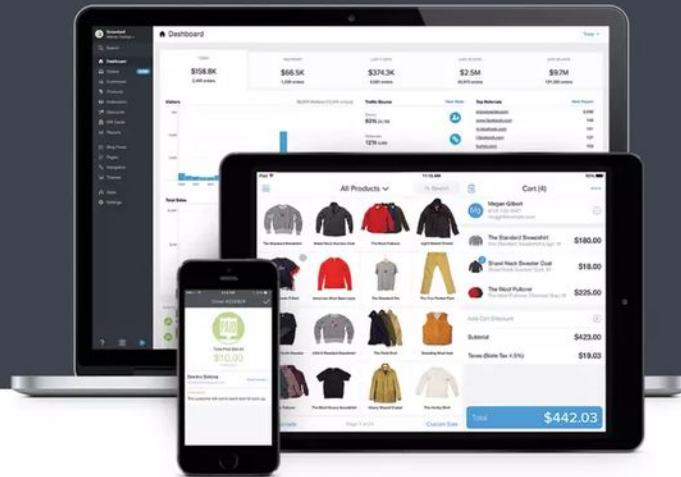




200,000+

ACTIVE SHOPIFY MERCHANTS

\$1.9 BILLION+

GMV IN Q3 '15

Safe Harbour

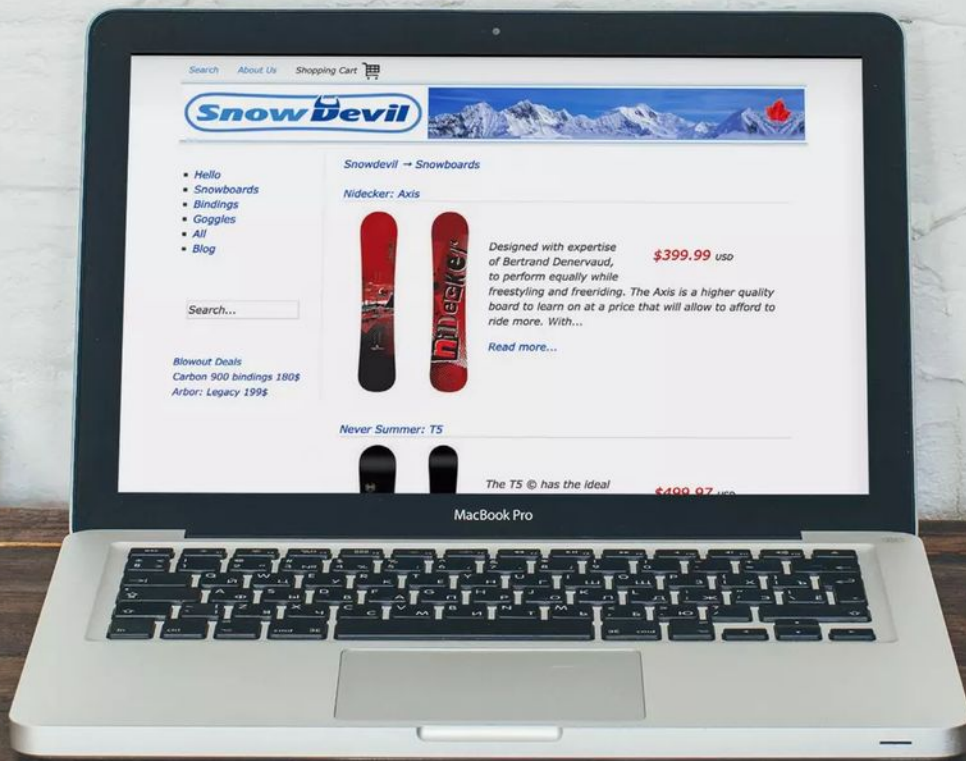
This presentation contains forward-looking statements that are based on our management's current estimates, beliefs and assumptions, which are based on management's perception of historic trends, current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. Although we believe that the plans, intentions, expectations, assumptions and strategies reflected in these forward-looking statements are reasonable, these statements relate to future events or our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results to be materially different from any future results expressed or implied by these forward-looking statements. Although the forward-looking statements contained in this presentation are based upon what we believe are reasonable assumptions, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect our results. These risks are described in further detail in the section entitled "Risk Factors" and elsewhere in our filings with regulatory agencies. If one or more of these risks or uncertainties occur, or if our underlying assumptions prove to be incorrect, actual results may vary significantly from those implied or projected by the forward-looking statements. References to long-term trends in our model are forward-looking and made as of the current date. Nothing in this presentation should be regarded as a representation by any person that these long-term trends will be achieved and we undertake no duty to update its long-term trends.

We believe that the case studies presented in this presentation provide a representative sample of how our merchants have been able to use various features of our platform to grow their respective businesses. References in this presentation to increased visits, growth and sales following implementation of our platform do not necessarily mean that our platform was the only factor contributing to such increases.

