



AG Dillon & Co

Canva | Pre-IPO Fact Sheet

Aaron Dillon, Managing Director
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Jun
2022



\$40.0

Current Valuation (\$b)

\$581

Total Capital Raised (\$m)

Company Discription

Developer of an online graphic design platform designed to create beautiful documents. The company's platform offers drag-and-drop features and professional layouts to consistently design stunning graphics through a vast collection of professionally designed layouts to personalize the design with a stock library of photographs, illustrations, and imagery, enabling users to design presentations, social media graphics with beautiful layouts.

Most recent - Deal size	\$200,000,000
Most recent - Deal type	Later Stage VC
Most recent - Deal date	9/14/2021
Year founded	2012
# of employees	4,376
HQ country	Australia
Industry	Design Software
Business status	Profitable
Website	www.canva.com

Valuation Performance - Time Series, Trailing (annualized after 1yr, includes primary and secondary transactions)

3mo	6mo	YTD	1yr	3yr	5yr	10yr	Founded
0%	0%	0%	167%	152%	159%	n/a	124%

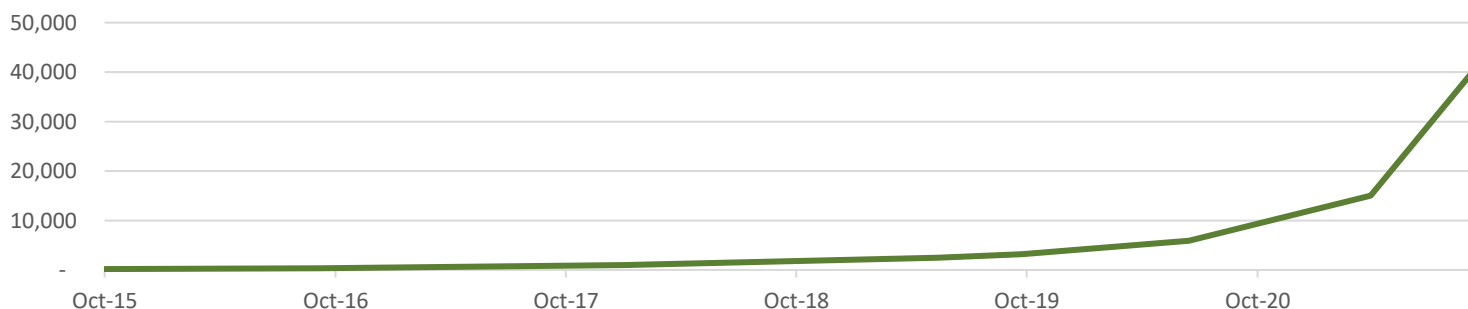
Valuation Performance - Time Series, Annual - Last 5 Years (includes primary and secondary transactions)

2017	2018	2019	2020	2021
0%	190%	220%	85%	577%

Valuation Performance - Financing Round with Date and Valuation (financing round to report date, includes primary and secondary transactions)

Round H	Round G	Round F	Round E	Round D	Round C	Round B	Round A
9/14/2021	4/6/2021	6/22/2020	10/1/2019	5/21/2019	1/8/2018	9/13/2016	10/9/2015
\$40,000	\$15,000	\$5,910	\$3,200	\$2,500	\$1,000	\$345	\$175
0%	167%	577%	1150%	1500%	3900%	11494%	22757%

Valuation Performance - Growth of \$10,000 (includes primary and secondary transactions)



Valuation performance is not investor performance. Dilution is not included in valuation performance. Past performance is no guarantee of future results. Returns shown may reflect hypothetical historical performance. Please see the final page for important legal disclosures.



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Revenue Multiple - 2021 (pre-IPO company includes primary and secondary transactions)

Name	Revenue Multiplier	Valuation or Mrkt Cap	Revenue
Canva	57.1	\$40,000,000,000	700,000,000

Top 5 Public Compables by Market Cap

Wix.com	7.1	\$9,031,861,578	\$1,269,657,000
Ambarella	33.4	\$7,444,653,689	\$222,990,000
Matterport	47.6	\$5,291,442,953	\$111,174,000
Fukui Computer Holdings	5.1	\$620,499,494	\$121,115,244
Silkroad Visual	2.6	\$567,336,756	\$215,102,227

Notables

Goodpatch	7.3	\$186,497,530	\$25,587,428
BIMobject	7.0	\$98,141,142	\$14,007,914
Zedge	6.3	\$123,864,011	\$19,569,000

Investors - On Board and Notables

Investor	Date Invested	Board Seat	Investor Type	# of Exits	# of Active Invstmts	AUM (\$m)	Dry Powder (\$m)
Felicis Ventures	8/16/2012	Yes	Venture Capital	204	187	\$2,000	\$1,115
500 Global	3/19/2013	No	Venture Capital	1080	1565	\$2,700	\$290
Founders Fund	6/19/2014	No	Venture Capital	227	369	\$10,000	\$6,420
Shasta Ventures	6/19/2014	Yes	Venture Capital	140	116	\$1,000	\$67
General Catalyst	5/21/2019	No	Venture Capital	307	375	\$33,324	\$7,842
Bessemer Venture Part	10/1/2019	No	Venture Capital	606	304	\$19,000	\$4,055
Dragoneer Investment	4/6/2021	No	Growth/Expansion	41	97	\$24,939	\$5,846
Sequoia Capital	9/14/2021	No	Venture Capital	735	488	\$85,500	\$7,573
T. Rowe Price	9/14/2021	No	Venture Capital	---	6	---	---

Founder / CEO



Melanie Perkins

Co-Founder, Chief Executive Officer and Board Member

Bio

Ms. Melanie Perkins is a Co-Founder and serves as Chief Executive Officer and Board Member at Canva. She is the Founder of Fusion Books. She holds a BA degree from The University of Western Australia.



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