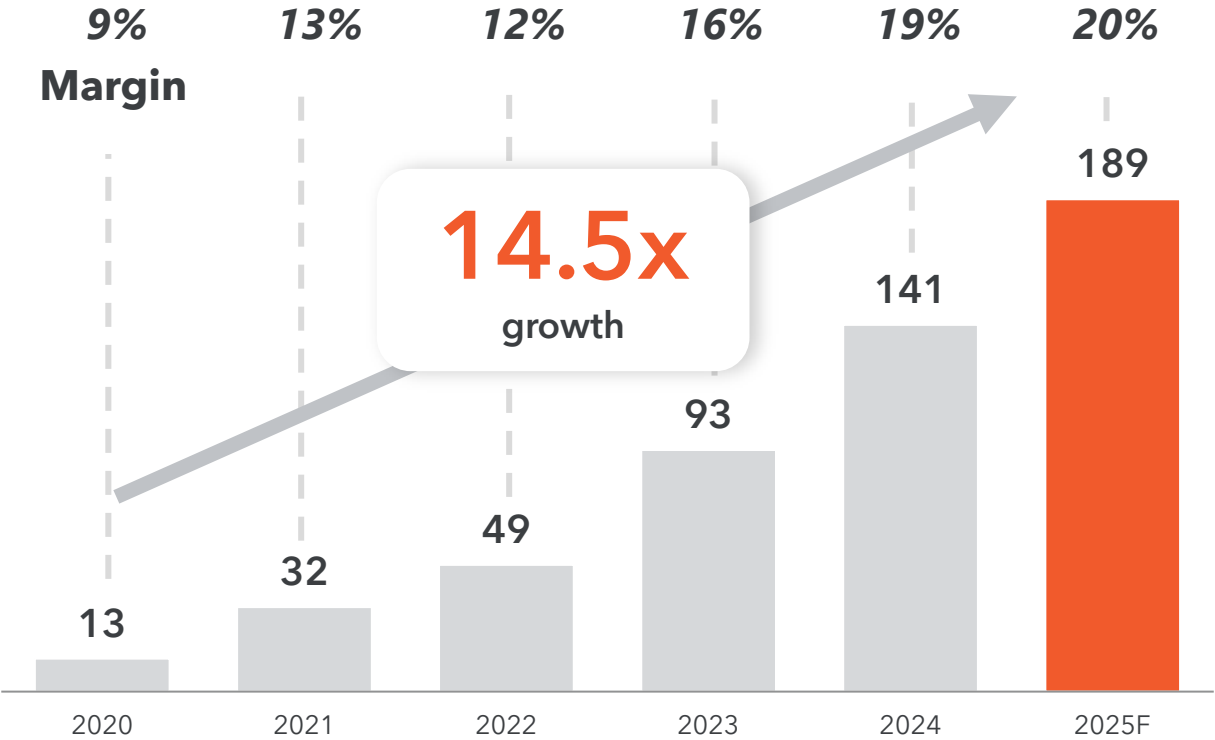


R&D Spend
7x
Growth 2020-2025F

Source: Company information.

... while constantly improving our efficiency

Adjusted EBITDA (\$,m)



Adj. EBITDA
1,100 bps
Growth 2020-2025F

Source: Company information (non GAAP)

Note: 2025F represents the midpoint of the guidance range of \$179m - \$199m.

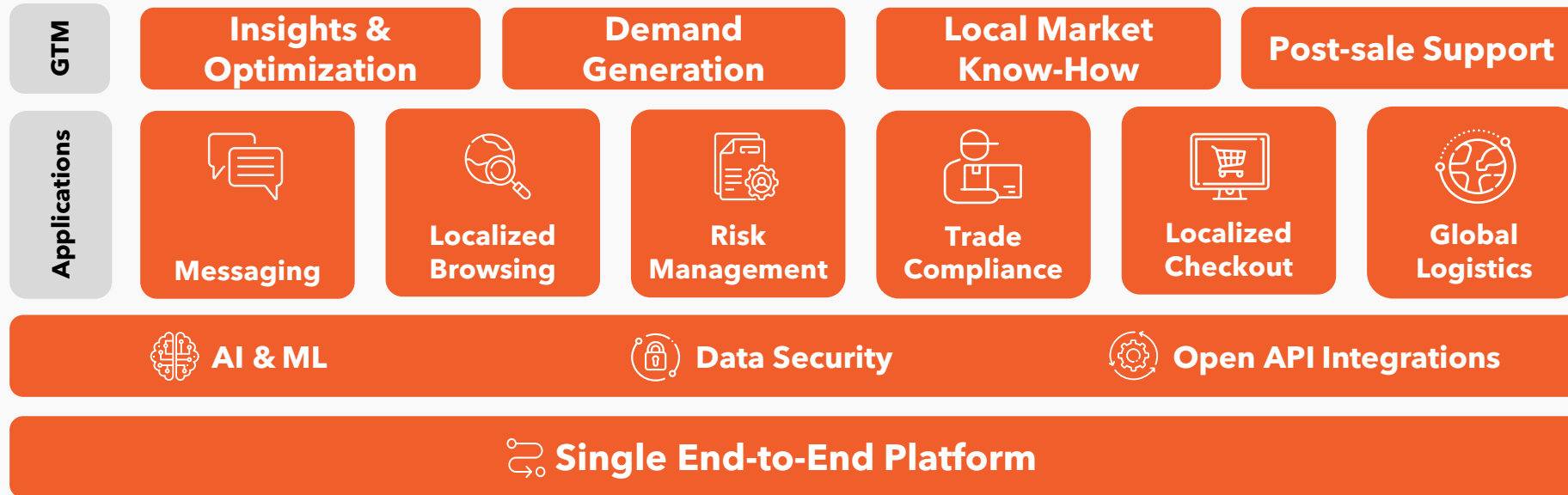


The drivers of
our platform's
success

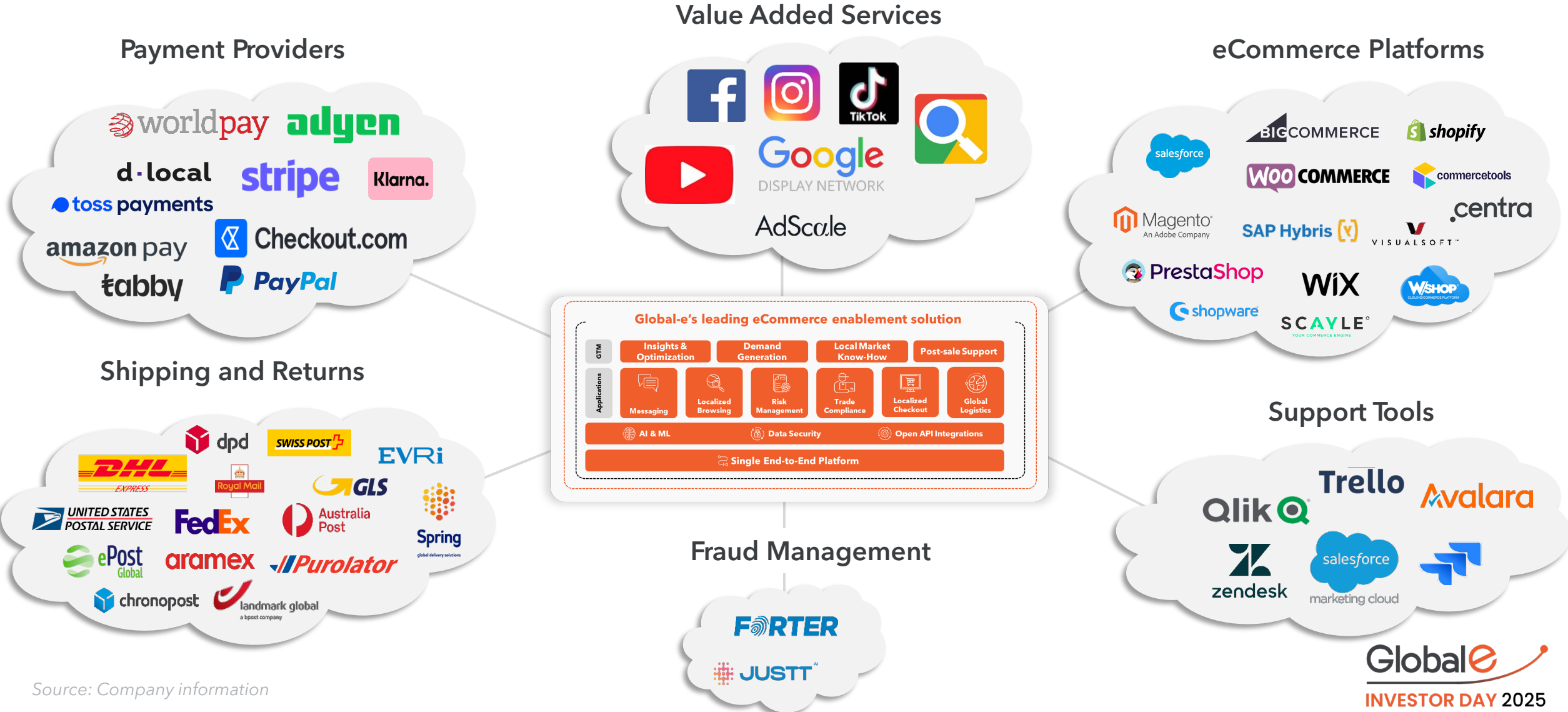
Global-e is a unique global eCommerce enabler

Constantly evolving our comprehensive technology platform and embedded suite of end-to-end service solutions

Global-e's leading eCommerce enablement solution



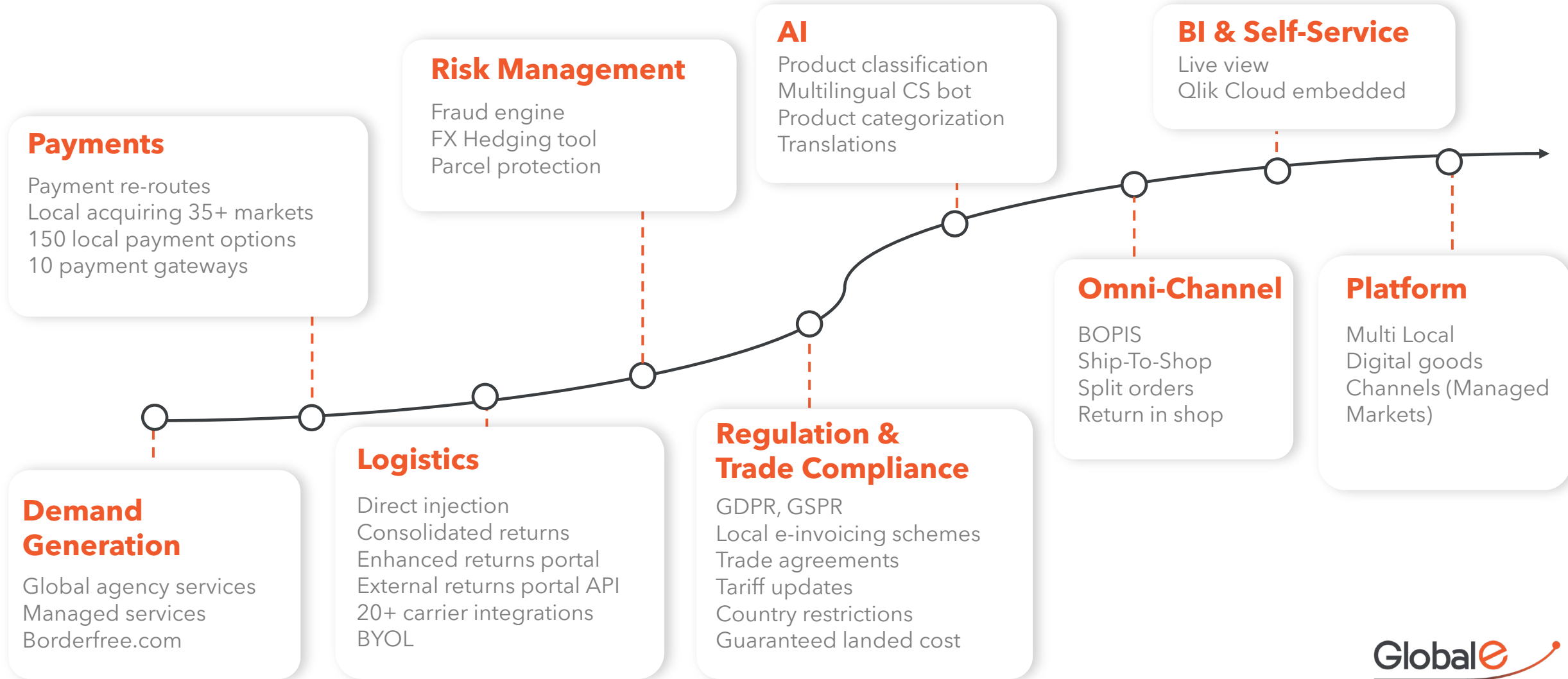
Propelled by our diverse and growing ecosystem of technology and service partners



Source: Company information

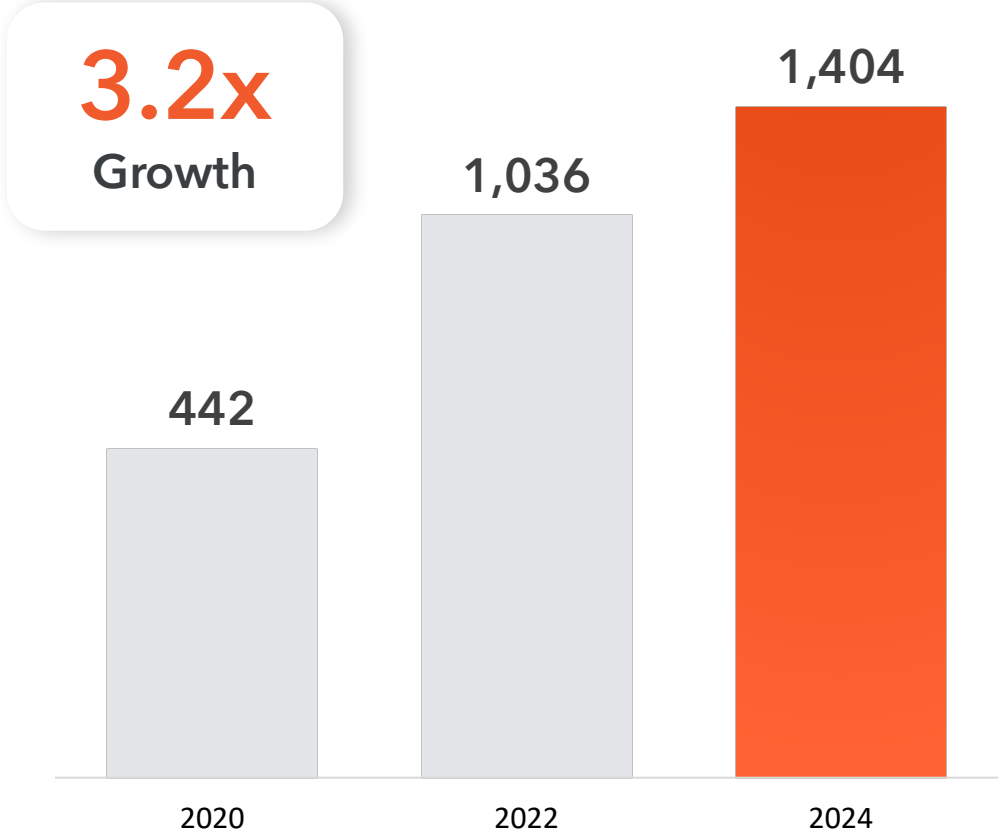
Merchant-first focus through continuous product innovation

Removing barriers, simplifying operations, propelling merchant sales

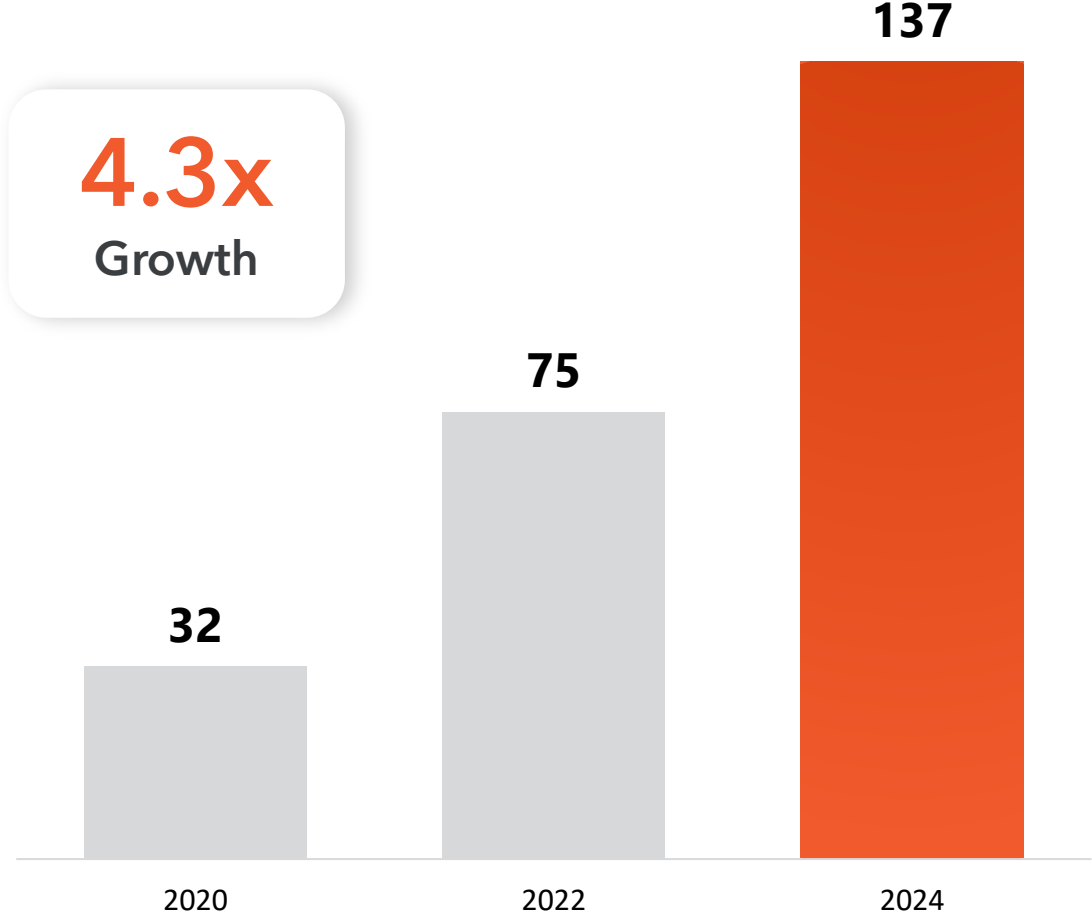


Fast growing enterprise merchant base and top tier accounts

Merchant count (Enterprise)



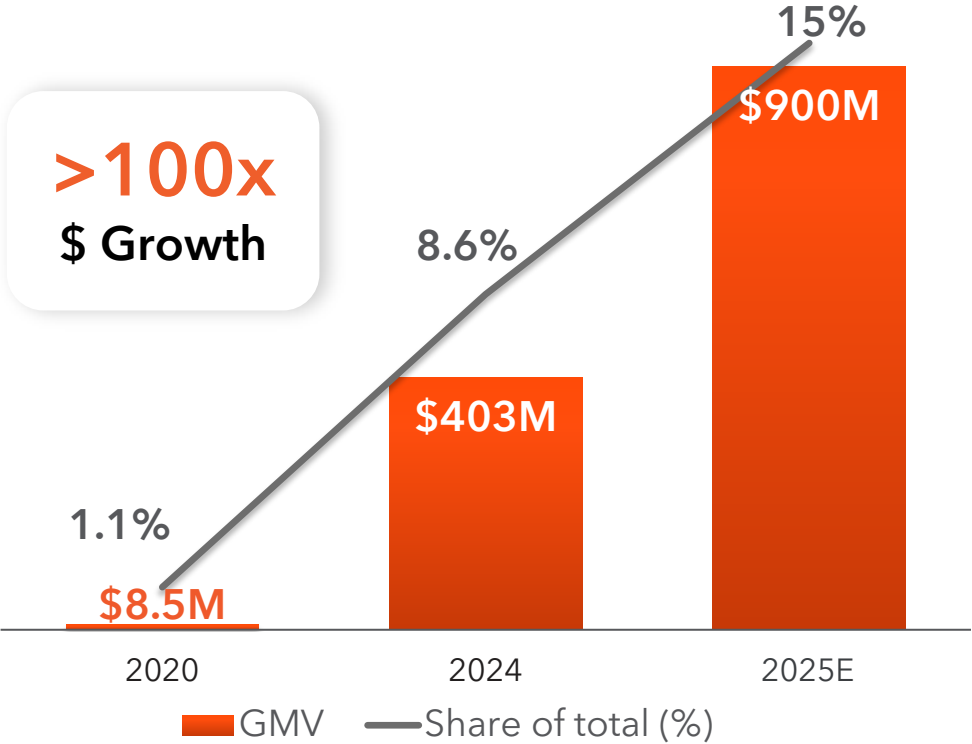
Merchants over \$1m in revenues



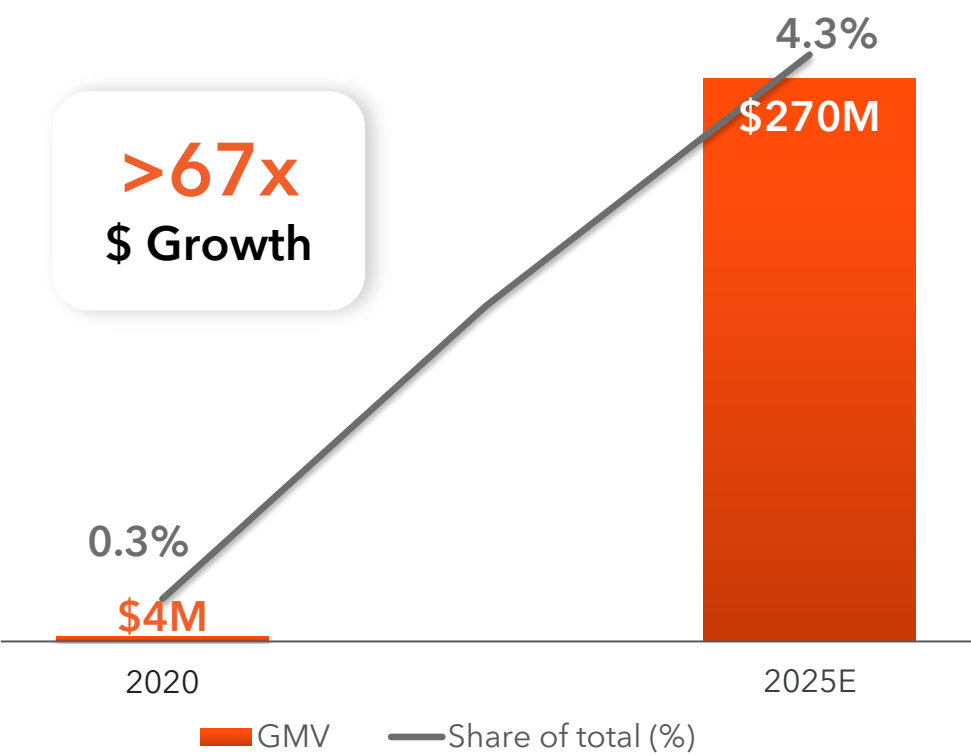
Source: Company information.