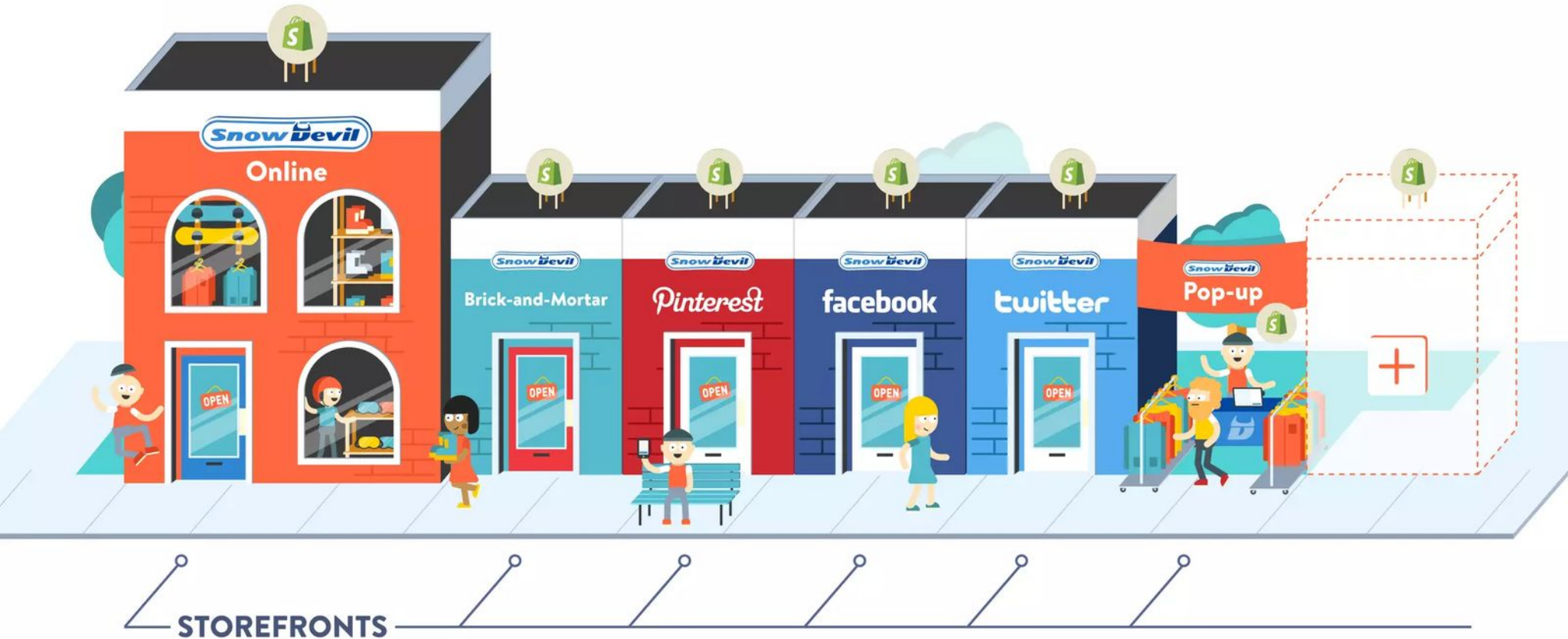
To supplement the financial measures prepared in accordance with generally accepted accounting principles (GAAP), we use non-GAAP financial measures that exclude certain items. Non-GAAP financial measures are not prepared in accordance with GAAP; therefore, the information is not necessarily comparable to other companies and should be considered as a supplement to, not a substitute for, or superior to, the corresponding measures calculated in accordance with GAAP.

Store #1: Snowdevil

CIRCA 2004



One Platform, Every Channel, Any Device.

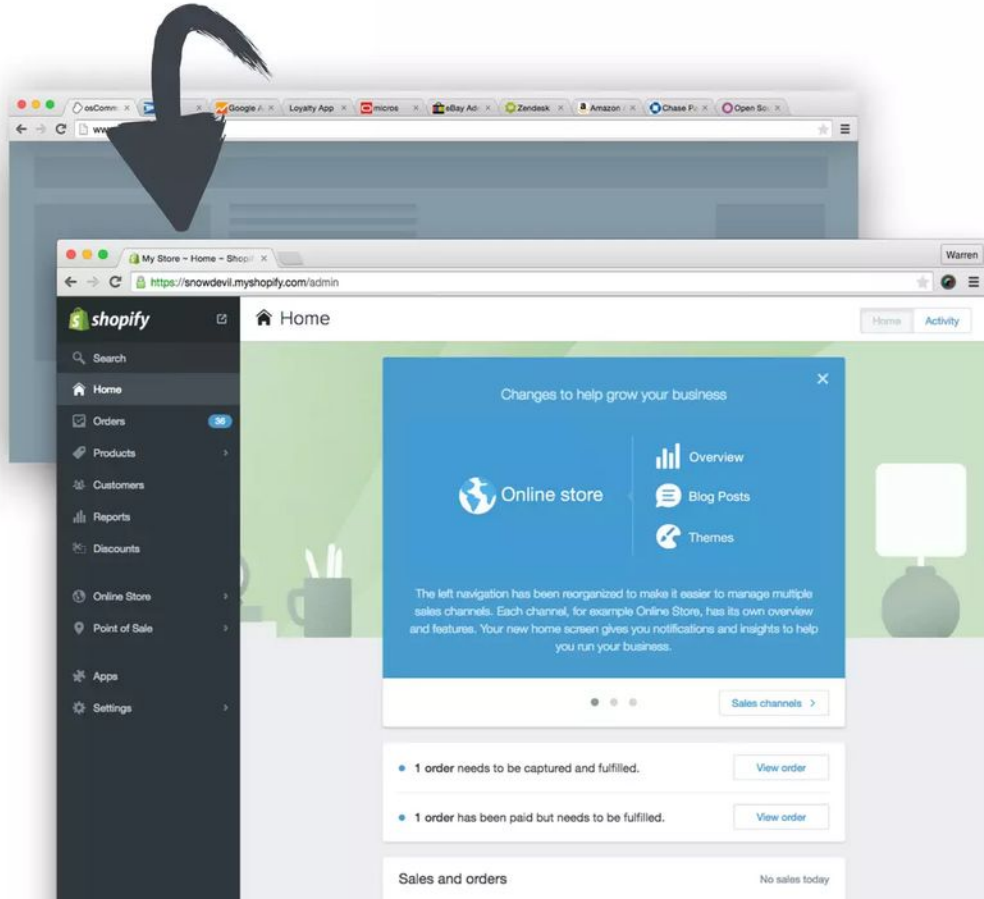


One Platform, Every Channel, Any Device.



A single, integrated back office

Multi-channel Commerce Platform



- A single, simple to use back office
- Powering all your sales channels
- Everything integrated

Our Market

shopify **plus**

\$179 PER MONTH
UNLIMITED

\$79 PER MONTH
PROFESSIONAL

\$29 PER MONTH
BASIC

Larger Brands



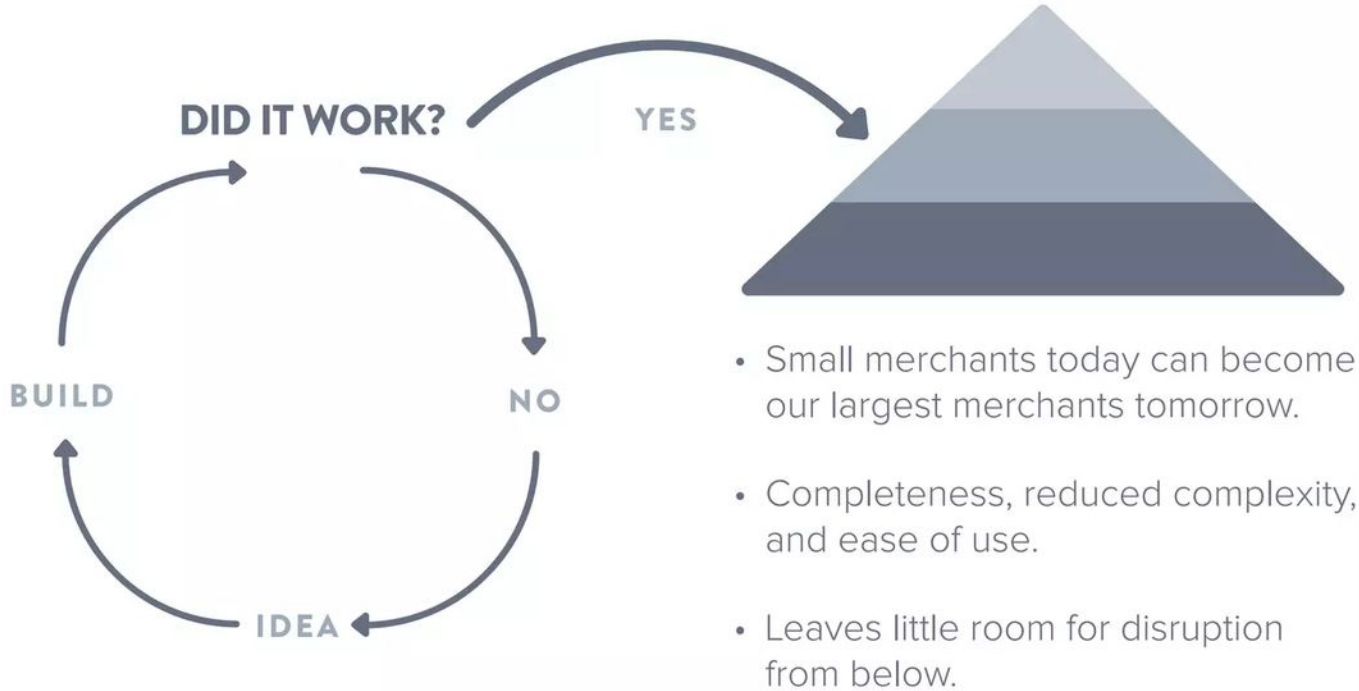
Headroom on SMB TAM



Source: AMI Partners

- (1) Merchants defined as retailers with less than 500 employees. Includes commercially located businesses, sole proprietorships and home-based businesses
- (2) Key geographies include: U.S., Canada, U.K., Western Europe, Australia and New Zealand
- (3) Annualized revenue per merchant of approximately \$1,000 based on the three months ended March 31, 2015