Expanding our platform capabilities from cross-border into multi-local and entering new verticals

Multi-local growth trend



Consumer electronics growth trend



Source: Company information, 2025E estimations based on Jan-Feb 2025 data

Expanding our TAM within the massive global eCommerce market opportunity

75%
Faster
cross-border
growth vs
domestic

Source: eMarketer, Forrester, ECDB and Company data; Figures presented represent 2024

\$30.3Tn
Global
retail sales

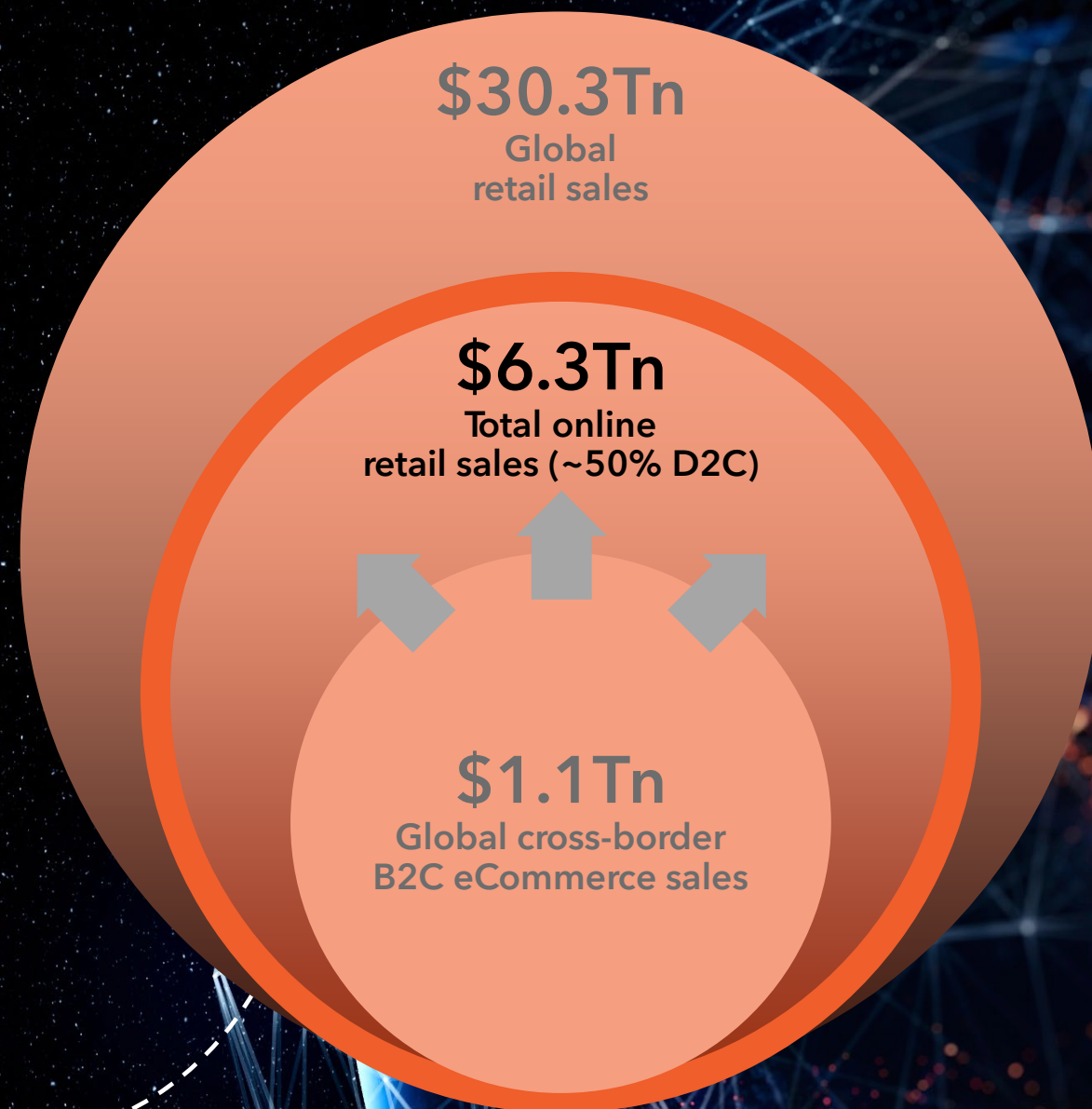
\$6.3Tn
Total online
retail sales (~50% D2C)

\$1.1Tn
Global cross-border
B2C eCommerce sales

Expanding our TAM within the massive global eCommerce market opportunity

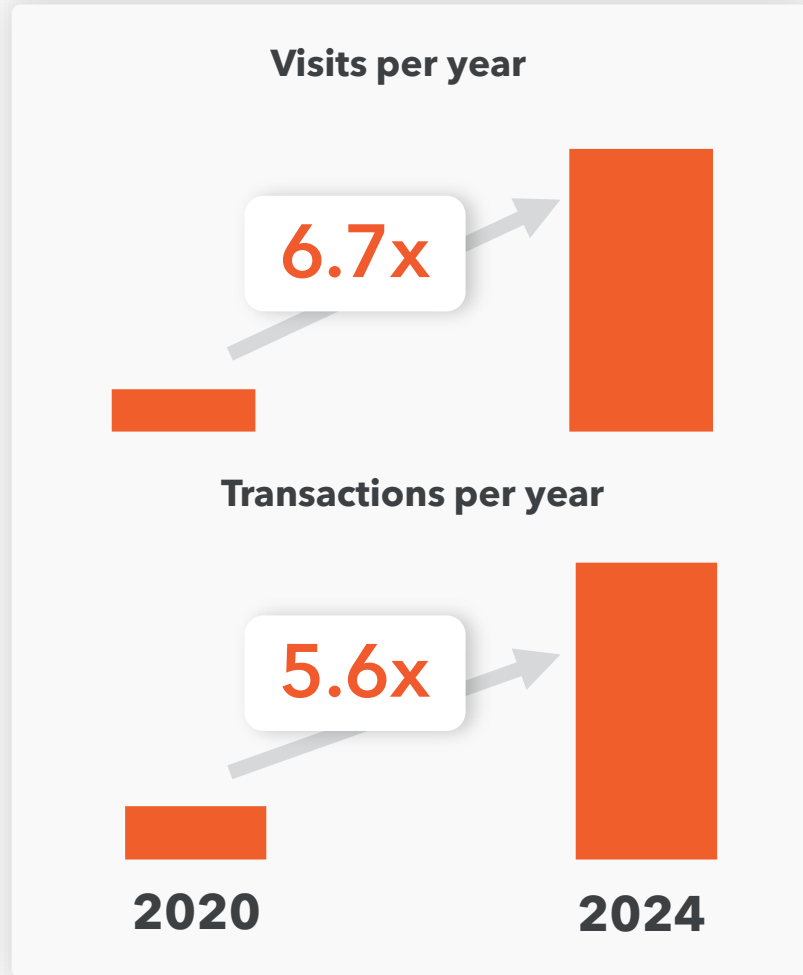
75%
Faster
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Source: eMarketer, Forrester, ECDB and Company data; Figures presented represent 2024



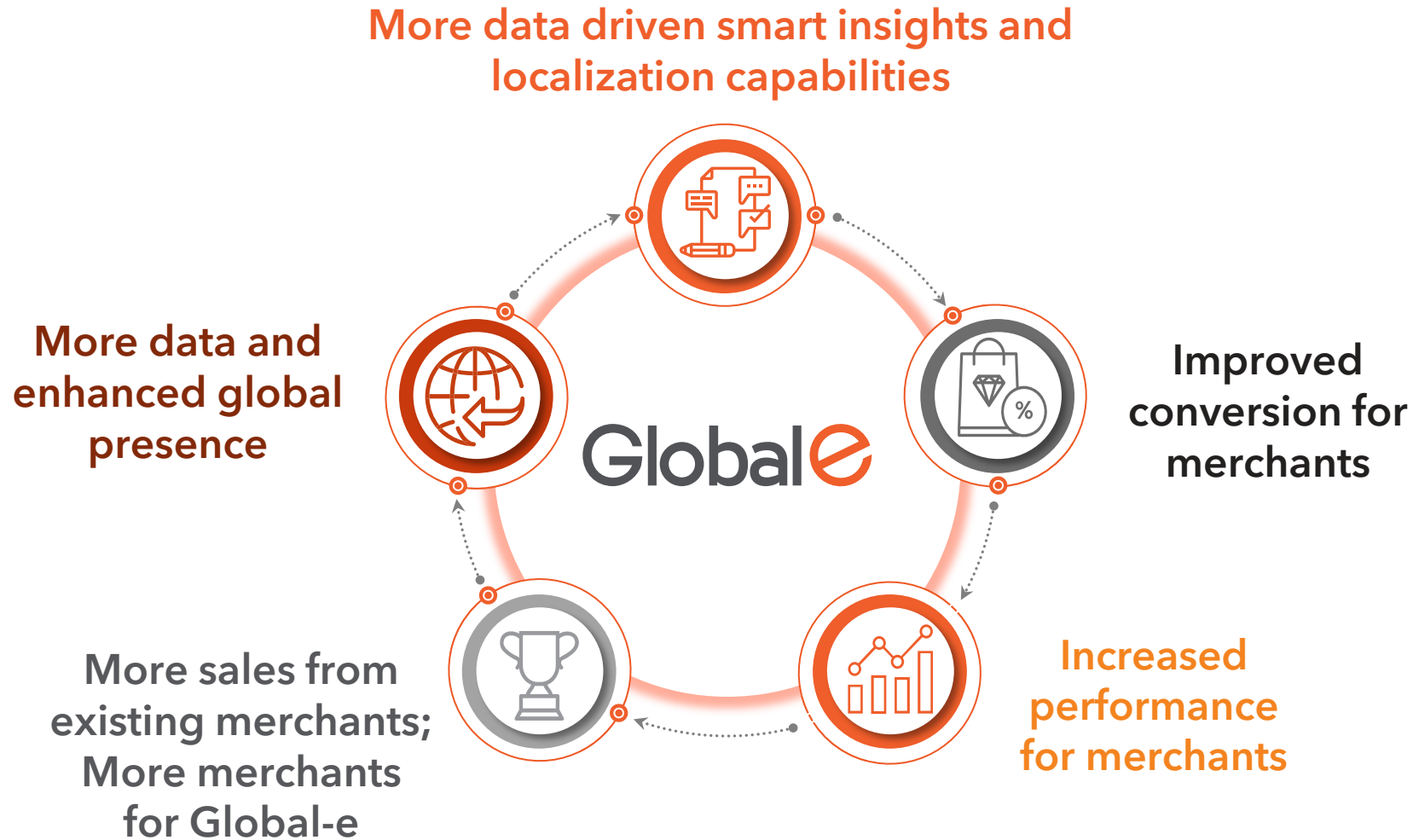
Our rapid growth yields a unique combination of 'economies of scale' and 'economies of skill' ...

Driving better optimizations and best practice models



Source: Company information Note: Data as of December 31, 2020, 31 December, 2024

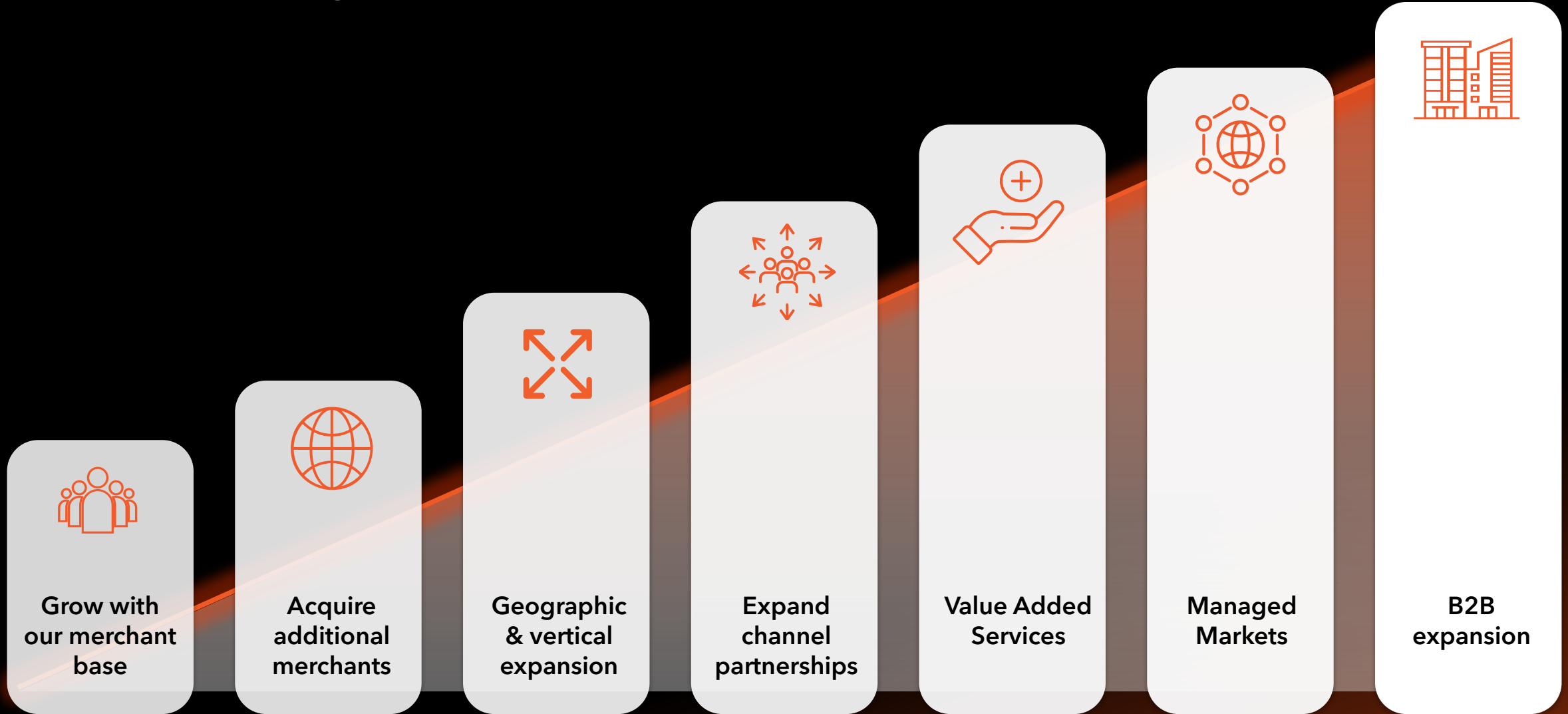
... continuously driving a competitive flywheel effect





The road
ahead

Multi-dimensional growth strategy over near- and long-term



Key Takeaways

- ✔ A clear **leader in global eCommerce enablement**, serving a massive and growing global eCommerce market
- ✔ We drive **revenue growth** for our merchants through a fully aligned business model that puts **merchants first**
- ✔ **Continuous innovation** on a highly scalable end-to-end platform
- ✔ Growing scale generating a **unique data asset** and driving **competitive flywheel effects**
- ✔ Compelling financial profile - **profitable and scalable**
- ✔ Multiple identified **growth opportunities** in near- and long-term

Product and Technology

Yehiam Shinder
CTO

Leader across multiple dimensions: scale, platform, performance and innovation

SCALE

>2b

Visits a year

>120b

API calls a year

PLATFORM

100%

Cloud delivered

>300

Third parties integrated
via open APIs

Global^e
2024

PERFORMANCE

~99.98%

Uptime⁽¹⁾

>15k

API calls per second at peak

INNOVATION

>50%

Of employees work in R&D

542

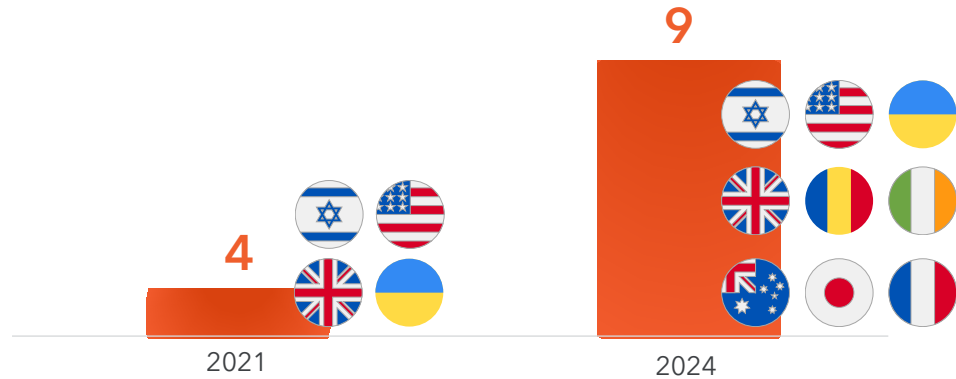
Product releases

¹ Actual uptime based on last twelve months; Global-e contractually commits to 99.95% uptime with its clients

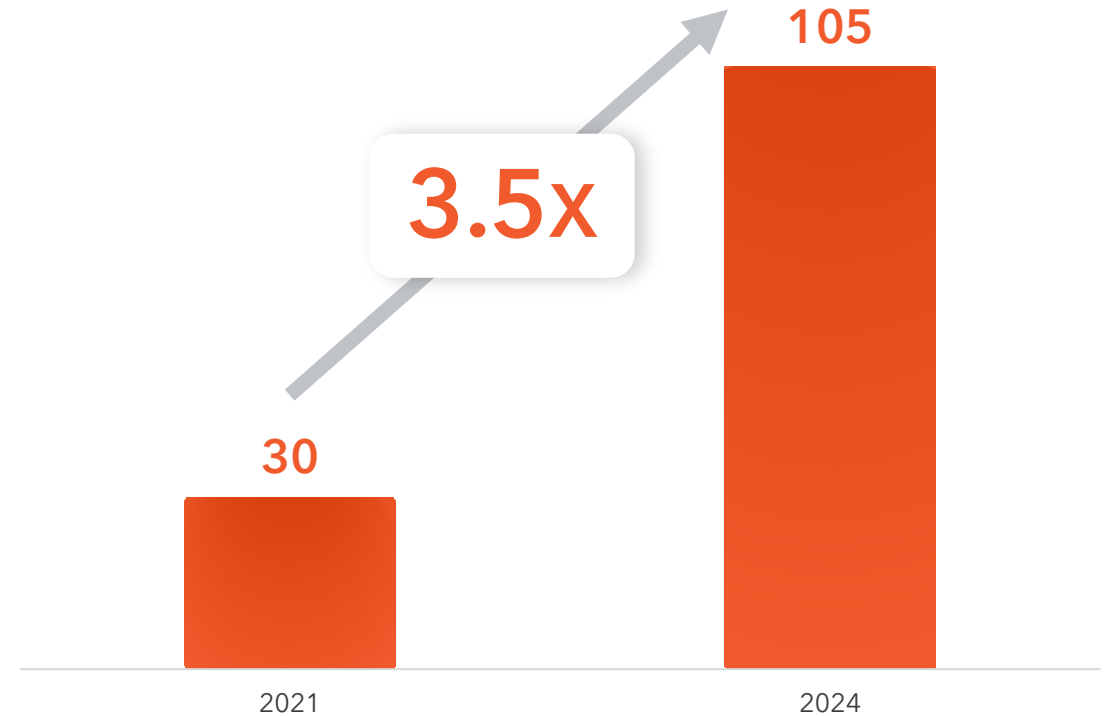
Merchant-first focus through reinvestment in our platform

A diverse and growing global R&D team across 9 sites worldwide

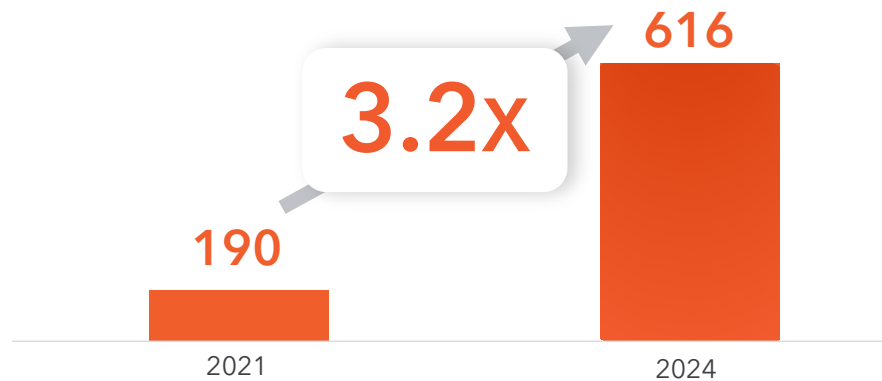
R&D sites (core, implementations, solutions)



R&D expenses (\$,m)



R&D FTEs



Source: Company information, 2025 based on company guidance



Empowering Global Trade:
Our pillars of scalability,
innovation, security, and
team excellence