Entrepreneurship



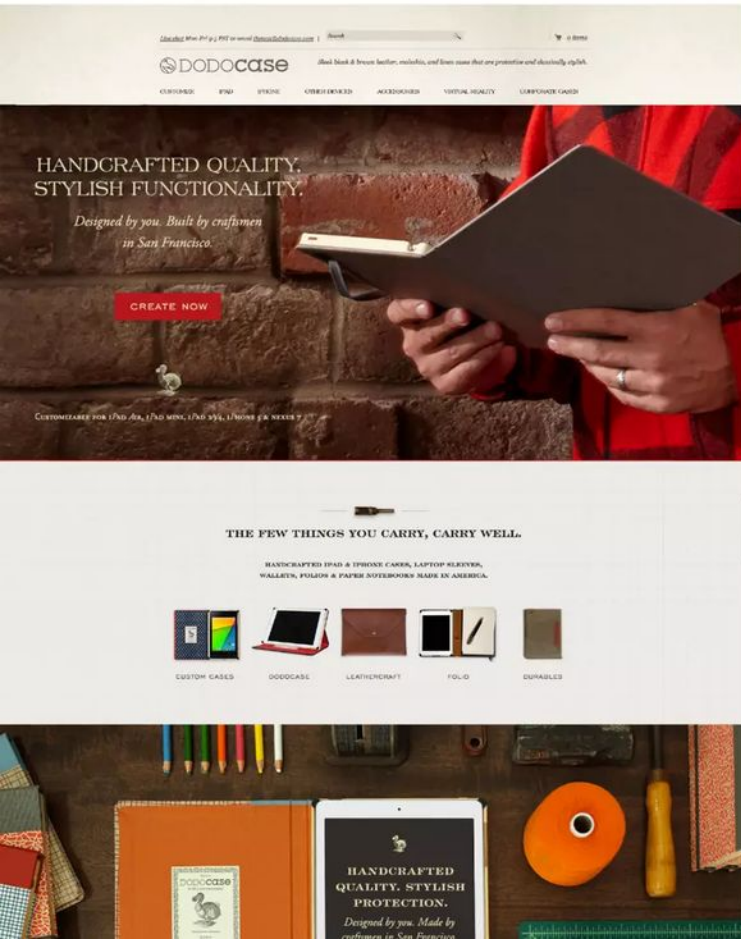
Build-a-Business



“I’m biased, but I think being an entrepreneur is a pretty damn good thing.”

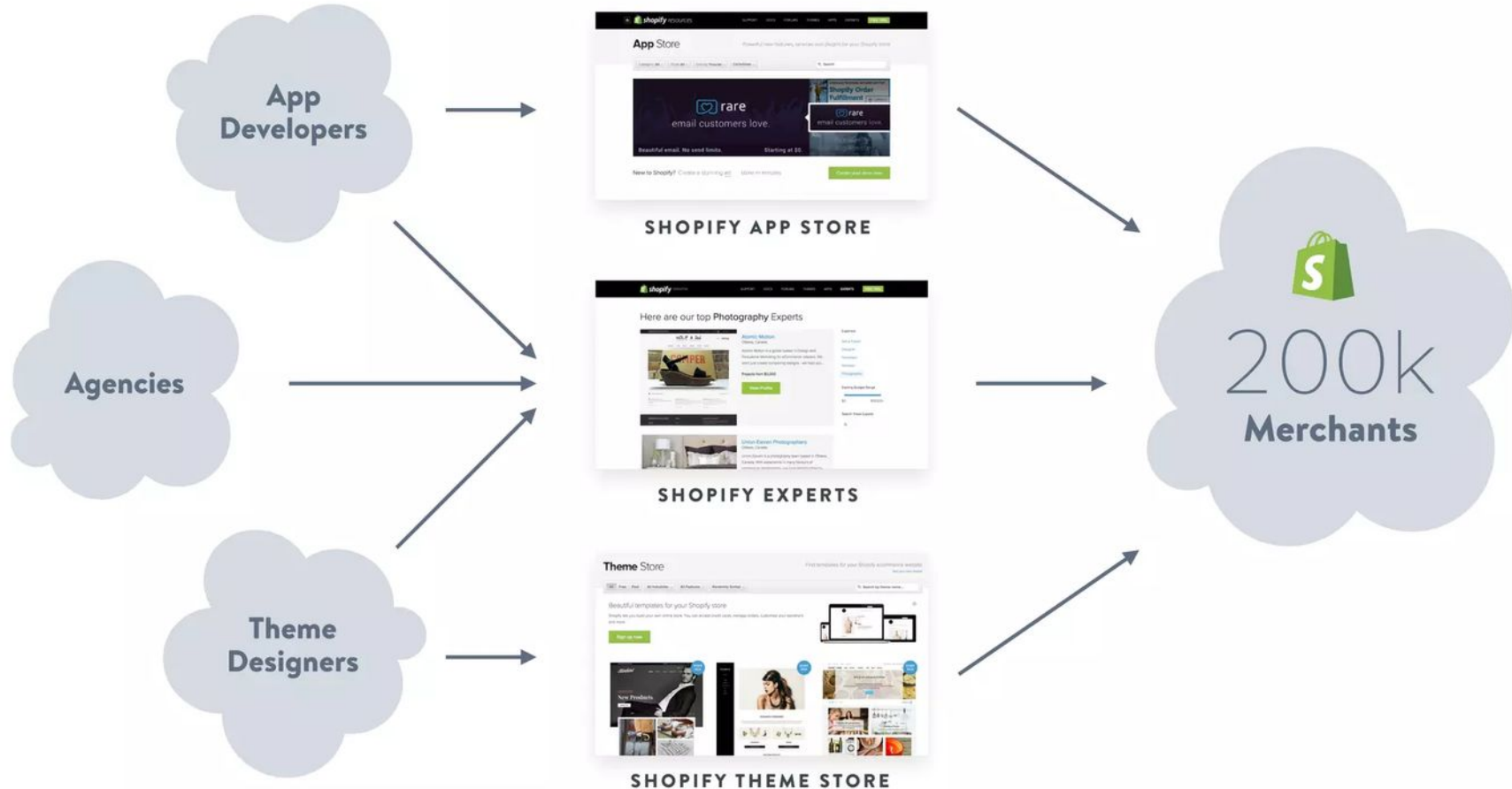
– SIR RICHARD BRANSON

Build-a-Business Success



- **April 2010** Enters BaB competition
- **June 2010** Hits 10k orders in first 90 days
- **July 2010** Wins Shopify's Build A Business Competition
- **April 2011** First year's sales total more than \$3M
- **June 2011** Expands into retail location
- **Nov 2011** Obama starts using a DODOcase
- **2012** Product line expands to iPhone Cases
- **2013** Facebook store launches
- **2014** Upgrades to Shopify Plus
- **2015** 22 full-time employees and growing

Partner Ecosystem



Partners

STRATEGIC PARTNERS

Google™ Domains



amazon

APP AND INTEGRATION PARTNERS



MailChimp



AdRoll

DESIGN AND DEVELOPMENT AGENCIES

bold

DEMACMEDIA

BVACCEL

SDG Spiegel
DesignGroup

simplistic

Leading Blog

shopify Sell online Sell in person Blog More

Articles Guides Forums Success stories Growth tools



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by Tobias Little - Apr 14, 2015

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Ideas & examples for improving your business

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Build a profitable and thriving retail business

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Content Marketing



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www.amazon.com/sellonamazon
It is easy to sell online with Amazon. Put your products in front of millions of Amazon customers and increase your traffic and exposure. Sign up now to sell online ...

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www.google.ca/adwords
Reach new customers & sell online.
See if AdWords is right for you

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Create Your Store Now. It's Free!

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www.yahoo.com/Stores
Your own ecommerce store that looks professional on any device. Sign up

Best Sites to Sell Online
www.log10ecommercebuilders.com/
Review Top 10 Online Store Builders.
All eCommerce Features are Included

Products to Sell Online
www.doba.com/
Access 2,500,000 Quality Products.
Low Price Guarantee. Free Trial!

Start Selling Online Now
www.setz.com/
Create Online Store in 5 Minutes.
Top Features. Get Started For Free!

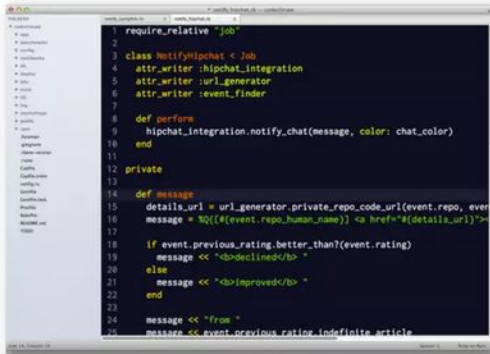
Sell My Stuff Ottawa

Synonymous with Ecommerce

GOOGLE TRENDS DATA FILTERED FOR USA



Shopify's Unique Recipe



Great Technology

Multi-tenant, scalable,
high availability architecture



Beautiful Design

Simple, limitless customization
of gorgeous themes



Robust Ecosystem

Hundreds of Apps,
Themes, and Experts

THE NUMBERS



Financial Highlights

I

GROWTH

Strong, consistent growth in Revenue, MRR and GMV

II

POWERFUL BUSINESS MODEL

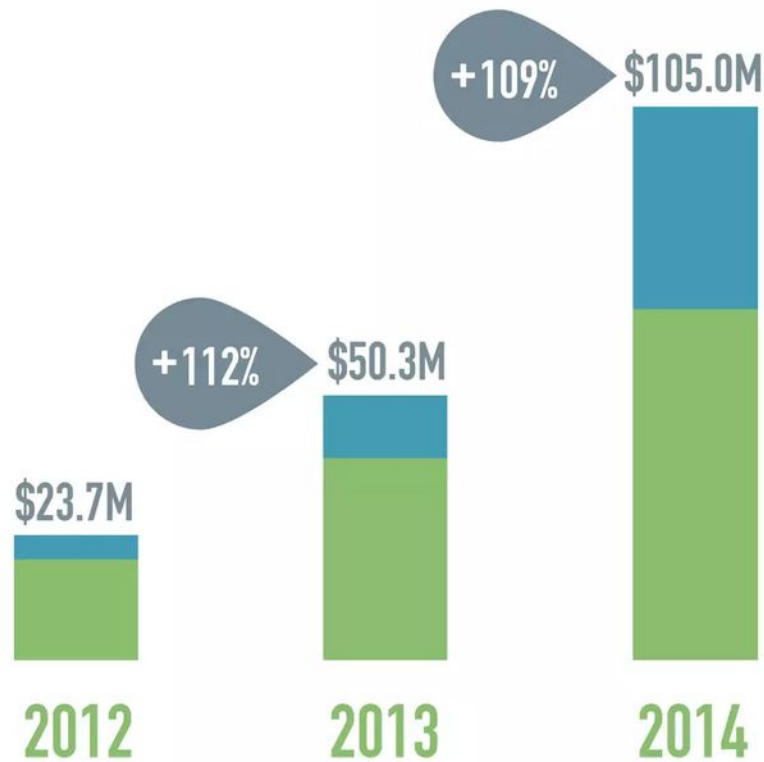
Success-based revenue stream built on a large recurring subscription (SaaS) base