**ROBUST &
SCALABLE
ARCHITECTURE**



**CONTINUOUS
INNOVATION OF
TECHNOLOGY &
PRODUCT**



**END-TO-END
SECURITY & TRUST**



**HIGH-
PERFORMING
TEAM**



Empowering Global Trade:
Our pillars of scalability,
innovation, security, and
team excellence



**ROBUST &
SCALABLE
ARCHITECTURE**



**CONTINUOUS
INNOVATION OF
TECHNOLOGY &
PRODUCT**

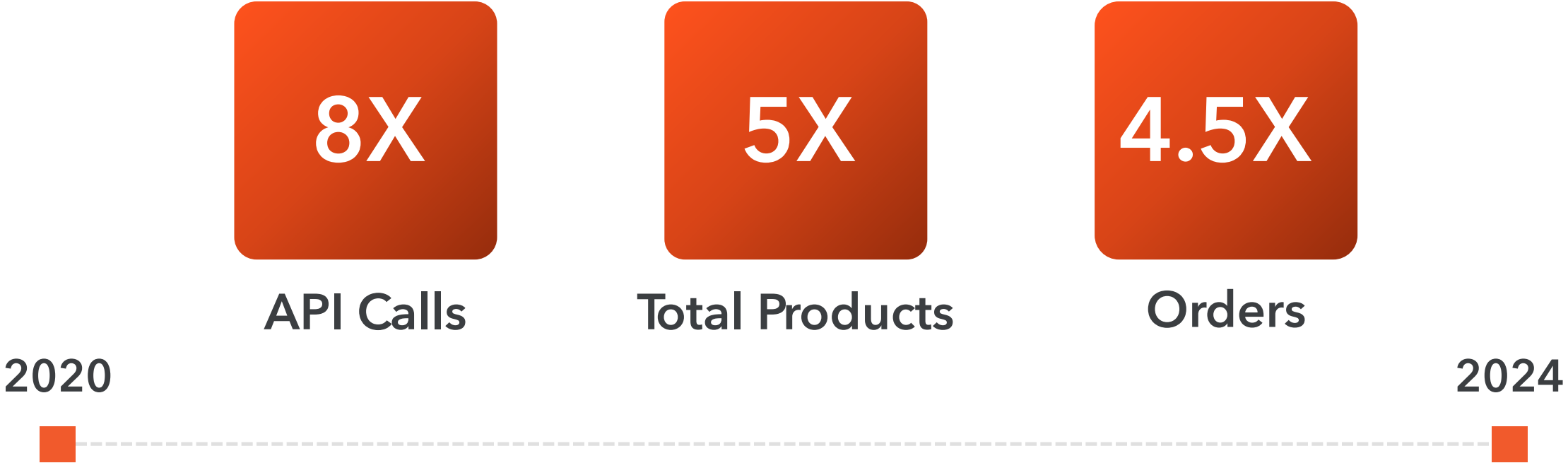


**END-TO-END
SECURITY & TRUST**



**HIGH-
PERFORMING
TEAM**

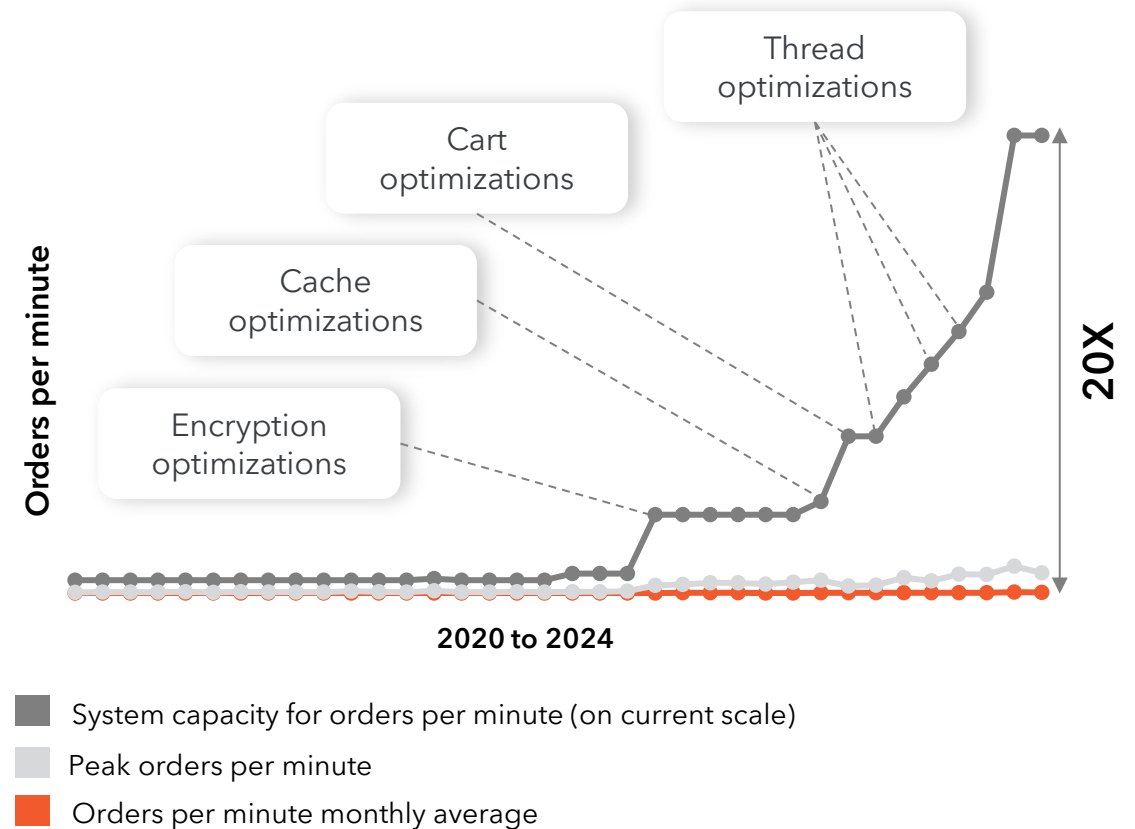
Robust & scalable architecture



100% cloud delivered, highly scalable, resilient architecture

- **100% multi-tenant cloud** servers and networking infrastructure
- **Cloudflare** for static content delivery and dynamic content acceleration
- Can be **easily scaled to support virtually any load**
- **Significant redundancy** embedded
- Current capacity **>20x average daily load**
- **Fully functional disaster recovery** in a separated data center for both Public and PCI environments

Highly scalable load capacity



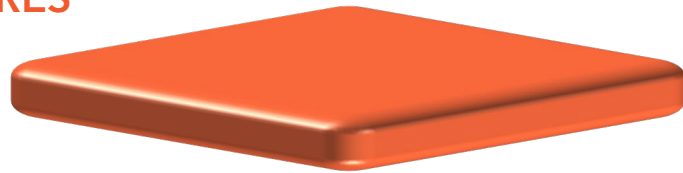
Robust & scalable architecture

Number of
merchants

>1400
Direct

Thousands of
indirect

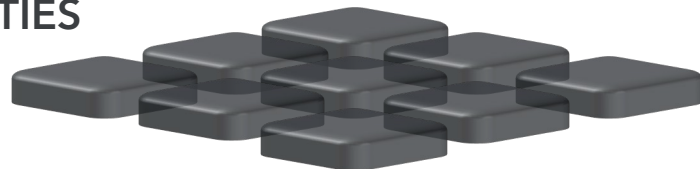
PRODUCT FEATURES



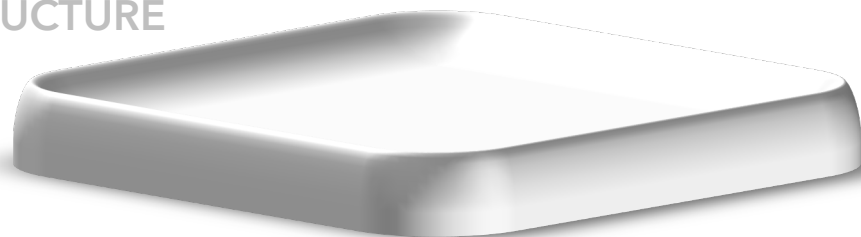
APIs



CORE CAPABILITIES



INFRASTRUCTURE



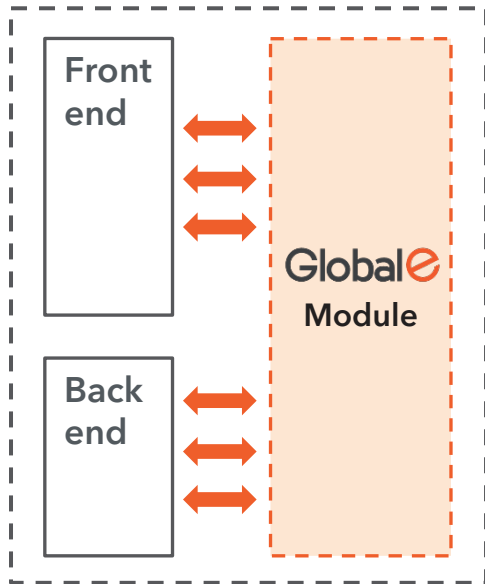
- Localized Checkout
- Payment Gateways
- Payment Methods
- Shipping Integrations
- Price Engine
- Duties & Taxes
- Email Templates
- Localization
- Return Portal
- Tracking Portal
- Catalog Management
- Order Creation
- Return
- Dispatch Notification
- Gift Cards
- Refund
- Tracking Events
- Shipping Documents
- Checkout
- Payments
- Fulfillment
- Communication
- Fraud
- Data
- Security
- Catalog



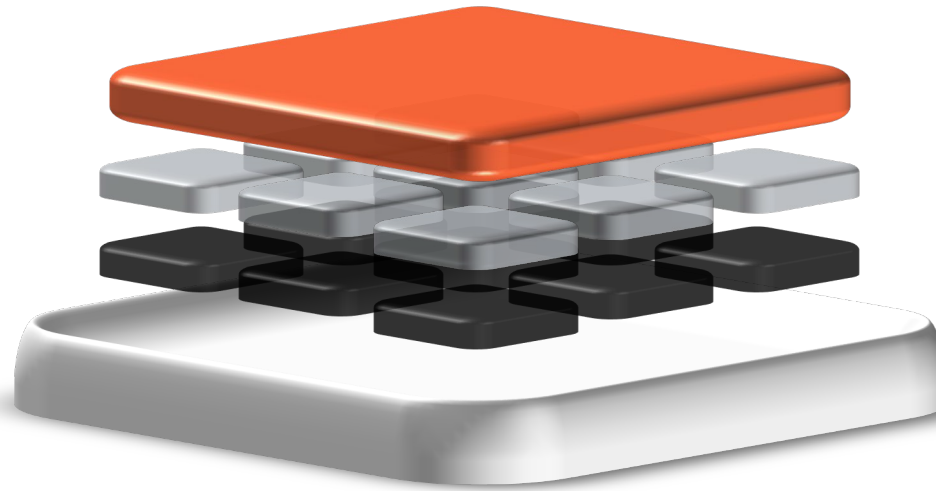
Built for High-Volume, Multi-Tenant Global Operations

Highly scalable connectivity platform built for seamless experiences and deep ecosystem integration

Merchant or 3rd party environment



Global e



Fulfillment and returns



Payment providers



Fraud management



Merchants acknowledge Global-e's technical agility and committed teams

*"I found Global-e to be the smartest and most versatile MoR. **We stood up the world in the craziest and fastest project of my career.....** Global-e dug the trenches with us and have been amazing partners."*

Jonah Staw,

President, Head Of Global
Direct eCommerce

logitech

*"... Throughout the build, Global-e successfully supported our multi-category and complex product range, ensuring a smooth transition.....**deliver a stable, high-performing platform within our six-month timeline.** Working with Global-e was seamless, with **exceptional support from both their local and global teams.**"*

Andreas Efstathiou,

Chief Information Officer

Harrods



Empowering Global Trade:
Our pillars of scalability,
innovation, security, and
team excellence



ROBUST &
SCALABLE
ARCHITECTURE



CONTINUOUS
INNOVATION OF
TECHNOLOGY &
PRODUCT



END-TO-END
SECURITY & TRUST



HIGH-
PERFORMING
TEAM

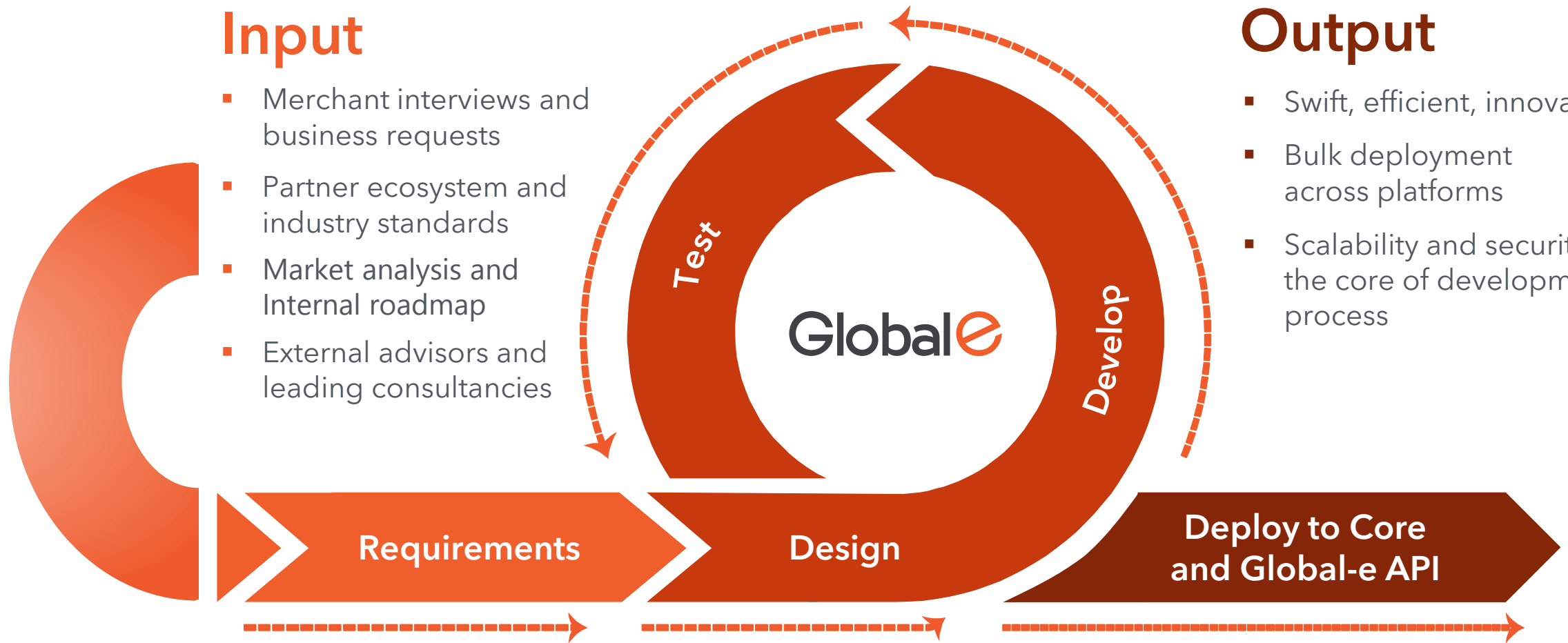
Product co-development & innovation driven with merchant needs in mind, combining multiple input sources

Input

- Merchant interviews and business requests
- Partner ecosystem and industry standards
- Market analysis and Internal roadmap
- External advisors and leading consultancies

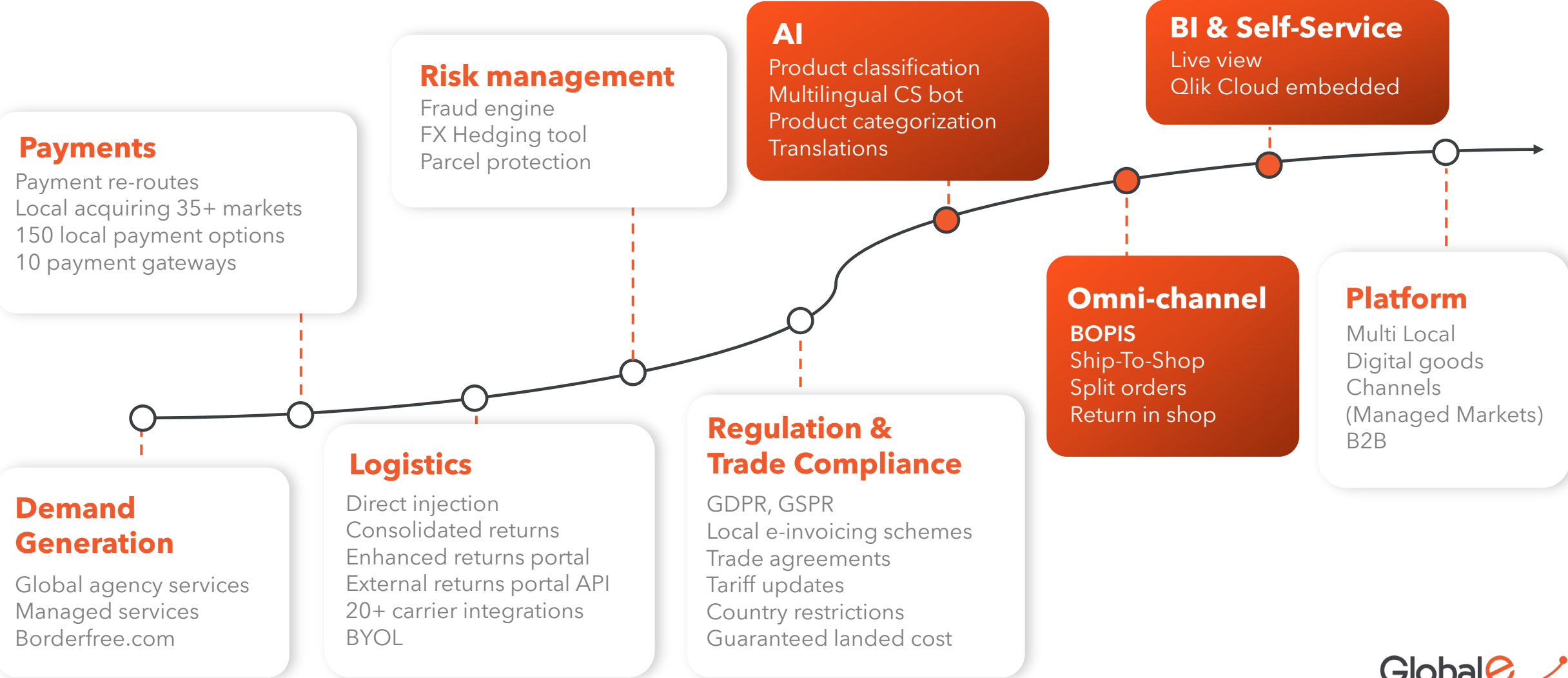
Output

- Swift, efficient, innovation
- Bulk deployment across platforms
- Scalability and security at the core of development process



Merchant-first focus through product innovation

Few examples of developments



Continuous innovation of technology and product

Artificial intelligence (AI) example

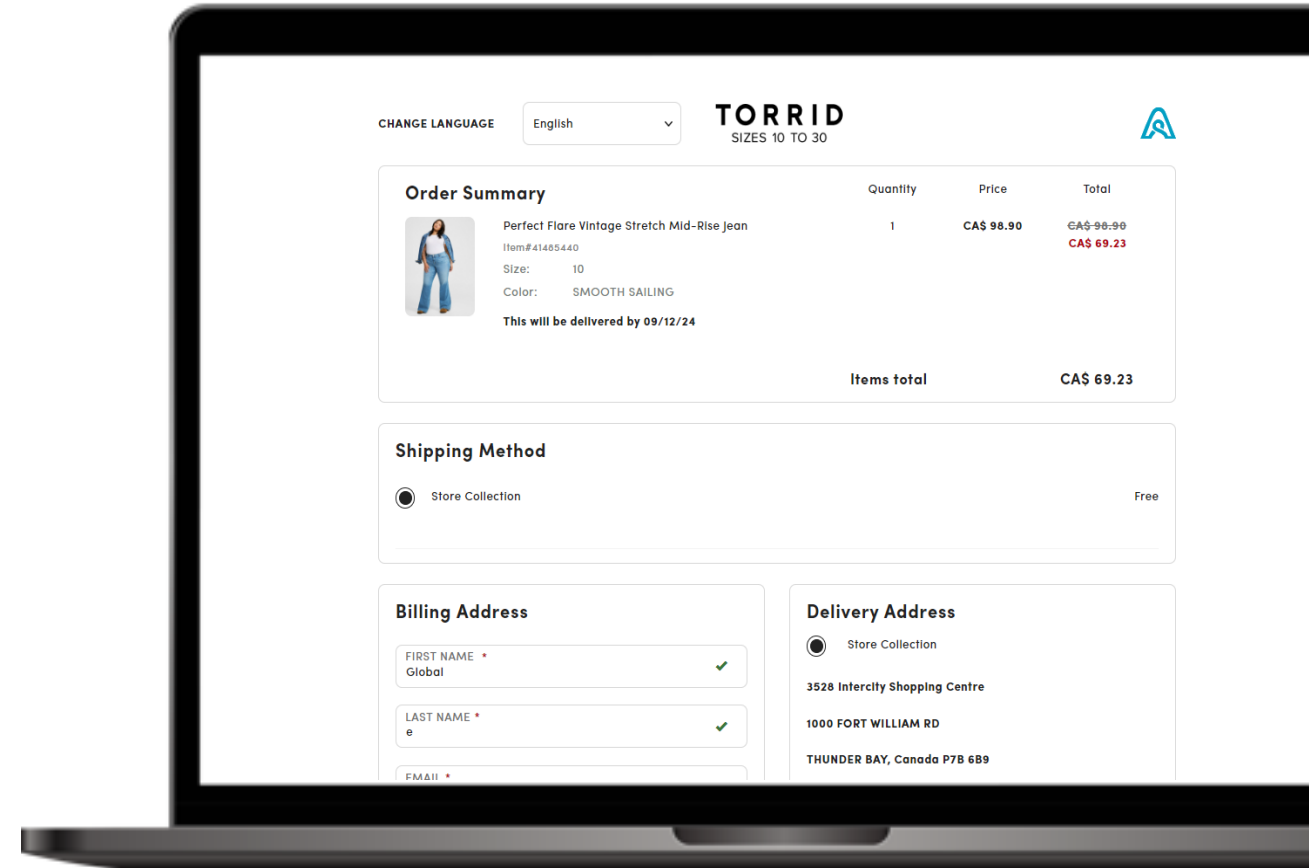
The screenshot displays a user interface for a Help Center. At the top, a grey banner reads "Welcome to our Help Center" with a search bar below it containing the text "Search answers...". The main content area is divided into six categories, each with an icon and a label: "Delivery & Shipping" (truck icon), "Returns & Refunds" (circular arrows icon), "Order Issues" (shopping cart icon), "Payments & Prices" (Euro and Dollar coins icon), "Product & Stock" (barcode icon), and "Account & Website" (globe icon). Below these is a "Popular Questions" section with four items, each preceded by a document icon: "How can I return an item?", "Where is My Order?", "Do you deliver to my country/location?", and "How much will it cost to ship to my country/location?". On the right side, a "Customer Support Assistant" chat window is open. It features a header with a refresh icon and a close button. The chat history shows a message from the assistant: "Hello, welcome to our Help Center, how can I help you today?" followed by "I can assist you with order **tracking**, **address** updates, **returns**, and many other topics—let's get started!". The time "11:57" is shown below the message. At the bottom of the chat window, there is a text input field with "Hi" typed in, a blue send button with a paper plane icon, and a small disclaimer: "By using this chat, you agree to our [Privacy Policy](#)."

Continuous innovation of technology and product

Omni-channel example

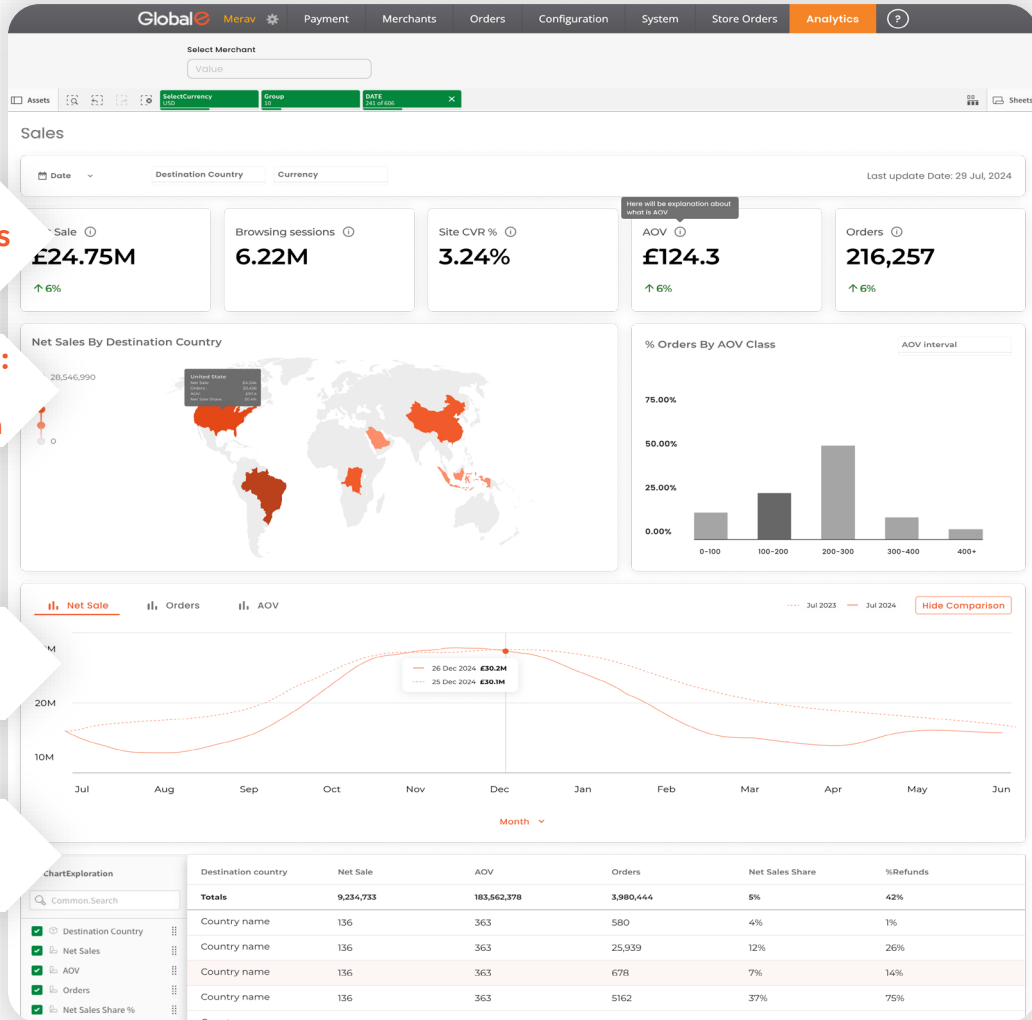
BOPIS enables shoppers to choose one of the merchant's physical stores as the location for the order pickup, with multiple advantages:

- Usage of local store inventory
- Cost management
- Immediate replacements
- Increase footfall

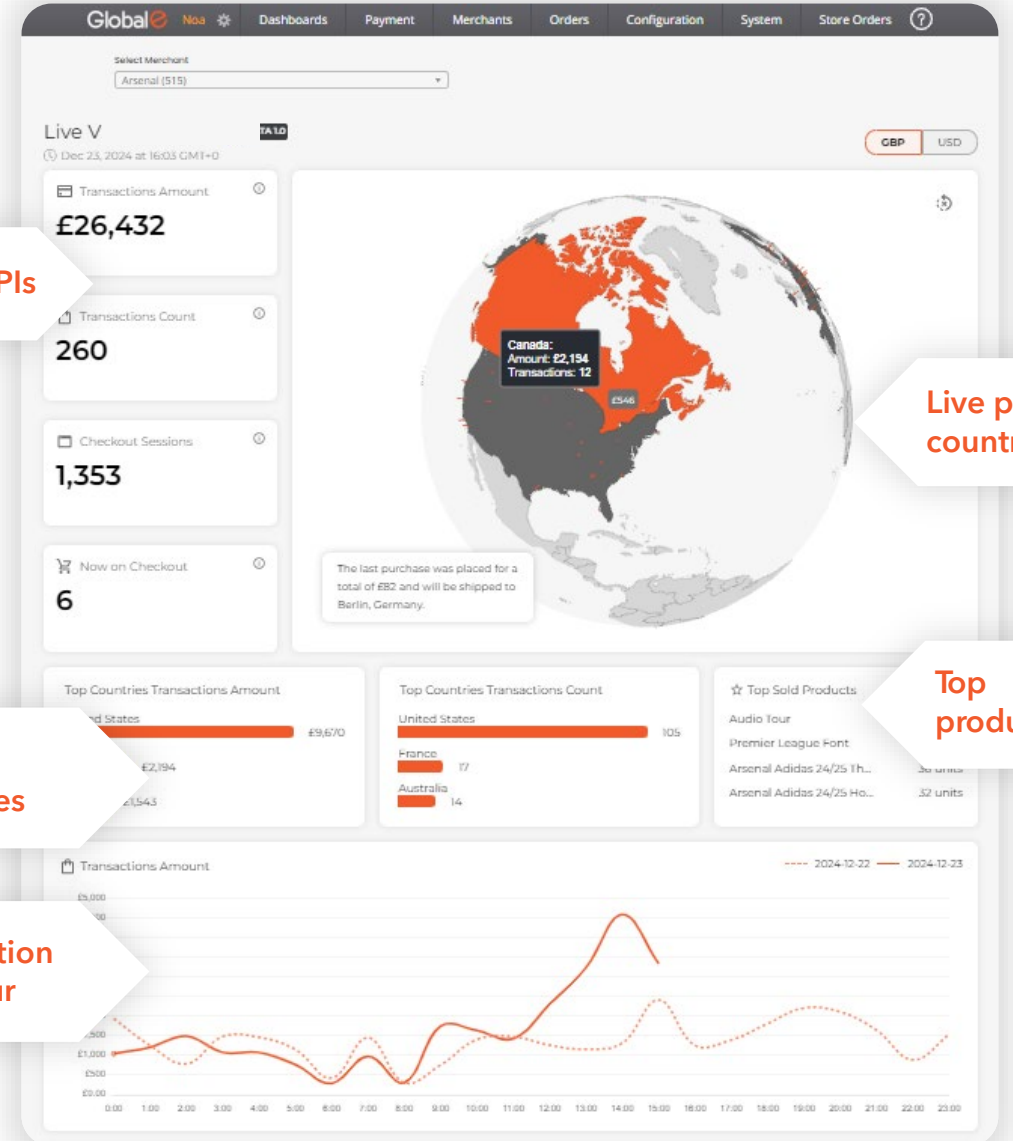


Self Service Analytics

Sales Dashboard - Performance analysis



Live View - Track today's performance





Empowering Global Trade:
Our pillars of scalability,
innovation, security, and
team excellence



**ROBUST &
SCALABLE
ARCHITECTURE**



**CONTINUOUS
INNOVATION OF
TECHNOLOGY &
PRODUCT**

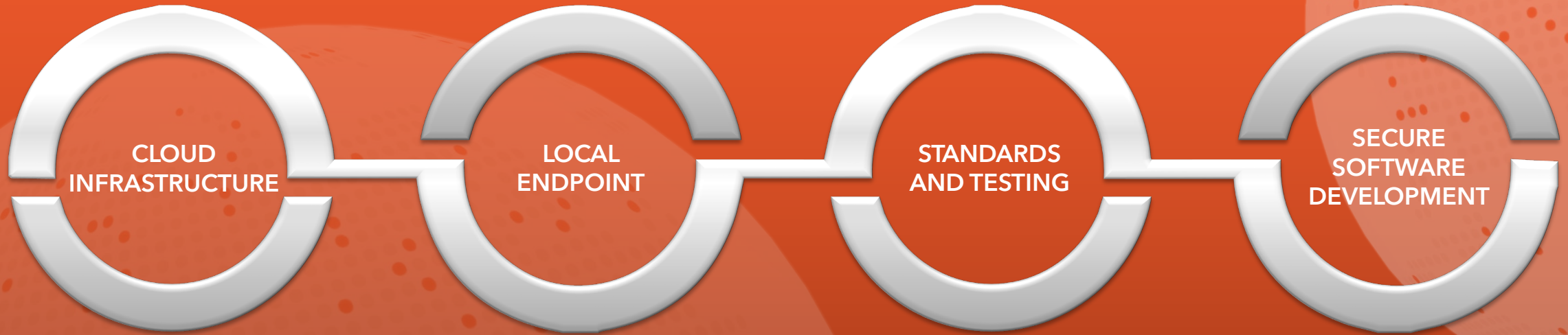


**END-TO-END
SECURITY & TRUST**



**HIGH-
PERFORMING
TEAM**

Holistic approach to security



Major standards include:



Continuous penetration testing

Adheres to an SSDLC framework
Continuous code scans
Periodic security audits





Empowering Global Trade:
Our pillars of scalability,
innovation, security, and
team excellence



**ROBUST &
SCALABLE
ARCHITECTURE**



**CONTINUOUS
INNOVATION OF
TECHNOLOGY &
PRODUCT**



**END-TO-END
SECURITY & TRUST**



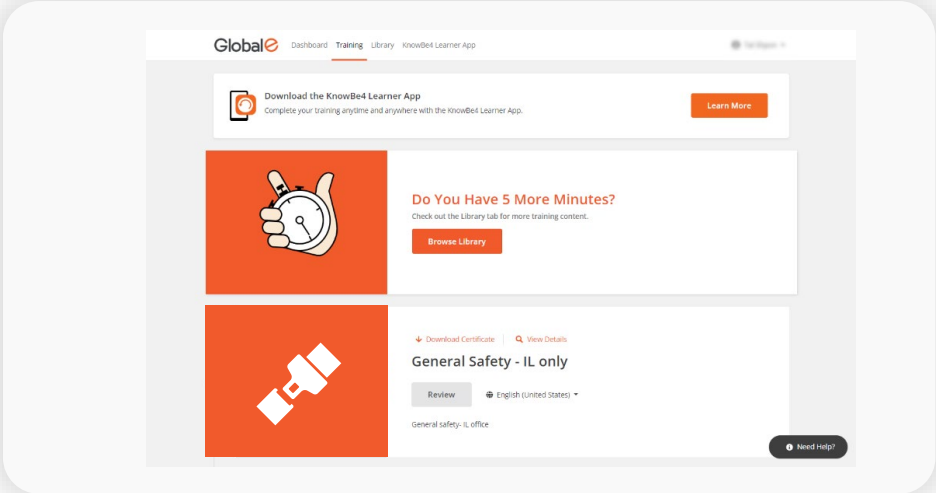
**HIGH-
PERFORMING
TEAM**

Engineering growth

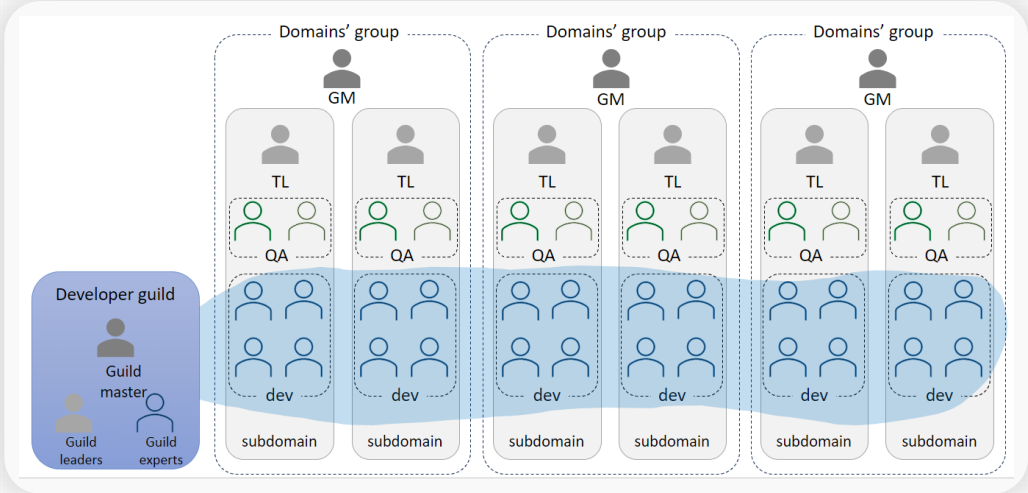


Hiring the best talent and cultivating it

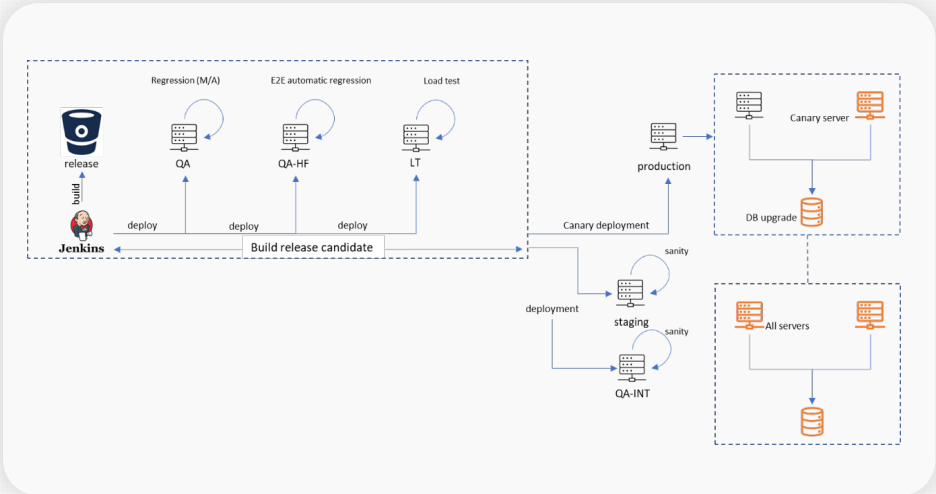
Onboarding



Guild



CI\CD shift left



AI tools and training



By 2027 at least 50% of Global-e code will be generated by AI

Key Takeaways

- ✓ Highly **scalable platform** developed by **diverse, experienced, agile teams**
- ✓ Technology **deeply immersed** into wider **ecosystem**
- ✓ **AI** driving **efficiency** as well as advanced merchant and consumer **experiences**
- ✓ Robust approach to **security and data privacy**
- ✓ **Continuous innovation** of technology and product

Go To Market

Nir Debbi
President

Our merchants' GMV growth has
outpaced overall eCommerce

**4x
to
5x**

Annual Global-e eCommerce
growth as a multiple of overall
Global eCommerce growth each of
the last four years

Source: eMarketer, company analysis
*Rounded to the nearest whole

Multi layer GTM engine propelling our growth

New business models

Grow within our base



Win new business



Source: Company information

Multi layer GTM engine propelling our growth

New business models

Grow within our base

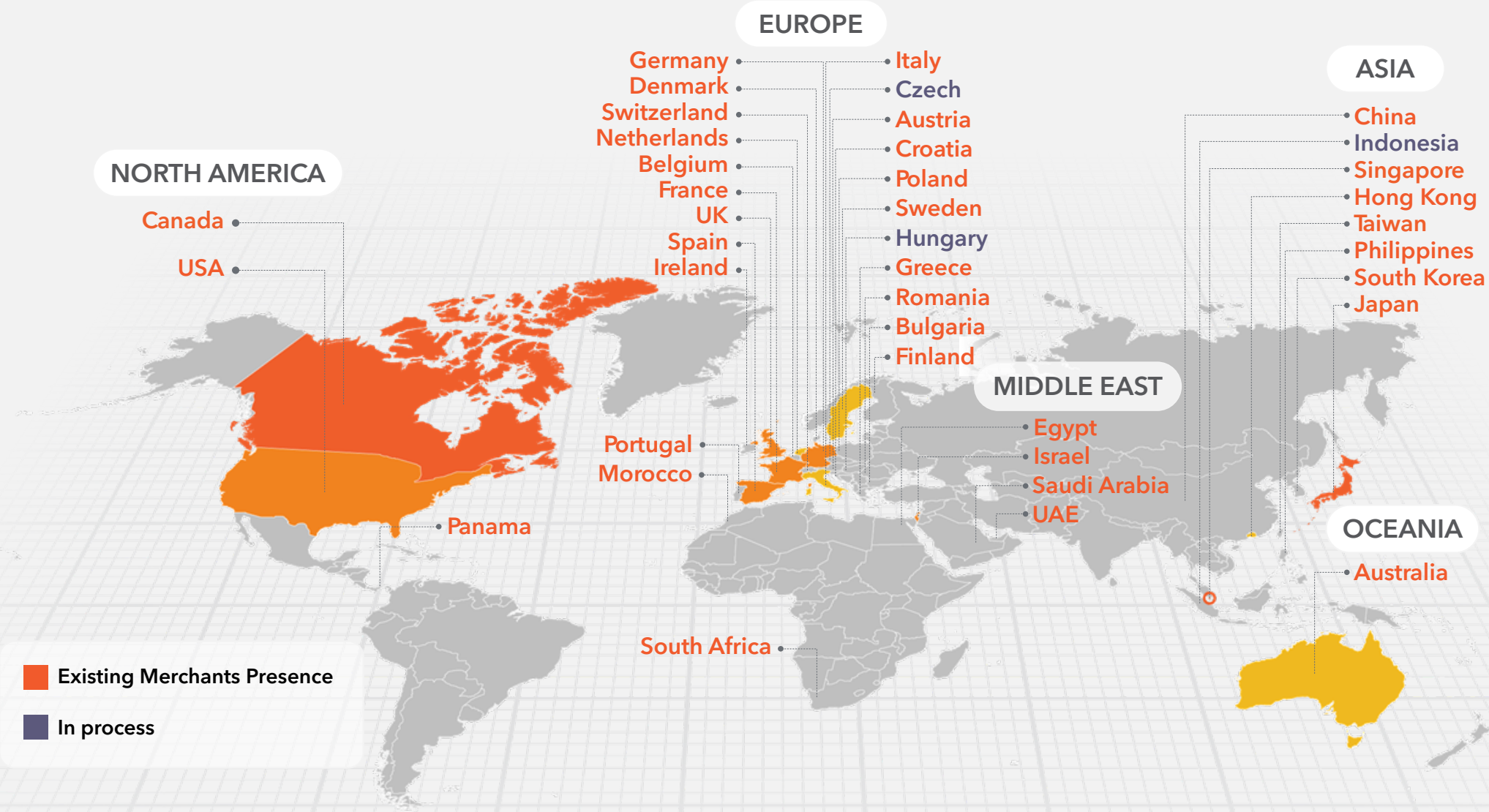


Win new business



Source: Company information

Expanded our global operations to support merchants in more than 30 geographies worldwide



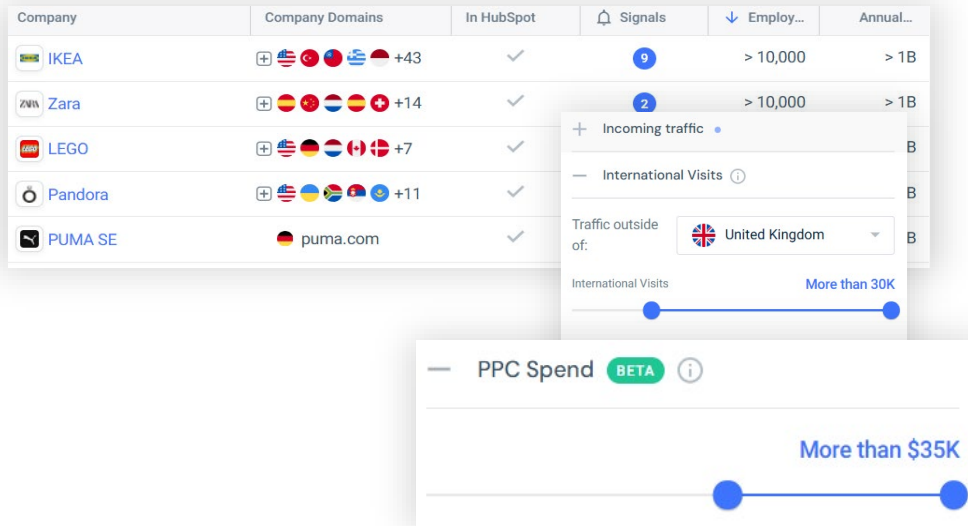
Source: Company information as of Jan 2025