III

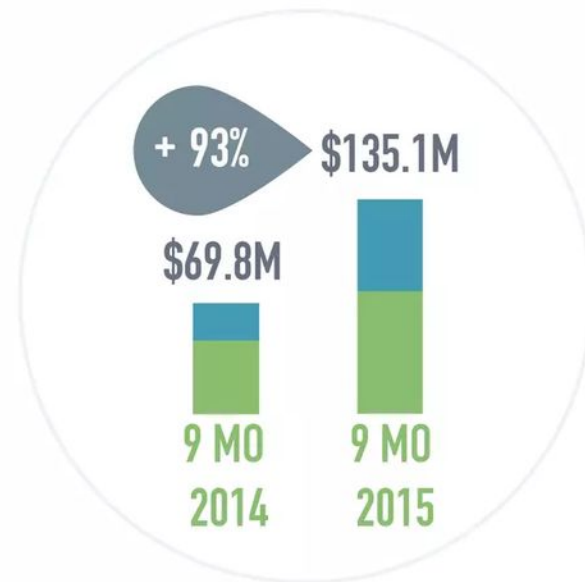
LONG-TERM FOCUS

Strong track record of cash management and investing for the long term

Strong Consistent Revenue Growth



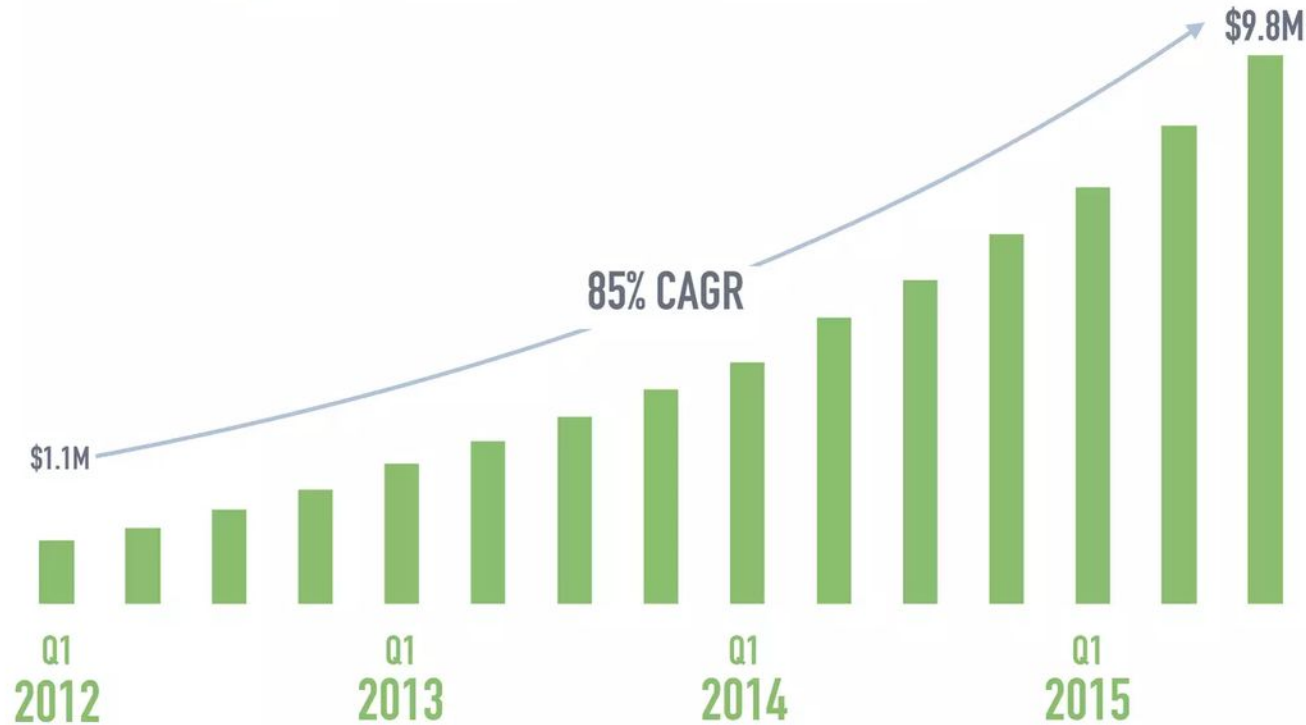
■ Subscription solutions ■ Merchant solutions



DRIVERS

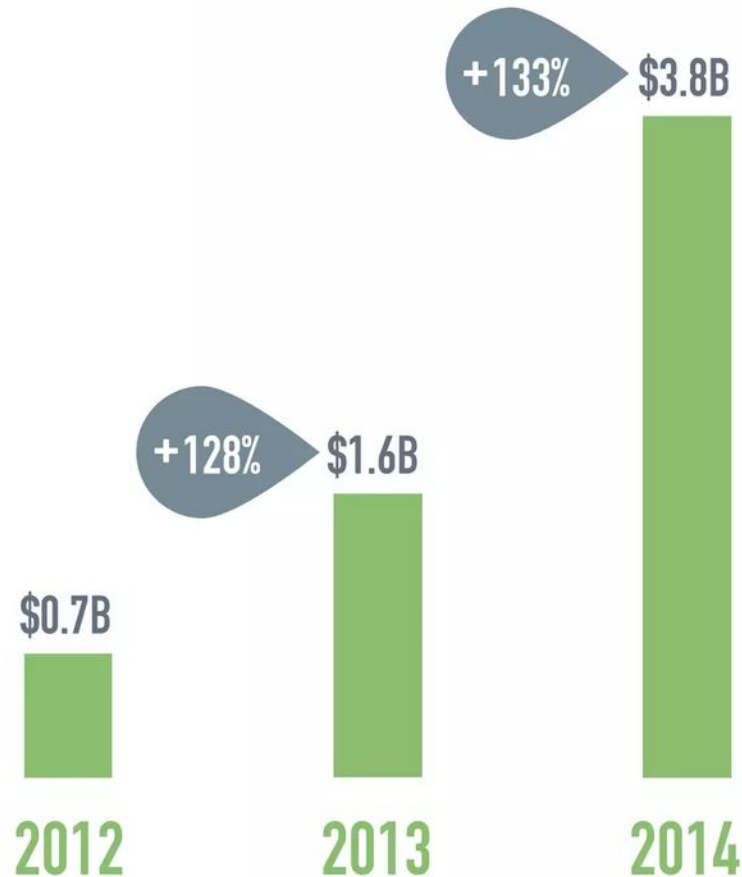
- Growing merchant base
- Expanding GMV
- Introduction and adoption of merchant offerings
- Robust partner ecosystem