Streamlined and automated lead generation process for direct sales

1 Lead Sourcing & List Building

Creating initial leads through multiple automation tools and sources to identify and build lists of ICPs based on specific criteria

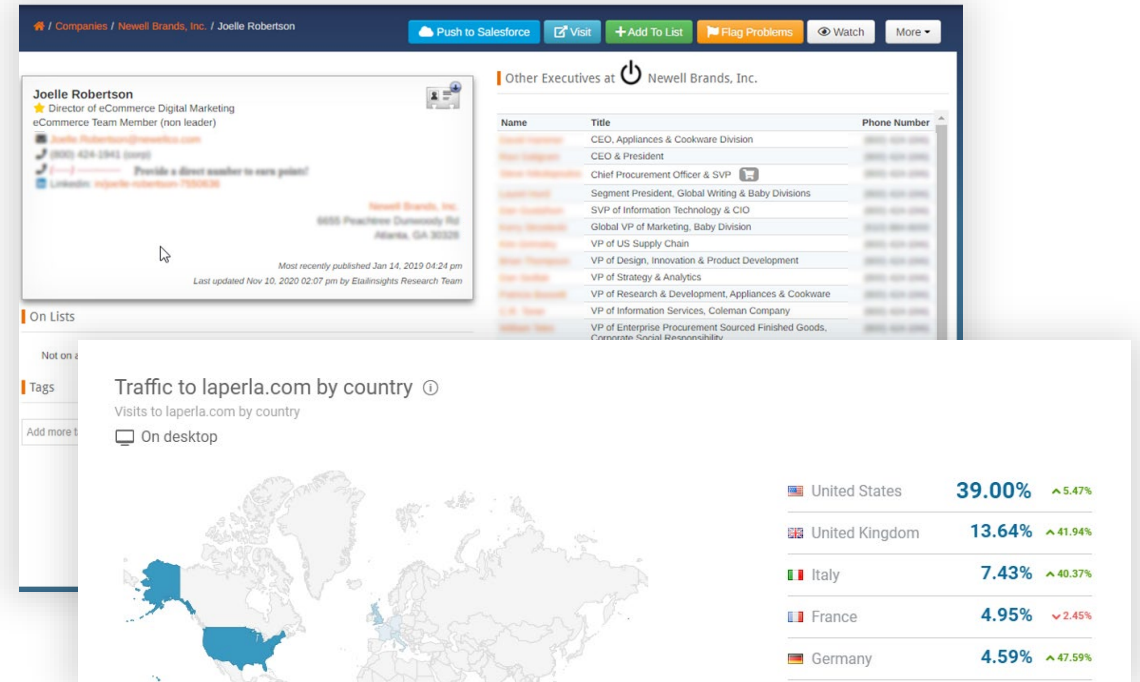
Fine tune lists by applying attributes that are relevant to Global-e such as international %, visits growth, PPC spend - indicating the potential



Source: Company information

2

Uploading new leads data into our sales CRM and enriching prospects relevant matrix



Real-time company signals & buying intent allows efficient prioritization of leads

3 Data driven outreach

Using tools to track relevant company signals like funding, new technology implementations, change in growth trends, Key employee changes, etc. for an optimized outreach

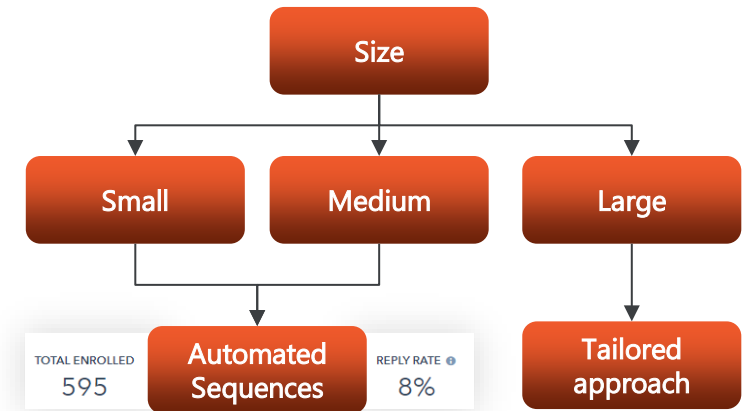
The dashboard displays a list of recent signals on the left, categorized by type such as 'News signals', 'Company receives investment like vent...', 'Any company challenges news', 'Any growth news', 'Any leadership news', and 'Any news'. A 'RECENT SIGNALS' pop-up shows specific events like 'Garmin launches Beta Update 22.24' and 'Garmin Ltd. showed intent in the last week on 2 of your topics'. On the right, a 'Contact Details' table lists contacts with their roles and associated signals.

Contact	Scoring	Signals
Jack Williamson Director of Sales Operations	High	Past Champion, Intent
Zahir Mays Director of Market Expansion	High	New Executive
Rene Wells Director of Revenue Strategy	Medium	Website Visit

Source: Company information

4

Tailor the approach to the opportunity size and probability to win (for Enterprise)



The top part shows an email campaign performance table:

EMAIL #	TOTAL ENROLLED	OPEN RATE	CLICK RATE	REPLY RATE
Step 1: Automated email				1%
Step 2: Automated email				3%
Step 3: Automated email				1%
Step 4: Automated email				5%

The bottom part shows a sample email with a subject line 'Global-e X Company Name', a personalized greeting 'Hi Contact: First name', and a detailed body text including a case study about Global-e's international shipping services.

Specific business case presentation

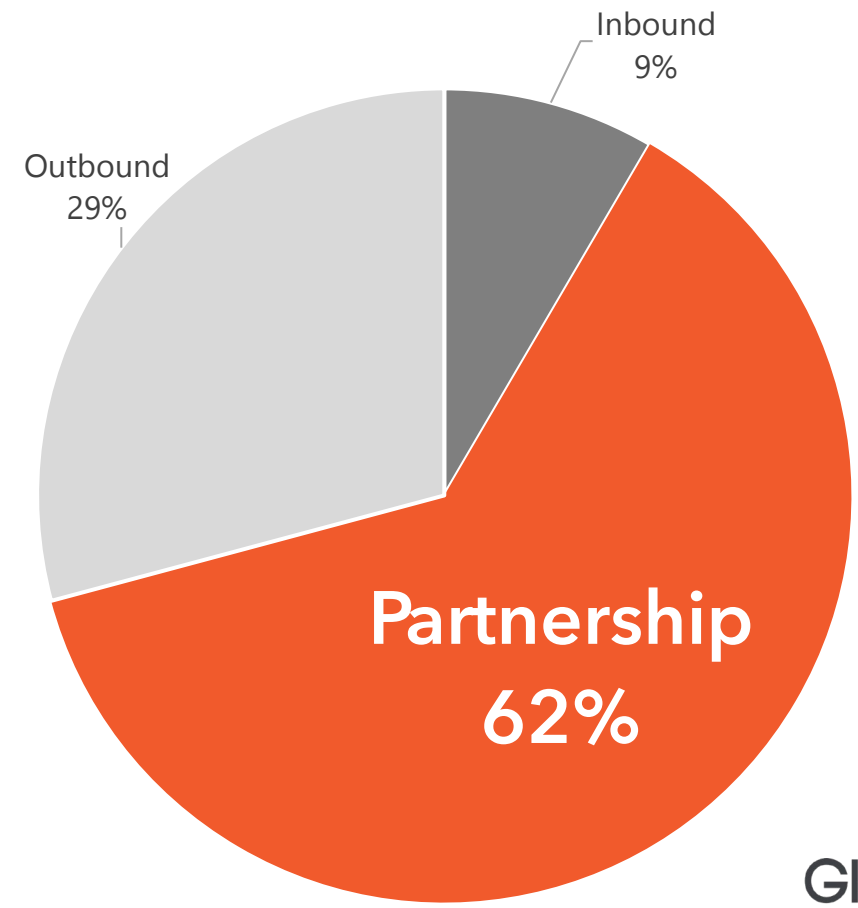


Using automation tools & AI to map relevant ecosystem partner for tailored direct or channel partner approach

Coupled with a powerful and growing channel partner network extending our reach



Contracts signed by origin - 2024



Source: Company information

Long lasting strategic partnerships with leading providers in the ecosystem



Entering our **5th** year of strategic partnership for both Enterprise (3P) and Managed Markets (1P), providing Global-e with access to millions of Shopify merchants



Entering our **10th** year of strategic partnership, providing Global-e with access to relevant DHL clients as well as preferred service and shipping rates

Taking a proactive sales approach at points in time where international trade becomes more complex

Recent outreach with the latest ongoing tariff changes

FEB 2025

Import Fees Update and revision of de Minimis (CN, MX, CA)



USA

Import Fess Update only for CN (Suspend MX, CA)



USA

Suspend revision of de Minimis (CN, MX, CA)



USA

March 2025

Double the 10% for CN to 20%



USA

Import Fees Update MX, CA



USA

March 2024

Duties of 25% on COO USA certain HS



Canada

OCTOBER 2024

VAT update



THAILAND

Customs Fee update



SAUDI ARABIA

Import Fees update



AUSTRALIA

JULY 2024

Import Fees Update



NEW ZEALAND

JUNE 2024

VAT Update



VIETNAM

Hi [redacted]

Quick heads-up on the latest U.S. tariff changes that could impact your business:

Though partially suspended for now, **products from Canada/Mexico** may still face a **25%** additional duty and **China/Hong Kong** have an extra **10%** duty on top of the **10%** that went into effect in February 2025. [Sky News - Trump Tariff update](#)

The EU may be next, with reciprocal tariffs and removal of the \$800 De Minimis on the way.

At Global-e, we're proactively supporting our merchants by:

- ✓ Instantly updating our duties and taxes calculator at checkout to ensure accurate collection and remittance
- ✓ Providing tailored recommendations on pricing strategies to limit conversion impact
- ✓ Working closely with shipping partners and brokers to make sure all shipments clear without delays
- ✓ Offering real-time updates and hands-on support

Let me know if you want to chat more about how we can help you stay ahead of this!

[redacted]

Sample email



PHILIPPINES

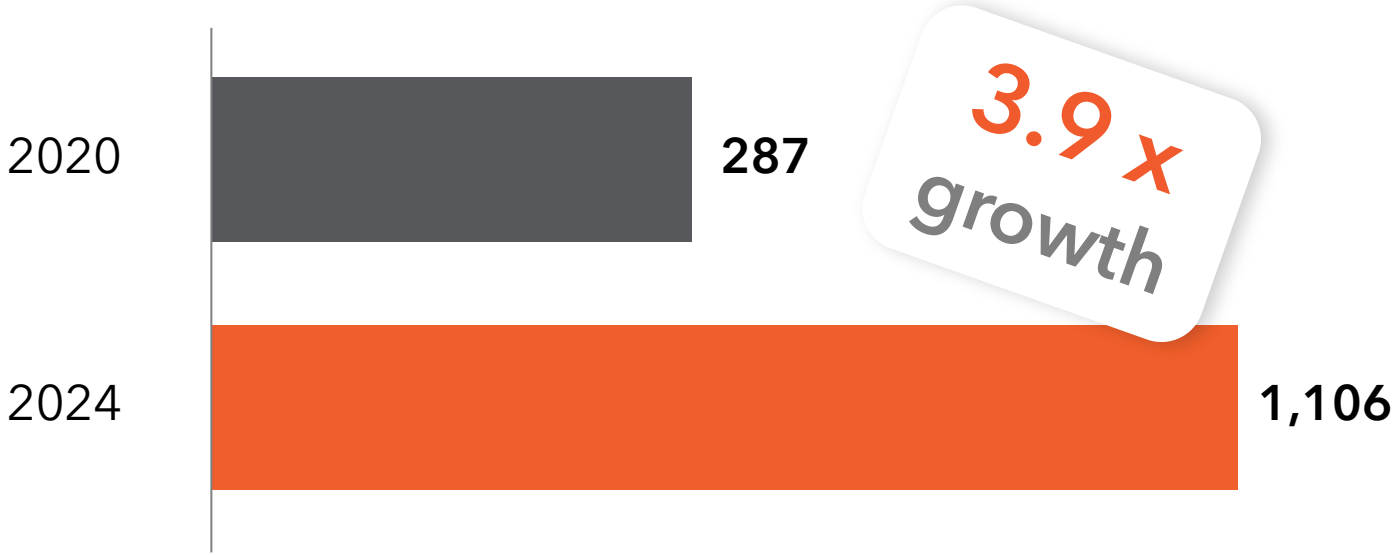


SWITZERLAND

The combination of efficient direct sales, our widening channel partnerships and Geo's expansion propelling our new bookings growth ...



New Enterprise GMV signed (\$m)



Key Initiatives

- Expanded the sales team within current and new Geo's
- Increased funnel conversion utilizing tools and AI
- Expanded our partner management teams
- Boosted # of channel partners ecosystem

Source: Company information

High profile brands joining us in the last 12 months




VICTORIA'S
SECRET

Harrods



TORRID



logitech



COVER

Clarks

HOBBS
LONDON

s o e u r

JONES ROAD


EQUESTRIAN
STOCKHOLM

SHONAJAY

DISSH

DKNY

B&O

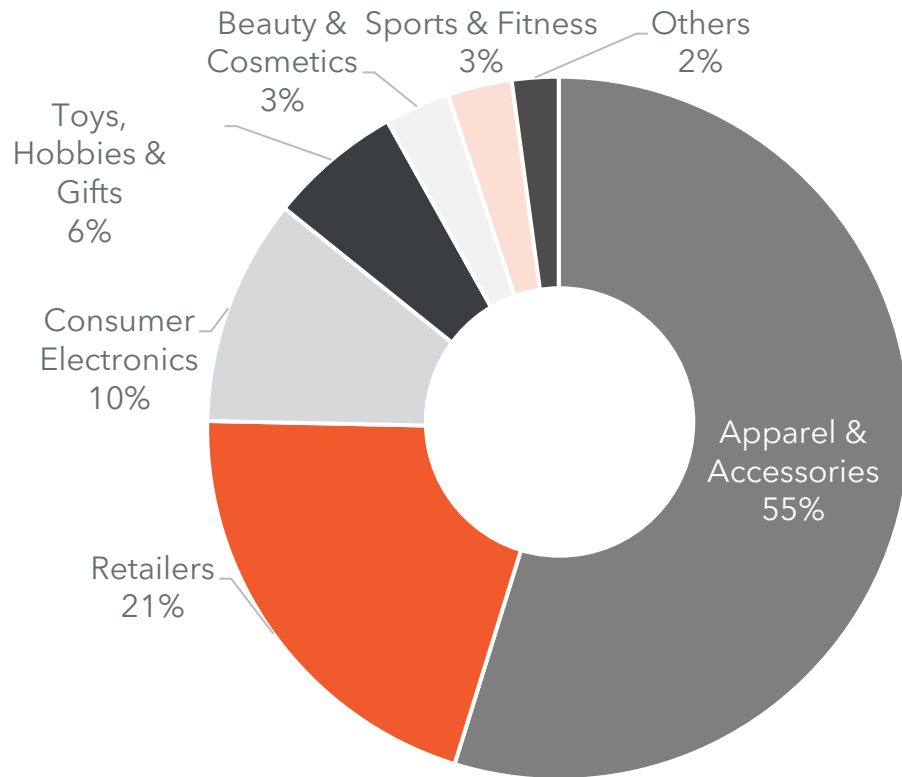
ami
alexandre mattiussi

Phase Eight

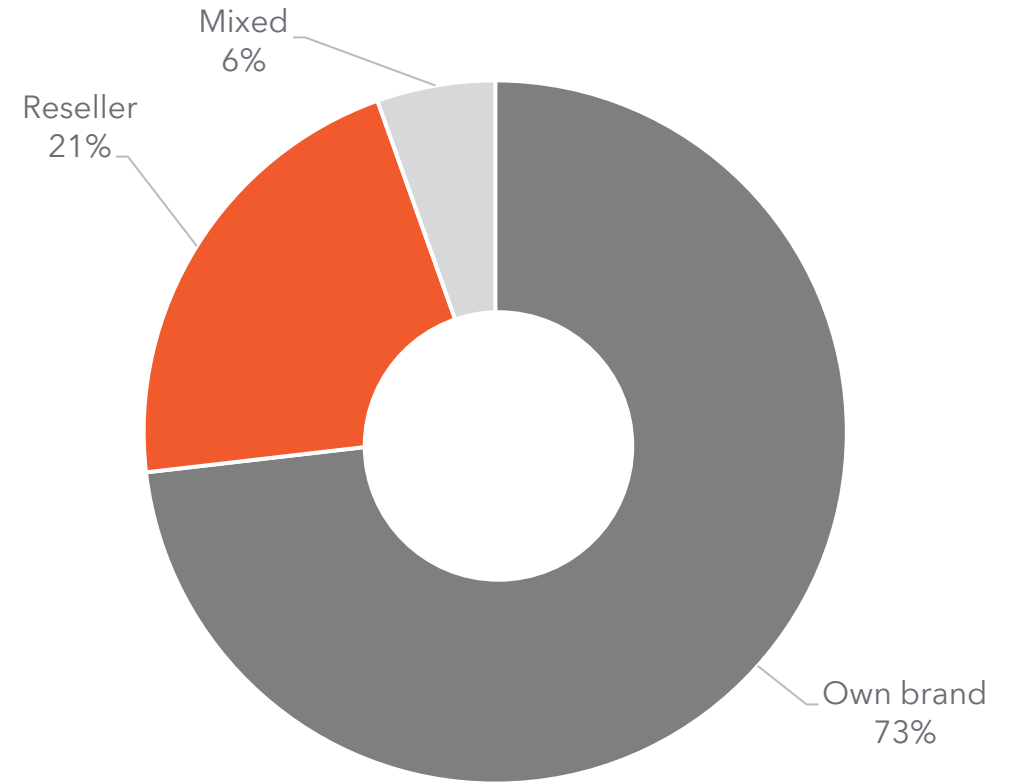
... across a diverse base of merchant verticals and brands ...



2024 GMV by Vertical Segments



2024 GMV by Brand Type



Source: Company information as of Jan 2025

Multi layer GTM engine propelling our growth

New business models

Grow within our base

Grow our merchants

Land end expand

Value added services

Win new business

Direct sales

Channel partners

Source: Company information

Experienced Global Customer Success expert teams bringing our insights and best practices to our merchants

Tailoring merchants' offerings from onboarding for better CVR and Profitability

- Messaging
- Price coefficients
- Duty proposition
- Shipping proposition
- Return proposition

Country	% Sales	AOV	T&D	Final unit subsidy	Margin before coefficient	Country coefficient
 United Kingdom	32.1%	\$311	HF	£1	-34.1%	31.1%
 Canada	26.6%	\$314	PF	-£3	-18.8%	15.8%
 Australia	8.8%	\$274	HF	-£13	-16.9%	13.9%
 Ireland (Republic of)	3.9%	\$244	HF	-£9	-38.3%	35.3%
 Switzerland	3.1%	\$429	HF	-£12	-19.2%	16.2%

Outbound shipping

SHIPPING TYPE PER COUNTRIES

- PriorityPost [SET COUNTRIES](#) 13 countries of 15
- Express [SET COUNTRIES](#) 28 countries of 28
- Standard [SET COUNTRIES](#) 14 countries of 27
- ExpressPlus [SET COUNTRIES](#) 3 countries of 16
- TrackedPostToPickupLocation [SET COUNTRIES](#) 1 countries of 1

FREE SHIPPING

- Offer free shipping

Threshold for free shipping [LEARN MORE](#)

Inbound shipping (returns)

SHIPPING TYPE PER COUNTRIES

- Express [SET COUNTRIES](#) 28 countries of 28
- PriorityPost [SET COUNTRIES](#) 14 countries of 16
- Standard [SET COUNTRIES](#) 13 countries of 13

RETURN OFFER

Choose return offer

RETURN RATE

Return rate per country (optional) [SET RATE PER COUNTRY](#)

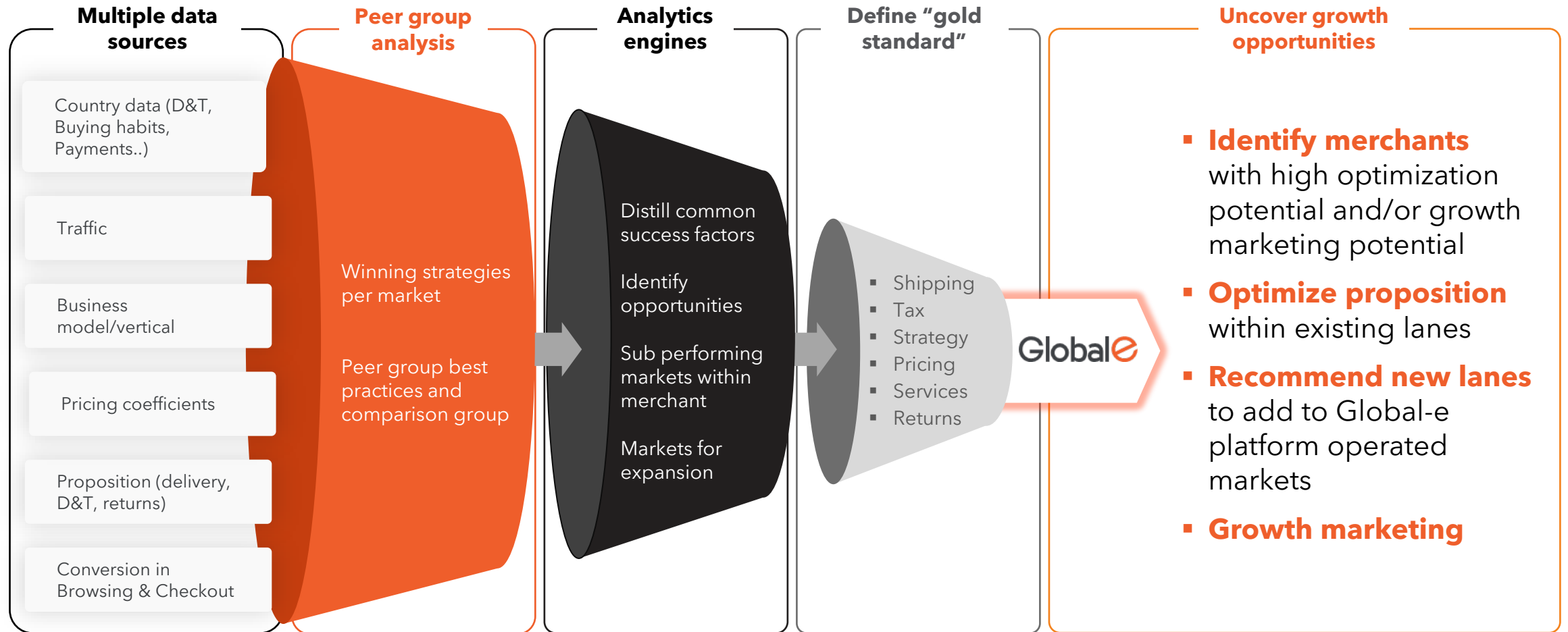
Delivering significant uplift in international traffic sales conversion after beginning to use our platform.

>40%

Typical uplift in international traffic conversion after beginning to use our platform



Data models crunching merchant's trading patterns over time generating insights to optimize sales conversion



Source: Company information

Coupled with our Merchant-first focus on-going product innovation

Payments

Payment re-routes
Local acquiring 35+ markets
150 local payment options
10 payment gateways

Risk management

Fraud engine
FX Hedging tool
Parcel protection

AI

Product classification
Multilingual CS bot
Product categorization
Translations

BI & Self-Service

Live view
Qlik Cloud embedded

Omni-channel

BOPIS
Ship-To-Shop
Split orders
Return in shop

Platform

Multi Local
Digital goods
Channels
(Managed Markets)

Demand Generation

Global agency services
Managed services
Borderfree.com

Logistics

Direct injection
Consolidated returns
Enhanced returns portal
External returns portal API
20+ carrier integrations
BYOL

Regulation & Trade Compliance

GDPR, GSPR
Local e-invoicing schemes
Trade agreements
Tariff updates
Country restrictions
Guaranteed landed cost
3B2C

Driving accelerated growth for our merchants over the years

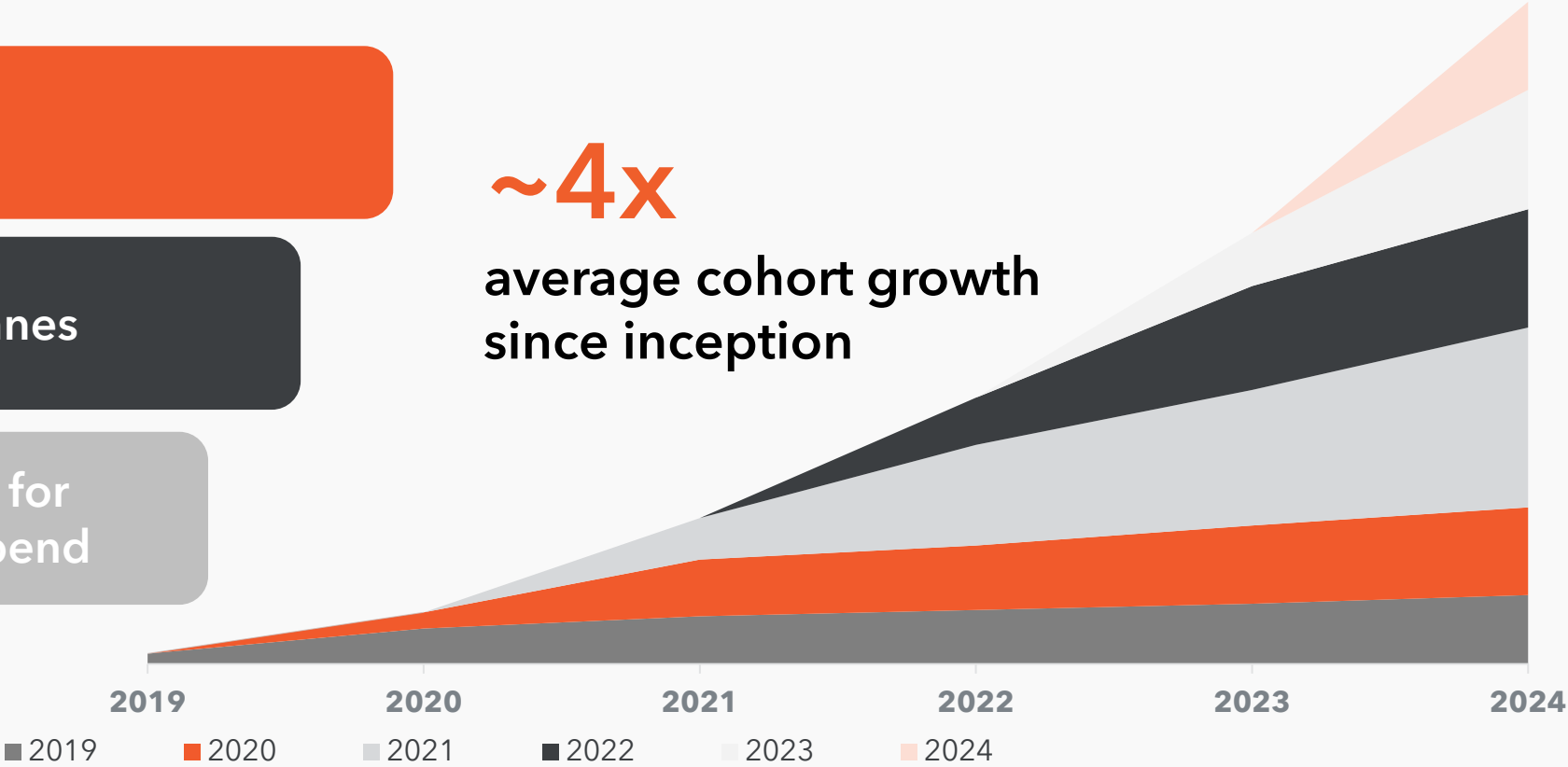
Annual GMV per Active Merchant Cohort

Increased conversion

Upsell to additional lanes

Identify opportunities for effective marketing spend

~4x
average cohort growth
since inception



Source: Company information Jan 2025

Making our merchants Global-e brand ambassadors ...

MARC JACOBS

+77% **+130%**
International
online orders International
Revenue



+138% **+113%**
International
online orders International
online revenue

ana luisa

+264% **+262%**
International
online orders International
online revenue

aeydē

+108% **+170%**
International
online orders International
online revenue

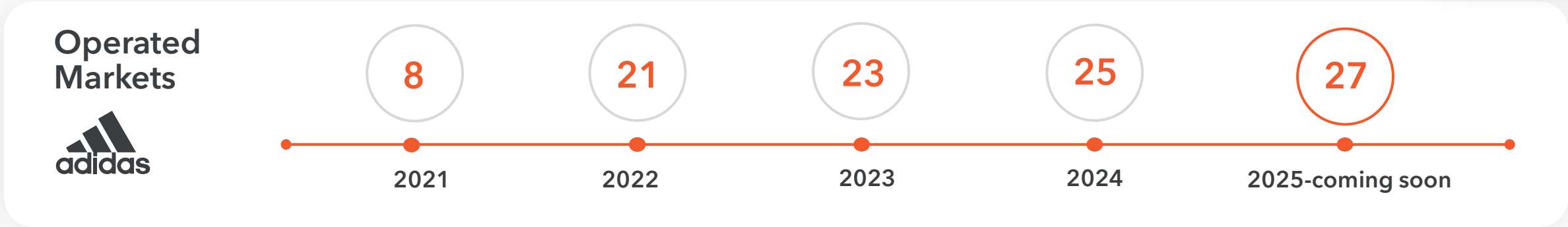
ST. AGNI

+116% **+151%**
International
online orders International
online revenue



+57% **+55%**
International
online orders International
online revenue

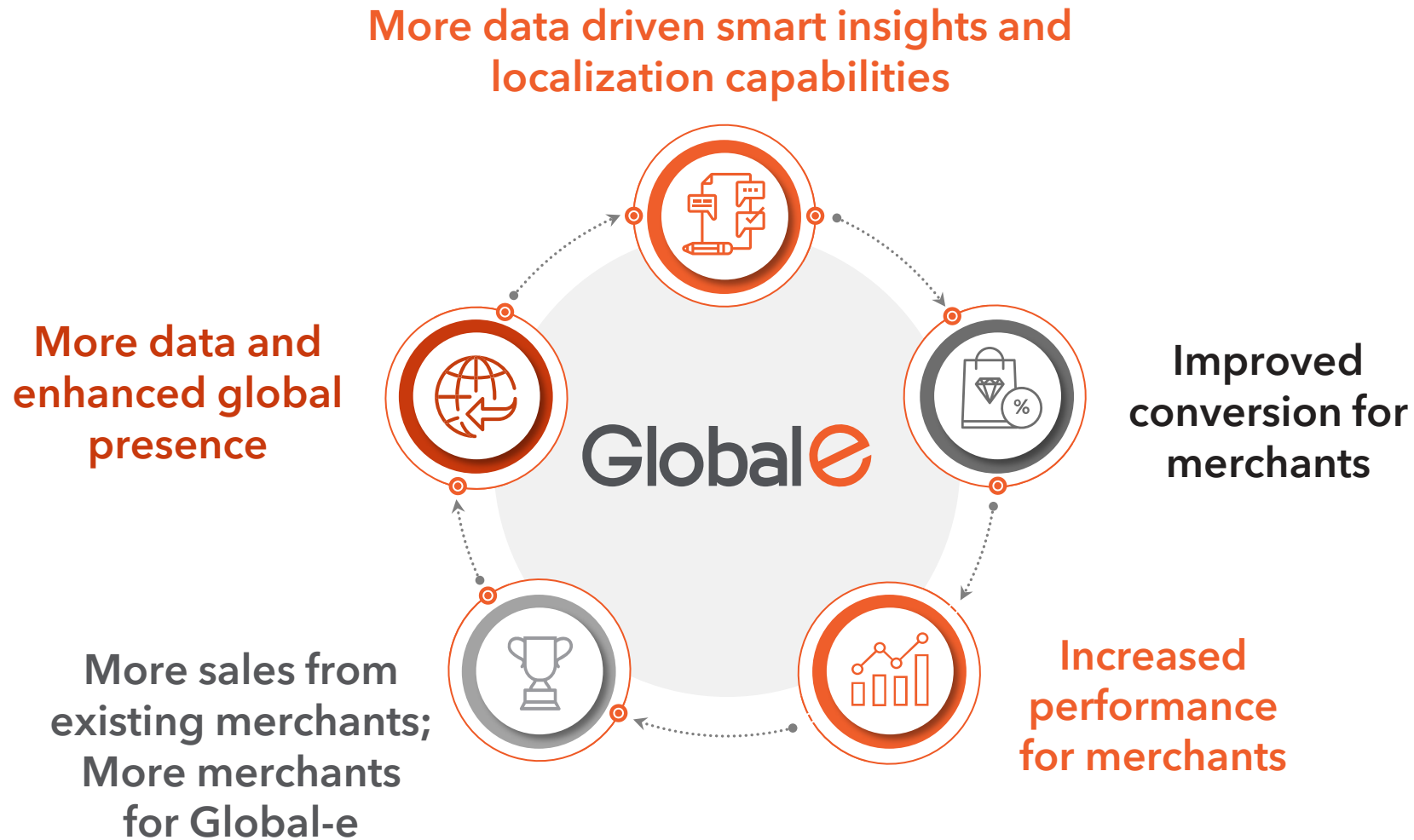
... driving further expansion within large merchants and groups































Source: Company information as of Jan 2025

*Including 2 markets expected to launch in 2025

Continuously driving a competitive flywheel effect ...



... and reinforcing our sustainable long-term competitive advantages

	 Global-e	 In-house D2C	 Alternative cross-border solutions	 Online branded marketplaces
Global scale				
Local know-how and data advantage				
Comprehensive end-to-end solution				
Financial stability and audit standards				
Global efficient Demand Generation capabilities				
Attractive ROI to merchant				

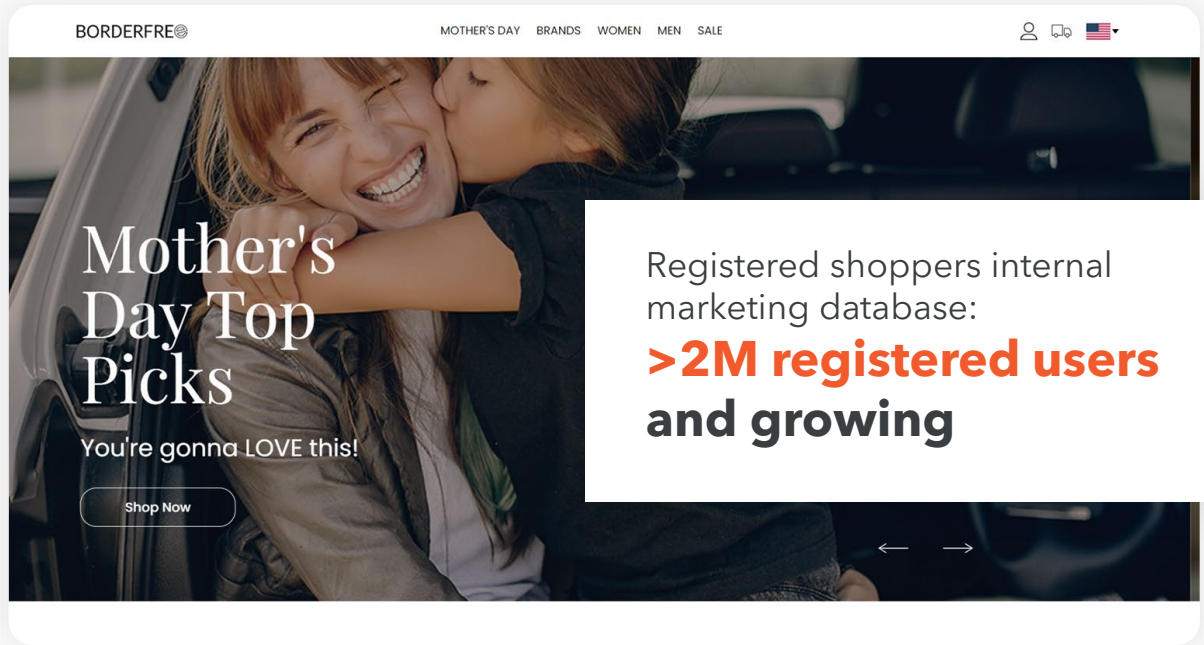
Multi layer GTM engine propelling our growth



Source: Company information


Borderfree.com

Powerful demand generation initiative launched in Q4 2024, driving international traffic to our brands in multiple destinations with a guaranteed affiliate ROI




Borderfree.com

Strong results are coming since the initial launch in November 2024




~2.5M
Visits
to Borderfree.com




~0.5M
Visits
to Brand's websites



>2.5%
of Revenue
Avg. for Borderfree
participating merchants



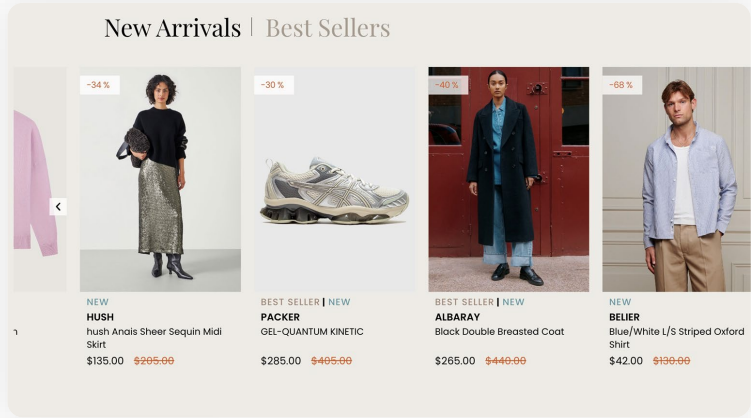
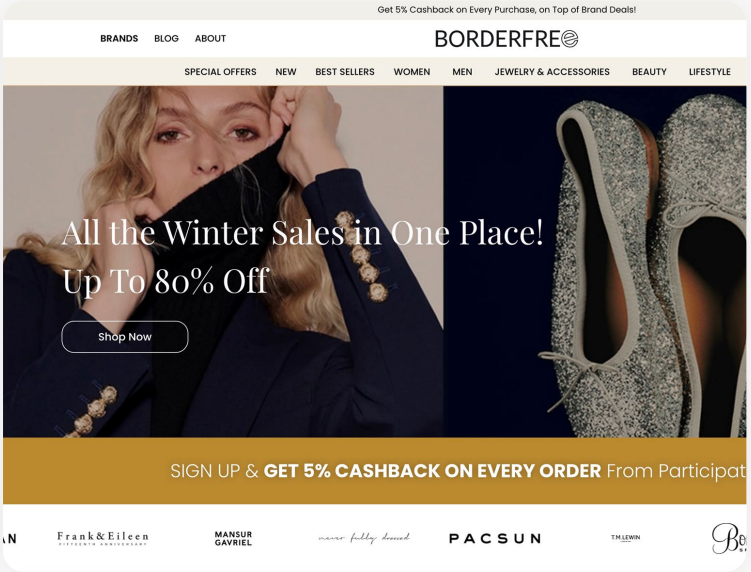
+10%
Of Revenue
For Top Performing Brands
attributed to Borderfree



+170K
New Subscribers
within period



Worldwide
Exposure
Sales in +100 markets



Source: Company information

Borderfree.com

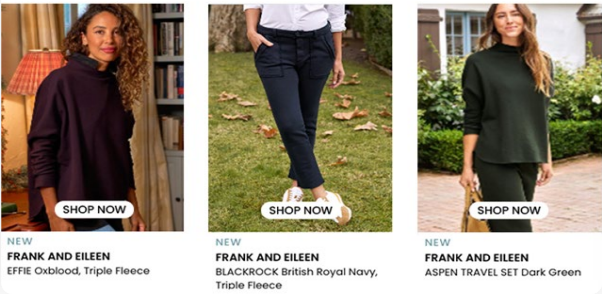
Initial case studies already emerging

Frank & Eileen
FIFTEENTH ANNIVERSARY

The Definition of California Cool

- 14% OF FRANK & EILEEN GMV** Attributed to Borderfree marketing activities
- 4% HIGHER AOV** from Borderfree traffic
- Borderfree generated Orders from **25 COUNTRIES**

NOVEMBER – DECEMBER 2024



APL

The Intersection Of Luxury & Performance

- 6.7% OF APL GMV** Attributed to Borderfree marketing activities
- 29% HIGHER AOV** from Borderfree traffic
- Borderfree generated Orders from **21 COUNTRIES**

NOVEMBER – DECEMBER 2024



Source: Company information

Shopify Managed Markets unlocks a vast TAM opportunity

SELL GLOBALLY

45) MANAGED MARKETS

MARKETS PRO IS NOW MANAGED MARKETS

Include duties and taxes in regional prices, avoid selling restricted products, secure better shipping rates, and edit existing orders for a more international buyer-friendly experience with [Managed Markets](#).

46) MANAGED MARKETS

INCLUDE DUTIES IN YOUR PRODUCT PRICES

Avoid unexpected costs at checkout by including duties and taxes as part of the product price for international buyers.

47) MANAGED MARKETS

UNDERSTAND REGIONAL SELLING RESTRICTIONS

Know which products are restricted from sale in certain regions, and why, with Managed Markets now offering clear notifications, publication statuses, and product index filtering.

	Steel Table and Stool Teal	€138.00
Subtotal		€138.00
Shipping		€50.00
Total		€188.00

Total includes taxes and duties. No extra charges on delivery.

With Managed Markets, **Global-e's services are now natively available within Shopify to merchants of all sizes**

Significant milestones achieved with just 18 months since launch:

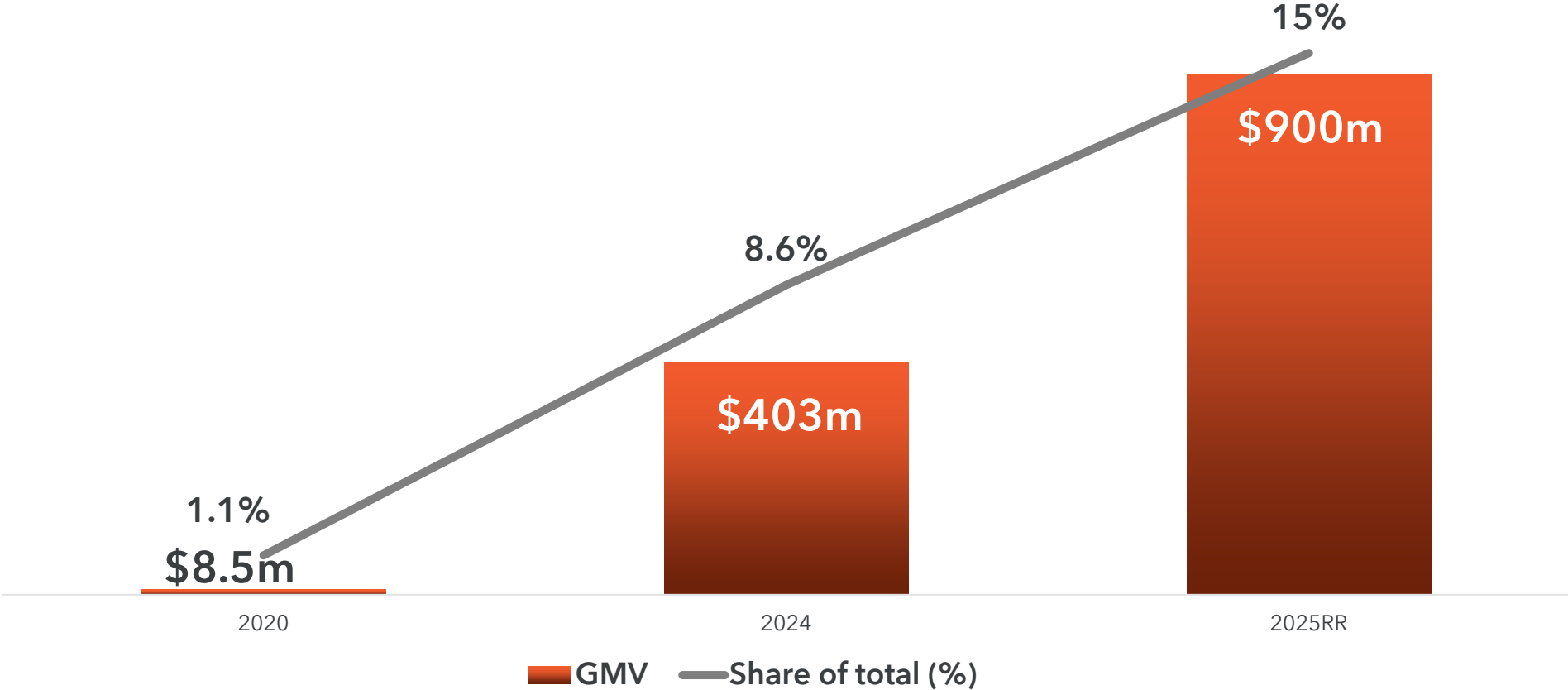
- **<1-day** average onboarding time
- **>10,000** merchants transacted
- **>175** inbound countries

Close collaboration with Shopify to expand adoption in the US and broaden the reach to many more outbound countries

Multi-local

50x volume growth in multi-local, expected to cross 15% of volume in 2025

Share of multi local trend



Global Business-to-Business eCommerce

Potential for the next wave of cross-border growth

The B2B E-Commerce Market was valued at ~\$20 Trillion in 2024
However, cross border B2B eCommerce is far behind ...