Strong Consistent MRR Growth



Monthly Recurring Revenue, or MRR, is calculated at the end of each period by multiplying the number of merchants who have subscription plans with us at the period end date by the average monthly subscription plan fee revenue in effect on the last day of that period, assuming they maintain their subscription plans the following month.

Strong Consistent GMV Growth



DRIVERS

- More merchants
- Higher avg. GMV per merchant
- Introduction of POS

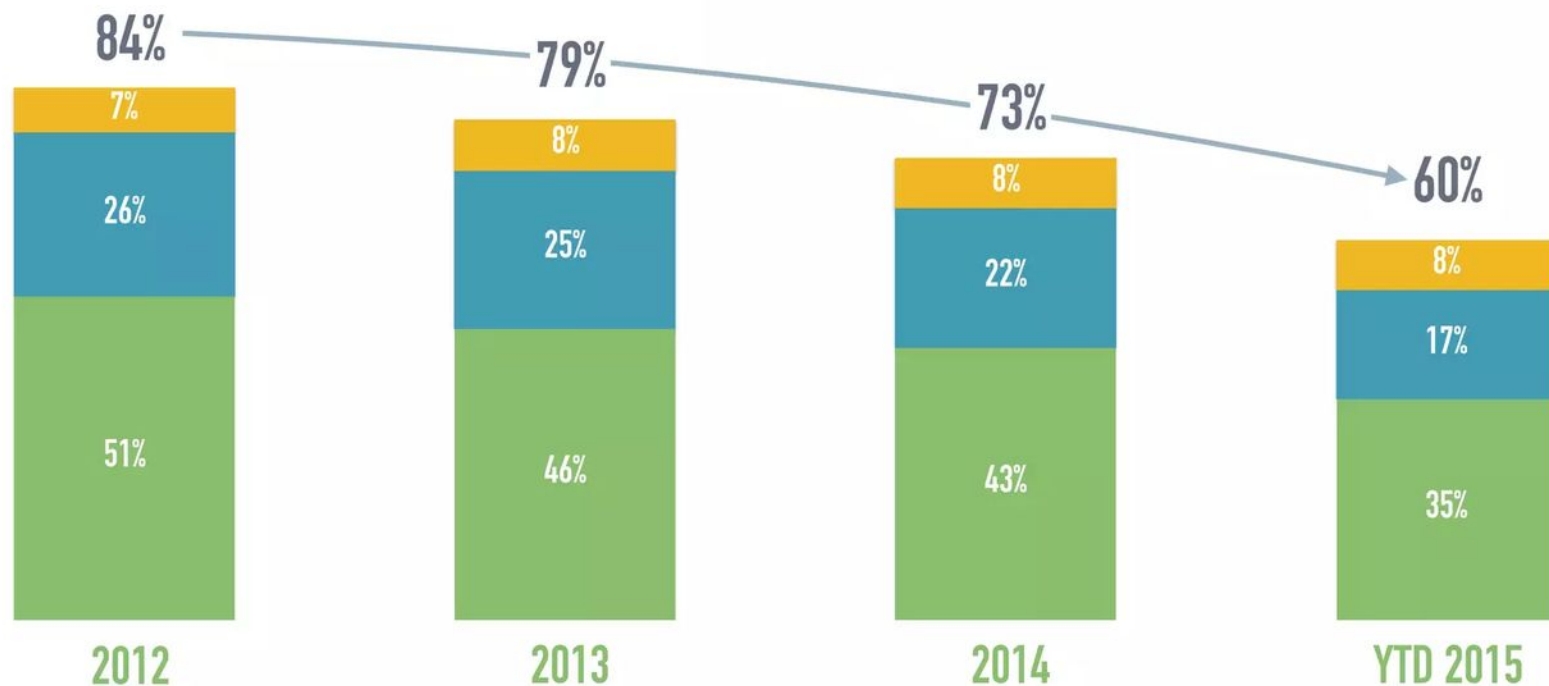
Powerful Business Model

GROSS PROFIT



Excludes SBC expense

Operating Leverage



AS A PERCENTAGE OF REVENUE

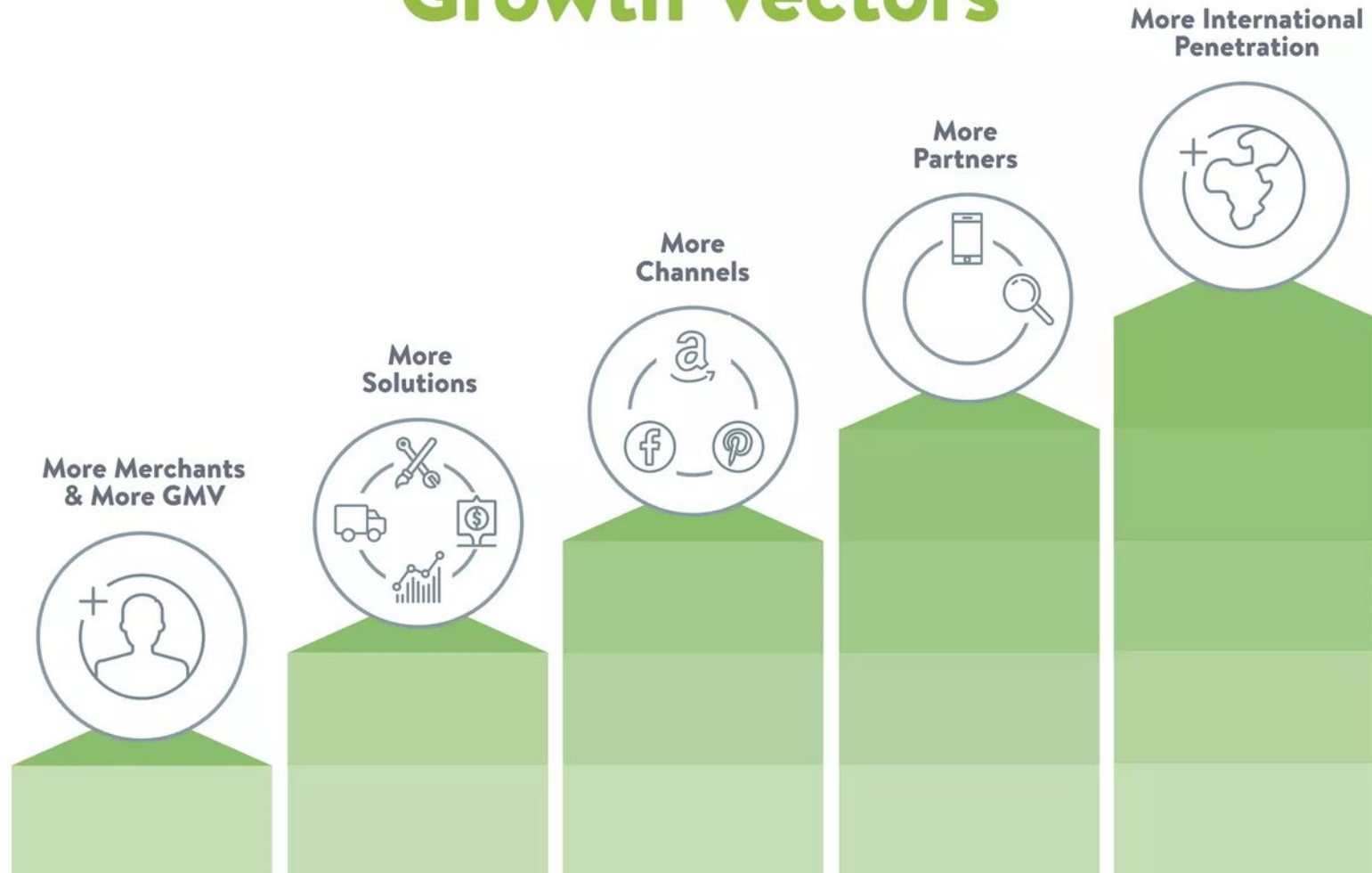
S&M

R&D

G&A

Excludes SBC and Sales Tax expense

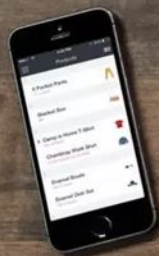
Growth Vectors



Investment Highlights

- **Enormous Opportunity** – Multichannel commerce platform targeted at SMB market.
- **Powerful Business Model** – Rapidly growing SaaS and success-based business model.
- **World-class Product** – Well-crafted for simplicity and scalability.
- **Vast Ecosystem** – Engaged and expanding partner ecosystem that is difficult to replicate.
- **Vision** – Product-driven team with a long-term focus.

Make commerce better for everyone.



APPENDIX