Huge potential over time building and leveraging around our capabilities to support B2B at scale (freight forwarding, IOR, formal clearance) ...

Key Takeaways

- ✓ Highly efficient S&M team and approach achieving **<9 months payback** across multiple Geo's
- ✓ Channel partnerships with mutually beneficial interests extend our reach - **over 60% of new GMV bookings**
- ✓ Multiple levers for growth across new and existing brands - **4x cohort growth over time**
- ✓ **Data-driven consultative approach** identifies opportunities and increases sales conversion
- ✓ **New horizons to accelerate our growth and TAM**
Borderfree.com, Managed Markets, B2B ...

Break

Global-e : A Partnership for Global Growth



Michelle Wasserman
Senior Vice President,
GM International



Dan Elmoznino
Chief Web Officer



Matthew Merrilees
Chief Executive Officer,
North America



Financial Strategy

Ofer Koren
CFO

Why own Global-e?

Large growth potential

Multiple growth levers to build share in large and growing TAMs and capture new markets

Diverse customer base

Expanding customer base across industries, regions, and company sizes

Strong financial performance

Track record of strong execution, with durable revenue growth, improving profitability, and significant cash generation

A unique opportunity in eCommerce enablement

We have a track-record of strong execution - we have reached or surpassed our long-term IPO financial targets

	<i>Pre-IPO LT target</i>	<i>Q4/2024</i>
<i>Non-GAAP gross margin</i>	40%	46%
<i>Adj. EBITDA margin</i>	20%	22%

Note: Rounded to the near whole number

IPO

TAM	\$736bn
GMV	\$774m
Revenue	\$136m
Non-GAAP GP margin	32%
Adj. EBITDA margin	9%
Free Cash Flow	\$29m

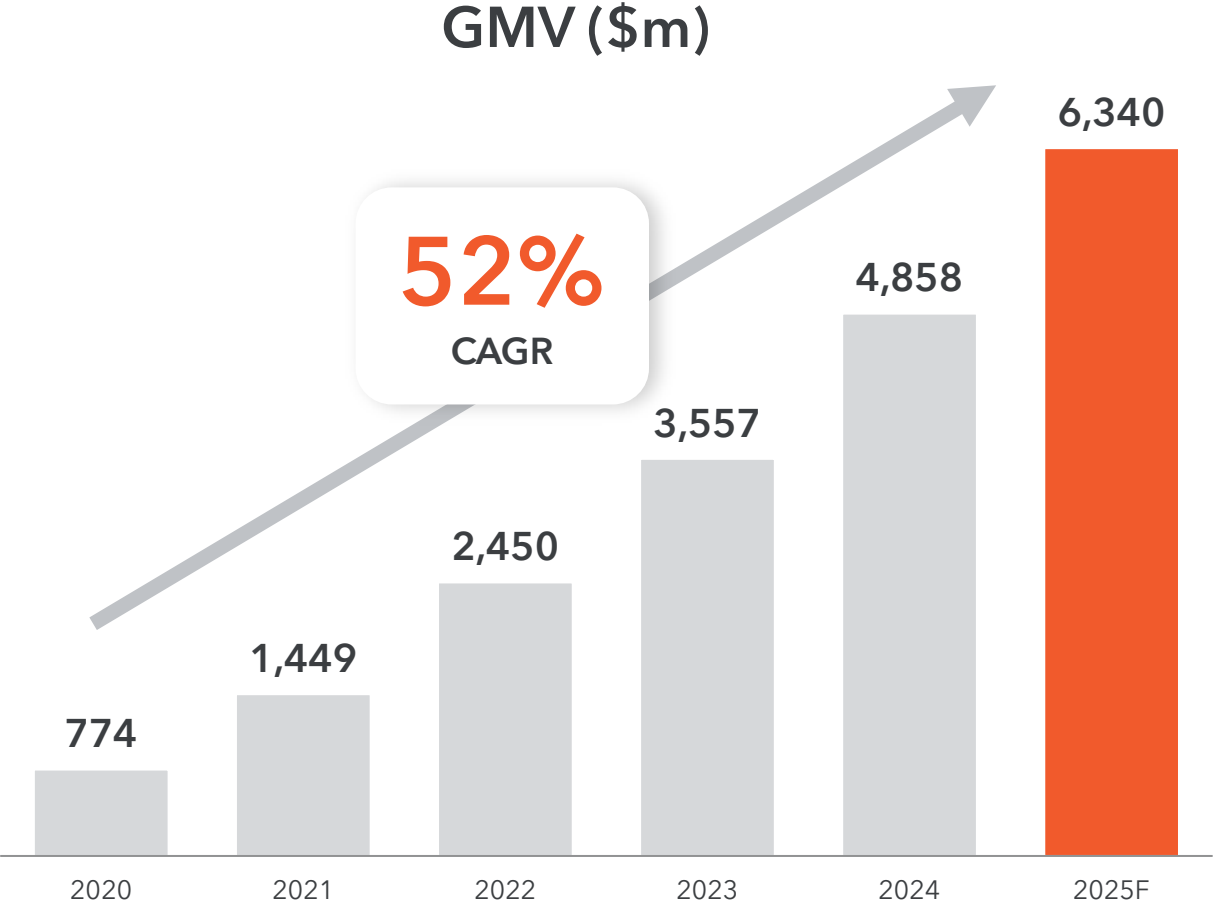
Note: Based on 2020 figures

Today

TAM	4X
GMV	8X
Revenue	7X
Non-GAAP GP margin	46%
Adj. EBITDA margin	20%
Free Cash Flow	7X

Note: Based on 2025 guidance, free cash flow assumed to be equal or above Adjusted EBITDA, TAM is based on internal estimations. All figures are rounded to the nearest whole number

Demand for our services translates into rapid growth

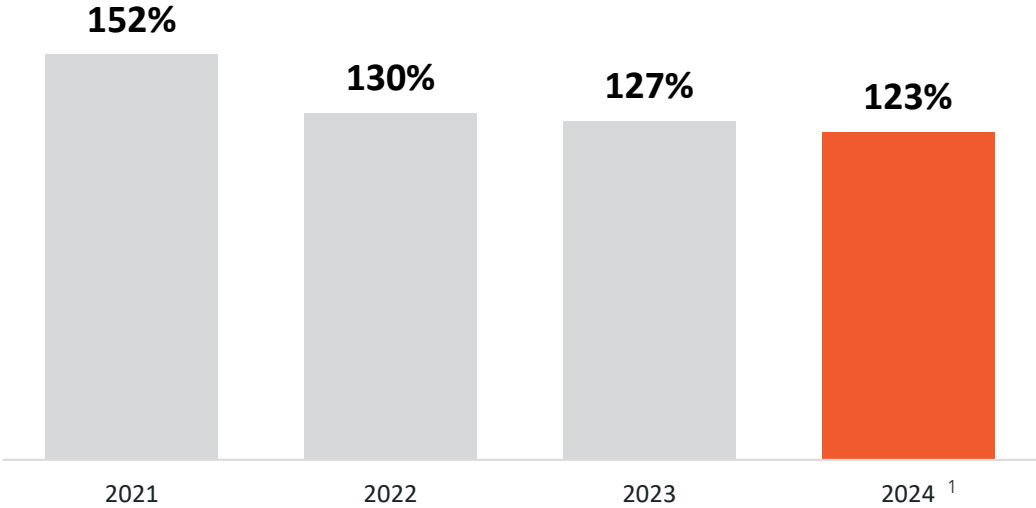


GMV
8.2x
Growth 2020-2025F

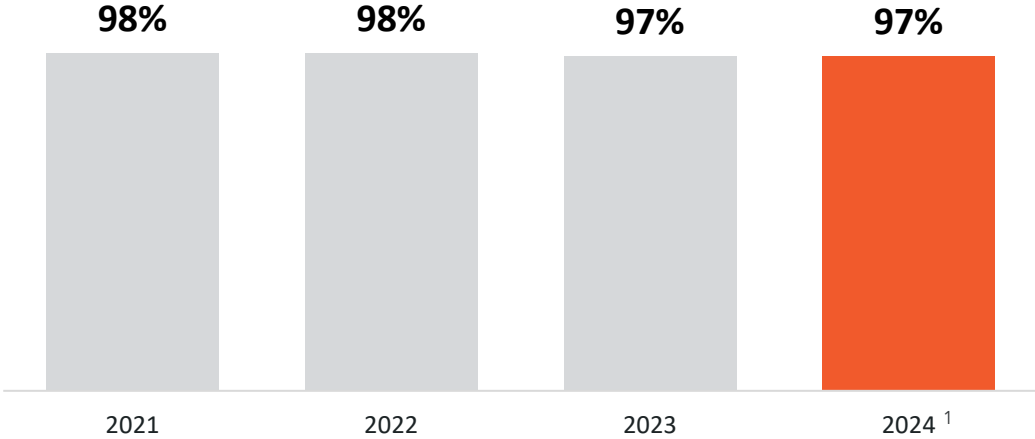
Note: 2025F represents the midpoint of the guidance range of \$6,190m - \$6,490m.

High growth and strong retention of merchants

>120%
Net Dollar Retention



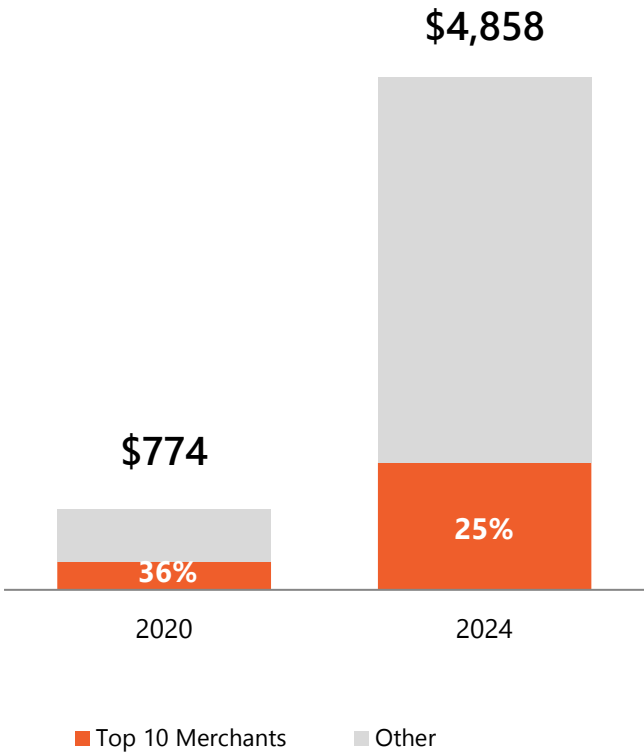
>97%
Gross Dollar Retention



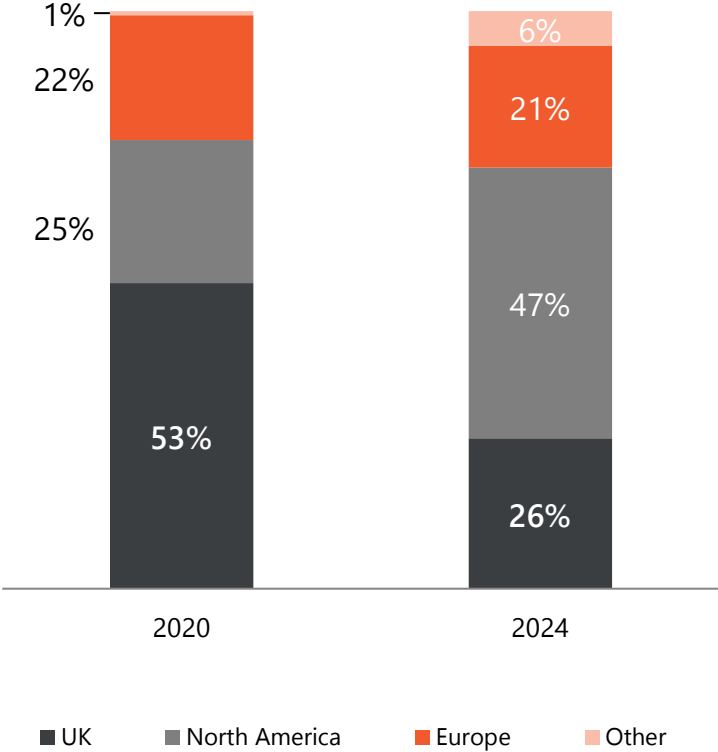
¹2024 figures represent NDR and GDR adjusted for the negative impact of the out of the ordinary bankruptcy of Ted Baker and by several Borderfree merchants that chose not to re-platform to the Global-e platform. NDR and GDR including the out of the ordinary churn for 2024 was 119% and 93.5%, respectively.

Highly and increasingly diversified business

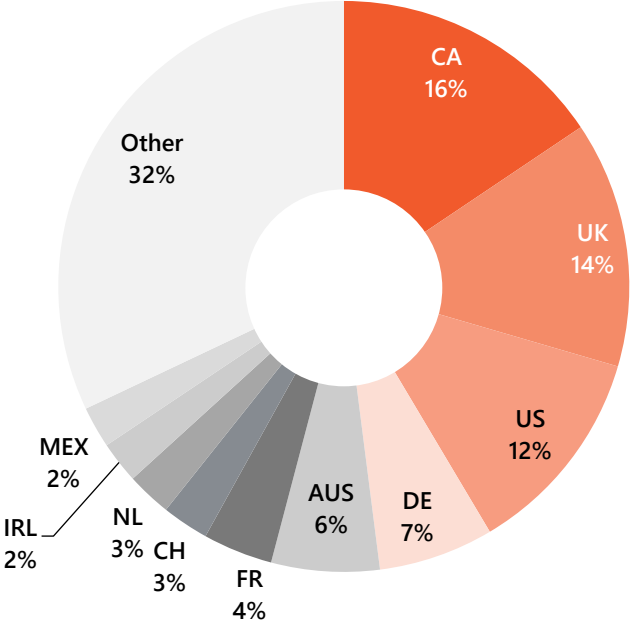
Top 10 Merchants % of GMV



Outbound markets % of GMV

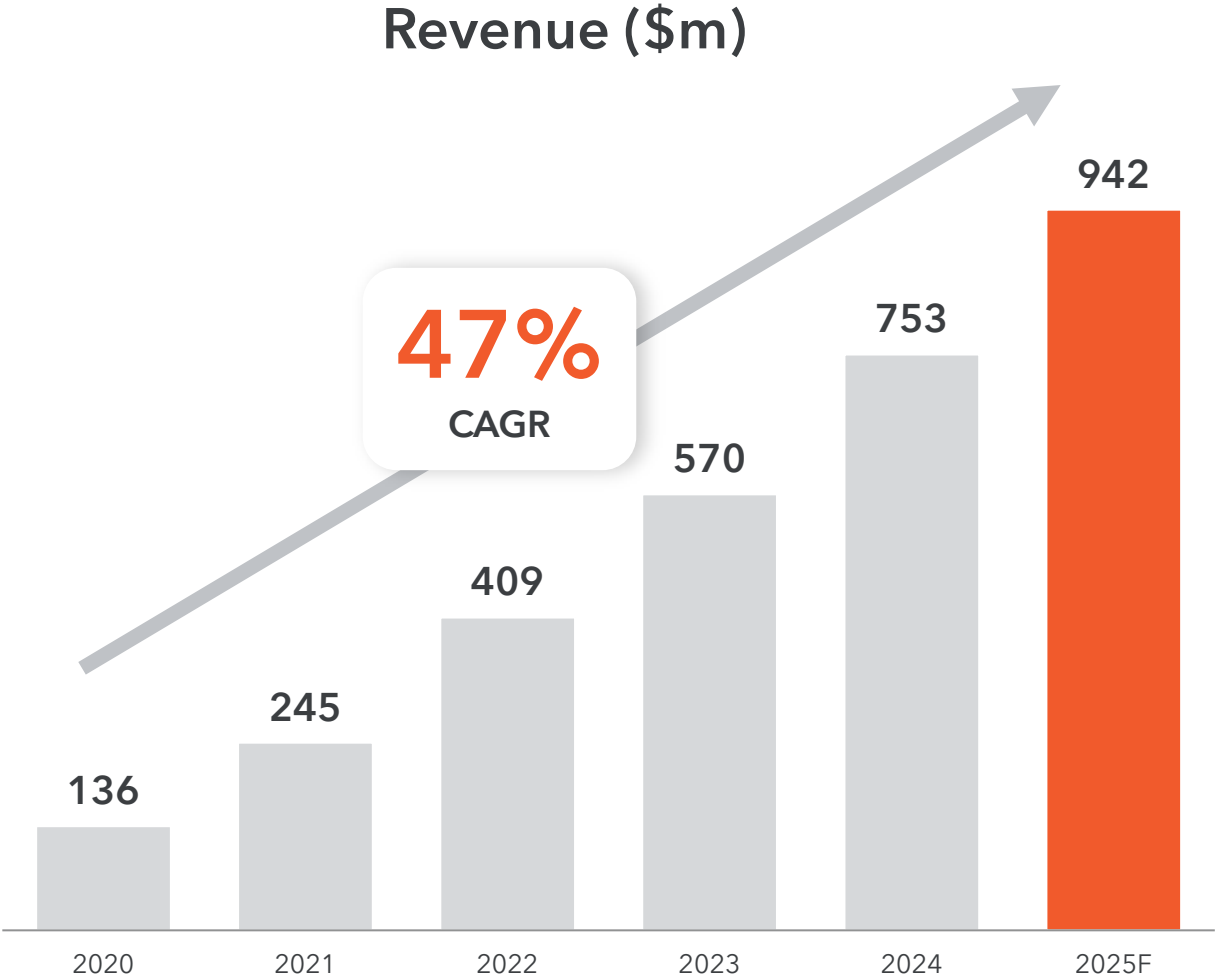


Inbound markets % of GMV



Source: Company information

Revenue growth

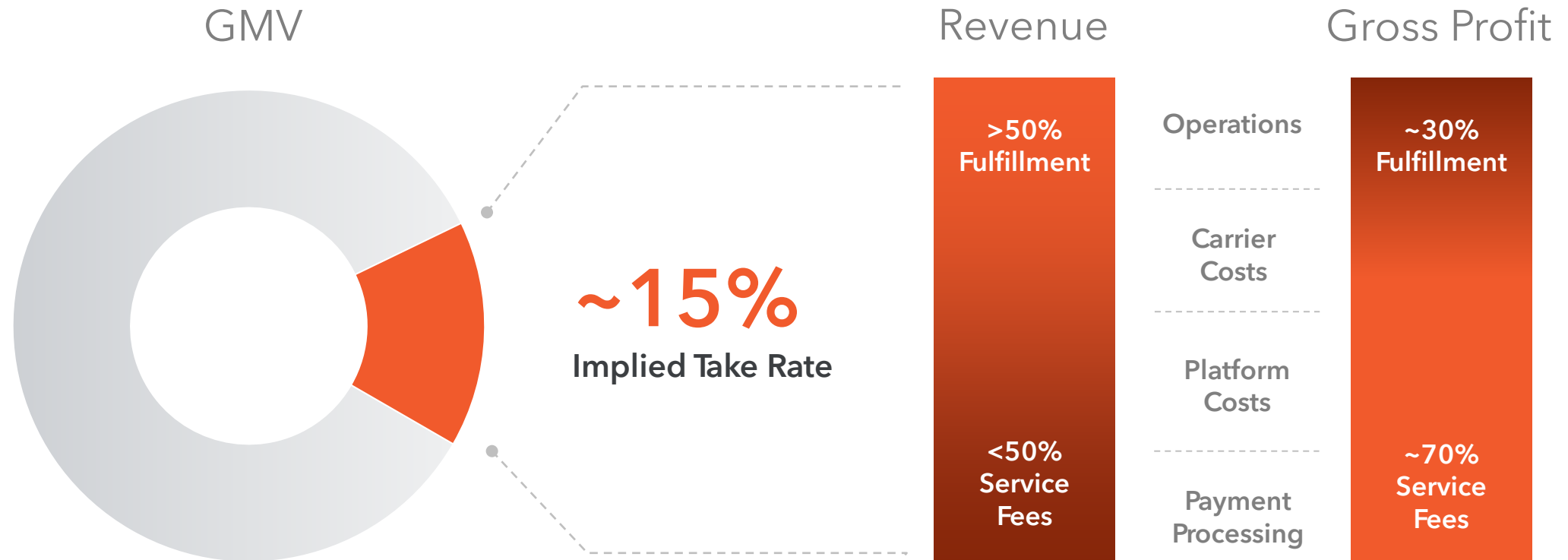


Revenue
6.8x
Growth 2020-2025F

Note: 2025F represents the midpoint of the guidance range of \$6,190m - \$6,490m.