Reconciliation to GAAP Figures

	2012	2013	2014	9 mo ended Sept 30, 2014	9 mo ended Sept 30, 2015
GAAP Gross profit	18,937	36,739	61,795	42,182	75,561
add: cost of revenues SBC	11	113	259	159	198
Non-GAAP Gross Profit	18,948	36,852	62,054	42,341	75,759
% of Revenue	80%	73%	59%	61%	56%
GAAP Sales and marketing	12,262	23,351	45,929	33,720	47,847
less: Sales and marketing SBC	66	354	696	451	681
Non-GAAP Sales and Marketing	12,196	22,997	45,233	33,269	47,166
% of Revenue	51%	46%	43%	48%	35%
GAAP Research and development	6,452	13,682	25,915	19,296	26,181
less: Research and development SBC	282	1,152	2,776	2,010	2,853
Non-GAAP Research and development	6,170	12,530	23,139	17,286	23,328
% of Revenue	26%	25%	22%	25%	17%
GAAP General and administrative	1,737	3,975	11,566	6,286	12,770
less: General and administrative SBC	49	147	712	347	1,547
less: Non-recurring sales and use tax expense	-	-	2,182	-	566
Non-GAAP General and administrative	1,688	3,828	8,672	5,939	10,657
% of Revenue	7%	8%	8%	9%	8%
GAAP Operating Expense	20,451	41,008	83,410	59,302	86,798
less: Operating SBC	397	1,653	4,184	2,808	5,081
less: Non-recurring sales and use tax expense	-	-	2,182	-	566
Non-GAAP Operating Expense	20,054	39,355	77,044	56,494	81,185
% of Revenue	84%	79%	73%	81%	60%