Source: Company information

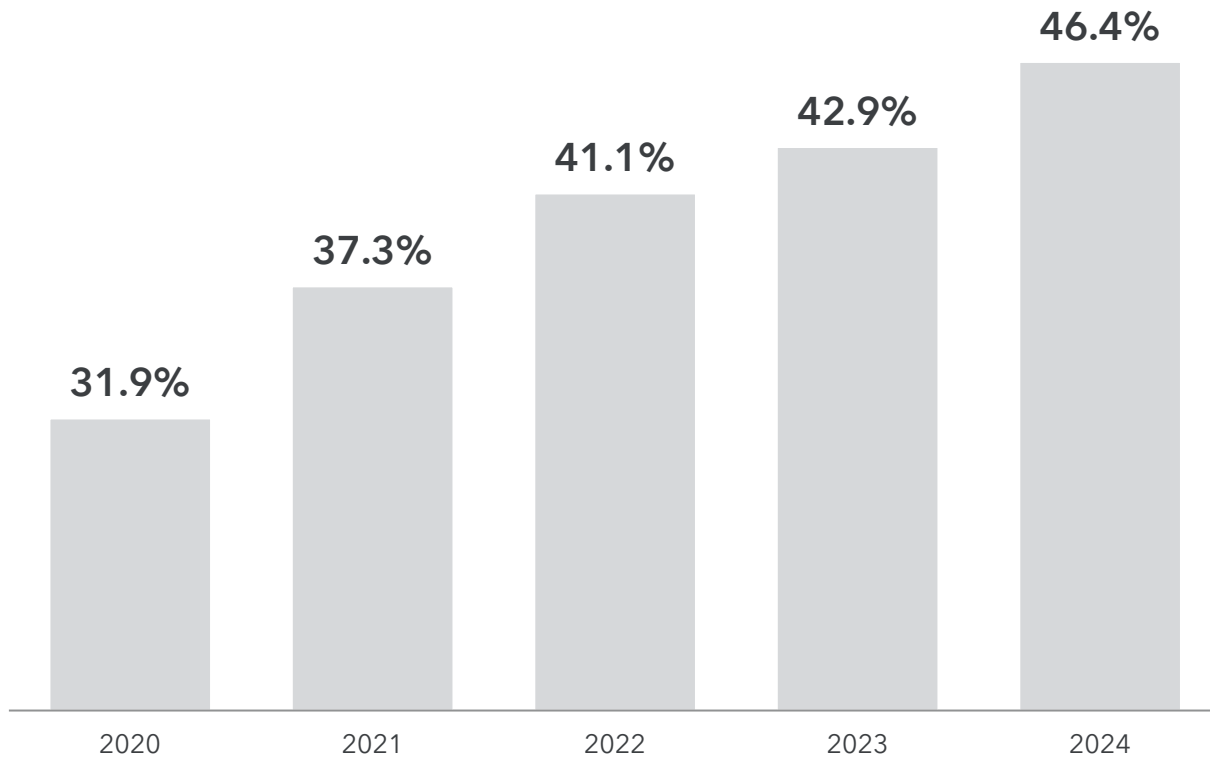
Two robust and interrelated revenue pillars



Source: Company information. figures based on 2024 results.

Expanding gross margins driven by scale efficiencies and optimization

Non-GAAP Gross Margin



Non-GAAP Gross Margin

+1,450bps

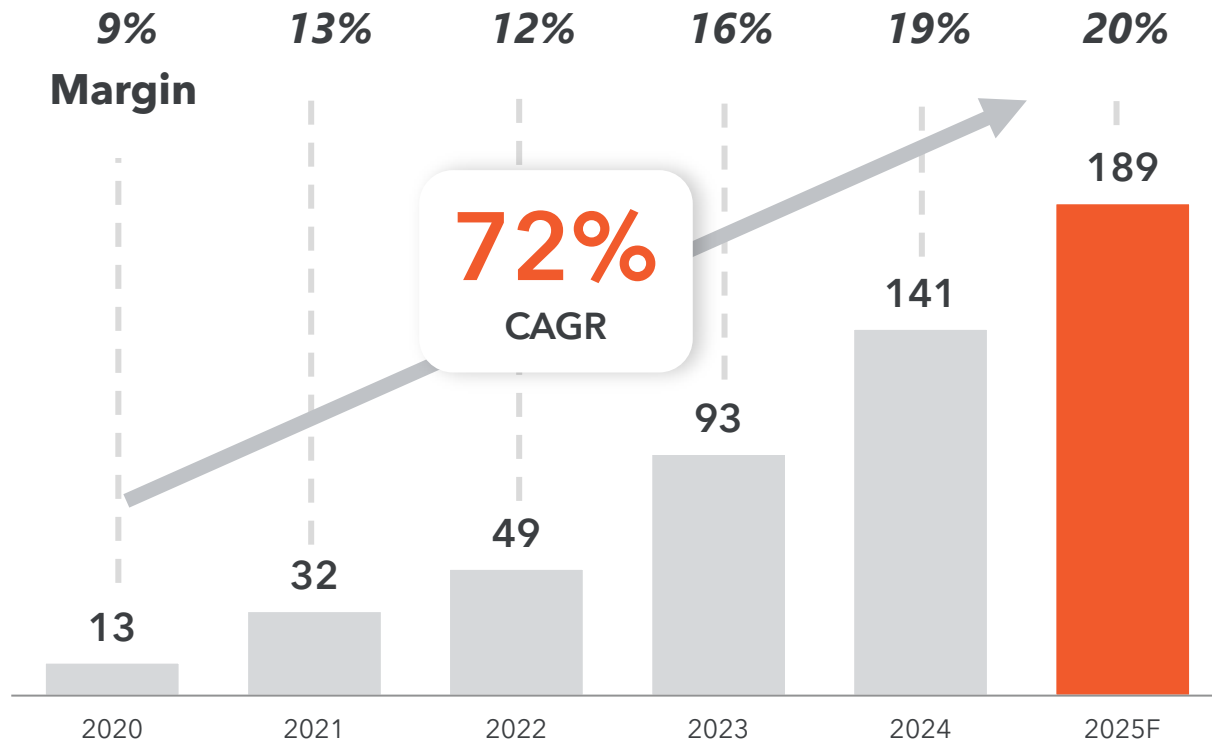
Margin Expansion
2020-2024

Global-e is running on a super-efficient business model

- A combination of economies of scale and economies of skill
- A multi-tenant platform, enhancements and upgrades to the platform benefit all merchants
- Efficient go-to-market leveraging the growing recognition and channel partnerships
- Disciplined cost management

As we scale, our efficiency continues to improve

Adjusted EBITDA (\$,m)



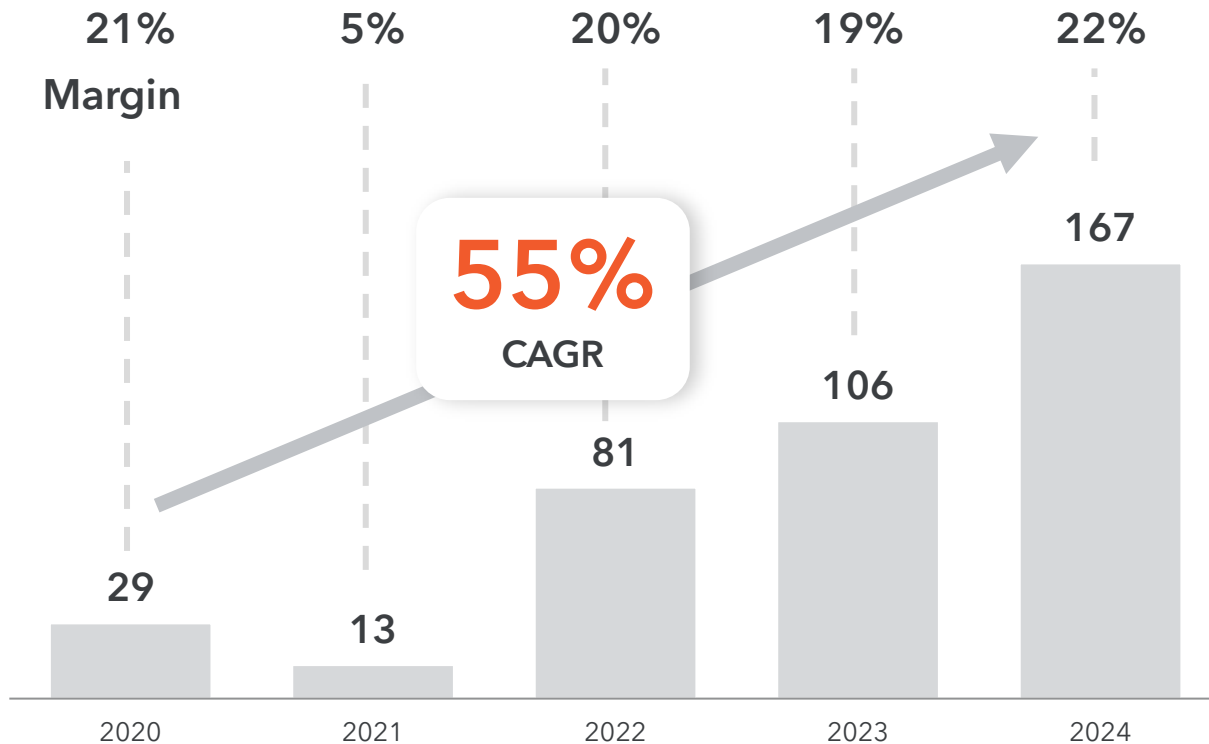
Adj. EBITDA
14.5x
Growth 2020-2025F

Source: Company information

Note: 2025F represents the midpoint of the guidance range of \$179m - \$199m.

Translating into strong free cash flow generation

Free Cash Flow (\$,m)

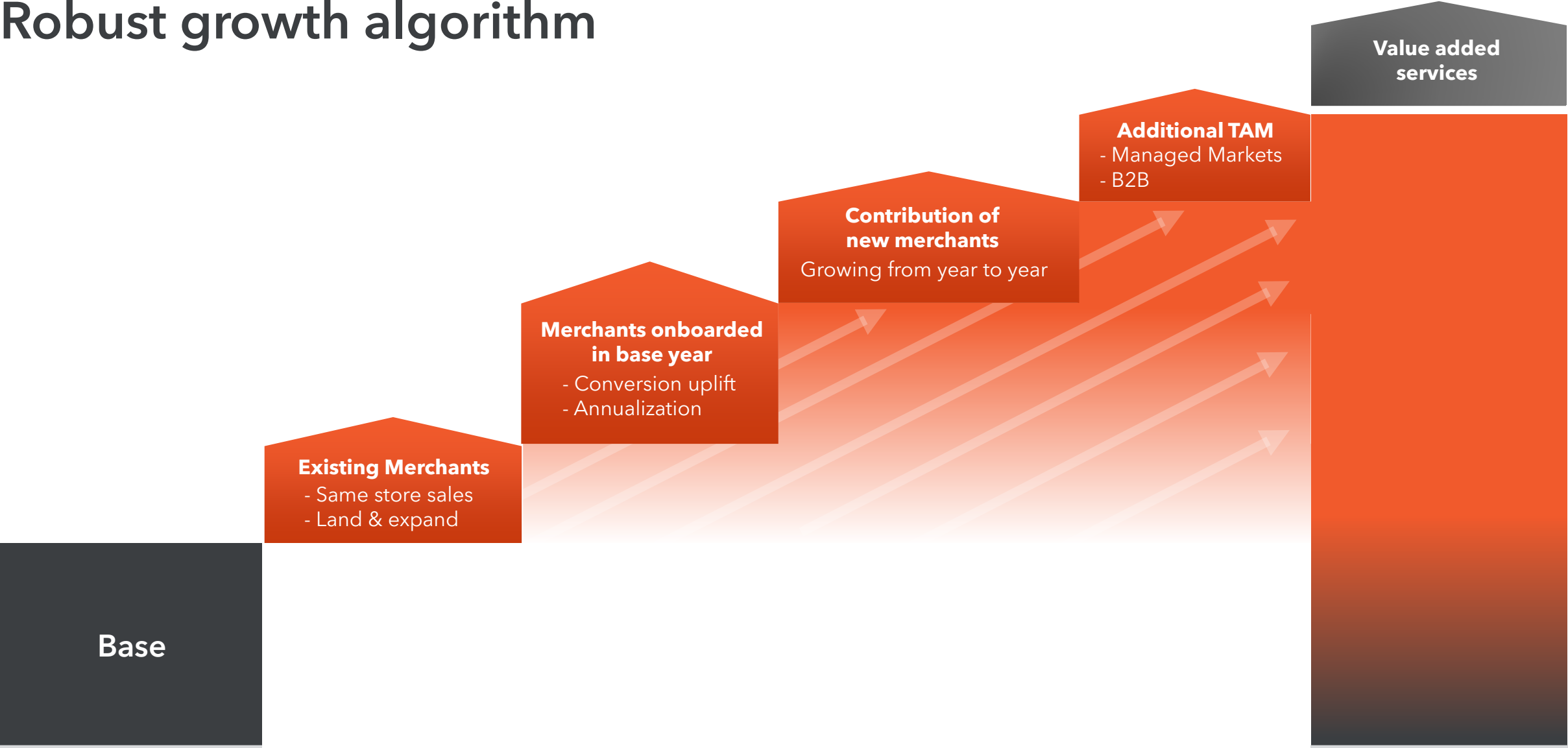


Free Cash Flow
5.8x
Growth 2020-2024

Source: Company information

Note: Free cash flow calculated as Net cash provided by operating activities minus capital expenditures

Robust growth algorithm



Financial framework - 4-year plan

USD millions	FY2024	Long-Term target	FY 2025-2028 guidance
GMV	4,858	GMV growth YoY%	High 20's - Low 30's
Revenue	752.8	Revenue growth YoY%	Mid 20's
Non-GAAP Gross margin	46.4%	Non-GAAP Gross margin	High 40's
Adjusted EBITDA margin	18.7%	Adjusted EBITDA margin	Low/Mid 20's
Free Cash Flow margin	22.2%	Free cash flow margin	Mid/High 20's

**We expect to generate over
\$1 billion of free cash flow
in 2025-2028**

Capital allocation focused on growth and product expansion

Reinvest in organic growth

Highest priority is to propel our organic growth through continued reinvestment in our platform and GTM

Inorganic growth

Complementary product offerings and capabilities to accelerate time-to-market and acquire external expertise

Share repurchase

In consideration, timing and volume TBD

Key Takeaways

- ✓ We have a **strong track record** of delivering on our business and financial objectives
- ✓ We are well positioned to continue driving **efficient growth** and **long-term value**
- ✓ We continue to **prioritize top-line growth** and further expansion
- ✓ While continuing to optimize our **efficient business model**
- ✓ We expect to **generate over \$1 billion in free cash flow in 2025-2028**

Q & A



THANK YOU



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Appendix

Supplementary materials

Key Performance Metrics and Non-GAAP Financial Measures

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 Adjusted EBITDA, Adjusted EBITDA margin, non-GAAP gross profit, non-GAAP gross margin, and free cash flow, as well as operating metrics, including Gross Merchandise Value or GMV, Net Dollar Retention on NDR, and Global Dollar Retention or GDPR. We define each of our non-GAAP measures of financial performance, as the respective GAAP balances shown in the above tables, adjusted for, as applicable, depreciation and amortization, share-based compensation, commercial agreement asset amortization, amortization of acquired intangibles, and merger related contingent consideration. We define non-GAAP gross profit as gross profit adjusted for amortization of acquired intangibles. Non-GAAP gross margin is calculated as Non-GAAP gross profit divided by revenues. We use free cash flow as a liquidity measure and define it as net cash provided by operating activities less purchase of property and equipment. We define GMV or Gross Merchandise Value as the combined amount we collect from the shopper and the merchant for all components of a given transaction, including products, duties and taxes and shipping. The aforementioned key performance indicators and non-GAAP financial measures are used, in conjunction with GAAP measures, by Global-e's management and board of directors to assess our performance, including the preparation of Global-e's annual operating budget and quarterly forecasts, for financial and operational decision-making, to evaluate the effectiveness of Global-e's business strategies, and as a means to evaluate period-to-period comparisons. These measures are frequently used by analysts, investors and other interested parties to evaluate companies in Global-e's industry. We believe that these non-GAAP financial measures are appropriate measures of operating performance because they remove the impact of certain items that we believe do not directly reflect our core operations, and permit investors to view performance using the same tools that we use to budget, forecast, make operating and strategic decisions, and evaluate historical performance. Free cash flow should not be used as an alternative to, or superior to, net cash from operating activities. In addition, Adjusted EBITDA, Adjusted EBITDA margin, non-GAAP gross profit, non-GAAP gross margin, as well as operating metrics, including GMV, should not be considered in isolation, as an alternative to, or superior to net profit (loss), revenue, cash flows or other performance measure derived in accordance with GAAP. These metrics are frequently used by analysts, investors and other interested parties to evaluate companies in our industry. Management believes that the presentation of non-GAAP metrics is an appropriate measure of operating performance because they eliminate the impact of expenses that do not relate directly to the performance of our underlying business. These non-GAAP metrics should not be construed as an inference that our future results will be unaffected by unusual or other items. Additionally, Adjusted EBITDA and other non-GAAP metrics used herein are not intended to be a measure of free cash flow for management's discretionary use, as they do not reflect our tax payments and certain other cash costs that may recur in the future, including, among other things, cash requirements for costs to replace assets being depreciated and amortized. Management compensates for these limitations by relying on our GAAP results in addition to using Adjusted EBITDA and other non-GAAP metrics as supplemental measures of our performance. Our measures of Adjusted EBITDA, free cash flow, non-GAAP gross profit and other non-GAAP metrics used herein are not necessarily comparable to similarly titled captions of other companies due to different methods of calculation. See the tables below regarding reconciliations of these non-GAAP financial measures to the most directly comparable GAAP measures. These financial measures are not measures of financial performance in accordance 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, including Adjusted EBITDA margin, for future periods, because certain items that are excluded from non-GAAP financial measures cannot be reasonably predicted or are not in our control. We are also not able to provide a reconciliation of free cash flow guidance for future periods to net cash from operating activities. In addition, we are also not able to provide a reconciliation of non-GAAP gross profit and non-GAAP gross margin for future periods to gross profit. In particular, we are unable to forecast the timing or magnitude of share based compensation, depreciation and amortization, commercial agreement asset amortization, amortization of acquired intangibles, and merger related contingent consideration, in the case of free cash flow, we are unable to forecast purchase of property and equipment, and in the case of non-GAAP gross profit and non-GAAP gross margin, we are unable to forecast amortization of acquired intangibles included in cost of revenue, in each case, as applicable without unreasonable efforts, and these items could significantly impact, either individually or in the aggregate, GAAP measures in the future.

Definitions

(1) Gross Merchandise Value ("GMV") is defined as the combined amount we collect from the shopper and the merchant for all components of a given transaction, including products, duties and taxes and shipping

(2) Net Dollar Retention ("NDR") rate for a given period is calculated by dividing the GMV in that period by the GMV in the comparable period in the prior year, in each case, from merchants that processed transactions on our platforms in the earlier of the two periods. Our Net Dollar Retention Rate therefore includes the effect on GMV of any merchant renewals, expansion, contraction and churn but excludes the effect of revenue from merchants that contributed to our GMV in the current period but not in the earlier period.

(3) Gross Dollar Retention ("GDR") - to calculate the Gross Dollar Retention Rate for a particular quarter, we first calculate the total seasonality adjusted annualized GMV for that quarter. We then calculate the value of GMV from any merchants who discontinued their use of our platform during that quarter, or churned, based on their total GMV from the four quarters preceding such quarter, which we refer to as churned GMV. We then divide (a) the churned GMV by (b) the total seasonality adjusted annualized GMV to calculate the percentage churn for that quarter. Gross Dollar Retention Rate for a particular year is calculated by aggregating the percentage churn of the four quarters within that year and subtracting the result from 100%.

(4) Non-GAAP Gross Profit and Non-GAAP Gross Margin is defined as gross profit adjusted for amortization of acquired intangibles.

(5) Adjusted EBITDA is a non-GAAP financial metric and defined as operating profit (loss) adjusted for depreciation and amortization, stock-based compensation expenses, commercial agreements amortization, amortization of acquired intangibles, merger related contingent consideration, acquisition related expenses and secondary offering costs.

(6) Free Cash Flow and Free Cash Flow Margin is defined as net cash provided (used) by operating activities adjusted for purchase of property and equipment

Reconciliation of Non-GAAP financial measures

Non-GAAP Gross Profit

(USD in millions)	FY-20	FY-21	FY-22	FY-23	FY-24
Gross profit	43.5	91.4	158.2	233.6	339.4
Amortization of acquired intangibles included in cost of revenue	0	0	9.7	11.2	10.0
Non-GAAP gross profit	43.5	91.4	167.9	244.8	349.4
Non-GAAP gross margin	31.9%	37.3%	41.0%	42.9%	46.4%

Reconciliation of Non-GAAP financial measures

Adjusted EBITDA

(USD in millions)	FY-20	FY-21	FY-22	FY-23	FY-24
Operating profit (loss)	8,413	(65,658)	(189,324)	(137,059)	(67,928)
Stock-based compensation					
Cost of revenue	10	85	262	639	929
Research and development	507	4,192	21,970	26,266	17,291
Selling and marketing	442	1,287	3,877	4,259	5,836
General and administrative	2,997	6,437	12,800	13,796	15,102
Depreciation and amortization	235	331	1,585	1,788	2,131
Commercial agreement asset amortization	0	84,298	149,047	150,451	148,594
Amortization of acquired intangibles	0	0	27,833	20,434	18,812
Secondary offering cost	0	879	0	0	0
Merger related contingent consideration	0	0	12,161	12,161	0
Merger and acquisition related costs	0	573	8,492	0	0
Adjusted EBITDA	12,604	32,424	48,703	92,735	140,767
Adjusted EBITDA margin	9.2%	13.2%	11.9%	16.3%	18.7%

Reconciliation of Non-GAAP financial measures

Free cash flow

(USD in millions)	FY-20	FY-21	FY-22	FY-23	FY-24
Net cash provided (used) in operating activities	29,350	15,478	89,328	108,222	169,393
Purchases of property and equipment	(456)	(2,883)	(8,352)	(1,741)	(2,335)
Non-GAAP gross profit	28,894	12,595	80,976	106,481	167,058
Non-GAAP gross margin	21.2%	5.1%	19.8%	18.7%	22.2%



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